

Television Factbook

THE AUTHORITATIVE REFERENCE FOR THE ADVERTISING, TELEVISION AND ELECTRONICS INDUSTRIES

PUBLISHED BY TELEVISION DIGEST, INC., WASHINGTON, D. C.



For assistance in selecting "Matched" color equipment . . . see your RCA Broadcast Representative

Atlanta, Ga. 30329
10 Executive Park 404-633-9421
P. G. Walters

Austin, Texas 78756
Northwest Professional Bldg.
5425-B Burnet Rd. 512-453-8233
J. N. Barclay

Birmingham, Ala. 35223
Office Park Bldg # 10
Office Park Circle 205-871-1155
J. Smith

Boston: West Newton, Mass. 02165
950 Watertown St. 617-969-6010
E. H. Harlihy

Burbank, Calif. 91505
2700 W. Olive Ave. 213-849-6741
E. J. Frost • M. Ellison

Camden, N. J. 08102
Front & Couper Sts. 609-963-8000
J. A. Gimbel

Charlotte, N. C. 28204
330 Charlottetown Center 704-333-3996
R. M. Williams

Chicago, Ill. 60654
Merchandise Mart Plaza
Rm. 2000 312-467-5900
D. C. Borchert • F. A. Timberlake

Cincinnati, Ohio 45231
8234 Winton Rd. 513-522-8810
C. E. Raasch

Cleveland, Ohio 44115
1600 Keith Bldg. 216-241-3450
W. C. Wiseman

Dallas, Texas 75235
210-C Court Terrace
Exchange Park, N. 214-351-5361
G. McClanathan • E. H. Hoff

Denver, Colo. 80211
2785 N. Speer Blvd.
Suite 346 303-477-6832
R. F. Goodspeed

Detroit: Southfield, Mich. 48076
20830 Rutland Ave. 313-357-0080
W. P. Happel

Indianapolis, Ind. 46201
501 N. LaSalle St. 317-635-9000
C. E. Raasch

Kansas City, Mo. 64114
7711 State Line Rd.
Suite 112 816-363-6770
V. S. Mattison

Memphis, Tenn. 38114
2110 Airways Blvd. 901-743-9442
B. E. Fincher

Minneapolis, Minn. 55416
4522 Excelsior Blvd. 612-922-3303
W. G. Eberhart

New York, N.Y. 10020
30 Rockefeller Plaza
Rm. 1219 212-689-7200
O. E. Wagner • R. F. Warda

Pittsburgh: Meadow Lands, Pa. 15347
Washington County 412-341-5294
D. P. Allen

San Francisco, Calif. 94104
343 Sansome St.
7th Floor 415-956-4818
M. M. Corbett • R. J. Newman

Seattle, Wash. 98134
2246 First Ave., S. 206-622-8350
R. Harding

St. Louis, Mo. 63105
7710 Carondelet Ave. 314-862-3660
D. B. Freeman

Washington, D.C. 20006
1725 "K" St., N.W. 202-337-8500
O. J. McReynolds

West Palm Beach, Fla. 33403
3900 Monet Rd.
Palm Beach Gardens 305-844-7351, Ext. 2891
R. E. Giles

RCA BROADCAST AND TELEVISION EQUIPMENT
BUILDING 15-5, CAMDEN, NEW JERSEY 08102



The Most Trusted Name in Electronics

WJBK-TV
DETROIT (CBS)

WJW-TV
CLEVELAND (CBS)

WITI-TV
MILWAUKEE (ABC)

WAGA-TV
ATLANTA (CBS)

WSPD-TV
TOLEDO (ABC)

WSBK-TV
BOSTON



ACCENT ON COLOR

With maximum coverage in major markets, featuring top talent and the finest facilities, Storer Stations are now fully equipped to originate color programs—live, remote, video-tape, film, slides or network.

... and to simplify time buying:

Contact Storer Television Sales, our exclusive national reps, whose intentionally limited list assures you of information in depth, and tailor-made solutions to your problems in the Storer markets.

STORER TELEVISION SALES, INC.

500 Park Avenue, New York, N.Y. 10022

STORER
BROADCASTING COMPANY

SEVEN ARTS TELEVISION PRESENTS

Johnny Cypher in Dimension Zero



with
more

NEW!
in color



SOLD!

TRIANGLE BROADCASTING for:

- Philadelphia, Pa. (WFIL-TV)
- New Haven, Conn. (WNHC-TV)
- Binghamton, N.Y. (WNBF-TV)
- Lebanon/Lancaster, Pa. (WLYH-TV)
- Altoona, Pa. (WFBG-TV)
- Fresno, Calif. (KFRE-TV)
- AND,**
- Chicago, Ill. (WGN-TV)
- Bay City-Saginaw, Mich. (WNEM-TV)
- Charlotte, N.C. (WSOC-TV)
- Dallas-Ft. Worth, Tex. (KTVT)
- Denver, Colo. (KWGN-TV)
- Norfolk, Va. (WVEC-TV)

130 six-minute science-fiction cartoons *in color*

Johnny Cypher, a brilliant scientist, becomes man's greatest hope to save Earth by discovering the incalculable power of Dimension-Zero, enabling him to travel through time and space in superhuman form.

The fantastic Dimension-Zero is an indestructible force that defied science and nature. It is Johnny's ultimate weapon against treachery and injustice.



Seven Arts Television

NEW YORK: 200 Park Avenue • YUkon 6-1717
LOS ANGELES: 9720 Wilshire Blvd. • CRestview 3-3600
TORONTO: 11 Adelaide Street West • EMpire 4-7193
Seven Arts Productions International Limited
Roberts Bldg., East St., Nassau, Bahamas • Cable SEVINT

© 1966 Oriolo Film Studios, Inc.

STATIONS

This 1967 Edition of Television Factbook, Number 37, Comprises Two Volumes

'STATIONS' and 'SERVICES'

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

All Other Material Covered by the Factbook is Included in the SERVICES Volume

Television Factbook is Distributed Only as a Set of the Two Volumes

Television Factbook

Published by

TELEVISION DIGEST INC.

EDITORIAL & BUSINESS HEADQUARTERS

2025 Eye St., N.W., Washington, D. C. 20006

Phone: 202-965-1985, TELEX: 89-2539

WASHINGTON HEADQUARTERS

Albert Warren*Editor & Publisher*
Jan Moore*Secretary*

Editorial—Television Factbook

Paul Stone*Editorial Director*
Mary Appel*Asst. Editorial Director*
Karlota Koester*Editorial Assistant*

Editorial—Television Digest

Dowson B. Nail*Managing Editor*
Chilton Kerns*Assistant Editor*
Ann Tasseff, Judith King*Staff Writers*

Business

Edward M. Kelly*General Mgr.*
James Y. Granger*Circulation Mgr.*

NEW YORK BUREAU

510 Madison Ave., N.Y. 10022

Phone: 212-355-5611

TELEX: 12-6049

Editorial

David Lachenbruch*Editorial Dir., Television Digest, Inc.*

Judith Raskin*Associate Editor*
Mary Borelli*Secretary*

Business

Albert Leon*Sales Manager*

TOKYO REPRESENTATIVE

(Editorial & Business)

Warren Birkenhead
25, 2-chome, Hamamatsu-cho

1967 EDITION NO. 37

This edition supersedes Television Factbook No. 36 (1966 Edition) and all Addenda thereto. This Factbook also starts a new series of weekly TV Addenda, reporting on new station starts, FCC grants, applications, allocations changes, etc. Weekly TV Addenda 37-A, 37-B, et seq., are sent only to subscribers to the Full TV Services of Television Digest. The Addenda enable subscribers to keep the Stations and CATV sections current.

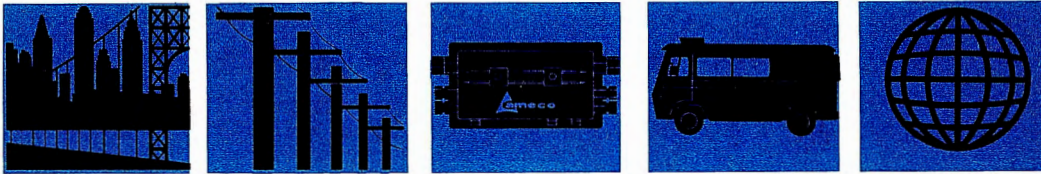
TELEVISION DIGEST with CONSUMER ELECTRONICS. Published Mondays. For information, write Editorial & Business Headquarters.

TV ADDENDA Published Weekly	CATV ADDENDA Published Weekly	AM-FM ADDENDA Published Weekly
--------------------------------	----------------------------------	-----------------------------------

TELEVISION FACTBOOK

Copyright © 1967, by Television Digest Inc.

All Rights Reserved



we design

and build

and equip

and service

CATV
systems
anywhere
in the world.



Need a CATV system designed? Ameco does it for you—fast. Our skilled engineers can design your system to make profits for you.

Need to build a CATV system? Ameco does that for you, too—and builds it to last. Ameco's construction people are experts. They've built more than 7,500 miles of CATV plant. That's experience you can count on.

Need CATV equipment? Ameco has it—a complete line! The cable television industry pacesetter has solid-state equipment for every CATV operation from the antenna

to your customer's home. And, it's guaranteed reliable.

Need your system serviced? Ameco does it—anywhere. Expert CATV sales engineers travel the nation in unique "Roadrunner" vehicles to service your emergency equipment or technological needs.

Good to know, isn't it, that you can rely on Ameco, the industry pacesetter, to provide anything you need to build, rebuild, expand, repair or plan your CATV system. We're ready to go to work for you on any CATV job, anytime, anywhere. Call 602-262-5500 . . . today!



P.O. Box 13741, Phoenix, Arizona 85002

Description of Station Directory Section

The Station Maps

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

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

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

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

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

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

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

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

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

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

ARB TV STATION CIRCULATION

The shaded areas on each of the station maps represent the home market ARB metro area plus those counties in which the station receives a net weekly circulation of at least 5% according to ARB's Television Coverage/65. Each of these counties is then delineated by 3 circulation categories which include those in which the station's circulation is over 50%, 25% to 50% and 5% to 24%. In a few instances, counties which are listed in the 5-24% category do not appear on the maps, since the reduction in scale required to include them would impair the legibility of the map.

For a few stations, ARB indicates no coverage in one or two of the three percentage categories—over 50%,

25-50%, 5-24%. In previous Factbooks, absence of coverage in such categories was indicated by the expression "none," in conjunction with the specific percentage category. In this edition, only those percentage categories with coverage are shown; categories in which ARB indicates no coverage are simply omitted.

In order to provide the most current estimates available for each county, Total Households, TV Homes and Percent TV Penetration are provided from ARB's current "United States TV Homes Estimates by State and County." These data are based on ARB projected estimates to January, 1967. Current station totals are also provided from this data and do not include circulation from counties where a station's circulation is less than 5%.

Total Net Weekly and Average Daily Circulation estimates are also provided for all television stations which are reported in ARB television market reports. These estimates are based on ARB's March 1966 Nationwide Sweep.

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

SURVEY METHODS, Described by ARB

ARB uses one-week interviewer-supervised family-viewing diaries to secure information for television audience estimates. Families are contacted initially by telephone to secure their cooperation and elicit basic information as to television set ownership, number of sets owned, presence of color set in the home and in appropriate areas, whether the family can receive uhf stations. Contact is maintained with the sample families through followup calls to encourage proper recording and prompt return of the diaries.

Sampling is controlled by geographic units of no larger than county size, and in some instances for reasons of population distribution, terrain or technical control a county is divided into 2 sampling units. Sample homes are selected by computer from all available telephone directories listing the homes within each sampling unit through a systematic interval selection technique with random selection occurring within each interval.

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

At least twice each year, in the fall and again in the spring, ARB Nation-wide Sampling Sweeps survey every county to provide viewing information for every television market in the country. ARB's Television Coverage/65 included data gathered from each county in from one to 3 of these sweeps, depending upon the need for an adequate sample accumulation within the county. The entire study, based on more than 200,000 family viewing records, represents the most current and reliable source of basic television circulation available. Further details on the complete study and ARB sampling procedures are available from the American Research Bureau.

DEFINITIONS OF TERMS & CODES

ARB Terms:

Total Homes—A household or home is comprised of all persons who occupy a single dwelling unit, which may be a house, an apartment, or a group of one or more rooms. The total homes figures shown in the current study are Standard Rate & Data Service estimates as of May 1966

projected to January 1967, and rounded to the nearest hundred.

Television Homes—A television home is a household having one or more television sets. Estimates for each county are based on an updating of ARB TV penetration estimates using historical regional growth curves to January 1967. This penetration percentage is then applied to SRDS total homes projections for estimates of total television homes. Mathematical differences may occur due to computer rounding to whole numerals from fractions of a percent.

TV Penetration—The percent of total homes having one or more television sets at the time of the survey. TV penetration is derived from the same basic technique as described above, using current regional penetration estimates derived by the Advertising Research Foundation from specially commissioned U.S. Census surveys.

Net Weekly Circulation—The estimated number of different television homes viewing a particular station at least once per week, Monday-Sunday, 6:00 AM-2:00 AM, EST.

Average Daily Circulation—The estimated average number of different television homes reached by a particular station on each day of the week, Monday-Sunday, 6:00 AM-2:00 AM, EST.

EXPLANATION OF FCC SYMBOLS

FCC Filing Symbols:

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

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

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

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

BBM SURVEY METHODS

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

These surveys are conducted by mail, a log being sent to each household in the sample in which the household is

Station Directory Description

asked to record the tuning by all its members to radio and television over a week's time period, by quarter hours.

For the purpose of the survey, the whole of Canada is divided into 187 cells or BBM areas, which are either Metropolitan areas as defined by the Dominion Bureau of Statistics, or single counties or census divisions or combinations thereof.

The Survey provides figures on Television ownership in each BBM area and also, for each station, the weekly reach of the station in each cell. By weekly reach is meant the percent, or number of households that tuned to the station at least once during the survey week.

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

- (a) those BBM cells in which it reached over 50% of the households
- (b) those cells in which it reached 25-50% of the households and finally—
- (c) those cells in which it reached 5-24% of the households.

This, therefore, is the arrangement followed herein and opposite each BBM cell is shown also the estimated number of households in that cell, and the estimated number of Television households, together with a percentage expressing the Television households as a percent of total households in the cell.

In addition, a figure designated as "BBM Weekly Reach" is shown. This is the estimated total number of households that tuned to the station during the survey in all of its coverage area—i.e., in all the BBM cells into which its signal penetrated, including the cells in which its reach was less than 5%.

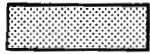
**USED BY
MEDIA ARTISTS**

**RUST
CRAFT BROADCASTING**

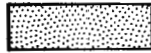
THE FACTBOOK: An Explanation of Map Symbols and Figures

THE STATION PAGES

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



5-24%



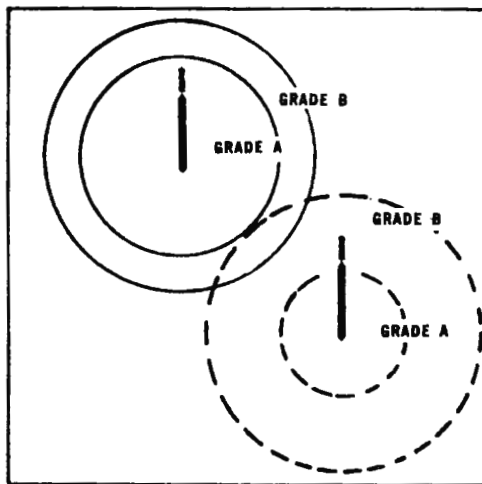
Between
25-50%



Over 50%

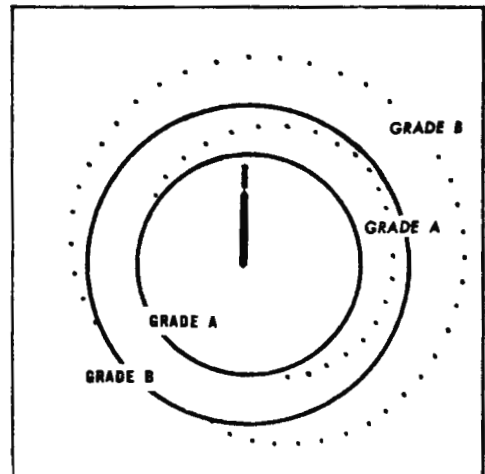
The individual station tables show a complete listing of all counties grouped by ARB Net Weekly Circulation levels, with Total Households, TV Homes, and TV Penetration in each county individually. For definitions of ARB terms see Introduction starting on page 4-b.

Our "station total" figure does not include circulation in counties in which the station's net weekly circulation was less than 5%. The complete ARB study does present these figures to ARB clients.



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

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



THE STATE PAGES

Under the map of each state, three rankings for each market are shown: American Research Bureau's Net Weekly Circulation, Total Homes, Total TV Homes. In each ranking, the figure is that of the station in the market with the highest total in each category.

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

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

Licensed commercial and educational TV stations by VHF and UHF are shown for each state in a status report as of Jan. 1, 1967.

U. S. Television Station Directory

Data Updated to March 2, 1967

Includes Rate Digests, Personnel,
Facilities and Other Data

CP Holders Reported Due by
Spring Are Listed




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


EXPLANATORY NOTES

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

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

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

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

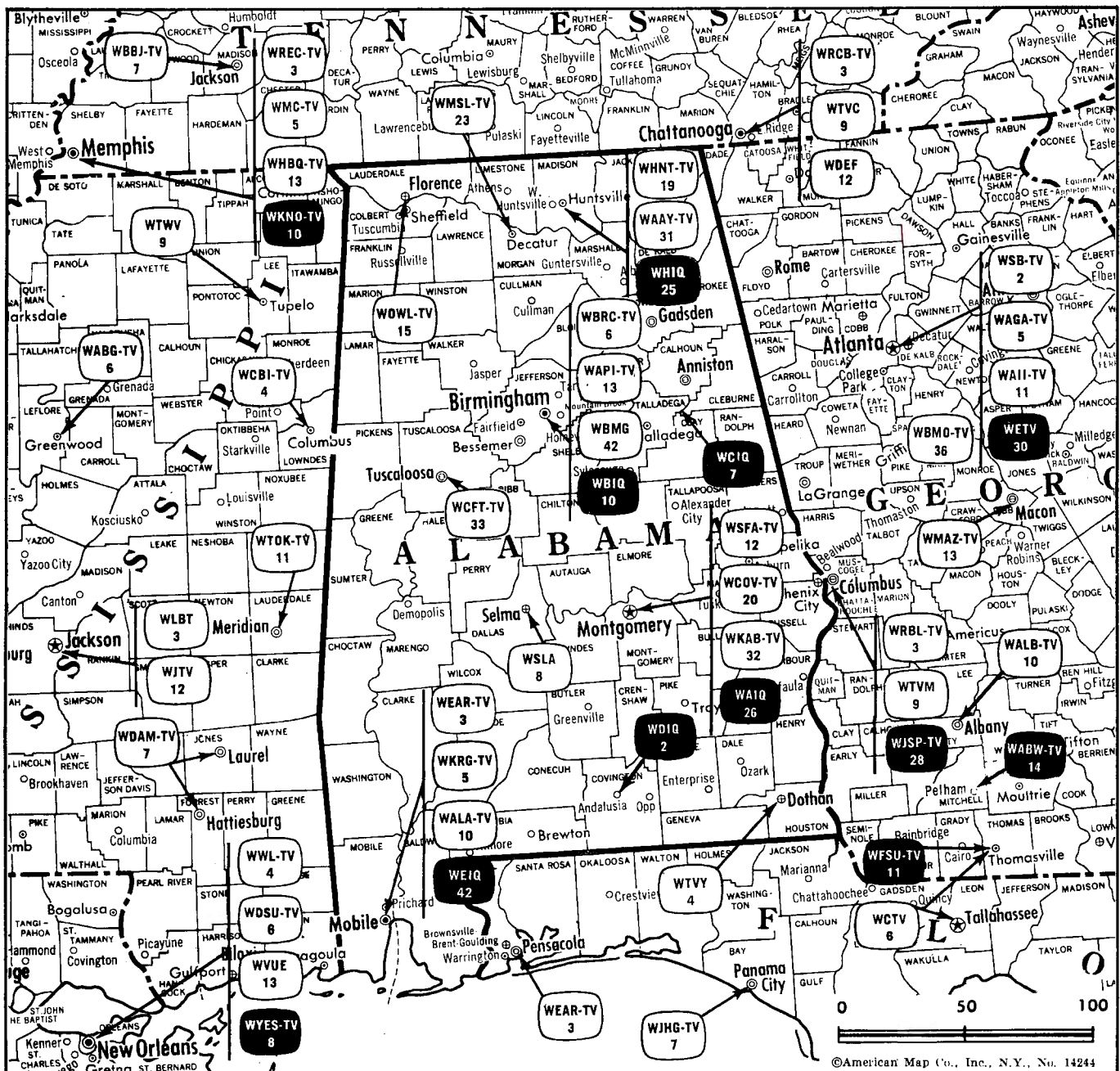
SYMBOL  indicates station is a subscriber to the NAB
Television Code.

For an explanation of the state maps and station listings, with
contour maps and ARB data, turn to next page.

ALABAMA	8-b
ALASKA	27-b
ARIZONA	34-b
ARKANSAS	47-b
CALIFORNIA	55-b
COLORADO	106-b
CONNECTICUT	120-b
DELAWARE	127-b

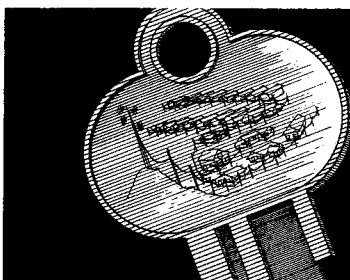
DISTRICT OF COLUMBIA	128-b
FLORIDA	136-b
GEORGIA	159-b
HAWAII	180-b
IDAHO	191-b
ILLINOIS	199-b
INDIANA	227-b
IOWA	251-b
KANSAS	266-b
KENTUCKY	283-b
LOUISIANA	294-b
MAINE	311-b
MARYLAND	320-b
MASSACHUSETTS	327-b
MICHIGAN	340-b
MINNESOTA	363-b
MISSISSIPPI	378-b
MISSOURI	388-b
MONTANA	411-b
NEBRASKA	420-b
NEVADA	439-b
NEW HAMPSHIRE	445-b
NEW JERSEY	448-b
NEW MEXICO	450-b
NEW YORK	459-b
NORTH CAROLINA	491-b
NORTH DAKOTA	510-b
OHIO	524-b
OKLAHOMA	555-b
OREGON	569-b
PENNSYLVANIA	583-b
RHODE ISLAND	617-b
SOUTH CAROLINA	622-b
SOUTH DAKOTA	638-b
TENNESSEE	650-b
TEXAS	671-b
UTAH	728-b
VERMONT	734-b
VIRGINIA	736-b
WASHINGTON	753-b
WEST VIRGINIA	769-b
WISCONSIN	781-b
WYOMING	800-b
GUAM, PUERTO RICO, VIRGIN ISLANDS	805-b
U.S. EDUCATIONAL STATIONS	809-b
INSTRUCTIONAL TELEVISION	840-b
CANADIAN STATIONS	843-b
INTERNATIONAL STATION DIRECTORY	932-b

Alabama



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

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Birmingham	444,300	39	693,400	42	608,100	44
Mobile-Pensacola	259,800	73	405,100	84	361,700	84
Montgomery	151,300	113	310,800	100	261,900	106
Dothan	127,900	130	285,400	106	248,000	109
Huntsville-Decatur-Florence	96,200	157	153,700	160	132,300	164
Selma	9,700	220	22,700	218	17,300	218



LET VIKING TURN YOU ON

DON'T SIGN A TURNKEY CONTRACT UNTIL YOU CHECK WITH

viking

400 Ninth Street Hoboken, N.J.
Call Collect: (201) 656-2020

State Educational Technical Facilities

(Complete Data in Educational Directory)

WBIQ
Birmingham
Ch. 10

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2151 Highland Ave., Birmingham (35205).

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

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

WDIQ
Dozier
Ch. 2

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2151 Highland Ave., Birmingham (35205).

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

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

WHIQ
Huntsville
Ch. 25

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2151 Highland Ave., Birmingham (35205).

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

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

WEIQ
Mobile
Ch. 42

Non-Commercial Educational Station

Grantee: Alabama Educational Television Commission, 2151 Highland Ave., Birmingham (35205).

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

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

WAIQ
Montgomery
Ch. 26

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2151 Highland Ave., Birmingham (35205).

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

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

WCIQ
Mount Cheaha State Park
Ch. 7

Non-Commercial Educational Station

Licensee: Same as WDIQ & WBIQ.

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

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

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

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

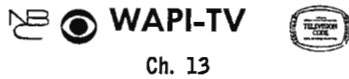
Alabama Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	7	8	15
<input checked="" type="checkbox"/> Educational Television Stations	3	3	6
			21

BLACKBURN
& COMPANY, INC.
Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Alabama—Birmingham



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

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

Transmitter: Atop Red Mt.

TV tape: Recording facilities.

Color: Network, live, film & slide.

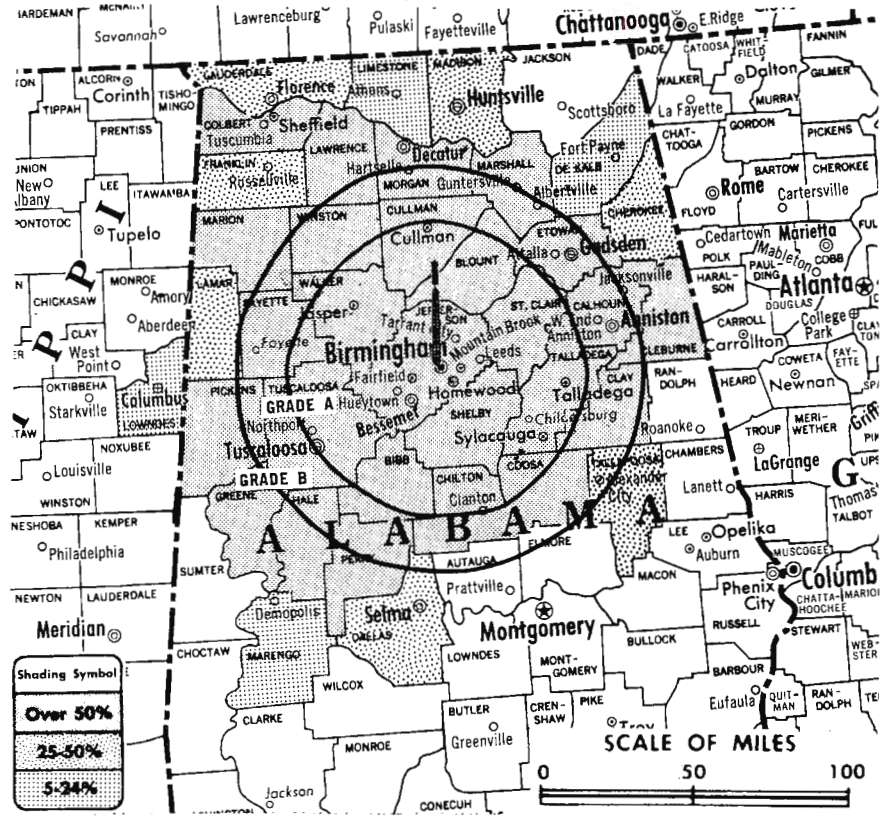
News Wire Service: UPI.

Facsimile Service: UPI.

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

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

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



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

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

WAPI-TV

Network Service: NBC, CBS.

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

Studio: Atop Red Mt.

Telephone: 205-323-6141.

TWX No.: 205-328-0751.

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

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

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Gautney & Jones.

Personnel:

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

DIGEST OF RATE CARD NO. 19
(July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—6-10 p.m., daily.
\$1250.00 \$750.00 \$500.00 \$375.00 \$300.00* \$275.00* \$138.00*

*Class AA—5:59-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1400 (CBS), \$1400 (NBC).

10-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	BIBB	3,100	2,600	84
	BLOUNT	6,600	5,700	88
	CALHOUN	28,600	25,900	91
	CHILTON	7,100	6,000	84
	CLAY	3,100	2,700	86
	CLEBURNE	2,700	2,200	83
	COLBERT	14,300	12,200	85
	COOSA	2,600	2,200	83
	CULLMAN	12,200	11,200	92
	ETOWAH	30,100	27,700	92
	FAYETTE	4,000	3,400	85
	GREENE	2,800	1,800	64
	HALE	4,600	3,300	71
	JEFFERSON	197,700	183,300	93
	LAWRENCE	5,900	4,800	81
	MARION	5,600	4,900	87
	MARSHALL	14,500	12,900	89
	MORGAN	19,000	16,600	88
	PERRY	3,800	2,600	69
	PICKENS	5,300	4,000	76
	ST CLAIR	6,700	5,800	87
	SHELBY	9,100	8,100	90
	TALLADEGA	17,700	15,400	87
	TUSCALOOSA	30,600	26,600	87
	WALKER	14,000	12,700	91
	WINSTON	3,600	3,200	88

25-50 O/O	ALABAMA			
	CHEROKEE	4,100	3,600	86
	DALLAS	15,200	12,200	81
	FRANKLIN	5,800	4,800	83
	LAMAR	3,600	3,000	84

(Continued on page 25-b)

STATION TOTALS 607,900 537,600 88

NET WEEKLY CIRCULATION (MARCH 1966) 401,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 297,200

TV Factbook No. 37

Alabama—Birmingham

WBMG

Ch. 42

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 571-kw max. and 475-kw horizontal visual, 114-kw max. and 95-kw horizontal aural. Antenna: 650-ft. above av. terrain, 342-ft. above ground, 1302-ft. above sea level.

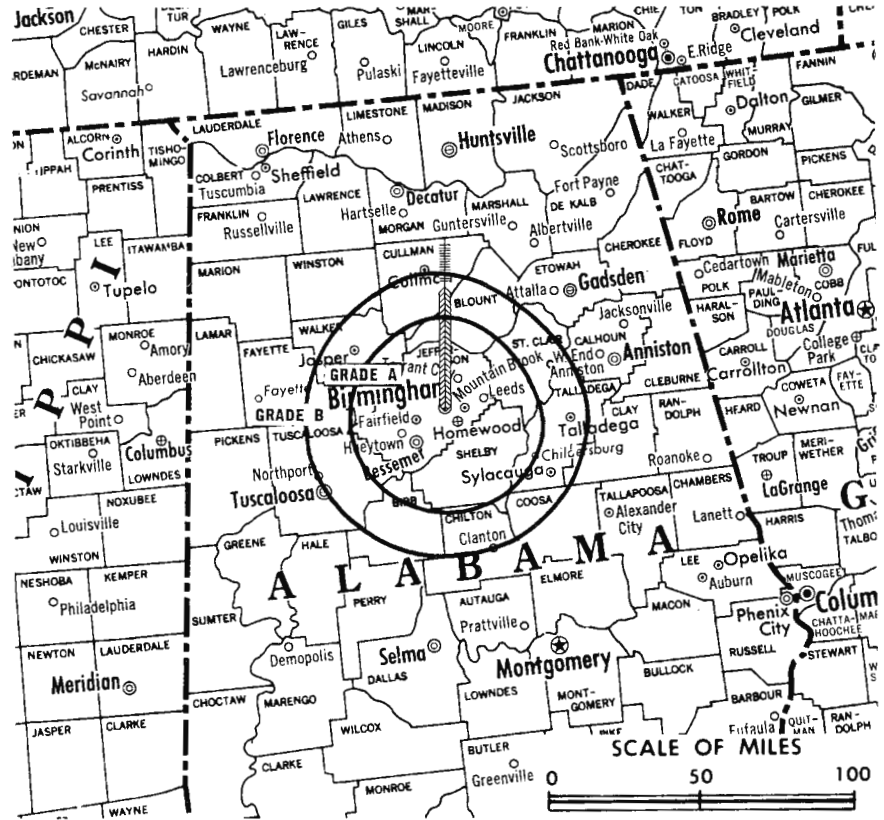
Latitude 33° 29' 02"
Longitude 86° 48' 35"

Requests change to Ch. 21, 498-kw max. and 421-kw horizontal visual, 99.6-kw max. and 84.2-kw horizontal aural, 1106-ft. above av. terrain, 890-ft. above ground, 1805-ft. above sea level, lat. 33° 29' 02", long. 86° 48' 21"; transmitter to 700-ft. NNW of intersection of Valley Ave. & Valley View Dr. BPCT—3663.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP.



Circulation © 1966 American Research Bureau.

WBMG Ref: FCC File No. BIMPCT—6044 Granted 3/16/65

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

WBMG

Network Service: ABC, CBS, NBC on per program basis.

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

Studio & Transmitter: 1817 11th Place, S. Birmingham.

Telephone: 205-252-9821.

Ownership: Winston-Salem Bcstg. Co. Inc., 33.3% (owns radios WTOB, Winston-Salem, N.C. & WSGN, Birmingham); William P. Dubois, pres., 26.7%; Northwest Growth Fund Inc., 17.5%; Enterprise Funds Inc., 12.5%; Exchange Corp., 10%.

Began Operation: Oct. 17, 1965.

Represented (sales) by Eastman TV Inc.; James S. Ayers (South).

Represented (legal) by Welch & Morgan.

Represented (engineering) by Jansky & Bailey.

Personnel:

WILLIAM P. DUBOIS, president.
HUGH M. SMITH, executive vice president & general manager.
JIM REID, operations director.
JAMES T. SLEEMAN, chief engineer.
BILL BOLEN, news director.
JUDY VINSON, traffic director.

DIGEST OF RATE CARD NO. 1
(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$90.00	\$65.00	\$50.00
					\$50.00	\$35.00

ARB County-by-County Data for this station not available since it was not in operation when the survey was made.

Net Weekly Circulation (March 1966) 62,500
Average Daily Circulation (March 1966) 33,500



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Alabama—Birmingham



WBRC-TV



Ch. 6

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

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

Transmitter: Atop Red Mt.

Studio: Atop Red Mt.

Telephone: 205-322-4701.

TV tape: Recording facilities.

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

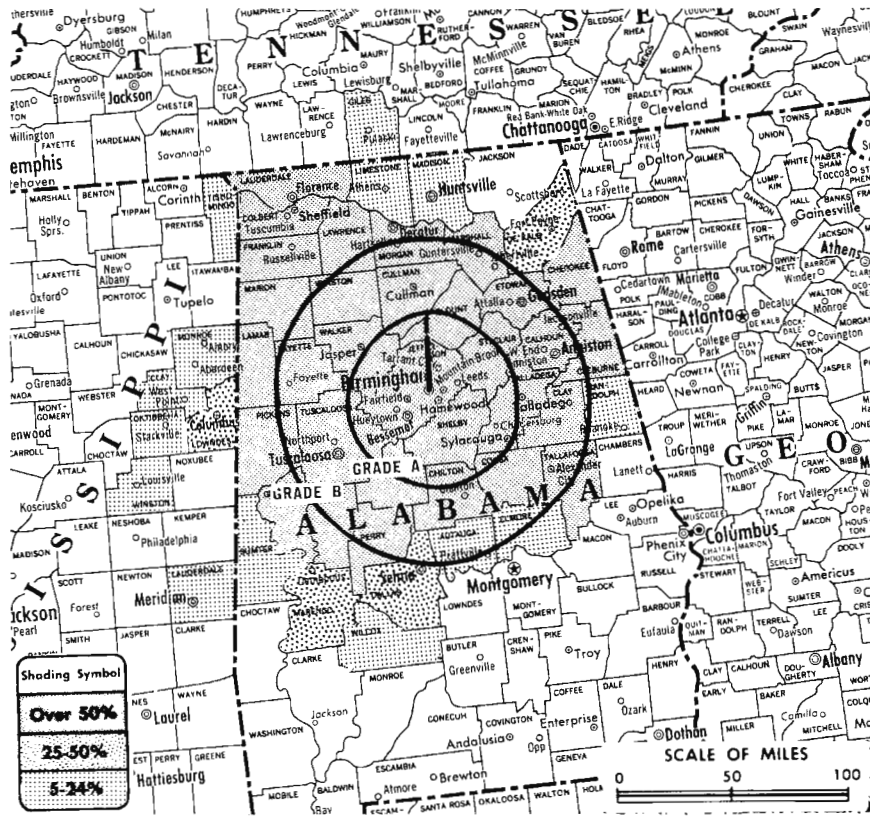
TXW No.: 205-328-3371.

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

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

Represented (legal) by Koteen & Burt.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1963 ARB study.



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

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

WBRC-TV

Network Service: ABC, CBS.

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

Ownership: See WKRC-TV, Cincinnati.

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

Represented (sales) by The Katz Agency Inc.

Personnel:

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

DIGEST OF RATE CARD NO. A18a—(Dec. 15, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$1450.00	\$725.00	\$400.00	\$375.00*	\$360.00*
	\$180.00*				

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1700 (ABC), \$1700 (CBS).

La Rue Media Brokers Inc.

Radio Television CATV
116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	BIBB	3,100	2,600	84
	BLOUNT	6,600	5,700	88
	CALHOUN	28,600	25,900	91
	CHEROKEE	4,100	3,600	86
	CHILTON	7,100	6,000	84
	CLAY	3,100	2,700	86
	CLEBURNE	2,700	2,200	83
	COLBERT	14,300	12,200	85
	COOSA	2,600	2,200	83
	CULLMAN	12,200	11,200	92
	ETOWAH	30,100	27,700	92
	FAYETTE	4,000	3,400	85
	FRANKLIN	5,800	4,800	83
	GREENE	2,800	1,800	64
	HALE	4,600	3,300	71
	JEFFERSON	197,700	183,300	93
	LAMAR	3,600	3,000	84
	LAUDERDALE	18,800	15,700	84
	LAWRENCE	5,900	4,800	81
	MARION	5,600	4,900	87
	MARSHALL	14,500	12,900	89
	MORGAN	19,000	16,600	88
	PERRY	3,800	2,600	69
	PICKENS	5,300	4,000	76
	ST CLAIR	6,700	5,800	87
	SHELBY	9,100	8,100	90
	TALLADEGA	17,700	15,400	87
	TALLAPOOSA	10,000	8,500	85
	TUSCALOOSA	30,600	26,600	87
	WALKER	14,000	12,700	91
	WINSTON	3,600	3,200	88

(Continued on page 25-b)

STATION TOTALS	693,400	608,100	88
NET WEEKLY CIRCULATION (MARCH 1966)			444,300
AVERAGE DAILY CIRCULATION (MARCH 1966)			364,400

Alabama—Decatur



WMSL-TV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 189.2-kw maximum and 117-kw horizontal visual, 37.1-kw maximum and 23.4-kw horizontal aural. Antenna: 1° electrical beam tilt, 350-ft. above av. terrain, 383-ft. above ground, 973-ft. above sea level.

Latitude 34° 36' 44.5"
Longitude 86° 59' 08"

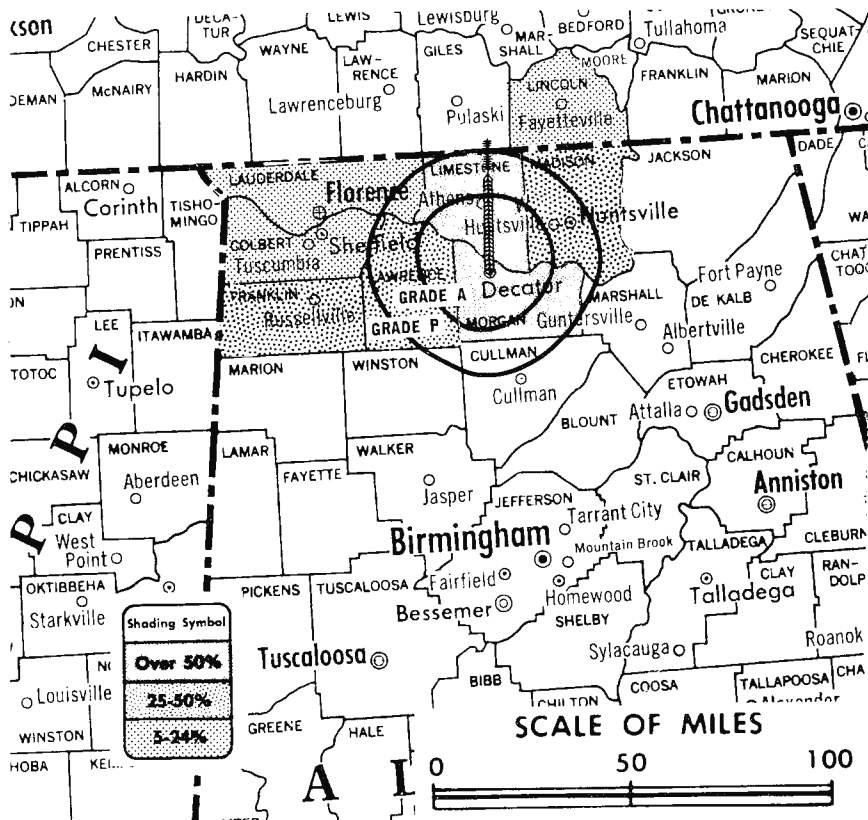
Transmitter: Mutual Savings Life Bldg.

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

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WMSL-TV Ref: FCC File No. BPCT-2347 Granted 7/6/54

© American Map Co., Inc., N.Y., No. 14214

WMSL-TV

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

Studio: Mutual Savings Life Bldg.

Telephone: 205-353-0361.

Ownership: Frank Whisenant, pres., 64.5%; Alice A. Whisenant, treas., 5%; following directors: Benny Carl Digesu, 10%; James E. King, 5%; Reduc C. Collier, 1.25%; Roy Fite Jr., 1.25%; Ned Frazier, 1.25%; John R. Hutson, .5%; Robert Gleason, .5%; Clyde Hendrix, .7%; 10 others, none owning over 2.5%.

Began Operation: July 4, 1954.

Represented (sales) by Gill-Perna Inc.; Dave Carpenter (South).

Represented (legal) by Henry J. Daly.

Represented (engineering) by John H. Mullaney.

Personnel:

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

DIGEST OF RATE CARD NO. 1—(March 1, 1964)

	Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—	6-10:30 p.m., Mon.-Sat.;						
	1-10:30 p.m., Sun.						
	\$200.00	\$120.00	\$80.00	\$65.00	\$50.00	\$40.00	\$22.00
NETWORK BASE HOURLY RATE: \$125 (NBC).							

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA LIMESTONE MORGAN	10,900 19,000	9,100 16,600	84 88
25-50 O/O	ALABAMA FRANKLIN LAWRENCE MADISON	5,800 5,900 51,800	4,800 4,800 45,500	83 81 88
5-24 O/O	ALABAMA COLBERT LAUDERDALE TENNESSEE LINCOLN	14,300 18,800 6,700	12,200 15,700 5,700	85 84 85
STATION TOTALS		133,200	114,400	86
NET WEEKLY CIRCULATION (MARCH 1966)			46,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			28,200	

For Color Set Penetration by Markets
see Services Volume

Alabama—Dothan

abc **WTVY**
Ch. 4

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

Latitude 31° 12' 04"

Longitude 85° 18' 42"

TV tape: Recording facilities.

Transmitter: Columbia Highway.

Color: Network, film & slide.

News Wire & Facsimile Service: UPI.

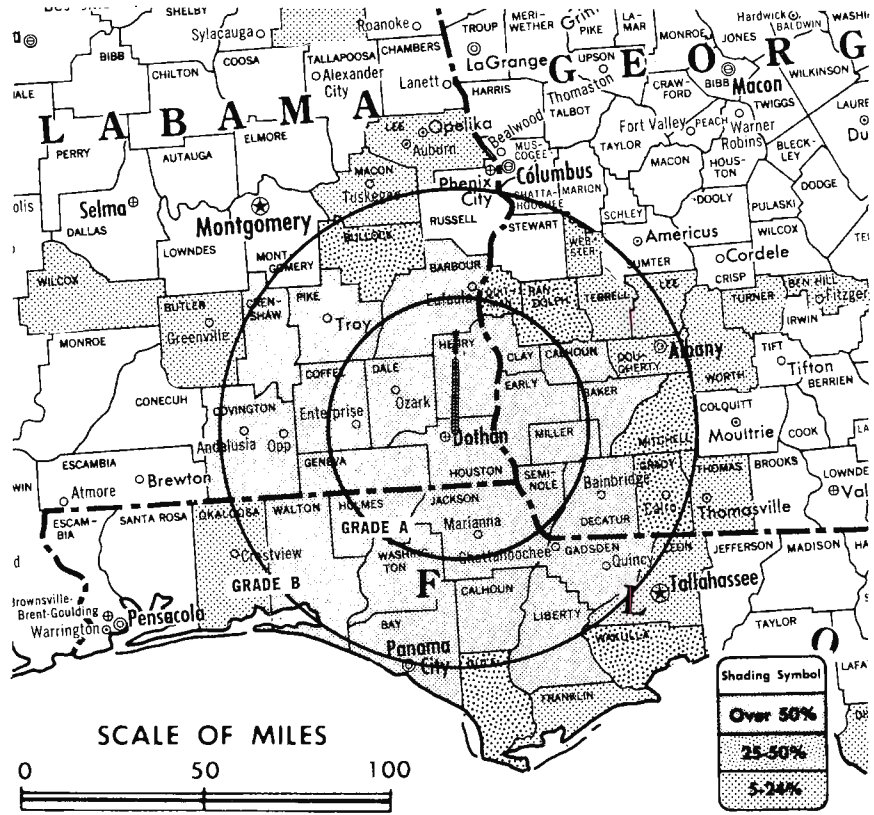
Studio: Columbia Hwy.

Telephone: 205-792-3195.

TWX No.: 205-620-2447.

Represented (leg. l) by Miller & Schroeder.

Represented (engineering) by John Creutz.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TVC and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

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

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

WTVY

Network Service: CBS, ABC.

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

Ownership: Charles Woods, chairman, 51.75%; F. E. Busby, pres. & gen. mgr., 6.28%; Jane Thrower, v.p., 10.47%; several other stockholders, none with over 5% each. WTVY Inc. also is uhf applicant for Durham, N.C.

Began Operation: Feb. 12, 1955.

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

Personnel:

F. E. BUSBY, president, general manager.
EMERY McCULLOCH, national sales manager.
ART CREAMER, local sales manager.
CARL BLACKMON, program director.
ELLIS ANDERSON, chief engineer.
WAYNE PERKINS, news director.
BOB PETERMAN, sports director.
MRS. COY PHILLIPS, promotion manager.

DIGEST OF RATE CARD NO. 7 (Sept. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. or 20 Sec. 10 Sec.
Class A—6-9:30 p.m., daily.

\$350.00 \$210.00 \$140.00 \$123.00 \$88.00 \$75.00 \$37.50

NETWORK BASE HOURLY RATE: \$350 (CBS), \$350 (ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	BARBOUR	6,000	4,600	77
	COFFEE	8,600	7,300	85
	COVINGTON	9,600	8,100	85
	CRENSHAW	3,300	2,700	82
	DALE	9,700	8,600	88
	GENEVA	6,000	5,000	85
	HENRY	3,500	2,900	83
	HOUSTON	15,500	14,100	91
	PIKE	6,300	5,000	79

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	BAY	21,200	19,800	93
	CALHOUN	1,900	1,500	81
	GADSDEN	9,000	7,600	84
	HOLMES	2,400	1,900	79
	JACKSON	9,900	8,200	83
	LIBERTY	900	700	84
	WALTON	4,500	3,900	86
	WASHINGTON	3,000	2,500	85
	GEORGIA			
	BAKER	700	600	80
	CALHOUN	1,700	1,300	74
	CLAY	900	800	82
	DECATUR	7,200	6,400	89
	EARLY	2,800	2,400	84
	MILLER	1,500	1,300	84
	SEMINOLE	1,600	1,400	87

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	ALABAMA			
	BULLOCK	2,600	1,900	73
	FLORIDA			
	GULF	3,200	2,800	86
	WAKULLA	1,400	1,200	90
	GEORGIA			
	GRADY	4,600	4,100	89
	MITCHELL	4,700	4,000	85
	QUITMAN	400	400	82
	RANDOLPH	2,500	2,100	82

(Continued on page 25-b)

STATION TOTALS	285,400	248,000	87
NET WEEKLY CIRCULATION (MARCH 1966)		127,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)		83,300	

Alabama—Florence

WOWL-TV
Ch. 15

Technical Facilities: Channel No. 15
(476-482 mc). Authorized power:
20.9-kw visual, 11.7-kw aural.
Antenna: 400-ft. above average
terrain, 358-ft. above ground,
732-ft. above sea level.

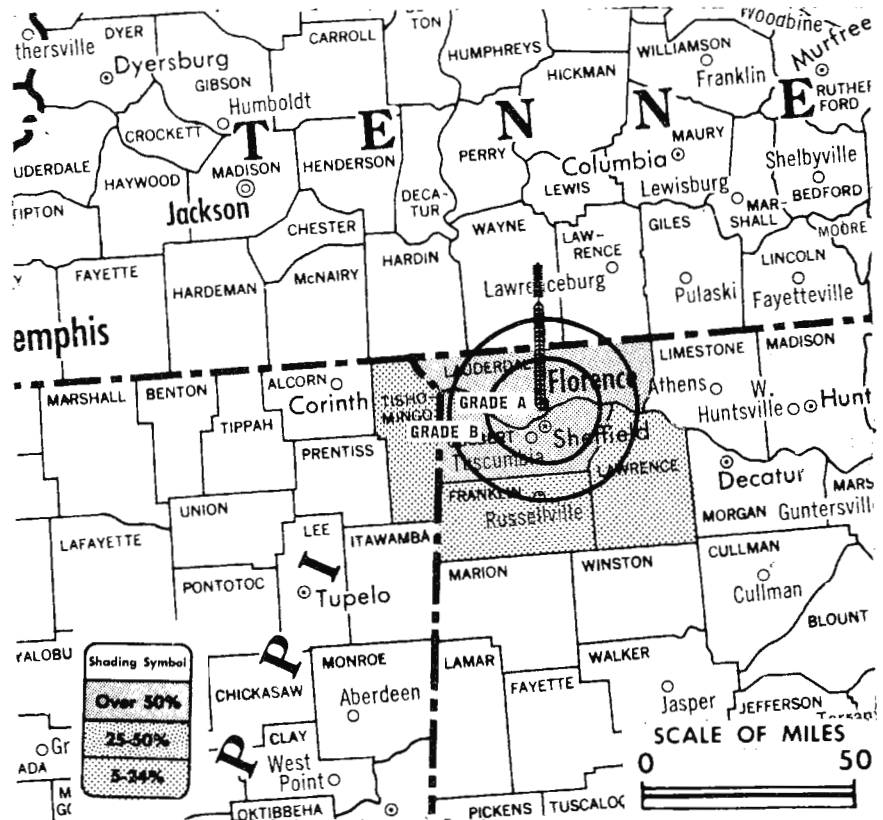
Latitude 34° 49' 07"
Longitude 87° 41' 45"

Transmitter: 840 Cypress Mill Rd.

Color: Network only.

News Wire Service: AP.

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



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.

WOWL-TV Ref: FCC File No. DOC.—12052 Granted 9/6/57 © American Map Co., Inc., N.Y., No. 14244

WOWL-TV

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

Studio: 840 Cypress Mill Rd.

Telephone: 205-764-7711.

Ownership: Richard B. Biddle, pres.-treas., 28.572%; O. B. Miley,
secy., 28.572%; Radio Muscle Shoals Inc. (WOWL), 28.572%;
Dora M. Thompson, 4.8%; Les Thompson, 4.742%; Jack
Thompson, 4.742%. Richard Biddle owns control of WOWL.

Began Operation: Oct. 28, 1957.

Represented (sales) by Weed Television (Southeast); Southern Tele-
vision System.

Personnel:

RICHARD B. BIDDLE, president & general manager.
BILL MAPES, vice president.
JACK WORLEY, v.p., station manager & film buyer.
LARRY ROHLING, dir. of engineering, TV & radio.
LINFORD RICKARD, production manager.
LINDA REED, traffic manager.
PAT GRISSOM, women's director.
PAT SMELTZ, promotion & merchandising manager.
JESS DALY, film director.

DIGEST OF RATE CARD NO. 2 (April 1, 1965)

Hour	30 Min.	Min.	20 Sec.	ID
Class A—5:59-10:30 p.m., Mon.-Sat.; 1:59-10:30 p.m., Sun. & holidays.				
\$250.00	\$150.00	\$60.00	\$50.00	\$30.00
NETWORK BASE HOURLY RATE: \$150.00.				

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	COLBERT	14,300	12,200	85
	LAUDERDALE	18,800	15,700	84
5-24 O/O	ALABAMA			
	FRANKLIN	5,800	4,800	83
	LAWRENCE	5,900	4,800	81
	MISSISSIPPI			
	TISHOMINGO	4,100	3,200	79
STATION TOTALS		48,900	40,700	83
NET WEEKLY CIRCULATION (MARCH 1966)			26,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			19,600	

For Index to Contents,
see Services Volume.

Alabama—Huntsville



Ch. 31

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

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

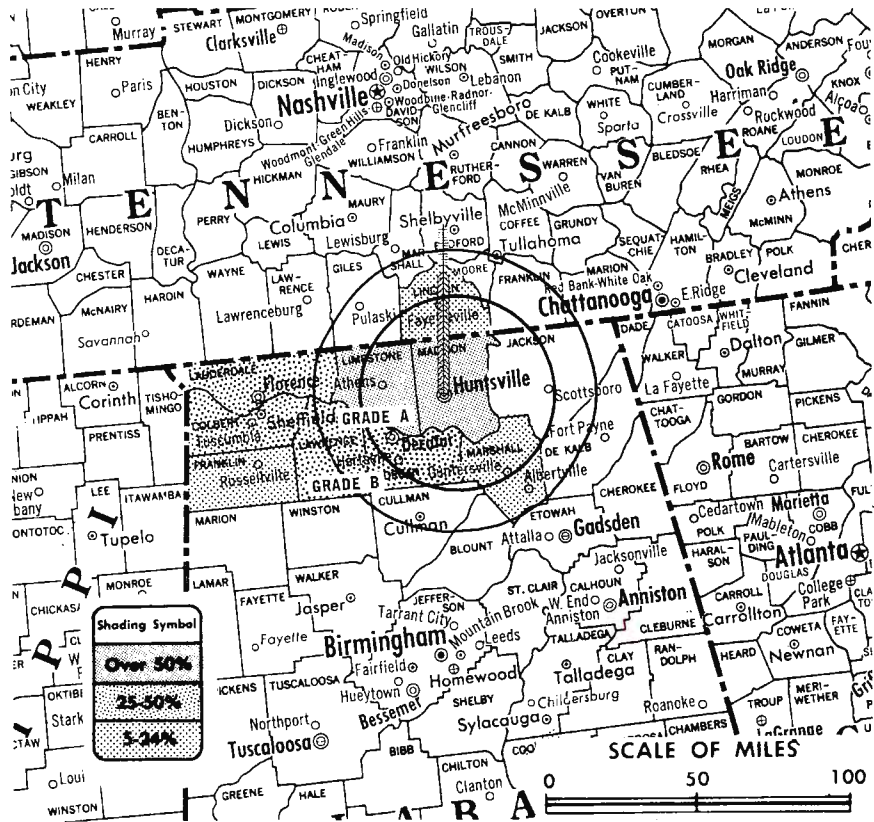
Transmitter: 1000 Monte Sano Blvd.

Color: Network, film & slide.

News Wire Service: AP.

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

Map Note: The map on this page does not show the stations' current Grade A & B contours.



Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

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

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

WAAY-TV

Licensee: Rocket City Television Inc.

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

Telephone: 205-539-1783.

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

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

Represented (engineering) by Claude M. Gray.

Represented (sales) by Jack Masla & Co. Inc.; Dora-Clayton Agency Inc. (Atlanta).

Represented (legal) by Bell, Moring & Richardson, Huntsville.

Personnel:

- M. D. SMITH III, president.
- MAURY FARRELL, general manager & sales manager.
- M. D. SMITH IV, operations manager & film director.
- ROBERT A. GAY, chief engineer.

DIGEST OF RATE CARD NO. 2Na—(May 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—	6:30-10 p.m., daily.					
	\$300.00	\$200.00	\$160.00	\$100.00	\$55.00	\$46.00
NETWORK BASE HOURLY RATE: \$75.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	ALABAMA			
50 O/O	LIMESTONE	10,900	9,100	84
	MADISON	51,800	45,500	88
25-50	ALABAMA			
O/O	COLBERT	14,300	12,200	85
	LAUDERDALE	18,800	15,700	84
	LAWRENCE	5,900	4,800	81
	MORGAN	19,000	16,600	88
5-24	ALABAMA			
O/O	FRANKLIN	5,800	4,800	83
	MARSHALL	14,500	12,900	89
	TENNESSEE			
	LINCOLN	6,700	5,700	85
STATION TOTALS		147,700	127,300	86
NET WEEKLY CIRCULATION (MARCH 1966)			78,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			51,400	

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

Alabama—Huntsville



WHNT-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 600-kw maximum & 398-kw horizontal visual, 100-kw maximum & 79.4-kw horizontal aural. Antenna: 1056-ft. above av. terrain, 254-ft. above ground, 1854.5-ft. above sea level.

Latitude 34° 44' 16"
Longitude 86° 31' 57"

Transmitter: 960 Monte Sano Blvd.

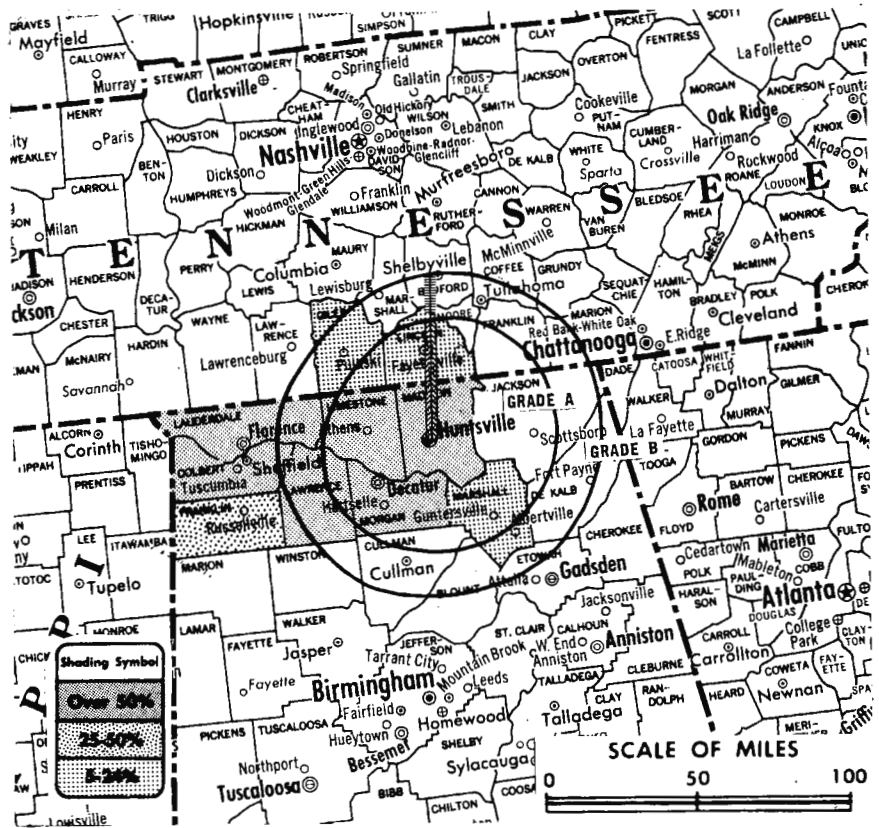
TV Tape: Recording facilities.

Color: Network only.

News Wire Service: AP.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WHNT-TV Ref: FCC File No. BPCT-3051 Granted 1/17/63

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

WHNT-TV

Licensee: North Alabama Broadcasters Inc., 960 Monte Sano Blvd., P.O. Box 19, Huntsville, Ala. (35801).

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

Ownership: Charles F. Grisham, pres., 25%; Tine W. Davis, v.p., 25%; Aaron Aronov, treas., 25%; John Godbold, secy., 25%.

Began Operation: Nov. 28, 1963.

Represented (sales) by Venard, Torbet & McConnell.

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

Represented (engineering) by Gautney & Jones.

Personnel:

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

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.	\$375.00	\$225.00	\$150.00	\$113.00	\$65.00	\$52.00 \$33.00
NETWORK BASE HOURLY RATE: \$225.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	COLBERT	14,300	12,200	85
	LAUDERDALE	18,800	15,700	84
	LAWRENCE	5,900	4,800	81
	LIMESTONE	10,900	9,100	84
	MADISON	51,800	45,500	88
	MORGAN	19,000	16,600	88
25-50 O/O	ALABAMA			
	FRANKLIN	5,800	4,800	83
5-24 O/O	ALABAMA			
	MARSHALL	14,500	12,900	89
	TENNESSEE			
	GILES	6,000	5,000	83
	LINCOLN	6,700	5,700	85
STATION TOTALS		153,700	132,300	86
NET WEEKLY CIRCULATION (MARCH 1966)			96,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			74,300	

Alabama—Mobile



WALA-TV



Ch. 10

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

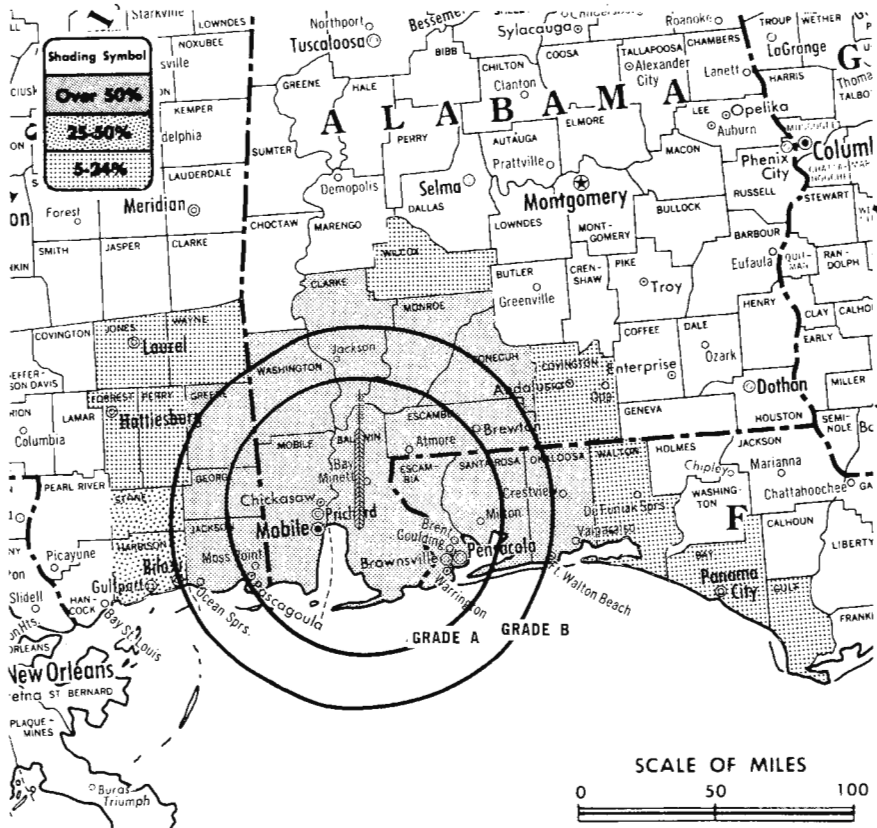
Latitude 30° 41' 17"
Longitude 87° 47' 54"

Transmitter: 16-mi. East of Mobile.

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

News Wire Service: AP.

Facsimile Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WALA-TV Ref: FCC File No. BMPCT-2391 Granted 8/23/54
Authorized: FCC File No. BPCT-2733 Granted 7/7/60

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

WALA-TV

Licensee: Roywood Corp., 210 Government St., Mobile, Ala. (36602).

Studio: 210 Government St.

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

Ownership: Royal Street Corp. (WDSU-TV, New Orleans), 51.02%; Philip M. Stern, 22.04%; Edgar B. Stern Jr., 12.24%; Audrey S. Hess, 5.71%; Richard W. Greenebaum, 0.82%; Continental Communications Corp., 8.16%.

Began Operation: Jan. 14, 1953. Sale to present owner by W. O. Pape approved Nov. 25, 1964 by FCC (Television Digest, Vol. 4:32, 48). Simultaneously approved was sale of radio WALA to WUNI Inc.

Represented (sales) by Blair Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel & Assoc.

Personnel:

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

DIGEST OF RATE CARD NO. 12A

(Aug. 1, 1966)

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

\$700.00 \$360.00 \$230.00 \$190.00 \$125.00 \$120.00 \$60.00

NETWORK BASE HOURLY RATE: \$600.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	BALDWIN	14,800	13,400	91
	CLARKE	6,700	5,100	77
	CONECUH	4,000	3,000	76
	ESCAMBIA	9,300	7,800	83
	MOBILE	99,000	91,400	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MONROE	5,300	3,900	74
	WASHINGTON	3,600	2,900	80
	FLORIDA			
	ESCAMBIA	54,300	51,400	95
	OKALOOSA	20,200	19,000	94
	SANTA ROSA	8,900	8,300	94
	MISSISSIPPI			
	GEORGE	3,200	2,900	91
	GREENE	2,300	1,700	75
	JACKSON	19,300	17,400	90
25-50 O/O	MISSISSIPPI			
	HARRISON	37,200	34,000	91
	STONE	2,200	1,900	84
5-24 O/O	ALABAMA			
	COVINGTON	9,600	8,100	85
	WILCOX	3,700	2,500	67
	FLORIDA			
	BAY	21,200	19,800	93
	GULF	3,200	2,800	86
	WALTON	4,500	3,900	86
	MISSISSIPPI			
	FORREST	17,300	15,400	89
	JONES	17,800	15,900	90
	PERRY	2,400	1,900	81
	WAYNE	4,400	3,500	79
STATION TOTALS		374,400	337,900	90
NET WEEKLY CIRCULATION (MARCH 1966)				230,500
AVERAGE DAILY CIRCULATION (MARCH 1966)				150,600

Alabama—Mobile



WKRG-TV



Ch. 5

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

Latitude 30° 40' 55.2"

Longitude 87° 49' 40.8"

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

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

News Wire Service: AP.

Facsimile Service: AP.

Studio: 162 St. Louis St.

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

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

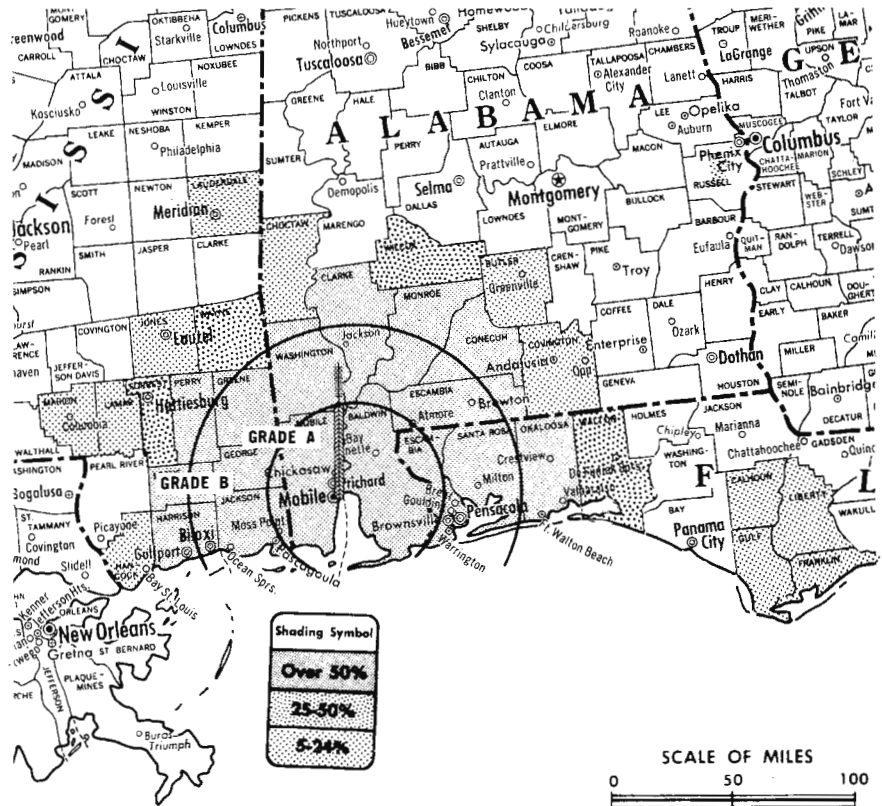
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WKRG-TV Ref: FCC File No. BNPCT-4642 Granted 6/17/67

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

WKRG-TV

Licensee: WKRG-TV Inc., Box 1184, Mobile Ala. (36601).

Telephone: 205-432-5505. TWX No.: 510-941-4263.

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

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

Represented (sales) by H-R Television Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

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

DIGEST OF RATE CARD NO. 9 (July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:29-9:31 p.m., daily.
\$700.00 \$420.00 \$280.00 \$210.00 \$165.00 \$150.00 \$85.00
NETWORK BASE HOURLY RATE: \$800.

For Translator Directory

see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	BALDWIN	14,800	13,400	91
	CLARKE	6,700	5,100	77
	CONECUH	4,000	3,000	76
	ESCAMBIA	9,300	7,800	83
	MOBILE	99,000	91,400	92
	MONROE	5,300	3,900	74
	WASHINGTON	3,600	2,900	80
	FLORIDA			
	ESCAMBIA	54,300	51,400	95
	UKALOOSA	20,200	19,000	94
	SANTA ROSA	8,900	8,300	94
	MISSISSIPPI			
	GEORGE	3,200	2,900	91
	GREENE	2,300	1,700	75
	HARRISON	37,200	34,000	91
	JACKSON	19,300	17,400	90
	PERRY	2,400	1,900	81
	STONE	2,200	1,900	84
25-50 O/O	ALABAMA			
	WILCOX	3,700	2,500	67
	FLORIDA			
	WALTON	4,500	3,900	86
	MISSISSIPPI			
	FORREST	17,300	15,400	89
	WAYNE	4,400	3,500	79

(Continued on page 25-b)

STATION TOTALS	405,100	361,700	89
NET WEEKLY CIRCULATION (MARCH 1966)		259,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		206,700	

Alabama—Montgomery



WCOV-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 257-kw visual, 127-kw aural. Antenna: 740-ft. above av. terrain, 793-ft. above ground, 999-ft. above sea level.

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

Transmitter: Adrian Lane.

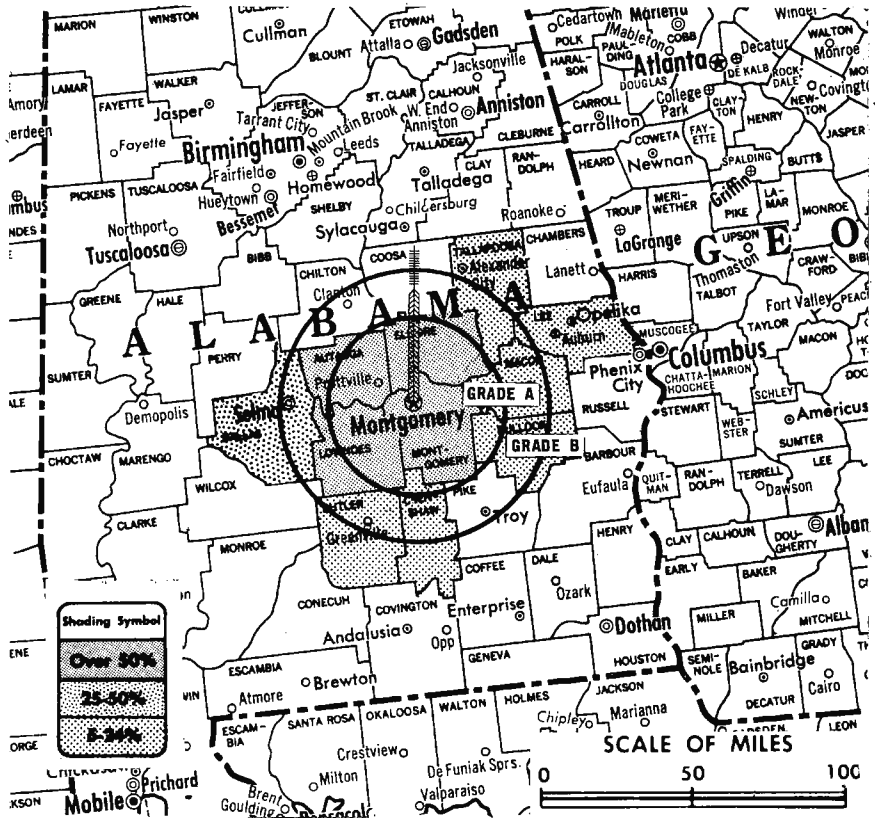
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: WCOV, 10-kw (1-kw night), 1170 kc (CBS).

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

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



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

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

WCOV-TV

Licensee: WCOV Inc., Box 2505, Montgomery, Ala. (36111).

Studio: Adrian Lane.

Telephone: 205-265-3561.

TWX No.: 205-272-4232.

Ownership: See WLEX-TV, Lexington, Ky.

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

Represented (sales) by Advertising Time Sales.

Represented (engineering) by Jules Cohen.

Personnel:

HARRY AMERSON, exec. v.p., gen. mgr., sales mgr. & film buyer.
CHARLES ROUNTREE, production manager.
JIM HALL, program director.
PHIL WITT, chief engineer.

DIGEST OF RATE CARD NO. 10 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or Less	ID
Class AA—6:39-9:59 p.m., daily.	\$300.00	\$180.00	\$108.00	\$86.00	\$69.00	\$65.00
NETWORK BASE HOURLY RATE: \$225.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	AUTAUGA	5,200	4,300	82
	ELMORE	8,100	6,800	84
	LOWNDES	3,000	2,000	68
	MONTGOMERY	52,000	46,300	89
25-50 O/O	ALABAMA			
	DALLAS	15,200	12,200	81
5-24 O/O	ALABAMA			
	BULLOCK	2,600	1,900	73
	BUTLER	5,800	4,700	81
	CRENSHAW	3,300	2,700	82
	LEE	13,600	11,600	86
	MACON	5,700	4,500	79
	TALLAPOOSA	10,000	8,500	85
STATION TOTALS		124,500	105,500	85
NET WEEKLY CIRCULATION (MARCH 1966)			64,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			45,600	

Alabama—Montgomery



WKAB-TV

Ch. 32

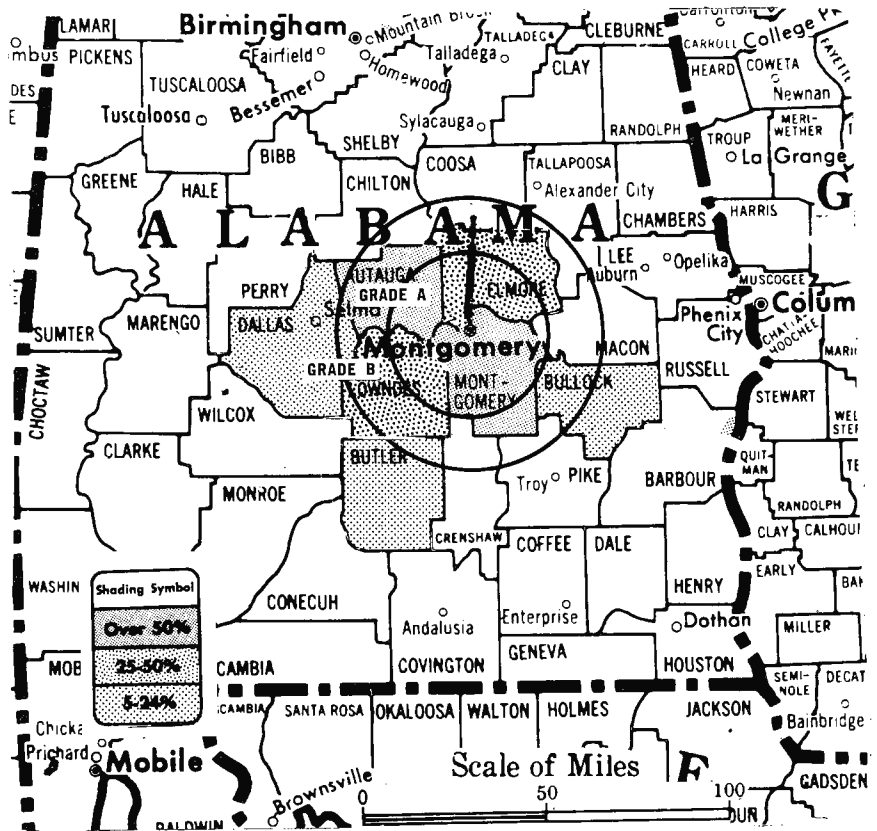
Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 180.9-kw horizontal visual, 26.9-kw horizontal aural. Antenna: 485-ft. above av. terrain, 419-ft. above ground, 706-ft. above sea level.

Latitude 32° 22' 04"
Longitude 86° 15' 43"

Transmitter: 3251 Harrison Rd.

Color: Network only.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WKAB-TV Ref: FCC File No. BmPCT-5675 Granted 12/19/61

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

WKAB-TV

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

Studio: 3251 Harrison Rd.

Telephone: 205-272-5331.

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

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

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

CY N. BAHAKEL, president.
ROBERT TUTTLE, station & sales manager.
DON KASSNER, v.p., engineering.
DENVER R. PAYTON, chief engineer.
DENIS N. STORK, production manager.

DIGEST OF RATE CARD NO. 2A (Nov. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
\$200.00	\$120.00	\$80.00	\$50.00	\$45.00	\$35.00	\$25.00

NETWORK BASE HOURLY RATE: \$200.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA AUTAUGA MONTGOMERY	5,200 52,000	4,300 46,300	82 89
25-50 O/O	ALABAMA ELMORE LOWNDES	8,100 3,000	6,800 2,000	84 68
5-24 O/O	ALABAMA BULLOCK BUTLER DALLAS	2,600 5,800 15,200	1,900 4,700 12,200	73 81 81
STATION TOTALS		91,900	78,200	85
NET WEEKLY CIRCULATION (MARCH 1966)			48,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			27,500	

For Color Set Penetration,
see Services Volume

Alabama—Montgomery



WSFA-TV



Ch. 12

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

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

Requests 63.2-kw aural, 2000-ft. above av. terrain, 1959-ft. above ground; 2519-ft. above sea level, lat. 32° 04' 17", long. 85° 42' 01"; transmitter to Rt. 1, 1-mi. NW of Aberfoil, Union Springs, Ala.

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

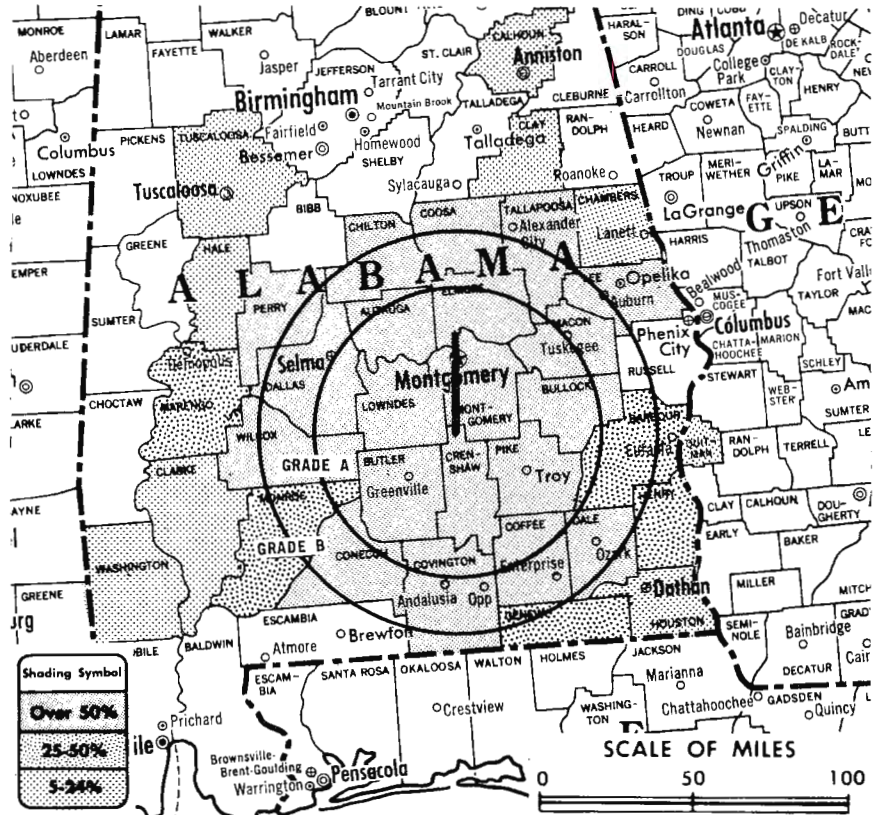
Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Studio: Delano & Perry Sts.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WSFA-TV Ref: FCC File No. BPCT-670 Granted 3/25/54

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

WSFA-TV

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

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

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

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

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

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

BOB VILLAR, general manager.
DIXON LOVVORN, dir. of programs & public relations.
BEN CANADA, general sales manager.
RICHARD PAYNE, chief engineer.
BILL ELLIS, local-regional sales manager.
JOHN JOHNSON, operations manager.
JACK VENABLE, news director.
RAY BUTTS, editorial director.
ED GUILFORD, business manager.

DIGEST OF RATE CARD NO. 9—(June 19, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—6-8 p.m., Mon.-Fri.; 6-9:59 p.m., Sat.; 6:30-9:30 p.m., Sun.
\$700.00 \$420.00 \$280.00 \$206.00 \$200.00 \$150.00 \$75.00
NETWORK BASE HOURLY RATE: \$625.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	AUTAUGA	5,200	4,300	82
	BULLOCK	2,600	1,900	73
	BUTLER	5,800	4,700	81
	CHILTON	7,100	6,000	84
	COFFEE	8,600	7,300	85
	CONECUH	4,000	3,000	76

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	COOSA	2,600	2,200	83
	COVINGTON	9,600	8,100	85
	CRENSHAW	3,300	2,700	82
	DALE	9,700	8,600	88
	DALLAS	15,200	12,200	81
	ELMORE	8,100	6,800	84
	LEE	13,600	11,600	86
	LOWNDES	3,000	2,000	68
	MACON	5,700	4,500	79
	MONTGOMERY	52,000	46,300	89
	PERRY	3,800	2,600	69
	PIKE	6,300	5,000	79
	TALLAPOOSA	10,000	8,500	85
	WILCOX	3,700	2,500	67

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	ALABAMA			
	BARBOUR	6,000	4,600	77
	GENEVA	6,000	5,000	85
	HENRY	3,500	2,900	83
	MARENGO	6,500	4,800	74
	MONROE	5,300	3,900	74

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	ALABAMA			
	CALHOUN	28,600	25,900	91
	CHAMBERS	10,500	8,900	85
	CLARKE	6,700	5,100	77
	CLAY	3,100	2,700	86
	HALE	4,600	3,300	71
	HOUSTON	15,500	14,100	91
	TUSCALOOSA	30,600	26,600	87
	WASHINGTON	3,600	2,900	80

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	GEORGIA			
	QUITMAN	400	400	82

STATION TOTALS 310,800 261,900 84

NET WEEKLY CIRCULATION (MARCH 1966) 151,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 118,100

What Health and Beauty Aid Advertisers Know about the Montgomery, Ala. Television Market

A recent study conducted for WSFA Television by Auburn University was undertaken to develop data relative to the market position, in terms of shelf showings in 127 supermarkets, of various brands of health and beauty aid products in the Central and Southern Alabama television market. Because of the complexities of distribution in this marketing area, a brand audit census such as this enables advertisers to check on their product movement from warehouse to cash register. A second study will be conducted in 1967. If you would like to have a copy of this study, or if you did not receive a copy of the 1966 study, write to Ben Canada, General Sales Manager, WSFA Television, Montgomery, Alabama. We'll be glad to include you on our coveted list of research-minded marketers.

WSFA Television

CHANNEL 12 NBC / MONTGOMERY, ALABAMA
BOB VILLAR, GENERAL MANAGER

Represented by Peters, Griffin, Woodward, Inc.



Alabama—Selma



WSLA

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 2.51-kw visual, 1.26-kw aural. Antenna: 360-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level.

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

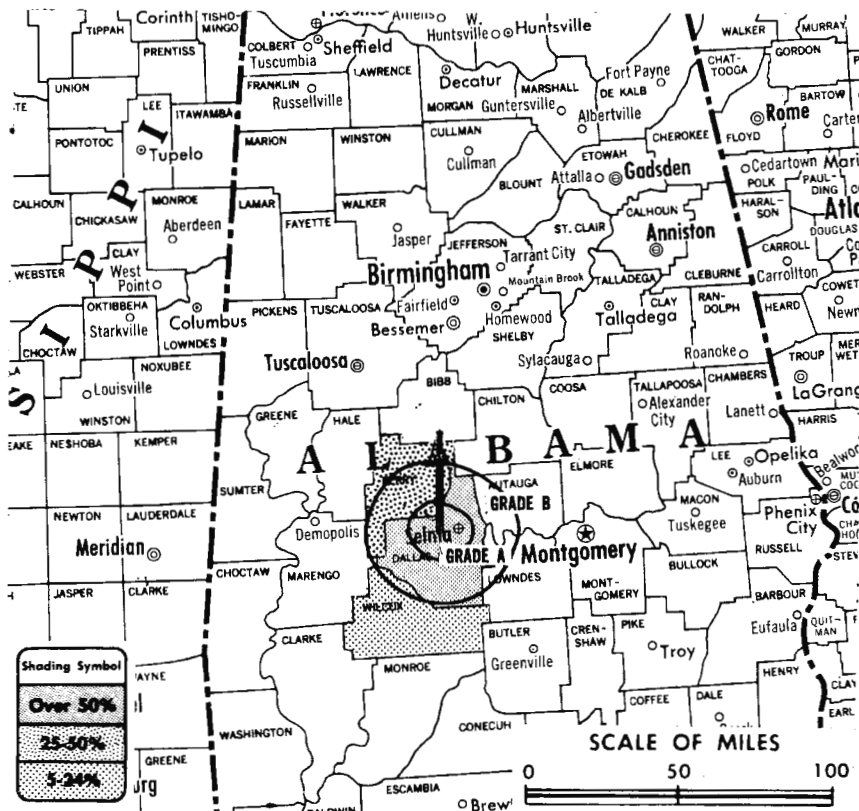
Requests change to 316-kw visual, 31.6-kw aural, 2000-ft. above av. terrain, 1844-ft. above ground, 2444-ft. above sea level, lat. 33° 04' 00", long. 87° 08' 39"; transmitter to 3-mi. SW of W. Blocton, Ala.

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

Color: Network only.

News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WSLA Ref: FCC File No. BPCT-1814 Granted 2/24/54

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

WSLA

Grantee: Selma Television Inc., Box 1016, Selma, Ala. (36702).

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

Telephone: 205-872-0455.

Ownership: William J. Brennan, pres., 45%; William E. Bennis Jr., treas., 45%; Barbara Bennis, 5%; Frances U. Brennan, 5%. Mr. & Mrs. (Barbara) Bennis also own 25% of radio WVOK, Birmingham and 45% of radio WBAM, Montgomery, Ala. Mr. Brennan also owns 90% of radio WAPE, Jacksonville, Fla. Bennis and Brennan each own 50% of Vulcan Tower Co.

Began Operation: March 17, 1960.

Represented (sales) by Stone Representatives Inc.

Represented (legal) by Mullin & Connor.

Personnel:

WILLIAM J. BRENNAN, president.
CYRIL G. BRENNAN, vice president.
JAMES M. COTHREN, general manager.
BILLY MORGAN, program director & production manager.
STAN SMITH, chief engineer.

DIGEST OF RATE CARD NO. 2 (July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:29-10 p.m., daily.						
\$190.00	\$125.00			\$40.00	\$25.00	\$15.00

NETWORK BASE HOURLY RATE: bonus to network.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA DALLAS	15,200	12,200	81
25-50 O/O	ALABAMA PERRY	3,800	2,600	69
5-24 O/O	ALABAMA WILCOX	3,700	2,500	67
STATION TOTALS		22,700	17,300	76
NET WEEKLY CIRCULATION (MARCH 1966)			9,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			5,400	

For Index to Contents,
see Services Volume

WAPI-TV, Birmingham
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
ALABAMA (CONTINUED)				
25-50	LAUDERDALE	18,800	15,700	84
O/D	MADISON	51,800	45,500	88
	TALLAPOOSA	10,000	8,500	85

5-24	ALABAMA			
O/D	DE KALB	11,500	10,000	87
	LIMESTONE	10,900	9,100	84
	MARENGO	6,500	4,800	74
	MISSISSIPPI			
	LOWNDES	14,400	12,600	87

WBRC-TV, Birmingham
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
25-50	ALABAMA			
O/D	DALLAS	15,200	12,200	81
	DE KALB	11,500	10,000	87
	MARENGO	6,500	4,800	74
	MISSISSIPPI			
	LOWNDES	14,400	12,600	87

5-24	ALABAMA			
O/D	AUTAUGA	5,200	4,300	82
	ELMORE	8,100	6,800	84
	LIMESTONE	10,900	9,100	84
	MADISON	51,800	45,500	88
	RANDOLPH	5,200	4,300	82
	SUMTER	4,500	3,300	74
	WILCOX	3,700	2,500	67
	MISSISSIPPI			
	CLAY	5,700	4,600	81
	LAUDERDALE	21,400	19,200	90
	MONROE	9,800	8,300	85
	OKTIBBEHA	6,900	5,200	76
	TISHOMINGO	4,100	3,200	79
	WINSTON	4,900	3,800	78
	TENNESSEE			
	GILES	6,000	5,000	83

Alabama

WTVY, Dothan

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24	ALABAMA			
O/D	BUTLER	5,800	4,700	81
	CLAY	3,100	2,700	86
	LEE	13,600	11,600	86
	MACON	5,700	4,500	79
	WILCOX	3,700	2,500	67
	FLORIDA			
	DIXIE	1,200	900	77
	FRANKLIN	2,100	1,700	83
	LEON	22,100	20,000	90
	OKALOOSA	20,200	19,000	94
	GEORGIA			
	BEN HILL	3,800	3,100	83
	DOUGHERTY	26,400	24,100	91
	LEE	1,400	1,200	86
	TERRELL	3,100	2,600	84
	THOMAS	10,000	8,900	89
	TURNER	1,900	1,700	87
	WEBSTER	400	300	75
	WORTH	3,800	3,400	88

WKRG-TV, Mobile
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24	ALABAMA			
O/D	BUTLER	5,800	4,700	81
	CHOCTAW	4,300	3,200	74
	COVINGTON	9,600	8,100	85
	FLORIDA			
	CALHOUN	1,900	1,500	81
	FRANKLIN	2,100	1,700	83
	GULF	3,200	2,800	86
	LIBERTY	900	700	84
	MISSISSIPPI			
	HANCOCK	4,600	3,900	86
	JONES	17,800	15,900	90
	LAMAR	4,100	3,400	84
	LAUDERDALE	21,400	19,200	90
	MARION	6,800	5,300	79

Alabama—Tuscaloosa



WCFT-TV

Ch. 33

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 17.26-kw visual, 9.31-kw aural. Antenna: 556-ft. above av. terrain, 433-ft. above ground, 845-ft. above sea level.

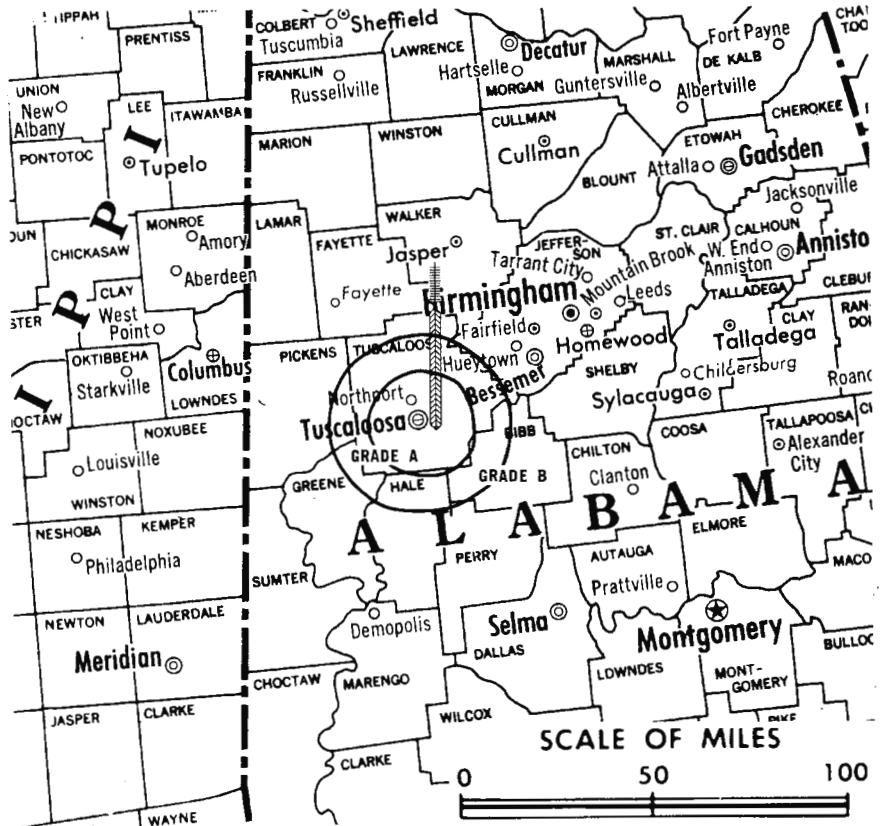
Latitude 33° 10' 25"
Longitude 87° 29' 01"

Transmitter: 41st Ave. at 35th St.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP, UPI.



Circulation © 1966 American Research Bureau.

WCFT-TV Ref: FCC File No. BPCT-3309 Granted 4/28/65

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

WCFT-TV

Network Service: NBC; CBS on per program basis.

Grantee: Chapman TV of Tuscaloosa Inc.

Studio: 41st Ave. at 35th St.

Telephone: 205-553-1333.

Ownership: Lewis M. Manderson Jr., pres., 21.95%; William A. Chapman, v.p., 5%; George K. Chapman, v.p., 5%; James D. Kincaid, secy.-treas., 2.2%; Chester J. Hartley, 21.95%; Clifford H. Armstrong, 21.95%; R. S. Holifield, 21.95%.

Began Operation: Oct. 29, 1965.

Represented (sales) by Vic Piano Associates Inc. (national); David Carpenter Co. (regional).

Personnel:

ARDEN D. MOSER, general & sales manager.
J. LYMAN MASON, operations manager.
DON ADDINGTON, chief engineer.

DIGEST OF RATE CARD NO. 1 (Nov. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10 p.m., daily.					
\$150.00	\$105.00	\$73.00		\$36.00	\$18.00

ARB County-by-County Data for this station not available since it was not in operation when the survey was made.

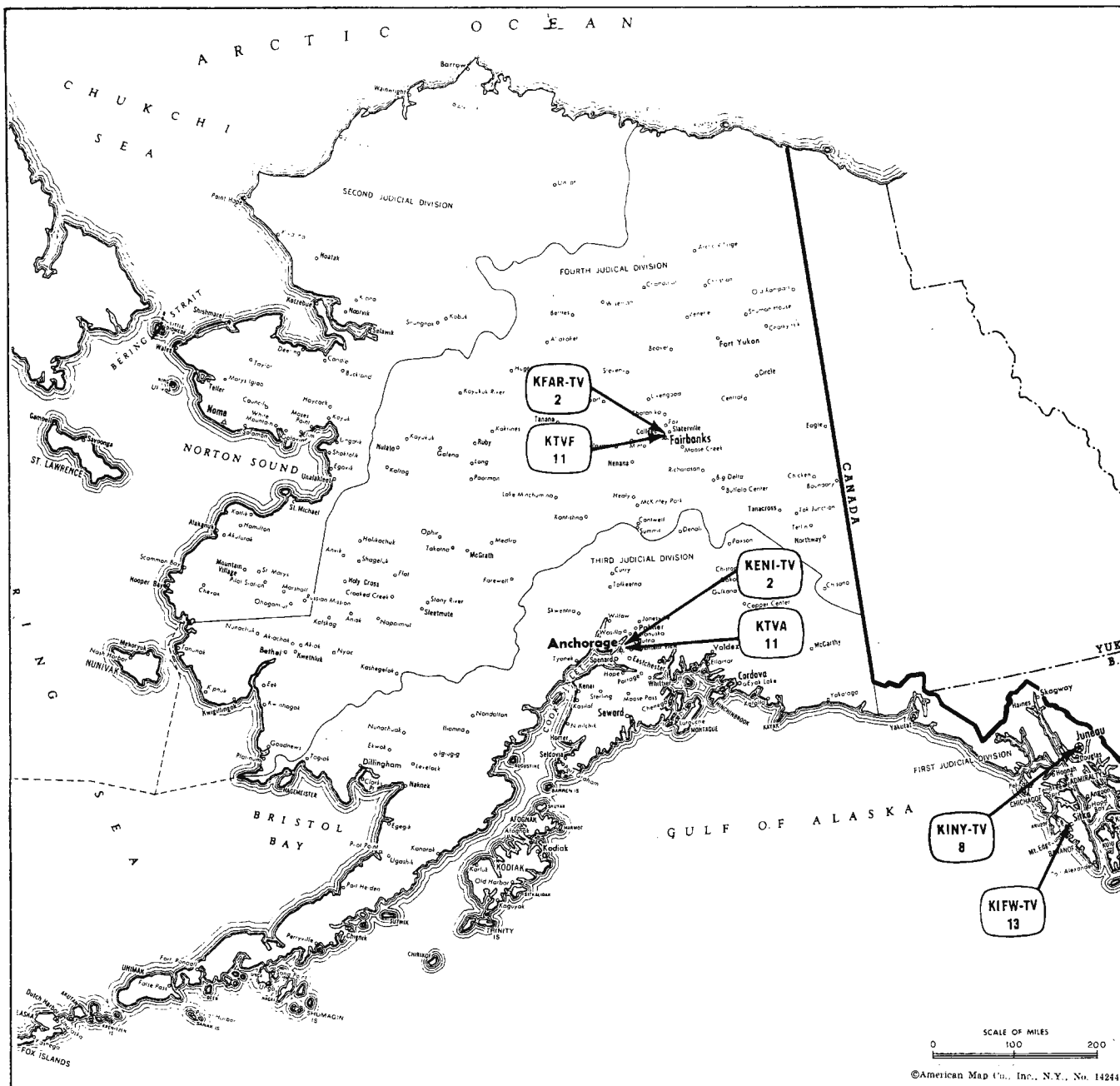
Net Weekly Circulation (March 1966) 7,100
Average Daily Circulation (March 1966) 3,000

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tro po-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada



Alaska Station Status as of Jan. 1, 1967

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
6	0	6
0	0	0
		6

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

Alaska—Anchorage

abc KENI-TV

Ch. 2

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

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

Transmitter: Fourth Avenue Theatre Bldg.

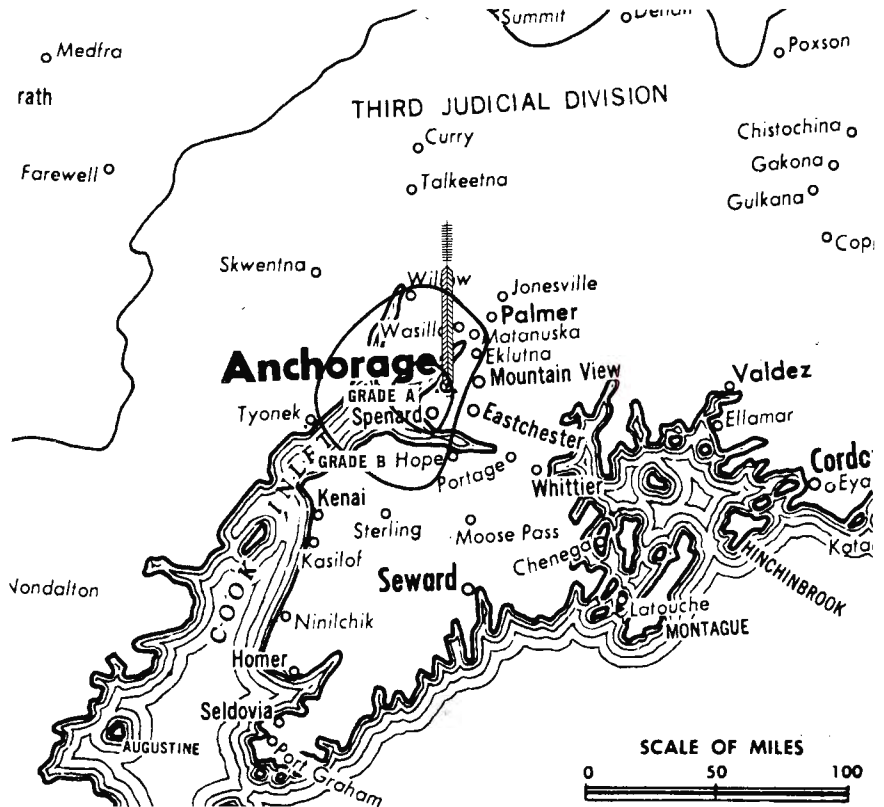
News Wire Service: AP.

News Film Service: NBC.

Color: Film, slide & tape.

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

O & O Translators: K09GC, Kasilof, Kenai, Soldatna & Sterling; K09GZ, Sutton; K04DS, Upper Kenai River area; K04DF, Wildwood Military Base, Alaska.



KENI-TV Ref: FCC File No. BPCT-3804 Granted 9/21/65

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

KENI-TV

Network Service: ABC, NBC.

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

Studio: Fourth Avenue Theatre Bldg.

Telephone: 907-272-7461.

Ownership: Alvin O. Bramstedt, 25% (with wife); R. D. Jensen, (with wife) 11.6%; James C. Fletcher Jr., 11.2%; Edward Christiansen (with wife), 6.67%; Merriman Holtz Jr., 6%; numerous other stockholders, none with as much as 10%. Midnight Sun also operates KFAR-TV, Fairbanks and radio stations KENI, Anchorage; KFAR, Fairbanks; KTKN, Ketchikan. Also owns 2/3 of CATV in Ketchikan and controlling interest in KINY-TV and KINY, Juneau, Alaska.

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

Represented (sales) by Del Day Inc. (West Coast); James C. Fletcher Jr. (New York, Chicago).

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

For Color Set Penetration by Market
See Services Volume

Personnel:

ALVIN O. BRAMSTEDT, president & general manager.
WILLIAM STEWART, sales manager.
MARY ELLEN LINDSEY, program director.
D. M. COMSTOCK, production manager.
CHARLES GRAY, chief engineer.

DIGEST OF RATE CARD NO. 5 (Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:00-10:30 p.m., daily.	\$300.00	\$185.00	\$130.00	\$100.00	\$72.00	\$52.00 \$36.00

Combination rate (KENI-TV, KFAR-TV, Fairbanks & KINY-TV, Juneau): Class AA—7-10 p.m., daily. Min. \$130, 20 Sec. \$90, 10 Sec. \$66.

Also combination for KENI-TV & KFAR-TV: Class AA—7-10 p.m., daily. Min. \$110, 20 Sec. \$76, 10 Sec. \$54.

NETWORK BASE HOURLY RATE: \$150 (ABC & NBC). \$250 in combination with KFAR-TV (ABC & NBC).

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

Alaska—Anchorage



KTVA

Ch. 11

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

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

Transmitter: 32nd & Spenard Rd.

News Wire Service: AP.

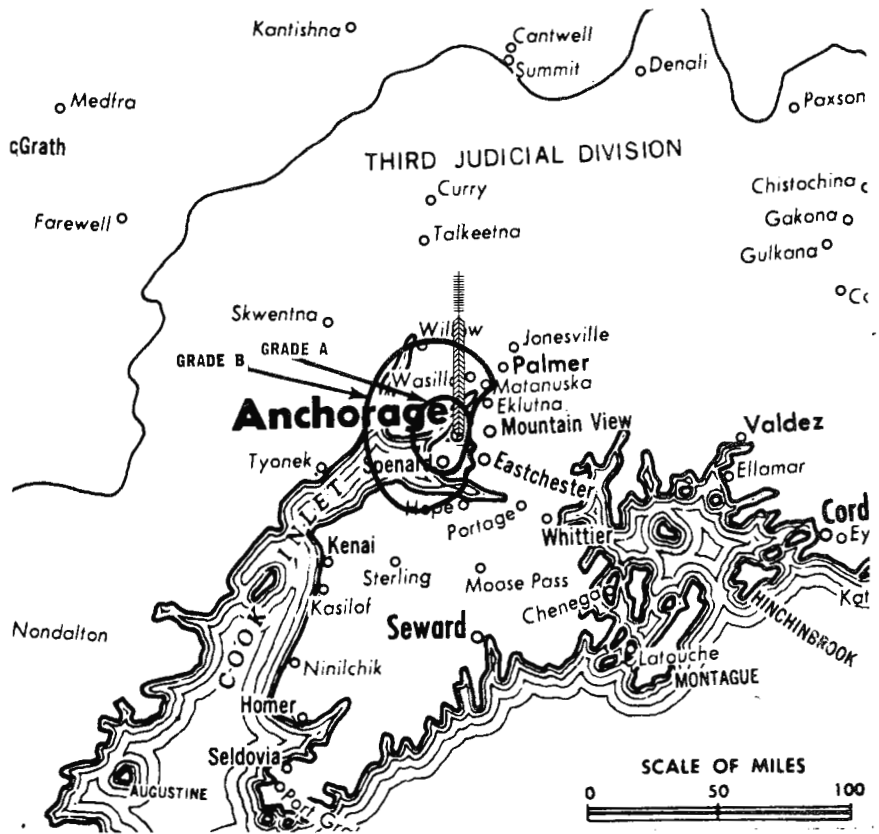
News Film Service: CBS.

Studio: 32nd & Spenard Rd.

Telephone: 907-272-3456.

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

O & O Translators: K07GA, Kasilof, Kenai & Soldatna; K04CP, Sutton, Alaska, K04DO, Talkeetna, Alaska, K13GQ, Wildwood, Alaska.



KTVA Ref: FCC File No. BPCT-3547 Granted 7/20/63

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

KTVA

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

Ownership: A. G. Hiebert, pres., 16.3%; John Contento Jr., secy., 2.82%; B. J. Gottstein, treas., 2.465%; M. B. Kirkpatrick, 5.641%; Mrs. Wells E. Ervin, 4.93%; K. Olin Rude, v.p.; over 25 other stockholders, none owns as much as 3%. Northern TV also operates KTVF, Fairbanks. Also owns vhf translators K03BE, Clear; K03AB, Delta Junction; K07GA, Kasilof-Kenai-Soldatna; K07EU, Nenana; K04CO, Suntrana-Usibelli; K04CP, Sutton; K04DO, Talkeetna; K13GQ, Wildwood. Same group also owns radios KBYR, Anchorage and KFRB, Fairbanks, Alaska.

Began Operation: Nov. 26, 1953.

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

Represented (legal) by Booth & Lovett.

Personnel:

A. G. HIEBERT, president & general manager.

FRANKLIN BUTTE, chief engineer.

DON CANNA, news editor.

CHRIS POLLARD, program manager.

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

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

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

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVF, \$250.

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



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Alaska—Fairbanks

abc NBC KFAR-TV
Ch. 2

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

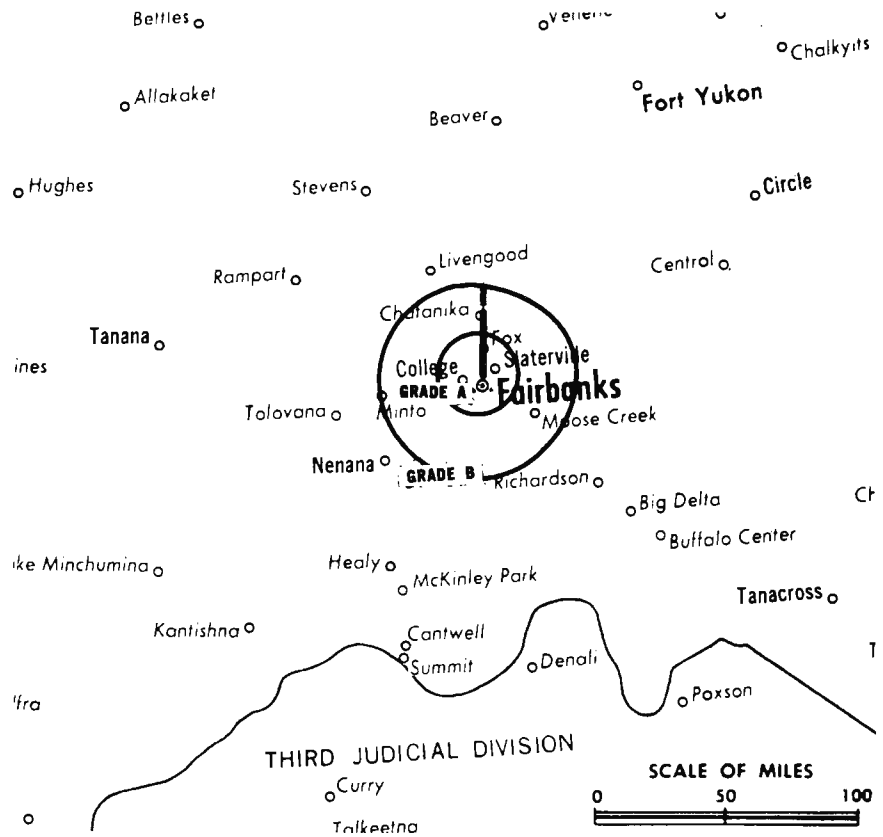
Latitude 64° 50' 42"
Longitude 147° 42' 42"

Transmitter: 516 Second Ave.

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

News Wire Service: AP.

O & O Translators: K09CW, Healy, Suntrana & Usibelli; K09FC, Nenana, Alaska



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

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

KFAR-TV

Network Service: ABC, NBC.

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

Studio: 516 Second Ave.

Telephone: 907-452-2125.

Ownership: See KENI-TV, Anchorage.

Began Operation: March 1, 1955.

Represented (sales) by: Del Day Inc. (West Coast); James C. Fletcher Jr. (New York, Chicago).

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

Personnel:

A. O. BRAMSTEDT, general manager.
DON ANDON, station manager.
BILL WALLEY, program director.
ELIZABETH BERG, film buyer.
KEN PHILLIPS, chief engineer.

DIGEST OF RATE CARD NO. 5

(Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$200.00	\$120.00	\$82.00	\$58.00	\$48.00	\$32.00	\$24.00

Combination Rate: See KENI-TV, Anchorage.

NETWORK BASE HOURLY RATE: \$250 (ABC & NBC, in combination with KENI-TV), \$150 (ABC & NBC).

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

Alaska—Fairbanks



KTVF

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 11.05-kw visual, 2.19-kw aural. Antenna: minus 51-ft. above av. terrain, 165-ft. above ground, 604-ft. above sea level.

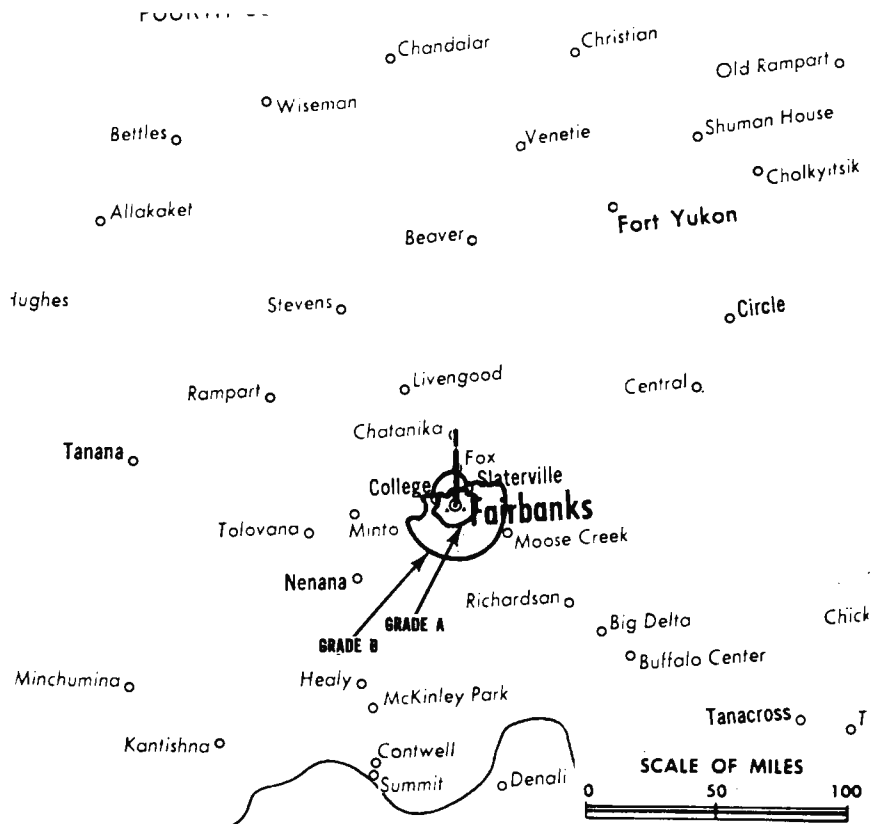
Latitude 64° 50' 35.7"
Longitude 147° 42' 47.6"

Transmitter: 3rd & Lacey Sts., Fairbanks.

News Wire Service: AP.

News Film Service: CBS.

O & D Translators: K03BE, Clear; K03AB, Clearwater, Delta Junction & Ft. Greeley; K07EU, Nenana; K04CO, Suntrana-Usibelli, Alaska.



KTVF Ref: FCC File No. BPCT-1909 Granted 12/29/54

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

KTVF

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

Studio: 3rd & Lacey Sts., Fairbanks.

Telephones: 907-452-3636, 2468.

Ownership: Same as KTVA, Anchorage.

Began Operation: Feb. 3, 1955.

Represented (sales) by: Adam Young Inc., Alaska Radio TV Sales.

Represented (legal) by: Booth & Lovett.

Personnel:

A. G. HIEBERT, president & general manager.
JOHN GRIFFIN, commercial & station manager.
GEORGE SHAGINAW, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.	\$135.00	\$81.00	\$54.00	\$45.00	\$33.75	\$27.00	\$20.25
	\$13.50						

Combination Rate: See KTVA, Anchorage.

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVA, \$250.

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

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Alaska—Juneau

abc NBC KINY-TV
Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 0.22-kw visual, .114-kw aural. Antenna: minus 1085-ft. above av. terrain, 137-ft. above ground, 177-ft. above sea level.

Latitude 58° 17' 21.8"
Longitude 134° 23' 38.3"

Holds CP for .239-kw visual, .0475-kw aural, minus 1160-ft. above av. terrain, 69-ft. above ground, 109-ft. above sea level. BPCT—3819.

Transmitter: A. J. Rock Dump, Juneau.

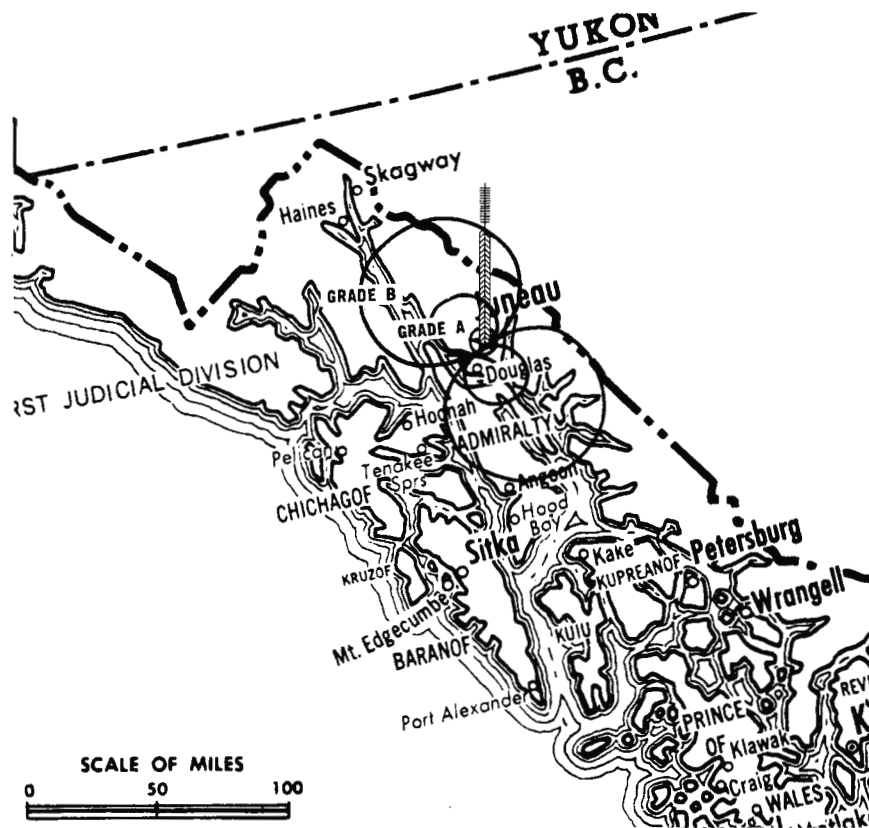
News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

AM Affiliate: KINY, 5-kw, 800 kc (CBS).

Map Note: Map reflects planned facilities.



KINY-TV Ref: FCC File No. BPCT—2025 Granted 11/2/55

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

KINY-TV

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

Licensee: Juneau Broadcasters Inc., 231 S. Franklin St., Juneau, Alaska (99801).

Studio: 231 S. Franklin St., Juneau.

Telephone: 907-586-1800.

Ownership: Midnight Sun Bcstrs. Inc., 40.33%; Roger A. Thayer, 16.73%; Richard L. Peter, 13.69%; Elton E. Engstrom Jr., 10.69%; Ketchikan Alaska Television, 9.77%; Alan A. Engstrom, 8.77%; 2 other stockholders with holdings totaling 0.48%.

Began Operation: Feb. 19, 1956. Sale to present owners by Wm. J. Wagner approved April 29, 1959 by FCC (Television Digest, Vol. 15:18).

Represented (sales) by James C. Fletcher Jr., New York; Day-Wellington Inc., Pacific Coast.

Personnel:

ROGER A. THAYER, business manager.
 RICHARD L. PETER, secy.-treas. & production director.
 JACK QUISENBERRY, general manager.
 DENNIS J. O'DAY, chief engineer.

DIGEST OF RATE CARD NO. 3A (April 6, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	
Class A—6-10:30 p.m., daily.	\$100.00	\$60.00	\$40.00	\$35.00	\$30.00	\$20.00	\$16.00

NETWORK BASE HOURLY RATE: \$50 (ABC, CBS).

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

President
 Hugh Ben LaRue

Area Code 212
 265-3430

La Rue Media Brokers Inc.
Radio Television CATV

Recent Sales

CATV Pennsylvania	\$850,000
Radio TV Texas	\$2,300,000

116 Central Park South
 New York, N.Y.

Alaska—Sitka



KIFW-TV

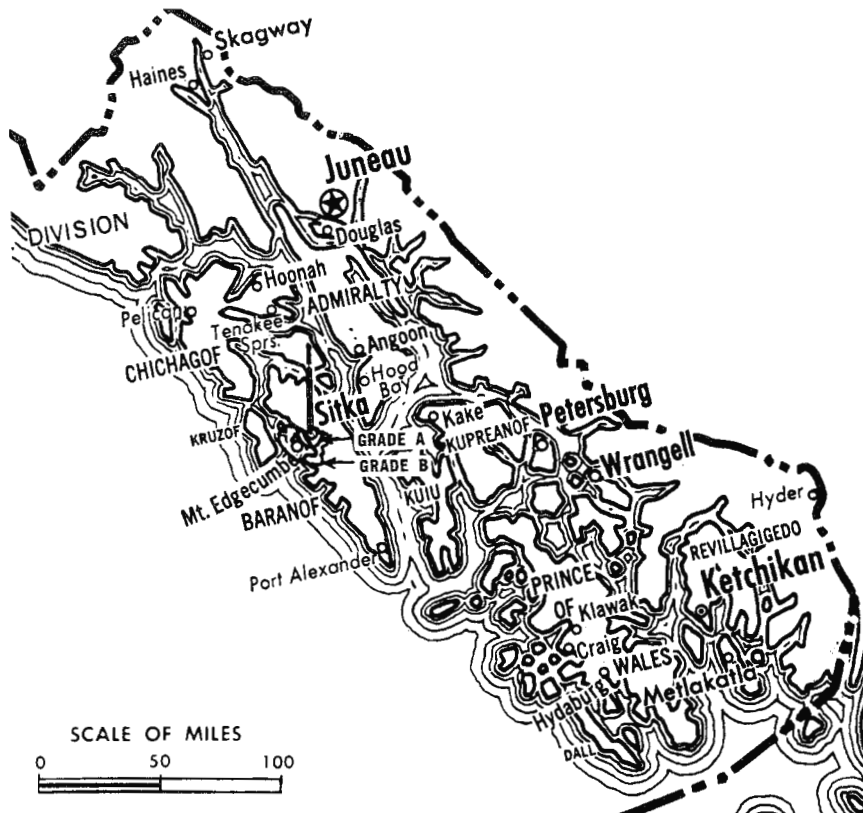
Ch. 13

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

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

Transmitter: 611 Lake St.

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



KIFW-TV Ref: FCC File No. BMPCT-6342 Granted 8/16/66

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

KIFW-TV

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

Studio: 611 Lake St.

Telephone: 747-3422.

Ownership: Roy Paschal, pres., 69.44%; 13 others, none with
more than 4%. Paschal also has majority interest in radio
KINY, Juneau, Alaska.

Began Operation: Sept. 25, 1966.

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

Represented (legal) by Booth & Lovett.

Personnel:

ROY PASCHAL, president, general manager & film buyer.
BOB REED, station manager & program director.
PAUL MULLENIX, vice president.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1966)

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

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

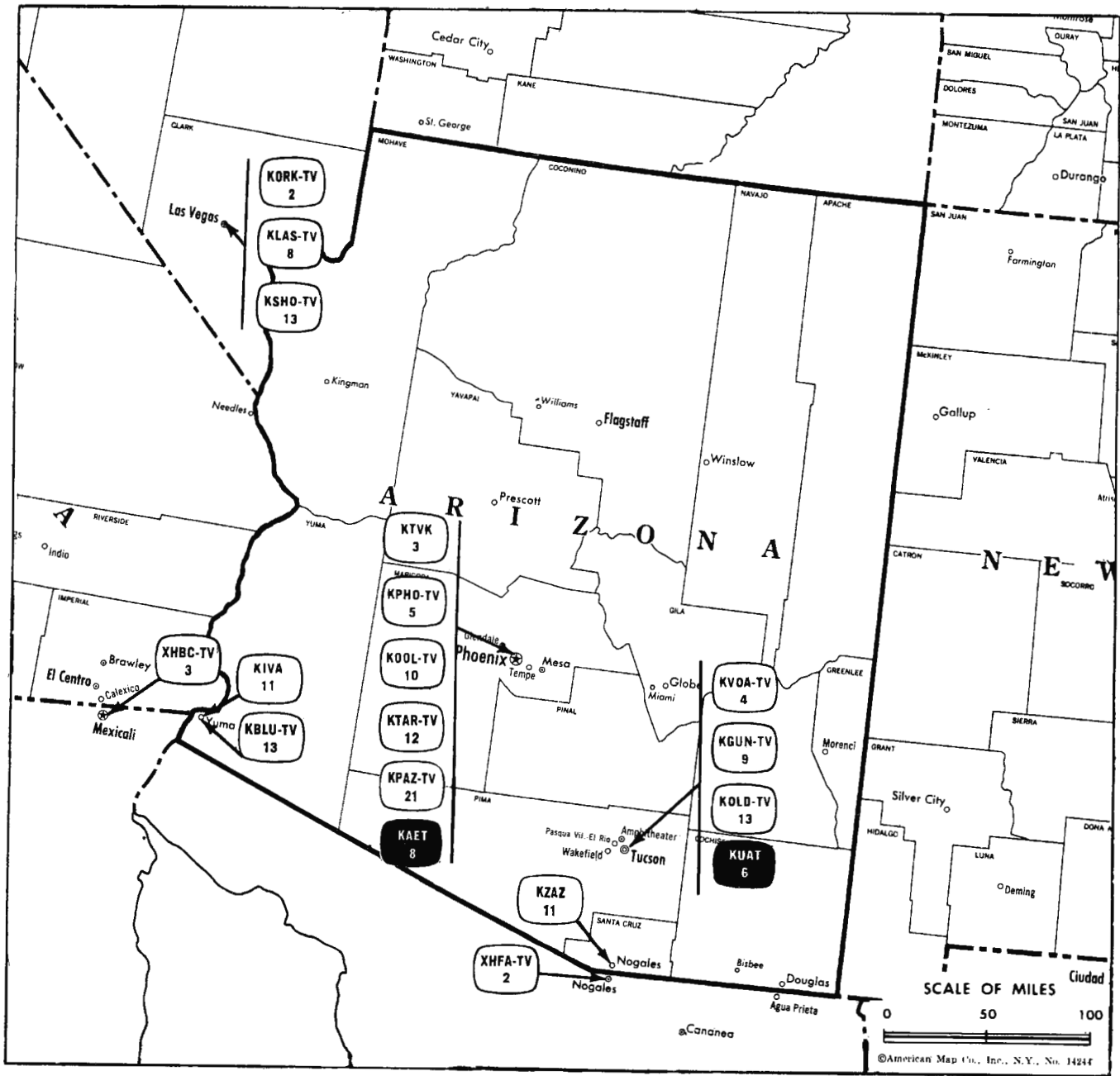
MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Arizona



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Phoenix	302,500	62	383,800	87	351,700	87
Tucson	128,500	129	177,700	144	159,900	145
Yuma-El Centro	29,900	206	36,700	212	32,300	212

Arizona Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	2	0	2
			12

For State's CATV Systems,
see Services Volume

State Educational Technical Facilities (Complete Data in Educational Directory)

KAET Phoenix Ch. 8

Non-Commercial Educational Station

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

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

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

KUAT Tucson Ch. 6

Non-Commercial Educational Station

Licensee: Arizona Board of Regents.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: .933-kw visual, .186-kw aural. Antenna: 110-ft. above av. terrain, 276-ft. above ground, 2703-ft. above sea level.

Latitude	32°	13'	50"
Longitude	110°	57'	00"

Holds CP for change to 35.5-kw visual, 3.55-kw aural, 3630-ft. above av. terrain; move transmitter to Mt. Bigelow NE of Tucson.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Arizona

XHFA-TV Nogales, Mexico (Arizona) Ch. 2

Network Service: None, independent.

Licensee: Television de Nogales, Ave. A. Obregon No. 138, Nogales, Sonora, Mex.

Studio & Transmitter: Colonia Moderna.

Telephone: Sonora 7-91.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 10-kw visual, 5-kw aural. Antenna: 231-ft. above ground, 1841-ft. above av. terrain.

Latitude	31°	19'	30"
Longitude	110°	56'	52"

Translator Repeaters: Caborca & Cananea, Sonora, Mexico.

Ownership: Dr. Francisco Arriola, 30%; Dr. Felipe Arriola, 30%; Augustin Arriola, 10%; Augustin Arriola Jr., 30%.

Began Operation: February, 1962.

Represented (sales) by Sonora Television Sales Co.

Personnel:

DR. FRANCISCO ARRIOLA, president.
DR. FELIPE ARRIOLA, v.p. & general manager.
AUGUSTIN ARRIOLA JR., secy.-treas. & business manager.
AUGUSTIN ARRIOLA, public relations.
REED N. HAYTHORNE, director of operations.
MANUEL ORTIZ, art director.

DIGEST OF RATE CARD NO. 1 (April 1, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—7-10 p.m., daily.

\$150.00 \$90.00 \$75.00 \$55.00 \$42.50 \$30.00 \$22.50 \$17.50

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KTAR-TV

Mesa

(See Phoenix, Ariz.)

KZAZ

Nogales

(See Tucson, Ariz.)

Arizona—Phoenix



KOOL-TV



Ch. 10

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

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

Transmitter: South Mountain.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

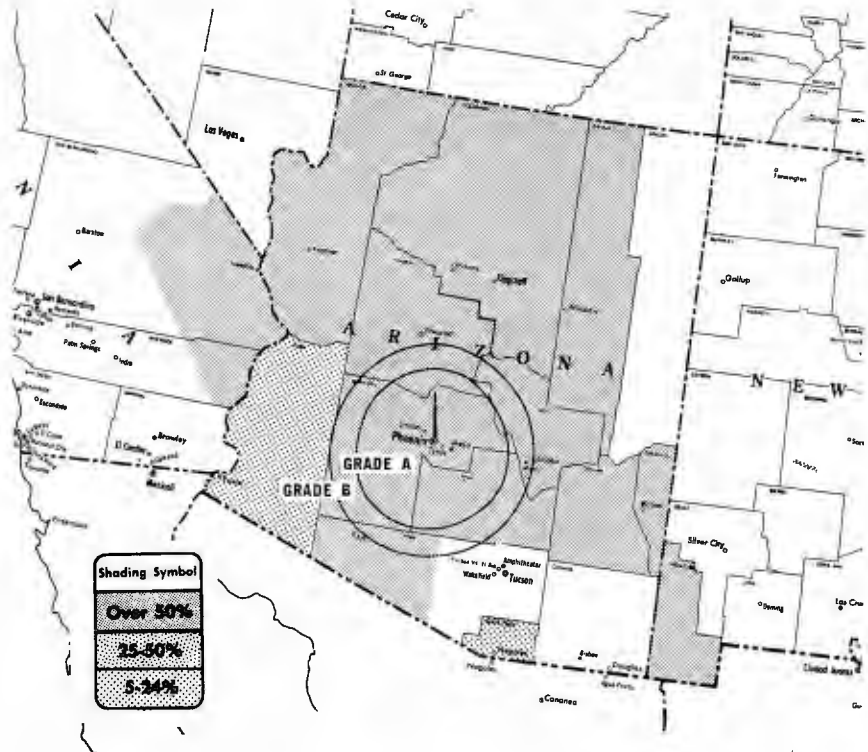
News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

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

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



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KOOL-TV Ref: FCC File No. BMPCT—1372 Granted 9/4/63

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

KOOL-TV

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

Studio: 511 W. Adams St.

Telephone: 602-271-2345.

TWX No.: 910-951-1343.

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

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

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison.

Personnel:

THOMAS CHAUNCEY, president.
HOMER LANE, v.p. & general manager.
LES LINDVIG, v.p. & station manager.
ROBERT MARTIN, v.p. & dir. of programming, promotion & operations, film buyer.
JACK MURPHY, v.p. & dir. of news and special events.
ROBERT DAVIES, program director.
MARGARET INJASOULIAN, promotion manager.
ALBIN R. HILLSTROM, director of engineering.

DIGEST OF RATE CARD NO. 9—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID		
Class AA—6:30-10 p.m., Mon.-Sat.;	6-10 p.m., Sun.	\$900.00	\$550.00	\$350.00	\$250.00	\$180.00	\$160.00	\$80.00

NETWORK BASE HOURLY RATE: \$750.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
OVER 50 O/O	ARIZONA				
	COCONINO	13,600	10,700	78	
	GILA	8,100	7,100	87	
	GRAHAM	4,600	3,900	84	
	GREENLEE	3,100	2,800	90	
	MARICOPA	260,100	244,700	94	
	MOHAVE	3,200	2,800	86	
	NAVAJO	10,500	7,800	74	
	PIMA WEST	4,400	4,100	94	
	PINAL	18,800	16,900	90	
	YAVAPAI	10,800	9,100	84	
	CALIFORNIA				
	RIVERSIDE E	5,600	5,200	92	
SN BERNDNO E	2,500	2,300	93		
NEW MEXICO					
	HIDALGO	1,300	1,100	82	

5-24 O/O	ARIZONA				
	SANTA CRUZ	3,800	3,300	85	
	YUMA	16,200	14,700	91	

STATION TOTALS		366,600	336,500	92	
NET WEEKLY CIRCULATION (MARCH 1966)			298,900		
AVERAGE DAILY CIRCULATION (MARCH 1966)			232,300		

For Index to Contents,
see Services Volume

Arizona—Phoenix

KPHO-TV

Ch. 5

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

Latitude 33° 20' 02"
Longitude 112° 08' 40"

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

TV tape: Recording facilities.

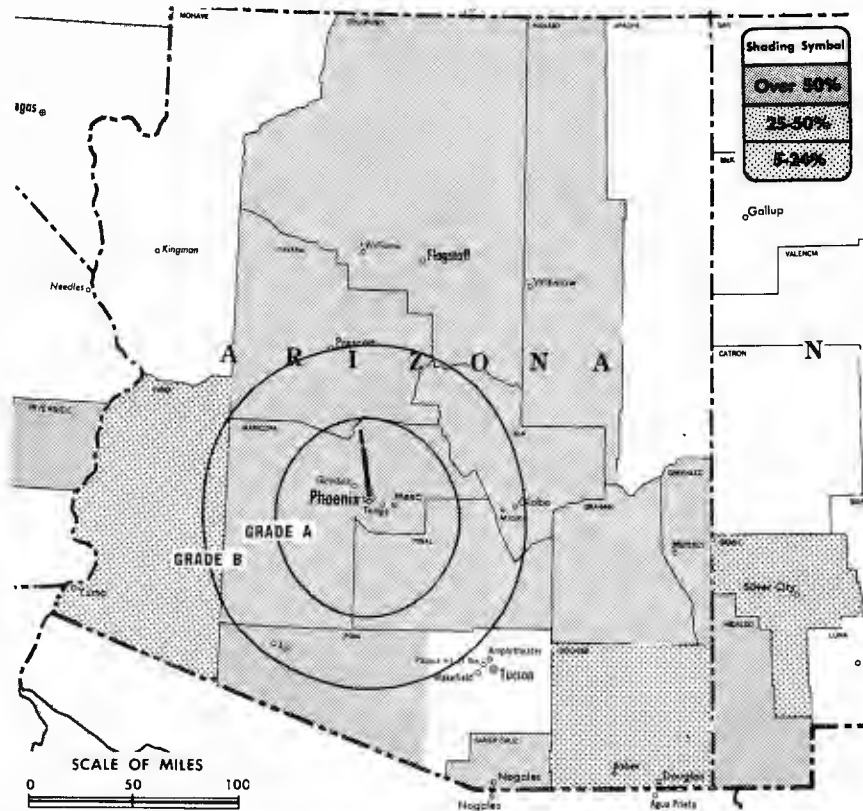
Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KPHO, 5-kw, 910 kc.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



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

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

KPHO-TV

Network Service: None, independent.

Licensee: Meredith Broadcasting Co., 631 N. First Ave., Phoenix, Ariz. (85004).

Studio: 631 N. First Ave.

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

Ownership: Meredith Publishing Co., Des Moines, Iowa, through Meredith Broadcasting Co. For Meredith Publishing Co. executives see Publishing Firms with TV Station Ownership. Broadcasting officers: Fred Bohlen, chairman of the board; Frank B. Fogarty, pres.; E. T. Meredith, Richard B. Rawls, E. K. Hartenbower, Paul Adanti, Howard Stalnaker, v.p.'s; Gerald Thornton, secy.; H. Y. Engeldinger, comptroller. Same interests own radio KPHO, Phoenix, Ariz.; WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV, KCMO & KCMO-FM, Kansas City, Mo.; WOW-TV & WOW, Omaha, Neb.

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

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

RICHARD B. RAWLS, v.p. & general manager.
GENE SPRY, station manager & film buyer.
JAMES GALVIN, local sales manager.
LARRY BURROUGHS, program director.
TERRY GROENER, promotion supervisor.
BLU WRIGHT, director of sales development & marketing.
CHARLES GLANCE, dir. of public affairs & special events.
DAVE HUMMEL, operations manager.
RAY CURTIS, news director.
GLENN THOMPSON, chief engineer.

DIGEST OF RATE CARD NO. A18
(June 20, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.	\$550.00	\$300.00	\$225.00	\$180.00	\$150.00	\$110.00 \$55.00

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARIZONA			
	COCONINO	13,600	10,700	78
	GILA	8,100	7,100	87
	GRAHAM	4,600	3,900	84
	GREENLEE	3,100	2,800	90
	MARICOPA	260,100	244,700	94
	NAVAJO	10,500	7,800	74
	PIMA WEST	4,400	4,100	94
	PINAL	18,800	16,900	90
	SANTA CRUZ	3,800	3,300	85
	YAVAPAI	10,800	9,100	84
	CALIFORNIA			
	RIVERSIDE E	5,600	5,200	92
	NEW MEXICO			
	HIDALGO	1,300	1,100	82
5-24 O/O	ARIZONA			
	COCHISE	18,600	16,600	89
	YUMA	16,200	14,700	91
	NEW MEXICO			
	GRANT	4,300	3,700	85
STATION TOTALS		383,800	351,700	92
NET WEEKLY CIRCULATION (MARCH 1966)			258,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)			142,600	

For Color Set Penetration,
see Services Volume

Arizona—Phoenix



KTVK



Ch. 3

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

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

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

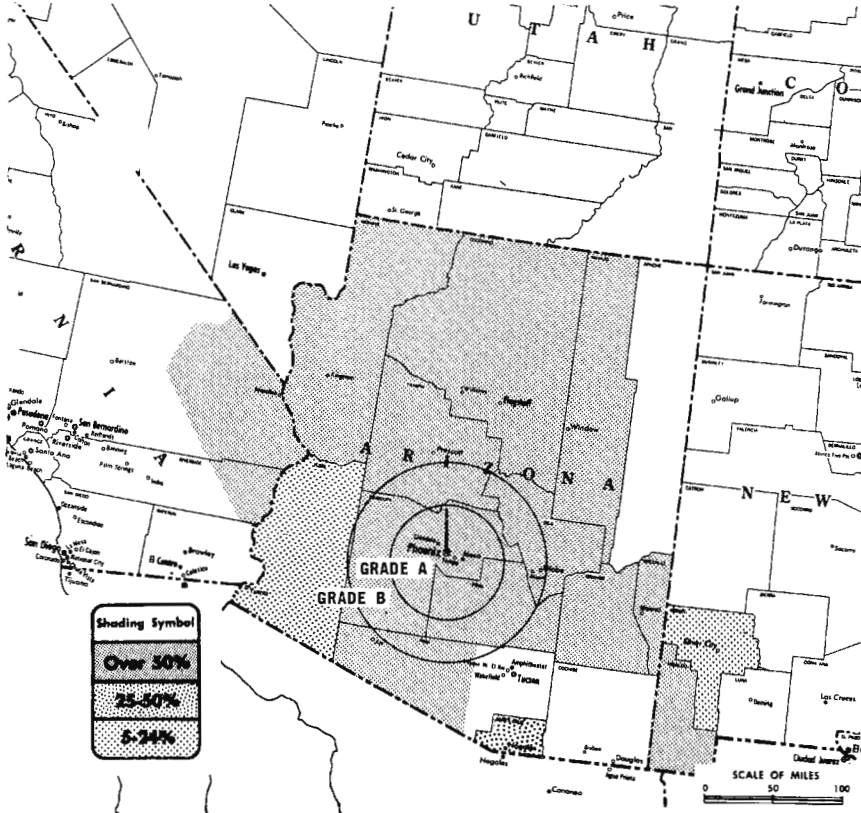
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

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

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

KTVK

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

Studio: 3435 N. 16th St.

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

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

Began Operation: Feb. 28, 1955.

Represented (sales) by: Blair TV.

Represented (engineering) by: Lohnes & Culver.

Personnel:

BURTON B. LaDOW, general manager.
THOMAS G. HABIB, program director.
EARL MEHAFFEY, chief engineer.

DIGEST OF RATE CARD NO. 7—(June 15, 1966)

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

NETWORK BASE HOURLY RATE: \$600.

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	ARIZONA			
	COCONINO	13,600	10,700	78
	GILA	8,100	7,100	87
	GRAHAM	4,600	3,900	84
	GREENLEE	3,100	2,800	90
	MARICOPA	260,100	244,700	94
	MOHAVE	3,200	2,800	86
	NAVAJO	10,500	7,800	74
	PIMA WEST	4,400	4,100	94
	PINAL	18,800	16,900	90
	YAVAPAI	10,800	9,100	84
	CALIFORNIA			
	RIVERSIDE E	5,600	5,200	92
	SN BERNDNO E	2,500	2,300	93
	NEW MEXICO			
	HIDALGO	1,300	1,100	82
25-50 O/D	ARIZONA			
	SANTA CRUZ	3,800	3,300	85
5-24 O/D	ARIZONA			
	YUMA	16,200	14,700	91
	NEW MEXICO			
	GRANT	4,300	3,700	85
STATION TOTALS		370,900	340,200	92
NET WEEKLY CIRCULATION (MARCH 1966)			299,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			201,700	

Arizona—Phoenix-Mesa



KTAR-TV



Ch. 12

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

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

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

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

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

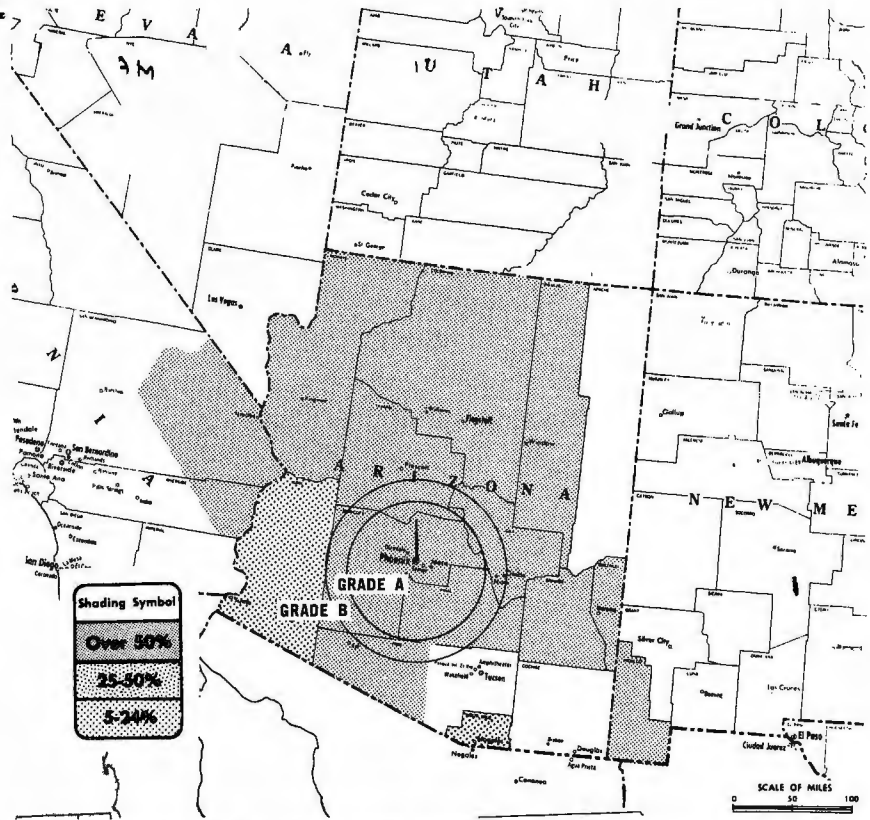
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KTAR-TV Ref: FCC File No. BPCT-2721 Granted 8/18/60

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

KTAR-TV

Licensee: KTAR Bcstg. Co., 1101 N. Central Ave., Phoenix, Ariz. (85004).

Studio: 1101 N. Central Ave., P.O. Box 711.

Telephone: 602-254-4161.

TWX No.: 602-255-0465.

Ownership: John J. Louis, estate and members of his family, 79.62%; Richard O. Lewis, pres., 19.20%; J. H. Haughawout, 1.18%. KTAR owns KYUM, Yuma and KYCA, Prescott.

Began Operation: April 23, 1953. Sale to present owners by Harry L. Nace interests approved by FCC June 16, 1954 (Television Digest, Vol. 10:18, 25).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Robb, Porter, Kistler & Parkinson.

Represented (engineering) by George C. Davis, Consulting Engineers.

Personnel:

RICHARD O. LEWIS, president and general manager.

RAY C. SMUCKER, v.p. for sales.

JOHN REEDER, secretary-treasurer.

GEORGE GUYAN, local sales manager.

PAUL HUGHES, director of public affairs.

WOODY HARTZOG, director program operations.

ROBERT ALLINGHAM, program director & film buyer.

NANCY CHAPPEL, promotion director.

CLIFF STEVENS, chief engineer.

DIGEST OF RATE CARD NO. 8A

(Nov. 1, 1966)

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

Class A—6-11 p.m., Mon.-Sat.; 5:30-10 p.m., Sun.

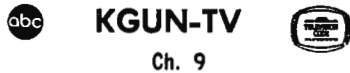
\$825.00 \$500.00 \$415.00 \$250.00 \$200.00 \$180.00 \$100.00

NETWORK BASE HOURLY RATE: \$650.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARIZONA			
	COCONINO	13,600	10,700	78
	GILA	8,100	7,100	87
	GRAHAM	4,600	3,900	84
	GREENLEE	3,100	2,800	90
	MARICOPA	260,100	244,700	94
	MOHAVE	3,200	2,800	86
	NAVAJO	10,500	7,800	74
	PIMA WEST	4,400	4,100	94
	PINAL	18,800	16,900	90
	YAVAPAI	10,800	9,100	84
	CALIFORNIA			
	RIVERSIDE E	5,600	5,200	92
	SN BERNDO E	2,500	2,300	93
	NEW MEXICO			
	HIDALGO	1,300	1,100	82
5-24 O/O	ARIZONA			
	SANTA CRUZ	3,800	3,300	85
	YUMA	16,200	14,700	91
STATION TOTALS		366,600	336,500	92
NET WEEKLY CIRCULATION (MARCH 1966)			302,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			217,100	

For Arizona Translator Stations,
see Services Volume

Arizona—Tucson

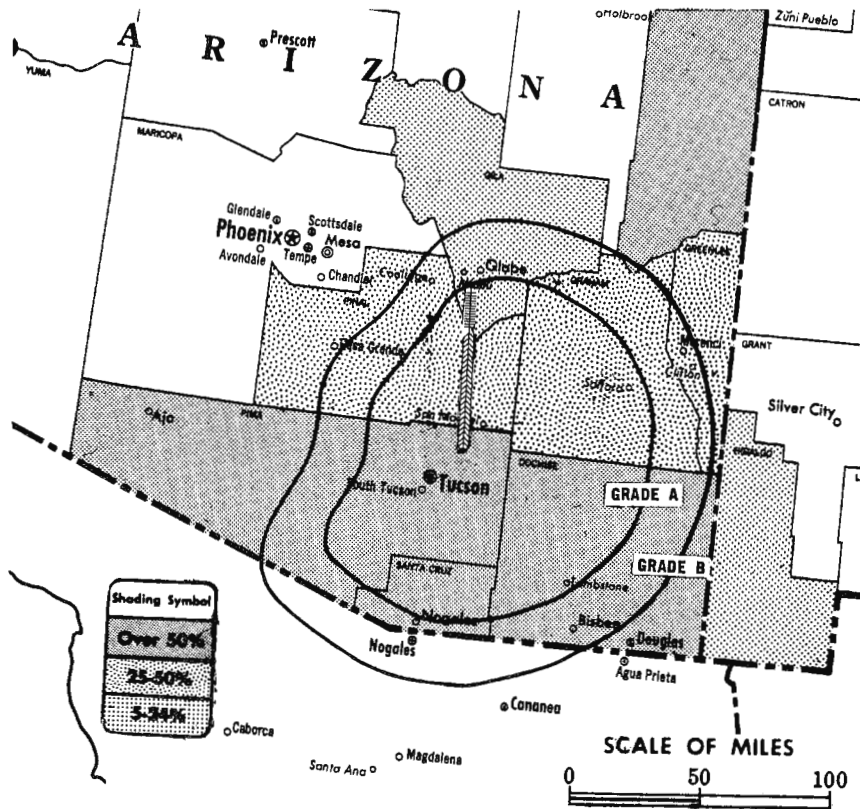


Technical Facilities: Channel No. 9
(186-192 mc). Authorized power:
63.1-kw visual, 12.5-kw aural.
Antenna: 3660-ft. above av. ter-
rain, 237-ft. above ground, 8737-
ft. above sea level.

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

Transmitter: Mt. Bigelow.
Color: Network, film, slide & tape.
News Wire Service: AP.
News Film Service: ABC.
Facsimile Service: AP.
O & O Translator: K02BW, Casa
Adobes, Ariz.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



KGUN-TV Ref: FCC File No. BMPCT—3284 Granted 9/7/55

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

KGUN-TV

Licensee: Gilmore Broadcasting Corp. of Ariz., Box 5147, Tucson, Ariz. (85703).

Studio: 2175 N. Sixth Ave.

Telephone: 602-792-9933. TWX No.: 602-792-2758.

Ownership: See KODE-TV, Joplin, Mo.

Began Operation: May 5, 1956. Sale to present owner by Henry S. Hilberg & associates, along with WEHT(TV), Evansville, Ind. was approved July 15, 1964 by FCC (Television Digest, Vol. 4:26, 29). Sale to Hilberg group by H. U. Garrett and associates approved by FCC Dec. 14, 1960 (Vol. 16:45, 51). H. U. Garrett group's purchase of station from D. W. Ingram approved Dec. 19, 1956 by FCC (Vol. 12:51).

Represented (sales) by Avery-Knodel.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

JAMES S. GILMORE JR., president.
HAMILTON SHEA, executive vice president.
FRED L. VANCE, vice president & general manager.
GEORGE WALLACE, sales manager.
PERRY DICKEY, operations supervisor.
PAUL J. FALVEY, controller.
JACK JACOBSON, program director.
ROBERT CLEVELAND, chief engineer.

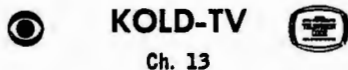
DIGEST OF RATE CARD NO. 9 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$350.00	\$210.00	\$140.00	\$87.50	\$70.00	\$70.00
NETWORK BASE HOURLY RATE:	\$325.00.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	ARIZONA			
	APACHE	7,100	4,800	68
	COCHISE	18,600	16,600	89
	PIMA EAST	96,900	91,100	94
	PIMA WEST	4,400	4,100	94
	SANTA CRUZ	3,800	3,300	85
25-50 O/D	ARIZONA			
	GRAHAM	4,600	3,900	84
	GREENLEE	3,100	2,800	90
	PINAL	18,800	16,900	90
5-24 O/D	ARIZONA			
	GILA	8,100	7,100	87
	NEW MEXICO			
	HIDALGO	1,300	1,100	82
STATION TOTALS		166,700	151,700	91
NET WEEKLY CIRCULATION (MARCH 1966)				122,700
AVERAGE DAILY CIRCULATION (MARCH 1966)				81,600

For Color Set Penetration by Market
see Services Volume

Arizona—Tucson



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

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

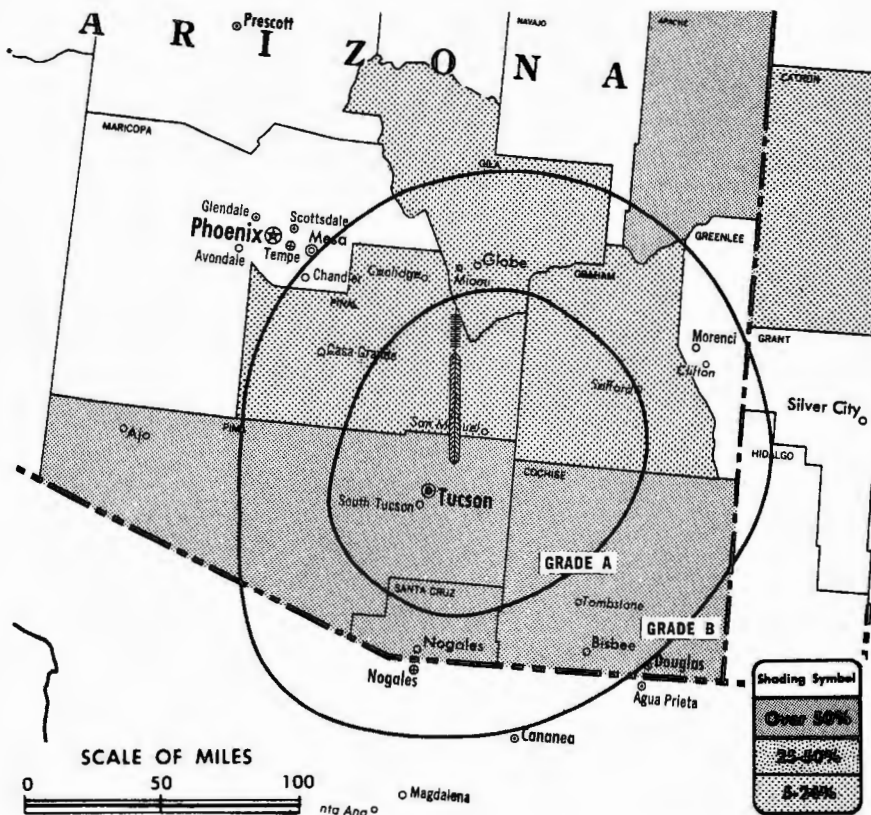
Transmitter: Mt. Bigelow, 18-mi. NE of Tucson.

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: CBS.

O & O Translator: K07DA, Casa Adobes, Ariz.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ABB study.

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

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

KOLD-TV

Licensee: Old Pueblo Broadcasting Co., 115 W. Drachman St., Tucson, Ariz. (85705).

Studio: 115 W. Drachman.

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

AM Affiliate: KOLD, .25-kw, 1450 kc (CBS).

Ownership: Gene Autry, chairman, 48%; Tom Chauncey, pres-treas., 25.66%; E. S. Mittendorf, v.p. & secy., 2%; Tom Kerney, 20%; Frank Beer, 4.34%. Interlocking ownership with KOOL-TV, Phoenix. Mr. Autry is also chief stockholder in KTLA(TV), Los Angeles and radios KMPC, Los Angeles; KVI, Seattle, and KEX, Portland. He owns 50% of KSFO, San Francisco.

Began Operation: Jan. 13, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by David Steel & Assoc.

Personnel:

- TOM CHAUNCEY, president.
- BOB MARTIN, assistant to the president.
- PAUL PLUNKETT, v.p. & general manager.
- CHARLES OLSON, station manager.
- JESSIE SCHWARZ, v.p. & comptroller.
- DAVE REABEN, operations manager.
- HOWARD SMITH, chief engineer.

DIGEST OF RATE CARD NO. 8—(May 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$300.00	\$180.00	\$130.00	\$100.00	\$80.00	\$48.00

NETWORK BASE HOURLY RATE: \$275.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARIZONA			
	APACHE	7,100	4,800	68
	COCHISE	18,600	16,600	89
	PIMA EAST	96,900	91,100	94
	PIMA WEST	4,400	4,100	94
	SANTA CRUZ	3,800	3,300	85
5-24 O/O	ARIZONA			
	GILA	8,100	7,100	87
	GRAHAM	4,600	3,900	84
	PINAL	18,800	16,900	90
	NEW MEXICO			
	CATRON	500	400	70
STATION TOTALS		162,800	148,200	91
NET WEEKLY CIRCULATION (MARCH 1966)		115,600		
AVERAGE DAILY CIRCULATION (MARCH 1966)		86,100		

For Other TV Station Group Owners,
see Services Volume

Arizona—Tucson



KVOA-TV



Ch. 4

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

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

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

TV tape: Recording facilities.

Color: Network, film, slide & tape.

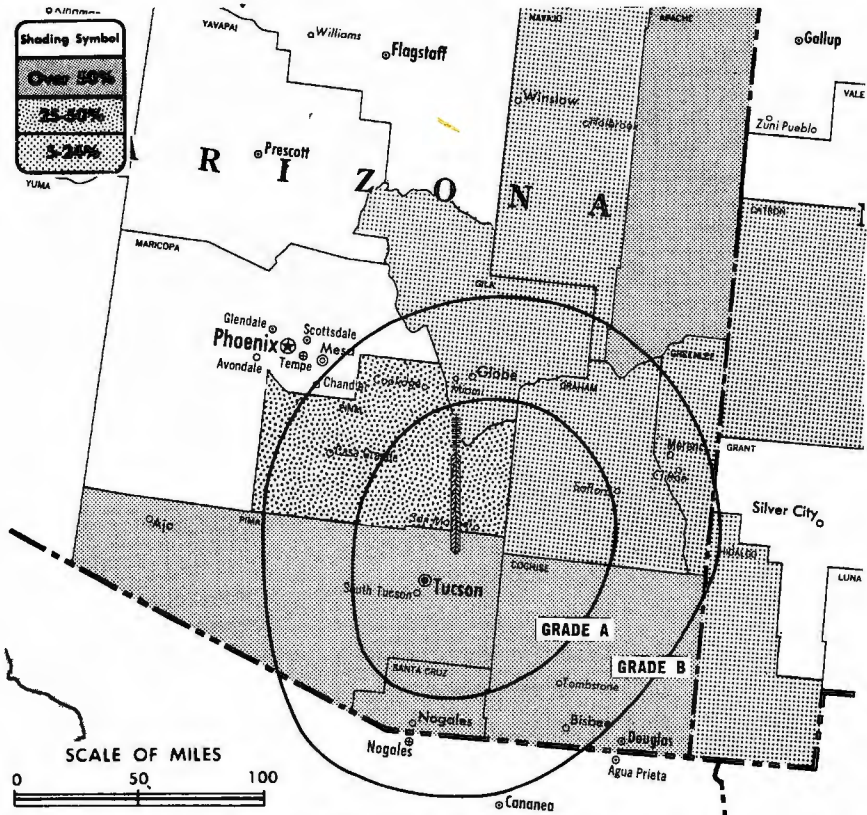
News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

O & O Translator: K11DH, Casa Adobes & Catalina Foothills Addition.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



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

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

KVOA-TV

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

Studio: 209 W. Elm St., Tucson, Ariz. (85705).

Telephone: 602-623-2555.

TWX No.: 602-792-2659.

Ownership: WGAL Television Inc. For other interests see WGAL-TV, Lancaster, Pa.

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

Represented (sales) by The Meeker Co. Inc.; Bob Hix Co. (Denver); Mario Messina Co. (Dallas); Busby, Finch & Woods (Atlanta); Eugene F. Gray Co. (Kansas City, Mo.).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by James C. McNary.

Personnel:

CLAIR R. McCOLLOUGH, president.
GORDON E. HAMILTON, station and sales manager, film buyer.
ROBERT BOLLINGER, operations manager.
GARRY GREENBERG, news director.
RAYMOND H. HOLSCLAW, chief engineer.

DIGEST OF RATE CARD NO. 8

(Sept. 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-10:01 p.m., daily.					
	\$375.00	\$225.00	\$150.00	\$90.00	\$72.00

NETWORK BASE HOURLY RATE: \$375.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARIZONA			
	APACHE	7,100	4,800	68
	COCHISE	18,600	16,600	89
	PIMA EAST	96,900	91,100	94
	PIMA WEST	4,400	4,100	94
	SANTA CRUZ	3,800	3,300	85
25-50 O/O	ARIZONA			
	PINAL	18,800	16,900	90
5-24 O/O	ARIZONA			
	GILA	8,100	7,100	87
	GRAHAM	4,600	3,900	84
	GREENLEE	3,100	2,800	90
	NAVAJO	10,500	7,800	74
	NEW MEXICO			
	CATRON	500	400	70
	HIDALGO	1,300	1,100	82
STATION TOTALS		177,700	159,900	90
NET WEEKLY CIRCULATION (MARCH 1966)			128,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			96,100	

For Color Set Penetration by Market
See Services Volume



KVOA-TV 4

TUCSON, ARIZONA

A market, a station—both sales-significant for *your* product:

KVOA-TV MARKET

Effective buying income \$1,174,021,000* / Total retail sales \$736,391,000*

KVOA-TV AUDIENCE

Average tune-in 32,000 homes** 6:30 to 10:00 p.m., and climbing steadily. 38% share** 9:00 a.m. to midnight, higher than any other station in the market.



STEINMAN STATION

Clair McCollough, Pres.
G. E. "Doc" Hamilton, Sta. Mgr.

*SALES MANAGEMENT Survey of Buying Power 6,10,66

**These statistics are based on ARB estimates March 1966, and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

Representatives: The MEEKER Company, Inc. New York Chicago Los Angeles San Francisco
BUSBY, FINCH & WOODS, INC. Atlanta / BOB HIX CO. Denver / MARIO MESSINA CO. Dallas

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
WTEV Providence, R.I./New Bedford-Fall River, Mass. • KVOA-TV Tucson, Ariz.

Arizona—Nogales

KZAZ

Ch. 11

(Also serves Tucson)

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 150-kw visual, 15-kw aural. Antenna: 1570-ft. above av. terrain, 120-ft. above ground, 5980-ft. above sea level.

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

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

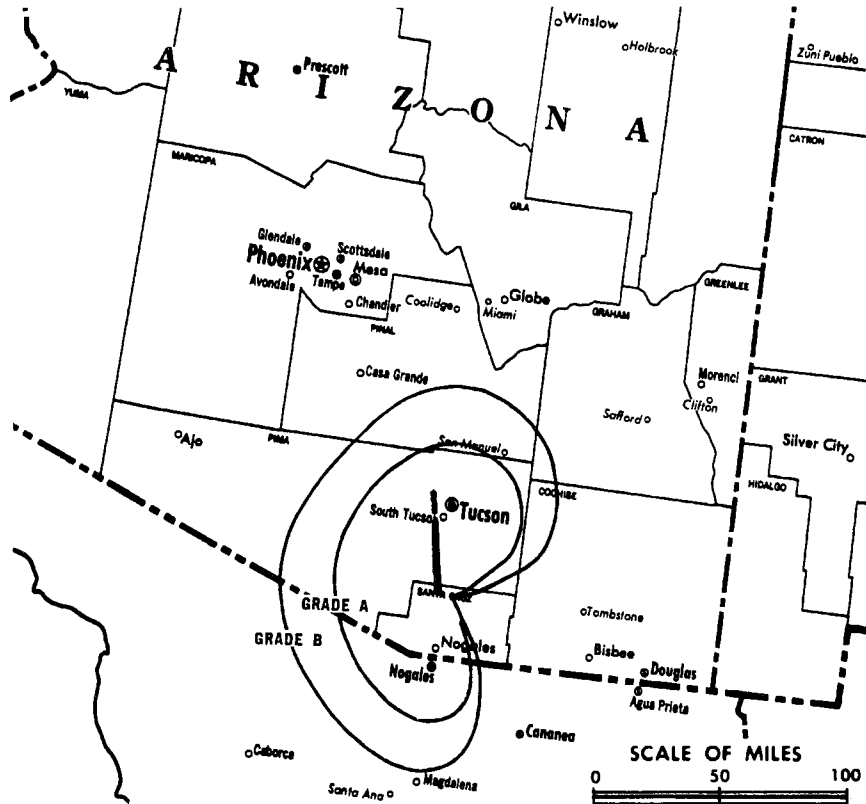
TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: UPI.



KZAZ Ref: FCC File No. BPCT—3533 Granted 4/13/68

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

KZAZ

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

Studio: 134 Grand Ave., Nogales, Ariz. (85621).

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

Ownership: International Bcstg. Co., 50% (Ronald C. Waranch owner); Danny Thomas, 37.5%; Ziffren & Ziffren No. 2, 12.5%.

Began operation: Feb. 1, 1967.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Mallick & Bernton.

Represented (engineering) by Walter J. Stiles.

Personnel:

WALTER J. STILES, chief executive.
BERNIE PERLIN, station manager.
JOE ARVIZU, program director.
LARRY BURGOYNE, film director.
ERIE HOLLAND, comptroller.
ED OSBORNE, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class AAA—6-10 p.m., daily.					
\$200.00	\$120.00	\$80.00	\$50.00	\$40.00	\$16.00

ARB Data for this Station is not available since it was not in operation when the survey was made.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Arizona—Yuma



KBLU-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 28.8-kw visual, 4.29-kw aural. Antenna: 1420-ft. above av. terrain, 200-ft. above ground, 2364-ft. above sea level.

Latitude 33° 03' 38"
Longitude 114° 49' 37"

Holds CP for 126-kw visual, 19-kw aural. BPCT—3834.

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

AM Affiliate: KBLU, 500-D, 1320 kc.

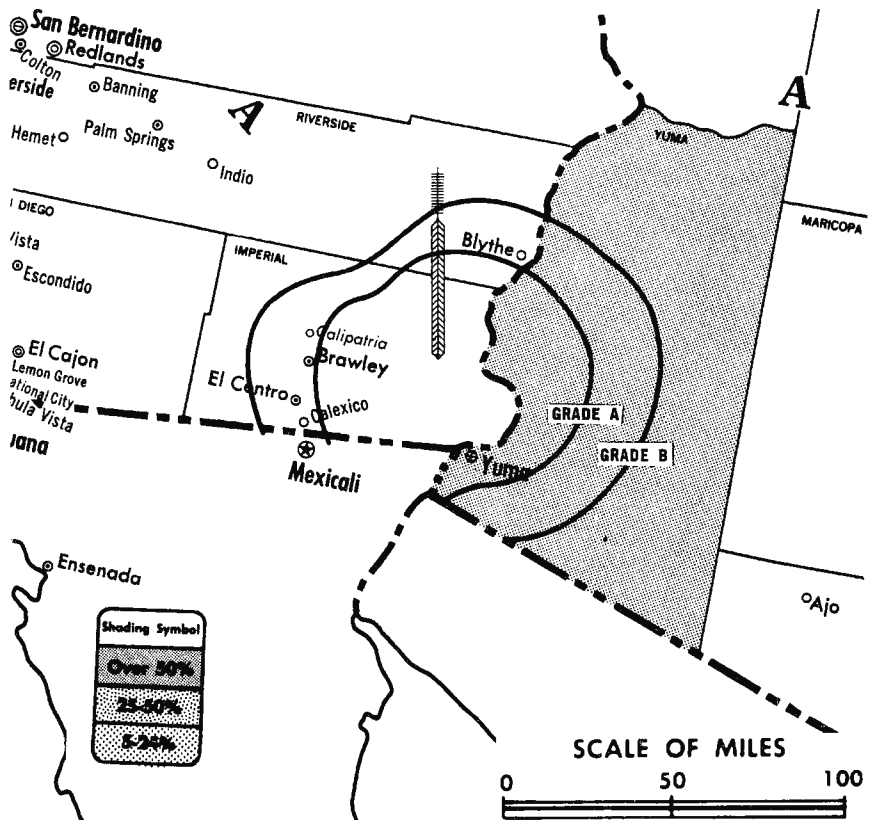
TV tape: Recording facilities.

Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KBLU-TV Ref: FCC File No. BPCT—3591 Granted 12/22/65

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

KBLU-TV

Licensee: Eller Telecasting Co. of Arizona, 201 E. Earll Dr., Phoenix, Ariz. (85012).

Studio: 1322 Fourth Ave.

Telephone: 602-782-3881.

Ownership: Karl Eller, chairman, 21 1/3%; Robert W. Crites, pres., 10%; Paul E. Morgan, v.p., 10%; Harry T. Goss, secy.; W. Alfred Hayes Sr., 21 1/3%; James E. Rarick, 21 1/3%; George W. Caspari, 8%; Joseph J. Hail, 8%. Morgan has 25% of stock in TV applicant for Palm Springs, Cal.

Began Operation: Dec. 3, 1963. Sale to present owner by Robert W. Crites and John & Helen Noga approved Jan. 19, 1967 by FCC.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Samuel Miller.

Represented (engineering) by Edward Benham.

Personnel:

ROBERT W. CRITES, president & general manager.
KARL WITTE, sales manager.

DIGEST OF RATE CARD NO. 3 (March 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.							
\$260.00	\$157.00	\$105.00	\$87.00	\$66.00	\$60.00	\$60.00	\$30.00

NETWORK BASE HOURLY RATE: \$75.

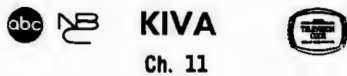
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARIZONA YUMA	16,200	14,700	91
STATION TOTALS		16,200	14,700	91
NET WEEKLY CIRCULATION (MARCH 1966)			20,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			14,600	

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Arizona—Yuma



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 22.4-kw aural. Antenna: 440-ft. above av. terrain, 527-ft. above ground, 757-ft. above sea level.

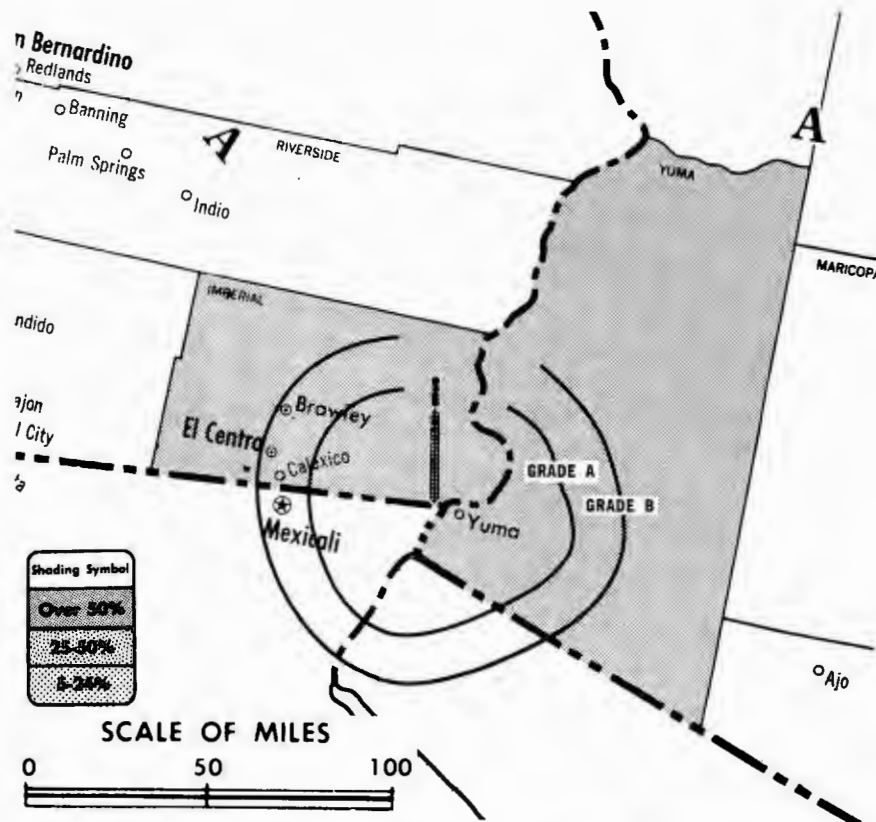
Latitude 32° 44' 42"
Longitude 114° 44' 19"

Transmitter: 8-mi. W of Yuma on U.S. 80.

TV tape: Recording facilities.

Color: Network only.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KIVA Ref: FCC File No. BPCT-2455 Granted 7/17/68

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

KIVA

Network Service: NBC, ABC.

Licensee: Bruce Merrill, P.O. Box 1671, Yuma, Ariz. (85364).

Studio: Third Ave. & 13th St. (85364).

Telephone: 602-782-4711. TWX No.: 910-953-1641.

Ownership: Bruce Merrill, 100%. He also owns American Cable TV Inc. and is buying KXO-TV & KXO, El Centro, Cal.

Began Operation: Oct. 8, 1953. Sale to present owner by Electro Investors (Floyd Odlum group) approved by FCC Feb. 1, 1961 (Television Digest, Vol. 16:38; 17:6). Transfer to Electro Investors from Harry C. Butcher, who held 100%, approved June 10, 1959 by FCC (Vol. 15:24). Sale to Butcher by Donald Ellsworth founding group approved July 25, 1957 (Vol. 13:28, 30).

Represented (sales) by George P. Hoilingsbery Co.

Represented (legal) by Arnold & Porter.

Personnel:

BRUCE MERRILL, owner.

LEAVENWORTH WHEELER, gen. mgr. & film buyer.

WALTER KUBIAK, sales manager.

ROBERT HARDY, operations manager.

ART VOGT, chief engineer.

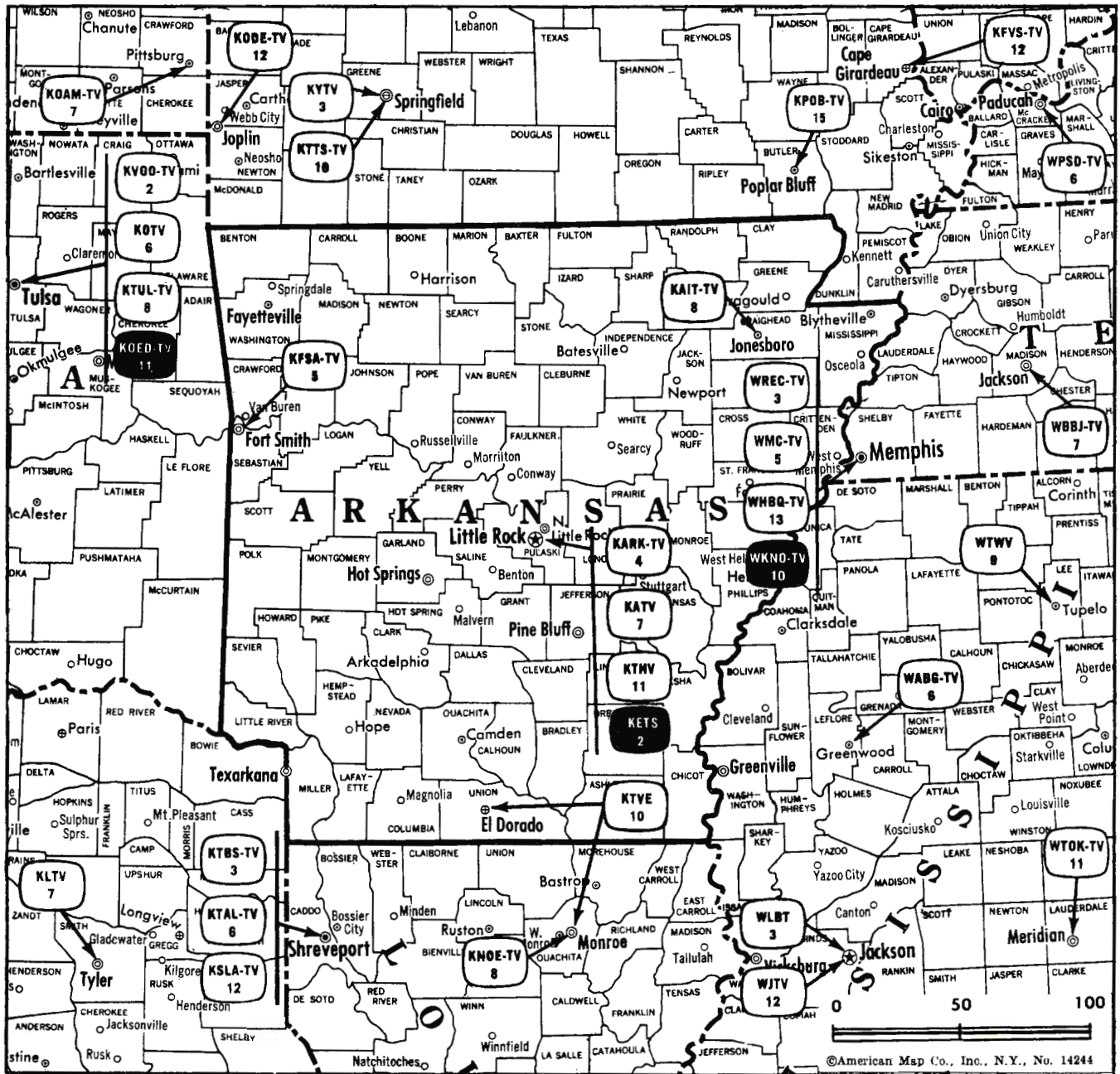
DIGEST OF RATE CARD NO. 4A

(Nov. 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.					
\$250.00	\$150.00	\$100.00	\$50.00	\$40.00	\$25.00
NETWORK BASE HOURLY RATE: \$150.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARIZONA YUMA	16,200	14,700	91
	CALIFORNIA IMPERIAL	20,500	17,600	86
STATION TOTALS		36,700	32,300	88
NET WEEKLY CIRCULATION (MARCH 1966)			29,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			22,300	

Arkansas



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Little Rock	269,700	71	420,900	78	366,700	82
El Dorado-Monroe	166,200	104	265,500	114	227,000	118
Fort Smith	79,100	166	133,900	168	115,200	170
Jonesboro	44,200	191	129,100	170	111,000	175

(For Additional State Data, see next page)

Arkansas

Arkansas Station Status as of Jan. 1, 1967

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

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

KNOE-TV

El Dorado

(See Monroe, La.)

KTAL

Texarkana

(See Shreveport, La.)

State Educational Technical Facilities
(Complete Data in Educational Directory)

KETS

Little Rock

Ch. 2

Non-Commercial Educational Station

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

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1780-ft. above av. terrain, 2269-ft. above ground, 1997-ft. above sea level.

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

KTHV, Little Rock

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	ARKANSAS			
	BAXTER	3,500	2,900	83
	CALHOUN	1,900	1,600	85
	FULTON	1,700	1,200	70
	JACKSON	7,100	6,100	86
	MARION	1,500	1,300	86
	PIKE	2,200	1,900	85

5-24 0/0	ARKANSAS			
	CRAWFORD	7,600	6,400	85
	NEWTON	1,300	900	71
	PHILLIPS	13,600	10,900	80
	SCOTT	2,000	1,600	82
	SEBASTIAN	26,000	24,000	92
	MISSISSIPPI			
	BOLIVAR	13,300	9,000	68
	MISSOURI			
	OREGON	2,700	1,900	70
	OKLAHOMA			
	SEQUOYAH	5,100	4,300	85

KTVE, El Dorado

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	ARKANSAS			
	CLEVELAND	1,700	1,400	80
	LINCOLN	3,400	2,800	82
	NEVADA	3,000	2,500	82
	LOUISIANA			
	CATAHOULA	2,700	2,100	77
	GRANT	3,500	2,900	85
	LA SALLE	3,900	3,300	85
	MADISON	4,200	3,300	79
	WINN	4,500	3,700	83
	MISSISSIPPI			
	ISSAQUENA	600	400	69
	SHARKEY	2,400	1,800	74
	SUNFLOWER	10,000	6,800	68

KARK-TV, Little Rock

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
ARKANSAS—(Continued)				
OVER 50 0/0	WHITE	10,500	9,300	89
	WOODRUFF	3,500	2,900	82
	YELL	3,900	3,300	86

25-50 0/0	ARKANSAS			
	CRAWFORD	7,600	6,400	85
	FULTON	1,700	1,200	70
	JACKSON	7,100	6,100	86
	MARION	1,500	1,300	86
	NEWTON	1,300	900	71
	PIKE	2,200	1,900	85
	SCOTT	2,000	1,600	82
	SEBASTIAN	26,000	24,000	92

5-24 0/0	ARKANSAS			
	ASHLEY	7,600	6,400	85
	BAXTER	3,500	2,900	83
	CHICOT	5,600	4,300	77
	PHILLIPS	13,600	10,900	80
	RANDOLPH	3,600	3,000	82
	SHARP	1,600	1,200	72
	UNION	17,700	15,700	89
	MISSISSIPPI			
	BOLIVAR	13,300	9,000	68

KATV, Little Rock

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	ARKANSAS			
	CHICOT	5,600	4,300	77
	FRANKLIN	3,300	2,800	85
	INDEPENDENCE	6,600	5,700	86
	JACKSON	7,100	6,100	86
	LOGAN	4,600	3,900	86
	PHILLIPS	13,600	10,900	80
	PIKE	2,200	1,900	85
	STONE	1,800	1,400	79
	UNION	17,700	15,700	89
	MISSISSIPPI			
	SUNFLOWER	10,000	6,800	68

Arkansas—El Dorado-Monroe, La.



KTVE
Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1320-ft. above av. terrain, 1352-ft. above ground, 1478-ft. above sea level.

Latitude 33° 04' 41"
Longitude 92° 13' 40.6"

Transmitter: .5-mi. S of Bolding, on Mo. Pacific RR spur.

Color: Network, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KTVE Ref: FCC File No. B1PCT-4620 Granted 1/22/58

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

KTVE

Network Service: ABC, NBC.

Licensee: KTVE Inc., Box 791, El Dorado, Ark. (71731).

Offices & Studios: 400 W. Main, El Dorado, Ark. (71731); 206 Catalpa, Monroe, La. (71203).

Telephones: 501-862-3488, El Dorado; 318-323-7716, Monroe.

TWX No.: 510-977-5364.

Ownership: Fuqua Industries, 100%. For other interests, see WJBF (TV), Augusta, Ga.

Began Operation: Dec. 18, 1955. Sale to present owner by Wm. Simon and WVET-TV approved Nov. 29, 1963 by FCC (Television Digest, Vol. 3:49). Sale to William Simon (52%) and WVET-TV (48%) by co-equal owners Dr. Joe F. Rushton, W. C. Blewster Jr. & Wm. M. Bigley approved July 6 by FCC (Vol. 16:25, 28). Transfer of 32% from Simon to WVET-TV approved Sept. 8, 1960 by FCC (Vol. 16:34).

Represented (sales) by George P. Hollingbery Co.

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

Represented (engineering) by John Creutz.

Personnel:

JIM HITE, station manager.
HARRY MOORADIAN, general sales manager.
JOHN LONG, chief engineer.
KENNY ADAMS, operations manager.

DIGEST OF RATE CARD NO. 6—(July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:29 to 9:59 p.m., daily.
\$450.00 \$270.00 \$180.00 \$125.00 \$100.00 \$62.50
NETWORK BASE HOURLY RATE: \$450 (ABC), \$450 (NBC).

For Color Set Penetration by Markets
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	U/O
------------------	----------------	------------------	----------	-----

OVER 50 O/D	ARKANSAS			
	ASHLEY	7,600	6,400	85
	BRADLEY	4,500	3,800	85
	CALHOUN	1,900	1,600	85
	CHICOT	5,600	4,300	77
	DREW	4,300	3,500	81
	QUACHITA	10,600	9,000	85
	UNION	17,700	15,700	89

	LOUISIANA			
	BIENVILLE	4,200	3,500	85
	CALDWELL	2,100	1,800	84
	CLAIBORNE	4,700	3,900	84
	EAST CARROLL	3,200	2,500	78
	FRANKLIN	6,000	5,200	86
	JACKSON	4,600	4,000	88
	LINCOLN	7,400	6,900	92
	MOREHOUSE	9,300	8,100	87
	QUACHITA	33,400	30,900	93
	RICHLAND	5,500	4,700	85
	UNION	4,600	4,100	90
	WEST CARROLL	3,200	2,700	85

	MISSISSIPPI			
	WASHINGTON	23,300	18,300	78

25-50 O/D	ARKANSAS			
	COLUMBIA	8,600	7,300	85
	DALLAS	3,100	2,700	86
	DESHA	5,800	4,800	83

	MISSISSIPPI			
	BOLIVAR	13,300	9,000	68

(Continued on page 48-b)

STATION TOTALS		234,400	195,700	83
----------------	--	---------	---------	----

NET WEEKLY CIRCULATION (MARCH 1966)	135,100
AVERAGE DAILY CIRCULATION (MARCH 1966)	93,900

Arkansas—Fort Smith

abc **KFSA-TV**
NBC Ch. 5

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

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

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

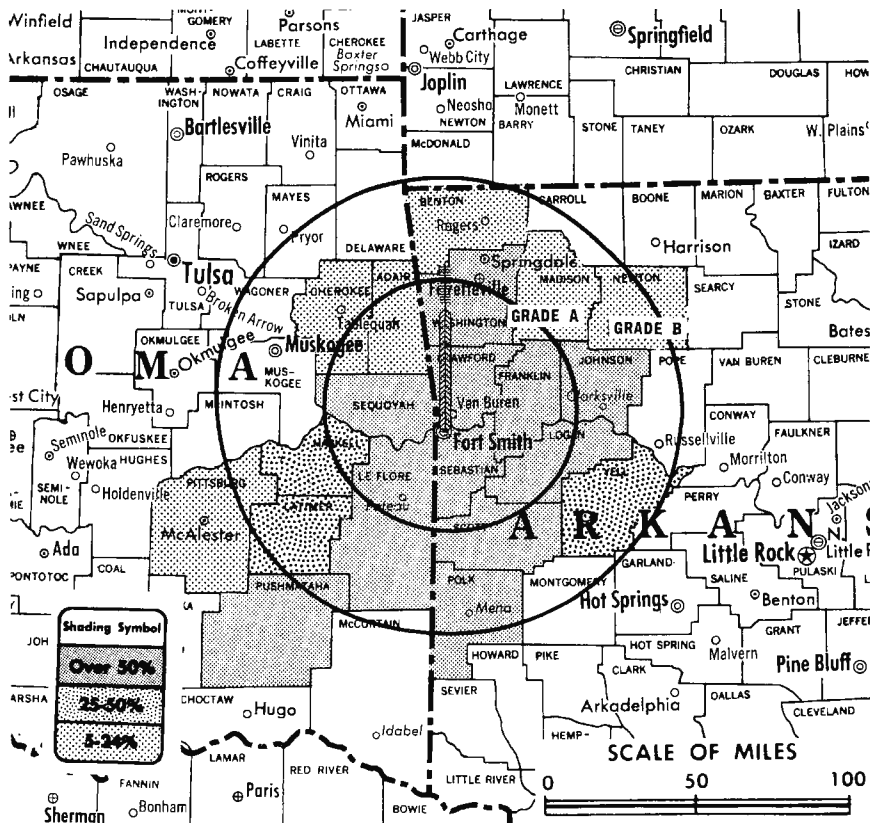
Transmitter: 9.5-mi. NNE of Fort Smith.

TV tape: Recording facilities.

Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.



KFSA-TV Ref: FCC File No. BPC-2980 Granted 1/22/65

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

Total Households: © SRDS
 Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
 © 1965 American Research Bureau.
 County coverage (shaded areas) based on 1965 ARB study.

KFSA-TV

Network Service: CBS, NBC; also ABC.

Licensee: American Television Co. Inc., 101 N. 4th St., Fort Smith, Ark. (72901).

Offices & Studios: P.O. Box 369, 101 N. 4th St., Ft. Smith.

Telephone: 501-783-3131. TWX No.: 501-785-1217.

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

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

Represented (sales) by Venard, Torbet & McConnell.

Represented (legal) by Haley, Bader & Potts.

Personnel:

J. W. (BILL) SLATES, v.p., gen. mgr., sales mgr. & film buyer.
 PAT PORTA, program director.
 WILLARD MATTEN, chief engineer.

DIGEST OF RATE CARD NO. 4 (Dec. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:59-10 p.m., daily.	\$350.00	\$210.00	\$140.00	\$87.50	\$80.00	\$60.00 \$40.00
NETWORK BASE HOURLY RATE:	\$350 (CBS),	\$350 (NBC),	\$350 (ABC)			

ARB Data: The figures for this station do not reflect present coverage since the station changed its facilities after the survey was made.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	ARKANSAS			
	CRAWFORD	7,600	6,400	85
	FRANKLIN	3,300	2,800	85
	JOHNSON	3,700	3,100	83
	LOGAN	4,600	3,900	86
	POLK	4,000	3,300	81
	SCOTT	2,000	1,600	82
	SEBASTIAN	26,000	24,000	92
	WASHINGTON	21,700	18,400	85
	25-50 O/D	OKLAHOMA		
LE FLORE		8,500	7,300	86
PUSHMATAHA		2,700	2,200	80
5-24 O/D	OKLAHOMA			
	SEQUDYAH	5,100	4,300	85
	YELL	3,900	3,300	86
5-24 O/D	OKLAHOMA			
	HASKELL	1,900	1,700	87
	LATIMER	1,900	1,500	78
5-24 O/D	ARKANSAS			
	BENTON	13,700	11,800	86
	MADISON	2,600	1,900	73
	NEWTON	1,300	900	71
5-24 O/D	OKLAHOMA			
	ADAIR	3,700	2,900	80
	CHEROKEE	5,200	4,500	88
	PITTSBURG	10,500	9,400	89
STATION TOTALS		133,900	115,200	86
NET WEEKLY CIRCULATION (MARCH 1966)			79,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			59,000	

Arkansas—Jonesboro



KAIT-TV

Ch. 8

Technical Facilities: Channel No. 8
(180-186 mc. Authorized power:
57.5-kw visual, 10-kw aural. An-
tenna: 420-ft. above av. terrain,
342-ft. above ground, 762-ft.
above sea level.

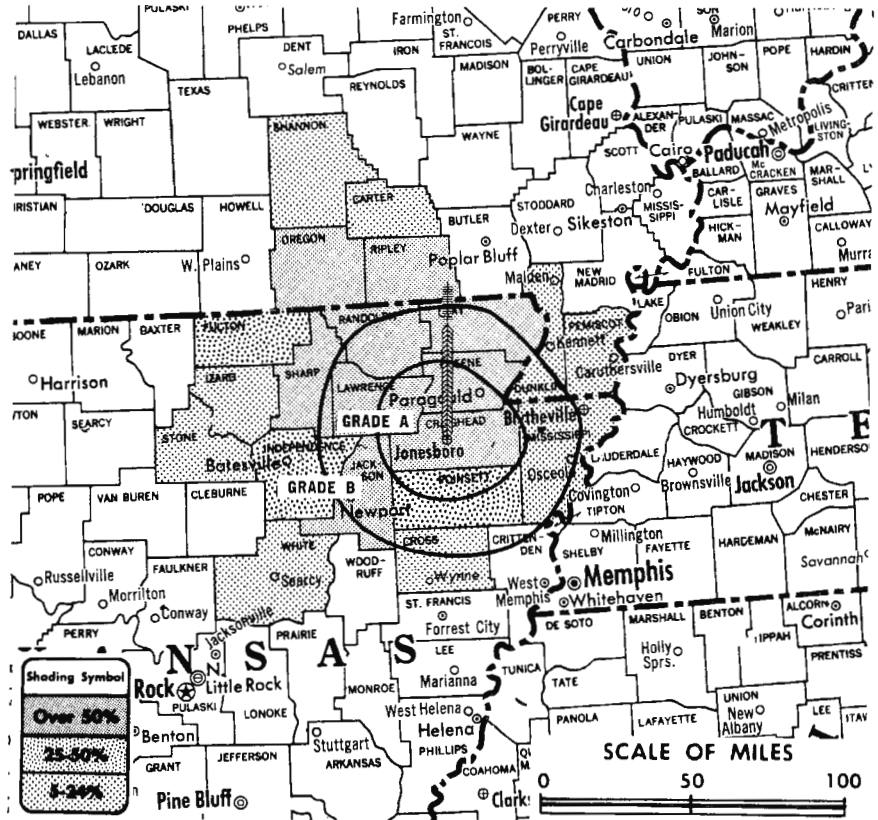
Latitude 35° 54' 23"
Longitude 90° 41' 37"

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

Color: Network.

News Wire Service: AP.

TV tape: Recording facilities.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.

KAIT-TV Ref: FCC File No. BMPCT-5811 Granted 2/1/83

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

KAIT-TV

Network Service: ABC.

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

Studio: P.O. Box 790, Jonesboro, Ark. (72402).

Telephone: 501-932-4288.

Ownership: George T. HERNREICH, 100%; he also owns radios KFPW, Fort Smith, Ark. and KZNG, Hot Springs, Ark.

Began Operation: July 15, 1963.

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

Represented (legal) by Arthur Stambler.

Personnel:

GEORGE T. HERNREICH, general manager & film buyer.
JOHNNIE MURRY (Miss), comptroller.
LARRY McADAMS, operations manager.
JIMMIE PIERCE, production supervisor.
L. C. MORRIS, chief engineer.
BILL McCAUGHAN, news director.
GARY JONES, program director.

DIGEST OF RATE CARD NO. 2 (Jan. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:29-10 p.m., daily.
\$225.00 \$150.00 \$110.00 \$75.00 \$52.50 \$45.00 \$26.25

For Index to Contents

see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARKANSAS			
	CLAY	6,500	5,600	86
	CRAIGHEAD	15,500	14,200	92
	GREENE	8,000	7,200	89
	JACKSON	7,100	6,100	86
	LAWRENCE	5,000	4,200	84
	RANDOLPH	3,600	3,000	82
	SHARP	1,600	1,200	72
	MISSOURI			
	OREGON	2,700	1,900	70
	RIPLEY	2,400	1,700	72
25-50 O/O	ARKANSAS			
	FULTON	1,700	1,200	70
	INDEPENDENCE	6,600	5,700	86
	POINSETT	7,900	7,100	89
5-24 O/O	ARKANSAS			
	CROSS	5,100	4,400	87
	IZARD	1,800	1,300	73
	MISSISSIPPI	18,900	16,700	88
	STONE	1,800	1,400	79
	WHITE	10,500	9,300	89
	MISSOURI			
	CARTER	1,100	700	69
	DUNKLIN	10,500	9,200	87
	PEMISCOT	9,000	7,700	86
	SHANNON	1,800	1,200	69
STATION TOTALS		129,100	111,000	86
NET WEEKLY CIRCULATION (MARCH 1966)			44,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			30,600	

Arkansas—Little Rock



KARK-TV



Ch. 4

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

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

Transmitter: Shinall Mt. Studio: 1001 Spring St.

Telephone: 501-376-2481.

TXW No.: 910-722-7417.

TV tape: Recording facilities.

Color: Network, film & slide.

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

AM Affiliate: KARK, 5-kw, 920 kc (NBC). FM Affiliate: KARK-FM, 22.5-kw, 103.7 mc (No. 279), 790-ft. antenna height.

Total Households: © SRDS

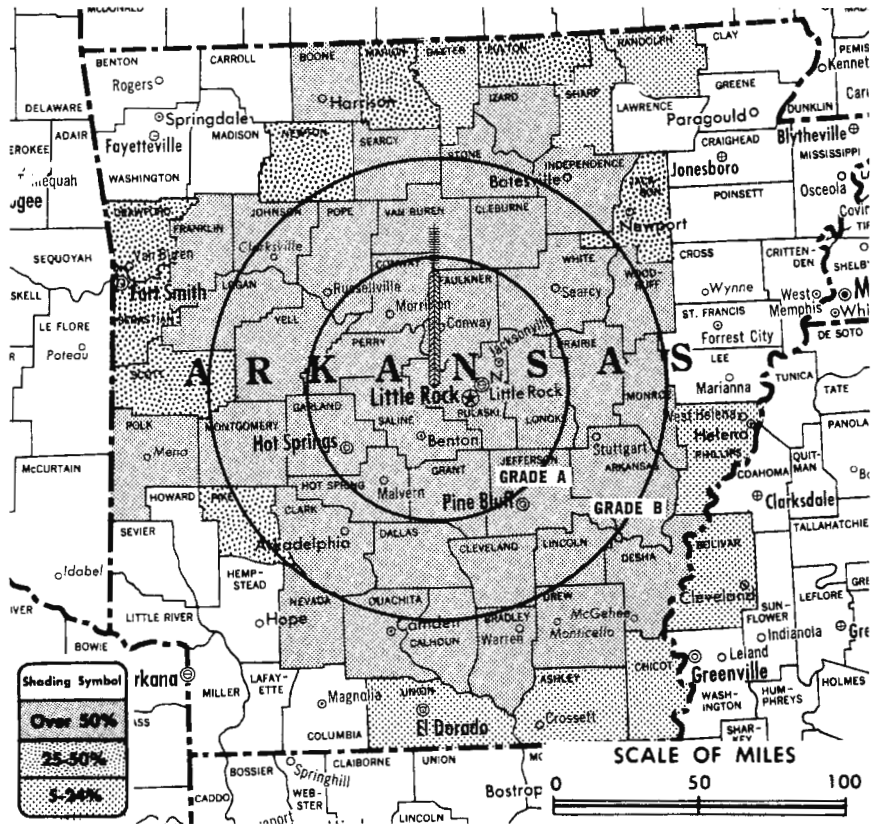
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



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

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

KARK-TV

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

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

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

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

Personnel:

JOHN C. MULLINS, president (KBTB, Denver).
ALVIN G. FLANAGAN, executive vice president (KBTB, Denver).
ROBERT L. BROWN, vice president & general manager.
JAMES F. EVERETT, business manager.
MICHAEL F. MULLINS, national sales manager.
JAMES E. TULEY, program director.
CHAMP SMITH, chief engineer.
BARBARA SOELL, promotion director.
TED G. BIGGS, director of news & public affairs.
BOB BUICE, farm director.

DIGEST OF RATE CARD NO. P1—(Jan. 1, 1966)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	30 Sec.	10 Sec.	
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.	\$675.00	\$400.00	\$280.00	\$208.00	\$260.00	\$104.00

NETWORK BASE HOURLY RATE: \$650.

For Arkansas CATV Systems

see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	ARKANSAS	7,900	7,200	90
	BOONE	6,300	5,400	85
	BRADLEY	4,500	3,800	85
	CALHOUN	1,900	1,600	85
	CLARK	6,700	5,800	87
	CLEBURNE	2,700	2,300	86
	CLEVELAND	1,700	1,400	80
	CONWAY	4,600	4,000	87
	DALLAS	3,100	2,700	86
	DESHA	5,800	4,800	83
	DREW	4,300	3,500	81
	FAULKNER	8,000	7,000	89
	FRANKLIN	3,300	2,800	85
	GARLAND	19,500	17,200	88
	GRANT	2,700	2,400	88
	HOT SPRING	7,600	6,600	88
	INDEPENDENCE	6,600	5,700	86
	IZARD	1,800	1,300	73
	JEFFERSON	27,000	24,000	89
	JOHNSON	3,700	3,100	83
	LINCOLN	3,400	2,800	82
	LOGAN	4,600	3,900	86
	LOUKE	7,500	6,800	91
	MONROE	5,100	4,000	78
	MONTGOMERY	1,600	1,300	82
	NEVADA	3,000	2,500	82
	OUACHITA	10,600	9,000	85
	PERRY	1,300	1,100	90
	POLK	4,000	3,300	81
	POPE	7,100	6,200	88
	PRAIRIE	2,900	2,500	85
	PULASKI	90,900	84,600	93
	SALINE	9,500	8,900	94
	SEARCY	2,200	1,800	79
	STONE	1,800	1,400	79
	VAN BUREN	1,900	1,700	86

(Continued on page 48-b)

STATION TOTALS	420,900	366,700	87
NET WEEKLY CIRCULATION (MARCH 1966)		269,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		201,700	

Arkansas—Little Rock



KATV



Ch. 7

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

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

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

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

News Wire Service: AP, UPI.

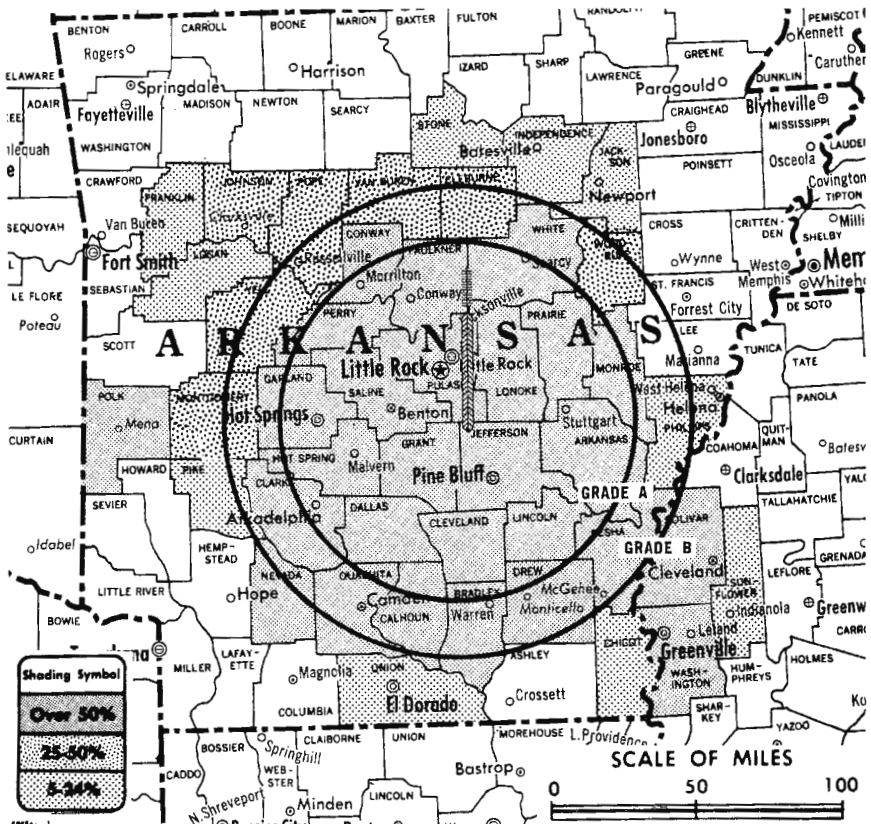
News Film Service: ABC.

Facsimile Service: AP.

Studios: Union Life Bldg., 3rd and Center Sts., Little Rock; Jefferson Sq., Pine Bluff.

Represented (engineering) by George Davis & Associates.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation © 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ABB study.



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

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

KATV

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

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

Ownership: John T. Griffin, chairman, 55.81%; James C. Leake, pres., 16.01%; Marjorie Leake, v.p., 28.09%; Robert Doubleday, v.p. & gen. mgr., Bryan Mathes, v.p., secy.-treas. Same interests also own KWTW, Oklahoma City, KTUL-TV, Tulsa (KTUL) and control CP for WSTE (Ch. 13), Fajardo, P.R.

Began Operation: Dec. 18, 1953. Griffin and Leake increased holdings from 45% to 50% each when Bryan Mathes sold them his 10% stock (Television Digest, Vol. 16:45). Further reorganization resulted in present ownership.

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

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

Personnel:

ROBERT DOUBLEDAY, v.p. & general manager.
TOM GOODGAME, commercial mgr.
JACK BOMAR, program manager.
ROBERT SNIDER, engineering manager.
A. R. GARRETT, chief engineer.
VIRGINIA ROBINSON, promotion manager.

DIGEST OF RATE CARD NO. 12 (July 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
	\$700.00	\$450.00	\$300.00	\$125.00	\$70.00

NETWORK BASE HOURLY RATE: \$500.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 C/O	ARKANSAS	7,900	7,200	90
	BRADLEY	4,500	3,800	85
	CALHOUN	1,900	1,600	85

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CLARK	6,700	5,800	87
	CLEVELAND	1,700	1,400	80
	CONWAY	4,600	4,000	87
	DALLAS	3,100	2,700	86
	DESHA	5,800	4,800	83
	DREW	4,300	3,500	81
	FAULKNER	8,000	7,000	89
	GARLAND	19,500	17,200	88
	GRANT	2,700	2,400	88
	HOT SPRING	7,600	6,600	88
	JEFFERSON	27,000	24,000	89
	LINCOLN	3,400	2,800	82
	LONoke	7,500	6,800	91
	MONROE	5,100	4,600	78
NEVADA	3,000	2,500	82	
OUACHITA	10,600	9,000	85	
PERRY	1,300	1,100	90	
POLK	4,000	3,300	81	
PRAIRIE	2,900	2,500	85	
PULASKI	90,900	84,600	93	
SALINE	9,500	8,900	94	
WHITE	10,500	9,300	89	
MISSISSIPPI				
	BOLIVAR	13,300	9,000	68
	WASHINGTON	23,300	18,300	78

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	ARKANSAS	2,700	2,300	86
	CLEBURNE	3,700	3,100	83
	JOHNSON	1,600	1,300	82
	MONTGOMERY	7,100	6,200	88
	PUPE	1,900	1,700	86
	VAN BUREN	3,500	2,900	82
WOODRUFF	3,900	3,300	86	
YELL				

(Continued on page 48-b)

STATION TOTALS	387,500	334,400	86
NET WEEKLY CIRCULATION (MARCH 1966)	261,100		
AVERAGE DAILY CIRCULATION (MARCH 1966)	178,900		

Arkansas—Little Rock



KTHV

Ch. 11



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

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

Transmitter: Shinall Mt.

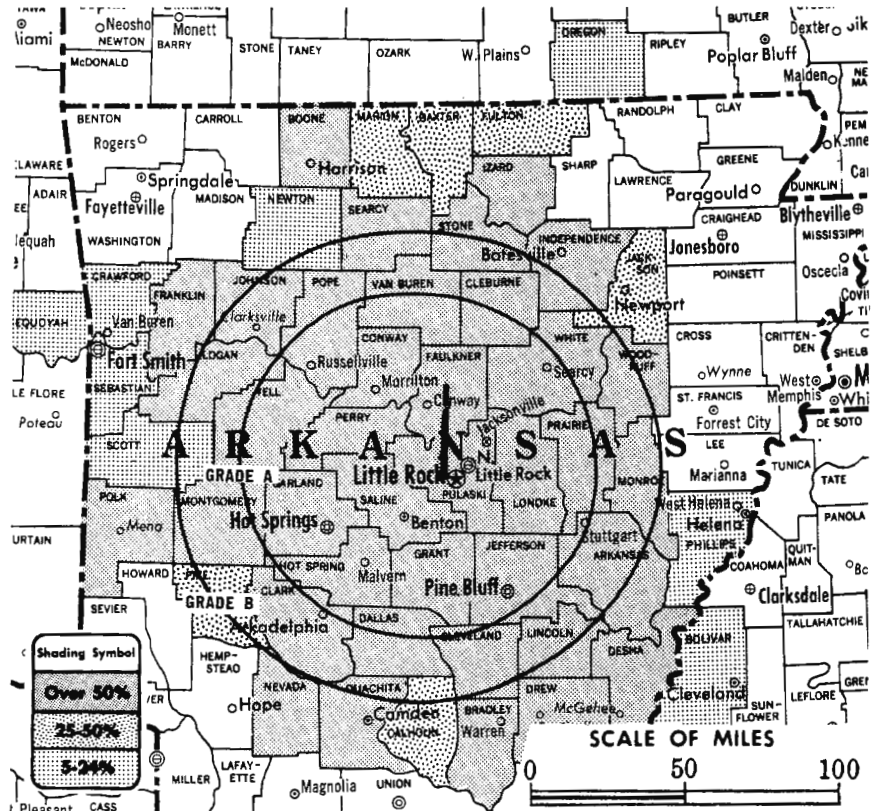
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Facsimile Service: UPI.



Total Households: SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

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

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

KTHV

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

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

Ownership: Radio Bcstg. Inc., 42%; Arkansas Democrat, 32%; C. E. Lowry, 16%; K. August Engel, 10%. KTHV officers: William H. Bronson, chairman; K. August Engel, pres.; Henry B. Clay, exec. v.p.; B. G. Robertson, v.p. & secy.; C. E. Lowry, treas. Ownership interlocks with radio KWKH, Shreveport, La.

Began Operation: Nov. 27, 1955.

Represented (sales) by H-R Television Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

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

DIGEST OF RATE CARD NO. E-4

(Oct. 1, 1966)

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

Class AA—6:30-10 p.m., daily.

\$700.00 \$420.00 \$250.00 Graded rates apply*

*Highest rate: \$300.

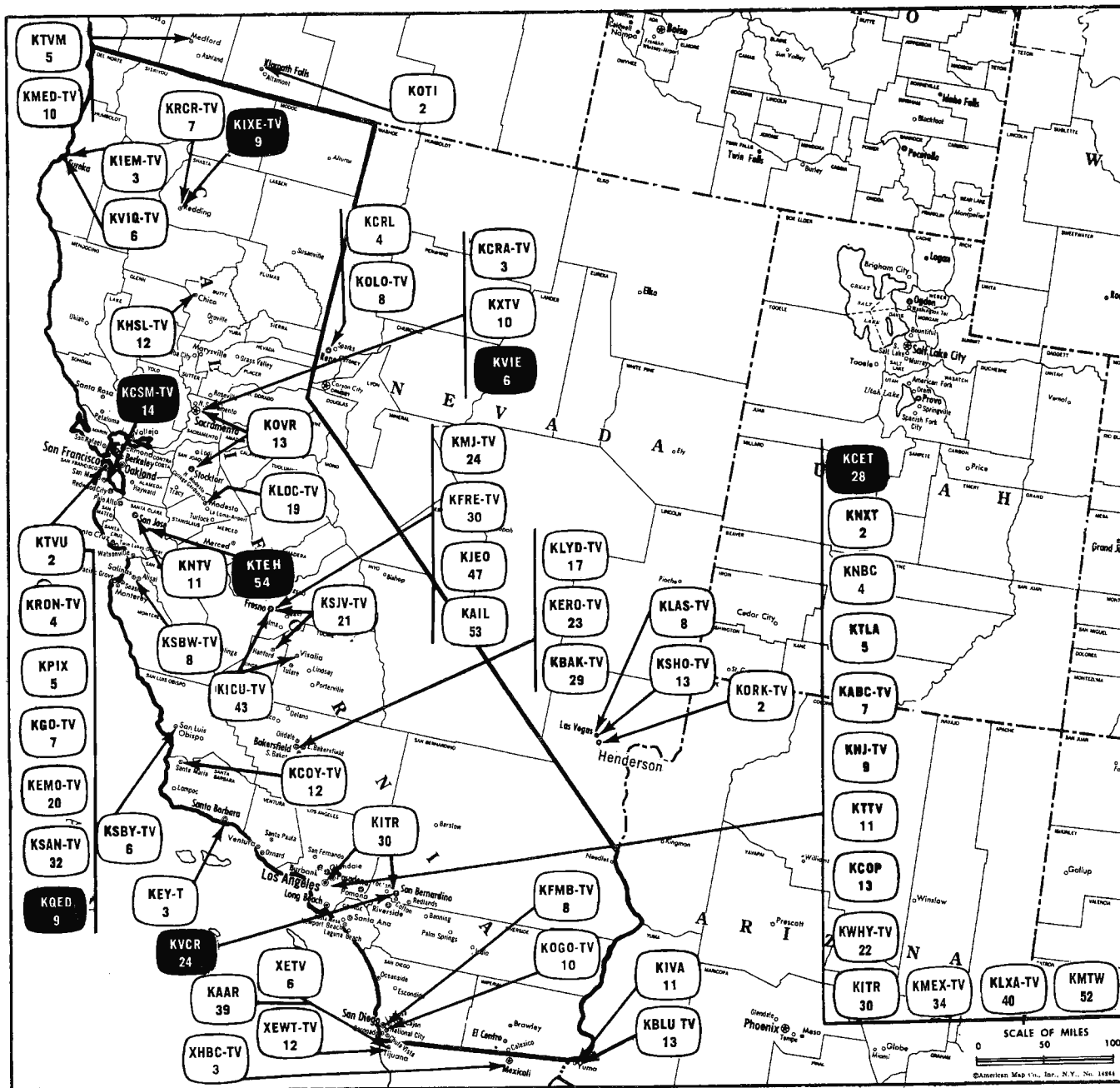
NETWORK BASE HOURLY RATE: \$700.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	BRADLEY	4,500	3,800	85
50 O/O	CLARK	6,700	5,800	87
	CLEBURNE	2,700	2,300	86
	CLEVELAND	1,700	1,400	80
	CONWAY	4,600	4,000	87
	DALLAS	3,100	2,700	86
	DESHA	5,800	4,800	83
	DREW	4,300	3,500	81
	FAULKNER	8,000	7,000	89
	FRANKLIN	3,300	2,800	85
	GARLAND	19,500	17,200	88
	GRANT	2,700	2,400	88
	HOT SPRING	7,600	6,600	88
	INDEPENDENCE	6,600	5,700	86
	IZARD	1,800	1,300	73
	JEFFERSON	27,000	24,000	89
	JOHNSON	3,700	3,100	83
	LINCOLN	3,400	2,800	82
	LOGAN	4,600	3,900	86
	LONOKE	7,500	6,800	91
	MONROE	5,100	4,000	78
	MONTGOMERY	1,600	1,300	82
	NEVADA	3,000	2,500	82
	OUACHITA	10,600	9,000	85
	PERRY	1,300	1,100	90
	POLK	4,000	3,300	81
	POPE	7,100	6,200	88
	PRAIRIE	2,900	2,500	85
	PULASKI	90,900	84,600	93
	SALINE	9,500	8,900	94
	SEARCY	2,200	1,800	79
	STONE	1,800	1,400	79
	VAN BUREN	1,900	1,700	86
	WHITE	10,500	9,300	89
	WOODRUFF	3,500	2,900	82
	YELL	3,900	3,300	86

(Continued on page 48-b)

STATION TOTALS	392,600	342,300	87
NET WEEKLY CIRCULATION (MARCH 1966)		253,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		188,700	

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	ARKANSAS			
50 O/O	ARKANSAS	7,900	7,200	90
	BOONE	6,300	5,400	85



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Los Angeles	3,018,500	2	3,792,600	2	3,576,300	2
San Francisco	1,312,900	7	1,875,900	7	1,734,400	10
Sacramento-Stockton	541,700	27	967,900	23	898,400	24
San Diego	350,300	53	508,100	58	477,700	58
Salinas-Monterey	340,200	55	1,405,800	17	1,301,900	17
Fresno	216,100	88	322,500	97	296,900	97
Chico-Redding	125,900	133	393,900	85	364,200	83
Santa Barbara	118,000	139	211,200	132	197,100	129
Bakersfield	112,900	144	292,800	105	270,000	104
Eureka	51,100	188	66,400	198	58,800	199
El Centro-Yuma	29,900	206	36,700	212	32,300	212

California

State Educational Technical Facilities (Complete Data in Educational Directory)

KCET Los Angeles

Ch. 28

Non-Commercial Educational Station

Licensee: Community TV of Southern California, 1313 N. Vine St., Hollywood, Cal. (90028).

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

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

KIXE-TV Redding

Ch. 9

Non-Commercial Educational Station

Licensee: Northern California Educational Television Association Inc., 2155 Hilltop Road, Box 9.

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

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

KVIE Sacramento

Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6.

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

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

KVCR-TV San Bernardino

Ch. 24

Non-Commercial Educational Station

Licensee: San Bernardino Valley Joint Union Jr. College Dist., 1701 S. Mt. Vernon Ave.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 5.62-kw visual, 1.12-kw aural. Antenna: minus 290-ft. above av. terrain, 42-ft. above ground, 1178-ft. above sea level.

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

California Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
☐ Commercial Television Stations	28	14	42
● Educational Television Stations	3	4	7
			49

KQED

San Francisco

Ch. 9

Non-Commercial Educational Station

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

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

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

KTEH

San Jose

Ch. 54

Non-Commercial Educational Station

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

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

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

KCSM-TV

San Mateo

Ch. 14

Non-Commercial Educational Station

Licensee: San Mateo Junior College District, Peninsula & Delaware.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 13.8-kw visual, 2.75-kw aural. Antenna: 380-ft. above av. terrain, 143-ft. above ground, 698-ft. above sea level.

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

XHBC-TV

El Centro, Cal. (Mexicali, Mexico)

Ch. 3

Licensee: Televisora de Mexicali S.A., P.O. Box F, Calexico, Cal. Studio & Transmitter: Mexicali, Mexico. Telephone: P.O. 2-28-55.

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

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

TV tape: Recording facilities.

Color: Live, film & slide.

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

Began Operation: Oct. 6, 1957.

Represented (sales) by Spanish International Network Sales Inc.

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

Personnel:

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

DIGEST OF RATE CARD NO. 5—(June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class A—5-11 p.m., daily.	\$280.00	\$140.00	\$90.00	\$80.00	\$60.00	\$40.00	\$32.00

TV Factbook No. 37

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

KIVA
Brawley
(See Yuma, Ariz.)

KIVA
Calexico
(See Yuma, Ariz.)

KRCR-TV
Chico
(See Redding, Cal.)

KMTW
Corona
(See Los Angeles, Cal.)

KIVA
El Centro
(See Yuma, Ariz.)

KLXA-TV
Fontana
(See Los Angeles, Cal.)

KSJV-TV
Fresno
(See Hanford, Cal.)

California

KICU-TV
Fresno
(See Visalia, Cal.)

KSBW-TV
Monterey
(See Salinas, Cal.)

KTVU
Oakland
(See San Francisco, Cal.)

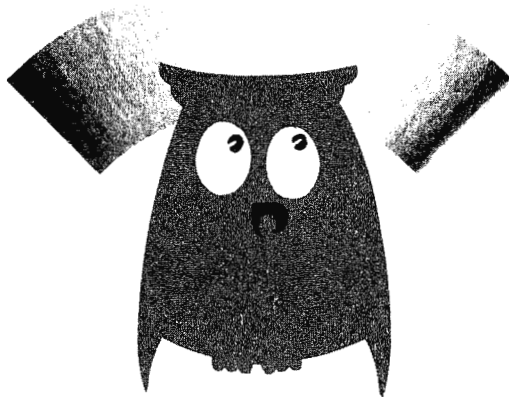
KNTV
Salinas-Monterey
(See San Jose, Cal.)

KHSL-TV
Redding
(See Chico, Cal.)

KITR
San Bernardino
(See Los Angeles, Cal.)

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

KOVR
Stockton
(See Sacramento, Cal.)



Full Color Coverage

All the color of the television, broadcast and electronics industries, at your fingertips every Monday morning . . . that's Television Digest with Consumer Electronics. Concise, up-to-the-minute, authoritative reporting, tailored to the needs of the busy broadcast and electronics executive. Subscribe today, and save hours each week on your business reading.

See page15-a for details.

California—Bakersfield



KERO-TV

Ch. 23

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

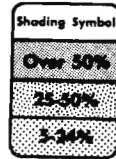
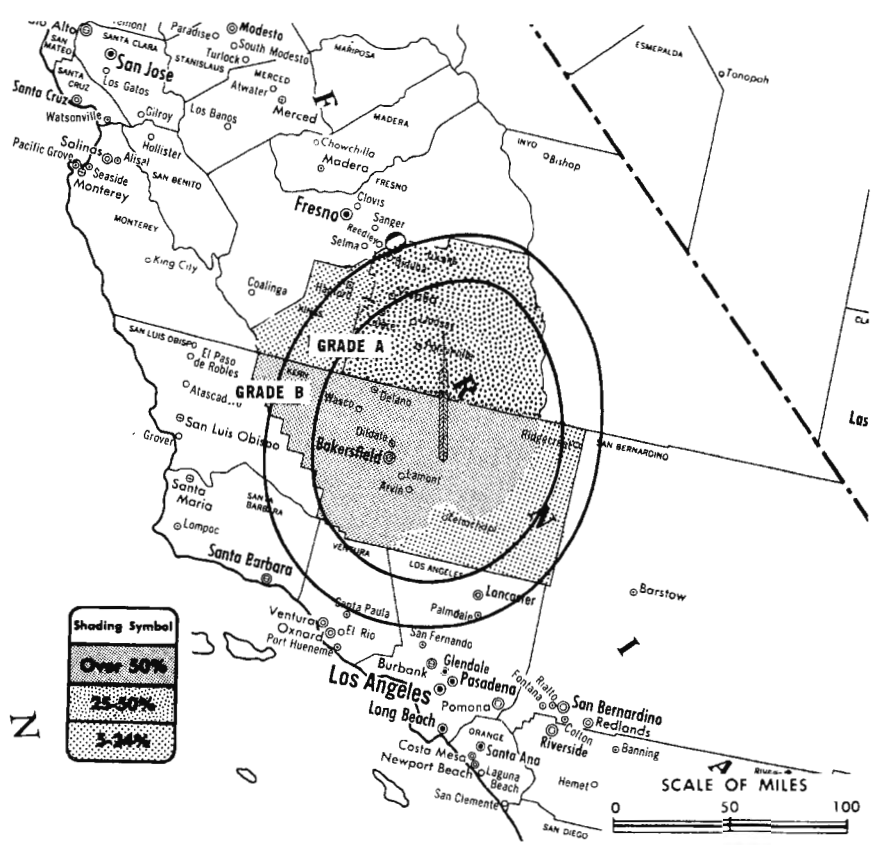
Latitude 35° 27' 14"
Longitude 118° 35' 37"

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

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

Color: Network, film & slide.

News Wire Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

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

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

KERO-TV

Licensee: Time-Life Broadcast Inc., 321 21st St., Bakersfield.
Studio: Television Center, P.O. Box 2367, Bakersfield, Cal. (93301).
Telephone: 805-327-1441. TWX No.: 510-843-2113.
Ownership: Time Life Bcst. Inc., 100%. For other interests see Time under Group Ownership.
Began Operation: Sept. 26, 1953. Sale to present owners by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 48). Merger of Marietta Bcstg. Inc. (including KFMB-TV & KFMB, San Diego) into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).
Represented (sales) by Edward Petry & Co. Inc.
Represented (legal) by Pierson, Ball & Dowd.
Represented (engineering) by Jansky & Bailey.
Personnel:
HUGH B. TERRY, president.
KENNETH R. CROES, vice president & general manager.
DAVE MAXWELL, national sales manager.
RODERICK O'HARRA, local sales manager.
LYLE MURPHY, program director & film buyer.
BIL RODGERS, promotion director.
WARD BLEDSOE, engineering director.

DIGEST OF RATE CARD NO. 15
(March 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—8-10 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.
\$450.00 \$300.00 \$200.00 \$150.00 \$94.00 \$74.00 \$47.00
NETWORK BASE HOURLY RATE: \$450.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	CALIFORNIA KERN WEST	84,500	78,400	93
25-50	CALIFORNIA TULARE	55,000	50,300	91
5-24	CALIFORNIA KERN EAST KINGS	14,300 15,200	13,300 13,800	93 90
STATION TOTALS		169,000	155,800	92
NET WEEKLY CIRCULATION (MARCH 1966)			108,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			73,800	

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

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



Since it began operation thirteen years ago, KERO-TV has been Dominating the market in the Southern San Joaquin Valley. (For full information consult your rating service.) The reasons for this phenomenon are multiple—KERO-TV has the Valley's largest news staff, the most powerful transmitter, the N.B.C. Network, an experienced Management Team, the largest mobile fleet, etc. Suffice it to say, that KERO-TV is local television at it's best, respected and enjoyed by the vast community it serves. And that makes it an EFFECTIVE WAY FOR YOU TO ADVERTISE. . .

KERO-TV 23

TELEVISION CENTER • BAKERSFIELD, CALIFORNIA

Contact:

Dave Maxwell
National Sales Manager

Represented by



California—Bakersfield



KBAK-TV



Ch. 29

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 191-kw visual, 38.2-kw aural. Antenna: 3690-ft. above av. terrain, 170-ft. above ground, 7715-ft. above sea level.

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

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

Color: Network, film & slide.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV's and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KBAK-TV Ref: FCC File No. BPT-2699 Granted 10/20/59

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

KBAK-TV

Licensee: HarriScope Telecasting Corp., Box 2929, Bakersfield, Cal. (93302).

Studio: 2210 Chester Ave. (93304).

Telephone: 805-327-7955.

TWX No.: 805-831-7045.

Ownership: HarriScope Telecasting Corp. is a wholly owned subsidiary of HarriScope inc. Owners are: Burt I. Harris, pres., 15%; Donald P. Nathanson, v.p., 30%; Irving B. Harris, 40%; 16 others, none with as much as 5%. HarriScope owns KTWO-TV & KTWO, Casper, Wyo. Each of 3 principals in HarriScope owns 20% of KFBB-TV & KFBB, Great Falls, Mont. Burt Harris owns 30%, Irving Harris 50% and Nathanson 20% of radio KLFM, Long Beach, Cal. Note: HarriScope also is buying KULR-TV, Billings, Mont. and owners are Ch. 42 applicants for Palm Springs, Cal.

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

Represented (sales) by Broadcast Communications Group Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).
YALE ROE, v.p. broadcasting (Chicago).
REDD GARDNER, v.p. & general manager.
JOHN CALVETTI, assistant manager & program director.
LEE EMBREY, chief engineer.
SI DARRAH, local sales manager.
BETTY STEELE, office manager.

DIGEST OF RATE CARD NO. 17—(Aug. 1, 1966)

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

Class A—7-10 p.m., daily.

\$375.00 \$250.00 \$175.00 \$125.00 \$75.00 \$40.00

NETWORK BASE HOURLY RATE: \$275.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA KERN WEST	84,500	78,400	93
25-50 O/O	CALIFORNIA TULARE	55,000	50,300	91
5-24 O/O	CALIFORNIA FRESNO	123,800	114,200	92
	KERN EAST	14,300	13,300	93
	KINGS	15,200	13,800	90

STATION TOTALS 292,800 270,000 92

NET WEEKLY CIRCULATION (MARCH 1966) 112,900

AVERAGE DAILY CIRCULATION (MARCH 1966) 72,400

For Color Set Penetration,
See Services Volume

California—Bakersfield



KLYD-TV

Ch. 17

Technical Facilities: Channel No 17 (488-494 mc). Authorized power: 234-kw visual, 23.4-kw aural. Antenna: 650-ft. above av. terrain, 417-ft. above ground, 1327-ft. above sea level.

Latitude 35° 27' 56"
Longitude 119° 00' 59"

Transmitter: Woody Rd., 1.5 mi. N of James Rd.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Studio: 29th & Eye Sts.

AM Affiliate: KLYD, 1-kw, 1350 kc.

O & O Translator: K77BC, Porterville, Cal.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KLYD-TV Ref: FCC File No. BPT-2480 Granted 12/20/58

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

KLYD-TV

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

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

Ownership: Lincoln Dellar and Mrs. Dellar, co-equal owners. Dellar also has interest in radios KACY, Port Hueneme and KROY, Sacramento, Cal.

Began Operation: Nov. 8, 1959. Transfer to present owners by group which included Dellar as 41.2% stockholder approved by FCC Dec. 31, 1962 (TV Addenda 32-KKKK).

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Gautney & Jones.

Personnel:

LINCOLN DELLAR, president.
PAUL BATTISTI, station manager.
AL CROCKER, chief engineer.
L. K. ABBOTT, program director.

DIGEST OF RATE CARD NO. 4
(June 1, 1963)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID
Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.
\$350.00 \$210.00 \$140.00 \$125.00 \$90.00 \$70.00 \$60.00 \$30.00
NETWORK BASE HOURLY RATE: \$275.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA KERN WEST	84,500	78,400	93
5-24 O/O	CALIFORNIA TULARE	55,000	50,300	91
STATION TOTALS		139,500	128,700	92
NET WEEKLY CIRCULATION (MARCH 1966)			77,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			51,800	

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

California—Chico



KHSL-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 41.7-kw aural using 1° electrical beam tilt. Antenna: 1290-ft. above av. terrain, 284-ft. above ground, 3779-ft. above sea level.

Latitude 39° 57' 30"
Longitude 121° 42' 48"

Transmitter: Cohasset Road.

Studio: 180 E. 4th St.

AM Affiliate: KHSL, 5-kw, 1290 kc (CBS).

Color: Network, film, slide & tape.

News Wire Service: UPI.

O & O Translator: K75BG, Chester, Greenville & Westwood, Cal.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS

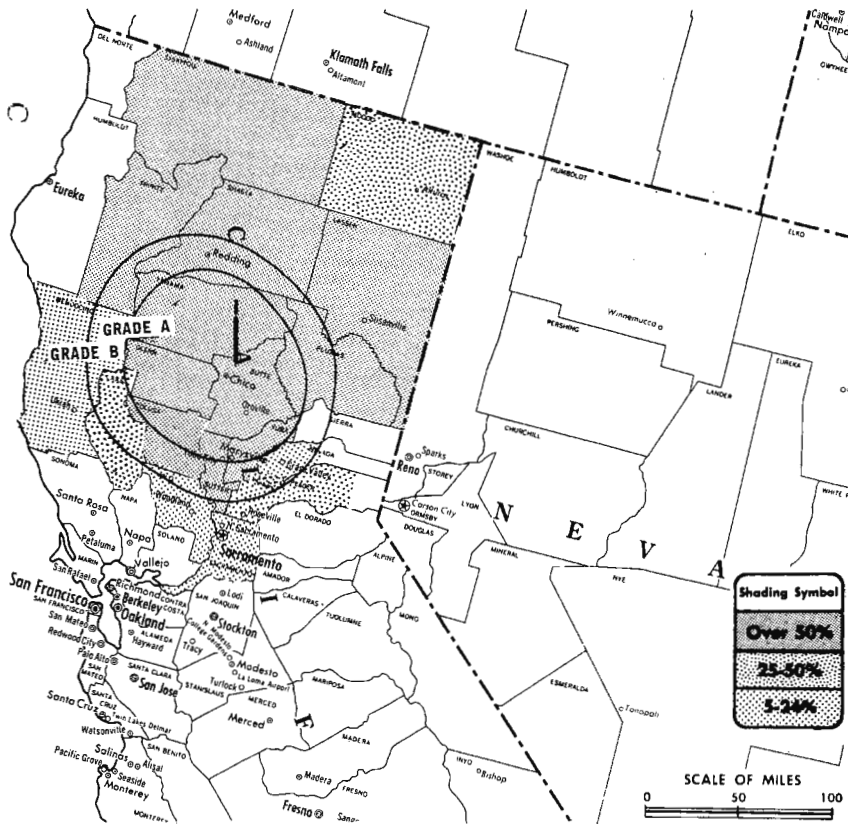
Consumer Market Data as of 1/1/87.

TV Homes: TV% and Circulation

© 1985 American Research Bureau.

County coverage (shaded areas) based on 1985

ARB study.



KHSL-TV Ref: FCO File No. BPCT-2121 Granted 6/20/66

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

KHSL-TV

Licensee: Golden Empire Bcstg. Co., Box 489, Chico, Cal. (95927).

Telephone: 916-342-0141. TWX No.: 916-348-2134.

Ownership: Mrs. Hugh McClung, pres., 95%; Hugh McClung Jr., v.p., 5%; Dorothy Locke, secy.-treas. Also operates KVCV, Redding, Cal. (AM).

Began Operation: Aug. 22, 1953.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

M. F. WOODLING, manager.

GEORGE ROSS, national sales manager.

FRED M. STEULPNAGEL, program & production director.

RUSSEL POPE, technical director.

DIGEST OF RATE CARD NO. 9—(March 15, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID
Class AA—7-10 p.m., daily.

\$350.00 \$210.00 \$140.00 \$117.00 \$80.00 \$64.00 \$40.00

NETWORK BASE HOURLY RATE: \$350.

For California CATV Systems,
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	BUTTE	34,200	31,000	91
	COLUSA	4,000	3,600	90
	GLENN	5,700	5,200	92
	LASSEN	3,400	2,900	87
	PLUMAS	3,500	3,000	87
	SHASTA	23,200	21,700	94
	SISKIYOU	11,700	10,100	86
	SUTTER	11,700	10,900	94
	TEHAMA	9,300	8,800	94
	TRINITY	4,000	3,400	85
	YUBA	11,900	11,100	93
25-50 O/O	CALIFORNIA			
	LAKE	6,100	5,200	85
	MODOC	2,400	2,100	85
	PLACER WEST	20,300	18,700	92
5-24 O/O	CALIFORNIA			
	MENDOCINO	17,200	14,600	85
	NEVADA WEST	7,000	6,200	89
	SACRAMENTO	193,600	182,900	94
	YOLO	24,700	22,800	92
STATION TOTALS		393,900	364,200	92
NET WEEKLY CIRCULATION (MARCH 1966)			125,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			82,500	

California—Redding



Ch. 7

(Also serves Chico, Cal.)

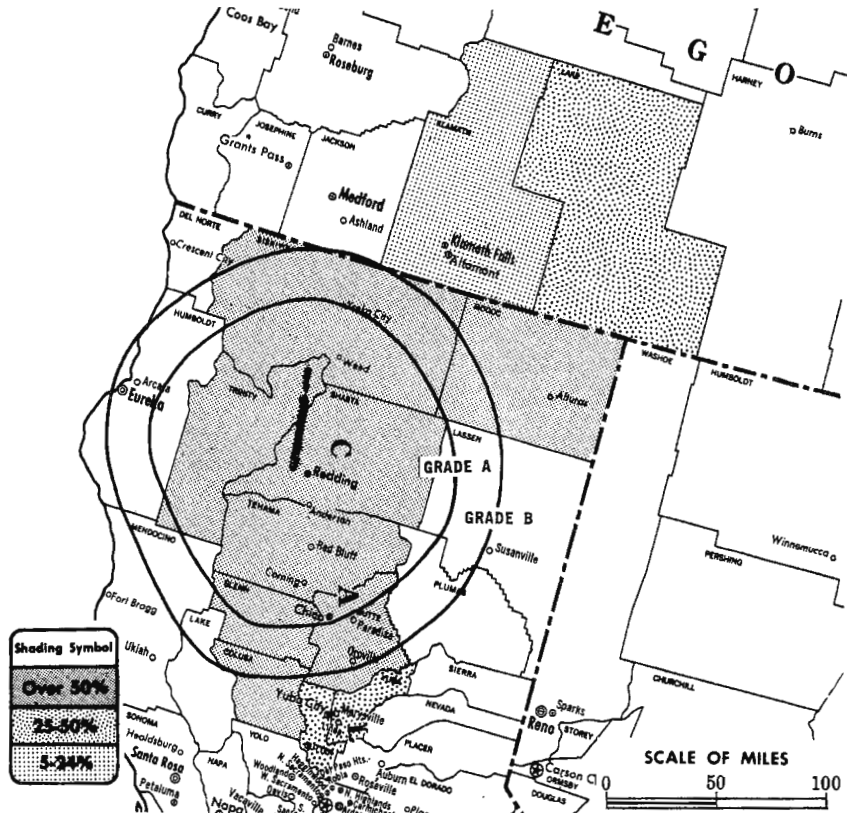
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 115-kw visual, 22.4-kw aural. Antenna: 3620-ft. above av. terrain, 126-ft. above ground, 6335-ft. above sea level.

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

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

Color: Network, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KRCC-TV Ref: FCC File No. BMPCT-4100 Granted 8/22/56

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

KRCC-TV

Network Service: ABC, NBC.

Licensee: Sacramento Valley TV Inc., 2770 Pioneer Dr., Redding, Cal. (96001).

Studio: Pioneer Dr.

Telephone 916-243-7777. **TWX No.:** 916-243-6721.

Ownership: Frank M. Crawford, pres., 40%; Redwood Bcstg. Co., 27.37% (50% owner of KTVM(TV), Medford, Ore.; KRCC-TV stock voted by Redwood Bcstg. owner Wm. B. Smullin); Southern Oregon Broadcasting Co., 12%; John A. Spann, secy., 7.13%.

Began Operation: Aug. 1, 1956. Sale to present owner by George C. Fleharty, Carl R. McConnell and associates approved June 5, 1963, by FCC (Television Digest, Vol. 3:11, 23).

Represented (sales) by Young Television, Art Moore & Assoc. (regional).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

WILLIAM B. SMULLIN, vice president.
RICHARD GREEN, general manager.
DEL CANTRALL, station manager.
DOREETA DOMKE, program director.

DIGEST OF RATE CARD NO. 8

(April 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.					
\$400.00	\$240.00	\$160.00	\$70.00	\$59.00	\$35.00

NETWORK BASE HOURLY RATE: \$375 (ABC), \$375 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	BUTTE	34,200	31,000	91
	COLUSA	4,000	3,600	90
	GLENN	5,700	5,200	92
	MODOC	2,400	2,100	85
	SHASTA	23,200	21,700	94
	SISKIYOU	11,700	10,100	86
TEHAMA	9,300	8,800	94	
TRINITY	4,000	3,400	85	

25-50 O/O	CALIFORNIA			
	SUTTER	11,700	10,900	94
	YUBA	11,900	11,100	93
OREGON	LAKE	2,300	2,000	86

5-24 O/O	OREGON			
	KLAMATH	15,900	14,800	93

STATION TOTALS		136,300	124,700	91
NET WEEKLY CIRCULATION (MARCH 1966)			84,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			62,600	

For Color Set Penetration by Market
see Services Volume

California—Eureka



KIEM-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1650-ft. above av. terrain, 249-ft. above ground, 3025-ft. above sea level.

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

Transmitter: Redwood Peak, 12-mi. SE of Eureka.

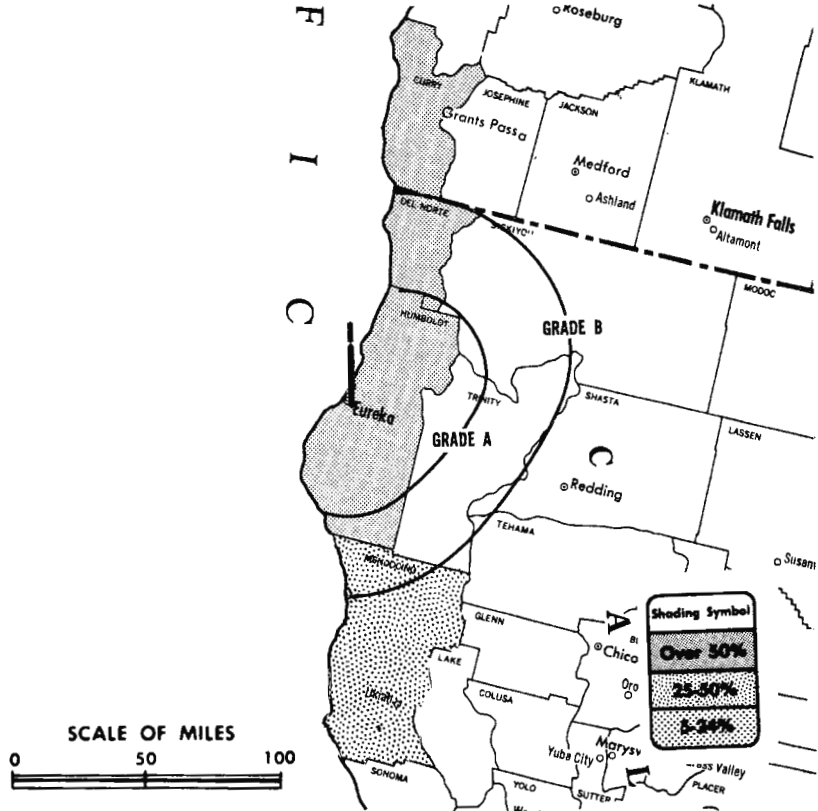
AM Affiliate: KRED, 5-kw, 1480 kc (MBS).

TV tape: Recording facilities.

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

News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1985 ABB study.



KIEM-TV Ref: FCC File No. BMPCT-3432 Granted 12/1/55

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

KIEM-TV

Network Service: CBS, ABC on per program basis.

Licensee: California Oregon Radio Co., Box 1021, Eureka, Cal. (95501).

Studio: 6th & D Sts.

Telephone: 707-443-3123. **TWX No.:** 707-577-0627.

Ownership: California Oregon Radio Co. Wayne Vickers, pres., 5%; 19 other stockholders, each with 5%.

Began Operation: Oct. 25, 1953. Sale by William B. Smullin to present owner approved by FCC Oct. 25, 1961 (BAPCT).

Represented (sales) by Adam Young Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

PAUL HOFF, v.p. & manager.
DONALD H. TELFORD, v.p., national & network sales.
NEWTON L. STEWARD, v.p., public affairs & news.
DONALD R. KING, chief engineer.
ROBERT R. MILLER, production manager.
ELMER G. HASKIN JR., regional sales.
WILLIAM B. SMULLIN, film buyer.

DIGEST OF RATE CARD NO. 6 (May 1, 1964)

Hour	30 Min.	15 Min.	Min.	40 Sec.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
	\$250.00	\$150.00	\$100.00	\$65.00	\$81.25	\$55.00

NETWORK BASE HOURLY RATE: \$225. Combination rates available with KTVM-TV, Medford, Ore. & KOTI-TV, Klamath Falls, Ore.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA DEL NORTE HUMBOLDT	6,200 37,300	5,300 34,100	87 92
	OREGON CURRY	5,700	4,800	84
25-50 O/O	CALIFORNIA MENDOCINO	17,200	14,600	85
STATION TOTALS		66,400	58,800	89
NET WEEKLY CIRCULATION (MARCH 1966)			51,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			44,800	



MALARKEY, TAYLOR & ASSOCIATES
C A T V

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

California—Eureka

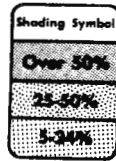
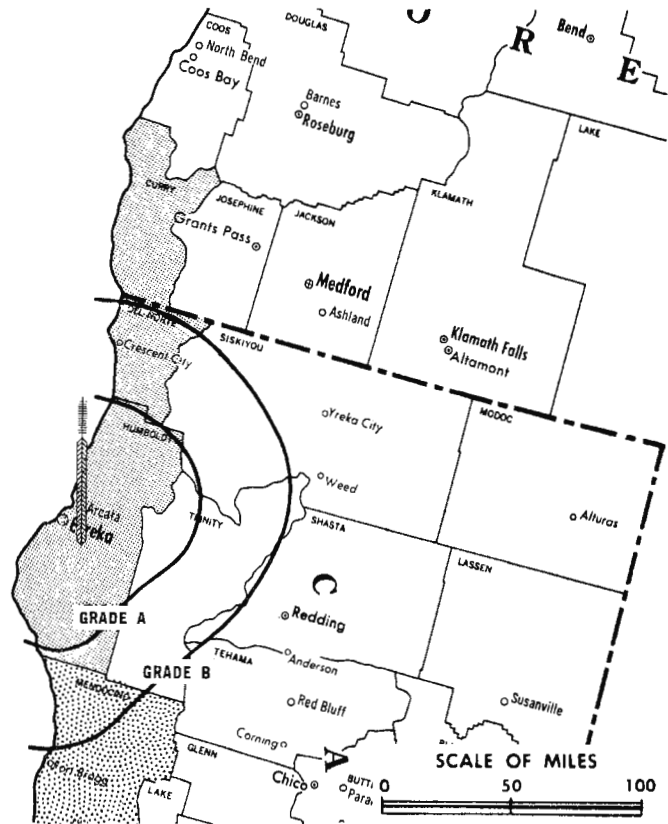
abc **KVIQ-TV**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 12-kw aural. Antenna: 1740-ft. above av. terrain, 377-ft. above ground, 3049-ft. above sea level.

Latitude 40° 43' 36"
Longitude 123° 58' 18"

Transmitter: 10.8-mi. SE of Eureka.
Color: Network, film & slide.
News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ABB study.

KVIQ-TV Ref: FCC File No. BMPCT-4844 Granted 10/9/67
Authorized: FCC File No. BPCT-2784 Granted 9/30/60

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

KVIQ-TV

Network Service: NBC & ABC.
Licensee: California Northwest Broadcasting Co., Box 1019.
Studio: Humboldt Hill Rd.
Telephone: 707-443-3061.
TWX No.: 707-577-0636.
Ownership: Carl & Leah McConnell, 100%. Carl & Leah McConnell also have interest in KJEO (TV), Fresno.
Began Operation: April 1, 1958. Sale to present owners by Carroll R. Hauser (50%) and Shasta Telecasting Corp. (50%), approved May 16, 1960 by FCC (Television Digest, Vol. 16:22, 24).
Represented (sales) by George P. Hollingbery Co.; Charles Burrow (Portland, Seattle).
Represented (legal) by Wilner, Scheiner & Greeley.
Represented (engineering) by Hammett & Edison.
Personnel:
CARL R. McCONNELL, president
SAM HOREL, general manager, national sales director & film buyer.
JOYCE KAVICH, traffic manager.
AMOS HARGRAVE, chief engineer.

DIGEST OF RATE CARD NO. 1 (Nov. 15, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—7-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$75.00	\$60.00	\$50.00	\$30.00

NETWORK BASE HOURLY RATE: \$200 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA DEL NORTE HUMBOLDT	6,200 37,300	5,300 34,100	87 92
	OREGON CURRY	5,700	4,800	84
25-50 O/O	CALIFORNIA MENDOCINO	17,200	14,600	85
STATION TOTALS		66,400	58,800	89
NET WEEKLY CIRCULATION (MARCH 1966)			48,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			37,300	

California—Fresno

KAIL

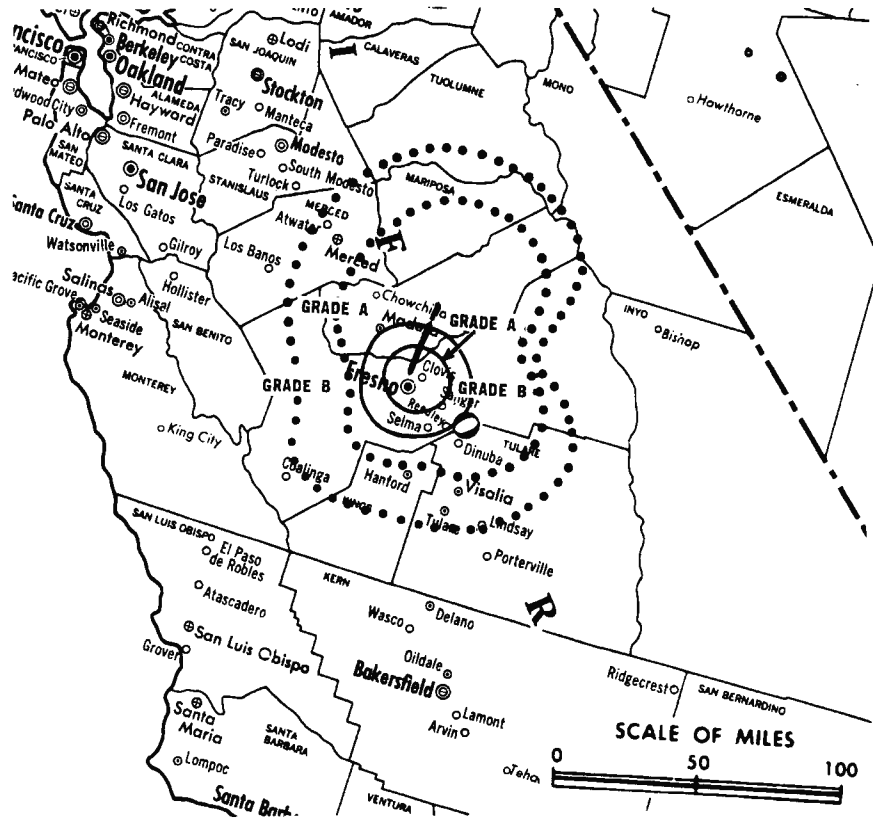
Ch. 53

Technical Facilities: Channel No. 53 (704-710 mc). Authorized power: 16.1-kw visual, 2.14-kw aural. Antenna: 350-ft. above av. terrain, 395-ft. above ground, 960-ft. above sea level.

Latitude 36° 50' 38"
Longitude 119° 41' 13"

Holds CP for change to 104-kw visual, 11-kw aural, 1900-ft. above av. terrain, 139-ft. above ground, 4619-ft. above sea level, lat. 37° 04' 23", long. 119° 25' 52"; transmitter to .28-mi. S of Meadow Lakes on Bald Mt. BPCT—3719.

Transmitter: 5255 E. Alluvial, Fresno.
News Wire Service: AP.



KAIL Ref: FCC File No. BNPCT—5578 Granted 7/28/61

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

KAIL

Network Service: None, independent.
Licensee: Tel-America Corp., 6803 West Blvd., Inglewood, Cal.
Sales Office: Hotel Californian.
Studio: 5253 Alluvial Ave.
Telephone: 209-299-2104.
Ownership: Albert John Williams, 100%.
Began Operation: December 18, 1961. Sale to present owner by B. L. Golden & L. W. Fawns approved Dec. 21, 1966 by FCC (Television Digest, Vol. 6:52).
Represented (legal) by Lauren A. Colby.
Personnel:
B. L. GOLDEN, general manager.
JOHN LOCKHART, chief engineer.
MICKEY JAMES, traffic manager.

DIGEST OF RATE CARD NO. 2 (July 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	1 Min.	30 Sec.	ID	
Class AA—5-10:15 p.m., daily.	\$120.00	\$65.00	\$35.00	\$20.00	\$15.00	\$8.00	\$4.00

ARB Data Not Available

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

California—Fresno



KFRE-TV



Ch. 30

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 1302-kw max. and 288-kw horizontal visual, 251-kw max. and 51.3-kw horizontal aural. Antenna: 2080-ft. above av. terrain, 276-ft. above ground, 4755-ft. above sea level.

Latitude 37° 04' 39"
Longitude 119° 26' 01"

Transmitter: Meadow Lake, Cal.

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

AM Affiliate: KFRE, 50-kw, 940 kc (CBS).

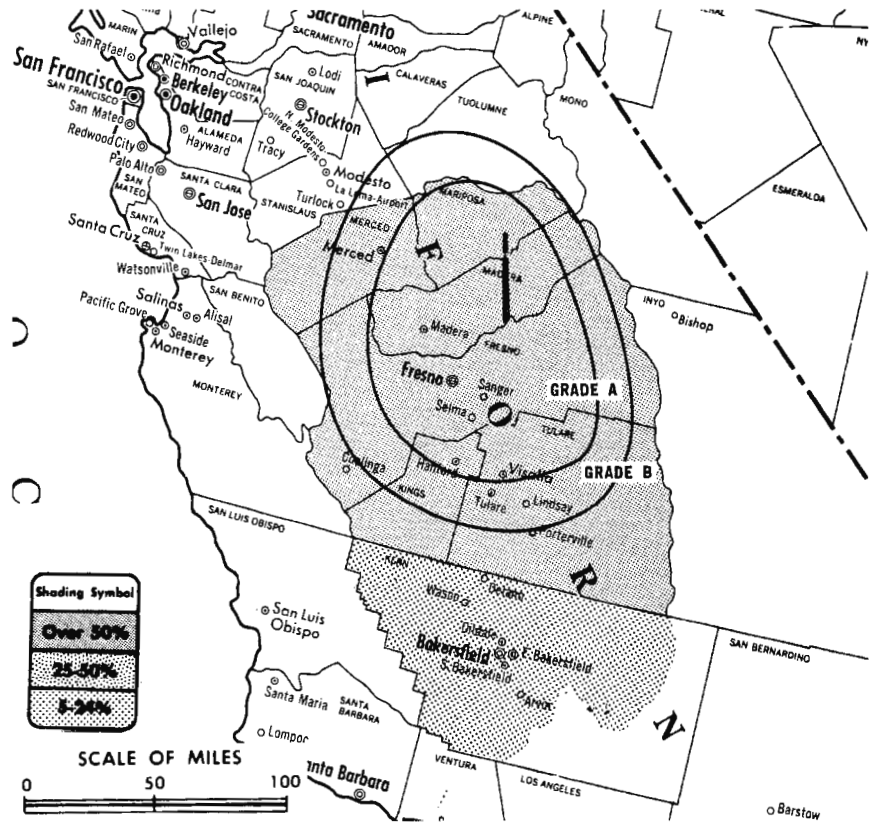
FM Affiliate: KRFM, 70-kw, 93.7 mc (No. 229), 1880-ft.

O & O Translator: K71BC, Lemon-cove & Woodlake, Cal.

News Wire Service: UPI.

News Film Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



KFRE-TV DOC.—11759 Granted 8/12/60

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

KFRE-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 733 L St., Fresno, Cal. (93701).

Studio: 733 L St.

Telephone: 209-268-6444. TWX No.: 209-481-1362.

Ownership: Triangle Publications, Inc. See WFIL-TV, Philadelphia.

Began Operation: May 10, 1956. Sale to present owner by Paul R. Bartlett and associates approved Dec. 30, 1958 by FCC (Television Digest, Vols. 14:47; 15:1). Note: Operated on Ch. 12 until Feb. 17, 1961, when it switched to uhf Ch. 30 (Vol. 17:8).

Represented (sales) by Blair-TV.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Lohnes & Culver.

Personnel:

JAMES H. BURGESS, managing director.
KEITH MEALEY, station manager.
WILLIAM EDHOLM, general sales manager.
DANTE F. LONGO, local sales manager.
RON FAGEN, promotion director.
STEPHEN WEBER, director of engineering.

For Index to Contents,
see Services Volume

DIGEST OF RATE CARD NO. 6B

(Feb. 15, 1963)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:59 p.m., Mon.-Sat.; 7-10:59 p.m., Sun.					
\$750.00	\$450.00	\$200.00	\$180.00	\$90.00
NETWORK BASE HOURLY RATE: \$600.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	FRESNO	123,800	114,200	92
	KINGS	15,200	13,800	90
	MADERA	12,700	11,500	91
	MARIPOSA	1,900	1,600	85
	MERCED	29,400	27,100	92
	TULARE	55,000	50,300	91
5-24 O/O	CALIFORNIA			
	KERN WEST	84,500	78,400	93
STATION TOTALS		322,500	296,900	92
NET WEEKLY CIRCULATION (MARCH 1966)			214,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			159,300	

California—Fresno



KJEO



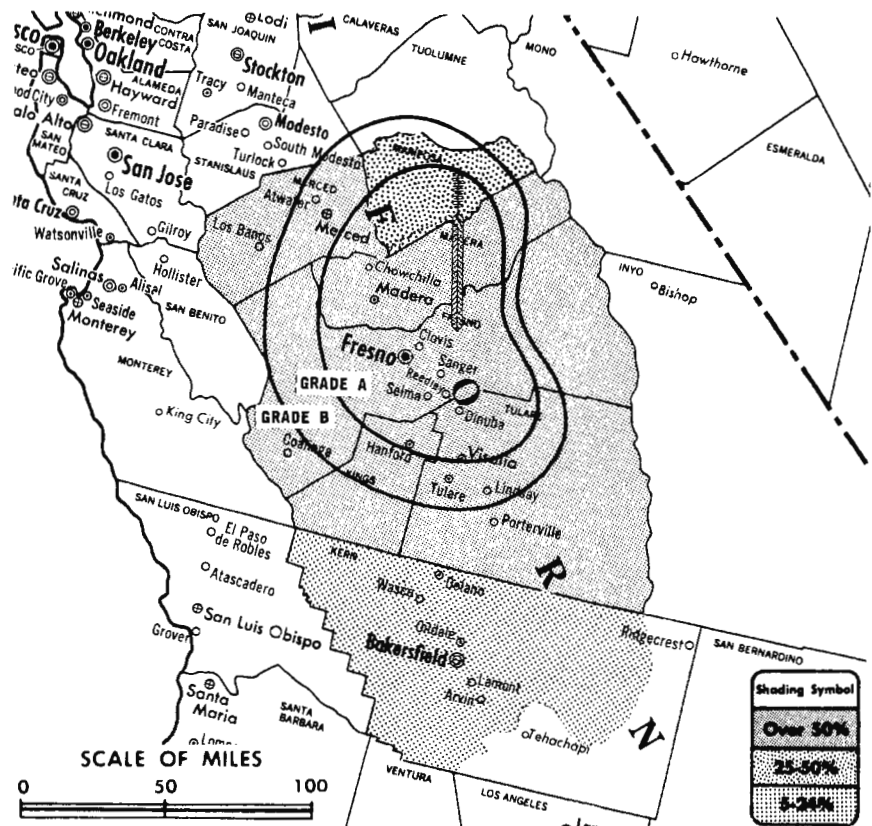
Ch. 47

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 436-kw maximum visual with directional antenna and tilt, 269-kw maximum horizontal and 200-kw average horizontal visual, 20-kw maximum aural. Antenna: 1790-ft. above av. terrain, 138-ft. above ground, 4596-ft. above sea level.

Latitude 37° 04' 13"
Longitude 119° 25' 31"

Transmitter: Bald Mt.
Color: Network, film & slide.
News Wire Service: UPI.
News Film Service: ABC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KJEO Ref: FCC File No. BPCT-2285 Granted 8/25/57

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

KJEO

Grantee: Shasta Telecasting Corp., P.O. Box 1708, Fresno, Cal. (93717).

Studio: Shaw at Cedar.

Telephone: 209-222-2411.

TWX No.: 910-362-3181.

Ownership: George C. Fleharty, pres., 38%; Laurence W. Carr, 14 3/8%; Morris K. Cohen, 10%; Robert L. Hammett, 10%; Carl R. McConnell, 22 5/8%; Russell K. Olsen, 5%. Mr. McConnell, with his wife, owns KVIQ-TV, Eureka, Cal. Note: Sale to Subscription Television Inc. approved by FCC June 14, 1966 (Television Digest, Vol. 6:25) but not consummated.

Began Operation: Sept. 20, 1953.

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

Represented (engineering) by: Hammett & Edison.

Personnel:

- RAY GRANT, general manager.
- RUSSELL K. OLSEN, v.p.
- BILL SAWYERS, asst. general manager.
- LYNN OLSEN, operations director.
- PETE McCAUSLAND, program director.
- JAY HILL, chief engineer.
- MARY KRAUSE, traffic manager.

DIGEST OF RATE CARD NO. 13
(March 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$800.00 \$475.00 \$300.00 \$190.00 \$190.00 \$95.00
NETWORK BASE HOURLY RATE: \$575.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	CALIFORNIA FRESNO	123,800	114,200	92
	KINGS	15,200	13,800	90
	MADERA	12,700	11,500	91
	MERCED	29,400	27,100	92
	TULARE	55,000	50,300	91
25-50 O/D	CALIFORNIA MARIPOSA	1,900	1,600	85
5-24 O/D	CALIFORNIA KERN WEST	84,500	78,400	93
STATION TOTALS		322,500	296,900	92
NET WEEKLY CIRCULATION (MARCH 1966)			207,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			138,000	

For Color Set Penetration,
see Services Volume

California—Fresno



KMJ-TV



Ch. 24

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 1600-kw max. and 191-kw horizontal visual, 153-kw max. and 38-kw horizontal aural. Antenna: Directional, 2350-ft. above av. terrain, 321-ft. above ground, 3713-ft. above sea level.

Latitude 36° 44' 45"
Longitude 119° 16' 53"

Transmitter: Bear Mt.

Studio: 1544 Van Ness.

AM & FM Affiliates: See below.

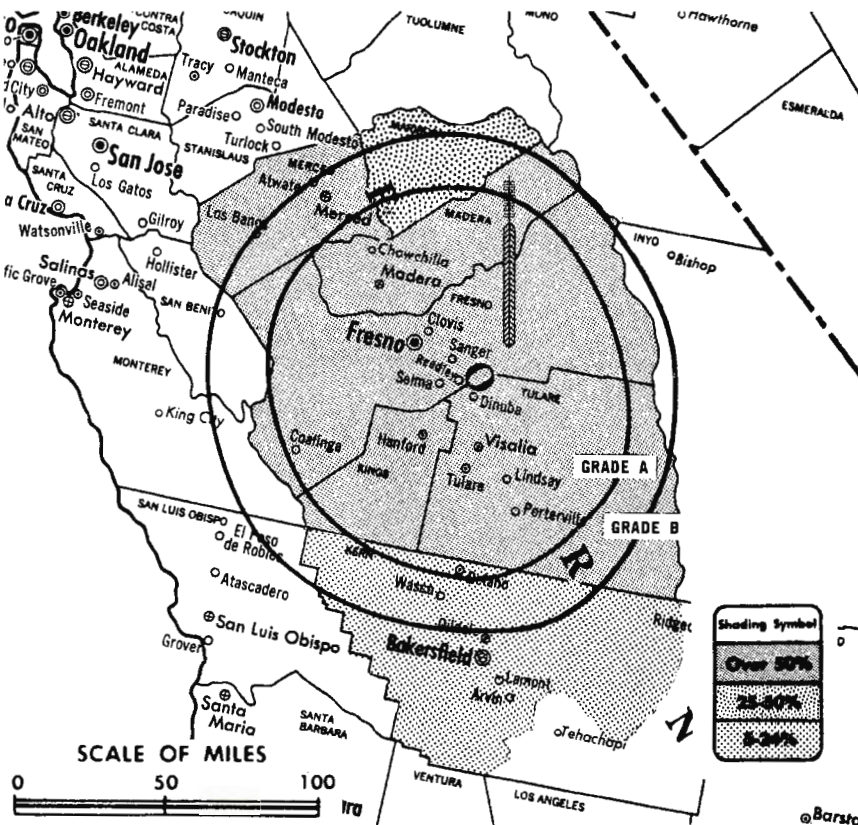
Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KMJ-TV Ref: FCC File No. BMPCT-2211 Granted 9/15/54
Also CP BPCT-2859 Granted 7/12/61

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

KMJ-TV

Licensee: McClatchy Newspapers, 1544 Van Ness, Fresno, Cal. (93721).

Telephone: 209-268-6666. TWX No.: 910-362-2403.

AM Affiliate: KMJ, 5-kw, 580 kc (NBC). FM Affiliate: KMJ-FM, 7.3-kw, 97.9 mc (No. 250), 630-ft. antenna height.

Ownership: Eleanor McClatchy, pres.; J. Brown Maloney, v.p.; Charles K. McClatchy, secy.-treas.; L. R. Matushak, asst. secy.-treas.; Walter P. Jones & John J. Hamlyn, directors. Also own KFBK & FM, Sacramento; KBEE & FM, Modesto; KOH, Reno, Nev. McClatchy Newspapers publish Fresno Bee, Sacramento Bee, Modesto Bee. McClatchy also owns KOVR, Stockton-Sacramento, Cal.

Began Operation: June 1, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

JOHN I. EDWARDS, manager & film buyer.
EDGAR L. DEATHERAGE, sales manager.
WILLIAM DAVIDSON, production manager.
ALICE SOUTH, traffic manager.
WILLIAM TRETTIN, film editor.
JAMES B. HANCOCK, chief engineer.

DIGEST OF RATE CARD NO. A22 (Nov. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.					
\$900.00	\$575.00	\$400.00	\$220.00	\$200.00	\$110.00
NETWORK BASE HOURLY RATE: \$650.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	CALIFORNIA FRESNO	123,800	114,200	92
	KINGS	15,200	13,800	90
	MADERA	12,700	11,500	91
	MERCED	29,400	27,100	92
	TULARE	55,000	50,300	91
25-50 O/D	CALIFORNIA MARIPOSA	1,900	1,600	85
5-24 O/D	CALIFORNIA KERN WEST	84,500	78,400	93
STATION TOTALS		322,500	296,900	92
NET WEEKLY CIRCULATION (MARCH 1966)			216,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			167,200	

For Map Explanatory Notes,
see page 7-b

California—Hanford

KSJV-TV

(formerly KDAS)

Ch. 21

(Also serves Fresno, Cal.)

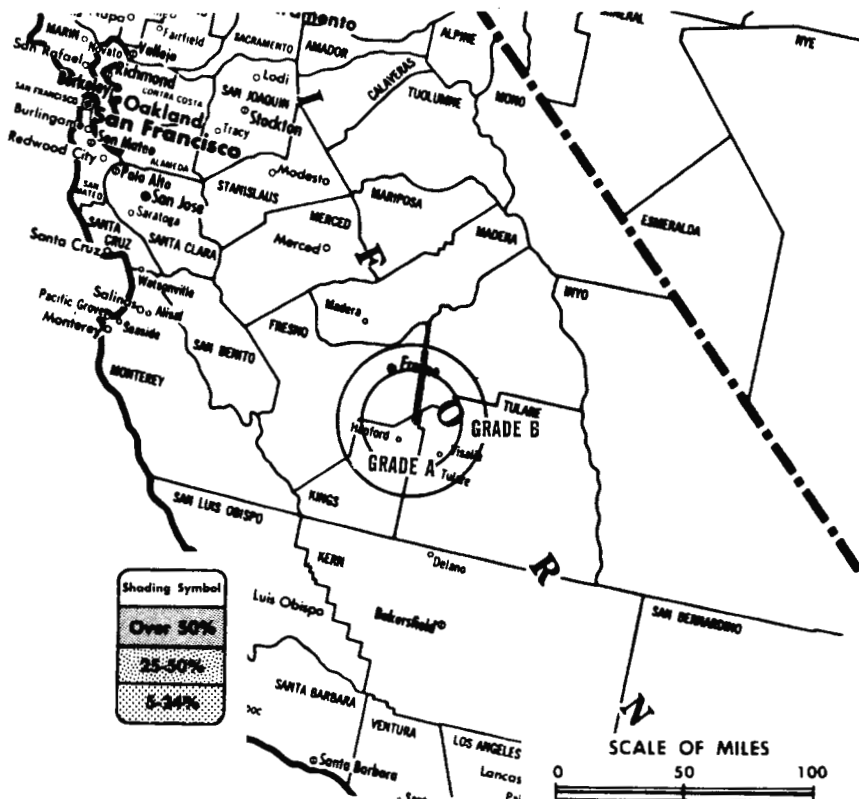
[Off air May 13, 1966]

Technical Facilities: Channel No. 21
(512-518 mc). Authorized power:
20.3-kw visual, 13.07-kw aural.
Antenna: 420-ft. above av. terrain,
453-ft. above ground, 748-ft.
above sea level.

Latitude 36° 29' 50"
Longitude 119° 31' 50"

Transmitter: Highway 99 at Kings
River.

News Wire Service: UPI.



KSJV-TV Ref: FCC File No. BMPCT—5661 Granted 12/19/61

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

KSJV-TV

Network Service: None, independent.

Licensee: KSJV-TV Inc., Box 4634, Fresno.

Studio: 321 N. Douty, Hanford.

Ownership: Cy Newman, pres., 43.8%; Waldemar Brehm, 13.0%;
John W. Ahern, 12.9%; Robert S. Larsen, 5.8%; Dr. Leon J.
Pinsker, 4.1%; Dr. Max Schleimer, 4.1%; Walter Peterson,
2.9%; John C. Schmidt, 2.3%; Fred Ibe, 2.3%; Dr. Nathan
Goldstein, 2.3%; Dr. Max M. Litow, 2.3%; Henry Cleason,
1.1%.

Began Operation: Feb. 27, 1962. Left air Dec. 22, 1964, but
resumed operation Feb. 10, 1966. Sale to present owners by
George L. Naron & C. B. Sweeney approved Feb. 4, 1966 by
FCC (Television Digest, Vol. 5:2). Sale of 1/3 interest to Naron
& Sweeney by Harold D. Gann approved June 25, 1963 by FCC.

Represented (legal) by Putbren & Fisher.

Represented (sales) by Avery-Knodel Inc.

Personnel:

CY NEWMAN, president, general manager & film buyer.

RICH NEWMAN, program director.

ERNIE RICHARDS, chief engineer.

DIGEST OF RATE CARD NO. 1

(Jan. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—5-9 p.m., Mon.-Fri.	\$175.00	\$105.00	\$70.00	\$40.00	\$30.00
				\$30.00	\$21.50

ARB data not available because this station was
not in operation when the survey was made.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

CATV Florida	\$600,000
Radio Maryland	\$250,000

116 Central Park South
New York, N.Y.

California—Visalia (Fresno)

KICU-TV

Ch. 43

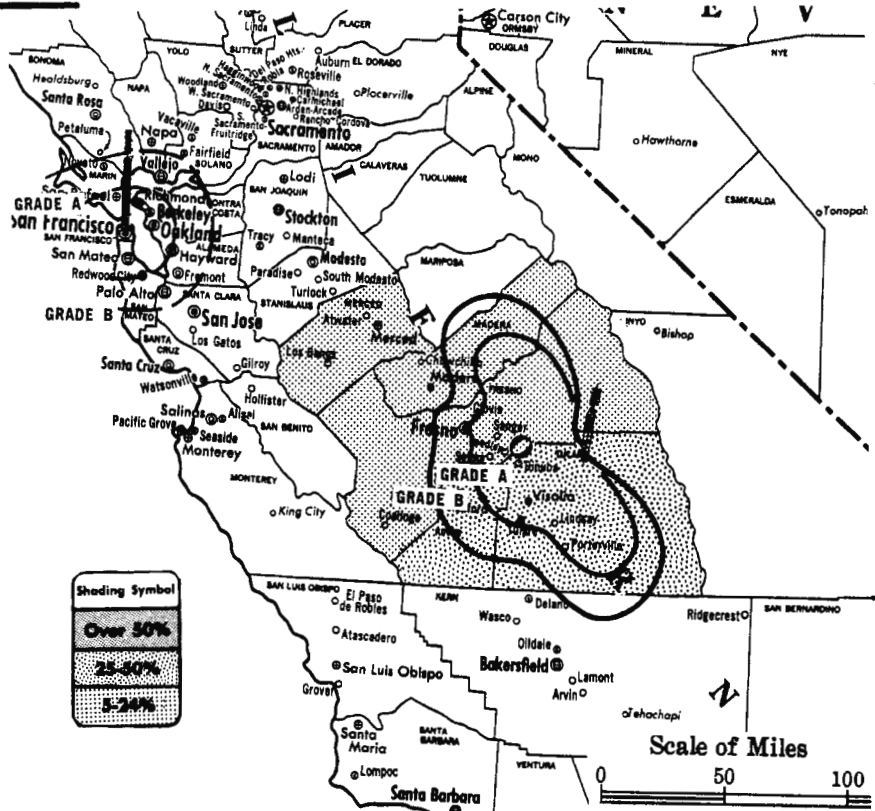
[Affiliated with KSAN-TV, San Francisco which operates as a satellite]

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 2140-kw max. and 155-kw horizontal visual, 214-kw max. and 15.5-kw horizontal aural. Antenna: 850-ft. above av. terrain, 193-ft. above ground, 5315-ft. above sea level.

Latitude 36° 38' 15"
Longitude 118° 56' 35"

Transmitter: 3.9-mi. E of Badger.

TV tape: Recording facilities.



Total Households © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.

KICU-TV Ref: FCC File No. BPCT—6311 Granted 8/17/66

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

KICU-TV

Network Service: NBC, CBS on per program basis.

Licensee: Sierra Broadcasting Inc., 1141 Market St., Room 305, San Francisco, Cal. (94103).

Studio: 2139 E. Main St., Visalia, Cal. (93277). Business Office: 2803 Divisadero, Fresno, Cal. (93721).

Telephones: 415-621-2300 (San Francisco); 209-732-6436 (Visalia); 209-268-9784 (Fresno).

Ownership: Norwood J. Patterson, 100%. He also owns radios KBIF, Fresno and KTW & FM, Seattle, Wash.

Began Operation: December 23, 1961.

Represented (sales) by Eastman TV Inc.

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

Represented (engineering) by Radio Consulting Engineering Co.

Personnel:

KEITH DARE, general manager.
BESSIE BAUMGARTNER, traffic.
JIM KEATING, production supervisor.
BOB JOHANSEN, chief engineer.
HAL KEENER, regional sales manager.

DIGEST OF RATE CARD NO. 2a (Dec. 1, 1966)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6-9 p.m., daily.				
\$400.00	\$240.00	\$140.00	\$75.00	\$37.50

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	CALIFORNIA KINGS TULARE	15,200 55,000	13,800 50,300	90 91
5-24 0/0	CALIFORNIA FRESNO MADERA MERCED	123,800 12,700 29,400	114,200 11,500 27,100	92 91 92
STATION TOTALS		236,100	216,900	92
NET WEEKLY CIRCULATION (MARCH 1966)			61,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			15,300	

ARB Data: Figures do not reflect present coverage since KSAN-TV, San Francisco was not in operation when the survey was made.

California—Los Angeles



KABC-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 166-kw visual, 25.7-kw aural. Antenna: electrically tilted 3°, 2970-ft. above av. terrain, 234-ft. above ground, 5940-ft. above sea level.
 Latitude 34° 13' 36"
 Longitude 118° 03' 59"

Transmitter: Mt. Wilson.

Studio: Prospect & Talmadge Sts., Hollywood (90027).

TV tape: Recording facilities.

AM Affiliate: KABC, 5-kw, 790 kc (ABC).

FM Affiliate: KABC-FM, 4.3-kw, 95.5 mc (No. 238), 40-ft. antenna height.

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

News Wire Service: AP, UPI, City News.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © SRDS
 Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
 © 1965 American Research Bureau.
 County coverage (shaded areas) based on 1965 ARB study.



KABC-TV Ref: FCC File No. BPCT-1424 Granted 4/10/53

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

KABC-TV

Licensee: American Broadcasting Companies Inc., 1330 Ave. of the Americas, New York, N.Y. (10020).

Telephone: 213-663-3311. TWX No.: 213-666-1240.

Ownership: See WABC-TV, New York.

Began Operation: Sept. 16, 1949 as KECA-TV.

Represented (sales) by ABC-TV Television Spot Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

ELTON H. RULE, v.p. & general manager.
 JAMES R. OSBORN, general sales manager.
 STEVE MILLS, program director.
 BILL McPHIE, film buyer.
 NORMAN H. SLOANE, business manager.
 GEORGE L. PIERCE, sales service manager.
 NORMA OLSEN, director of program operations.
 ROBERT TRACHINGER, executive producer.
 JACK F. BREMBECK, promotion manager.
 THEODORE GRENIER, chief engineer, Western Division, ABC.

DIGEST OF RATE CARD NO. 66—(June 10, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.
 Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m. Sat. & Sun.
 On request \$2000.00 \$1200.00
NETWORK BASE HOURLY RATE: \$4400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER CALIFORNIA				
50	0/0 INYO	4,200	3,300	79
	KERN EAST	14,300	13,300	93
	LOS ANGELES	2,369,200	2,236,700	94
	ORANGE NORTH	305,700	294,500	96
	ORANGE SOUTH	70,300	67,700	96
	RIVERSIDE W	131,700	121,500	92
	SN BERNDNO W	189,300	177,000	93
	SANTA BARB S	43,200	39,800	92
	VENTURA	100,100	95,100	95
25-50				
0/0	CALIFORNIA IMPERIAL	20,500	17,600	86
5-24				
0/0	CALIFORNIA KERN WEST	84,500	78,400	93
	SAN DIEGO	374,100	352,600	94
	SAN LS OBSPD	32,800	29,900	91
	SANTA BARB N	35,100	32,300	92
STATION TOTALS		3,775,000	3,559,700	94
NET WEEKLY CIRCULATION (MARCH 1966)			2,910,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			1,777,900	

California—Los Angeles

KCOP

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 32.4-kw aural. Antenna: 2920-ft. above av. terrain, 200-ft. above ground, 5880-ft. above sea level.

Latitude 34° 13' 42"
Longitude 118° 04' 02"

Transmitter: Mt. Wilson

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI, City News.

Facsimile Service: UPI.



KCOP Ref: FCC File No. BMPCT-240 Granted 6/23/48

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

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KCOP

Network Service: None, independent.

Licensee: KCOP Television Inc., 915 N. La Brea, Hollywood, Cal. (90038).

Studio: 915 N. La Brea.

Telephone: 213-656-6050. TWX No.: 910-321-4197.

Ownership: Chris-Craft Industries Inc., 100%. For officers and principal stockholders, see KPTV, Portland, Ore.

Began Operation: Sept. 17, 1948. Sale to Chris-Craft (formerly NAFI Corp.) by Bing Crosby, Kenyon Brown, George L. Coleman & Joseph A. Thomas (25% each) approved Jan. 27, 1960 by FCC (Television Digest, Vols. 15:33, 36, 43, 16:5). Previous sale to Crosby et al by Copley Press approved Dec. 11, 1957 by FCC (Vol. 13:16, 22, 34, 50). Copley acquired station, operating as KLAC-TV, from Mrs. Dorothy Schiff Sonneborn Dec. 23, 1953 (Vol. 9:49, 32).

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

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOHN HOPKINS, president.
BILL ANDREWS, general sales manager.
DAN MILLER, western sales manager.
GARY WALLER, program director & film buyer.
JOHN L. GRASSE, director of engineering.
JO ANN WATSON, promotion coordinator.
JULIANNA ROYAL, business manager.

DIGEST OF RATE CARD NO. 3 (June 1, 1966)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.				
\$3300.00	\$2000.00	\$1020.00	\$1020.00	\$612.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	KERN EAST	14,300	13,300	93
	LOS ANGELES	2,369,200	2,236,700	94
	ORANGE NORTH	305,700	294,500	96
	ORANGE SOUTH	70,300	67,700	96
	RIVERSIDE W	131,700	121,500	92
	SN BERNDNO W	189,300	177,000	93
	VENTURA	100,100	95,100	95
25-50 O/O	CALIFORNIA			
	SANTA BARB S	43,200	39,800	92
5-24 O/O	ARIZONA			
	YUMA	16,200	14,700	91
	CALIFORNIA			
	IMPERIAL	20,500	17,600	86
	RIVERSIDE E	5,600	5,200	92
	SAN DIEGO	374,100	352,600	94
	SAN LS OBSPO	32,800	29,900	91
	SANTA BARB N	35,100	32,300	92
STATION TOTALS		3,708,100	3,497,900	94
NET WEEKLY CIRCULATION (MARCH 1966)			1,813,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			582,000	

For Other Group Owners of TV Stations,
see Services Volume

California—Los Angeles

KHJ-TV Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 162-kw visual, 22.9-kw aural. Antenna: 2960-ft. above av. terrain, 199-ft. above ground, 5929-ft. above sea level.

Latitude 34° 13' 38"
Longitude 118° 04' 00"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

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

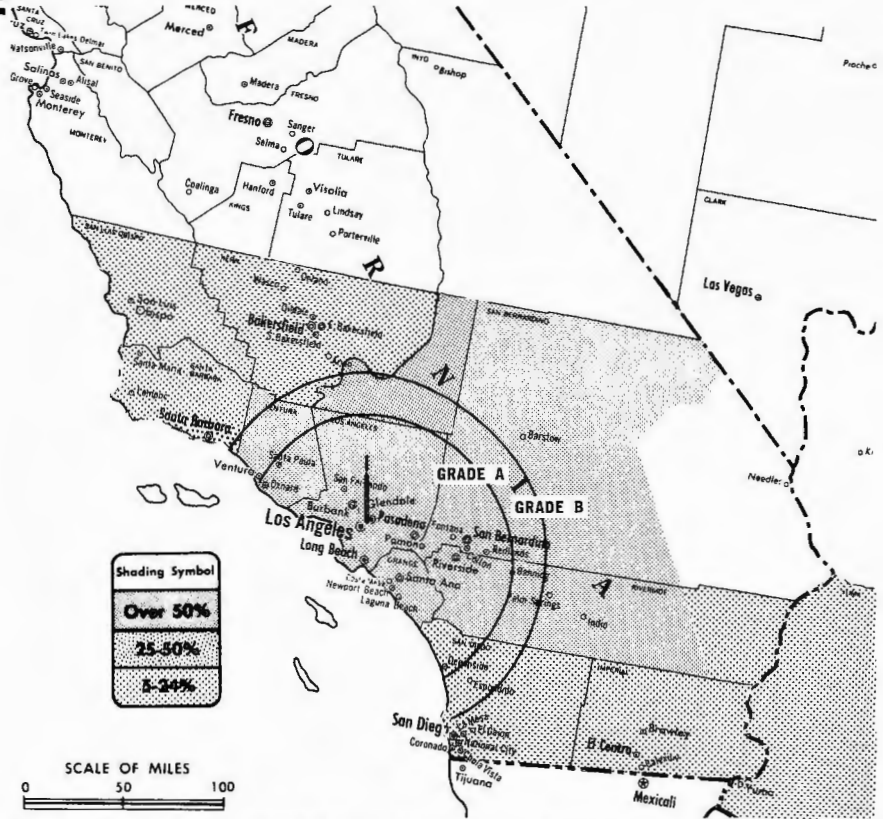
News Wire Service: AP, UPI, City News.

Facsimile Service: UPI.

AM Affiliate: KHJ, 5-kw, 930 kc.

FM Affiliate: KHJ-FM, 58-kw, 101.1 mc (No. 266), 2950-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KHJ-TV Ref: FCC File No. BPCT-1853 Granted 5/24/54

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

KHJ-TV

Network Service: None, independent.

Licensee: RKO General Inc., 5515 Melrose Ave., Hollywood, Cal. (90038).

Studio: 5515 Melrose Ave.

Telephone: 213-462-2133.

TWX No.: 213-468-1033.

Ownership: See WOR-TV, New York.

Began Operation: Aug. 25, 1948, as KFI-TV. Sold to present licensee Aug. 1951 (Television Digest, Vol. 7:23, 32, 36).

Represented (sales) by RKO General National Sales.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

THOMAS F. O'NEIL, president RKO General Inc.
MALCOLM (MAL) C. KLEIN, general manager.
CHUCK DWYER, general sales manager.
WALLY SHERWIN, program director.
NORMAN MARKS, advertising, publicity & promotion director.
BRYAN COLE, operations & production facilities mgr.
ROBERT BULLOCK, chief engineer.
TERRY ANDERSON, director of film programming.

DIGEST OF RATE CARD NO. 15 (Sept. 5, 1966)

				Min., 30 or		
Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.	10 Sec.
Class A—5-11 p.m., Mon.-Fri.; 4-11 p.m., Sat.-Sun.						
\$3000.00	\$1800.00	\$1200.00	\$800.00	\$550.00	\$440.00	\$275.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	KERN EAST	14,300	13,300	93
	LOS ANGELES	2,369,200	2,236,700	94
	ORANGE NORTH	305,700	294,500	96
	ORANGE SOUTH	70,300	67,700	96
	RIVERSIDE W	131,700	121,500	92
	SN BERNDNO W	189,300	177,000	93
	VENTURA	100,100	95,100	95
25-50 O/O	CALIFORNIA			
	SANTA BARB S	43,200	39,800	92
5-24 O/O	ARIZONA			
	YUMA	16,200	14,700	91
	CALIFORNIA			
	IMPERIAL	20,500	17,600	86
	KERN WEST	84,500	78,400	93
	RIVERSIDE E	5,600	5,200	92
	SAN DIEGO	374,100	352,600	94
	SAN LS OBSP0	32,800	29,900	91
	SANTA BARB N	35,100	32,300	92
STATION TOTALS		3,792,600	3,576,300	94
NET WEEKLY CIRCULATION (MARCH 1966)			2,059,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			784,100	

For Color Set Penetration by Market
See Services Volume

California—Los Angeles

KMEX-TV

Ch. 34

(Spanish Language)

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 810-kw max. and 186-kw horizontal visual, 160-kw max. and 37-kw horizontal aural. Antenna: 2930-ft. above av. terrain, 170-ft. above ground, 5876-ft. above sea level.

Latitude 34° 13' 35"
Longitude 118° 03' 56"

Transmitter: Mt. Wilson.
TV tape: Recording facilities.
News Wire Service: UPI.
Facsimile Service: UPI.



KMEX-TV Ref: FCC File No. BMPCT—6192 Granted 2/18/66

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

KMEX-TV

Network Service: None, independent Spanish language outlet.

Licensee: Spanish International Bcstg. Co., 721 N. Bronson, Los Angeles, Cal. (90038).

Studio: 721 North Bronson Ave., Hollywood, Cal. (90038).

Telephone: 213-466-8131.

Ownership: Fouce Amusement Corp., 35%; Julian M. Kaufman, v.p., 10%; Edward J. Noble, 15%; Emilio Azcarraga, 20%; Rene Anselmo, v.p., 15%; Joseph S. Rank, v.p., 5%. Same interests also operate KWEX-TV, San Antonio, Tex. and are Ch. 66 applicants in Paterson, N.J.

Began Operation: September 30, 1962.

Represented (sales) by Spanish International Network Sales Inc.

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

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

FRANK L. FOUCE, president.
RENE ANSELMO, vice president & treasurer.
JULIAN KAUFMAN, vice president.
JOSEPH S. RANK, vice president & station manager.

DIGEST OF RATE CARD NO. 4
(Jan. 1, 1965)

Hour	30 Min.	Min.	20 or 30 Sec.	10 Sec.
Class A—6-11 p.m., daily.				
\$700.00	\$420.00	\$160.00	\$120.00	\$80.00

ARB Data Not Available

MORTON FLOM, ENG.

CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter

Briefs, Feasibility Tests

Analysis, Design, Projection and

Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

California—Los Angeles



KNBC

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 42.7-kw visual, 7.41-kw aural. Antenna: non-directional, electrically tilted 2.5°, 3200-ft. above av. terrain, 490-ft. above ground, 6170-ft. above sea level.

Latitude 34° 13' 33"
Longitude 118° 03' 55"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

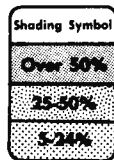
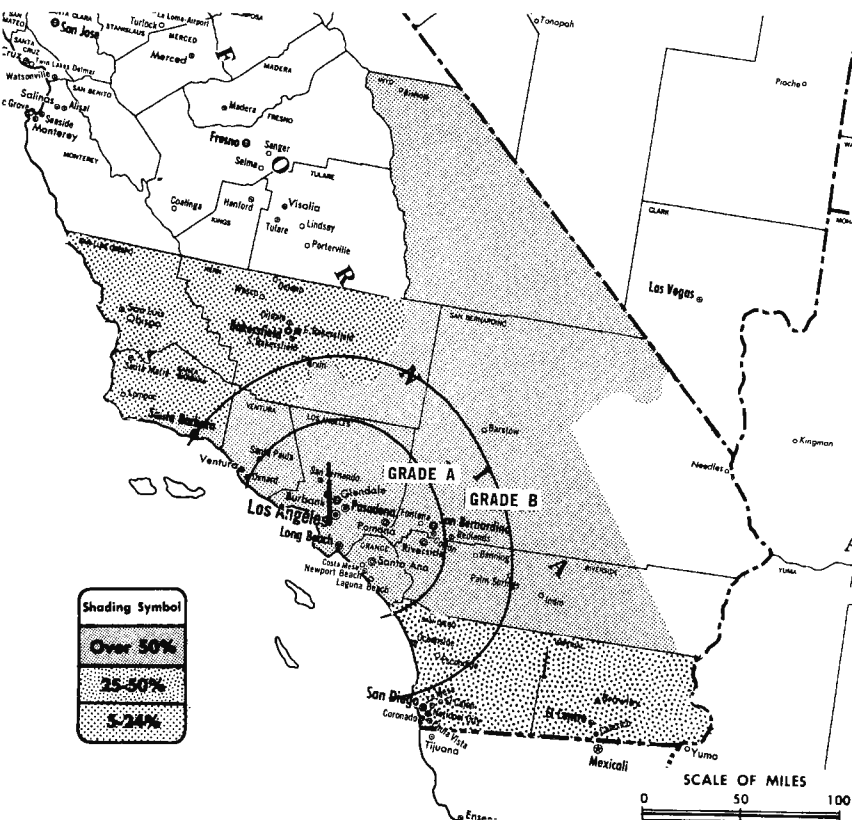
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, City News.

News Film Service: NBC.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KNBC Ref: FCC File No. BRCT-81 Granted 3/15/63

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

KNBC

Licensee: National Broadcasting Co. Inc., 3000 W. Alameda Ave., Burbank, Cal. (91503).

Studio: 3000 W. Alameda Ave., Burbank.

Telephones: 213-849-3911 & 213-845-7000.

TWX No.: 213-846-6408.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 16, 1949.

Represented (sales) by NBC Spot Sales.

Personnel:

ROBERT T. HOWARD, NBC v.p. & general manager.
JAMES PARKS, station manager.
JOHN WEHRHEIM, manager, business affairs.
ROBERT KENNEDY, advertising & promotion manager.
JOHN C. KENASTON, program manager.
HOWARD D. STURM, manager, public affairs.
JACK JENNINGS, general sales manager.
THOMAS M. STRASZEWSKI, sales manager.
ROBERT HENRY, operations manager.
GEORGE BURKE, manager, film procurement.
JOHN KNIGHT, manager, technical operations.

DIGEST OF RATE CARD NO. 24—(June 13, 1966)

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

Class A—6-11 p.m., daily.

\$5000.00 \$3000.00 \$2200.00 \$1250.00 \$2000.00* \$1250.00*

*Class AAA—7:29-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$5000.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	INYO	4,200	3,300	79
	KERN EAST	14,300	13,300	93
	LOS ANGELES	2,369,200	2,236,700	94
	ORANGE NORTH	305,700	294,500	96
	ORANGE SOUTH	70,300	67,700	96
	RIVERSIDE W	131,700	121,500	92
	SN BERNDND W	189,300	177,000	93
	SANTA BARB S	43,200	39,800	92
	VENTURA	100,100	95,100	95
25-50 O/O	CALIFORNIA			
	IMPERIAL	20,500	17,600	86
	SAN DIEGO	374,100	352,600	94
5-24 O/O	CALIFORNIA			
	KERN WEST	84,500	78,400	93
	SAN LS OBSP0	32,800	29,900	91
	SANTA BARB N	35,100	32,300	92

STATION TOTALS 3,775,000 3,559,700 94

NET WEEKLY CIRCULATION (MARCH 1966) 3,018,500
AVERAGE DAILY CIRCULATION (MARCH 1966) 1,990,800

California—Los Angeles



KNXT

Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 46.8-kw visual, 9.33-kw aural. Antenna: 3140-ft. above av. terrain, 466-ft. above ground, 6126-ft. above sea level.

Latitude 34° 13' 57"
Longitude 118° 04' 18"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

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

AM Affiliate: KNX, 50-kw, 1070 kc (CBS).

News Wire Service: AP, UPI, City News.

Facsimile Service: AP.

News Film Service: CBS.

FM Affiliate: KNX-FM, 67-kw, 93.1 mc (No. 226), 2870-ft. antenna height.

Total Households: © SRDS

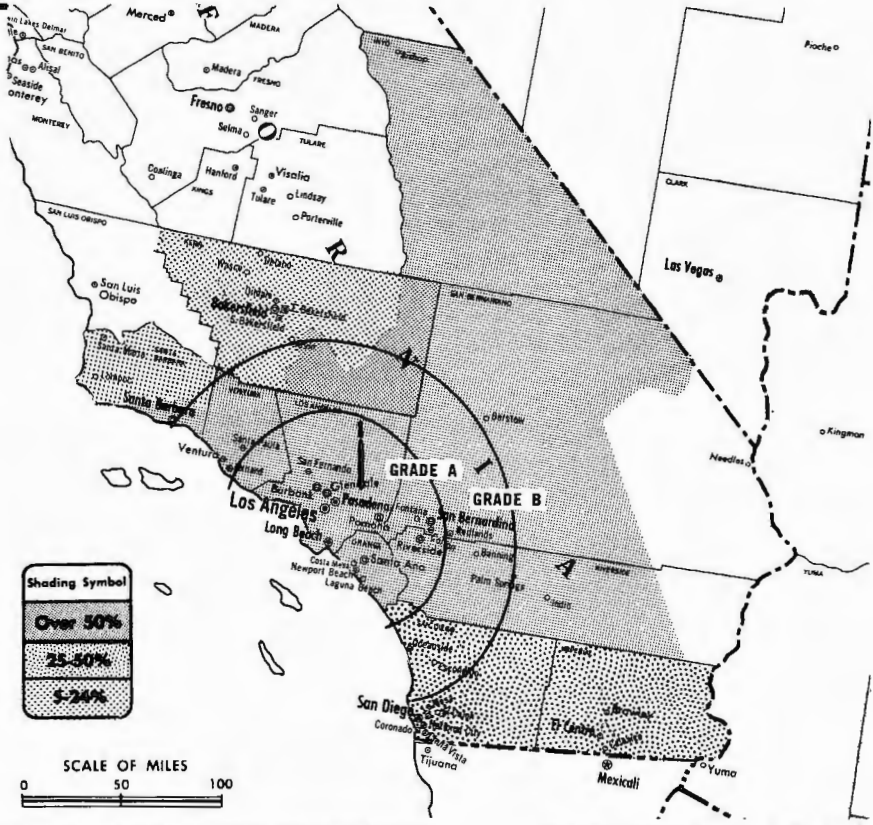
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KNXT Ref: FCC File No. BPCT-2535 Granted 8/12/58

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

KNXT

Licensee: Columbia Broadcasting System Inc., 6121 W. Sunset Blvd., Los Angeles (90028).

Studio: 6121 W. Sunset Blvd.

Telephone: 213-469-1212.

Ownership: See WCBS-TV, New York.

Began Operation: May 6, 1948 as KTSL. Sold to present owner December 1950 (Television Digest, Vol. 6:46, 52).

Represented (sales) by CBS Television Stations National Sales.

Represented (engineering) by CBS Engineering Dept., N.Y.

Personnel:

- ROBERT D. WOOD, vice president & general manager.
- RAY L. BEINDORF, general sales manager.
- RALPH DANIELS, national sales manager.
- ALBERTA HACKETT, business manager.
- ROBERT L. NELSON, dir. of promotion & information services.
- LEON DREW, program director.
- EDWIN W. MILLER, director of technical operation.
- GRANT HOLCOMB, director of news & special events.
- RICHARD MARSH, operations & traffic manager.

DIGEST OF RATE CARD NO. 22 (Sept. 11, 1966)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—8-10:30 p.m., Mon.-Fri.; 6:30-11 p.m., Sun.; 7:30-11 p.m. Sat.

..... \$2250* \$2050* \$1850* \$1120*

*Prime Time—6:29-11:01 p.m., Sun.-Fri.; 6:29-11:16 p.m., Sat. Also has Class A, AAA, and AAAA rates for this time. Station time rates for hour, 30 min. & 15 min. available upon request.

NETWORK BASE HOURLY RATE: \$5200.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	INYD	4,200	3,300	79
	KERN EAST	14,300	13,300	93
	LOS ANGELES	2,369,200	2,236,700	94
	ORANGE NORTH	305,700	294,500	96
	ORANGE SOUTH	70,300	67,700	96
	RIVERSIDE W	131,700	121,500	92
	SN BERNDNO W	189,300	177,600	93
	SANTA BARB S	43,200	39,800	92
	VENTURA	100,100	95,100	95

25-50 O/O	CALIFORNIA			
	IMPERIAL	20,500	17,600	86
	SAN DIEGO	374,100	352,600	94

5-24 O/O	CALIFORNIA			
	KERN WEST	84,500	78,400	93
	SANTA BARB N	35,100	32,300	92

STATION TOTALS 3,742,200 3,529,800 94

NET WEEKLY CIRCULATION (MARCH 1966) 3,001,500
AVERAGE DAILY CIRCULATION (MARCH 1966) 2,113,300

For Index to Contents,
see Services Volume

California—Los Angeles

KTLA
Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 50.1-kw visual, 10-kw aural. Antenna: 2990-ft. above av. terrain, 240-ft. above ground, 5936-ft. above sea level.

Latitude 34° 13' 35"
Longitude 118° 03' 56"

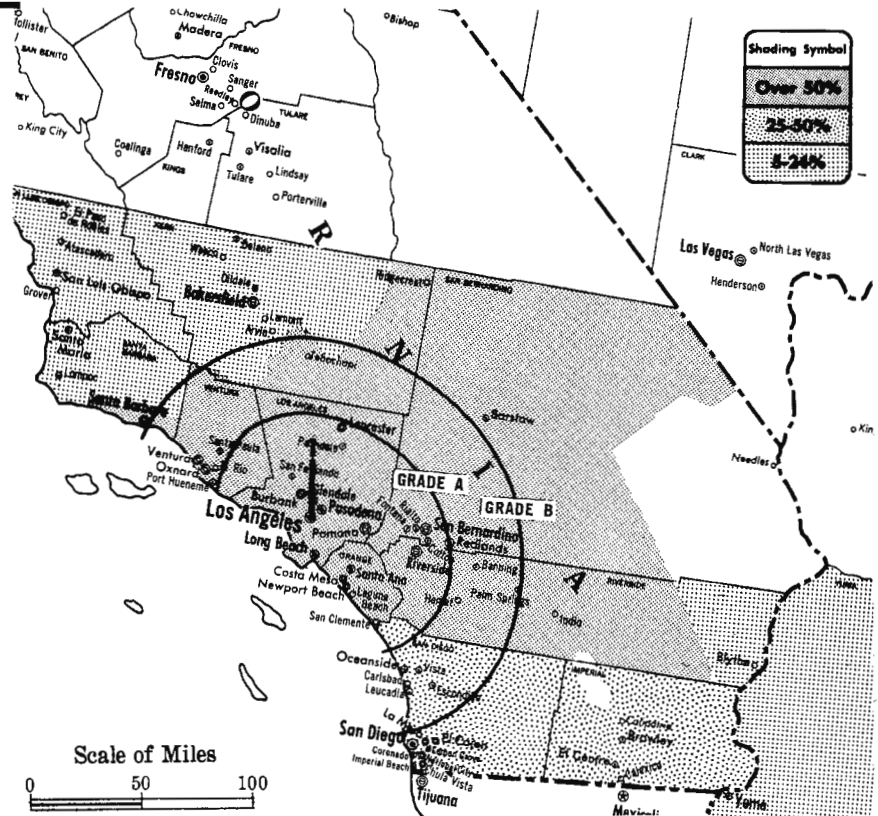
Transmitter: Mt. Wilson.

TV tape: Recording facilities.

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

News Wire Service: UPI, City News.

Facsimile Service: UPI.



KTLA Ref: FCC File No. BFCT-1698 Granted 7/15/53

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

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KTLA

Network Service: None, independent.

Licensee: Golden West Broadcasters Inc., 5800 Sunset Blvd., Hollywood (90028).

Studio: 5800 Sunset Blvd.

Telephone: 213-469-3181. TWX No.: 213-468-1118.

Ownership: Golden West Broadcasters, 51.5% (Gene & Ina Mae Autry owners); Gene Autry, chairman; Robert O. Reynolds, pres., 13.83%; Loyd C. Sigmon, exec. v.p., 13.83%; Wesley L. Nutten Jr., secy., 2.5%; William D. Shaw, v.p., 1.33%; Enna Lee Reynolds, 12.67% (wife of R. O. Reynolds); 10 others, none with more than 3%. Golden West is licensee of radios KMPC, Los Angeles; KEX, Portland, Ore., and KVI, Seattle. For other interests, see KOOL-TV, Phoenix, Ariz.

Began Operation: Jan. 22, 1947. Sale to present owner by Paramount Television Productions approved May 13, 1964 by FCC (Television Digest, Vols. 3:44, 4:20).

Represented (sales) by Peters-Griffin-Woodward.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

LOYD C. SIGMON, executive vice president.
CARLO ANNEKE, general manager.
JERRY MARCUS, national sales manager.
DOUG FINLEY, local sales manager.
JERRY BIRDWELL, sales promotion manager & publicity dir.
WILLIAM MARTINEZ, director of internal operations.
BOB SABO, traffic manager.
LORING d'USSEAU, program director.
DALTON DANON, film program director.
HAL DASBACH, production manager.
VIC EPSTEIN, business manager.
HARRY WARNER, resident counsel.
JOHN SILVA, chief engineer.
STAN CHAMBERS, news director.

DIGEST OF RATE CARD NO. 13
(Sept. 25, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—5-Midnight, daily.
\$3200.00 \$1900.00 On request

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	KERN EAST	14,300	13,300	93
	LOS ANGELES	2,369,200	2,236,700	94
	ORANGE NORTH	305,700	294,500	96
	ORANGE SOUTH	70,300	67,700	96
	RIVERSIDE W	131,700	121,500	92
	SN BERNOND W	189,300	177,000	93
	SANTA BARB S	43,200	39,800	92
	VENTURA	100,100	95,100	95
25-50 O/O	CALIFORNIA			
	IMPERIAL	20,500	17,600	86
	SAN DIEGO	374,100	352,600	94
5-24 O/O	ARIZONA			
	YUMA	16,200	14,700	91
	CALIFORNIA			
	KERN WEST	84,500	78,400	93
	RIVERSIDE E	5,600	5,200	92
	SAN LS OBSPD	32,800	29,900	91
	SANTA BARB N	35,100	32,300	92
STATION TOTALS		3,792,600	3,576,300	94
NET WEEKLY CIRCULATION (MARCH 1966)			2,379,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			883,000	

For Other Sales & Transfers,
see Services Volume

California—Los Angeles

KTTV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 165-kw visual, 20.2-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level.

Latitude 34° 13' 29.0"
Longitude 118° 03' 47.1"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

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

News Wire Service: UPI, City News.

Facsimile Service: UPI.

News Film Service: UPI.

AM Affiliate: KLAC, 5-kw (1-kw night), 570-kc.

FM Affiliate: KMET, 58-kw, 94.7 mc (No. 234), 2835-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KTTV Ref: FCC File No. BPCT-1756 Granted 9/3/53

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

KTTV

Network Service: None, independent.

Licensee: Metromedia Inc., 5746 Sunset Blvd., Los Angeles, Cal. (90028).

Studio: 5746 Sunset Blvd.

Telephone: 213-462-7111.

TWX No.: 213-468-1046.

Ownership: For other interests of Metromedia Inc., see WNEW-TV, New York, N.Y.

Began Operation: Jan. 7, 1949. Sale to present owner by Los Angeles Times and Mirror approved May 28, 1963 by FCC (Television Digest, Vol. 3:3, 22).

Represented (sales) by Metro TV Sales.

Represented (engineering) by Lohnes & Culver.

Personnel:

ALBERT P. KRIVIN, pres., Metropolitan Broadcasting Television.

CHARLES D. YOUNG, v.p. & general manager.

MARTIN BERGMAN, manager, national sales.

GERALD SIMMONS, manager, local sales.

REAVIS-G. WINCKLER, director, public relations & promotion.

JAMES S. GATES, program director.

HAROLD CHRISTIANSEN, business manager.

RICHARD ANDERSON, engineering manager.

VAL CONTE, operations manager.

ALVIN BOWEN, asst. program director.

JOHN JONES, merchandising manager.

DIGEST OF RATE CARD NO. 23

(June 1, 1966)

Hour	30 Min.	15 Min. or less	Min.*	20 Sec.*	10 Sec.*
Class A—6 p.m.-1 a.m., daily.	\$3000.00	\$1800.00	\$1200.00	\$1000.00	\$500.00

*6 p.m.-1 a.m., Mon.-Fri.; noon-1 a.m., Sat. & Sun.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	KERN EAST	14,300	13,300	93
	LOS ANGELES	2,369,200	2,236,700	94
	ORANGE NORTH	305,700	294,500	96
	ORANGE SOUTH	70,300	67,700	96
	RIVERSIDE W	131,700	121,500	92
	SN BERNDNO W	189,300	177,000	93
	SANTA BARB S	43,200	39,800	92
	VENTURA	100,100	95,100	95
5-24 O/O	ARIZONA			
	YUMA	16,200	14,700	91
	CALIFORNIA			
	IMPERIAL	20,500	17,600	86
	KERN WEST	84,500	78,400	93
	RIVERSIDE E	5,600	5,200	92
	SAN DIEGO	374,100	352,600	94
	SAN LS OBSPD	32,800	29,900	91
	SANTA BARB N	35,100	32,300	92
	STATION TOTALS	3,792,600	3,576,300	94
	NET WEEKLY CIRCULATION (MARCH 1966)		2,302,700	
	AVERAGE DAILY CIRCULATION (MARCH 1966)		1,102,900	

For Color Set Penetration by Markets

see Services Volume

California—Los Angeles

KWHY-TV

(formerly KPOL-TV)

Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 65.3-kw visual, 9.1-kw aural. Antenna: 2930-ft. above av. terrain, 146-ft. above ground, 5846-ft. above sea level.

Latitude 34° 13' 36"

Longitude 118° 03' 59"

Transmitter: Mt. Wilson.



Circulation © 1966 American Research Bureau.

KWHY-TV Ref: FCC File No. BMPCT—5796 Granted 1/23/63

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

KWHY-TV

Network Service: None, independent.

Licensee: Coast TV Broadcasting Corp., 5700 Sunset Blvd., Los Angeles, Cal. (90028).

Studio: 5565 Sunset Blvd., Los Angeles, Cal. (90028).

Telephone: 213-466-4123.

Ownership: Thomas S. Bunn, 24.375%; Fredrick D. Custer, 15%; Edna M. Jones, 7.5%; Olive M. Moulton, 3.75%; Hugh R. Murchison Jr., 10%; Suzanne A. Sprenger, 10%; Harry E. Straub, 4.141%; Straub Family Foundation Inc., 10.908%; Robertson C. Scott, 5%; 17 others, none holding as much as 2%.

Began Operation: March 25, 1963, but left the air March 9, 1964 (Television Digest, Vol. 4:11). Sale to present owner by Central Broadcasting Corp. approved July 29, 1964 by FCC (Vol. 4:11, 31). Resumed operation May 2, 1965 (Vol. 5:20).

Represented (sales) by Eastman TV Inc.

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

Represented (engineering) by Jay Tapp.

Personnel:

DEAN CULL, operations manager.

DIGEST OF RATE CARD NO. 1 (March 1, 1965)

Hour	30 Min.	15 Min.	Min.	30 Sec.	
Class A—7-11 p.m., daily.	\$200.00	\$121.00	\$81.00	\$35.00	\$28.00

ARB County-by-County Data for this Station not available since it was not in operation when the survey was made.

Net Weekly Circulation (March 1966) 50,100

Average Daily Circulation (March 1966) 9,300

California—Corona-Los Angeles

KMTW-TV

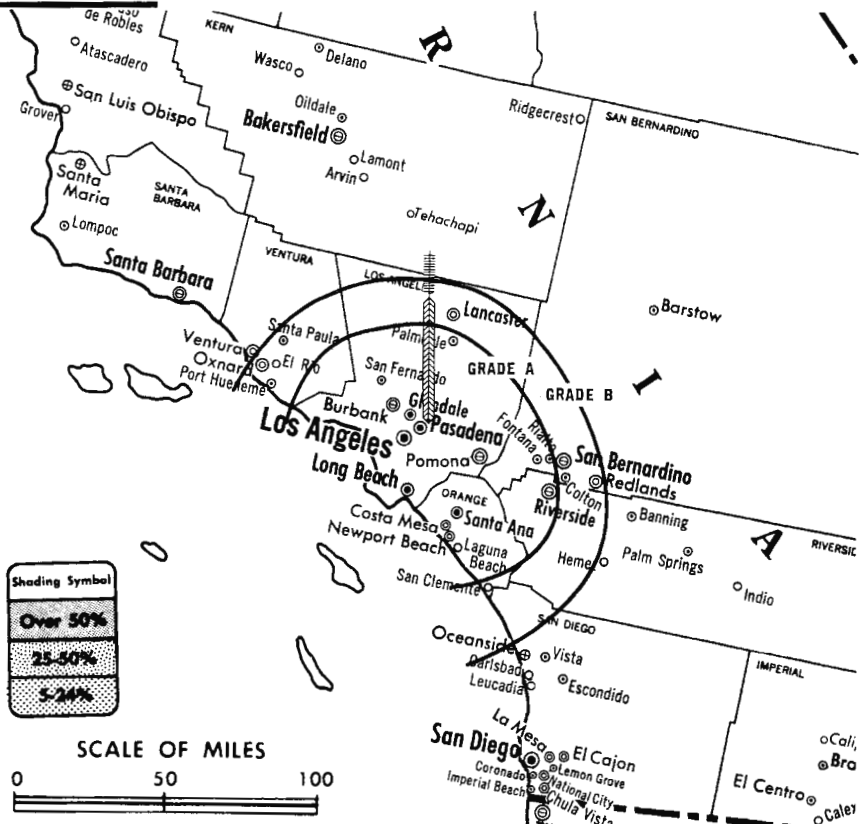
Ch. 52

Technical Facilities: Channel No. 52 (698-704 mc). Authorized power: 69.2-kw visual, 9.33-kw aural. Antenna: 2790-ft. above av. terrain, 82-ft. above ground, 5752-ft. above sea level.

Latitude 34° 13' 29"
Longitude 118° 03' 47"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.



KMTW-TV Ref: FCC File No. BMPCT-6108 Granted 8/17/65

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

KMTW-TV

Network Service: None, independent.

Grantee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

Studio: Mt. Wilson.

Telephones: 415-271-2575; 213-440-1154.

Ownership: Subsidiary of Kaiser Industries Corp.; Richard C. Block, v.p. & gen. mgr. For other interests, see WKBD-TV, Detroit, Mich.

Began Operation: June 29, 1966.

Represented (sales) by Broadcast Communications Group Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Hammett & Edison.

Personnel:

L. WILLIAM WHITE, station manager.
JAMES T. PARENT, chief engineer.

DIGEST OF RATE CARD NO. 1 (June 29, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.
Class A—7:30-11 p.m., daily.				
\$500.00	\$350.00	\$200.00	\$150.00	\$68.00

ARB Data not available for this station since it was not in operation when the survey was made.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

California—Fontana (Los Angeles)

KLXA-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 260-kw visual, 52-kw aural. Antenna: 1020-ft. above av. terrain, 200-ft. above ground, 5863-ft. above sea level.

Latitude 34° 13' 42.5"
Longitude 118° 04' 01"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

Color: Film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



KLXA-TV Ref: FCC File No. BMPCT-6303 Granted 8/1/66 © American Map Co., Inc., N.Y., No. 14244

KLXA-TV

Network Service: None, independent outlet.

Grantee: International Panorama Latino TV Inc., 816 N. Highland Ave., Hollywood, Cal. (90038).

Studios: 816 North Highland Ave., Hollywood; 16861 Foothill Blvd., Fontana, Cal.

Telephone: Hollywood 7-7111.

Ownership: Angel Lerma Maler, pres., 75%; Samuel S. Rose, v.p.; Alma Clara Maler, secy.-treas., 25%.

Began Operation: Jan. 5, 1967.

Represented (legal) by Molnar & Gammon.

Personnel:

ANGEL LERMA, president & general sales manager.
ALMA C. MALER, vice president.
FRANK ANDERSON, chief engineer.
GARY GREENE, station manager.
ROBERT PEREZ, merchandising.
JUDY GALE, public relations.
DANIEL ESQUENAZI, production manager.

DIGEST OF RATE CARD NO. 1
(Nov. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.
Class A—5:30-sign off, Mon.-Fri.; 9 a.m.-sign-off, Sat. & Sun.				
\$525.00	\$259.00	\$175.00	\$105.00	\$55.00

ARB Data for this Station is not available since it was not in operation when the survey was made.

Every Monday morning
a Government Official
reads Television Digest.
Why? See page 803-b

California—San Bernardino (Los Angeles)

KITR

Ch. 30

(Due to Begin Operation in Spring)

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 257-kw visual, 51.4-kw aural. Antenna: 2510-ft. above av. terrain, 305-ft. above ground, 5695-ft. above sea level.

Latitude 34° 11' 15"
Longitude 117° 41' 58"

Transmitter: Sunset Ridge, 5.5-mi. N of Claremont, Cal.



KITR Ref: FCC File No. BMPCT—6235 Granted 4/25/66

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

KITR

Network Service: None, independent outlet.

Grantee: The Maple Chapel, Box 41108, Los Angeles, Cal. (90041).

Telephone: 213-246-8121.

Ownership: A church corporation. Raymond Arthur Schoch, pres. of board; Howard Allen Skeans, secy.-treas. Maple Chapel also operates KHOF-FM, Los Angeles.

Represented (legal) by Cohen & Berfield.

Personnel:

C. STEPHEN McDANIEL, general manager.
JOHN S. LEE, chief engineer.

BASE HOUR: \$700.

ADDITIONAL DATA NOT AVAILABLE

ARB Data for this Station is not available since it was not in operation when the survey was made.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Massachusetts	\$300,000
TV Honolulu	\$600,000

116 Central Park South
New York, N.Y.

California—Modesto

KLOC-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 41.7-kw max. and 24-kw horizontal visual, 3.47-kw max. and 1.17-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 160-ft. above ground, 2840-ft. above sea level.

Latitude 37° 28' 48"
Longitude 121° 21' 02"

Transmitter: Mt. Oso, Patterson, Cal.

TV tape: Recording facilities.

News Wire Service: AP.

AM Affiliate: KLOC, Ceres, .5-kw, 920 kc.



KLOC-TV Ref: FCC File No. BMPCT-6126 Granted 4/29/66

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

KLOC-TV

Network Service: None, independent.

Licensee: KLOC Broadcasting Co., Box 3689, Modesto (95352).

Studio: 2842 Iowa Ave., Modesto.

Telephone: 529-2024.

Ownership: Chester Smith, pres., 51%; Melvin Querio, v.p., 12%; several others, none with as much as 5%.

Began Operation: Aug. 26, 1966.

Represented (sales) by Howard Television Inc.

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

Personnel:

CHESTER SMITH, president & general manager.
MELVIN QUERIO, v.p. & operation manager.
RUSS REIS, sales manager.

DIGEST OF RATE CARD NO. 1 (July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-10 p.m., daily.	\$200.00	\$120.00	\$80.00	\$60.00	\$34.00	\$27.20 \$17.00

ARB Data for this Station is not available since it was not in operation when the survey was made.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

FUTURA

100% MODULAR SOLID STATE AMPLIFIERS

MAINLINE • MAINLINE WITH AGC • MAINLINE/BRIDGER • MAINLINE/BRIDGER WITH AGC • HIGH LEVEL BRIDGER • HIGH LEVEL DISTRIBUTION AMPLIFIERS.
(Inventory costs are reduced by 50%).

viking

400 Ninth Street, Hoboken, N.J. • N.Y.: (212)943-5793; N.J.: (201)656-2020



California—Sacramento



KCRA-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1491-ft. above av. terrain, 1544-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 48"
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

Studio: 310 10th St.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

AM & FM Affiliates: See below.

Represented (legal) by Koteen & Burt.

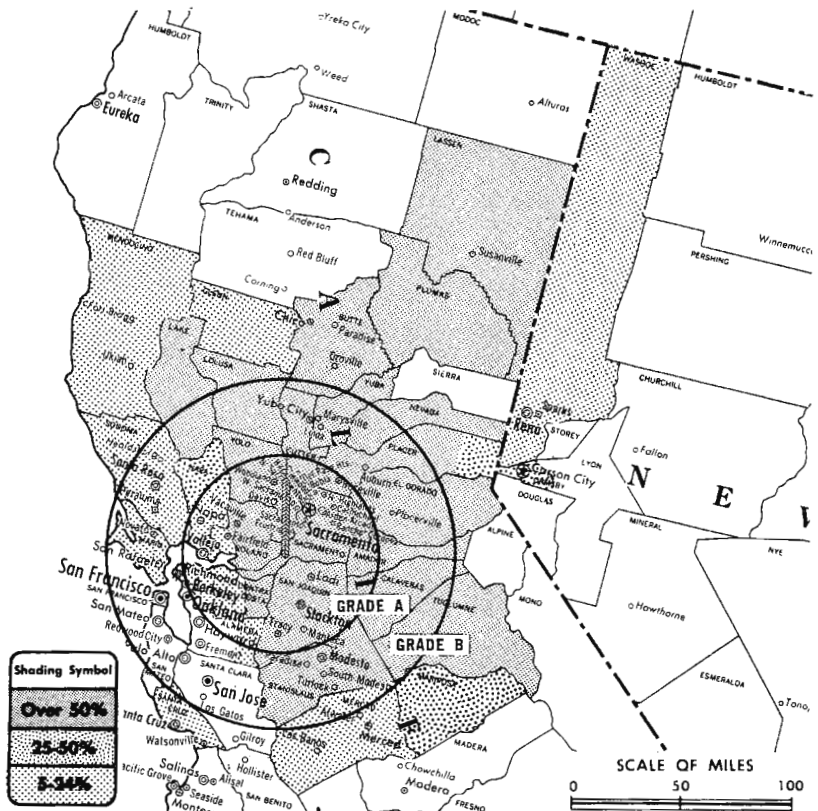
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KCRA-TV Ref: FCC File No. BPCT-669 Granted 4/13/55
Authorized: FCC File No. BPCT-2600 Granted 7/27/60

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

KCRA-TV

Licensee: Kelly Broadcasting Co., 310 10th St., Sacramento, Cal. (95814).

Telephone: 916-444-7300. TWX No.: 910-367-3557.

AM Affiliate: KCRA, 5-kw (1-kw night), 1320 kc (NBC). FM Affiliate: KCRA-FM, 11-kw, 96.1 mc (No. 241), 380-ft. Holds CP for 82-kw, 1200-ft. antenna.

Ownership: Nina N. Kelly, 33 1/3%; Robert E. Kelly, 33 1/3%; Jon S. Kelly, 33 1/3%.

Began Operation: Sept. 3, 1955. Sale of 50% by Gerald Kenneth & Vernon Hansen to other 1/2 owners, Kelly's, approved April 18, 1962 by FCC (Television Digest, Vol. 2:17).

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

Represented (engineering) by Jansky & Bailey.

Personnel:

ROBERT E. KELLY, partner & film buyer.
JON S. KELLY, partner & general manager.
JAMES BIRMINGHAM, co-manager & natl. sales (New York).
ROGER COOPER, co-manager & natl. sales (Chicago & Los Angeles).
DON QUIST, national sales (San Francisco).
JOHN DADIW, retail sales manager.
BILL KARPISSEK, chief engineer.
TED DOOLEY, program manager.
DAVE HUME, news & public affairs manager.
DICK GEORGE, merchandising director.
BRUCE ROBERTSON, promotion director.
GARY GEROULD, sports editor.

DIGEST OF RATE CARD NO. VI
(Sept. 11, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-11:00 p.m., daily.
\$2400.00 \$1330.00 \$505.00 \$500.00 Graded rates apply.*

*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1300.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	AMADOR	3,500	3,100	90
	BUTTE	34,200	31,000	91
	CALAVERAS	3,600	3,200	90
	COLUSA	4,000	3,600	90
	CONTRA COS E	76,200	72,800	95
	EL DORADO W	9,200	8,500	93
	EL DORADO E	3,400	3,100	93
	LAKE	6,100	5,200	85
	LASSEN	3,400	2,900	87
	NEVADA WEST	7,000	6,200	89
	NEVADA EAST	800	700	88
	PLACER WEST	20,300	18,700	92
	PLUMAS	3,500	3,000	87
	SACRAMENTO	193,600	182,900	94
	SAN JOAQUIN	85,300	78,000	91
	SOLANO EAST	19,900	19,000	95
	STANISLAUS	55,000	49,800	90
	SUTTER	11,700	10,900	94
	TUOLUMNE	5,500	4,900	89
	YOLO	24,700	22,800	92
	YUBA	11,900	11,100	93
25-50 O/O	CALIFORNIA			
	MARIPOSA	1,900	1,600	85
	NAPA NORTH	3,800	3,500	93
	PLACER EAST	1,200	1,100	93
	NEVADA			
	ORMSBY	3,400	3,200	93

(Continued on page 101-b)

STATION TOTALS	967,900	898,400	93
NET WEEKLY CIRCULATION (MARCH 1966)			541,700
AVERAGE DAILY CIRCULATION (MARCH 1966)			367,200

California—Sacramento



KXTV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 1490-ft. above av. terrain, 1549-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 48"
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

Studio: 601 7th Ave.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI, CBS.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS

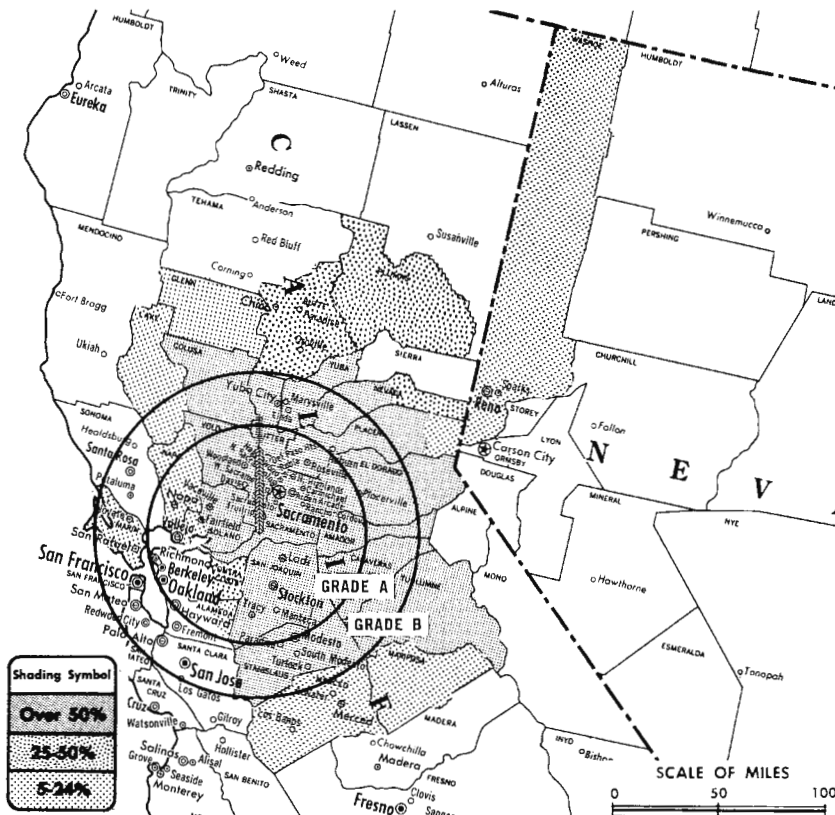
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KXTV Ref: FCC File No. BPC1-2706 Granted 7/27/60

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

KXTV

Licensee: Great Western Broadcasting Corp., 601 7th Ave., Sacramento, Cal. (95818).

Telephone: 916-441-4041.

Ownership: Wholly-owned subsidiary of Whitney Communications Corp. For other Whitney interests, see KOTV, Tulsa, Okla.

Began Operation: March 20, 1955. Sale to present owner by John H. Schacht and associates approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:42, 49).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

C. WREDE PETERSMEYER, president.
ROBERT WILSON, v.p. & general manager.
R. L. COCHRANE, general sales manager.
JACK MEDINA, asst. general sales mgr. & local sales mgr.
PHIL CORVO, program manager, public affairs dir. & film buyer.
KEITH H. MOON, promotion manager.
DONALD FERGUSON, chief engineer

DIGEST OF RATE CARD NO. 8—(Sept. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-11 p.m., daily.
\$1800.00 \$1200.00 \$400.00 \$360.00* \$360.00* \$180.00*

*Class AA—7:29-10:30 p.m., Sun.-Fri.; 7:29-11 p.m., Sat.

Note: 7:30 p.m. breaks Sun.-Wed. take Class A rates; 10:30 p.m. breaks Mon.-Thurs. take Class A rates.

NETWORK BASE HOURLY RATE: \$1000.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	AMADOR	3,500	3,100	90
	CALAVERAS	3,600	3,200	90
	COLUSA	4,000	3,600	90
	EL DORADO W	9,200	8,500	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	EL DORADO E	3,400	3,100	93
	NEVADA WEST	7,000	6,200	89
	PLACER WEST	20,300	18,700	92
	SACRAMENTO	193,600	182,900	94
	SAN JOAQUIN	85,300	78,000	91
	SOLANO EAST	19,900	19,000	95
	STANISLAUS	55,000	49,800	90
	SUTTER	11,700	10,900	94
	TUOLUMNE	5,500	4,900	89
	YOLO	24,700	22,800	92
	YUBA	11,900	11,100	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	CALIFORNIA			
	BUTTE	34,200	31,000	91
	CONTRA COS E	76,200	72,800	95
	NEVADA EAST	800	700	88
	PLUMAS	3,500	3,000	87

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	CALIFORNIA			
	ALAMEDA EAST	11,700	11,000	94
	GLENN	5,700	5,200	92
	LAKE	6,100	5,200	85
	MARIN	57,000	53,300	94
	MARIPOSA	1,900	1,600	85
	MERCED	29,400	27,100	92
	NAPA NORTH	3,800	3,500	93
	NAPA SOUTH	18,600	17,200	93
	PLACER EAST	1,200	1,100	93
	SOLANO WEST	26,300	25,000	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	NEVADA WASHOE	42,600	39,400	93

STATION TOTALS 777,600 722,900 93

NET WEEKLY CIRCULATION (MARCH 1966) 494,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 350,800

California—Stockton-Sacramento



KOVR

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 281-kw visual, 42.7-kw aural. Antenna: 1494-ft. above av. terrain, 1548-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 48"
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove, Cal.

TV tape: Recording facilities.

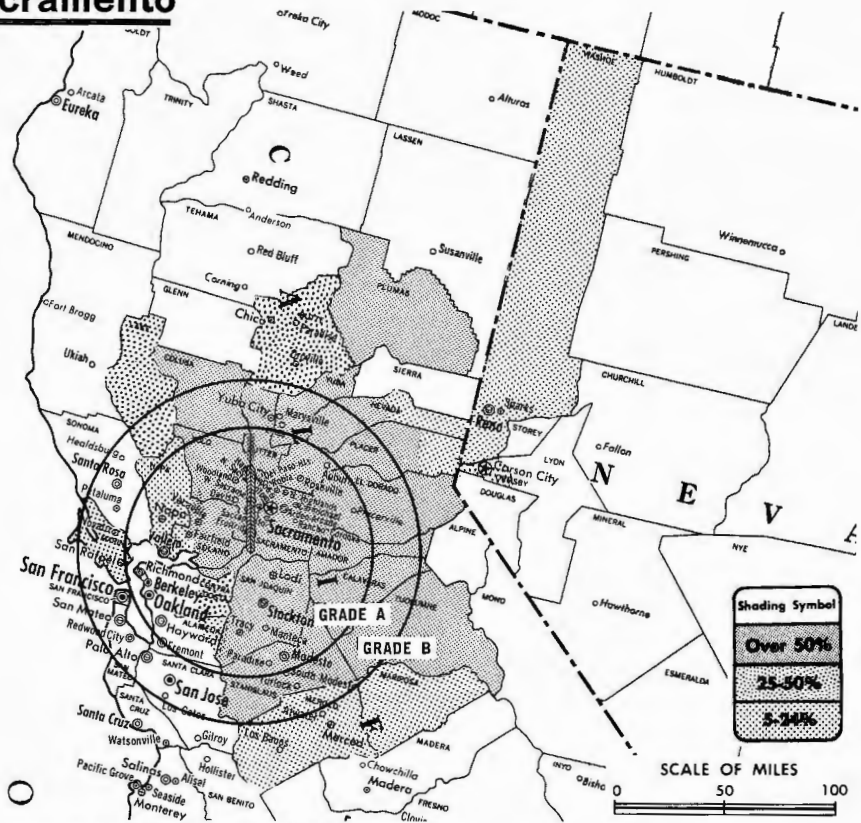
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KOVR Ref: FCC File No. BPCT—2187 Granted 5/29/57
Authorized: FCC File No. BPCT—2654 Granted 7/27/60

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

KOVR

Licensee: McClatchy Newspapers, 225 East Miner Ave., Stockton, Cal. (95202).

Studios: 225 E. Miner Ave., Stockton; 1216 Arden Way, Sacramento (95815).

Telephones: 209-466-6981, Stockton; 916-927-1313, Sacramento.

TWX No.: 209-942-1007, Stockton; 916-444-7999, Sacramento.

Ownership: McClatchy Newspapers, 100%. For other interests see KMJ-TV, Fresno, Cal.

Began Operation: Sept. 5, 1954. Sale to present owner by Metropolitan Bcstg. Corp. was approved July 29, 1964 by FCC (Television Digest, Vols. 3:40, 3:41). Sale to Metropolitan Bcstg. by Gannett Co. approved Dec. 12, 1959 by FCC, (Vols. 15:47-48, 16:1). Sale to Gannett by H. L. Hoffman and associates, approved Jan. 8, 1958 by FCC (Vol. 13:47, 14:2).

Represented (sales) by The Katz Agency Inc.

Personnel:

RAMSEY ELLIOTT, manager.
WILSON LEFLER, sales manager.
BEL LANGE, program manager.
JOSEPH TOMES, production manager.

DIGEST OF RATE CARD NO. 17A—(June 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AAA—7:30-10:30 p.m., daily.	\$2000.00	\$1200.00	\$600.00	\$400.00	\$375.00	\$225.00

NETWORK BASE HOURLY RATE: \$950.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	AMADOR	3,500	3,100	90
	CALAVERAS	3,600	3,200	90
	COLUSA	4,000	3,600	90
	EL DORADO W	9,200	8,500	93
	EL DORADO E	3,400	3,100	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEVADA WEST	7,000	6,200	89
	PLACER WEST	20,300	18,700	92
	PLUMAS	3,500	3,000	87
	SACRAMENTO	193,600	182,900	94
	SAN JOAQUIN	85,300	78,000	91
	SOLANO EAST	19,900	19,000	95
	STANISLAUS	55,000	49,800	90
	SUTTER	11,700	10,900	94
	TUOLUMNE	5,500	4,900	89
	YOLO	24,700	22,800	92
	YUBA	11,900	11,100	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	CALIFORNIA			
	BUTTE	34,200	31,000	91
	CONTRA COS E	76,200	72,800	95
	LAKE	6,100	5,200	85
	NEVADA			
	ORMSBY	3,400	3,200	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	CALIFORNIA			
	ALAMEDA EAST	11,700	11,000	94
	MARIN	57,000	53,300	94
	MARIPOSA	1,900	1,600	85
	MERCED	29,400	27,100	92
	NAPA NORTH	3,800	3,500	93
	NAPA SOUTH	18,600	17,200	93
	NEVADA EAST	800	700	88
	PLACER EAST	1,200	1,100	93
	SOLANO WEST	26,300	25,000	95
	NEVADA			
	WASHOE	42,600	39,400	93

STATION TOTALS 775,300 720,900 93

NET WEEKLY CIRCULATION (MARCH 1966) 515,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 332,400

California—Salinas-Monterey



Ch. 8

[Also operates satellite
KSBY-TV, San Luis Obispo]

Technical Facilities: Channel No. 8
(180-186 mc). Authorized power:
240-kw visual, 44.7-kw aural. Antenna:
2330-ft. above av. terrain, 251-ft.
above ground, 3328-ft. above sea level
using .5° electrical beam tilt.

Latitude 36° 45' 20"
Longitude 121° 30' 00"

Transmitter: Fremont Peak, 10-mi.
NE of Salinas.

Color: Network, film & slide.

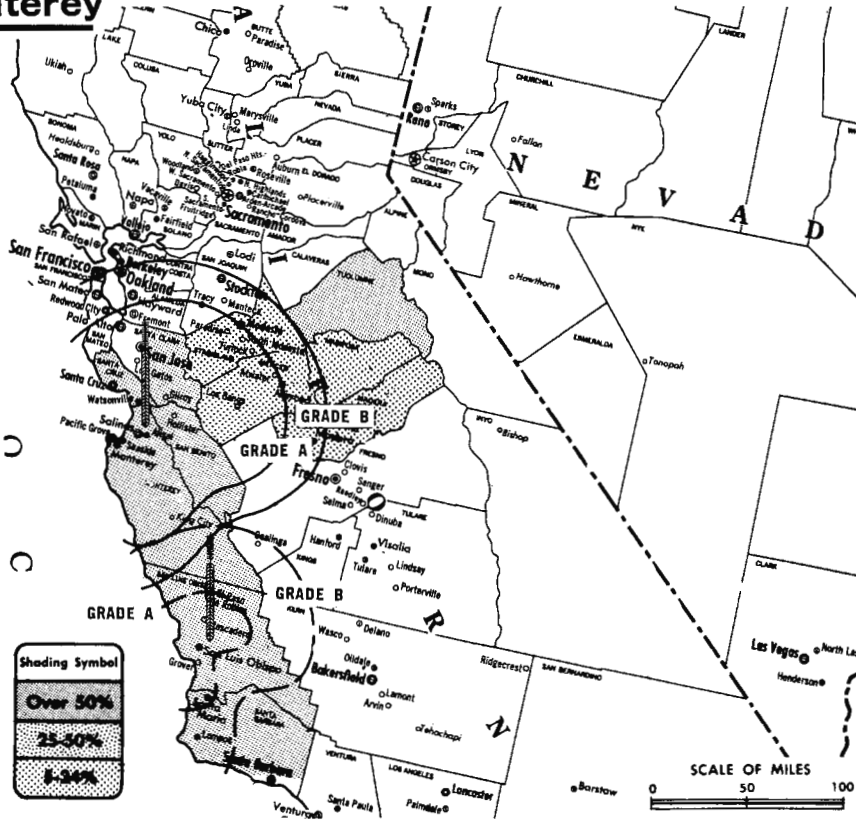
News Wire Service: UPI. Facsimile
Service: UPI.

O & O Translators: K13FJ, San Ardo;
K13GS, Carmel Valley Village, Cal.

AM Affiliate: KSBW, 5-kw, 1380 kc
(MBS).

FM Affiliate: KSBW-FM, 18.5-kw,
102.5 mc (No. 273), 2270-ft. antenna
height.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



KSBW-TV Ref: FCC File No. BMPCT—3913 Granted 6/13/56
KSBY-TV Ref: FCC File No. BMPCT—1066 Granted 4/28/53

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

KSBW-TV

Network Service: CBS, NBC.

Licensee: Central California Communications Corp., P.O. Box 1651,
Salinas, Cal. (93901).

Studio: 238 John St., Salinas, Cal. (93901).

Telephone: 408-422-6422. TWX No.: 910-368-7058.

Ownership: John C. Cohan, pres., 54.7%; Robert F. Klein, 6%;
Edward S. Shattuck estate, 11.4%; Wood Building Co., 13.9%;
several other stockholders, none owning more than 5%. Also
owns semi-satellite KSBY-TV, San Luis Obispo, Cal.; radios
KSBW & FM, Salinas; KSBY-FM, San Luis Obispo & KNGS,
Hanford-Fresno, Cal.; Central Cal. Communications Corp. (form-
erly Salinas Valley Bcstg.).

Began Operation: Sept. 11, 1953 as share-time outlet with KMBY-
TV, Monterey; on Feb. 2, 1955 FCC approved deal whereby it
bought and merged KMBY-TV (Television Digest, Vol. 10:45 &
11:6).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison, San Francisco.

Personnel:

JOHN C. COHAN, president.

ROBERT F. KLEIN, executive vice president.

RICHARD C. MEEKER, general sales manager.

DWIGHT WHEELER, operations manager.

BILL HARGAN, technical director.

EARL CORBLY, chief engineer.

ARB Data for this Station Includes Satellite
KSBY-TV, San Luis Obispo

DIGEST OF RATE CARD (PEBBLE BEACH MARK I) (June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.	\$700.00	\$420.00	\$280.00	\$210.00	\$175.00	\$175.00
	\$88.00					

Note: This is combined rate for KSBW-TV and KSBY-TV, San
Luis Obispo.

NETWORK BASE HOURLY RATE: \$650 (CBS), \$650 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	MONTEREY W	34,300	31,600	92
	MONTEREY E	28,700	26,500	92
	SAN BENITO	5,000	4,500	90
	SAN LS OBSPO	32,800	29,900	91
	SANTA BARB N	35,100	32,300	92
	SANTA CLAR E	9,200	8,700	95
	SANTA CRUZ	36,500	33,300	91
	TUOLUMNE	5,500	4,900	89

5-24 O/O	CALIFORNIA			
	MADERA	12,700	11,500	91
	MARIPOSA	1,900	1,600	85
	MERCED	29,400	27,100	92
	STANISLAUS	55,000	49,800	90

STATION TOTALS 286,100 261,700 91

NET WEEKLY CIRCULATION (MARCH 1966) 191,000
AVERAGE DAILY CIRCULATION (MARCH 1966) 126,600

California—San Diego

KAAR

Ch. 39

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 69.2-kw max. and 11.7-kw horizontal visual, 13.84-kw max. and 2.34-kw horizontal aural. Antenna: 1900-ft. above av. terrain, 156-ft. above ground, 2706-ft. above sea level.

Latitude 32° 41' 49"
Longitude 116° 56' 03"

Transmitter: San Miguel Mt., 13-mi. E of San Diego center.

TV tape: Recording facilities.

Color: Film & slide.

News Wire Service: AP.



Circulation © 1966 American Research Bureau.

KAAR Ref: FCC File No. BMPCT—6048 Granted 5/27/65

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

KAAR

Network Service: None, independent.

Grantee: San Diego Telecasters Inc., 8330 Engineer Rd., San Diego (92111).

Studio: 8330 Engineer Rd., San Diego (92111).

Telephone: 714-279-3939.

Ownership: Lawrence Shushan, pres., 33.33%; Paul Corriere, 33.33%; Town & Country Development Inc., 33.33%; Charles H. Brown, treas. Shushan has interest in radio KPRI(FM), San Diego. Note: Ownership change to following pends: Lawrence Shushan, 22%; Paul Corriere, 22%; Sample-Brown Enterprises, 6²/₃%; Town & Country Development, 49¹/₃%.

Began Operation: Nov. 14, 1965.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Clifford L. Duke Jr.

Represented (engineering) by John Merino, San Diego.

Personnel:

WILLIAM S. SAMPLE JR., president & general manager.
PAUL CORRIERE, vice president.
C. TERRY BROWN, vice president & treasurer.
GENTRIA McCREA, secretary.

DIGEST OF RATE CARD NO. 2
(Jan. 18, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-11 p.m., daily.	\$250.00	\$150.00	\$100.00	\$80.00	\$60.00	\$48.00
	\$24.00					

ARB County-by-County Data not available for this station since it was not in operation when the survey was made.

Net Weekly Circulation (March 1966)	21,200
Average Daily Circulation (March 1966)	5,300

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

CATV Pennsylvania	\$850,000
Radio TV Texas	\$2,300,000

116 Central Park South
New York, N.Y.

California—San Diego



KOGO-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc.) Authorized power: 316-kw max. and 124-kw horizontal visual, 31.6-kw aural, 750-ft. above av. terrain, 252-ft. above ground, 1049-ft. above sea level.

Latitude 32° 50' 20.5"
Longitude 117° 14' 56.5"

Transmitter: Mt. Soledad.

TV tape: Recording facilities.

Color: Network, film, slide.

News Wire Service: UPI.

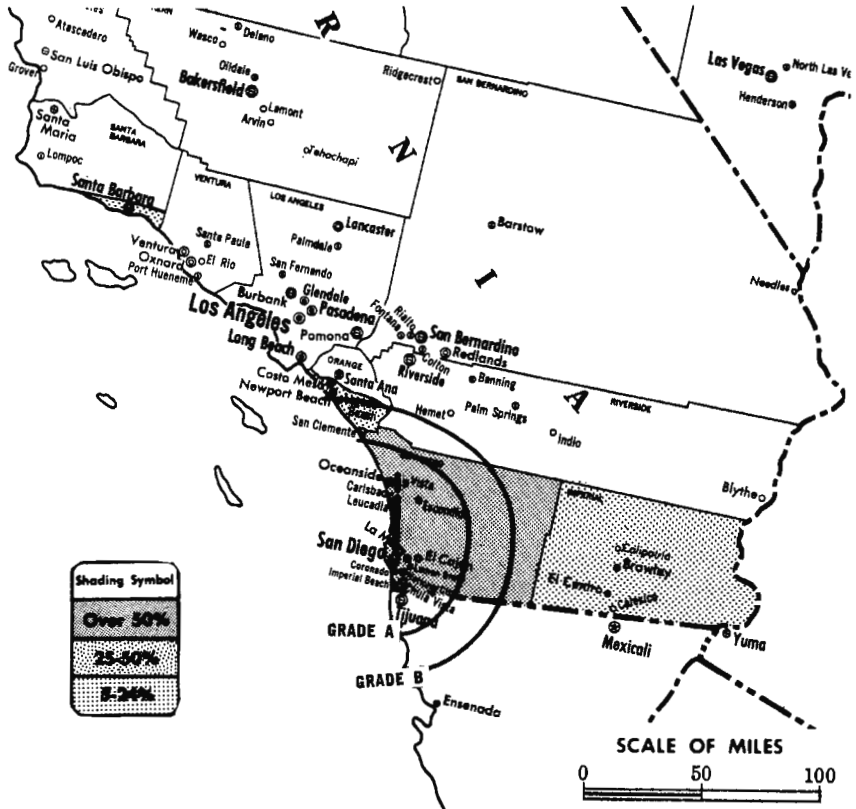
Facsimile Service: UPI.

News Film Service: NBC.

AM Affiliate: KOGO, 5-kw, 600 kc (NBC).

FM Affiliate: KOGO-FM, 100-kw, 94.1 mc (No. 231), 640-ft.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



KOGO-TV Ref: FCC File No. BMPCT-3170 Granted 7/1/55

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

KOGO-TV

Licensee: Time-Life Broadcast Inc., P.O. Box 628, San Diego (92112).

Studio: 47th St. & Freeway 94.

Telephone: 714-262-2421. TWX No.: 910-335-1247.

Ownership: Time-Life Broadcast Inc., 100%. For other interests, see Time under Group Ownership.

Began Operation: Sept. 13, 1953. Sale of control to Fox, Wells & Co. by Tom Sharp, Charles E. Salik and TBC group approved by FCC Oct. 13, 1954 (Television Digest, Vol. 13:31-32, 34, 38, 42). Sale of 46.22% to Newsweek by Fox, Wells & Co. interests approved Aug. 7, 1957 (Vol. 13:30, 33). Sale to Time-Life approved by FCC March 21, 1962 (Vol. 2:13).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

CLAYTON H. BRACE, v.p. & general manager.
JAY GRILL, station manager & director of sales.
LEROY BELLWOOD, director of engineering.
RAYMOND WATSON, controller.
BURKE ORMSBY, program director & film buyer.
KEITH NICHOLSON, advertising & promotion manager.
BRUCE FLEMING, local sales manager.
BILL STEVENS, production manager.
DEAN TURNER, manager of operations & traffic.
CHERYL SMITH, continuity manager.
GENE FUSON, news director.

DIGEST OF RATE CARDS NO. A10 & P7a
(July 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min.* 20 Sec.* 10 Sec.*
Class AA—7-10:30 p.m., daily.
\$1200.00 \$700.00 \$700.00 \$310.00 \$325.00 \$270.00 \$135.00

*Class AAA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1050.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	CALIFORNIA SAN DIEGO	374,100	352,600	94
5-24	CALIFORNIA IMPERIAL	20,500	17,600	86
0/0	ORANGE SOUTH	70,300	67,700	96
	SANTA BARB S	43,200	39,800	92
STATION TOTALS		508,100	477,700	94
NET WEEKLY CIRCULATION (MARCH 1966)			347,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			258,700	

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

**TIME
LIFE
BROADCAST**

A major voice in our community **THE KOGO STATIONS**

KOGO-TV-AM FM | NBC FOR SAN DIEGO
REPRESENTED NATIONALLY BY THE KATZ AGENCY

California—San Diego



KFMB-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum and 245-kw horizontal visual, 37.5-kw aural. Antenna: directional, 760-ft. above av. terrain, 284-ft. above ground, 1049-ft. above sea level. Latitude 32° 50' 17" Longitude 117° 14' 56"

Transmitter: Mt. Soledad.
TV tape: Recording facilities.
Color: Network, live, film & slide.
News Wire Service: AP, UPI.
News Film Service: CBS.
Facsimile Service: UPI.
AM Affiliate: KFMB, 5-kw, 760 kc (CBS).
FM Affiliate: KFMB-FM, 18.5-kw, 100.7 mc (No. 264), 630-ft.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KFMB-TV Ref: FCC File No. BMPCT-3015 Granted 5/12/55

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

KFMB-TV

Licensee: Midwest Television Inc., 5th & Ash St., San Diego, Cal. (92101).

Studio: Fifth and Ash.

Telephone: 714-232-2114. TWX No.: 910-335-1245.

Ownership: Midwest Television Inc., 100%. For other interests, see WCIA, Champaign, Ill.

Began Operation: May 16, 1949. Sold to Kennedy Bcstg. Co. April 25, 1951 (Television Digest, Vol. 7:18); sold to Wrather-Alvarez Broadcasting March 25, 1953 (Vol. 9:5, 13). Sale of 38.89% interest by Maria Helen Alvarez to Marietta Investment Corp. approved July 2, 1958 by FCC (Vol. 14:24, 27). Merger of Marietta Bcstg. Inc. into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

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

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

AUGUST C. MEYER, president, Midwest Television Inc.
GEORGE WHITNEY, v.p. & general manager.
BILL FOX, station manager & film buyer.
BOB RICHARDS, sales manager.
GEORGE STANTIS, program & promotion director.
LOUIS REESE, operations manager.
RALPH HODGES, production manager.
CHARLES ABEL, manager of engineering.
ANTON KUHN, controller.

DIGEST OF RATE CARD NO. 22
(June 21, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—8:00-11:00 p.m., daily.	\$1200.00	\$720.00	\$480.00	\$384.00	\$408.00	\$326.00
NETWORK BASE HOURLY RATE:	\$1050.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA SAN DIEGO	374,100	352,600	94
5-24 O/O	CALIFORNIA ORANGE SOUTH	70,300	67,700	96
STATION TOTALS		444,400	420,300	95
NET WEEKLY CIRCULATION (MARCH 1966)			350,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			270,300	



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

California—Tijuana-San Diego



XETV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 550-ft. above ground, 1423-ft. above sea level.

Latitude 32° 30' 49"
Longitude 117° 01' 08"

Transmitter: Mount San Antonio, Tijuana, B.C., Mexico.

Studio: Mount San Antonio, Tijuana, B.C., Mexico.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



Predicted contours supplied by station.

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

XETV

Licensee: Radio-Television, S.A.

Business Address: 7th & Ash Street, San Diego, Cal. (92101).

Telephone: 714-234-8431.

TWX No.: 714-231-0815.

Ownership: Emilio Azcarraga, principal stockholder. For other interests see XEW-TV, Mexico City in the International Station Directory.

Began Operation: Feb. 18, 1953.

Represented (sales) by Blair Television Associates.

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

Personnel:

JULIAN M. KAUFMAN, v.p., general manager & film buyer.
LOU MEIERS, business manager.
TED MILLAN, general sales manager & film buyer.
PHIL FERNANDEZ, chief engineer.
RUSS TILFORD, program manager.

DIGEST OF RATE CARD NO. 18

(Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.
Class AA—7:30-11 p.m., daily.					
\$1200.00	\$750.00	\$450.00	\$375.00	\$220.00	\$130.00
NETWORK BASE HOURLY RATE: \$800.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	CALIFORNIA SAN DIEGO	374,100	352,600	94
STATION TOTALS		374,100	352,600	94
NET WEEKLY CIRCULATION (MARCH 1966)			323,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			191,000	

California—Tijuana-San Diego

XEWT-TV

Ch. 12

[Spanish language outlet]

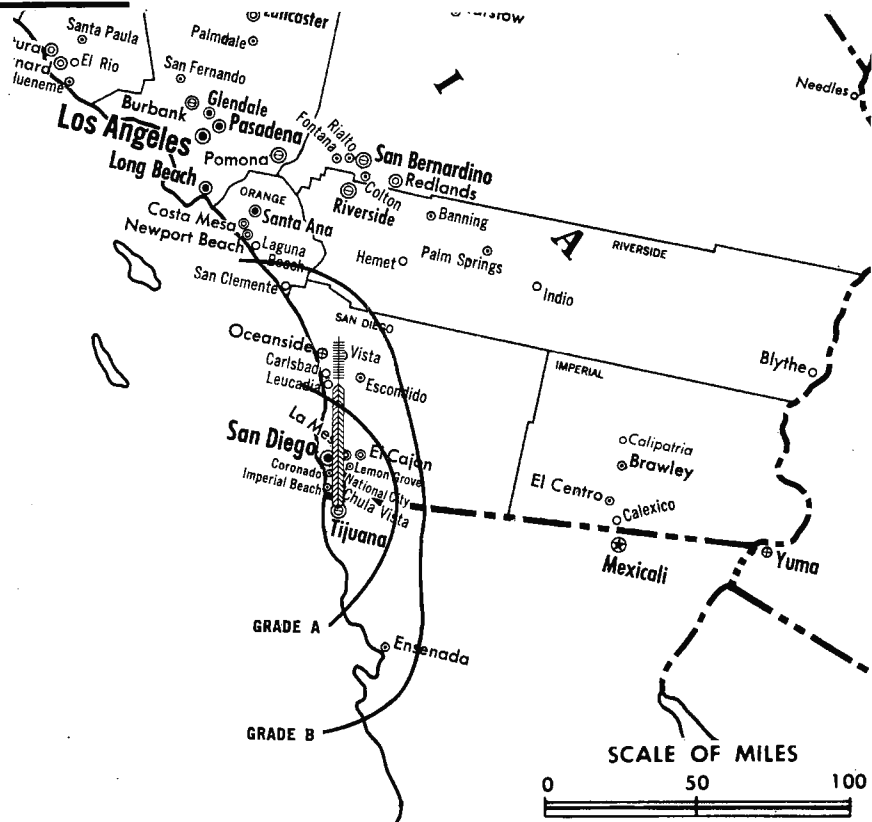
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 64-kw visual, 32-kw aural. Antenna: 1000-ft. above av. terrain, 200-ft. above ground, 1250-ft. above sea level.

Latitude 32° 30' 50"
Longitude 117° 01' 10"

Transmitter: Monte San Antonio, Tijuana, Baja California, Mexico.

TV tape: Recording facilities.

News Wire Service: UPI.



Predicted contours supplied by station.

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

XEWT-TV

Network Service: None, independent Spanish language outlet.

Licensee: Televisora de Calimex, S.A., P.O. Box 996, San Ysidro, Cal.

Studio: Monte San Antonio, P.O. Box 12, Tijuana, Baja California, Mexico.

Telephones: 5-9201; 5-9202, Tijuana.

Ownership: Telesistema Mexicano S.A.; Emilio Azcarraga, principal stockholder. For other interests, see XEW-TV, Mexico City, in Foreign Station Directory.

Began Operation: July 12, 1960.

Represented (sales) by Spanish International Network Sales Inc.

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

Personnel:

JOSE MARQUEZ, general manager.
CARLOS H. LUNA, program promotion manager.
VICENTE ALBA, sales manager.
DORA MARTINEZ, business manager.
MARIO ACOSTA, traffic manager.
MAX DUENAS, chief engineer.

DIGEST OF RATE CARD NO. 3

(Jan. 1, 1966)

Hour	30 Min.	Min.	20 or 30 Sec.	10 Sec.
Class AAA—7-10:30 p.m., daily.				
\$250.00	\$125.00	\$42.00*	\$29.00	\$20.00

*Class AAA—Participating announcement programs, \$75.

ARB Data Not Available

BLACKBURN

& Company, Inc.

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

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
333-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
John G. Williams
Mony Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Collin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

California—San Francisco

KEMO-TV

Ch. 20

(Due to Begin Operation in Spring)

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 5000-kw max. and 852-kw horizontal visual, 1000-kw max. and 170-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 270-ft. above ground, 1500-ft. above sea level.

Latitude 37° 41' 17"
Longitude 122° 26' 07"

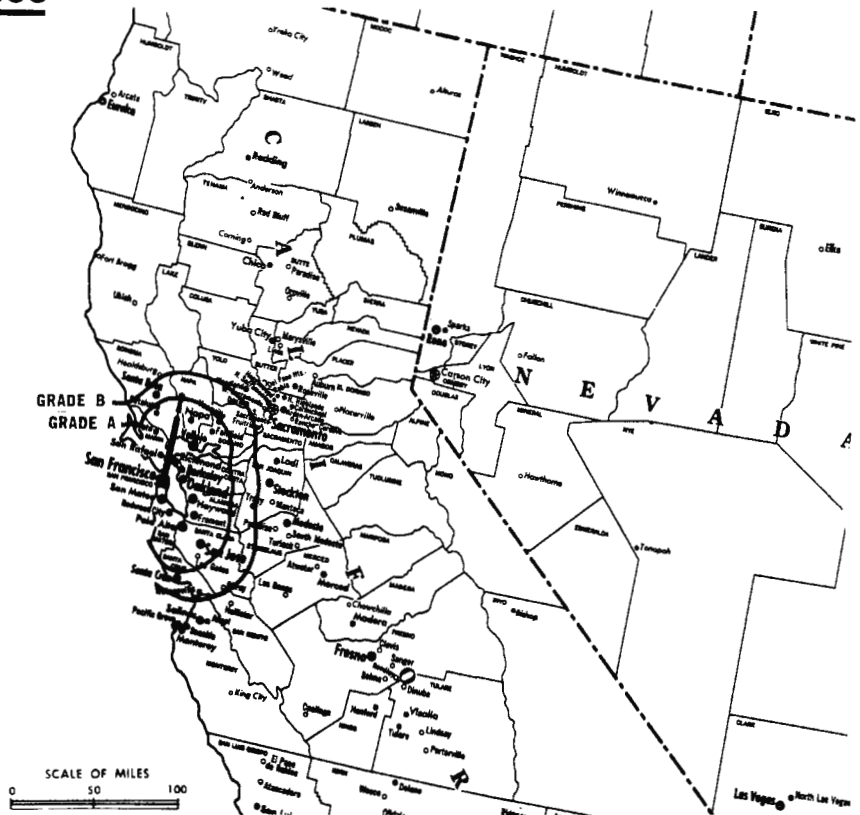
Transmitter: San Bruno Mt.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



KEMO-TV Ref: FCC File No. BMPCT-6386 Granted 11/15/86

© American Map Co., Inc. No. 14244

KEMO-TV

Network Service: None to start, will be with ON later.

Grantee: D. H. Overmyer Communications Co., 41 E. 42nd St., New York, N.Y.

Studio: Whitcomb Hotel, 1223 Market St., San Francisco.

Ownership: See WDHO-TV, Toledo, Ohio.

Represented (sales) by National Television Sales Inc.

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

Represented (engineering) by Paul Godley Co. and Rod Chipp Assoc.

Personnel:

RUSSELL A. GREER JR., v.p. & general manager.

JOHN CSIA, program director.

R. A. JEU-DEVINE, chief engineer.

Base hourly rate: \$600.

ADDITIONAL DATA NOT AVAILABLE

ARB Data not available since the station was not in operation when the survey was made.

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

California—San Francisco



KGO-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1210-ft. above av. terrain. 517-ft. above ground, 1348-ft. above sea level.

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

Holds CP for change to 1670-ft. above av. terrain, 977-ft. above ground, 1806-ft. above sea level.

Transmitter: Mt. Sutro.

Studio: 277 Golden Gate Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide.

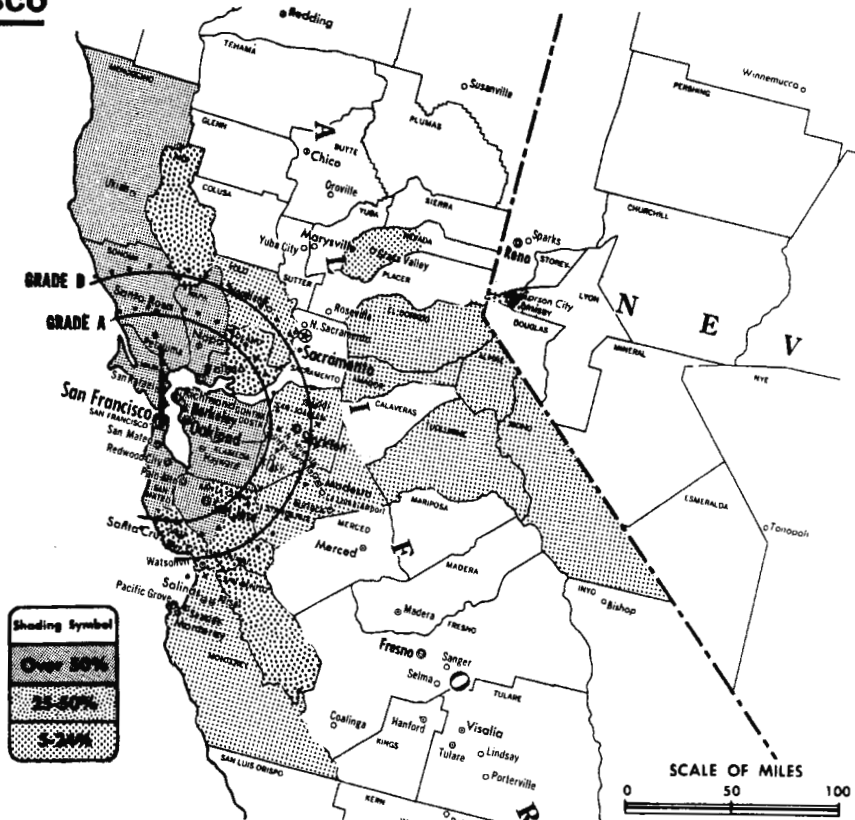
News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: KGO, 50-kw, 810 kc (ABC).

FM Affiliate: KGO-FM, 23.6-kw, 103.7 mc (No. 279), 1180-ft. antenna height.

Total Households: © BRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV % and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1985 ARB study.



KGO-TV Ref: FCC File No. BPC1-1514 Granted 5/5/53
CP: BPC1-2401 Granted 2/10/65

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

KGO-TV

Licensee: American Broadcasting Companies Inc., 277 Golden Gate Ave., San Francisco, Cal. (94102).

Telephone: 415-863-0077. TWX No.: 415-393-7317.

Ownership: See WABC-TV, New York.

Began Operation: May 5, 1949.

Represented (sales) by ABC Television Spot Sales, Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

DAVID M. SACKS, v.p. & general manager.
RUSS COUGHLAN, general sales manager.
KEN FLOWER, sales manager.
SEYMOUR HOROWITZ, program manager & film buyer.
GEORGE FELDMAN, research director.
JACK SAMPSON, promotion & publicity director.
ROBERT MITCHELL, film department director.
HARRY JACOBS, chief engineer.
CALVIN THOMAS, production manager.
ROGER GRIMSBY, director of news.
GORDON WALDEAR, director of public affairs.
RICHARD H. WEST, operations manager.

DIGEST OF RATE CARD NO. 66/4—(Dec. 11, 1966)

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

Class AAA—7:29-11 p.m., Mon.-Sat.; 6:59-11 p.m., Sun.
\$2500.00 \$1500.00 \$1000.00 \$665.00 Graded rates apply*

*Highest rate: \$1200.

NETWORK BASE HOURLY RATE: \$2400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	ALAMEDA EAST	11,700	11,000	94
	ALAMEDA WEST	343,900	322,000	94
	CONTRA COS E	76,200	72,800	95
	CONTRA COS W	72,700	69,400	95
	MARIN	57,000	53,300	94

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MENDOCINO	17,200	14,600	85
	NAPA NORTH	3,800	3,500	93
	NAPA SOUTH	18,600	17,200	93
	SAN FRANCISCO	302,600	264,400	87
	SAN MATEO	171,500	164,900	96
	SANTA CLAR W	253,500	239,800	95
	SOLANO WEST	26,300	25,000	95
	SONOMA NORTH	38,900	35,500	91
	SONOMA SOUTH	18,200	16,600	91

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	CALIFORNIA			
	LAKE	6,100	5,200	85
	SAN BENITO	5,000	4,500	90
	SANTA CLAR E	9,200	8,700	95
	SANTA CRUZ	36,500	33,300	91
	SOLANO EAST	19,900	19,000	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	NEVADA			
	ORMSBY	3,400	3,200	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	CALIFORNIA			
	ALPINE	100	100	75
	AMADOR	3,500	3,100	90
	EL DORADO W	9,200	8,500	93
	EL DORADO E.	3,400	3,100	93
	MONO	900	600	72
	MONTEREY W	34,300	31,600	92
	MONTEREY E	28,700	26,500	92
	NEVADA WEST	7,000	6,200	89
	SAN JOAQUIN	85,300	78,000	91
	STANISLAUS	55,000	49,800	90
	TUOLUMNE	5,500	4,900	89
	YOLO	24,700	22,800	92

STATION TOTALS 1,749,800 1,619,100 93

NET WEEKLY CIRCULATION (MARCH 1966) 1,248,900
AVERAGE DAILY CIRCULATION (MARCH 1966) 806,700

California—San Francisco



KPIX

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1140-ft. above av. terrain, 400-ft. above ground, 1231-ft. above sea level.

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

Transmitter: Mt. Sutro Television Center.

Studio: 2655 Van Ness.

Telephone: 415-776-5100.

TWX No.: 415-393-7334.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

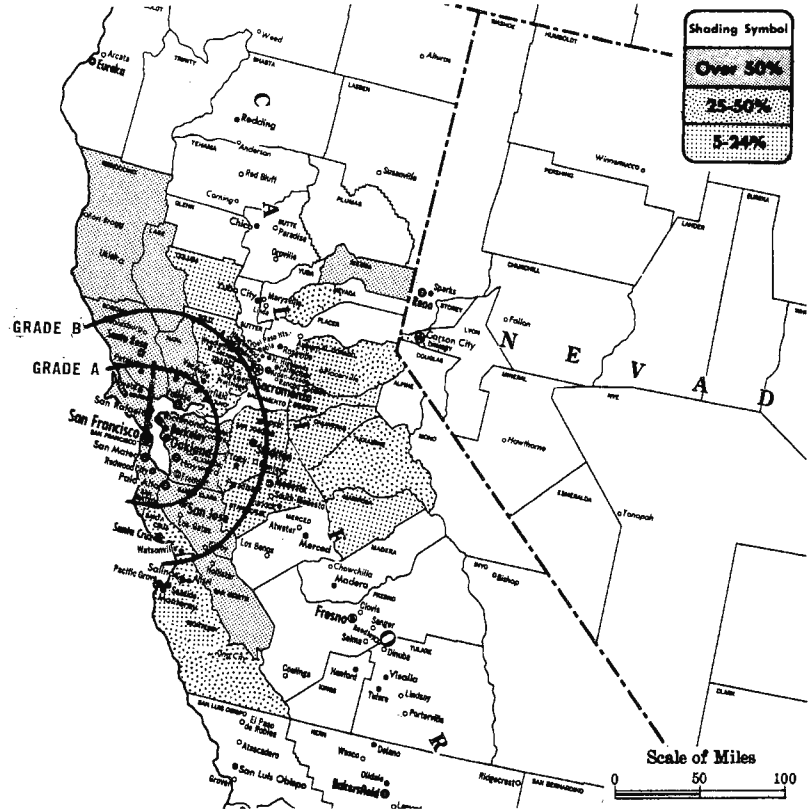
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KPIX Ref: FCC File No. BNPCT-912 Granted 1/2/53

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

KPIX

Licensee: Westinghouse Broadcasting Co. Inc., 2655 Van Ness Ave., San Francisco, Cal. (94109).

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman & pres.; Larry H. Israel, exec. v.p., pres., station group; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Benjamin Wolfe, v.p., engineering; Richard M. Pack, sr. v.p., programming; Jerome R. Reeves, v.p., creative services; Alexander W. Dannenbaum Jr., sr. v.p., marketing; J. K. Mikita, sr. v.p. finance; James Allen, v.p., television; David N. Lewis, national adv. & sales promotion mgr. Also operates TV stations WBZ-TV, Boston; KYW-TV, Philadelphia; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore & 7 radio stations.

Began Operation: Dec. 22, 1948. Sold to present owner by Associated Bcstrs. Inc. (Television Digest, Vol. 9:45, 10:11, 15, 19, 27).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- DONALD H. MCGANNON, president & chairman of board.
- LARRY ISRAEL, executive vice president.
- PHILIP G. LASKY, staff v.p., West Coast.
- LOUIS S. SIMON, area v.p.
- FRED E. WALKER, general manager.
- R. E. PUSEY, business manager.
- AUBREY HOLMAN, general sales manager.
- CHESTER E. ZANESKI, sales manager.
- E. ROBERT NASHICK, advertising & sales promotion manager.
- GEORGE MOYNIHAN, program manager & film buyer.
- CARYL COLEMAN, public affairs director.
- DON BRICE, news director.
- RAY HOLTZ, chief engineer.

DIGEST OF RATE CARD NO. 24—(July 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11:30 p.m., daily.	\$2450.00	\$1470.00	\$980.00	\$900.00*	\$475.00*

*Class AA—7:29-10:29 p.m., daily.

NETWORK BASE HOURLY RATE: \$2500.

For Group W Corporate Data
see listing under Group Ownership.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	ALAMEDA EAST	11,700	11,000	94
	ALAMEDA WEST	343,900	322,000	94
	CONTRA COS E	76,200	72,800	95
	CONTRA COS W	72,700	69,400	95
	LAKE	6,100	5,200	85
	MARIN	57,000	53,300	94
	MENDOCINO	17,200	14,600	85
	NAPA NORTH	3,800	3,500	93
	NAPA SOUTH	18,600	17,200	93
	SAN BENITO	5,000	4,500	90
	SAN FRANCISCO	302,600	264,400	87
	SAN MATEO	171,500	164,900	96
	SANTA CLAR W	253,500	239,800	95
	SANTA CLAR E	9,200	8,700	95
	SIERRA	800	600	85
	SOLANO WEST	26,300	25,000	95
	SONOMA NORTH	38,900	35,500	91
	SONOMA SOUTH	18,200	16,600	91

25-50 O/O	CALIFORNIA			
	EL DORADO E	3,400	3,100	93
	MONTEREY W	34,300	31,600	92
	NEVADA WEST	7,000	6,200	89
	SANTA CRUZ	36,500	33,300	91
	SOLANO EAST	19,900	19,000	95
	TUOLUMNE	5,500	4,900	89
	NEVADA ORMSBY	3,400	3,200	93

5-24 O/O	CALIFORNIA			
	AMADOR	3,500	3,100	90
	CALAVERAS	3,600	3,200	90

(Continued on page 101-b)

STATION TOTALS 1,759,100 1,627,400 93

NET WEEKLY CIRCULATION (MARCH 1966) 1,312,900
AVERAGE DAILY CIRCULATION (MARCH 1966) 949,200

California—San Francisco



KRON-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 12.3-kw aural. Antenna: 1310-ft. above av. terrain, 200-ft. above ground, 1480-ft. above sea level.

Latitude 37° 41' 12"
Longitude 122° 26' 03"

Requests change to 1818-ft. above av. terrain, 734-ft. above ground, 2049-ft. above sea level, lat. 37° 41' 15", long. 122° 26' 04".

Transmitter: TV Peak, San Bruno Mt.

TV tape: Recording facilities.

Color: Network, film, slide.

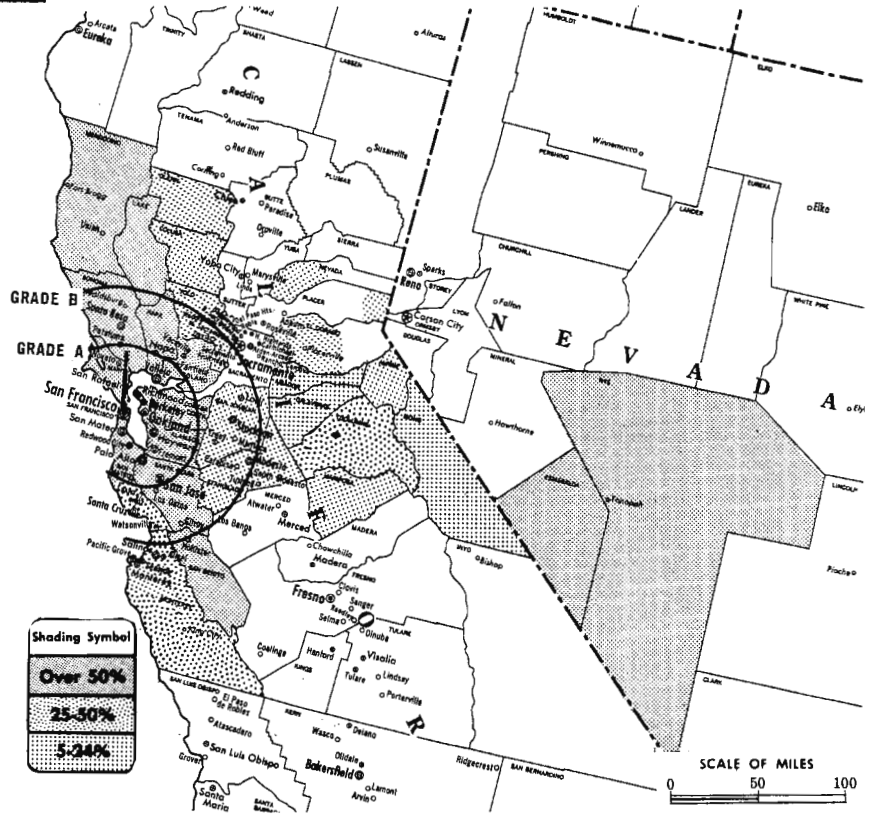
News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

FM Affiliate: KRON-FM, 13.5-kw, 96.5 mc (No. 243), 1360-ft.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation © 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KRON-TV Ref: FCC File No. BMPCT-859 Granted 1/2/53

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

KRON-TV

Licensee: Chronicle Broadcasting Co., Mission St. (94119).

Studio: 929 Mission St.

Telephone: 415-421-1100. TWX No.: 415-393-7632.

Ownership: Chronicle Publishing Co., publisher of San Francisco Chronicle, 100%; Charles DeYoung Thierlot, pres.

Began Operation: Nov. 15, 1949.

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

Represented (legal) by Lester W. Spillane (San Francisco).

Represented (engineering) by Hammett & Edison (San Francisco).

Personnel:

- HAROLD P. SEE, president.
- A. H. (AL) CONSTANT, v.p. & general manager.
- WILLIAM A. MORRISON, sales manager.
- E. PACK PHILIPS, operations manager.
- A. RICHARD ROBERTSON, promotion manager.
- J. L. BERRYHILL, chief engineer.
- RICHARD BEHRENDT, program manager.
- MEL J. KAMPMANN, news director.
- THOMAS MULLAHEY, public affairs director.

DIGEST OF RATE CARD NO. 23 (Sept. 12, 1966)

Hour 30 Min. 15 Min. 5 Min. Min.* 20 Sec.* ID*
Class AAA—7:30-11 p.m., daily.
\$2800.00 \$1680.00 \$1250.00 \$1100.00 \$550.00

*Class AAA—7:30-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$2750.

For Color Set Penetration by Market

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	ALAMEDA EAST	11,700	11,000	94
	ALAMEDA WEST	343,900	322,000	94
	CONTRA COS E	76,200	72,800	95
	CONTRA COS W	72,700	69,400	95
	LAKE	6,100	5,200	85
	MARIN	57,000	53,300	94
	MENDOCINO	17,200	14,600	85
	NAPA NORTH	3,800	3,500	93
	NAPA SOUTH	18,600	17,200	93
	SAN BENITO	5,000	4,500	90
	SAN FRANCISCO	302,600	264,400	87
	SAN MATEO	171,500	164,900	96
	SANTA CLAR W	253,500	239,800	95
	SANTA CLAR E	9,200	8,700	95
	SOLANO EAST	19,900	19,000	95
	SOLANO WEST	26,300	25,000	95
	SONOMA NORTH	38,900	35,500	91
	SONOMA SOUTH	18,200	16,600	91
	NEVADA			
	ESMERALDA	200	100	65
	NYE	2,000	1,500	76

25-50 O/O	CALIFORNIA			
	MONTEREY W	34,300	31,600	92
	SANTA CRUZ	36,500	33,300	91
	TUOLUMNE	5,500	4,900	89

5-24 O/O	CALIFORNIA			
	ALPINE	100	100	75
	AMADOR	3,500	3,100	90
	CALAVERAS	3,600	3,200	90

(Continued on page 101-b)

STATION TOTALS		1,761,600	1,629,100	92
NET WEEKLY CIRCULATION (MARCH 1966)			1,294,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			870,900	

California—San Francisco

KSAN-TV

Ch. 32

[Satellite of KICU-TV, Visalia (Fresno), Cal.]

Technical Facilities: Channel No. 32 (578-485 mc). Authorized power: 16.2-kw visual, 9.12-kw aural. Antenna: 1090-ft. above av. terrain, 372-ft. above ground, 1203-ft. above sea level.

Latitude 37° 45' 30"
Longitude 122° 27' 05"

Transmitter: Claradon Heights, between Mt. Sutro & Twin Peaks.



KSAN-TV Ref: FCC File No. BPCT-1546 Granted 4/29/53

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

KSAN-TV

Network Service: None, repeats programs of independent KICU-TV, Visalia (Fresno).

Licensee: S. H. Patterson, 1141 Market St.

Studio: 1141 Market St.

Telephone: 621-2300.

Ownership: S. H. Patterson, 100%. Note: Sale to Metromedia pends.

Began Operation: March 9, 1954, but quit air June 21, 1958. Re-summed operation Feb. 16, 1966.

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

Represented (engineering) by Radio Engineering Co.

Represented (sales) by Eastman TV Inc.

Personnel:

NORWOOD J. PATTERSON, executive director.

FRED GWYNN, chief engineer.

Rates: KSAN-TV picks up and repeats programs of KICU-TV, Visalia (Fresno) and is included as a bonus to that station.

ARB Data for this Station is not available since it was not in operation when the survey was made.

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

California—Oakland-San Francisco

KTVU

Ch. 2

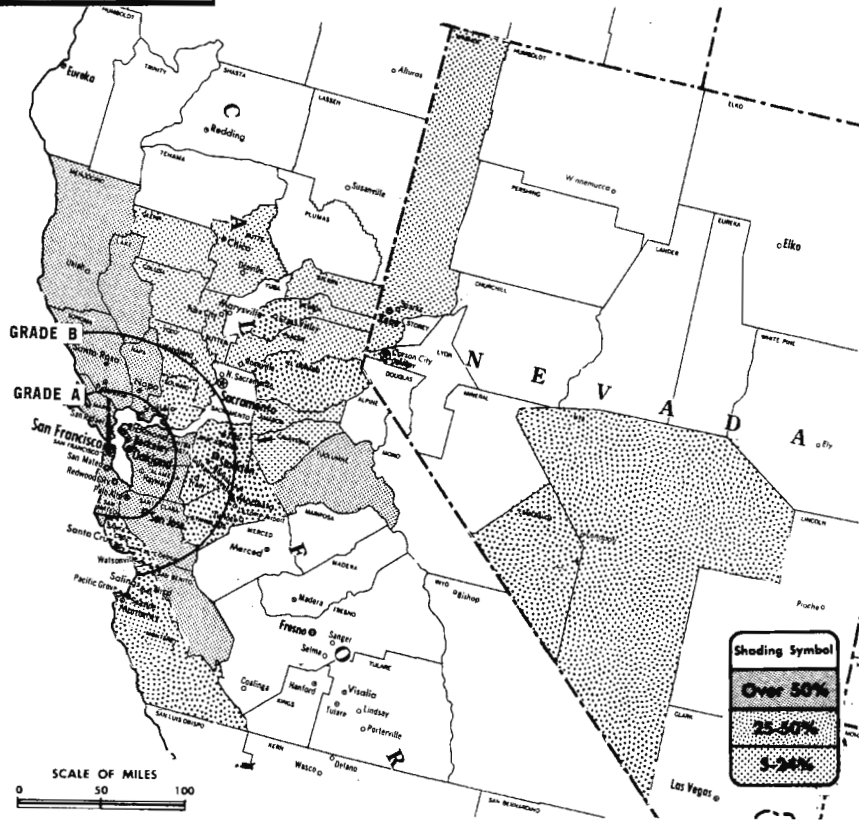


Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 1186-ft. above av. terrain, 188-ft. above ground, 1408-ft. above sea level.

Latitude 37° 41' 20"
Longitude 122° 26' 07"

Transmitter: San Bruno Mt.
TV tape: Recording facilities.
Color: Network, film, slide.
News Wire Service: AP.
Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KTVU Ref: FCC File No. BPCT-1842 Granted 9/18/57

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

KTVU

Network Service: None, independent.

Grantee: San Francisco-Oakland Television, One Jack London Square, Oakland, Cal. (94607).

Studio: Jack London Square, Oakland.

Telephone: 415-834-2000.

TWX No.: 910-366-7030.

Ownership: San Francisco-Oakland Television, wholly owned by Cox Broadcasting Corp., James M. Cox Jr., chmn.; J. Leonard Reinsch, pres.; Frank Gaither, v.p. For other Cox radio-TV interests, see WHIO-TV, Dayton, O.

Began Operation: March 3, 1958. Sale to present owner by Ward D. Ingram and Associates approved Oct. 16, 1963 by FCC (Television Digest, Vol. 3:32, 42).

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

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

Personnel:

FRANK G. KING, v.p. & general manager.
GLENN W. MAEHL, general sales manager.
ROBERT I. MART, national sales manager.
THOMAS A. BREEN, program director.
WILLIAM MUELLER, business manager.
JOE COSTANTINO, advertising & promotion director.
GEORGE GREAVES, director of public affairs.
BUDD WIENER, operations & sports director.
ROBERT ARNE, chief engineer.

DIGEST OF RATE CARD NO. 10 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.	\$2200.00	\$1320.00	\$880.00		Graded rates apply*

*Highest rate: \$1200.

For Color Set Penetration,
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA-			
	ALAMEDA EAST	11,700	11,000	94
	ALAMEDA WEST	343,900	322,000	94
	CONTRA COS E	76,200	72,800	95
	CONTRA COS W	72,700	69,400	95
	LAKE	6,100	5,200	85
	MARIN	57,000	53,300	94
	MENDOCINO	17,200	14,600	85
	NAPA NORTH	3,800	3,500	93
	NAPA SOUTH	18,600	17,200	93
	SAN BENITO	5,000	4,500	90
	SAN FRANCISCO	302,600	264,400	87
	SAN MATEO	171,500	164,900	96
	SANTA CLAR W	253,500	239,800	95
	SANTA CLAR E	9,200	8,700	95
	SOLANO WEST	26,300	25,000	95
	SONOMA NORTH	38,900	35,500	91
	SONOMA SOUTH	18,200	16,600	91
	TUOLUMNE	5,500	4,900	89
25-50 O/O	CALIFORNIA			
	EL DORADO W	9,200	8,500	93
	EL DORADO E	3,400	3,100	93
	MONTEREY W	34,300	31,600	92
	NEVADA WEST	7,000	6,200	89
	SAN JOAQUIN	85,300	78,000	91
	SANTA CRUZ	36,500	33,300	91
	SOLANO EAST	19,900	19,000	95
	STANISLAUS	55,000	49,800	90
	NEVADA			
	ESMERALDA	200	100	65
	NYE	2,000	1,500	76
	ORMSBY	3,400	3,200	93

(Continued on next page)

STATION TOTALS 1,875,900 1,734,400 92

NET WEEKLY CIRCULATION (MARCH 1966) 1,204,700
AVERAGE DAILY CIRCULATION (MARCH 1966) 546,500

TV Factbook No. 37

KCRA-TV, Sacramento

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	CALIFORNIA			
0/0	ALAMEDA EAST	11,700	11,000	94
	CONTRA COS W	72,700	69,400	95
	GLENN	5,700	5,200	92
	MARIN	57,000	53,300	94
	MENDOCINO	17,200	14,600	85
	MERCED	29,400	27,100	92
	NAPA SOUTH	18,600	17,200	93
	SANTA CRUZ	36,500	33,300	91
	SOLANO WEST	26,300	25,000	95
	SONOMA NORTH	38,900	35,500	91
	SONOMA SOUTH	18,200	16,600	91
	NEVADA			
	WASHOE	42,600	39,400	93

KPIX, San Francisco

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	CALIFORNIA—(Continued)			
	COLUSA	4,000	3,600	90
5-24	EL DORADO W	9,200	8,500	93
0/0	MARIPOSA	1,900	1,600	85
	MONTEREY E	28,700	26,500	92
	SAN JOAQUIN	85,300	78,000	91
	STANISLAUS	55,000	49,800	90
	YOLO	24,700	22,800	92

KRON-TV, San Francisco

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	CALIFORNIA—(Continued)			
	COLUSA	4,000	3,600	90
	EL DORADO W	9,200	8,500	93
5-24	GLENN	5,700	5,200	92
0/0	MARIPOSA	1,900	1,600	85
	MONO	900	600	72
	MONTEREY E	28,700	26,500	92
	NEVADA WEST	7,000	6,200	89
	PLACER EAST	1,200	1,100	93
	SAN JOAQUIN	85,300	78,000	91
	STANISLAUS	55,000	49,800	90
	YOLO	24,700	22,800	92

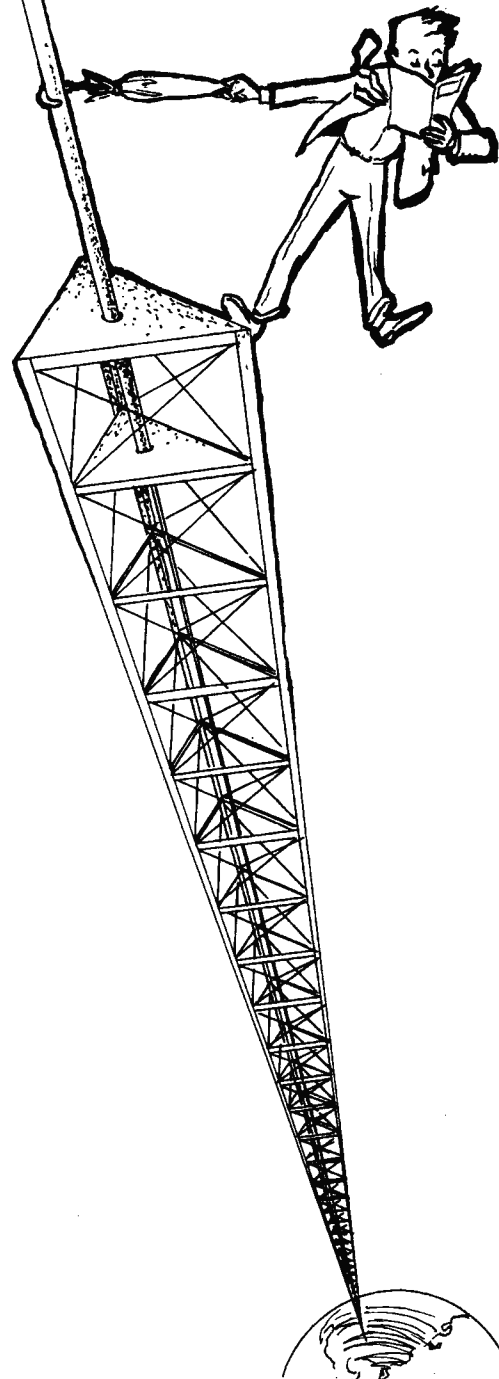
KTVU, Oakland-San Francisco

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	CALIFORNIA			
0/0	AMADOR	3,500	3,100	90
	BUTTE	34,200	31,000	91
	CALAVERAS	3,600	3,200	90
	COLUSA	4,000	3,600	90
	GLENN	5,700	5,200	92
	MONTEREY E	28,700	26,500	92
	NEVADA EAST	800	700	88
	PLACER WEST	20,300	18,700	92
	PLACER EAST	1,200	1,100	93
	SIERRA	800	600	85
	SUTTER	11,700	10,900	94
	YOLO	24,700	22,800	92
	NEVADA			
	WASHOE	42,600	39,400	93

STAY ON TOP OF THE INDUSTRY

with
Television Digest



See page 803-b for details.

California—San Jose



KNTV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 26.8-kw visual, 2.95-kw aural. Antenna: directional, 2769-ft. above av. terrain, 291-ft. above ground, 4079-ft. above sea level.

Latitude 37° 06' 40"
Longitude 121° 50' 34"

Transmitter: 4.6-mi. SSW of New Almaden, Peak Loma Prieta.

TV tape: Recording facilities.

Color: Network, film & slide.

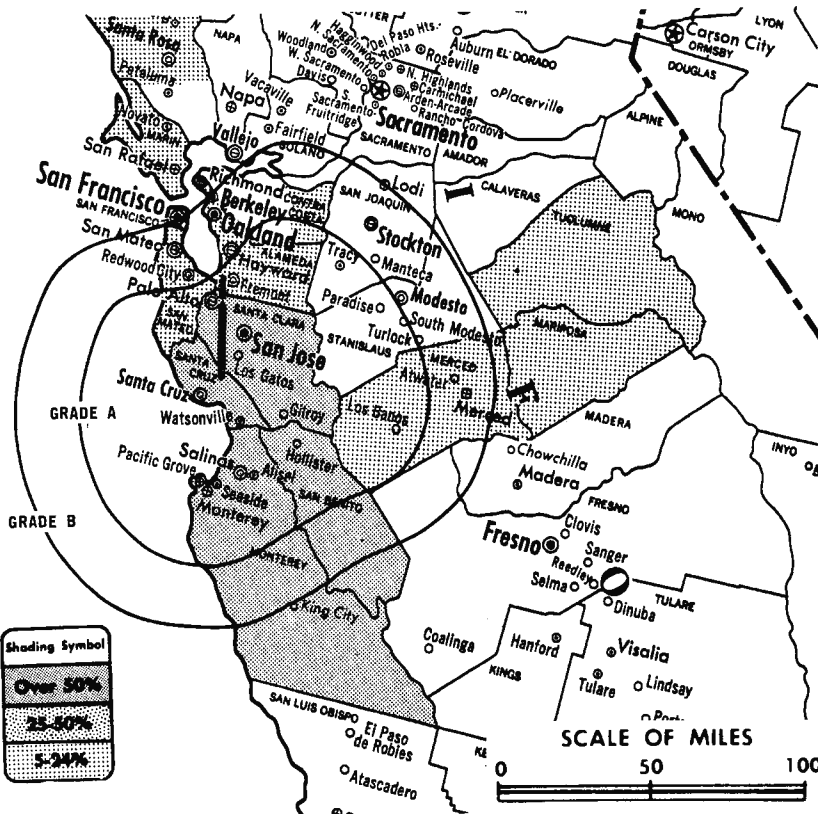
News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: UPI.

O & O Translator: K12DU, Los Gatos & Saratoga, Cal.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1985 ARB study.



KNTV Ref: FCC File No. BPCF—2281 Granted 5/17/57

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

KNTV

Licensee: Standard Radio & Television Co., 645 Park Ave., San Jose, Cal. (95110).

Studio: 645 Park Ave.

Telephone: 408-297-5577.

Ownership: Allen T. Gilliland, 73.18%; in trust for the children of A. T. Gilliland, 26.82%.

Began Operation: Sept. 12, 1955.

Represented (sales) by Blair TV.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

FRAN CONRAD, national sales manager.

ROBERT HOSFELDT, general manager, program director & film buyer.

ROBERT HALLADAY, news director.

DIGEST OF RATE CARD NO. 8

(June 1, 1966)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.				
\$450.00	\$240.00	\$160.00	\$145.00	\$135.00

NETWORK BASE HOURLY RATE: \$400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA			
	MONTEREY W	34,300	31,600	92
	MONTEREY E	28,700	26,500	92
	SAN BENITO	5,000	4,500	90
	SANTA CLAR W	253,500	239,800	95
	SANTA CLAR E	9,200	8,700	95
	SANTA CRUZ	36,500	33,300	91
5-24 O/O	CALIFORNIA			
	ALAMEDA EAST	11,700	11,000	94
	ALAMEDA WEST	343,900	322,000	94
	CONTRA COS E	76,200	72,800	95
	MARIN	57,000	53,300	94
	MARIPOSA	1,900	1,600	85
	MERCED	29,400	27,100	92
	SAN FRANCISCO	302,600	264,400	87
	SAN MATEO	171,500	164,900	96
	SONOMA NORTH	38,900	35,500	91
	TUOLUMNE	5,500	4,900	89
STATION TOTALS		1,405,800	1,301,900	93
NET WEEKLY CIRCULATION (MARCH 1966)			340,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			172,800	

California—San Luis Obispo



Ch. 6

[Satellite of KSBW-TV,
Salinas-Monterey]

Technical Facilities: Channel No. 6
(82-88 mc). Authorized power:
100-kw visual, 12-kw aural. Antenna:
1571-ft. above av. terrain,
459-ft. above ground, 2709-ft.
above sea level.

Latitude 35° 21' 37"
Longitude 120° 38' 57"

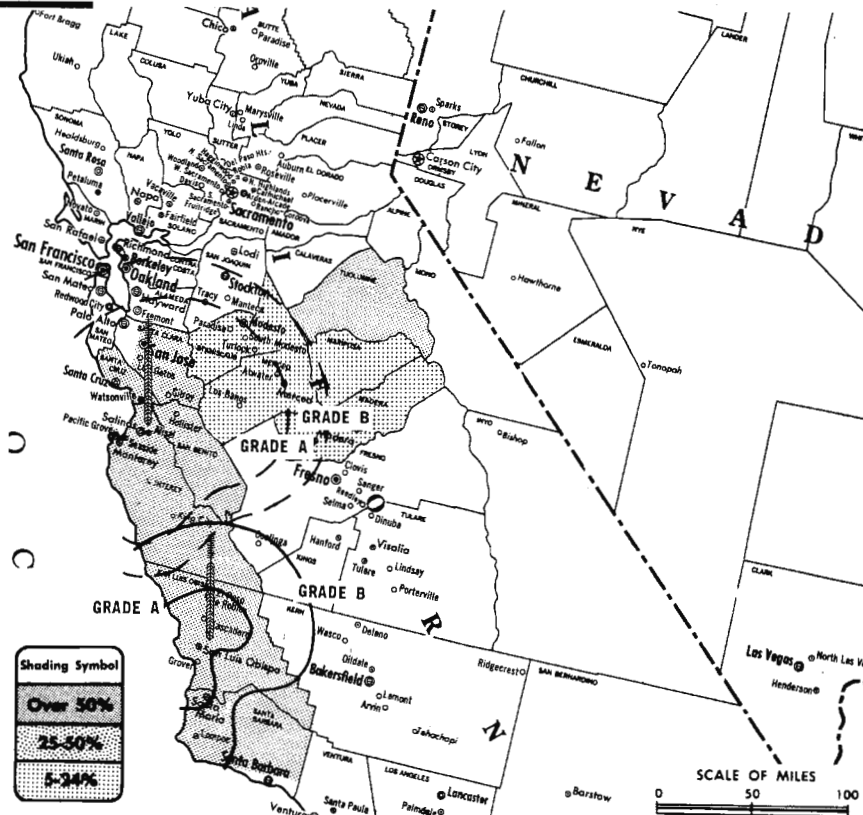
Transmitter: Los Padres Forest, 5.5-
mi. N of town.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

FM Affiliate: KSBY-FM, 30-kw, 93.3
mc (No. 227), 1220-ft. antenna
height.



County coverage (shaded areas) based on 1965
ARB study.

KSBY-TV Ref: FCC File No. BMPCT-1066 Granted 4/28/53

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

KSBY-TV

Network Service: CBS, NBC, same as KSBW-TV.

Licensee: Central California Communications Corp., Box 1368, San
Luis Obispo, Cal. (93402).

Studio: Mt. View & Hill Sts.

Telephone: 805-543-0920. TWX No.: 910-368-7058.

Ownership: Same as KSBW-TV, Salinas-Monterey.

Began Operation: May 25, 1953. Sale to Central California Com-
munications Corp. (formerly Salinas Valley Bcstg. Corp.) by co-
owners John C. Cohan and Jerome Kantro approved July
18, 1957 by FCC. Cohan and Kantro's purchase of TV and
radio KVEC from Christina M. Jacobson & Leslie H. Hacker
approved June 13, 1956 (Television Digest, Vol. 12:24; 13:22, 29).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison (San Francisco).

Personnel:

JOHN C. COHAN, president.
ROBERT F. KLEIN, executive vice president.
RICHARD C. MEEKER, general sales manager.
ART HAPGOOD, station manager.
BILL HARGAN, director of engineering.
KENNETH REID, chief engineer.

Rates: KSBY-TV is sold only in combination with KSBW-TV,
Salinas, Cal.

ARB Data for this Station Included With
Report for Parent KSBW-TV, Salinas, Cal.

Above Map Reflects Coverage of both
Parent and Satellite.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

California—Santa Barbara



KEYT



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 50-kw visual, 5.89-kw aural. Antenna: 3010-ft. above av. terrain, 201-ft. above ground, 4201-ft. above sea level.

Latitude 34° 31' 32"
Longitude 119° 57' 08"

Transmitter: TV Peak, Santa Ynez Mts.

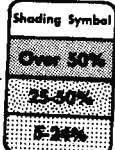
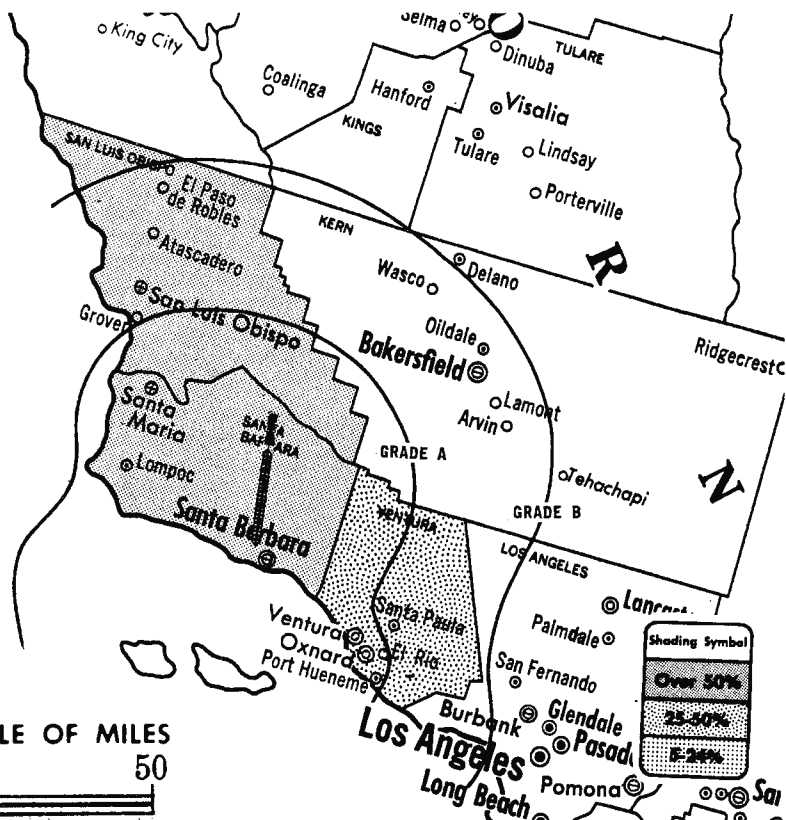
Color: Network, film & slide.

News Wire Service: UPI.

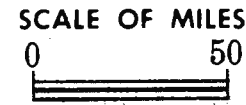
Facsimile Service: UPI.

Studio: 730 Miramonte Dr. (93105).

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



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KEYT Ref: FCC File No. BPCT-1122 Granted 11/12/52

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

KEYT

Network Service: ABC.

Licensee: Key Television Inc., P.O. Drawer "X", Santa Barbara, Cal. (93102).

Telephone: 805-965-8533. TWX No.: 805-449-7237.

Ownership: Key Television Inc. William F. Luton, pres., 29.8%; Mrs. W. F. Luton, v.p., 31.61%; Crocker-Anglo, trustee for six Luton children, each with .67%; Leslie H. Norins, .67%; P.N.B. Co., nominee of Richard B. Bell under trust agreement, 32.89%.

Began Operation: July 24, 1953. Sale to present owners by Harry C. Butcher-Colin M. Selph group approved March 27, 1957 by FCC (Television Digest, Vols. 12:52; 13:9, 13).

Represented (sales) by Young Television; Art Moore & Associates Inc. (Seattle).

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

Personnel:

WILLIAM F. LUTON, president & treasurer.
LESLIE H. NORINS, v.p. & general manager.
HAROLD C. O'DONNELL, program director & film buyer.
GENE FORSELL, promotion manager.
RICHARD ALVARI, production manager.
BILL HUDDY, director of news & public affairs.
TED FROMING, chief engineer.
AUDREY LUTZ, traffic manager.

DIGEST OF RATE CARD NO. 9 (June 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.	\$450.00	\$270.00	\$225.00	\$157.50	\$112.50	\$75.00 \$45.00
NETWORK BASE HOURLY RATE: \$330 (ABC).						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA SAN LS OBSPO SANTA BARR N SANTA BARB S	32,800 35,100 43,200	29,900 32,300 39,800	91 92 92
25-50 O/O	CALIFORNIA VENTURA	100,100	95,100	95
STATION TOTALS		211,200	197,100	93
NET WEEKLY CIRCULATION (MARCH 1966)			118,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			64,500	

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

California—Santa Maria



KCOY-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 64.6-kw visual, 9.77-kw aural. Antenna: 1941-ft. above av. terrain, 137-ft. above ground, 3385-ft. above sea level.

Latitude 34° 54' 37"
Longitude 120° 11' 08"

Requests change to 138.5-kw visual, 27.7-kw aural, 3113-ft. above av. terrain, 226-ft. above ground, 4232-ft. above sea level, lat. 34° 31' 31", long. 119° 57' 30"; transmitter to Broadcast Peak, 10-mi. NW of Goleta, Cal. BPCT—3580.

Transmitter: Tepusquet Peak.

Color: Network only.

News Wire Service: AP.

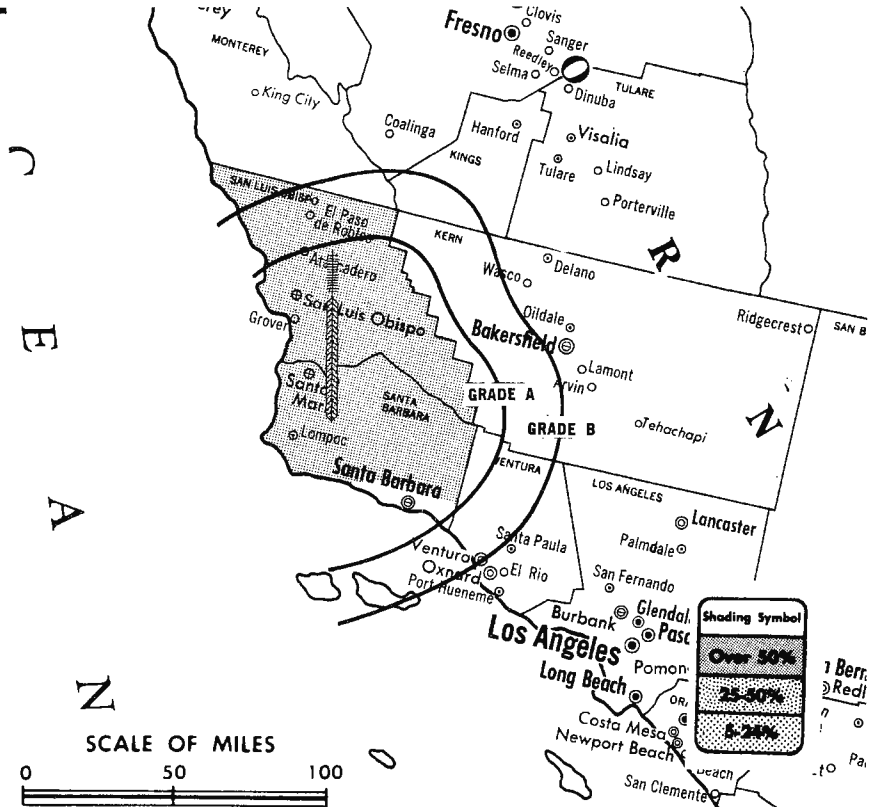
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KCOY-TV Ref: FCC File No. BPCT—2903 Granted 9/11/68

© American Map Co., N.Y., No. 14244

KCOY-TV

Network Service: NBC, CBS.

Licensee: Central Coast Television, Box 1299 (93454).

Studio: 1503 N. McClelland, Santa Maria, Cal. (93454).

Telephone: 805-922-1943.

TWX No.: 805-455-7283.

Ownership: Helen Pedotti, 45%; James H. Ranger, 19.5%; Mili Acquistapace, 19.5%; Marion A. Smith, 10%; Burns Rick, 6%. KCOY-TV has 15% interest in CATV system in Santa Maria.

Began operation: March 15, 1964.

Represented (sales) by Venard, Torbet & McConnell.

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

Represented (engineering) by A. E. Towne Assoc.

Personnel:

JAMES H. RANGER, general manager & film buyer, sales mgr.
BOB WILLIAMS, assistant manager.
ROD FUNSTON, chief engineer.
DERAY MICHAEL, film director.
JERRY DALPORTO, news director.
JERRY AMERINE, production manager.

DIGEST OF RATE CARD NO. 1

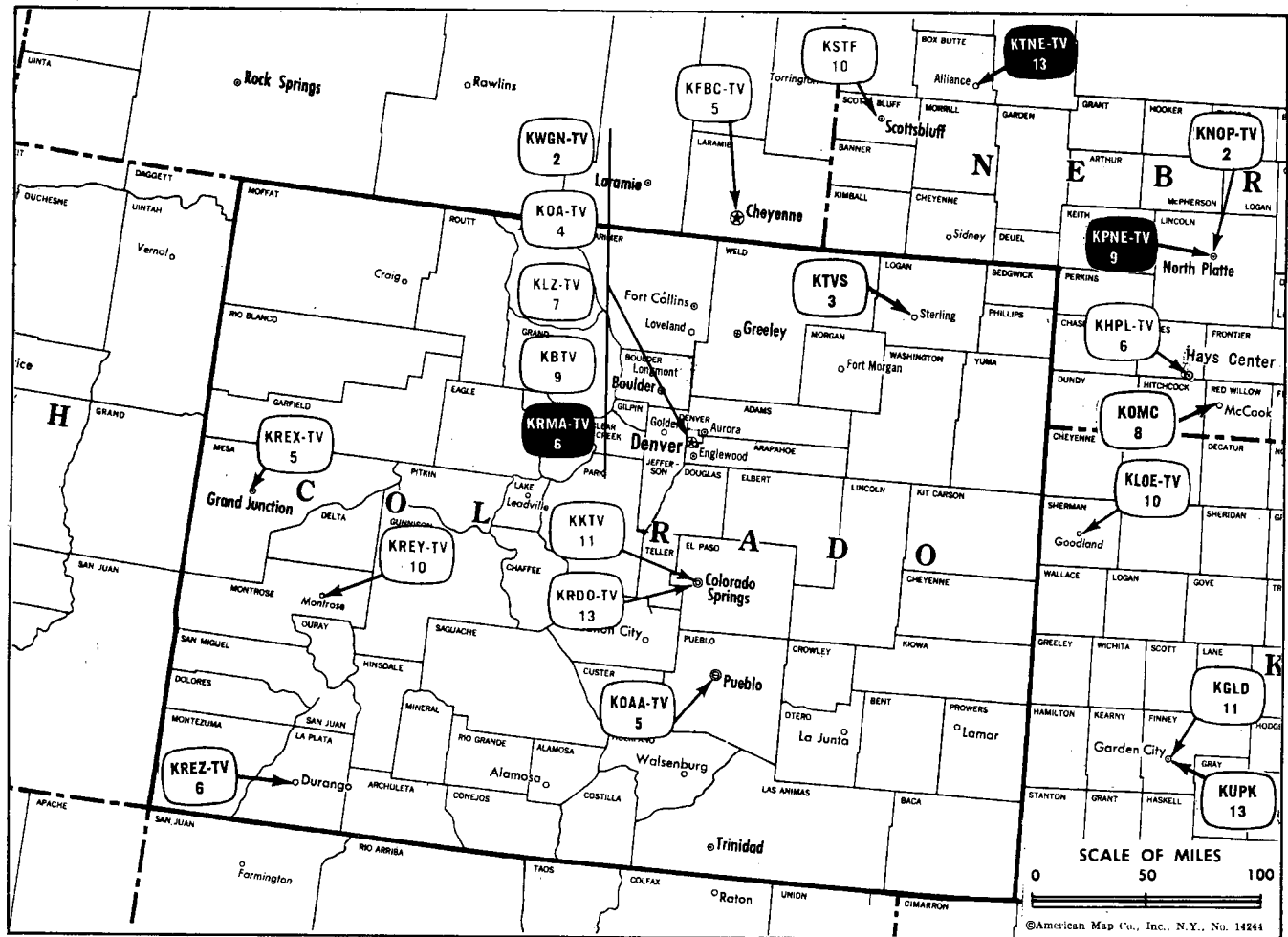
(Jan. 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-10:30 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.						
	\$375.00	\$225.00	\$150.00	\$113.00	\$94.00	\$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$150.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	CALIFORNIA			
	SAN LS OBSPO	32,800	29,900	91
	SANTA BARB N	35,100	32,300	92
STATION TOTALS		67,900	62,200	92
NET WEEKLY CIRCULATION (MARCH 1966)				44,200
AVERAGE DAILY CIRCULATION (MARCH 1966)				24,900

Colorado



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Denver	431,400	41	587,800	51	552,100	51
Colorado Springs-Pueblo	118,700	138	140,300	166	129,600	165
Grand Junction-Montrose	40,300	199	38,800	210	34,300	211

Colorado Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	11	0	11
● Educational Television Stations	1	0	1
			12

State Cross Reference List and Educational Technical Facilities are on page 113-b

FUTURA

100% MODULAR SOLID STATE AMPLIFIERS

MAINLINE • MAINLINE WITH AGC • MAINLINE/BRIDGER • MAINLINE/BRIDGER WITH AGC • HIGH LEVEL BRIDGER • HIGH LEVEL DISTRIBUTION AMPLIFIERS.
(Inventory costs are reduced by 50%).



viking

400 Ninth Street, Hoboken, N.J. • N.Y.: (212)943-5793; N.J.: (201)656-2020

Colorado—Colorado Springs—Pueblo



KKTV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 232.6-kw visual, 17-kw aural. Antenna: 2380-ft. above av. terrain, 351-ft. above ground, 9786-ft. above sea level.

Latitude 38° 44' 41"

Longitude 104° 51' 41"

Requests 229-kw visual, 45.8-kw aural.

Transmitter: Cheyenne Mt.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI. **Fac-simile Service:** UPI.

News Film Service: CBS.

AM Affiliate: KKAM, Pueblo, 5-kw, 1350 kc (ABC).

FM Affiliate: KKFM, Colorado Sprgs., 23-kw, 96.5 mc (No. 243), 2300-ft. antenna height.

O & O Translator: K08BS, Canon City, Colo.

Total Households: © SRDS

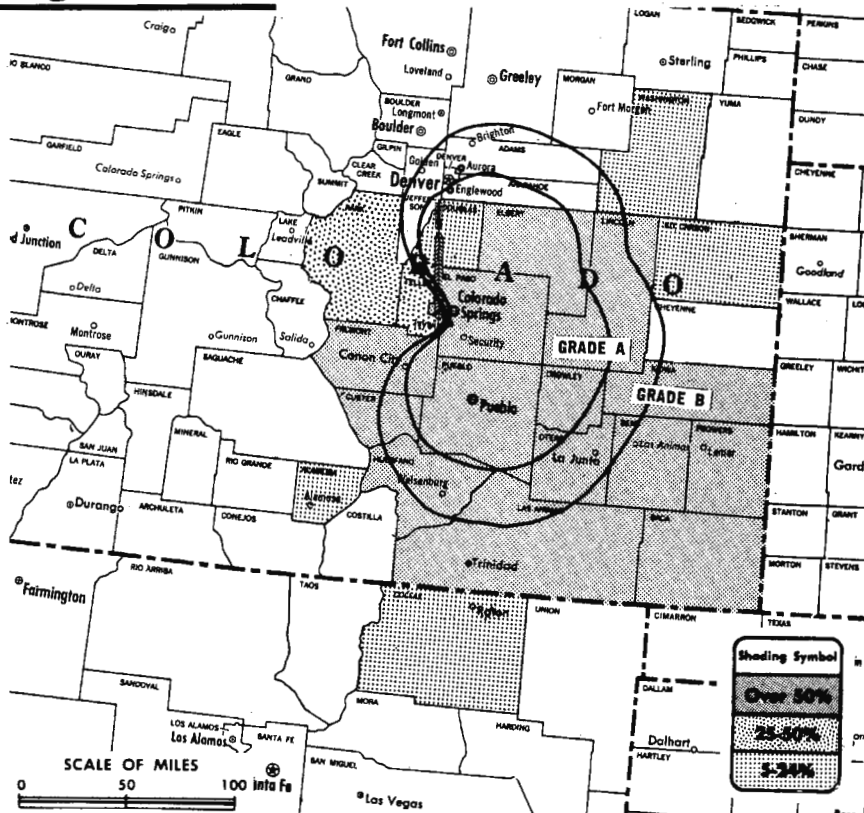
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KKTV Ref: FCC File No. BPC7-2759 Granted 4/27/60

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

KKTV

Network Service: CBS.

Licensee: Garvey Communications Systems Inc., Box 2110, Colorado Springs, Colo. (80901).

Studio: P.O. Box 2110, 512 S. Tejon, Colorado Springs.

Telephone: 303-634-2844.

Ownership: Willard W. Garvey, pres., 100%. Mr. Garvey owns control of monthly Washington, D.C. World. He also owns with members of his family, 4.85% of Stauffer Publications (see WIBW-TV, Topeka, Kan.).

Began Operation: Dec. 7, 1952. Sale to present owner by James D. & Betty Z. Russell and Gifford Phillips approved by FCC July 31, 1963 (Television Digest, Vol. 3:31).

Represented (sales) by Avery-Knodel Inc., Bob Hix Co. Inc. (Mountain States).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by David Steel & Assoc.

Personnel:

RUSH K. EVANS, exec. v.p. & general manager.

HAL KENNEDY, program manager & news director.

GEORGE JEFFREY, sales manager.

GEORGE BEATTIE, production & operations director.

H. COZINE STRANG, chief engineer.

DIGEST OF RATE CARD NO. 13

(June 1, 1966)

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

Class A—6:30-10 p.m., daily.

\$330.00 \$198.00 \$132.00 \$99.00 \$80.00* \$60.00* \$40.00*

*Class A—6:30-10 p.m., Mon.-Sat.; 5:30-10 p.m., Sun.

NETWORK BASE HOURLY RATE: \$325.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	BACA	1,700	1,200	71
	BENT	1,700	1,600	90
	CROWLEY	800	700	94
	CUSTER	300	200	83
	ELBERT	900	800	89
	EL PASO	56,800	54,300	96
	FREMONT	7,000	6,200	89
	HUERFANO	1,900	1,600	84
	KIOWA	600	500	84
	LAS ANIMAS	5,000	4,100	82
	LINCOLN	1,600	1,400	90
	OTERO	7,400	6,800	91
	PROWERS	3,800	3,100	82
	PUEBLO	38,000	36,200	95

25-50 O/O	COLORADO			
	PARK	500	400	88
	TELLER	800	700	93

5-24 O/O	COLORADO			
	ALAMOSA	2,700	2,300	86
	DOUGLAS	1,800	1,800	98
	KIT CARSON	1,800	1,500	83
	WASHINGTON	1,800	1,500	87
	NEW MEXICO			
	COLFAX	3,200	2,700	84

STATION TOTALS		140,100	129,600	93
NET WEEKLY CIRCULATION (MARCH 1966)			117,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			91,700	

Colorado—Colorado Springs-Pueblo



KRDO-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 225-kw visual, 11.2-kw aural. Antenna: 2080-ft. above av. terrain, 150-ft. above ground, 9470-ft. above sea level.

Latitude 38° 44' 47"
Longitude 104° 51' 37"

Transmitter: Cheyenne Mt.

O & O Translator: K03CO, Alamosa, Colo.

AM Affiliate: KRDO, 1-kw (.25-kw night), 1240 kc.

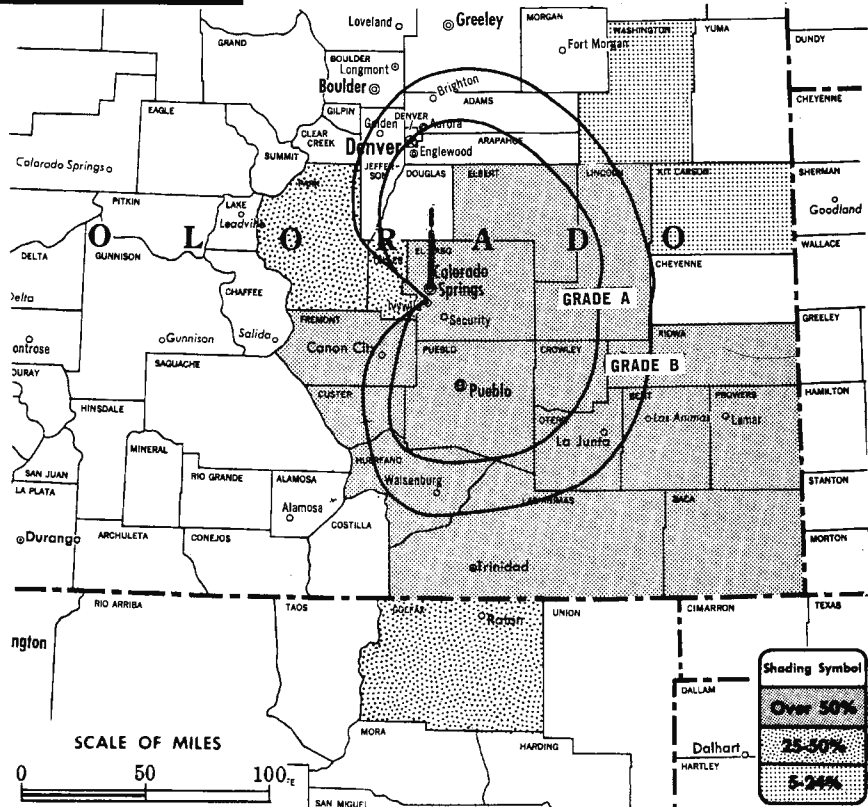
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KRDO-TV Ref: FCC File No. BPT-2608 Granted 5/6/59

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

KRDO-TV

Licensee: Pikes Peak Broadcasting Co., 399 S. 8th St., P.O. Box 1457, Colorado Springs, Colo. (80901).

Studio: 399 S. 8th St. (80905). Telephone: 303-632-1515.

Ownership: Harry W. Hoth Jr., 75.65%; estate of Wm. J. Gregory, 21.09%. For changes from original stockholders, see Sales & Transfers.

Began Operation: Sept. 21, 1953. Sale to present owners by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by National Television Sales Inc.

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

Personnel:

HARRY W. HOTH JR., president.
JAY GARDNER, general manager.
DAROLD WILKINSON, business manager.
CHARLES UPTON, chief engineer.
VINCE HOSTETTLER, station manager.

DIGEST OF RATE CARD NO. 12—(Sept. 1, 1965)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class A—6-10:00 p.m., daily.
\$300.00 \$180.00 \$120.00 \$100.00 \$100.00 \$90.00 \$50.00
NETWORK BASE HOURLY RATE: \$375.

For Color Set Penetration by Market

see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	BACA	1,700	1,200	71
	BENT	1,700	1,600	90
	CROWLEY	800	700	94
	CUSTER	300	200	83
	ELBERT	900	800	89
	EL PASO	56,800	54,300	96
	FREMONT	7,000	6,200	89
	HUERFANO	1,900	1,600	84
	KIOWA	600	500	84
	LAS ANIMAS	5,000	4,100	82
	LINCOLN	1,600	1,400	90
	OTERO	7,400	6,800	91
	PROWERS	3,800	3,100	82
	PUEBLO	38,000	36,200	95
25-50 O/O	COLORADO			
	PARK	500	400	88
	TELLER	800	700	93
	NEW MEXICO			
	COLFAX	3,200	2,700	84
5-24 O/O	COLORADO			
	KIT CARSON	1,800	1,500	83
	WASHINGTON	1,800	1,500	87
STATION TOTALS		135,600	125,500	93
NET WEEKLY CIRCULATION (MARCH 1966)			118,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			86,700	

Colorado—Denver



KBTV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 45.3-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level.

Latitude 39° 43' 46"
Longitude 105° 14' 08"

Transmitter: Lookout Mountain.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

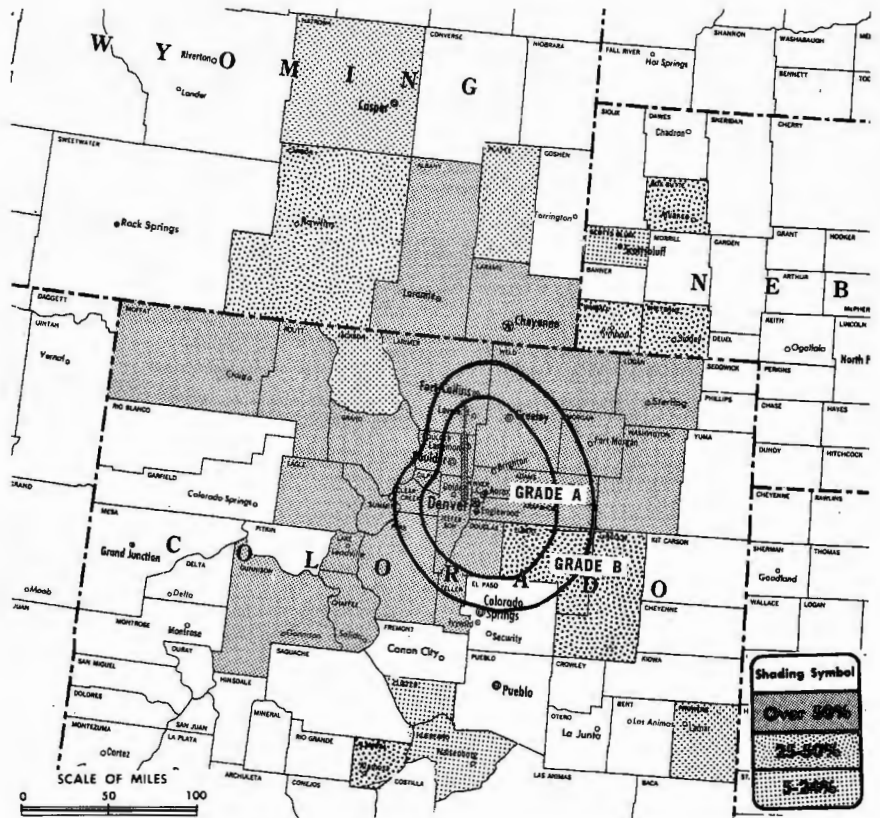
News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: AP.

AM Affiliate: KBTR, 5-kw, 710-kc (ABC).

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KBTV Ref: FCC File No. BMPCT-1265 Granted 8/14/53

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

KBTV

Licensee: Mullins Broadcasting Co., 1089 Bannock St., Denver (80217).

Studio: 1089 Bannock St.

Telephone: 303-266-3601. TWX No.: 303-292-3638.

Ownership: John C. Mullins, 100%. Mullins Bcstg. also owns KARK-TV, KARK & FM, Little Rock, Ark., Mullins Outdoor Advertising Co., Denver, and Mullins Neon Co.

Began Operation: Oct. 12, 1952. Sale to John C. Mullins and Frank Leu by local businessmen headed by W. D. Pyle approved March 23, 1955; transfer of Leu's 50% to Webb & Knapp approved March 28, 1956 (Television Digest, Vol. 11:7, 13, 50 & 12:13). Transfer of Webb & Knapp's 50% to John C. Mullins approved Oct. 1, 1961 (Vol. 17:33; BALCT-165).

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

Represented (legal) by Haley, Bader & Potts.

Personnel:

JOHN C. MULLINS, president & owner.
ALVIN G. FLANAGAN, exec. v.p. & general manager.
JAMES MOORE, secretary-treasurer.
JAMES H. BUTTS, v.p., engineering & program operations.
JOHN VRBA, general sales manager.
MARY BARR, promotion manager.
TONY CANINO, production manager.

DIGEST OF RATE CARD NO. 15A
(Dec. 1, 1966)

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

Class AA—6:30-9:30 p.m., daily.
\$1050.00 \$600.00 \$400.00 \$350.00 \$350.00* \$350.00* \$175.00*

*Class A—6:29-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1050.

For Other Sales & Transfers,
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	ADAMS	42,500	41,500	98
	ARAPAHOE	41,600	40,300	97
	BOULDER	32,400	30,000	93
	CHAFFEE	2,900	2,500	87
	CLEAR CREEK	900	800	91
	DENVER	181,000	170,100	94
	DOUGLAS	1,800	1,800	98
	EAGLE	1,500	1,300	84
	GILPIN	300	200	92
	GRAND	1,000	800	82
	GUNNISON	1,500	1,200	81
	JEFFERSON	57,900	56,400	97
	LAKE	2,300	2,000	87
	LARIMER	19,500	18,200	94
	LOGAN	6,900	6,200	90
	MOFFAT	2,500	2,000	81
	MORGAN	7,100	6,800	95
	PARK	500	400	88
	ROUIT	1,400	1,100	79
	SUMMIT	800	700	88
	TELLER	800	700	93
	WASHINGTON	1,800	1,500	87
	WELD	23,700	22,400	95
	WYOMING			
	ALBANY	7,000	6,100	87
	LARAMIE	22,200	21,000	95
25-50 O/O	COLORADO			
	ALAMOSA	2,700	2,300	86
	ELBERT	900	800	89
	LINCOLN	1,600	1,400	90

(Continued on page 113-b)

STATION TOTALS	521,100	489,300	94
NET WEEKLY CIRCULATION (MARCH 1966)			427,000
AVERAGE DAILY CIRCULATION (MARCH 1966)			291,300



Shouldn't they hear both sides?

The young people in Poland, Czechoslovakia, Bulgaria, Rumania, Hungary are making up their minds about the world, right now. Shaping their ideas and ideals. Shouldn't they hear both sides? Shouldn't they hear the truth? The main way for many of the young people in these Communist-ruled countries to hear the truth is through Radio Free Europe—a private, non-profit organization set up to broadcast, completely and truthfully, to people who are flooded with Communist views on everything. Your dollars help get the truth through to the young people in Eastern Europe.

Radio Free Europe needs your support.

Send your contribution to Box 1967, Mount Vernon, N. Y.



Colorado—Denver



KLZ-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level.

Latitude 39° 43' 46"
Longitude 105° 14' 12"

Transmitter: Buffalo Bill Hwy., Look-out Mt.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KLZ, 5-kw, 560 kc (CBS).

Represented (engineering) by Jansky & Bailey.

Total Households: © SRDS

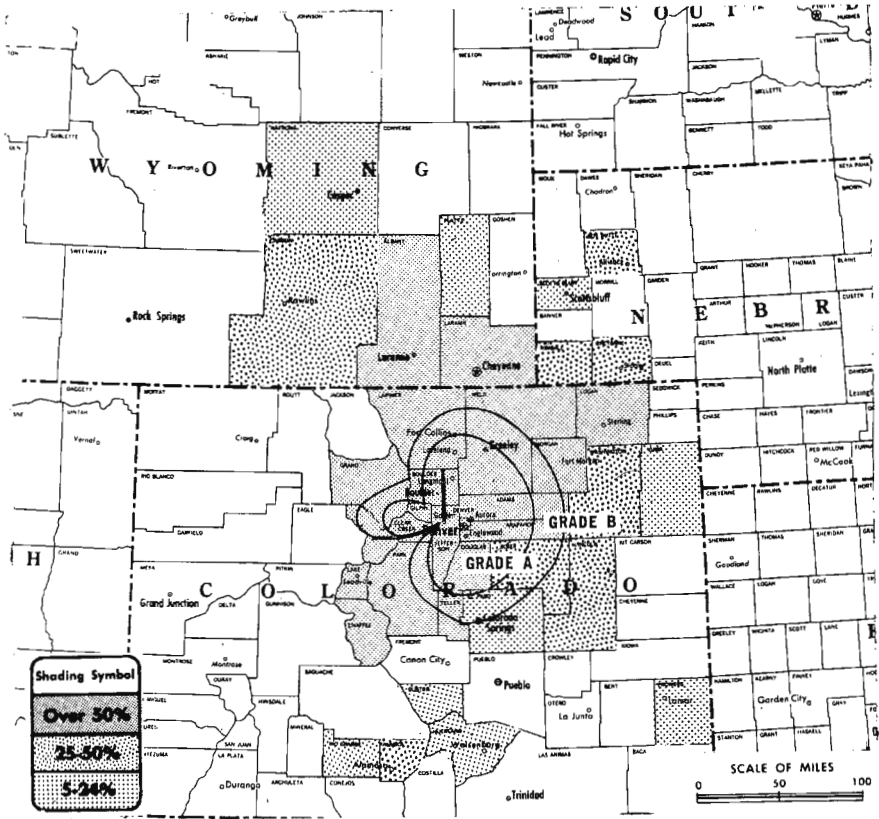
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KLZ-TV Ref: FCC File No. BMPCT-1362 Granted 9/15/53

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

KLZ-TV

Licensee: Time-Life Broadcast Inc., 131 Speer Blvd., Denver, Colo. (80204).

Studio: 131 Speer Blvd.

Telephone: 303-623-4271. TWX No.: 303-292-0268.

Ownership: TLF Broadcasters Inc. (wholly-owned by Time Inc.), 100%. For other interests, see Time under Group Ownership.

Began Operation: Nov. 1, 1953. Sale to Time Inc. by Aladdin Radio & TV approved by FCC June 23, 1954 (Television Digest, Vol. 10:11, 15, 25, 26).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

HUGH B. TERRY, president & general manager.
PAUL BLUE, asst. to pres. & film buyer.
JACK TIPTON, manager & director of sales.
BOB HART, local sales manager.
JACK SHAFER, program manager.
JOHN CONNORS, promotion & publicity director.
RUTH WILLHIDE, traffic manager.
STARR YELLAND, sports & special projects director.
EUGENE JENKINS, chief engineer.

DIGEST OF RATE CARD NO. A16a (Dec. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$1000.00	\$550.00	\$325.00*	\$280.00*	\$140.00*

*Class AA—6-10:30 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$1000.

For Color Set Penetration by Markets

see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	ADAMS	42,500	41,500	98
	ARAPAHOE	41,600	40,300	97
	BOULDER	32,400	30,000	93
	CHAFFEE	2,900	2,500	87
	CLEAR CREEK	900	800	91
	DENVER	181,000	170,100	94
	DOUGLAS	1,800	1,800	98
	GILPIN	300	200	92
	GRAND	1,000	800	82
	JEFFERSON	57,900	56,400	97
	LAKE	2,300	2,000	87
	LARIMER	19,500	18,200	94
	LOGAN	6,900	6,200	90
	MORGAN	7,100	6,800	95
	PARK	500	400	88
	SUMMIT	800	700	88
	TELLER	800	700	93
	WELD	23,700	22,400	95
	WYOMING			
	ALBANY	7,000	6,100	87
	LARAMIE	22,200	21,000	95
25-50 O/O	COLORADO			
	ALAMOSA	2,700	2,300	86
	ELBERT	900	800	89
	LINCOLN	1,600	1,400	90
	WASHINGTON	1,800	1,500	87
	NEBRASKA			
	BOX BUTTE	3,600	3,300	91
	CHEYENNE	5,000	4,500	90
	KIMBALL	2,900	2,800	97

(Continued on page 113-b)

STATION TOTALS 575,800 542,100 94

NET WEEKLY CIRCULATION (MARCH 1966) 426,700
AVERAGE DAILY CIRCULATION (MARCH 1966) 325,500

Colorado—Denver



KOA-TV



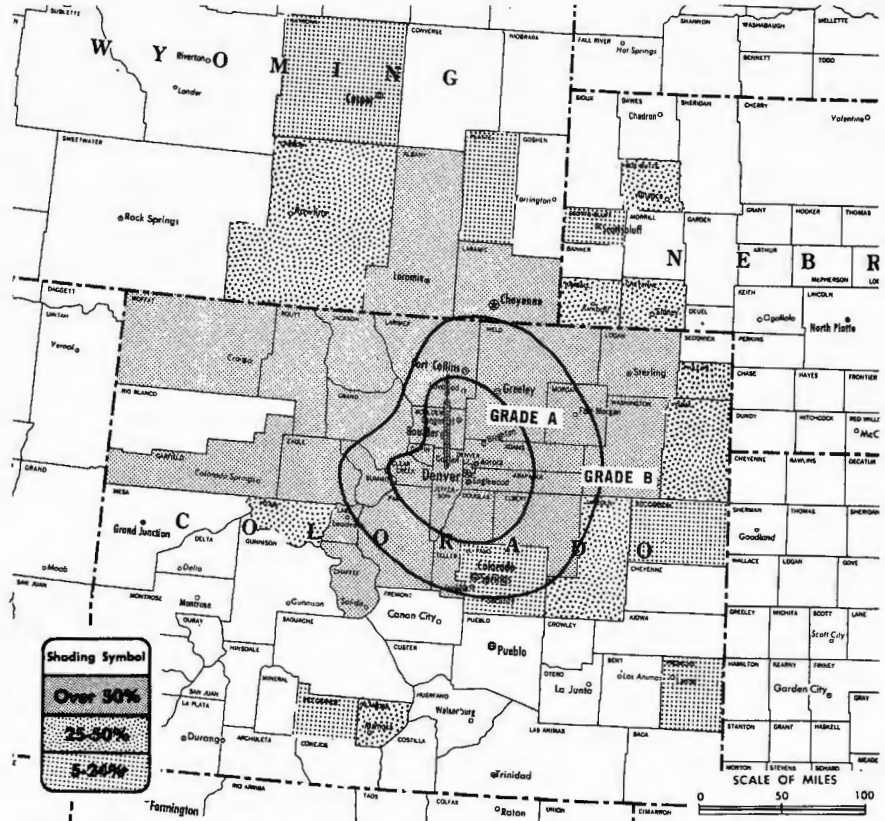
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1477-ft. above av. terrain, 833-ft. above ground, 8147-ft. above sea level.

Latitude 39° 43' 50"
Longitude 105° 14' 07"

Transmitter: Lookout Mt.
Studio: 1044 Lincoln St.
Telephone: 303-244-4141.
TWX No.: 303-292-3784.
TV tape: Recording facilities.
Color: Network, film, slide & tape.
News Wire Service: AP, UPI.
Facsimile Service: UPI.
News Film Service: NBC.
AM Affiliate: KOA, 50-kw, 850 kc (NBC). FM Affiliate: KOA-FM, 57-kw, 103.5 mc, 106.0-ft.
Represented (engineering) by Kear & Kennedy.
Represented (legal) by McKenna & Wilkinson.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1985 ABB study.



KOA-TV Ref: FCC File No. BNPCT-3330 Granted 9/1/55

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

KOA-TV

Licensee: Metropolitan Television Co., 1044 Lincoln St., Denver, Colo. (80217).

Ownership: William Grant, chairman of the board, 4.17%; Ralph Radetsky, pres. & gen. mgr., 2%; Richard M. Davis, secy.-treas., 2.11%; Thomas P. Campbell, 8.83%; Arnold B. Gurtler, 6.76%; Quigg Newton Jr., 7.13%; Edwin Grant, 4.15%; Walter Simon, 3.39%; Mrs. Laurene W. Berger, 3.38%; Hendrie & Co., 35.17%; Champa & Co., 3.73%; Wazee & Co., 4.49% and others, none with as much as 3%. Metropolitan Television Co. also owns & operates KOAA-TV, Pueblo.

Began Operation: Dec. 24, 1953. Present ownership lineup resulted when on Nov. 12, 1964 FCC approved sale back to Metropolitan TV Co. of the 52.5% of stock held by Bob Hope and associates.

Represented (sales) by Blair TV.

Personnel:

RALPH RADETSKY, pres. & general manager.
ROYCE NATION, assistant to general manager.
DICK HARRIS, station manager & director of sales.
QUINTIN McCREDIE, promotion manager.
SI PALMER, program director & film buyer.
GENE LINDER, program coordinator & operations mgr.
SID DAVIDSON, director of engineering.
SAM HOUSTON, film director.
JOHN HENRY, sports director.
THOMPSON R. WATT, news director.
CHUCK MULLER, farm director.

DIGEST OF RATE CARD NO. 16—(June 1, 1966)

30 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.			
\$525.00	\$330.00*	\$330.00*	\$165.00*

*Class AA—6:30-10 p.m., daily.

Note: Also sold as Colorado Combination with KOAA-TV, Pueblo.

NETWORK BASE HOURLY RATE: \$1025.

For Index to Contents,
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	ADAMS	42,500	41,500	98
	ARAPAHOE	41,600	40,300	97
	BOULDER	32,400	30,000	93
	CHAFFEE	2,900	2,500	87
	CLEAR CREEK	900	800	91
	DENVER	181,000	170,100	94
	DOUGLAS	1,800	1,800	98
	EAGLE	1,500	1,300	84
	ELBERT	900	800	89
	GARFIELD	4,200	3,600	86
	GILPIN	300	200	92
	GRAND	1,000	800	82
	JACKSON	400	300	90
	JEFFERSON	57,900	56,400	97
	LAKE	2,300	2,000	87
	LARIMER	19,500	18,200	94
	LOGAN	6,900	6,200	90
	MOFFAT	2,500	2,000	81
	MORGAN	7,100	6,800	95
	PARK	500	400	88
	ROUTT	1,400	1,100	79
	SUMMIT	800	700	88
	TELLER	800	700	93
	WASHINGTON	1,800	1,500	87
	WELD	23,700	22,400	95
	WYOMING			
	ALBANY	7,000	6,100	87
	LARAMIE	22,200	21,600	95

25-50 O/O	COLORADO	TOTAL HOUSEHOLDS	TV HOMES	O/O
	ALAMOSA	2,700	2,300	86
	LINCOLN	1,600	1,400	90
	PHILLIPS	1,400	1,300	95

(Continued on next page)

STATION TOTALS	587,800	552,100	94
NET WEEKLY CIRCULATION (MARCH 1966)		431,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		302,700	

KOA-TV, Denver

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
COLORADO—(Continued)				
	PITKIN	1,000	700	74
	YUMA	2,500	2,200	88
NEBRASKA				
25-50	BOX BUTTE	3,600	3,300	91
O/O	CHEYENNE	5,000	4,500	90
	KIMBALL	2,900	2,800	97
WYOMING				
	CARBON	4,800	4,100	86

5-24	COLORADO			
O/O	EL PASO	56,800	54,300	96
	KIT CARSON	1,800	1,500	83
	PROWERS	3,800	3,100	82
	RIO GRANDE	2,700	2,200	84
NEBRASKA				
	SCOTTS BLUFF	10,700	9,700	91
WYOMING				
	NATRONA	18,700	17,500	94
	PLATTE	2,000	1,700	85

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

KOAA-TV

Colorado Springs
(See Pueblo, Colo.)

KKTV

Pueblo
(See Colorado Springs, Colo.)

KKTV & KRDO-TV

Pueblo
(See Colorado Springs, Colo.)

State Educational Technical Facilities

(Complete Data in Educational Directory)

KRMA-TV

Denver
Ch. 6

Non-Commercial Educational Station

Licensee: School District No. 1, City & County of Denver and State of Colorado School District, 414 14th St., Denver (80202).

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 880-ft. above av. terrain, 210-ft. above ground, 7676-ft. above sea level.

Latitude 39° 43' 47"
Longitude 105° 14' 59"

Colorado

KBTU, Denver

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
COLORADO—(Continued)				
NEBRASKA				
25-50	BOX BUTTE	3,600	3,300	91
O/O	CHEYENNE	5,000	4,500	90
	KIMBALL	2,900	2,800	97
WYOMING				
	CARBON	4,800	4,100	86

5-24	COLORADO			
O/O	CUSTER	300	200	83
	HUERFANO	1,900	1,600	84
	JACKSON	400	300	90
	PROWERS	3,800	3,100	82
NEBRASKA				
	SCOTTS BLUFF	10,700	9,700	91
WYOMING				
	NATRONA	18,700	17,500	94
	PLATTE	2,000	1,700	85

KLZ-TV, Denver

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50	WYOMING			
O/O	CARBON	4,800	4,100	86

5-24	COLORADO			
O/O	CUSTER	300	200	83
	EL PASO	56,800	54,300	96
	HUERFANO	1,900	1,600	84
	PROWERS	3,800	3,100	82
	RIO GRANDE	2,700	2,200	84
	YUMA	2,500	2,200	88
NEBRASKA				
	SCOTTS BLUFF	10,700	9,700	91
WYOMING				
	NATRONA	18,700	17,500	94
	PLATTE	2,000	1,700	85

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

TV Honolulu \$2,800,000
CATV Florida \$600,000

116 Central Park South
New York, N.Y.

Colorado—Denver

KWGN-TV



(formerly KCTO)
Ch. 2

Network Service: None, independent.

Technical Facilities: Channel No. 2
(54-60 mc). Authorized power:
100-kw visual, 20-kw aural. Antenna:
780-ft. above av. terrain,
201-ft. above ground, 7471-ft.
above sea level.

Latitude 39° 43' 59"
Longitude 105° 14' 11"

Transmitter: Buffalo Bill Hwy., Look-
out Mt.

Studio: 550 Lincoln St.

Telephone: 303-222-9525.

TXW No.: 303-292-1649.

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

News Wire Service: AP, UPI.

Total Households: © SRDS

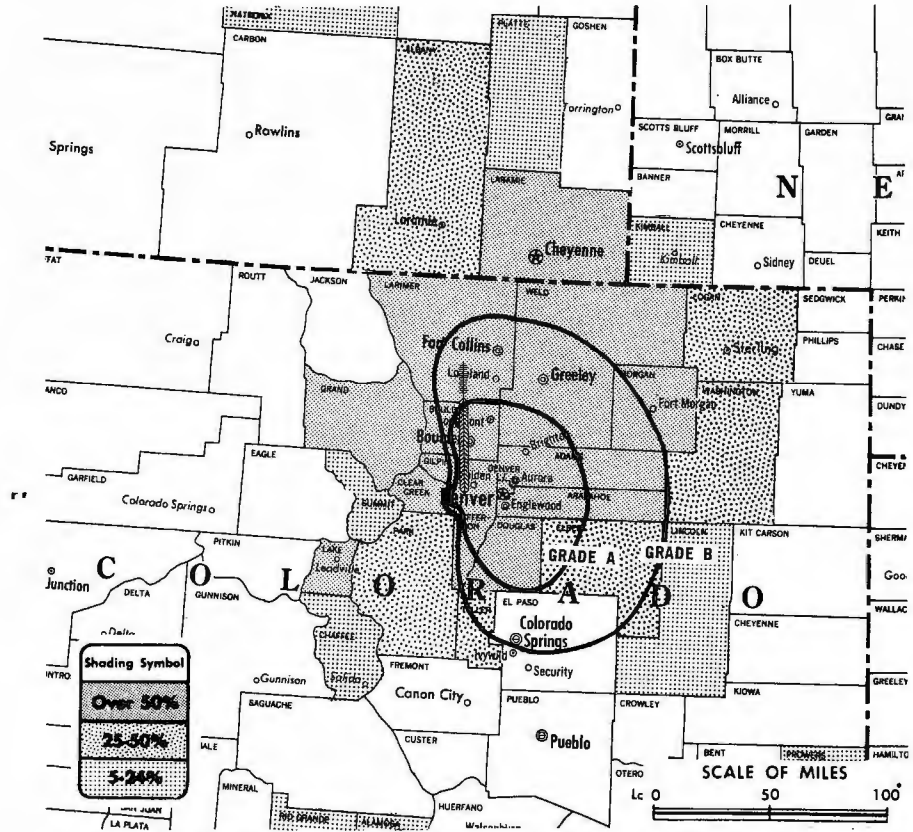
Consumer Market Data as of 1/1/87.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KWGN-TV Ref: FCC File No. BMPCT-1182 Granted 7/3/53

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

KWGN-TV

Licensee: WGN of Colorado Inc., 550 Lincoln St., Denver, Colo.
(80203).

Ownership: See WGN-TV, Chicago, Ill.

Began Operation: July 18, 1952 as KFEL-TV. Sale to J. Elroy
McCaw's Gotham Bcstg. Co. by Eugene P. O'Fallon approved
July 27, 1955; transfer of 50% to Radio Hawaii approved
Nov. 16, 1955 (Television Digest, Vol. 11:25, 28, 31, 39, 47).
Repurchase of 50% by Gotham from Radio Hawaii approved
March 27, 1959 by FCC (Vol. 15:33). Sale to present owner by
Channel 2 Corp. (formerly Gotham Bcstg.) approved March 4,
1966 by FCC (Vols. 5:36, 6:10).

Represented (sales) by WGN Continental Sales, Edward Petry & Co.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

RICHARD E. JUNGERS, vice president & general manager.

E. LEROY OLLIGER, production manager.

DON RAYDON, chief engineer.

MAURY JONES, program director.

JOE COPE, operations manager.

DIGEST OF RATE CARD NO. 1

(March 7, 1966)

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

Class AA—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.

\$850.00 \$550.00 \$350.00 \$250.00 \$275.00 \$225.00 \$175.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	ADAMS	42,500	41,500	98
	ARAPAHOE	41,600	40,300	97
	BOULDER	32,400	30,000	93
	CLEAR CREEK	900	800	91
	DENVER	181,000	170,100	94
	DOUGLAS	1,800	1,800	98
	GILPIN	300	200	92
	GRAND	1,000	800	82

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	JEFFERSON	57,900	56,400	97
	LAKE	2,300	2,000	87
	LARIMER	19,500	18,200	94
	MORGAN	7,100	6,800	95
	WELD	23,700	22,400	95
WYOMING	LARAMIE	22,200	21,000	95
	ALBANY	7,000	6,100	87
25-50 O/O	COLORADO			
	ELBERT	900	800	89
	LOGAN	6,900	6,200	90
	PARK	500	400	88
	TELLER	800	700	93
	WASHINGTON	1,800	1,500	87
	WYOMING			
NEBRASKA				
KIMBALL	2,900	2,800	97	
5-24 O/O	COLORADO			
	ALAMOSA	2,700	2,300	86
	CHAFFEE	2,900	2,500	87
	LINCOLN	1,600	1,400	90
	PROWERS	3,800	3,100	82
KIO GRANDE	2,700	2,200	84	
SUMMIT	800	700	88	
WYOMING	NATRONA	18,700	17,500	94
	PLATTE	2,000	1,700	85
STATION TOTALS		490,200	462,200	94
NET WEEKLY CIRCULATION (MARCH 1966)			292,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			113,900	

Colorado—Durango



KREZ-TV



Ch. 6

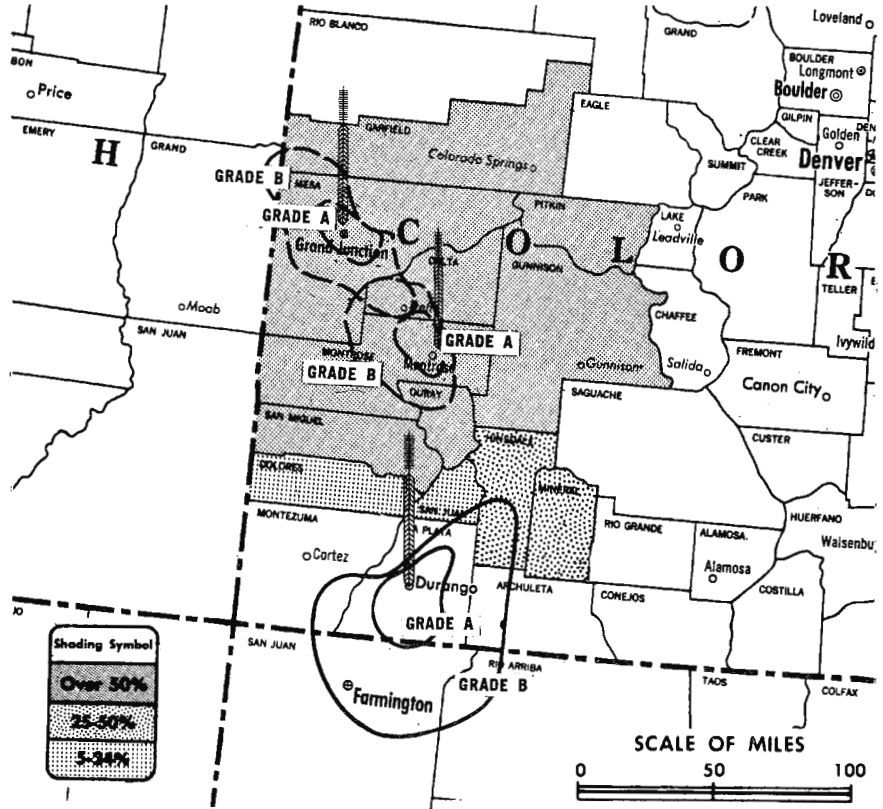
[Satellite of KREX-TV, Grand Junction, Colo.]

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 3.1-kw visual, .5-kw aural. Antenna: plus 460-ft. above av. terrain, 186-ft. above ground, 7888-ft. above sea level.

Latitude 37° 15' 44"
Longitude 107° 53' 58"

Transmitter: Smelter Mountain.

Color: Network only.



County coverage (shaded areas) based on 1965 ARB study.

KREZ-TV Ref: FCC File No. BPCT-3441 Granted 12/11/64

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

KREZ-TV

Network Service: Same as KREX-TV.

Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. (81502).

Studio: 171 E. 7th St., Durango, Colo. (81301).

Telephone: 303-247-0820.

Ownership: See KREX-TV, Grand Junction, Colo.

Began Operation: Nov. 4, 1963. Left the air March 2, 1964 and was sold to present owner by Floyd & Lieselotte Jetter; FCC approved transfer Aug. 12, 1964. Resumed operation Sept. 4, 1965.

Personnel:

REX G. HOWELL, president.
ROBERT J. McMAHAN, exec. vice president & general manager.
JACK WELCH, station manager.
JAMES MEYER, director of engineering.

Rates: KREZ-TV is sold only in combination with KREX-TV, Grand Junction and KREY-TV, Montrose, Colo.

NETWORK BASE HOURLY RATE: Bonus to KREX-TV, Grand Junction.

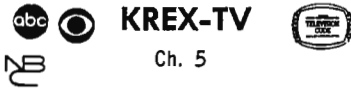
ARB data not available based on 1965 Coverage Study because station was not in operation when the survey was made. The above map reflects coverage of parent KREX-TV, Grand Junction, Colo. and its satellite KREY-TV, Montrose, Colo.

MORTON FLOM, ENG.
CONSULTING ENGINEER
Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

514-484-4883

Colorado—Grand Junction



[Also operates satellites KREY-TV, Montrose, Colo. & KREZ-TV, Durango, Colo.]

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 12.9-kw visual, 6.46-kw aural. Antenna: minus 10-ft. above av. terrain (due to mountainous terrain), 343-ft. above ground, 5004-ft. above sea level.

Latitude 39° 05' 15"
Longitude 108° 33' 56"

Transmitter: Hillcrest Manor.

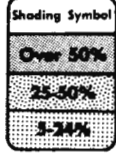
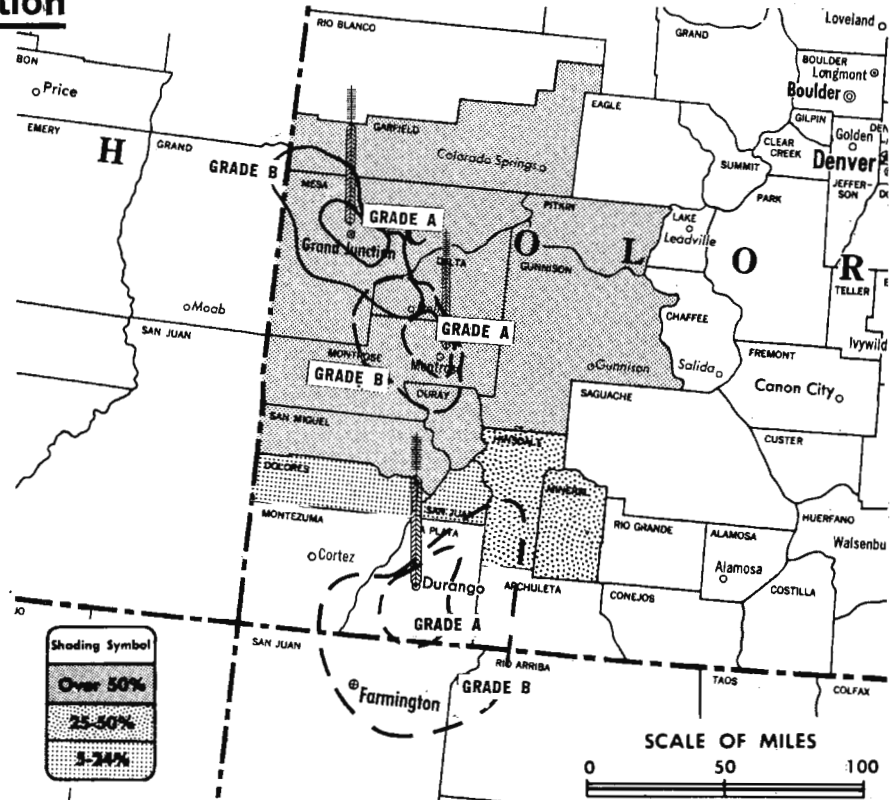
Color: Network & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KREX, 5-kw (.5-kw night), 920 kc (CBS).

FM Affiliate: KREX-FM, 3-kw, 92.3 mc (No. 222), minus 42-ft.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KREX-TV Ref: FCC File No. BMPCT-3787 Granted 4/20/56
KREY-TV Ref: FCC File No. BPC-2768 Granted 9/6/60
KREZ-TV Ref: FCC File No. BPC-3441 Granted 12/11/64

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

KREX-TV

Network Service: ABC, CBS, NBC.

Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. (81502).

Studio: Hillcrest Manor.

Telephone: 303-242-5000. TWX No.: 303-242-1209.

Ownership: Forestville Realty Corp., 81%; Rex G. Howell, 8.5%; Carl Q. Anderson, 3.9%; Roy H. Adamson, 2.5%; Robert J. McMahan, 2.5%; Ruth G. Kendrick, .8%; Marlene J. Hoskin, .8%. Forestville officers: J. Harry Dornheggen, pres.; William J. Williams, v.p.; Lawrence H. Kyte, secy.; James R. Williams, treas. XYZ TV also owns satellites KREY-TV, Montrose & KREZ-TV, Durango, Colo.

Began Operation: May 22, 1954. Sale to present owner by Western Slope Bcstg. approved Sept. 21, 1966 by FCC (Television Digest, Vol. 6:19, 39).

Represented (sales) by The Devney Organization Inc.; John L. McGuire & Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

REX G. HOWELL, president.
ROBERT J. McMAHAN, exec. vice president & general manager.
ROY ADAMSON, treasurer & business manager.
JAMES MEYER, director of engineering.
AL LADAGE, chief engineer.

DIGEST OF RATE CARD NO. 7

(June 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—7-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.
\$250.00 \$150.00 \$100.00 \$70.00 \$65.00 \$52.00 \$32.50

Note: This is combined rate for KREX-TV, KREY-TV, Montrose and KREZ-TV, Durango.

NETWORK BASE HOURLY RATE: \$200 (ABC, CBS & NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	DELTA	5,100	4,400	88
	GARFIELD	4,200	3,600	86
	GUNNISON	1,500	1,200	81
	MESA	18,400	17,000	93
	MONTROSE	6,200	5,600	89
	DURAY	300	300	80
25-50 O/O	COLORADO			
	HINSDALE	100	100	99
	MINERAL	200	100	74
5-24 O/O	COLORADO			
	DOLORES	700	500	69
	SAN JUAN	200	100	90
STATION TOTALS		38,800	34,300	88
NET WEEKLY CIRCULATION (MARCH 1966)			40,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			35,800	

ARB Data includes Satellite KREY-TV, Montrose, Colo. but does not include KREZ-TV, Durango since it was not in operation when the survey was made.

Colorado—Montrose



KREY-TV



Ch. 10

[Satellite of KREX-TV,
Grand Junction]

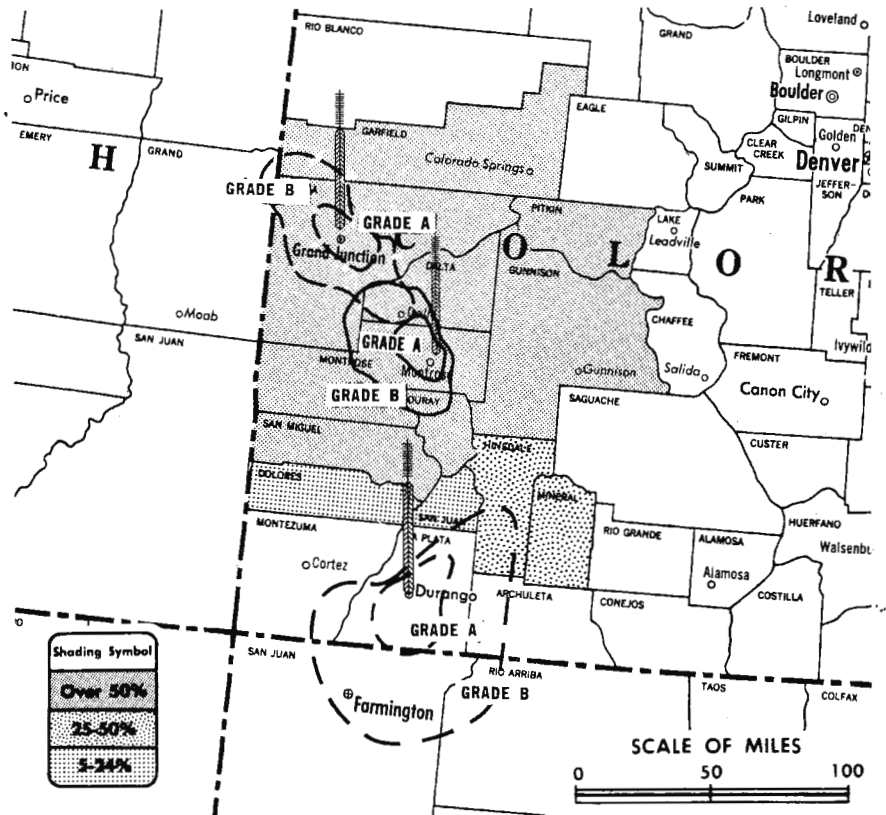
Technical Facilities: Channel No. 10
(192-198 mc). Authorized power:
3.09-kw visual, 0.617-kw aural.
Antenna: 80-ft. above av. terrain,
112-ft. above ground, 6392-ft.
above sea level.

Latitude 38° 31' 01.6"
Longitude 107° 51' 11.8"

Transmitter: Flat Top Mesa.

Color: Network only.

News Wire Service: UPI.



County coverage (shaded areas) based on 1965
ARB study.

KREY-TV Ref: FCC File No. BPCT-2788 Granted 6/6/60

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

KREY-TV

Network Service: Same as KREX-TV, Grand Junction.

Licensee: XYZ TV Inc., Flat Top Mesa.

Studio: 610 N. 1st St., Montrose, Colo. (81401).

Telephone: 303-249-9601.

Ownership: XYZ TV Inc. For other interests, see KREX-TV, Grand Junction, Colo.

Began Operation: Aug. 18, 1956.

Represented (sales) by The Devney Organization Inc.; John L. McGuire & Co. (Denver).

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

REX HOWELL, president.

ROBERT J. McMAHAN, exec. vice president & general manager.

CARL Q. ANDERSON, v.p. & station manager.

JAMES MEYER, director of engineering.

Rates: Sold in combination with KREX-TV, Grand Junction.

NETWORK BASE HOURLY RATE: Bonus to KREX-TV, Grand Junction.

ARB Data for this station included with parent
KREX-TV, Grand Junction. The above map
reflects coverage of both parent & satellite.



MALARKEY, TAYLOR & ASSOCIATES
CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Colorado—Pueblo



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1306-ft. above av. terrain, 972-ft. above ground, 6322-ft. above sea level.

Latitude 38° 22' 24.5"
Longitude 104° 33' 27.2"

Transmitter: Baculite Mesa, approx. 7.9-mi. NNE of Pueblo.

Studio: Television Center, 2226 Television Lane.

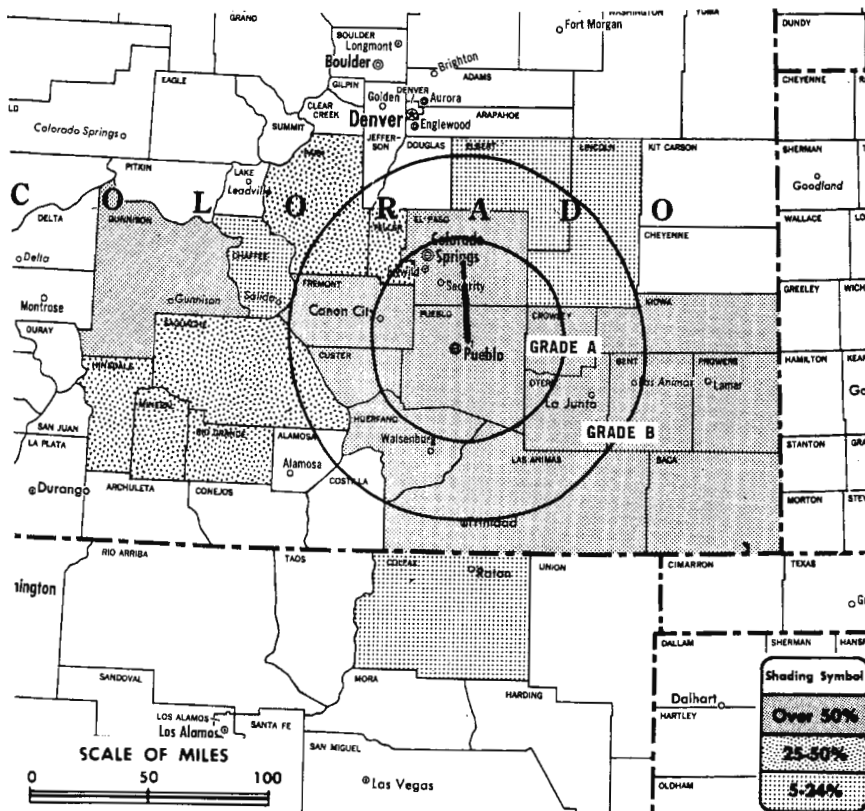
TV tape: Recording facilities.

Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KOAA-TV Ref: FCC File No. BNPCT-5334 Granted 7/8/59

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

KOAA-TV

Licensee: Metropolitan Television Co., 2226 Television Lane, Pueblo, Colo. (81003).

Telephone: 303-544-5782.

Ownership: Same as KOA-TV, Denver.

Began Operation: June 29, 1953, sale to present owner by Star Bcstg. Co. (Bankers Life & Casualty Co., Chicago) approved Dec. 13, 1961 by FCC. (Television Digest, Vols. 17:35, 1:14). Sale by partners Douglas D. Kahle & Robert L. Clinton Jr., to Star Bcstg. Co., approved by FCC, Sept. 29, 1954 (Vol. 10:35, 40).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

JAMES G. CROLL, station manager.
EVELYN CALDWELL, promotion director.
KEN RENFROW, chief engineer.
JACK SINCLAIR, operations manager.
CAROLE ROBERTS, traffic manager.
JACK CRAVENS, film director.

DIGEST OF RATE CARD NO. 6—(June 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class A—6-10 p.m., daily.	\$300.00	\$150.00	\$130.00	\$70.00*	\$70.00*	\$35.00*

Class AA—6:30-10 p.m., daily.

Note: Also sold as Colorado Combination with KOA-TV, Denver.

NETWORK BASE HOURLY RATE \$275.

For Color Set Penetration by Market
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	BACA	1,700	1,200	71
	BENT	1,700	1,600	90
	CROWLEY	800	700	94
	CUSTER	300	200	83
	EL PASO	56,800	54,300	96
	FREMONT	7,000	6,200	89
	GUNNISON	1,500	1,200	81
	HUERFANO	1,900	1,600	84
	KIOWA	600	500	84
	LAS ANIMAS	5,000	4,100	82
	OTERO	7,400	6,800	91
	PROWERS	3,800	3,100	82
	PUEBLO	38,000	36,200	95
25-50 O/O	COLORADO			
	HINSDALE	100	100	99
	MINERAL	200	100	74
	PARK	500	400	88
	RIO GRANDE	2,700	2,200	84
	SAGUACHE	900	700	81
	TELLER	800	700	93
5-24 O/O	COLORADO			
	CHAFFEE	2,900	2,500	87
	ELBERT	900	800	89
	LINCOLN	1,600	1,400	90
	NEW MEXICO			
	COLFAX	3,200	2,700	84
STATION TOTALS		140,300	129,300	92
NET WEEKLY CIRCULATION (MARCH 1966)			111,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			79,400	

Colorado—Sterling



KTVS



Ch. 3

[Satellite of KFBC-TV, Cheyenne, Wyo.]

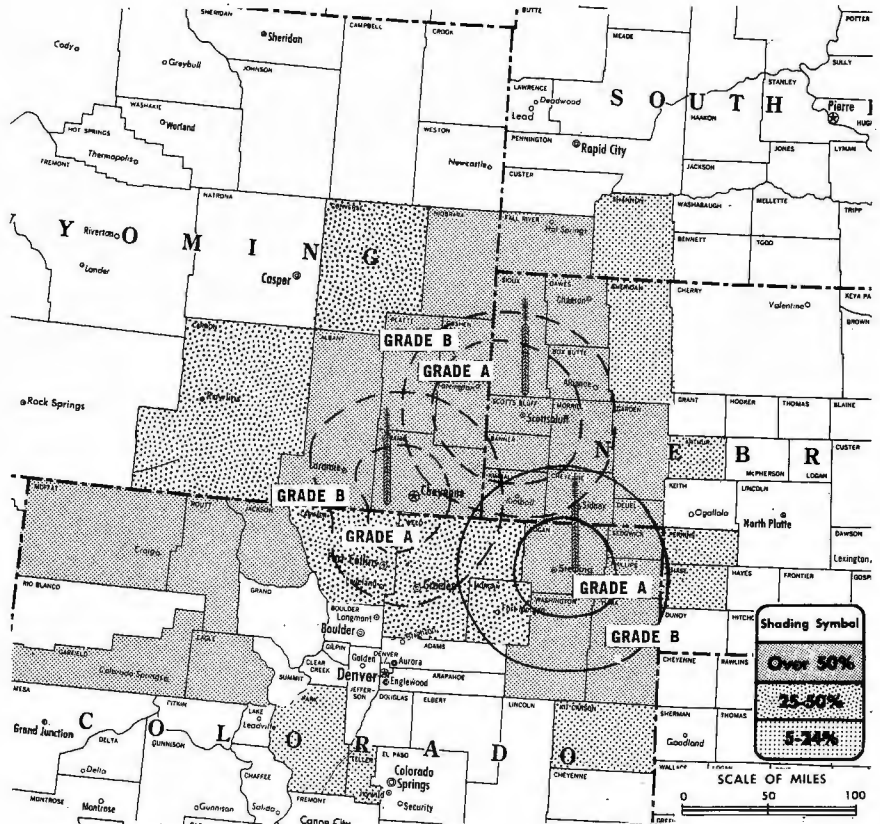
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 60.6-kw visual, 6.06-kw aural. Antenna 730-ft. above av. terrain, 601-ft. above ground, 5076-ft. above sea level.

Latitude 40° 34' 58"
Longitude 103° 01' 50.4"

Transmitter: State Hwy. 61, 9.6-mi. ESE of Sterling.

Color: Network.

News Wire Service: UPI.



County coverage (shaded areas) based on 1965 ARB study.

KTVS Ref: FCC File No. BPT-3005 Granted 2/13/68

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

KTVS

Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo. (82001).

Studio: State Hwy. 61, 9.6-mi. ESE of Sterling.

Ownership: See KFBC-TV, Cheyenne, Wyo.

Began Operation: Dec. 28, 1963.

Represented (sales) by George P. Hollingbery Co.; Soderlund Co. (Omaha).

Represented (legal) by Koteen & Burt.

Represented (engineering) by Robert C. Pfannenschmid.

Personnel:

CARL OCCHIPINTI, resident manager.
WILLIAM C. GROVE, executive vice president.
RAY CULLISON, resident engineer.

Rates: Sold only in combination with KFBC-TV, Cheyenne, with rates applying to simultaneous telecasts on KFBC-TV, KTVS and KFBC-TV's other satellite, KSTF, Scottsbluff, Neb.

NETWORK BASE HOURLY RATE: Bonus to KFBC-TV, Cheyenne, Wyo.

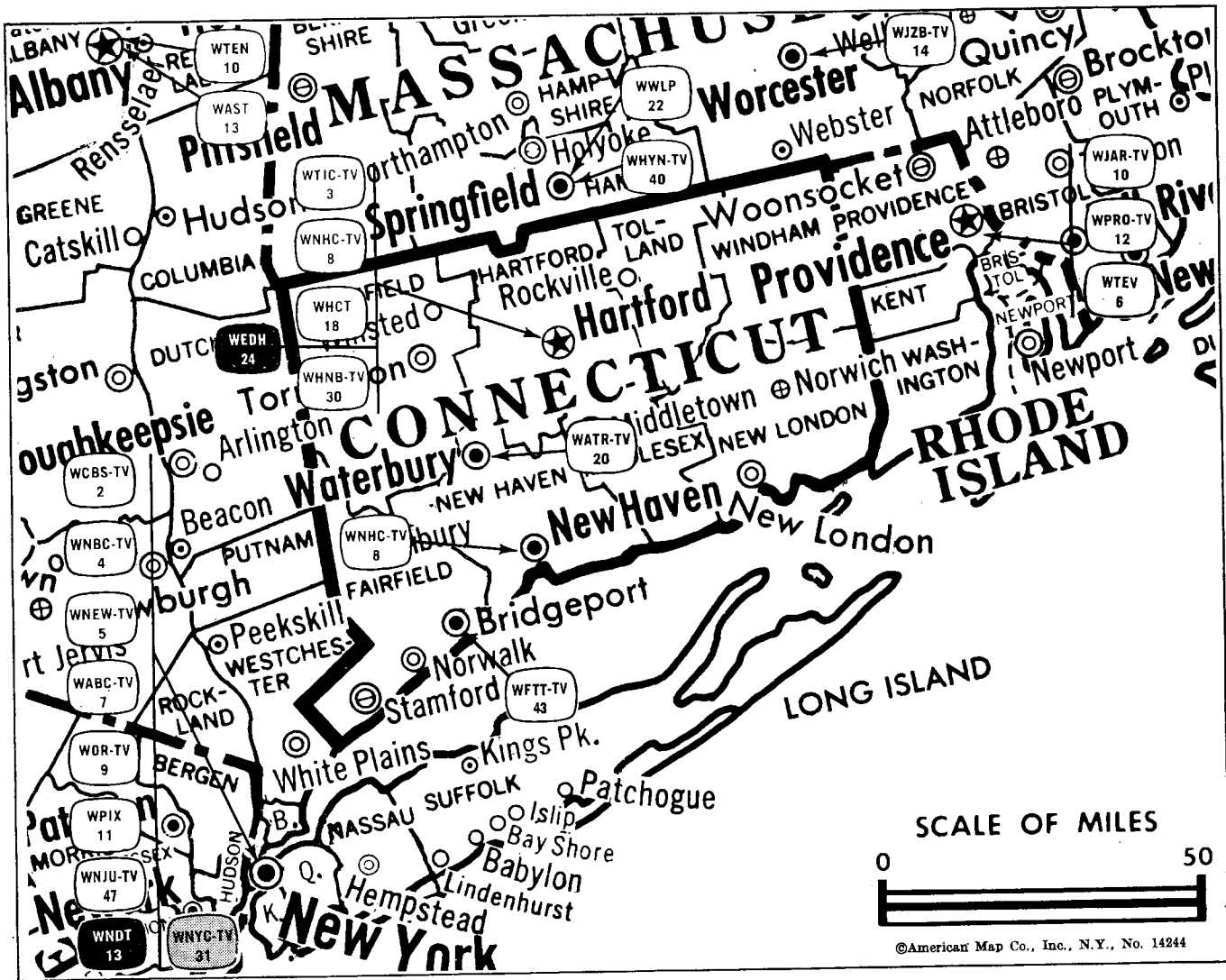
ARB Data included with Parent KFBC-TV, Cheyenne, Wyo. The above map reflects coverage of both parent & satellite.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Connecticut



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Hartford-New Haven	786,100	14	1,618,000	12	1,545,600	12

Connecticut Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	2	3	5
Educational Television Stations	0	1	1
			6

State Cross Reference List and Educational Technical Facilities are on page 126-b

FUTURA

100% MODULAR SOLID STATE AMPLIFIERS

Just a change of modules transforms the amplifier from a Mainline to a Mainline/Bridger, or Mainline with AGC, or Mainline/Bridger with AGC, or whatever amplification your system requires.

viking | 400 Ninth Street, Hoboken, New Jersey
N.Y.: (212) 943-5793; N.J.: (201) 656-2020

Connecticut—Bridgeport

WFTT

Ch. 43

(Due to Resume Operation by Spring)

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 274-kw visual, 27.4-kw aural. Antenna: 700-ft. above av. terrain, 470-ft. above ground, 1000-ft. above sea level.

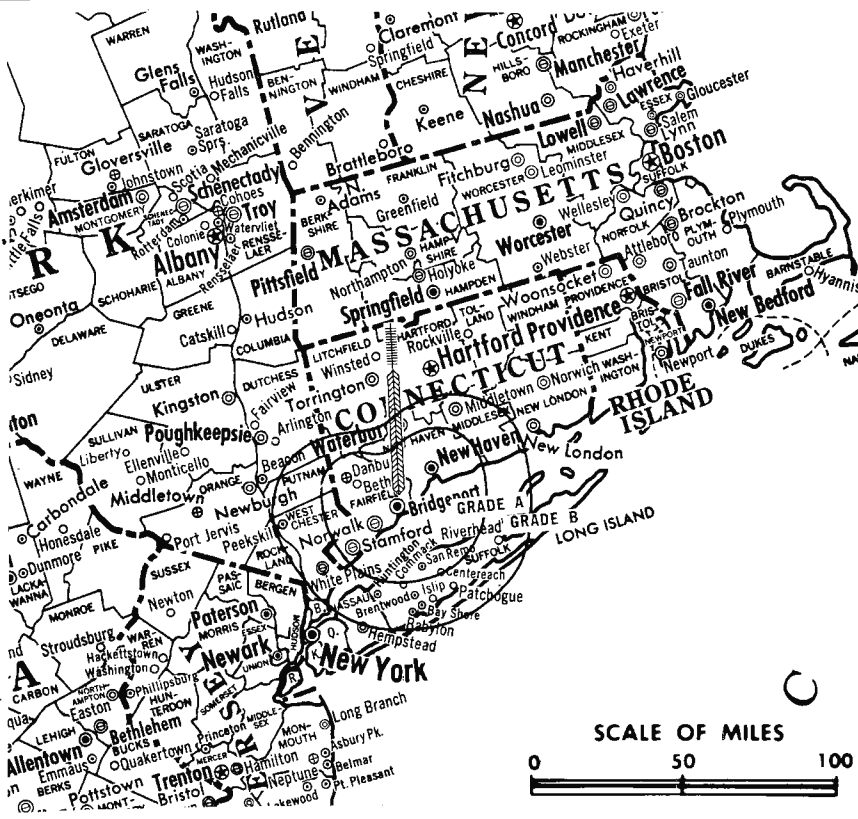
Latitude 41° 16' 46"
Longitude 73° 11' 09"

Requests change to 300-kw max. and 250-kw horizontal visual, 30-kw max. and 25-kw horizontal aural.

Transmitter: Booth Hill Rd., Trumbull, Conn.

Color: Film & slide.

News Wire Service: AP.



WFTT Ref: FCC File No. BPCT-3766 Granted 5/25/66

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

WFTT

Network Service: None, independent.

Licensee: Connecticut-New York Broadcasters Inc., 1016 Broad St., Bridgeport, Conn. (06603).

Studio: 1016 Broad St., Bridgeport, Conn. (06603).

Telephone: 255-0461.

Ownership: Kenneth M. Cooper, pres., 67.9%; John E. Metts, Edwin B. Laughlin, Robert M. FitzGerald, John H. Staub II, James K. Patrick Jr., Arthur R. Bell, none with more than 6%.

Began Operation: March 29, 1953. Sale to present owners by Philip Merryman-Manning Slater interests approved by FCC Feb. 25, 1959 (Television Digest, Vols. 14:51, 15:0). Station left air Dec. 8, 1960. Due to resume in Spring of 1967.

Represented (legal) by Cohn & Marks.

Personnel:

KENNETH COOPER, president & general manager.
TILLIE SACKOWITZ, business manager.
ROBERT PIEGER, chief engineer.

DIGEST OF RATE CARD NO. 1

(Nov. 1, 1966)

Hour	15 Min.	5 Min.	Min.	ID
Class A—6-11:30 p.m., daily.				
\$400.00	\$160.00	\$100.00	\$80.00	\$40.00

ARB Data not available since the station was not in operation when the survey was made.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio TV Texas	\$2,300,000
TV Honolulu	\$2,800,000

116 Central Park South
New York, N.Y.

Connecticut—Hartford

WHCT

Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 186-kw maximum and 158-kw horizontal visual, 31.6-kw aural. Antenna: 640-ft. above av. terrain, 291-ft. above ground, 951-ft. above sea level.

Latitude 41° 45' 39"
Longitude 72° 48' 08"

Transmitter: 3.85-mi. SE of Avon Village, Deercliff Rd.

News Wire Service: AP.

Studio: 555 Asylum St., Hartford.

Telephone: 203-525-2611.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WHCT Ref: FCC File No. BMPCT—1890 Granted 5/5/64

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

WHCT

Network Service: None, independent.

Licensee: Hartford Phonevision Co., 555 Asylum St., (06105).

Ownership: Hartford Phonevision is wholly-owned subsidiary of RKO General Inc.; for other interests, see WOR-TV, New York. Also see RKO General Phonevision Co. under Subscription Television.

Began Operation: Aug. 4, 1954 as WGTH-TV, 55% owned by General Teleradio and 45% by Gannett's Hartford Times. Sale to CBS approved Feb. 23, 1956 by FCC; transfer reinstated by FCC Sept. 11, 1956 after being held up by protest (Television Digest, Vols. 11:28, 12:8, 17, 37). After CBS took station off air Nov. 15, 1958 (Vol. 14:45), sale to Edward D. Taddei and associates approved by FCC Dec. 23, 1958 (Vol. 14:46, 49) and station returned to air on Jan. 24, 1959. Transfer to RKO General subsidiary Hartford Phonevision Co. approved June 1, 1960 by FCC (Vol. 16:14, 23).

Represented (sales) by RKO General Inc.

Personnel:

KEIGLER E. FLAKE, general manager.
PHILIP ZOPPI, commercial sales manager.
LILLIAN HACKMAN, comptroller.
ANTHONY DAVENPORT, program director.

DIGEST OF RATE CARD NO. 4

(Aug. 11, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:30-6:59 p.m. & 11 p.m.-midnight, daily.*					
\$400.00	\$230.00	\$160.00	\$100.00	\$44.00	\$22.00

*Note: Station offers no other time periods due to operation as a subscription TV station from 7:00-10:59 p.m., daily.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	CONNECTICUT	237,000	225,800	95
O/O	HARTFORD	29,700	28,100	95
	MIDDLESEX	21,900	20,700	94
	TOLLAND			

STATION TOTALS 288,600 274,600 95

NET WEEKLY CIRCULATION (MARCH 1966) 44,600
AVERAGE DAILY CIRCULATION (MARCH 1966) 12,200

Connecticut—Hartford



WTIC-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 910-ft. above av. terrain, 542-ft. above ground, 1249-ft. above sea level.

Latitude 41° 46' 30"
Longitude 72° 48' 20"

Transmitter: Talcott Mt., Avon, Conn.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

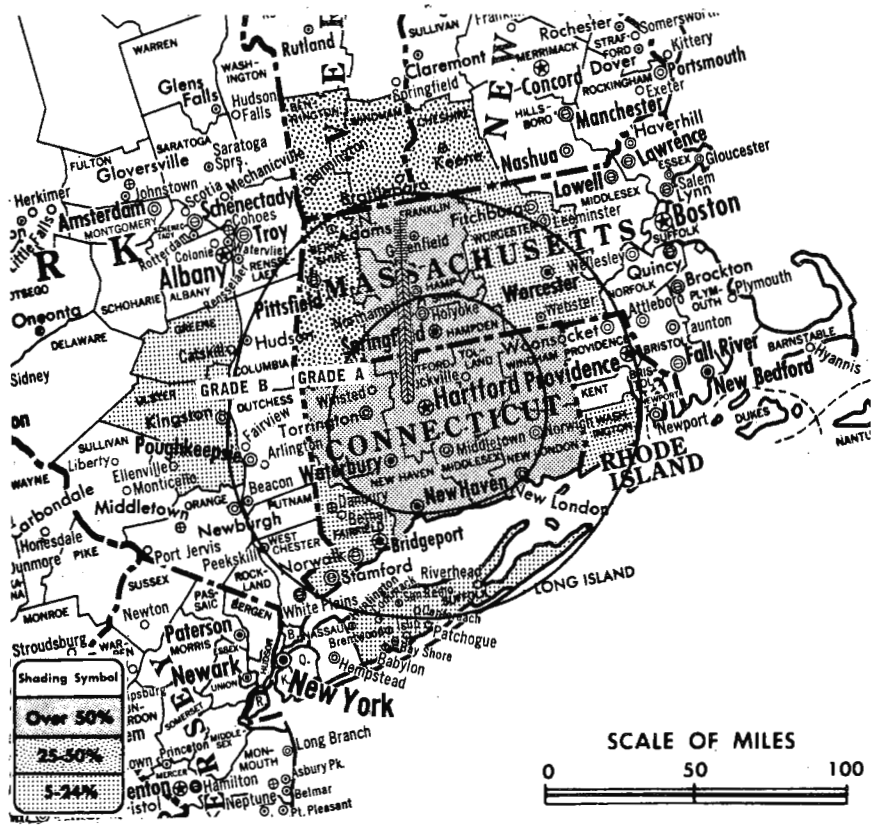
Facsimile Service: AP.

News Film Service: CBS.

AM Affiliate: WTIC, 50-kw, 1080 kc (NBC).

FM Affiliate: WTIC-FM, 5.5-kw, 96.5 mc (No. 243), 810-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTIC-TV Ref: FCC File No. BPCT-183 Granted 7/18/56

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

WTIC-TV

Licensee: Broadcast-Plaza Inc., Hartford (06115).
Studio: Broadcast House, 3 Constitution Plaza.
Telephone: 203-525-0801. TWX No.: 203-278-0330.
Ownership: Travelers Insurance Co., 100%.
Began Operation: Sept. 23, 1957.
Represented (sales) by Harrington, Righter & Parsons Inc.
Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.
Represented (engineering) by A. D. Ring & Assoc.
Personnel:
PAUL W. MORENCY, president.
LEONARD J. PATRICELLI, executive vice president.
ROBERT S. TYROL, v.p. & general manager.
KENDALL SMITH, program manager.
IRWIN C. COWPER, v.p., sales.
EUGENE J. MURIATY, promotion manager.
RICHARD AHLES, information director.
CHESTER KEFFER, business manager.
HAROLD A. DORSCHUG, engineering director.
GEORGE BOWE, special programs director.
WILLIAM DWYER, assistant program manager.
E. PAUL ABERT, production manager.
ERNEST N. OLIVIERI, chief film editor.
OLIVE M. JOHNSON, traffic supervisor.

DIGEST OF RATE CARD NO. 11—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AAA—7:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.; 6-11 p.m., Sun.	\$2300.00	\$1400.00	\$900.00	\$650.00	\$600.00	\$525.00

NETWORK BASE HOURLY RATE: \$2300.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CONNECTICUT HARTFORD	237,000	225,800	95
	LITCHFIELD	40,900	38,700	95
	MIDDLESEX	29,700	28,100	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW HAVEN	224,200	214,900	96
	NEW LONDON	61,200	57,200	93
	TOLLAND	21,900	20,700	94
	WINDHAM	22,800	21,400	94
	MASSACHUSETTS			
	FRANKLIN	17,200	15,600	91
	HAMPDEN	138,400	132,100	95
	HAMPSHIRE	29,400	27,500	93
25-50 O/O	MASSACHUSETTS BERKSHIRE	44,200	41,900	95
	NEW HAMPSHIRE CHESHIRE	14,900	13,700	92
	VERMONT BENNINGTON	7,900	7,300	93
	WINDHAM	9,300	8,000	86
5-24 O/O	CONNECTICUT FAIRFIELD	225,000	216,900	96
	MASSACHUSETTS WORCESTER	177,300	169,900	96
	NEW YORK GREENE	10,700	10,300	95
	SUFFOLK	245,000	238,600	97
	ULSTER	42,900	39,800	93
	RHODE ISLAND WASHINGTON	18,100	17,200	95

STATION TOTALS 1,618,000 1,545,600 96

NET WEEKLY CIRCULATION (MARCH 1966) 786,100
AVERAGE DAILY CIRCULATION (MARCH 1966) 587,300

Connecticut—New Britain-Hartford

WHNB-TV
Ch. 30

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 1222-kw max. and 790-kw horizontal visual, 122.2-kw max. and 79-kw horizontal aural. Antenna: 930-ft. above av. terrain, 561-ft. above ground, 1288-ft. above sea level.

Latitude 41° 42' 00"
Longitude 72° 49' 59"

Transmitter: Rattlesnake Mt., U.S. Route 6, Farmington, Conn.

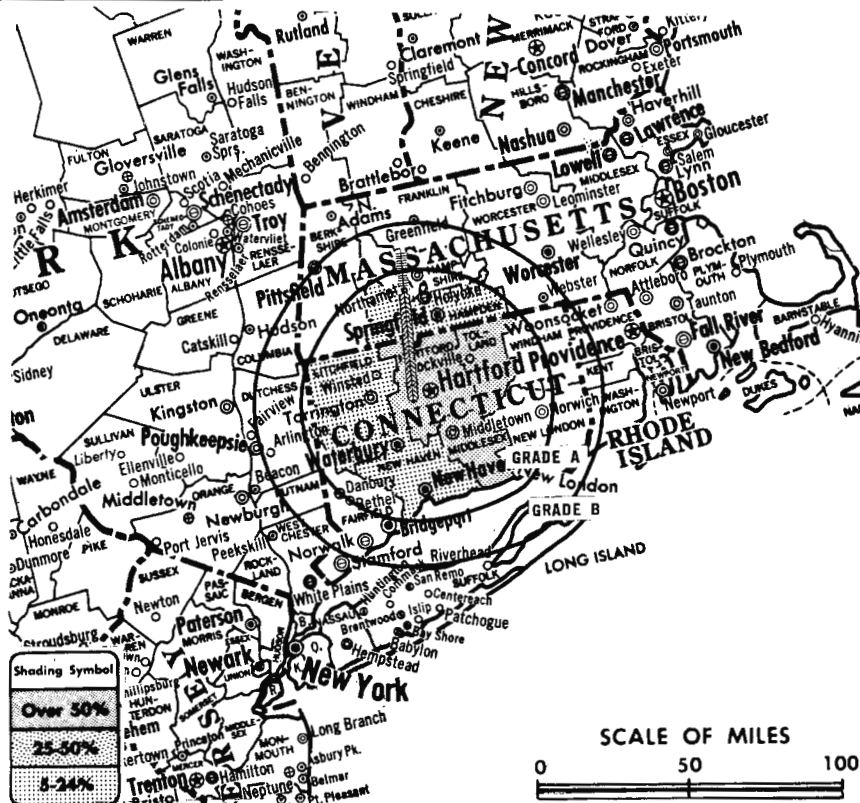
Color: Network, film, slide & tape.

News Wire Service: AP. Facsimile Service: AP.

News Film Service: NBC.

O & O Translator: W79AI, Torrington, Conn.

Studio: 1422 New Britain Ave., W. Hartford.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WHNB-TV Ref: FCC File No. BPCT-3817 Granted 9/28/66

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

WHNB-TV

Licensee: Connecticut TV Inc., 1422 New Britain Ave., W. Hartford, Conn. (06110).

Telephone: 203-521-3030, Hartford; 203-223-3603, New Britain.

Ownership: Plains Television Corp. (operator of WICS, Springfield, WCHU, Champaign, Ill.), 100%.

Began Operation: Feb. 11, 1953. Sale to present owner by NBC approved Sept. 23, 1959 by FCC (Television Digest, Vol. 15:26, 28, 39). Sale to NBC of TV-radio, operating as WKNB-TV & WKNB, by Julian Gross and associates approved Dec. 12, 1956 by FCC (Vols. 11:2, 9, 19, 22, 26; 12:50).

Represented (sales) by Young Television; Kettell-Carter (New England).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David Steel & Assoc.

Personnel:

HERBERT SCHEFTEL, president.
ELMER BALABAN, vice president.
HARRY BALABAN, treasurer.
ROBERT W. BRAY, v.p. & general manager.
RAYMOND PETROFSKY, controller & asst. treas.
JACK FOX, director of sales.
JOHN PALMER, program manager.
PHILIP B. HALE, program operations.
HOWARD WRY, promotion director.
IRVING WHITE, merchandising coordinator.
JERRY MORING, news director.

DIGEST OF RATE CARD NO. 14
(June 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—7:30-11 p.m., daily.	\$700.00	\$420.00	\$280.00	\$238.00	\$210.00*	\$105.00*

*Class AAA—7:29-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CONNECTICUT HARTFORD MIDDLESEX TOLLAND	237,000 29,700 21,900	225,800 28,100 20,700	95 95 94
5-24 O/O	CONNECTICUT LITCHFIELD NEW HAVEN	40,900 224,200	38,700 214,900	95 96
	MASSACHUSETTS HAMPDEN	138,400	132,100	95
STATION TOTALS		692,100	660,300	95
NET WEEKLY CIRCULATION (MARCH 1966)			279,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			167,000	

ARB Data for this Station does not reflect present coverage since the station changed its facilities after the survey was made.

MORTON FLOM, ENG.
CONSULTING ENGINEER
Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

514-484-4883

Connecticut—New Haven-Hartford



WNHC-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 168-kw visual, 33.6-kw aural. Antenna: 1210-ft. above av. terrain, 904-ft. above ground, 1549-ft. above sea level.

Latitude 41° 25' 23"
Longitude 72° 57' 06"

Transmitter: Downes Rd. & Hoadley Rd., Mad Hare Mt., Hamden, Conn.

TV tape: Recording facilities.

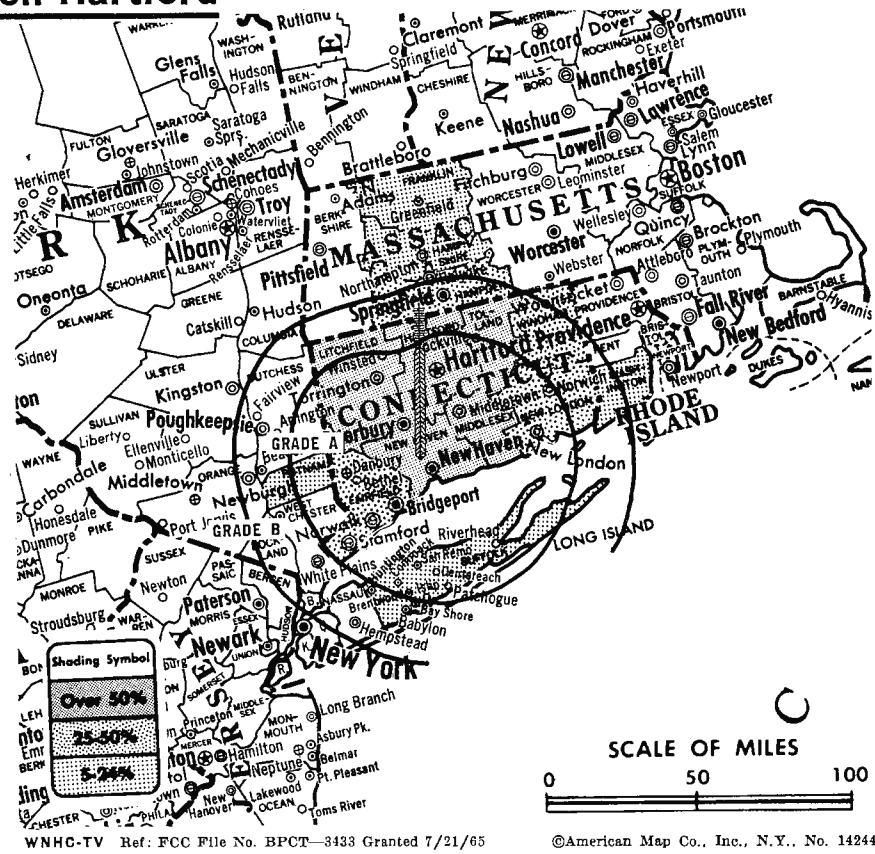
Color: Network, live, film, slide & tape.

AM & FM Affiliates: Listed below.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WNHC-TV Ref: FCC File No. BPC-3433 Granted 7/21/65

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

WNHC-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

General Offices: 135 College St., New Haven, Conn. (06510).

Studio: 135 College St., New Haven.

Telephone: 203-777-3611. TWX No.: 203-772-0459.

AM Affiliate: WNHC, 1-kw, (.25-kw night) 1340 kc (ABC).

FM Affiliate: WNHC-FM, 10-kw, 99.1 mc (No. 256), 950-ft. antenna.

Ownership: Triangle Publications, Inc. See WFIL-TV Philadelphia.

Began Operation: June 15, 1948; Sale to present owners by Aldo DeDominicis-Patrick J. Goode interests approved June 20, 1956 by FCC (Television Digest, Vol. 12:21, 22, 25, 34).

Represented (sales) by Blair-TV.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

HOWARD W. MASCHMEIER, general manager.
ROBERT TETER, general sales manager.
JAMES R. VAN de VELDE, program director.
BRUCE POLLOCK, promotion manager.
CARMINE IANNUCCI, chief engineer.
WILLIAM ELLISON, director, special events.
SAM P. MASTRO, business manager.

DIGEST OF RATE CARD NO. 16 (Oct. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AAA—8-10:30 p.m., daily.						
\$2400.00	\$1440.00			\$665.00	\$600.00	\$300.00
NETWORK BASE HOURLY RATE: \$2250.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CONNECTICUT HARTFORD LITCHFIELD MIDDLESEX NEW HAVEN TOLLAND	237,000 40,900 29,700 224,200 21,900	225,800 38,700 28,100 214,900 20,700	95 95 95 96 94
25-50 O/O	CONNECTICUT FAIRFIELD NEW LONDON WINDHAM MASSACHUSETTS HAMPDEN	225,000 61,200 22,800 138,400	216,900 57,200 21,400 132,100	96 93 94 95
5-24 O/O	MASSACHUSETTS FRANKLIN HAMPSHIRE NEW YORK PUTNAM SUFFOLK RHODE ISLAND WASHINGTON	17,200 29,400 15,800 245,000 18,100	15,600 27,500 15,100 238,600 17,200	91 93 96 97 95
STATION TOTALS		1,326,600	1,269,800	96
NET WEEKLY CIRCULATION (MARCH 1966)			727,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			435,300	

Connecticut—Waterbury



WATR-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 200-kw visual, 20-kw aural. Antenna: 510-ft. above av. terrain, 253-ft. above ground, 1043-ft. above sea level.

Latitude 41° 31' 02.4"
Longitude 73° 01' 00.3"

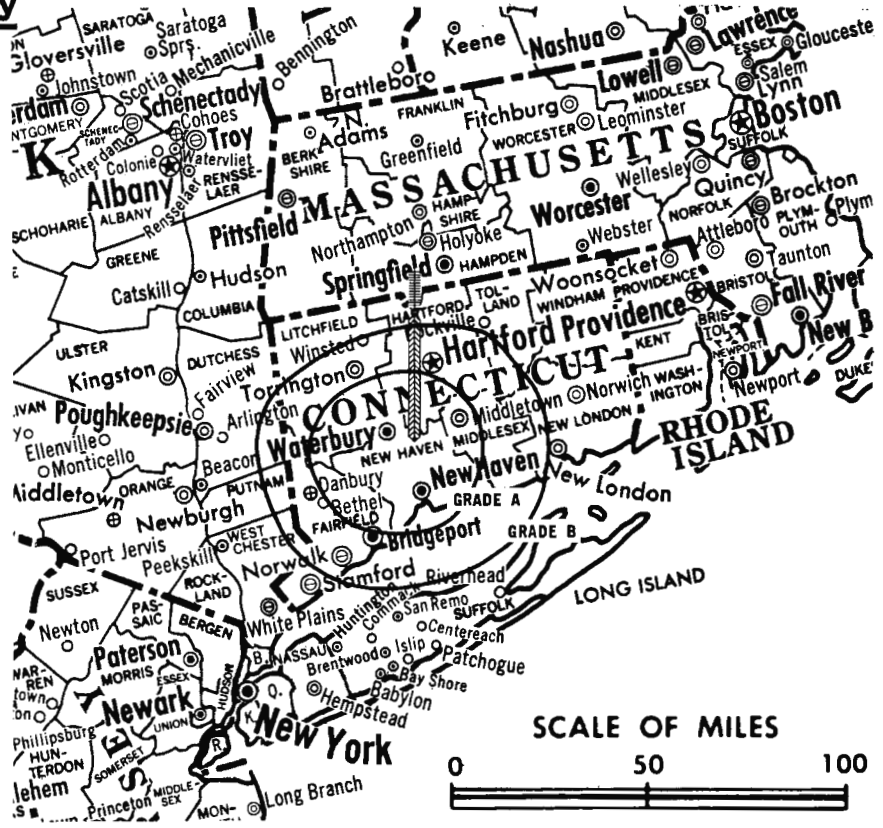
Transmitter: Peach Orchard Rd., 0.2-mi. N of Clark Hill Rd., near Prospect, Conn.

Color: Network only.

News Wire Service: AP.

AM Affiliate: WATR, 5-kw (1-kw night), 1320 kc (ABC).

FM Affiliate: WATR-FM, 7-kw, 92.5 mc (No. 223), 750-ft. antenna height (CP).



WATR-TV Ref: FCC File No. BPCT-2987 Granted 2/28/62
CP: BPCT-3281 Granted 5/5/64

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

WATR-TV

Licensee: WATR Inc., 440 Meadow St., Waterbury, Conn. (06702).

Studio: 440 Meadow St.

Telephone: 203-755-1121.

Ownership: Harold Thomas, pres., 99%; Bernard J. Zucker, secy., .5%; Lillian Thomas, director, .5%; Mr. Thomas has interest in WNAB, Bridgeport.

Began Operation: Sept. 4, 1953.

Represented (sales) by Adam Young Inc.; Kettell-Carter Inc. (New England).

Represented (engineering) by Ralph Winquist (Bridgeport, Conn.).

Personnel:

HAROLD THOMAS, president.
SAM ELMAN, exec. v.p. & general manager.
BERNARD J. ZUCKER, secretary.
ASTRID CURTIS, program manager & film buyer.

DIGEST OF RATE CARD NO. 2R—(Aug. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.	\$120.00	\$80.00	\$60.00	\$50.00	\$50.00	\$26.00

NETWORK BASE HOURLY RATE: \$200.

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WHNB-TV & WNHC-TV

Hartford

(Also see New Britain & New Haven)

ARB Data Not Available.

State Educational Technical Facilities
(Complete Data in Educational Directory)

WEDH

Hartford

Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., c/o Ben A. Hudelson, Trinity College, Hartford, Conn. (06103).

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 162.2-kw max. and 130.9-kw horizontal visual, 25.1-kw aural. Antenna: 902-ft. above av. terrain, 503-ft. above ground, 1213-ft. above sea level.

Latitude 41° 46' 27"
Longitude 72° 48' 20"

WEDN

Norwich

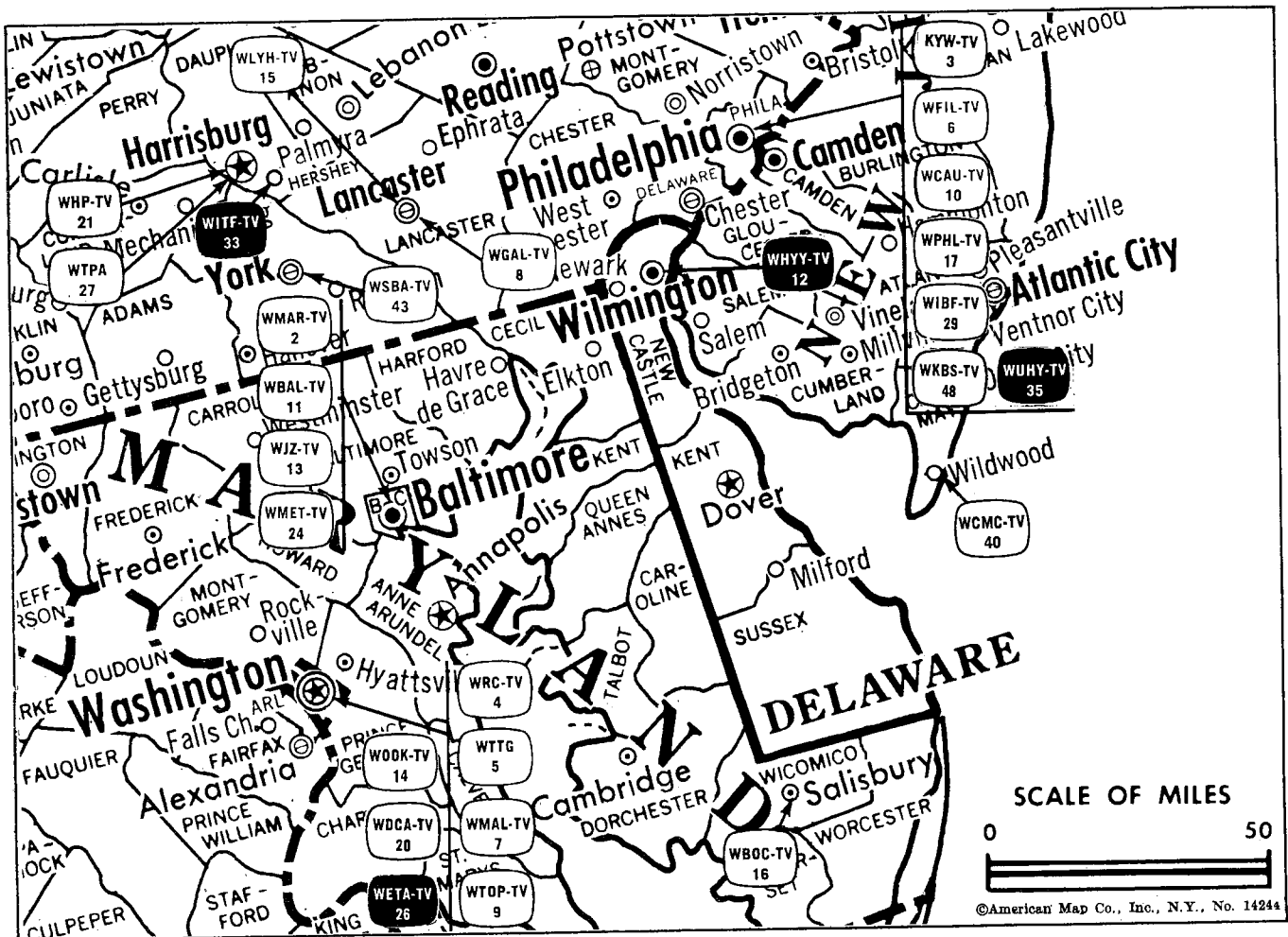
Ch. 53

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., c/o Ben A. Hudelson, Trinity College, Hartford, Conn. (06103)

Technical Facilities: Channel No. 53 (704-710 mc) Authorized power: 563-kw max. and 316-kw horizontal visual, 113-kw max. and 64-kw horizontal aural. Antenna: 680-ft. above av. terrain, 477-ft. above ground, 996-ft. above sea level.

Latitude 41° 31' 11"
Longitude 72° 10' 04"



Delaware Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	0	0	0
● Educational Television Stations	1	0	1
			1

American Research Bureau Does Not Have Net Weekly Circulation Data For Delaware

State Educational Technical Facilities
(Complete Data in Educational Directory)

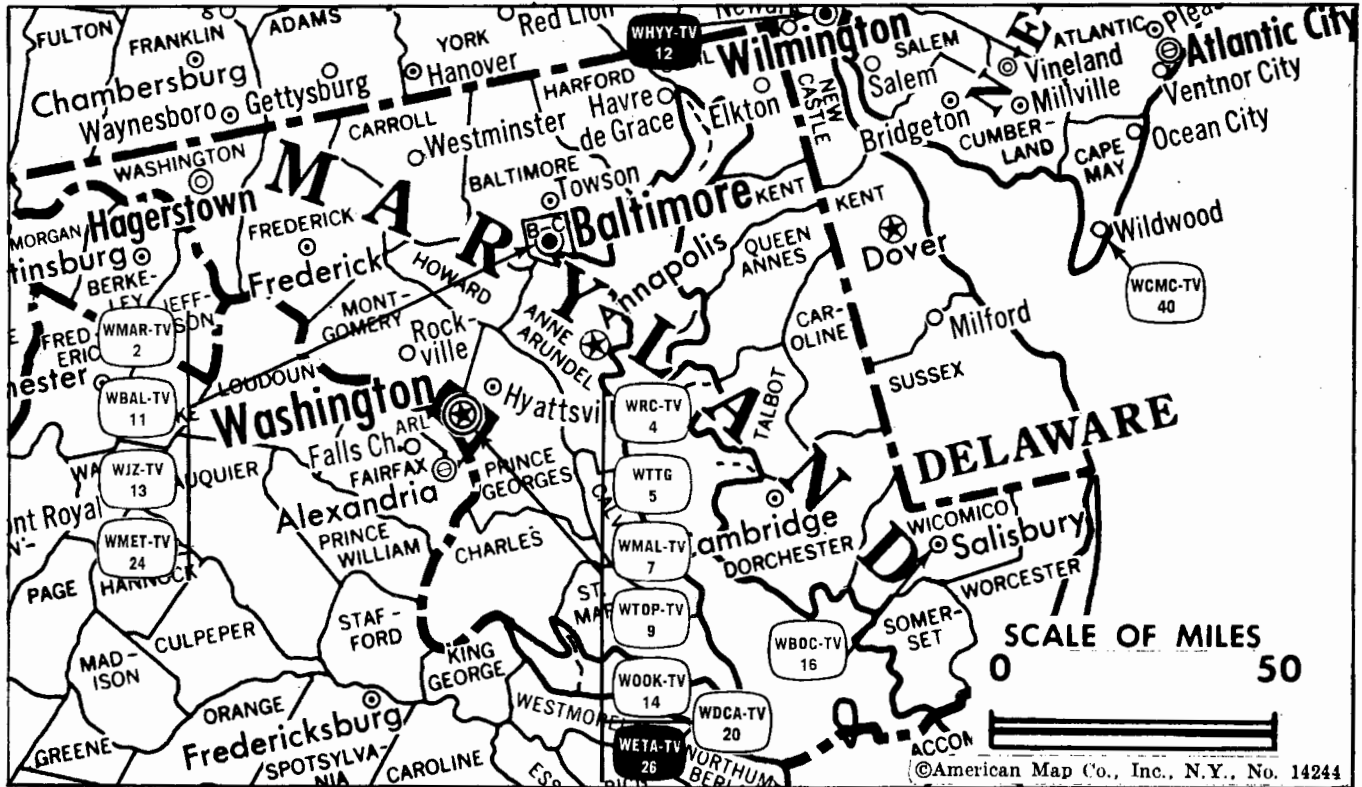
WHYY-TV
Wilmington
Ch. 12
Non-Commercial Educational Station
Licensee: WHY Inc., 4548 Market St., Philadelphia, Pa. (19139).
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 900-ft. above av. terrain, 922-ft. above ground, 1049-ft. above sea level.
Latitude 39° 41' 21"
Longitude 75° 05' 22"

FUTURA

100% MODULAR SOLID STATE AMPLIFIERS
MAINLINE • MAINLINE WITH AGC • MAINLINE/BRIDGER • MAINLINE/BRIDGER WITH AGC • HIGH LEVEL BRIDGER • HIGH LEVEL DISTRIBUTION AMPLIFIERS.
(Inventory costs are reduced by 50%).

viking | 400 Ninth Street, Hoboken, N.J. • N.Y.: (212)943-5793; N.J.: (201)656-2020

District of Columbia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Washington, D.C.	1,034,600	10	1,858,700	8	1,766,400	9

District of Columbia Station Status as of Jan. 1, 1967

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
4	2	6
0	1	1
		7

D.C. Educational Technical Facilities (Complete Data in Educational Directory)

WETA-TV Washington

Ch. 26

Non-Commercial Educational Station

Licensee: The Greater Washington Educational TV Assn. Inc., 1225 19th St. NW at Jefferson Place, Washington, D.C. (20036).

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 1100-kw max. and 794-kw horizontal visual, 110-kw max. and 79.4-kw horizontal aural. Antenna: 770-ft. above av. terrain, 817-ft. above ground, 1057-ft. above sea level.

Latitude 38° 57' 49.4"
Longitude 77° 06' 18.2"

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

District of Columbia—Washington

WDCA-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 1120-kw max. and 724-kw horizontal visual, 112-kw max. and 72.4-kw horizontal aural. Antenna: 770-ft. above av. terrain, 809-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 49.4"
Longitude 77° 06' 18.2"

Transmitter: 5202 River Rd., Washington, D.C. (20016).

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



WDCA-TV Ref: FCC File No. BPCT-3827 Granted 9/21/66

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

WDCA-TV

Network Service: None, independent.

Grantee: Capital Broadcasting Co., 5202 River Rd., Washington, D.C. (20016).

Studio: 5202 River Rd., Washington, D.C. (20016).

Telephone: 301-654-2600. TWX No.: 710-824-9608.

Ownership: Milton Grant, pres., 25.1% (votes 50.2%); Alan Kay, 29.1% (votes 4%); A. Dana Hodgdon, 10%; Edward Mernone, treas., 27.3% (beneficially owned by Dr. S. F. Thomas); Dr. Robert M. Williams, 3.75%; Dr. Emerson A. Williams, 3.1%; others, none with more than 3%.

Began Operation: April 20, 1966.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by David Steel & Associates.

Personnel:

MILTON GRANT, president & general manager.
GLENN M. BRILLHART, regional sales manager.
AL DULLNIG, program director.
JOHN W. PERRY, chief engineer.
SHELDON GOLUB, promotion director.
JEROME MORRIS, business manager.
JOHN ADAMS, asst. program director, special events.

DIGEST OF RATE CARD NO. A

(Jan. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	
Class AA—6-11 p.m., Mon.-Sat.; 4-11 p.m., Sun.	\$600.00	\$375.00	\$215.00	\$150.00	\$125.00	\$150.00

ARB data for this station not available since it was not in operation when the survey was made.

For Color Set Penetration,
see Services Volume

District of Columbia—Washington



WMAL-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 500-ft. above av. terrain, 398-ft. above ground, 763-ft. above sea level.

Latitude 38° 56' 09.4"
Longitude 77° 05' 33.4"

Transmitter: American University Campus.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

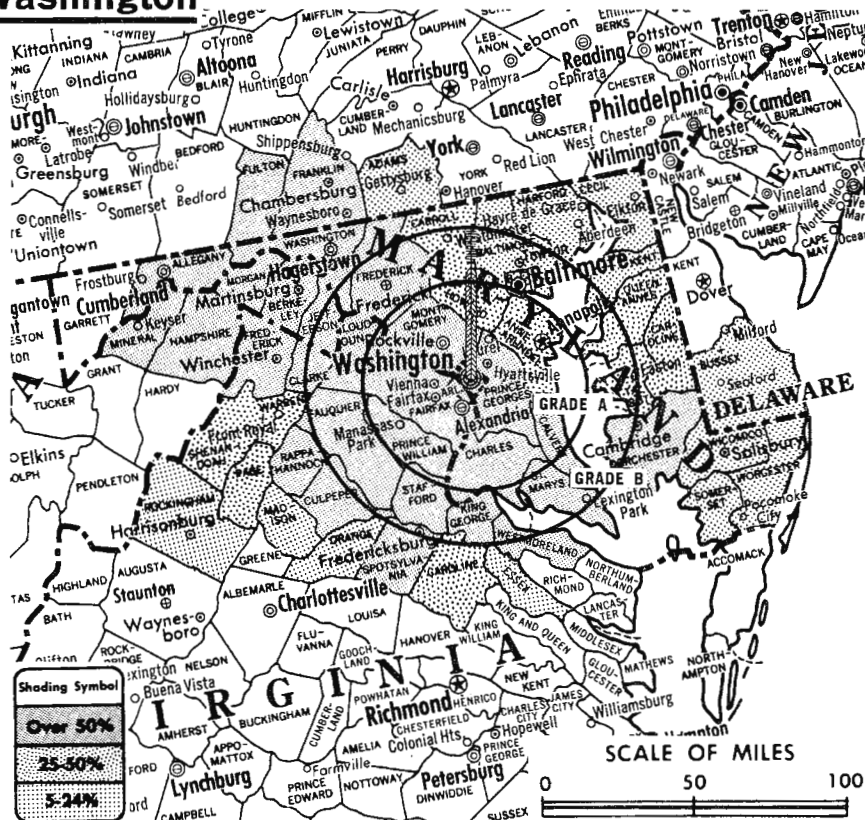
Facsimile Service: UPI.

Studio: 4461 Connecticut Ave., N.W.

AM Affiliate: WMAL, 5-kw, 630 kc (ABC).

FM Affiliate: WMAL-FM, 20-kw, 107.3 mc (No. 297), 400-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WMAL-TV Ref: FCC File No. BMPCT-4278 Granted 11/5/56

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

WMAL-TV

Licensee: Evening Star Broadcasting Co. Inc., 4461 Connecticut Ave., N.W., Washington, D.C. (20008).

Telephone: 202-537-1100. TWX No.: 710-822-9505.

Ownership: Evening Star Newspaper Co., 100%, publisher of Washington Evening Star. Officers of Evening Star Bcstg. Co. Inc.: John W. Thompson Jr., pres.; Frederick S. Houwink, v.p.; Willmott Lewis Jr., secy.; John H. Kauffmann, treas. Also owns WLVA-TV, Lynchburg, Va. (WLVA) and WCIV (TV), Charleston, S.C.

Began Operation: Oct. 3, 1947.

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

Represented (legal) by Hogan & Hartson.

Personnel:

FREDERICK S. HOUWINK, v.p. & general manager.
NEAL J. EDWARDS, manager.
WILLIAM L. EURE JR., general sales manager.
JOHN BOWMAN, engineering manager.
RICHARD C. STRATTON, operations manager.
THEODORE N. McDOWELL, news & public affairs manager.
E. H. MEEKS, promotion & publicity manager.
HERBERT VICTOR, program & production manager.
RICHARD S. STAKES, controller & asst. general manager.

DIGEST OF RATE CARD NO. 19—(Jan. 1, 1967)

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

Class AAA—8-10:30 p.m., daily.

\$2100.00 \$1500.00 \$750.00 \$750.00 \$450.00

NETWORK BASE HOURLY RATE: \$1650.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	DIST. OF COL. DIST OF COL	267,500	248,600	93
	MARYLAND			
	ALLEGANY	25,800	24,200	94
	CALVERT	4,500	4,100	92
	CHARLES	9,100	8,400	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	DORCHESTER	9,400	8,600	91
	FREDERICK	22,000	21,000	96
OVER 50 O/O	MONTGOMERY	120,800	117,700	97
	PRINCE GEORG	135,400	132,200	98
	ST MARYS	10,400	9,900	95
	WASHINGTON	29,600	28,000	95
	PENNSYLVANIA			
	FRANKLIN	27,300	25,100	92
	FULTON	2,900	2,600	88
	VIRGINIA			
	ARLINGTON	99,700	96,000	96
	CLARKE	2,500	2,400	94
	CULPEPER	4,600	4,300	92
	FAIRFAX	92,100	89,800	97
	FAUQUIER	7,200	6,600	91
	FREDERICK	12,500	11,600	93
	KING GEORGE	2,100	1,900	92
	LOUDDON	7,400	6,800	92
	PRINCE WILLM	16,600	16,000	96
	RAPPAHANNOCK	1,300	1,100	88
	SPOTSYLVANIA	8,600	7,900	92
	STAFFORD	5,700	5,300	93
	WESTMORELAND	3,400	2,900	85
	WEST VIRGINIA			
	BERKELEY	10,500	9,900	94
	HAMPSHIRE	3,000	2,600	85
	JEFFERSON	5,300	5,000	93
	MINERAL	6,400	5,700	91
	MORGAN	2,600	2,300	91

25-50 O/O	MARYLAND			
	ANNE ARUNDEL	66,000	63,800	97
	CAROLINE	6,300	5,800	91

(Continued on page 135-b)

STATION TOTALS 1,680,700 1,602,500 95

NET WEEKLY CIRCULATION (MARCH 1966) 1,008,900
AVERAGE DAILY CIRCULATION (MARCH 1966) 644,900

District of Columbia—Washington

WOOK-TV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 245-kw visual, 49-kw aural. Antenna: 330-ft. above av. terrain, 337-ft. above ground, 551-ft. above sea level.

Latitude 38° 57' 17"

Longitude 77° 00' 17"

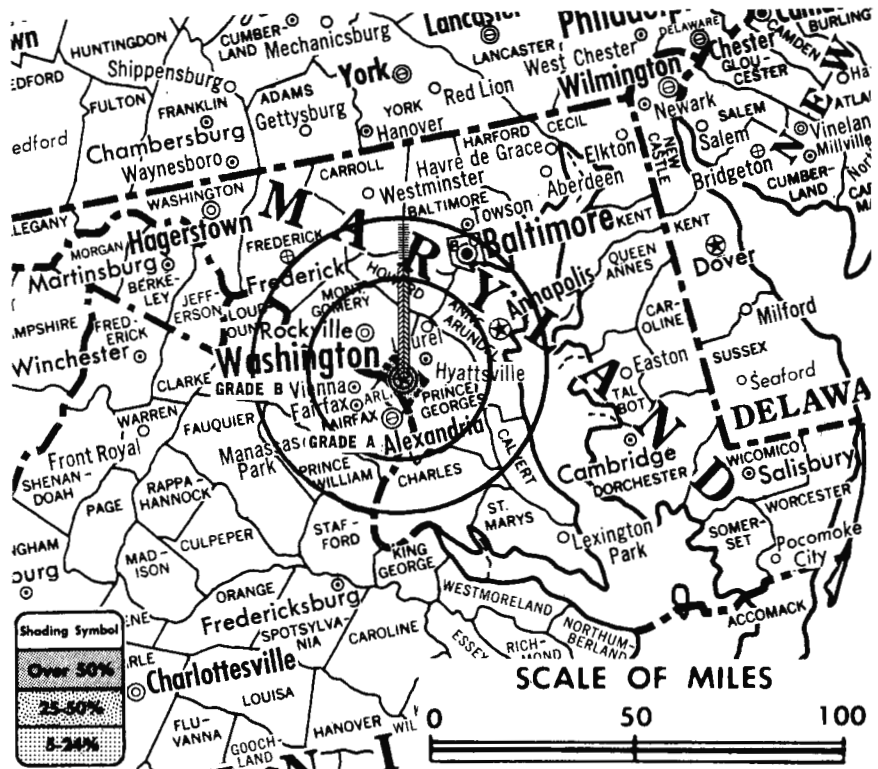
Holds CP for change to 245-kw visual, 66.1-kw aural.

Transmitter: 5321 First Place NE

TV Tape: Recording facilities.

AM Affiliate: WOOK, 1-kw (.25-kw night), 1340 kc.

FM Affiliate: WFAN, 16-kw, 100.3 mc (No. 262), 280-ft. antenna.



Total Households: © SRDS
 Consumer Market Data as of 1/1/67.
 TV Homes: TV% and Circulation
 © 1965 American Research Bureau.
 County coverage (shaded areas) based on 1965 ARB study.

WOOK-TV Ref: FCC File No. BPCT-1819 Granted 2/24/54

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

WOOK-TV

Network Service: None, independent.

Licensee: United TV Co. Inc., 5321 First Place NE (20011).

Studio: 5321 First Place NE. Telephone: 202-882-2500.

Ownership: Richard Eaton, 100%. Mr. Eaton also operates WMUR-TV, Manchester, N.H. and holds a CP for WMET-TV, Baltimore. He operates radios WSID, Baltimore; WINX, Rockville, Md.; WJMO, Cleveland Heights, O.; WBNX, New York, N.Y.; WFAB, Miami-South Miami and owns off-air WJMY (TV), Allen Park (Detroit), Mich. He also is buying WFME (FM), Newark, N.J. United Bcstg. is buying KTRG-TV, Honolulu and radio stations KALI, San Gabriel-Los Angeles; KOFY & KUFY-FM, San Mateo-San Francisco, also CP for KECC-TV, El Centro, Cal.

Began Operation: March 5, 1963.

Represented (sales) by UBC Sales (Chicago, Boston & Washington); Dora-Clayton (Atlanta); Vic Piano Associates (New York).

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD EATON, president.
 E. CARLTON MYERS JR., general manager.
 JOSEPH G. GATHINGS, program director.
 GENE PLUMSTEAD, director of operations.

DIGEST OF RATE CARD NO. 2

(April 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—5-11:30 p.m., daily.					
\$500.00	\$275.00	\$150.00	\$120.00	\$100.00	\$55.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	DIST. OF COL.	267,500	248,600	93
O/O	DIST OF COL			
STATION TOTALS		267,500	248,600	93
NET WEEKLY CIRCULATION (MARCH 1966)			20,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			6,100	

Translator Station Directory

Is in Services Volume

District of Columbia—Washington



WRC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 570-ft. above av. terrain, 457.9-ft. above ground, 849-ft. above sea level.

Latitude 38° 56' 23.8"
Longitude 77° 04' 53.5"

Transmitter: 4001 Nebraska Ave., N.W.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI, Reuters, N.Y. Times.

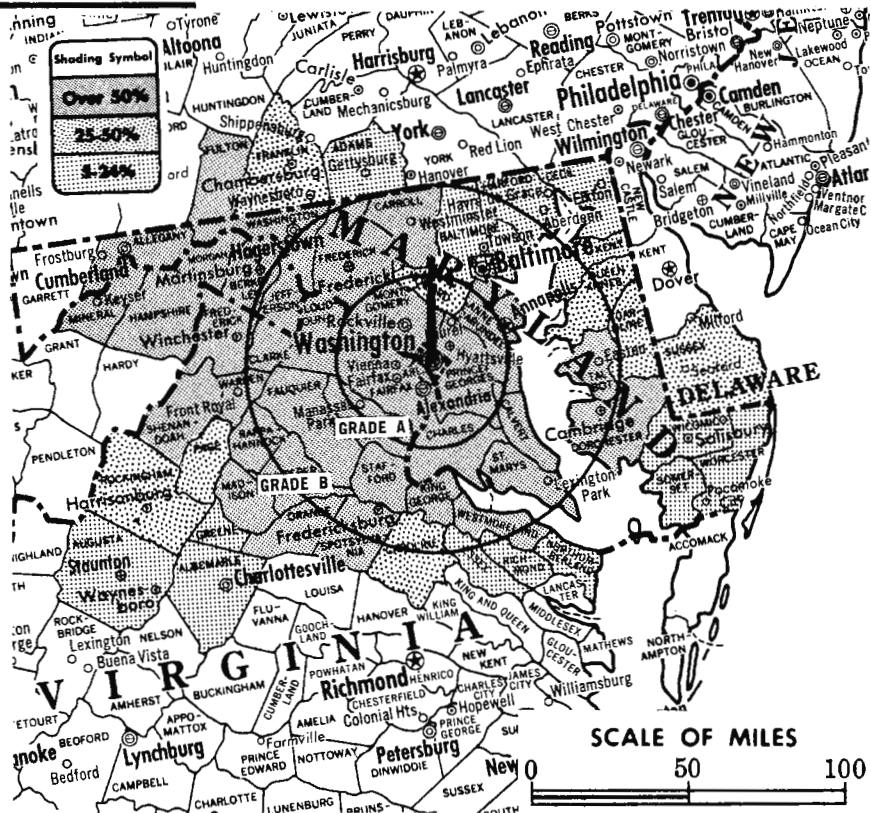
Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: WRC, 5-kw. 980 kc (NBC).

FM Affiliate: WRC-FM, 20-kw, 93.9 mc (No. 230), 480-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WRC-TV Ref: FCC File No. BPT-2103 Granted 4/17/57

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

WRC-TV

Licensee: National Broadcasting Co. Inc., 4001 Nebraska Ave., N.W., Washington, D.C. (20016).

Studio: 4001 Nebraska Avenue, N.W.

Telephone: 202-362-4000. TWX No.: 202-965-0804.

Ownership: See WNBC-TV, New York.

Began Operation: June 27, 1947.

Represented (sales) by NBC Spot Sales.

Personnel:

JOSEPH GOODFELLOW, v.p. and general manager.
NOYES SCOTT, station manager.
GEORGE RAPP, manager, sales.
ARTHUR T. FAIRCLOTH, local sales manager.
SHERMAN HILDRETH, director of operations.
ROBERT C. McHENDRIX, program director & film buyer.
RICHARD K. A'HEARN, production manager.
JAMES S. CULP, business manager.
NED RYAN, manager, advertising, promotion & public relations.
BURT BRIDGENS, public service programs manager.

DIGEST OF RATE CARD NO. 23—(June 13, 1966)

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

Class AAA—7:59-11:01 p.m., daily.

\$2200.00 \$1320.00 \$1100.00 \$880.00 \$440.00 \$700.00 \$375.00

NETWORK BASE HOURLY RATE: \$1950.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	DIST. OF COL. DIST OF COL	267,500	248,600	93
	MARYLAND			
	ALLEGANY	25,800	24,200	94
	ANNE ARUNDEL	66,000	63,800	97
	CALVERT	4,500	4,100	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CARROLL	15,700	15,100	97
	CHARLES	9,100	8,400	93
	DORCHESTER	9,400	8,600	91
	FREDERICK	22,000	21,000	96
	MONTGOMERY	120,800	117,700	97
	PRINCE GEORG	135,400	132,200	98
	ST MARYS	10,400	9,900	95
	TALBOT	7,200	6,800	94
	WASHINGTON	29,600	28,000	95
	PENNSYLVANIA			
	FULTON	2,900	2,600	88
	VIRGINIA			
	ARLINGTON	99,700	96,000	96
	CLARKE	2,500	2,400	94
	CULPEPER	4,600	4,300	92
	FAIRFAX	92,100	89,800	97
	FAUQUIER	7,200	6,600	91
	FREDERICK	12,500	11,600	93
	KING GEORGE	2,100	1,900	92
	LOUDDUN	7,400	6,800	92
	MADISON	2,300	1,900	85
	ORANGE	3,900	3,300	86
	PRINCE WILLM	16,600	16,000	96
	RAPPAHANNOCK	1,300	1,100	88
	SHENANDOAH	7,000	6,500	93
	SPOTSYLVANIA	8,600	7,900	92
	STAFFORD	5,700	5,300	93
	WARREN	4,400	4,000	89
	WESTMORELAND	3,400	2,900	85
	WEST VIRGINIA			
	BERKELEY	10,500	9,900	94
	HAMPSHIRE	3,000	2,600	85
	JEFFERSON	5,300	5,000	93
	MINERAL	6,400	5,700	91
	MORGAN	2,600	2,300	91

(Continued on page 135-b)

STATION TOTALS 1,729,700 1,646,300 95

NET WEEKLY CIRCULATION (MARCH 1966) 1,034,600
AVERAGE DAILY CIRCULATION (MARCH 1966) 660,100

District of Columbia—Washington



WTOP-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 530-ft. above av. terrain, 373-ft. above ground, 783-ft. above sea level.

Latitude 38° 57' 00"
Longitude 77° 04' 45"

Transmitter: Broadcast House.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: WTOP, 50-kw, 1500 kc (CBS).

FM Affiliate: WTOP-FM, 20-kw, 96.3 mc (No. 242), 390-ft. antenna.

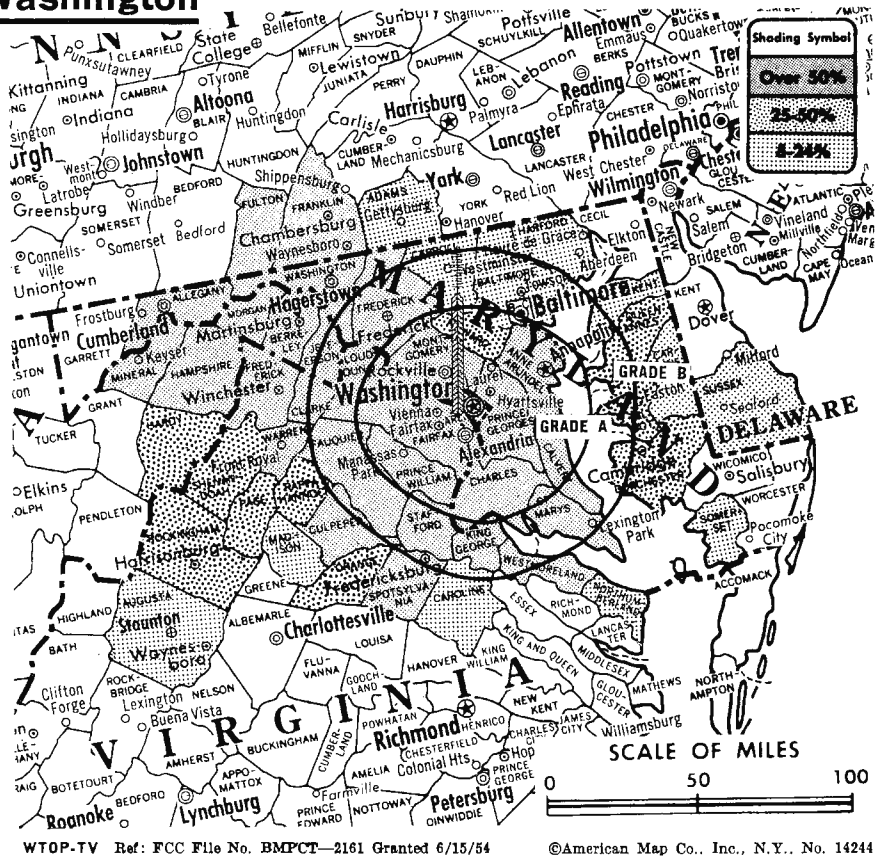
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WTOP-TV Ref: FCC File No. BMPCT-2161 Granted 6/15/54

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

WTOP-TV

Licensee: Washington Post Co., Broadcast House, 40th & Brandywine Sts. N.W., Washington, D.C. (20016). Studio: Broadcast House.

Telephone: 202-244-5678. TWX No.: 202-965-0651.

Ownership: Same as Washington Post. Also owns WJXT (TV), Jacksonville, Fla. Frederick S. Beebe, chairman; Laurence Richardson Jr., pres., Post-Newsweek Stations.

Began Operation: Jan. 16, 1949 as WOIC. Sold to CBS (45%) and Washington Post (55%) August 1950 (Television Digest, Vol. 6:25). Washington Post acquired 100% in October 1954 (Vol. 10:42).

Represented (sales) by Television Advertising Representatives Inc.

Represented (legal) by Covington & Burling.

Personnel:

- GEORGE F. HARTFORD, v.p. & general manager.
- ROBERT A. J. BORDLEY, general sales manager.
- ROBERT ADAMS, promotion director.
- JIM SILMAN, program director & film buyer.
- EDWARD F. RYAN, general manager, news.
- TWILA WALKER, sales promotion director.
- WILLIAM J. JONES, chief TV engineer.

DIGEST OF RATE CARD NO. 19—(Feb. 1, 1967)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 8 Sec.

Class AAA—7-11 p.m., daily.

\$1800.00 \$1080.00 \$675.00 \$725.00* \$525.00* \$300.00*

*Class AAA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1800.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
MARYLAND				
OVER	ALLEGANY	25,800	24,200	94
50 O/O	ANNE ARUNDEL	66,000	63,800	97
	CALVERT	4,500	4,100	92
	CHARLES	9,100	8,400	93
	FREDERICK	22,000	21,000	96
	MONTGOMERY	120,800	117,700	97
	PRINCE GEORG	135,400	132,200	98
	ST MARYS	10,400	9,900	95
	WASHINGTON	29,600	28,000	95
PENNSYLVANIA				
	FRANKLIN	27,300	25,100	92
	FULTON	2,900	2,600	88
VIRGINIA				
	ARLINGTON	99,700	96,000	96
	CLARKE	2,500	2,400	94
	CULPEPER	4,600	4,300	92
	FAIRFAX	92,100	89,800	97
	FAUQUIER	7,200	6,600	91
	FREDERICK	12,500	11,600	93
	KING GEORGE	2,100	1,900	92
	LOUDOUN	7,400	6,800	92
	PRINCE WILLM	16,600	16,000	96
	SPOTSYLVANIA	8,600	7,900	92
	STAFFORD	5,700	5,300	93
	WARREN	4,400	4,000	89
	WESTMORELAND	3,400	2,900	85
WEST VIRGINIA				
	BERKELEY	10,500	9,900	94
	HAMPSHIRE	3,000	2,600	85
	JEFFERSON	5,300	5,000	93
	MINERAL	6,400	5,700	91
	MORGAN	2,600	2,300	91

(Continued on page 135-b)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	DIST. OF COL.			
50 O/O	DIST OF COL	267,500	248,600	93

STATION TOTALS	1,669,000	1,590,700	95
NET WEEKLY CIRCULATION (MARCH 1966)			975,500
AVERAGE DAILY CIRCULATION (MARCH 1966)			648,500

District of Columbia—Washington

WTTG

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 770-ft. above av. terrain, 705-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 21"
Longitude 77° 04' 57"

Transmitter: 5151 Wisconsin Ave. N.W.

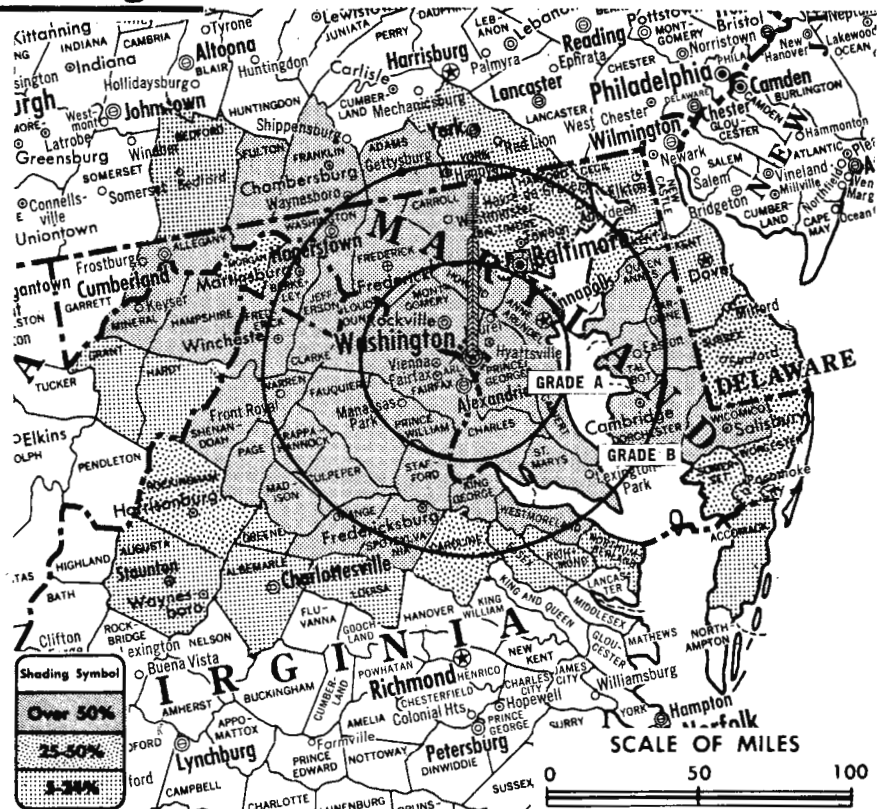
Studio: 5151 Wisconsin Ave., N.W. (20016).

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WTTG Ref: FCC File No. BMPCT-5854 Granted 6/25/63

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

WTTG

Network Service: None, independent.

Licensee: Metromedia Inc., 5151 Wisconsin Ave., N.W. (20016).

Telephone: 202-244-5151. TWX No.: 089-612.

Ownership: See WNEW-TV, New York.

Began Operation: January 1947.

Represented (sales) by Metro Broadcast Sales.

Personnel:

ALBERT P. KRIVIN, pres., Metropolitan Broadcasting Television.
ROBERT M. BENNETT, v.p. & general manager.
THOMAS MANEY, general sales manager.
MARY McKENNA, v.p. in charge of research & sales development.
RICHARD WOOLLEN, v.p. in charge of programming.
ELLIS SHOOK, program director.
REX KALINS, business manager.
RICHARD NORSWORTHY, promotion director.
ALBERT L. HARMON, chief engineer.

DIGEST OF RATE CARD NO. 8—(Nov. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. or 20 Sec. 8 Sec.
Class A—4 p.m.-midnight, Mon.-Fri.; 12 noon-sign off, Sat.; 11:30 a.m.-11:30 p.m., Sun.

\$1600.00 \$960.00 \$640.00 \$480.00 \$400.00 \$600.00 \$300.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	DIST. OF COL. DIST OF COL	267,500	248,600	93
MARYLAND				
	ALLEGANY	25,800	24,200	94
	ANNE ARUNDEL	66,000	63,800	97
	CALVERT	4,500	4,100	92
	CAROLINE	6,300	5,800	91
	CARROLL	15,700	15,100	97
	CHARLES	9,100	8,400	93
	DORCHESTER	9,400	8,600	91
	FREDERICK	22,000	21,000	96

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	HOWARD	11,600	11,200	97
	MONTGOMERY	120,800	117,700	97
	PRINCE GEORG	135,400	132,200	98
	QUEEN ANNES	5,500	5,100	93
	ST MARYS	10,400	9,900	95
	TALBOT	7,200	6,800	94
	WASHINGTON	29,600	28,000	95
	WICOMICO	16,600	15,500	94
PENNSYLVANIA				
	ADAMS	15,300	14,400	94
	FRANKLIN	27,300	25,100	92
	FULTON	2,900	2,600	88
VIRGINIA				
	ARLINGTON	99,700	96,000	96
	CLARKE	2,500	2,400	94
	CULPEPER	4,600	4,300	92
	FAIRFAX	92,100	89,800	97
	FAUQUIER	7,200	6,600	91
	FREDERICK	12,500	11,600	93
	KING GEORGE	2,100	1,900	92
	LOUDOUN	7,400	6,800	92
	MADISON	2,300	1,900	85
	ORANGE	3,900	3,300	86
	PAGE	4,700	4,500	96
	PRINCE WILLH	16,600	16,000	96
	RAPPAHANNOCK	1,300	1,100	88
	SHENANDOAH	7,000	6,500	93
	SPOTSYLVANIA	8,600	7,900	92
	STAFFORD	5,700	5,300	93
	WARREN	4,400	4,000	89
	WESTMORELAND	3,400	2,900	85
WEST VIRGINIA				
	BERKELEY	10,500	9,900	94
	HAMPSHIRE	3,000	2,600	85
	JEFFERSON	5,300	5,000	93
	MINERAL	6,400	5,700	91

(Continued on next page)

STATION TOTALS	1,858,700	1,766,400	95
NET WEEKLY CIRCULATION (MARCH 1966)		995,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)		487,000	

WTTG, Washington, D.C.

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	DELAWARE			
	SUSSEX	23,700	21,600	91
	MARYLAND			
	BALTIMORE	456,300	441,700	97
	HARFORD	24,400	23,500	96
	KENT	5,100	4,800	94
	SOMERSET	5,500	4,800	88
	WORCESTER	7,300	6,500	88
	VIRGINIA			
	CAROLINE	3,200	2,800	89
	ROCKINGHAM	16,300	15,000	92
WEST VIRGINIA				
MORGAN	2,600	2,300	91	

5-24 O/O	DELAWARE			
	KENT	22,200	20,900	94
	MARYLAND			
	CECIL	14,400	13,900	96
	PENNSYLVANIA			
	BEDFORD	12,200	11,300	93
	YORK	77,000	73,300	95
	VIRGINIA			
	ACCOMACK	9,500	8,100	85
	ALBEMARLE	19,900	17,400	87
	AUGUSTA	23,100	21,200	92
	ESSEX	1,800	1,500	86
	GREENE	1,200	900	76
	LOUISA	3,600	3,100	84
	NORTHUMBRLND	3,000	2,700	90
	RICHMOND	1,800	1,600	89
	WEST VIRGINIA			
GRANT	2,200	1,700	81	
HARDY	2,300	1,700	78	

WMAL-TV, Washington, D.C.

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
MARYLAND—(Continued)				
25-50 O/O	CARROLL	15,700	15,100	97
	HOWARD	11,600	11,200	97
	QUEEN ANNES	5,500	5,100	93
	TALBOT	7,200	6,800	94
VIRGINIA				
CAROLINE	3,200	2,800	89	
PAGE	4,700	4,500	96	
SHENANDOAH	7,000	6,500	93	
WARREN	4,400	4,000	89	

5-24 O/O	DELAWARE			
	SUSSEX	23,700	21,600	91
	MARYLAND			
	BALTIMORE	456,300	441,700	97
	CECIL	14,400	13,900	96
	HARFORD	24,400	23,500	96
	KENT	5,100	4,800	94
	SOMERSET	5,500	4,800	88
	WICOMICO	16,600	15,500	94
	WORCESTER	7,300	6,500	88
	PENNSYLVANIA			
	ADAMS	15,300	14,400	94
	VIRGINIA			
	ESSEX	1,800	1,500	86
	MADISON	2,300	1,900	85
	ORANGE	3,900	3,300	86
	ROCKINGHAM	16,300	15,000	92

WRC-TV, Washington, D.C.

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	DELAWARE			
	SUSSEX	23,700	21,600	91
	MARYLAND			
	CAROLINE	6,300	5,800	91
	HOWARD	11,600	11,200	97
	QUEEN ANNES	5,500	5,100	93
	PENNSYLVANIA			
	FRANKLIN	27,300	25,100	92
	VIRGINIA			
	CAROLINE	3,200	2,800	89
	PAGE	4,700	4,500	96
ROCKINGHAM	16,300	15,000	92	

5-24 O/O	MARYLAND			
	BALTIMORE	456,300	441,700	97
	CECIL	14,400	13,900	96
	HARFORD	24,400	23,500	96
	KENT	5,100	4,800	94
	SOMERSET	5,500	4,800	88
	WICOMICO	16,600	15,500	94
	WORCESTER	7,300	6,500	88
	PENNSYLVANIA			
	ADAMS	15,300	14,400	94
	VIRGINIA			
	ALBEMARLE	19,900	17,400	87
	AUGUSTA	23,100	21,200	92
	ESSEX	1,800	1,500	86
	GREENE	1,200	900	76
	NORTHUMBRLND	3,000	2,700	90
	RICHMOND	1,800	1,600	89

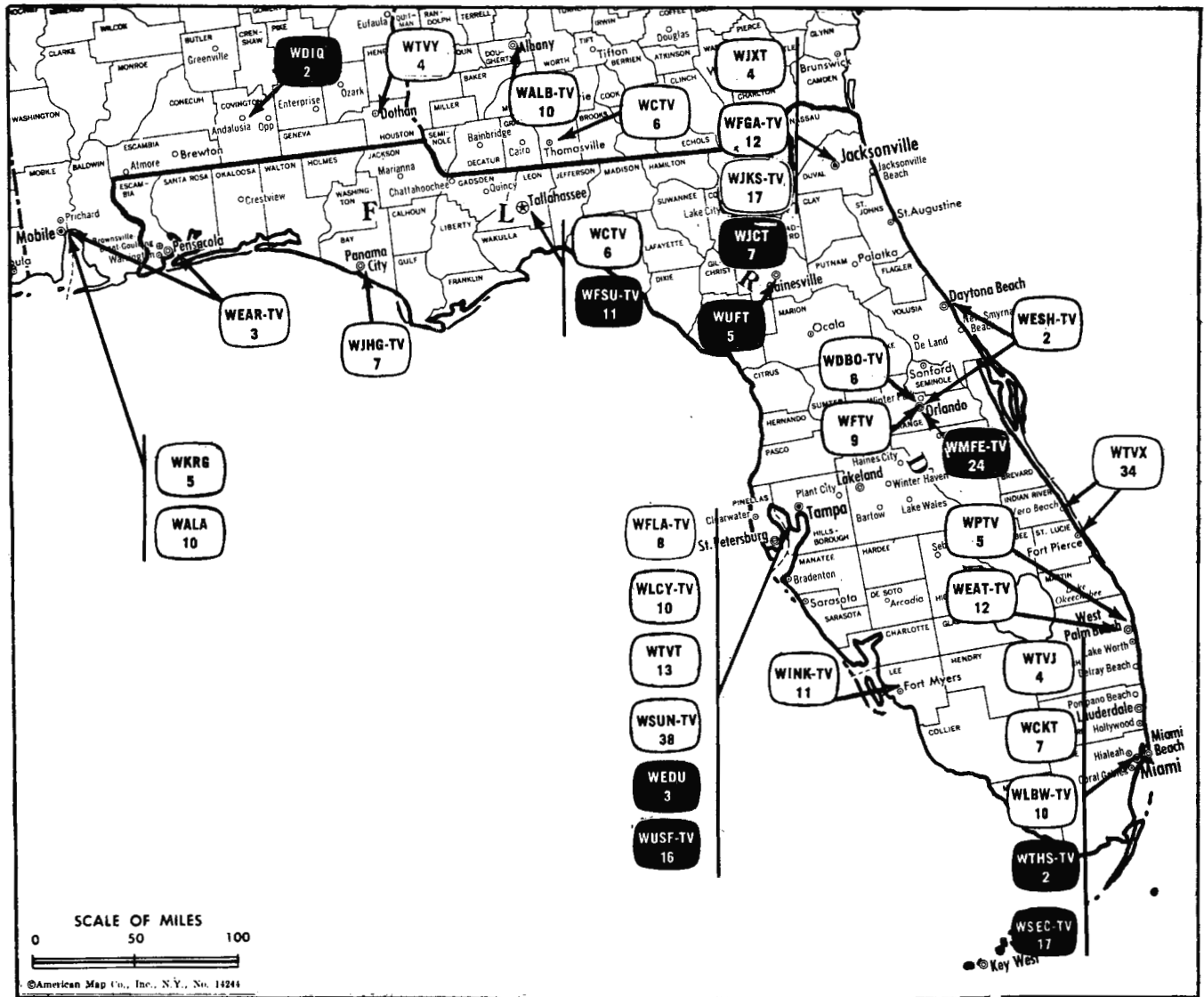
WTOP-TV, Washington, D.C.

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	MARYLAND			
	DORCHESTER	9,400	8,600	91
	HOWARD	11,600	11,200	97
	QUEEN ANNES	5,500	5,100	93
	TALBOT	7,200	6,800	94
	VIRGINIA			
	ORANGE	3,900	3,300	86
	PAGE	4,700	4,500	96
	RAPPAHANNOCK	1,300	1,100	88
	ROCKINGHAM	16,300	15,000	92
	SHENANDOAH	7,000	6,500	93
WEST VIRGINIA				
HARDY	2,300	1,700	78	

5-24 O/O	DELAWARE			
	SUSSEX	23,700	21,600	91
	MARYLAND			
	BALTIMORE	456,300	441,700	97
	CAROLINE	6,300	5,800	91
	CARROLL	15,700	15,100	97
	HARFORD	24,400	23,500	96
	KENT	5,100	4,800	94
	SOMERSET	5,500	4,800	88
	PENNSYLVANIA			
	ADAMS	15,300	14,400	94
	VIRGINIA			
	AUGUSTA	23,100	21,200	92
	CAROLINE	3,200	2,800	89
	MADISON	2,300	1,900	85
	NORTHUMBRLND	3,000	2,700	90

Florida



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Miami	609,200	20	718,400	37	672,900	37
Tampa-St. Petersburg	481,800	32	615,400	49	574,000	46
Orlando-Daytona Beach	293,800	66	439,500	71	405,200	71
Jacksonville	266,400	72	391,500	86	355,700	85
Pensacola-Mobile	259,800	73	405,100	84	361,700	84
West Palm Beach	195,500	95	702,400	39	659,500	39
Tallahassee-Thomasville	149,800	116	276,300	110	241,100	112
Panama City	96,800	156	175,300	147	154,200	152
Ft. Myers	32,400	203	51,000	206	45,800	206

Florida Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	17	1	18
Educational Television Stations	5	2	7
			25

Additional Data on page 155-b

State Educational Technical Facilities

(Complete Data in Educational Directory)

WUFT
Gainesville
Ch. 5

Non-Commercial Educational Station

Licensee: Board of Regents, acting for and on behalf of University of Florida, 226 Administration Bldg., U. of Florida.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 12.84-kw visual, 2.75-kw aural. Antenna: 480-ft. above av. terrain, 468-ft. above ground, 628-ft. above sea level.

Latitude	29°	42'	34"
Longitude	82°	23'	51"

•

WJCT
Jacksonville
Ch. 7

Non-Commercial Educational Station

Licensee: Community Television Inc., 2797 Heywood Dowling Dr.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 14.8-kw visual, 2.75-kw aural. Antenna: 843-ft. above av. terrain, 859-ft. above ground, 863-ft. above sea level.

Latitude	30°	19'	21.6"
Longitude	81°	38'	34.1"

Holds CP for 41.7-kw visual, 8.32-kw aural.

•

WSEC-TV
Miami
Ch. 17

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, Dept. of Radio & TV Educational, 1410 N.E. 2nd Ave., Miami (33132).

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 38-kw visual, 3.2-kw aural. Antenna: Side-mounted on WTHS-TV tower, 600-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

•

WTHS-TV
Miami
Ch. 2

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, Dept. of Radio & TV Education, 1410 N.E. 2nd Ave.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 670-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

WMFE-TV
Orlando
Ch. 24

Non-Commercial Educational Station

Licensee: Florida Central East Coast Educational TV Inc., Box 2908 W. Oak Ridge Rd., Orlando.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 255-kw visual, 50-kw aural. Antenna: 813-ft. above av. terrain, 829-ft. above ground, 949-ft. above sea level.

Latitude	28°	33'	30.9"
Longitude	81°	35'	27.5"

•

WFSU-TV
Tallahassee
Ch. 11

Non-Commercial Educational Station

Grantee: State Board of Regents of Florida, acting for & on behalf of Florida State U.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 777-ft. above av. terrain, 774-ft. above ground, 897-ft. above sea level.

Latitude	30°	21'	29"
Longitude	84°	36'	39"

•

WEDU
Tampa-St. Petersburg
Ch. 3

Non-Commercial Educational Station

Licensee: Florida West Coast Educational Television Inc., 908 South 20th St., Tampa (33605).

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 935-ft. above av. terrain, 1021-ft. above ground, 1096-ft. above sea level.

Latitude	27°	50'	52.5"
Longitude	82°	15'	48"

•

WUSF-TV
Tampa
Ch. 16

Non-Commercial Educational Station

Licensee: Board of Regents acting for and on behalf of State University of Florida, Tampa (33620).

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 603-kw visual, 120-kw aural. Antenna: 1010-ft. above av. terrain, 1022-ft. above ground, 1906-ft. above sea level.

Latitude	27°	50'	52.5"
Longitude	82°	15'	48"

Florida—Fort Myers



WINK-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 65-kw visual, 12.9-kw aural. Antenna: 320-ft. above av. terrain, 350-ft. above ground, 355-ft. above sea level.

Latitude 26° 39' 03"
Longitude 81° 51' 20"

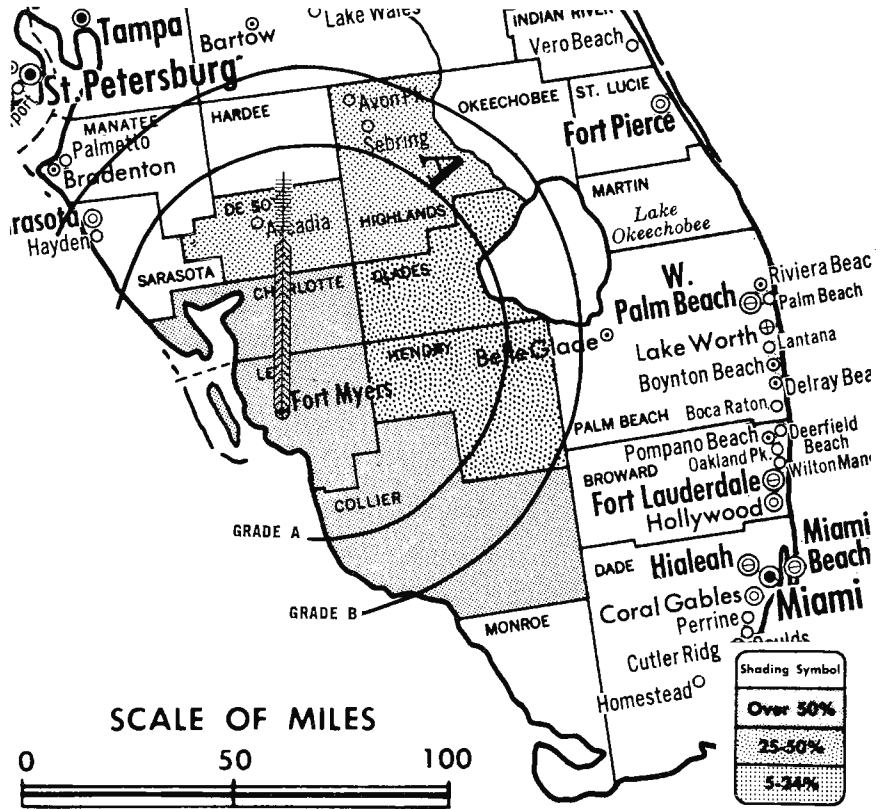
Holds CP for 316-kw visual, 60.3-kw aural, 960-ft. above av. terrain, 995-ft. above ground, 1022-ft. above sea level, lat. 26° 48' 08", long. 81° 45' 53"; transmitter to State Rt. 31, 3.8-mi. S. of Tuckers Corner, Fla. BPCT—3691.

Transmitter: 2824 Palm Beach Blvd.
AM Affiliate: WINK, 1-kw, 1240 kc (CBS).

Color: Network, film & slide.

News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WINK-TV Ref: FCC File No. BPCT-2643 Granted 6/19/59
CP: BPCT-3691 Granted 3/24/66

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

WINK-TV

Network Service: CBS (EMP).

Licensee: Fort Myers Bcstg. Co., 2824 Palm Beach Blvd., Fort Myers, Fla. (33901).

Telephone: 813-334-1131.

TWX No.: 813-334-1770.

Ownership: United Garage & Service Corp. (Cleveland), 100%.
United G & S owners: Arthur B. McBride Jr., 50%; Edward J. McBride, 50%.

Began Operation: March 6, 1954.

Represented (sales) by Meeker Co. Inc.; Advertising Representatives Inc. (Miami).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Russell P. May.

Personnel:

A. J. BAUER, vice president & general manager.
ART BETTS, technical director.
FRANK NODINE, administrative assistant.
VERNON LUNDQUIST, news director.
DICK LANDEFELD, sales manager.

DIGEST OF RATE CARD NO. 4
(April 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA	—6:59-10:29 p.m., daily.					
\$205.00	\$125.00	\$85.00	\$65.00	\$54.00	\$48.00	\$28.00

NETWORK BASE HOURLY RATE: \$125 (CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	D/O
OVER 50	FLORIDA			
0/0	CHARLOTTE	6,200	5,600	90
	COLLIER	7,900	6,800	86
	LEE	22,400	20,700	92
25-50	FLORIDA			
0/0	GLADES	800	600	82
	HENDRY	2,600	2,200	83
5-24	FLORIDA			
0/0	DE SOTO	3,200	2,800	89
	HIGHLANDS	7,900	7,100	89
STATION TOTALS		51,000	45,800	90
NET WEEKLY CIRCULATION (MARCH 1966)			32,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)			26,700	

For Color Set Penetration by Market
see Services Volume

Florida—Fort Pierce-Vero Beach



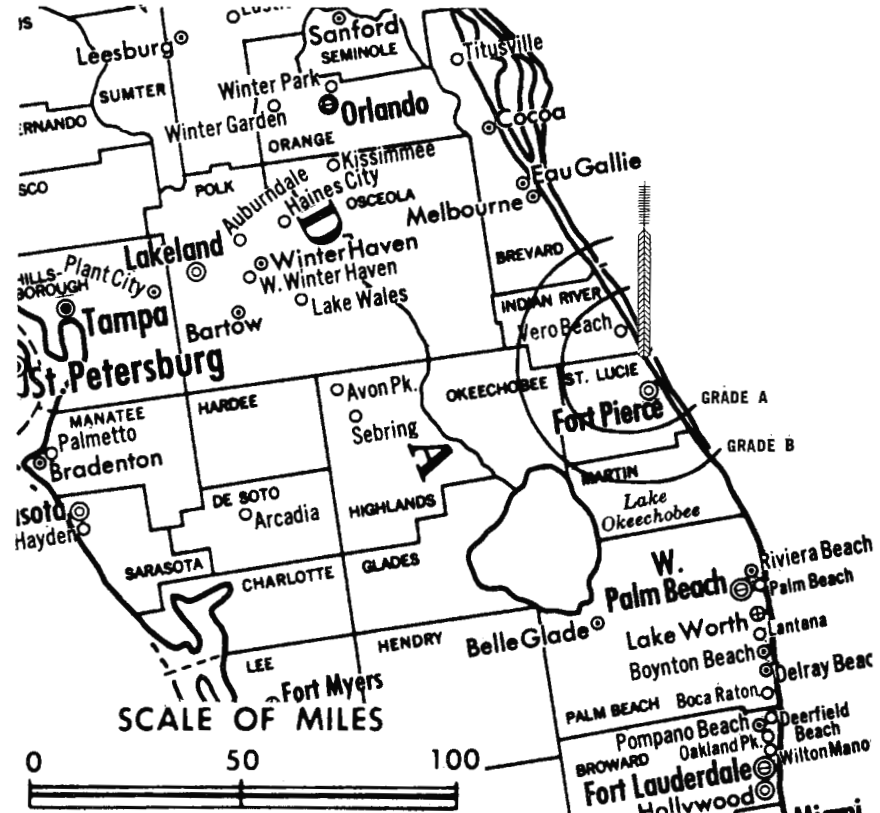
WTVX

Ch. 34

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 26.48-kw max. and 5.25-kw horizontal visual, 14.29-kw max. and 1.12-kw horizontal aural. Antenna: 487-ft. above av. terrain, 476-ft. above ground, 509-ft. above sea level.

Latitude 27° 32' 46"
Longitude 80° 22' 08"

Transmitter: North U.S. 1.



WTVX Ref: FCC File No. BPCT-3567 Granted 7/28/65

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

WTVX

Grantee: Indian River Television Inc., Rt. 2, Box 270.

Studio: Signal Hill, U.S. Hwy. 1, between Fort Pierce & Vero Beach.

Telephone: 305-464-5220.

Ownership: William E. Minshall Jr., Ruhl W. & Rupert N. Koble-gard Jr., 59% (as a family group). Officers: W. E. Minshall, pres.-treas.; Robert T. Mason, v.p., 9.5%; Ruhl W. Koble-gard, secy.; Mrs. Natalie Frey, asst. treas., 4.3%; Ben L. Bryan Jr., asst. secy., .9%. Other stockholders: J. Patrick Beacom, 9.5%; Donald E. Lord, 4.3%; 11 others, none with as much as 3%. Beacom owns 50% of WBUT & FM, Butler, Pa. and WJPB, Kissimmee, Fla. and 40% of WVWV, Grafton, W. Va. Hoyt C. Murphy (2.4% of WTVX) owns 61.7% of WZUM, Carnegie, Pa. and 50% of WJPB. Mason owns WMRN & FM, Marion, O. Minshall owns Ch. 20 applicant for Gainesville, Fla.

Began Operation: April 5, 1966.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Ben L. Bryan Jr.

Personnel:

W. E. MINSHALL, president & general manager.
DON LORD, production director.
OTTO GOETZ, chief engineer.

DIGEST OF RATE CARD NO. 1 (Feb. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., daily.						
\$125.00	\$70.00	\$50.00	\$35.00	\$26.00	\$26.00	\$13.00

NETWORK BASE HOURLY RATE: \$50.

ARB Data for this station not available since it was not in operation when the survey was made.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc. Radio Television CATV

Recent Sales

CATV Florida	\$600,000
Radio Maryland	\$250,000

116 Central Park South
New York, N.Y.

Florida—Jacksonville



WFGA-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 940-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level.

Latitude 30° 19' 22"
Longitude 81° 38' 34"

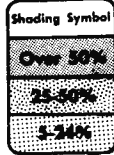
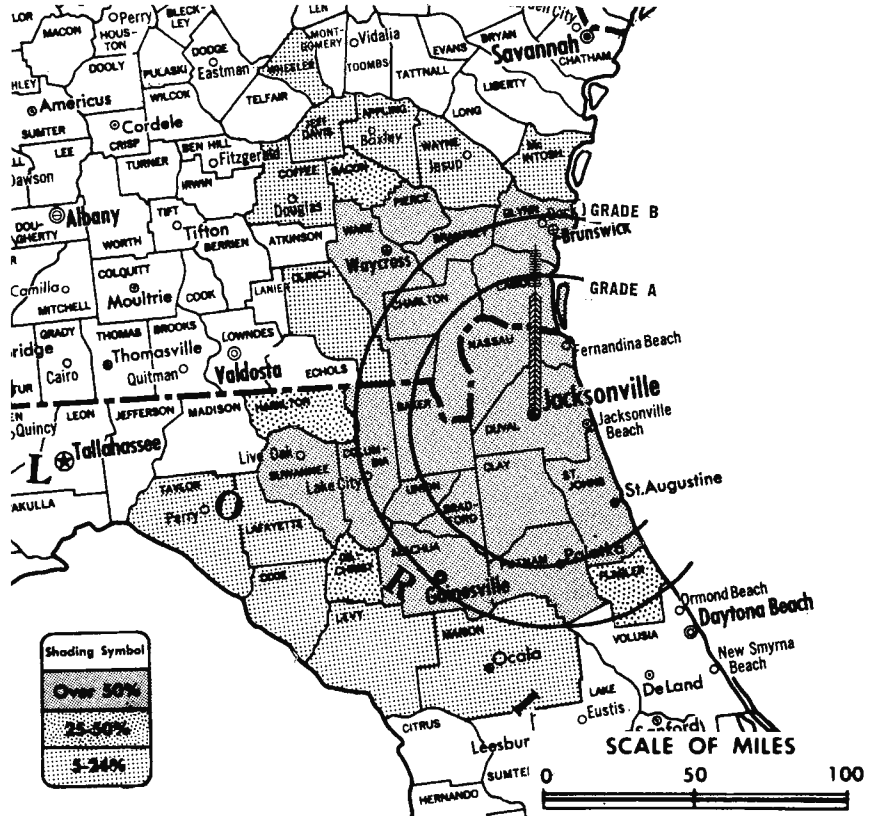
Transmitter: Television Park, 1070 E. Adams St.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WFGA-TV Ref: FCC File No. BPCT-1624 Granted 8/29/56

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

WFGA-TV

Network Service: NBC.

Licensee: Florida-Georgia Television Co. Inc., 1070 E. Adams St., Box 419, Jacksonville, Fla. (32201).

Studio: Television Park, 1070 E. Adams St. (32202).

Telephone: 904-356-3381.

TWX No.: 904-733-3310.

Ownership: Alexander Brest, pres., 24.5%; Harold S. Cohn, v.p., 19%; Wometco Enterprises Inc., 45.5%; 6 other stockholders, none owns over 3%. Mr. Cohn controls radio station WRHC, Jacksonville. For other Wometco holdings see WTVJ, Miami.

Began Operation: Sept. 1, 1957.

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

Represented (legal) by: Koteen & Burt.

Represented (engineering) by: Jules Cohen & Assoc.

Personnel:

- ALEXANDER BREST, president.
- MITCHELL WOLFSON, v.p. & director.
- JESSE H. CRIPE, exec. vice president, treas. & film buyer.
- RALPH W. NIMMONS, vice president & station manager.
- ROBERT M. REUSCHLE, general sales manager.
- GENE REILLY, national sales manager.
- JOHN CUMMINS, local sales manager.
- BOB MANNING, production manager.
- HAROLD BAKER, v.p. for news & special events.
- HERB GOLD, film director.
- SHERWOOD H. SMITH, v.p. for public service.
- H. L. WINGFIELD, chief engineer.

DIGEST OF RATE CARD NO. 9—(June 14, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-10 p.m., daily.					
\$975.00	\$585.00	\$355.00	\$275.00	\$225.00	\$135.00
NETWORK BASE HOURLY RATE: \$1025 (NBC).					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	ALACHUA	21,600	18,700	87
	BAKER	1,800	1,700	91
	BRADFORD	3,400	3,000	90
	CLAY	5,900	5,400	92
	COLUMBIA	5,700	5,000	88
	DUVAL	148,800	140,700	95
	NASSAU	5,000	4,600	92
	PUTNAM	10,300	9,400	91
	ST JOHNS	9,400	8,600	92
	SUWANNEE	3,600	3,000	82
	UNION	900	700	86
	GEORGIA			
	BRANTLEY	1,400	1,200	88
	CAMDEN	3,100	2,800	92
	CHARLTON	1,400	1,200	87
	GLYNN	14,700	13,500	92
	PIERCE	2,200	1,900	86
	WARE	11,200	10,000	89
25-50 O/O	FLORIDA			
	FLAGLER	1,500	1,300	89
	GILCHRIST	800	700	88
	HAMILTON	1,800	1,400	81
	GEORGIA			
	BACON	2,100	1,800	85
(Continued on page 155-b)				

STATION TOTALS	303,700	276,700	91
NET WEEKLY CIRCULATION (MARCH 1966)	227,400		
AVERAGE DAILY CIRCULATION (MARCH 1966)	168,000		

Florida—Jacksonville



WJKS-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 1150-kw max. and 1020-kw horizontal visual, 115-kw max. and 102-kw horizontal aural. Antenna: 500-ft. above av. terrain, 518-ft. above ground, 549-ft. above sea level.

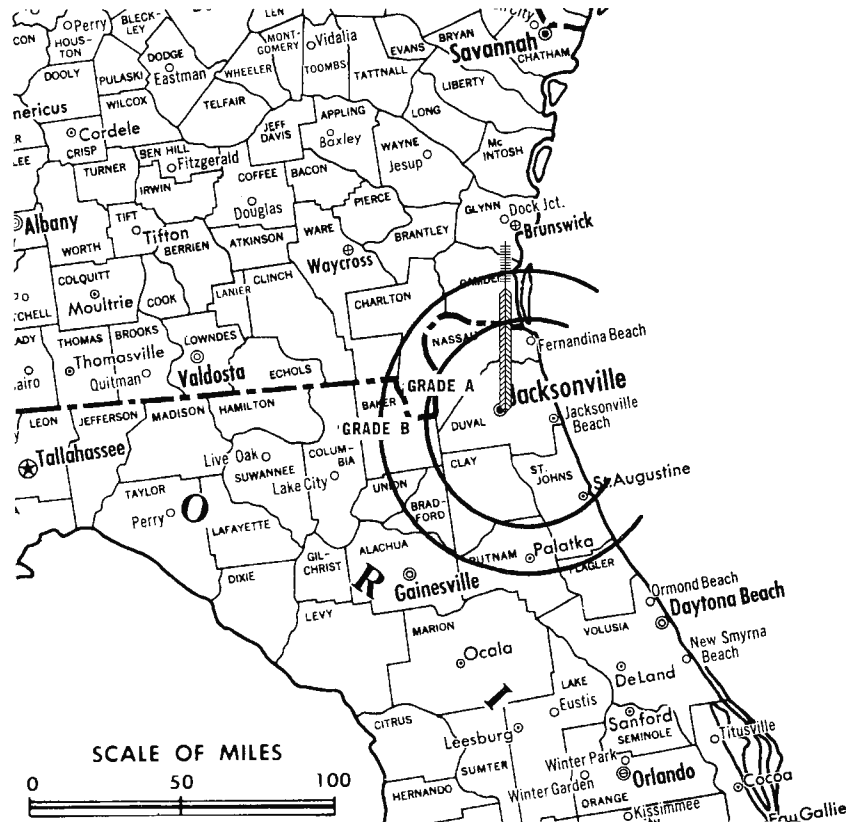
Latitude 30° 16' 36"
Longitude 81° 33' 47"

Transmitter: Hogan Rd. at Newton, Jacksonville.

TV tape: Recording facilities.

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

ARB Data: Not available since this station was not in operation when the survey was made.



WJKS-TV Ref: FCC File No. BMPCT-6127 Granted 7/29/65

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

WJKS-TV

Network Service: ABC.

Grantee: Rust Craft Broadcasting Co., 320 Market St., Steubenville, O.

Studio: 9117 Hogan Rd., Box 17000, Jacksonville (32216).

Telephone: 904-724-9722.

Ownership: See WSTV-TV, Steubenville, Ohio.

Began Operation: Feb. 19, 1966.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Willis C. Beecher.

Personnel:

FRED P. SHAWN, vice president & general manager.

JOHN J. KEENAN, sales manager.

ETHEL DARLING, business manager.

EUGENE MILLER, chief engineer.

DIGEST OF RATE CARD NO. 1

(Feb. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:30-11 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$70.00	\$60.00	\$35.00

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Florida—Jacksonville



WJXT

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 931-ft. above av. terrain, 991-ft. above ground, 992.1-ft. above sea level.

Latitude 30° 18' 47"
Longitude 81° 39' 00"

Transmitter: 1851 Southhampton Rd.

Studio: 1851 Southhampton Rd.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

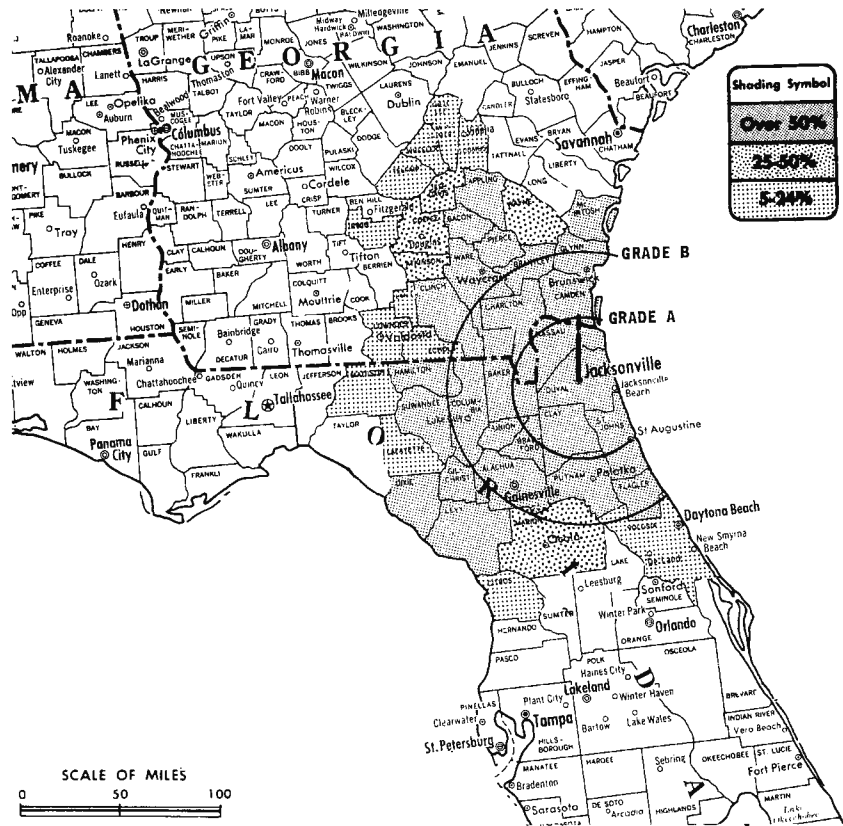
News Film Service: CBS.

Telephone: 904-398-0501.

TWX No.: 904-733-3660.

Represented (legal) by Covington & Burling.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WJXT Ref: FCC File No. BPCT-2050 Granted 10/27/55

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

WJXT

Licensee: Washington Post Co., 1851 Southhampton Rd., Jacksonville, Fla. (32207).

Ownership: Washington Post Co. (100% owner, publisher of Washington Post), owner of WTOP-TV, Washington. John S. Hayes, pres., Post-Newsweek Stations; Glenn Marshall Jr., pres., WJXT.

Began Operation: Sept. 15, 1949. Sold to present owner Jan., 1953 (Television Digest, Vol. 8:51 & 9:1,5).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

GLENN MARSHALL JR., president & general manager.
LEONARD MOSBY, assistant manager.
ROBERT W. SCHELLENBERG, general sales manager.
JOHN McQUAIDE, sales service manager.
ROBERT ATKINS, program manager & film buyer.
RICHARD D. BRAY, production manager.
ERNEST VORDERMARK, chief engineer.
TOM W. MAHAFFEY, promotion director.
LARRY YOUNG, research director.
BILL GROVE, news director.

DIGEST OF RATE CARD NO. 19 (Feb. 1, 1967)

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

Class AA—6:59-10:59 p.m., daily.
\$950.00 \$570.00 \$380.00 \$325.00* \$235.00* \$115.00*

*Class AA—6:59-10:59 p.m., Mon.-Fri.; 7:29-10:59 p.m., Sat. & Sun.

NETWORK BASE HOURLY RATE: \$1075.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	ALACHUA	21,600	18,700	87
	BAKER	1,800	1,700	91
	BRADFORD	3,400	3,000	90

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CLAY	5,900	5,400	92
	COLUMBIA	5,700	5,000	88
	DIXIE	1,200	900	77
	DUVAL	148,800	140,700	95
	FLAGLER	1,500	1,300	89
	GILCHRIST	800	700	88
	HAMILTON	1,800	1,400	81
	LEVY	3,000	2,400	80
	NASSAU	5,000	4,600	92
	PUTNAM	10,300	9,400	91
	ST JOHNS	9,400	8,600	92
	SUWANNEE	3,600	3,000	82
	UNION	900	700	86

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	GEORGIA			
	APPLING	3,300	2,700	83
	BACON	2,100	1,800	85
	BRANTLEY	1,400	1,200	88
	CAMDEN	3,100	2,800	92
	CHARLTON	1,400	1,200	87
	CLINCH	1,900	1,600	84
	GLYNN	14,700	13,500	92
	MC INTOSH	1,800	1,500	85
	PIERCE	2,200	1,900	86
	WARE	11,200	10,000	89

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	FLORIDA			
	MARION	16,800	14,600	87
	GEORGIA			
	ATKINSON	1,300	1,000	74
	COFFEE	5,600	4,800	85
	JEFF DAVIS	2,200	1,900	85
	WAYNE	5,400	4,900	90

(Continued on page 155-b)

STATION TOTALS	391,500	355,700	91
NET WEEKLY CIRCULATION (MARCH 1966)	266,400		
AVERAGE DAILY CIRCULATION (MARCH 1966)	222,400		

Florida—Miami



WCKT

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 950-ft. above av. terrain, 991-ft. above ground, 997-ft. above sea level.

Latitude 25° 57' 49"
Longitude 80° 12' 44"

Requests 63.2-kw aural.

Transmitter: Antenna farm, North Dade County, Fla.

Studio & Business Office: 1401 79th St. Causeway.

Telephone: 305-751-6692.

TWX No.: 810-848-6151.

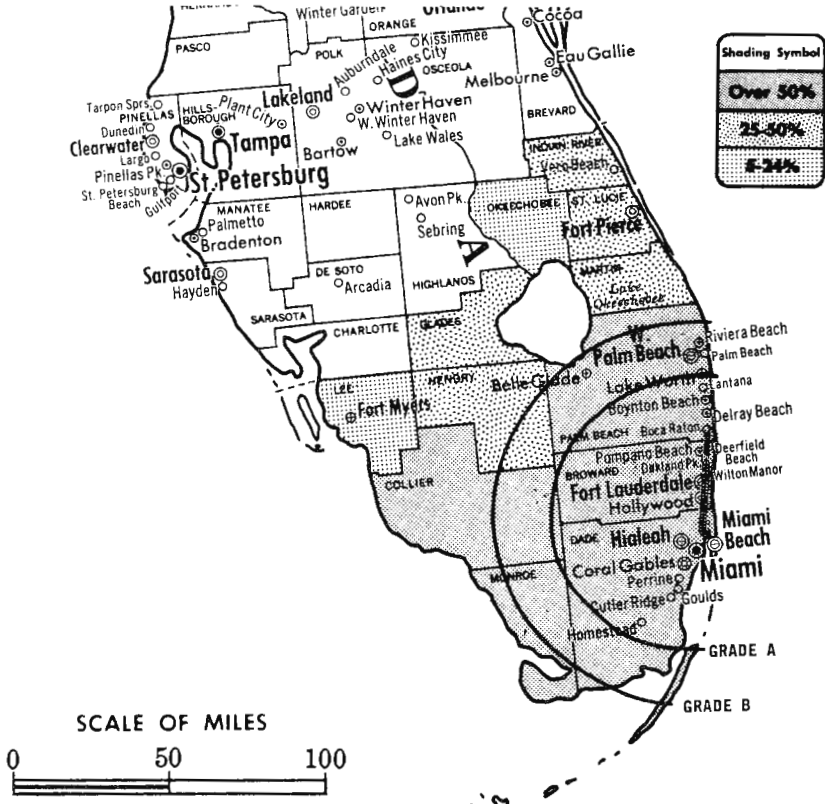
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WCKT Ref: FCC File No. BPCT-1457 Granted 1/18/60

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

WCKT

Licensee: Sunbeam Television Corp., Box 1118, Miami, Fla. (33138).

Ownership: Sunbeam Television Corp., 100%. Sidney D. Ansin, pres., 23.2%; Edmund N. Ansin, exec. v.p. & treas., 23.3%; Charles L. Kelly, v.p. & station mgr., 10%; Catchings Therrell, secy., 20%; A. H. McClain, asst. treas., 2.5%; Dr. Henry King Stanford, 10% (President of U. of Miami, voting trustee for stock for which beneficial interest is held by Bernard Koteen); Mrs. Stanley Milledge, 5%; Judge David J. Heffernan, 2.5%; Mr. & Mrs. P. E. Groth, 1.25% each; C. H. Lucas, 1%.

Began Operation: July 29, 1956. On Dec. 5, 1962 the FCC ordered that Biscayne Television Corp. cease operation of WCKT no later than Jan. 4, 1963 and the FCC also approved sale of WCKT plant and film licensing agreements for \$3,400,000 to Sunbeam Television Corp., which was licensed as a new station. Present ownership assumed operation Dec. 19, 1962.

Represented (sales) by Harrington, Righter & Parsons; Bomar Lowrance & Assoc. (Southern).

Represented (legal) by Koteen & Burt.

Represented (engineering) by David Steel & Associates.

Personnel:

- SIDNEY D. ANSIN, president.
- EDMUND N. ANSIN, exec. v.p. & treasurer.
- CHARLES H. PHILIPS, general sales manager.
- ALLEN STERNBERG, program director.
- FRANK STRUZZIERI, film manager.
- GENE STRUL, director of news.
- ROBERT H. PAASCH, chief engineer.
- NEIL MURPHY, comptroller.

DIGEST OF RATE CARD NO. 18A (Sept. 28, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	
Class AA—7:30-10:30 p.m., daily.	\$1600.00	\$960.00	\$640.00	\$740.00	\$575.00*

*Class AA1-AA8—7:29-10:59 p.m., Sun.-Sat.
NETWORK BASE HOURLY RATE: \$1500.

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	BROWARD	154,800	148,600	96
	COLLIER	7,900	6,800	86
	DADE	385,600	363,200	94
	MONROE	16,000	13,400	84
	PALM BEACH	93,800	86,200	92
25-50 O/O	FLORIDA			
	GLADES	800	600	82
	HENDRY	2,600	2,200	83
	INDIAN RIVER	10,300	9,200	89
	MARTIN	7,100	6,500	92
	ST LUCIE	14,900	13,500	91
5-24 O/O	FLORIDA			
	LEE	22,400	20,700	92
	OKEECHOBEE	2,200	2,000	91
STATION TOTALS		718,400	672,900	94
NET WEEKLY CIRCULATION (MARCH 1966)			575,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			404,600	

For Index to Contents,
see Services Volume

Florida—Miami



WLBW-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1002.9-ft. above av. terrain, 1045-ft. above ground, 1049-ft. above sea level.

Latitude 25° 57' 59"
Longitude 80° 12' 44"

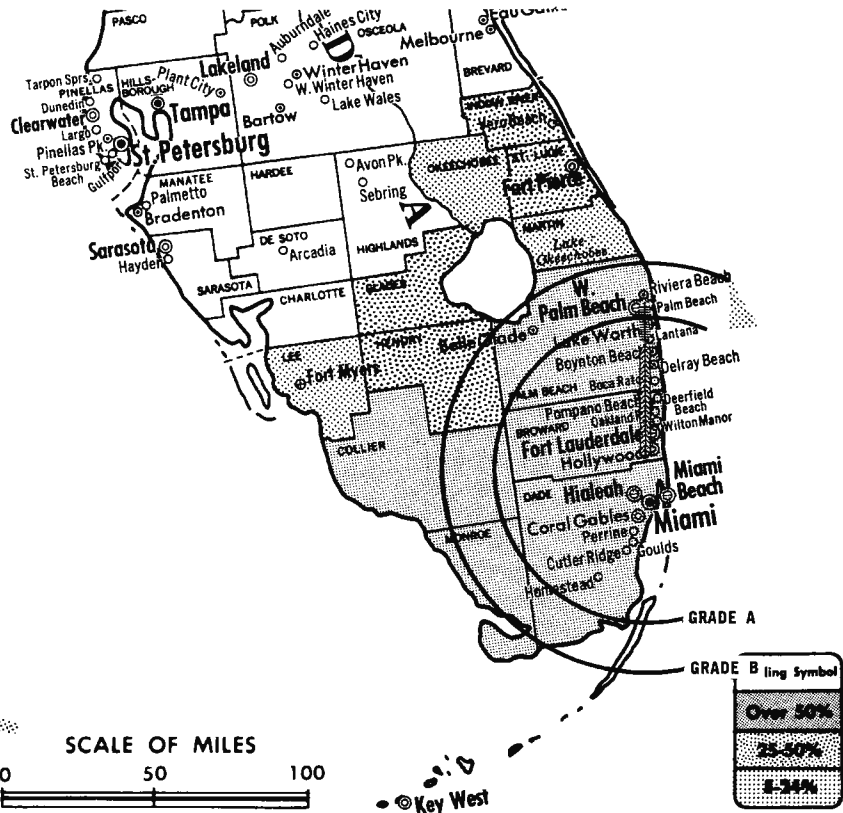
Transmitter: 3/4 mi. W of State Rt. 7, Miami antenna farm, near Hallandale, Fla.

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

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.



Total Households © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WLBW-TV Ref: FCC File No. BMPCT-5781 Granted 9/14/62

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

WLBW-TV

Licensee: L. B. Wilson Inc., 3900 Biscayne Blvd., Miami, Fla. (33137).

Studio: 3900 Biscayne Blvd.

Telephone: 305-377-8131.

TWX No.: 810-848-6032.

Ownership: C. H. Topmiller, pres., 32.4%; Jeanette Heinze, v.p. & treas., 19.3%; Thomas A. Welstead, v.p. & asst. secy., 19.3%; Wm. M. Ittman, 11.3%; Jolar Inc., 11.3%; Essie Rupp, secy., 6.3%. Mrs. Heinze, Topmiller & Welstead control the corporation through a voting trust agreement under which they are the voting trustees.

Began Operation: Nov. 20, 1961.

Represented (sales) by Storer Television Sales.

Represented (legal) by Robert Marmet.

Represented (engineering) by Kear & Kennedy.

Personnel:

C. H. TOPMILLER, president.
THOMAS A. WELSTEAD, vice president & general manager.
CHARLES J. MATHEWS, vice president & general sales manager.
LIN MASON, vice president, programming.
WILLIAM LATHAM, vice president, engineering.
JOHN DOSCHER, national sales manager (N.Y.).
NORMA McCREARY, national sales coordinator.
GERARD R. McNULTY, production manager.

DIGEST OF RATE CARD NO. 8
(Aug. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$1400.00 \$800.00 \$400.00 Graded rates apply*

*Highest rate: \$500.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50%	FLORIDA			
50 O/O	BROWARD	154,800	148,600	96
	COLLIER	7,900	6,800	86
	DADE	385,600	363,200	94
	MONROE	16,000	13,400	84
	PALM BEACH	93,800	86,200	92
25-50%	FLORIDA			
0/O	GLADES	800	600	82
	HENDRY	2,600	2,200	83
	INDIAN RIVER	10,300	9,200	89
	ST LUCIE	14,900	13,500	91
5-24%	FLORIDA			
0/O	LEE	22,400	20,700	92
	MARTIN	7,100	6,500	92
	OKEECHOBEE	2,200	2,000	91
STATION TOTALS		718,400	672,900	94
NET WEEKLY CIRCULATION (MARCH 1966)			571,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			353,400	

For Color Set Penetration by Market
see Services Volume

Florida—Miami



WTVJ

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 983-ft. above av. terrain, 990-ft. above ground, 1002-ft. above sea level.

Latitude 25° 59' 08.5"
Longitude 80° 11' 34.5"

Transmitter: N.E. 6th Ave. & Hallandale Beach Blvd.

Studio: 316 N. Miami Ave.

TV tape: Recording facilities.

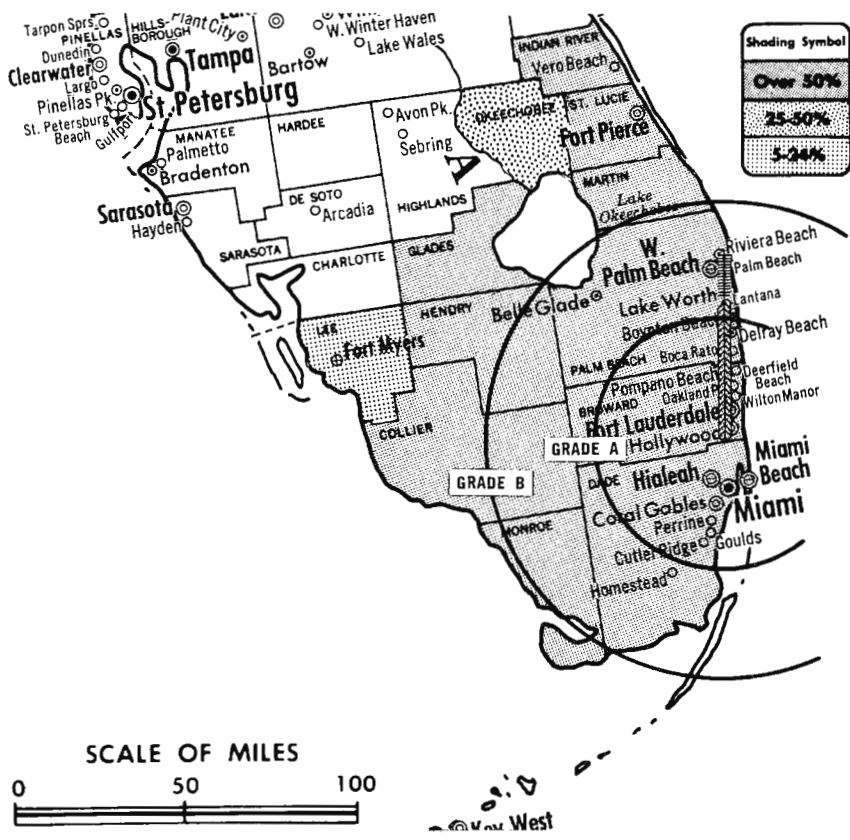
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTVJ Ref: FCC File No. BMPCT-1083 Granted 5/14/53 ©American Map Co., Inc., N.Y., No. 14244

WTVJ

Licensee: Wometco Enterprises Inc., 316 N. Miami Ave., Miami, Fla. (33128).

Telephone: 305-377-8241. TWX No.: 810-848-6191.

Ownership: Wometco Enterprises Inc., Mitchell Wolfson, pres. Also has 45.5% interest in WFGA-TV, Jacksonville, Fla., and holds 99.3% of WLOS-TV, Asheville, N.C. Wometco Enterprises also owns KVOS-TV, Bellingham, Wash.

Began Operation: March 21, 1949.

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

Represented (legal) by Cohn & Marks.

Represented (engineering) by John Creutz.

Personnel:

- MITCHELL WOLFSON, president.
- LOUIS WOLFSON II, v.p., broadcast division.
- WILLIAM R. BRAZZIL, v.p. in charge of WTVJ.
- DICK T. HOLLANDS, asst. to general manager.
- RALPH RENICK, v.p. for WTVJ news.
- FRANK HOWELL, general sales manager.
- THOMAS FRAIOLI, national sales manager.
- CARL HAROLD, local sales manager.
- DONALD J. HICKS, asst. national sales manager.
- DON SHEPHERD, sales development manager.
- LEE WALLER, program director.
- JOE KLINE, director of operations.
- ROBERT J. ROSS, film buyer.
- GEORGE VICKERY, public relations & promotion director.
- EARL LEWIS, chief transmitter engineer.

DIGEST OF RATE CARD NO. 24 (Sept. 11, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AAA—7:30-10:30 p.m., daily.	\$1700.00	\$1020.00	\$665.00	\$525.00	\$425.00
NETWORK BASE HOURLY RATE: \$1600.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	BROWARD	154,800	148,600	96
	COLLIER	7,900	6,800	86
	DADE	385,600	363,200	94
	GLADES	800	600	82
	HENDRY	2,600	2,200	83
	INDIAN RIVER	10,300	9,200	89
	MARTIN	7,100	6,500	92
	MONROE	16,000	13,400	84
	PALM BEACH	93,800	86,200	92
	ST LUCIE	14,900	13,500	91
25-50 O/O	FLORIDA OKEECHOBEE	2,200	2,000	91
5-24 O/O	FLORIDA LEE	22,400	20,700	92
STATION TOTALS		718,400	672,900	94
NET WEEKLY CIRCULATION (MARCH 1966)			609,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			473,100	

For ARB County-by-County Data
 see Services Volume

Florida—Orlando



WDBO-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 540-ft. above av. terrain, 584-ft. above ground, 687-ft. above sea level.

Latitude 28° 33' 17"
Longitude 81° 24' 42"

Requests 10-kw aural, 1462-ft. above av. terrain, 1479-ft. above ground, 1545-ft. above sea level, lat. 28° 36' 08", long. 81° 05' 38"; transmitter to 3.5-mi. N of Bithlo. BPCT—3742.

Transmitter: 950 N. Texas Ave.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI, CBS.

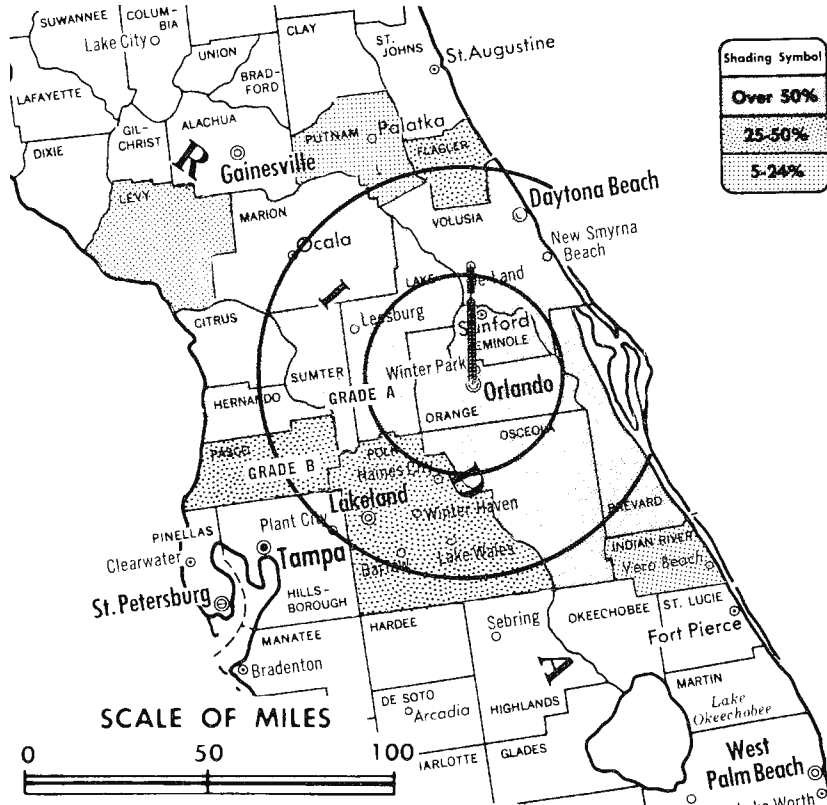
Studio: 30 S. Ivanhoe Blvd. (32802).

Represented (engineering) by Lohnes & Culver.

AM Affiliate: WDBO, 5-kw, 580 kc (CBS).

FM Affiliate: WDBO-FM, 25-kw, 92.3 mc (No. 222), 460-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV₂ and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WDBO-TV Ref: FCC File No. BMPCT-1633 Granted 12/31/53

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

WDBO-TV

Licensee: The Outlet Company, Box 1833, Orlando, Fla. (32802).

Telephone: 305-241-1491. TWX No.: 810-850-0141.

Ownership: See WJAR-TV, Providence, R.I.

Began Operation: July 1, 1954. Sale to present owner by Cherry Bcstg. Co. approved July 17, 1963 by FCC (Television Digest, Vol. 3:15, 29). Sale to Cherry Bcstg. Co. by group headed by Harold P. Danforth approved May 8, 1957 by FCC.

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

Represented (legal) by Amram, Hahn & Sundlun.

Personnel:

JOSEPH S. (Dody) SINCLAIR, president & general manager.
ARNOLD F. SCHOEN JR., v.p. for WDBO AM-FM-TV.
LEONARD S. DAVEY JR., sales manager.
WALTER SICKLES, program director & film buyer.
AGNES CARLSON, sales coordinator.
HARTWELL B. CONKLIN, news director.
J. COLIN MURCHISON JR., production director.
JAMES E. YARBROUGH, chief engineer.

DIGEST OF RATE CARD NO. I (June 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$800.00 \$480.00 \$208.00 \$208.00 \$104.00
NETWORK BASE HOURLY RATE: \$750.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	BREVARD	57,900	54,200	94
	CITRUS	3,700	3,200	87
	HERNANDO	4,100	3,700	90
	LAKE	21,300	19,800	93
	MARION	16,800	14,600	87
	ORANGE	99,600	94,000	94
	USCEOLA	7,900	7,200	91
	SEMINOLE	19,700	18,500	94
	SUMTER	3,500	3,100	88
	VOLUSIA	53,400	49,900	93
25-50 O/O	FLORIDA			
	FLAGLER	1,500	1,300	89
	PASCO	14,700	13,600	92
	POLK	67,200	62,500	93
5-24 O/O	FLORIDA			
	INDIAN RIVER	10,300	9,200	89
	LEVY	3,000	2,400	80
	PUTNAM	10,300	9,400	91
STATION TOTALS		394,900	366,600	93
NET WEEKLY CIRCULATION (MARCH 1966)			293,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			212,700	

Florida—Orlando



WFTV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 610-ft. above av. terrain, 651-ft. above ground, 749-ft. above sea level.

Latitude 28° 32' 10"
Longitude 81° 27' 00"

Requests change to 1378-ft. above av. terrain, 1479-ft. above ground, 1544-ft. above sea level, lat. 28° 36' 08", long. 81° 05' 38"; transmitter to 3.5-mi. N of Bithlo, near Orlando. BPCT—1801.

Transmitter: Broadcast Park, near Orlovista, Fla.

Color: Network, film, slide & tape.

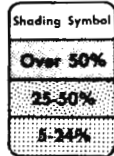
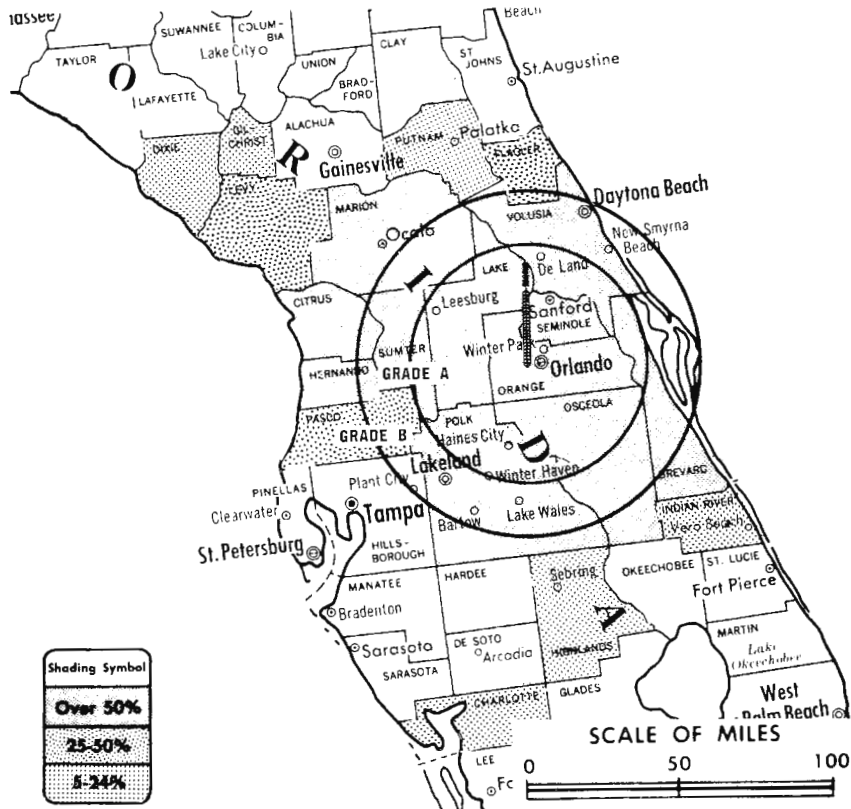
News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Studio: 639 West Central (32805).

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WFTV Ref: FCC File No. BMPCT—4827 Granted 11/20/57

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

WFTV

Licensee: Mid-Florida TV Corp., Box 5795, Orlando, Fla. (32805).

Telephone: 305-241-6543. TWX No.: 305-841-3724.

Ownership: Joseph L. Brechner, pres., 50.8%; Hershell Stuart, v.p., 3.7%; Martin Segal, secy., 1.54%; Marion B. Brechner, asst. secy.-treas., 11.8%; Harris H. Thompson, 14.1%; Vasil Polyzois, 15%; 9 other stockholders, none with more than 3.5%. Harris H. Thompson controls radios KEZY & KEZR (FM), Anaheim, Cal.

Began Operation: Feb. 1, 1958.

Represented (sales) by Blair Television Associates.

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

Represented (legal) by Cohn & Marks.

Personnel:

- JOSEPH L. BRECHNER, president & general manager.
- WILLIAM T. LATHAM, national sales manager.
- HUGH ROBINSON, general sales manager.
- MICHAEL CLARKE, administrative assistant.
- MARION B. BRECHNER, v.p. in charge of promotion & community affairs.
- BETTY WARNOCK, traffic supervisor.
- HARRY RICHARD, program director & film buyer.
- TOM GRUBBS, production manager.
- RAY RUESTER, v.p. in charge of news.
- W. DODD DANIEL, engineer director.
- JAMES HAMMOND, chief engineer.

DIGEST OF RATE CARD NO. 8 (Feb. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$800.00	\$500.00			\$200.00	\$175.00	\$87.50
NETWORK BASE HOURLY RATE: \$725.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	BREVARD	57,900	54,200	94
	CITRUS	3,700	3,200	87
	HERNANDO	4,100	3,700	90
	LAKE	21,300	19,800	93
	MARION	16,800	14,600	87
	ORANGE	99,600	94,000	94
	OSCEOLA	7,900	7,200	91
	POLK	67,200	62,500	93
	SEMINOLE	19,700	18,500	94
	SUMTER	3,500	3,100	88
	VOLUSIA	53,400	49,900	93
25-50 O/O	FLORIDA			
	FLAGLER	1,500	1,300	89
	LEVY	3,000	2,400	80
	PASCO	14,700	13,600	92
5-24 O/O	FLORIDA			
	CHARLOTTE	6,200	5,600	90
	DIXIE	1,200	900	77
	GILCHRIST	800	700	88
	HIGHLANDS	7,900	7,100	89
	INDIAN RIVER	10,300	9,200	89
	PUTNAM	10,300	9,400	91
STATION TOTALS		411,000	380,900	93
NET WEEKLY CIRCULATION (MARCH 1966)			291,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			192,900	

Florida—Daytona Beach-Orlando



WESH-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 995-ft. above ground, 1036-ft. above sea level.

Latitude 28° 56' 25"
Longitude 81° 18' 33"

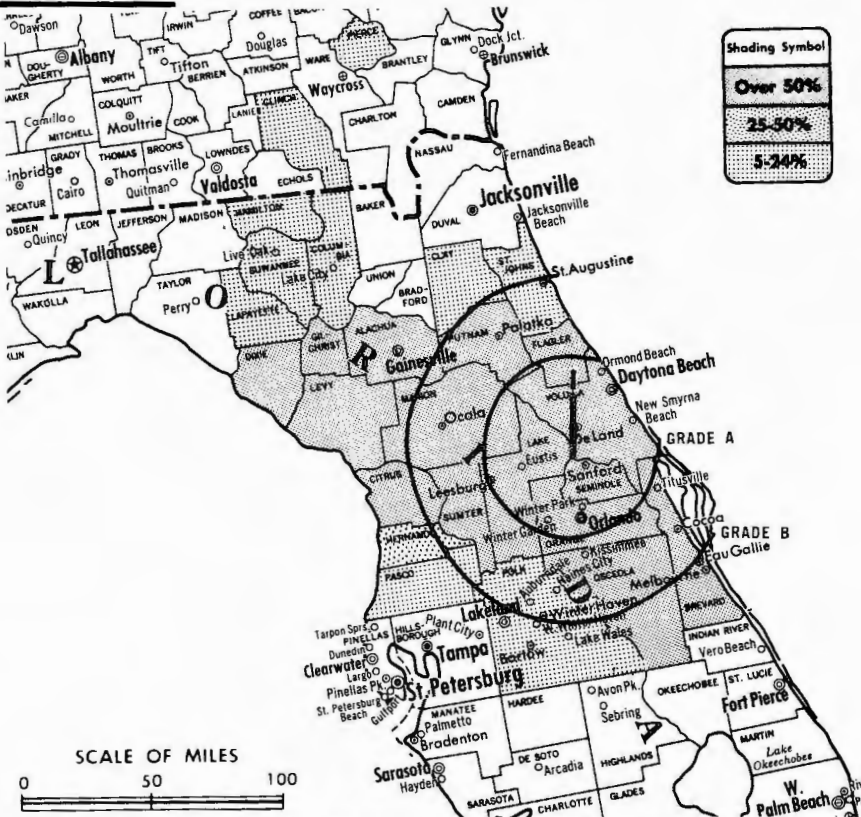
Transmitter: Orange City, Fla., midway between Daytona Beach and Orlando.

Color: Network, film, slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ABB study.

WESH-TV Ref: FCC File No. BNPCT-4150 Granted 2/8/57

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

WESH-TV

Licensee: Cowles Florida Broadcasting Inc., Box 7697, Orlando.
Studios: 540 Corporation Ave., Daytona Beach; 1501 Minnesota Ave. (Winter Park), Orlando (32789).

Telephones: 904-253-7616, Daytona Beach; 305-647-5705, Orlando. TWX No.: 810-857-0300, Daytona Beach; 810-853-0255, Winter Park.

Ownership: See KRNT-TV, Des Moines, Ia.

Began Operation: May 29, 1956. Sale to present owner by John H. Perry interests approved April 20, 1966 by FCC (Television Digest, Vol. 5:47).

Represented (sales) by Katz Agency.

Represented (legal) by Robert A. Marmet.

Represented (engineering) by Kear and Kennedy.

Personnel:

ROBERT R. TINCHER, president.
T. S. GILCHRIST JR., v.p. & general manager.
WALTER STROUSE, station manager.
HARRY LE BRUN, general sales manager.
KENNETH H. BROWN JR., promotion manager.
NICK PFEIFAU, director of news.
PAUL MARLOWE, director of public affairs.
JULIAN BENNETT, production manager.
CHARLES CARTER JR., chief engineer.

DIGEST OF RATE CARD NO. A9—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10:30 p.m., daily.
\$700.00 \$420.00 \$260.00 \$225.00 \$190.00 \$170.00 \$85.00
NETWORK BASE HOURLY RATE: \$600.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA ALACHUA BREVARD	21,600 57,900	18,700 54,200	87 94

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CITRUS DIXIE FLAGLER GILCHRIST LAKE LEVY MARION ORANGE OSCEOLA PUTNAM SEMINOLE SUMTER VOLUSIA	3,700 1,200 1,500 800 21,300 3,000 16,800 99,600 7,900 10,300 19,700 3,500 53,400	3,200 900 1,300 700 19,800 2,400 14,600 94,000 7,200 9,400 18,500 3,100 49,900	87 77 89 88 93 80 87 94 91 91 94 88 93

25-50 O/O	FLORIDA HERNANDO	4,100	3,700	90
-----------	------------------	-------	-------	----

5-24 O/O	FLORIDA CLAY COLUMBIA HAMILTON LAFAYETTE PASCO POLK ST JOHNS SUWANNEE	5,900 5,700 1,800 800 14,700 67,200 9,400 3,600	5,400 5,000 1,400 600 13,600 62,500 8,600 3,000	92 88 81 79 92 93 92 82
----------	---	---	---	-------------------------

GEORGIA CLINCH PIERCE	1,900 2,200	1,600 1,900	84 86
-----------------------	-------------	-------------	-------

STATION TOTALS	439,500	405,200	92
----------------	---------	---------	----

NET WEEKLY CIRCULATION (MARCH 1966)	277,600
AVERAGE DAILY CIRCULATION (MARCH 1966)	197,400

For State CATV Systems, see Services Volume

Florida—Palm Beach



WPTV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1031-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 17"
Longitude 80° 12' 42"

Requests 1990-ft. above av. terrain, 2028-ft. above ground, 2045-ft. above sea level, lat. 26° 24' 15", long. 80° 13' 10"; transmitter to .95-mi. W of U.S. 441, near Boca Raton, Fla. BPCT—3656.

Transmitter: Near Green Acres City & Lantana Rd.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
(County coverage (shaded areas) based on 1965 ARB study.



WPTV Ref: FCC File No. BMPCT—1862 Granted 3/15/54

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

WPTV

Licensee: Scripps-Howard Bcstg. Co., 200 Park Ave., N.Y., N.Y. (10017).

Studios: 5 Coconut Row, Palm Beach (33480); Coral Ridge Plaza, Fort Lauderdale (33312).

Telephone: 305-833-2471.

TWX No.: 510-952-6669.

Ownership: Scripps-Howard Bcstg. Co., 100%. See WEWS, Cleveland, Ohio.

Began Operation: Aug. 22, 1954. Sale to present owner by John H. Phipps approved by FCC Dec. 27, 1961 (Television Digest, Vols. 17:37, 1:14). Sale as WJNO-TV to Phipps by George H. Buck-Theodore Granik interests approved Oct. 3, 1956 by FCC (Vol. 12:37, 40).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Baker, Hostetler & Patterson.

Personnel:

CHESTER E. PIKE JR., v.p., gen. mgr. & gen. sales mgr.
STAN DOYLE, administrative assistant to v.p., gen. mgr.
JACK DOSDOURIAN, program director.
TONY GLENN, operations manager.
LEWIS EVENDEN, chief engineer.

DIGEST OF RATE CARD NO. 5-66
(May 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—6-11 p.m., daily.
\$700.00 \$450.00 \$300.00 \$200.00 \$160.00 \$150.00 \$75.00
NETWORK BASE HOURLY RATE: \$300.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	FLORIDA			
0/0	GLADES	800	600	82
	HENDRY	2,600	2,200	83
	INDIAN RIVER	10,300	9,200	89
	MARTIN	7,100	6,500	92
	OKEECHOBEE	2,200	2,000	91
	PALM BEACH	93,800	86,200	92
	ST LUCIE	14,900	13,500	91
25-50	FLORIDA			
0/0	BROWARD	154,800	148,600	96
5-24	FLORIDA			
0/0	COLLIER	7,900	6,800	86
	DADE	385,600	363,200	94
	LEE	22,400	20,700	92
STATION TOTALS		702,400	659,500	94
NET WEEKLY CIRCULATION (MARCH 1966)			195,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			123,100	

For Index to Contents,
see Services Volume

Florida—West Palm Beach



WEAT-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 288-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 17"
Longitude 80° 12' 28"

Transmitter: Intersection U.S. Hwy. 441 & State Rd. 812.

TV tape: Recording facilities.

Color: Network, film & slide.

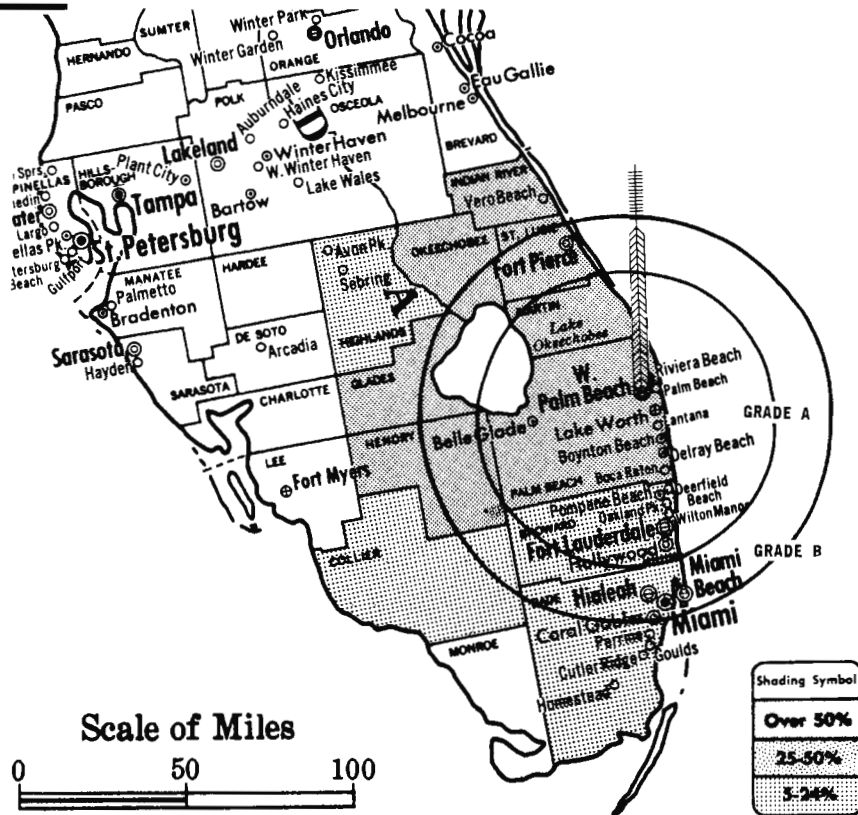
News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

AM Affiliate: WEAT, 1-kw, 850 kc (MBS).

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WEAT-TV Ref: FCC File No. BPCT-2916 Granted 2/21/62

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

WEAT-TV

Licensee: Gardens Broadcasting Co., Box 70, West Palm Beach, Fla. (33402).

General Offices: Palm Beach Towers, Palm Beach.

Studio: Congress Ave. & Lark Rd., West Palm Beach (33406).

Telephone: 305-833-9668.

Ownership: Gardens Bcstg. Co. Royal American Industries Inc., 100%. Royal American Industries is 2/3 owned by Bankers Life & Casualty Co., also owner of radio KGA, Spokane.

Began Operation: Jan. 1, 1955. Sale to present owners by Rand Broadcasting and associate Bertram Lebhar approved Feb. 25, 1964 by FCC (Television Digest, Vol. 4:9). Previous sale to Rand Broadcasting & Lebhar by RKO Teleradio Pictures Inc. approved May 16, 1957 by FCC (Vol. 13:12, 20). RKO purchase from J. Robert Meachem interests was approved July 27, 1955 by FCC (Vol. 11:27, 31).

Represented (sales) by Adam Young Inc.

Represented (legal) by Cohn & Marks.

Personnel:

JOHN D. MacARTHUR, president.
ROBERT L. RAY, administrative assistant to the president.
CHARLES KELLY, exec. vice president & general manager.
GOFF LEBHAR, national & regional sales manager.

DIGEST OF RATE CARD NO. 15 (May 4, 1966)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class AA—7:29-10:30 p.m., daily.
\$500.00 \$300.00 \$200.00 \$150.00 \$80.00 \$80.00 \$40.00
NETWORK BASE HOURLY RATE: \$225.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 0/D	FLORIDA			
	GLADES	800	600	82
	HENDRY	2,600	2,200	83
	INDIAN RIVER	10,300	9,200	89
	MARTIN	7,100	6,500	92
	OKEECHOBEE	2,200	2,000	91
	PALM BEACH	93,800	86,200	92
ST LUCIE	14,900	13,500	91	
5-24 0/D	FLORIDA			
	BROWARD	154,800	148,600	96
	COLLIER	7,900	6,800	86
	DADE	385,600	363,200	94
HIGHLANDS	7,900	7,100	89	
STATION TOTALS		687,900	645,900	94
NET WEEKLY CIRCULATION (MARCH 1966)			162,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			83,400	

For Color Set Penetration by Market

see Services Volume

Florida—Panama City



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 34-kw aural. Antenna: 870-ft. above av. terrain, 887-ft. above ground, 1026-ft. above sea level.

Latitude 30° 26' 00"
Longitude 85° 24' 51"

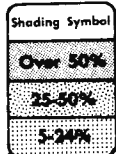
Transmitter: 4 mi. NNE of Youngstown, Fla.

Studio: 107 Harrison Ave., Panama City.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
(County coverage (shaded areas) based on 1965 ARB study)

WJHG-TV Ref: FCC File No. BPCT-3267 Granted 12/31/83

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

WJHG-TV

Network Service: ABC, NBC.

Licensee: Herald Publishing Co., Albany, Georgia.

Telephone: 305-763-7651.

Ownership: See WALB-TV, Albany, Ga.

Began Operation: Dec. 1, 1953. Sale to present owner by Mel Wheeler approved June 29, 1960 by FCC (Television Digest, Vol. 16:19, 21, 28). Transfer of 96% from J. D. Manly to Mel Wheeler approved Nov. 20, 1957 by FCC (Vol. 13:43, 47).

Represented (sales) by Venard, Torbet & McConnell Inc.; James S. Ayers Co. (Atlanta).

Represented (legal) Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

RAYMOND E. CAROW, v.p., managing director, Gray Television.
JAMES TIGHE, station manager.
EARL HUTTO, production manager.
BILL CARPENTER, chief engineer.

DIGEST OF RATE CARD NO. 2—(July 1, 1966)

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

Class AA—6-10 p.m., daily.

\$300.00 \$180.00 \$120.00 \$105.00 \$90.00 \$65.00 \$55.00 \$28.00

NETWORK BASE HOURLY RATE: \$225 (ABC), \$225 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	GENEVA	6,000	5,000	85
	HOUSTON	15,500	14,100	91
	FLORIDA			
	BAY	21,200	19,800	93
	CALHOUN	1,900	1,500	81
	FRANKLIN	2,100	1,700	83

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	GADSDEN	9,000	7,600	84
	GULF	3,200	2,800	86
	HOLMES	2,400	1,900	79
	JACKSON	9,900	8,200	83
	LIBERTY	900	700	84
	OKALOOSA	20,200	19,000	94
	WALTON	4,500	3,900	86
	WASHINGTON	3,000	2,500	85

25-50 O/O	ALABAMA			
	COFFEE	8,600	7,300	85
	DALE	9,700	8,600	88

	FLORIDA			
	LEON	22,100	20,000	90
	WAKULLA	1,400	1,200	90

	GEORGIA			
	SEMINOLE	1,600	1,400	87

5-24 O/O	ALABAMA			
	COVINGTON	9,600	8,100	85
	HENRY	3,500	2,900	83
	PIKE	6,300	5,000	79

	FLORIDA			
	DIXIE	1,200	900	77

	GEORGIA			
	DECATUR	7,200	6,400	89
	EARLY	2,800	2,400	84
	MILLER	1,500	1,300	84

STATION TOTALS 175,300 154,200 88

NET WEEKLY CIRCULATION (MARCH 1966) 96,800
AVERAGE DAILY CIRCULATION (MARCH 1966) 65,300

Florida—Pensacola-Mobile, Ala.



WEAR-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 14.8-kw aural. Antenna: 1220-ft. above av. terrain, 1284-ft. above ground, 1394-ft. above sea level.

Latitude 30° 37' 38"
Longitude 87° 37' 31"

Transmitter: Rosinton, Ala.

Studio: U.S. Hwy. 90, W of Pensacola.

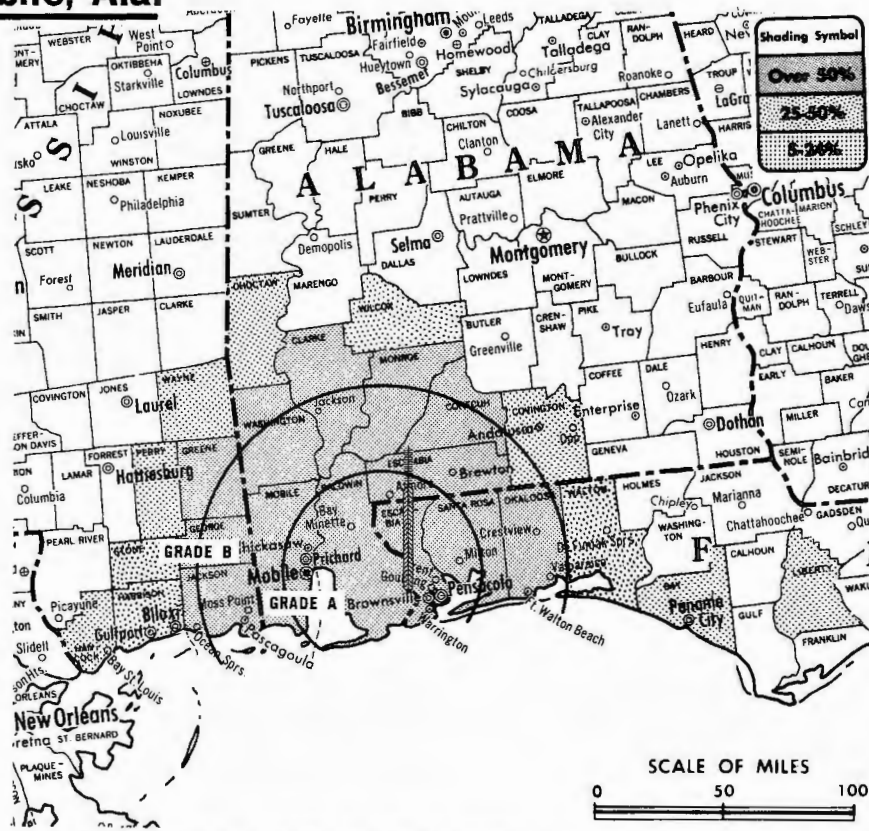
Represented (engineering) by G. Russell Chambers.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WEAR-TV Ref: FCC File No. BMPCT-5313 Granted 7/22/59

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

WEAR-TV

Grantee (STA): Rollins Telecasting Inc., Box 431, Pensacola, Fla. (32502).

Telephone: 305-455-7311. TWX No.: 305-476-6142.

Ownership: Rollins Inc., 100%. For other interests, see WPTZ, Plattsburgh, N.Y.

Began Operation: Jan. 13, 1954. Sale to present owners by Charles W. Smith, Mel Wheeler and associates approved May 6, 1959 (Television Digest, Vol. 15:14, 19).

Represented (sales) by The Katz Agency.

Represented (legal) by Cohn & Marks.

Personnel:

- O. WAYNE ROLLINS, president.
- R. RANDALL ROLLINS, executive vice president.
- WILLIAM G. RHODES, asst. to executive vice president.
- MILT de REYNA, general manager & film buyer.
- LOU NEALE, local sales manager.
- HARRY BABB, chief engineer.

DIGEST OF RATE CARD NO. A-13-a—(Sept. 19, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$650.00	\$390.00	\$260.00	\$195.00	\$165.00	\$150.00 \$75.00
NETWORK BASE HOURLY RATE: \$650.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	BALDWIN	14,800	13,400	91
	CLARKE	6,700	5,100	77
	CONECUH	4,000	3,000	76
	ESCAMBIA	9,300	7,800	83
	MOBILE	99,000	91,400	92
	MONROE	5,300	3,900	74
	WASHINGTON	3,600	2,900	80

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	ESCAMBIA	54,300	51,400	95
	OKALOOSA	20,200	19,000	94
	SANTA ROSA	8,900	8,300	94
	MISSISSIPPI			
	GEORGE	3,200	2,900	91
	GREENE	2,300	1,700	75
	JACKSON	19,300	17,400	90
25-50 O/O	ALABAMA			
	WILCOX	3,700	2,500	67
	FLORIDA			
	WALTON	4,500	3,900	86
	MISSISSIPPI			
	HARRISON	37,200	34,000	91
	STONE	2,200	1,900	84
5-24 O/O	ALABAMA			
	CHOCTAW	4,300	3,200	74
	COVINGTON	9,600	8,100	85
	FLORIDA			
	BAY LIBERTY	21,200 900	19,800 700	93 84
	MISSISSIPPI			
	HANCOCK	4,600	3,900	86
	PERRY	2,400	1,900	81
	WAYNE	4,400	3,500	79
STATION TOTALS		345,900	311,600	90
NET WEEKLY CIRCULATION (MARCH 1966)			236,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			171,700	

Florida—Tallahassee-Thomasville, Georgia



WCTV

Ch. 6



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1030-ft. above av. terrain, 1010-ft. above ground, 1249-ft. above sea level.

Latitude 30° 39' 46"

Longitude 84° 12' 36"

Requests 19.5-kw aural.

Transmitter: Lake Iamonia, Fla.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Office: 2225 N. Monroe St., Tallahassee, Fla. (32303).

Studios: 2225 N. Monroe St., Tallahassee, Fla.; 112 N. Madison, Thomasville, Ga.

Telephone: 904-385-2121, Tallahassee.

TWX No.: 810-931-3773.

Total Households: © SRDS

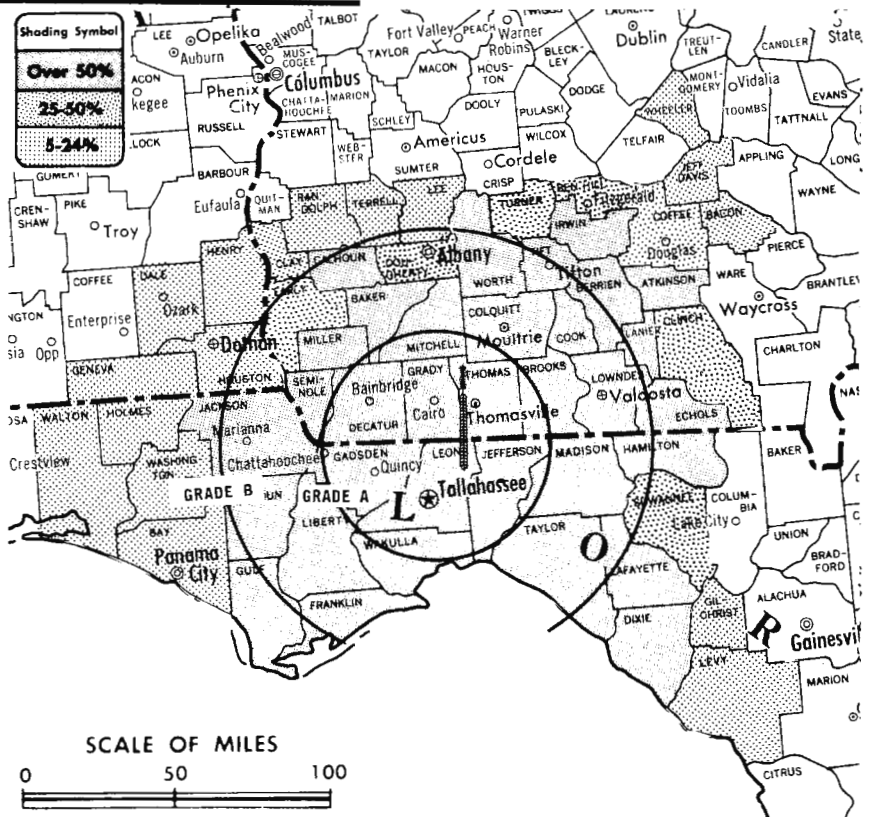
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WCTV Ref: FCC File No. BPCT-2591 Granted 6/5/59

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

WCTV

Licensee: John H. Phipps, Box 3547, Tallahassee, Fla. (32303).

Ownership: John H. Phipps, 100%.

Began Operation: Sept. 15, 1955.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

JOSEPH E. HOSFORD, general & sales manager.

JERRY L. WILLIAMS, director of operations & film buyer.

W. A. SNOWDEN, director of engineering.

CHARLES CLIFTON, chief engineer.

DIGEST OF RATE CARD NO. N9

(July 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$500.00	\$300.00		\$125.00*	\$62.50*

*Class AA—6:59-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$525.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	CALHOUN	1,900	1,500	81
	DIXIE	1,200	900	77
	FRANKLIN	2,100	1,700	83
	GAOSDEN	9,000	7,600	84
	GULF	3,200	2,800	86
	HAMILTON	1,800	1,400	81
	JACKSON	9,900	8,200	83
	JEFFERSON	2,300	1,900	82
	LAFAYETTE	800	600	79
	LEON	22,100	20,000	90
	LIBERTY	900	700	84
	MADISON	3,500	2,800	78

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TAYLOR	4,000	3,300	83
	WAKULLA	1,400	1,200	90
	GEORGIA			
	ATKINSON	1,300	1,000	74
	BAKER	700	600	80
	BERRIEN	2,900	2,400	83
	BROOKS	3,600	3,100	87
	CALHOUN	1,700	1,300	74
	COLQUITT	9,800	8,800	90
	COOK	3,200	2,800	87
	DECATUR	7,200	6,400	89
	ECHOLS	300	200	79
	GRADY	4,600	4,100	89
	IRWIN	2,000	1,700	86
	LANIER	1,200	1,000	83
	LOWNDES	16,300	14,300	88
	MILLER	1,500	1,300	84
	MITCHELL	4,700	4,000	85
	SEMINOLE	1,600	1,400	87
	THOMAS	10,000	8,900	89
	TIFT	6,900	6,000	87
	WORTH	3,800	3,400	88

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	FLORIDA			
	SUNANNEE	3,600	3,000	82
	GEORGIA			
	BEN HILL	3,800	3,100	83
	CLINCH	1,900	1,600	84
	COFFEE	5,600	4,800	85
	DOUGHERTY	26,400	24,100	91
	EARLY	2,800	2,400	84
	TURNER	1,900	1,700	87

(Continued on page 155-b)

STATION TOTALS	276,300	241,100	87
NET WEEKLY CIRCULATION (MARCH 1966)			149,800
AVERAGE DAILY CIRCULATION (MARCH 1966)			110,100

Florida—Tampa-St. Petersburg



WFLA-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1037-ft. above av. terrain, 1055-ft. above ground, 1130-ft. above sea level.

Latitude 27° 50' 26"
Longitude 82° 15' 47"

Transmitter: 14-mi. SE of Tampa.

TV tape: Recording facilities.

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

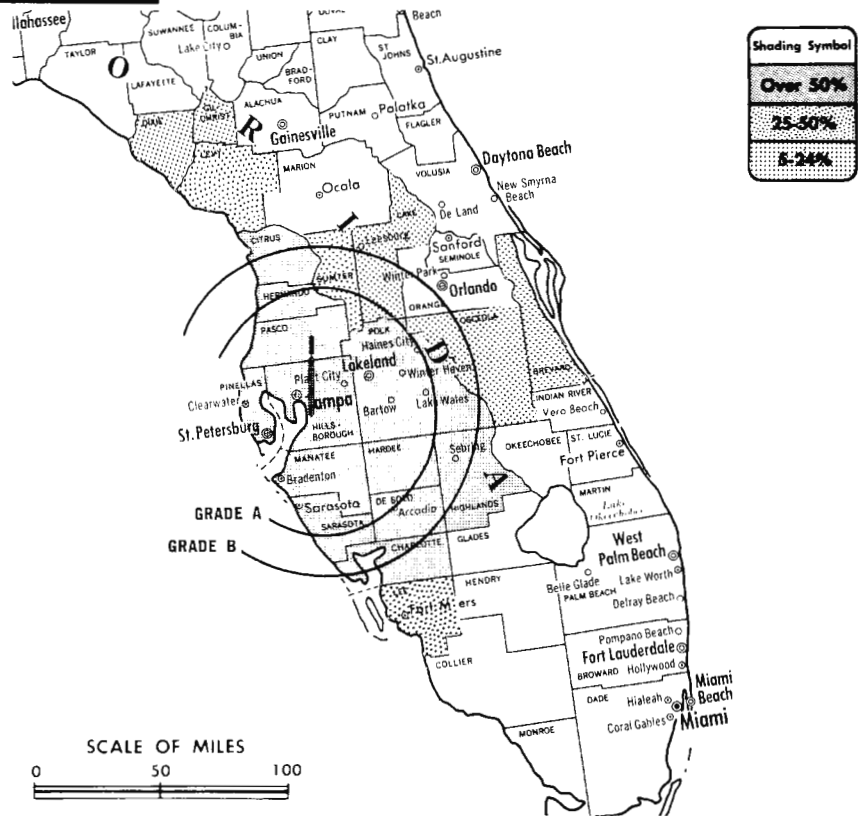
News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: WFLA, 5-kw, 970 kc (NBC).

FM Affiliate: WFLA-FM, 46-kw, 93.3 mc (No. 227), 914-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WFLA-TV Ref: FCC File No. BPCT—363 Granted 8/4/54

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

WFLA-TV

Licensee: The Tribune Co., 905 Jackson St., Tampa, Fla. (33602).

Studio: 905 Jackson St.

Telephone: 813-229-0131. TWX No.: 813-229-9981.

Ownership: Same as Tampa Tribune and Times. Officers: John C. Council, chairman; James H. Couey Jr., president. Richmond Newspaper Inc., Richmond (Va.) Times-Dispatch and News-Leader (WRNL) holds 52.2% of Tribune Co.

Began Operation: Feb. 14, 1955.

Represented (sales) by Blair-TV.

Represented (legal) by Robb, Porter, Kistler & Parkinson.

Represented (engineering) by David Steel & Assoc.

Personnel:

GEORGE W. HARVEY, v.p. & general manager.
WILLIAM B. FABER, general sales manager.
J. E. FARAGHAN, program director & film buyer.
L. GEORGE GEIGER, production manager.
DOUG DUPERRAULT, promotion manager.
BILL HENRY, news director.
PETER HOLST, film editor.
TOM GILLIES, farm director.
JOSEPH H. MITCHELL, chief engineer.

DIGEST OF RATE CARD NO. 17
(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class A—7-11 p.m., daily.
\$1350.00 \$810.00 \$540.00 \$445.00 \$425.00* \$375.00* \$190.00*

*Class AA—7-10:30 p.m. daily.

NETWORK BASE HOURLY RATE: \$1350.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	CHARLOTTE	6,200	5,600	90
	CITRUS	3,700	3,200	87
	DE SOTO	3,200	2,800	89
	HARDEE	3,800	3,500	92
	HERNANDO	4,100	3,700	90
	HIGHLANDS	7,900	7,100	89
	HILLSBOROUGH	143,800	134,400	94
	MANATEE	30,300	28,400	94
	PASCO	14,700	13,600	92
	PINELLAS	176,500	166,600	94
	POLK	67,200	62,500	93
	SARASOTA	36,000	33,600	93
25-50 O/O	FLORIDA			
	LEE	22,400	20,700	92
	LEVY	3,000	2,400	80
	SUMTER	3,500	3,100	88
5-24 O/O	FLORIDA			
	BREVARD	57,900	54,200	94
	DIXIE	1,200	900	77
	GILCHRIST	800	700	88
	LAKE	21,300	19,800	93
	OSCEOLA	7,900	7,200	91
STATION TOTALS		615,400	574,000	93
NET WEEKLY CIRCULATION (MARCH 1966)			481,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			372,700	

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

WDBO-TV
Daytona Beach
(See Orlando, Fla.)

WFTV
Daytona Beach
(See Orlando, Fla.)

WESH-TV
Daytona Beach
(See Orlando, Fla.)

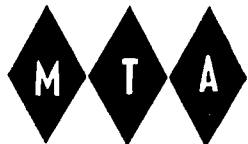
WALA-TV & WKRG
Pensacola
(See Mobile, Ala.)

WFLA-TV, WLCY-TV & WTVT
St. Petersburg
(See Tampa, Fla.)

WSUN-TV
Tampa
(See St. Petersburg)

WTVX
Vero Beach
(See Fort Pierce)

WEAT-TV
West Palm Beach
(See Palm Beach)



MALARKEY, TAYLOR & ASSOCIATES
CATV
Brokers - Consultants - Engineering
WASHINGTON, D.C.
1101 17th Street, N.W. Area Code 202 • 223-2345

Florida

WFGA-TV, Jacksonville

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	FLORIDA			
	DIXIE	1,200	900	77
	LAFAYETTE	800	600	79
	LEVY	3,000	2,400	80
	MARION	16,800	14,600	87
	TAYLOR	4,000	3,300	83
	GEORGIA			
	APPLING	3,300	2,700	83
	CLINCH	1,900	1,600	84
	COFFEE	5,600	4,800	85
	JEFF DAVIS	2,200	1,900	85
	MC INTOSH	1,800	1,500	85
	WAYNE	5,400	4,900	90
WHEELER	1,100	900	79	

WJXT, Jacksonville

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	FLORIDA			
	CITRUS	3,700	3,200	87
	LAFAYETTE	800	600	79
	MADISON	3,500	2,800	78
	VOLUSIA	53,400	49,900	93
	GEORGIA			
	ECHOLS	300	200	79
	IRWIN	2,000	1,700	86
	LANIER	1,200	1,000	83
	LOWNDES	16,300	14,300	88
	MONTGOMERY	1,300	1,000	78
	TELFAIR	2,800	2,200	79
	TOOMBS	4,600	3,800	82
	TREUTLEN	1,400	1,200	82
	WHEELER	1,100	900	79

WCTV, Tallahassee

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	ALABAMA			
	DALE	9,700	8,600	88
	GENEVA	6,000	5,000	85
	HENRY	3,500	2,900	83
	HOUSTON	15,500	14,100	91
	FLORIDA			
	BAY	21,200	19,800	93
	GILCHRIST	800	700	88
	HOLMES	2,400	1,900	79
	LEVY	3,000	2,400	80
	WALTON	4,500	3,900	86
	WASHINGTON	3,000	2,500	85
	GEORGIA			
	BACON	2,100	1,800	85
	CLAY	900	800	82
	JEFF DAVIS	2,200	1,900	85
	LEE	1,400	1,200	86
	RANDOLPH	2,500	2,100	82
	TERRELL	3,100	2,600	84
	WHEELER	1,100	900	79

Florida—Tampa-St. Petersburg



WLCY-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 538-ft. above ground, 549-ft. above sea level.

Latitude 28° 11' 04"
Longitude 82° 45' 39"

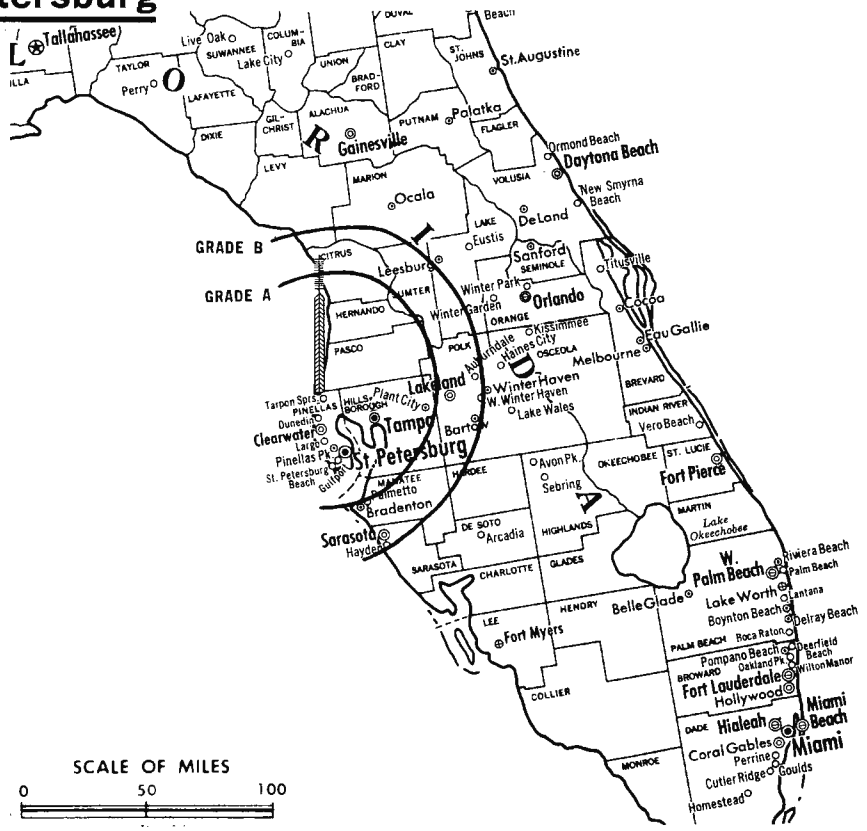
Requests 1463-ft. above av. terrain, 1494-ft. above ground, 1545-ft. above sea level, lat. 27° 16' 30", long. 82° 51' 22"; transmitter to Boyette Rd. & Belle Shoals Rd., 5-mi. S of Brandon. BPCT—3700.

Transmitter: 2.6-mi. N of Tarpon Springs.

TV tape: Recording facilities.

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

News Wire Service: AP. News Film Service: ABC. Facsimile Service: AP. AM Affiliate: WLCY, 5-kw, 1380 kc.



Circulation © 1966 American Research Bureau.

WLCY-TV Ref: FCC File No. BMPCT—6094 Granted 5/11/65

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

WLCY-TV

Licensee: WLCY-TV Inc., P.O. Box 14000, St. Petersburg, Fla.

Studio: 2429 Central Ave. S, St. Petersburg (temporary); Gandy Blvd. studios under construction.

Telephones: 813-896-4655, St. Petersburg; 228-7335, Tampa.

Ownership: Sam G. Rahall, pres., 28.0%; N. Joe Rahall, v.p., 24.8%; Farris E. Rahall, treas., 19.5%; 19 others, none with more than 5%. The Rahall brothers also control radios WLCY; WKAP, Allentown, Pa.; WWRN, Beckley, W. Va.; WNAR, Norristown-Philadelphia.

Began Operation: July 18, 1965 on interim basis; full time ABC, Sept. 1, 1965.

Represented (sales) by H-R Television Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by John Creutz.

Personnel:

- SAM G. RAHALL, president & general manager.
- JEFF EVANS, national sales manager & operations manager.
- HARRY WAGNER, program manager.
- ARIE LANDRUM, production & promotion manager.
- MARSHALL CLEAVER, news & public affairs manager.
- AL KOERKEL, film director.
- BRUCE SINGLETON, chief engineer.

DIGEST OF RATE CARD NO. 2 (Feb. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$800.00	\$480.00	\$320.00	\$200.00	\$162.00	\$81.00

ARB County-by-County Data for this station not available since it was not in operation when the survey was made.

Net Weekly Circulation (March 1966) 356,700
Average Daily Circulation (March 1966) 200,900

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Florida—Tampa-St. Petersburg



WTVT

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 793-ft. above av. terrain, 828-ft. above ground, 868-ft. above sea level.

Latitude 27° 53' 55"
Longitude 82° 19' 16"

Holds CP for 47.9-kw aural, 1420-ft. above av. terrain, 1460-ft. above ground, 1546-ft. above sea level, lat. 27° 49' 09", long. 82° 14' 26"; transmitter to 4.4-mi. NNE of Balm, Fla. BMPCT—6216.

Transmitter: Limona, 14-mi. SE of Tampa.

TV tape: Recording facilities.

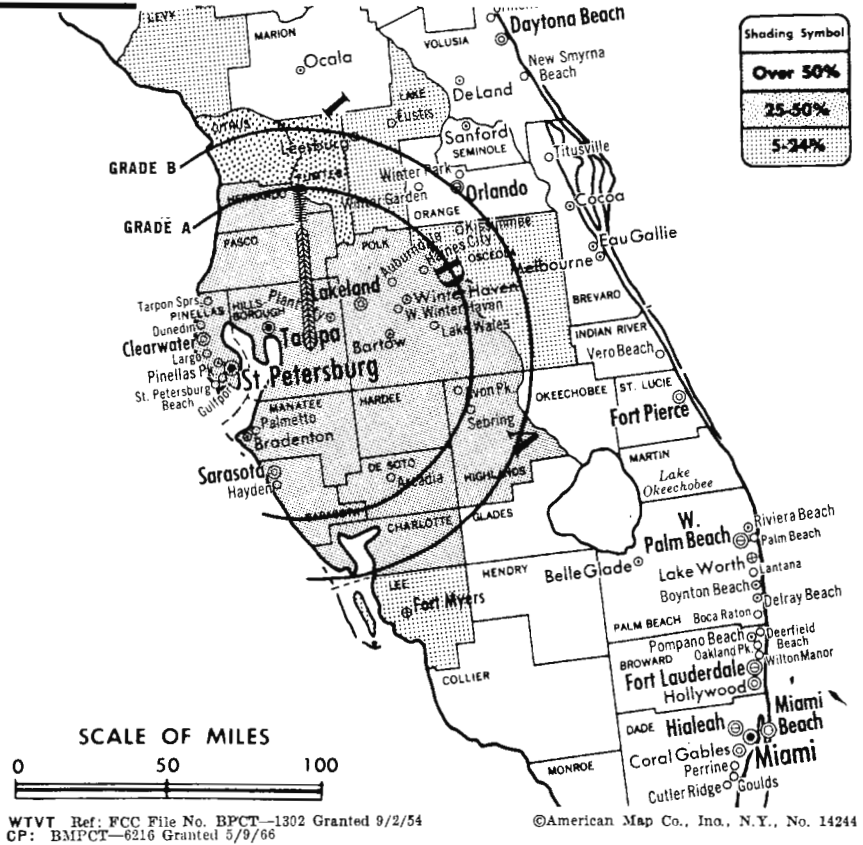
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Map Note: Map reflects planned operation.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTVT

Licensee: WKY Television System Inc., Box 1198, Tampa (33601).

Studio: 3213 John F. Kennedy Blvd.

Telephone: 813-876-1313. TWX No.: 813-877-6866.

Ownership: See WKY-TV, Oklahoma City, Okla.

Began Operation: April 1, 1955. Sale to present owners by ex-Gov. Doyle E. Carlton and W. Walter Tison interests approved by FCC July 18, 1956 (Television Digest, Vol. 12:26, 29).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

EUGENE B. DODSON, v.p. & manager.
ROBERT OLSON, admin. asst. & film buyer.
ROBERT DOTY, program manager.
RAY DANTZLER, news director.
FRANK RIDOLPHI, business manager.
ROBERT FOWLER, general sales manager.
JACK L. HITCHCOCK, local sales manager.
WALTER RHOADS, promotion manager.
CHARLES HAMPTON, public service director.
W. LAWTON METCALFE, chief engineer.
KEN SMITH, director of production.

DIGEST OF RATE CARD NO. A-20 (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-10:30 p.m., daily.
\$1200.00 \$720.00 \$480.00 \$380.00 \$350.00 \$290.00 \$145.00
NETWORK BASE HOURLY RATE: \$1325.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	CHARLOTTE	6,200	5,600	90
	DE SOTO	3,200	2,800	89
	HARDEE	3,800	3,500	92
	HERNANDO	4,100	3,700	90
	HIGHLANDS	7,900	7,100	89
	HILLSBOROUGH	143,800	134,400	94
	MANATEE	30,300	28,400	94
	PASCO	14,700	13,600	92
	PINELLAS	176,500	166,600	94
	POLK	67,200	62,500	93
	SARASOTA	36,000	33,600	93

25-50 O/O	FLORIDA			
	CITRUS	3,700	3,200	87
	SUMTER	3,500	3,100	88

5-24 O/O	FLORIDA			
	LAKE	21,300	19,800	93
	LEE	22,400	20,700	92
	LEVY	3,000	2,400	80
	OSCEOLA	7,900	7,200	91

STATION TOTALS 555,500 518,200 93

NET WEEKLY CIRCULATION (MARCH 1966) 460,900
AVERAGE DAILY CIRCULATION (MARCH 1966) 377,700

Florida—St. Petersburg-Tampa

WSUN-TV

Ch. 38

Technical Facilities: Channel No. 38 (614-620 mc). Authorized power: 257-kw visual, 39.8-kw aural. Antenna: 470-ft. above av. terrain, 500-ft. above ground, 500-ft. above sea level.

Latitude 27° 52' 40"
Longitude 82° 35' 25"

Transmitter: W. end of Gandy Bridge.

News Wire Service: AP.

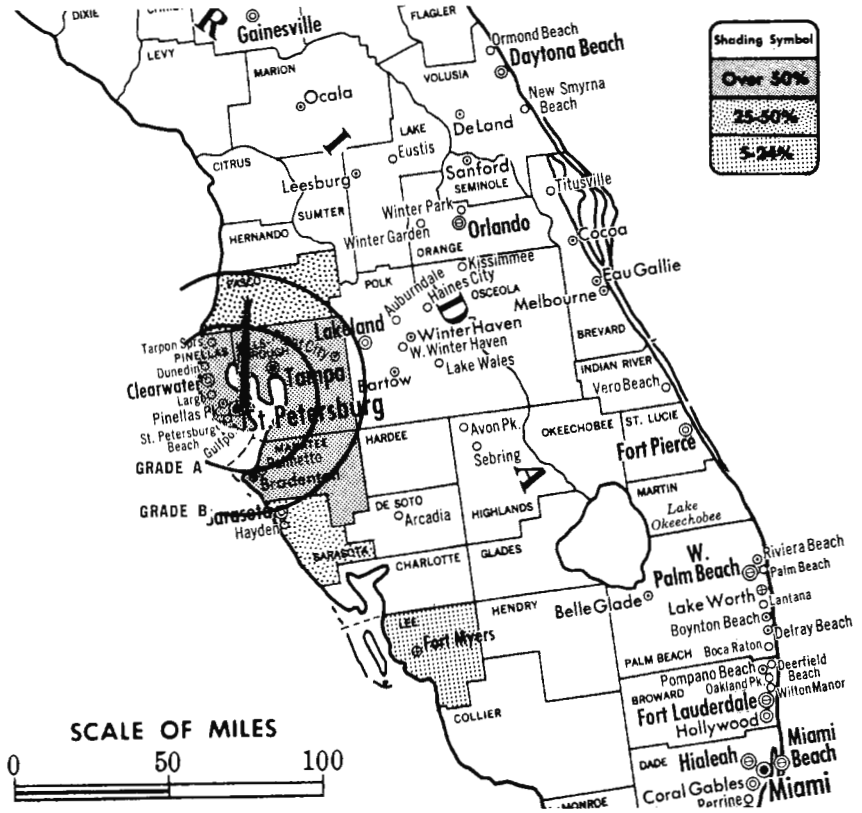
Facsimile Service: AP.

Studio: Municipal Pier.

Telephone: 813-894-0191.

AM Affiliate: WSUN, 5-kw, 620 kc (ABC).

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WSUN-TV Ref: FCC File No. BMPCT-3278 Granted 8/3/55

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

WSUN-TV

Licensee: WSUN Inc., Municipal Pier (33701).

Ownership: WCAR Inc. (licensee of WCAR & FM, Detroit), 100%. WCAR officers: H. Y. Levinson, pres.-treas., 52.62%; Celia D. Levinson, v.p.-secy., 23.58% (titles are for WSUN Inc., stock represents holdings in WCAR Inc.).

Began Operation: May 15, 1953. Sale to present owner by City of St. Petersburg approved Feb. 23, 1966 by FCC (Television Digest, Vol. 5:42).

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by James C. McNary.

Personnel:

GEORGE W. FEE, managing director.
DENNIS D. COBB, program director.
R. WAYNE BRASS, operations supervisor.
S. PATRICK, traffic & sales secretary.

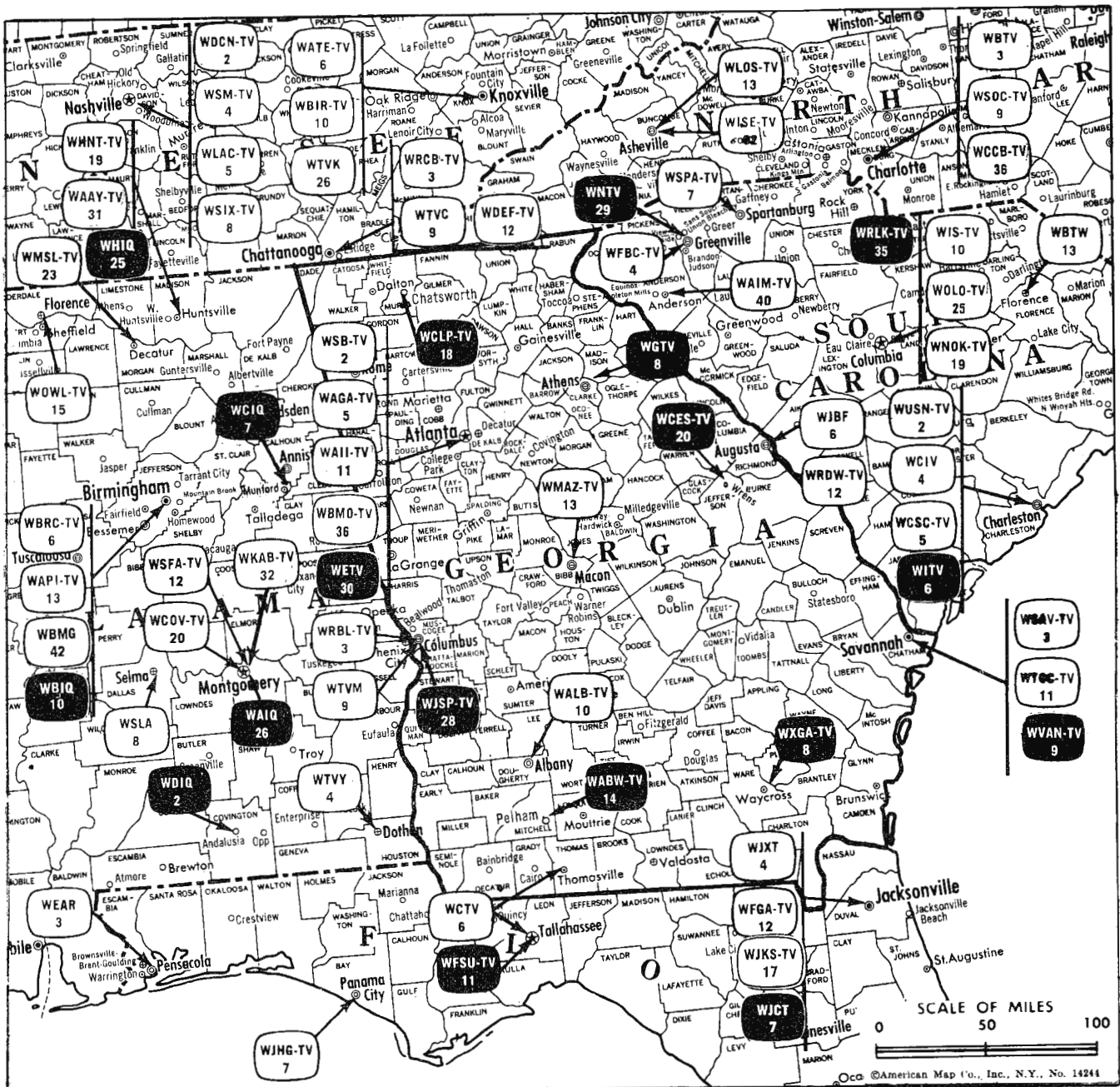
DIGEST OF RATE CARD NO. 5 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$400.00	\$240.00	\$160.00	\$135.00	\$100.00	\$80.00 \$40.00

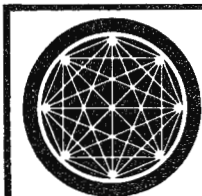
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA HILLSBOROUGH MANATEE PINELLAS	143,800 30,300 176,500	134,400 28,400 166,600	94 94 94
25-50 O/O	FLORIDA PASCO SARASOTA	14,700 36,000	13,600 33,600	92 93
5-24 O/O	FLORIDA LEE	22,400	20,700	92
STATION TOTALS		423,700	397,300	94
NET WEEKLY CIRCULATION (MARCH 1966)			143,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			58,800	

For Other Sales, see Services Volume

Georgia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Atlanta	616,900	19	883,800	27	817,400	28
Columbus	230,000	81	448,300	67	395,500	74
Augusta	186,500	98	373,300	88	332,400	91
Albany	153,000	112	269,400	112	234,300	115
Thomasville-Tallahassee	149,800	116	276,300	110	241,100	112
Macon	112,700	145	166,500	153	146,600	154
Savannah	109,100	149	174,400	149	155,800	149



ANACONDA
astrodata
 ■ BOX 3772 ■ ANAHEIM, CALIF
 ■ (714) 635-0150

BROAD NEW PERSPECTIVE IN CATV
Total Capability! Electronic Equipment ■ Test Instruments
 Coaxial Cable ■ System Design ■ Financing
 Engineer, Furnish and Install

Georgia

State Educational Technical Facilities (Complete Data in Educational Directory)

WGTV Athens

Ch. 8

Non-Commercial Educational Station

Grantee: Regents of the University System of Georgia, 244 Washington St. S.W., Atlanta.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 49.3-kw aural. Antenna: 1219-ft. above av. terrain, 1039-ft. above ground, 2049-ft. above sea level.

Latitude	33°	49'	22.3"
Longitude	83°	37'	47.6"

WETV Atlanta

Ch. 30

Non-Commercial Educational Station

Licensee: Board of Education of City of Atlanta, 224 Central Ave. SW.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 219-kw visual, 40.7-kw aural. Antenna: 400-ft. above av. terrain, 515-ft. above ground, 1374-ft. above sea level.

Latitude	33°	43'	40"
Longitude	84°	21'	50"

WCLP-TV Chatsworth

Ch. 18

Non-Commercial Educational Station

Grantee: State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 182-kw visual, 91.2-kw aural. Antenna: 1854-ft. above av. terrain, 330-ft. above ground, 3046-ft. above sea level.

Latitude	34°	45'	06"
Longitude	84°	42'	54"

WJSP-TV Columbus

Ch. 28

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 144-kw visual, 21.9-kw aural. Antenna: 1510-ft. above av. terrain, 1103-ft. above ground, 2403-ft. above sea level.

Latitude	32°	51'	08"
Longitude	84°	42'	04"

WACS-TV Dawson

Ch. 25

Non-Commercial Educational Station

Grantee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 501-kw max. and 363-kw horizontal visual, 50.1-kw max. and 36.3-kw horizontal aural. Antenna: 1078-ft. above av. terrain, 1092-ft. above ground, 1545-ft. above sea level.

Latitude	31°	56'	15"
Longitude	84°	33'	15"

WABW-TV

Pelham

Ch. 14

Non-Commercial Educational Station

Grantee: State Board of Education, State Office Bldg., Atlanta (30303).

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 401-kw max. and 363-kw horizontal visual, 40.1-kw max. and 36.3-kw horizontal aural. Antenna: 1242-ft. above av. terrain, 1220-ft. above ground, 1545-ft. above sea level.

Latitude	31°	08'	05"
Longitude	84°	06'	16"

WVAN-TV

Savannah

Ch. 9

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 34.7-kw aural. Antenna: 1050-ft. above av. terrain, 1086-ft. above ground, 1181-ft. above sea level.

Latitude	32°	08'	48"
Longitude	81°	37'	05"

WXGA-TV

Waycross

Ch. 8

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1030-ft. above av. terrain, 1059-ft. above ground, 1249-ft. above sea level.

Latitude	31°	13'	17"
Longitude	82°	34'	24"

WCES-TV

Wrens

Ch. 20

Non-Commercial Educational Station

Grantee: State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 387-kw max. and 275-kw horizontal visual, 38.7-kw max. and 25.7-kw horizontal aural. Antenna: 1483-ft. above av. terrain, 1466-ft. above ground, 1896-ft. above sea level.

Latitude	33°	15'	30"
Longitude	82°	17'	00"

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WCTV

Thomasville

(See Tallahassee, Fla.)

Georgia Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	11	0	11
<input checked="" type="checkbox"/> Educational Television Stations	3	4	7
			18



Stay on top of all developments in Television, Consumer Electronics and related industries weekly. Subscribe to the most authoritative newsletter and get the Monday morning Television Digest habit. Complete your Television Digest with Consumer Electronics library now.

Television Digest Services

1—Weekly Television Digest with Consumer Electronics

A—Comprehensive, departmentalized news and interpretation in digest form, covering basic television trends and developments, including: Networks, Stations, Advertising, FCC, FTC, Congress, Film & Tape Programming, Manufacturing and Distribution, Foreign developments, ETV, Finance, Technology and Auxiliary Services.

B—Handsome embossed binder for filing your weekly Television Digests.

\$95 per year

\$80 each for 5 or more subscriptions.

2—Full TV and CATV Service

A—The weekly **Television Digest**

B—The annual **Television Factbook**

C—Weekly TV Addenda Service, which keeps the Factbook up-to-date and reports on all current FCC decisions, applications, changes, etc.

D—The weekly CATV Addenda Service.

E—Handsome embossed binder

\$125 per year

\$105 each for 5 or more subscriptions.

3—Full TV and CATV plus AM-FM Addenda Service

A—Weekly **Television Digest**

B—Annual **Television Factbook**

C—Weekly TV Addenda

D—Weekly AM-FM Addenda Service which reports on all current FCC decisions, applications and changes.

E—Weekly CATV Addenda

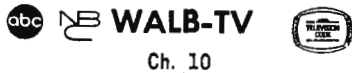
F—Handsome embossed binder

\$180 per year

\$145 each for 5 or more subscriptions.

Television Digest, Inc. • 2025 Eye Street, N.W., Washington, D.C. 20006

Georgia—Albany



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 964-ft. above av. terrain, 1000-ft. above ground, 1362-ft. above sea level.

Latitude 31° 19' 52"
Longitude 83° 51' 43.59"

Holds CP for change to 316-kw visual, 63.2-kw aural, 1983-ft. above av. terrain, 1994-ft. above ground, 2344-ft. above sea level, lat. 31° 23' 51", long. 83° 38' 18"; transmitter to 4.4-mi. S of Ty Ty, Ga. BPCT—3722.

Transmitter: 2.5-mi. E of Doerun, Ga.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

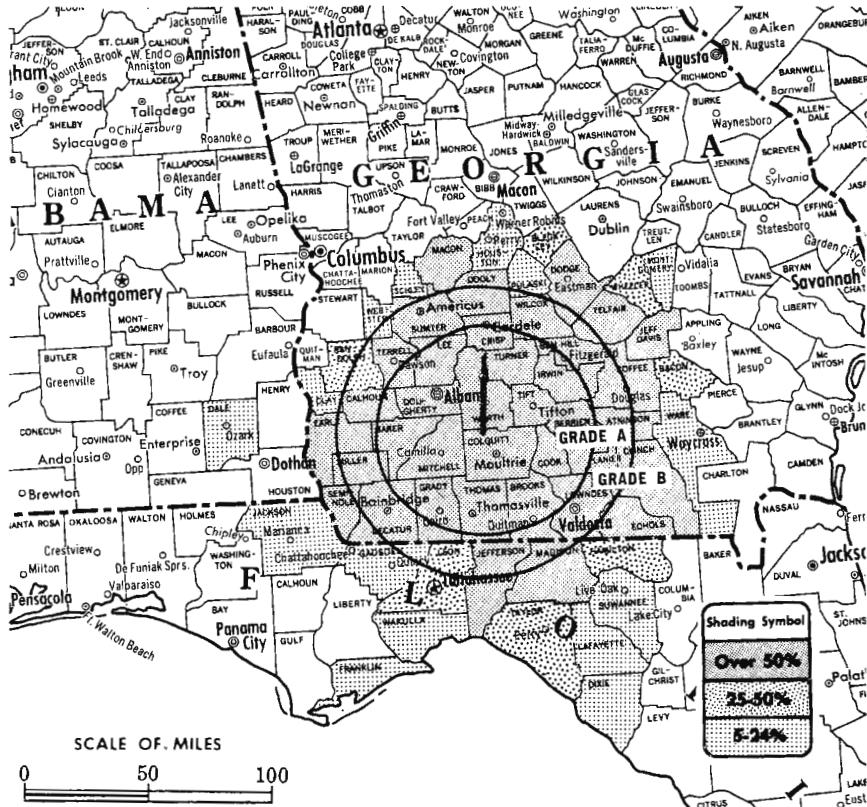
Studio: Stuart Ave. (31701).

Telephone: 912-435-8386.

TWX No.: 810-781-5104.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WALB-TV Ref: FCC File No. BPCT—2497 Granted 12/17/58

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

WALB-TV

Network Service: NBC, ABC.

Licensee: Herald Publishing Co., Albany, Ga. (31705).

Ownership: James H. Gray, pres., 81.48%; Mrs. Martha M. Nail, secy.-treas., 0.27%; Herbert P. Haley, 9.98% (as executor of estate of W. B. Haley); A. C. & I. C. Gortatowsky, 2.7%; Mrs. Clara B. Wilson, 2.6%; 7 others, none owns as much as 2%. Also publishes Albany Herald and owns WJHG-TV, Panama City, Fla.

Began Operation: April 7, 1954.

Represented (sales) by Venard, Torbet & McConnell; James S. Ayers Co. Inc. (South).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

RAYMOND E. CAROW, vice president.
REBA HILL, traffic manager.
FRANK ENGELFRIED, sales manager.
PERLEY E. EPPLEY, dir. of engineering.
GRADY SHADBURN, promotion manager.

DIGEST OF RATE CARD NO. 8—(July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., daily.

\$500.00 \$300.00 \$200.00 \$125.00 \$120.00 \$95.00 \$48.00

NETWORK BASE HOURLY RATE: \$525 (NBC), \$525 (ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	GEORGIA			
	ATKINSON	1,300	1,000	74
	BAKER	700	600	80
	BEN HILL	3,800	3,100	83
	BERRIEN	2,900	2,400	83
	BROOKS	3,600	3,100	87
	CALHOUN	1,700	1,300	74
	CLINCH	1,900	1,600	84
	COFFEE	5,600	4,800	85
	COLQUITT	9,800	8,800	90
	COOK	3,200	2,800	87
	CRISP	5,100	4,300	85
	DECATUR	7,200	6,400	89
	DODGE	4,300	3,700	87
	DOOLY	2,600	2,200	86
	DOUGHERTY	26,400	24,100	91
	EARLY	2,800	2,400	84
	ECHOLS	300	200	79
	GRADY	4,600	4,100	89
	IRWIN	2,000	1,700	86
	JEFF DAVIS	2,200	1,900	85
	LANIER	1,200	1,000	83
	LEE	1,400	1,200	86
	LOWNDES	16,300	14,300	88
	MACON	3,300	2,700	83
	MILLER	1,500	1,300	84
	MITCHELL	4,700	4,000	85
	SEMINOLE	1,600	1,400	87
	SUMTER	7,100	6,000	83
	TELFAIR	2,800	2,200	79
	TERKELL	3,100	2,600	84
	THOMAS	10,000	8,900	89
	TIFT	6,900	6,000	87
	TURNER	1,900	1,700	87
	WILCOX	1,700	1,500	87
	WORTH	3,800	3,400	88

(Continued on page 169-b)

STATION TOTALS 269,400 234,300 87

NET WEEKLY CIRCULATION (MARCH 1966) 153,000
AVERAGE DAILY CIRCULATION (MARCH 1966) 111,000

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FLORIDA			
	JEFFERSON	2,300	1,900	82
	MADISON	3,500	2,800	78

Why do so many corporations contribute to America's colleges?

1. () they want to help the colleges

You were right if you checked No. 2.

American corporations want to make sure there will be enough college-trained leaders to fill the management jobs open today and in the future.

This is good insurance for business.

And the need, we must remember, isn't getting smaller.

World trade is developing fast; business is getting more competitive, more complex; science is introducing new products and processes rapidly.

College-trained men and women are needed, in increasing numbers, to plan and direct the activities of business.



Published as a public service in cooperation with The Advertising Council and the Council for Financial Aid to Education

2. () they need the leaders colleges train

But the colleges can't do the training job alone. They need classrooms, laboratories and facilities, yes. But even more, they need backing to maintain a staff of top-notch teachers.

This is the human equation that makes the difference in reaching the **margin of excellence** needed in the U.S.

This is everybody's job, but especially industry's.

Of course American business wants to help the colleges, so you were also right if you checked No. 1. College, after all, is business' best friend.

GIVE TO THE COLLEGE OF YOUR CHOICE

SPECIAL TO MANAGEMENT—A new booklet of particular interest if your company has not yet established an aid-to-education program. Write for:

"The Rationale of Corporate Giving",
Box 36, Times Square Station
New York, N.Y. 10036



Georgia—Atlanta



WAGA-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1070-ft. above av. terrain, 1110-ft. above ground, 2049-ft. above sea level.

Latitude 33° 47' 49"
Longitude 84° 20' 00"

Transmitter: 1551 Briarcliff Rd.

Studio: P.O. Box 4207, 1551 Briarcliff Rd. N.E. (30302).

Telephone: 404-875-5551.

TWX No.: 810-751-8265.

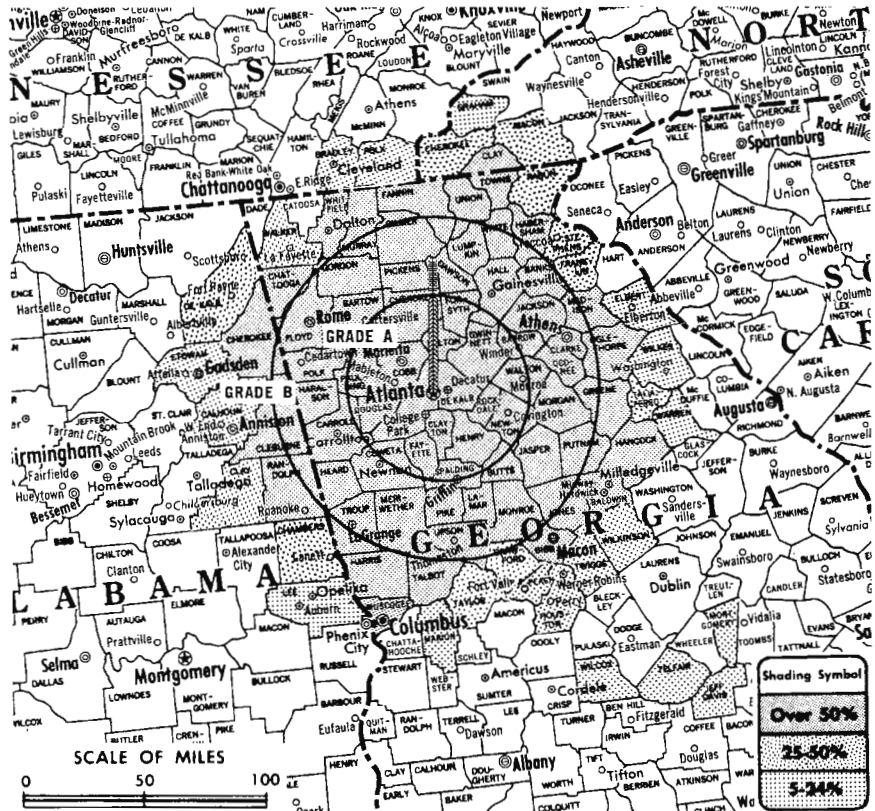
TV tape: Recording facilities.

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

News Wire Service: AP, UPI. News Film Service: CBS. Facsimile Service: UPI.

Represented (legal) by Warren C. Zwicky.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WAGA-TV Ref: FCC File No. BPCT-1879 Granted 8/10/54

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

WAGA-TV

Licensee: Storer Broadcasting Co., Box 4207, Atlanta, Ga. (30302).

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: March 8, 1949.

Represented (sales) by Storer Television Sales Inc.

Personnel:

- STANTON P. KETTLER, president.
- BILL MICHAELS, executive vice president.
- TERRY LEE, division vice president.
- H. W. (BUDDY) RAY, general manager.
- PAUL RAYMON, station manager.
- TERRY MCGUIRK, national sales manager.
- CHUCK LIPTON, local sales manager.
- JAMES FERGUSON, program director.
- DICK EDWARDES, production manager.
- NED JAY, promotion manager.
- JOHN BLACK, research & merchandising.
- DALE CLARK, news & public affairs manager.
- PAUL SHIELDS, news director.
- HUGO BONDY, chief engineer.

DIGEST OF RATE CARD NO. 24—(June 1, 1966)

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

Class AA—7:30-10:30 p.m., daily.
\$1800.00 \$1080.00 \$720.00 \$540.00 \$1000.00 \$500.00 \$300.00

NETWORK BASE HOURLY RATE: \$1400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	CHEROKEE	4,100	3,600	86
	CLEBURNE	2,700	2,200	83
	RANDOLPH	5,200	4,300	82
	GEORGIA			
	BALDWIN	6,500	5,600	87
	BANKS	1,600	1,400	86
	BARROW	4,700	4,300	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	BARTOW	8,500	7,900	93
	HUTTS	2,300	2,100	90
	CARROLL	11,300	10,600	93
	CHATTOOGA	5,900	5,400	92
	CHEROKEE	7,000	6,600	94
	CLARKE	14,700	13,300	91
	CLAYTON	17,900	17,300	97
	COBB	39,800	38,600	97
	COWETA	8,700	7,800	89
	DAWSON	1,000	800	86
	DE KALB	94,600	92,000	97
	DOUGLAS	5,400	5,100	94
	FANNIN	3,600	3,100	87
	FAYETTE	2,300	2,100	92
	FLOYD	22,000	20,500	93
	FORSYTH	3,800	3,600	95
	FULTON	186,700	177,200	95
	GILMER	2,300	2,000	86
	GORDON	5,900	5,400	93
	GREENE	2,600	2,200	85
	GWINNETT	15,500	14,700	95
	HABERSHAM	5,400	4,800	89
	HALL	16,200	15,000	93
	HANCOCK	2,200	1,700	78
	HARALSON	4,300	3,900	91
	HARRIS	2,800	2,400	87
	HEARD	1,200	1,000	88
	HENRY	4,900	4,500	90
	JACKSON	5,200	4,800	91
	JASPER	1,300	1,100	83
	JONES	2,300	2,000	88
	LAMAR	2,900	2,600	89
	LUMPKIN	2,000	1,800	92
	MADISON	2,800	2,500	89
	MERIWETHER	5,000	4,300	87
	MONROE	2,800	2,500	89
	MORGAN	2,400	2,000	86

(Continued on page 169-b)

STATION TOTALS	883,800	817,400	92
NET WEEKLY CIRCULATION (MARCH 1966)		616,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)		446,500	

Georgia—Atlanta



WAIL-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 55-kw aural. Antenna: directional, 1040-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 24"
Longitude 84° 19' 55"

Transmitter: 110 Arizona St., N.E.

Studio: 1611 W. Peachtree St., N.E.

Telephone: 404-872-1141.

TXW No.: 404-527-2188.

TV tape: Recording facilities.

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

News Wire Service: AP.

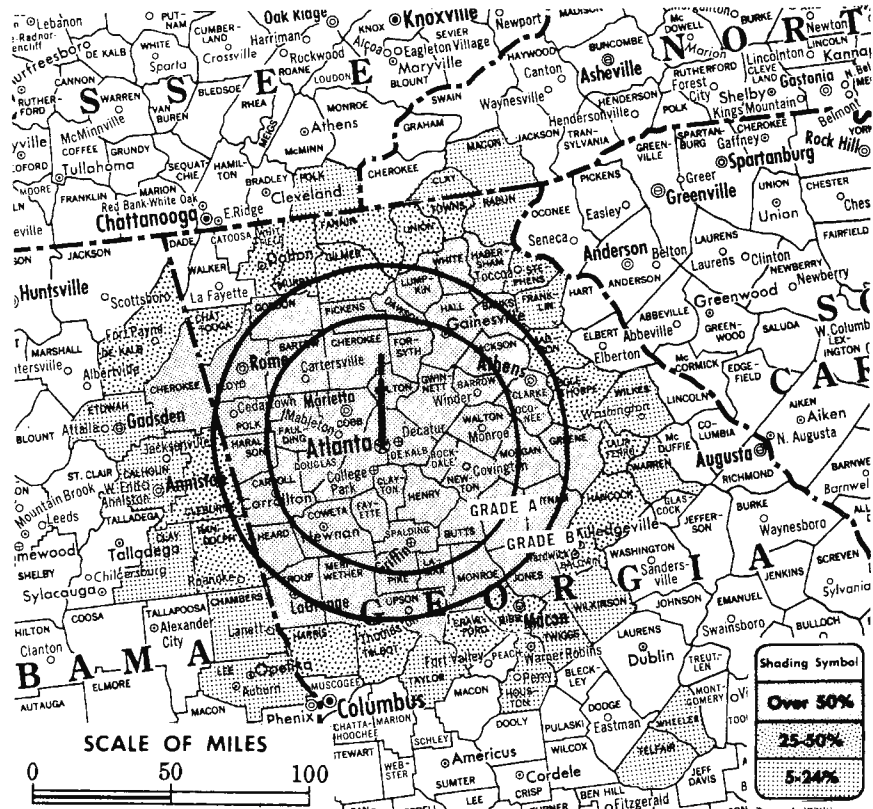
Facsimile Service: AP.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. Earl Cullum Jr.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WAIL-TV, Ref: FCC File No. BPCT-2463 Granted 5/27/58

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

WAIL-TV

Licensee: WIBC Inc., 1611 W. Peachtree St., N.E., Atlanta, Ga. (30309).

Ownership: Same as radio WIBC, Indianapolis. Richard M. Fairbanks, pres., 51%; Cornelia F. Fairbanks, 8.2%; National Bank & Trust Co., Indianapolis, executor of Mary Adelaide Fairbanks estate, 16.3%; 4 others, none with more than 9%. Note: Sale to Pacific & Southern Bcstg. Co. pends (Television Digest, Vol. 6:46).

Began Operation: Sept. 30, 1951 as WLTV. Sale to present owners by Crosley Bcstg. approved Sept. 25, 1962 by FCC (Television Digest, Vols. 2:25, 2:37-38). Crosley acquired station from Broadcasting Inc. in Jan. 1953 (Vol. 8:51, 9-5, 7).

Represented (sales) by Blair-TV.

Personnel:

- JOSEPH M. HIGGINS, v.p. & general manager.
- MEL JONES, v.p. & general sales manager.
- GORDON GRIEVES, national sales manager.
- E. BYRON LINDSEY, chief engineer.
- FRANK CASON, program & promotion director.
- LUKE GREENE, news, special events & community affairs dir.

DIGEST OF RATE CARD NO. 12A—(Oct. 7, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	Min. or 20 Sec.	ID
Class AA—7:30-10:59 p.m., daily.	\$1500.00	\$900.00	\$600.00	\$450.00	\$325.00	\$180.00
NETWORK BASE HOURLY RATE: \$1200.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	CHEROKEE	4,100	3,600	86
	GEORGIA			
	BANKS	1,600	1,400	86
	BARROW	4,700	4,300	92
	BARTOW	8,500	7,900	93
	HUTTS	2,300	2,100	90
	CARROLL	11,300	10,600	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CHEROKEE	7,000	6,600	94
	CLARKE	14,700	13,300	91
	CLAYTON	17,900	17,300	97
	COBB	39,800	38,600	97
	COWETA	8,700	7,800	89
	DAWSON	1,000	800	86
	DE KALB	94,600	92,000	97
	DOUGLAS	5,400	5,100	94
	FAYETTE	2,300	2,100	92
	FLOYD	22,000	20,500	93
	FORSYTH	3,800	3,600	95
	FULTON	186,700	177,200	95
	GORDON	5,900	5,400	93
	GREENE	2,600	2,200	85
	GWINNETT	15,500	14,700	95
	HABERSHAM	5,400	4,800	89
	HALL	16,200	15,000	93
	HARALSON	4,300	3,900	91
	HEARD	1,200	1,000	88
	HENRY	4,900	4,500	90
	JACKSON	5,200	4,800	91
	JASPER	1,300	1,100	83
	JONES	2,300	2,000	88
	LAMAR	2,900	2,600	89
	LUMPKIN	2,000	1,800	92
	MERIWETHER	5,000	4,300	87
	MONROE	2,800	2,500	89
	MORGAN	2,400	2,000	86
	NEWTON	6,200	5,700	92
	OCONEE	1,500	1,400	95
	PAULDING	4,100	3,800	94
	PICKENS	2,600	2,400	91
	PIKE	1,500	1,300	85
	POLK	7,900	7,300	92
	PUTNAM	1,900	1,700	88
	ROCKDALE	3,200	3,000	92
	SPALDING	11,600	10,700	92

(Continued on page 175-b)

STATION TOTALS	836,700	774,700	93
NET WEEKLY CIRCULATION (MARCH 1966)	568,400		
AVERAGE DAILY CIRCULATION (MARCH 1966)	361,700		

Georgia—Atlanta



WSB-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1006-ft. above av. terrain, 1076-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 51"
Longitude 84° 21' 42"

Transmitter: 766 Willoughby Way, N.E.

Studio: 1601 W. Peachtree St. NE (30309).

TV tape: Recording facilities.

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

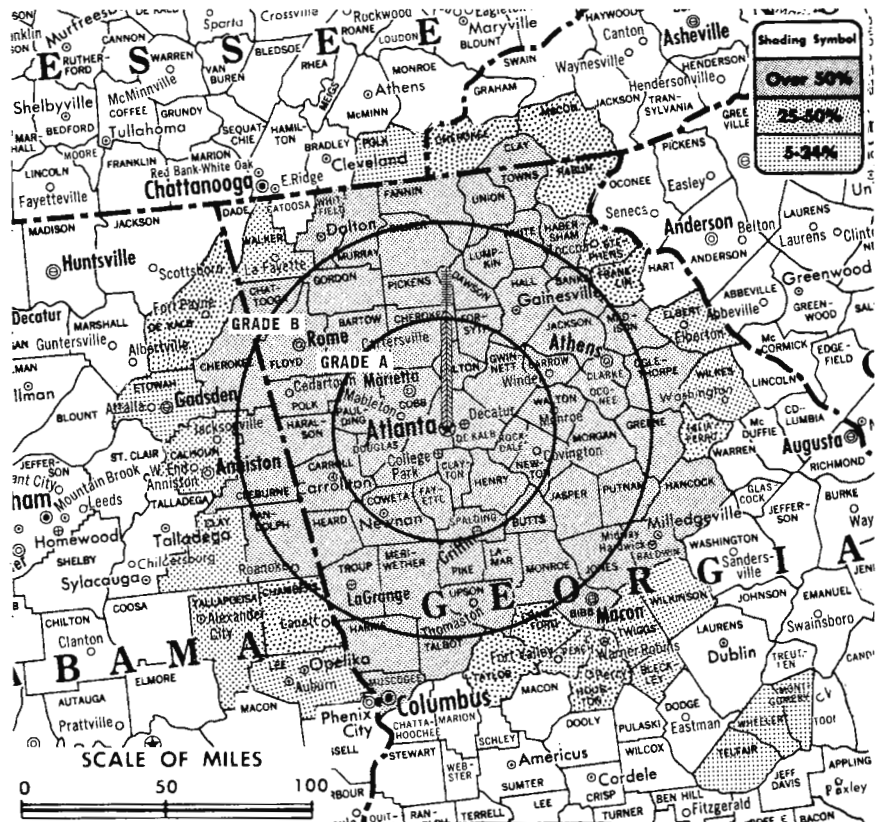
News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: WSB, 50-kw, 750 kc (NBC).

FM Affiliate: WSB-FM, 100-kw, 98.5 mc (No. 253), 770-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WSB-TV Ref: FCC File No. BPCT—2303 Granted 5/6/57

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

WSB-TV

Licensee: Cox Broadcasting Corp., 1601 W. Peachtree.

Telephone: 404-875-7221. TWX No.: 404-527-2194.

Ownership: Cox Broadcasting Inc., 100%.

Began Operation: Sept. 29, 1948.

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

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- J. LEONARD REINSCH, president, Cox Broadcasting Corp.
- FRANK GAITHER, v.p., Cox Broadcasting Corp.
- DON ELLIOT HEALD, general manager.
- DALE A. SMITH, general sales manager.
- RUSTY BRUTON, production manager.
- HOLT GEWINNER JR., merchandising director.
- JEAN HENDRIX, program coordinator, film director & buyer.
- HENRY WHITE, chief engineer.
- RICHARD S. GOSS, promotion & publicity director.

DIGEST OF RATE CARD NO. 21—(Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.-Sun.
\$1800.00 \$1200.00 \$1000.00 \$600.00 Graded rates apply*

*Highest rate: \$640.

NETWORK BASE HOURLY RATE: \$1650.

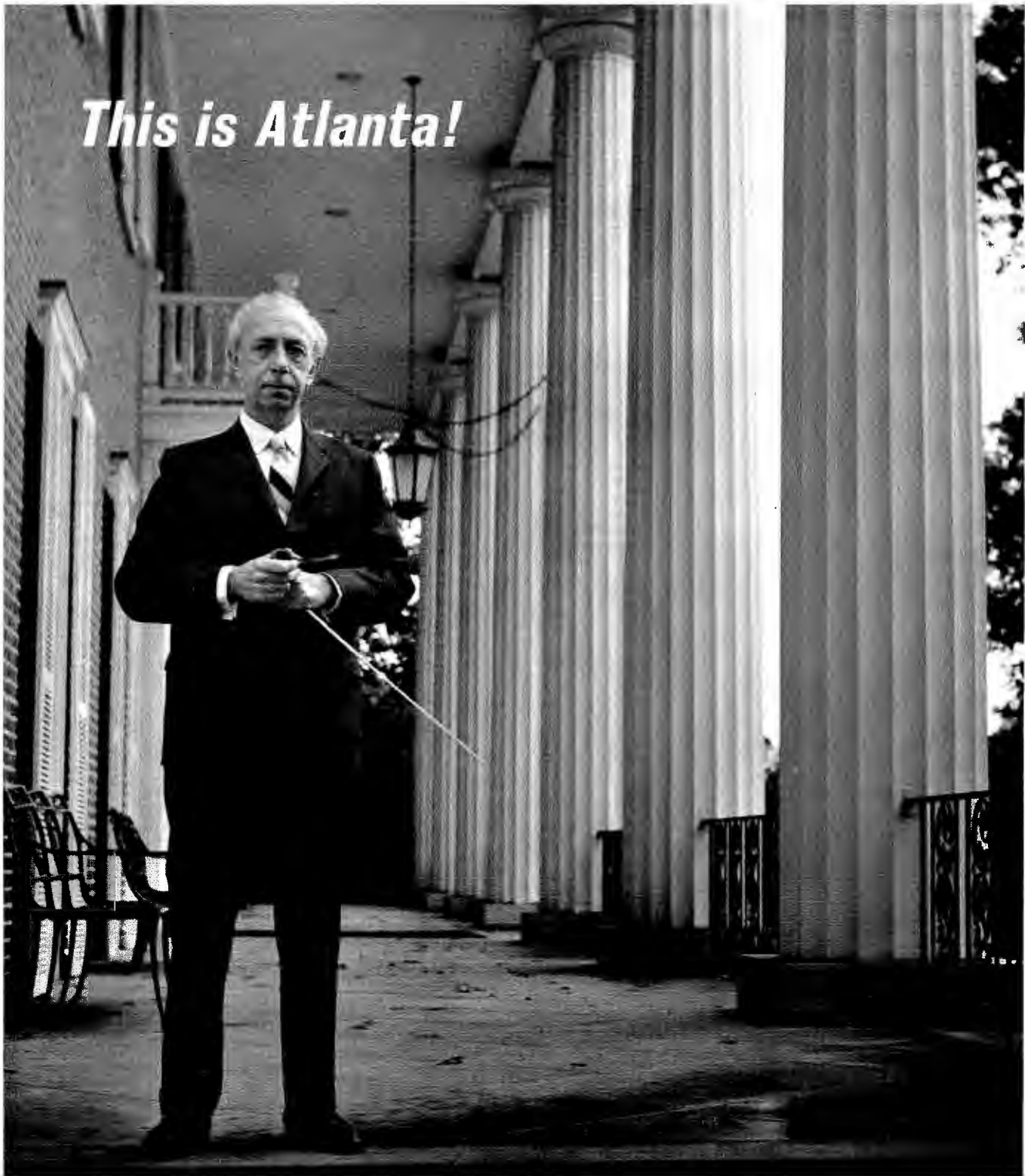
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	CHEROKEE	4,100	3,600	86
	CLEBURNE	2,700	2,200	83
	KANDOLPH	5,200	4,300	82
	GEORGIA			
	BALDWIN	6,500	5,600	87
	BANKS	1,600	1,400	86
	BARROW	4,700	4,300	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	BARTOW	8,500	7,900	93
OVER 50 O/O	BIBB	47,100	43,800	93
	BUTTS	2,300	2,100	90
	CARROLL	11,300	10,600	93
	CHATTOOGA	5,900	5,400	92
	CHEROKEE	7,000	6,600	94
	CLARKE	14,700	13,300	91
	CLAYTON	17,900	17,300	97
	COBB	39,800	38,600	97
	COWETA	8,700	7,800	89
	DAWSON	1,000	800	86
	DE KALB	94,600	92,000	97
	DOUGLAS	5,400	5,100	94
	FANNIN	3,600	3,100	87
	FAYETTE	2,300	2,100	92
	FLOYD	22,000	20,500	93
	FORSYTH	3,800	3,600	95
	FULTON	186,700	177,200	95
	GILMER	2,300	2,000	86
	GORDON	5,900	5,400	93
	GREENE	2,600	2,200	85
	GWINNETT	15,500	14,700	95
	HABERSHAM	5,400	4,800	89
	HALL	16,200	15,000	93
	HANCOCK	2,200	1,700	78
	HARALSON	4,300	3,900	91
	HARRIS	2,800	2,400	87
	HEARD	1,200	1,000	88
	HENRY	4,900	4,500	90
	JACKSON	5,200	4,800	91
	JASPER	1,300	1,100	83
	JONES	2,300	2,000	88
	LAMAR	2,900	2,600	89
	LUMPKIN	2,000	1,800	92
	MADISON	2,800	2,500	89
	MERIWETHER	5,000	4,300	87
	MONRDE	2,800	2,500	89

(Continued on page 175-b)

STATION TOTALS	877,100	810,900	92
NET WEEKLY CIRCULATION (MARCH 1966)		604,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)		462,900	

This is Atlanta!



GUEST CONDUCTOR IS GUEST AT WHITE COLUMNS ON PEACHTREE! There's no duplicating the unique sound of Morton Gould... nor the 561,500 unduplicated TV homes in the Atlanta Market.* In Unduplicated Television Homes, Atlanta is the 18th largest market in the U.S. To reach these homes, remember that WSB Television gives you the largest coverage of any TV station in Atlanta.

*Source: "Unduplicated Spot TV Market Rankings", J. Walter Thompson Co.

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC-TV, Pittsburgh.

Georgia—Atlanta

WBMO-TV

Ch. 36

(Due to Begin Operation by Spring)

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 219-kw visual, 117-kw aural. Antenna: 440-ft. above av. terrain, 447-ft. above ground, 1407-ft. above sea level.

Latitude 33° 47' 36"
Longitude 84° 24' 22"

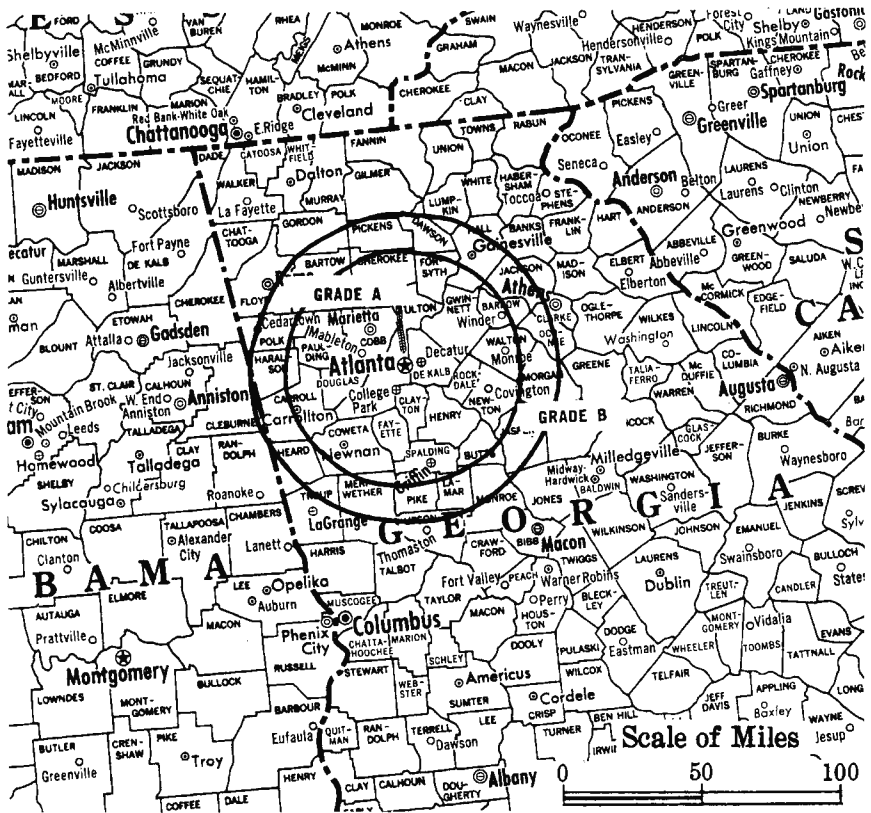
Transmitter: 525 Bishop St.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



WBMO-TV Ref: FCC File No. BPCT-1513 Granted 11/19/53

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

WBMO-TV

Network Service: None, independent outlet.

Grantee: D. H. Overmyer Communications Co., 1655 Peachtree St. NE, Atlanta.

Studio: 1655 Peachtree St. NE.

Telephone: 404-873-3602.

Ownership: See WDHO-TV, Toledo, Ohio.

Represented (sales) by Eastman TV Inc.

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

Represented (engineering) by Paul Godley Co.

Personnel:

CLARK W. DAVIS, v.p.-general manager.
LEE CAPUT, chief engineer.

ADDITIONAL DATA NOT AVAILABLE

ARB Data for this Station is not available since it was not in operation when the survey was made.

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

WALB-TV, Albany
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	FLORIDA			
	HAMILTON	1,800	1,400	81
	LEON	22,100	20,000	90
	FAYLOR	4,000	3,300	83
	GEORGIA			
	BACON	2,100	1,800	85
	BLECKLEY	2,700	2,300	85
	RANDOLPH	2,500	2,100	82
	WHEELER	1,100	900	79

5-24 O/O	ALABAMA			
	DALE	9,700	8,600	88
	FLORIDA			
	DIXIE	1,200	900	77
	FRANKLIN	2,100	1,700	83
	GADSDEN	9,000	7,600	84
	JACKSON	9,900	8,200	83
	LAFAYETTE	800	600	79
	SUWANNEE	3,600	3,000	82
	WAKULLA	1,400	1,200	90
	GEORGIA			
	CLAY	900	800	82
	HOUSTON	13,600	12,700	94
	MONTGOMERY	1,300	1,000	78
	PULASKI	2,200	1,900	84
	SCHLEY	700	600	86
	WARE	11,200	10,000	89
	WEBSTER	400	300	75

WAGA-TV, Atlanta
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
GEORGIA—(Continued)					
DVER 50 O/O	MURRAY	2,900	2,600	88	
	NEWTON	6,200	5,700	92	
	OCONEE	1,500	1,400	95	
	OGLETHORPE	1,600	1,400	86	
	PAULDING	4,100	3,800	94	
	PICKENS	2,600	2,400	91	
	PIKE	1,500	1,300	85	
	POLK	7,900	7,300	92	
	PUTNAM	1,900	1,700	88	
	ROCKDALE	3,200	3,000	92	
	SPALDING	11,600	10,700	92	
	TALBOT	1,700	1,400	83	
	TOWNS	1,200	1,100	90	
	TROUP	13,600	12,100	89	
	UNION	1,600	1,400	89	
	UPSON	6,600	6,000	91	
	WALTON	6,000	5,500	91	
WHITE	2,000	1,800	88		
WHITFIELD	13,600	12,800	94		

25-50 O/O	NORTH CAROLINA				
	CLAY	1,500	1,300	83	

	ALABAMA				
	CHAMBERS	10,500	8,900	85	
	DE KALB	11,500	10,000	87	
	GEORGIA				
	BIBB	47,100	43,800	93	
	CRAWFORD	1,300	1,000	79	
	FRANKLIN	3,800	3,500	93	
	RABUN	2,100	1,800	87	
	STEPHENS	5,800	5,200	90	
	TALIAFERRO	600	400	81	
	TAYLOR	2,100	1,800	85	
	NORTH CAROLINA				
	CHEROKEE	4,200	3,600	86	
	MACON	4,200	3,400	81	

	5-24 O/O	ALABAMA			
CALHOUN		28,600	25,900	91	
CLAY		3,100	2,700	86	
ETOWAH		30,100	27,700	92	
LEE		13,600	11,600	86	
GEORGIA					
ELBERT		5,000	4,600	92	
HOUSTON		13,600	12,700	94	
JEFF DAVIS		2,200	1,900	85	
MARION		1,200	900	77	
MONTGOMERY		1,300	1,000	78	
PEACH		4,100	3,600	90	
TELFAIR		2,800	2,200	79	
TWIGGS		1,800	1,500	84	
WALKER		14,700	13,900	94	
WARREN		1,600	1,300	83	
WILCOX		1,700	1,500	87	
WILKES		2,900	2,400	81	
WILKINSON		2,400	2,100	86	
NORTH CAROLINA					
GRAHAM	1,500	1,300	86		
TENNESSEE					
BRADLEY	12,300	11,300	92		
POLK	3,000	2,600	86		

Every Monday morning
a Network Official
reads Television Digest.
Why? See page 803-b

Georgia—Augusta

WJBF
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1375-ft. above av. terrain, 1292-ft. above ground, 1677-ft. above sea level.

Latitude 33° 24' 15"
Longitude 81° 50' 19"
Transmitter: Pine Log Rd., near Beech Island, S.C.

Studio: 10th & Reynolds Sts., Augusta (30901).

Telephone: 404-722-6664.

TWX No.: 404-724-7698.

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

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

Total Households: SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WJBF Ref: FCC File No. BPCT--2441 Granted 12/18/57

©American Map Co., Inc., N.Y., No. 14214

WJBF

Network Service: ABC, NBC.

Licensee: Fuqua Industries Inc., Box 1404.

Ownership: J. B. Fuqua, pres., 100%. He also owns KTVE (TV), El Dorado, Ark. He controls Natco Corp., which owns WTVW (TV), Evansville, Ind., radios KXOA & FM, Sacramento; WROZ, Evansville, Ind.; WTAC, Flint, Mich. and 80.8% of KTHI-TV, Fargo, N.D.

Began Operation: Sept. 22, 1953.

Represented (sales) by George P. Hollingbery Co.

Personnel:

J. B. FUQUA, president.
THOMAS J. HENNESY, executive v.p.
ASA STALLWORTH, v.p. & general manager.
JOHN RADECK, sales manager.
DONALD MacDONALD, treasurer.
CARROLL WARD, public relations director.
LARRY BENNETT, production manager.
JOHN P. JOPLING, chief engineer.

DIGEST OF RATE CARD NO. 11 (Aug. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—	7:29-9:59 p.m., daily.					
	\$742.00	\$396.00		\$150.00	\$112.00	\$55.00

NETWORK BASE HOURLY RATE: \$675 (NBC), \$675 (ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	GEORGIA			
	BULLOCH	6,500	5,800	89
	BURKE	5,000	4,100	82
	CANDLER	1,500	1,300	85
	COLUMBIA	4,200	3,800	91
	ELBERT	5,000	4,600	92
	EMANUEL	4,600	3,900	85
	GLASCOCK	500	400	87
	HANCOCK	2,200	1,700	78

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	JEFFERSON	4,300	3,600	85
	JENKINS	2,100	1,900	87
	JOHNSON	1,900	1,700	88
	LINCOLN	1,300	1,200	88
	MC DUFFIE	3,800	3,400	89
	MONTGOMERY	1,300	1,000	78
	RICHMOND	42,500	39,900	94
	SCRIVEN	3,300	2,800	84
	TALIAFERRO	600	400	81
	TOOMBS	4,600	3,800	82
	TREUTLEN	1,400	1,200	82
	WARREN	1,600	1,300	83
	WASHINGTON	4,700	3,800	80
	WHEELER	1,100	900	79
	WILKES	2,900	2,400	81
	SOUTH CAROLINA			
	ABBEVILLE	5,400	4,800	88
	AIKEN	26,100	24,600	94
	ALLENDALE	2,800	2,200	81
	BAMBERG	3,700	3,100	85
	BARNWELL	4,600	4,000	87
	EDGEFIELD	3,600	3,200	88
	GREENWOOD	13,300	12,300	93
	HAMPTON	4,100	3,400	83
	MC CORMICK	1,800	1,500	86
	NEWBERRY	8,000	7,200	90
	ORANGEBURG	16,800	14,100	84
	SALUDA	3,400	3,000	88

25-50 O/O	GEORGIA			
	EFFINGHAM	2,800	2,500	89
	JEFF DAVIS	2,200	1,900	85
	LAURENS	9,000	7,600	85

(Continued on page 179-b)

STATION TOTALS 373,300 332,400 89

NET WEEKLY CIRCULATION (MARCH 1966) 186,500
AVERAGE DAILY CIRCULATION (MARCH 1966) 138,900

Georgia—Augusta



WRDW-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 1590-ft. above av. terrain, 1506-ft. above ground, 1882-ft. above sea level.

Latitude 33° 24' 29"
Longitude 81° 50' 36"

Transmitter: Pine Log Rd., Beech Island, S.C.

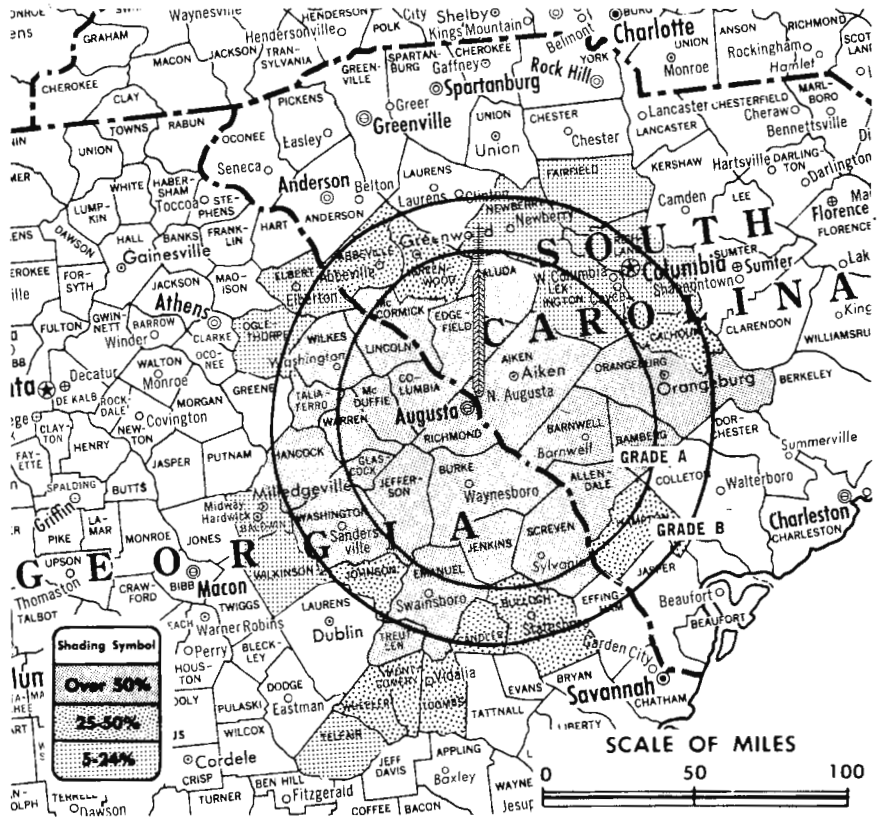
TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WRDW-TV Ref: FCC File No. BPCT—3054 Granted 9/28/62

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

WRDW-TV

Licensee: Rust Craft Greeting Cards Inc.

Studio: Television Hill, N. Augusta, S.C.

Telephone: 404-824-5432.

Ownership: Rust Craft Greeting Cards, Inc., 100%. For other interests see WSTV-TV, Steubenville, Ohio.

Began Operation: Feb. 14, 1954. Sale to present owners by WPIT Inc. (Friendly Stations) approved by FCC Feb. 8, 1962 (Television Digest, Vols. 17:30, 33, 2:14). Sale to WPIT Inc. by South-eastern Newspapers Inc. (Augusta Chronicle and Herald) approved April 20, 1960 by FCC (Vol. 16:6, 17). Sale to South-eastern Newspapers Inc. by group headed by Grover C. Maxwell & Allen M. Woodall approved Feb. 17, 1956 by FCC (Vol. 11:48; 12:7). Note: For sale of WPIT Inc. to United Printers & Publishers (Rust Craft Greeting Cards Inc.), see WSTV-TV, Steubenville, Ohio.

Represented (sales) by The Katz Agency.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JACK N. BERKMAN, president.
- FRED WEBER, exec. vice president.
- VIRGIL B. WOLFF, v.p. & general manager.
- WALTER McCROBA, sales manager.
- WILBUR HERRINGTON, chief engineer.
- LEE SHERIDAN, operations & production manager.

DIGEST OF RATE CARD NO. 12

(June 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:29 p.m., daily.	\$650.00	\$390.00	\$200.00	\$125.00	\$100.00

NETWORK BASE HOURLY RATE: \$450.

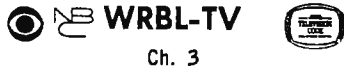
For Color Set Penetration
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	GEORGIA			
	BURKE	5,000	4,100	82
	COLUMBIA	4,200	3,800	91
	EMANUEL	4,600	3,900	85
	GLASCOCK	500	400	87
	HANCOCK	2,200	1,700	78
	JEFFERSON	4,300	3,600	85
	JENKINS	2,100	1,900	87
	LINCOLN	1,300	1,200	88
	MC DUFFIE	3,800	3,400	89
	RICHMOND	42,500	39,900	94
	SCREVEN	3,300	2,800	84
	TALIAFERRO	600	400	81
	TREUTLEN	1,400	1,200	82
	WARREN	1,600	1,300	83
	WASHINGTON	4,700	3,800	80
	WILKES	2,900	2,400	81
	SOUTH CAROLINA			
	AIKEN	26,100	24,600	94
	ALLENDALE	2,800	2,200	81
	BAMBERG	3,700	3,100	85
	BARNWELL	4,600	4,000	87
	EDGEFIELD	3,600	3,200	88
	MC CORMICK	1,800	1,500	86
	ORANGEBURG	16,800	14,100	84
	SALUDA	3,400	3,000	88
25-50 O/O	GEORGIA			
	BULLOCH	6,500	5,800	89
	CANDLER	1,500	1,300	85
	JOHNSON	1,900	1,700	88
	MONTGOMERY	1,300	1,000	78

(Continued on page 175-b)

STATION TOTALS	295,500	263,600	89
NET WEEKLY CIRCULATION (MARCH 1966)			161,100
AVERAGE DAILY CIRCULATION (MARCH 1966)			113,500

Georgia—Columbus



Technical Facilities: Channel No. 3 (62-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1790-ft. above av. terrain, 1749-ft. above ground, 2249-ft. above sea level.

Latitude 32° 19' 25"
Longitude 84° 46' 46"

Transmitter: LaFayette Rd., 1.2-mi. N. of Cusseta, Ga.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

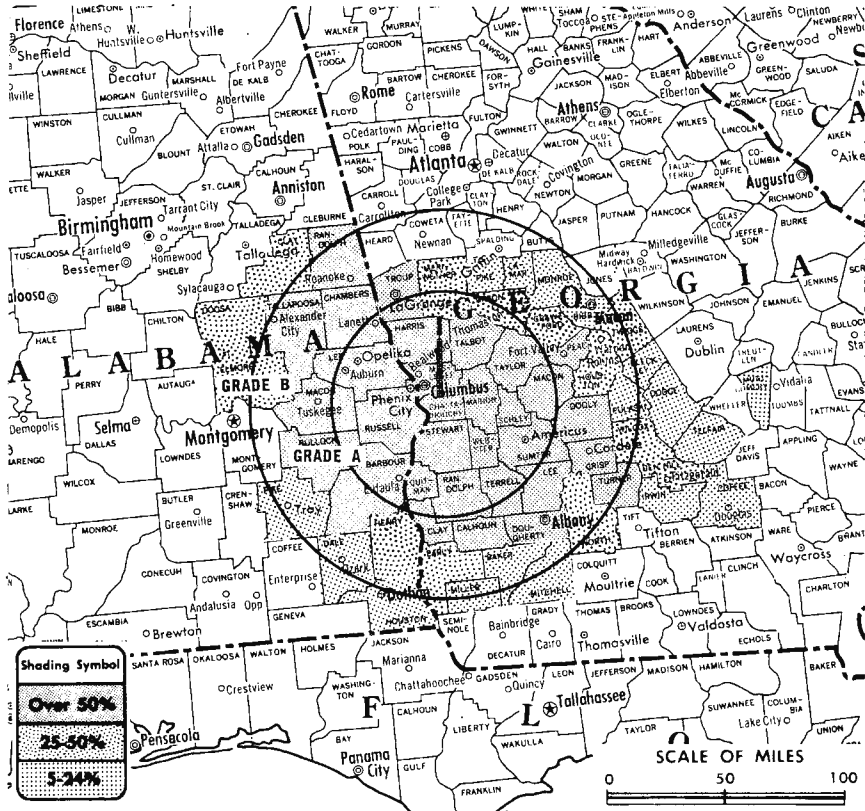
News Film Service: CBS.

Facsimile Service: UPI.

AM Affiliate: WRBL, 5-kw, 1420 kc (CBS).

FM Affiliate: WRBL-FM, 100-kw, 102.9 mc (No. 275), 1520-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WRBL-TV Ref: FCC File No. BPCT-2775 Granted 6/9/60

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

WRBL-TV

Network Service: CBS, NBC.

Licensee: Columbus Bcstg. Co., Inc., Box 270 (31902).

Studio & Offices: 1350 13th Ave. (31901).

Telephone: 404-322-0601. TWX No.: 404-327-6345.

Ownership: R. W. Page Corp., publisher of Columbus Enquirer and Ledger, 51%; estate of J. W. Woodruff, 18.2%; J. W. Woodruff Jr., 30.4%; J. Barnett Woodruff, .4%, WRBL-TV officers: J. W. Woodruff Jr., pres.; M. R. Ashworth Sr., secy.; J. Barnett Woodruff, director; W. E. Page, director. J. W. Woodruff Jr. controls Georgia radio WGPC, Albany and radio WAZA, Bainbridge, Ga. Page Corp. also publishes Bradenton (Fla.) Herald.

Began Operation: Nov. 15, 1953 on Ch. 4. Switched to Ch. 3 Oct. 27, 1960.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

J. W. WOODRUFF JR., president & general manager.
RIDLEY BELL, station manager & film buyer.
ROBERT WALTON, general sales manager.
GEORGE A. GINGELL, director of public affairs & news.
JOE A. GAMBLE, chief engineer.
FRANK HARDMAN, TV technical director.
JOHN TIMMS, director of photography.
AL ROWE, production director.
ROZELL FAIR, director of women's programs.
DICK McMICHAEL, news director.
MILDRED WIMBERLY, research.
MARTIN DARITY, publicity, promotion director.

DIGEST OF RATE CARD NO. 5 (June 1, 1966)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:31-10:01 p.m., daily.				
\$600.00	\$360.00	\$125.00	\$105.00	\$50.00
NETWORK BASE HOURLY RATE: \$650 (CBS), \$650 (NBC).				

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER .50 O/O	ALABAMA			
	BARBOUR	6,000	4,600	77
	BULLOCK	2,600	1,900	73
	CHAMBERS	10,500	8,900	85
	LEE	13,600	11,600	86
	MACON	5,700	4,500	79
	RANDOLPH	5,200	4,300	82
	RUSSELL	13,000	11,000	85
	TALLAPOOSA	10,000	8,500	85
	GEORGIA			
	CALHOUN	1,700	1,300	74
	CHATTAHOOCHE	1,500	1,400	96
	CLAY	900	800	82
	CRISP	5,100	4,300	85
	DOOLY	2,600	2,200	86
	DOUGHERTY	26,400	24,100	91
	HARRIS	2,800	2,400	87
	LEE	1,400	1,200	86
	MACON	3,300	2,700	83
	MARION	1,200	900	77
	MUSCUGEE	52,200	49,000	94
	PEACH	4,100	3,600	90
	QUITMAN	400	400	82
	RANDOLPH	2,500	2,100	82
	SCHLEY	700	600	86
	STEWART	1,600	1,200	77
	SUMTER	7,100	6,000	83
	TALBOT	1,700	1,400	83
	TAYLOR	2,100	1,800	85
	TERRELL	3,100	2,600	84
	TROUP	13,600	12,100	89
	TURNER	1,900	1,700	87
	WEBSTER	400	300	75

(Continued on page 179-b)

STATION TOTALS	376,200	331,300	88
NET WEEKLY CIRCULATION (MARCH 1966)		200,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		138,500	

**To Consistently Serve
the Communities' Needs*
with TOTAL NEWS!**

**on Land...
Water...
and in the Air!**



*** In Georgia & Alabama**



**Dick
McMichael
7:00 P.M.**



**George
Gingell
7:00 P.M.
11:00 P.M.**



**Doug
Wallace
7:00 P.M.**



**Jack
Gibney
11:00 P.M.**



**John
Hodges
7:00 A.M.**



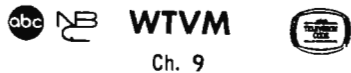
**Wade
Scaffe
1:00 P.M.**



COLUMBUS, GEORGIA

CALL HOLLINGBERY

Georgia—Columbus



Technical Facilities: Channel No. 9
(186-192 mc). Authorized power:
284-kw visual, 52.5-kw aural. Antenna:
1650-ft. above av. terrain, 1749-ft. above ground, 2251-ft. above sea level.

Latitude 32° 19' 25"
Longitude 84° 46' 46"

Transmitter: Lafayette Rd., 1.2-mi. N. of Cusseta.

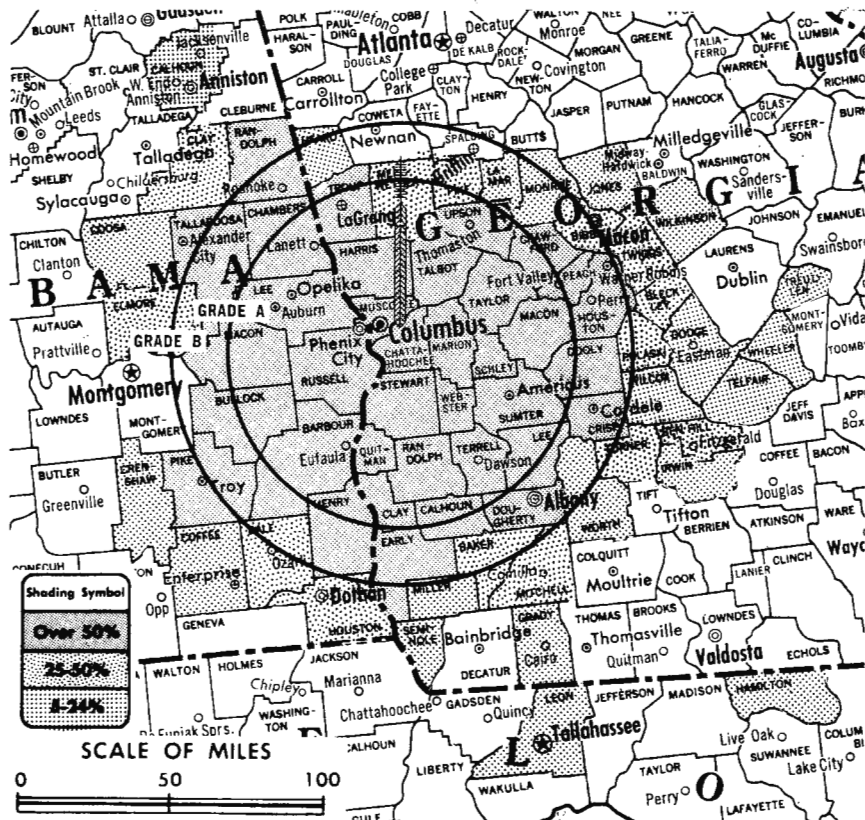
Color: Network, film, slide & tape.

News Wire Service: AP.

Studio: 1307 First Ave. (31901).

Represented (engineering) by Lohnes & Culver.

Represented (legal) by Cohn & Marks.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WTVM Ref: FCC File No. BMPCT—5490 Granted 7/11/60

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

WTVM

Network Service: ABC; also NBC.

Licensee: Martin Theatres of Georgia Inc., Martin Bldg., Columbus, Ga. (31901).

Telephone: 404-322-8828. TWX No.: 404-327-7195.

Ownership: Martin Theatres of Georgia Inc. E. D. Martin, pres., 50%; Roy E. Martin Jr., chmn. of board, 50%. Also owns WTVC, Chattanooga, Tenn.

Began Operation: Oct. 6, 1953 on Ch. 28. Switched to Ch. 9 Nov. 3, 1960.

Represented (sales) by Blair-TV.

Personnel:

JOE WINDSOR, vice president & general manager.
TED SHORT, station manager.
LYNN AVERY, sales manager.
JACK POOLE, operations director.
CHARLES PARROTT, chief engineer.

DIGEST OF RATE CARD NO. 10 (May 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—7:30-10:30 p.m., daily.

\$600.00 \$360.00 \$215.00 \$150.00 \$125.00 \$125.00 \$62.50

NETWORK BASE HOURLY RATE: \$700 (ABC), \$700 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	BARBOUR	6,000	4,600	77
	BULLOCK	2,600	1,900	73
	CHAMBERS	10,500	8,900	85
	HENRY	3,500	2,900	83
	LEE	13,600	11,600	86
	MACON	5,700	4,500	79
	PIKE	6,300	5,000	79
	RANDOLPH	5,200	4,300	82

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	RUSSELL	13,000	11,000	85
	TALLAPOOSA	10,000	8,500	85
	GEORGIA			
OVER 50 O/O	CALHOUN	1,700	1,300	74
	CHATTAHOOCHE	1,500	1,400	96
	CLAY	900	800	82
	CRAWFORD	1,300	1,000	79
	CRISP	5,100	4,300	85
	DOOLY	2,600	2,200	86
	DOUGHERTY	26,400	24,100	91
	EARLY	2,800	2,400	84
	HARRIS	2,800	2,400	87
	HOUSTON	13,600	12,700	94
	LEE	1,400	1,200	86
	MACON	3,300	2,700	83
	MARION	1,200	900	77
	MUSCOGEE	52,200	49,000	94
	PEACH	4,100	3,600	90
	QUITMAN	400	400	82
	RANDOLPH	2,500	2,100	82
	SCHLEY	700	600	86
	STEWART	1,600	1,200	77
	SUMTER	7,100	6,000	83
	TALBOT	1,700	1,400	83
	TAYLOR	2,100	1,800	85
	TERRELL	3,100	2,600	84
	TROUP	13,600	12,100	89
	UPSON	6,600	6,000	91
	WEBSTER	400	300	75

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	ALABAMA			
	CLAY	3,100	2,700	86
	DALE	9,700	8,600	88
	ELMORE	8,100	6,800	84
	HOUSTON	15,500	14,100	91

(Continued on page 179-b)

STATION TOTALS 448,300 395,500 88

NET WEEKLY CIRCULATION (MARCH 1966) 230,000
AVERAGE DAILY CIRCULATION (MARCH 1966) 154,400

WSB-TV, Atlanta

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
GEORGIA—(Continued)				
OVER 50 O/O	MORGAN	2,400	2,000	86
	MURRAY	2,900	2,600	88
	NEWTON	6,200	5,700	92
	OCONEE	1,500	1,400	95
	OGLETHORPE	1,600	1,400	86
	PAULDING	4,100	3,800	94
	PICKENS	2,600	2,400	91
	PIKE	1,500	1,300	85
	POLK	7,900	7,300	92
	PUTNAM	1,900	1,700	88
	ROCKDALE	3,200	3,000	92
	SPALDING	11,600	10,700	92
	TALBOT	1,700	1,400	83
	TOWNS	1,200	1,100	90
	TROUP	13,600	12,100	89
	UNION	1,600	1,400	89
	UPSON	6,600	6,000	91
	WALTON	6,000	5,500	91
	WHITE	2,000	1,800	88
	WHITFIELD	13,600	12,800	94
NORTH CAROLINA				
	CLAY	1,500	1,300	83

25-50 O/O	ALABAMA			
	CHAMBERS	10,500	8,900	85
	DE KALB	11,500	10,000	87

Georgia

25-50 O/O	GEORGIA			
	CRAWFORD	1,300	1,000	79
	FRANKLIN	3,800	3,500	93
	HOUSTON	13,600	12,700	94
	RABUN	2,100	1,800	87
	TALIAFERRO	600	400	81
	TAYLOR	2,100	1,800	85
NORTH CAROLINA				
	CHEROKEE	4,200	3,600	86
	MACON	4,200	3,400	81

5-24 O/O	ALABAMA			
	CALHOUN	28,600	25,900	91
	CLAY	3,100	2,700	86
	ETOWAH	30,100	27,700	92
	LEE	13,600	11,600	86
	TALLAPOOSA	10,000	8,500	85
GEORGIA				
	BLECKLEY	2,700	2,300	85
	ELBERT	5,000	4,600	92
	MONTGOMERY	1,300	1,000	78
	PEACH	4,100	3,600	90
	STEPHENS	5,800	5,200	90
	TELFAIR	2,800	2,200	79
	TWIGGS	1,800	1,500	84
	WALKER	14,700	13,900	94
	WHEELER	1,100	900	79
	WILKES	2,900	2,400	81
	WILKINSON	2,400	2,100	86
TENNESSEE				
	POLK	3,000	2,600	86

WAIL-TV, Atlanta

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
GEORGIA—(Continued)				
OVER 50 O/O	TROUP	13,600	12,100	89
	UPSON	6,600	6,000	91
	WALTON	6,000	5,500	91
	WHITE	2,000	1,800	88

25-50 O/O	ALABAMA			
	CLEBURNE	2,700	2,200	83
	DE KALB	11,500	10,000	87
	RANDOLPH	5,200	4,300	82
GEORGIA				
	BALDWIN	6,500	5,600	87
	BIBB	47,100	43,800	93
	CHATTOOGA	5,900	5,400	92
	CRAWFORD	1,300	1,000	79
	FANNIN	3,600	3,100	87
	GILMER	2,300	2,000	86
	HANCOCK	2,200	1,700	78
	HARRIS	2,800	2,400	87
	MADISON	2,800	2,500	89
	MURRAY	2,900	2,600	88
	OGLETHORPE	1,600	1,400	86
	TALBOT	1,700	1,400	83
	TALIAFERRO	600	400	81
	TOWNS	1,200	1,100	90
	UNION	1,600	1,400	89
	WHITFIELD	13,600	12,800	94

5-24 O/O	ALABAMA			
	CALHOUN	28,600	25,900	91
	CHAMBERS	10,500	8,900	85
	CLAY	3,100	2,700	86
	ETOWAH	30,100	27,700	92
	LEE	13,600	11,600	86
GEORGIA				
	FRANKLIN	3,800	3,500	93

5-24 O/O	HOUSTON	13,600	12,700	94
	RABUN	2,100	1,800	87
	STEPHENS	5,800	5,200	90
	TAYLOR	2,100	1,800	85
	TELFAIR	2,800	2,200	79
	TWIGGS	1,800	1,500	84
	WARREN	1,600	1,300	83
	WHEELER	1,100	900	79
	WILKES	2,900	2,400	81
	WILKINSON	2,400	2,100	86
NORTH CAROLINA				
	CLAY	1,500	1,300	83
	MACON	4,200	3,400	81
TENNESSEE				
	POLK	3,000	2,600	86

WRDW-TV, Augusta

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
GEORGIA—(Continued)				
	TOOMBS	4,600	3,800	82
	WHEELER	1,100	900	79
SOUTH CAROLINA				
	ABBEVILLE	5,400	4,800	88
	CALHOUN	2,500	2,100	82
	GREENWOOD	13,300	12,300	93
	HAMPTON	4,100	3,400	83

5-24 O/O	GEORGIA			
	BALDWIN	6,500	5,600	87
	ELBERT	5,000	4,600	92
	OGLETHORPE	1,600	1,400	86
	TELFAIR	2,800	2,200	79
	WILKINSON	2,400	2,100	86
SOUTH CAROLINA				
	FAIRFIELD	4,600	3,900	84
	LEXINGTON	19,100	17,300	90
	NEWBERRY	8,000	7,200	90
	RICHLAND	55,500	50,700	91

Georgia—Macon



WMAZ-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 785-ft. above av. terrain, 891-ft. above ground, 1205-ft. above sea level.

Latitude 32° 45' 09"
Longitude 83° 33' 33"

Transmitter: U.S. 129, 7-mi. SE of Macon.

Studio: U.S. 129, 7-mi. SE of Macon.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: WMAZ, 50-kw (10-kw night), 940 kc (CBS).

FM Affiliate: WMAZ-FM, 26-kw, 99.1 mc (No. 256), 660-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WMAZ-TV Ref: FCC File No. BPCT-3557 Granted 6/17/65

©American Map Co., Inc., N.Y., No. 14241

WMAZ-TV

Network Service: CBS, ABC.

Licensee: Southeastern Bcstg. Corp., 505 Rutherford St., Greenville, S.C.

Studio: U.S. 129, 7-mi. SE of Macon.

Telephone: 912-746-7311. TWX No.: 912-788-2713.

Ownership: See WFBC-TV, Greenville, S.C.

Began Operation: Sept. 27, 1953. Sale to present owner by George P. Rankin Jr. and associates approved March 13, 1963 by FCC (Television Digest, Vol. 3:2, 11).

Represented (sales) by Avery-Knodel Inc

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

- FRANK ("RED" CROSS) CROWTHER, general manager.
- ALBERT SANDERS, asst. gen. mgr.; executive sales dir.
- ELMO SIMMONS, national sales manager.
- BOB SAVAGE, director of operations.
- J. D. LAWHON, chief engineer.
- DICK JOHNSON, director of public relations.
- JIM LEE, farm director.
- JIM ARNOLD, film director & buyer.
- WILLIAM TRIBBLE, news director.

DIGEST OF RATE CARD NO. 15—(June 1, 1966)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-10:59 p.m., daily.				
\$600.00	\$360.00			Graded rates apply*

*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$550 (ABC, CBS & NBC).

ARB Data does not reflect present coverage since the station increased its facilities after the survey was made.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	GEORGIA			
	BALDWIN	6,500	5,600	87
	BIBB	47,100	43,800	93
	BLECKLEY	2,700	2,300	85
	CRAWFORD	1,300	1,000	79
	CRISP	5,100	4,300	85
	DODGE	4,300	3,700	87
	DOOLY	2,600	2,200	86
	HOUSTON	13,600	12,700	94
	JOHNSON	1,900	1,700	88
	JONES	2,300	2,000	88
	LAURENS	9,000	7,600	85
	MONROE	2,800	2,500	89
	PEACH	4,100	3,600	90
	PULASKI	2,200	1,900	84
	TAYLOR	2,100	1,800	85
	TELFAIR	2,800	2,200	79
	TWIGGS	1,800	1,500	84
	WASHINGTON	4,700	3,800	80
	WILCOX	1,700	1,500	87
	WILKINSON	2,400	2,100	86
25-50 O/D	GEORGIA			
	BEN HILL	3,800	3,100	83
	JASPER	1,300	1,100	83
	MONTGOMERY	1,300	1,000	78
	PUTNAM	1,900	1,700	88
	TREUTLEN	1,400	1,200	82
	WHEELER	1,100	900	79

(Continued on page 179-b)

STATION TOTALS	166,500	146,600	88
NET WEEKLY CIRCULATION (MARCH 1966)		112,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		90,400	

Georgia—Savannah

WSAV-TV
Ch. 3

Technical Facilities: Channel No. 3
(60-66 mc). Authorized power:
100-kw visual, 15-kw aural. Antenna:
477-ft. above av. terrain,
521-ft. above ground, 541-ft.
above sea level.

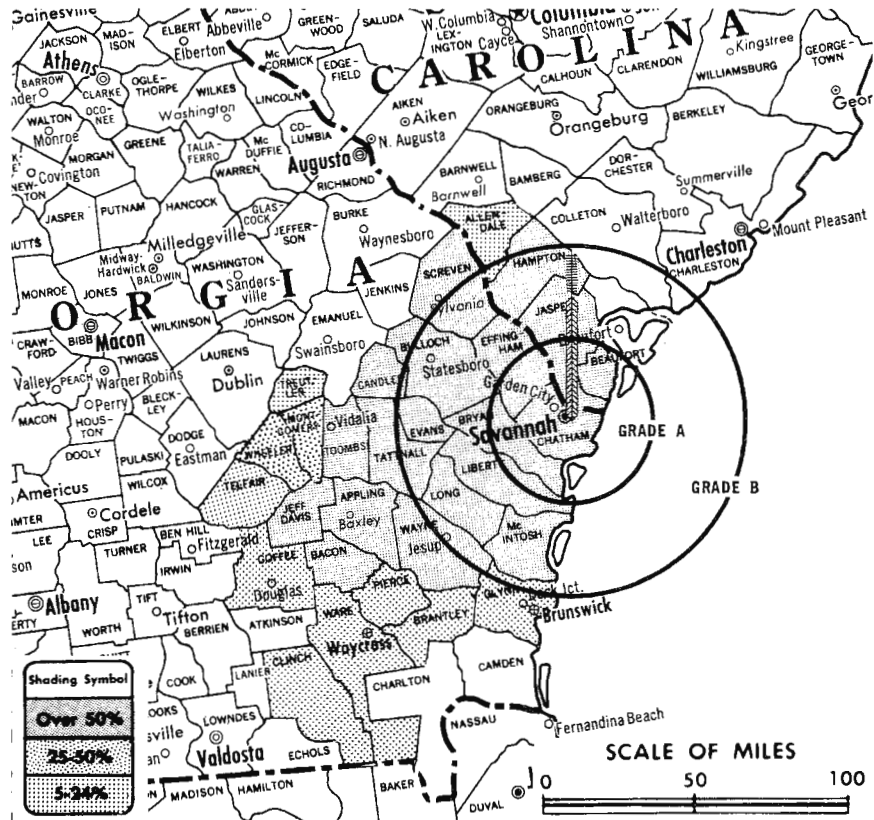
Latitude 32° 02' 48.2"
Longitude 81° 04' 41.8"

Transmitter: E. Victory Drive.

Color: Network, film, slide & tape.

Studio: 1430 E. Victory Dr. (31404).

AM Affiliate: WSAV, 5-kw, 630 kc
(NBC).



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
(County coverage (shaded areas) based on 1965
ARB study.

WSAV-TV Ref: FCC File No. BPC-2477 Granted 7/18/58

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

WSAV-TV

Network Service: NBC, ABC.

Licensee: WSAV Inc., Broadcasting Center, 1430 E. Victory Drive.

Telephone: 912-236-0303. TWX No.: 912-354-7839.

Ownership: Harben Daniel, pres., 42.11%; Catherine M. Daniel,
v.p., 10.66%; Meredith E. Thompson, v.p., secy.-treas., .66%;
William K. Jenkins, 19.83%; Arthur Lucas estate, 19.83%;
Aaron Shelton, 6.66%; Robert W. Ward, .22%.

Began Operation: Feb. 1, 1956.

Represented (sales) by George P. Hollingbery Co.

Personnel:

HARBEN DANIEL, president & general manager.
MEREDITH E. THOMPSON, v.p. & operations manager.
MACK HUMPIDGE, commercial manager.
JOE M. PETTY, program director.
CURT AVERY, production manager.
BYRON STRONG, chief engineer.

DIGEST OF RATE CARD NO. 5 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.	\$425.00	\$255.00	\$170.00	\$105.00	\$80.00	\$70.00 \$40.00

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

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	GEORGIA			
	APPLING	3,300	2,700	83
	BACON	2,100	1,800	85
	BRYAN	1,600	1,400	89
	BULLOCH	6,500	5,800	89
	CANDLER	1,500	1,300	85
	CHATHAM	63,100	58,800	93
	EFFINGHAM	2,800	2,500	89
	EVANS	2,100	1,900	90
	JEFF DAVIS	2,200	1,900	85
	LIBERTY	4,500	3,900	89

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LONG	1,200	1,000	85
	MC INTOSH	1,800	1,500	85
	SCREVEN	3,300	2,800	84
	TATTNALL	3,700	3,300	88
	TOOMBS	4,600	3,800	82
	WAYNE	5,400	4,900	90
	SOUTH CAROLINA			
	BEAUFORT	11,100	10,000	90
	HAMPTON	4,100	3,400	83
	JASPER	3,100	2,600	82
25-50 O/O	GEORGIA			
	MONTGOMERY	1,300	1,000	78
	WHEELER	1,100	900	79
5-24 O/O	GEORGIA			
	BRANTLEY	1,400	1,200	88
	CLINCH	1,900	1,600	84
	COFFEE	5,600	4,800	85
	GLYNN	14,700	13,500	92
	PIERCE	2,200	1,900	86
	TELFAIR	2,800	2,200	79
	TREUTLEN	1,400	1,200	82
	WARE	11,200	10,000	89
	SOUTH CAROLINA			
	ALLENDALE	2,800	2,200	81

STATION TOTALS 174,400 155,800 89
NET WEEKLY CIRCULATION (MARCH 1966) 109,100
AVERAGE DAILY CIRCULATION (MARCH 1966) 86,000

For Color Set Penetration by Markets
see Services Volume

Georgia—Savannah

abc **WTOC-TV**
Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 480-ft. above av. terrain, 501-ft. above ground, 521-ft. above sea level.

Latitude 32° 04' 07"
Longitude 81° 05' 35"

Transmitter: 516 Abercorn St.
Color: Network, film, slide & tape.
News Wire Service: AP.

AM Affiliate: WTOC, 5-kw, 1290 kc (CBS).

FM Affiliate: WTOC-FM, 97.25-kw, 94.1 mc (No. 231), 372-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTOC-TV Ref: FCC File No. BPCT-2802 Granted 9/27/60

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

WTOC-TV

Network Service: ABC, CBS.

Licensee: Savannah Bcstg. Co. Inc., Box 858, Savannah, Ga. (31402).

Studio: 516 Abercorn St. (31402).

Telephone: 912-232-0127. TWX No.: 912-354-7029.

Ownership: William T. Knight Jr., chairman, 44.3%; Grace Schley Knight, 9.3%; F. Schley Knight, pres., 8.3%; over 80 others.

Began Operation: Feb 14, 1954.

Represented (sales) by Avery-Knode Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

F. SCHLEY KNIGHT, president & general manager.
BEN B. WILLIAMS, exec. v.p. & commercial manager.
DWIGHT J. BRUCE, v.p., program manager & film buyer.
STUART KNIGHT, vice president & treas.
KYLE E. GOODMAN, chief engineer.

DIGEST OF RATE CARD NO. 9—(June 1, 1966)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$400.00 \$200.00 \$135.00 \$120.00 \$70.00* \$60.00* \$35.00*

*7:39-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$350 (ABC), \$400 (CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	GEORGIA			
	BRYAN	1,600	1,400	89
	BULLOCH	6,500	5,800	89
	CANDLER	1,500	1,300	85
	CHATHAM	63,100	58,800	93
	EFFINGHAM	2,800	2,500	89
	EVANS	2,100	1,900	90
	LIBERTY	4,500	3,900	89

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LONG	1,200	1,000	85
	MC INTOSH	1,800	1,500	85
	TATTNALL	3,700	3,300	88
	TOOMBS	4,600	3,800	82
	WAYNE	5,400	4,900	90
	SOUTH CAROLINA			
	BEAUFORT	11,100	10,000	90
	JASPER	3,100	2,600	82
25-50 O/O	GEORGIA			
	APPLING	3,300	2,700	83
	JEFF DAVIS	2,200	1,900	85
	SCREVEN	3,300	2,800	84
	WHEELER	1,100	900	79
	SOUTH CAROLINA			
	HAMPTON	4,100	3,400	83
5-24 O/O	GEORGIA			
	BACON	2,100	1,800	85
	EMANUEL	4,600	3,900	85
	GLYNN	14,700	13,500	92
	MONTGOMERY	1,300	1,000	78
	TREUTLEN	1,400	1,200	82
	WARE	11,200	10,000	89
	SOUTH CAROLINA			
	ALLENDALE	2,800	2,200	81

STATION TOTALS 165,100 148,000 90

NET WEEKLY CIRCULATION (MARCH 1966) 102,800

AVERAGE DAILY CIRCULATION (MARCH 1966) 79,000

Translator Directory is in Services Volume

WRBL-TV, Columbus

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
25-50 O/O	ALABAMA			
	CLAY	3,100	2,700	86
	COOSA	2,600	2,200	83
	ELMORE	8,100	6,800	84
	HENRY	3,500	2,900	83
	GEORGIA			
	BEN HILL	3,800	3,100	83
	CRAWFORD	1,300	1,000	79
	EARLY	2,800	2,400	84
	HOUSTON	13,600	12,700	94
	MERIWETHER	5,000	4,300	87
	TWIGGS	1,800	1,500	84
	UPSON	6,600	6,000	91
WILCOX	1,700	1,500	87	
WORTH	3,800	3,400	88	
5-24 O/O	ALABAMA			
	DALE	9,700	8,600	88
	HOUSTON	15,500	14,100	91
	PIKE	6,300	5,000	79
	GEORGIA			
	BAKER	700	600	80
	BIBB	47,100	43,800	93
	BLECKLEY	2,700	2,300	85
	COFFEE	5,600	4,800	85
	DODGE	4,300	3,700	87
	IRWIN	2,000	1,700	86
	LAMAR	2,900	2,600	89
	MILLER	1,500	1,300	84
	MITCHELL	4,700	4,000	85
	MONROE	2,800	2,500	89
	MONTGOMERY	1,300	1,000	78
	PIKE	1,500	1,300	85
	PULASKI	2,200	1,900	84
	TELFAIR	2,800	2,200	79

WMAZ-TV, Macon

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24 O/O	GEORGIA			
	BUTTS	2,300	2,100	90
	HANCOCK	2,200	1,700	78
	IRWIN	2,000	1,700	86
	JEFF DAVIS	2,200	1,900	85
	LAMAR	2,900	2,600	89
	MACON	3,300	2,700	83
	PIKE	1,500	1,300	85
	SUMTER	7,100	6,000	83
	TOOMBS	4,600	3,800	82
	UPSON	6,600	6,000	91

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter

Briefs, Feasibility Tests

Analysis, Design, Projection and

Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Georgia

WJBF, Augusta

(ARB Data Continued)

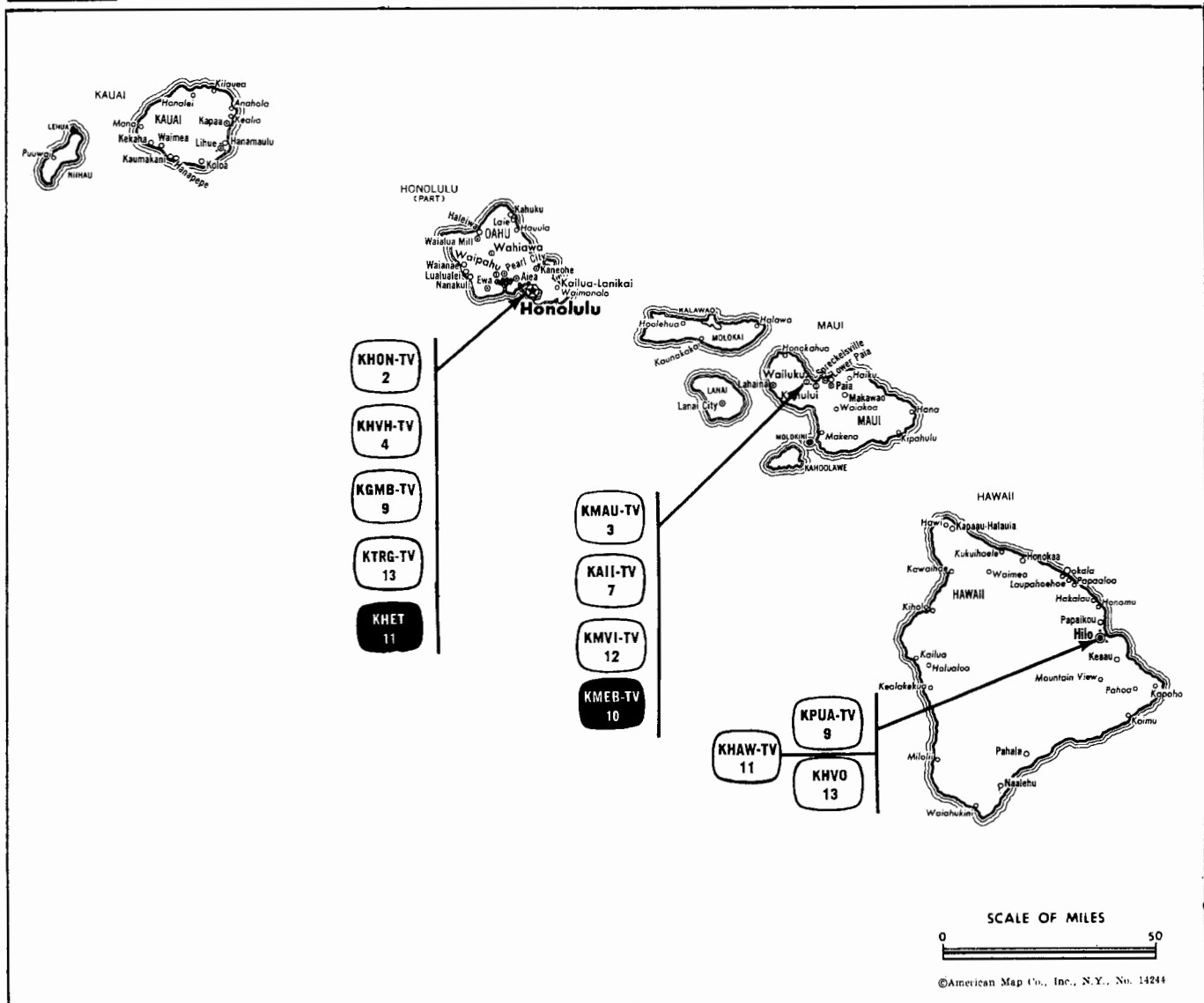
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D	
25-50 O/O	GEORGIA—(Continued)				
	OGLETHORPE	1,600	1,400	86	
	TELFAIR	2,800	2,200	79	
	SOUTH CAROLINA				
	CALHOUN	2,500	2,100	82	
	FAIRFIELD	4,600	3,900	84	
	LEXINGTON	19,100	17,300	90	
	5-24 O/O	GEORGIA			
		APPLING	3,300	2,700	83
		BACON	2,100	1,800	85
		BALDWIN	6,500	5,600	87
		EVANS	2,100	1,900	90
		GREENE	2,600	2,200	85
HART		4,500	4,200	92	
MADISON		2,800	2,500	89	
MORGAN		2,400	2,000	86	
TATNALL		3,700	3,300	88	
TWIGGS		1,800	1,500	84	
WAYNE		5,400	4,900	90	
WILKINSON		2,400	2,100	86	
SOUTH CAROLINA					
BEAUFORT		11,100	10,000	90	
DORCHESTER		6,400	5,700	90	
JASPER		3,100	2,600	82	
LAURENS		12,500	11,500	92	
RICHLAND		55,500	50,700	91	

WTVM, Columbus

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D	
25-50 O/O	GEORGIA				
	BAKER	700	600	80	
	BEN HILL	3,800	3,100	83	
	BIBB	47,100	43,800	93	
	BLECKLEY	2,700	2,300	85	
	MERIWETHER	5,000	4,300	87	
	MITCHELL	4,700	4,000	85	
	PIKE	1,500	1,300	85	
	PULASKI	2,200	1,900	84	
	TURNER	1,900	1,700	87	
	TWIGGS	1,800	1,500	84	
	5-24 O/O	ALABAMA			
		CALHOUN	28,600	25,900	91
COFFEE		8,600	7,300	85	
COOSA		2,600	2,200	83	
CRENSHAW		3,300	2,700	82	
FLORIDA					
HAMILTON		1,800	1,400	81	
LEON		22,100	20,000	90	
GEORGIA					
DODGE		4,300	3,700	87	
GRADY		4,600	4,100	89	
HEARD		1,200	1,000	88	
IRWIN		2,000	1,700	86	
JONES	2,300	2,000	88		
LAMAR	2,900	2,600	89		
MILLER	1,500	1,300	84		
MONROE	2,800	2,500	89		
SEMINOLE	1,600	1,400	87		
TELFAIR	2,800	2,200	79		
TREUTLEN	1,400	1,200	82		
WHEELER	1,100	900	79		
WILCOX	1,700	1,500	87		
WILKINSON	2,400	2,100	86		
WORTH	3,800	3,400	88		

Hawaii



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Hawaii	148,500	118	175,700	146	154,900	151

Hawaii Station Status as of Jan. 1, 1967

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	0	10
2	0	2
		12

JACKET — MESSENGER WIRE
DIELECTRIC — CONDUCTOR
SHEATH

(Available with or without jacket or integrated messenger)

viking | 400 Ninth Street, Hoboken, N.J. • N.Y.: (212)943-5793; N.J.: (201)656-2020

SOLID SEAMLESS VIKAL

ALUMINUM SHEATHED COAXIAL CABLES

Hawaii—Hilo

NB KHAW-TV

Ch. 11

[Satellite of KHON-TV, Honolulu]

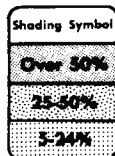
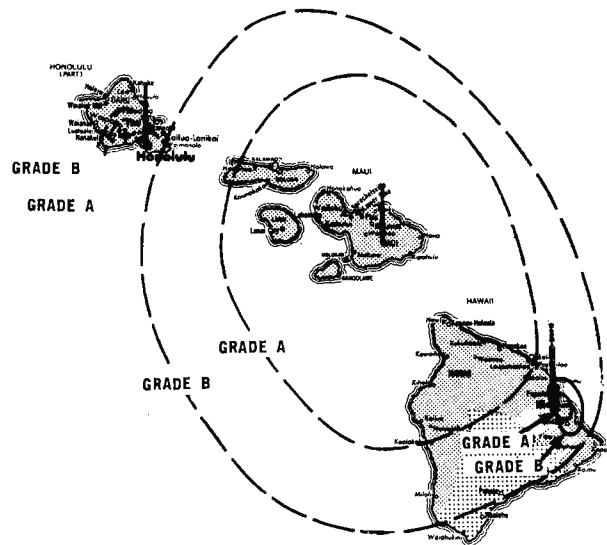
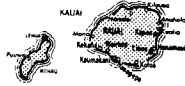
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 2.09-kw visual, .275-kw aural. Antenna: minus 620-ft. above av. terrain, 139-ft. above ground, 147-ft. above sea level.

Latitude 19° 43' 56"
Longitude 155° 04' 09"

Transmitter: Naniloa Hotel, Hilo.

Color: Network, film, slide & tape.

News Wire Service: UPI.



County coverage (shaded areas) based on 1965 ARB study.

KHAW-TV Ref: FCC File No. BPCT-3246 Granted 10/17/63

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

KHAW-TV

Licensee: Communications Honolulu Ltd., 1170 Auahi St., Honolulu, Hawaii (96814).

Studio: 1170 Auahi St., Honolulu.

Ownership: See KHON-TV, Honolulu.

Began Operation: Nov. 27, 1961.

Represented (sales) by Blair TV.

Represented (legal) by Haley, Bader & Potts.

Personnel: See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

Rates: Sold only in combination with KHON-TV, Honolulu and KAIH-TV, Wailuku and K78AR, Lihue, with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: Bonus to KHON-TV, Honolulu.

ARB Data for this Station is included with Parent KHON-TV, Honolulu. The above map reflects coverage for Parent and Satellites KHAW-TV and KAIH, Wailuku.



MALARKEY, TAYLOR & ASSOCIATES
CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

State Educational Technical Facilities (Complete Data in Educational Directory)

KHET Honolulu

Ch. 11

Non-Commercial Educational Station

(Also operates satellite KMEB-TV, Wailuku, Maui, Hawaii)

Licensee: University of Hawaii, Honolulu, Hawaii (96822).

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 148-kw visual, 27.5-kw aural. Antenna: minus 80-ft. above av. terrain, 397-ft. above ground, 402-ft. above sea level.

Latitude 21° 17' 45.7"
Longitude 157° 50' 35.7"

KMEB-TV Wailuku, Maui

Ch. 10

Non-Commercial Educational Station

(Satellite of KHET, Honolulu, Hawaii)

Licensee: University of Hawaii, Honolulu, Hawaii (96822).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 30.9-kw visual, 6.17-kw aural. Antenna: 5940-ft. above av. terrain, 47-ft. above ground, 10,027-ft. above sea level.

Latitude 20° 42' 40"
Longitude 156° 15' 34"

For color Set Penetration by Markets
see Services Volume

Hawaii—Hilo



KHVO



Ch. 13

[Satellite of KHVH-TV, Honolulu]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 4.68-kw visual, 1.59-kw aural. Antenna: 779-ft. above av. terrain, 130-ft. above ground, 136-ft. above sea level.

Latitude 19° 43' 57"
Longitude 155° 04' 04"

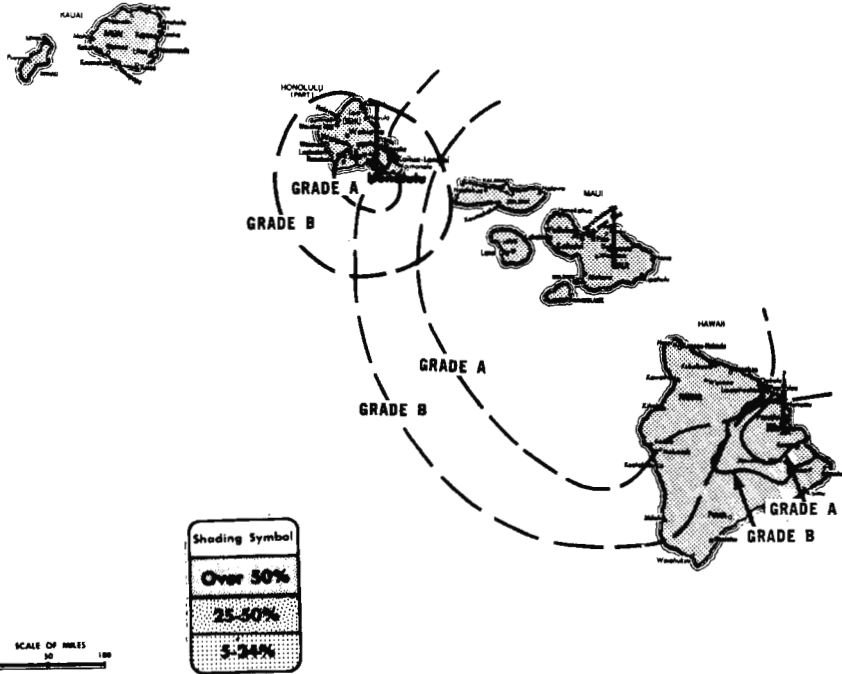
Transmitter: Naniloa Hotel, Hilo, Hawaii.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

O & O Translators: K71BA, Naalehu & Pahala; K70BS, Naalehu & volcano area, Hawaii.



County coverage (shaded areas) based on 1965 ARB study.

KHVO Ref: FCC File No. BPCT-3077 Granted 9/6/62

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

KHVO

Network Service: ABC, same as KHVH-TV.

Grantee: Western Telestations Inc., Naniloa Hotel, Hilo, Hawaii.

Studio: Naniloa Hotel, Hilo, Hawaii.

Telephone: 3289, Hilo.

Ownership: See KHVH-TV.

Began Operation: May 15, 1960.

Represented (sales) by: The Katz Agency Inc.

Personnel:

Same as KHVH-TV, Honolulu.

Rates: Sold only in combination with KHVH-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KHVH-TV, Honolulu, which has \$600 base hour.

**ARB Data for this Station Included with Parent
KHVH-TV, Honolulu**

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Hawaii—Hilo



KPUA-TV

Ch. 9

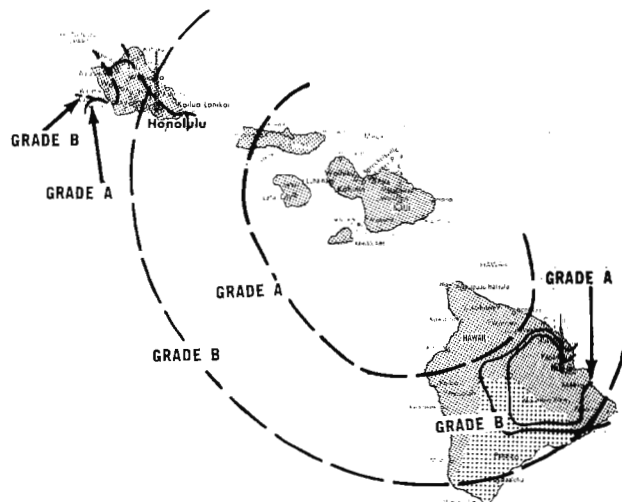
[Satellite of KGMB-TV Honolulu]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 1-kw visual, .5-kw aural. Antenna: minus 290-ft. above av. terrain, 258-ft. above ground, 1120-ft. above sea level.

Latitude 19° 43' 00"
Longitude 155° 08' 13"

Transmitter: Piihonua Rd.

AM Affiliate: KPUA, 1-kw, 970 kc (CBS).



Shading Symbol
Over 50%
25-50%
5-24%

County coverage (shaded areas) based on 1965 ARB study.

KPUA-TV Ref: FCC File No. BMPCT-2985 Granted 4/14/55 ©American Map Co., Inc., N.Y., No. 14244

KPUA-TV

Network Service: CBS, same as KGMB-TV, Honolulu.

Licensee: Pacific Broadcasting Network.

Telephones: 9-2011, Honolulu; 3326, Hilo.

Studio: 1534 Kapiolani Blvd., Honolulu.

Ownership: See KGMB-TV, Honolulu.

Began Operation: May 15, 1955.

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

Personnel:

CECIL HEFTEL, president.

GENE ERGER, general manager.

HAL BOUDREAU, station manager.

RONALD T. MIYAHIRA, chief engineer.

Rates: Sold only in combination with KGMB-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KGMB-TV, Honolulu.

ARB Data for This Station Included with Report for Parent KGMB-TV, Honolulu.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Massachusetts	\$300,000
TV Honolulu	\$600,000

116 Central Park South
New York, N.Y.

Hawaii—Honolulu



KGMB-TV

Ch. 9

[Also operates satellite KPUA-TV, Hilo and semi-satellite KMAU-TV, Wailuku, Maui]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 209-kw visual, 29.5-kw aural. Antenna: minus 50-ft. above av. terrain, 433-ft. above ground, 438-ft. above sea level.

Latitude 21° 17' 45.7"
Longitude 157° 50' 35.7"

Transmitter: 1534 Kapiolani Blvd.

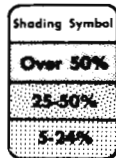
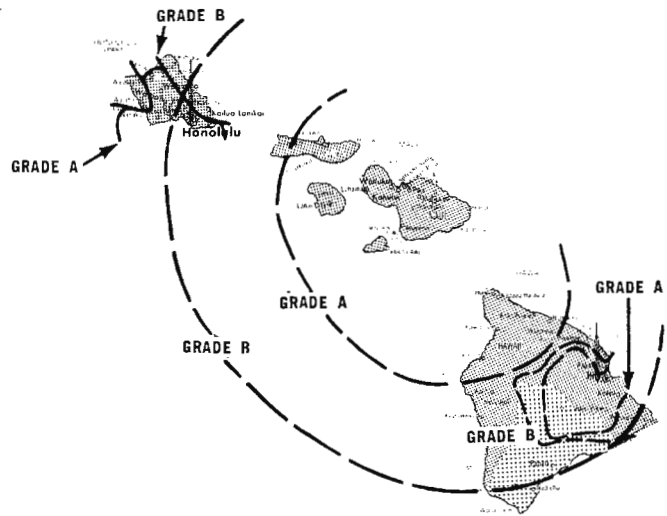
TV tape: Recording facilities.

News Wire Service: UPI.

AM Affiliate: KGMB, 5-kw, 590 kc (CBS).

O & O Translators: K70BW, Lihue, Kauai; K82AM, Waimea, Kauai.

Color: Network, film, slide & tape.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.

KGMB-TV Ref: FCC File No. BPCT—3610 Granted 10/19/65
KPUA-TV Ref: FCC File No. BMPCT—2985 Granted 4/14/55
KMAU-TV Ref: FCC File No. BMPCT—2821 Granted 2/25/55

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

KGMB-TV

Licensee: Pacific Broadcasting Co. Inc.

Studio: 1534 Kapiolani Blvd.

Telephone: 9-2011. TWX No.: 743-0020.

Ownership: Pacific Broadcasting Co. Inc. Also owns & operates satellite KPUA-TV, Hilo. Also operates satellite KMAU-TV, Wailuku (Ch. 3) and translators K70BW, Lihue, Kauai and K82AM, Waimea, Kauai.

Began Operation: Dec. 1, 1952. Sale of Consolidated Amusement Corp. and its 75.45% to Hialand Development Corp. approved Dec. 3, 1958 by FCC (Television Digest, Vol. 14:40-41, 46). Sale of 75.45% to Honolulu Star-Bulletin approved Dec. 22, 1959 by FCC (Vol. 15:52). Sale to present owners by Honolulu Star-Bulletin approved May 5, 1965 by FCC (Vols. 4:42, 5:19). For other interests, see KUTV, Salt Lake City.

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

Represented (legal) by Haley, Bader & Potts.

Personnel:

CECIL HEFTEL, president & general manager.
ALVIN CHANG, chief engineer.
GENE ERGER, general sales manager.
JIM HAWTHORNE, program director.
ROBERT H. TEMPLE, national sales manager.
ROBERT W. SEVEY, vice president, news.
FRANK VALENTI, sports director.
ROBERT BEADLES, operations manager.

DIGEST OF RATE CARD NO. 9A (May 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$650.00 \$450.00 \$390.00 \$260.00 \$160.00 \$130.00 \$110.00

Above rates include satellite operation of KPUA-TV, Hilo, KMAU-TV, Wailuku; translators K70BW, Lihue and K82AM, Waimea.

NETWORK BASE HOURLY RATE: \$400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	HAWAII			
	HAWAII 1	2,200	1,700	79
	HAWAII 2	1,300	1,000	79
	HAWAII 3	8,500	6,700	79
	HAWAII 4	2,500	2,000	79
	HONOLULU 1	16,900	15,400	91
	HONOLULU 2	4,600	4,200	91
	HONOLULU 3	4,600	4,200	91
	HONOLULU 4	114,300	104,500	91
	KAUAI	7,700	4,100	54
	MAUI 1	2,000	1,700	85
	MAUI 2	5,600	4,700	85
	MAUI 3	3,300	2,800	85
	MAUI 4	1,400	1,200	85
5-24 O/O	HAWAII			
	HAWAII 5	800	700	79
STATION TOTALS		175,700	154,900	88
NET WEEKLY CIRCULATION (MARCH 1966)			141,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			94,500	

ARB Data for this Station Includes Satellites KPUA-TV, Hilo & KMAU-TV, Wailuku. Figures do not reflect current coverage since the station changed its facilities after the survey was made.

Hawaii—Honolulu

NB KHON-TV

Ch. 2

[Also operates satellites KAITI-TV, Wailuku & KHAW-TV, Hilo.]

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 60.3-kw visual, 12.6-kw aural. Antenna: minus 150-ft. above av. terrain, 350-ft. above ground, 359-ft. above sea level.

Latitude 21° 17' 45"
Longitude 157° 51' 12"

Transmitter: 1170 Auahi St.

Studio: 1170 Auahi St.

TV tape: Recording facilities.

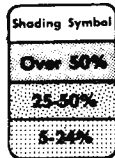
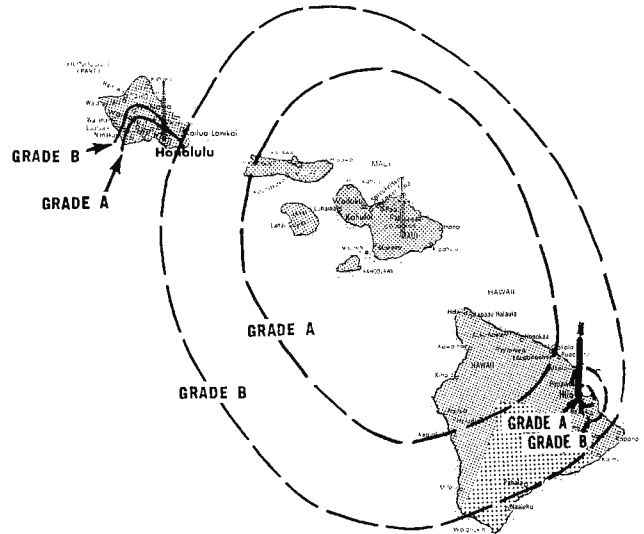
Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

0 & 0 Translator: K78AR, Lihue, Kauai.



Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.

KHON-TV Ref: FCC File No. BMPCT-3296 Granted 8/18/55

KAITI Ref: FCC File No. BMPCT-5339 Granted 9/14/59

KHAW-TV Ref: FCC File No. BPCT-2925 Granted 11/8/61

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

KHON-TV

Licensee: Communications Honolulu Ltd., 1170 Auahi St., Honolulu, Hawaii (96814).

Ownership: Communications Honolulu Ltd., 100%. DeSales Harrison, pres., 33⅓%; Paulette B. Harrison, secy.-treas., 33⅓%; Arthur H. McCoy, 33⅓%. The Harrisons also own 5.65% of KSTP-TV, St. Paul, Minn., which is Ch. 44 applicant for St. Petersburg, Fla. They are also stockholders in Pacific & Southern Bcstg. Co. which is buying WAI-TV, Atlanta and WIBC-AM-FM, Indianapolis.

Began Operation: Dec. 15, 1952. Sale to present owner by co-owners Advertising Publishing Co. Ltd. & John D. Keating approved April 28, 1965 by FCC (Television Digest, Vol. 4:42). Sale to Advertiser Publishing Co. Ltd. and Island Bcstg. Co. by Herbert Richards approved by FCC June, 1953 (Vol. 9:26).

Represented (sales) by Blair TV.

Represented (legal) by Haley, Bader & Potts.

Personnel:

DANIEL KAWAKAMI, general manager & film buyer.
GEORGE B. HAGAR, v.p. & general sales manager.
KENNETH KWOCK, local sales manager.
AL ALLEN, news director.
ALFRED ONO, chief engineer.
PAUL YAMAMOTO, traffic supervisor.

DIGEST OF RATE CARD NO. 2

(May 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$750.00	\$450.00	\$315.00	\$160.00	\$128.00	\$80.00

NETWORK BASE HOURLY RATE: \$400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	HAWAII			
	HAWAII 1	2,200	1,700	79
	HAWAII 2	1,300	1,000	79
	HAWAII 3	8,500	6,700	79
	HAWAII 4	2,500	2,000	79
	HONOLULU 1	16,900	15,400	91
	HONOLULU 2	4,600	4,200	91
	HONOLULU 3	4,600	4,200	91
	HONOLULU 4	114,300	104,500	91
	KAUAI	7,700	4,100	54
	MAUI 1	2,000	1,700	85
	MAUI 2	5,600	4,700	85
	MAUI 3	3,300	2,800	85
	MAUI 4	1,400	1,200	85

5-24 O/O	HAWAII			
	HAWAII 5	800	700	79

STATION TOTALS		175,700	154,900	88
NET WEEKLY CIRCULATION (MARCH 1966)			143,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			89,000	

ARB Data for this Station Includes Satellites KAITI, Wailuku & KHAW-TV, Hilo.

Hawaii—Honolulu



KHVH-TV



Ch. 4

[Programs are rebroadcast by separately-owned KMVI-TV, Wailuku; also by KHVH-owned KHVO, Hilo, on relay from translator K76BB, Honohina, Hawaii, which picks up KMVI-TV]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 26.3-kw visual, 5.25-kw aural. Antenna: minus 130-ft. above av. terrain, 365-ft. above ground, 371-ft. above sea level.

Latitude 21° 17' 44"
Longitude 157° 51' 06"

Transmitter: 1290 Ala Moana.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI. News

Film Service: ABC. Facsimile

Service: UPI.

O & O Translators: K74BC, Lihue, Kauai. K76BB, Honohina, K83AZ, Pepeekeo, which picks up KMVI-TV, Wailuku; K71BA Naalehu & K70BS Naalehu & volcano area, repeating KHVO.

Total Households: © SRDS

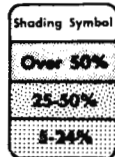
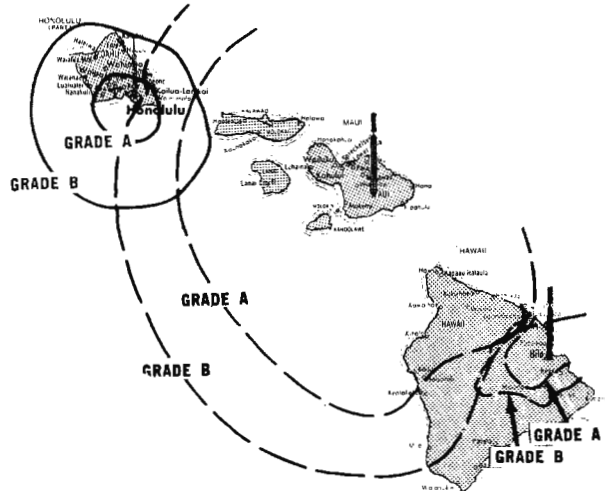
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KHVH-TV Ref: FCC File No. BMPCT-1672 Granted 6/22/65

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

KHVH-TV

Licensee: Western Telestations Inc., 1290 Ala Moana Blvd.

Studio: 1290 Ala Moana Blvd. Telephone: 573-991.

TWX No.: KHVH 723-387.

AM Affiliate: KHVH, 5-kw, 1040 kc.

FM Affiliate: KHVH-FM, 93.9, 100-kw.

Ownership: Western Telestations Inc., 100%. It is owned by Lawrence S. Berger, 51%; Mrs. Fred Goodstein, 29%; Marcus Loew, 6%; William H. Brown, 5%; Rolling Hills Inc., 5%; William E. Cleator, 3%; John L. McGuire, 1%.

Began Operation: April 16, 1954. Sale to present owner by Kaiser Bcstg. approved Dec. 18, 1964 by FCC (Vol. 4:41, 51). Sale to Kaiser by Television Corp. of America Ltd. (Albert Zugsmith interests) which operated station as KULA-TV was approved June 11, 1958 by FCC (Television Digest, Vol. 14:19, 24). Previous sale to Television Corp. of America by American Bcstg. Stations Inc. (WMT, Cedar Rapids, Ia., interlocking with WMT-TV) and Dolph Petty Bcstg. approved Jan. 11, 1956 (Vol. 11:46 & 12:2).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Hammett & Edison.

Personnel:

- LAWRENCE S. BERGER, president & general manager.
- KEITH M. SWINEHART, station manager.
- DAN HUNTER, chief engineer.
- MUNEO HAMADA, business manager.
- MASON ALTIERY, news director.
- RICHARD FARR, promotion & publicity director.
- ROBERT S. SMITH, program director.
- FRANKLIN WHEELER, local sales manager.

DIGEST OF RATE CARD NO. 13—(May 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-10:30 p.m., Sun.-Fri.; 6:30-11:15 p.m., Sat.	\$1000.00	\$600.00	\$400.00	\$300.00	\$210.00	\$190.00
NETWORK BASE HOURLY RATE:	\$600.					

186-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	HAWAII			
	HAWAII 1	2,200	1,700	79
	HAWAII 2	1,300	1,000	79
	HAWAII 3	8,500	6,700	79
	HAWAII 4	2,500	2,000	79
	HAWAII 5	800	700	79
	HONOLULU 1	16,900	15,400	91
	HONOLULU 2	4,600	4,200	91
	HONOLULU 3	4,600	4,200	91
	HONOLULU 4	114,300	104,500	91
	KAUAI	7,700	4,100	54
	MAUI 1	2,000	1,700	85
	MAUI 2	5,600	4,700	85
	MAUI 3	3,300	2,800	85
	MAUI 4	1,400	1,200	85
STATION TOTALS		175,700	154,900	88
NET WEEKLY CIRCULATION (MARCH 1966)			148,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			116,800	

ARB Data for this Station Includes Satellites
KMVI-TV, Wailuku & KHVO, Hilo

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests

Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Hawaii—Honolulu

KTRG-TV

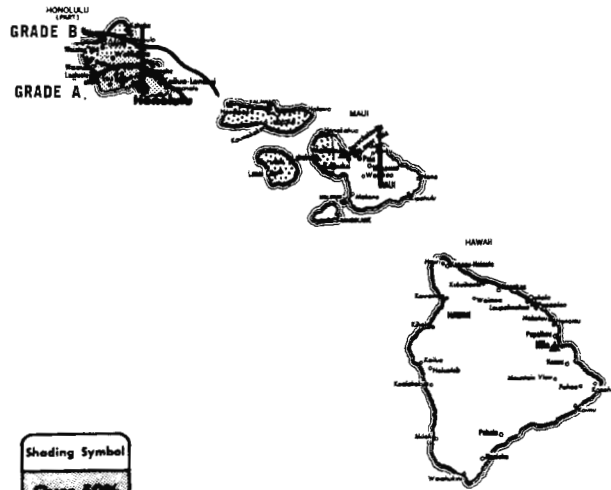
Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 30.7-kw visual, 6.17-kw aural. Antenna: minus 100-ft. above av. terrain, 371-ft. above ground, 381-ft. above sea level.

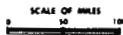
Latitude 21° 17' 07"
Longitude 157° 50' 24"

Transmitter: 2005 Kalia Rd., Honolulu.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KTRG-TV Ref: FCC File No. BPCT-3013 Granted 4/26/62

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

KTRG-TV

Network Service: None, independent.

Licensee: Hawaiian Paradise Park Corp., 2207 Kalakaua Ave., Honolulu (96815).

Ownership: Hawaiian Paradise Park Corp., 100%. Ellen J. Watumull, chmn., 20%; David Watumull, pres., 36%; Radha Watumull Homy, v.p., 22%; Lila Watumull Sahney, v.p. 22%; Minnie Kudo Arima, secy.-treas. Note: Sale to United Bcstg. pends.

Began Operation: July 4, 1962.

Represented (legal) by Becker & Silberberg.

Personnel:

DAVID WATUMULL, president.

ERNEST LINDEMAN, chief engineer.

DIGEST OF RATE CARD NO. 4 (Nov. 14, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$350.00	\$210.00	\$140.00	\$105.00	\$56.00	\$56.00
	\$35.00					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	HAWAII HONOLULU 4	114,300	104,500	91
25-50 O/O	HAWAII HONOLULU 1	16,900	15,400	91
	HONOLULU 3	4,600	4,200	91
	MAUI 1	2,000	1,700	85
	MAUI 4	1,400	1,200	85
5-24 O/O	HAWAII HONOLULU 2	4,600	4,200	91
STATION TOTALS		143,800	131,200	91
NET WEEKLY CIRCULATION (MARCH 1966)			45,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			14,100	

Hawaii—Wailuku

KB KAIL-TV

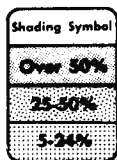
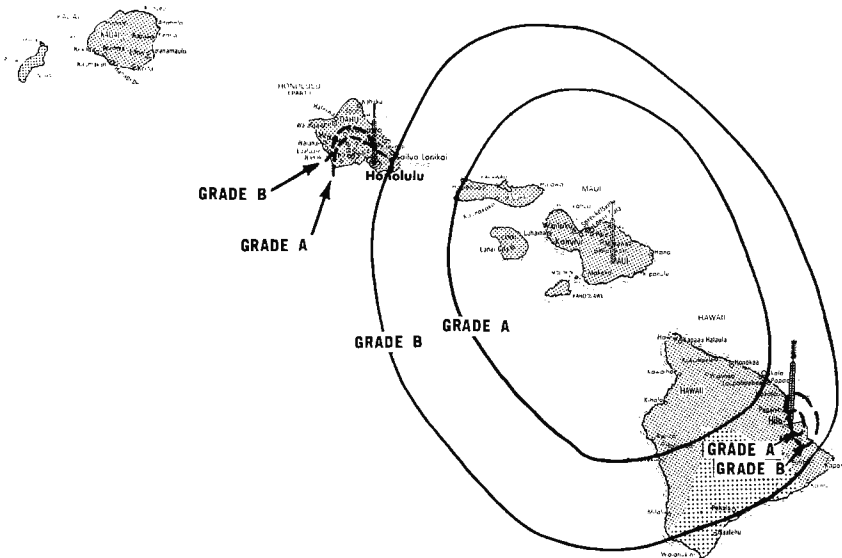
Ch. 7

[Satellite of KHON-TV, Honolulu]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 29.8-kw visual, 5.89-kw aural. Antenna: 5940-ft. above av. terrain, 75-ft. above ground, 10,025-ft. above sea level.

Latitude 20° 42' 41"
Longitude 156° 15' 26"

Transmitter: Mt. Haleakala, Maui.
Color: Network, film, slide & tape.
News Wire Service: UPI.
Studio: 1170 Auahi St., Honolulu.



County coverage (shaded areas) based on 1965 ARB study.

KAIL-TV Ref: FCC File No. BPCT—2906 Granted 10/20/61

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

KAIL-TV

Licensee: Communications Honolulu Ltd., 1170 Auahi St., Honolulu, Hawaii. (96814).

Ownership: See KHON-TV, Honolulu.

Began Operation: Nov. 19, 1958.

Represented (sales) by Blair TV.

Represented (legal) by Haley, Bader & Potts.

Personnel: See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

Rates: Sold only in combination with KHON-TV, Honolulu & KHAW-TV, Hilo and K78AR, Lihue, with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: Bonus to KHON-TV, Honolulu.

ARB Data for this Station Included with Report for Parent KHON-TV, Honolulu.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Hawaii—Wailuku

KMAU-TV

Ch. 3

[Satellite of KGMB-TV, Honolulu]

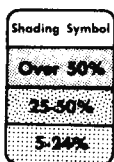
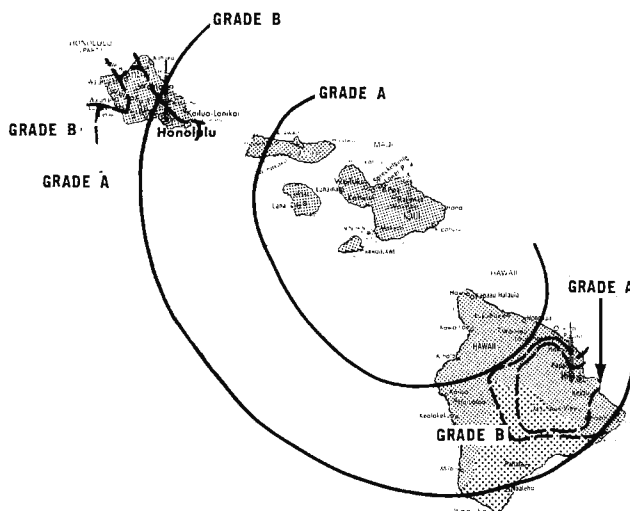
Technical Facilities: Channel No. 3
(60-66 mc). Authorized power:
14.1-kw visual, 2.69-kw aural,
5950-ft. above av. terrain, 60-ft.
above ground, 10,054-ft. above
sea level.

Latitude 20° 42' 41"

Longitude 156° 15' 35"

Transmitter: Mt. Haleakala, Maui.

TV tape: Recording facilities.



County coverage (shaded areas) based on 1965
ARB study.

KMAU-TV Ref: FCC File No. BMPCT-2821 Granted 2/25/55

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

KMAU-TV

Licensee: John S. Young Associates Inc., 1515 Nuuanu Ave. #67,
Honolulu, Hawaii (96817).

Studio: 1534 Kapiolani Blvd.

Ownership: John S. Young, pres., 98%; Joanne Young, v.p., 1%;
Patricia Wall, 1%.

Began Operation: April 24, 1955. Sale to present owners by
Pacific Bcstg. (Glasman interests) after they took over all
properties from Honolulu Star-Bulletin approved May 5, 1965 by
FCC (Television Digest, Vol. 4:42, 5:19).

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

Personnel:

JOHN S. YOUNG, general manager.
RONALD T. MIYAHIRA, chief engineer.

Rates: Sold only in combination with KGMB-TV, Honolulu, and
latter's other satellite KPUA-TV, Hilo, with rates applying to
simultaneous telecasts on all three stations.

NETWORK BASE HOURLY RATE: Bonus to KGMB-TV, Honolulu.

ARB Data for this Station Included with
Report for Parent KGMB-TV, Honolulu.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Hawaii—Wailuku



KMVI-TV

Ch. 12

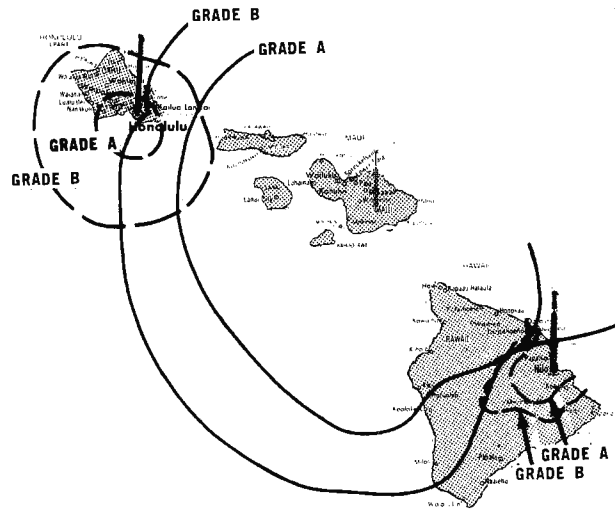
[Semi-satellite of separately-owned
KHVH-TV, Honolulu]

Technical Facilities: Channel No. 12
(204-210 mc). Authorized power:
30-kw visual, 4.36-kw aural. An-
tenna: 2.5° mechanical tilt, 6000-
ft. above av. terrain, 100-ft. above
ground, 10,000-ft. above sea level.
Latitude 20° 42' 43"
Longitude 156° 15' 26"

Transmitter: Haleakala Crater.

AM Affiliate: KMVI, 1-kw, 550 kc
(NBC).

Color: Network, film, slide & tape.



Shading Symbol
Over 50%
25-50%
5-24%

County coverage (shaded areas) based on 1965
ARB study.

KMVI-TV Ref: FCC File No. BPCT-1981 Granted 5/25/55

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

KMVI-TV

Network Service: ABC, same as KHVH-TV, Honolulu.

Grantee (STA): Maui Publishing Co. Ltd., Box 374.

Studio: 1290 Ala Moana, Honolulu.

Telephone: 33-981.

Ownership: J. Walter Cameron, pres., 84.233%; Kahului Railroad
Co., 8.4%; H. P. Baldwin Ltd., 3.7%; 8 other stockholders,
none owns as much as 1%

Began Operation: Dec. 4, 1955.

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

Personnel:

RICHARD E. MAWSON, general manager.

NORA I. COOPER, station manager.

Rates: See KHVH-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KHVH-TV, Honolulu.

ARB Data for this Station Included with Report
for KHVH-TV, Honolulu

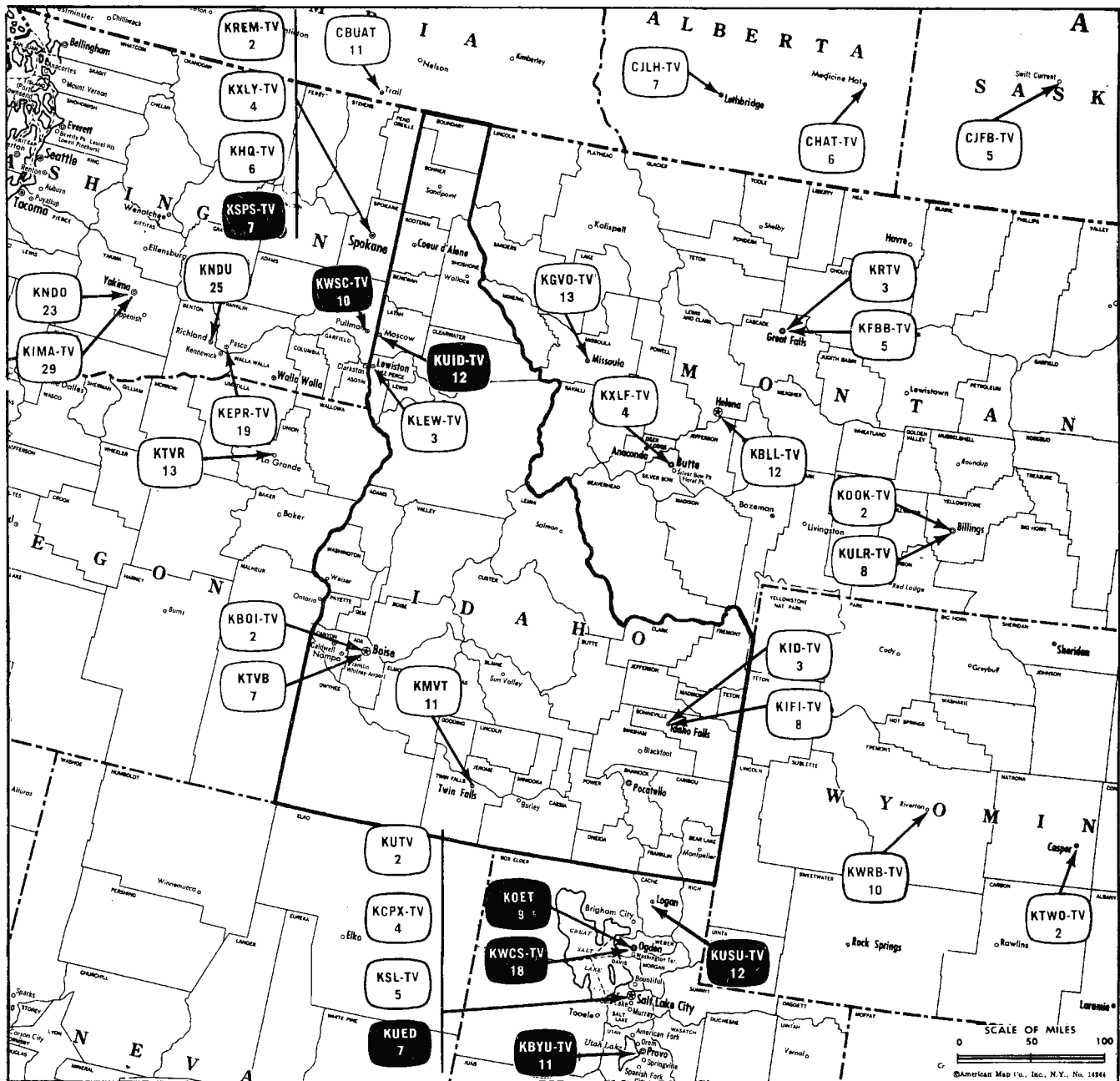
La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430




Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Boise	94,700	158	121,000	177	111,200	174
Idaho Falls-Pocatello	58,600	180	79,600	190	73,800	188
Twin Falls	31,700	205	37,000	211	34,900	210

FUTURA

100% MODULAR SOLID STATE AMPLIFIERS

Viking introduces the newest advance in the development of simplified CATV construction. With a simple change of modules, the amplifier adapts to suit the needs of your particular system. (At extremely low cost).

viking | 400 Ninth Street, Hoboken, N.J. • N.Y.: (212)943-5793; N.J.: (201)656-2020



Idaho

State Educational Technical Facilities (Complete Data in Educational Directory)

KUID-TV

Moscow

Ch. 12

Non-Commercial Educational Station

Licensee: Regents of the University of Idaho, Moscow, Ida.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 115-kw visual, 11.5-kw aural. Antenna: 1050-ft. above av. terrain, 154-ft. above ground, 3853-ft. above sea level.

Latitude 46° 40' 40"
Longitude 116° 58' 33"

Idaho Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	6	0	6
<input checked="" type="checkbox"/> Educational Television Stations	1	0	1
			<hr/> 7

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KBOI-TV & KTVB

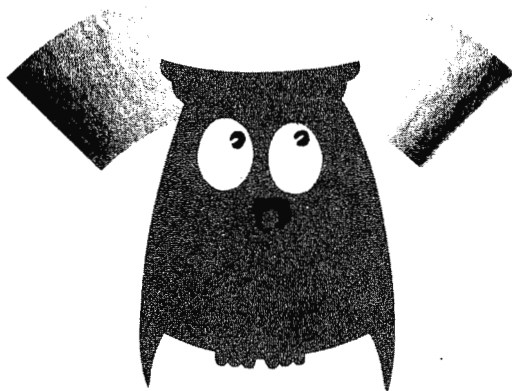
Nampa

(See Boise, Ida.)

KID-TV & KIFI-TV

Pocatello

(See Idaho Falls, Ida.)

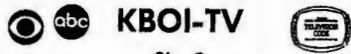


Full Color Coverage

All the color of the television, broadcast and electronics industries, at your fingertips every Monday morning . . . that's Television Digest with Consumer Electronics. Concise, up-to-the-minute, authoritative reporting, tailored to the needs of the busy broadcast and electronics executive. Subscribe today, and save hours each week on your business reading.

See page15-a for details.

Idaho—Boise



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 65-kw visual, 6.2-kw aural. Antenna: 2550-ft. above av. terrain, 150-ft. above ground, 7170-ft. above sea level.

Latitude 43° 45' 12"
Longitude 116° 06' 08"

Transmitter: Deer Point Peak, Shafter Butte.

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

O & O Translators: K10FD, McCall & New Meadows, Ida.; K72AG, John Day, Ore.; K11HA, Council, Ida.

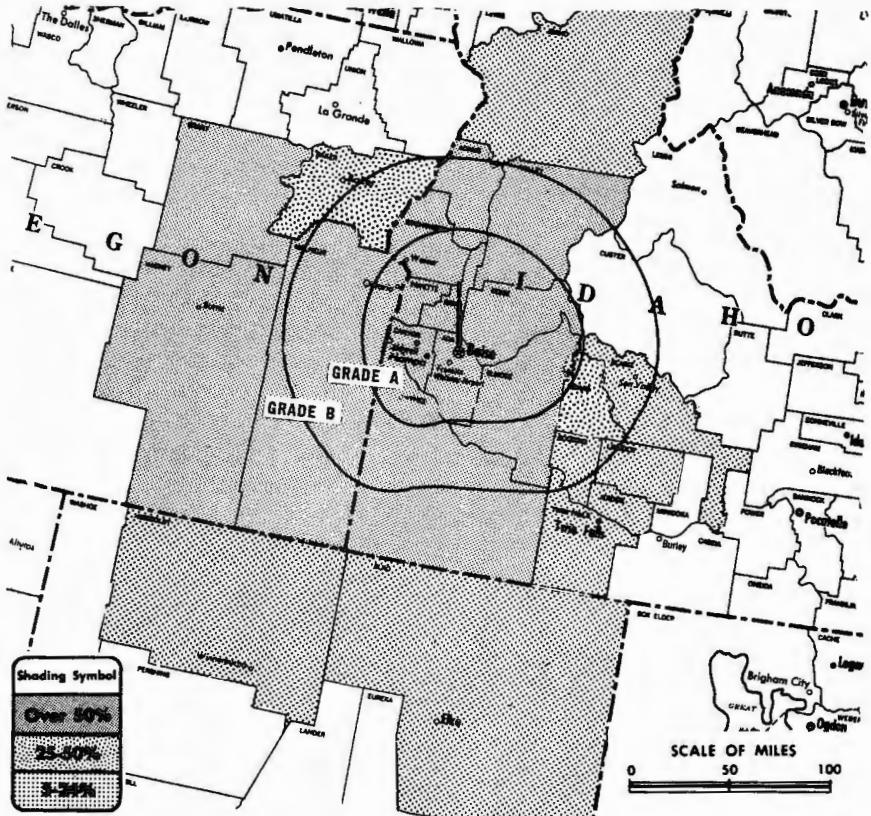
News Wire Service: AP, UPI.

Studio: 1007 W. Jefferson St., P.O. Box 2600 (83702).

AM Affiliate: KBOI, 5-kw, 950 kc (CBS).

FM Affiliate: KBOI-FM, 17.5-kw, 97.9 mc.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1985 ARB study.



KBOI-TV Ref: FCC File No. BPC-2146 Granted 7/11/56

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

KBOI-TV

Licensee: Boise Valley Bcstrs. Inc., 1007 W. Jefferson St. (83702).

Telephone: 208-342-9331. TWX No.: 208-375-4455.

Ownership: H. Westerman Whillock, pres., 7.7%; Willis C. Moffat, v.p. & dir., 6.3%; Annabel Woodmore, secy.; Robert W. Howell, treas. & dir., 9.1%; Maxine King, dir., 10.5%; Rudy Andersen, dir., 3%; Joe Albertson, dir., 2.5%; Dr. James Coughlin, dir.; John A. Schoonover, dir.; Paul S. Boyd, dir., 1.1%; Arch L. Madsen, dir.; Theresa Whillock, 4.8%; Edwin A. Snow, 4.3%; Earl Glade Jr., 3%; Radio Service Corp. of Utah (owners of 64% of KSL-TV, Salt Lake City, Utah and 23% of KID-TV, Idaho Falls, Idaho), 6.2%; Saul Haas (KIRO-TV, Seattle, Wash.), 5%; 48 others, none over 3%.

Began Operation: Nov. 26, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

WESTERMAN WHILLOCK, president & general manager.
JAMES A. JOHNTZ JR., vice president & asst. general manager.
DENA HOWELL, program director.
BRITT BOWDEN, sales manager.
ROBERT HOWELL, film editor.
DICK EARDLEY, news editor.
MANSON McCLURE, chief engineer.

DIGEST OF RATE CARD NO. 9—(June 1, 1966)

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

Class AA—6:30-10 p.m., daily.

\$400.00 \$240.00 \$160.00 \$120.00 \$100.00 \$75.00 \$38.00

NETWORK BASE HOURLY RATE: \$375 (CBS, ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IDAHO			
	ADA	33,200	31,400	95
	ADAMS	900	800	88
	BOISE	500	500	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CANYON	18,300	17,000	93
	ELMORE	5,800	5,500	95
	GEM	2,800	2,600	93
	DWYHEE	1,800	1,700	94
	PAYETTE	4,100	3,900	93
	VALLEY	1,100	900	88
	WASHINGTON	2,600	2,300	90
	OREGON			
	GRANT	2,200	1,600	74
	HARNEY	2,100	1,700	84
	MALHEUR	6,600	6,000	91
25-50 O/O	IDAHO			
	CAMAS	300	300	97
	OREGON			
	BAKER	5,900	5,200	88
5-24 O/O	IDAHO			
	BLAINE	1,300	1,200	89
	GOODING	2,500	2,400	94
	IDAHO	4,500	3,800	86
	JEROME	3,300	3,100	95
	LINCOLN	1,000	900	93
	TWIN FALLS	13,200	12,600	95
	NEVADA			
	ELKO	4,300	3,400	80
	HUMBOLDT	2,100	1,900	89

STATION TOTALS 120,400 110,700 92

NET WEEKLY CIRCULATION (MARCH 1966) 81,500
AVERAGE DAILY CIRCULATION (MARCH 1966) 68,000

Translator Directory is in Services Volume

Idaho—Boise



KTVB



Ch. 7

[Also operates satellite KTVR, La Grande, Ore.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 213-kw visual, 26.9-kw aural. Antenna, 2560-ft. above av. terrain, 223-ft. above ground, 7193-ft. above sea level.

Latitude 43° 45' 08"
Longitude 116° 07' 10"

Transmitter: TV Lot No. 3, Deer Point, Ida.

Studio: 700 Crestline Dr.

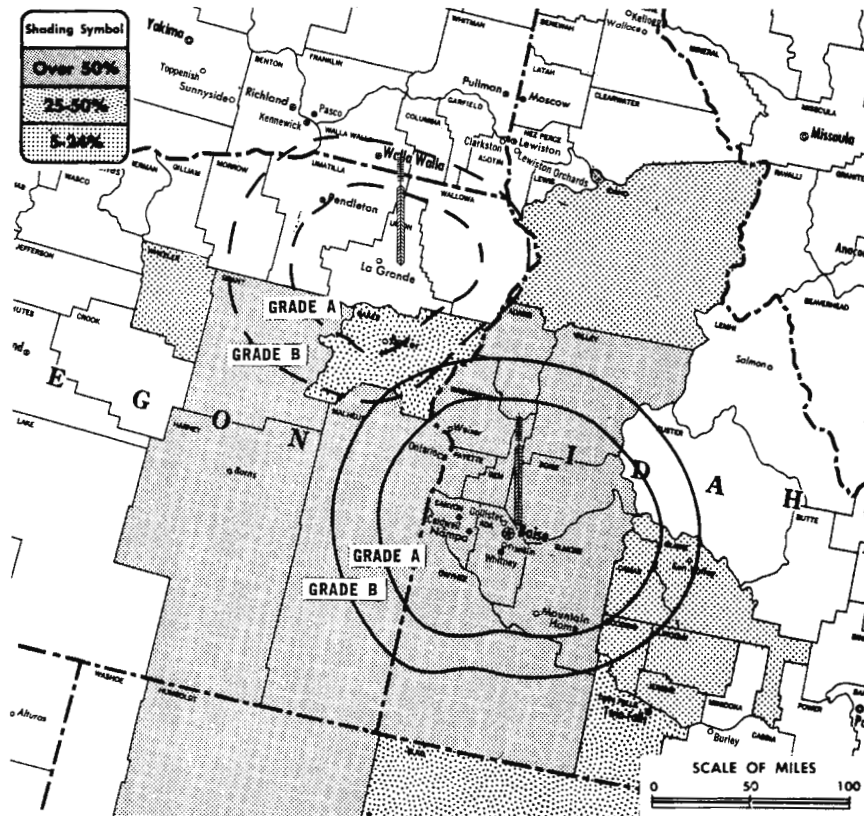
O & O Translators: K12EZ, McCall & New Meadows; K13GW, Council; K13GO, Cascade, all Ida.; K77AC, John Day, Ore.

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

News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KTVB Ref: FCC File No. BPCT-2086 Granted 4/27/56

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

KTVB

Network Service: ABC, NBC.

Licensee: KTVB Inc., Box 390, Chamber of Commerce Bldg. 83701.

Telephone: 208-342-4611. TWX No.: 910-970-5779.

Ownership: Georgia M. Davidson, pres., 100%.

Began Operation: July 12, 1953.

Represented (sales) by Avery-Knodel Inc.; Bob Hix Co. Inc. (Mountain States); Del Day Inc. (Seattle); Charles L. Burrow Co. (Portland, Ore.); Andy McDermott Sales Ltd. (Canada).

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- GEORGIA M. DAVIDSON, president.
- ROBERT E. KRUEGER, exec. v.p. & gen. mgr.
- GEORGE GANZ, sales manager.
- DEL LUNDBOM, program director.
- GLENN PURDY, merchandising director.
- SHIRLEY MIX, promotion director.
- HAROLD W. TOEDTEMEIER, technical director.
- SAL CELESKI, news director.

DIGEST OF RATE CARD NO. 14—(July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., daily.
\$300.00 \$200.00 \$150.00 \$90.00 \$90.00 \$70.00 \$35.00
NETWORK BASE HOURLY RATE: \$350 (ABC), \$350 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IDAHO			
	ADA	33,200	31,400	95
	ADAMS	900	800	88
	BOISE	500	500	92
	CANYON	18,300	17,000	93
	ELMORE	5,800	5,500	95
	GEM	2,800	2,600	93
	OWYHEE	1,800	1,700	94
	PAYETTE	4,100	3,900	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	VALLEY WASHINGTON	1,100	900	88
	2,600	2,300	90	
	NEVADA HUMBOLDT	2,100	1,900	89
	OREGON GRANT	2,200	1,600	74
	HARNEY	2,100	1,700	84
	MALHEUR	6,600	6,000	91
25-50 O/O	IDAHO TWIN FALLS	13,200	12,600	95
	NEVADA ELKO	4,300	3,400	80
	OREGON BAKER	5,900	5,200	88
5-24 O/O	IDAHO BLAINE	1,300	1,200	89
	CAMAS	300	300	97
	GOODING	2,500	2,400	94
	IDAHO	4,500	3,800	86
	JEROME	3,300	3,100	95
	LINCOLN	1,000	900	93
	OREGON WHEELER	600	500	88

STATION TOTALS 121,000 111,200 92

NET WEEKLY CIRCULATION (MARCH 1966) 94,700
AVERAGE DAILY CIRCULATION (MARCH 1966) 70,400

ARB Data for this station does not reflect present coverage since it does not include satellite KTVR, La Grande, Ore.

Idaho—Idaho Falls-Pocatello



KID-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level.

Latitude 43° 29' 30"
Longitude 112° 39' 05"

Transmitter: Little Butte Mt., 8.5-mi. NE of Atomic City, Ida.

Studio: 1255 E. 17th St.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

Telephone: 208-522-5100.

AM Affiliate: KID, 5-kw (1-kw night), 590 kc (CBS).

Represented (engineering) by Jules Cohen & Assoc.

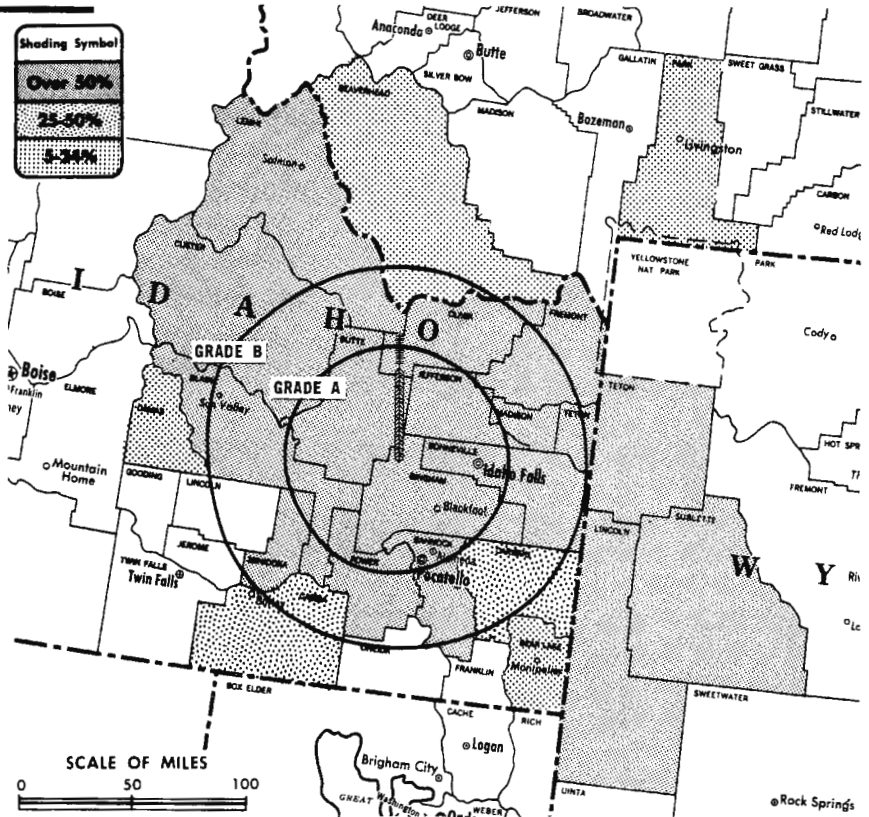
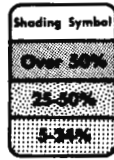
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KID-TV Ref: FCC File No. BMPCT-1281 Granted 8/21/58

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

KID-TV

Network Service: ABC, CBS.

Licensee: Idaho Radio Corp., Box 2008, 1255 E. 17th St., Idaho Falls, Ida. (83401).

Ownership: KSL Inc., 23%; Zion Securities Corp., 18.6%; A. W. Schwieder, pres., 7.8%; Mrs. Guy A. Poulsen, 6.5%; 35 others, none owns more than 4.8%. KSL Inc., also owns 6.2% of KBOI-TV, Boise, Ida. and operates KSL-TV, Salt Lake City.

Began Operation: Dec. 20, 1953.

Represented (sales) by H-R Television, Inc.; Skyline Advertisers Sales; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

J. ALLEN JENSEN, exec. vice pres. & general manager.
CLAUDE CAIN, station & sales manager.
DAVE WAYNE, operations manager.
CARROLL SECRIST, chief engineer.
LAMAR CROSBY, news director.
JUDY YOUNG, promotion manager.

DIGEST OF RATE CARD NO. 13 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:29-10:01 p.m., daily.	\$330.00	\$198.00	\$132.00	\$99.00	\$82.50	\$66.00 \$41.25

Combination Rates (Skyline TV Network): KID-TV, Idaho Falls, Ida.; KMVT, Twin Falls, Ida.; KOOK-TV, Billings, Mont.; KXLF-TV, Butte & KFBB-TV, Great Falls, Mont.

Class A—6:29-10:01 p.m., daily.	\$1261.05	\$756.54	\$504.50	\$378.37	\$302.67	\$241.95	\$151.12
---------------------------------	-----------	----------	----------	----------	----------	----------	----------

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (CBS).

For Index to Contents
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IDAHO			
	BANNOCK	15,700	14,700	93
	BINGHAM	7,900	7,600	96
	BLAINE	1,300	1,200	89
	BONNEVILLE	15,500	14,900	96
	BUTTE	1,200	1,100	96
	CLARK	300	200	89
	CUSTER	900	700	85
	FREMONT	2,300	2,200	95
	JEFFERSON	3,200	3,100	98
	LEMHI	1,700	1,400	80
	MADISON	2,300	2,200	96
	MINIDOKA	4,700	4,300	93
	POWER	1,200	1,000	89
	TETON	700	700	98
	WYOMING			
	LINCOLN	2,700	2,300	86
	SUBLETTE	1,400	1,200	84
	TETON	1,000	900	88
25-50 O/O	IDAHO			
	CARIBOU	1,600	1,500	91
	CASSIA	4,900	4,600	95
5-24 O/O	IDAHO			
	BEAR LAKE	2,000	1,800	91
	CAMAS	300	300	97
	MONTANA			
	BEAVERHEAD	2,300	1,900	82
	PARK	4,500	4,000	89
STATION TOTALS		79,600	73,800	93
NET WEEKLY CIRCULATION (MARCH 1966)				58,600
AVERAGE DAILY CIRCULATION (MARCH 1966)				50,300

Idaho—Idaho Falls-Pocatello



KIFI-TV



Ch. 8

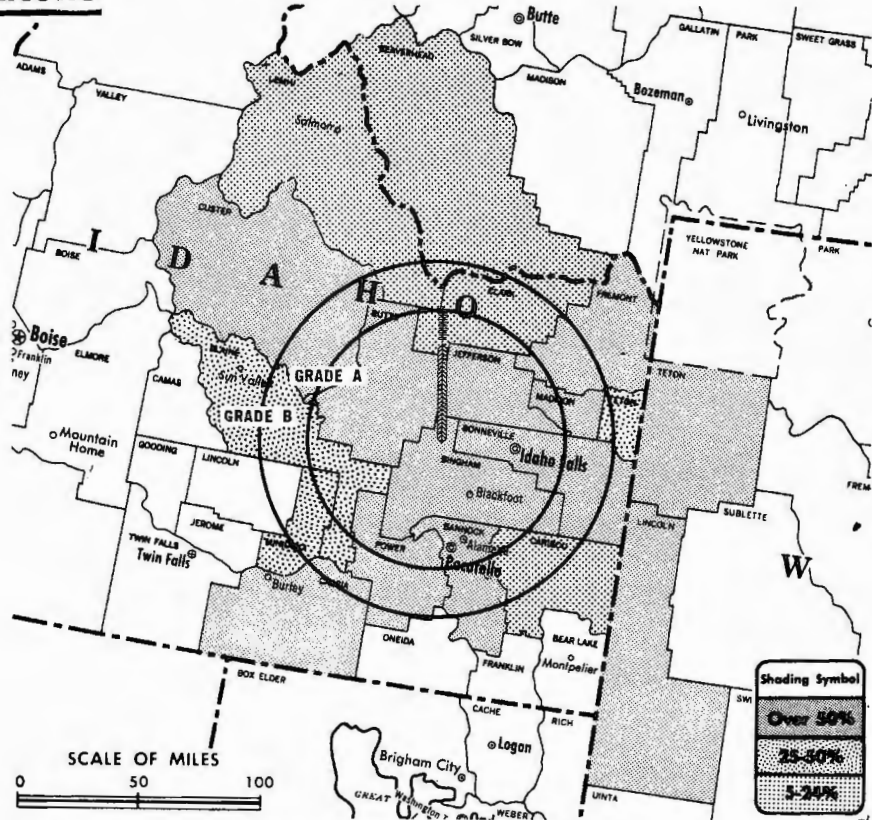
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1520-ft. above av. terrain, 180-ft. above ground, 6851-ft. above sea level.

Latitude 43° 30' 02"
Longitude 112° 39' 36"

Transmitter: Little Butte Mt., 32-mi. W of Idaho Falls.

Color: Network, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ABB study.

KIFI-TV Ref: FCC File No. BMPCT-5503 Granted 9/20/60

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

KIFI-TV

Network Service: NBC, ABC.

Licensee: The Post Co., Box 2148, Idaho Falls, Ida. (83401).

Studio: North Yellowstone Hwy., Idaho Falls.

Telephone: 208-523-1171. TWX No.: 910-977-5726.

Ownership: J. Robb Brady Trust Co., 91.663%; James M. Brady, pres., .002%; Edwin F. McDermott, v.p., 8.33%; J. Robb Brady, secy.-treas., .002%.

Began Operation: Jan. 23, 1961.

Represented (sales) by Avery-Knodel Inc. (National); Feltis, Dove & Croghan (Seattle-Portland); Bob Hix Inc. (Denver).

Represented (legal) by John H. Midlen.

Represented (engineering) by John H. Mullaney.

Personnel:

J. M. BRADY, general & national sales manager.
KEN MARTIN, production manager.
H. G. HAEFELE, program director & chief engineer.
WESLEY PETTERBORG, office manager.

DIGEST OF RATE CARD NO. 8 (July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:31-10:01 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$70.00	\$55.00	\$35.00

Combination Rates (Mountain States TV): KIFI-TV, Idaho Falls, Ida.; KULR-TV, Billings, Mont.; KRTV, Great Falls, Mont.; KGOV-TV, Missoula, Mont.

Class AA—6:31-10:01 p.m., daily.	\$850.00	\$510.00	\$357.00	\$289.00	\$195.50	\$161.50	\$97.75
NETWORK BASE HOURLY RATE:	\$200.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
OVER 50 O/O	IDAHO				
	BANNOCK	15,700	14,700	93	
	BINGHAM	7,900	7,600	96	
	BONNEVILLE	15,500	14,900	96	
	BUTTE	1,200	1,100	96	
	CASSIA	4,900	4,600	95	
	CUSTER	900	700	85	
	FREMONT	2,300	2,200	95	
	JEFFERSON	3,200	3,100	98	
	MADISON	2,300	2,200	96	
	POWER	1,200	1,000	89	
	WYOMING				
	LINCOLN	2,700	2,300	86	
TETON	1,000	900	88		
25-50 O/O	IDAHO				
	BLAINE	1,300	1,200	89	
	MINIDOKA	4,700	4,300	93	
	TETON	700	700	98	
5-24 O/O	IDAHO				
	CARIBOU	1,600	1,500	91	
	CLARK	300	200	89	
	LEMHI	1,700	1,400	80	
MONTANA					
BEAVERHEAD	2,300	1,900	82		
STATION TOTALS		71,400	66,500	93	
NET WEEKLY CIRCULATION (MARCH 1966)				51,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)				39,700	

Idaho—Lewiston

abc KLEW-TV

Ch. 3

[Associated with KIMA-TV, Yakima, Wash.]

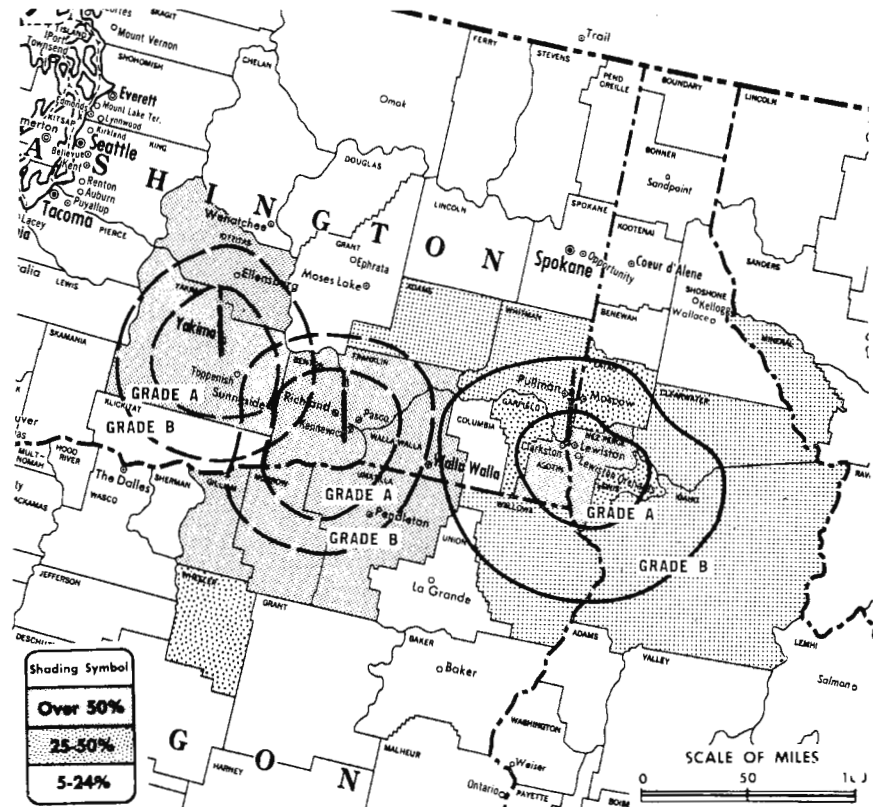
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 13.8-kw visual, 1.38-kw aural. Antenna: 1260-ft. above av. terrain, 303.5-ft. above ground, 3203-ft. above sea level.

Latitude 46° 27' 25"
Longitude 117° 05' 57"

Transmitter: 3-mi. NW of Clarkston, Wash., 2.5-mi. SW of U.S. 195.

Color: Network, film & slide.

News Wire Service: AP.



County coverage (shaded areas) based on 1965 ARB study.

KLEW-TV Ref: FCC File No. BMPCT-3459 Granted 10/8/55

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

KLEW-TV

Network Service: CBS (EMP), ABC.

Licensee: Cascade Broadcasting Co., Box 702, Yakima, Wash. (98901).

Studio: 1115 Idaho St. (83501).

Telephone: 208-743-5581.

Ownership: See KIMA-TV, Yakima, Wash.

Began Operation: Dec. 9, 1955.

Represented (sales) by Adam Young Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

RUDY VSETECKA, manager.
E. M. FOREN, chief engineer.

Sold only in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$100 (CBS), \$650, combination rate with KIMA-TV, Yakima & KEPR-TV, Pasco. Bonus to KIMA-TV, Yakima (NBC).

ARB Data for this Station Included with Report of Parent KIMA-TV, Yakima, Wash. The above Map Includes Coverage of Parent & Satellites KLEW-TV & KEPR-TV, Pasco, Wash.

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Idaho—Twin Falls



KMVT
Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1060-ft. above av. terrain, 665-ft. above ground, 4968-ft. above sea level.

Latitude 42° 43' 48"
Longitude 114° 24' 52"

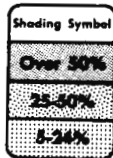
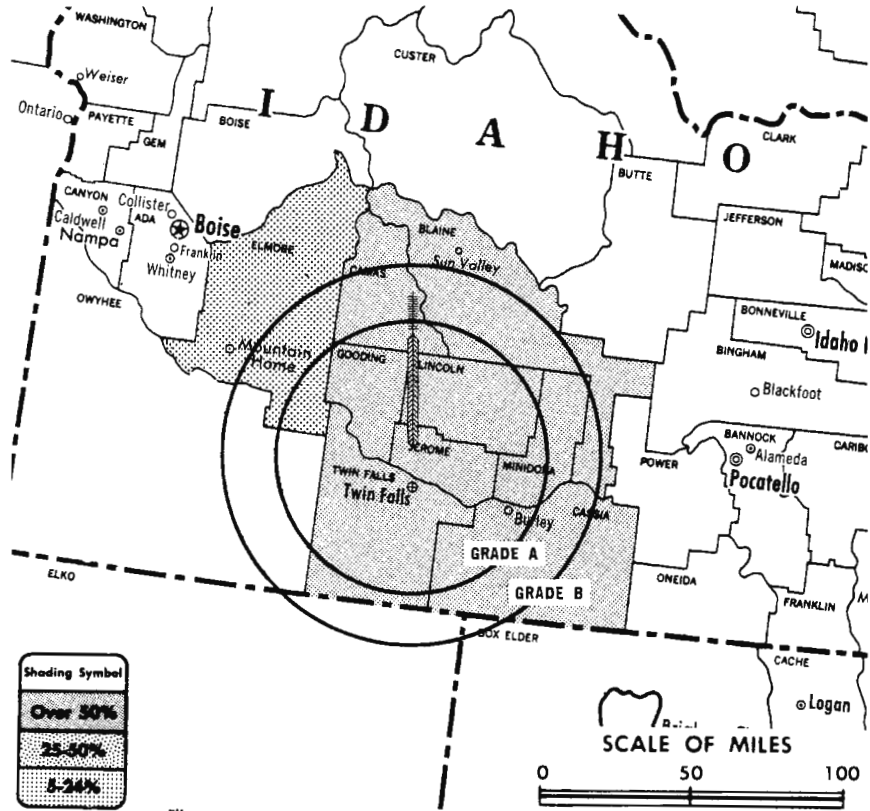
Transmitter: Flat Top Butte, 11-mi. north of city.

O & O Translator: K09AQ, Ketchum, Ida.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KMVT Ref: FCC File No. BPCT-3062 Granted 7/24/62

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

KMVT

Network Service: ABC, CBS; also NBC.

Licensee: The KLIX Corp., Box 547 (83301).

Studio: Elizabeth Blvd. & Eastland Dr.

Telephone: 208-733-1280. TWX No.: 910-977-5716.

Ownership: The KLIX Corp., 100% owned by A. L. Glasmann family, publisher of Ogden Standard Examiner. For other interests see KUTV, Salt Lake City. George C. Hatch, pres.

Began Operation: May 30, 1955. Sale to present owners by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 by FCC (Television Digest, Vol. 11:31, 12:10).

Represented (sales) by Skyline Advertisers Sales; H-R Television Inc.; John McGuire (Denver); Art Moore & Assoc. Inc. (Northwest).

Represented (legal) by Haley, Bader & Potts.

Personnel:

- GORDON O. GLASMANN, pres. & general manager.
- CECIL L. HEFTEL, vice president.
- BUZZ LANGDON, production manager.
- BRUCE FOX, operations manager.
- SID COHEN, film buyer.
- VAUN J. McARTHUR, director of engineering.

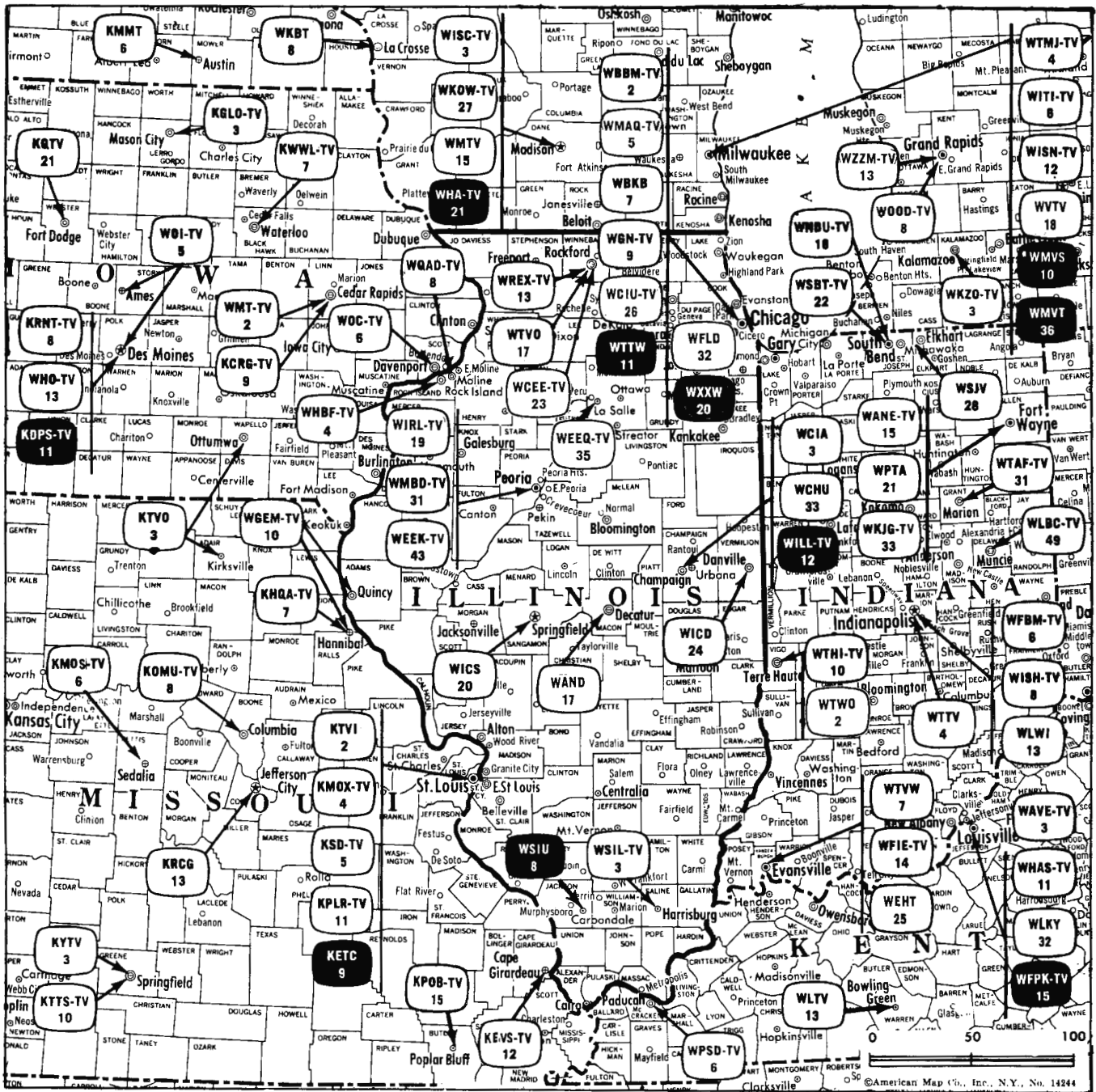
DIGEST OF RATE CARD NO. 8 (Nov. 16, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:29-10:01 p.m., daily.
\$223.00 \$133.75 \$89.25 \$74.25 \$67.00 \$56.00 \$44.50 \$27.75

Note: For combination rates, see KID-TV, Idaho Falls, Ida.
NETWORK BASE HOURLY RATE: \$200 (ABC), \$225 (CBS), \$200 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IDAHO			
	BLAINE	1,300	1,200	89
	CAMAS	300	300	97
	CASSIA	4,900	4,600	95
	GOODING	2,500	2,400	94
	JEROME	3,300	3,100	95
	LINCOLN	1,000	900	93
	MINIDOKA	4,700	4,300	93
	TWIN FALLS	13,200	12,600	95
5-24 O/O	IDAHO			
	ELMORE	5,800	5,500	95
STATION TOTALS		37,000	34,900	94
NET WEEKLY CIRCULATION (MARCH 1966)			31,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			27,500	

For Color Set Penetration
by Markets
see Services Volume



For Additional State Data, see next two pages



ANACONDA
astrodata

■ BOX 3772 ■ ANAHEIM, CALIF
 ■ (714) 635-0150

BROAD NEW PERSPECTIVE IN CATV

Total Capability! Electronic Equipment ■ Test Instruments
 Coaxial Cable ■ System Design ■ Financing
 Engineer, Furnish and Install



Illinois

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Chicago	2,338,700	3	2,746,300	3	2,634,900	3
Moline-Rock Island-Davenport (Quad City)	301,300	63	434,800	74	411,800	68
Champaign-Decatur-Springfield (incl. Danville)	258,200	75	442,300	70	415,800	66
Harrisburg-Paducah-Cape Girardeau	237,000	79	352,900	94	313,600	96
Peoria	190,000	97	335,700	96	317,500	95
Rockford	184,700	99	301,700	103	289,000	101
Quincy-Hannibal	132,400	128	208,800	133	195,000	130

Illinois Station Status as of Jan. 1, 1967

- Commercial Television Stations
 Educational Television Stations

VHF	UHF	TOTAL
10	12	22
3	1	4
		26

WBBM-TV, Chicago

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	WISCONSIN RACINE	45,400	44,300	98
	WALWORTH	16,900	16,200	96
5-24 0/0	ILLINOIS LEE	10,800	10,300	96
	LIVINGSTON	12,200	11,300	93
	INDIANA MARSHALL	10,300	9,700	95
	ST JOSEPH	74,100	71,400	96
	WHITE	6,200	5,800	95
	MICHIGAN CASS	11,700	11,200	96
	VAN BUREN	15,600	15,000	96

WBKB-TV, Chicago

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	WISCONSIN RACINE	45,400	44,300	98
	WALWORTH	16,900	16,200	96
5-24 0/0	ILLINOIS LEE	10,800	10,300	96
	LIVINGSTON	12,200	11,300	93
	INDIANA ST JOSEPH	74,100	71,400	96
	WHITE	6,200	5,800	95
	MICHIGAN CASS	11,700	11,200	96

WGN-TV, Chicago

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	WISCONSIN WALWORTH	16,900	16,200	96
5-24 0/0	ILLINOIS LEE	10,800	10,300	96
	LIVINGSTON	12,200	11,300	93
	INDIANA CASS	12,200	11,500	94
	MARSHALL	10,300	9,700	95
	MIAMI	12,400	11,700	95
	ST JOSEPH	74,100	71,400	96
	WABASH	10,200	9,500	93
	WHITE	6,200	5,800	95
IOWA DUBUQUE	22,500	20,700	92	
MICHIGAN CASS	11,700	11,200	96	

WMAQ-TV, Chicago

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	WISCONSIN RACINE	45,400	44,300	98
	WALWORTH	16,900	16,200	96
5-24 0/0	ILLINOIS FORD	5,200	5,000	95
	LEE	10,800	10,300	96
	INDIANA MARSHALL	10,300	9,700	95
	ST JOSEPH	74,100	71,400	96
	WHITE	6,200	5,800	95
MICHIGAN CASS	11,700	11,200	96	
	VAN BUREN	15,600	15,000	96

For Color Set Penetration by Markets
 see Services Volume

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WICS

Champaign
(See Springfield, Ill.)

WAND

Champaign
(See Decatur, Ill.)

WCIA

Decatur
(See Champaign, Ill.)

WICS

Decatur
(See Springfield, Ill.)

WCEE-TV

Freeport
(See Rockford, Ill.)

KFVS-TV

Harrisburg
(See Cape Girardeau, Mo.)

WPSD-TV

Harrisburg
(See Paducah, Ky.)

WHBF-TV

Moline
(See Rock Island, Ill.)

KHQA-TV

Quincy
(See Hannibal, Mo.)

WQAD-TV

Rock Island
(See Moline, Ill.)

WOC-TV

Rock Island
(See Davenport, Ia.)

WCIA

Springfield
(See Champaign, Ill.)

WAND

Springfield
(See Decatur, Ill.)

WCIA & WCHU

Urbana
(See Champaign, Ill.)

Illinois

State Educational Technical Facilities

(Complete Data in Educational Directory)

WSIU

Carbondale

Ch. 8

Non-Commercial Educational Station

Licensee: Board of Trustees of Southern Ill. U., Carbondale.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 859.2-ft. above av. terrain, 903-ft. above ground, 1385-ft. above sea level.

Latitude	38°	06'	15"
Longitude	89°	14'	37"

WTTW

Chicago

Ch. 11

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago (60625).

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 720-ft. above av. terrain, 796-ft. above ground, 1384-ft. above sea level.

Latitude	41°	54'	01"
Longitude	87°	37'	28"

WXXW

Chicago

Ch. 20

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago, Ill. (60625).

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 457-kw visual, 91.4-kw aural. Antenna: 770-ft. above av. terrain, 796-ft. above ground, 1383-ft. above sea level.

Latitude	41°	54'	01"
Longitude	87°	37'	28"

WILL-TV

Urbana-Champaign

Ch. 12

Non-Commercial Educational Station

Licensee: University of Illinois, Board of Trustees, Urbana, Ill.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 987-ft. above av. terrain, 1044-ft. above ground, 1734-ft. above sea level.

Latitude	40°	02'	18"
Longitude	88°	40'	10"

Illinois—Champaign

NB

WCHU

Ch. 33

[Auxiliary outlet of WICS, Springfield, Ill. which also operates WICD, Danville, Ill., on a similar basis.]

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 5.5-kw visual, 1.1-kw aural. Antenna: 140-ft. above av. terrain, 133-ft. above ground, 875-ft. above sea level.

Latitude 40° 06' 58"
Longitude 88° 14' 30"

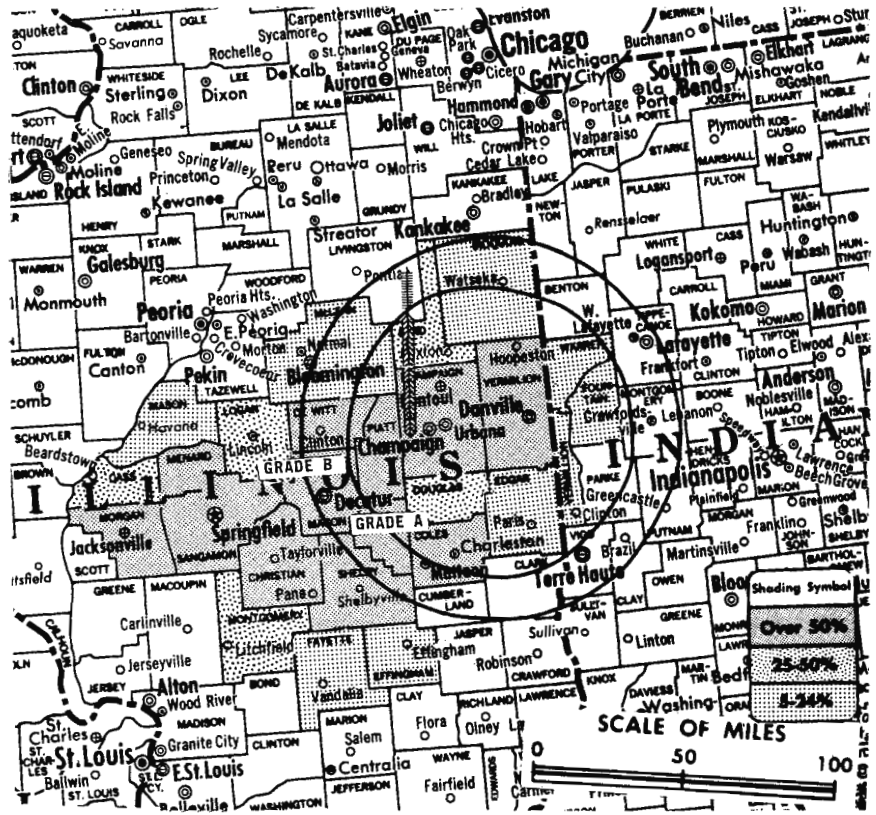
Holds CP for change to Ch. 15, 224-kw max. and 144-kw horizontal visual, 44.8-kw max. and 28.8-kw horizontal aural, 1300-ft. above av. terrain, 1335-ft. above ground, 1995-ft. above sea level, lat. 40° 04' 10", long. 87° 54' 45"; transmitter to 3.75-mi. N, 215° from Fithian, Ill. BPCT—3504.

Transmitter: University & Walnut Sts., Champaign.

Color: Network only.

News Wire Service: UPI.

Represented (engineering) by David Steel & Assoc.



County coverage (shaded areas) based on 1965 ARB study.

WCHU Ref: FCC File No. BMPCT—5183 Granted 10/24/58
CP: BPCT—3504 Granted 6/7/66

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

WCHU

Network Service: NBC, same as WICS, Springfield, Ill.

Licensee: Plains Television Corp. 2680 E. Cook St., Springfield, Ill. (62701).

Studio: Inman Hotel, Champaign, Ill.

Ownership: See WICS, Springfield, Ill.

Began Operation: April 23, 1959.

Represented (sales) by Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Personnel:

MILTON D. FRIEDLAND, v.p. & general manager.
JAMES T. KELLY, station manager.
HAROLD J. ESKEW, chief engineer.
ROBERT B. FARROW, director of national sales.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1960)

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

Class AA—6:30-10 p.m., daily.

\$175.00 \$105.00 \$70.00 \$61.25 \$43.75 \$39.40 \$35.00 \$17.50

Combination rate: See WICS, Springfield.

NETWORK BASE HOURLY RATE: \$175, in combination with WICD, Danville, Ill.

ARB Data for this Station Included with Parent WICS, Springfield, Ill. The above Map Includes Coverage of Parent and satellite WICD, Danville.

For Color Set Penetration by Markets

see Services Volume

Illinois—Champaign



WCIA

Ch. 3

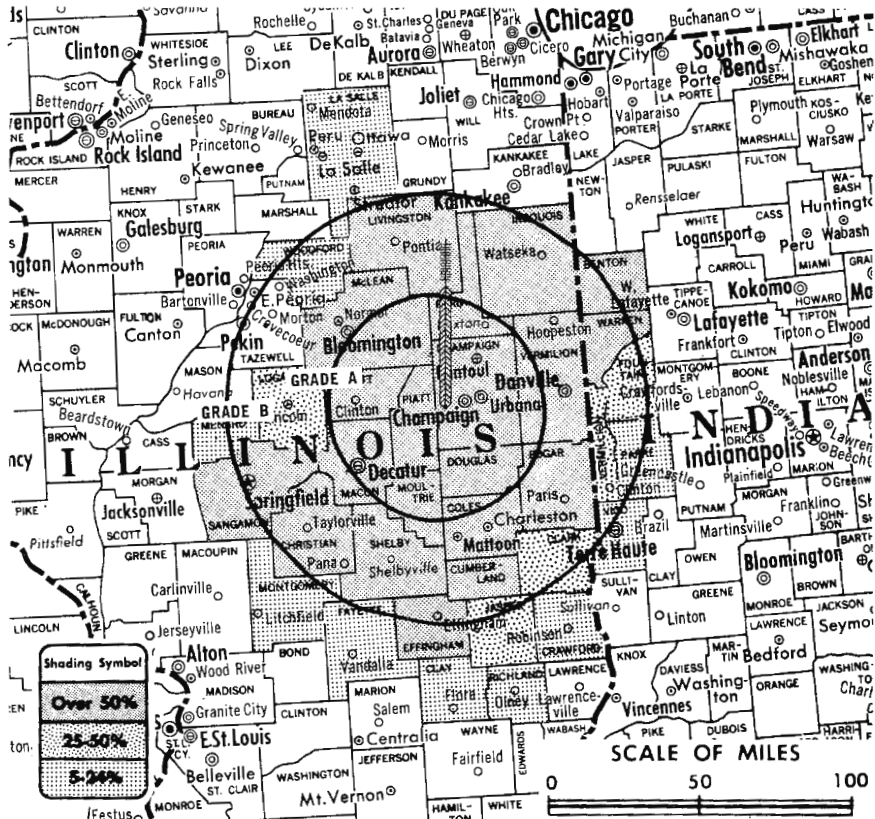


Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 981-ft. above ground, 1701-ft. above sea level.

Latitude 40° 06' 23"
Longitude 88° 26' 59"

Transmitter: Seymour, Ill.
TV tape: Recording facilities.
Color: Network, slide, film & tape.
News Wire Service: UPI.
Facsimile Service: UPI.
News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WCIA Ref: FCC File No. BMP'CT-1315 Granted 8/17/53

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

WCIA

Licensee: Midwest Television Inc., 509 S. Neil St.
Studio: 509 S. Neil St. (61820).
Telephone: 217-356-8333.
TWX No.: 910-245-3315.

Ownership: August C. Meyer, pres., 24.9%; Clara R. Meyer, v.p., 26.1%; Illinois Bcstg. Co., 20%; Helen M. Stevick, 10%; Marajen S. Chinigo, 10%; remaining 9% held by 6 other stockholders, none with over 5%. Illinois Bcstg., a subsidiary of Lindsay-Schaub Newspapers, Decatur, is licensee of WSOY, Decatur, WVLN, Olney, Ill. and WSET-FM, Effingham and is buying radio WIOK, Normal, Ill. Helen Stevick owns 60% and Marajen Chinigo owns 40% of Champaign News-Gazette, licensee of WDWS, Champaign. Midwest owns WMBD-TV-AM-FM, Peoria, KFMB-TV-AM-FM, San Diego and is Ch. 49 applicant for Springfield.

Began Operation: Nov. 14, 1953.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Covington & Burling.

Personnel:

AUGUST C. MEYER, president.
CLARA R. MEYER, vice president.
GUY MAIN, executive v.p.
DON McMULLIN, news director.
JAMES FIELDING, director of operations, secy. & treas.
LEN DAVIS, GIM sales manager.
JERRY JOHNSON, sales manager.
JOHN KETTERER, film buyer.
BOB MYERS, director of engineering & asst. to pres.
BILL HELMS, production & sales service manager.

DIGEST OF GIM RATE CARD NO. 6
(June 11, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m. daily.						
\$1200.00	\$720.00			\$350.00	\$350.00	\$175.00

NETWORK BASE HOURLY RATE: \$1250.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	CHAMPAIGN	40,200	38,000	94
	CHRISTIAN	11,400	10,700	94
	COLES	14,100	13,300	94
	CUMBERLAND	3,200	2,900	92
	DE WITT	5,700	5,400	95
	DOUGLAS	6,400	6,000	95
	EDGAR	7,100	6,700	94
	EFFINGHAM	7,000	6,300	90
	FORD	5,200	5,000	95
	IROQUOIS	10,700	10,000	94
	LIVINGSTON	12,200	11,300	93
	MC LEAN	27,200	25,500	94
	MACON	40,700	38,800	95
	MOULTRIE	4,200	3,900	92
	PIATT	4,700	4,500	97
	SANGAMON	50,400	47,200	94
SHELBY	7,000	6,400	91	
VERMILION	31,800	30,200	95	
INDIANA	BENTON	3,200	3,000	95
	WARREN	2,400	2,300	93
25-50 O/O	ILLINOIS			
	CLARK	5,100	4,700	93
	JASPER	3,200	2,900	91
LOGAN	9,600	9,000	94	
INDIANA	FOUNTAIN	6,000	5,700	95
	VERMILION	5,200	4,900	95

(Continued on page 225-b)

STATION TOTALS	442,300	415,800	94
NET WEEKLY CIRCULATION (MARCH 1966)		258,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)		196,500	

Illinois—Chicago



WBBM-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 1276-ft. above sea level.

Latitude 41° 52' 58"
Longitude 87° 37' 55"

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

Transmitter: American National Bank Building.

AM Affiliate: WBBM, 50-kw, 780 kc (CBS).

FM Affiliate: WBBM-FM, 10.5-kw, 93.6 mc (No. 242), 560-ft. antenna height.

Total Households: © SRDS

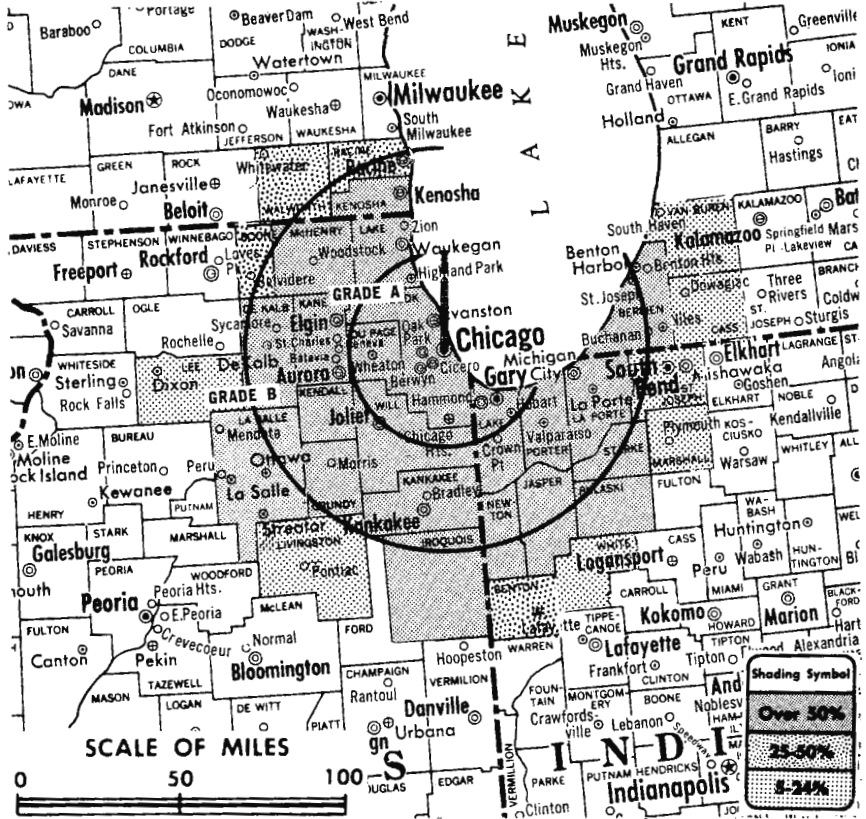
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBBM-TV Ref.: FCC File No. BPCT-1919 Granted 11/4/54

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

WBBM-TV

Licensee: Columbia Broadcasting System Inc., 630 N. McClurg Court, Chicago, Ill. (60611).

Studio: 630 N. McClurg Court.

Telephone: 312-944-6000. TWX No.: 312-222-0698.

Ownership: See WCBS-TV, New York.

Began Operation: August 1940 (as W9XBK); Sept. 6, 1946 (as WBKB); sold to CBS Feb. 9, 1953 (Television Digest, Vol. 9:7).

Represented (sales) by CBS National Sales.

Personnel:

EDWARD R. KENEFICK, v.p. and general manager.
HENRY SCHAEFER, business manager.
ROBERT N. COCHRAN, general sales manager.
CHARLES E. HINDS JR., program director & film buyer.
RICHARD NEWTON, director of information services.
BRUCE J. BLOOM, advertising & sales promotion director.
NAIDA McCLAIN, sales traffic manager.
ALICE NECKER, film director.
JOHN MADIGAN, news director.
GEORGE MENARD, farm director.
DON McINERNEY, director of continuity.
LUTHER A. PIERCE, director of technical operations.
BOB LINK, assistant program director.
WAYNE WEBER, director of broadcast services.

DIGEST OF RATE CARD NO. 19

(Sept. 11, 1966)

Hour	30 Min.	15 Min.	20 Sec.	10 Sec.	
Class AA—7-10:30 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat. 5-10:30 p.m., Sun.	\$6000.00	\$3600.00	\$2400.00	\$1800.00*	\$850.00*

*Class AAA—7:01-10:25 p.m., Mon.-Fri.; 6:30-10:25 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$4750.

204-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	COOK	1,711,400	1,638,400	96
	DEKALB	16,400	15,700	96
	DUPAGE	109,100	106,800	98
	GRUNDY	7,300	7,000	97
	IROQUOIS	10,700	10,000	94
	KANE	69,500	66,900	96
	KANKAKEE	26,500	25,300	96
	KENDALL	5,800	5,600	97
	LAKE	94,200	92,100	98
	LA SALLE	35,700	33,700	94
	MCHENRY	29,300	28,700	98
	WILL	62,900	60,900	97
	INDIANA			
	JASPER	5,300	5,000	94
	LAKE	163,100	157,300	96
	LA PORTE	29,100	28,200	97
	NEWTON	3,500	3,300	95
	PORTER	19,800	19,100	96
	PULASKI	3,600	3,300	91
	STARKE	5,500	5,200	94
	MICHIGAN			
	BERRIEN	48,400	46,100	95
	WISCONSIN			
	KENOSHA	34,600	33,500	97
25-50 O/O	ILLINOIS			
	BOONE	6,500	6,200	95
	INDIANA			
	BENTON	3,200	3,000	95

(Continued on page 200-b)

STATION TOTALS 2,704,600 2,596,500 96

NET WEEKLY CIRCULATION (MARCH 1966) 2,311,000
AVERAGE DAILY CIRCULATION (MARCH 1966) 1,796,600

Illinois—Chicago



WBKB-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 55-kw aural. Antenna: 890-ft. above av. terrain, 969-ft. above ground, 1549-ft. above sea level.

Latitude 41° 53' 16"
Longitude 87° 37' 45"

Transmitter: Marina City.

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

News Wire Service: AP, UPI.

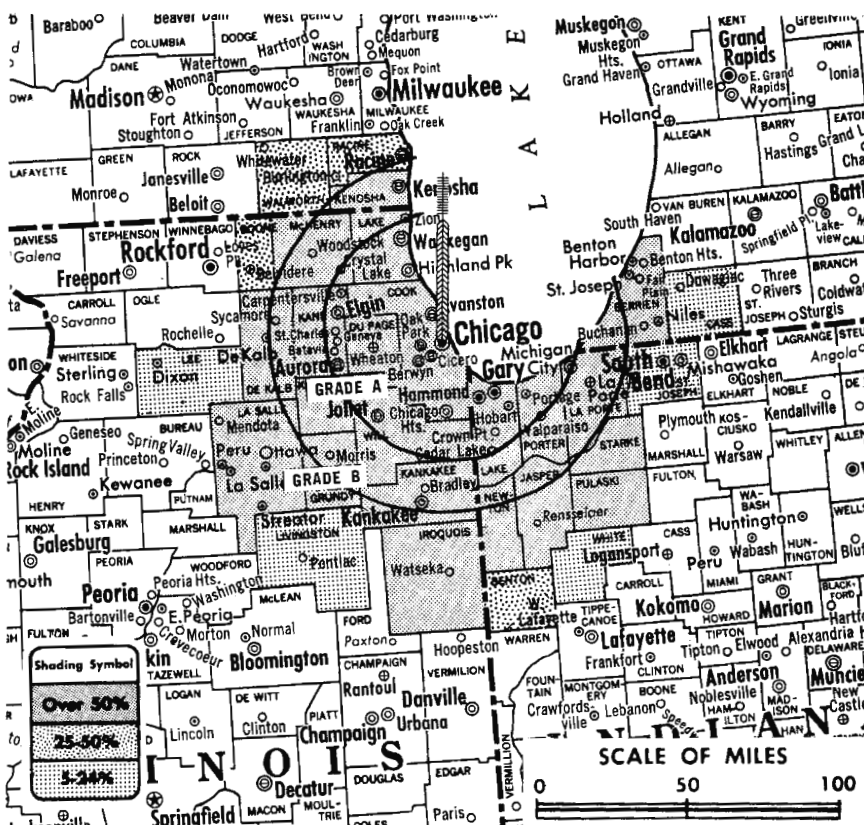
Facsimile Service: AP, UPI.

TV tape: Recording facilities.

AM Affiliate: WLS, 50-kw, 890 kc (ABC).

FM Affiliate: WLS-FM, 18.0-kw, 94.7 mc (No. 234), 580-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WBKB-TV Ref: FCC File No. BPC-3033 Granted 9/21/62

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

WBKB-TV

Licensee: American Broadcasting Companies Inc., 190 N. State St., Chicago, Ill. (60601).

Studio: 190 N. State St.

Telephone: 312-263-0800. TWX No.: 312-222-9530.

Ownership: See WABC-TV, New York.

Began Operation: Oct. 13, 1943.

Represented (sales) by ABC Television Spot Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

RICHARD A. O'LEARY, vice president & general manager.
JOHN J. McMAHON, general sales manager.
CLAR W. HEIDER, administrative assistant.
LEE SCHULMAN, director of programming.
RONALD GUNTHER, production manager.
RALPH ANDREWS, film director.
MARSHALL FREEMAN, comptroller.
RICHARD L. GOLDBERG, news director.
GEORGE T. RODMAN, advertising & promotion director.
CHARLES BUZZARD, director of engineering.
HENRY J. COLEMAN, engineer in charge of TV operations.

DIGEST OF WINTER RATE CARD

(Sept. 5, 1966)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class AAA—6:30-10 p.m. daily.				
\$5090.00	\$3060.00	\$2030.00	\$1950.00	\$1170.00

NETWORK BASE HOURLY RATE: \$4200.

For ABC Network, see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	COOK	1,711,400	1,638,400	96
	DEKALB	16,400	15,700	96
	DUPAGE	109,100	106,800	98
	GRUNDY	7,300	7,000	97
	IROQUOIS	10,700	10,000	94
	KANE	69,500	66,900	96
	KANKAKEE	26,500	25,300	96
	KENDALL	5,800	5,600	97
	LAKE	94,200	92,100	98
	LA SALLE	35,700	33,700	94
	MCHENRY	29,300	28,700	98
	WILL	62,900	60,900	97
	INDIANA			
	JASPER	5,300	5,000	94
	LAKE	163,100	157,300	96
	LA PORTE	29,100	28,200	97
	NEWTON	3,500	3,300	95
	PORTER	19,800	19,100	96
	PULASKI	3,600	3,300	91
	STARKE	5,500	5,200	94
	MICHIGAN			
	BERRIEN	48,400	46,100	95
	WISCONSIN			
	KENOSHA	34,600	33,500	97
25-50 O/O	ILLINOIS			
	BOONE	6,500	6,200	95
	INDIANA			
	BENTON	3,200	3,000	95

(Continued on page 200-b)

STATION TOTALS		2,678,700	2,571,800	96
NET WEEKLY CIRCULATION (MARCH 1966)			2,327,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			1,619,500	

Illinois—Chicago

WGN-TV

Ch. 9



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 870-ft. above av. terrain, 914-ft. above ground, 1504-ft. above sea level.

Latitude 41° 53' 05"
Longitude 87° 37' 23"

Transmitter: Prudential Bldg.

TV tape: Recording facilities.

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

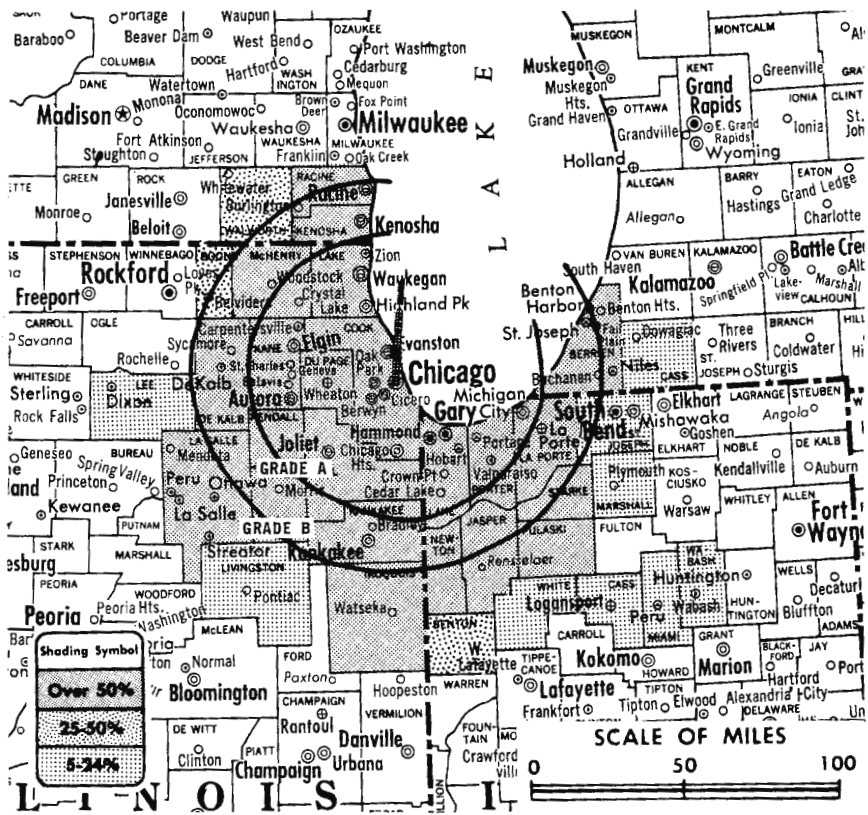
News Wire Service: AP, UPI, City News.

Facsimile Service: UPI.

News Film Service: UPI.

AM Affiliate: WGN, 50-kw, 720 kc.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WGN-TV Ref: FCC File No. BMPCT-2213 Granted 10/14/54

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

WGN-TV

Network Service: None, independent.

Licensee: WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago (60618).

Studio: 2501 Bradley Place, Chicago (60618).

Telephone: 312-528-2311. TWX No.: 312-222-9280.

Ownership: Tribune Co., 100%, publisher of Chicago Tribune & Chicago's American. Interlocking ownership with WPIX (New York News). WGN Continental Bcstg. Co. also owns KDAL-TV (KDAL), Duluth, Minn., KWGN-TV, Denver, Colo. and a CATV system in Houghton-Hancock, Mich. (WGN-Televets Inc.) and WGN Continental Productions Co. Tribune Co. also owns Fort Lauderdale News, Pompano Beach Sun-Sentinel, Orlando Morning Sentinel & Afternoon Star.

Began Operation: April 5, 1948.

Represented (sales) by WGN-TV Sales, 2501 Bradley Place, Chicago. WGN Continental Sales Co., 220 E. 42nd St., New York; Edward Petry & Co. Inc.; Harry S. Hyett Co. (Minneapolis); Bill Creed Associates (Boston, New England); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

WARD L. QUAAL, president.
CARL J. MEYERS, senior v.p. & engineering manager.
B. H. BERENTSON, v.p. & general manager.
JOHN M. McDANIELS, general sales manager.
JOHN J. (JACK) BRENNAN, national sales manager.
BRUCE DENNIS, v.p. & news manager.
DANIEL CALIBRARO, assistant to the president.
DANIEL T. PECARO, v.p., TV station group program manager.
SHELDON COOPER, program manager.
ALEXANDER C. FIELD JR., manager, public affairs.
JACK BRICKHOUSE, sports manager.
JAMES G. HANLON, public relations & advertising manager.
E. BOYD SEGHERS JR., sales promotion & research manager.

DIGEST OF RATE CARD NO. 26—(June 12, 1966)

Hour 30 Min. 15 Min. 5 Min. Min.* 20 Sec.* 10 Sec.*
Class A—7 p.m.-midnight, daily.
\$3146.00 \$1887.00 \$1258.00 \$786.00 \$800.00 \$600.00 \$300.00
*Class A—9 p.m.-midnight, Mon.-Fri.; 10 p.m.-midnight, Sat.-Sun.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	COOK	1,711,400	1,638,400	96
	DEKALB	16,400	15,700	96
	DUPAGE	109,100	106,800	98
	GRUNDY	7,300	7,000	97
	IROQUOIS	10,700	10,000	94
	KANE	69,500	66,900	96
	KANKAKEE	26,500	25,300	96
	KENDALL	5,800	5,600	97
	LAKE	94,200	92,100	98
	LA SALLE	35,700	33,700	94
	MCHENRY	29,300	28,700	98
	WILL	62,900	60,900	97
	INDIANA			
	JASPER	5,300	5,000	94
	LAKE	163,100	157,300	96
	LA PORTE	29,100	28,200	97
	NEWTON	3,500	3,300	95
	PORTER	19,800	19,100	96
	PULASKI	3,600	3,300	91
	STARKE	5,500	5,200	94
	MICHIGAN			
	BERRIEN	48,400	46,100	95
	WISCONSIN			
	KENOSHA	34,600	33,500	97
	KACINE	45,400	44,300	98
25-50 O/O	ILLINOIS			
	BOONE	6,500	6,200	95
	INDIANA			
	BENTON	3,200	3,000	95

(Continued on page 200-b)

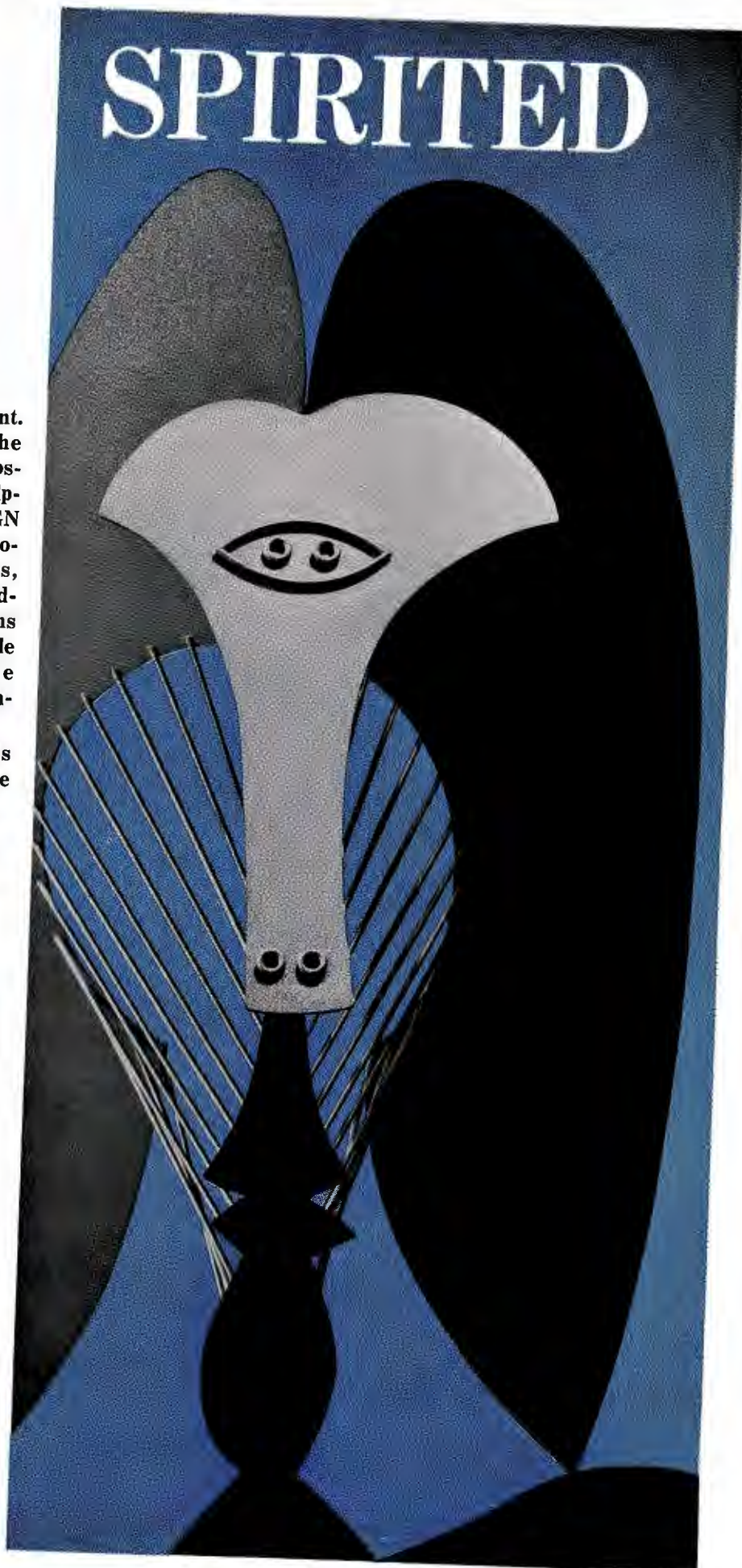
STATION TOTALS	2,746,300	2,634,900	96
NET WEEKLY CIRCULATION (MARCH 1966)	2,262,400		
AVERAGE DAILY CIRCULATION (MARCH 1966)	1,359,900		

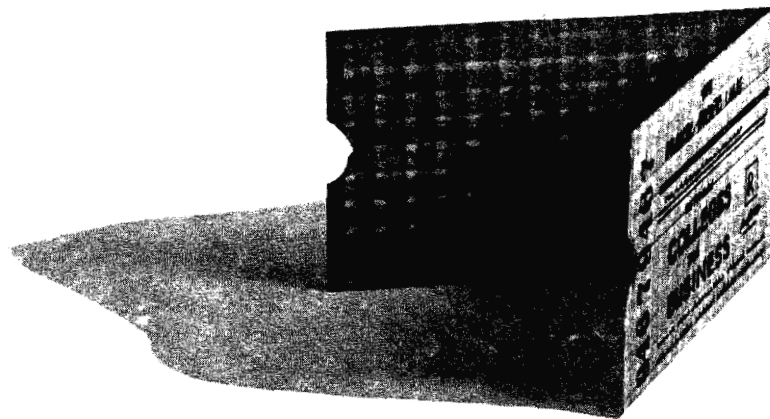
SPIRITED

CHICAGO'S PICASSO. Urgent. Emblematic. Personifying the exciting and stimulating atmosphere that inhabits the city. Helping serve this atmosphere is WGN Television with quality color programming: children's shows, movies, musical features, award-winning public service programs and documentaries, responsible news coverage, sports—the finest entertainment for every interest of the family.

Spirited color in Chicago is WGN Television. That's why we say with pride . . .

WGN
IS
CHICAGO
the most respected call letters in broadcasting





Your college contribution is a round-trip ticket

It's good both ways.

First, it helps higher education accomplish its mission of producing leaders for America.

The trip back brings industry its most important resource—college-educated talent.

These young leaders come fresh with brainpower and

knowledge; they fill the ranks of management.

The colleges need business help—and welcome it.

Especially now, when they are facing rising costs and increasing enrollments.

If business wants college talent, it will have to keep the col-

leges in business.

Help them finance their expansion—their buildings, lab facilities and, above all, their teaching staffs.

It's good business insurance—it's good business.

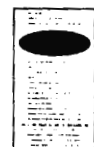
Your aid-to-education program is an aid to yourself.

COLLEGE IS BUSINESS' BEST FRIEND.



Published as a public service in cooperation with
The Advertising Council and the Council for Financial Aid to Education

SPECIAL TO MANAGEMENT—A new booklet of particular interest if your company has not yet established an aid-to-education program. Write for: "The Rationale of Corporate Giving", Box 36, Times Square Station, New York, N. Y. 10036



Illinois—Chicago

WFLD

Ch. 32



Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 1000-kw max. and 836-kw horizontal visual, 200-kw max. and 166-kw horizontal aural. Antenna: 890-ft. above av. terrain, 925-ft. above ground, 1505-ft. above sea level.

Latitude 41° 53' 16"
Longitude 87° 37' 45"

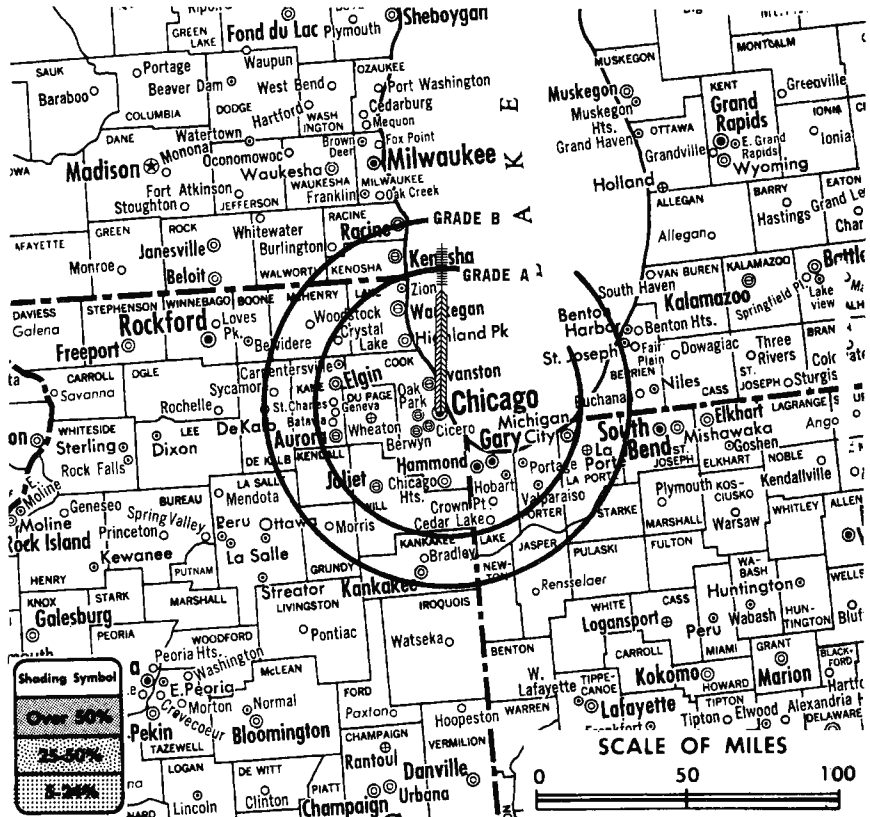
Transmitter: Marina City Bldg.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: AP.



Circulation © 1966 American Research Bureau.

WFLD Ref: FCC File No. BPCT-3069 Granted 5/8/63

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

WFLD

Network Service: None, independent.

Licensee: TV Chicago, a Joint Venture, c/o Sterling C. Quinlan, 401 N. Wabash Ave.

Studio: Kemper Bldg., 20 N. Wacker Dr.

Offices: Marina City, 300 N. State St. (60610).

Telephone: 312-527-4300.

Ownership: Field Communications Corp., 50%; Irwill Inc. (Dubinsky group, see WTVO, Rockford), 33-11/12%; H & E TV Inc. (Balanban Corp.), 13-11/12%; Shefco Inc., 7.33%; Willand Corp., 7.33%; Froelich & Friedland Inc., 7.33%. Field Communications also holds CP for WCAN-TV, Milwaukee.

Began Operation: Jan. 4, 1966.

Represented (sales) by Metro TV Sales.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

S. C. QUINLAN, president & general manager.
JAMES O. WOOD JR., administrative assistant.
GEORGE DRASE, sales manager.
CLIFFORD BRAUN, program manager.
FRANK KAVANAUGH, operations manager.
MEL BARKER, v.p., public affairs, promotion & advertising.
WILLIAM KUSACK, v.p. & chief engineer.
HERMAN KOGAN, asst. gen mgr., news & newspapers.
TONNY BORN, film manager.

DIGEST OF RATE CARD NO. 2
(Oct. 1, 1966)

	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class—6:30-10:30 p.m., daily.	\$5000	\$300.00	\$200.00	\$125.00	\$250.00	\$150.00
	\$125.00					

ARB County-by-County data for this station not available since it was not in operation when the survey was made.

Net Weekly Circulation (March 1966) 199,800
Average Daily Circulation (March 1966) 44,200



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Illinois—Chicago

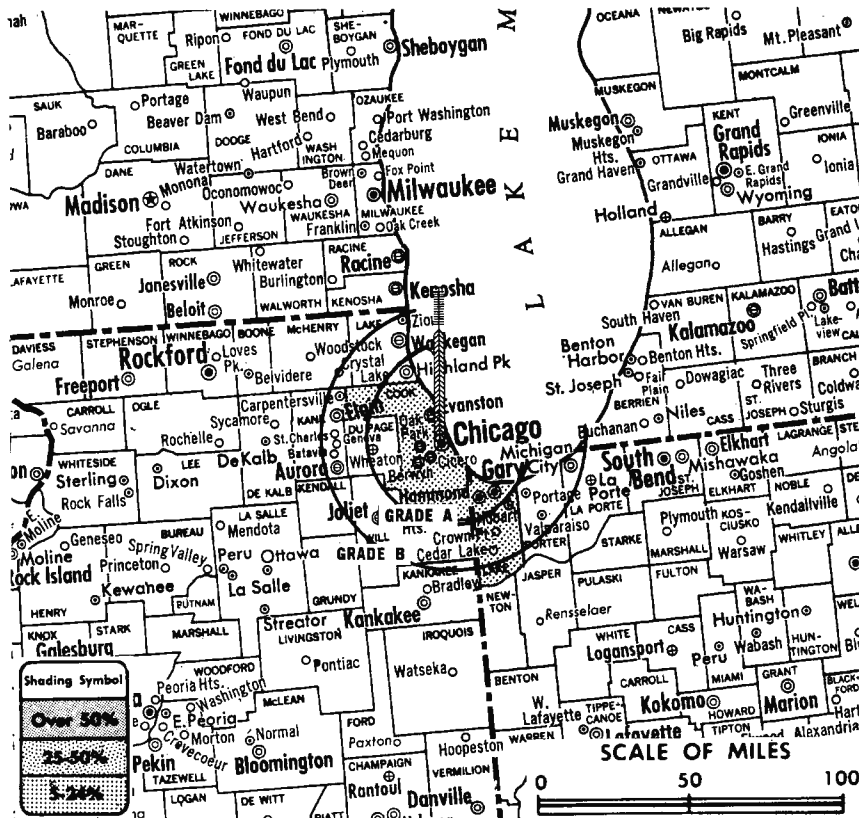
WCIU-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 190.5-kw visual, 38-kw aural. Antenna: 654-ft. above av. terrain, 677-ft. above ground, 1272-ft. above sea level.

Latitude 41° 52' 39"
Longitude 87° 38' 02"

Transmitter: 141 W. Jackson Blvd.
TV Tape: Recording facilities.
News Wire Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WCIU-TV Ref: FCC File No. BMPCT-5860 Granted 5/21/63

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

WCIU-TV

Network Service: None, independent.

Licensee: Weigel Broadcasting Co., Board of Trade Bldg., Chicago, Ill. (60604).

Studio: Board of Trade Bldg., 141 W. Jackson Blvd.

Telephone: 312-663-0260.

Ownership: Howard Shapiro and J. W. O'Connor own approximately 40% jointly; remainder of stock is held by others. O'Connor owns control of radios KASK & KOYA(FM), Ontario, Cal. and owns stock in WBOW & FM, Terre Haute and WHUT, Anderson, Ind.

Began Operation: Feb. 6, 1964.

Represented (sales) by Eastman TV Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David Steel & Assoc.

Personnel:

J. W. O'CONNOR, general manager.
JOHN McPARTLIN, sales manager.
GUS CHAN, asst. manager, program director.
GLENN STEWART, film director.
BRUCE BALLARD, production manager.

DIGEST OF RATE CARD NO. 4 (April 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—5:59-11 p.m., daily.	\$500.00	\$300.00	\$200.00	\$130.00	\$100.00	\$80.00 \$40.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24 0/0	ILLINOIS COOK	1,711,400	1,638,400	96
	INDIANA LAKE	163,100	157,300	96
STATION TOTALS		1,874,500	1,795,700	96
NET WEEKLY CIRCULATION (MARCH 1966)			138,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)			38,200	

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6480
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Illinois—Chicago



WMAQ-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15.8-kw aural. Antenna: 710-ft. above av. terrain, 747-ft. above ground, 1348-ft. above sea level.

Latitude 41° 52' 57.4"
Longitude 87° 38' 15"

Transmitter: Kemper Insurance Bldg.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

AM Affiliate: WMAQ, 50-kw, 670 kc (NBC).

FM Affiliate: WMAQ-FM, 24-kw, 101.1 mc (No. 266), 660-ft. antenna height.

Total Households: © SRDS

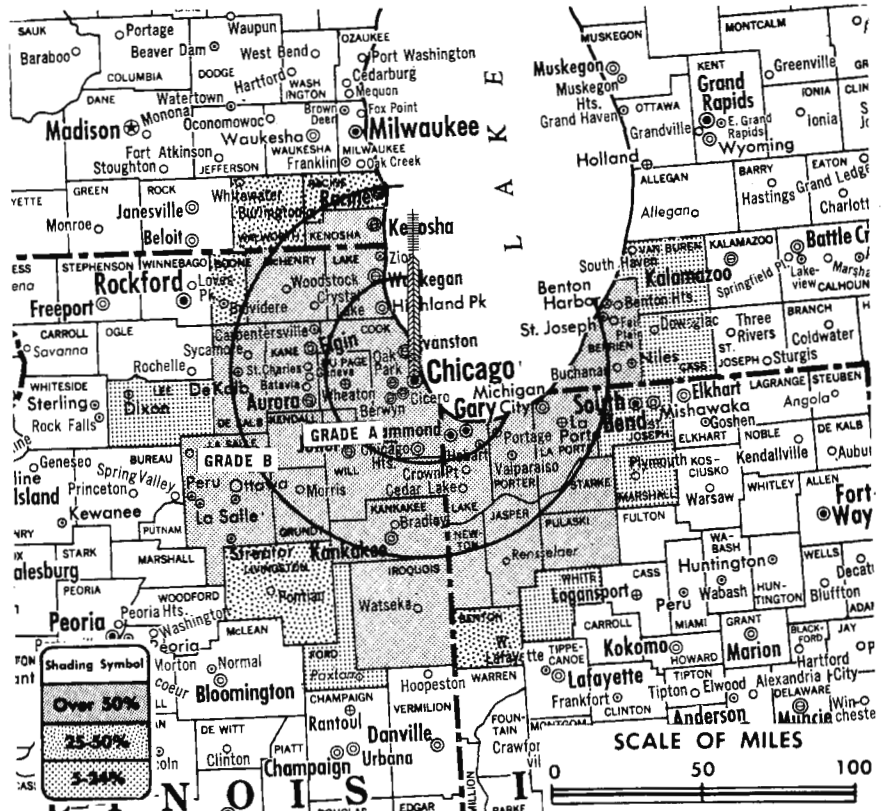
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WMAQ-TV Ref: FCC File No. BPCT-1432 Granted 5/4/53

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

WMAQ-TV

Licensee: National Broadcasting Co. Inc., Merchandise Mart, Chicago (60654).

Studio: Merchandise Mart.

Telephone: 312-644-8300.

TWX No.: 312-222-9441.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 7, 1949.

Represented (sales) by: NBC Spot Sales; Bomar Lowrance & Assoc. (Dallas, Atlanta & St. Louis).

Personnel:

ROBERT LEMON, v.p. & general manager.
W. C. PRATHER, station manager.
CHET CAMPBELL, dir., advertising, promotion & merchandising.
NORMAN R. CISSNA, director of national sales.
JAMES R. HOEL, local sales manager.
JAY CHILDS, director, business affairs.
DAN ANDERSON, manager, press department.
HARRY TRIGG, program manager & film buyer.
EVERETT MITCHELL, farm director.
JOHN C. BURNS, asst. program manager.
CURT PIERCE, manager, technical operations.
RICHARD E. ZIMMER, coordinator, sales development.

DIGEST OF RATE CARD NO. 26 (Dec. 26, 1966)

Class	30 Min.	15 Min.	20 Sec.	ID
6 p.m.-midnight, daily				
\$500.00	\$3000.00	\$2000.00	\$1950.00*	\$1050.00*

*Class AA—6:29-11:59 p.m., Mon.-Fri.; 6:31-11:59 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$4,600.

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	COOK	1,711,400	1,638,400	96
	DEKALB	16,400	15,700	96
	DUPAGE	109,100	106,800	98
	GRUNDY	7,300	7,000	97
	IROQUOIS	10,700	10,000	94
	KANE	69,500	66,900	96
	KANKAKEE	26,500	25,300	96
	KENDALL	5,800	5,600	97
	LAKE	94,200	92,100	98
	LA SALLE	35,700	33,700	94
	MCHENRY	29,300	28,700	98
	WILL	62,900	60,900	97
	INDIANA			
	JASPER	5,300	5,000	94
	LAKE	163,100	157,300	96
	LA PORTE	29,100	28,200	97
	NEWTON	3,500	3,300	95
	PORTER	19,800	19,100	96
	PULASKI	3,600	3,300	91
	STARKE	5,500	5,200	94
	MICHIGAN			
	BERRIEN	48,400	46,100	95
	WISCONSIN			
	KENOSHA	34,600	33,500	97

25-50 O/O	ILLINOIS			
	BOONE	6,500	6,200	95
	LIVINGSTON	12,200	11,300	93

	INDIANA			
	BENTON	3,200	3,000	95

(Continued on page 200-b)

STATION TOTALS 2,709,800 2,601,500 96

NET WEEKLY CIRCULATION (MARCH 1966) 2,338,700

AVERAGE DAILY CIRCULATION (MARCH 1966) 1,695,600

211-b

Illinois—Danville

WICD

[Auxiliary outlet of WICS, Springfield, Ill., which also operates WCHU, Champaign, Ill. on similar basis.]

Ch. 24

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 13.2-kw visual, 2.63-kw aural. Antenna: 445-ft. above av. terrain, 445-ft. above ground, 1094-ft. above sea level, with 0.6° beam tilt.

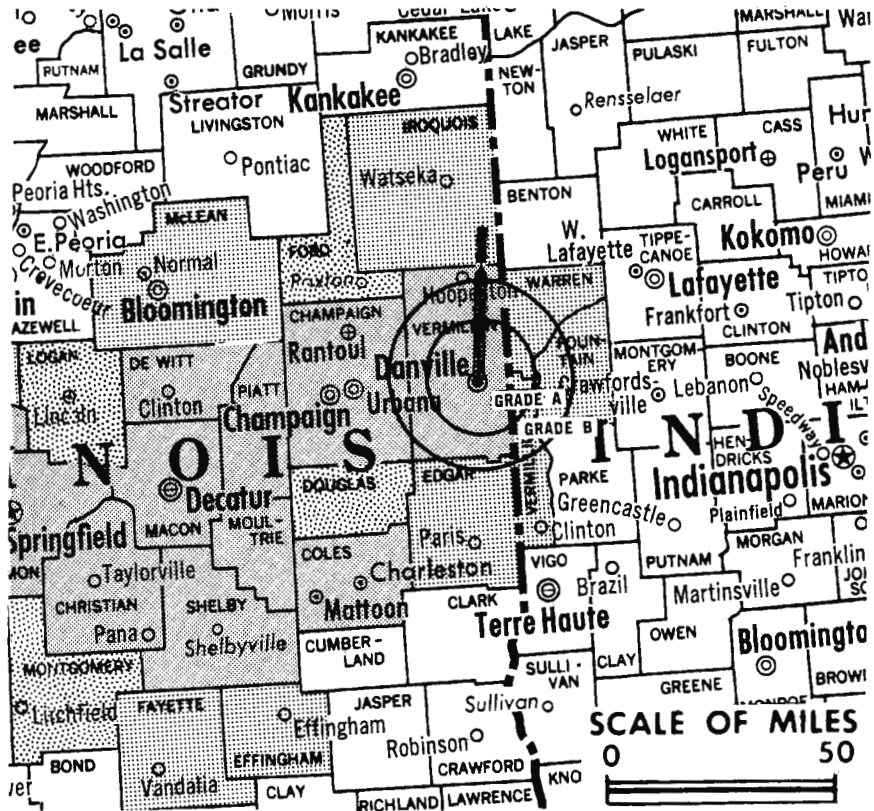
Latitude 40° 08' 58"
Longitude 87° 37' 35"

Transmitter: 1500 N. Washington Ave.

News Wire Service: UPI.

Represented (engineering) by David Steel & Assoc.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WICD Ref: FCC File No. BPCT-191 Granted 12/10/52

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

WICD

Licensee: Plains TV Corp., 2680 E. Cook St., Springfield, Ill. (62701).

Studio: 1500 N. Washington Ave., Danville, Ill. (61832). Telephone: 217-446-6200.

Ownership: For ownership, see WICS, Springfield, Ill.

Began Operation: Dec. 13, 1953. Sale to present owner by Danville Commercial News (Gannett) approved July 27, 1960 by FCC (Television Digest, Vol. 16:26, 31).

Represented (sales) by Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Personnel:

MILTON D. FRIEDLAND, v.p. & general manager.
JAMES T. KELLY, station manager & film buyer.
ROBERT B. FARROW, director of national sales.
HAROLD J. ESKEW, chief engineer.

DIGEST OF RATE CARD NO. 2 (Feb. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$175.00 \$105.00 \$70.00 \$61.25 \$43.75 \$39.50 \$35.00 \$17.50

Combination rate: See WICS, Springfield.

NETWORK BASE HOURLY RATE: \$175, sold in combination with WCHU, Champaign.

ARB Data for this Station Included with Parent WICS, Springfield, Ill. The above Map includes Coverage of Parent & Satellite WCHU, Champaign, Ill.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

CATV Pennsylvania	\$850,000
Radio TV Texas	\$2,300,000

116 Central Park South
New York, N.Y.

Illinois—Decatur



WAND

(formerly WTVP)
Ch. 17

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 1977-kw max. and 1380-kw horizontal visual, 395.4-kw max. and 276-kw horizontal aural. Antenna: 1030-ft. above av. terrain, 1063-ft. above ground, 1749-ft. above sea level.

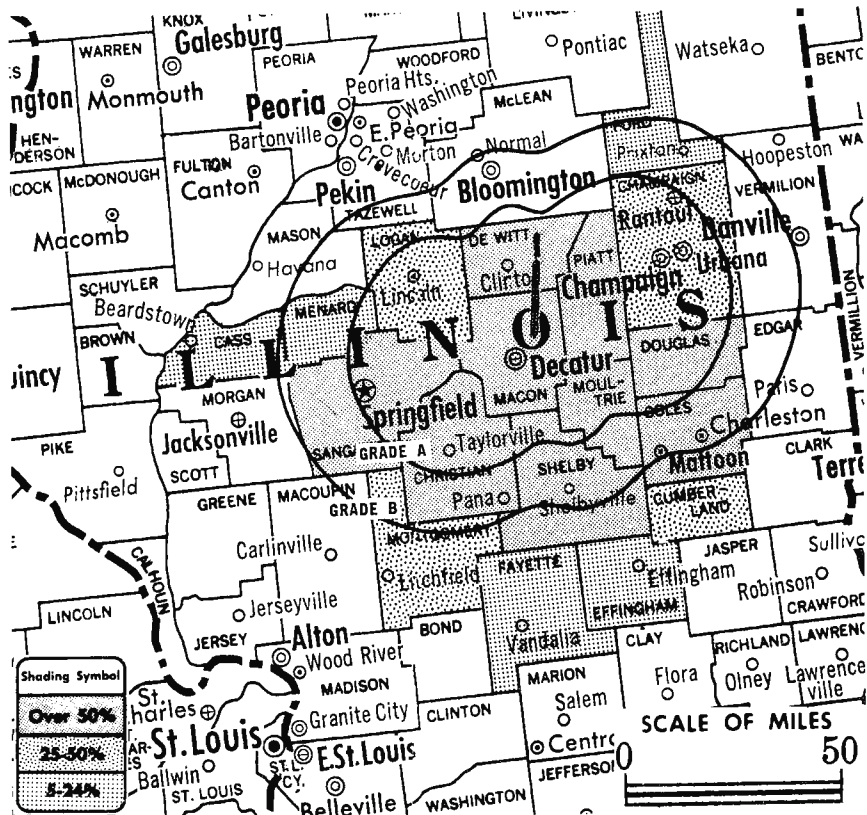
Latitude 39° 57' 07"
Longitude 88° 49' 55"

Transmitter: Near Argenta, Ill.
Studio: South Side Dr.
Telephone: 217-428-4304.
TWX No.: 910-243-0458.
TV tape: Recording facilities.
Color: Network, live, film, slide & tape.
News Wire Service: UPI.
Facsimile Service: UPI.
News Film Service: ABC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation
© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WAND Ref: FCC File No. BPC-3718 Granted 6/28/66

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

WAND

Licensee: WAND Television Inc., Box 631, Decatur, Ill. (62525).

Ownership: LIN Bcstg. owns 100% of WAND Television. LIN principals are: John Ozler, chairman, 6.15%; Frederic Gregg Jr., v.p., 7%; Clyde Clifford, v.p.-treas.-asst. secy., .15%; Henry W. Hooker, secy. (shares 2.1% with brother John Jay Hooker); Larry Edwards, v.p.; Marie Gifford, v.p., .01%; Joel Thrope, v.p., .06%; Lind Carl Voth, v.p., .06%; Russell Withers, v.p., .08%; William E. Allaun Jr., 2.86%; Medallion Pictures Corp., 31.72%; Lehman Bros., 7.21%; Salkeld & Co. (assoc. with Lehman Bros.), .99%; C. E. Unterberg, Towbin Co., 3.21%; Union Street Investment Co., 2.09%; Charles H. Wright, 1.49%; J. C. Bradford & Co. Inc., 1.89%; Calder & Co., 1.27%; Carl M. Loeb Rhoades & Co., 2.43%; Gottesman & Co. Inc., 2.03%; many others, none with as much as 1%. LIN Bcstg. also owns radios KAAV, Little Rock; KEEL, Shreveport; WAKY, Louisville; WMAK, Nashville and is buying WBBF & FM, Rochester, N.Y. LIN also holds FM CP in Shreveport and owns Gregg Cablevision. Medallion controls WDTV, Weston, W.Va. Allaun controls Allaun Corp., owner of WCBI & FM, Williamsburg, Va.

Began Operation: Aug. 16, 1953. Sale to present owner by Metro-media Inc. approved Dec. 22, 1965 by FCC (Television Digest, Vol. 5:41-42, 52). Sale to Metromedia by owner George A. Bolas and associates approved Sept. 28, 1960 (Vol. 16:3, 40). Sale of control to George A. Bolas, W. Clarke & Gilbert Swanson by W. L. Shellabarger and associates approved by FCC May 28, 1958 (Vol. 14:15, 22).

Represented (sales) by National Television Sales Inc.

Represented (legal) by Mallick & Bernton.

Personnel:

EN CARL, vice president & general manager.
JCK KUSSART, assistant manager & program director.
DN V. LINDSEY, sales manager.
WYNE SEMPLE, chief engineer.
WLIAM BRACKETT, operations director.

DIGEST OF RATE CARD NO. 1—(May 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A-6:30-10 p.m., daily.
\$500.00 \$300.00 \$200.00 \$150.00 \$120.00 \$90.00 \$45.00
NETWORK BASE HOURLY RATE: \$400.

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	CHRISTIAN	11,400	10,700	94
	COLES	14,100	13,300	94
	DE WITT	5,700	5,400	95
	DOUGLAS	6,400	6,000	95
	MACON	40,700	38,800	95
	MOULTRIE	4,200	3,900	92
	PIATT	4,700	4,500	97
	SANGAMON	50,400	47,200	94
	SHELBY	7,000	6,400	91
25-50 O/O	ILLINOIS			
	CHAMPAIGN	40,200	38,000	94
	CUMBERLAND	3,200	2,900	92
	LOGAN	9,600	9,000	94
MONTGOMERY	9,900	9,200	93	
5-24 O/O	ILLINOIS			
	CASS	4,300	4,000	93
	EFFINGHAM	7,000	6,300	90
	FAYETTE	6,100	5,600	92
	FORD	5,200	5,000	95
MENARD	3,000	2,800	93	
STATION TOTALS		233,100	219,000	94
NET WEEKLY CIRCULATION (MARCH 1966)			160,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			110,500	

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

Illinois—Harrisburg



WSIL-TV

Ch. 3

[Also owns off-air satellite KPOB-TV, Poplar Bluff, Mo.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 883-ft. above av. terrain, 854-ft. above ground, 1459-ft. above sea level.

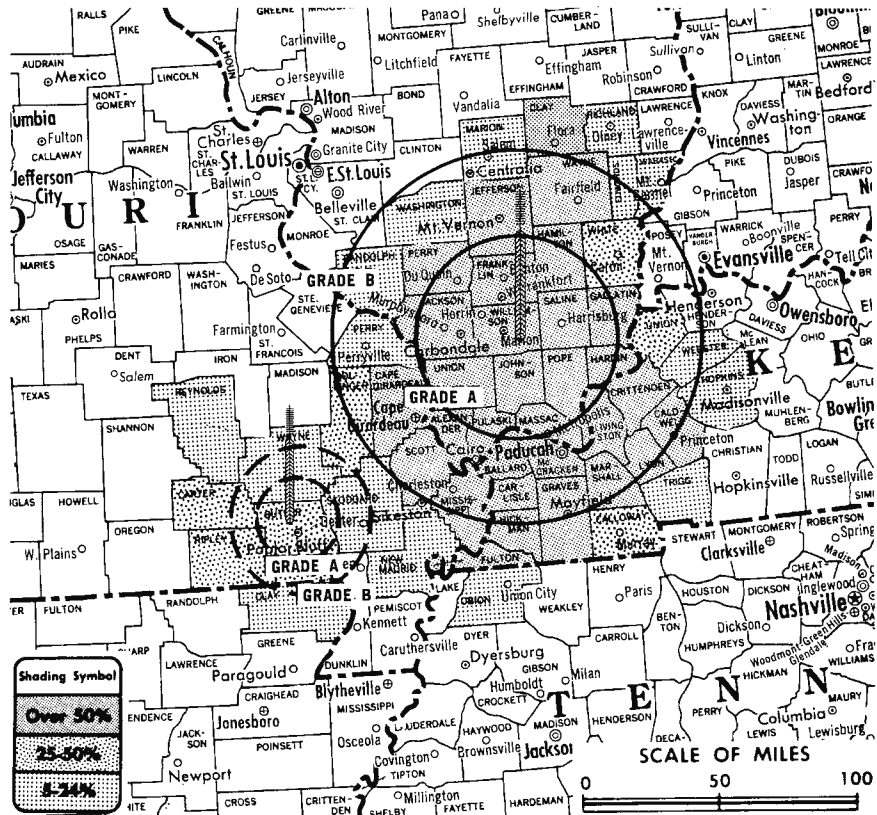
Latitude 37° 36' 49"
Longitude 88° 52' 16"

Transmitter: 2-mi. W of Cereal Springs.

Color: Network only.

News Wire Service: UPI.

O & O Translator: K80BS, Chaffe, Mo.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WSIL-TV Ref: FCC File No. BPCT-2582 Granted 11/12/58

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

WSIL-TV

Licensee: Turner-Farrar Assn., Television Bldg., 21 W. Poplar St.
Studio: 21 W. Poplar St., Harrisburg, Ill. (62946).
Telephone: 618-253-7922.

Ownership: O. L. Turner, 25%; C. O. Farrar, 25%; Ethel Turner, 5%; Harry R. Horning, 5%; O. L. Turner, trustee, 40%. This partnership also operates Southern Ill. theatre chain and owns satellite KPOB-TV (Ch. 15), Poplar Bluff, Mo.

Began Operation: Dec. 6, 1953 on Ch. 22; changed to Ch. 3 in March 1959.

Represented (sales) by Jack Masla.

Represented (legal) by McKenna & Wilkinson.

Personnel:

O. L. TURNER, manager & film buyer.
CHARLES GILLIAM, chief engineer.

DIGEST OF RATE CARD NO. 3—(Jan. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-9:30 p.m., daily.	\$400.00	\$220.00	\$140.00	\$122.00	\$90.00	\$60.00
NETWORK BASE HOURLY RATE:	\$350.					

ARB Data for this Station Includes Satellite KPOB-TV, Poplar Bluff, Mo. (Now off-air).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	HAMILTON	2,900	2,500	86
50 O/O	HARDIN	1,500	1,300	93
	JACKSON	13,400	12,200	91
	JEFFERSON	9,700	8,800	91
	JOHNSON	1,700	1,500	90
	MASSAC	4,700	4,300	91
	PERRY	5,600	5,200	92
	POPE	900	700	86
	PULASKI	2,800	2,500	88
	SALINE	7,600	7,000	92
	UNION	4,500	4,200	93
	WAYNE	5,600	4,900	87
	WILLIAMSON	15,100	14,100	93

KENTUCKY				
	BALLARD	2,700	2,500	92
	CALDWELL	4,400	3,600	82
	CARLISLE	1,700	1,600	93
	CRITTENDEN	2,300	2,000	85
	FULTON	3,200	2,800	88
	GRAVES	9,900	9,000	91
	HICKMAN	1,800	1,700	90
	LIVINGSTON	2,200	2,000	88
	LYON	1,300	1,100	87
	MC CRACKEN	20,800	19,300	92
	MARSHALL	6,000	5,600	93

MISSOURI				
	CP GIRARDEAU	13,600	12,500	92
	MISSISSIPPI	5,100	4,600	90
	SCOTT	9,600	8,800	92

25-50 O/O	ILLINOIS			
	WHITE	5,900	5,100	87

(Continued on page 225-b)

STATION TOTALS	310,200	278,700	90
-----------------------	----------------	----------------	-----------

NET WEEKLY CIRCULATION (MARCH 1966)	63,700
AVERAGE DAILY CIRCULATION (MARCH 1966)	101,800

Illinois—La Salle



WEEQ-TV



Ch. 35

[Satellite of WEEK-TV, Peoria, Ill.]

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 15.1-kw visual, 8.52-kw aural. Antenna: 440-ft. above av. terrain, 445-ft. above ground, 1095-ft. above sea level.

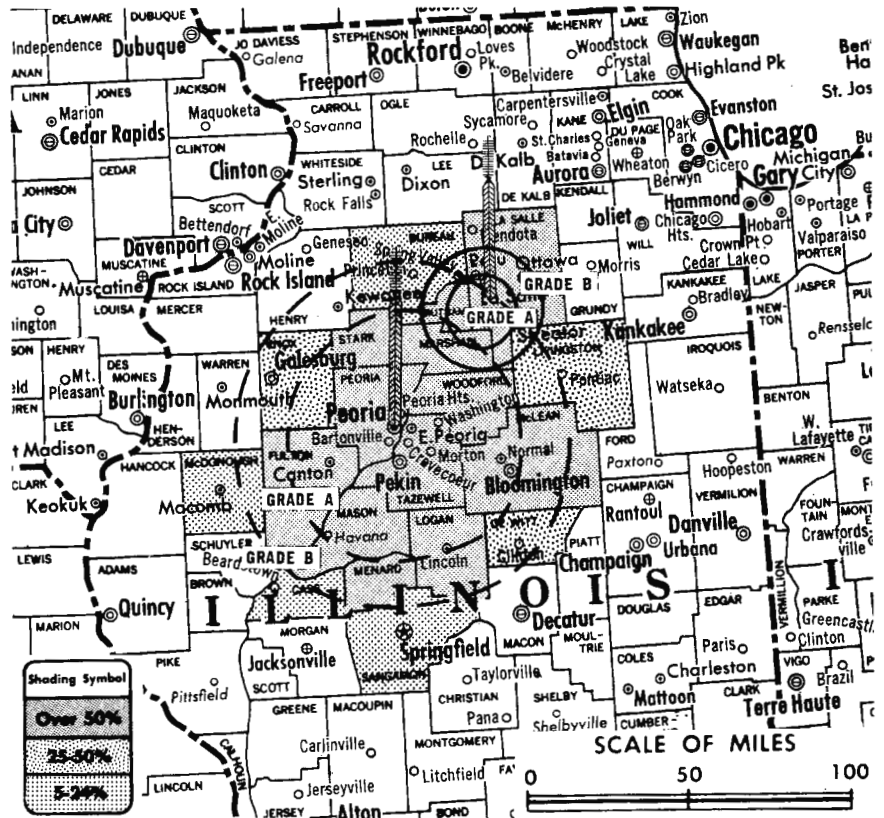
Latitude 41° 14' 02"
Longitude 89° 02' 25"

Transmitter: 1.7-mi. NE of Tonica, Ill.

Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



County coverage (shaded areas) based on 1965 ARB study.

WEEQ-TV Ref: FCC File No. BPCT-2180 Granted 2/18/57

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

WEEQ-TV

Network Service: NBC, same as WEEK-TV, Peoria.

Licensee: Mid-America TV Co., 2907 Springfield Rd., E. Peoria, Ill. (61611).

Telephone: 815-699-3961.

Studio: 1.7-mi. NE of Tonica, Ill.

Began Operation: Nov. 10, 1957.

Represented (sales) by The Katz Agency Inc. (West).

Personnel:

EARL McMULLEN, chief engineer.

Rates: Sold only in combination with WEEK-TV, Peoria.

NETWORK BASE HOURLY RATE: Bonus to WEEK-TV, Peoria.

ARB Data for this Station Included with Parent WEEK-TV, Peoria, Ill. The above map reflects coverage of both Parent and Satellite.

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Illinois—Moline



WQAD-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 282-kw visual, 141-kw aural. Antenna: Directional, 1010-ft. above av. terrain, 1058-ft. above ground, 1813-ft. above sea level.

Latitude 41° 18' 44"
Longitude 90° 22' 47"

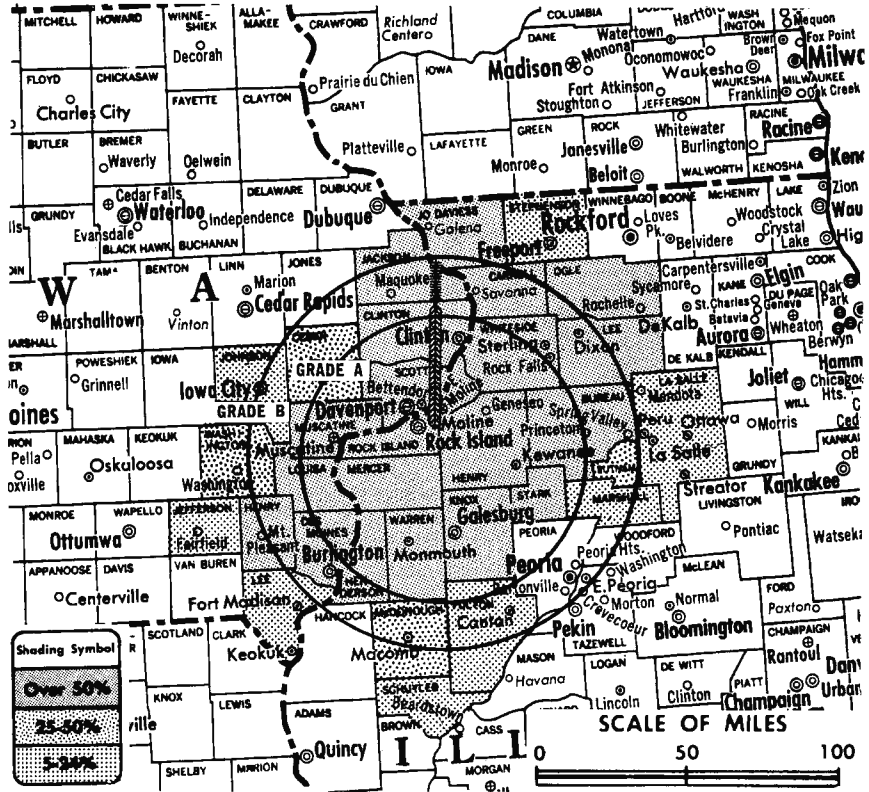
Transmitter: 2.8-mi. S of Orion on U.S. 150.

TV Tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WQAD-TV Ref: FCC File No. BPCT-2440 Granted 5/16/62

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

WQAD-TV

Licensee: Moline Television Corp., 3003 Park 16th St.

Studio: 3003 Park 16th St.

Telephone: 309-764-9694.

Ownership: Francis J. Coyle, chairman, 12%; Charles G. Agnew, v.p., 4.8%; Victor B. Day, v.p., 9.6%; L. S. Helfrich, v.p., 4.8%; Richard Stengel, v.p., 8.6%; Samuel M. Gilman, secy.-treas., 4.8%; Arthur M. Swift, exec. v.p., 3.5%; Frank P. Schreiber, 9.6%; Harry McLaughlin, 4.8%; David Parson, 9.6%; Philip Strick, 2.4%; Thomas M. Thomas, 4.8%; Paul Versluis, 4.8%; Richard Waxenberg, 4.8%; George Young, 3.8%; 9 others, none with as much as 2%. Note: Sale to Universal Communications Corp. (WWJ-TV, Detroit) pends. (Television Digest, Vol. 5:50).

Began Operation: Aug. 1, 1963.

Represented (sales) by The Katz Agency.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

ARTHUR M. SWIFT, executive vice president & general manager.
DEWEY L. NELSEN, program manager.
WILLIAM L. SNYDER, general sales manager.
RAY KRUEGER, chief engineer.
RON KLAYMAN, promotion manager.
DARRELL WHEATON, production manager.

DIGEST OF RATE CARD NO. A7 (Sept. 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—6:30-10 p.m., daily.
\$900.00 \$540.00 \$360.00 \$320.00 \$250.00 \$250.00 \$125.00
NETWORK BASE HOURLY RATE: \$950.

For Color Set Penetration by Markets
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	ILLINOIS			
	BUREAU	11,900	11,200	95
	CARROLL	6,200	5,900	96
	HENDERSON	2,600	2,400	93
	HENRY	16,300	15,700	96
	JO DAVIESS	6,600	6,000	92
	KNOX	20,100	19,400	97
	LEE	10,800	10,300	96
	MERCER	5,200	5,000	97
	OGLE	12,500	11,900	95
	ROCK ISLAND	49,100	47,700	97
	STARK	2,300	2,200	95
	WARREN	6,600	6,400	96
	WHITESIDE	19,600	18,700	95
	IOWA			
	CLINTON	17,400	16,700	96
	DES MOINES	14,500	13,700	94
	HENRY	5,200	4,700	89
	JACKSON	6,400	5,900	92
	LOUISA	2,800	2,600	93
	MUSCATINE	11,100	10,500	95
	SCOTT	38,400	36,800	96
25-50 O/D	ILLINOIS			
	MC DONOUGH	9,300	8,800	5
	PUTNAM	1,500	1,300	11
	IOWA			
	CEDAR	5,500	5,200	95
	WASHINGTON	5,900	5,400	90

(Continued on page 225-b)

STATION TOTALS	393,600	373,500	95
NET WEEKLY CIRCULATION (MARCH 1966)			1,600
AVERAGE DAILY CIRCULATION (MARCH 1966)			19,600

Illinois—Peoria



WEEK-TV



Ch. 25

[Also operates satellite WEEQ-TV, La Salle, Ill.]

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 1000-kw max. and 560-kw horizontal visual, 200-kw max. and 112-kw horizontal aural. Antenna: 604.9-ft. above av. terrain, 605-ft. above ground, 1349-ft. above sea level.

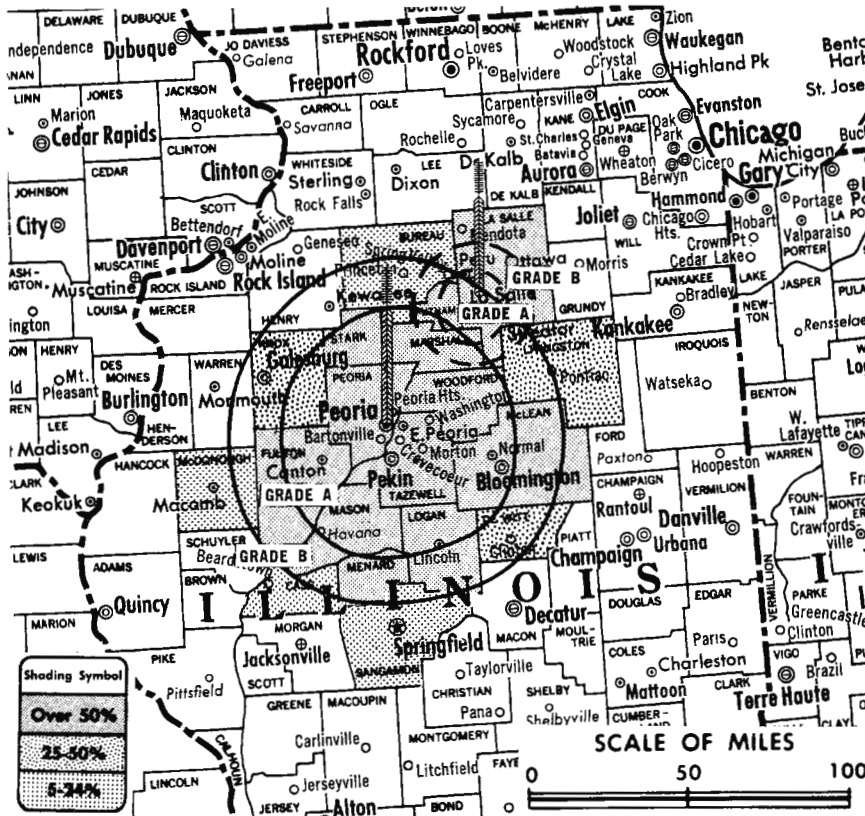
Latitude 40° 37' 42" Longitude 89° 32' 51.2"

Transmitter: 2907 Springfield Hill Rd.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



Total Households: © SRDS
 Consumer Market Data as of 1/1/67.
 TV Homes: TV% and Circulation
 © 1965 American Research Bureau.
 County coverage (shaded areas) based on 1965 ARB study.

WEEK-TV CP: BPCT—3205 Granted 8/30/63

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

WEEK-TV

Licensee: Mid-America TV Co., 2907 Springfield Rd., E. Peoria.

Studio: 2907 Springfield Rd., E. Peoria, Ill. (61611).

Telephone: 309-699-3961.

TWX No.: 309-697-1502.

Ownership: Mid-America is a wholly-owned subsidiary of Kansas City Southern Industries Inc. For other interests, see KRCG, Jefferson City, Mo.

Began Operation: Jan. 29, 1953. Sale, including satellite WEEQ-TV, to present owner by West Central Bcstg. Co. (Kerr-McGee interests) approved July 13, 1966 by FCC (Television Digest, Vol. 6:29).

Represented (sales) by The Katz Agency Inc. (West).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- FRED C. MUELLER, general manager.
- PHIL MERGENER, sales manager.
- WAYNE LOVELY, chief engineer.
- RICHARD EVANS, program director & film buyer.
- DALE SCHWARTZ, production director.
- ROGER OTTENBACH, promotion manager.
- CHUCK HARRISON, news director.
- ROBERT KROEPEL, film editor.

DIGEST OF RATE CARD NO. A13a
(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class AA—7-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00	\$140.00	\$140.00
	\$70.00					

*Class AA—6:30-10:30 p.m., Mon.-Fri.; 6:30-10 p.m., Sat. & Sun. Rates include satellite coverage.

NETWORK BASE HOURLY RATE: \$550.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	FULTON	13,400	12,600	94
	LA SALLE	35,700	33,700	94
	LOGAN	9,600	9,000	94
	MC LEAN	27,200	25,500	94
	MARSHALL	4,200	3,900	94
	MASON	4,900	4,700	95
	MENARD	3,000	2,800	93
	PEORIA	60,900	58,100	95
	PUTNAM	1,500	1,300	91
	STARK	2,300	2,200	95
	TAZEWELL	33,700	32,400	96
	WOODFORD	7,800	7,300	93

25-50 O/O	ILLINOIS			
	DE WITT	5,700	5,400	95
	KNOX	20,100	19,400	97
	LIVINGSTON	12,200	11,300	93

5-24 O/O	ILLINOIS			
	BUREAU	11,900	11,200	95
	CASS	4,300	4,000	93
	MC DONOUGH	9,300	8,800	95
	SANGAMON	50,400	47,200	94

STATION TOTALS 318,100 300,800 95

NET WEEKLY CIRCULATION (MARCH 1966) 188,800
 AVERAGE DAILY CIRCULATION (MARCH 1966) 134,100

ARB Data for this Station Includes Satellite WEEQ-TV, La Salle, Ill.

Illinois—Peoria



WIRL-TV



Ch. 19

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 476.4-kw maximum and 186-kw horizontal visual, 18.6-kw aural. Antenna: 660-ft. above av. terrain, 656-ft. above ground, 1330-ft. above sea level.

Latitude 40° 39' 11"
Longitude 89° 35' 13"

Transmitter: 500 N. Stewart St., Creve Coeur, Ill.

TV tape: Recording facilities.

Color: Network, film & slide.

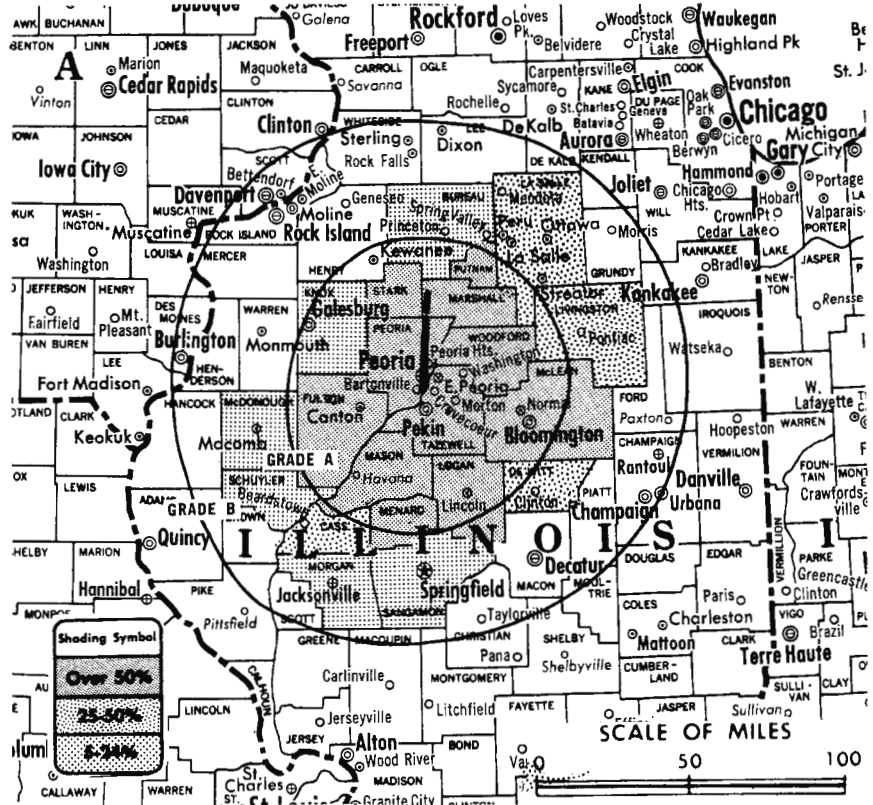
News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

AM Affiliate: WIRL, 1-kw, 1290 kc.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1985
ARB study.



WIRL-TV Ref: FCC File No. BNPCT-4076 Granted 7/6/56

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

WIRL-TV

Licensee: Mid America Media Inc., 606 Main St. (61602).

Studio: 500 N. Stewart St., Creve Coeur, Ill.

Telephone: 309-676-8911.

TXW No.: 309-697-1802.

Ownership: Mid America Media Inc., associated with radios WIRL, Peoria; WKAN, Kankakee; WRRR, Rockford; WQUA, Moline, all Ill.; WIRE, Indianapolis, Ind.; purchase of K10A, Des Moines, Ia. pends. Also associated with Kankakee, Ill. Daily Journal; Ottawa, Ill. Republican-Times; LaPorte, Ind. Herald-Argus.

Began Operation: Oct. 20, 1953. Sale to Twelve Ninety Radio Corp., (now Mid America Media Inc.) by Metromedia approved July 21, 1965 (Television Digest, Vol. 5:14) by FCC. Sale to Metropolitan Bcstg. (now Metromedia Inc.) by Peoria Journal Star approved Dec. 29, 1959 by FCC (Vol. 15:43, 16:1). Sale to Peoria Journal Star by Hugh R. Norman group approved by FCC April 28, 1954 (Vol. 10:13, 15, 18).

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

Personnel:

BURRELL L. SMALL, president.
LEN H. SMALL, exec. vice president.
HOWARD N. FREDERICK, v.p. & general manager.
ROBERT RICE, commercial manager.
CECIL RUFFIN, operations manager.
WILLIAM McBROOM, program director.
AL RUCH, chief engineer.

DIGEST OF RATE CARD NO. 17 (Sept. 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA	7-9:59 p.m., daily.					
	\$600.00	\$360.00	\$240.00	\$150.00		Graded rates apply*

*Class AA (6:29-10:01 p.m., daily). Highest rate: \$225.

NETWORK BASE HOURLY RATE: \$550.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	FULTON	13,400	12,600	94
	LOGAN	9,600	9,000	94
	MC LEAN	27,200	25,500	94
	MARSHALL	4,200	3,900	94
	MASON	4,900	4,700	95
	MENARD	3,000	2,800	93
	PEORIA	60,900	58,100	95
	PUTNAM	1,500	1,300	91
	STARK	2,300	2,200	95
	TAZEWELL	33,700	32,400	96
	WOODFORD	7,800	7,300	93
25-50 O/O	ILLINOIS			
	CASS	4,300	4,000	93
	DE WITT	5,700	5,400	95
	LA SALLE	35,700	33,700	94
	LIVINGSTON	12,200	11,300	93
5-24 O/O	ILLINOIS			
	BUREAU	11,900	11,200	95
	KNOX	20,100	19,400	97
	MC DONOUGH	9,300	8,800	95
	MORGAN	10,600	9,800	92
	SANGAMON	50,400	47,200	94
	SCHUYLER	2,700	2,600	94
STATION TOTALS		331,400	313,200	95
NET WEEKLY CIRCULATION (MARCH 1966)			188,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			122,400	

Illinois—Peoria



WBND-TV

Ch. 31



Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 1000-kw max. and 678-kw horizontal visual, 135-kw aural. Antenna: 670-ft. above av. terrain, 609-ft. above ground, 1349-ft. above sea level.

Latitude 40° 38' 6.8"
Longitude 89° 32' 18.5"

Transmitter: Fahay Hollow Rd., E. Peoria, Ill.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: WBND, 5-kw, 1470 kc (CBS).

FM Affiliate: WBND-FM, 27-kw, 93.3 mc (No. 227), 562-ft.

O & O Translator: W71AE, La Salle, Ill.

Total Households: © SRDS

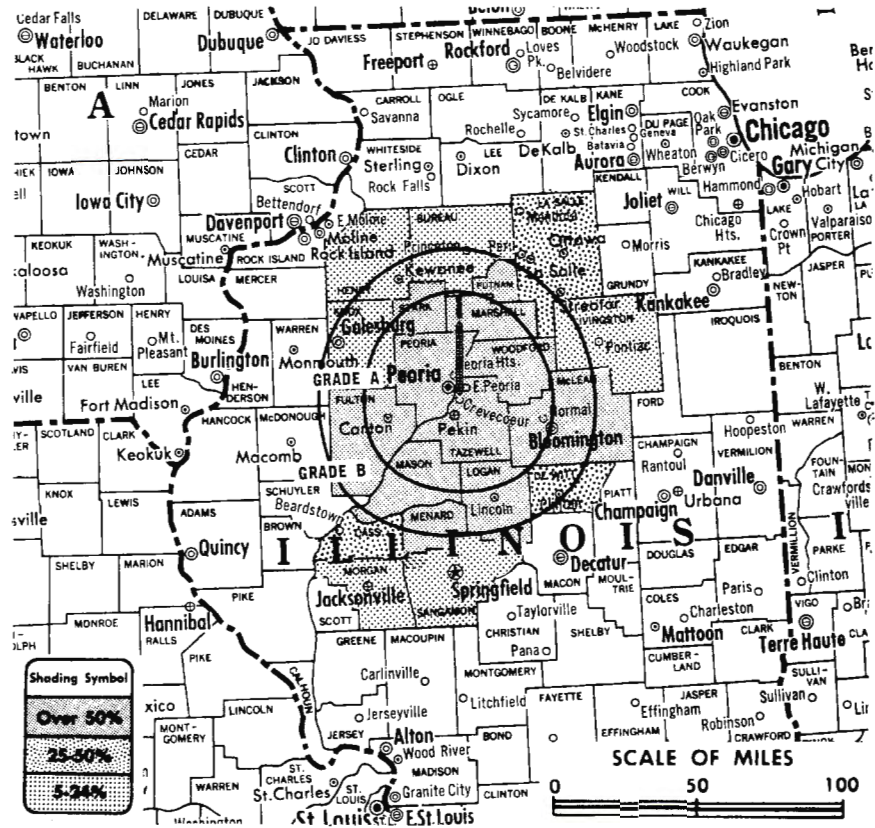
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBND-TV Ref: FCC File No. BPCT-2541 Granted 11/10/58

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

WBND-TV

Licensee: Midwest Television Inc., 509 S. Neil St., Champaign, Ill. (61820).

Studio: 212 S.W. Jefferson Ave., Peoria, Ill. (61602).

Telephone: 309-676-0711.

TWX No.: 910-652-3954.

Ownership: Midwest TV Inc.; see WCIA, Champaign, Ill.

Began Operation: Jan. 1, 1958. Sale to present owner by Charles C. Caley and John E. Fetzer approved June 15, 1960 by FCC (Television Digest, Vol. 16:13, 25).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Covington & Burling.

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

Personnel:

- AUGUST C. MEYER, president.
- GUY MAIN, executive vice president.
- WILLIAM L. BROWN, general manager.
- WILLIAM R. MOYLAN, sales manager.
- DOUGLAS E. WELLS, operations manager.
- GEORGE A. PYLE, director of engineering.
- JOHN KETTERER, film buyer.

DIGEST OF RATE CARD NO. 6—(June 11, 1966)

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

Class AA—7-10 p.m., daily.

\$500.00 \$300.00 \$225.00 \$150.00 \$138.00 \$138.00 \$69.00

NETWORK BASE HOURLY RATE: \$575.

Translator Directory is in Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	FULTON	13,400	12,600	94
	LOGAN	9,600	9,000	94
	MC LEAN	27,200	25,500	94
	MARSHALL	4,200	3,900	94
	MASON	4,900	4,700	95
	MENARD	3,000	2,800	93
	PEORIA	60,900	58,100	95
	PUTNAM	1,500	1,300	91
	STARK	2,300	2,200	95
	TAZEWELL	33,700	32,400	96
	WOODFORD	7,800	7,300	93
25-50 O/O	ILLINOIS			
	CASS	4,300	4,000	93
	DE WITT	5,700	5,400	95
	LA SALLE	35,700	33,700	94
5-24 O/O	ILLINOIS			
	BUREAU	11,900	11,200	95
	HENRY	16,300	15,700	96
	KNOX	20,100	19,400	97
	LIVINGSTON	12,200	11,300	93
	MORGAN	10,600	9,800	92
	SANGAMON	50,400	47,200	94

STATION TOTALS 335,700 317,500 95

NET WEEKLY CIRCULATION (MARCH 1966) 190,000
AVERAGE DAILY CIRCULATION (MARCH 1966) 131,600

Illinois—Quincy-Hannibal, Mo.

NBC abc WGEM-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 814-ft. above av. terrain, 674-ft. above ground, 1433-ft. above sea level.

Latitude 39° 57' 03"
Longitude 91° 19' 54"

Transmitter: North Columbus Rd.

Studio: Hotel Quincy.

TV tape: Recording facilities.

Color: Network, film, slide.

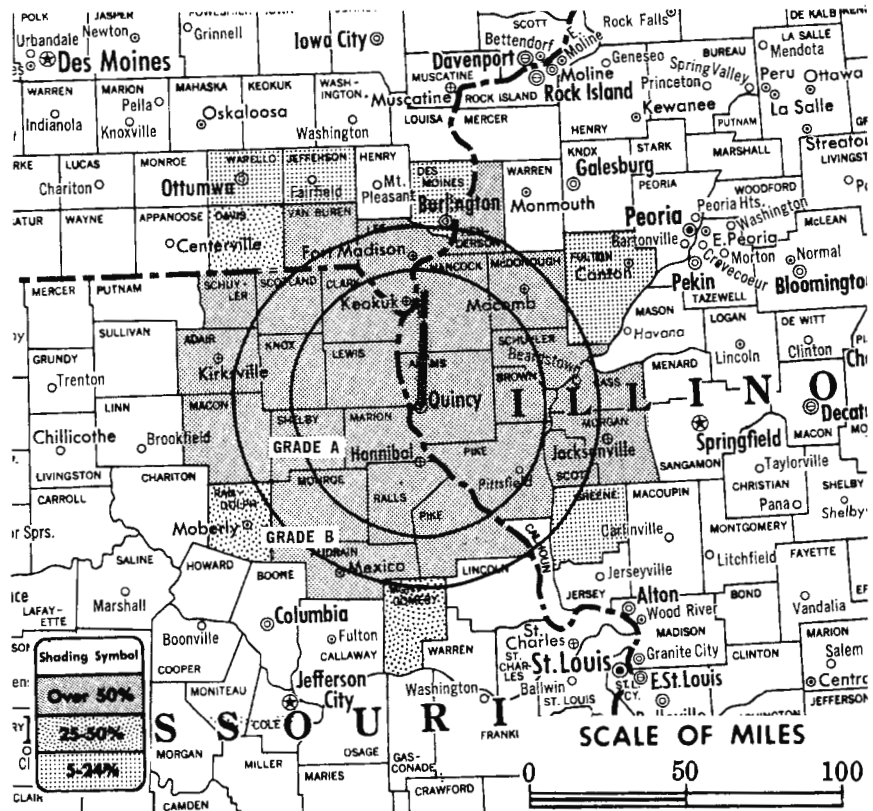
News Wire Service: UPI.

Facsimile Service: AP.

AM Affiliate: WGEM, 5-kw, 1440 kc.

FM Affiliate: WGEM-FM, 27.5-kw, 105.1 mc (No. 286), 640-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WGEM-TV Ref: FCC File No. BMPCT-1254 Granted 7/24/53

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

WGEM-TV

Network Service: NBC, ABC.

Licensee: Quincy Bcstg. Co., Hotel Quincy, Quincy, Ill.

Telephone: 217-222-6840. TWX No.: 217-224-1603.

Ownership: Quincy Newspapers Inc., publisher of Quincy Herald-Whig, 92%; Joseph S. Bonansinga, v.p.-treas., 2%.

Began Operation: Aug. 27, 1953.

Represented (sales) by Adam Young Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOSEPH S. BONANSINGA, v.p., treasurer, & general manager.
J. BEN STEWART, commercial manager.
FRED COLGAN, program director & film buyer.
BILL WEGMAN, farm director.
FRANK LAUGHLIN, chief engineer.

DIGEST OF RATE CARD NO. 7—(Nov. 1, 1965)

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

Class A—6:30-10 p.m., daily.

\$500.00 \$300.00 \$200.00 \$130.00 \$110.00 \$70.00 \$35.00

NETWORK BASE HOURLY RATE: \$600 (ABC), \$600 (NBC).

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.: RCA Building 333-9270
CHICAGO: 333 N. Michigan Avenue, 346-6460
ATLANTA: Mony Building, 873-5626
BEVERLY HILLS: Bank of America Bldg. 274-8151

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50	ILLINOIS			
50	ADAMS	22,400	21,500	96
	BROWN	2,000	1,800	92
	CASS	4,300	4,000	93
	HANCOCK	7,400	7,100	95
	HENDERSON	2,600	2,400	93
	MC DONOUGH	9,300	8,800	95
	MORGAN	10,600	9,800	92
	PIKE	6,300	5,900	93
	SCHUYLER	2,700	2,600	94
	SCOTT	1,700	1,600	96
	IOWA			
	LEE	13,500	12,700	94
	VAN BUREN	3,000	2,700	90
	MISSOURI			
	ADAIR	6,700	6,200	92
	AUDRAIN	8,600	8,000	93
	CLARK	2,900	2,600	90
	KNOX	2,000	1,800	92
	LEWIS	3,600	3,300	90
	MACON	5,300	4,800	91
	MARION	9,800	9,200	94
	MONROE	3,600	3,400	93
	PIKE	5,600	5,000	89
	RALLS	2,300	2,200	94
	SCHUYLER	1,500	1,300	85
	SCOTLAND	2,000	1,800	92
	SHELBY	3,000	2,700	90

25-50 IOWA DAVIS 2,700 2,500 93
(Continued on page 225-b)

STATION TOTALS 208,800 195,000 93
NET WEEKLY CIRCULATION (MARCH 1966) 132,400
AVERAGE DAILY CIRCULATION (MARCH 1966) 101,000

Illinois—Rockford



WREX-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 710-ft. above av. terrain, 649-ft. above ground, 1542-ft. above sea level.

Latitude 42° 17' 50"
Longitude 89° 14' 24"

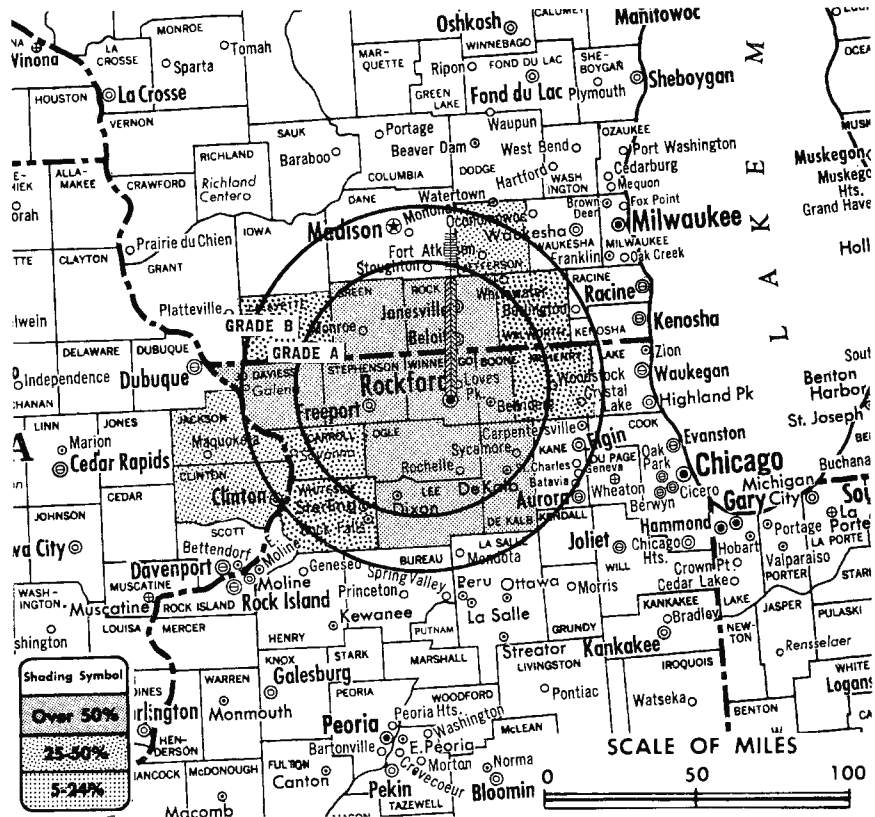
Transmitter: W. Auburn & Winnebago Rds.

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WREX-TV Ref: FCC File No. BPCT-3268 Granted 1/3/64

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

WREX-TV

Network Service: ABC.

Licensee: WREX-TV, Inc., W. Auburn & Winnebago Rds., Rockford, Ill. (61103).

Studio: W. Auburn & Winnebago Rds.

Telephone: 815-968-1813.

TWX No.: 815-331-1096, Winnebago, Ill.

Ownership: WREX-TV Inc. is wholly-owned subsidiary of the Gannett Co. Inc. For other interests, see WHEC-TV, Rochester, N.Y.

Began Operation: Sept. 18, 1953. Sale to present owner by Greater Rockford Television Inc. approved June 26, 1963 by FCC (BTC-4211 & BAPLCT-55).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

J. MICHAEL BAISCH, v.p., general manager.

AL BILARDELLO, sales manager.

JACK MAZZIE, mgr., programming & national sales.

JIM KARR, production coordinator.

LOLA SWANSON, traffic manager.

RICHARD PECK, chief engineer.

SHARON TAMMEN, promotion manager.

JOHN MACK, news editor.

GENE HINES, film manager.

DIGEST OF RATE CARD NO. 7—(June 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$650.00	\$390.00	\$260.00	\$185.00	Graded rates apply*	

*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$725 (ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	BOONE	6,500	6,200	95
	DEKALB	16,400	15,700	96
	JO DAVIESS	6,600	6,000	92
	LEE	10,800	10,300	96
	OGLE	12,500	11,900	95
	STEPHENSON	15,200	14,400	95
	WINNEBAGO	72,600	69,800	96
	WISCONSIN			
	GREEN	8,000	7,500	95
	ROCK	36,700	35,400	97
25-50 O/O	ILLINOIS			
	CARROLL	6,200	5,900	96
	MCHENRY	29,300	28,700	98
	WHITESIDE	19,600	18,700	95
	WISCONSIN			
	LAFAYETTE	4,900	4,600	94
	WALWORTH	16,900	16,200	96
5-24 O/O	IOWA			
	CLINTON	17,400	16,700	96
	JACKSON	6,400	5,900	92
	WISCONSIN			
	JEFFERSON	15,700	15,100	96
STATION TOTALS		301,700	289,000	96
NET WEEKLY CIRCULATION (MARCH 1966)			184,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			134,100	

Illinois—Rockford



WTVO

Ch. 17

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 1185-kw maximum and 767-kw horizontal visual, 124-kw maximum and 80.3-kw horizontal aural. Antenna: 674-ft. above av. terrain, 706-ft above ground, 1497-ft. above sea level.

Latitude 42° 17' 14"
Longitude 89° 10' 16"

Transmitter: Meridian Rd.

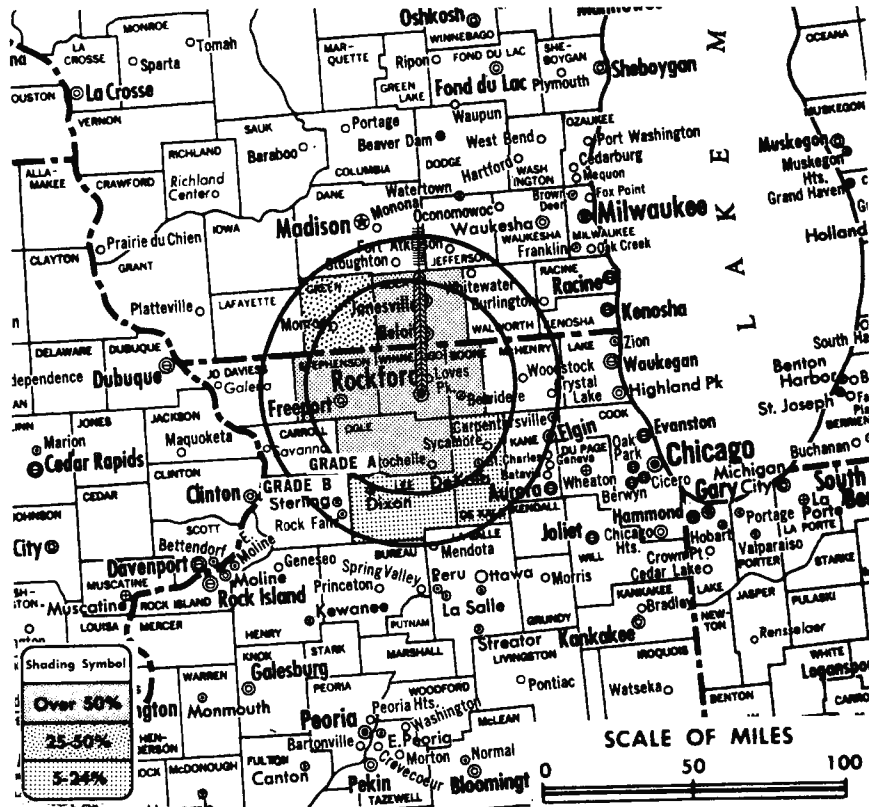
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

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

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTVO Ref: FCC File No. B1MPCT—6269 Granted 1/11/67

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

WTVO

Licensee: Winnebago Television Corp., Meridian Rd., Box 470.

Studio: Meridian Rd.

Telephone: 815-963-5413.

TWX No.: 815-398-0165.

Ownership: H. & E. Balaban Corp., 47.5%; Dubinsky Brothers Theatre Corp., 47.5%; 5% held in trust, to be acquired by Harold Froelich, (Television Digest, Vol. 15:13). Officers of Winnebago Television Corp.: Harry Balaban, pres.; Irwin Dubinsky, v.p.; Elmer Balaban, secy.; H. W. Dubinsky, treas. For other Balaban interests see WICS, Springfield, Ill.

Began Operation: April 29, 1953.

Represented (sales) by Adam Young Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Alfred J. Petzke.

Personnel:

HAROLD FROELICH, general manager.
GENE DENARI, general sales manager.
RICHARD McDANIEL, program director.
AL J. PETZKE, chief engineer.
HANK TAYLOR, film director.

DIGEST OF RATE CARD NO. 11 (Jan. 1, 1966)

Hour	30 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.				
\$500.00	\$300.00	\$95.00	\$75.00	\$35.00
NETWORK BASE HOURLY RATE: \$450.				

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	0/0
OVER 50	ILLINOIS			
0/0	BOONE	6,500	6,200	95
	OGLE	12,500	11,900	95
	STEPHENSON	15,200	14,400	95
	WINNEBAGO	72,600	69,800	96
	WISCONSIN			
	ROCK	36,700	35,400	97
25-50	WISCONSIN			
0/0	GREEN	8,000	7,500	95
5-24	ILLINOIS			
0/0	DEKALB	16,400	15,700	96
	LEE	10,800	10,300	96
STATION TOTALS		178,700	171,200	96
NET WEEKLY CIRCULATION (MARCH 1966)			117,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			86,500	

For Color Set Penetration by Markets
see Services Volume

Illinois—Freeport-Rockford



WCEE-TV

Ch. 23



Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 676-kw max. and 567-kw horizontal visual, 101-kw max. and 84.2-kw horizontal aural. Antenna: 721-ft. above av. terrain, 731-ft. above ground, 1549-ft. above sea level.

Latitude 42° 17' 48"
Longitude 89° 10' 15"

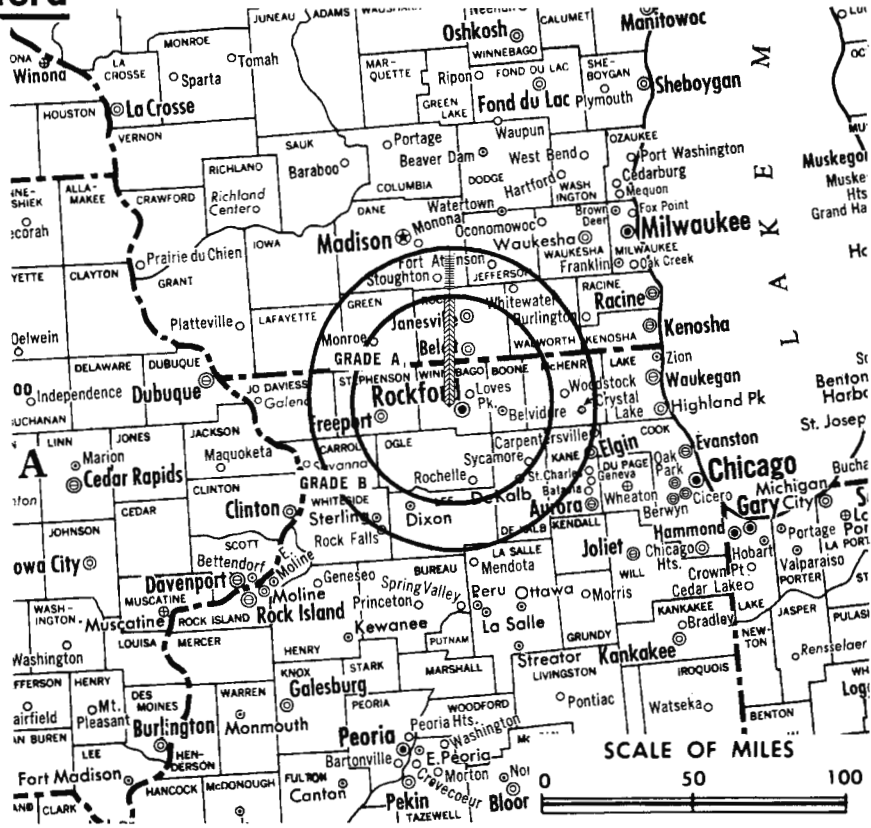
Transmitter: 1.7-mi. W of Rockford.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.



Circulation © 1966 American Research Bureau.

WCEE-TV Ref: FCC File No. BPCT-3885 Granted 10/12/64

© American Map Co., Inc., N.Y., No. 34244

WCEE-TV

Licensee: Rock River TV Corp., 2523 N. Meridian Rd., Rockford (61105).

Studio: 2523 N. Meridian Rd., P.O. Box 957.

Telephone: 815-965-0523.

Ownership: David A. Carlson, pres., 5.32%; Hugh E. Powell, v.p., 5.32%; David S. Paddock, secy., 4.22%; Harley W. Mullins, treas., 5.32%; Edward B. Holt, 4.22%; C. Gordon Smith, 5.32%; John B. Thorsen, 2.11%; over 20 others, none with as much as 3%.

Began Operation: Sept. 12, 1965.

Represented (sales) by The Meeker Co. Inc.

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

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

Personnel:

EARL HICKERSON, vice president & general manager.
JIM THOMAS, operations manager.
DEAN WARD, sales manager.
DON DOUGHTY, chief engineer.
JIM HAGUE, film director.

DIGEST OF RATE CARD NO. 1A (June 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$250.00	\$175.00	\$150.00	\$125.00	\$75.00	\$65.00	\$37.50

NETWORK BASE HOURLY RATE: \$250.

ARB County-by-County Data for this Station not available since it was not in operation when the survey was made.

Net Weekly Circulation (March 1966)	115,600
Average Daily Circulation (March 1966)	81,200



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Illinois—Rock Island



WHBF-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1773-ft. above sea level.

Latitude 41° 19' 40"
Longitude 90° 22' 47"

Transmitter: U.S. Hwy. 150, approx. 15-mi. SE of Rock Island.

TV tape: Recording facilities.

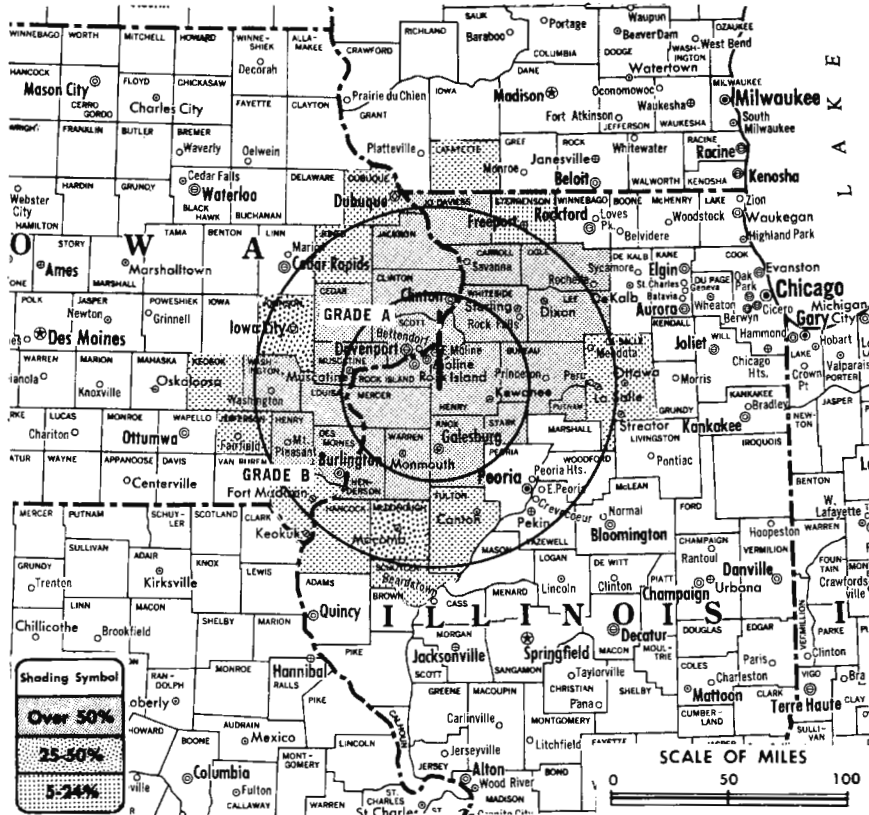
Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Facsimile Service: UPI.

AM & FM Affiliates: See below.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WHBF-TV Ref: FCC File No. BPCI-2747 Granted 2/12/60

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

WHBF-TV

Licensee: Rock Island Broadcasting Co., Telco Bldg.

Studio: Telco Bldg.

Telephone: 309-786-5441. TWX No.: 309-788-0712.

AM Affiliate: WHBF, 5-kw, 1270 kc (CBS).

FM Affiliate: WHBF-FM, 39-kw, 98.9 mc (No. 255), 900-ft. antenna height.

Ownership: Ben H. Potter, pres., 19.274%; Marguerite F. Potter, treas., 19.294%; Leslie C. Johnson, v.p.-mgr., 25%; Aileen T. Potter, secy.; J. W. Potter Co., 17.156% (publisher of Rock Island Argus); estate of John W. Potter (Marguerite F. and Ben H. Potter, trustees), 19.274%. Mr. Johnson is 50% owner of radio WJBC, Bloomington, Ill. J. W. Potter Co. and Potter family also own radio KBUN, Bemidji, Minn.

Began Operation: July 1, 1950.

Represented (sales) by Edward Petry & Co.; Harry S. Hyett (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

BEN H. POTTER, president.
LESLIE C. JOHNSON, v.p. and general manager.
MAURICE CORKEN, executive vice president & director of sales.
FOREST W. COOKE, program mgr. & film buyer.
HEBER E. DARTON, promotion manager.
WILLIAM ELLISON, TV news director.
ROBERT J. SINNETT, chief engineer.
JERRY KEEFE, asst. chief engineer—TV.

DIGEST OF RATE CARD NO. 1
(Sept. 11, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.
Class AA—7-9:30 p.m., daily.
\$1050.00 \$630.00 Graded rates apply*

*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1050.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	BUREAU	11,900	11,200	95
	CARROLL	6,200	5,900	96
	HENDERSON	2,600	2,400	93
	HENRY	16,300	15,700	96
	JO DAVIESS	6,600	6,000	92
	KNOX	20,100	19,400	97
	LEE	10,800	10,300	96
	MERCER	5,200	5,000	97
	OGLE	12,500	11,900	95
	PUTNAM	1,500	1,300	91
	ROCK ISLAND	49,100	47,700	97
	STARK	2,300	2,200	95
	WARREN	6,600	6,400	96
	WHITESIDE	19,600	18,700	95
	IOWA			
	CEDAR	5,500	5,200	95
	CLINTON	17,400	16,700	96
	DES MOINES	14,500	13,700	94
	HENRY	5,200	4,700	89
	JACKSON	6,400	5,900	92
	LOUISA	2,800	2,600	93
	MUSCATINE	11,100	10,500	95
	SCOTT	38,400	36,800	96
	WASHINGTON	5,900	5,400	90
25-50 O/O	ILLINOIS			
	MC DONOUGH	9,300	8,800	95
	IOWA			
	JOHNSON	16,200	14,700	91
	(Continued on next page)			
STATION TOTALS		434,800	411,800	95
NET WEEKLY CIRCULATION (MARCH 1966)			284,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			215,800	

WCIA, Champaign

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
5-24 0/0	ILLINOIS				
	CLAY	4,600	4,000	89	
	CRAWFORD	6,700	6,300	95	
	FAYETTE	6,100	5,600	92	
	LA SALLE	35,700	33,700	94	
	MENARD	3,000	2,800	93	
	MONTGOMERY	9,900	9,200	93	
	RICHLAND	5,000	4,600	91	
	WOODFORD	7,800	7,300	93	
	INDIANA				
	PARKE	4,300	4,100	96	
	VIGO	35,300	33,600	95	

WSIL-TV, Harrisburg

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
25-50 0/0	KENTUCKY				
	CALLOWAY	7,000	6,300	90	
	UNION	4,300	3,800	88	
	MISSOURI				
	BOLLINGER	2,300	2,000	85	
	BUTLER	10,200	8,700	85	
	CARTER	1,100	700	69	
	RIPLEY	2,400	1,700	72	
	5-24 0/0	ARKANSAS			
	CLAY	6,500	5,600	86	
ILLINOIS	EDWARDS	2,300	2,000	89	
	MARION	12,200	11,400	94	
	RANDOLPH	8,200	7,700	94	
	RICHLAND	5,000	4,600	91	
	WABASH	4,300	4,000	92	
	WASHINGTON	4,100	3,700	91	
	KENTUCKY				
	HOPKINS	12,300	10,700	87	
	TRIGG	2,700	2,400	89	
	WEBSTER	4,800	4,000	84	
MISSOURI	NEW MADRID	7,100	6,200	87	
	PERRY	4,300	3,700	88	
	REYNOLDS	1,100	800	77	
	STODDARD	8,000	7,200	90	
	WAYNE	2,400	2,000	83	
	TENNESSEE				
OBION	8,500	7,600	89		

ARB & Nielsen Regional Data
are in Services Volume

Illinois

WQAD-TV, Moline

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
5-24 0/0	ILLINOIS				
	FULTON	13,400	12,600	94	
	LA SALLE	35,700	33,700	94	
	MARSHALL	4,200	3,900	94	
	SCHUYLER	2,700	2,600	94	
	STEPHENSON	15,200	14,400	95	
	IOWA				
	JEFFERSON	4,900	4,500	92	
	JOHNSON	16,200	14,700	91	
	LEE	13,500	12,700	94	

WGEM-TV, Quincy

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
25-50 0/0	MISSOURI				
	MONTGOMERY	3,800	3,400	90	
	RANDOLPH	7,600	6,900	91	
5-24 0/0	ILLINOIS				
	FULTON	13,400	12,600	94	
	GREENE	5,100	4,900	95	
	IOWA				
	DES MOINES	14,500	13,700	94	
JEFFERSON	4,900	4,500	92		
WAPELLO	14,100	13,300	94		

WHBF-TV, Rock Island

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
5-24 0/0	ILLINOIS				
	FULTON	13,400	12,600	94	
	HANCOCK	7,400	7,100	95	
	LA SALLE	35,700	33,700	94	
	SCHUYLER	2,700	2,600	94	
	STEPHENSON	15,200	14,400	95	
	IOWA				
	DUBUQUE	22,500	20,700	92	
	JEFFERSON	4,900	4,500	92	
	JONES	6,100	5,800	95	
KEOKUK	4,500	4,000	90		
LEE	13,500	12,700	94		
WISCONSIN					
LAFAYETTE	4,900	4,600	94		

Illinois—Springfield



WICS

Ch. 20

[Also operates auxiliaries WCHU, Champaign, Ill. and WICD, Danville, Ill.]

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 468-kw max. and 309-kw horizontal visual, 83.3-kw max. and 55-kw horizontal aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1590-ft. above sea level.

Latitude 39° 48' 15"
Longitude 89° 27' 40"

Transmitter: Mechanicsburg, Ill.

Color: Network, film & slide.

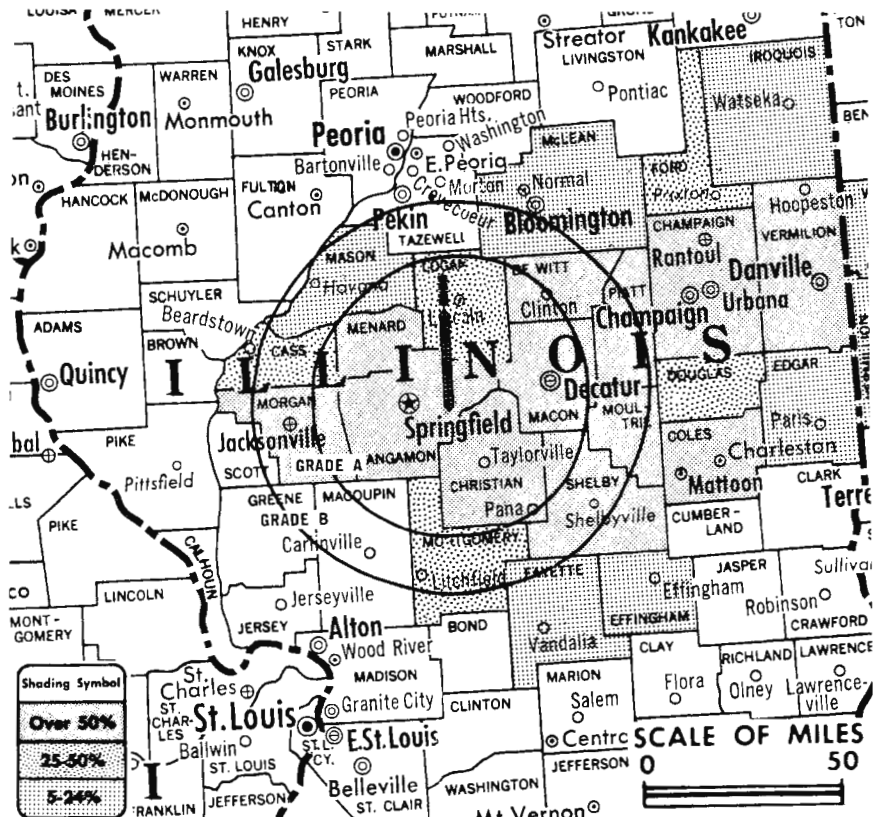
News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

O & O Translator: W75AD, Mattoon, Ill.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WICS Ref: FCC File No. BNPCT-5188 Granted 9/25/58

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

WICS

Licensee: Plains Television Corp., 2680 East Cook St.

Studio: 2680 East Cook St.

Telephone: 217-528-0465. TWX No.: 217-546-0349.

Ownership: Transcontinental Properties Inc., 50%; H. & E. Balaban Corp. (theatres), 50%. Herbert Scheffel and Alfred G. Burger estate own 50% each of Transcontinental. Harry & Elmer Balaban control H. & E. Balaban Corp. which owns 50% of WTVO, Rockford, Ill.; also owns 1/3 of radios WIL, St. Louis, and KBOX, Dallas. Plains Television also owns WCHU, Champaign, Ill., and WICD, Danville, Ill., WHNB-TV, New Britain-Hartford, Conn., and is buying CP of WELI-TV (Ch. 59) New Haven, Conn.

Began Operation: Sept. 17, 1953.

Represented (sales) by Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David Steel & Assoc.

Personnel:

MILTON D. FRIEDLAND, v.p. & general manager.
ROBERT B. FARROW, director of national sales.
JERROLD MERRITT, director of engineering.
JACK HOSKINS, program manager & film buyer.
H. K. SPRINGER, controller.

DIGEST OF RATE CARD NO. 7A
(March 1, 1966)

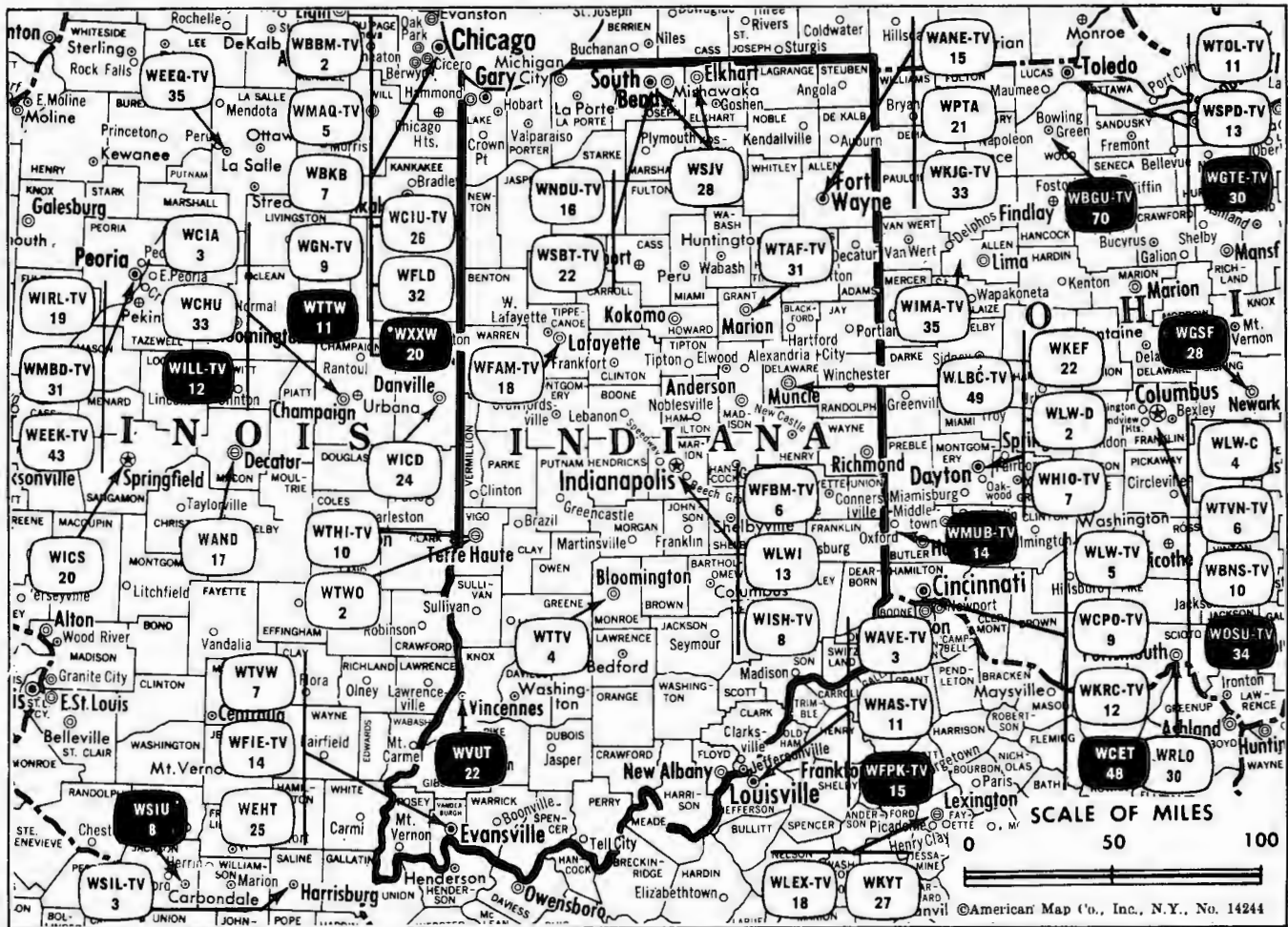
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m. daily.	\$700.00	\$420.00	\$280.00	\$240.00	\$200.00	\$190.00 \$95.00
NETWORK BASE HOURLY RATE: \$350.						

For Other Theatrical Interests with TV Station
Ownership, see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS	40,200	38,000	94
	CHAMPAIGN	11,400	10,700	94
	CHRISTIAN	14,100	13,300	94
	COLES	5,700	5,400	95
	DE WITT	40,700	38,800	95
	MACON	3,000	2,800	93
	MENARD	10,600	9,800	92
	MORGAN	4,200	3,900	92
	MOULTRIE	4,700	4,500	97
	PIATT	50,400	47,200	94
	SANGAMON	7,000	6,400	91
	SHELBY	31,800	30,200	95
	VERMILION			
25-50 O/O	ILLINOIS			
	CASS	4,300	4,000	93
	DOUGLAS	6,400	6,000	95
	FORD	5,200	5,000	95
	LOGAN	9,600	9,000	94
	MONTGOMERY	9,900	9,200	93
5-24 O/O	ILLINOIS			
	EDGAR	7,100	6,700	94
	EFFINGHAM	7,000	6,300	90
	FAYETTE	6,100	5,600	92
	IRROQUOIS	10,700	10,000	94
	MC LEAN	27,200	25,500	94
	MASON	4,900	4,700	95
	INDIANA			
	FOUNTAIN	6,000	5,700	95
	VERMILION	5,200	4,900	95
	WARREN	2,400	2,300	93

STATION TOTALS	335,800	315,900	94
NET WEEKLY CIRCULATION (MARCH 1966)			208,100
AVERAGE DAILY CIRCULATION (MARCH 1966)			147,400

Indiana



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Indianapolis	660,800	18	899,200	25	856,600	26
Evansville	214,700	90	358,500	92	326,400	92
South Bend-Elkhart	198,900	94	297,900	104	283,500	102
Ft. Wayne	190,300	96	308,200	101	293,100	99
Terre Haute	180,600	101	269,100	113	252,200	108
Lafayette	28,100	208	77,700	192	73,100	189
Muncie	21,300	213	55,700	204	53,100	203
Marion	12,800	218	58,500	202	55,200	200

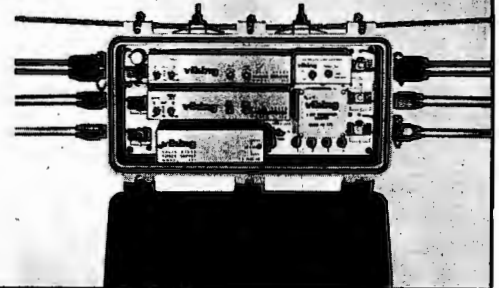
FUTURA

100% MODULAR SOLID STATE AMPLIFIERS

Just a change of modules transforms the amplifier from a Mainline to a Mainline/Bridger, or Mainline with AGC, or Mainline/Bridger with AGC, or whatever amplification your system requires.

viking

400 Ninth Street, Hoboken, New Jersey
N.Y.: (212) 943-5793; N.J.: (201) 656-2020



Indiana

Indiana Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	7	11	18
● Educational Television Stations	0	0	0
			18

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

WSJV
Elkhart
(See South Bend, Ind.)

State Educational Technical Facilities
(Complete Data in Educational Directory)

WVUT
Vincennes
Ch. 22

Non-Commercial Educational Station
(Due to Begin Operation by Spring)

Grantee: Board of Trustees for Vincennes University, 1002 N. First St.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 17.8-kw visual, 1.78-kw aural. Antenna: 540-ft. above av. terrain, 524-ft. above ground, 1024-ft. above sea level.

Latitude 38° 39' 06"
Longitude 87° 28' 37"

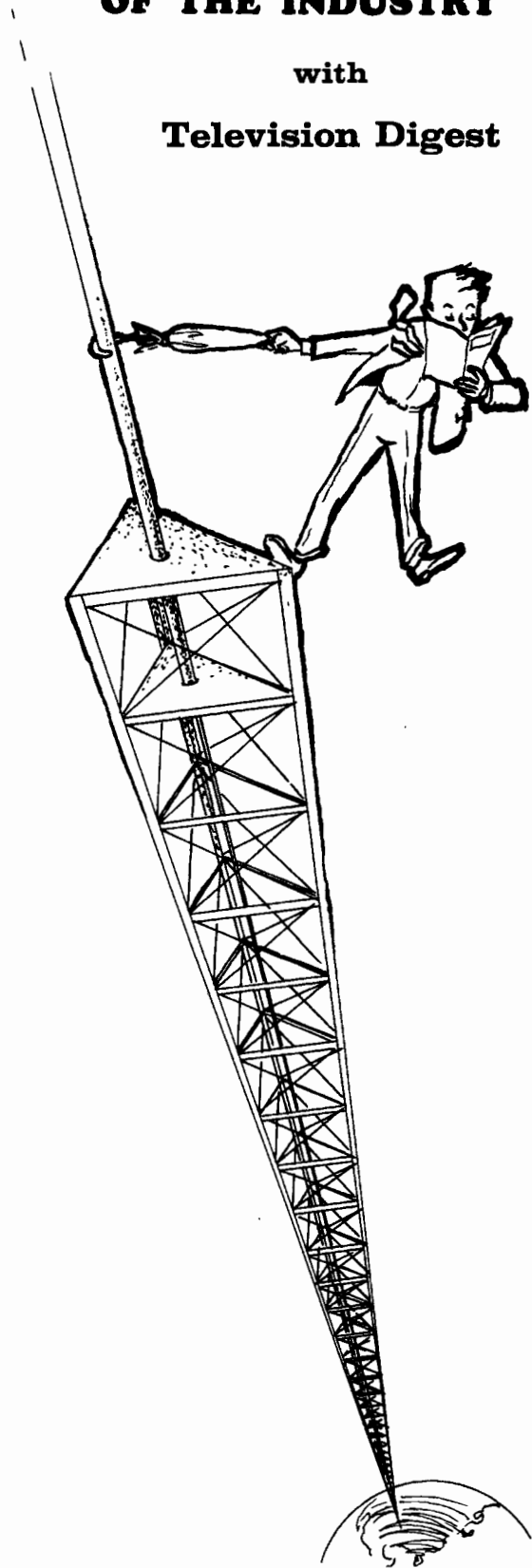
WTVW, Evansville

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	KENTUCKY			
	BUTLER	2,400	2,000	85
	CRITTENDEN	2,300	2,000	85
	GRAYSON	4,600	3,800	82
5-24 0/0	ILLINOIS			
	EFFINGHAM	7,000	6,300	90
	HARDIN	1,500	1,300	93
	SALINE	7,600	7,000	92
	INDIANA			
	HARRISON	5,500	5,200	94
	LAWRENCE	11,300	10,700	95
	WASHINGTON	5,400	4,900	92
	KENTUCKY			
	ADAIR	3,800	2,800	75
	CALDWELL	4,400	3,600	82
	CHRISTIAN	17,000	15,300	90
	HARDIN	16,200	15,000	93
	MEADE	6,500	6,200	94

STAY ON TOP OF THE INDUSTRY

with
Television Digest



See page 803-b for details.

Indiana—Evansville



WEHT



Ch. 25

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 250-kw max. and 162-kw horizontal visual, 50-kw max. and 32.4-kw horizontal aural. Antenna: 1030-ft. above av. terrain, 988-ft. above ground, 1449-ft. above sea level.

Latitude 37° 51' 56"
Longitude 87° 34' 04"

Transmitter: Marywood Dr., Henderson County, Ky.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

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

Total Households: © SRDS

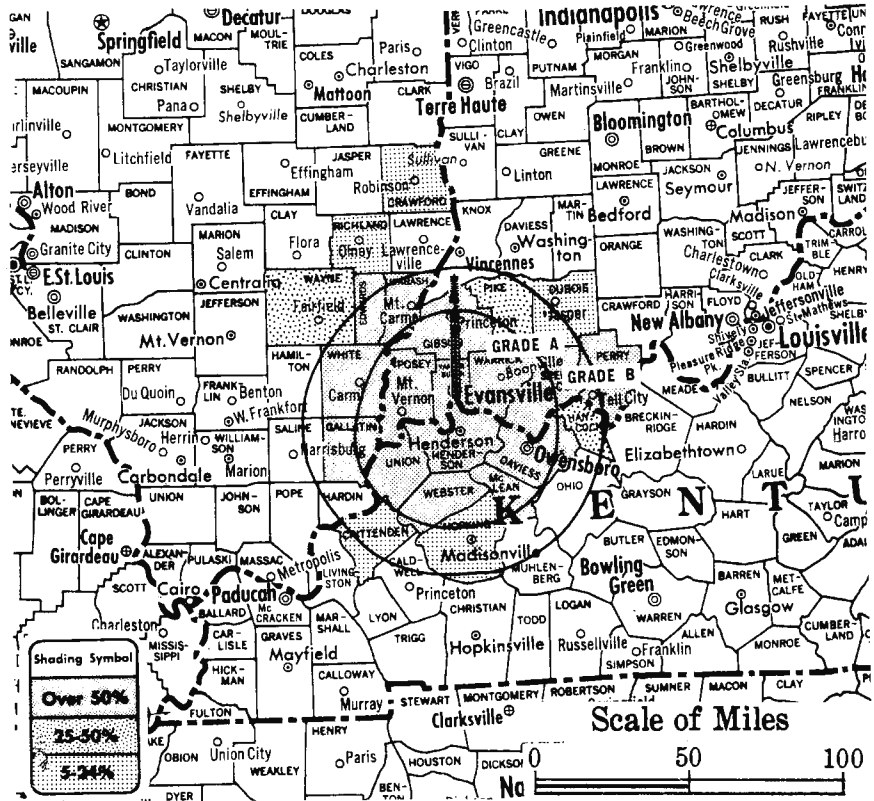
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WEHT Ref: FCC Doc. No. 14,229 Granted 7/15/65

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

WEHT

Licensee: Gilmore Broadcasting Corp. of Ind., Box 395, Evansville (47704).

Studio: Marywood Dr., Henderson County, Ky.

Telephone: 812-424-9215, Evansville.

Ownership: See KODE-TV, Joplin, Mo.

Began Operation: Sept. 11, 1953. Sale to present owner by Henry S. Hilberg and associates approved July 20, 1964 by FCC (Television Digest, Vol. 4:16, 29). Sale to Hilberg group by M. A. Lightman's Malco Theatres Inc. approved by FCC Oct. 24, 1956 (Vol. 12:35, 43).

Represented (sales) by Avery-Knodel.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

HAMILTON SHEA, executive v.p.
WILLIAM R. HIGHT, general manager & film buyer.
JAMES H. MANION, general sales manager.
ROGER FORSTER, program & production director.
ELMER CHANCELLOR, chief engineer.

DIGEST OF RATE CARD NO. 14

(Aug. 15, 1966)

Hour.	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$440.00	\$264.00	\$176.00	\$110.00	\$110.00	\$50.00

NETWORK BASE HOURLY RATE: \$400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
OVER 50 O/O	ILLINOIS EDWARDS	2,300	2,000	89
	GALLATIN	1,900	1,700	88
	WABASH	4,300	4,000	92
	WHITE	5,900	5,100	87

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
INDIANA				
OVER 50 O/O	GIBSON	8,700	8,200	94
	PERKY	4,600	4,200	91
	POSEY	5,300	4,800	91
	SPENCER	4,500	4,100	93
	VANDERBURGH	52,200	49,300	94
	WARRICK	7,000	6,500	94
KENTUCKY				
	DAVIESS	23,300	21,300	91
	HENDERSON	11,000	9,500	90
	MC LEAN	3,000	2,600	89
	UNION	4,300	3,800	88
	WEBSTER	4,800	4,000	84
ILLINOIS				
25-50 O/O	WAYNE	5,600	4,900	87
INDIANA				
	PIKE	3,400	3,100	91
KENTUCKY				
	HANCOCK	1,400	1,200	84
ILLINOIS				
5-24 O/O	CRAWFORD	6,700	6,300	95
	RICHLAND	5,000	4,600	91
INDIANA				
	DUBOIS	7,600	6,900	92
KENTUCKY				
	CRITTENDEN	2,300	2,000	85
	HOPKINS	12,300	10,700	87
STATION TOTALS		187,400	171,200	91
NET WEEKLY CIRCULATION (MARCH 1966)			118,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			81,200	

Indiana—Evansville



WTVW



Ch. 7

Technical Facilities Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 580-ft. above av. terrain, 570-ft. above ground, 1050-ft. above sea level.

Latitude 38° 01' 31"
Longitude 87° 21' 43"

Transmitter: 1-mi. S of Chandler, Ind.

Studio: 405 Carpenter St.

TV tape: Recording facilities.

Telephone: 812-422-1121.

TWX No.: 812-425-4161.

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: ABC.

Represented (engineering) by Jules Cohen & Assoc.

Represented (legal) by Wilner, Scheiner & Greeley.

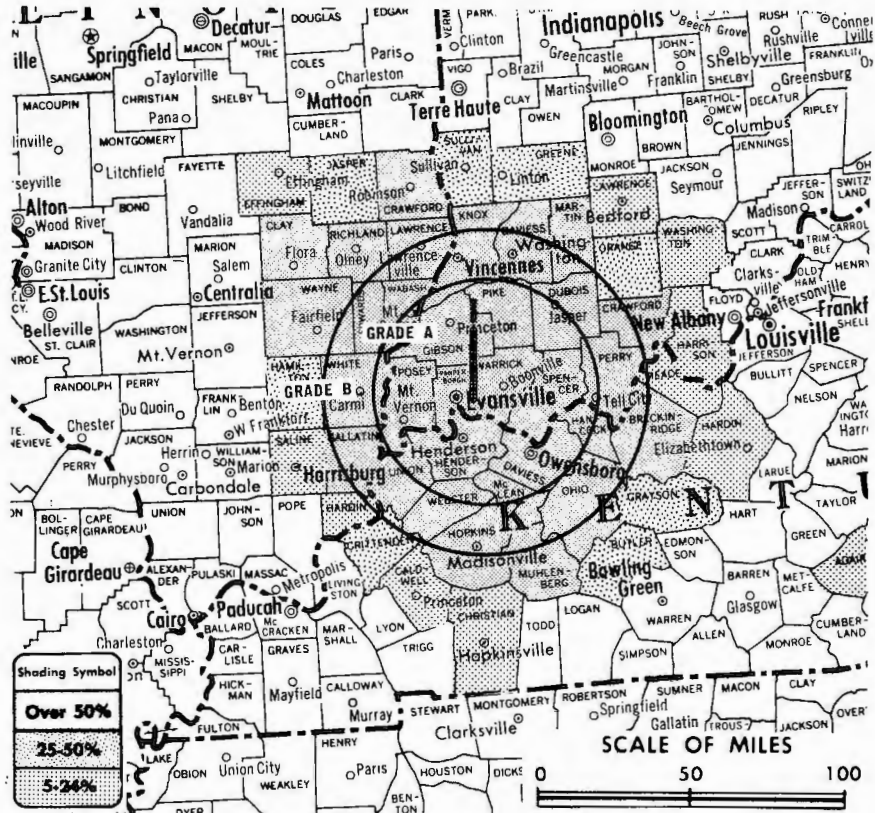
Total Households: Ⓢ SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WTVW Ref: FCC File No. BMI/CT-4166 Granted 9/27/56

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

WTVW

Licensee: Evansville Television Inc., 405 Carpenter St., Evansville, Ind. (47708).

Ownership: Evansville TV Inc., 100% owned by Natco Communications Inc. For other interests, see WJBF (TV), Augusta, Ga.

Began Operation: Aug. 21, 1956. Sale of control to Natco by Polaris Corp. approved by FCC Sept. 26, 1966 (Television Digest, Vols. 5:51, 6:39). Previous sale of control by Ferris E. Traylor, Rex Schepp and Miklos Sperling to Producers Inc. (Polaris) approved Aug. 27, 1962 by FCC, (Vol. 2:35).

Represented (sales) by Blair Television Associates.

Personnel:

E. BERRY SMITH, vice president & general manager.
ROBERT OSSENBERG, general sales manager.
MICHAEL NOZILO, program manager.
JOHN SCHUTA, chief engineer.
ROY PELZ, promotion manager.

DIGEST OF RATE CARD NO. 9—(April 24, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$850.00 \$510.00 \$340.00 \$213.00 \$230.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$850.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	CLAY	4,600	4,000	89
	CRAWFORD	6,700	6,300	95
	EDWARDS	2,300	2,000	89
	GALLATIN	1,900	1,700	88
	LAWRENCE	5,300	5,000	93
	RICHLAND	5,000	4,600	91
	WABASH	4,300	4,000	92
	WAYNE	5,600	4,900	87
	WHITE	5,900	5,100	87

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	CRAWFORD	2,200	2,000	89
	DAVISS	7,500	6,800	92
	DUBOIS	7,600	6,900	92
	GIBSON	8,700	8,200	94
	KNOX	12,500	11,800	95
	MARTIN	2,800	2,600	93
	PERRY	4,600	4,200	91
	PIKE	3,400	3,100	91
	POSLEY	5,300	4,800	91
	SPENCER	4,500	4,100	93
	VANDERBURGH	52,200	49,300	94
	WARRICK	7,000	6,500	94
	KENTUCKY			
	BRECKINRIDGE	4,300	3,700	86
	DAVISS	23,300	21,300	91
	HANCOCK	1,400	1,200	84
	HENDERSON	11,000	9,900	90
	HOPKINS	12,300	10,700	87
	MC LEAN	3,000	2,600	89
	MUHENBERG	7,500	6,600	89
	OHIO	5,000	4,300	86
	UNION	4,300	3,800	88
	WEBSTER	4,800	4,000	84
25-50 O/O	ILLINOIS			
	HAMILTON	2,900	2,500	86
	JASPER	3,200	2,900	91
	INDIANA			
	GREENE	8,100	7,600	94
	ORANGE	4,700	4,400	92
	SULLIVAN	7,300	6,900	95

(Continued on page 228-b)

STATION TOTALS	358,500	326,400	91
NET WEEKLY CIRCULATION (MARCH 1966)		214,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		152,500	



***Don't just sit there on your Indianapolis...* GET IN ON THE EVANSVILLE ACTION**

Back in the '50's, you might settle for the Indianapolis TV market and say you'd taken care of Indiana. Don't try it today. Indiana's **second** market is where the action is: Evansville, the booming, bustling "Comeback City" that pumps economic vitality into the one-and-a-half billion dollar WTVW market area.

Fact: Spending (1966 through July) running 61% ahead of the 1957-1959 base period.* **Fact:** Manufacturing output rated 46.7% above the base period.* **Fact:** Bank deposits 59% ahead of the base period.

WTVW is the station that puts you in the thick of the Evansville action and the surrounding market area of Southeastern Illinois, Southern Indiana and Western Kentucky. Get in on it. If it's seen on 7 . . . it sells.

* Department of Commerce

Represented by Blair Television



abc

Evansville, Indiana

Indiana—Evansville



WFIE-TV



Ch. 14

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 200-kw maximum and 178-kw horizontal visual, 40-kw maximum and 35.5-kw horizontal aural. Antenna: 560-ft. above av. terrain, 533-ft. above ground, 993-ft. above sea level.

Latitude 37° 59' 21"
Longitude 87° 35' 37"

Transmitter: 1115 Mount Auburn Rd.

TV tape: Recording facilities.

Represented (legal) by Covington & Burling.

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

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.

WFIE-TV Ref: FCC File No. DOC.—11797 Granted 3/15/57

©American Map Co., Inc., N.Y. No. 14241

WFIE-TV

Licensee: WFIE Inc., 1115 Mount Auburn Rd. (47712).

Studio: 1115 Mount Auburn Rd. Telephone: 812-425-6201.

Ownership: WAVE Inc., 100%. Citizens Fidelity Bank & Trust Co., executor of George W. Norton Jr. estate, 98.4%; Nathan Lord, .8%; Charles C. Leonard, .8%. For other interests, see WAVE-TV, Louisville, Ky.

Began Operation: Nov. 9, 1953. Sale to present owner by Jesse D. Fine theatre family approved July 18, 1956 by FCC (Television Digest, Vol. 12:25, 26, 29).

Represented (sales) by The Katz Agency Inc.

Personnel:

RALPH S. JACKSON, president.
JACK E. DOUGLAS, v.p. & general manager.
KELLY ATHERTON, general sales manager.
CHET BEHRMAN, program manager.
PAUL HARMON, production manager.
JACK ETZEL, news director.
MARION B. PAUL, chief engineer.

DIGEST OF RATE CARD NO. A-15—(Jan. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$425.00	\$298.00	\$213.00	\$106.00	\$80.00	\$70.00 \$40.00

NETWORK BASE HOURLY RATE: \$400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS EDWARDS	2,300	2,000	89
	WABASH	4,300	4,000	92
	WAYNE	5,000	4,900	87
	WHITE	5,900	5,100	87
	INDIANA GIBSON	8,700	8,200	94
	PERRY	4,600	4,200	91

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	PIKE	3,400	3,100	91
	POSEY	5,300	4,800	91
	SPENCER	4,500	4,100	93
	VANDERBURGH	52,200	49,300	94
	WARRICK	7,000	6,500	94
	KENTUCKY DAVIESS	23,300	21,300	91
	HENDERSON	11,000	9,900	90
	MC LEAN	3,000	2,600	89
	UNION	4,300	3,800	88
	WEBSTER	4,800	4,000	84
25-50 O/O	ILLINOIS GALLATIN	1,900	1,700	88
	INDIANA KNOX	12,500	11,800	95
5-24 O/O	ILLINOIS CLAY	4,600	4,000	89
	CRAWFORD	6,700	6,300	95
	LAWRENCE	5,300	5,000	93
	RICHLAND	5,000	4,600	91
	INDIANA DAVIESS	7,500	6,800	92
	DUBUIS	7,000	6,900	92
	MARTIN	2,800	2,600	93
	KENTUCKY HANCOCK	1,400	1,200	84
	HOPKINS	12,300	10,700	87
STATION TOTALS		217,800	199,400	92
NET WEEKLY CIRCULATION (MARCH 1966)			124,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			85,400	

Indiana—Fort Wayne



WANE-TV



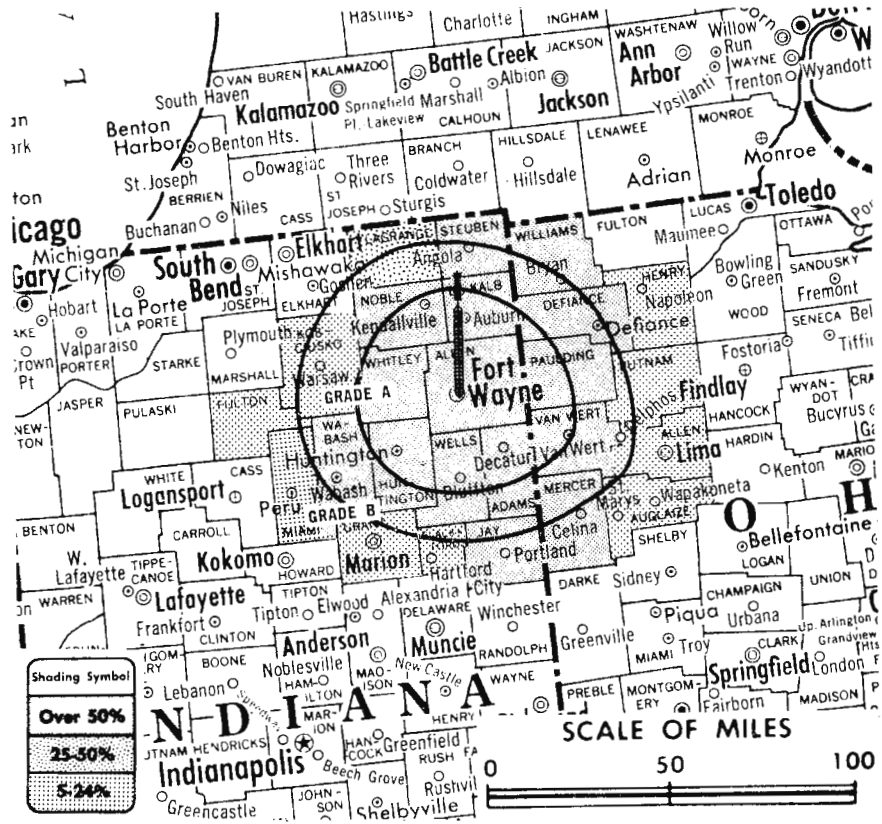
Ch. 15

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 436-kw maximum and 144-kw horizontal visual, 28.2-kw horizontal aural. Antenna: 830-ft. above av. terrain, 836-ft. above ground, 1649-ft. above sea level.

Latitude 41° 05' 35"
Longitude 85° 10' 42"

Transmitter: 2915 West State Blvd.
Studio: 2915 West State Blvd.
TV tape: Recording facilities.
Color: Network, film, slide & tape.
News Wire Service: AP.
Facsimile Service: AP.

Total Households: SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



WANE-TV Ref: FCC File No. BPC-2515 Granted 7/30/58

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

WANE-TV

Licensee: Indiana Bcstg. Corp., 2915 West State Blvd., Ft. Wayne, Ind. (46808).

Telephone: 219-742-9411. TWX No.: 810-332-1508.

Ownership: Corinthian Broadcasting Corp., 86%; eight other stockholders, none owning more than 4%. Corinthian Bcstg. is a subsidiary of Whitney Communications Corp. For other interests, see KOTV, Tulsa, Okla.

Began Operation: Sept. 26, 1954. Sale to present owner by Universal Bcstg. (McConnell) approved Oct. 10, 1956 by FCC. Previous sale as WINT by R. Morris Pierce group approved June 13, 1956. (Television Digest, Vol. 12:24, 34, 41).

Represented (sales) by H-R Television.

Represented (legal) by Covington & Burling.

Personnel:

C. WREDE PETERSMEYER, president.
REID G. CHAPMAN, v.p., general manager & film buyer.
HOWARD R. BUNNELL, commercial manager.
HARRY HEUSTON, program director.
WALTER H. JONES, chief engineer.

DIGEST OF RATE CARD NO. 8—(June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$550.00	\$330.00	\$220.00	\$140.00	Graded rates apply*	

*Highest rate: \$240.00.

NETWORK BASE HOURLY RATE: \$525.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA ADAMS	7,000	6,600	94
	ALLEN	75,100	72,000	96
	DE KALB	8,500	8,200	97

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	HUNTINGTON	10,400	10,000	96
	JAY	6,600	6,100	93
	NOBLE	8,600	8,100	94
	STEUEN	4,900	4,700	96
	WABASH	10,200	9,500	93
	WELLS	6,500	6,100	95
	WHITLEY	6,300	6,000	96
OHIO	DEFIANCE	9,400	9,000	96
	MERCER	9,100	8,700	96
	PAULDING	4,800	4,600	95
	VAN WERT	8,800	8,500	96
	WILLIAMS	9,400	8,900	95
25-50 O/O	INDIANA LA GRANGE	4,800	4,200	88
	OHIO			
5-24 O/O	INDIANA BLACKFORD	4,700	4,400	95
	FULTON	5,200	4,900	95
	GRANT	23,700	22,500	95
	KOSCIUSKO	13,300	12,600	95
	MIAMI	12,400	11,700	95
OHIO	ALLEN	32,400	30,800	95
	AUGLAIZE	11,000	10,500	95
	HENRY	7,600	7,400	97
	PUTNAM	7,500	7,100	95

STATION TOTALS 308,200 293,100 95

NET WEEKLY CIRCULATION (MARCH 1966) 190,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 140,400

Indiana—Fort Wayne



WKJG-TV



Ch. 33

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 263-kw visual, 49-kw aural. Antenna: 770-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level.

Latitude 41° 05' 36.00"
Longitude 85° 10' 28.47"

Transmitter: 2633 West State Blvd.

TV tape: Recording facilities.

AM Affiliate: WKJG, 5-kw, 1380 kc (NBC).

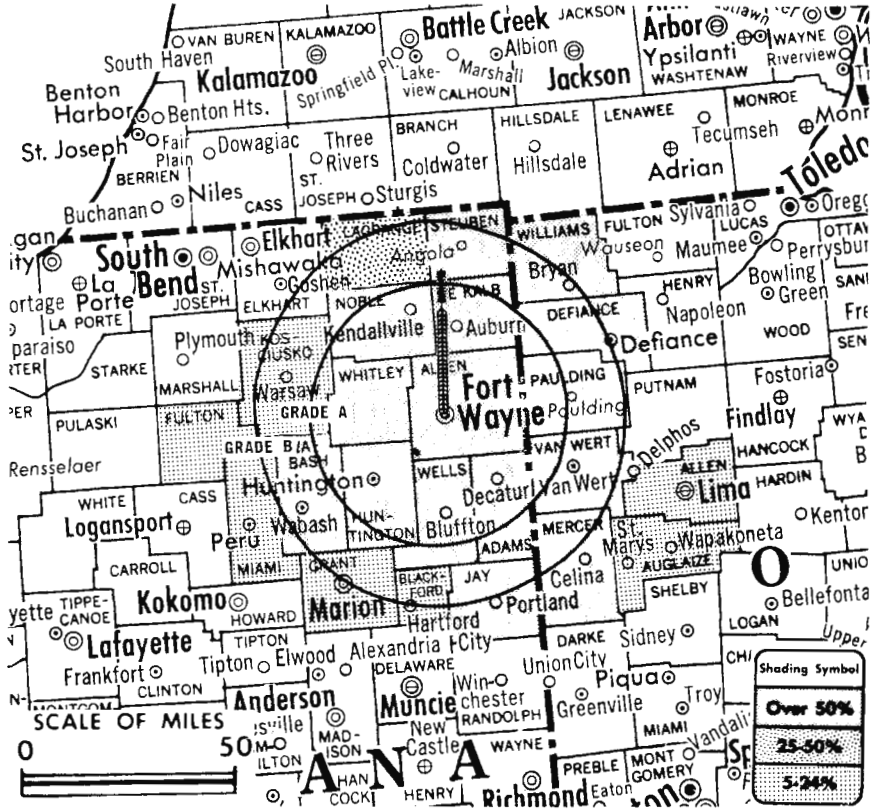
FM Affiliate: WKJG, 48.5-kw, 97.3 mc (No. 247), 511-ft. antenna.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WKJG-TV Ref: FCC File No. BPCT—516 Granted 5/21/53

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

WKJG-TV

Licensee: WKJG Inc., 2633 West State Blvd., Fort Wayne, Ind. (46808).

Studio: 2633 West State Blvd.

Telephone: 219-742-2295. TWX No.: 219-241-2083.

Ownership: Truth Publishing Co., 60%; Walter R. Beardsley, 25%; John F. Dille Jr., 15%. Truth Publishing publishes Elkhart Truth and is licensee of WSJV (TV) there.

Began Operation: Nov. 21, 1953. Sale to present owners by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 by FCC (Television Digest, Vol. 13:5, 11).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

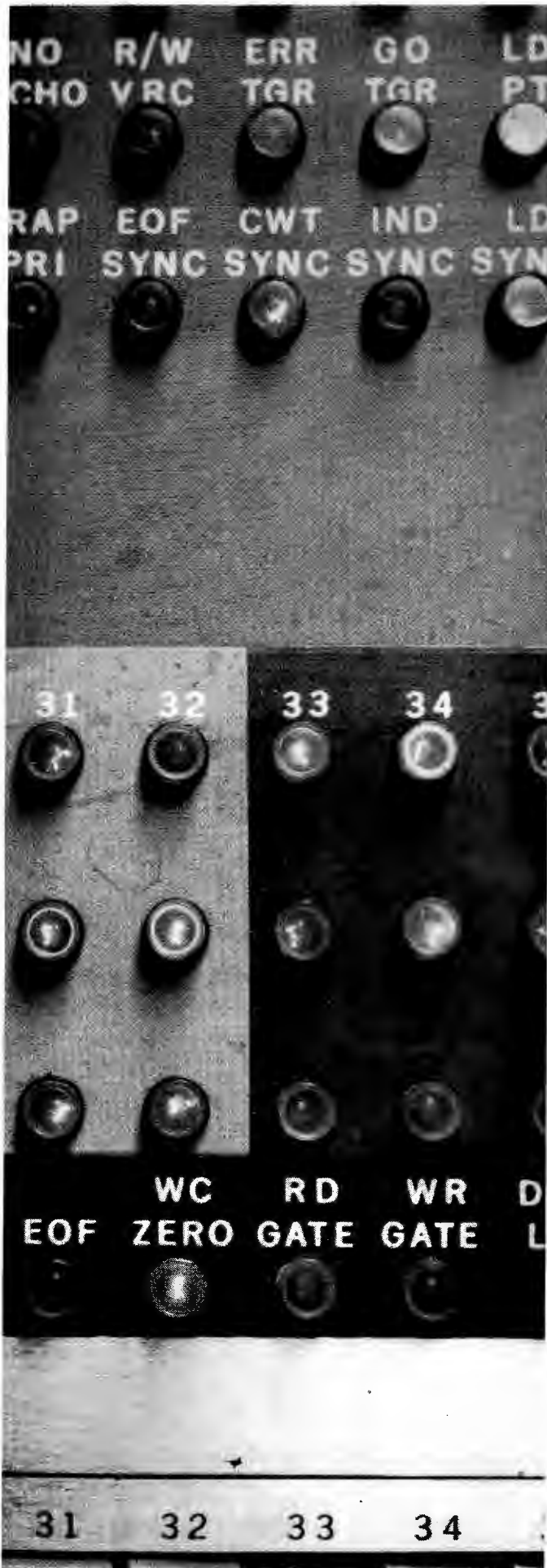
JOHN F. DILLE JR., president.
HILLIARD GATES, v.p. & general manager.
PAUL C. BRINES, v.p.
WILLIAM KLINE, commercial manager.
CALO O. MAHLOCK, program manager & film buyer.
WAYNE ROTHGEB, farm director.
EUGENE A. CHASE, chief engineer.

DIGEST OF RATE CARD NO. E1—(June 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$140.00	\$70.00
NETWORK BASE HOURLY RATE:	\$550.					

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	ADAMS	7,000	6,600	94
	ALLEN	75,100	72,000	96
	DE KALB	8,500	8,200	97
	HUNTINGTON	10,400	10,000	96
	JAY	6,600	6,100	93
	NOBLE	8,600	8,100	94
	STEBEN	4,900	4,700	96
	WABASH	10,200	9,500	93
	WELLS	6,500	6,100	95
	WHITLEY	6,300	6,000	96
	OHIO			
	DEFIANCE	9,400	9,000	96
	MERCER	9,100	8,700	96
	PAULDING	4,800	4,600	95
	VAN WERT	8,800	8,500	96
	WILLIAMS	9,400	8,900	95
25-50 O/O	INDIANA			
	LA GRANGE	4,800	4,200	88
5-24 O/O	INDIANA			
	BLACKFORD	4,700	4,400	95
	FULTON	5,200	4,900	95
	GRANT	23,700	22,500	95
	KOSCIUSKO	13,300	12,600	95
	MIAMI	12,400	11,700	95
	OHIO			
	ALLEN	32,400	30,800	95
	AUGLAIZE	11,000	10,500	95
STATION TOTALS		293,100	278,600	95
NET WEEKLY CIRCULATION (MARCH 1966)				179,800
AVERAGE DAILY CIRCULATION (MARCH 1966)				123,600

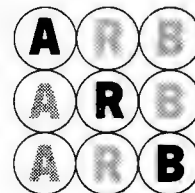


Bryce Rathbone supplies English translations.

Bryce Rathbone manages data operations at the American Research Bureau and if anybody knows the computer language, he does. After talking to Bryce, you quickly discover that he not only speaks the language of the machine, but yours too.

Men who can talk intelligently *about* media research to media research people . . . men who can help formulate, define and express the most critical research needs are important to ARB, and to you. For, once these needs are defined, these same men can create a computer language which will make the best machines work.

Human judgment is, and will continue to be, the only way to solve *any* problem. And, creative human judgment can harness and use machines in order to provide new information for decision making, for problem solving . . . the kind of audience research information you are accustomed to receiving from ARB.



**AMERICAN
RESEARCH
BUREAU**

Indiana—Fort Wayne



WPTA



Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 175-kw maximum and 110-kw horizontal visual, 30.8-kw maximum and 22-kw horizontal aural. Antenna: 760-ft. above av. terrain, 767-ft. above ground, 1584-ft. above sea level.

Latitude 41° 06' 03"
Longitude 85° 11' 00"

Transmitter: 3333 Butler Rd.

TV tape: Recording facilities.

FM Affiliate: WPTH, 44-kw, 95.1 mc (No. 236), 680-ft. antenna.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WPTA Ref: FCC File No. BMPCT-4800 Granted 8/27/57

©American Map Co., Inc., N.Y., No. 14241

WPTA

Grantee: Sarkes Tarzian Inc., E. Hillside Dr., Bloomington, Ind.

Studio: 3333 Butler Rd., Fort Wayne, Ind. (46804).

Telephone: 219-483-0584.

TWX No.: 219-241-4394.

Ownership: See WTTV, Bloomington-Indianapolis.

Began Operation: Sept. 28, 1957.

Represented (sales) by Metro TV Sales.

Represented (legal) by Cohn & Marks.

Personnel:

SARKES TARZIAN, president.

VICTOR H. STERLING, general manager & film buyer.

GEORGE CASTLE, chief engineer.

AL HERVEY, program manager & promotion director.

DIGEST OF RATE CARD NO. 11

(June 8, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$170.00 \$85.00

NETWORK BASE HOURLY RATE: \$525.

For Index to Contents
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	ADAMS	7,000	6,600	94
	ALLEN	75,100	72,000	96
	DE KALB	8,500	8,200	97
	HUNTINGTON	10,400	10,000	96
	JAY	6,600	6,100	93
	NOBLE	8,600	8,100	94
	STUBEN	4,900	4,700	96
	WABASH	10,200	9,500	93
	WELLS	6,500	6,100	95
	WHITLEY	6,300	6,000	96
	OHIO			
	DEFIANCE	9,400	9,000	96
	MERCER	9,100	8,700	96
	PAULDING	4,800	4,600	95
	VAN WERT	8,800	8,500	96
	WILLIAMS	9,400	8,900	95
5-24 O/O	INDIANA			
	BLACKFORD	4,700	4,400	95
	FULTON	5,200	4,900	95
	GRANT	23,700	22,500	95
	KOSCIUSKO	13,300	12,600	95
	LA GRANGE	4,800	4,200	88
	MIAMI	12,400	11,700	95
	OHIO			
	ALLEN	32,400	30,800	95
	AUGLAIZE	11,000	10,500	95

STATION TOTALS 293,100 278,600 95

NET WEEKLY CIRCULATION (MARCH 1966) 181,700
AVERAGE DAILY CIRCULATION (MARCH 1966) 126,400

Indiana—Indianapolis



WISH-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level.

Latitude 39° 45' 39"
Longitude 86° 00' 21"

Transmitter: Rawls Ave. & South Post Rd.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

Total Households: © SRDS

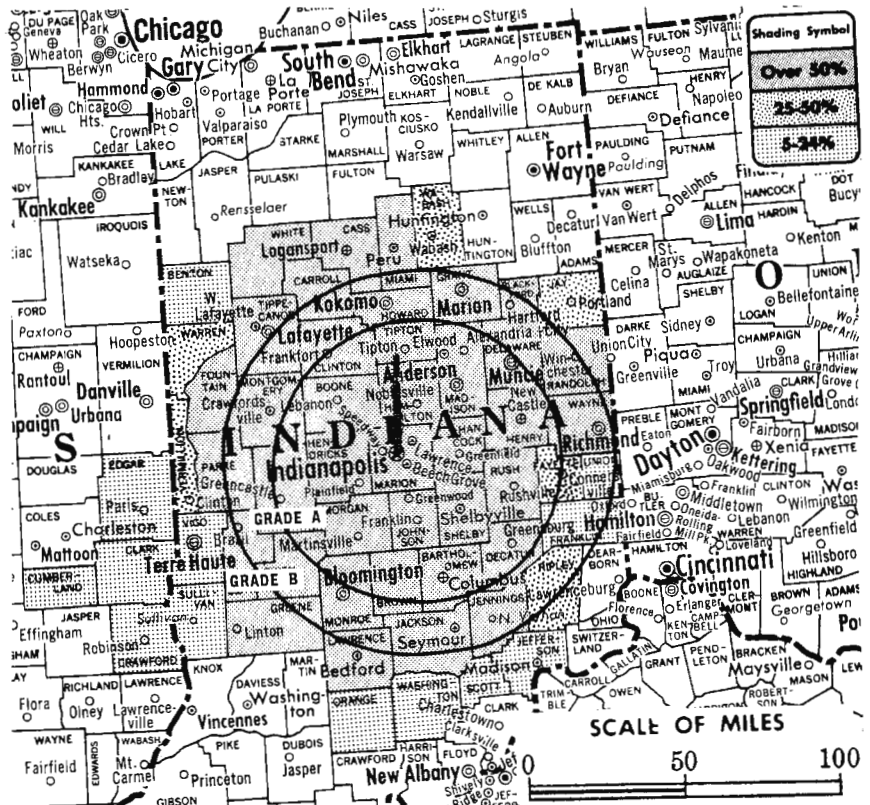
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WISH-TV Ref: FCC File No. BPCT-110 Granted 1/28/54

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

WISH-TV

Licensee: Indiana Broadcasting Corporation, Box 1950, Indianapolis, Ind. (46206).

Studio: 1950 N. Meridian St.

Telephone: 317-924-4381. TWX No.: 317-635-2107.

Ownership: Corinthian Broadcasting Corp., 86%; 8 other stockholders, none owns more than 4%. Corinthian Bcstg. is a subsidiary of Whitney Communications Corp. For other interests, see KOTV, Tulsa, Okla.

Began Operation: July 1, 1954. Sale, along with WANE-TV, Fort Wayne & radio WANE, to present owners approved Oct. 10, 1956 by FCC (Television Digest, Vol. 12:34, 41).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

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

Personnel:

- C. WREDE PETERSMEYER, president.
- ROBERT B. McCONNELL, v.p., general manager.
- ALAN S. ENGLANDER, treasurer.
- CHARLES REES, secretary.
- JOSEPH E. LAKE, commercial manager.
- DON J. PLUMRIDGE, advertising & promotion director.
- DAVE SMITH, program manager.
- C. E. WALLACE, chief engineer.

DIGEST OF RATE CARD NO. 5

(June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1500.00	\$900.00	\$520.00	\$400.00	Graded rates apply.*

*Highest rate: \$750.

NETWORK BASE HOURLY RATE: \$1500.

Group Owners are Listed in Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50	INDIANA			
0/0	BARTHOLOMEW	15,800	15,100	95
	BLACKFORD	4,700	4,400	95
	BOONE	8,800	8,500	96
	BROWN	2,100	2,000	96
	CARROLL	5,300	5,100	96
	CASS	12,200	11,500	94
	CLAY	7,700	7,300	96
	CLINTON	9,400	9,100	96
	DECATUR	6,000	5,600	95
	DELAWARE	35,600	34,200	96
	FOUNTAIN	6,000	5,700	95
	GRANT	23,700	22,500	95
	GREENE	8,100	7,600	94
	HAMILTON	14,200	13,700	97
	HANCOCK	10,100	9,800	97
	HENDRICKS	14,600	14,100	97
	HENRY	15,300	14,700	96
	HOWARD	23,100	22,200	96
	JACKSON	9,300	8,900	95
	JENNINGS	4,500	4,200	94
	JOHNSON	14,700	14,400	98
	LAWRENCE	11,300	10,700	95
	MADISON	40,900	39,500	97
	MARION	233,100	224,300	96
	MIAMI	12,400	11,700	95
	MONROE	17,800	16,400	92
	MONTGOMERY	10,200	9,800	96
	MORGAN	11,100	10,600	96
	OWEN	3,500	3,300	95
	PARKE	4,300	4,100	96
	PUTNAM	6,900	6,500	95
	RANDOLPH	8,800	8,400	95
	RUSH	5,700	5,500	97
	SHELBY	11,200	10,800	96
	TIPPECANOE	26,600	24,700	93

(Continued on page 243-b)

STATION TOTALS 822,300 784,200 95

NET WEEKLY CIRCULATION (MARCH 1966) 631,400
AVERAGE DAILY CIRCULATION (MARCH 1966) 453,300

Indiana—Indianapolis



WFBM-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 1019-ft. above ground, 1849-ft. above sea level.

Latitude 39° 53' 59"
Longitude 86° 12' 02"

Transmitter: 79th St. & Township Rd.

TV tape: Recording facilities.

AM Affiliate: WFBM, 5-kw, 1260 kc.

FM Affiliate: WFBM-FM, 51.9-kw, 94.7 mc (No. 234).

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

News Wire Service: AP, UPI.

News Film Service: Time-Life News Bureau, NBC.

Total Households: © SRDS

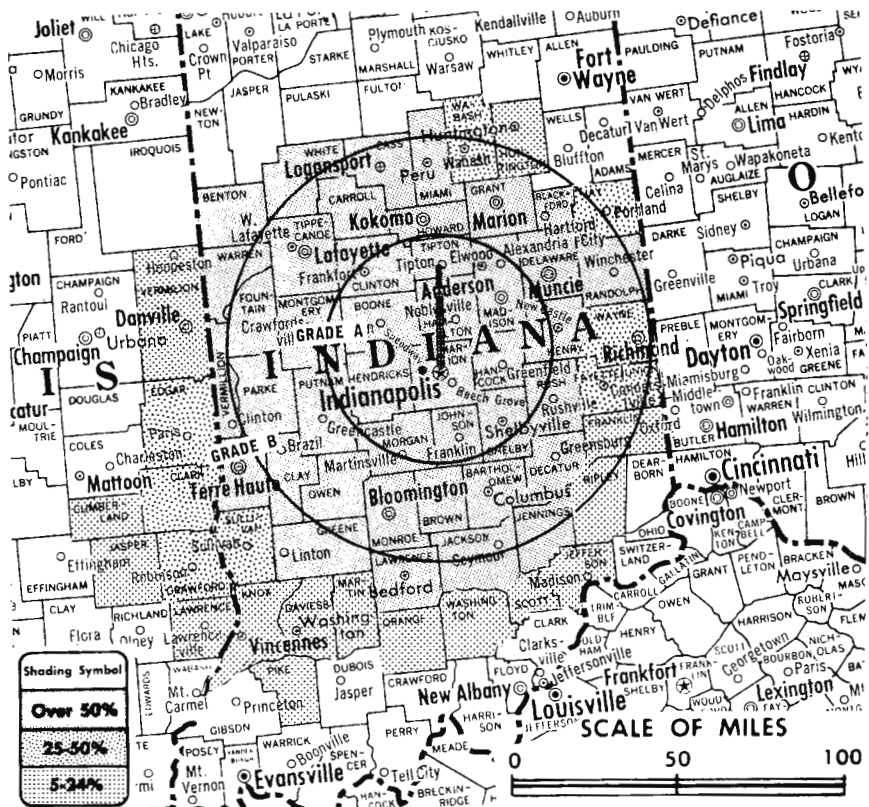
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

Coverage (shaded areas) based on 1965

ARB study.



WFBM-TV Ref: FCC File No. BMPCT-1529 Granted 12/29/53

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

WFBM-TV

Licensee: Time-Life Broadcast Inc., 1330 N. Meridian St., Indianapolis, Ind. (46202).

Studio: 1330 N. Meridian St.

Telephone: 317-635-9326.

TWX No.: 317-634-5992.

Ownership: Time-Life Broadcast Inc., 100%; subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

Began Operation: May 30, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (Television Digest, Vol. 12:50-51; 13:16).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

- ELDON CAMPBELL, v.p. & general manager.
- DON MENKE, station manager.
- HUGH L. KIBBEY, sales manager.
- JAMES MATHIS, assistant sales manager.
- WARREN WRIGHT, program manager & film buyer.
- KEITH C. STRANGE, promotion manager.
- DONALD C. CRIPE, business manager.
- EARL JOHNSON, program operations manager.
- ROBERT FLANDERS, director of engineering.
- ROBERT GAMBLE, news & information services manager.
- TOM CARNEGIE, sports director.

DIGEST OF RATE CARD NO. A26a

(Jan. 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID	
Class AAA—8-10:30 p.m., daily.	\$1500.00	\$1125.00	\$825.00	\$400.00	\$375.00	\$190.00

NETWORK BASE HOURLY RATE: \$1625.

238-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	INDIANA			
	BARTHOLOMEW	15,800	15,100	95
	BENTON	3,200	3,000	95
	BLACKFORD	4,700	4,400	95
	BOONE	8,800	8,500	96
	BROWN	2,100	2,000	96
	CARROLL	5,300	5,100	96
	CASS	12,200	11,500	94
	CLAY	7,700	7,300	96
	CLINTON	9,400	9,100	96
	DECATUR	6,000	5,600	95
	DELAWARE	35,600	34,200	96
	FOUNTAIN	6,000	5,700	95
	GRANT	23,700	22,500	95
	GREENE	8,100	7,600	94
	HAMILTON	14,200	13,700	97
	HANCOCK	10,100	9,800	97
	HENDRICKS	14,600	14,100	97
	HENRY	15,300	14,700	96
	HOWARD	23,100	22,200	96
	JACKSON	9,300	8,900	95
	JENNINGS	4,500	4,200	94
	JOHNSON	14,700	14,400	98
	LAWRENCE	11,300	10,700	95
	MADISON	40,900	39,500	97
	MARION	233,100	224,300	96
	MIAMI	12,400	11,700	95
	MONROE	17,800	16,400	92
	MONTGOMERY	10,200	9,800	96
	MORGAN	11,100	10,600	96
	OWEN	3,500	3,300	95
	PARKE	4,300	4,100	96
	PUTNAM	6,900	6,500	95
	RANDOLPH	8,800	8,400	95
	RUSH	5,700	5,500	97
	SHELBY	11,200	10,800	96
	TIPPECANOE	26,600	24,700	93

(Continued on page 243-b)

STATION TOTALS 899,200 856,600 95

NET WEEKLY CIRCULATION (MARCH 1966) 660,800
AVERAGE DAILY CIRCULATION (MARCH 1966) 472,400

TV Factbook No. 37

15 MEN HAVE LEFT WFBN

Tom Carnegie left for Scotland, and brought back a fascinating documentary film he produced on race driver Jimmy Clark.

Bob Gamble left for Europe, and brought back filmed reports from Paris and Berlin.

Gene Slaymaker returned from filming two special programs in South America.

Howard Caldwell came back from Pakistan and India with the first TV interview with Prime Minister Madame Gandhi.

In all, we've sent 15 men* packing.

They usually bring back something for your pleasure or enlighten-

ment, on film or tape. And they always bring back something else: a better perspective, a deeper understanding of the background to the world news they report.

Perhaps all this has made you wonder "Who's watching the store?"

Don't worry. Even if all 15 left at the same time, we'd still have more men covering the local news than any other station in town.

The world is our beat. But Indianapolis is our home.

The WFBN Stations • Time-Life, Inc. • TV • AM • FM
Indianapolis • Represented Nationally by The Katz Agency

***FOREIGN ASSIGNMENT:**

TOM CARNEGIE, SPORTS DIRECTOR; BOB GAMBLE, NEWS DIRECTOR; ERNIE CRISP, CHIEF PHOTOGRAPHER; ELDON CAMPBELL, MANAGEMENT; BOB BROCKWAY, ENGINEER; GENE SLAYMAKER, RADIO NEWS EDITOR; RALPH GRANT, NEWS PHOTOGRAPHER; CHUCK O'DONNELL, PRODUCER; BERNIE HERMAN, MOVIE HOST; PAUL WILSON, NEWS PHOTOGRAPHER; LES WALDEN, NEWS PHOTOGRAPHER; EARL SCHUMAN, EXECUTIVE PRODUCER; HARRY MARTIN, FARM DIRECTOR; HUGH KIRBY, TV EXECUTIVE STAFF

Indiana—Indianapolis



WLW-I



Ch. 13

Technical Facilities: Channel No. 13
(210-216 mc). Authorized power:
316-kw visual, 29.5-kw aural. Antenna:
982-ft. above av. terrain, 1022-ft. above ground, 1846-ft. above sea level.

Latitude 39° 55' 43"
Longitude 86° 10' 55"

Transmitter: Ditch Rd. & 96th St.
Studio: 1401 N. Meridian St. (46202)

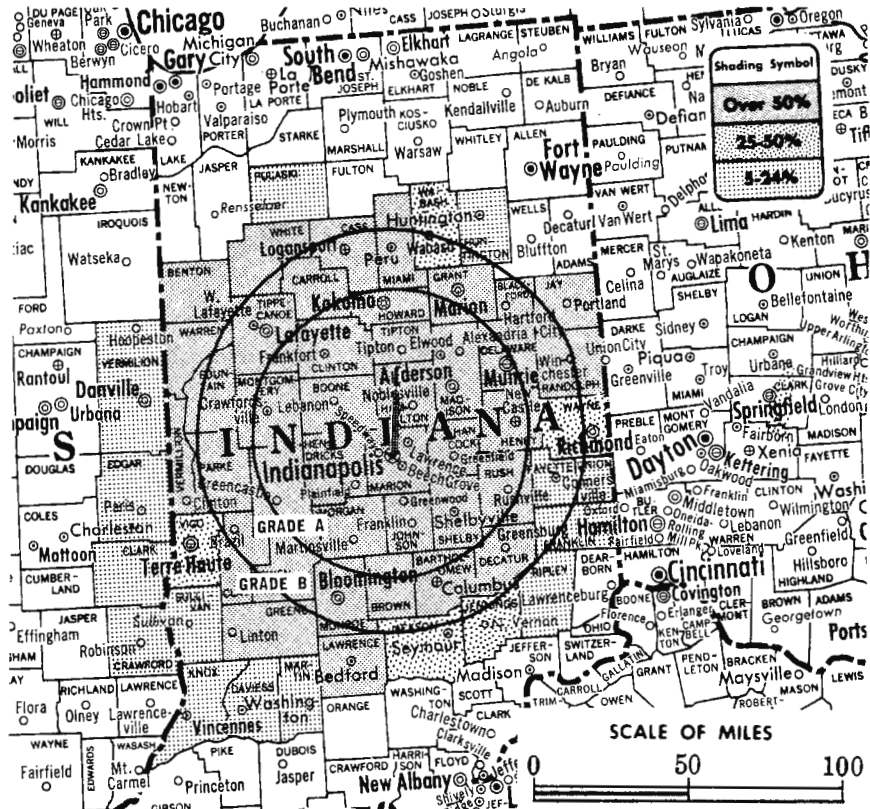
TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WLW-I Ref: FCC File No. BPCT-1837 Granted 3/6/57

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

WLW-I

Licensee: Avco Broadcasting Corp., 1401 N. Meridian St., Indianapolis, Ind. (46202).

Telephone: 317-639-2311.

Ownership: See WLW-T, Cincinnati, O.

Began Operation: Oct 30, 1957.

Represented (sales) by Broadcast Communications Group.

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN M. SLOCUM, general manager.
CHUCK McFADDEN, sales manager.
WALTER JACOBS, program director.
MICHAEL RUPPE, promotion manager.
LEE MESEY, news director.
FRED CLICK, director, special broadcast services.
NORMAN NIXON, chief engineer.
ROBERT REYNOLDS, film director.

DIGEST OF RATE CARD NO. 10 (June 15, 1966)

Hour	30 Min.	40 Sec.	Min. or 30 Sec.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$1500.00	\$900.00	\$550.00	\$450.00	\$375.00 \$200.00
NETWORK BASE HOURLY RATE: \$1400.					

For Other Avco Broadcast Interests,
see Listing Under Group Ownership.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	BARTHOLOMEW	15,800	15,100	95
	BENTON	3,200	3,000	95
	BLACKFORD	4,700	4,400	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	BOONE	8,800	8,500	96
	BROWN	2,100	2,000	96
	CARROLL	5,300	5,100	96
	CASS	12,200	11,500	94
	CLAY	7,700	7,300	96
	CLINTON	9,400	9,100	96
	DECATUR	6,000	5,600	95
	DELAWARE	35,600	34,200	96
	FOUNTAIN	6,000	5,700	95
	GRANT	23,700	22,500	95
	GREENE	8,100	7,600	94
	HAMILTON	14,200	13,700	97
	HANCOCK	10,100	9,800	97
	HENDRICKS	14,600	14,100	97
	HENRY	15,300	14,700	96
	HOWARD	23,100	22,200	96
	JAY	6,600	6,100	93
	JOHNSON	14,700	14,400	98
	LAWRENCE	11,300	10,700	95
	MADISON	40,900	39,500	97
	MARION	233,100	224,300	96
	MIAMI	12,400	11,700	95
	MONROE	17,800	16,400	92
	MONTEGOMERY	10,200	9,800	96
	MORGAN	11,100	10,600	96
	OWEN	3,500	3,300	95
	PARKE	4,300	4,100	96
	PUTNAM	6,900	6,500	95
	RANDOLPH	8,800	8,400	95
	RUSH	5,700	5,500	97
	SHELBY	11,200	10,800	96
	TIPPECANOE	26,600	24,700	93
	TIPTON	4,700	4,500	97
	VERMILLION	5,200	4,900	95
	WARREN	2,400	2,300	93
	WHITE	6,200	5,800	95

(Continued on page 243-b)

STATION TOTALS	866,300	826,300	95
NET WEEKLY CIRCULATION (MARCH 1966)		644,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		449,500	

Indiana—Bloomington-Indianapolis

WTTV
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 47.9-kw visual, 9.33-kw aural. Antenna: 1250-ft. above av. terrain, 1222-ft. above ground, 2097-ft. above sea level.

Latitude 39° 24' 26.5"
Longitude 86° 08' 52.0"

Requests change to 100-kw visual, 20-kw aural, 957-ft. above av. terrain, 965-ft. above ground, 1845-ft. above sea level, lat. 39° 55' 12", long. 86° 14' 30"; transmitter to W 96th St., .8-mi. W of U.S. Hwy. 421, Pike Twp. BPCT—3548.

Transmitter: Trafalgar, Ind.

TV tape: Recording facilities.

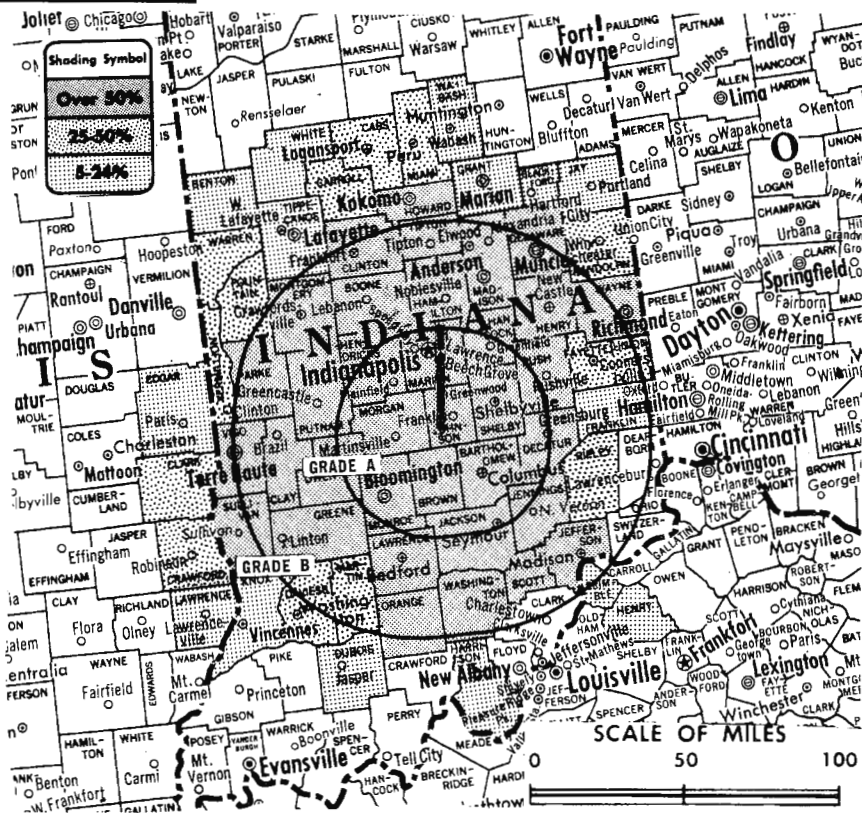
AM Affiliate: WTTN, 5-kw, (.5-kw-N), 1370 kc (ABC).

FM Affiliate: WTTV-FM, 37-kw, 92.3 mc (No. 222), 1090-ft. antenna height.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTTV Ref: FCC File No. BMPCT—4674 Granted 6/13/57

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

WTTV

Network Service: None, independent.

Licensee: Sarkes Tarzian Inc., E. Hillside Drive, Bloomington.

Studios: South Highland and East Davis, Bloomington; 3490 Bluff Rd., Indianapolis, Ind. (46217).

Business Office: 3490 Bluff Rd., Indianapolis.

Telephone: 317-787-2211, Indianapolis. Telex No.: 027-432.

Ownership: Sarkes Tarzian, pres., 51%; Mary Tarzian, secy.-treas., 18%; Verage Tarzian, director; Thomas Tarzian, 15.5%; Patricia Tarzian, 15.5%. Firm also manufactures TV-radio parts & tubes. Also operates WPTA, Ft. Wayne (Ch. 21); WFAM-TV, Lafayette, Ind.; WPTH-FM, Ft. Wayne; WATI, Indianapolis.

Began Operation: Nov. 11, 1949.

Represented (sales) by Metro Television Sales.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel:

SARKES TARZIAN, president.
ROBERT G. HOLBEN, general manager.
ELMER SNOW, director of engineering.
ARTHUR R. HOOK, program manager.
CLYDE V. DUTTON, general sales manager.
BERNARD J. SOUERS, local sales manager.
DONALD H. MORGAN, chief engineer.

DIGEST OF RATE CARD NO. 20 (Nov. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—4:30-11:30 p.m., Mon.-Fri.; 2-11:30 p.m., Sat.-Sun.	\$700.00	\$420.00	\$280.00	\$210.00	\$175.00	\$175.00*
Class A—6:30-11 p.m., Mon.-Fri.; noon-sign off, Sat.; 2-11 p.m., Sun.	\$87.50					

*Class A—6:30-11 p.m., Mon.-Fri.; noon-sign off, Sat.; 2-11 p.m., Sun.

Also see Sarkes Tarzian Listings under Manufacturers of Transmitters, Studio and Closed-Circuit Equipment.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	BARTHOLOMEW	15,800	15,100	95
	BOONE	8,800	8,500	96
	BROWN	2,100	2,000	96
	CLAY	7,700	7,300	96
	CLINTON	9,400	9,100	96
	DECATUR	6,000	5,600	95
	DELAWARE	35,600	34,200	96
	GREENE	8,100	7,600	94
	HAMILTON	14,200	13,700	97
	HANCOCK	10,100	9,800	97
	HENRICKS	14,600	14,100	97
	HENRY	15,300	14,700	96
	HOWARD	23,100	22,200	96
	JACKSON	9,300	8,900	95
	JEFFERSON	6,700	6,200	94
	JENNINGS	4,500	4,200	94
	JOHNSON	14,700	14,400	98
	LAWRENCE	11,300	10,700	95
	MADISON	40,900	39,500	97
	MARION	233,100	224,300	96
	MONRIE	17,800	16,400	92
	MONTGOMERY	10,200	9,800	96
	MORGAN	11,100	10,600	96
	ORANGE	4,700	4,400	92
	OWEN	3,500	3,300	95
	PARKE	4,300	4,100	96
	PUTNAM	6,900	6,500	95
	RUSH	5,700	5,500	97
	SCOTT	4,600	4,200	91
	SHELBY	11,200	10,800	96
	SULLIVAN	7,300	6,900	95
	TIPTON	4,700	4,500	97
	VIGO	35,300	33,600	95
	WASHINGTON	5,400	4,900	92
	WAYNE	23,500	22,400	95

(Continued on page 243-b)

STATION TOTALS	865,200	824,000	95
NET WEEKLY CIRCULATION (MARCH 1966)		486,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		252,300	

Indiana—Lafayette



WFAM-TV

Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 186-kw visual, 26.3-kw aural. Antenna: 660-ft. above av. terrain, 651-ft. above ground, 1301-ft. above sea level.

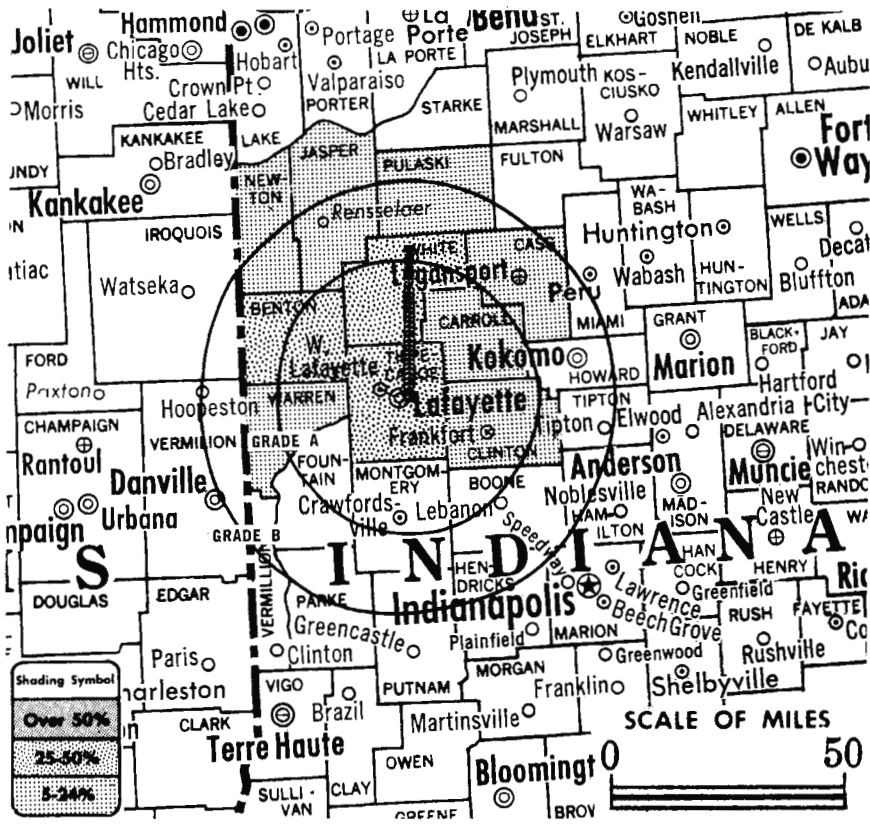
Latitude 40° 24' 07"
Longitude 86° 50' 59"

Transmitter: McCarty Lane.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WFAM-TV Ref: FCC File No. BPC-2258 Granted 4/3/57

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

WFAM-TV

Network Service: CBS (EMP).

Grantee: Sarkes Tarzian Inc., E. Hillside Dr., Bloomington, Ind. (47403).

Studio: McCarty Lane (47905).

Telephone: 317-447-2113.

Ownership: See WTTV, Bloomington-Indianapolis.

Began Operation: May 8, 1958 on Ch. 59, but left the air May 15, 1959 while sale to Sarkes Tarzian was pending. Sale to Sarkes Tarzian by Henry Rosenthal and associates approved June 17, 1959 by FCC; resumed operation on Ch. 18 Nov. 15, 1959 (Television Digest, Vol. 15:19-20, 25, 46). Transfer of TV and radio WASK to Rosenthal group from founder O. E. Richardson approved Feb. 20, 1957 by FCC (Vol. 13:4, 8).

Represented (sales) by Jack Masla & Co.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel:

RICHARD LONG, manager, sales mgr. & film buyer.

DAVISSON SPINDLE, chief engineer.

BRUCE BAHLKE, program director.

GLENN SMITH, news director.

JOE McCONNELL, sports director.

DIGEST OF RATE CARD NO. 5—(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-11 p.m., daily.					
\$150.00	\$100.00	\$75.00	\$50.00	\$25.00	\$12.50
NETWORK BASE HOURLY RATE: \$85.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	INDIANA BENTON TIPPECANOE WHITE	3,200 26,600 6,200	3,000 24,700 5,800	95 93 95
5-24 0/0	INDIANA CARROLL CASS CLINTON JASPER NEWTON PULASKI WARREN	5,300 12,200 9,400 5,300 3,500 3,600 2,400	5,100 11,500 9,100 5,000 3,300 3,300 2,300	96 94 96 94 95 91 93
STATION TOTALS		77,700	73,100	94
NET WEEKLY CIRCULATION (MARCH 1966)			28,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			14,900	

For Color Set Penetration by Markets

See Services Volume

WFBM-TV, Indianapolis

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
INDIANA—(Continued)				
	TIPTON	4,700	4,500	97
	VERMILLION	5,200	4,900	95
OVER 50 O/O	VIGO	35,300	33,600	95
	WARREN	2,400	2,300	93
	WHITE	6,200	5,800	95

25-50 O/O	ILLINOIS			
	CLARK	5,100	4,700	93
	CRAWFORD	6,700	6,300	95
	EDGAR	7,100	6,700	94
	INDIANA			
	FAYETTE	7,000	6,700	95
	JAY	6,600	6,100	93
	SULLIVAN	7,300	6,900	95
	UNION	1,700	1,600	93
	WABASH	10,200	9,500	93
	WAYNE	23,500	22,400	95

5-24 O/O	ILLINOIS			
	CUMBERLAND	3,200	2,900	92
	JASPER	3,200	2,900	91
	LAWRENCE	5,300	5,000	93
	VERMILION	31,800	30,200	95
	INDIANA			
	DAVISS	7,500	6,800	92
	FRANKLIN	4,500	4,100	92
	HUNTINGTON	10,400	10,000	96
	JEFFERSON	6,700	6,200	94
	KNOX	12,500	11,800	95
	MARTIN	2,800	2,600	93
	ORANGE	4,700	4,400	92
	PIKE	3,400	3,100	91
	RIPLEY	6,000	5,600	93
	SCOTT	4,600	4,200	91
	WASHINGTON	5,400	4,900	92

WLW-I, Indianapolis

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	INDIANA			
	JACKSON	9,300	8,900	95
	JENNINGS	4,500	4,200	94
	VIGO	35,300	33,600	95
	WABASH	10,200	9,500	93
	WAYNE	23,500	22,400	95

5-24 O/O	ILLINOIS			
	CLARK	5,100	4,700	93
	CRAWFORD	6,700	6,300	95
	EDGAR	7,100	6,700	94
	VERMILION	31,800	30,200	95
	INDIANA			
	DAVISS	7,500	6,800	92
	FAYETTE	7,000	6,700	95
	FRANKLIN	4,500	4,100	92
	HUNTINGTON	10,400	10,000	96
	KNOX	12,500	11,800	95
	MARTIN	2,800	2,600	93
	PULASKI	3,600	3,300	91
	RIPLEY	6,000	5,600	93
	SULLIVAN	7,300	6,900	95
	UNION	1,700	1,600	93

ARB & Nielsen Summaries
are in Services Volume

WISH-TV, Indianapolis

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
INDIANA—(Continued)				
OVER 50 O/O	TIPTON	4,700	4,500	97
	WAYNE	23,500	22,400	95
	WHITE	6,200	5,800	95

25-50 O/O	INDIANA			
	FAYETTE	7,000	6,700	95
	JAY	6,600	6,100	93
	RIPLEY	6,000	5,600	93
	VERMILLION	5,200	4,900	95
	WABASH	10,200	9,500	93
	WARREN	2,400	2,300	93

5-24 O/O	ILLINOIS			
	CLARK	5,100	4,700	93
	CRAWFORD	6,700	6,300	95
	CUMBERLAND	3,200	2,900	92
	EDGAR	7,100	6,700	94
	INDIANA			
	BENTON	3,200	3,000	95
	FRANKLIN	4,500	4,100	92
	JEFFERSON	6,700	6,200	94
	ORANGE	4,700	4,400	92
	SCOTT	4,600	4,200	91
	SULLIVAN	7,300	6,900	95
	UNION	1,700	1,600	93
	VIGO	35,300	33,600	95
	WASHINGTON	5,400	4,900	92

WTTV, Indianapolis

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	ILLINOIS			
	CLARK	5,100	4,700	93
	CRAWFORD	6,700	6,300	95
	INDIANA			
	CARROLL	5,300	5,100	96
	CASS	12,200	11,500	94
	DAVISS	7,500	6,800	92
	FAYETTE	7,000	6,700	95
	FOUNTAIN	6,000	5,700	95
	MARTIN	2,800	2,600	93
	MIAMI	12,400	11,700	95
	RANDOLPH	8,800	8,400	95
	RIPLEY	6,000	5,600	93
	UNION	1,700	1,600	93
	VERMILLION	5,200	4,900	95
	WARREN	2,400	2,300	93

5-24 O/O	ILLINOIS			
	EDGAR	7,100	6,700	94
	LAWRENCE	5,300	5,000	93
	INDIANA			
	BENTON	3,200	3,000	95
	BLACKFORD	4,700	4,400	95
	DUBOIS	7,600	6,900	92
	FRANKLIN	4,500	4,100	92
	GRANT	23,700	22,500	95
	HARRISON	5,500	5,200	94
	JAY	6,600	6,100	93
	KNOX	12,500	11,800	95
	TIPPECANOE	26,600	24,700	93
	WABASH	10,200	9,500	93
	WHITE	6,200	5,800	95
	KENTUCKY			
	HENRY	3,500	3,100	88
	TRIMBLE	1,400	1,300	91

Indiana—Marion

WTAF-TV

Ch. 31

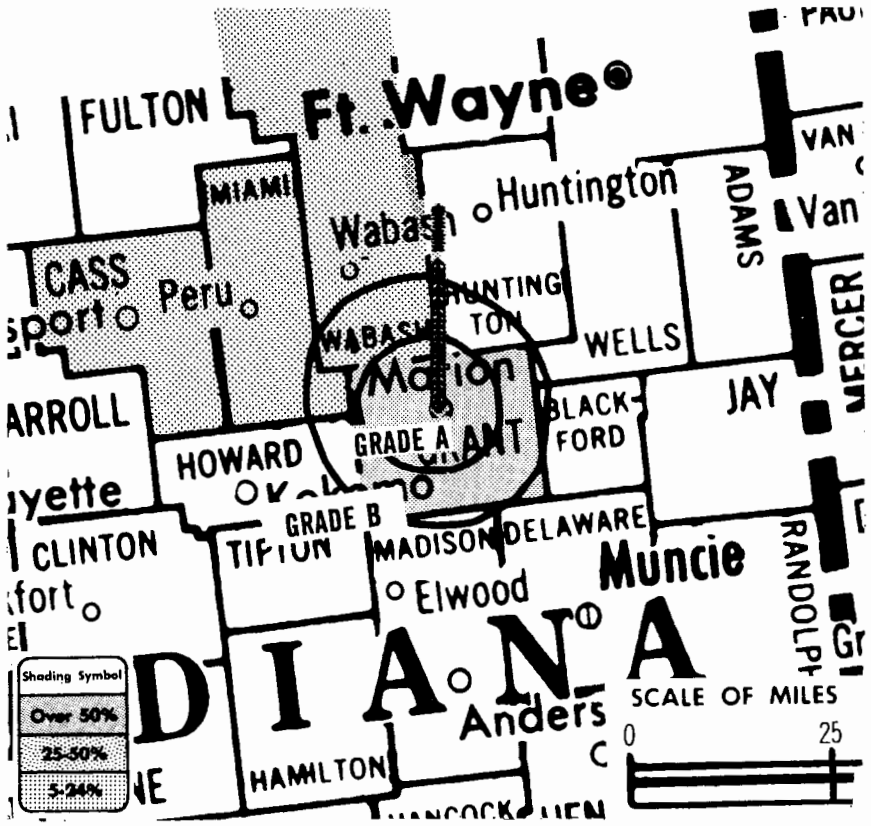
Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 21.9-kw visual, 2.19-kw aural. Antenna: 250-ft. above av. terrain, 233-ft. above ground, 1033-ft. above sea level.

Latitude 40° 33' 26"
Longitude 85° 39' 52"

Transmitter: 314 S. Boots St.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WTAF-TV Ref: FCC File No. BPCT-2923 Granted 4/3/62

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

WTAF-TV

Network Service: None, independent.

Licensee: Geneco Broadcasting Inc., P.O. Box 631, Marion, Ind. (46953).

Studio: 314 S. Boots St. (46952).

Telephone: 317-664-7117.

Ownership: Northern Indiana Broadcasters Inc., 70%; Eugene C. Thompson, 29.8%. Northern Indiana Bcstrs. is owned by Wm. N. Udell & wife and is the licensee of WIMS, Michigan City, Ind. It also owns all stock of WKAM, Goshen, Ind.

Began Operation: Nov. 3, 1962. Sale of 70% to Northern Indiana Bcstrs. by Eugene C. Thompson approved Dec. 31, 1963 by FCC (Television Digest, Vol. 4:1).

Represented (sales) by Vic Piano Associates.

Represented (legal) by Booth & Lovett.

Represented (engineering) by Ralph J. Bitzer.

Personnel:

WILLIAM N. UDELL, president.
GENE G. COOK, general manager & commercial manager.
DONALD TILLMAN, program director.
GENE MILLER, chief engineer.

DIGEST OF RATE CARD NO. 1

(Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-10:30 p.m., daily.						
\$105.00	\$63.00	\$42.00	\$26.25	\$21.00	\$15.75	\$10.50

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA GRANT	23,700	22,500	95
5-24 O/O	INDIANA CASS	12,200	11,500	94
	MIAMI	12,400	11,700	95
	WABASH	10,200	9,500	93
STATION TOTALS		58,500	55,200	94
NET WEEKLY CIRCULATION (MARCH 1966)			12,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			4,400	

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

Indiana—Muncie



Ch. 49

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 141-kw visual, 28.2-kw aural. Antenna: 500-ft. above av. terrain, 542-ft. above ground, 1492-ft. above sea level.

Latitude 40° 09' 01"
Longitude 85° 22' 45"

Transmitter: State Rd. No. 35, SE of Muncie.

Studio: State Rd. No. 35, SE of Muncie.

AM Affiliate: WLBC, 1-kw (.25-kw-N), 1340 kc (CBS).

FM Affiliate: WMUN, 7.4-kw, 104.1 mc (No. 281), 240-ft. antenna height.

Color: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Silliman, Moffet & Kowalski.

Total Households: © SRDS

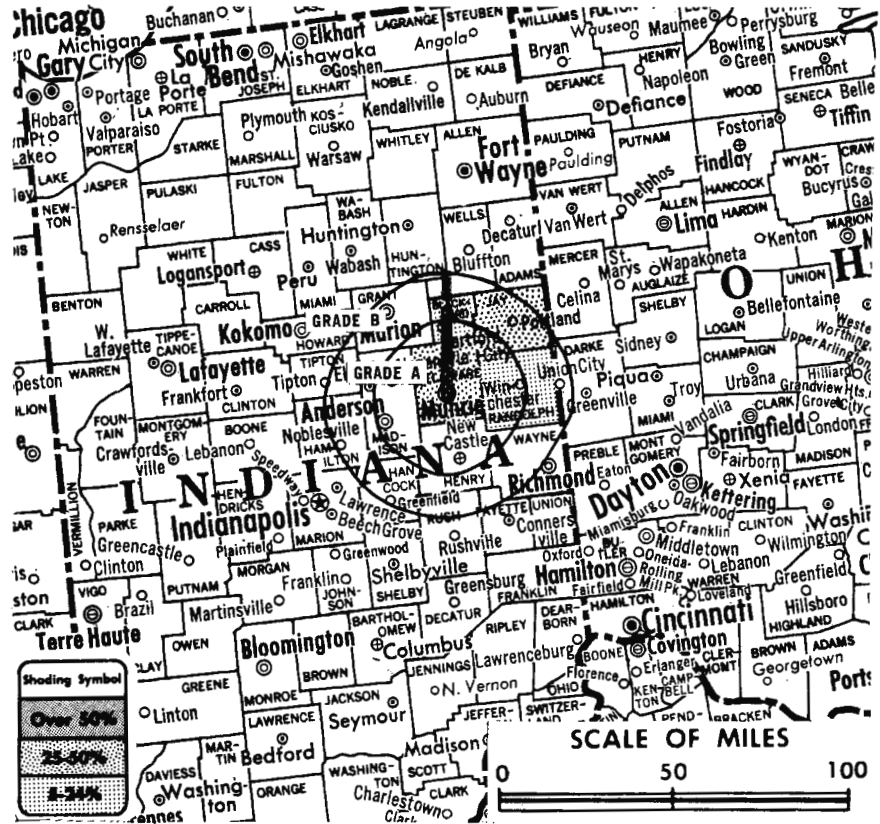
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WLBC-TV Ref: FCC File No. BPC7-3357 Granted 7/14/64

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

WLBC-TV

Network Service: ABC, NBC; also CBS, on per program basis.

Licensee: Tri-City Radio Corp., Radio Center.

Telephone: 317-288-4403.

Ownership: Donald A. Burton, pres. & treas., 51%; William F. Craig, v.p., 46.5%; Garnet M. Burton, secy., 1.5%; and 3 others, each holding less than .5%.

Began Operation: April 29, 1953.

Represented (sales) by The Devney Organization Inc.

Represented (legal) by John M. Midlen.

Personnel:

- DON BURTON, president, treasurer & general manager.
- W. F. CRAIG, v.p., commercial manager & film buyer.
- JOHN M. CRAIG, v.p. & director, local sales.
- GARNET BURTON, secretary.
- ANN CRAIG, assistant treasurer.
- FLORENCE BOYD, v.p. & executive secretary.
- PATRICK S. FINNEGAN, v.p. & chief engineer.

DIGEST OF RATE CARD NO. 5 (Sept. 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00 \$20.00
NETWORK BASE HOURLY RATE:	\$200 (NBC), \$200 (ABC).					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50	INDIANA			
0/0	DELAWARE	35,600	34,200	96
	JAY	6,600	6,100	93
5-24	INDIANA			
0/0	BLACKFORD	4,700	4,400	95
	RANDOLPH	8,800	8,400	95
STATION TOTALS		55,700	53,100	95
NET WEEKLY CIRCULATION (MARCH 1966)			21,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			8,200	

For Index to Contents
See Services Volume.

Indiana—South Bend



WBND-TV



Ch. 16

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 282-kw visual, 46.8-kw aural. Antenna: 586-ft. above av. terrain, 552-ft. above ground, 1397-ft. above sea level, with 1/2° electrical beam tilt.

Latitude 41° 36' 26"
Longitude 86° 12' 48"

Transmitter: Ironwood & Kern Rds.
TV tape: Recording facilities.

AM Affiliate: WNDU, 1-kw (.25-kw N), 1490 kc (ABC).

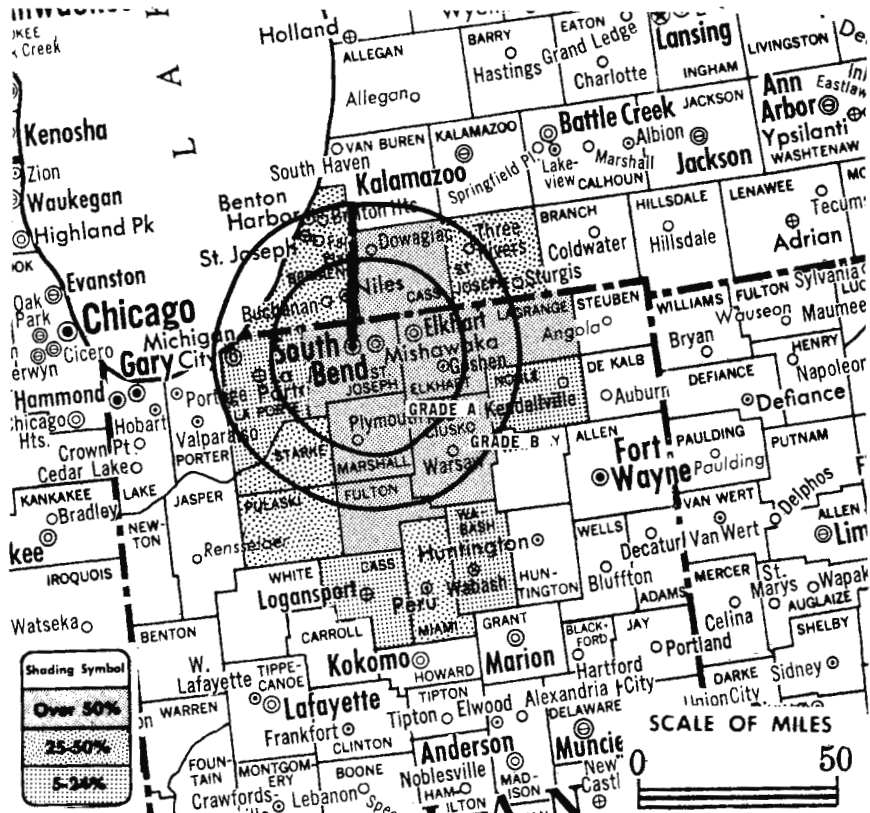
FM Affiliate: WNDU-FM, 20-kw, 92.9 mc (No. 225), 485-ft. antenna height.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WNDU-TV Ref: FCC File No. BMPCT-4874 Granted 9/25/57

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

WNDU-TV

Licensee: Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind. (46556).

Studio: P.O. Box 16, South Bend, Ind. (46624).

Telephone: 219-233-7111, South Bend.

Ownership: Michiana Telecasting Corp., 100%; Rev. Theodore M. Hesburgh, C.S.C., pres. (president of U. of Notre Dame); Rev. Edmund P. Joyce, C.S.C., secy.-treas.

Began Operation: July 15, 1955.

Represented (sales) by Young Television.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

WM. THOMAS HAMILTON, v.p. & general manager.
DAVID L. O'SHEA, sales manager.
BAZIL O'HAGAN, TV station manager.
WILLIAM A. GARDEN, director sales service.
PAUL E. WALTON JR., dir. of program operations.
DAVE WILLIAMS, director of promotion.
BILL ETHELTON, sports director.
JOHN E. McCULLOUGH, news director.
RAY JACKSON, chief engineer.

DIGEST OF RATE CARD NO. 9—(Dec. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—6:30-10 p.m., daily.
\$525.00 \$315.00 \$210.00 \$131.00 Graded rates apply*

*Highest rate: \$125.

NETWORK BASE HOURLY RATE: \$500.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	INDIANA			
	ELKHART	34,600	32,500	94
	FULTON	5,200	4,900	95
	KOSCIUSKO	13,300	12,600	95
	LA GRANGE	4,800	4,200	88
	MARSHALL	10,300	9,700	95
	ST JOSEPH	74,100	71,400	96
	MICHIGAN			
	CASS	11,700	11,200	96
25-50 O/D	INDIANA			
	MIAMI	12,400	11,700	95
	PULASKI	3,600	3,300	91
	STARKE	5,500	5,200	94
	MICHIGAN			
	BERRIEN	48,400	46,100	95
	ST JOSEPH	13,900	13,400	96
5-24 O/D	INDIANA			
	CASS	12,200	11,500	94
	LA PORTE	29,100	28,200	97
	NOBLE	8,600	8,100	94
	WABASH	10,200	9,500	93

STATION TOTALS 297,900 283,500 95

NET WEEKLY CIRCULATION (MARCH 1966) 192,800
AVERAGE DAILY CIRCULATION (MARCH 1966) 132,000

Indiana—South Bend



WSBT-TV



Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 2175-kw max. & 586.53-kw horizontal visual, 435-kw max. & 117.3-kw horizontal aural. Antenna: 1074-ft. above av. terrain, 1047.5-ft. above ground, 1917.5-ft. above sea level.

Latitude 41° 37' 00"
Longitude 86° 13' 01.0"

Transmitter: 60351 Ironwood Rd.

TV tape: Recording facilities.

AM Affiliate: WSBT, 5-kw, 960 kc (CBS).

FM Affiliate: WSBT-FM, 4.2-kw, 101.5 mc (No. 268), 959-ft. antenna height.

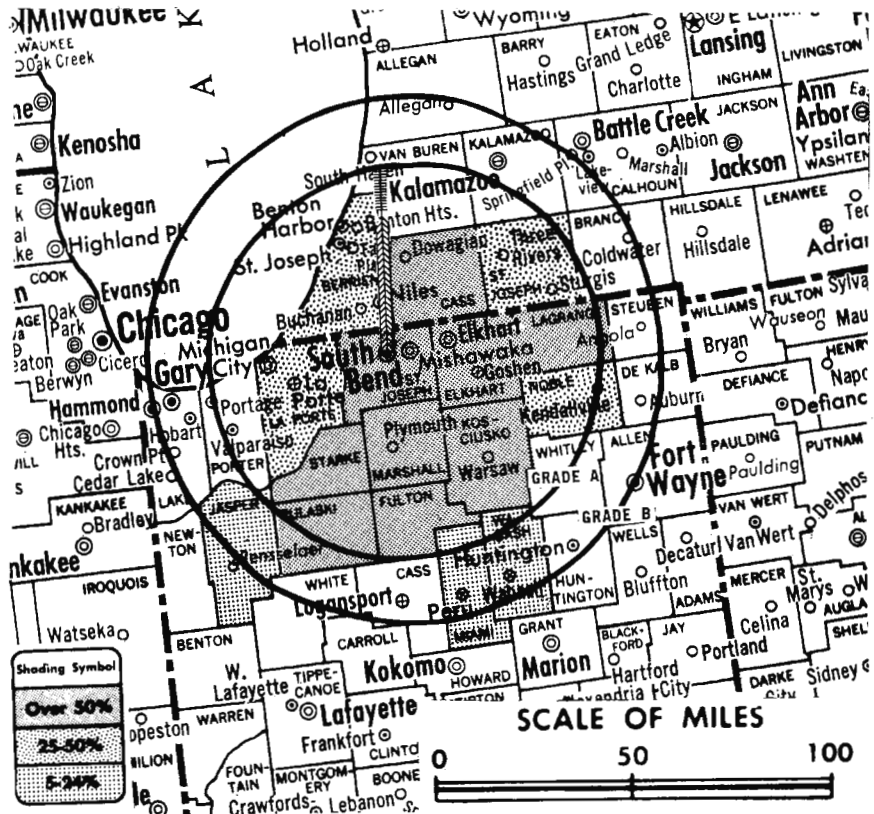
Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WSBT-TV Ref: FCC File No. BPCT-3748 Granted 8/17/66

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

WSBT-TV

Licensee: South Bend Tribune, 225 W. Colfax Ave.

Studio: 300 West Jefferson Blvd.

Telephone: 219-233-3141.

TWX No.: 219-282-8154.

Ownership: Same as South Bend Tribune. Same owners also publish Hagerstown (Md.) Herald and Mail.

Began Operation: Dec. 21, 1952.

Represented (sales) by The Katz Agency Inc.; Ohio Station Representatives.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by David Steel & Associates.

Personnel:

WARREN G. WHEELER, general manager.
WILL R. DARCH, assistant general manager.
NORBERT J. GASSENSMITH, program director.
WALTER A. SWEITZER, film director & film buyer.
SCOTT N. HAGENAU, chief engineer.
JERRY BLECK, national sales manager.
JUSTIN R. MEACHAM, promotion manager.

DIGEST OF RATE CARD NO. AB & PB (Oct. 30, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$550.00 \$305.00 \$206.00 \$169.00 \$130.00* \$120.00* \$60.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$550.

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

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	ELKHART	34,600	32,500	94
	FULTON	5,200	4,900	95
	KOSCIUSKO	13,300	12,600	95
	LA GRANGE	4,800	4,200	88
	MARSHALL	10,300	9,700	95
	PULASKI	3,600	3,300	91
	ST JOSEPH	74,100	71,400	96
	STARKE	5,500	5,200	94
	MICHIGAN			
	CASS	11,700	11,200	96
25-50 O/O	INDIANA			
	LA PORTE	29,100	28,200	97
	NOBLE	8,600	8,100	94
	MICHIGAN			
	BERRIEN	48,400	46,100	95
	ST JOSEPH	13,900	13,400	96
5-24 O/O	INDIANA			
	JASPER	5,300	5,000	94
	MIAMI	12,400	11,700	95
	WABASH	10,200	9,500	93
STATION TOTALS		291,000	277,000	95
NET WEEKLY CIRCULATION (MARCH 1966)			198,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			151,600	

For Index to Contents
see Services Volume

Indiana—Elkhart-South Bend



WSJV



Ch. 28

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 229-kw max. and 204-kw horizontal visual, 44.5-kw max. and 40.7-kw horizontal aural. Antenna: 690-ft. above av. terrain, 649-ft. above ground, 1524-ft. above sea level.

Latitude 41° 36' 58"
Longitude 86° 11' 32"

Transmitter: Grass Rd., 3-mi. SW of Mishawaka, Ind.

TV tape: Recording facilities.

AM Affiliate: WTRC, 1-kw, 1340 kc (NBC).

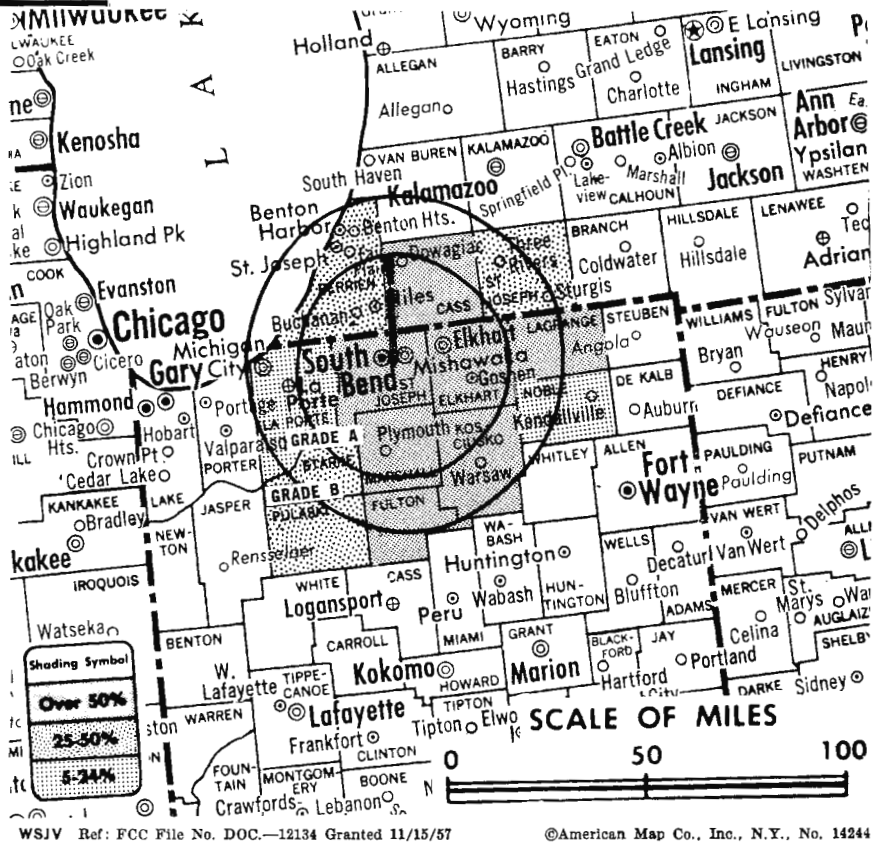
FM Affiliate: WTRC-FM, 14.5-kw, 100.7 mc (No. 264), 550-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WSJV Ref: FCC File No. DOC.—12134 Granted 11/15/57

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

WSJV

Licensee: Truth Publishing Co. Inc., 416 S. 2nd St., Elkhart.

Mailing Address: Box 28, South Bend, Ind. (46624).

Studio: Mishawaka & Oakland Rds., Elkhart.

Telephone: 219-522-1518, Elkhart; 219-232-2828, South Bend.
TWX No.: 219-522-3048.

Ownership: John F. Dille Jr., pres., 52.94%; Walter R. Beardsley, 47.06%. Truth Publishing Co. also publishes the Elkhart Truth and Mishawaka Times. Truth Publishing owns 60%, Beardsley 25% and Dille 15% of WKJG-TV, Ft. Wayne (WKJG). Mr. Dille has an interest in a CATV system in Lafayette, Ind.

Began Operation: March 15, 1954.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

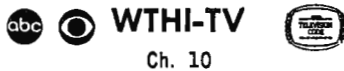
PAUL C. BRINES, executive vice president.
DON E. FULLER, general manager.
KEN OWENS, administrative assistant.
VINCE DOYLE, general sales manager.
AL WATERS, national sales manager.
JAMES BLACKLAW, program & operations manager.
HOWARD SANDERS, production manager.
ARTHUR C. WHITAKER JR., film director.
LOUIS SWIFT, chief engineer.

DIGEST OF RATE CARD NO. 12—(Feb. 22, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$500.00 \$300.00 \$200.00 \$125.00 \$100.00 \$90.00 \$45.00
NETWORK BASE HOURLY RATE: \$475.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	ELKHART	34,600	32,500	94
	FULTON	5,200	4,900	95
	KOSCIUSKO	13,300	12,600	95
	LA GRANGE	4,800	4,200	88
	MARSHALL	10,300	9,700	95
	ST JOSEPH	74,100	71,400	96
	MICHIGAN			
	CASS	11,700	11,200	96
25-50 U/O	INDIANA			
	PULASKI	3,600	3,300	91
	STARKE	5,500	5,200	94
	MICHIGAN			
	BERRIEN	48,400	46,100	95
	ST JOSEPH	13,900	13,400	96
5-24 U/O	INDIANA			
	LA PORTE	29,100	28,200	97
	NOBLE	8,600	8,100	94
STATION TOTALS		263,100	250,800	95
NET WEEKLY CIRCULATION (MARCH 1966)			181,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			120,600	

Indiana—Terre Haute



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 990-ft. above ground, 1546-ft. above sea level.

Latitude 39° 14' 36"
Longitude 87° 23' 07"

Transmitter: E of U.S. 41 & 150, .34-mi. S of Farmersburg, Ind.

Studio: 918 Ohio St.

AM Affiliate: WTHI, 1-kw, 1480 kc (CBS).

FM Affiliate: WTHI-FM, .95-kw, 99.9 mc (No. 260), 420-ft. antenna height.

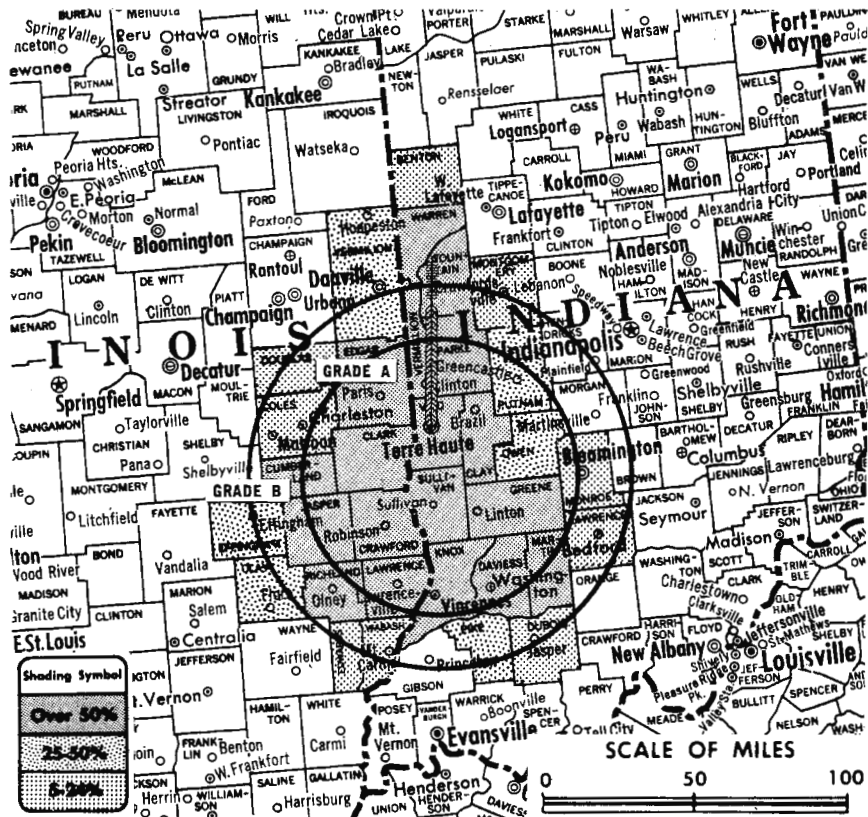
Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

ARB Data: The table below does not reflect increased coverage achieved by this station when it went to a taller tower after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV and Circulation © 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTHI-TV Ref: FCC File No. BPC-3289 Granted 6/18/64

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

WTHI-TV

Network Service: ABC, CBS.

Licensee: Wabash Valley Bcstg. Corp., 918 Ohio St. (47808).

Telephone: Crawford 9481. TWX No.: 812-232-2315.

Ownership: Anton Hulman Jr., pres., 80.7%; J. R. Cloutier, treas., 14.1%; Henry P. Smith, 5.2%.

Began Operation: July 22, 1954.

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

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

ANTON HULMAN JR., president & general manager.
J. R. CLOUTIER, exec. v.p. & treas.
BEN FALBER JR., v.p., dir. of operations & film buyer.
RUSS ARNOLD, v.p. & chief engineer.
R. K. LARR, sales manager.
LOU FROEB, promotion & merchandising.

DIGEST OF RATE CARD NO. 9—(Oct. 25, 1964)

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

Class AA—7-10:30 p.m., daily.
\$700.00 \$420.00 \$280.00 \$245.00 \$210.00 Graded rates apply*

*Highest rate: \$326.

NETWORK BASE HOURLY RATE: \$725 (CBS), \$725 (ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
OVER 50 O/O	ILLINOIS			
	CLARK	5,100	4,700	93
	CRAWFORD	6,700	6,300	95
	CUMBERLAND	3,200	2,900	92
	EDGAR	7,100	6,700	94
	JASPER	3,200	2,900	91
	LAWRENCE	5,300	5,000	93
	RICHLAND	5,000	4,600	91

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	CLAY	7,700	7,300	96
	DAVISS	7,500	6,800	92
	FOUNTAIN	6,000	5,700	95
	GREENE	8,100	7,600	94
	KNOX	12,500	11,800	95
	MARTIN	2,800	2,600	93
	PARKE	4,300	4,100	96
	SULLIVAN	7,300	6,900	95
	VERMILLION	5,200	4,900	95
	VIGU	35,300	33,600	95
	WARREN	2,400	2,300	93

25-50 O/O	ILLINOIS			
	CLAY	4,600	4,000	89
	EFFINGHAM	7,000	6,300	90
	VERMILION	31,800	30,200	95
	INDIANA			
	OWEN	3,500	3,300	95
	PIKE	3,400	3,100	91
	POTNAM	6,900	6,500	95

5-24 O/O	ILLINOIS			
	COLES	14,100	13,300	94
	DOUGLAS	6,400	6,000	95
	EDWARDS	2,300	2,000	89
	WABASH	4,300	4,000	92

	INDIANA			
	BENTON	3,200	3,000	95
	DUBOIS	7,600	6,900	92
	LAWRENCE	11,300	10,700	95
	MONROE	17,800	16,400	92
	MONTGOMERY	10,200	9,800	96

STATION TOTALS 269,100 252,200 94

NET WEEKLY CIRCULATION (MARCH 1966) 180,600
AVERAGE DAILY CIRCULATION (MARCH 1966) 135,100

Indiana—Terre Haute

NBC

WTWO



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 950-ft. above av. terrain, 994-ft. above ground, 1544-ft. above sea level.

Latitude 39° 14' 33"
Longitude 87° 23' 29"

Transmitter: 1-mi. SW of Farmersburg on W side of U.S. Hwys. 41 & 150.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Circulation © 1966 American Research Bureau.

WTWO Ref: FCC File No. BMPCT-6077 Granted 4/2/65

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

WTWO

Network Service: NBC. ABC on per program basis.

Licensee: Illiana Telecasting Corp., P.O. Box 299.

Studio: P.O. Box 299.

Telephone: C-9595.

Ownership: J. R. Livesay, pres., 15%; John T. Gelder Jr., exec. v.p., 15.36%; H. Ralph Johnston, secy., 5%; George O. Nichols, treas., 3.9%; George R. Ranes, 12.6%. Many other stockholders, none owns as much as 5%.

Began Operation: Sept. 1, 1965.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN T. GELDER JR., exec. v.p. & general manager.

ROBERT B. BEALL, sales manager.

WILLIAM EVANS, operations manager.

NILE HUNT, chief engineer.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$700.00	\$420.00	\$280.00	\$240.00	Graded rates apply*	

*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$675.

ARB County-by-County Data for this station not available since it was not in operation when the survey was made.

Net Weekly Circulation (March 1966) 160,600
Average Daily Circulation (March 1966) 97,300

President
Hugh Ben LaRue

Area Code 212
265-3430

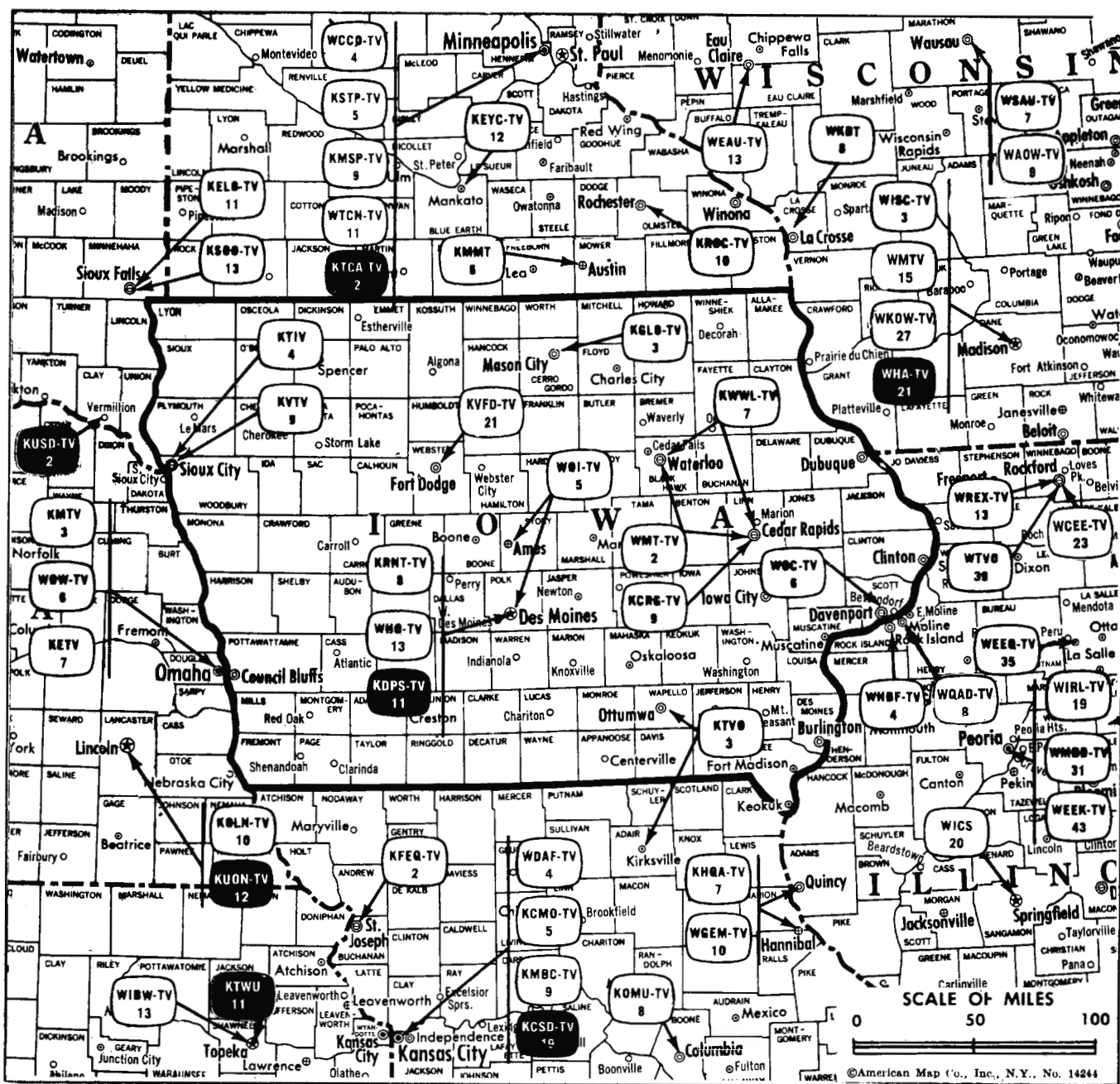
La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

TV Honolulu	\$2,800,000
CATV Florida	\$600,000

116 Central Park South
New York, N.Y.



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Davenport-Moline-Rock Island (Quad City)	301,300	63	434,800	74	411,800	68
Cedar Rapids-Waterloo	258,700	74	406,000	83	381,600	79
Des Moines	251,500	77	357,400	93	335,900	89
Sioux City	165,300	105	233,000	123	216,800	123
Mason City-Austin-Rochester	160,600	108	313,100	98	292,500	100
Ottumwa-Kirkville	82,500	164	152,500	161	139,200	159
Ft. Dodge	34,600	201	66,000	199	61,600	198

KCRG-TV, Cedar Rapids

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24 0/0	ILLINOIS JO DAVIESS	6,600	6,000	92
	IOWA			
	ALLAMAKEE	4,500	4,200	93
	CHICKASAW	4,200	4,000	93
	CLINTON	17,400	16,700	96
	DAVIS	2,700	2,500	93
	HARDIN	7,200	6,800	94
	HENRY	5,700	4,700	89
	WINNESHIEK	5,800	5,300	91
	WISCONSIN			
	CRAWFORD	4,000	3,800	94
	LAFAYETTE	4,900	4,600	94

WMT-TV, Cedar Rapids

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24 0/0	ILLINOIS JO DAVIESS	6,600	6,000	92
	IOWA			
	CLINTON	17,400	16,700	96
	HENRY	5,200	4,700	89
	HUMBOLDT	4,000	3,700	92
	JASPER	11,500	11,000	95
	MUSCATINE	11,100	10,500	95
	POCAHONTAS	3,800	3,500	93
	MINNESOTA			
	HOUSTON	4,800	4,400	93
	WISCONSIN			
	CRAWFORD	4,000	3,800	94
	LA CROSSE	21,600	20,900	96
	LAFAYETTE	4,900	4,600	94

WOC-TV, Davenport

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24 0/0	ILLINOIS FULTON	13,400	12,600	94
	LA SALLE	35,700	33,700	94
	MC DONOUGH	9,300	8,800	95
	IOWA			
	IOWA	4,900	4,600	93
	KEOKUK	4,500	4,000	90
	LEE	13,500	12,700	94
	WISCONSIN			
	LAFAYETTE	4,900	4,600	94

Iowa Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	10	1	11
● Educational Television Stations	1	0	1
			12

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

WOI-TV

Ames

(See Des Moines, Ia.)

KWWL-TV

Cedar Rapids

(See Waterloo, Ia.)

WOW-TV

Council Bluffs

(See Omaha, Neb.)

WHBF-TV

Davenport

(See Rock Island, Ill.)

WQAD-TV

Davenport

(See Moline, Ill.)

KMMT & KROC-TV

Mason City

(See Austin & Rochester, Minn.)

KTVO

Ottumwa

(See Kirksville, Mo.)

KCRG-TV & WMT-TV

Waterloo

(See Cedar Rapids, Ia.)

State Educational Technical Facilities
(Complete Data in Educational Directory)

KDPS-TV

Des Moines

Ch. 11

Non-Commercial Educational Station

Licensee: Des Moines Independent Community School Dist., 1800 Grand Ave.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 28.8-kw visual, 5.5-kw aural. Antenna: 320-ft. above av. terrain, 407-ft. above ground, 1233-ft. above sea level.

Latitude 41° 35' 01"
Longitude 93° 38' 28"

Iowa—Cedar Rapids



KCRG-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1060-ft. above av. terrain, 1085-ft. above ground, 1931-ft. above sea level.

Latitude 42° 03' 18"
Longitude 91° 41' 41"

Holds CP for change to 295-kw visual, 58.9-kw aural, 2000-ft. above av. terrain, 1926-ft. above ground, 2934-ft. above sea level, lat. 42° 18' 59", long. 91° 51' 31"; transmitter to 4.5-mi. NW of Walker. BMPCT—6432.

Transmitter: Route 1, Marion, Ia., 4-mi. WNW of Cedar Rapids.

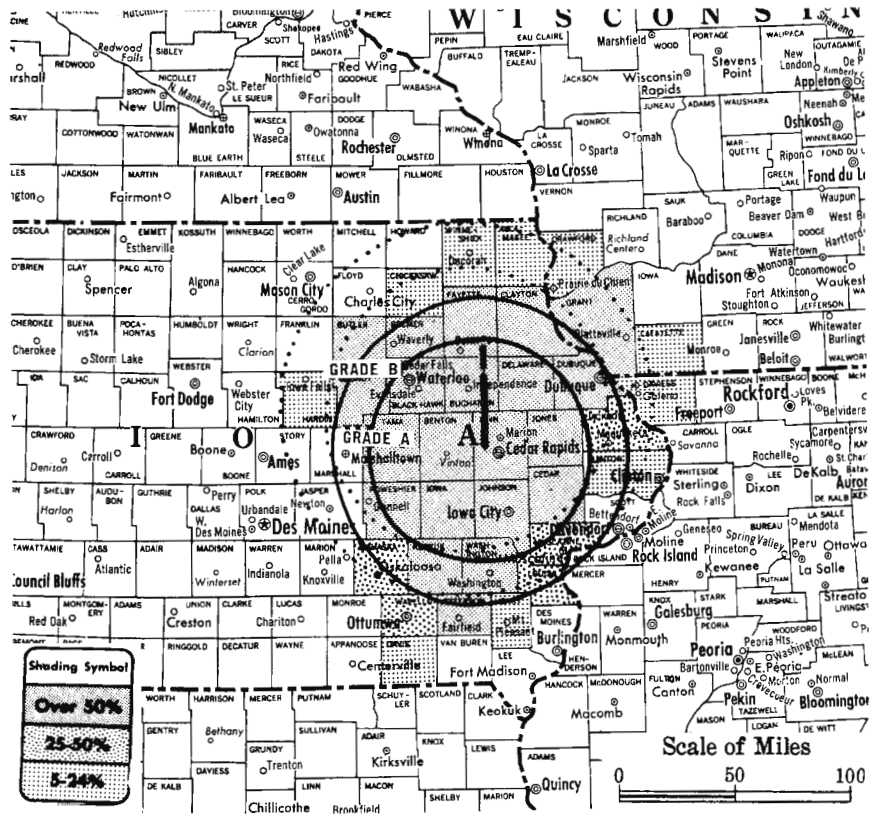
Color: Network, film, slide & tape.

News Wire Service: AP.

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

0 & 0 Translator: K82AL, Dubuque, Ia.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KCRG-TV Ref: FCC File No. BMPCT—2863 Granted 1/6/55
CP: BMPCT—6432 Granted 1/11/67

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

KCRG-TV

Licensee: Cedar Rapids Television Co., 102 First St. S.W., Cedar Rapids, Ia. (52404).

Studio: 1st Ave. & 1st St. S.W.

Telephone: 319-364-4194.

TWX No.: 910-525-1341.

Ownership: Cedar Rapids Television Co. (wholly-owned subsidiary of The Gazette Co., publisher of Cedar Rapids Gazette), 100%.

Began Operation: Oct. 15, 1953.

Represented (sales) by Young Television; Soderlund Co. (Omaha).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Kear & Kennedy.

Personnel:

- JOSEPH F. HLADKY JR., president.
- ED LASKO, general manager & film buyer.
- ROLLO FLETCHER, sales manager.
- EDNA A. HERBST, promotion & publicity director.
- RALPH D. WILLEY, operations manager.
- DAVE CARTER, news director.
- ERV SHOEMAKER, creative director.

DIGEST OF RATE CARD NO. S11 (Revised)—(August 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$675.00	\$390.00	\$235.00	\$155.00	\$82.50*

*Class AA—6:30-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$725.

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IOWA			
	BENTON	7,100	6,800	96
	BLACK HAWK	38,800	37,100	96
	BREMER	6,400	6,000	94
	BUCHANAN	5,900	5,600	94
	BUTLER	5,400	4,900	92
	CEDAR	5,500	5,200	95
	CLAYTON	6,400	5,700	90
	DELAWARE	5,100	4,800	94
	DUBUQUE	22,500	20,700	92
	FAYETTE	8,400	7,900	93
	GRUNDY	4,400	4,200	96
	IOWA	4,900	4,600	93
	JEFFERSON	4,900	4,500	92
	JOHNSON	16,200	14,700	91
	JONES	6,100	5,800	95
	KOKUK	4,500	4,000	90
	LINN	48,500	46,500	96
	PUNKSHIEK	5,700	5,400	94
	TAMA	6,600	6,200	94
	WASHINGTON	5,900	5,400	90
	WISCONSIN			
	GRANT	12,700	11,700	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	IOWA			
	JACKSON	6,400	5,900	92
	LOUISA	2,800	2,600	93
	MAHASKA	7,300	6,700	92
	MUSCATINE	11,100	10,500	95
	WAPELLO	14,100	13,300	94

(Continued on page 252-b)

STATION TOTALS	336,100	315,300	94
NET WEEKLY CIRCULATION (MARCH 1966)	221,000		
AVERAGE DAILY CIRCULATION (MARCH 1966)	142,500		

Iowa—Cedar Rapids-Waterloo



WMT-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1449-ft. above av. terrain, 1355-ft. above ground, 2395-ft. above sea level.

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

Transmitter: 4.75-mi. N of Urbana.
Studio: 600 Old Marion Rd., NE.
Telephone: 319-364-0171.
TWX No.: 319-221-1862.
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

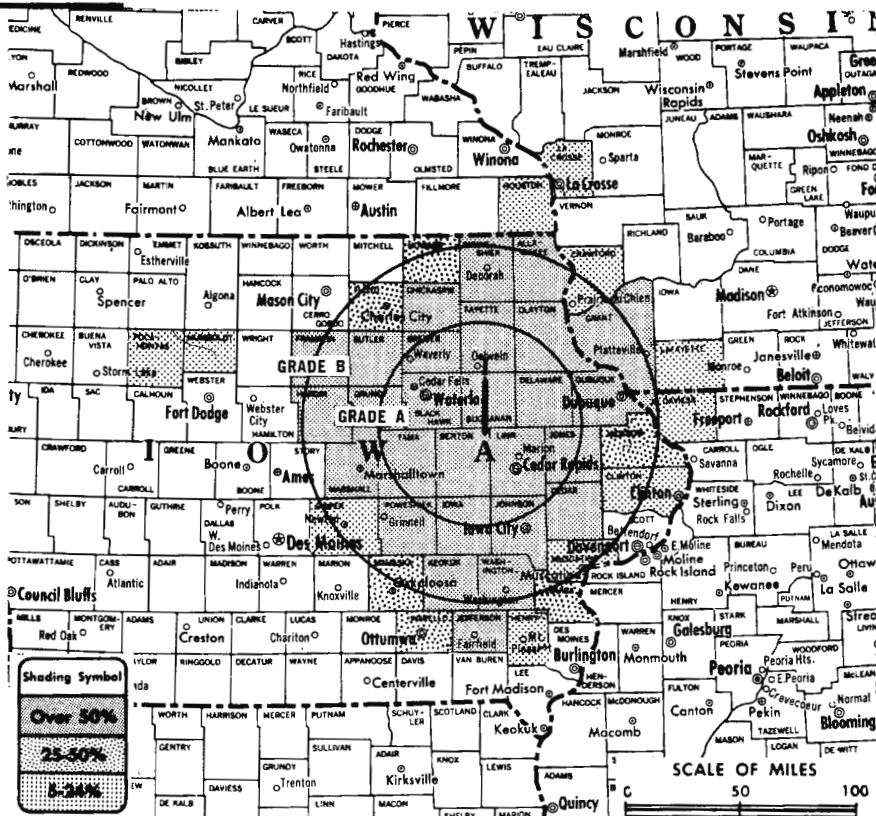
Facsimile Service AP.

AM Affiliate: WMT, 5-kw, 600 kc (CBS). FM Affiliate: WMT-FM, 32-kw, 104.5 mc (No. 283) 540-ft.

O & O Translators: K12EA, Decorah; K74BD, Dubuque; K74CU, Iowa City, Ia.

Represented (engineering) by David Steel & Assoc.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WMT-TV Ref: FCC File No. BPCT-2102 Granted 5/29/56

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

WMT-TV

Licensee: WMT-TV Inc., Fifth Floor, Paramount Theater Bldg., Cedar Rapids (52406).

Ownership: American Broadcasting Stations Inc., 54%; Wm. B. Quarton, pres., 31%; Lew Van Nostrand, v.p., 5%; Doug Grant, v.p., and others 10%. American Bcstg. Stations, licensee of radios WMT and KWMT, Fort Dodge, Ia., is controlled by voting trust which holds 52.8% of the stock (trustees are Helen Shaffer Mark, Helena Mark Hermann & William B. Quarton). WMT-TV Inc. also owns translators K74BD, Dubuque; K12EA, Decorah; K74CU, Iowa City & a CP for K11HL, Washington, Ia. WMT-TV Inc. also is part owner of WDIO-TV, Duluth, Minn.

Began Operation: Sept 30, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Covington & Burling.

Personnel:

WILLIAM B. QUARTON, president.
LEW VAN NOSTRAND, v.p., sales.
DOUGLAS B. GRANT, v.p., TV operations & film buyer.
LEO F. COLE, business manager.
PETER W. DEVEREAUX, promotion manager.
GRANT PRICE, director news & public affairs.
BOB NANCE, farm director.
GEORGE P. HIXENBAUGH, chief engineer.

DIGEST OF RATE CARD NO. 14—(June 1, 1966)

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

Class A—6-10:30 p.m., daily.

\$825.00 \$500.00 \$200.00* \$180.00* \$90.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$925.00.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IOWA			
	ALLAMAKEE	4,500	4,200	93
	BENTON	7,100	6,800	96

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	BLACK HAWK	38,800	37,100	96
	BREMER	6,400	6,000	94
	BUCHANAN	5,900	5,600	94
	BUTLER	5,400	4,900	92
	CEDAR	5,500	5,200	95
	CHICKASAW	4,200	4,000	93
	CLAYTON	6,400	5,700	90
	DELAWARE	5,100	4,800	94
	DUBUQUE	22,500	20,700	92
	FAYETTE	8,400	7,900	93
	FRANKLIN	4,600	4,300	95
	GRUNDY	4,400	4,200	96
	HARDIN	7,200	6,800	94
	IOWA	4,900	4,600	93
	JEFFERSON	4,900	4,500	92
	JOHNSON	16,200	14,700	91
	JONES	6,100	5,800	95
	KEOKUK	4,500	4,000	90
	LINN	46,500	46,500	96
	MARSHALL	12,200	11,800	97
	POWESHIEK	5,700	5,400	94
	TAMA	6,600	6,200	94
	WASHINGTON	5,900	5,400	90
	WINNESHIEK	5,800	5,300	91

WISCONSIN GRANT 12,700 11,700 92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	IOWA			
	FLOYD	6,400	6,000	94
	HOWARD	3,700	3,200	87
	JACKSON	6,400	5,900	92
	LOUISA	2,800	2,600	93
	MAHASKA	7,300	6,700	92
	WAPELLO	14,100	13,300	94

(Continued on page 252-b)

STATION TOTALS	TOTAL HOUSEHOLDS	TV HOMES	O/O
	406,000	381,600	94
NET WEEKLY CIRCULATION (MARCH 1966)		258,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		202,900	

Iowa—Davenport



WOC-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 942-ft. above av. terrain, 978-ft. above ground, 1645-ft. above sea level.

Latitude 41° 32' 51"
Longitude 90° 28' 36"

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

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

News Wire Service: UPI.

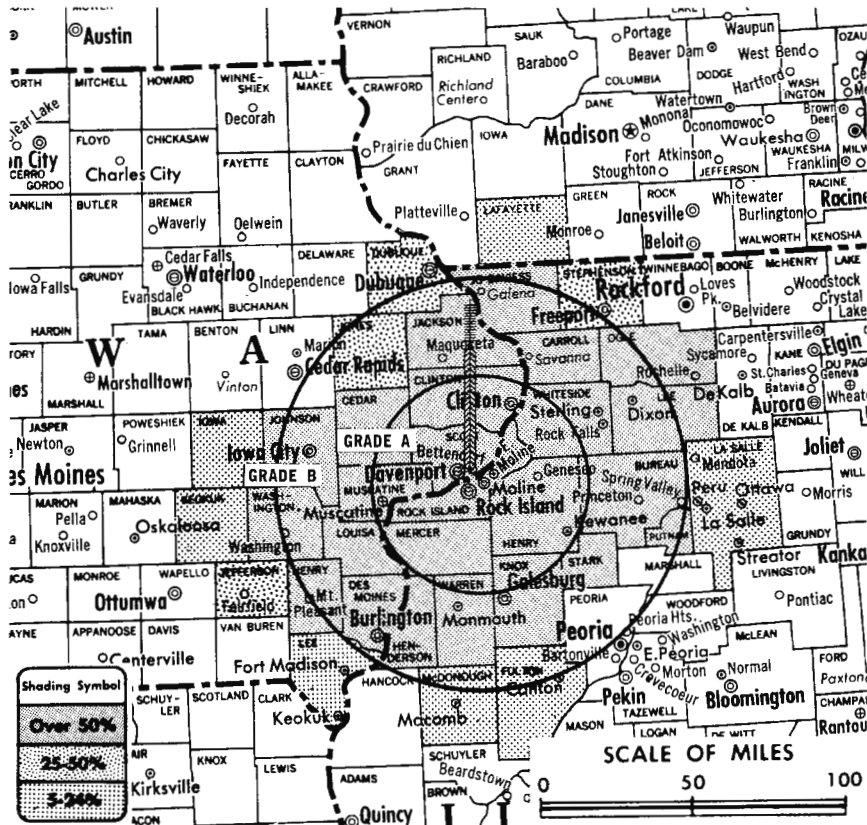
Facsimile Service: UPI.

News Film Service: NBC.

AM Affiliate: WOC, 5-kw, 1420 kc (NBC).

FM Affiliate: WOC-FM, 33-kw, 103.7 mc (No. 279), 788-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WOC-TV Ref: FCC File No. BPCT-2592 Granted 9/25/59

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

WOC-TV

Licensee: WOC Broadcasting Co., 805 Brady St., Davenport, Ia. (52803).

Studio: 805 Brady St.

Telephone: 319-324-1661.

TWX No.: 319-322-0085.

Ownership: WOC Bcstg. Co. is wholly-owned subsidiary of Palmer Bcstg. Co., which owns WHO-TV & WHO, Des Moines. For other interests, see WHO-TV.

Began Operation: Oct. 31, 1949.

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

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

D. D. PALMER, president & treasurer.
WILLIAM D. WAGNER, v.p. & secretary.
ROBERT H. KRIEGHOFF, general manager.
HAROLD R. HEATH, sales manager.
VERNON GIELOW, program director.
JACK THOMSEN, news director.
DAVE HAUSER, chief engineer.

DIGEST OF RATE CARD NO. 16 (June 15, 1966)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
Class AA—7-9:30 p.m., daily.					
\$1100.00	\$660.00	\$400.00	\$325.00*	\$230.00*	\$115.00*

*Class AA—6:29-10:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$1100.

For Other Owners of Two or More TV Stations, see Group Ownership Section.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	ILLINOIS			
0/0	BUREAU	11,900	11,200	95
	CARROLL	6,200	5,900	96
	HENDERSON	2,600	2,400	93
	HENRY	16,300	15,700	96
	JO DAVIESS	6,600	6,000	92
	KNOX	20,100	19,400	97
	LEE	10,800	10,300	96
	MERCER	5,200	5,000	97
	OGLE	12,500	11,900	95
	PUTNAM	1,500	1,300	91
	ROCK ISLAND	49,100	47,700	97
	STARK	2,300	2,200	95
	WARREN	6,600	6,400	96
	WHITESIDE	19,600	18,700	95
	IOWA			
	CEDAR	5,500	5,200	95
	CLINTON	17,400	16,700	96
	DES MOINES	14,500	13,700	94
	HENRY	5,200	4,700	89
	JACKSON	6,400	5,900	92
	JOHNSON	16,200	14,700	91
	LOUISA	2,800	2,600	93
	MUSCATINE	11,100	10,500	95
	SCOTT	38,400	36,800	96
	WASHINGTON	5,900	5,400	90
25-50	ILLINOIS			
0/0	STEPHENSON	15,200	14,400	95
	IOWA			
	DUBUQUE	22,500	20,700	92
	JEFFERSON	4,900	4,500	92
	JONES	6,100	5,800	95

(Continued on page 252-b)

STATION TOTALS	429,600	406,700	95
NET WEEKLY CIRCULATION (MARCH 1966)			301,300
AVERAGE DAILY CIRCULATION (MARCH 1966)			225,200

Iowa—Des Moines



KRNT-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 610-ft. above av. terrain, 709-ft. above ground, 1545-ft. above sea level.

Latitude 41° 35' 18"
Longitude 93° 37' 46"

Transmitter: KRNT Center, Ninth & Pleasant Sts.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

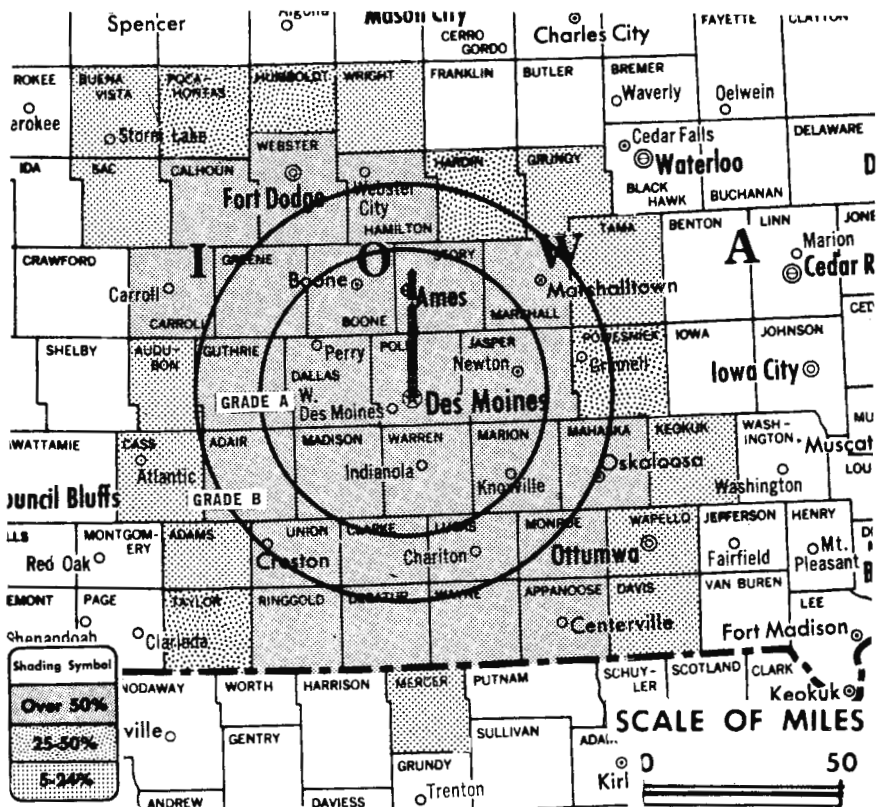
Facsimile Service: AP.

News Film Service: CBS.

O & O Translators: K70CL, Fort Dodge; K04CW, Marshalltown, Ia.

AM Affiliate: KRNT, 5-kw, 1350 kc (CBS).

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KRNT-TV Ref: FCC File No. BMPCT-3106 Granted 7/15/55

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

KRNT-TV

Licensee: Cowles Communications Inc., 9th & Pleasant Sts.

Studio: KRNT Center, Ninth & Pleasant Sts.

Telephone: 515-243-4141.

Ownership: Cowles Communications, 100%. Cowles Communications also owns 100% of radio affiliate KRNT; WREC-TV, Memphis, Tenn. (WREC) and WESH-TV, Daytona Beach-Orlando, Fla. Members of Cowles family have majority interest in Minneapolis Star and Tribune Co., which owns 47% of WCCO-TV, Minneapolis (WCCO), and 80% of KTVH, Hutchinson, Kan. Cowles newspapers are Des Moines Register and Tribune, Minneapolis Star & Tribune and San Fernando Valley Times. Gardner Cowles owns controlling interest in Fort Pierce (Fla.) News-Tribune. Cowles family also controls Look magazine, which in turn, is the majority owner of San Juan (P.R.) Star.

Began Operation: July 31, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Robert A. Marmet.

Represented (engineering) by Lohnes & Culver.

Personnel:

- BOB DILLON, general manager.
- PAUL ELLIOTT, commercial manager.
- BILL HIPPEE, general sales manager.
- JOE HUDGENS, program director & film buyer.
- GUY KOENIGSBERGER, promotion manager.
- CHARLES QUENTIN, chief engineer.
- DICK PERCIVAL, business manager.

DIGEST OF RATE CARD NO. A11

(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class A—7-10:30 p.m., daily.	\$725.00	\$440.00	\$295.00	\$215.00	\$205.00	\$180.00
	\$90.00					

*Class A—7-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$825.

256-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	IOWA	TOTAL HOUSEHOLDS	TV HOMES	O/O
	ADAIR	2,900	2,800	95
	APPANOOSE	4,600	4,100	90
	BOONE	8,400	8,000	95
	CALHOUN	4,800	4,500	94
	CARROLL	6,500	6,300	96
	CLARKE	2,300	2,100	92
	DALLAS	7,700	7,300	95
	DECATUR	2,700	2,300	86
	GREENE	4,200	4,100	96
	GUTHRIE	4,000	3,700	93
	HAMILTON	6,200	5,900	95
	JASPER	11,500	11,000	95
	LUCAS	3,200	2,800	89
	MADISON	3,800	3,600	96
	MAHASKA	7,300	6,700	92
	MARION	7,600	7,100	94
	MARSHALL	12,200	11,800	97
	MONROE	2,800	2,600	93
	POLK	92,600	88,400	96
	RINGGOLD	2,400	2,200	93
	STORY	14,800	13,800	94
	UNION	4,100	3,800	92
	WARREN	6,600	6,300	95
	WAYNE	2,900	2,500	89
	WEBSTER	15,400	14,500	94

25-50 O/O	IOWA	TOTAL HOUSEHOLDS	TV HOMES	O/O
	HARDIN	7,200	6,800	94
	HUMBOLDT	4,000	3,700	92
	POCAHONTAS	3,800	3,500	93
	POWESHIEK	5,700	5,400	94
	TAYLOR	2,800	2,400	88

(Continued on page 263-b)

STATION TOTALS	332,200	312,500	94
NET WEEKLY CIRCULATION (MARCH 1966)	230,900		
AVERAGE DAILY CIRCULATION (MARCH 1966)	176,500		

TV Factbook No. 37

Iowa—Des Moines



WHO-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 780-ft. above av. terrain, 743-ft. above ground, 1703-ft. above sea level.

Latitude 41° 39' 12"
Longitude 93° 20' 56"

Transmitter: 1-mi. S of Mitchellville, on Polk-Jasper County line.

TV tape: Recording facilities.

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

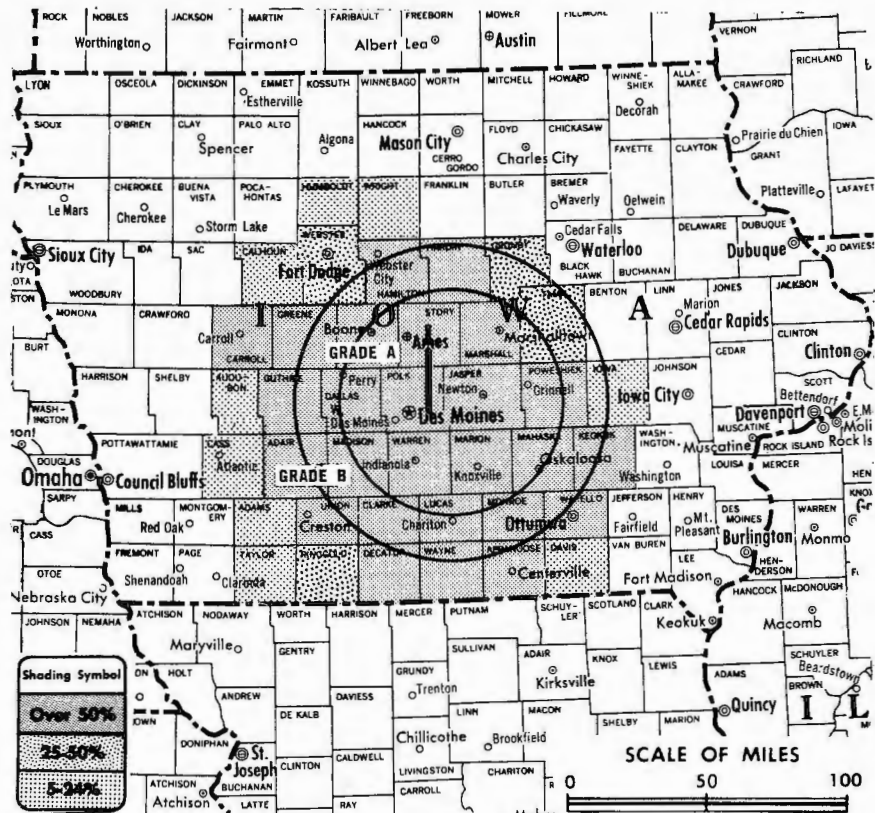
News Wire Service: AP, UPI.

Facsimile Service: UPI.

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

FM Affiliate: WHO-FM, 24-kw, 100.3 mc (No. 262), 617-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WHO-TV Ref: FCC File No. BPC-334 Granted 9/3/58

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

WHO-TV

Licensee: Palmer Bcstg. Co., 1100 Walnut St., Des Moines, Ia. (50308).

Studio: 1100 Walnut St.

Telephone: 515-288-6511. TWX No.: 910-520-2549.

Ownership: Dr. D. D. Palmer, pres. & treas., 72.75%; Paul A. Loyet, v.p. & dir. of engineering, 3.12%; Wm. D. Wagner, v.p. & secy., 18.03% in Palmer family trusts. Palmer Bcstg. also owns WOC Broadcasting Co., Davenport, Iowa (WOC-TV, WOC-FM); CATV systems in Palm Desert, Cal. and Naples, Fla.

Began Operation: April 15, 1954

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

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

DAVID D. PALMER, president & treasurer.
PAUL A. LOYET, v.p. & dir. of engineering.
WILLIAM D. WAGNER, v.p. & secretary.
ROBERT H. HARTER, v.p. & general manager.
GEORGE C. CARPENTER, sales manager.
ALVIN H. BARCHESKI, program director.
WARD E. McCLEARY, promotion manager.
WAYNE J. BLICK, auditor & assistant secretary.
ROY W. PRATT, chief engineer.

DIGEST OF RATE CARD NO. 10

(August 1, 1966)

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

Class AA—6:30-10 p.m., daily.

\$900.00 \$540.00 \$360.00 \$270.00 \$250.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$825.

For Iowa CATV Systems, see CATV Directory

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	IOWA			0/0
	ADAIR	2,900	2,800	95
	APPANOOSE	4,600	4,100	90
	BOONE	8,400	8,000	95
	CARROLL	6,500	6,300	96
	CLARKE	2,300	2,100	92
	DALLAS	7,700	7,300	95
	DECATUR	2,700	2,300	86
	GREENE	4,200	4,100	96
	GUTHRIE	4,000	3,700	93
	HAMILTON	6,200	5,900	95
	HARDIN	7,200	6,800	94
	JASPER	11,500	11,000	95
	KEOKUK	4,500	4,000	90
	LUCAS	3,200	2,800	89
	MADISON	3,800	3,600	96
	MAHASKA	7,300	6,700	92
	MARION	7,600	7,100	94
	MARSHALL	12,200	11,800	97
	MONROE	2,800	2,600	93
	POLK	92,600	88,400	96
	POWESHIEK	5,700	5,400	94
	STORY	14,800	13,800	94
	UNION	4,100	3,800	92
	WAPELLO	14,100	13,300	94
	WARREN	6,600	6,300	95
	WAYNE	2,900	2,500	89
25-50	IOWA			0/0
	GRUNDY	4,400	4,200	96
	RINGGOLD	2,400	2,200	93
	TAMA	6,600	6,200	94
	WEBSTER	15,400	14,500	94

(Continued on page 263-b)

STATION TOTALS	315,200	297,100	94
NET WEEKLY CIRCULATION (MARCH 1966)		235,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		172,500	

Iowa—Ames-Des Moines



WOI-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 553-ft. above av. terrain, 580-ft. above ground, 1609-ft. above sea level.

Latitude 41° 59' 20"
Longitude 93° 41' 12"

Transmitter: 4 miles SW of Ames.

Studio: WOI-TV Bldg.

TV tape: Recording facilities.

Color: Network, film & slide.

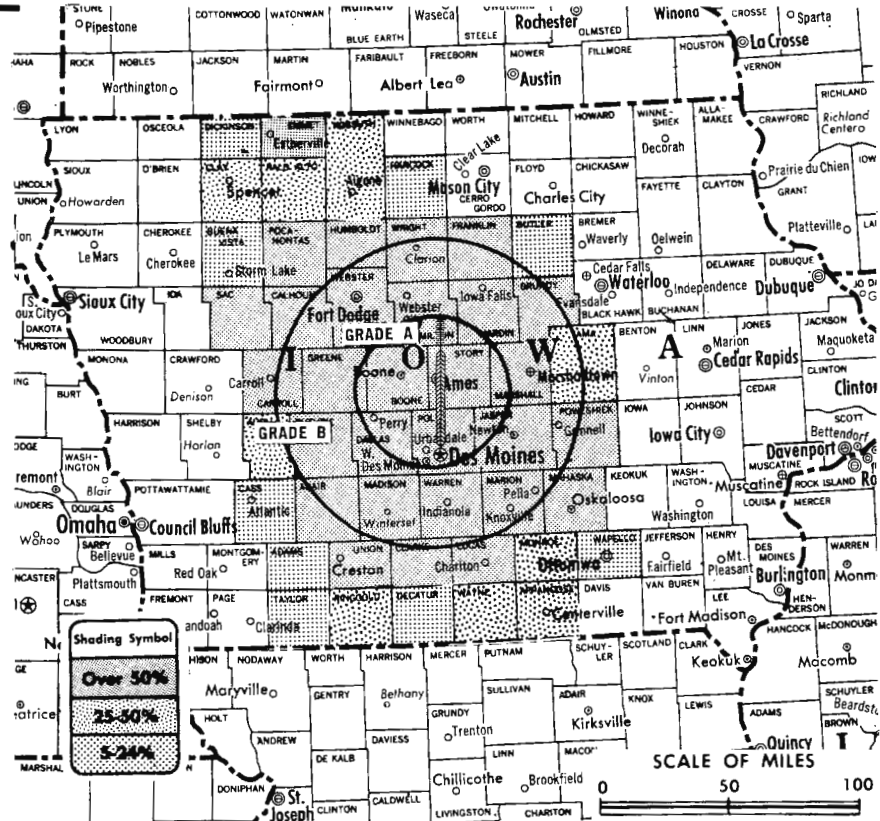
News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: WOI, 5-kw (1-kw night), 640 kc.

FM Affiliate: WOI-FM, 16-kw, 90.1 mc (No. 211), 530-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WOI-TV Ref: FCC File No. BMPCT-1236 Granted 8/5/53

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

WOI-TV

Licensee: Iowa State University of Science & Technology, Ames, Ia. (50010).

Telephone: 515-294-5555. TWX No.: 910-520-1152.

Began Operation: Feb 21, 1950.

Represented (sales) by H-R Television Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

- DR. ROBERT PARKS, president of Iowa State University.
- ROBERT C. MULHALL, general manager & film buyer.
- JAMES H. DAVIS, assoc. general manager.
- TED TOSTLEBE, commercial manager.
- JOHN VOIGT, sales service & promotion manager.
- JANIS MARVIN, traffic & merchandising manager.
- BILL MASON, film director.
- WILLIAM MILLDYKE, news manager.
- KEITH KETCHAM, chief engineer.

DIGEST OF RATE CARD NO. 13 (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat. & Sun.
\$800.00 \$480.00 \$320.00 \$240.00 Graded rates apply*

*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$800.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	D/O
OVER 50 O/O	IOWA			
	ADAIR	2,900	2,800	95
	BOONE	8,400	8,000	95
	CALHOUN	4,800	4,500	94
	CARROLL	6,500	6,300	96
	CLARKE	2,300	2,100	92
	DALLAS	7,700	7,300	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	D/O
OVER 50 O/O	EMMET	4,400	3,800	87
	FRANKLIN	4,600	4,300	95
	GREENE	4,200	4,100	96
	GRUNDY	4,400	4,200	96
	GUTHRIE	4,000	3,700	93
	HAMILTON	6,200	5,900	95
	HARDIN	7,200	6,800	94
	HUMBOLDT	4,000	3,700	92
	JASPER	11,500	11,000	95
	LUCAS	3,200	2,800	89
	MADISON	3,800	3,600	96
	MAHASKA	7,300	6,700	92
	MARION	7,600	7,100	94
	MARSHALL	12,200	11,800	97
	POCAHONTAS	3,800	3,500	93
	POLK	92,600	88,400	96
	POWESHIEK	5,700	5,400	94
	SAC	5,200	4,800	93
	STORY	14,800	13,800	94
	UNION	4,100	3,800	92
	WARREN	6,600	6,300	95
	WEBSTER	15,400	14,500	94
	WRIGHT	6,000	5,700	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	D/O
25-50 O/O	IOWA			
	APPANOOSE	4,600	4,100	90
	AUDUBON	3,100	2,900	95
	CLAY	5,600	5,100	91
	KOSSUTH	7,000	6,700	95
	MONROE	2,800	2,600	93
	PALM ALTO	3,800	3,300	89
	RINGGOLD	2,400	2,200	93
	TAMA	6,600	6,200	94
	WAYNE	2,900	2,500	89

(Continued on page 263-b)

STATION TOTALS	357,400	335,900	94
NET WEEKLY CIRCULATION (MARCH 1966)		251,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)		169,300	

Iowa—Fort Dodge



KVFD-TV

(formerly KQTV)

Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 330.1-kw, maximum and 170-kw horizontal visual, 19-kw aural. Antenna: Directional, 630-ft. above av. terrain, 650-ft. above ground, 1760-ft. above sea level.

Latitude 42° 29' 16"
Longitude 94° 12' 09"

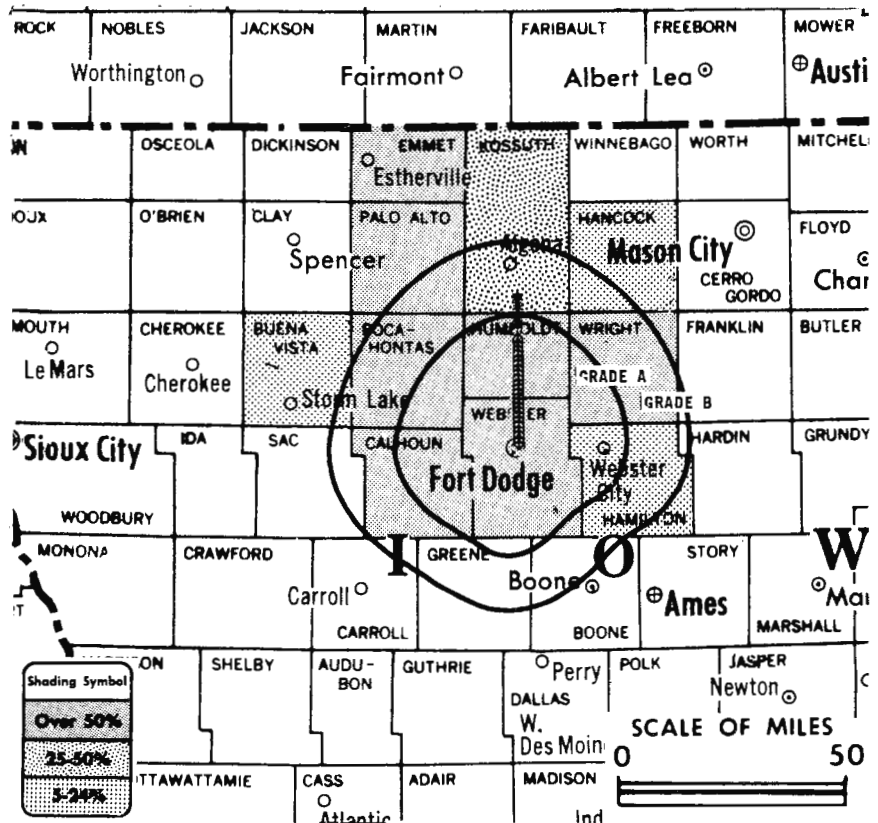
Transmitter: Television Square, Fort Dodge.

Color: Network, film & slide.

News Wire Service: AP.

AM Affiliate: KVFD, 1-kw (.25-kw night), 1400 kc (MBS).

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KVFD-TV Ref: FCC File No. BMPCT-3391 Granted 10/3/55

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

KVFD-TV

Licensee: Northwest Television Co., 912 First Ave. S., Fort Dodge, Ia. (50501).

Studio: Television Square, Fort Dodge.

Telephone: 515-573-4121.

Ownership: Edward Breen, pres., 15.0%; George Haire, v.p., 1.4%; Robert Kelley, secy., .41%; Northwest Bcstg. Co. (KVFD), 31.22%; over 200 other stockholders, none with more than 1%.

Began Operation: Nov. 23, 1953.

Represented (sales) by Howard Television.

Personnel:

EDWARD BREEN, president & film buyer.
EVE RUBENSTEIN, sales manager.
VINCE FLEMING, program director.
DAVID SINCLAIR, chief engineer.

DIGEST OF RATE CARD NO. 5

(Dec. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.	\$170.00	\$115.00	\$90.00	\$60.00	\$50.00	\$40.00
NETWORK BASE HOURLY RATE:	\$100.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	IOWA			
	CALHOUN	4,800	4,500	94
	EMMET	4,400	3,800	87
	HUMBOLDT	4,000	3,700	92
	PALO ALTO	3,800	3,300	89
	POCAHONTAS	3,800	3,500	93
	WEBSTER	15,400	14,500	94
	WRIGHT	6,000	5,700	95
25-50 O/D	IOWA			
	KOSSUTH	7,000	6,700	95
5-24 O/D	IOWA			
	BUENA VISTA	6,500	6,100	94
	HAMILTON	6,200	5,900	95
	HANCOCK	4,100	3,900	94
STATION TOTALS		66,000	61,600	93
NET WEEKLY CIRCULATION (MARCH 1966)			34,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			23,100	

Iowa—Mason City



KGLO-TV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1510-ft. above av. terrain, 1524.5-ft. above ground, 2758.4-ft. above sea level.

Latitude 43° 12' 25"
Longitude 92° 50' 00"

Transmitter: 4-mi. E of St. Ausgar, Ia.

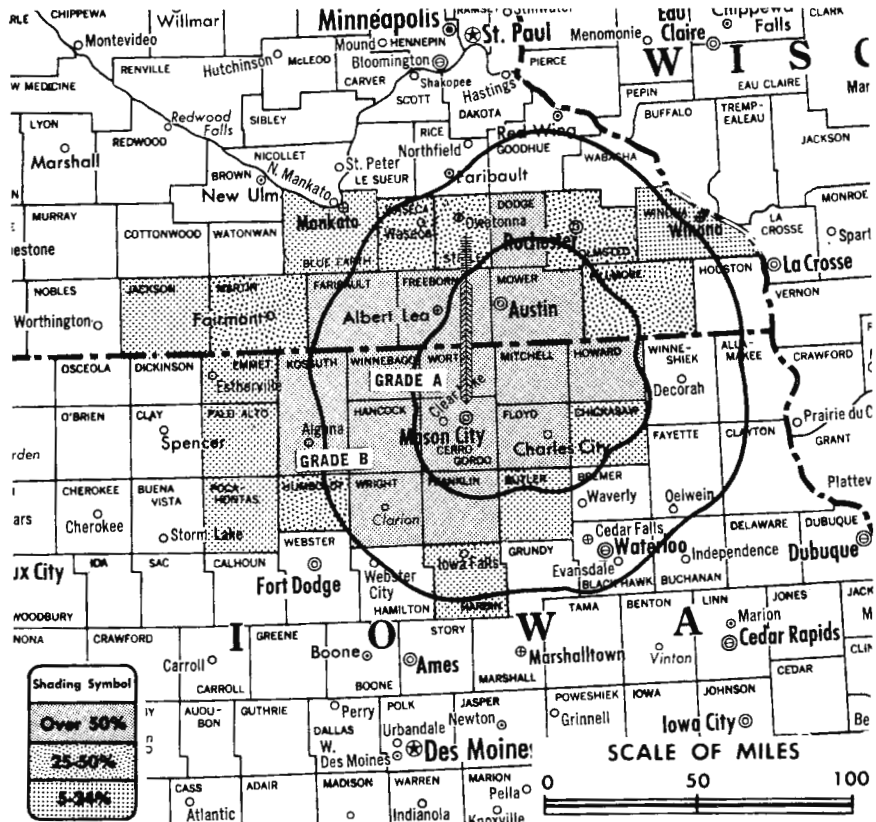
Studio: 2nd & Pennsylvania Ave.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KGLO, 5-kw, 1300 kc (CBS).



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KGLO-TV Ref: FCC File No. BPCT--3275 Granted 8/10/65

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

KGLO-TV

Licensee: Lee Broadcasting Corp., 2nd & Pennsylvania Ave. (50401).
Telephone: 515-423-2540. TWX No.: 515-424-1987.

Ownership: Walter J. Rothschild, pres. & dir., 4.73%; Merritt Milligan, v.p. & dir., 0.71%; Lloyd Loers, v.p. & secy., 1.67%; Donald Harrer, treas. & dir., 1.99%; Lee P. Loomis estate, 8.81%; Margaret H. Loomis, 2.29%; Henrietta Adler, trustee, 2.77%; Nell E. Starks, 6.43%; Elizabeth Norris, 12.64%; Laura Lee, 9.78%; Lee Enterprises Inc., 10.19%; and more than 50 other stockholders. Also licensee of KGLO-AM, Mason City, Ia.; KHQA-TV, Hannibal, Mo. and Quincy, Ill.; WTAD-AM-FM, Quincy, Ill.; KEYC-TV, Mankato, Minn.

Began Operation: May 15, 1954.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David Steel & Assoc.

Personnel:

WALTER J. ROTHSCHILD, president & general manager.
LLOYD LOERS, station manager.
ROBERT G. FRUEHE, national sales manager.
DOUGLAS F. SHERWIN, program manager & film buyer.
BART CURRAN, production director.
KEN KEW, news manager.
DON SABBANN, farm director.
ROGER SAWYER, chief engineer.

DIGEST OF RATE CARD NO. 12*—(Aug. 1, 1966)

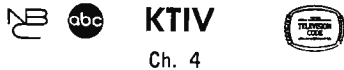
Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.	10 Sec.
Class 1—6:59-10:01 p.m., daily.	\$605.00	\$363.00	\$242.00	\$182.00	\$138.00	\$83.00

*Sold nationally in combination with KEYC-TV Mankato, Minn.

NETWORK BASE HOURLY RATE: \$475.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/C
OVER 30%	IOWA			
50 O/O	CERRO GORDO	15,800	15,000	95
	FLOYD	6,400	6,000	94
	FRANKLIN	4,600	4,300	95
	HANCOCK	4,100	3,900	94
	HOWARD	3,700	3,200	87
	KOSSUTH	7,000	6,700	95
	MITCHELL	4,100	3,800	94
	WINNEBAGO	4,000	3,700	94
	WORTH	2,800	2,600	94
	WRIGHT	6,000	5,700	95
	MINNESOTA			
	DODGE	3,700	3,400	91
	FARIBAULT	6,800	6,300	93
	FREEBORN	11,500	10,800	94
	MOWER	14,500	13,800	95
25-50%	IOWA			
O/O	HUMBOLDT	4,000	3,700	92
	MINNESOTA			
	FILLMORE	6,800	6,300	93
	MARTIN	8,300	7,600	92
	ULMSTED	21,000	19,900	95
	STEELE	7,800	7,400	95
	WASECA	4,900	4,600	94
(Continued on page 263-b)				
STATION TOTALS		205,900	191,700	93
NET WEEKLY CIRCULATION (MARCH 1966)			108,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			76,700	

Iowa—Sioux City



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

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

Transmitter: 4-mi. E, .75-mi. N of James, Ia.

TV tape: Recording facilities.

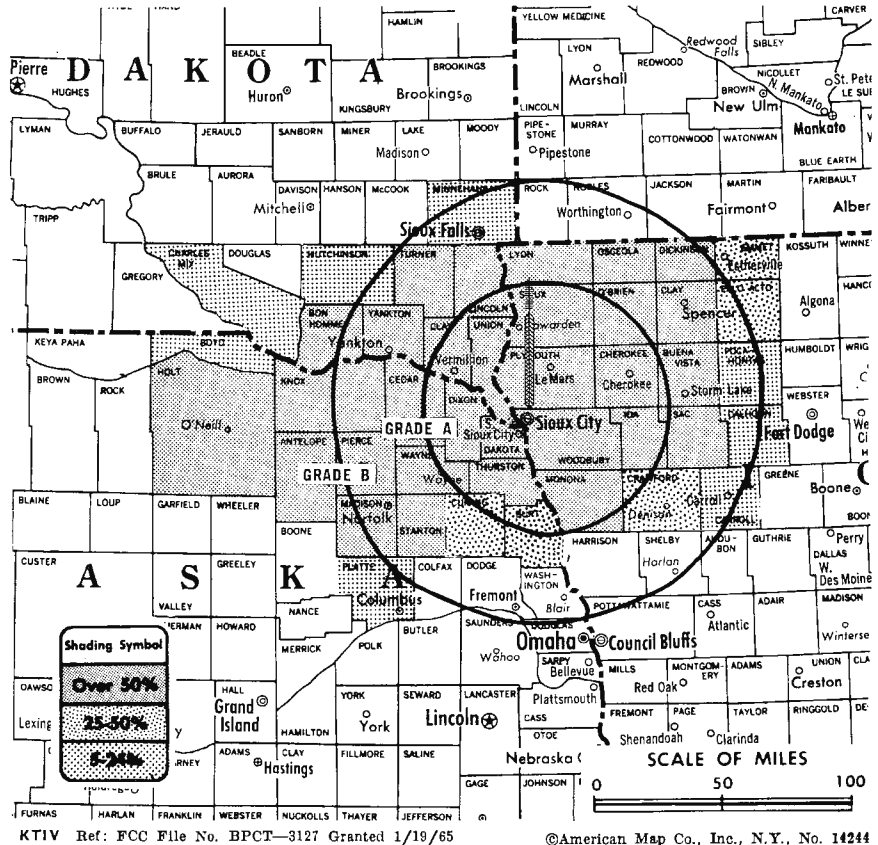
Color: Network, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: KSCJ, 5-kw, 1360 kc (ABC).

O & O Translators: K77BK, Norfolk, Neb.; K83BF, Elgin (Elkhorn Valley-Neligh & Tilden), Neb.; K77BO, Inman & O'Neill, Neb.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KTIV

Network Service: NBC, ABC.

Licensee: KTIV Television Co., 10th & Grandview Blvd. (51103).

Studio: 10th & Grandview Blvd.

Telephone: 712-258-0545. TWX No.: 712-991-1850.

Ownership: Perkins Bros. Co. 100% (KSCJ, also affiliated with Journal Tribune Publishing Co.). KTIV officers: Dietrich Dirks, pres.; Gene Flaherty (KSCJ), exec. v.p.; Duane Kidder, v.p.; Bernard Marks, secy.; Elizabeth Sammons, treas.

Began Operation: Oct. 9, 1954. Sale of 50%, giving Perkins Bros. 100% control, approved May 26, 1965 by FCC (Television Digest, Vol. 5:24).

Represented (sales) by H-R Television Inc.; Wayne-Evans & Associates (Minneapolis); Soderlund Co. (Omaha).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

DIETRICH DIRKS, president & general manager.
GENE FLAHERTY, executive v.p. & sales director.
WILLIAM YENERICH, sales manager.
DON STONE, program director & film buyer.
LARRY KELLOGG, promotion director.
GENE QUILLEASH, production director.
TERRY WALKER, continuity director.
DEAN NAVEN, news director.
ROGER MANSFIELD, sports director.
AL SMITH, chief engineer.

DIGEST OF RATE CARD NO. 11—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:31-9:59 p.m., daily.
\$550.00 \$330.00 \$210.00 \$160.00 \$140.00 \$70.00
NETWORK BASE HOURLY RATE: \$575.00 (ABC), \$575.00 (NBC).

ARB Data for this station does not reflect present coverage since the station changed its facilities after the survey was made.

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	U/O
------------------	----------------	------------------	----------	-----

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	U/O
OVER 50 C/O	IOWA			
	BUENA VISTA	6,500	6,100	94
	CHEROKEE	5,200	4,900	94
	CLAY	5,600	5,100	91
	DICKINSON	3,900	3,500	90
	IDA	3,000	2,800	95
	LYON	4,100	3,800	92
	MONONA	3,800	3,500	93
	U BRIEN	5,700	5,500	95
	OSCEOLA	2,900	2,700	92
	PLYMOUTH	6,700	6,400	95
	SAC	5,200	4,800	93
	SIOUX	7,400	6,500	89
	WOODBURY	34,100	32,500	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	U/O
	NEBRASKA			
	ANTELOPE	2,800	2,500	87
	CEDAR	3,700	3,500	94
	DAKOTA	4,000	3,900	97
	DIXON	2,100	2,000	95
	HOLT	4,100	3,300	80
	KNOX	3,900	3,300	84
	MADISON	8,200	7,400	89
	PIERCE	2,600	2,400	93
	STANTON	1,700	1,500	89
	THURSTON	1,600	1,500	91
	WAYNE	3,000	2,900	97

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	U/O
	SOUTH DAKOTA			
	BON HOMME	2,900	2,500	87
	CLAY	3,300	3,000	94
	LINCOLN	4,000	3,700	94
	TURNER	3,600	3,400	93
	UNION	3,200	3,100	97
	YANKTON	5,100	4,700	92

(Continued on page 263-b)

STATION TOTALS	233,000	216,800	93
----------------	---------	---------	----

NET WEEKLY CIRCULATION (MARCH 1966)	165,300
AVERAGE DAILY CIRCULATION (MARCH 1966)	126,900

261-b

Iowa—Sioux City



KVTV

Ch. 9



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

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

Transmitter: 4-mi. E, .75-mi. N of James, Ia.

Color: Network, live, film & slide.

News Wire Service: UPI.

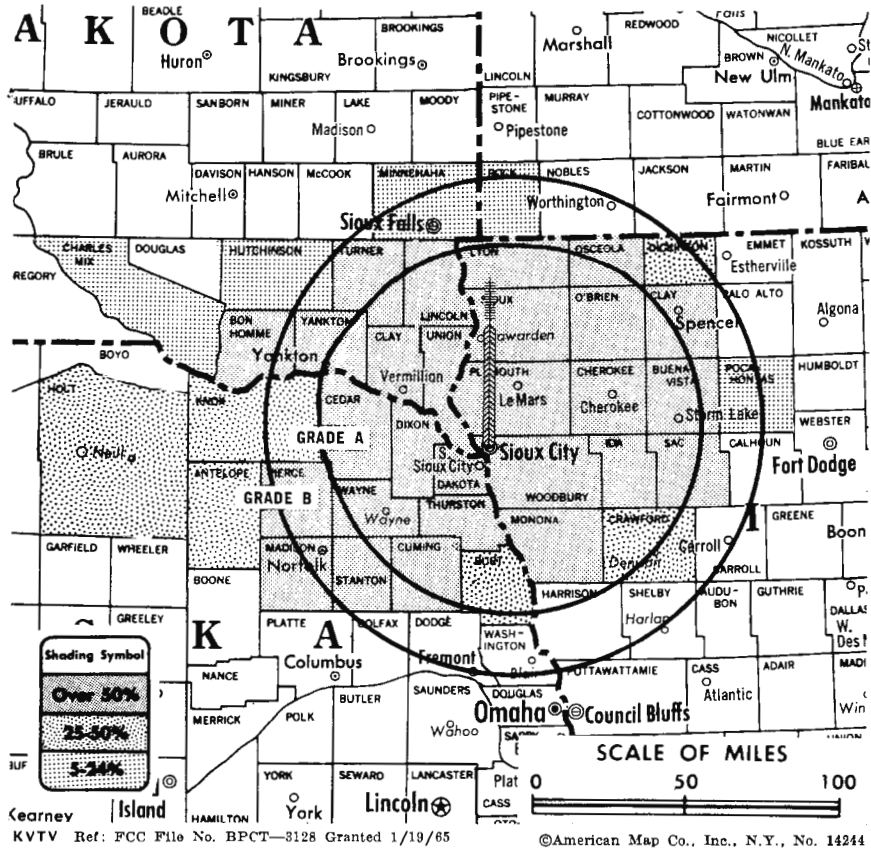
Facsimile Service: UPI.

TV tape: Recording facilities.

O & O Translators: K80BU, Elgin (Elkhorn Valley - Neligh - Tilden); K74CL, Inman & O'Neill; K74CE, Norfolk, all Neb.

ARB Data does not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KVTV

Network Service: CBS, ABC.

Licensee: Forward of Iowa Inc., 7th & Douglas Sts. (51101).

Studio: TV Theatre, 7th & Douglas Sts.

Telephone: 712-277-2345.

TWX No.: 712-991-1852.

Ownership: Wisconsin Valley TV Corp., see WSAU-TV, Wausau, Wis.

Began Operation: March 29, 1953. Sale to present owner by People's Bcstg. Corp. approved Oct. 27, 1965 by FCC (Television Digest, Vol. 5:30) Sale to People's by Cowles Bcstg. Co. was approved Nov. 27, 1957 by FCC (Vol. 13:41, 44, 49).

Represented (sales) by The Meeker Co.; Harry S. Hyett Co. Inc. (Minneapolis); Eugene F. Gray Co. (St. Louis-Kansas City); Busby, Finch & Woods Inc. (South & SW).

Represented (legal) by McKenna & Wilkinson.

Personnel:

WILLIAM F. TURNER, general manager.
CLAIR W. GILES, assistant general manager.
PAUL J. O'BRYAN JR., sales manager.
DAVID L. SLATER, operations manager.
GIL BENNETT, production director.
CHARLES HARNESS, news director.
BOB ENGELHARDT, chief engineer.
CARL MORRIS, film director.
DEL BENJAMIN, promotion manager.

DIGEST OF RATE CARD NO. 11

(Sept. 12, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., daily.
\$475.00 \$290.00 \$190.00 \$150.00 \$120.00 \$100.00 \$50.00
NETWORK BASE HOURLY RATE: \$650 (ABC), \$650 (CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IOWA			
	BUENA VISTA	6,500	6,100	94
	CHEROKEE	5,200	4,900	94
	CLAY	5,600	5,100	91
	IDA	3,000	2,800	95
	LYON	4,100	3,800	92
	MONONA	3,800	3,500	93
	O'BRIEN	5,700	5,500	95
	OSCEOLA	2,900	2,700	92
	PLYMOUTH	6,700	6,400	95
	SAC	5,200	4,800	93
	SIOUX	7,400	6,500	89
	WOODBURY	34,100	32,500	95
	NEBRASKA			
	LEDAR	3,700	3,500	94
	CUMING	3,600	3,300	92
	DAKOTA	4,000	3,900	97
	DIXON	2,100	2,000	95
	MADISON	8,200	7,400	89
	PIERCE	2,600	2,400	93
	STANTON	1,700	1,500	89
	THURSTON	1,600	1,500	91
	WAYNE	3,000	2,900	97
	SOUTH DAKOTA			
	BON HOMME	2,900	2,500	87
	CLAY	3,300	3,000	94
	LINCOLN	4,000	3,700	94
	TURNER	3,600	3,400	93
	UNION	3,200	3,100	97
	YANKTON	5,100	4,700	92

(Continued on next page)

STATION TOTALS	207,800	193,600	93
NET WEEKLY CIRCULATION (MARCH 1966)		163,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		121,500	

KRNT-TV, Des Moines

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	IOWA			
	ADAMS	2,100	1,900	89
	AUDUBON	3,100	2,900	95
	BUENA VISTA	6,500	6,100	94
	CASS	5,600	5,300	94
	DAVIS	2,700	2,500	93
	GRUNDY	4,400	4,200	96
	KEOKUK	4,500	4,000	90
	SAC	5,200	4,800	93
	TAMA	6,600	6,200	94
	WAPELLO	14,100	13,300	94
	WRIGHT	6,000	5,700	95
	MISSOURI			
MERCER	1,700	1,400	86	
NEBRASKA				
BUTLER	3,000	2,700	90	
STANTON	1,700	1,500	89	

WHO-TV, Des Moines

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	IOWA			
	ADAMS	2,100	1,900	89
	AUDUBON	3,100	2,900	95
	CALHOUN	4,800	4,500	94
	CASS	5,600	5,300	94
	DAVIS	2,700	2,500	93
	HUMBOLDT	4,000	3,700	92
	IOWA	4,900	4,600	93
	TAYLOR	2,800	2,400	88
	WRIGHT	6,000	5,700	95

WOI-TV, Ames-Des Moines

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	IOWA			
	ADAMS	2,100	1,900	89
	BUENA VISTA	6,500	6,100	94
	BUTLER	5,400	4,900	92
	CASS	5,600	5,300	94
	DECATUR	2,700	2,300	86
	DICKINSON	3,900	3,500	90
	HANCOCK	4,100	3,900	94
	TAYLOR	2,800	2,400	88
	WAPELLO	14,100	13,300	94

KGLO-TV, Mason City

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	IOWA			
	BUTLER	5,400	4,900	92
	CHICKASAW	4,200	4,000	93
	EMMET	4,400	3,800	87
	HAROLD	7,200	6,800	94
	PALO ALTO	3,800	3,300	89
	POCAHONTAS	3,800	3,500	93
	MINNESOTA			
	BLUE EARTH	13,400	12,300	92
	JACKSON	4,100	3,700	90
WINONA	11,800	10,700	91	

Iowa

KTIV, Sioux City

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	IOWA			
	CRAWFORD	5,200	4,900	95
	EMMET	4,400	3,800	87
	PALO ALTO	3,800	3,300	89
	NEBRASKA			
	BURT	3,000	2,800	95
CUMING	3,600	3,300	92	
5-24 0/0	IOWA			
	CALHOUN	4,800	4,500	94
	CARROLL	6,500	6,300	96
	POCAHONTAS	3,800	3,500	93
	NEBRASKA			
	BOYD	1,400	1,200	87
	PLATTE	7,700	7,300	94
	SOUTH DAKOTA			
	CHARLES MIX	2,700	2,300	83
	HUTCHINSON	3,600	3,200	89
MINNEHAHA	28,600	27,700	97	

KVTV, Sioux City

(ARB Data Continued)

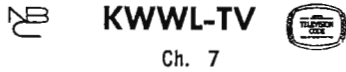
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	IOWA			
	CRAWFORD	5,200	4,900	95
	DICKINSON	3,900	3,500	90
	NEBRASKA			
ANTELOPE	2,800	2,500	87	
BURT	3,000	2,800	95	
HOLT	4,100	3,300	80	
KNOX	3,900	3,300	84	
5-24 0/0	IOWA			
	POCAHONTAS	3,800	3,500	93
	MINNESOTA			
	ROCK	3,400	3,200	96
	SOUTH DAKOTA			
	CHARLES MIX	2,700	2,300	83
	HUTCHINSON	3,600	3,200	89
MINNEHAHA	28,600	27,700	97	

KWWL-TV, Waterloo

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	ILLINOIS			
	JO DAVIESS	6,600	6,000	92
5-24 0/0	IOWA			
	CERRIL GORDO	15,800	15,000	95
	HOWARD	3,700	3,200	87
	MAHASKA	7,300	6,700	92
	MITCHELL	4,100	3,800	94
WISCONSIN				
CRAWFORD	4,000	3,800	94	

Iowa---Waterloo-Cedar Rapids



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1130-ft. above av. terrain, 1083-ft. above ground, 2078-ft. above sea level.

Latitude 42° 24' 47"
Longitude 92° 00' 42"

Requests change to 121-kw visual, 24.2-kw aural, 2075-ft. above av. terrain, 1997-ft. above ground, 3014-ft. above sea level, lat. 42° 18' 59", long. 91° 51' 31"; transmitter to 4.5-mi. NW of Walker, Ia. BPCT—3606.

Transmitter: 5-mi. SE of Jesup on Farm Rd. '00".

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

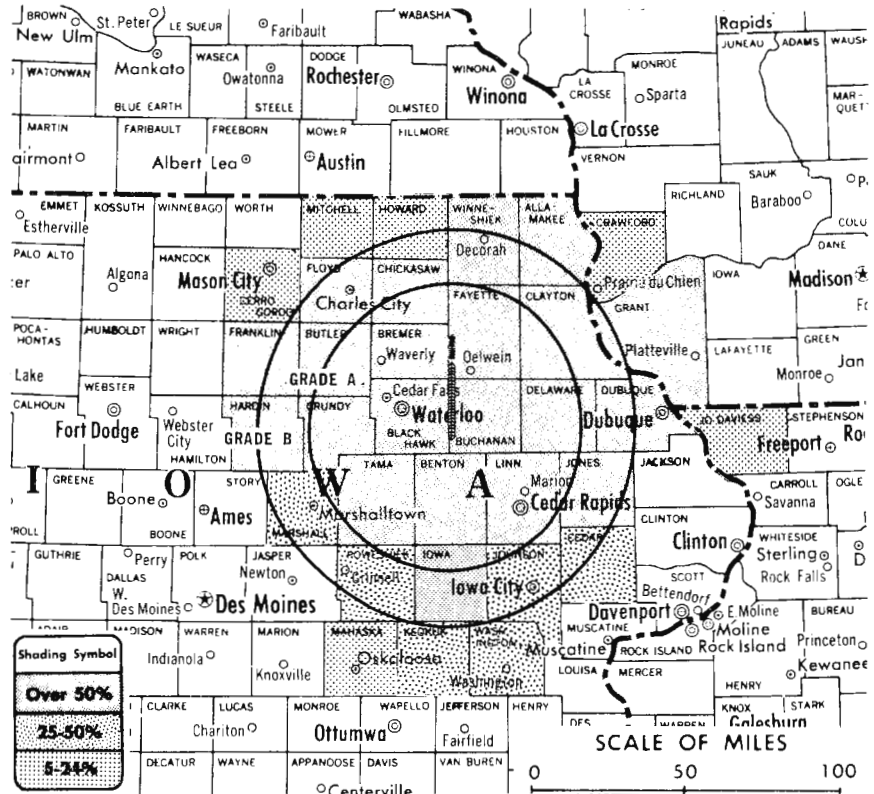
New Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: KWWL, 5-kw, 1330 kc (MBS).

O & O Translator: K80AW, Dubuque, Ia.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV and Circulation © 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KWWL-TV Ref: FCC File No. BMPCT—3298 Granted 8/18/55

©American Map Co., Inc., N.Y., No. 14211

KWWL-TV

Licensee: Black Hawk Bcstg. Co., E. Fourth & Franklin Sts., Waterloo, Iowa (50703).

Studio: 500 E. 4th St.

Telephone: 319-234-4404. TWX No.: 319-235-1716.

Ownership: Robert Buckmaster, pres., 11.8%; Donald M. Graham, v.p., 2.9%; Robert Young, treas., 2.2%; the following directors: T. L. Trunnell, 3.8%; Robert J. McCoy, 1.7%; Ralph J. McElroy estate (Robert Buckmaster, executor), 50%; William Bolster estate, 6.8%; Lowell J. Walker, 1.6%; John B. Young, 2.2%; E. E. Wheeler, 2.2%; A. D. Donnell, 1.9%; Dick H. Young, 1.5%; George A. Loveall, 1.6%; Louise M. McKinstry, 1.3%. There are several other stockholders, each owning 1% or less. Also owns radio KLWW, Cedar Rapids, Ia.; KMMT (TV), radio KAUS, Austin, Minn. & translator K80AW, Dubuque, Ia.

Began Operation: Nov. 25, 1953.

Represented (sales) by Avery-Knodel Inc.; Wayne-Evans & Assoc. (Minneapolis).

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

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ROBERT BUCKMASTER, president.
THOMAS L. YOUNG, exec. vice president, television.
BOB JANECEK, sales manager.
WARREN MEAD, director of public affairs.
EDWARD M. TINK, director of engineering.
JAMES BRADLEY, program director & film buyer.

DIGEST OF RATE CARD NO. 15 (June 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.	\$550.00	\$350.00	\$150.00	\$175.00	\$125.00	\$100.00 \$50.00

Combination Rates—KWWL-TV & KMMT, Austin, Minn.
Class AA—6:59-9:30 p.m., daily.
\$562.50 \$337.50 \$225.00 \$196.88 \$140.63 \$136.00 \$68.00
NETWORK BASE HOURLY RATE: \$525.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/C
OVER 50 O/O	IOWA			
	ALLAMAKEE	4,500	4,200	93
	BENION	7,100	6,800	96
	BLACK HAWK	38,800	37,100	96
	BREMER	6,400	6,000	94
	BUCHANAN	5,900	5,600	94
	BUTLER	5,400	4,900	92
	CHICKASAW	4,200	4,000	93
	CLAYTON	6,400	5,700	90
	DELAWARE	5,100	4,800	94
	DUBUQUE	22,500	20,700	92
	FAYETTE	8,400	7,500	93
	FLOYD	6,400	6,000	94
	FRANKLIN	4,600	4,300	95
	GRUNDY	4,400	4,200	96
	HARDIN	7,200	6,800	94
	IOWA	4,900	4,600	93
	JONES	6,100	5,800	95
	LINN	48,500	46,500	96
	TAMA	6,600	6,200	94
	WINNESHIEK	5,800	5,300	91
	WISCONSIN GRANT	12,700	11,700	92
25-50 O/O	IOWA			
	CEDAR	5,500	5,200	95
	JOHNSON	16,200	14,700	91
	KEOKUK	4,500	4,000	90
	MARSHALL	12,200	11,800	97
	POWESHIEK	5,700	5,400	94
	WASHINGTON	5,900	5,400	90

(Continued on page 263-b)

STATION TOTALS	313,400	294,100	94
NET WEEKLY CIRCULATION (MARCH 1966)	202,500		
AVERAGE DAILY CIRCULATION (MARCH 1966)	123,200		

ARB'S 1966-67 TELEVISION AUDIENCE REPORTS

tell you more of what you need to know
about today's television audience

31E/2/11
AVERAGE QUARTER HOUR ESTIMATES

TIME AND PROGRAM	STATION	METRO AREA		TOTAL SURVEY AREA, IN THOUSANDS (ADD 000)																
		RATING	SHARE	HOMES		WOMEN				HOUSEWIVES			MEN				TEENS	CHILDREN		
				Total	% HOM Same Cntl.	Total	18-34	35-49	50+	Total	Under 50	Fam. 5+ Pers.	Total	18-34	35-49	50+	12-17	Total 2-11	2-5	
5:00 PM EARLY SHOW	WCCB	10	34	138.8	11	152.0*	87.1	26.6	31.8	28.7	74.1	47.1	15.1	74.7	18.9	34.1	21.7	31.1	49.2	15.1
COMEDY CLUBHOUSE	WENC	11	38	117.2	25	33.9	21.3	15.6	4.0	1.7	19.6	19.6	5.4	12.6	6.6	4.3	1.7	23.7	181.9	100.7
ADVENTURE ROAD	WJW	7	24	114.6	32	167.2*	97.1	3.4	22.6	71.1	86.9	22.6		71.6	3.0	6.2	62.4	7.1	3.3	
TOTALS		29		370.6	22	353.1	205.5	45.6	58.4	101.5	180.6	89.3	20.5	158.9	28.5	44.6	85.8	61.9	234.4	115.2
5:15 PM EARLY SHOW	WCCB	11	37	143.1	11	158.3*	90.6	27.6	34.3	28.7	76.7	49.7	16.2	77.5	20.0	35.8	21.7	31.1	49.2	15.1
COMEDY CLUBHOUSE	WENC	11	37	116.5	28	33.9	21.3	15.6	4.0	1.7	19.6	19.6	5.4	12.6	6.6	4.3	1.7	23.7	177.4	97.2
ADVENTURE ROAD	WJW	8	27	121.2	32	182.0*	107.0	6	26.1	74.3	93.5	26.1		76	3.0	6.2	67.3	7.1	3.3	
TOTALS		30		400.8	23	374.2	218.9	60.6	64.6	106.7	189.8	95.4	21.6	166.1	29.6	46.3	90.7	59.9	229.9	112.2

THREE geographic reporting areas—**Metro Area, Total Area and the new Area of Dominant Influence (ADI),** an unduplicated television market definition based on specific and exclusive county groups where more people watch more hours on home market stations.

SEPT/OCT 1966
MONDAY

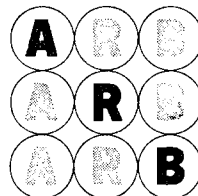
ADI RATINGS								% TOTAL VIEWING HOMES				STATION	
HOMES	WOMEN	HOUSEWIVES			MEN	TEENS	CHILDREN	ADI % of Total Homes					
		Total	Under 50	Fam. 5+ Pers.				#1	#2	#3	#4		
11	6	6	5	4	5	6	5	93		2	2	4	WCCB
10	1	2	2	2	1	4	20	98				2	WENC
9	7	7	3		5	1		98				2	WJW
30	14	15	10	6	11	11	25	95				2	TOTAL
11	6	6	6	5	5	6	5	93		2	2	4	WCCB
10	1	2	2	2	1	4	19	98				2	WENC
10	7	7	3		6	1		95				5	WJW
31	14	15	11	7	12	11	24	95				3	TOTAL

Whatever your goals in spot television planning—selective target audiences, specific geographic areas, or both—the new ARB Television Market Reports tell you more of what you need to know to do an effective job.

Metro Area ratings and share information, homes and extensive demographic breakdowns of total audience reached, people ratings for

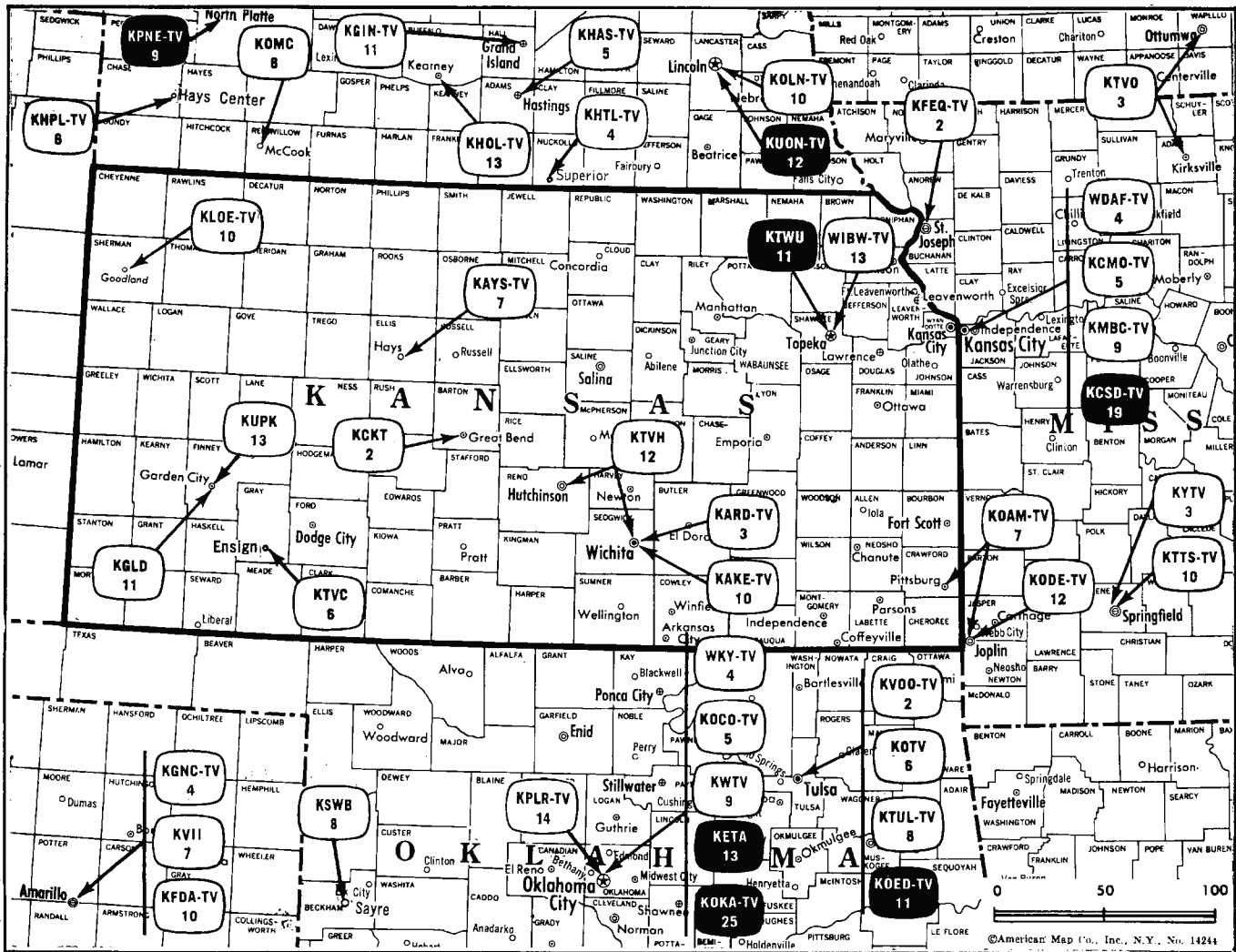
the new exclusive market ADI and audience spill-over into adjacent market areas are provided for every time period.

Whether you need reports from one or from all of the 225 U.S. television markets, ARB can supply you with the information you need. Your ARB representative will be glad to help you—contact him today.



AMERICAN RESEARCH BUREAU
SUBSIDIARY OF C-E-I-R INC.

Kansas



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Wichita-Hutchinson	333,300	56	428,400	77	392,500	75
Pittsburg-Joplin	154,600	111	214,000	131	190,900	132
Topeka	137,000	125	188,600	142	171,700	139
Hays	41,000	198	76,100	193	68,500	194
Ensign	36,600	200	55,300	205	49,300	205

Kansas Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	11	1	12
● Educational Television Stations	1	0	1
			13

For Educational Facilities and State Cross References see page for KGLD, Garden City, Kan.

FUTURA

100% MODULAR SOLID STATE AMPLIFIERS

MAINLINE • MAINLINE WITH AGC • MAINLINE/BRIDGER • MAINLINE/BRIDGER WITH AGC • HIGH LEVEL BRIDGER • HIGH LEVEL DISTRIBUTION AMPLIFIERS.

(Inventory costs are reduced by 50%).

viking

400 Ninth Street, Hoboken, N.J. • N.Y.: (212)943-5793; N.J.: (201)656-2020

9500 miles from Danang, Americans are fighting another enemy.

Inflation is a threat to every family's paycheck . . . to the strength of our nation itself. And while other Americans are engaged in the fight for freedom half way around the world, we must be increasingly alert to the dangers of inflation here at home.

American businessmen can help maintain a stable economy and curtail inflationary pressures through the Payroll Savings Plan for United States Savings Bonds. Money invested in Savings Bonds is actually an investment in the United States. It results in more effective

management of the public debt, maintains the value of the dollar and provides a firm base for family security.

In your plant or office, you can initiate and promote this program for systematic savings. Complete information is available from your State Savings Bonds Director or by writing the Treasury Department, United States Savings Bonds Division, Washington, D.C. 20226.



in your plant . . . promote the PAYROLL SAVINGS PLAN for U.S. Savings Bonds



The U.S. Government does not pay for this advertisement. It is presented as a public service in cooperation with the Treasury Department and The Advertising Council.

Kansas—Ensign



KTVC

Ch. 6



[Operates in affiliation with KTVH, Hutchinson-Wichita, Kan.]

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

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

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

Telephone: 316-483-6666.

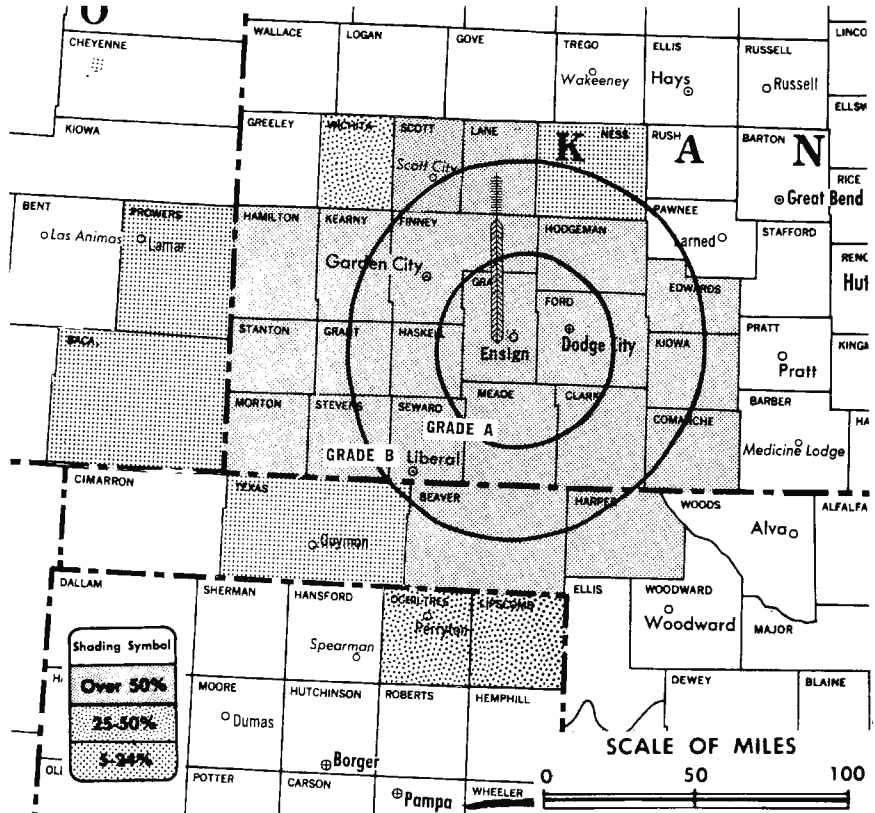
Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.

Represented (legal) by Wilner, Scheiner & Greeley.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KTVC Ref: FCC File No. BPT-3474 Granted 1/29/65

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

KTVC

Network Service: CBS (EMP; private relay from KTVH).

Licensee: Southwest Kansas Television Co. Inc., Cimarron, Kan.

Office: 2311 W. Wyatt Earp Blvd., Box 157, Dodge City, Kan. (67801).

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

Ownership: Leigh Warner, pres., 30.156%; Wendell Elliott, v.p., 5.799%; W. E. Montgomery, secy., .655%; F. C. Walker, treas., .655%; Dodge City Terminal Elevator, 1.008%; Sidney Warner, 5.042%; Diana Janof, 3.983%; Ray Broce, 2.5%; Dodge City Broadcasting Co., Inc. (KGN0), 15.355%; Dodge City Daily Globe, 9.5%; John A. Costelow, 1.32%. There are no other stockholders owning over 1%.

Began Operation: July 24, 1957.

Represented (sales) by Avery-Knodel Inc.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

WENDELL ELLIOTT, v.p., general manager & film buyer.
KENNETH KARR, chief engineer.

DIGEST OF RATE CARD NO. 4—(Jan. 1, 1963)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$130.00	\$75.00	\$46.00	\$45.00	\$37.00	\$32.00
NETWORK BASE HOURLY RATE:	\$135.					

ARB Data for this station does not reflect present coverage. After the data was collected, the station increased its power.

NET WEEKLY STATE - COUNTY CIRC. TOTAL HOUSEHOLDS TV HOMES O/D

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	KANSAS			
	CLARK	1,000	900	93
	COMANCHE	1,000	800	84
	EDWARDS	1,400	1,300	92
	FINNEY	4,900	4,500	93
	FORD	6,600	6,200	94
	GRANT	1,500	1,400	91
	GRAY	1,100	1,000	91
	HAMILTON	800	700	85
	HASKELL	900	800	93
	HODGEMAN	800	700	87
	KEARNY	700	700	93
	KIOWA	1,500	1,200	83
	LANE	900	900	92
	MEADE	1,600	1,500	97
	MORTON	1,100	900	89
	SCOTT	1,600	1,400	92
	SEWARD	5,700	5,200	91
	STANTON	400	300	85
	STEVENS	1,300	1,100	84

OKLAHOMA	BEAVER	2,200	1,900	90
	HARPER	1,900	1,700	90

25-50 O/D	KANSAS			
	WICHITA	800	700	86
	TEXAS			
	LIPSCOMB	800	700	81
	OCHILTREE	3,300	3,100	92

(Continued on page 279-b)

STATION TOTALS		55,300	49,300	89
NET WEEKLY CIRCULATION (MARCH 1966)				36,600
AVERAGE DAILY CIRCULATION (MARCH 1966)				27,200

Kansas—Garden City



KGLD

Ch. 11



[Satellite of KARD-TV,
Wichita, Kan.]

Technical Facilities: Channel No. 11
(198-204 mc). Authorized power:
200-kw visual, 39.8-kw aural. An-
tenna: 800-ft. above av. terrain,
834-ft. above ground, 3711-ft.
above sea level.

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

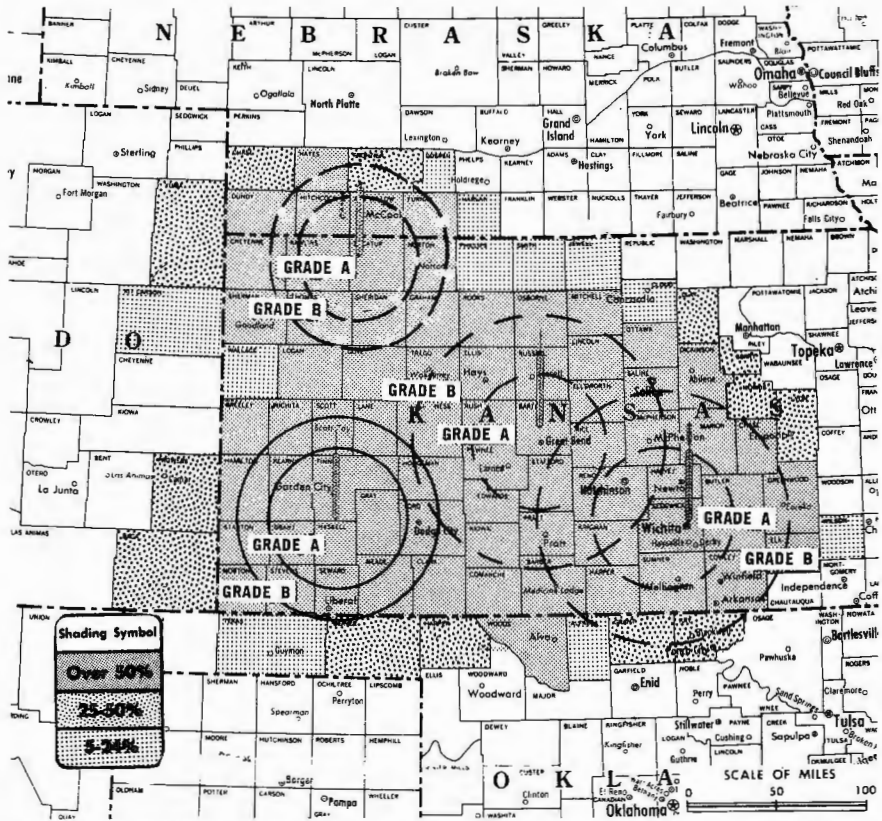
Transmitter: U.S. Hwy. 83, 12.6-mi.
S of Garden City.

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

Telephone: 316-276-2311.

Color: Network only.

News Wire Service: AP.



County coverage (shaded areas) based on 1965
ARB study.

KGLD Ref: FCC File No. BPCT-3371 Granted 8/20/64

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

KGLD

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., 833 N. Main, Wichita, Kan.
(67203).

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Nov. 5, 1958. For sale to present owners, see
KCKT, Great Bend, Kan.

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

Represented (legal) by Koteen & Burt.

Personnel:

WILLIAM (JERRY) SMITH, station manager.
ART WILSON, news director.

Rates: Offered as bonus with KARD-TV, Wichita and its other
satellites (Kansas State Network) KCKT, Great Bend and KOMC,
McCook, Neb.

NETWORK BASE HOURLY RATE: Bonus to KCKT, Great Bend.

ARB Data for this Station Included with Parent
KARD-TV, Wichita, Kan. Above Map Reflects
Coverage of Parent and Satellites KCKT, Great
Bend, Kan. & KOMC, McCook, Neb.

For Color Set Penetration by Markets

See Services Volume

State Educational Technical Facilities (Complete Data in Educational Directory)

KTWU

Topeka

Ch. 11

Non-Commercial Educational Station

Grantee: Washburn University of Topeka, 17th & College Sts.

Technical Facilities: Channel No. 11 (198-204) mc. Authorized
power: 316-kw visual, 31.6-kw aural. Antenna: 1064-ft. above
av. terrain, 949-ft. above ground, 2026-ft. above sea level.

Latitude 39° 03' 51"
Longitude 95° 45' 49"

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KTVH

Hutchinson

(See Wichita, Kan.)

KODE-TV

Pittsburg

(See Joplin, Mo.)

Kansas—Garden City



KUPK-TV



Ch. 13

[Satellite of KAKE-TV, Wichita, Kan.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 87.1-kw visual, 12-kw aural. Antenna: 870-ft. above av. terrain, 876-ft. above ground, 3716-ft. above sea level.

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

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

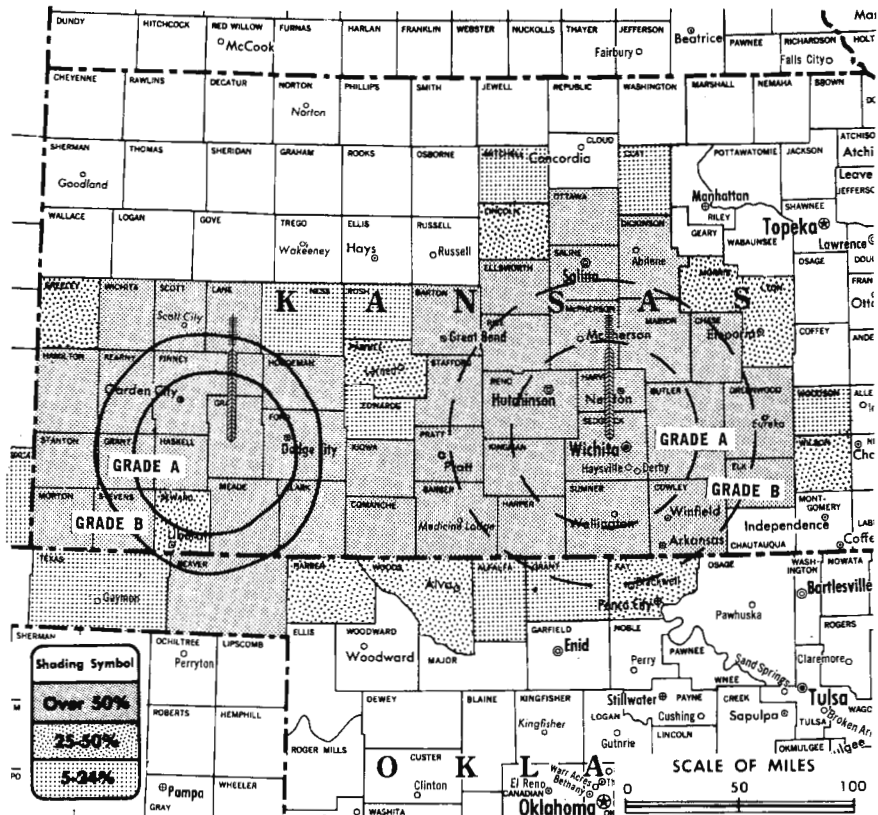
Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

AM Affiliate: KUPK, 5-kw, 1050 kc.

FM Affiliate: KUPK-FM, 11-kw, 97.3 mc, 230-ft.



County coverage (shaded area) based on 1965 ARB study.

KUPK-TV Ref: FCC File No. BPCT-2901 Granted 5/6/64

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

KUPK-TV

Licensee: KAKE-TV & Radio Inc., Box 1010, Wichita, Kan. (67201).

Studio: 8-mi. NW of Copeland, Kan.

Ownership: See KAKE-TV, Wichita, Kan.

Began Operation: Oct. 28, 1964.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

Personnel:

BOB SURBER, station manager.

DARREL BYRON, news director.

PAUL HINDERLITER, chief engineer.

Rates: Offered as bonus with KAKE-TV, Wichita, Kan.

NETWORK BASE HOURLY RATE: Bonus to KAKE-TV, Wichita.

ARB Data for this Station Included with Parent KAKE-TV, Wichita, Kan. Above Map Reflects Coverage of both Parent & Satellite.

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Kansas—Goodland



Ch. 10

[Satellite of KAYS-TV, Hays, Kan.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 45.7-kw aural. Antenna: 770-ft. above av. terrain, 782-ft. above ground, 4474-ft. above sea level.

Latitude 39° 20' 31"

Longitude 101° 42' 33"

Transmitter: 17th St. & Broadway Ave.

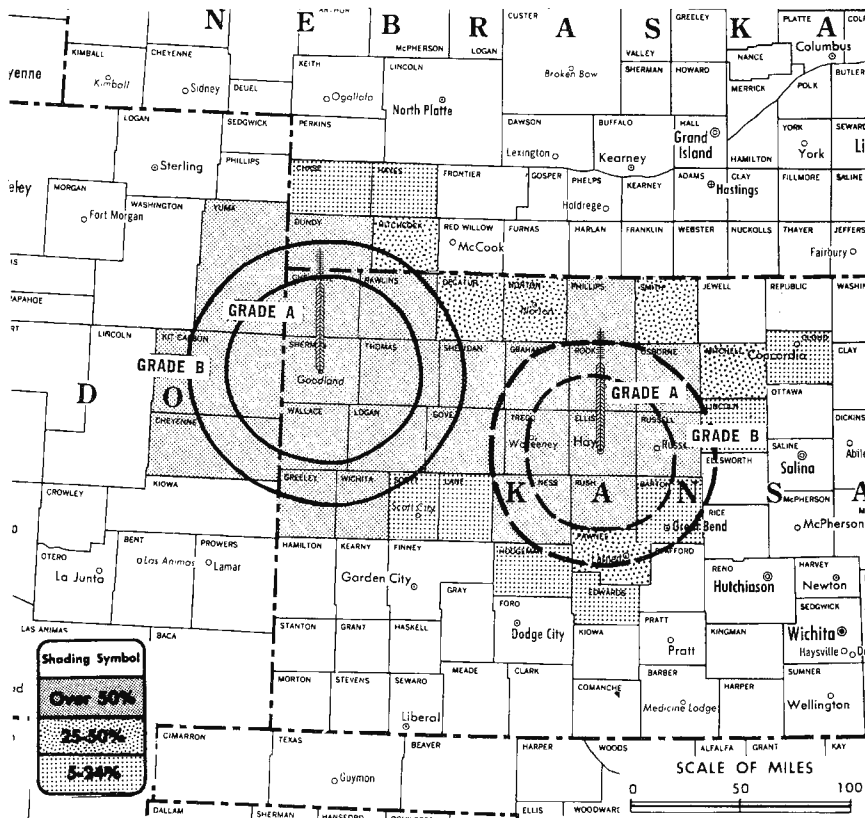
Studio: 17th St. & Broadway Ave.

Telephone: 913-899-2321.

Color: Network only.

AM Affiliate: KLOE, 1-kw, 730-kc.

News Wire Service: AP.



County coverage (shaded areas) based on 1965 ARB study.

KLOE-TV Ref: FCC File No. BMPCT-8818 Granted 4/20/56

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

KLOE-TV

Network Service: Same as KAYS-TV, Hays.

Licensee: KAYS Inc., P.O. Box 695, Hays, Kan. (67601).

Ownership: Same as KAYS-TV, Hays, Kan.

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

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by A. L. Stein.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

KAY MELIA, resident manager.

Rates: Sold only in combination with KAYS-TV, Hays, Kan. and as part of Kansas Bcstg. System which includes KTVH, Hutchinson-Wichita; KTVC, Ensign; KAYS-TV; Hays & WIBW-TV, Topeka.

NETWORK BASE HOURLY RATE: Combination rate with KAYS-TV, Hays, \$160.00

ARB Data for this Station Included with Report of Parent KAYS-TV, Hays, Kan. Above Map Reflects Coverage of both Parent & Satellite.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Kansas—Great Bend



KCKT



Ch. 2

[Satellite of KARD-TV,
Wichita, Kan.]

Technical Facilities: Channel No. 2
(54-60 mc). Authorized power:
100-kw visual, 18-kw aural. An-
tenna: 970-ft. above av. terrain,
1006-ft. above ground, 2875-ft.
above sea level.

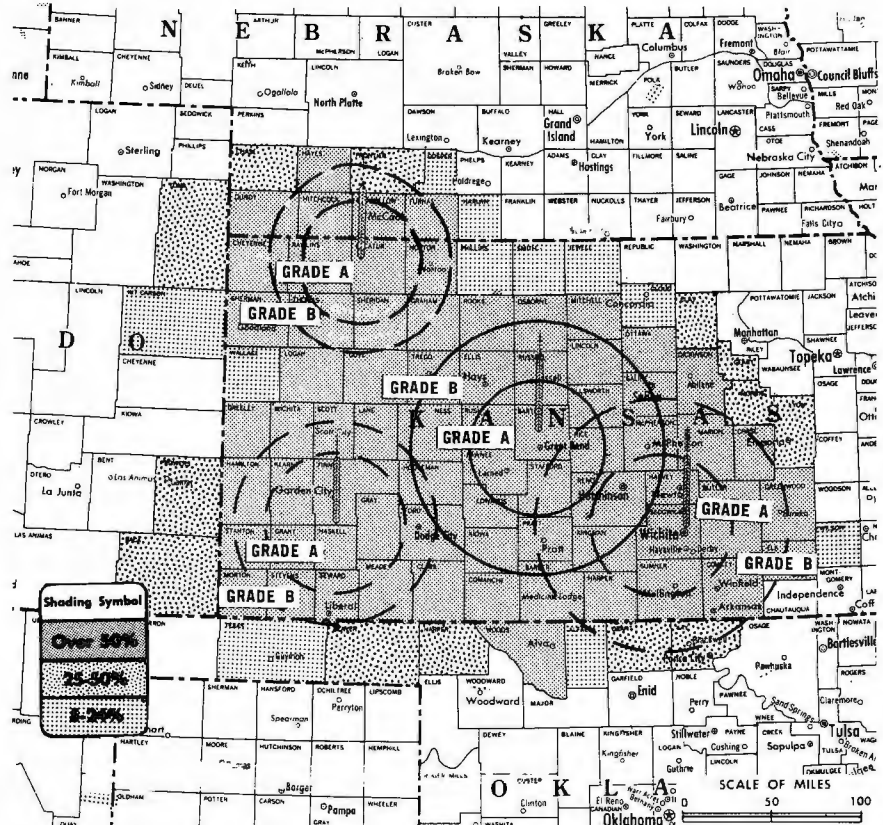
Latitude 38° 25' 54"
Longitude 98° 46' 24"

Color: Network only.

News Wire Service: UPI.

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

O & O Translator: K74CN, Salina,
Kan.



County coverage (shaded areas) based on 1965
ARB study.

KCKT Ref: FCC File No. BPCT-1838 Granted 3/3/54

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

KCKT

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., 833 N. Main, Wichita, Kan.
(67203).

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

Telephone: 316-793-7868.

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Nov. 28, 1954. Sale (with satellites KGLD, Gar-
den City, Kan. and KOMC, McCook, Neb.) to present owners by
Central Kansas Television Co. Inc. approved by FCC June 13,
1962 (Television Digest, Vol. 2.25).

Represented (sales) by Edward Pety & Co., Inc.

Represented (legal) by Koteen & Burt.

Personnel:

LEE ENEFF, station manager.
BOB DUNDAS, news director.

Rates: Offered as bonus with KARD-TV, Wichita and its other
satellites (Kansas State Network) KGLD, Garden City and KOMC,
McCook, Neb.

NETWORK BASE HOURLY RATE: \$275.

ARB Data for this Station Included with Report of
Parent KARD-TV, Wichita, Kan. Above Map
Reflects Coverage of Parent and Satellites KGLD,
Garden City, Kan. & KOMC, McCook, Neb.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Kansas—Hays



KAYS-TV



Ch. 7

[Operates satellite KLOE-TV, Goodland, Kan.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 112-kw visual, 22.4-kw aural. Antenna: 710-ft. above av. terrain, 816-ft. above ground, 2840-ft. above sea level.

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

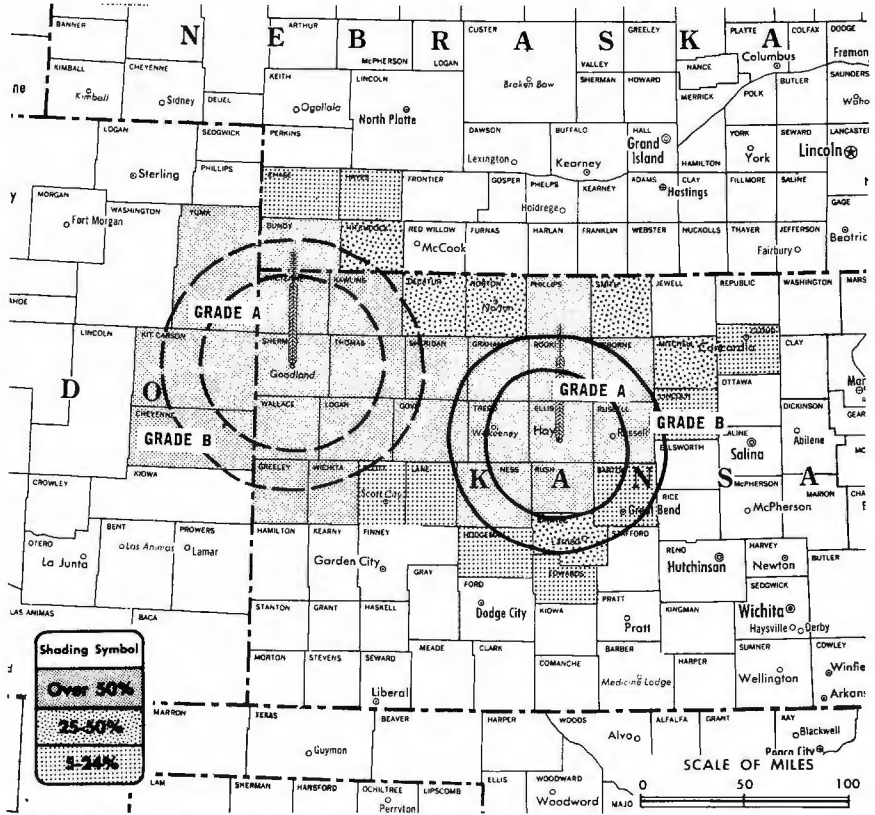
Transmitter: 2300 Hall St.

Studio: 2300 Hall St.

AM Affiliate: KAYS, 1-kw (.25-kw night), 1400 kc.

Color: Network only.

News Wire Service: AP.



KAYS-TV Ref: FCC File No. BPCT-2878 Granted 8/11/59
KLOE-TV Ref: FCC File No. BPCT-3818 Granted 4/20/58

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

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KAYS-TV

Network Service: CBS, ABC.

Licensee: KAYS Inc., Box 817, Hays. Telephone: 913-624-2578.

Ownership: Ross Beach Jr., 50 $\frac{2}{3}$ %; Robert E. Schmidt, v.p.-gen. mgr., 49 $\frac{1}{3}$ %. Also operates satellite KLOE-TV, Goodland, Kan. which owns radio KCOW, Alliance, Neb. Beach family has 56% interest in radio KLOE, Goodland, Kan.

Began Operation: Sept. 2, 1958.

Represented (sales) by Avery-Knodel Inc. (also on sales on Kansas Bcstg. System, including KTVH, Hutchinson-Wichita, KTVG, Ensign & KLOE-TV, Goodland & WIBW-TV, Topeka).

Represented (legal) by A. L. Stein.

Personnel:

- ROBERT E. SCHMIDT, general manager.
- BERNARD BROWN, station manager.
- KEITH TOWNSDIN, chief engineer.
- HARVEY ZIMMERMAN, production manager.
- MARY DICKEY, office manager.

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1965)*

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$220.00	\$132.00	\$88.00	\$77.00	\$55.00	\$25.00

*Includes KLOE-TV, Goodland.

NETWORK BASE HOURLY RATE: Combination rate with KLOE-TV, Goodland, \$160.

ARB Data for this Station Includes Satellite KLOE-TV, Goodland, Kan.

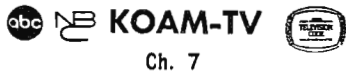
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	CHEYENNE	700	600	83
	KIT CARSON	1,800	1,500	83
	YUMA	2,500	2,200	88

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KANSAS			
	CHEYENNE	1,100	1,000	91
	ELLIS	6,000	5,600	94
	GOVE	1,200	1,000	85
	GRAHAM	1,700	1,600	93
	GREELEY	600	600	90
	LOGAN	1,200	1,000	86
	NESS	1,300	1,200	91
	OSBORNE	2,100	1,800	85
	PHILLIPS	2,500	2,100	84
	RAWLINS	1,400	1,200	90
	ROOKS	3,000	2,700	93
	RUSH	1,600	1,500	92
	RUSSELL	3,000	2,700	90
	SHERIDAN	1,200	1,100	89
	SHERMAN	1,900	1,800	92
	THOMAS	2,300	2,000	87
	TREGO	1,500	1,300	87
	WALLACE	400	300	88
	WICHITA	800	700	86
	NEBRASKA			
	DUNDY	1,000	900	89
25-50 O/O	KANSAS			
	DECATUR	1,700	1,500	91
	MITCHELL	2,400	2,100	87
	NORTON	2,400	2,200	90
	PAWNEE	2,800	2,500	92
	SMITH	2,300	2,000	90
	NEBRASKA			
	HITCHCOCK	1,300	1,200	94

(Continued on page 279-b)

STATION TOTALS	76,100	68,500	90
NET WEEKLY CIRCULATION (MARCH 1966)		41,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)		32,300	

Kansas—Pittsburg-Joplin, Mo.



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

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

Transmitter: Intersection of U.S. 69 & Lawton Rd., 4-mi. W of Lawton, Kan.

Studio: Intersection of U.S. 69 & Lawton Rd., 4-mi. W of Lawton.

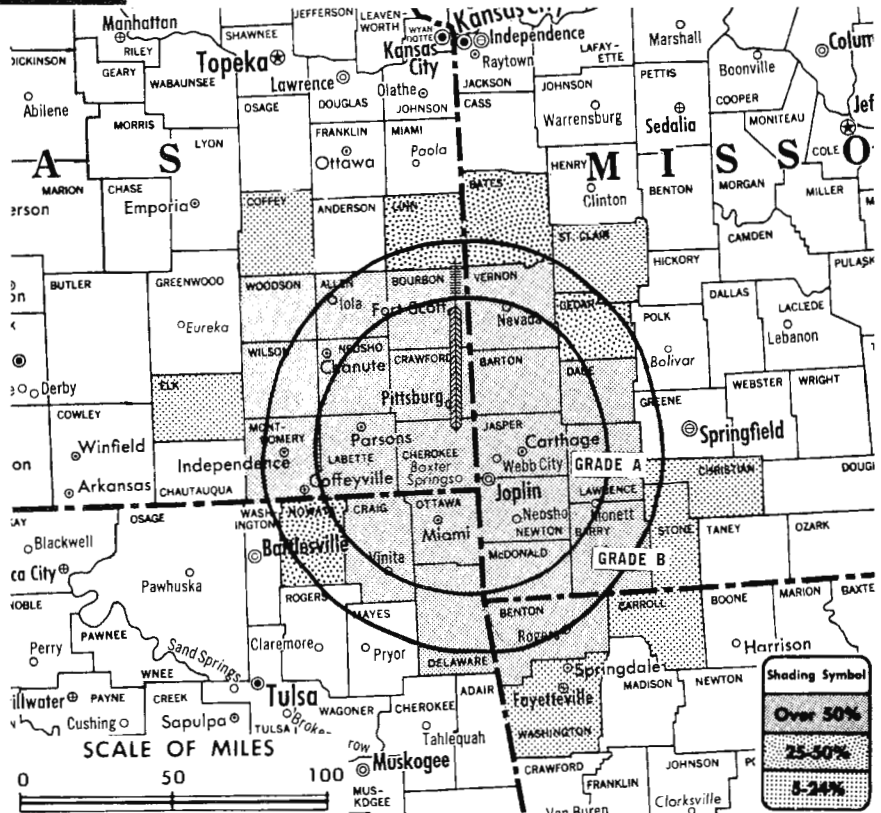
TV tape: Recording facilities.

AM Affiliate: KOAM, 10-kw (5-kw night), 860 kc (NBC).

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

News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KOAM-TV Ref: FCC File No. BPCT-2863 Granted 5/29/61

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

KOAM-TV

Network Service: ABC, NBC.

Licensee: Mid-Continent Telecasting Inc., Box 659, Pittsburg, Kan. (66762).

Telephone: 316-231-0400. TWX No.: 316-952-8230.

Ownership: Pittsburg Bcstg. Co. (KOAM) 66.53%; Joplin Globe Publishing Co., publisher of Joplin (Mo.) Globe and News-Herald, 33.23%. Officers: Lester E. Cox, chairman; E. V. Baxter, pres.; R. E. Wade, v.p. & treas.; Lester L. Cox, v.p.; Cowgill Blair, v.p.; Lang Rogers, v.p.; Fred Hughes, secy. Mr. Lester E. Cox owns, 49% of KWTO, Springfield, Mo. Mr. Baxter owns 50% of Pittsburg Bcstg.; Lester L. Cox owns 37.5%; Lester E. Cox, 12.5%. Blair, Rogers and Hughes represent Joplin Globe. Lester E. Cox also is part owner of radio KCIJ, Shreveport, La.

Began Operation: Dec. 5, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by Lohnes & Culver.

Personnel:

R. E. WADE, v.p., general manager & film buyer.
LOUIS R. MARTIN, program director.
LEO S. STAFFORD, chief engineer.

DIGEST OF RATE CARD NO. A10
(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6-10 p.m., daily.
\$390.00 \$225.00 \$200.00 \$115.00 \$130.00* \$115.00* \$58.00*

*Class A—6-10:30 p.m., daily.

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

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
KANSAS				
OVER 50 O/D	ALLEN	5,300	4,600	88
	BOURBON	5,200	4,700	91
	CHEROKEE	7,200	6,700	94
	CRAWFORD	12,900	11,900	93
	LABETTE	8,300	7,500	91
	MONTGOMERY	14,700	13,200	90
	NEOSHO	6,100	5,600	92
	WILSON	3,800	3,300	86
	WOODSON	1,400	1,200	86
MISSOURI				
	BARRY	5,700	5,000	89
	BARTON	3,500	3,100	90
	DADE	2,100	1,900	91
	JASPER	27,500	25,300	92
	LAWRENCE	7,600	6,800	89
	MC DONALD	3,400	3,000	90
	NEWTON	9,800	9,200	93
	VERNON	6,000	5,200	88
OKLAHOMA				
	CRAIG	4,500	4,000	90
	DELAWARE	4,100	3,400	83
	OTTAWA	9,300	8,600	93

25-50 O/D	KANSAS LINN	2,400	2,200	90
	MISSOURI BATES	5,200	4,500	88
	CEDAR	2,800	2,500	87
	OKLAHOMA NOWATA	3,200	3,000	93

(Continued on page 279-b)

STATION TOTALS	214,000	190,900	89
NET WEEKLY CIRCULATION (MARCH 1966)	154,600		
AVERAGE DAILY CIRCULATION (MARCH 1966)	119,900		

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	ARKANSAS BENTON	13,700	11,800	86

Kansas—Salina



KSLN-TV

Ch. 34

(Left Air Nov. 1, 1965)

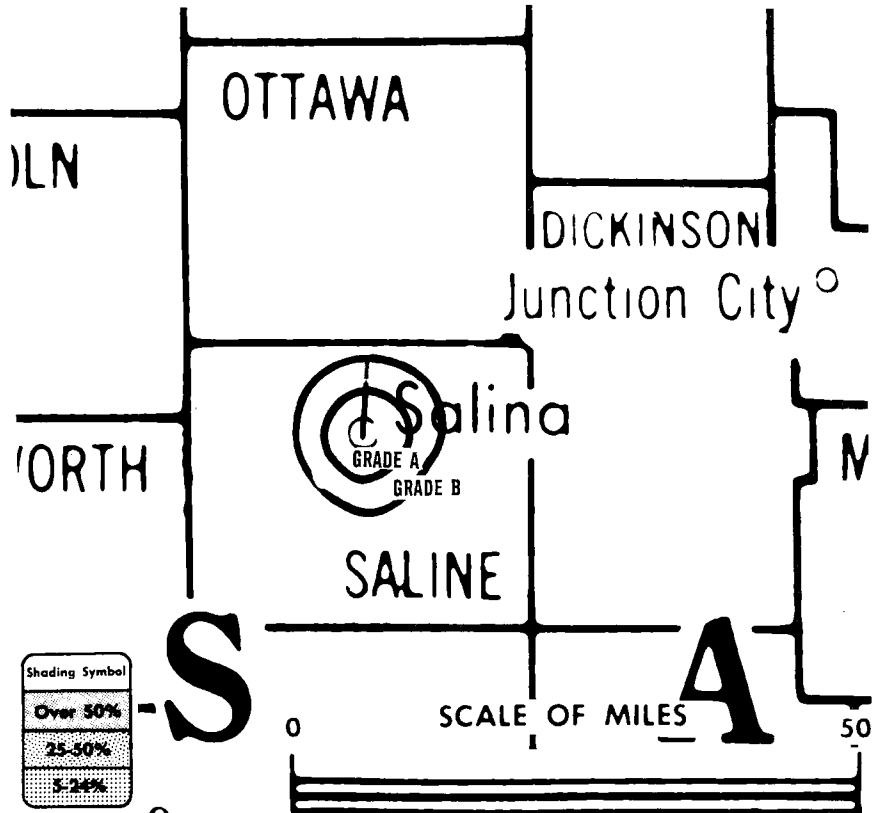
Technical Facilities: Channel No. 34
(590-596 mc). Authorized power:
.661-kw visual, .087-kw aural. An-
tenna: 150-ft. above av. terrain,
201-ft. above ground, 1432-ft.
above sea level.

Latitude 38° 50' 26"
Longitude 97° 36' 35"

Transmitter: 105 W. Iron St.

News Wire Service: UPI.

Facsimile Service: UPI.



KSLN-TV Ref: FCC File No. BMPCT—5548 Granted 1/12/61

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

KSLN-TV

Licensee: Mid-America Broadcasting Co. Inc., c/o Robert L. Weary,
815 N. Washington St., Junction City, Kan. (66441).

Studio: 144 North 7th St., Salina, Kan. (67401).

Telephone: 913-827-4433.

Ownership: James P. Sunderland, 67%; Robert K. Weary, 13%;
Ralph L. Weir, 20%.

Began Operation: Jan. 2, 1962. Left air April 23, 1963. Sale to
present owner by Prairie State Bcstg. Co. was approved Feb. 26,
1964 by FCC (Television Digest, Vol. 4:9). Resumed operation
Aug. 1, 1964.

Represented (sales) by Vic Piano Associates; Mid-West Time Sales
(Kansas City, St. Louis).

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

Personnel:

LARRY P. JUSTUS, general manager.

DIGEST OF RATE CARD NO. 1-A
(Jan. 2, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—6-10:30 p.m., daily.

\$150.00 \$90.00 \$60.00 \$37.50 \$30.00 \$30.00 \$15.00

NETWORK BASE HOURLY RATE: Bonus to network.

ARB Data for this Station is included with KAKE-
TV, Wichita.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

TV Honolulu	\$2,800,000
CATV Florida	\$600,000

116 Central Park South
New York, N.Y.

Kansas—Topeka



WIBW-TV

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 1380-ft. above av. terrain, 1255-ft. above ground, 2549-ft. above sea level.

Latitude 39° 00' 18.5"
Longitude 96° 02' 57.5"

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

Studio: 5600 W. Sixth.

TV tape: Recording facilities.

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

FM Affiliate: WIBW-FM, 47-kw, 97.3 mc (No. 247), 1220-ft. antenna height.

O & O Translators: K08ED, Marysville, Kan.; K07GF, Topeka, Kan.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS

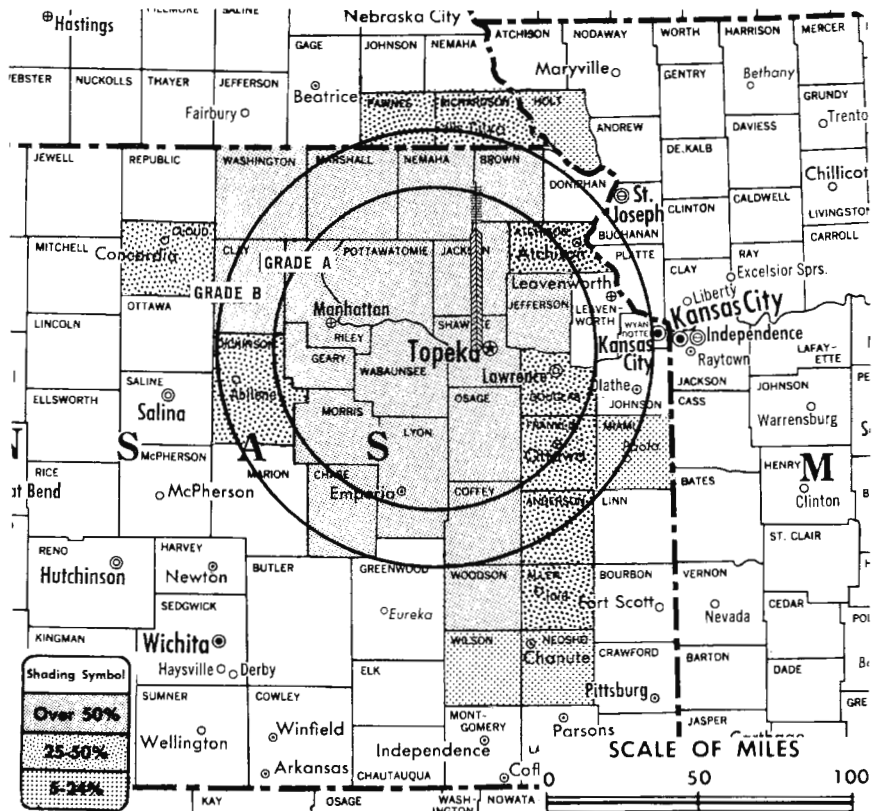
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WIBW-TV Ref: FCC File No. BPCT-2743 Granted 8/1/82

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

WIBW-TV

Licensee: Topeka Bcstg. Assn. Inc., Box 119 (66601).

Telephone: 913-272-3456. TWX No.: 913-323-6151.

Ownership: Stauffer Publications Inc. Oscar Stauffer, pres. Stauffer also operates radio stations KSEK, Pittsburg, Kan.; KSOK, Arkansas City, Kan.; KGFF, Shawnee, Okla. Stauffer publications are Topeka Daily Capital and State Journal, Kansas City Kansas; 10 smaller daily newspapers in Kansas, Oklahoma, Nebraska & Missouri. Stauffer owns KGNC-TV, Amarillo, Tex. (KGNC & FM).

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

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by David Steel & Assoc.

Personnel:

- THAD M. SANDSTROM, v.p. & general manager.
- CHARLES ROSS, station manager.
- RAY C. SENATE, national sales manager.
- PAUL WINDERS, operations manager.
- ELMER GUNDERSON, chief engineer.
- GEORGE LOGAN, farm director.
- RALPH THOMPSON, program manager.
- GARY BENDER, sports director.
- TOM PARMLEY, news director.

DIGEST OF RATE CARD NO. 12A—(July 1, 1966)

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

Class AA—6-10 p.m., daily.

\$550.00 \$330.00 \$220.00 \$140.00 \$130.00 \$112.00 \$56.00

NETWORK BASE HOURLY RATE: \$525.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KANSAS			
	BROWN	3,900	3,500	91
	CHASE	1,100	900	87
	CLAY	3,200	2,700	85
	COFFEY	2,400	2,100	85
	GEARY	8,700	8,100	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	JACKSON	3,000	2,700	90
	JEFFERSON	3,400	3,100	91
	LYON	8,500	7,500	88
	MARSHALL	4,600	4,000	87
	MORRIS	2,100	1,800	88
	NEMAHA	3,400	3,100	92
	USAGE	4,200	3,800	91
	POTTAWATOMIE	3,400	3,100	91
	RILEY	12,000	10,700	90
	SHAWNEE	49,600	46,800	94
	WABAUNSEE	1,900	1,700	88
	WASHINGTON	3,000	2,600	86
	WOODSON	1,400	1,200	86

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	KANSAS			
	ALLEN	5,300	4,600	88
	ANDERSON	2,500	2,300	91
	ATCHISON	6,000	5,700	95
	CLOUD	4,200	3,600	86
	DICKINSON	7,100	6,400	91
	DOUGLAS	13,900	12,600	91
	FRANKLIN	6,300	5,800	92
	NEBRASKA			
	PAWNEE	1,400	1,200	86
	RICHARDSON	4,100	3,700	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	KANSAS			
	MIAMI	6,000	5,700	95
	NEOSHO	6,100	5,600	92
	WILSON	3,800	3,300	86
	MISSOURI			
	HOLT	2,100	1,800	86

STATION TOTALS 188,600 171,700 91

NET WEEKLY CIRCULATION (MARCH 1966) 137,000

AVERAGE DAILY CIRCULATION (MARCH 1966) 101,300




Bootifull

WIBW and KGNC will add "bloom" to your air media schedule.

Down Amarillo way the folks call KGNC the "Voice of the Golden Spread." And what a spread: 183,000 wonderful Texans, making up the 14th fastest growing market in the country, according to Sales Management. This IS the Panhandle.

WIBW has been the "Voice of Kansas" longer than most Kansans can remember. And there are more and more every day. The Sunflower State is riding the crest of its greatest economic surge.

KGNC and WIBW—now stablemates of Stauffer Publications—both lead their markets for the same reasons: top-flight programming . . . first-rate personnel . . . responsible management.

Like to know more? Ask  Avery-Knodel. They'll give you facts, not flowery speeches.



TOPEKA, Kansas AMARILLO, Texas
TV • Radio • FM Broadcasting Services of Stauffer Publications

Kansas—Wichita



KAKE-TV



Ch. 10

[Operates satellite KUPK-TV, Garden City, Kan.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level.

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

Transmitter: State Hwy. 96, 9-mi. NW of city.

TV tape: Recording facilities.

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

AM Affiliate: KAKE, 1-kw, 1240 kc.

News Wire Service: AP, UPI.

Facsimile Service: AP.

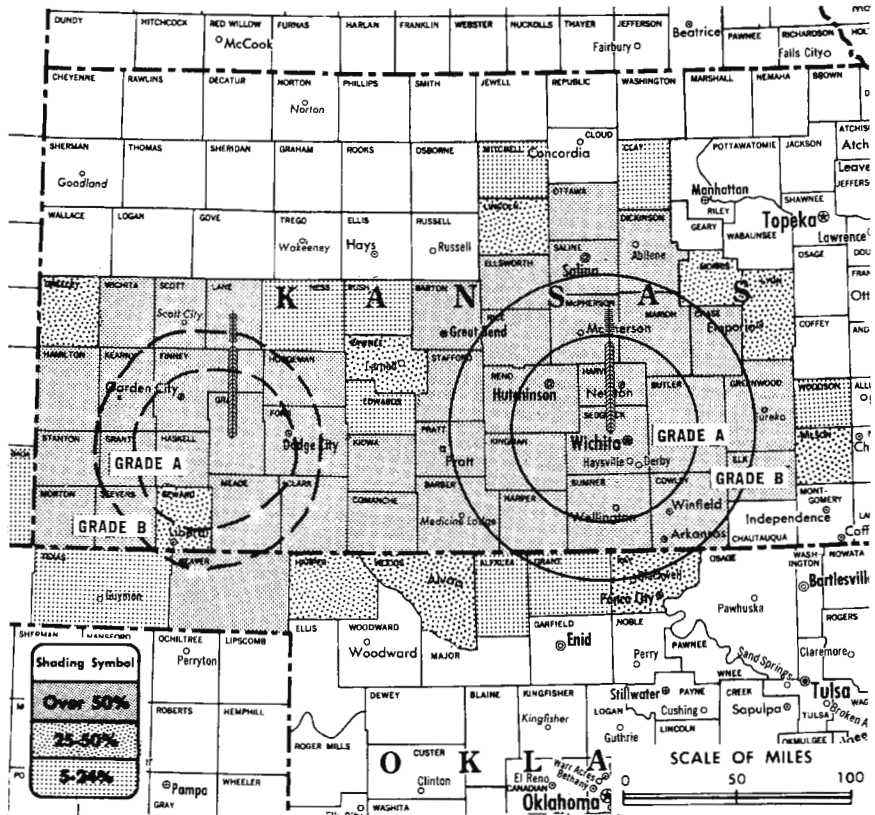
O & O Translators: K71BP, Great Bend, Kan.; K71B0, Herington, Kan.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.

TV Homes: TV and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KAKE-TV Ref: FCC File No. BMPCT—2215 Granted 7/16/54

© American Map Co., Inc., N.Y., No. 14211

KAKE-TV

Licensee: KAKE-TV & Radio Inc., 1500 North West St., Box 1010.

Studio: 1500 North West St.

Telephone: 316-943-4221. TWX No.: 316-554-9452.

Ownership: Mark H. Adams, pres., 2.94%; Theodore Gore, exec. v.p., 9.30%; Harold Newby, v.p., 2.01%; Tom Palmer, v.p., 19.60%; Martin Umansky, v.p., 3.98%; H. E. Zoller, 8.55%; Owen McEwen, treas. & asst. secy., 7.54%; Lloyd Pickrell estate, 2.01%; Charles E. Jones, secy. & asst. treas., 6.28%. Board members: George H. Bruce, 2.01%; S. O. Beren, 2.01%; Sherrill C. Corwin, 15.08%. Non-officers: Rita Rand, 9.30%; Patricia McEwen, 2.01%; H. E. Zoller III, 2.01%; David Zoller, 2.01%; Mark H. Adams II, 1.67%; Wells M. Adams, 1.67%. KAKE-TV & Radio also owns radios KUPK & FM, Garden City, Kan.

Began Operation: Oct. 19, 1954.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

Personnel:

THEODORE GORE, executive v.p.
MARTIN UMANSKY, v.p. & general manager.
HAROLD NEWBY, v.p. & chief engineer.
BRYCE BENEDICT, general sales manager.
ROBERT WALTERSCHEID, local sales manager.
ROBERT KYLE, program director.
JOHN FROOME, talent supervisor.
RON WILLIAMS, promotion manager.
P. K. SMITH JR., production supervisor.
BETTY HANNAH, traffic director.
PAUL THRELFALL, manager news dept.
BETTY JO SEARLE, women's director.
ROBERT FULKERSON, assistant chief engineer.
ARNOLD WEDEL, office manager.

ARB Data for this Station Includes Satellite KUPK-TV, Garden City, Kan. & Off-air KSLN-TV, Salina, Kan.

DIGEST OF RATE CARD NO. A15a

(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$940.00	\$530.00	\$360.00	\$240.00	\$225.00	\$113.00

NETWORK BASE HOURLY RATE: \$900.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KANSAS			
	BARBER	2,900	2,500	89
	BARTON	10,200	9,800	96
	BUTLER	12,800	11,900	93
	CHASE	1,100	900	87
	CLARK	1,000	900	93
	COMANCHE	1,000	800	84
	COWLEY	12,200	11,100	91
	DICKINSON	7,100	6,400	91
	ELK	1,400	1,200	86
	ELLSWORTH	2,400	2,100	89
	FINNEY	4,900	4,500	93
	FORD	6,600	6,200	94
	GRANT	1,500	1,400	91
	GRAY	1,100	1,000	91
	GREENWOOD	3,300	2,900	90
	HAMILTON	800	700	85
	HARPER	2,900	2,600	92
	HARVEY	8,700	7,900	91
	HASKELL	900	800	93
	HODGEMAN	800	700	87
	KEARNY	700	700	93
	KINGMAN	2,800	2,700	95
	KIOWA	1,500	1,200	83
	LANE	900	900	92

(Continued on next page)

STATION TOTALS	356,400	328,400	92
NET WEEKLY CIRCULATION (MARCH 1966)			235,900
AVERAGE DAILY CIRCULATION (MARCH 1966)			169,400

KAKE-TV, Wichita

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
KANSAS (Continued)				
	MC PHERSON	7,600	6,600	87
	MARION	4,300	3,800	88
OVER	MEADE	1,600	1,500	97
50 O/D	MORTON	1,100	900	89
	OTTAWA	2,200	1,900	85
	PRATT	3,800	3,500	93
	RENO	19,600	18,500	95
	RICE	4,000	3,700	94
	SALINE	17,500	16,200	93
	SCOTT	1,600	1,400	92
	SEDGWICK	116,900	111,000	95
	STAFFORD	2,200	2,000	91
	STANTON	400	300	85
	STEVENS	1,300	1,100	84
	SUMNER	8,600	7,900	93
	WICHITA	800	700	86
	OKLAHOMA BEAVER	2,200	1,900	90

25-50	KANSAS			
O/D	GREELEY	600	600	90
	LINCOLN	1,500	1,300	85
	LYON	8,500	7,500	88
	MORRIS	2,100	1,800	87
	PAWNEE	2,800	2,500	92
	SEWARD	5,700	5,200	91
	WILSON	3,800	3,300	86
	OKLAHOMA HARPER	1,900	1,700	90
	KAY	18,400	17,000	92
	WOODS	3,500	3,100	89

5-24	COLORADO			
O/D	BACA	1,700	1,200	71
	KANSAS			
	CLAY	3,200	2,700	85
	EDWARDS	1,400	1,300	92
	MITCHELL	2,400	2,100	87
	NESS	1,300	1,200	91
	RUSH	1,600	1,500	92
	WOODSON	1,400	1,200	86
	OKLAHOMA ALFALFA	2,400	2,200	89
	GRANT	2,300	2,100	92
	TEXAS	4,700	4,200	90

For Estimates of TV Households

See Services Volume

Kansas

KTVC, Ensign

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24	COLORADO			
O/D	BACA	1,700	1,200	71
	PROWERS	3,800	3,100	82
	KANSAS NESS	1,300	1,200	91
	OKLAHOMA TEXAS	4,700	4,200	90

KAYS-TV, Hays

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24	KANSAS			
O/D	BARTON	10,200	9,800	96
	CLOUD	4,200	3,600	86
	EDWARDS	1,400	1,300	92
	HODGEMAN	800	700	87
	LANE	900	900	92
	LINCOLN	1,500	1,300	85
	SCOTT	1,600	1,400	92
	NEBRASKA CHASE	1,200	1,100	93
	HAYES	600	500	91

KOAM-TV, Pittsburg

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24	ARKANSAS			
O/D	CARROLL	4,300	3,600	86
	WASHINGTON	21,700	18,400	85
	KANSAS			
	COFFEY	2,400	2,100	85
	ELK	1,400	1,200	86
	MISSOURI			
	CHRISTIAN	4,000	3,600	91
	ST CLAIR	2,400	2,000	84
	STONE	2,100	1,800	83

Kansas—Wichita



KARD-TV



Ch. 3

[Operates Kansas State Network, including satellites KCKT, Great Bend, Kan., KGLD, Garden City, Kan. & KOMC, McCook, Neb. (Oberlin, Kan.)]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1071-ft. above av. terrain. 1079-ft. above ground, 2449-ft. above sea level.

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

Transmitter: Colwich, Kan.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS

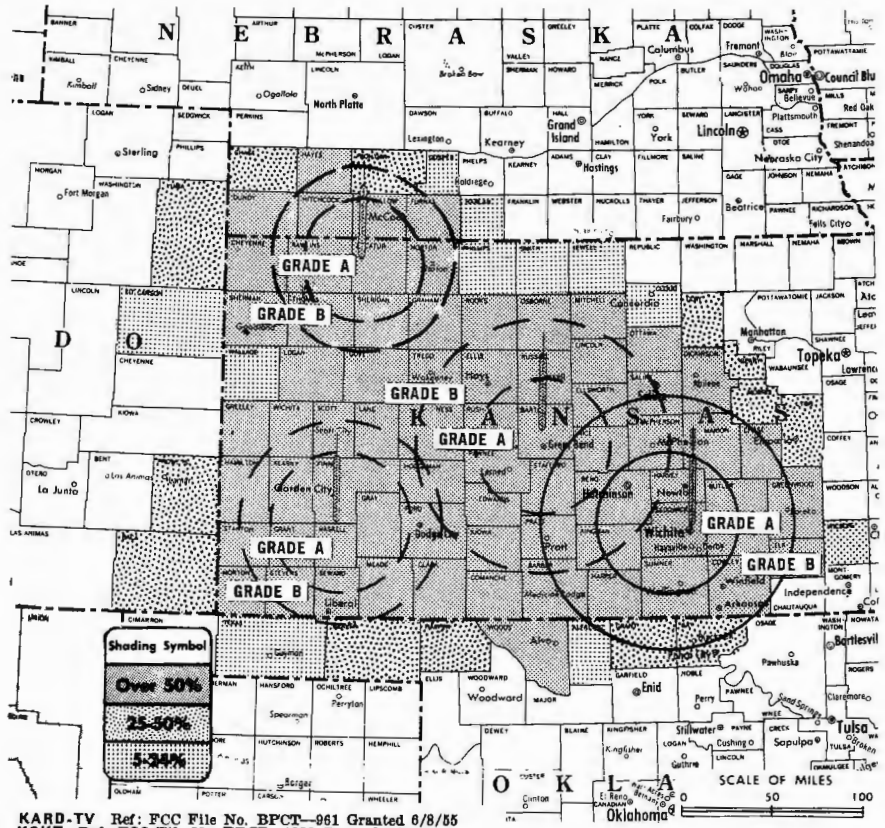
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KARD-TV Ref: FCC File No. BPCT-961 Granted 6/8/55
KCKT Ref: FCC File No. BPCT-1838 Granted 3/8/54
KGLD Ref: BPCT-3871 Granted 8/20/64
KOMC Ref: FCC File No. BMPCT-5383 Granted 10/15/59

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

KARD-TV

Licensee: Kansas State Network Inc., 833 N. Main St. (67203).

Studio: 833 N. Main St., Wichita (67203).

Telephone: 316-265-5633. TWX No.: 910-741-6976.

Ownership: George M. Brown, pres., 12%; Charles L. Brown, 6%; W. A. Grant, 5%; Mary J. Phares, 3%; over 500 other stockholders. Also operates satellites KCKT, Great Bend, Kan., KGLD, Garden City, Kan. and KOMC, McCook, Neb. (Oberlin, Kan.). Kansas State Network is buying KCMB-FM, Wichita.

Began Operation: Sept. 1, 1955.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Koteen & Burt.

Personnel:

GEORGE M. BROWN, president.
DON SBARRA, exec. v.p., general manager & film buyer.
C. E. HENDRICKSON, v.p. & general sales manager.
GENE CANFIELD, v.p. & local-regional sales manager.
BILL SIKES, v.p. & program director.
R. HERRING, engineering director.
MARY PHARES, women's director.
DONALD B. TENER, v.p., controller.
G. R. (BARRY) STOVER, promotion manager.
GREG GAMER, executive news director.

DIGEST OF RATE CARD NO. 9

(Sept. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—6:31-9:59 p.m., daily.					
\$1000.00	\$570.00	\$380.00	\$295.00	\$326.00	\$163.00
NETWORK BASE HOURLY RATE: \$800.					

ARB Data for this Station Includes Satellites
KCKT, Great Bend, Kan., KGLD, Garden City,
Kan. & KOMC, McCook, Neb.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50	KANSAS			
0/0	BARBER	2,900	2,500	89
	BARTON	10,200	9,800	96
	BUTLER	12,800	11,900	93
	CHASE	1,100	900	87
	CHEYENNE	1,100	1,000	91
	CLARK	1,000	900	93
	COMANCHE	1,000	800	84
	COWLEY	12,200	11,100	91
	DECATUR	1,700	1,500	91
	DICKINSON	7,100	6,400	91
	EDWARDS	1,400	1,300	92
	ELK	1,400	1,200	86
	ELLIS	6,000	5,600	94
	ELLSWORTH	2,400	2,100	89
	FINNEY	4,900	4,500	93
	FORD	6,600	6,200	94
	GOVE	1,200	1,000	85
	GRAHAM	1,700	1,600	93
	GRANT	1,500	1,400	91
	GRAY	1,100	1,000	91
	GREELEY	600	600	90
	GREENWOOD	3,300	2,900	90
	HAMILTON	800	700	85
	HARPER	2,900	2,600	92
	HARVEY	8,700	7,900	91
	HASKELL	900	800	93
	HODGEMAN	800	700	87
	KEARNY	700	700	93
	KINGMAN	2,800	2,700	95
	KIOWA	1,500	1,200	83
	LANE	900	900	92
	LINCOLN	1,500	1,300	85
	LOGAN	1,200	1,000	86
	MC PHERSON	7,600	6,600	87
	MARION	4,300	3,800	88
	MEADE	1,600	1,500	97

(Continued on next page)

STATION TOTALS	428,400	392,500	92
NET WEEKLY CIRCULATION (MARCH 1966)		333,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)		239,900	

KARD-TV, Wichita

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
KANSAS—(Continued)				
	MITCHELL	2,400	2,100	87
OVER	MORTON	1,100	900	89
50 O/O	NESS	1,300	1,200	91
	NORTON	2,400	2,200	90
	OSBORNE	2,100	1,800	85
	OTTAWA	2,200	1,900	85
	PAWNEE	2,800	2,500	92
	PRATT	3,800	3,500	93
	RAWLINS	1,400	1,200	90
	RENO	19,600	18,500	95
	RICE	4,000	3,700	94
	ROOKS	3,000	2,700	93
	RUSH	1,600	1,500	92
	RUSSELL	3,000	2,700	90
	SALINE	17,500	16,200	93
	SCOTT	1,600	1,400	92
	SEDGWICK	116,900	111,000	95
	SEWARD	5,700	5,200	91
	SHERIDAN	1,200	1,100	89
	SHERMAN	1,900	1,800	92
	STAFFORD	2,200	2,000	91
	STANTON	400	300	85
	STEVENS	1,300	1,100	84
	SUMNER	8,600	7,900	93
	THOMAS	2,300	2,000	87
	TREGO	1,500	1,300	87
	WICHITA	800	700	86
	NEBRASKA			
	DUNDY	1,000	900	89
	FURNAS	2,100	1,800	88
	HAYES	600	500	91
	HITCHCOCK	1,300	1,200	94
	RED WILLOW	4,400	4,100	93
	OKLAHOMA			
	WOODS	3,500	3,100	89
<hr/>				
25-50 O/O	COLORADO			
	BACA	1,700	1,200	71
	PROWERS	3,800	3,100	82
	YUMA	2,500	2,200	88
	KANSAS			
	CLAY	3,200	2,700	85
	GEARY	8,700	8,100	93
	LYON	8,500	7,500	88
	MORRIS	2,100	1,800	87
	NEBRASKA			
	CHASE	1,200	1,100	93
	FRONTIER	1,000	900	93
	OKLAHOMA			
	BEAVER	2,200	1,900	90
	GRANT	2,300	2,100	92
	HARPER	1,900	1,700	90
	KAY	18,400	17,000	92
<hr/>				
5-24 O/O	COLORADO			
	KIT CARSON	1,800	1,500	83
	KANSAS			
	CLOUD	4,200	3,600	86
	JEWELL	1,900	1,600	81
	PHILLIPS	2,500	2,100	84
	SMITH	2,300	2,000	90
	WALLACE	400	300	88
	WILSON	3,800	3,300	86
	NEBRASKA			
	GOSPER	800	700	96
	HARLAN	1,200	1,100	93
	OKLAHOMA			
	ALFALFA	2,400	2,200	89
	TEXAS	4,700	4,200	90

Kansas—Wichita

KTVH, Hutchinson-Wichita

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O				
	KANSAS			
	GEARY	8,700	8,100	93
	KIOWA	1,500	1,200	83
	LYON	8,500	7,500	88
	MORRIS	2,100	1,800	87
<hr/>				
5-24 O/O				
	KANSAS			
	CLAY	3,200	2,700	85
	CLOUD	4,200	3,600	86
	COMANCHE	1,000	800	84
	EDWARDS	1,400	1,300	92
	ELK	1,400	1,200	86
	RUSSELL	3,000	2,700	90
	OKLAHOMA			
	GRANT	2,300	2,100	92
	WOODS	3,500	3,100	89
	WOODWARD	4,400	3,700	85

Every Monday morning

a Government Official

reads Television Digest.

Why? See page 803-b

Kansas—Hutchinson-Wichita



KTVH



Ch. 12

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

Latitude 38° 03' 16.5"
Longitude 97° 46' 40.5"

Transmitter: 9-mi. E of Hutchinson.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by Jansky & Bailey Inc.

Total Households: © SRDS

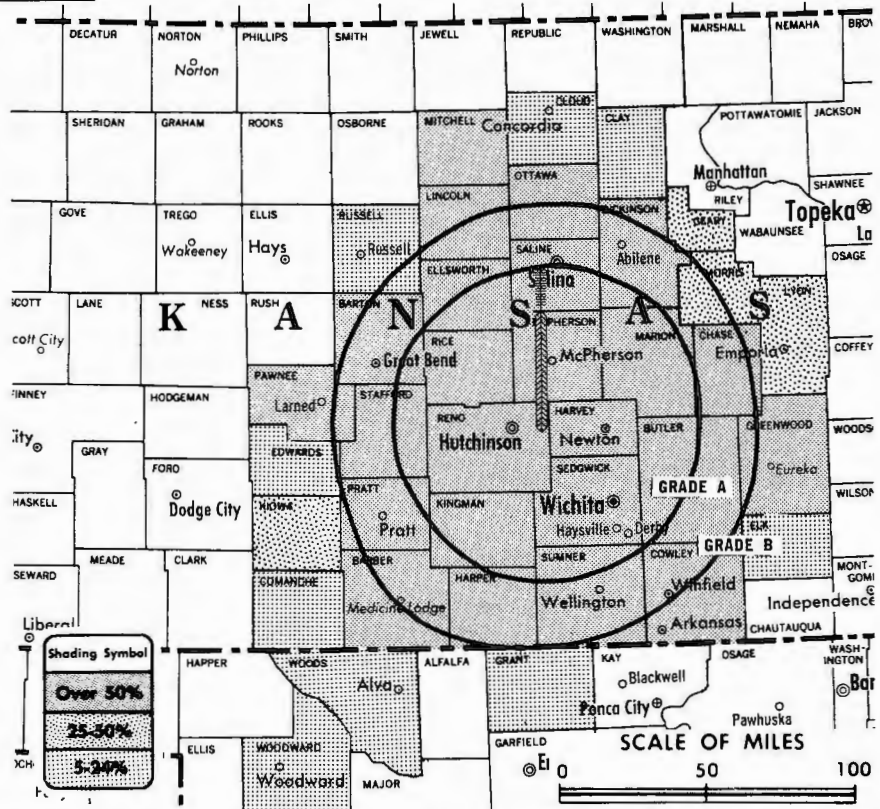
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KTVH Ref: FCC File No. BPC-2884 Granted 8/20/62

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

KTVH

Licensee: Wichita-Hutchinson Co., 1800 N. Plum St., Hutchinson, Kan. (67501).

Studios: 1800 N. Plum St., Hutchinson; 2815 E. 37th N., P.O. Box 12, Wichita (67201).

Telephones: Hutchinson, 316-665-5503; Wichita, 316-838-1411. TWX No.: 316-554-9473.

Ownership: Minneapolis Star and Tribune, 93.168%; John P. Harris, 2.624%; Bess Wyse Rickard, 2.808%; M. Dale Larsen, 1.000%; Kenneth H. Cook, 0.24%; Robert D. Snyder, .16%. Officers (representing Minneapolis Star and Tribune Co.) are: Joyce A. Swan, pres.; M. Dale Larsen, vice-pres. and gen. mgr.; Otto A. Silha, vice-pres.; C. B. McCue, treas.; Howard Mithun, secy. Minneapolis Star and Tribune is controlled by members of Cowles family; for other Cowles interests, see KRNT-TV, Des Moines, Ia. Harris family publishes Hutchinson News and other Kansas newspapers, as well as Burlington (Iowa) Hawk-Eye Gazette (KBUR); owns radios KTOP & FM, Topeka, Kan. and WJOL & FM, Joliet, Ill.; also has an interest in radios KMCD, Fairfield, Ia. and KIUL, Garden City, Kan.; Bess Wyse Rickard controls KWBW, Hutchinson.

Began Operation: June 22, 1953; Oct. 19, 1955 FCC approved sale whereby Minneapolis Star and Tribune (Cowles) acquired 80%, with former owners retaining 20% (Television Digest, Vol. 11:28, 43).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Robert A. Marmet.

Personnel:

M. DALE LARSEN, v.p. & general manager.
ROBERT D. SNYDER, asst. general manager.
DONIVAN D. WALDRON, national sales manager.
JOHN S. MILEHAM, promotion director.
JULIUS EFFLANDT, program manager.
DALE HECKEL, chief engineer.
JACK MUNLEY, sports director.
WARD D. ANDREWS, news director.

DIGEST OF RATE CARD NO. 10A—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$900.00	\$500.00	\$300.00	\$235.00	Graded rates apply*

*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$750.

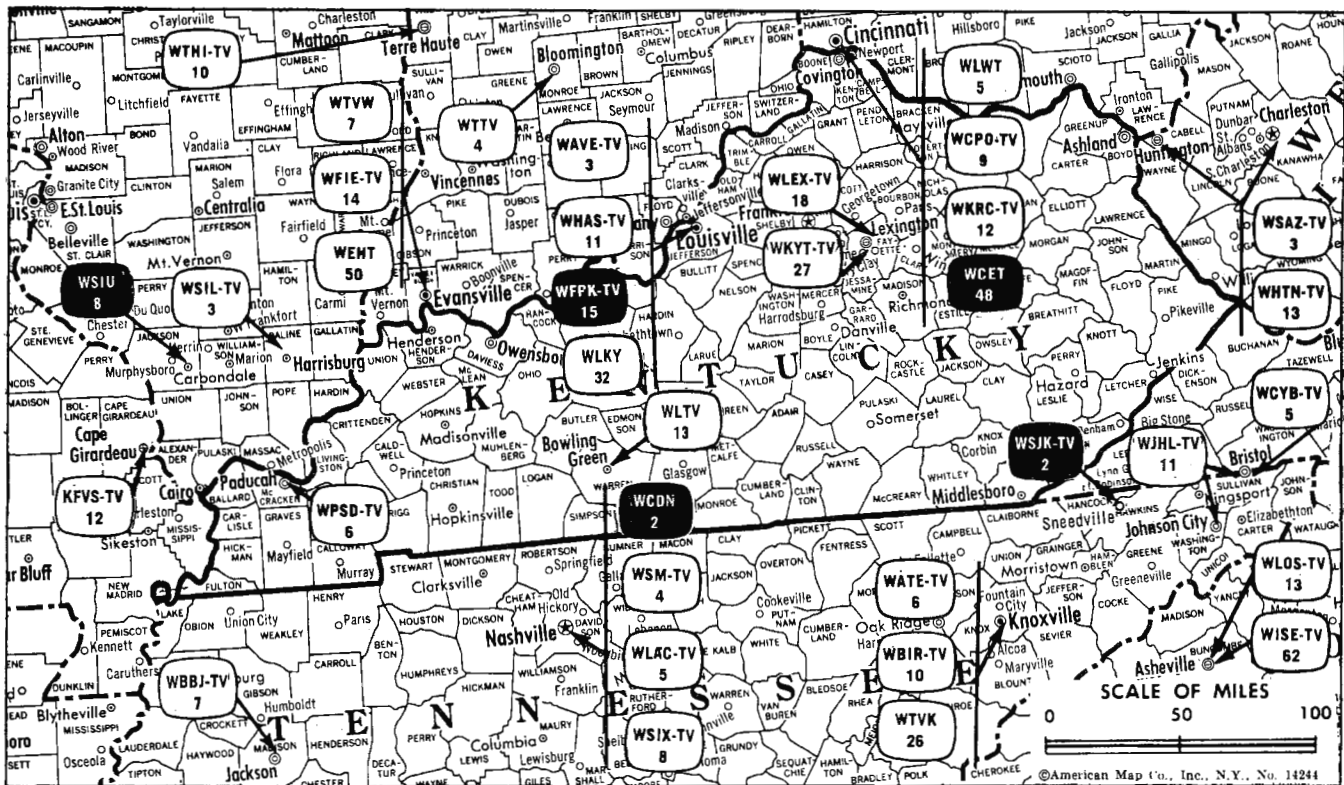
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KANSAS	2,900	2,500	89
	BARBER	10,200	9,800	96
	BARTON	12,800	11,900	93
	BUTLER	1,100	900	87
	CHASE	12,200	11,100	91
	COWLEY	7,100	6,400	91
	DICKINSON	2,400	2,100	89
	ELLSWORTH	3,300	2,900	90
	GREENWOOD	2,900	2,600	92
	HARPER	8,700	7,900	91
	HARVEY	2,800	2,700	95
	KINGMAN	1,500	1,300	85
	LINCOLN	7,600	6,600	87
	MC PHERSON	4,300	3,800	88
	MARION	2,400	2,100	87
	MITCHELL	2,200	1,900	85
	OTTAWA	2,800	2,500	92
	PAWNEE	3,800	3,500	93
	PRATT	19,600	18,500	95
	RENO	4,000	3,700	94
	RICE	17,500	16,200	93
	SALINE	116,900	111,000	95
	SEDGWICK	2,200	2,000	91
	STAFFORD	8,600	7,900	93
	SUMNER			

(Continued on page 281-b)

STATION TOTALS	305,000	281,600	92
NET WEEKLY CIRCULATION (MARCH 1966)		246,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)		184,300	

For Color Set Penetration by Markets

See Services Volume



Market	ARB Net Weekly		Total Homes	Rank	TV	
	Circulation	Rank			Households	Rank
Louisville	383,700	50	569,400	52	552,100	52
Paducah-Cape Girardeau-Harrisburg	237,000	79	352,900	94	313,600	96
Lexington	113,000	143	228,200	126	190,200	133
Bowling Green	65,500	175	243,200	122	212,200	125

Kentucky Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	4	3	7
● Educational Television Stations	0	1	1
			8

See CATV Directory
for Kentucky CATV Systems



ANACONDA
astrodata

■ BOX 3772 ■ ANAHEIM, CALIF
■ (714) 635-0150

BROAD NEW PERSPECTIVE IN CATV

Total Capability ! Electronic Equipment ■ Test Instruments
Coaxial Cable ■ System Design ■ Financing
Engineer, Furnish and Install

Kentucky

State Educational Technical Facilities (Complete Data in Educational Directory)

WFPK-TV
Louisville
 Ch. 15

Non-Commercial Educational Station

Licensee: Board of Trustees, Louisville Free Public Library, 301 Library Place.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 13.5-kw visual, 1.74-kw aural. Antenna: 310-ft. above av. terrain, 380-ft. above ground, 835-ft. above sea level.

Latitude 38° 14' 40"
 Longitude 85° 45' 27"

State Cross Reference List

Communities That Receive Programs of
 Stations That Are Located Elsewhere

KFVS-TV
Paducah

(See Cape Girardeau, Mo.)

WSIL-TV
Paducah

(See Harrisburg, Ill.)

WLTV, Bowling Green

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
	KENTUCKY			
5-24	CALDWELL	4,400	3,600	82
0/0	CASEY	3,400	2,600	75
	CHRISTIAN	17,000	15,300	90
	CLINTON	2,000	1,600	79
	CRITTENDEN	2,300	2,000	85
	CUMBERLAND	1,800	1,400	76
	HANCOCK	1,400	1,200	84
	MEADE	6,500	6,200	94
	RUSSELL	2,700	2,200	79
	TAYLOR	5,400	4,600	84
	TRIGG	2,700	2,400	89
	WEBSTER	4,800	4,000	84
	TENNESSEE			
	FENTRESS	2,900	2,300	78
	PICKETT	900	700	80
	ROBERTSON	8,400	7,700	91
	SUMNER	11,700	10,600	91
	WILSON	8,900	8,100	91

WKYT-TV, Lexington

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24	KENTUCKY			
0/0	FLEMING	3,400	2,900	84
	HARDIN	16,200	15,000	93
	HARRISON	4,600	4,100	89
	HENRY	3,500	3,100	88
	KNOX	5,800	4,400	76
	LAUREL	6,800	5,400	79
	MARION	4,200	3,800	91
	MENIFEE	900	700	78
	ROBERTSON	800	700	89
	SHELBY	5,900	5,400	92

Kentucky—Bowling Green

WLTV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 850-ft. above av. terrain, 603-ft. above ground, 1410-ft. above sea level.

Latitude 37° 05' 52"
Longitude 86° 37' 35"

Transmitter: 12.5-mi. NW of Bowling Green.

Studio: 12-mi. N.W. of Bowling Green, Morgantown Rd.

Sales Office: 1018 Chestnut St.

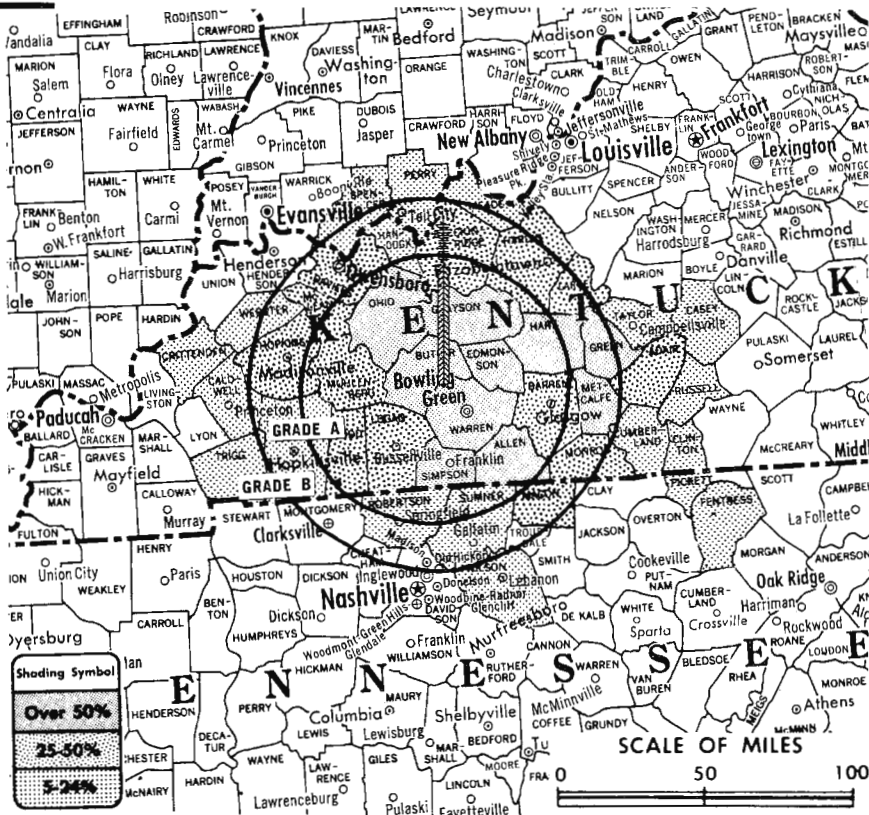
Telephones: 502-842-9471 (sales); 502-842-0338 (studio).

Color: Network.

News Wire Service: UPI.

Facsimile Service: AP.

Total Households © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WLTV Ref: FCC File No. BMPCT—5545 Granted 12/21/60

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

WLTV

Network Service: None, independent.

Licensee: Argus Bcstg. Co., Box 1198, Bowling Green (42101).

Ownership: George A. Brown Jr., 98%; Mrs. George A. Brown, 1%; J. M. Walters, 1%.

Began Operation: June 3, 1962.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Walter Holey, Atlanta.

Personnel:

JOE M. WALTERS, v.p., general manager & film buyer.
JOE WALTERS, general sales manager.
KEN GIVEN, sports director.
GLENN BOATRIGHT, chief engineer.
BILL SWETMON, production director.

DIGEST OF RATE CARD (Local)

(July 19, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.					
\$150.00	\$90.00	\$60.00	\$45.00	\$30.00	\$14.50

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KENTUCKY			
	ALLEN	3,700	3,200	87
	BUTLER	2,400	2,000	85
	EDMONSON	2,000	1,600	79
	GRAYSON	4,600	3,800	82
	GREEN	3,500	2,900	83
	HART	4,200	3,700	88
	METCALFE	2,300	1,900	84
	OHIO	5,000	4,300	86
	SIMPSON	3,700	3,200	89
	WARREN	14,700	13,100	89
	TENNESSEE			
	MACON	3,500	3,100	87
25-50 O/O	KENTUCKY			
	ADAIR	3,800	2,800	75
	BARREN	8,800	7,800	89
	BRECKINRIDGE	4,300	3,700	86
	DAVIESS	23,300	21,300	91
	HARDIN	16,200	15,000	93
	HOPKINS	12,300	10,700	87
	LARUE	3,400	3,100	89
	LOGAN	6,400	5,600	89
	MC LEAN	3,000	2,600	89
	MONROE	3,100	2,700	88
	MUHLENBERG	7,500	6,600	89
	TODD	3,100	2,700	88
	INDIANA			
5-24 O/O	PERRY	4,600	4,200	91
	SPENCER	4,500	4,100	93
(Continued on page 284-b)				
STATION TOTALS		241,100	212,200	88
NET WEEKLY CIRCULATION (MARCH 1966)				65,500
AVERAGE DAILY CIRCULATION (MARCH 1966)				23,400

285-b

Kentucky—Lexington



Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 215-kw visual, 38.6-kw aural. Antenna: 640-ft. above av. terrain, 556-ft. above ground, 1627-ft. above sea level.

Latitude 38° 02' 07"
Longitude 84° 27' 04"

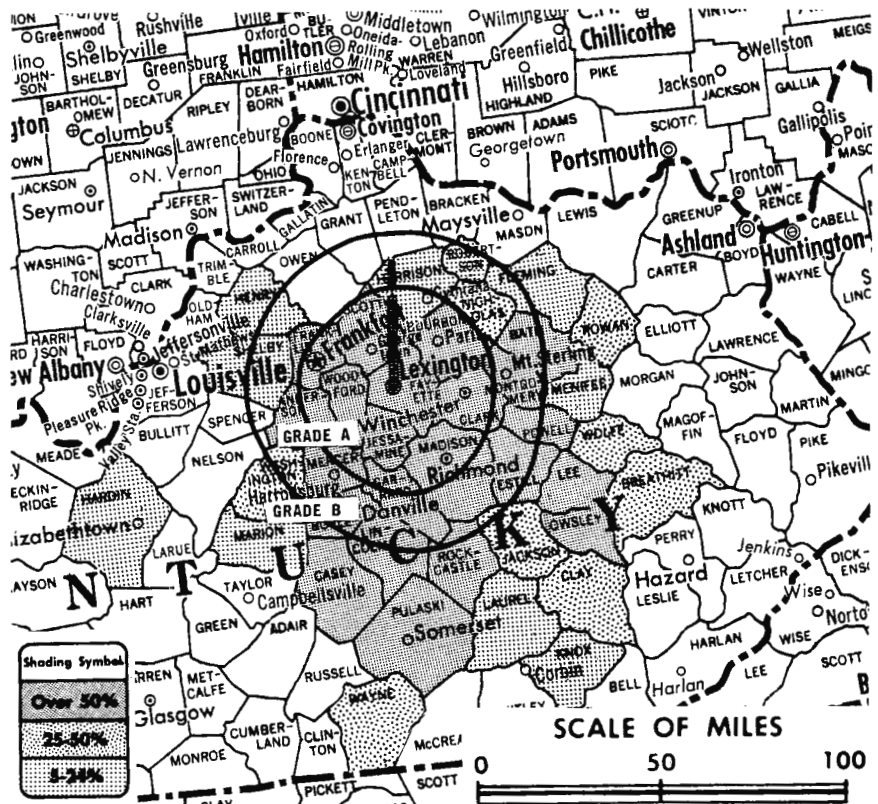
Transmitter: 1087 New Circle Rd., N.E.

TV tape: Recording facilities.

News Wire Service: AP.

Facsimile Service: AP.

Color: Network, film & slide.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WKYT-TV Ref: FCC File No. BPCT-2554 Granted 10/22/58

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

WKYT-TV

Network Service: ABC, CBS.

Licensee: Taft Broadcasting Co., Box 655 (40501).

Studio: 1087 New Circle Rd., N.E.

Telephone: 606-254-2727.

TWX No.: 606-255-8822.

Ownership: See WKRC-TV, Cincinnati, O. Note: Sale to Garvice D. Kincaid & associates pending (Television Digest, Vol. 7:6).

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

Represented (sales) by Venard, Torbet & McConnell; C. K. Beaver & Assoc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Koteen & Burt.

Personnel:

JACK REMINGTON, general manager & film buyer.
L. C. REDMON, sales manager.
HUDSON CLAY, film director.
BERNARD GUREWICH, chief engineer.
JERRY HELLARD, operations manager.

DIGEST OF RATE CARD NO. 7 (June 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$60.00
NETWORK BASE HOURLY RATE:	\$400 (ABC).					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KENTUCKY			
	ANDERSON	2,900	2,600	91
	BATH	2,500	1,900	78
	BOURBON	5,900	5,200	89
	BOYLE	6,300	5,600	88
	CASEY	3,400	2,600	75
	CLARK	7,100	6,200	87
	ESTILL	3,200	2,200	69
	FAYETTE	45,900	41,900	91
	FRANKLIN	9,700	8,800	91
	GARRARD	2,800	2,400	84
	JESSAMINE	4,200	3,400	82
	LEE	1,700	1,100	64
	LINCOLN	4,400	3,600	80
	MADISON	10,100	8,200	81
	MERCER	4,800	4,200	87
	MONTGOMERY	4,400	3,400	78
	OWSLEY	1,000	600	57
	POWELL	1,800	1,200	66
	PULASKI	9,400	7,000	75
	ROCKCASTLE	3,000	2,100	69
	SCOTT	4,900	4,300	87
	WOODFORD	3,900	3,400	87
25-50 O/O	KENTUCKY			
	BREATHITT	3,100	1,900	62
	CLAY	4,300	3,100	71
	JACKSON	2,400	1,500	63
	NICHOLAS	1,900	1,500	82
	ROWAN	3,400	2,800	83
	WASHINGTON	2,800	2,500	90
	WAYNE	3,700	2,400	66
	WOLFE	1,400	1,000	69

(Continued on page 284-b)

STATION TOTALS	218,400	184,100	84
NET WEEKLY CIRCULATION (MARCH 1966)	112,900		
AVERAGE DAILY CIRCULATION (MARCH 1966)	85,300		

For Color Set Penetration by Markets
See Services Volume

Kentucky—Lexington

WLEX-TV
Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 300-kw maximum and 272-kw horizontal visual, 59.25-kw maximum and 53.7-kw horizontal aural. Antenna: 640-ft. above av. terrain, 670-ft. above ground, 1620-ft. above sea level, using 1/2° beam tilt.

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

Transmitter: Russell Cave Pike.

TV tape: Recording facilities.

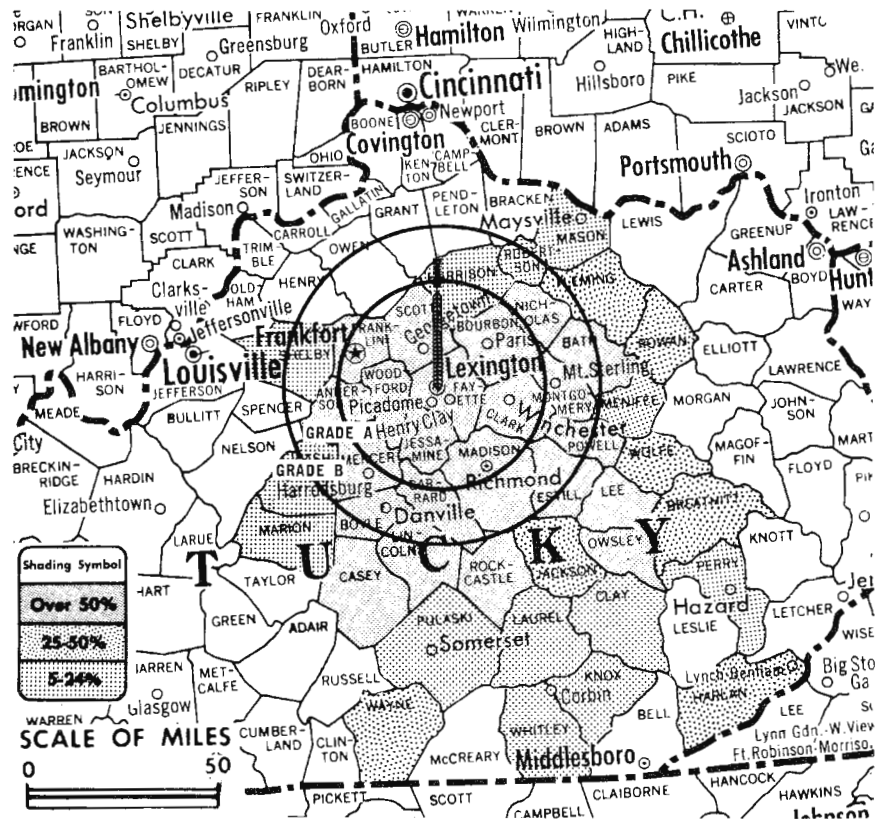
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Represented (engineering) by Jules Cohen & Assoc.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WLEX-TV Ref: FCC File No. BPCT-2617 Granted 4/14/59 ©American Map Co., Inc., N.Y., No. 14241

WLEX-TV

Network Service: CBS, NBC.

Licensee: WLEX-TV Inc., Box 1457 (40501).

Studio: Russell Cave Pike.

Telephone: 606-255-4404.

TXW No.: 510-476-8896.

Ownership: J. D. Gay, chairman-treas., 41.96%; H. Guthrie Bell, pres., 37.43%; Gay-Bell Corp., 9.8%; William B. Gess, 5.62%; T. D. Satterwhite, 3.49%; J. G. Atchison, secy., .03%; 4 other stockholders, none with as much as 2%. WLEX-TV Inc. also owns WCOV-TV & WCOV, Montgomery, Ala.

Began Operation: March 15, 1955.

Represented (sales) by Advertising Time Sales Inc.

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

Personnel:

HARRY C. BARFIELD, v.p., general manager & film buyer.
ROBERT D. JONES, operations director & film buyer.
KENNETH ANDREWS, program director.
J. W. ROBERTSON, v.p., engineering.
WILL BONE, chief engineer.
FRANK RAGSDALE, sales manager.
ED WHITE, director of regional sales.
BILL THOMPSON, director of news & public affairs.

DIGEST OF RATE CARD NO. 11 (Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:29-10:59 p.m., daily.
\$400.00 \$240.00 \$144.00 \$92.00 \$80.00 \$72.00 \$40.00
NETWORK BASE HOURLY RATE: \$400 (CBS), \$400 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	KENTUCKY			
0/0	ANDERSON	2,900	2,600	91
	BATH	2,500	1,900	78
	BOURBON	5,900	5,200	89
	BOYLE	6,300	5,600	88
	CASEY	3,400	2,600	75
	CLARK	7,100	6,200	87
	ESTILL	3,200	2,200	69
	FAYETTE	45,900	41,900	91
	FRANKLIN	9,700	8,800	91
	GARRARD	2,800	2,400	84
	JESSAMINE	4,200	3,400	82
	LEE	1,700	1,100	64
	LINCOLN	4,400	3,600	80
	MADISON	10,100	8,200	81
	MERCER	4,800	4,200	87
	MONTGOMERY	4,400	3,400	78
	NICHOLAS	1,900	1,500	82
	OWSLEY	1,000	600	57
	POWELL	1,800	1,200	66
	ROCKCASTLE	3,000	2,100	69
	SCOTT	4,900	4,300	87
	WOODFORD	3,900	3,400	87
25-50	KENTUCKY			
0/0	BREATHITT	3,100	1,900	62
	FLEMING	3,400	2,900	84
	HARLAN	10,700	8,800	82
	JACKSON	2,400	1,500	63
	KOWAN	3,400	2,800	83
	WAYNE	3,700	2,400	66
	WOLFE	1,400	1,000	69

(Continued on page 293-b)

STATION TOTALS	228,200	190,200	83
NET WEEKLY CIRCULATION (MARCH 1966)		113,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)		88,000	

Kentucky—Louisville



WAVE-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 914-ft. above av. terrain, 600-ft. above ground, 1585-ft. above sea level.

Latitude 38° 22' 09"

Longitude 85° 49' 49"

Transmitter: Bald Knob, New Albany, Ind.

Studios: 725 S. Floyd St., Louisville; State Capitol, Frankfort, Ky.

Telephone: 502-585-2201.

TWX No.: 810-535-3142.

TV tape: Recording facilities.

AM Affiliate: WAVE, 5-kw, 970 kc (NBC).

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

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS

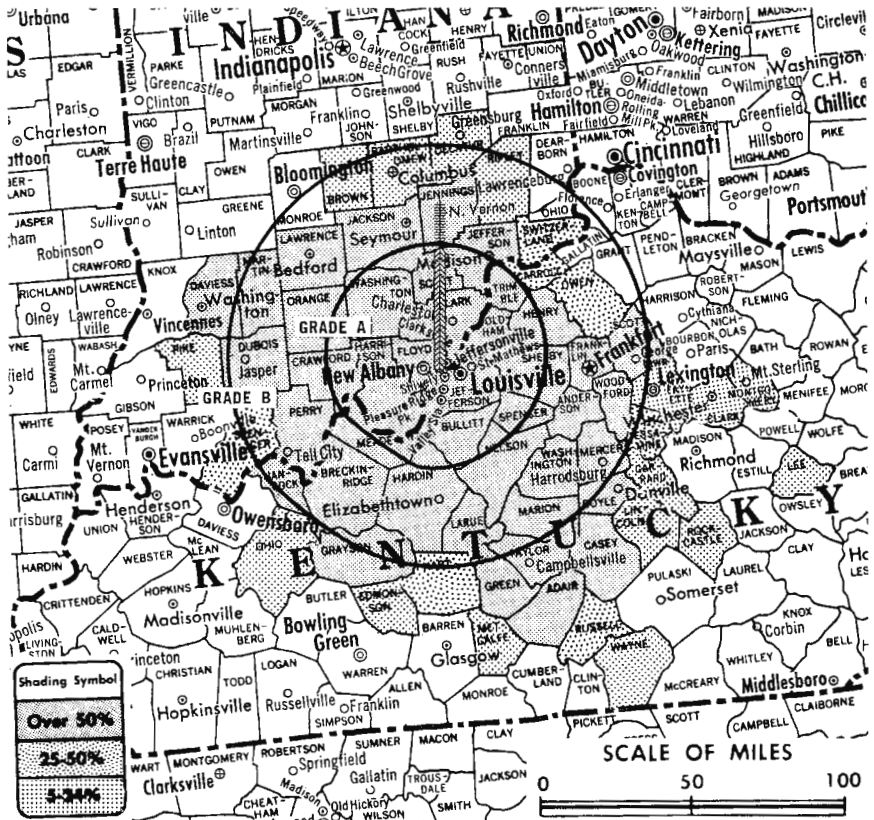
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WAVE-TV Ref: FCC File No. BPCT-756 Granted 7/11/52

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

WAVE-TV

Licensee: W.A.V.E. Inc., 725 S. Floyd St., Louisville, Ky. (40203).

Ownership: Jane Morton Norton, 100%. WAVE Inc. also owns WFIE-TV, Evansville, Ind., and WFRV, Green Bay, Wis.

Began Operation: Nov. 24, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Covington & Burling.

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

Personnel:

- T. BALLARD MORTON JR., president.
- RALPH S. JACKSON, executive vice president & general manager.
- H. LEE BROWNING, vice president & station manager.
- GEORGE C. BROWN, treasurer.
- HOUSTON D. JONES, national sales manager.
- S. WHEELER RUDD, local sales manager.
- GEORGE PATTERSON, program manager & film buyer.
- WILLIAM GLADDEN, public relations & promotion manager.
- RODNEY FORD, news director.
- PAT O'HARA, production manager.
- WILBUR HUDSON, chief engineer.
- BERNIE HOLTMAN, assistant chief engineer.

DIGEST OF RATE CARD NO. 21

(June 1, 1966)

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

Class AA—6:30-11 p.m., daily.

\$1450.00 \$870.00 \$580.00 \$370.00 \$365.00 \$325.00 \$165.00

NETWORK BASE HOURLY RATE: \$1650 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	CLARK	19,600	18,700	95
	CRAWFORD	2,200	2,000	89
	DAVISS	7,500	6,800	92
	DUBOIS	7,600	6,900	92
	FLOYD	16,300	15,700	96
	HARRISON	5,500	5,200	94

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	JACKSON	9,300	8,900	95
	JEFFERSON	6,700	6,200	94
	JENNINGS	4,500	4,200	94
	LAWRENCE	11,300	10,700	95
	MARTIN	2,800	2,600	93
	ORANGE	4,700	4,400	92
	PERRY	4,600	4,200	91
	SCOTT	4,600	4,200	91
	WASHINGTON	5,400	4,900	92
	KENTUCKY			
	ADAIR	3,800	2,800	75
	ANDERSON	2,900	2,600	91
	BOYLE	6,300	5,600	88
	BRECKINRIDGE	4,300	3,700	86
	BULLITT	5,100	4,700	93
	CASEY	3,400	2,600	75
	FRANKLIN	9,700	8,800	91
	GRAYSON	4,600	3,800	82
	GREEN	3,500	2,900	83
	HANCOCK	1,400	1,200	84
	HARDIN	16,200	15,000	93
	HENRY	3,500	3,100	88
	JEFFERSON	199,800	189,800	95
	LARUE	3,400	3,100	89
	MARION	4,200	3,800	91
	MEADE	6,500	6,200	94
	MERCER	4,800	4,200	87
	NELSON	6,000	5,400	91
	OLDHAM	3,700	3,400	93
	SCOTT	4,900	4,300	87
	SHELBY	5,900	5,400	92
	SPENCER	1,600	1,400	92
	TAYLOR	5,400	4,600	84
	TRIMBLE	1,400	1,300	91
	WASHINGTON	2,800	2,500	90
	WOODFORD	3,900	3,400	87

(Continued on page 293-b)

STATION TOTALS 569,400 522,600 92

NET WEEKLY CIRCULATION (MARCH 1966) 383,700

AVERAGE DAILY CIRCULATION (MARCH 1966) 303,200

Louisville's only
100%
color-capable
station



WAVE-TV was first in Louisville in network color (1954).

WAVE-TV was first in Louisville with complete color facilities — tape, film, and slide.

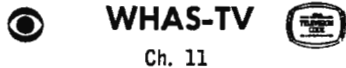
WAVE-TV was the first station in Louisville to offer local live color (1962), and is still the only one.

WAVE-TV is first with full-color film processing equipment (1966).

Louisville/NBC

Represented nationally by the Katz Agency, Inc.

Kentucky—Louisville



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 135-kw visual, 26.3-kw aural. Antenna: 1290-ft. above av. terrain, 969-ft. above ground, 1945-ft. above sea level.

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

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

TV type: Recording facilities.

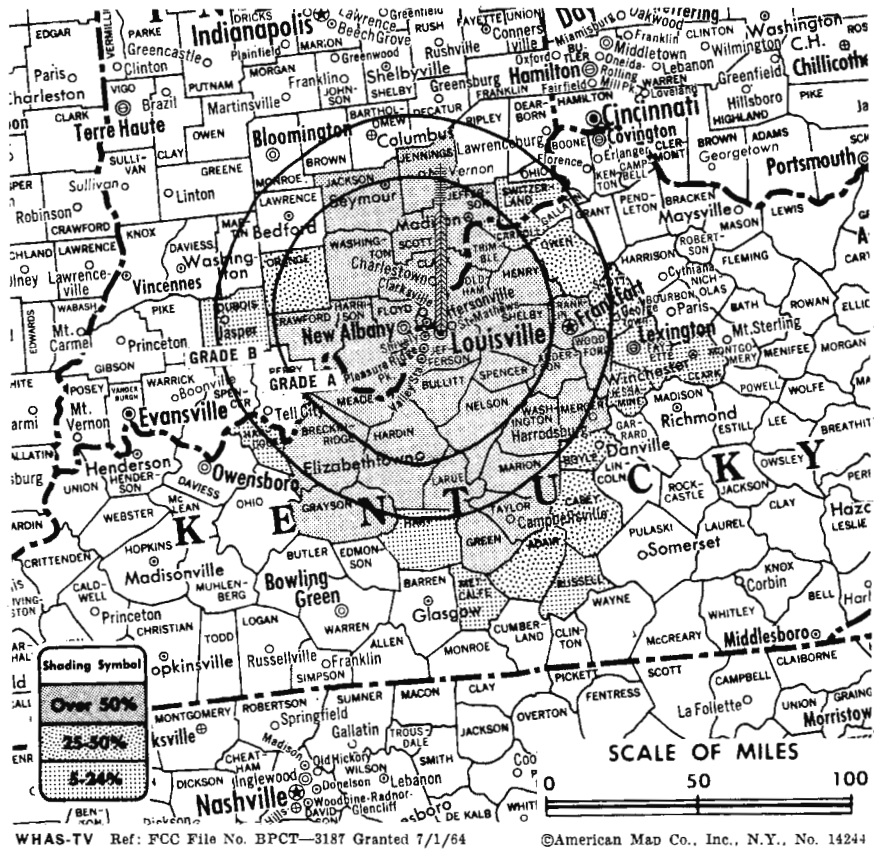
AM Affiliate: WHAS, 50-kw, 840 kc.

FM Affiliate: WHAS-FM, 100-kw, 97.5 mc (No. 248), 505-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WHAS-TV

Licensee: WHAS Inc., 525 W. Broadway, Louisville, Ky. (40202).

Studio: 525 W. Broadway.

Telephone: 502-582-4319. TWX No.: 502-589-2329.

Ownership: Same ownership as Louisville Courier-Journal & Times.

Began Operation: March 27, 1950.

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

Represented (legal) by Miller & Schroeder.

Personnel:

- BARRY BINGHAM, chairman.
- VICTOR A. SHOLIS, president.
- LISLE BAKER JR., vice president.
- BARRY BINGHAM JR., vice president.
- GEORGE JOHNSON, sales director.
- WILLIAM F. LOADER, public relations director.
- EDWARD F. HESSEL JR., promotion director.
- SAMUEL H. GIFFORD, program director & film buyer.
- RICHARD SWEENEY, production supervisor.
- JAY CROUSE, news director.
- CHARLES McDANIEL, film director.
- O. W. TOWNER, director of engineering.

DIGEST OF RATE CARD NO. 15—(March 14, 1966)

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

Class AA—7:30-11 p.m., daily.

\$1300.00 \$780.00 \$520.00 \$325.00 \$320.00* \$280.00* \$140.00*

*Class AA—7:31-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1300.

ARB Data: The figures do not reflect present coverage since the station changed its facilities after the survey was made.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	CLARK	19,600	18,700	95
	CRAWFORD	2,200	2,000	89
	FLOYD	16,300	15,700	96
	HARRISON	5,500	5,200	94
	JACKSON	9,300	8,900	95
	JEFFERSON	6,700	6,200	94
	JENNINGS	4,500	4,200	94
	SCOTT	4,600	4,200	91
	WASHINGTON	5,400	4,900	92
	KENTUCKY			
	ANDERSON	2,900	2,600	91
	BRECKINRIDGE	4,300	3,700	86
	BULLITT	5,100	4,700	93
	FRANKLIN	9,700	8,800	91
	GRAYSON	4,600	3,800	82
	GREEN	3,500	2,900	83
	HARDIN	16,200	15,000	93
	HENRY	3,500	3,100	88
	JEFFERSON	199,800	189,800	95
	LARUE	3,400	3,100	89
	MARION	4,200	3,800	91
	MEADE	6,500	6,200	94
	MERCER	4,800	4,200	87
	NELSON	6,000	5,400	91
	OLDHAM	3,700	3,400	93
	SHELBY	5,900	5,400	92
	SPENCER	1,600	1,400	92
	TAYLOR	5,400	4,600	84
	TRIMBLE	1,400	1,300	91
	WASHINGTON	2,800	2,500	90
	WOODFORD	3,900	3,400	87

(Continued on page 293-b)

STATION TOTALS	478,400	441,900	92
NET WEEKLY CIRCULATION (MARCH 1966)			381,200
AVERAGE DAILY CIRCULATION (MARCH 1966)			289,500

Kentucky—Louisville



WLKY-TV

Ch. 32

Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 1000-kw max. and 275-kw horizontal visual, 200-kw max. and 54.8-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 985-ft. above ground, 1945-ft. above sea level.

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

Transmitter: Bald Knob, near New Albany, Ind.

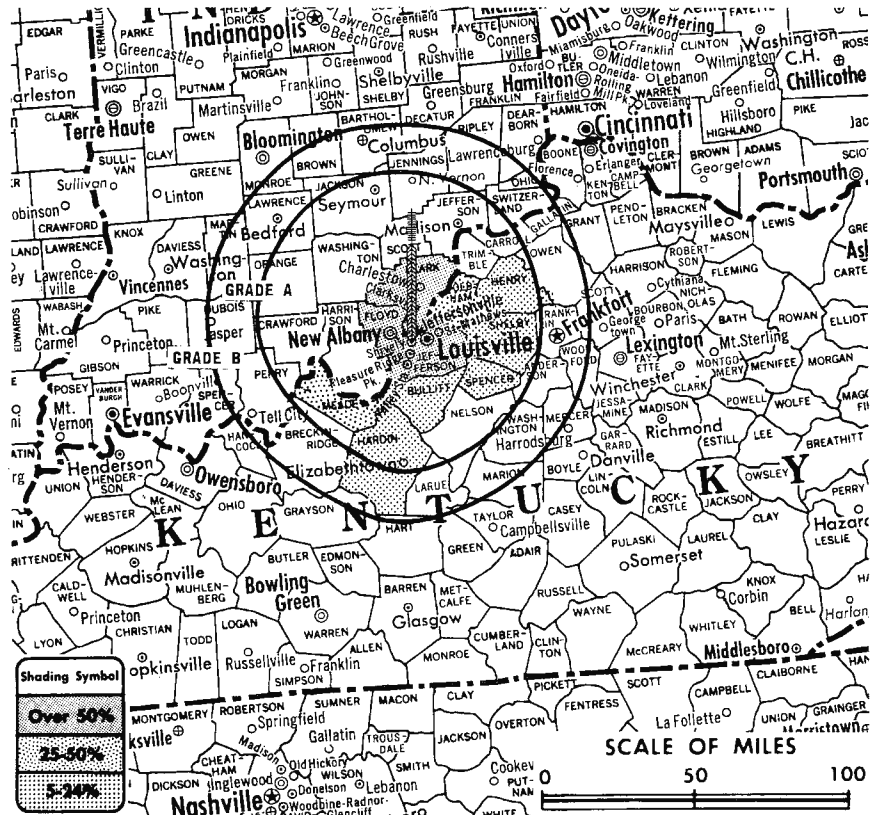
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WLKY-TV Ref: FCC File No. BPCT-3427 Granted 1/25/65

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

WLKY-TV

Licensee: Kentuckiana TV Inc., 320 S. Fifth St., Louisville, Ky. (40202).

Studio: 3947 Park Drive (40216).

Telephone: 502-367-6441.

TWX No.: 502-589-1034.

Ownership: George E. Egger, pres., 16.6%; Richard F. Shively, 18.8%; Holman R. Wilson, secy.-treas., 16.6%; Wm. S. Cutchins, 16.6%; Dilman A. Rash, 15.7%; Archibald P. Cochran, 15.7%.

Began Operation: Sept. 16, 1961.

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

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel:

- GEORGE E. EGGER, president.
- ED SHADBURNE, general manager.
- WOODFORD DULANEY, sales manager.
- WILSON HATCHER, promotion manager.
- BOB TAYLOR, operations manager.
- PAUL KELLEY, chief engineer.

DIGEST OF RATE CARD NO. 10
(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$750.00 \$400.00 \$300.00 \$200.00 \$230.00 \$180.00
NETWORK BASE HOURLY RATE: \$500.

For Color Set Penetration by Markets

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	CLARK	19,600	18,700	95
	FLOYD	16,300	15,700	96
	KENTUCKY			
	JEFFERSON	199,800	189,800	95
25-50 O/O	KENTUCKY			
	MEADE	6,500	6,200	94
	ULDHAM	3,700	3,400	93
5-24 O/O	KENTUCKY			
	BULLITT	5,100	4,700	93
	HARDIN	16,200	15,000	93
	HENRY	3,500	3,100	88
	SHELBY	5,900	5,400	92
	SPENCER	1,600	1,400	92
STATION TOTALS		278,200	263,400	95
NET WEEKLY CIRCULATION (MARCH 1966)			198,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			126,000	

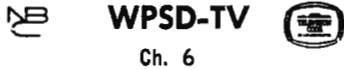


MALARKEY, TAYLOR & ASSOCIATES
CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Kentucky—Paducah



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 1600-ft. above av. terrain, 1638-ft. above ground, 2000-ft. above sea level.

Latitude 37° 11' 31"
Longitude 88° 58' 53"
Requests 13.9-kw aural.

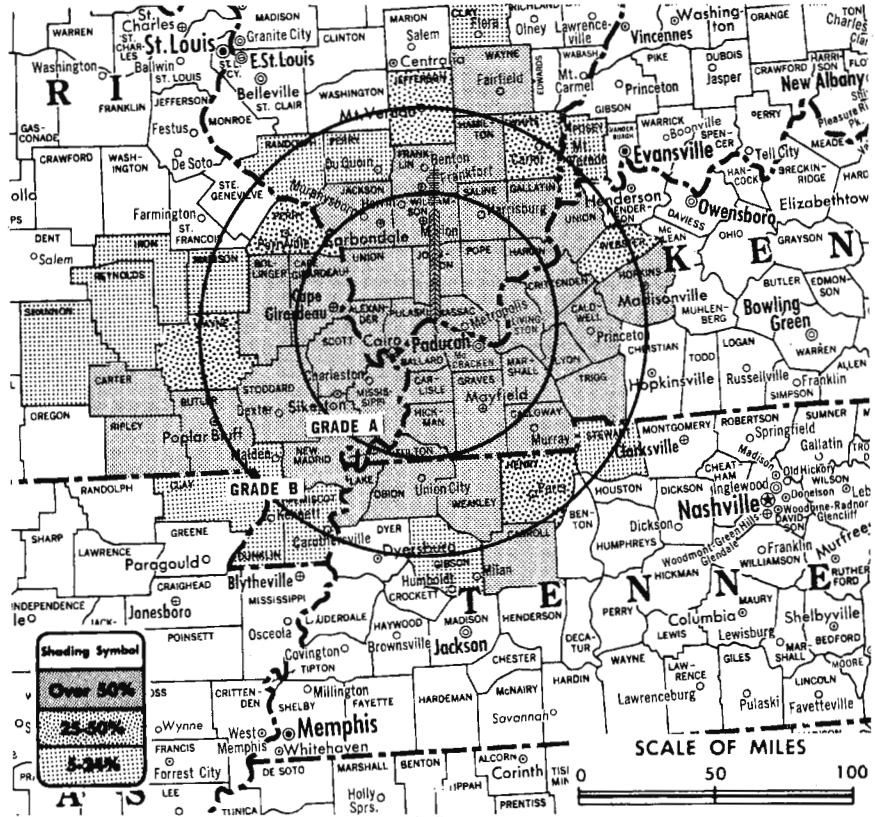
Transmitter: Approximately 23-mi. NW of Paducah near Monkey's Eyebrow, Ky.

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

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WPSD-TV Ref: FCC File No. BPC2-2823 Granted 12/8/60

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

WPSD-TV

Licensee: Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, Ky. (42001).

Studio: 100 Television Lane.

Telephone: 502-442-8214. TWX No.: 502-591-7604.

Ownership: Paducah Newspapers Inc. (Frank R. Paxton, pres.) publishes Paducah Sun-Democrat.

Began Operation: May 28, 1957.

Represented (sales) by H-R Television Inc.

Represented (legal) by Arthur Stambler.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

- FRED PAXTON, v.p. & managing director.
- SAM LIVINGSTON, general manager & film buyer.
- CHARLES R. JONES, sales manager.
- JAMES E. ENGLISH III, program director.
- BOB SWISHER, production manager.
- ERNEST J. PELL, technical director.
- TOM BUTLER, news director.
- JOHN ADAMS, chief engineer.

DIGEST OF RATE CARD NO. 15—(Sept. 1, 1966)

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

Class AA—6:30-9:30 p.m., daily.
\$600.00 \$360.00 \$230.00 \$175.00 \$140.00 \$100.00 \$50.00

NETWORK BASE HOURLY RATE: \$600.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	ILLINOIS			
	ALEXANDER	4,200	3,800	89
	FRANKLIN	11,900	11,000	92
	GALLATIN	1,900	1,700	88
	HAMILTON	2,900	2,500	86
	HARDIN	1,500	1,300	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	JACKSON	13,400	12,200	91
	JOHNSON	1,700	1,500	90
	MASSAC	4,700	4,300	91
	POPE	900	700	86
	PULASKI	2,800	2,500	88
	SALINE	7,600	7,000	92
	UNION	4,500	4,200	93
	WAYNE	5,600	4,900	87
	WILLIAMSON	15,100	14,100	93
	KENTUCKY			
	BALLARD	2,700	2,500	92
	CALDWELL	4,400	3,600	82
	CALLOWAY	7,000	6,300	90
	CARLISLE	1,700	1,600	93
	CRITTENDEN	2,300	2,000	85
	FULTON	3,200	2,800	88
	GRAVES	9,900	9,000	91
	HICKMAN	1,800	1,700	90
	HOPKINS	12,300	10,700	87
	LIVINGSTON	2,200	2,000	88
	LYON	1,300	1,100	85
	MC CRACKEN	20,800	19,300	93
	MARSHALL	6,000	5,600	93
	TRIGG	2,700	2,400	89
	UNION	4,300	3,800	88
	MISSOURI			
	BOLLINGER	2,300	2,000	85
	BUTLER	10,200	8,700	85
	CP GIRARDEAU	13,600	12,500	92
	CARTER	1,100	700	69
	MISSISSIPPI	5,100	4,600	90
	NEW MADRID	7,100	6,200	87
	RIPLEY	2,400	1,700	72
	SCOTT	9,600	8,800	92
	STODDARD	8,000	7,200	90

(Continued on next page)

STATION TOTALS	352,900	313,600	89
NET WEEKLY CIRCULATION (MARCH 1966)			222,000
AVERAGE DAILY CIRCULATION (MARCH 1966)			161,700

WPSD-TV, Paducah

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TENNESSEE			
	CARROLL	6,900	5,800	84
	LAKE	2,300	1,900	84
	OBION	8,500	7,600	89
	WEAKLEY	7,200	6,200	86
25-50 O/O	ILLINOIS			
	JEFFERSON	9,700	8,800	91
	WHITE	5,900	5,100	87
	KENTUCKY			
	WEBSTER	4,800	4,000	84
	MISSOURI			
	PERRY	4,300	3,700	88
	WAYNE	2,400	2,000	83
TENNESSEE	HENRY	7,100	6,000	84
	ARKANSAS			
5-24 O/O	CLAY	6,500	5,600	86
	ILLINOIS			
	CLAY	4,600	4,000	89
	PERRY	5,600	5,200	92
	RANDOLPH	8,200	7,700	94
INDIANA	POSEY	5,300	4,800	91
	MISSOURI			
	DUNKLIN	10,500	9,200	87
	IRON	2,000	1,700	84
	MADISON	2,800	2,400	87
	PEMISCOT	9,000	7,700	86
	REYNOLDS	1,100	800	77
	SHANNON	1,800	1,200	69

WHAS-TV, Louisville

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	INDIANA			
	ORANGE	4,700	4,400	92
	KENTUCKY			
	ADAIR	3,800	2,800	75
	BOYLE	6,300	5,600	88
	CASEY	3,400	2,600	75
	OWEN	2,200	1,800	85
	SCOTT	4,900	4,300	87
5-24 O/O	INDIANA			
	DUBOIS	7,600	6,900	92
	SWITZERLAND	1,900	1,700	91
KENTUCKY	CARROLL	2,500	2,200	89
	CLARK	7,100	6,200	87
	FAYETTE	45,900	41,900	91
	HANCOCK	1,400	1,200	84
	HART	4,200	3,700	88
	JESSAMINE	4,200	3,400	82
	METCALFE	2,300	1,900	84
	RUSSELL	2,700	2,200	79

Kentucky

WAVE-TV, Louisville

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	INDIANA			
	SPENCER	4,500	4,100	93
	SWITZERLAND	1,900	1,700	91
KENTUCKY	CARROLL	2,500	2,200	89
	HART	4,200	3,700	88
	JESSAMINE	4,200	3,400	82
	OWEN	2,200	1,800	85
	RUSSELL	2,700	2,200	79
	5-24 O/O	INDIANA		
	BARTHOLOMEW	15,800	15,100	95
	BROWN	2,100	2,000	96
	DECATUR	6,000	5,600	95
	PIKE	3,400	3,100	91
	RIPLEY	6,000	5,600	93
KENTUCKY	CLARK	7,100	6,200	87
	EDMONSON	2,000	1,600	79
	FAYETTE	45,900	41,900	91
	GARRARD	2,800	2,400	84
	LEE	1,700	1,100	64
	LINCOLN	4,400	3,600	80
	METCALFE	2,300	1,900	84
	MONTGOMERY	4,400	3,400	78
	OHIO	5,000	4,300	86
	ROCKCASTLE	3,000	2,100	69
	WAYNE	3,700	2,400	66

WLEX-TV, Lexington

(ARB Data Continued)

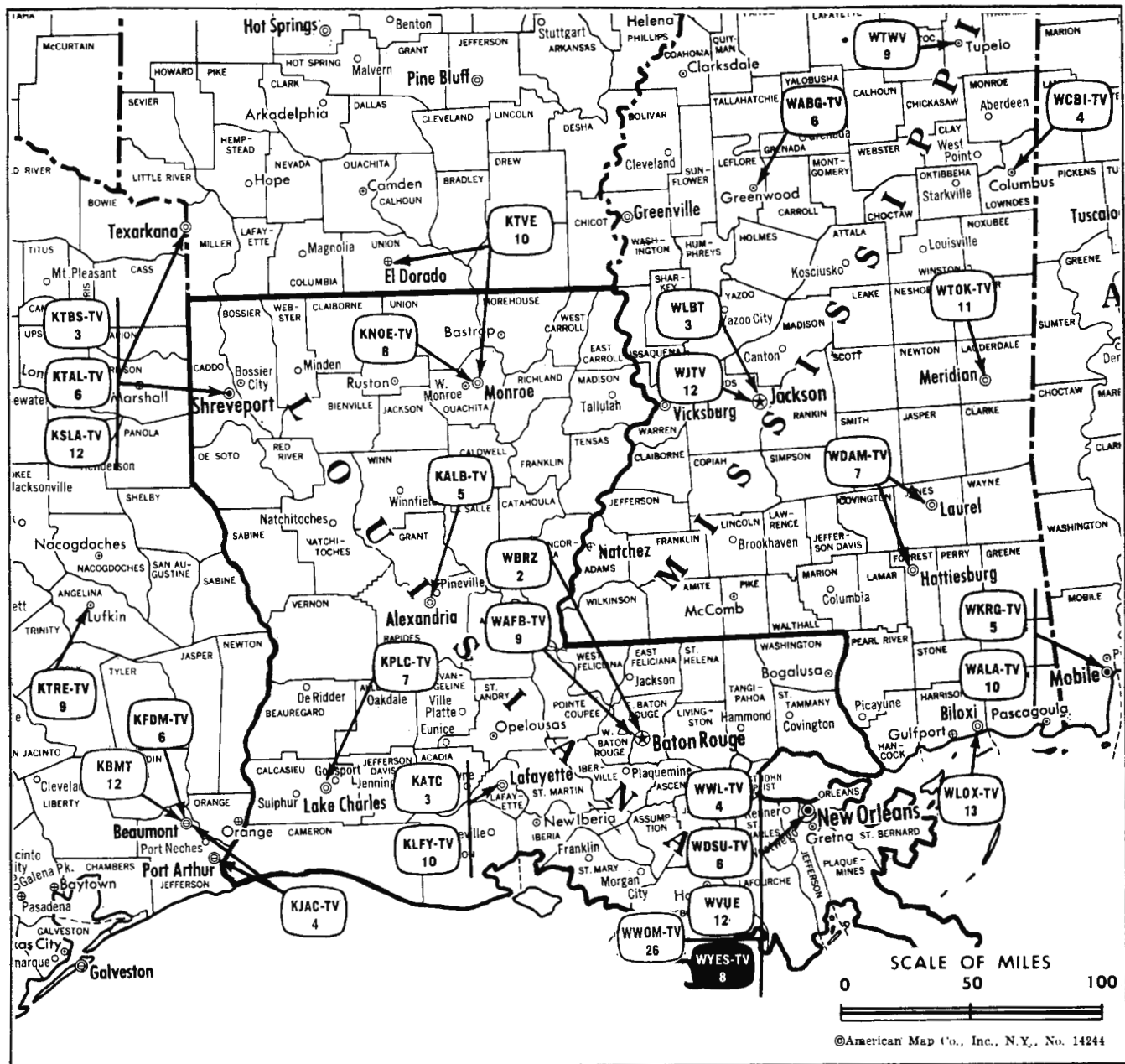
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	KENTUCKY			
	CLAY	4,300	3,100	71
	HARRISON	4,600	4,100	89
	KNOX	5,800	4,400	76
	LAUREL	6,800	5,400	79
	MARION	4,200	3,800	91
	MASON	5,700	5,100	89
	MENIFEE	900	700	78
	PERRY	6,800	5,000	74
	PULASKI	9,400	7,000	75
	ROBERTSON	800	700	89
	SHELBY	5,900	5,400	92
	WASHINGTON	2,800	2,500	90
WHITLEY	6,300	5,300	83	

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Louisiana



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
New Orleans	427,800	43	566,600	53	514,500	53
Shreveport	289,300	68	438,300	72	385,200	78
Baton Rouge	223,600	82	453,300	66	399,000	72
Lafayette	169,700	103	273,100	111	242,800	110
Monroe-El Dorado	166,200	104	265,500	114	227,000	118
Alexandria	124,500	134	140,500	165	118,400	168
Lake Charles	70,300	169	158,700	158	141,700	157

Louisiana Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
☐ Commercial Television Stations	13	0	13
● Educational Television Stations	1	0	1
			14

State Educational Technical Facilities
(Complete Data in Educational Directory)

WYES-TV
New Orleans

Ch. 8

Non-Commercial Educational Station

Licensee: Greater New Orleans Educational Television Foundation, 916 Navarre Ave.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 400-ft. above av. terrain, 422-ft. above ground, 455-ft. above sea level.

Latitude 29° 57' 05"
Longitude 90° 04' 17"

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

KTVE
Monroe

(See El Dorado, Ark.)

KNOE-TV, Monroe
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	ARKANSAS			
	BRADLEY	4,500	3,800	85
	CALHOUN	1,900	1,600	85
	DESHA	5,800	4,800	83
	DREW	4,300	3,500	81
	OUACHITA	10,600	9,000	85
	LOUISIANA			
	BIENVILLE	4,200	3,500	85
	CLAIBORNE	4,700	3,900	84
	NATCHITOCHES	8,800	6,900	78
	MISSISSIPPI			
	ADAMS	12,000	9,700	81
	ISSAQUENA	600	400	69
	WARREN	13,900	11,600	83

Louisiana

WAFB-TV, Baton Rouge
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	LOUISIANA			
	ACADIA	13,900	12,400	89
	IBERIA	15,400	14,000	91
	LAFAYETTE	26,200	24,200	92
	ST JHN BPTST	4,900	4,300	88
	WASHINGTON	13,100	11,300	86
	MISSISSIPPI			
	WALTHALL	3,400	2,600	77

WBRZ, Baton Rouge
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MISSISSIPPI			
	FRANKLIN	2,500	1,900	74
	WALTHALL	3,400	2,600	77

5-24 0/0	LOUISIANA			
	ACADIA	13,900	12,400	89
	CATAHOULA	2,700	2,100	77
	GRANT	3,500	2,900	85
	LAFOURCHE	16,000	14,800	92
	LA SALLE	3,900	3,300	85
	ST CHARLES	6,600	6,100	93
	ST TAMMANY	14,600	13,400	92
	TERREBONNE	17,200	15,700	91
	VERMILION	11,600	10,600	91
	VERNON	5,100	4,200	83
	WASHINGTON	13,100	11,300	86
	MISSISSIPPI			
	JEFFERSON	2,600	1,700	65
	LINCOLN	7,900	6,500	82
	MARION	6,800	5,300	79
	PEARL RIVER	6,800	5,800	85

WDSU-TV, New Orleans
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	LOUISIANA			
	E FELICIANA	3,600	2,900	80
	IBERVILLE	8,000	7,000	87
	POINTE COUPE	5,600	4,800	85
	MISSISSIPPI			
	AMITE	3,500	2,600	75
	GREENE	2,300	1,700	75
	JONES	17,800	15,900	90
	WILKINSON	3,300	2,300	69

Louisiana—Alexandria

KALB-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1590-ft. above av. terrain, 1586-ft. above ground, 1749-ft. above sea level.

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

Transmitter: Forest Hill, La.

TV tape: Recording facilities.

Color: Network, film & slide.

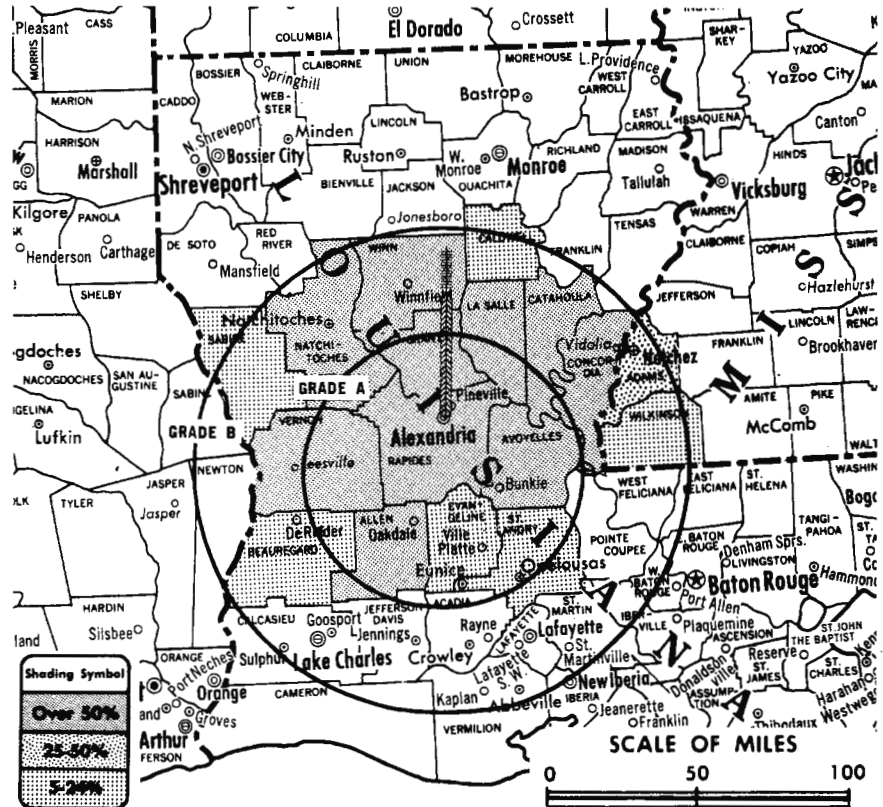
News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

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

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KALB-TV Ref: FCC File No. BPCT-3448 Granted 1/13/65

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

KALB-TV

Network Service: NBC; also ABC & CBS, on per program basis.

Licensee: Lanford Telecasting Co. Inc., 605-11 Washington St., Alexandria, La. (71301).

Studio: 605-11 Washington St.

Telephone: 318-445-2456.

TWX No.: 510-976-5709.

Ownership: T. B. Lanford, 51%; William L. Fox, 24.5%; Jack O. Gross, 24.5%. Lanford also owns 100% of radios KALB & KALB-FM and KRMD & FM, Shreveport, La.; 74% of WYOU, Tampa, Fla. and 13.8% of WJTV, Jackson, Miss.; 23% of WSLI, Jackson, Miss. Gross also is Ch. 51 applicant for San Diego, Cal.

Began Operation: Sept. 29, 1954.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Commercial Radio Equipment Co.

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

FM Affiliate: KALB-FM, 8.4-kw, 96.9 mc (No. 245), 380-ft. antenna height.

Personnel:

T. B. LANFORD, president & film buyer.
ROBERT E. MILLER, general manager.
BERT CHAUDOIR, sales manager.
TOMMY ERWIN, news director.
FRANKLIN WHITEHEAD, sales service manager.
HAROLD THOM, production director.
BERNARD TARDY, promotion director.
WILLIAM T. HOLT, chief engineer.

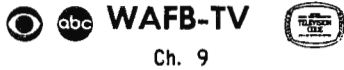
DIGEST OF RATE CARD NO. 4-a—(Sept. 15, 1966)

Hour 30 Min. 15 Min. 10 Min. Min. 40 Sec. 20 Sec. 10 Sec.
Class AA—6:30-9:30 p.m., Mon.-Sat.; 5-9:30 p.m., Sun.
\$300.00 \$180.00 \$120.00 \$105.00 \$90.00 \$125.00 \$75.00 \$50.00
NETWORK BASE HOURLY RATE: \$325 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	LOUISIANA			
	ALLEN	5,600	4,800	86
	AVOUELLES	10,300	8,900	86
	CATAHOULA	2,700	2,100	77
	CONCORDIA	6,500	5,200	80
	GRANT	3,500	2,900	85
	LA SALLE	3,900	3,300	85
	NATCHITOCHE	8,800	6,900	78
	RAPIDES	32,700	30,100	92
	VERNON	5,100	4,200	83
	WINN	4,500	3,700	83
25-50 O/D	MISSISSIPPI			
	ADAMS	12,000	9,700	81
5-24 O/D	LOUISIANA			
	BEAUREGARD	5,500	4,600	83
	CALDWELL	2,100	1,800	84
	EVANGELINE	8,800	7,100	81
	SABINE	4,700	3,600	77
	ST LANDRY	20,500	17,200	84
	MISSISSIPPI			
	WILKINSON	3,300	2,300	69
STATION TOTALS		140,500	118,400	84
NET WEEKLY CIRCULATION (MARCH 1966)			124,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			79,900	

For Color Set Penetration by Markets
See Services Volume

Louisiana—Baton Rouge



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: Electrically tilted .35°, 1670-ft. above av. terrain, 1726-ft. above ground, 1746-ft. above sea level.

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

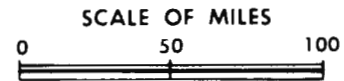
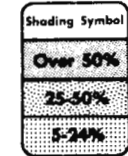
Transmitter: E of River Rd. & S of Baton Rouge on Duncan Point.

TV tape: Recording facilities.

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

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

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WAFB-TV Ref: FCC File No. BPCT-3437 Granted 1/22/65

©American Map Co., Inc., N.Y., No. 142:1

WAFB-TV

Network Service: CBS, ABC.

Licensee: Guaranty Bcstg. Corp., 844 Government St., Baton Rouge, La. (70802).

Studio: 844 Government St.

Telephone: 504-344-8571. TWX No.: 504-926-3251.

Ownership: Guaranty Broadcasting Corp., 100%. George A. Foster Jr., chmn.; Thomas E. Gibbens, pres.; Harry P. Gamble Jr., v.p. & gen. counsel; Forrest G. Ray, secy.; Clarence H. Willett, treas.; Mervyn Rhys, asst. secy. Gibbens owns 40% of radio WPFA, Pensacola, Fla.

Began Operation: April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960 with 257-kw visual ERP, but boosted to 316-kw Feb. 4, 1961 (Television Digest, Vol. 17:7). Sale to present owner by WDSU-TV Bcstg. Corp. and associated stockholders approved Jan. 14, 1964 by FCC (Television Digest, Vol. 4:3).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David Steel & Assoc.

Personnel:

TOM E. GIBBENS, president & general manager.
MERVYN RHYS, commercial manager.
DONALD K. ALLAN, chief engineer.
ED LAMY Jr., program director.
GRACE McELVEEN, promotion & merchandising director.
CARLTON CREMEENS, news director.

DIGEST OF RATE CARD NO. 5

(May 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class A—6:30-10 p.m., daily.
\$600.00 \$360.00 \$240.00 \$150.00 \$140.00* \$130.00* \$70.00*

*Class A—6-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$525 (CBS), \$450 (ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LOUISIANA			
	ASCENSION	7,900	6,800	86
	ASSUMPTION	4,500	3,800	85
	AVOUELLES	10,300	8,900	86
	CONCORDIA	6,500	5,200	80
	E BATON ROUG	70,700	66,100	94
	E FELICIANA	3,600	2,900	80
	IBERVILLE	8,000	7,000	87
	LIVINGSTON	8,200	7,100	87
	POINTE COUPE	5,600	4,800	85
	ST HELENA	2,100	1,700	79
	W BATON ROUG	4,100	3,600	88
	W FELICIANA	2,300	1,900	81
	MISSISSIPPI			
	ADAMS	12,000	9,700	81
	AMITE	3,500	2,600	75
	PIKE	10,700	8,500	80
	WILKINSON	3,300	2,300	69
25-50 O/O	LOUISIANA			
	EVANGELINE	8,800	7,100	81
	RAPIDES	32,700	30,100	92
	ST JAMES	4,400	3,900	88
	ST LANDRY	20,500	17,200	84
	ST MARTIN	7,400	6,700	90
	ST MARY	14,500	13,300	92
	TANGIPAHOA	17,000	14,700	87
	MISSISSIPPI			
	FRANKLIN	2,500	1,900	74

(Continued on page 295-b)

STATION TOTALS	348,000	306,600	88
NET WEEKLY CIRCULATION (MARCH 1966)		209,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)		136,100	

Louisiana—Baton Rouge



WBRZ



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 97.7-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 954-ft. above ground, 1001-ft. above sea level.

Latitude 30° 25' 57"
Longitude 91° 11' 08"

Transmitter: 1650 Highland Rd.

TV tape: Recording facilities.

AM Affiliate: WJBO, 5-kw, 1150 kc (NBC).

FM Affiliate: WJBO-FM, 2.5-kw, 102.5 mc (No. 251) 730-ft. antenna height.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV₄ and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WBRZ Ref: FCC File No. B1MPCT—1999 Granted 5/26/54

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

WBRZ

Network Service: NBC, ABC.

Licensee: Louisiana Television Bcstg. Corp., 1650 Highland Rd., Box 2906 (70821).

Studio: 1650 Highland Rd. (70802).

Telephone: 504-348-1491.

TWX No.: 504-926-3530.

Ownership: Class A voting stock—Baton Rouge Broadcasting Co. (WJBO), 99.33%; Douglas L. Manship, .333%; Charles P. Manship Jr., .333%. Class B voting stock—Baton Rouge Broadcasting Co., 93.33%; Charles P. Manship Jr., 3.33%; 4 minor children of Douglas L. Manship share equally, 3.33%. Douglas L. Manship is pres. & 35% stockholder of Baton Rouge Bcstg.; Charles P. Manship Jr., secy.-treas., 35%. Each of the following owns 10% of Baton Rouge Bcstg.: Douglas L. Manship Jr., Richard F. Manship, David C. Manship. WBRZ officers: Douglas L. Manship, pres. & chairman; B. B. Taylor Jr., vice president; Charles P. Manship Jr., secy.-treas. Note: Douglas L. & Charles P. Manship also own KRGV-TV & KRGV, Weslaco, Tex.

Began Operation: April 14, 1955.

Represented (sales) by George P. Hollingbery Co.

Represented (engineering) by George C. Davis.

Represented (legal) by Cohn & Marks.

Personnel:

DOUGLAS L. MANSHIP, president and general manager.
AUBREY L. MOORE, station manager.
JULES L. MAYEUX, general sales manager.
ROBERT J. HEADLEE, local & regional sales manager.
JOHN FERGUSON, program director.
JOHN T. CROWE, operations & production mgr.
J. PATRICK WEATHERSBY, chief engineer.
RAYMOND H. SPRUELL, promotion manager.

DIGEST OF RATE CARD NO. 15—(May 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:31-9:59 p.m., daily.
\$600.00 \$360.00 \$240.00 \$180.00 \$175.00 \$160.00 \$80.00
NETWORK BASE HOURLY RATE: \$625 (NBC), \$625 (ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50% 50 O/D	LOUISIANA			
	ASCENSION	7,900	6,800	86
	ASSUMPTION	4,500	3,800	85
	AVOUELLES	10,300	8,900	86
	CONCORDIA	6,500	5,200	80
	E BATON ROUG	70,700	66,100	94
	E FELICIANA	3,600	2,900	80
	IBERIA	15,400	14,000	91
	IBERVILLE	8,000	7,000	87
	LAFAYETTE	26,200	24,200	92
	LIVINGSTON	8,200	7,100	87
	POINTE COUPE	5,600	4,800	85
	ST HELENA	2,100	1,700	79
	ST JAMES	4,400	3,900	88
	ST JHN BPTST	4,900	4,300	88
	ST MARTIN	7,400	6,700	90
	ST MARY	14,500	13,300	92
TANGIPAHOA	17,000	14,700	87	
W BATON ROUG	4,100	3,600	88	
W FELICIANA	2,300	1,900	81	
MISSISSIPPI	ADAMS	12,000	9,700	81
	AMITE	3,500	2,600	75
	PIKE	10,700	8,500	80
	WILKINSON	3,300	2,300	69
25-50 O/D	LOUISIANA			
	EVANGELINE	8,800	7,100	81
	RAPIDES	32,700	30,100	92
	ST LANDRY	20,500	17,200	84

(Continued on page 295-b)

STATION TOTALS	453,300	399,000	88
NET WEEKLY CIRCULATION (MARCH 1966)	223,600		
AVERAGE DAILY CIRCULATION (MARCH 1966)	153,500		

Louisiana—Lafayette



KATC

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1200-ft. above av. terrain, 1239-ft. above ground, 1244-ft. above sea level.

Latitude 30° 02' 38"
Longitude 92° 22' 16.7"

Transmitter: 25-mi. SW of city limits.

Studio: 1103 Eraste Landry Rd.

Telephone: 232-6111.

TWX No.: 318-232-5054.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
64 ARB study.



KATC Ref: FCC File No. BPCT-3328 Granted 5/14/64

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

KATC

Licensee: Acadian Television Corp.

Studio: 1103 Eraste Landry Rd.

Telephone: 318-232-6111.

TWX No.: 318-232-5054.

Ownership: Mrs. Frances T. Kurzweg, pres., 12.98%; All American Assurance Co. (J. C. Huff, v.p.), 37.27%; William A. Patton, v.p., 1.48%; D. Roy Domingue, secy.-treas., 3.14%; Frank A. Godchaux III, .979%; C. Lambert Duhe, 2.93%; Barton W. Free-land, 1.47%; A. B. Dore Jr., .833%; Ivan Bourque, 1.65%; Mrs. Shirley Kurzweg Gouaux, 12.98%; 149 others, none owning more than 2%.

Began Operation: September 1, 1962.

Represented (sales) by Venard, Torbet & McConnell Inc.; James S. Ayers Company Inc. (South).

Represented (legal) by Leo Resnick.

Personnel:

MRS. FRANCES T. KURZWEG, president.
WILLIAM A. PATTON, general manager & film buyer.
ROY K. RHODES, sales manager.

DIGEST OF RATE CARD NO. 5 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$90.00	\$80.00
NETWORK BASE HOURLY RATE:	\$375.					

For Index to Contents
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	G/O
OVER 50 O/O	LOUISIANA			
	ACADIA	13,900	12,400	89
	ALLEN	5,600	4,800	86
	AVOYELLES	10,300	8,900	86
	BEAUREGARD	5,500	4,600	83
	EVANGELINE	8,800	7,100	81
	IBERIA	15,400	14,000	91
	JEFF DAVIS	8,600	7,700	89
	LAFAYETTE	26,200	24,200	92
	ST LANDRY	20,500	17,200	84
	ST MARTIN	7,400	6,700	90
	ST MARY	14,500	13,300	92
	VERMILION	11,600	10,600	91
	VERNON	5,100	4,200	83
25-50 O/O	LOUISIANA			
	CALCASIEU	47,600	44,400	93
	CAMERON	1,900	1,700	89
	RAPIDES	32,700	30,100	92
5-24 O/O	LOUISIANA			
	ASSUMPTION	4,500	3,800	85
	IBERVILLE	8,000	7,000	87
	POINTE COUPE	5,600	4,800	85
	W FELICIANA	2,300	1,900	81
	MISSISSIPPI			
	WILKINSON	3,300	2,300	69
STATION TOTALS		259,300	231,700	89
NET WEEKLY CIRCULATION (MARCH 1966)			158,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			106,900	

Louisiana—Lafayette



KLFY-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 301-kw visual, 49-kw aural. Antenna: 1240-ft. above av. terrain, 1269-ft. above ground, 1298-ft. above sea level.

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

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

Studio: 2101 Jefferson St.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KLFY-TV Ref: FCC File No. BMPCT-3755 Granted 3/16/56
Also CP: BPCT-3004 Granted 7/9/62

© American Map Co., Inc., N.Y., No. 14214

KLFY-TV

Licensee: Texoma Broadcasters Inc., Box 3687, Lafayette, La. (70501).

Telephone: 318-235-9494. TWX No.: 318-232-5036.

Ownership: KWTX Bcstg., 80% (KWTX-TV, Waco, Tex.); M. N. Bostick, 20%. For other interests see KWTX-TV, Waco.

Began Operation: June 3, 1955. Sale to present owners by Camelia Bcstg. Co. Inc., Paul H. DeClouet and associates approved Jan. 27, 1965 by FCC (Television Digest, Vols. 4:48, 5:6).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Guy C. Hutcheson, Arlington, Tex.

Personnel:

THOMAS G. PEARS, general manager.
JIM ALLEN, assistant manager & film buyer.
JOHN CARROLL, chief engineer.

DIGEST OF RATE CARD NO. 9 (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$400.00 \$240.00 \$160.00 \$120.00* \$105.00* \$95.00* \$53.00*

*6:31-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$450.

For Color Set Penetration by Markets

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LOUISIANA			
	ACADIA	13,900	12,400	89
	ALLEN	5,600	4,800	86
	AVOYELLES	10,300	8,900	86
	BEAUREGARD	5,500	4,600	83
	CAMERON	1,900	1,700	89
	EVANGELINE	8,800	7,100	81
	IBERIA	15,400	14,000	91
	JEFF DAVIS	8,600	7,700	89
	LAFAYETTE	26,200	24,200	92
	ST LANDRY	20,500	17,200	84
	ST MARTIN	7,400	6,700	90
	VERMILION	11,600	10,600	91
	VERNON	5,100	4,200	83
25-50 O/O	LOUISIANA			
	CALCASIEU	47,600	44,400	93
	RAPIDES	32,700	30,100	92
	ST MARY	14,500	13,300	92
5-24 O/O	LOUISIANA			
	ASSUMPTION	4,500	3,800	85
	IBERVILLE	8,000	7,000	87
	POINTE COUPE	5,600	4,800	85
	W FELICIANA	2,300	1,900	81
	MISSISSIPPI			
	ADAMS	12,000	9,700	81
	WILKINSON	3,300	2,300	69
	TEXAS			
	SABINE	1,800	1,400	77
STATION TOTALS		273,100	242,800	89
NET WEEKLY CIRCULATION (MARCH 1966)			169,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			120,900	

Louisiana—Lake Charles



KPLC-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 440-ft. above av. terrain, 474-ft. above ground, 489-ft. above sea level.

Latitude 30° 13' 47.6"
Longitude 93° 12' 56.5"

Transmitter: 320 Division St.

Studio: 320 Division St. (70502).

TV tape: Recording facilities.

AM Affiliate: KPLC, 5-kw (1-kw night), 1470 kc (NBC).

FM Affiliate: KPLC-FM, 31-kw, 99.5 mc (No. 258), 340-ft.

Represented (engineering) by George C. Davis.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

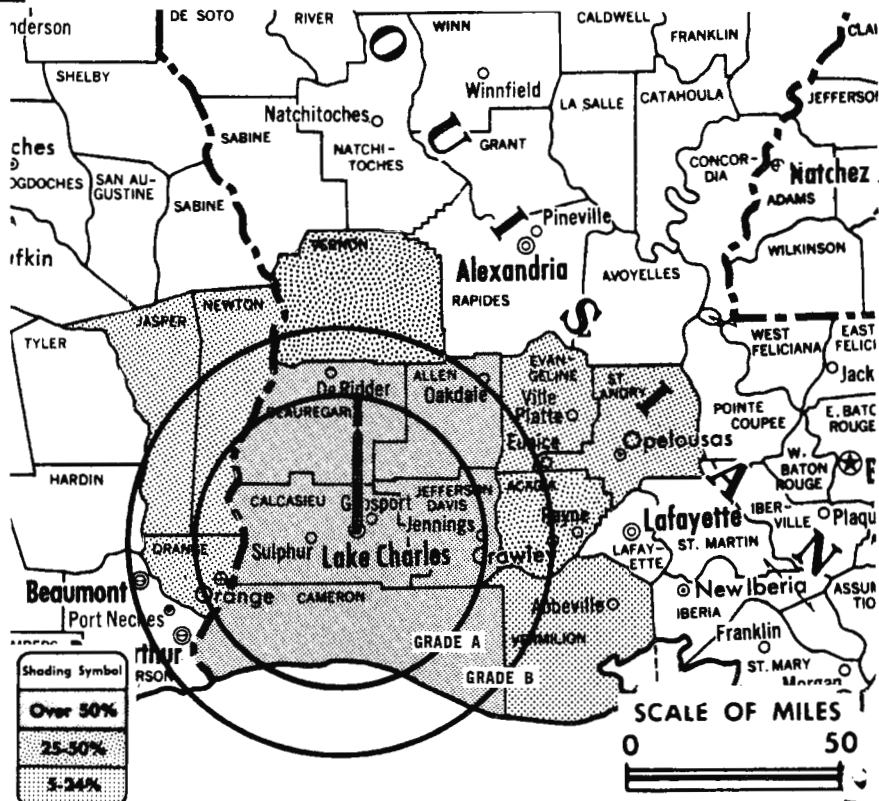
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KPLC-TV Ref: FCC File No. BMPCT-8867 Granted 5/14/56

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

KPLC-TV

Network Service: NBC.

Licensee: Calcasieu Bcstg. Co., Box 1488, Lake Charles, La. (70506).

Telephone: 318-436-3631. TWX No.: 318-477-7545.

Ownership: Pelham E. Mills Jr., pres., .9%; H. M. Stolar, v.p. & secy.-treas., 4.5%; Harry W. Chesley Jr., 18.9%; Ray Eder, .9%; Sidney W. Souers, 4.5%; Preston Estep, 4.5%; Leo A. Fisher, 4.5%; Sidney Salomon Jr., 4.5%; Gordon Scherck, 4.5%; Mary Ann Stein, 25.9%; Ruth L. Stolar, 4.05%; Leif J. Sverdrup, 4.5%; John L. Wilson, 4.5%; Stanley Musial & Biggie's Steak House Inc. (Musial interest), 4.5%; three others, none with as much as 3%. Note: 5.6% of voting stock remains unsubscribed.

Began Operation: Sept. 29, 1954. Sale to present owners by T. B. Lanford and L. M. Sepaugh Sr. & Jr. approved June 30, 1964 by FCC (Television Digest, 4:18, 27).

Represented (sales) by H-R Television.

Represented (legal) by Cohn & Marks.

Personnel:

PELHAM MILLS JR., president.
JEB SWANSON, national sales & promotion mgr.
RICHARD SCHMIDT, traffic director.
DONALD JOHNSON, news director.
ROY LeJEUNE, chief engineer.

DIGEST OF RATE CARD NO. 7 (March 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7-9:30 p.m., daily.	300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$38.00

NETWORK BASE HOURLY RATE: \$200 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LOUISIANA			
	ALLEN	5,600	4,800	86
	BEAUREGARD	5,500	4,600	83
	CALCASIEU	47,600	44,400	93
	CAMERON	1,900	1,700	89
JEFF DAVIS	8,600	7,700	89	
25-50 O/O	LOUISIANA			
	ACADIA	13,900	12,400	89
	VERNON	5,100	4,200	83
5-24 O/O	LOUISIANA			
	EVANGELINE	8,800	7,100	81
	ST LANDRY	20,500	17,200	84
	VERMILION	11,600	10,600	91
	TEXAS			
JASPER	7,000	6,100	87	
NEWTON	2,700	2,200	80	
ORANGE	19,900	18,700	94	
STATION TOTALS		158,700	141,700	89
NET WEEKLY CIRCULATION (MARCH 1966)			70,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			45,000	

For other sales, see Services Volume

Louisiana—Monroe-West Monroe



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1890-ft. above av. terrain, 1985-ft. above ground, 2049-ft. above sea level.

Latitude 32° 11' 45"
Longitude 92° 04' 10"

Transmitter: 2.5-mi. N of Riverton, La.

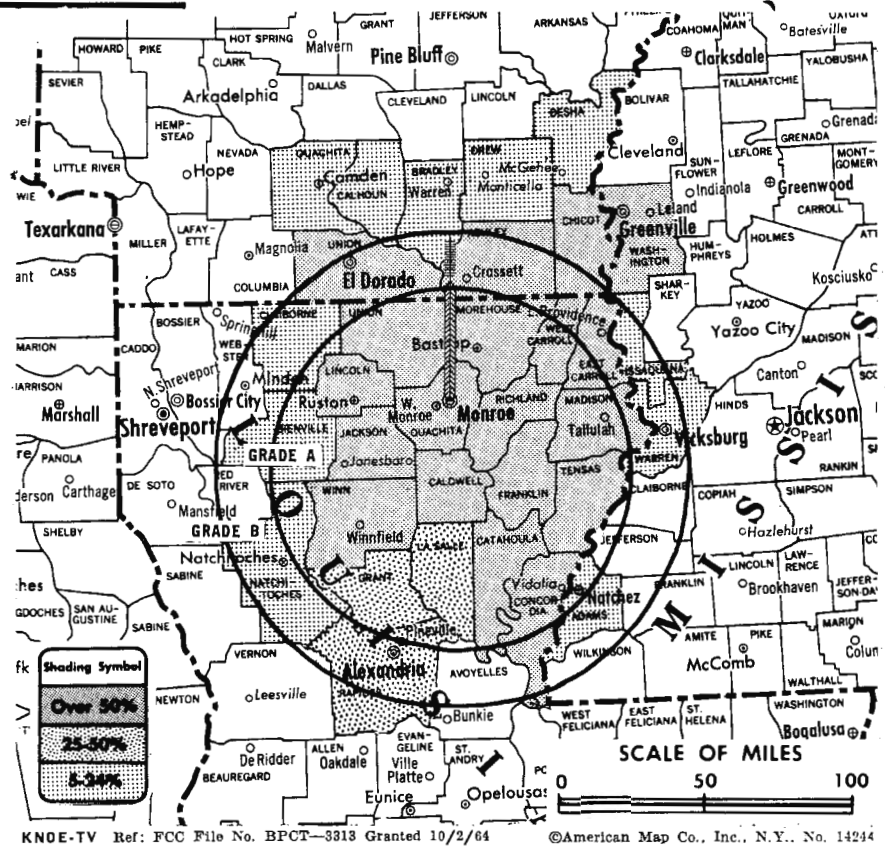
TV tape: Recording facilities.

AM Affiliate: KNOE, 5-kw, 540 kc.

Color: Network & tape.

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

Represented (legal) by Cohn & Marks.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KNOE-TV Ref: FCC File No. BPCT-3813 Granted 10/2/64

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

KNOE-TV

Network Service: ABC, CBS.

Licensee: Noe Enterprises Inc., Box 4067, Monroe.

Studio: Knoe Rd. Telephone: 318-322-8155. TWX No.: 318-387-5313.

Ownership: Noe Enterprises Inc., 100%, James A. Noe, chairman. Also owns WNOE, New Orleans.

Began Operation: Sept. 27, 1953.

Represented (sales) by National Television Sales Inc.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

PAUL H. GOLDMAN, exec. v.p. & general manager.
HARRY ARTHUR, v.p., programs & film buyer.
RAY BOYD, v.p. & technical director.
ALLEN JONES, v.p., sales service, promotion & copy.
ANSEL SMITH, v.p., operations & production.
MAC WARD, v.p. & director of news.
LEON NOLAND JR., chief photographer.

DIGEST OF RATE CARD NO. 8 (July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA	—6:30-10 p.m., daily.					
\$650.00	\$390.00	\$260.00	\$195.00			Graded rates apply*

*Highest rate: \$320.

NETWORK BASE HOURLY RATE: \$600 (ABC), \$600 (CBS).

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

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARKANSAS			
	ASHLEY	7,600	6,400	85
	CHICOT	5,600	4,300	77
	UNION	17,700	15,700	89
	LOUISIANA			
	CALDWELL	2,100	1,800	84
	CATAHOULA	2,700	2,100	77
	CONCORDIA	6,500	5,200	80
	EAST CARROLL	3,200	2,500	78
	FRANKLIN	6,000	5,200	86
	JACKSON	4,600	4,000	88
	LINCOLN	7,400	6,900	92
	MADISON	4,200	3,300	79
	MOREHOUSE	9,300	8,100	87
	QUACHITA	33,400	30,900	93
	RICHLAND	5,500	4,700	85
	TENSAS	2,700	2,100	77
	UNION	4,600	4,100	90
	WEST CARROLL	3,200	2,700	85
	WINN	4,500	3,700	83
	MISSISSIPPI			
	WASHINGTON	23,300	18,300	78
25-50 O/O	LOUISIANA			
	GRANT	3,500	2,900	85
	LA SALLE	3,900	3,300	85
	RAPIDES	32,700	30,100	92

(Continued on page 295-b)

STATION TOTALS	265,500	227,000	85
NET WEEKLY CIRCULATION (MARCH 1966)		166,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)		121,200	

Louisiana—New Orleans



WDSU-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level.

Latitude 29° 57' 01"
Longitude 89° 57' 28.5"

Transmitter: Tournefort St., Chalmette, La.

Studio: 520 Royal St.

TV tape: Recording facilities.

AM Affiliate: WDSU, 5-kw, 1280 kc (NBC).

FM Affiliate: WDSU-FM, 3.4-kw, 105.3 mc (No. 287), 600-ft. antenna height.

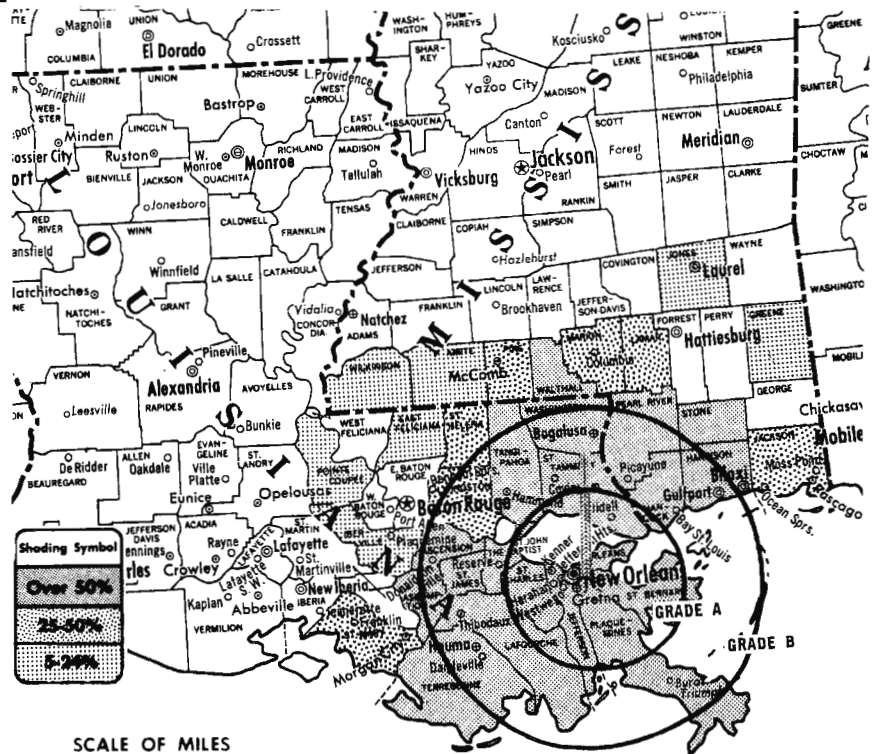
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: AP.

Represented (engineering) by David Steel & Assoc.



WDSU-TV Ref: FCC File No. BPCT—2034 Granted 11/10/55

©American Map Co., Inc., N.Y. No. 14271

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WDSU-TV

Licensee: Royal Street Corp., 520 Royal St., New Orleans, La. (70130).

Telephone: 504-524-4376. TWX No.: 504-822-6166.

Ownership: Royal Street Corp. Officers: Edgar B. Stern Jr., pres., 77.53%; A. Louis Read, exec. v.p., 11.80%; Dwight W. Martin, v.p. & treas., 9.11%; other stockholders with less than 1%. Royal Street Corp. controls Roywood Corp. which owns WALA-TV, Mobile, Ala.

Began Operation: Dec. 18, 1948.

Represented (sales) by Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

A. LOUIS READ, president.
ROBERT S. SCHULTIS, v.p. & general sales manager.
LINDSEY RIDDLE, chief engineer.
JERRY ROMIG, program director.
MAURY A. MIDLO, dir. of promotion & merchandising.
ELDON DURAND, operations.
ED PLANER, news director.

DIGEST OF RATE CARD NO. 17

(June 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AAA—7-10 p.m., daily.	\$1400.00	\$840.00	\$600.00	\$475.00	\$425.00	\$200.00

NETWORK BASE HOURLY RATE: \$1400.

See Group Ownership Section for Other Firms and

Persons Who Own Two or More TV Stations.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LOUISIANA			
	ASCENSION	7,900	6,800	86
	ASSUMPTION	4,500	3,800	85
	JEFFERSON	73,600	70,400	96
	LAFOURCHE	16,000	14,800	92
	ORLEANS	203,900	189,100	93
	PLAQUEMINES	6,800	6,300	92
	ST BERNARD	12,100	11,800	98
	ST CHARLES	6,600	6,100	93
	ST JAMES	4,400	3,900	88
	ST JHN BPTST	4,900	4,300	88
	ST TAMMANY	14,600	13,400	92
	TANGIPAHOA	17,000	14,700	87
	TERREBONNE	17,200	15,700	91
WASHINGTON	13,100	11,300	86	
MISSISSIPPI	HANCOCK	4,600	3,900	86
	HARRISON	37,200	34,000	91
	PEARL RIVER	6,800	5,800	85
	STONE	2,200	1,900	84
	WALTHALL	3,400	2,600	77
25-50 O/O	LOUISIANA			
	LIVINGSTON	8,200	7,100	87
	ST HELENA	2,100	1,700	79
	ST MARY	14,500	13,300	92
MISSISSIPPI	JACKSON	19,300	17,400	90
	LAMAR	4,100	3,400	84
	MARION	6,800	5,300	79
	PIKE	10,700	8,500	80

(Continued on page 295-b)

STATION TOTALS	566,600	514,500	91
NET WEEKLY CIRCULATION (MARCH 1966)		420,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)		315,800	

Louisiana—New Orleans



WVUE

Ch. 12



Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural using non-directional antenna. Antenna: 1010-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 57' 13.5"
Longitude 89° 56' 58.3"

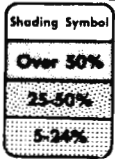
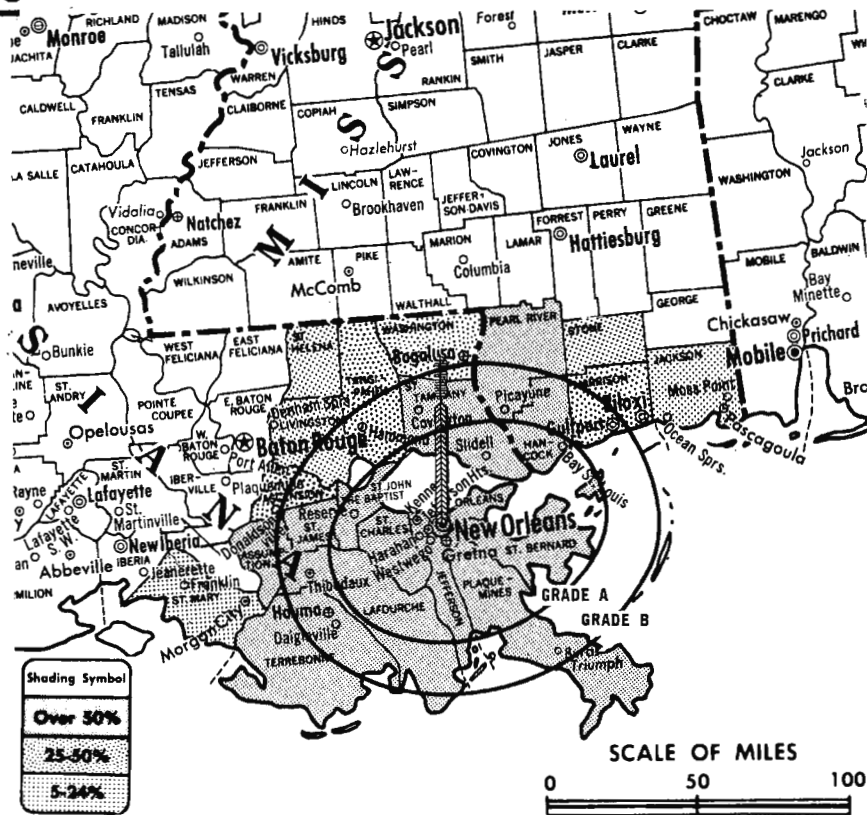
Transmitter: Paris Rd., near Chalmette, La.

Studio: 1422 Cleveland Ave.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ABB study.

WVUE BPT—2430; Doc. 12289 Granted 9/5/61

©American Map Co., Inc., N.Y. No. 14274

WVUE

Licensee: Screen Gems Broadcasting of Louisiana Inc., 1418 Cleveland Ave., New Orleans, La. (70112).

Telephone: 504-525-9011.

Ownership: Screen Gems, 100%. For other interests see KCPX-TV, Salt Lake City.

Began Operation: On Dec. 17, 1958, FCC granted permission to operate on Ch. 13, and on Jan. 28, 1959 FCC granted STA for temporary Ch. 13 operation by New Orleans Television Corp. (Television Digest, Vols. 14:51; 15:5). Supreme Bcstg. Co. started operations on Ch. 20 on Nov. 1, 1953, using WJMR-TV call letters. In Oct. 1957, WJMR-TV began experimental operation on Ch. 12 but FCC ruled in 1958 that this operation was to close by Jan. 1, 1959 but WVUE did not begin on Ch. 12 until Sept. 1, 1962. Sale of 60% by New Orleans Television Inc. (Joseph A. Paretti and associates) to Screen Gems and contingent transfer by Rust Craft of its 40% to Screen Gems approved June 2, 1965 by FCC (Vol. 5:8, 23).

Represented (sales) by Metro TV Sales.

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

Personnel:

- NORMAN LOUVAU, president.
- DOUGLAS J. ELLESON, vice president & general manager.
- ZVI SHOUBIN, program director.
- HARLAN McFADDEN, general sales manager.
- WILLIAM PERRY BROWN JR., promotion manager.
- ALLEN GUNDERSON, chief engineer.
- EDWIN F. MOISE, operations & production manager.

DIGEST OF RATE CARD NO. 8A—(Nov. 1, 1966)

	Min. or					
Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
	\$1100.00	\$660.00	\$410.00	\$400.00	\$350.00	Graded rates apply*

*Highest rate: \$408.

NETWORK BASE HOURLY RATE: \$950.

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LOUISIANA			
	ASSUMPTION	4,500	3,800	85
	JEFFERSON	73,600	70,400	96
	LAFOURCHE	16,000	14,800	92
	ORLEANS	203,900	189,100	93
	PLAQUEMINES	6,800	6,300	92
	ST BERNARD	12,100	11,800	98
	ST CHARLES	6,600	6,100	93
	ST JAMES	4,400	3,900	88
	ST JHN BPTST	4,900	4,300	88
	ST TAMMANY	14,600	13,400	92
	FERREBONNE	17,200	15,700	91
MISSISSIPPI	HANCOCK	4,600	3,900	86
	PEARL RIVER	6,800	5,800	85

25-50 O/O	LOUISIANA			
	ASCENSION	7,900	6,800	86
	TANGIPAOHA	17,000	14,700	87
WASHINGTON	13,100	11,300	86	
MISSISSIPPI	HARRISON	37,200	34,000	91

5-24 O/O	LOUISIANA			
	LIVINGSTON	8,200	7,100	87
	ST HELENA	2,100	1,700	79
ST MARY	14,500	13,300	92	
MISSISSIPPI	JACKSON	19,300	17,400	90
	STONE	2,200	1,900	84

STATION TOTALS		497,500	457,500	92
NET WEEKLY CIRCULATION (MARCH 1966)			348,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			248,000	

Louisiana—New Orleans



WVL-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1009-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.5"
Longitude 90° 02' 23.3"

Transmitter: Cooper Rd. near Gretna, La.

Studio: 1024 N. Rampart St. (70116)

Telephone: 504-529-4444.

TV tape: Recording facilities.

AM Affiliate: WWL, 50-kw, 870 kc (CBS).

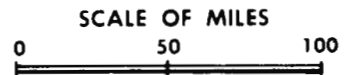
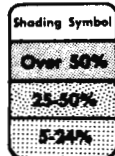
O & O Translator: W02AJ, Cuevas, Long Beach & Pass Christian, Miss.

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

New Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WVL-TV Ref: FCC File No. BPCT-3071 Granted 11/1/62

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

WVL-TV

Licensee: Loyola University, 6363 St. Charles Ave., New Orleans, La. (70118).

Ownership: Loyola University. Very Rev. Homer Jolley, S.J., pres.

Began Operation: Sept. 7, 1957.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Robert Marmet.

Personnel:

J. MICHAEL EARLY, general manager.
RUPERT COPPONEX, program director & film buyer.
MAURICE GUILLERMAN, general sales manager.
PHIL JOHNSON, promotion manager.
MARILYN SUBLETTE, public affairs director.
BILL REED, news director.
FRANCIS JACOB JR., chief engineer.
HUGH R. BURNEY, operations director.

DIGEST OF RATE CARD NO. A15b
(Dec. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., daily.
\$1450.00 \$850.00 \$600.00 \$500.00 \$375.00* \$350.00* \$175.00*

*Class AA—7-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1150.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LOUISIANA			
	ASCENSION	7,900	6,800	86
	ASSUMPTION	4,500	3,800	85
	JEFFERSON	73,600	70,400	96
	LAFOURCHE	16,000	14,800	92
	ORLEANS	203,900	189,100	93
	PLAQUEMINES	6,800	6,300	92
	ST BERNARD	12,100	11,800	98
	ST CHARLES	6,600	6,100	93
	ST JAMES	4,400	3,900	88
	ST JHN BPTST	4,900	4,300	88

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ST MARY	14,500	13,300	92
	ST TAMMANY	14,600	13,400	92
	TANGIPAHOA	17,000	14,700	87
	TERREBONNE	17,200	15,700	91
	WASHINGTON	13,100	11,300	86
	MISSISSIPPI			
	HANCOCK	4,600	3,900	86
	HARRISON	37,200	34,000	91
	PEARL RIVER	6,800	5,800	85
	STONE	2,200	1,900	84
	WALTHALL	3,400	2,600	77
25-50 O/O	LOUISIANA			
	LIVINGSTON	8,200	7,100	87
	ST HELENA	2,100	1,700	79
	MISSISSIPPI			
	JACKSON	19,300	17,400	90
	LAMAR	4,100	3,400	84
	PIKE	10,700	8,500	80
5-24 O/O	LOUISIANA			
	E FELICIANA	3,600	2,900	80
	IBERVILLE	8,000	7,000	87
	POINTE COUPE	5,600	4,800	85
	MISSISSIPPI			
	AMITE	3,500	2,600	75
	FRANKLIN	2,500	1,900	74
	MARION	6,800	5,300	79
	PERRY	2,400	1,900	81
	WILKINSON	3,300	2,300	69
STATION TOTALS		551,400	500,700	91
NET WEEKLY CIRCULATION (MARCH 1966)			427,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			337,500	

Louisiana—New Orleans

WWOM-TV

Ch. 26

(Due to Begin Operation
by Spring)

Technical Facilities: Channel No. 26
(542-548 mc). Authorized power:
468-kw visual, 93.3-kw aural. An-
tenna: 500-ft. above av. terrain,
498-ft. above ground, 518-ft.
above sea level.

Latitude 29° 56' 55"
Longitude 90° 03' 47"

Transmitter: Trade Mart, foot of
Canal St.

TV tape: Recording facilities.

Color: Film & slide.

News Wire Service: UPI.



WWOM-TV Ref: FCC File No. BPCT-3314 Granted 7/6/65

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

WWOM-TV

Network Service: None, independent.

Grantee: Channel 26 Inc., 614 N. Rampart St.

Studio: International Trade Mart, Canal St.

Telephone: 529-7516.

Ownership: David W. Wagenvoord, pres., 45%; George S. Ventura-
tos, v.p., 30%; Mrs. Myrtle Robert Westenberger, secy.-treas.,
25%. Wagenvoord owns 2/3 of radio WWOM, KRBE(FM),
Houston; and radio KOMA, Tulsa. Mrs. Westenberger owns 1/3
of WWOM, KRBE(FM) and KOMA.

Represented (sales) by National Television Sales.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by L. J. N. du Treil & Associates.

Personnel:

DAVID W. WAGENVOORD, president & general manager.
GEORGE S. VENTURATOS, exec. vice president.
CHARLES CROSNO, technical director.

DIGEST OF RATE CARD NO. 1

(Dec. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.	
Class A—7:30-11 p.m., daily.	\$250.00	\$180.00	\$100.00	\$80.00	\$75.00	\$40.00

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

CATV Florida	\$600,000
Radio Maryland	\$250,000

116 Central Park South

New York, N.Y.

Louisiana—Shreveport



KSLA-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1800-ft. above av. terrain, 1791-ft. above ground, 2046-ft. above sea level.

Latitude 32° 40' 29"
Longitude 93° 55' 59"

Transmitter: 2-mi. ESE of Mooringsport.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS

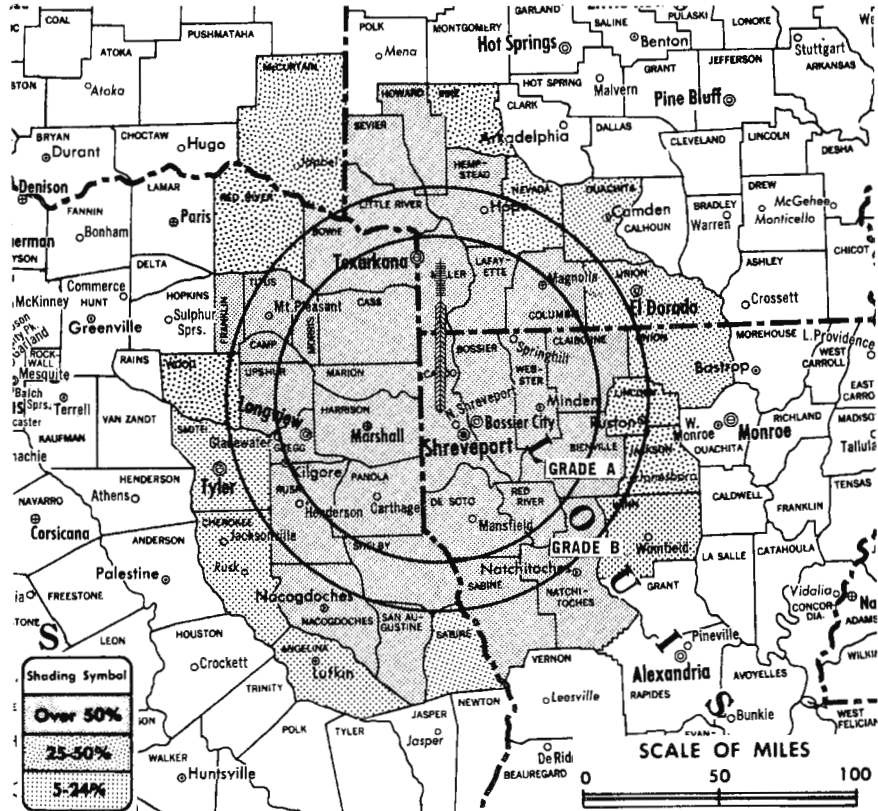
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KSLA-TV Ref: FCC File No. BMPCT-5970 Granted 5/5/64

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

KSLA-TV

Licensee: KSLA-TV Inc. Box 92, Shreveport, La. (71102).

Studio: Washington-Youree Hotel.

Telephone: 318-424-8101. TWX No.: 318-746-4072.

Ownership: Journal Publishing Co. Inc. (Shreveport Journal), 55%; Douglas F. Attaway, chairman, .5% (publisher of Shreveport Journal); Winston B. Linam, pres. & mgr., 10%; S. Berton Heard, treas., .10%; James Van Hook, secy., 1%; Mrs. Dolores George LaVigne, 10%; Mrs. Eugenia Booth George, 10%; 18 others, none with as much as 3%.

Began Operation: Dec. 22, 1953 as KSLA, Interim Television Corp., equally owned by KRMD, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (Television Digest, Vol. 11:21). Sale to present owners by Mrs. George et al., who retained minority interest, approved May 25, 1960 by FCC (Vol. 16:6, 24).

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

WINSTON B. LINAM, general manager & film buyer.
BEN B. McLAUGHLIN, sales manager.
JAMES B. HOBBS JR., local sales manager.
JOHN RENSHAW, program director.
ROBERT WEIMAR, promotion director.
MORRIS BARTON, chief engineer.
DON OWEN, news director.

DIGEST OF RATE CARD NO. 15 (June 6, 1966)

	Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$700.00	\$420.00	\$280.00	\$210.00*	\$200.00*	\$180.00*	\$90.00*

*Class A—6:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$725.

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARKANSAS			
	COLUMBIA	8,600	7,300	85
	HEMPSTEAD	5,900	5,100	85
	HOWARD	3,400	3,000	88
	LAFAYETTE	3,300	2,900	88
	LITTLE RIVER	2,600	2,100	82
	MILLER	11,100	9,900	89
	SEVIER	3,400	3,000	89
	LOUISIANA			
	BIENVILLE	4,200	3,500	85
	BOSSIER	18,100	16,700	92
	CADDO	75,100	69,200	92
	CLAIBORNE	4,700	3,900	84
	DE SOTO	6,700	5,600	83
	NATCHITOCHES	8,800	6,900	78
	RED RIVER	2,300	1,800	79
	SABINE	4,700	3,600	77
	WEBSTER	12,400	10,900	88
	TEXAS			
	BOWIE	19,200	17,600	91
	CAMP	2,200	1,800	83
	CASS	6,700	5,900	89
	FRANKLIN	1,300	1,100	84
	GREGG	23,700	21,700	91
	HARRISON	13,000	11,400	88
	MARION	2,000	1,600	83
	MORRIS	4,100	3,700	90
	NACOGDOCHES	8,300	6,900	83
	PANOLA	4,600	4,000	87
	RUSK	10,400	9,300	89
	SAN AUGUSTINE	1,900	1,500	78
	SHELBY	5,900	4,900	83
	TITUS	5,500	4,800	87
	UPSHUR	5,900	5,300	89

(Continued on page 310-b)

STATION TOTALS	413,700	365,400	88
NET WEEKLY CIRCULATION (MARCH 1966)		271,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		205,800	

Louisiana—Shreveport-Texarkana, Texas



KTAL-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1580-ft. above av. terrain, 1553-ft. above ground, 1849-ft. above sea level.

Latitude 32° 54' 11"
Longitude 94° 00' 22"

Transmitter: 2.3-mi. NNW of Vivian, La., W of County Rd.

TV tape: Recording facilities.

AM Affiliate: KCMC, 1-kw, 740 kc. (ABC).

FM Affiliate: KTAL-FM, 81.3-kw, 98.1 mc (No. 251), 1447-ft. antenna height.

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

News Wire Service: AP.

News Film Service: NBC, UPI.

Facsimile Service: UPI.

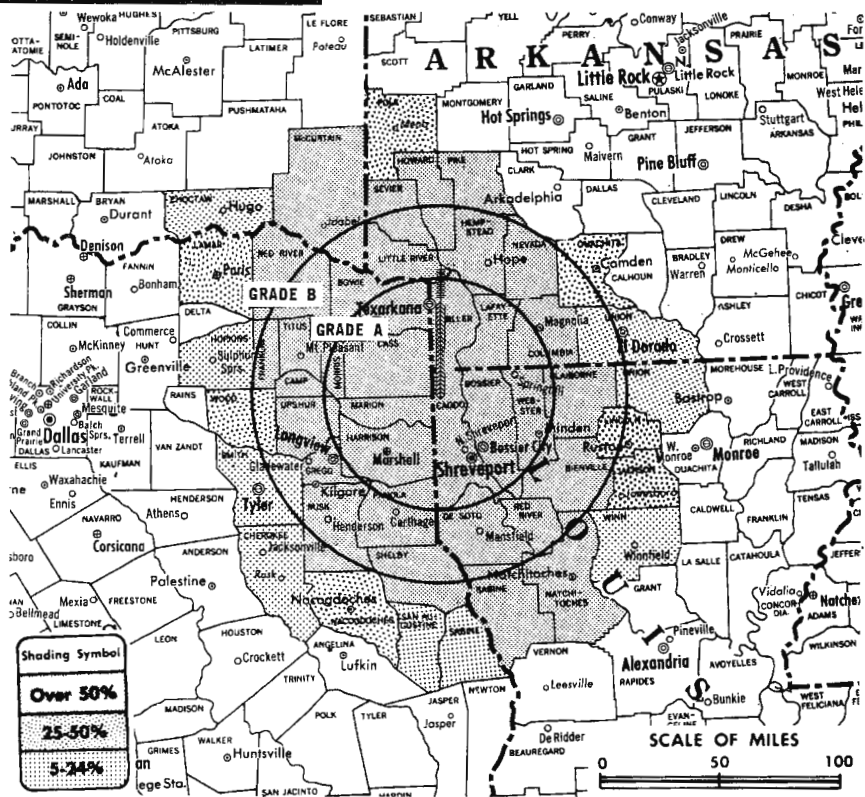
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KTAL-TV Ref: FCC File No. BLCT-1135 Granted 7/24/62
Authorized: FCC File No. BPCT-2660 Granted 11/28/69

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

KTAL-TV

Licensee: KCMC Inc., 3150 N. Market St., Shreveport, La. (71107).

Studios & Offices: 3150 N. Market St., Shreveport, La.; 3227 Summerhill Rd., Texarkana, Tex.

Telephones: 318-425-2422 (Shreveport); 214-793-1133 (Texarkana).

TWX No.: 318-746-4056 (Shreveport).

Ownership: Camden News Publishing Co., publisher of Camden (Ark.) News, 49.64%; (News owned 39% by Walter E. Hussman and 39% by Betty P. Hussman); Walter E. Hussman, pres., 18.9%; Texarkana Newspapers Inc., 6%; many others, none with as much as 2%. Ownership interlocks with KCMC, Texarkana and KAMD, Camden, Ark. Palmer properties include Texarkana Gazette and News; Hot Springs (Ark.) New Era-Sentinel Record; El Dorado (Ark.) News-Times; Magnolia (Ark.) Banner-News; plus interest in Hope (Ark.) Star and Jacksonville (Tex.) Progress. Mr. Hussman also owns 45% of CATV system in Camden, Ark.

Began Operation: Aug. 16, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

WALTER E. HUSSMAN, president.
ABE COWAN, vice president, operations.
JESSE R. RAGAN, program director.
JENI LOU INCE, promotion director.
DAVE McCLELLAND, news & public affairs director.
HARRY TILLEY, director of engineering.

DIGEST OF RATE CARD NO. 8

(Dec. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$200.00	\$210.00	\$190.00	\$95.00
NETWORK BASE HOURLY RATE: \$650.00						

308-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARKANSAS			
	COLUMBIA	8,600	7,300	85
	HEMPSTEAD	5,900	5,100	85
	HOWARD	3,400	3,000	88
	LAFAYETTE	3,300	2,900	88
	LITTLE RIVER	2,600	2,100	82
	MILLER	11,100	9,900	89
	NEVADA	3,000	2,500	82
	PIKE	2,200	1,900	85
	SEVIER	3,400	3,000	89
	LOUISIANA			
	BIENVILLE	4,200	3,500	85
	BOSSIER	18,100	16,700	92
	CADDO	75,100	69,200	92
	CLAIBORNE	4,700	3,900	84
	DE SOTO	6,700	5,600	83
	NATCHITOCHE	8,800	6,900	78
	RED RIVER	2,300	1,800	79
	SABINE	4,700	3,600	77
	WEBSTER	12,400	10,900	88
	OKLAHOMA			
	MC CURTAIN	7,000	5,700	82
	TEXAS			
	BOWIE	19,200	17,600	91
	CAMP	2,200	1,800	83
	CASS	6,700	5,900	89
	FRANKLIN	1,300	1,100	84
	GREGG	23,700	21,700	91
	HARRISON	13,000	11,400	88
	MARION	2,000	1,600	83
	MORRIS	4,100	3,700	90
	PANDLA	4,600	4,000	87
	RED RIVER	4,000	3,200	79

(Continued on page 310-b)

STATION TOTALS	424,000	372,400	88
NET WEEKLY CIRCULATION (MARCH 1966)		269,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)		186,000	

TV Factbook No. 37

Louisiana—Shreveport



KTBS-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1837-ft. above av. terrain, 1800.5-ft. above ground, 2049-ft. above sea level.

Latitude 32° 41' 08"
Longitude 93° 56' 00"

Transmitter: 1.5-mi. SE of Mooringsport, La.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

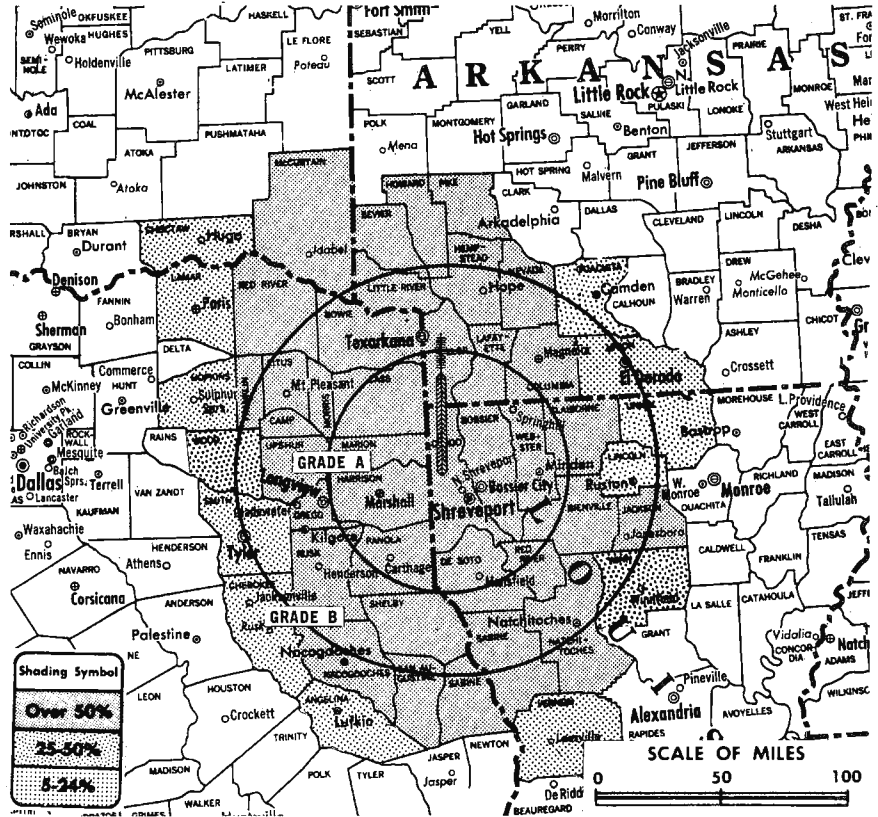
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KTBS-TV Ref: FCC File No. BMPCT-5808 Granted 12/18/62

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

KTBS-TV

Licensee: KTBS Inc., 312 East Kings Hwy.

Studio: 312 East Kings Hwy.

Telephone: 318-868-3644. TWX No.: 318-746-4024.

Ownership: George D. Wray Sr., chairman, 33 1/3%; E. Newton Wray, pres., 33 1/3%; George D. Wray Jr., v.p., 16 2/3%; Charles W. Wray, secy.-treas., 16 2/3%.

Began Operation: Sept. 3, 1955.

Represented (sales) by The Katz Agency Inc.

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

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

Personnel:

E. NEWTON WRAY, president & general manager.
DEANE R. FLETT, station manager & film buyer.
JERRY COLVIN, national sales manager.
MICKEY HOOTEN, production manager.
RAY SPRUELL, promotion manager.
MARVIN L. PERRY JR., film director.
CLAUDE R. SCOTT, chief engineer.
MAURIE WAYNE, news director.

DIGEST OF RATE CARD NO. 11 (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-10 p.m., daily.
\$700.00 \$420.00 \$280.00 \$210.00 \$190.00* \$175.00* \$88.00*

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$675 (ABC).

For List of Stations with Color Equipment
and Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	ARKANSAS			
	COLUMBIA	8,600	7,300	85
	HEMPSTEAD	5,900	5,100	85
	HOWARD	3,400	3,000	88
	LAFAYETTE	3,300	2,900	88
	LITTLE RIVER	2,600	2,100	82
	MILLER	11,100	9,900	89
	NEVADA	3,000	2,500	82
	PIKE	2,200	1,900	85
	SEVIER	3,400	3,000	89

	LOUISIANA			
	BIENVILLE	4,200	3,500	85
	BOSSIER	18,100	16,700	92
	CADDO	75,100	69,200	92
	CLAIBORNE	4,700	3,900	84
	DE SOTO	6,700	5,600	83
	JACKSON	4,600	4,000	88
	NATCHITOCHE	8,800	6,900	78
	RED RIVER	2,300	1,800	79
	SABINE	4,700	3,600	77
	WEBSTER	12,400	10,900	88

	OKLAHOMA			
	MC CURTAIN	7,000	5,700	82

	TEXAS			
	BOWIE	19,200	17,600	91
	CAMP	2,200	1,800	83
	CASS	6,700	5,900	89
	FRANKLIN	1,300	1,100	84
	GREGG	23,700	21,700	91
	HARRISON	13,000	11,400	88
	MARION	2,000	1,600	83
	MORRIS	4,100	3,700	90
	NACOGDOCHES	8,300	6,900	83

(Continued on page 310-b)

STATION TOTALS 438,300 385,200 88

NET WEEKLY CIRCULATION (MARCH 1966) 289,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 203,200

Louisiana—Shreveport

KTAL-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TEXAS—(Continued)				
OVER 50 O/O	RUSK	10,400	9,300	89
	SHELBY	5,900	4,900	83
	TITUS	5,500	4,800	87
	UPSHUR	5,900	5,300	89

25-50 O/O	ARKANSAS			
	OUACHITA	10,600	9,000	85
	POLK	4,000	3,300	81
	LOUISIANA			
	JACKSON	4,600	4,000	88
	LINCOLN	7,400	6,900	92
	TEXAS			
	LAMAR	9,800	7,600	78
	NACOGDOCHES	8,300	6,900	83
	WOOD	5,000	4,500	89

5-24 O/O	ARKANSAS			
	UNION	17,700	15,700	89
	LOUISIANA			
	UNION	4,600	4,100	90
	WINN	4,500	3,700	83
	OKLAHOMA			
	CHOCTAW	4,300	3,200	76
	TEXAS			
	CHEROKEE	9,000	7,600	84
	HOPKINS	5,400	4,800	88
	SABINE	1,800	1,400	77
	SAN AUGUSTINE	1,900	1,500	78
	SMITH	29,100	26,400	91

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

KTBS-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TEXAS—(Continued)				
OVER 50 O/O	PANOLA	4,600	4,000	87
	RED RIVER	4,000	3,200	79
	RUSK	10,400	9,300	89
	SABINE	1,800	1,400	77
	SAN AUGUSTINE	1,900	1,500	78
	SHELBY	5,900	4,900	83
	TITUS	5,500	4,800	87
	UPSHUR	5,900	5,300	89

25-50 O/O	ARKANSAS			
	OUACHITA	10,600	9,000	85
	LOUISIANA			
	LINCOLN	7,400	6,900	92
	UNION	4,600	4,100	90
	WINN	4,500	3,700	83
	TEXAS			
	WOOD	5,000	4,500	89

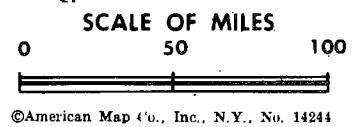
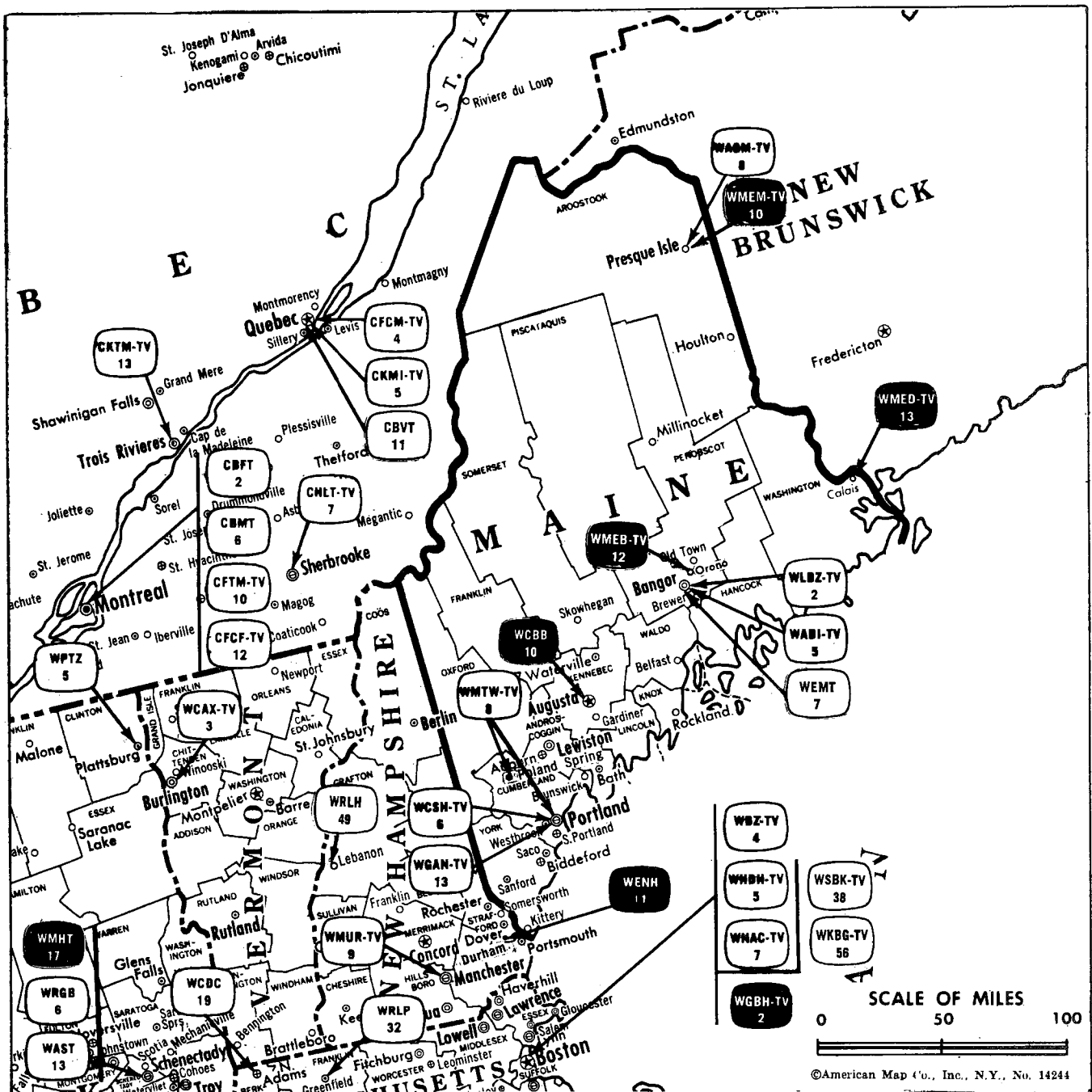
5-24 O/O	ARKANSAS			
	UNION	17,700	15,700	89
	LOUISIANA			
	VERNON	5,100	4,200	83
	OKLAHOMA			
	CHOCTAW	4,300	3,200	76
	TEXAS			
	ANGELINA	13,200	11,900	90
	CHEROKEE	9,000	7,600	84
	HOPKINS	5,400	4,800	88
	LAMAR	9,800	7,600	78
	SMITH	29,100	26,400	91

KSLA-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	ARKANSAS			
	NEVADA	3,000	2,500	82
	PIKE	2,200	1,900	85
	LOUISIANA			
	JACKSON	4,600	4,000	88
	LINCOLN	7,400	6,900	92
	OKLAHOMA			
	MC CURTAIN	7,000	5,700	82
	TEXAS			
	RED RIVER	4,000	3,200	79
	WOOD	5,000	4,500	89

5-24 O/O	ARKANSAS			
	OUACHITA	10,600	9,000	85
	UNION	17,700	15,700	89
	LOUISIANA			
	UNION	4,600	4,100	90
	WINN	4,500	3,700	83
	TEXAS			
	ANGELINA	13,200	11,900	90
	CHEROKEE	9,000	7,600	84
	SABINE	1,800	1,400	77
	SMITH	29,100	26,400	91



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Portland-Poland Spring	307,300	60	498,600	61	469,600	61
Bangor	97,200	154	171,600	151	160,300	143
Presque Isle	23,900	212	27,800	217	25,600	217

For Additional State Data, see next page

Maine

Maine Station Status as of Jan. 1, 1967

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

State Educational Technical Facilities (Complete Data in Educational Directory)

WCBB

Augusta

Ch. 10

Non-Commercial Educational Station

Licensee: Colby-Bates-Bowdoin Educational Telecasting Corp., c/o Bates College, Lewiston, Me.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 310-kw visual, 61.7-kw aural. Antenna: 720-ft. above av. terrain, 369-ft. above ground, 1049-ft. above sea level.

Latitude 44° 09' 16"
Longitude 70° 00' 37"

WMED-TV

Calais

Ch. 13

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono, Me.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 31.6-kw visual, 6.2-kw aural. Antenna: 430-ft. above av. terrain, 187-ft. above ground, 667-ft. above sea level.

Latitude 45° 01' 44"
Longitude 67° 19' 24"

WMEB-TV

Orono

Ch. 12

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 299-kw visual, 30-kw aural. Antenna: 990-ft. above av. terrain, 369-ft. above ground, 1346-ft. above sea level.

Latitude 44° 45' 36"
Longitude 68° 33' 59"

WMEM-TV

Presque Isle

Ch. 10

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono, Me.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 299-kw visual, 30-kw aural. Antenna: 1093-ft. above av. terrain, 155-ft. above ground, 1762-ft. above sea level.

Latitude 46° 33' 05"
Longitude 67° 48' 37"

For Directory of CATV Systems
See Services Volume

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

WMTW-TV

Portland

(See Poland Spring, Me.)

WMTW-TV, Poland Spring

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
VERMONT				
25-50 O/O	ADDISON	5,400	5,000	92
	CHITTENDEN	21,900	20,800	95
	GRAND ISLE	800	800	98
	LAMOILLE	3,000	2,900	95
	RUTLAND	13,800	12,800	93
	WINDHAM	9,300	8,000	86
MAINE				
5-24 O/O	PISCATAQUIS	5,200	4,900	94
	WALDO	6,800	6,300	92
NEW HAMPSHIRE				
	CHESHIRE	14,900	13,700	92
VERMONT				
	BENNINGTON	7,900	7,300	93
	FRANKLIN	8,300	8,000	97

Every Monday morning

a CATV Operator

reads Television Digest.

Why? See page 803-b

Maine—Bangor



WABI-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 38.9-kw visual, 7.76-kw aural. Antenna: 1310-ft. above av. terrain, 525-ft. above ground, 1745-ft. above sea level.

Latitude 44° 42' 15"
Longitude 69° 04' 42"

Transmitter: Pickard Mt., near Maine Rt. 9.

Studio: 35 Hildreth St.

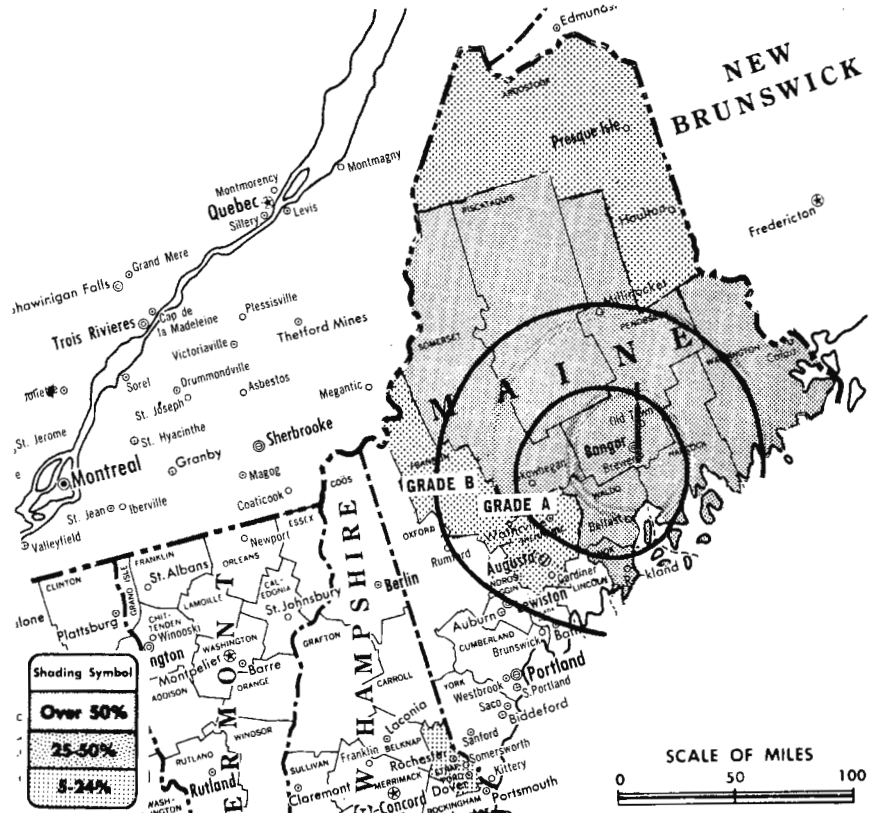
AM Affiliate: WABI, 5-kw, 910 kc (ABC & Yankee).

FM Affiliate: WABI-FM, 5-kw, 97.1 mc (No. 246), 1250-ft. antenna height.

Color: Network only.

News Wire Service: AP.

Total Households: SBDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WABI-TV Ref: FCC File No. BPCT-3508 Granted 7/29/65

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

WABI-TV

Network Service: CBS.

Licensee: Community Telecasting Service, 35 Hildreth St., Bangor, Me. (04401).

Telephone: 207-947-8321. **TWX No.:** 207-989-4550.

Ownership: Community Bcstg. Service (WABI), 100%. Community Bcstg. principals are Horace Hildreth (ex-Ambassador to Pakistan and ex-Gov. of Me.), 63.6%; Hildreth Bcstg. Co. (WPOR, Portland, Me.), 30.52%; Kennebec Bcstg. Co. (WTVL, Waterville, Me.), 4.507%; Walter L. Dickson, 1.4%. **WABI-TV officers:** Horace A. Hildreth, chmn.; W. L. Dickson, pres. & gen. mgr.; Carleton D. Brown, v.p. (represents WTVL); James F. White, v.p. (WABI); Harland Blanchard, treas.; Charles L. Hildreth, director; H. A. Hildreth Jr. operates WAGM-TV, Presque Isle, Me. and radio affiliate WAGM. Horace Hildreth owns minority interest in WMTW-TV, Poland Spring, Me.

Began Operation: Jan. 25, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter.

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

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

- WALTER L. DICKSON, president & general manager.
- RICHARD B. BRONSON, exec. director, public relations.
- JOHN F. MacRAE, station manager & film buyer.
- CHARLES M. SIAS JR., general sales manager.
- ROBERT GOLD, national sales manager.
- GEORGE GONYAR, dir. TV operations.
- JOHN RICHARDS, Hildreth Network chief engineer.
- ROBERT WOODBURY, production director.
- RALPH LIBBY, film director.
- EDWARD HEALEY, art director.

For Color Set Penetration by Markets
See Services Volume

DIGEST OF RATE CARD NO. 8A—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:29-9:59 p.m., daily.	\$500.00	\$300.00	\$200.00	\$125.00	\$100.00	\$80.00 \$46.00
NETWORK BASE HOURLY RATE: \$400.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MAINE			
	HANCOCK	10,400	9,900	94
	KNOX	9,300	8,500	91
	PENOBSCOT	38,000	36,000	95
	PISCATAQUIS	5,200	4,900	94
	SOMERSET	11,600	10,800	93
	WALDO	6,800	6,300	92
	WASHINGTON	9,900	9,000	91

5-24 O/O	MAINE			
	AROOSTOOK	27,800	25,600	92
	FRANKLIN	5,900	5,300	90
	KENNEBEC	27,000	25,400	94
	NEW HAMPSHIRE STRAFFORD	19,700	18,600	95

STATION TOTALS	171,600	160,300	93
NET WEEKLY CIRCULATION (MARCH 1966)	97,200		
AVERAGE DAILY CIRCULATION (MARCH 1966)	71,200		

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

Maine—Bangor



WEMT

Ch. 7

Technical Facilities: Channel No. 7
(174-180 mc). Authorized power:
58.9-kw visual, 11.7-kw aural.
Antenna: 818-ft. above av. terrain,
183-ft. above ground, 1180-ft.
above sea level.

Latitude 44° 45' 35"
Longitude 68° 34' 01"

Transmitter: Black Cap Mt., Edding-
ton, Me.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.



Circulation © 1966 American Research Bureau.

WEMT Ref: FCC File No. BMPCT—6139 Granted 8/2/65

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

WEMT

Network Service: ABC.

Licensee: Down East TV Inc., 41 Farm Rd., Bangor, Me. (04401).

Studio: 41 Farm Rd., Bangor.

Telephone: 207-945-6457. TWX No.: 710-222-1962.

Ownership: Melvin L. Stone, pres., 25%; William H. Hart, exec. v.p., 4%; Donald S. Day, financial v.p., 19%; Herbert S. Hoffman, treas., 12.5%; Edward I. Gross, secy., 2%; Aaron O. Cohen, 12.5%; Martin H. Alpert, 12.5%; Roger A. Saunders, 12.5%; M. L. Stone, with wife, owns radios WGUY, Bangor & WRUM, Rumford, Me. H. S. Hoffman owns WBOS, Boston, Mass.

Began Operation: Oct. 15, 1965.

Represented (sales) by Eastman TV Inc.; Bill Creed (Boston).

Represented (legal) by Dempsey & Koplovitz.

Personnel:

MELVIN L. STONE, president & general manager.
WILLIAM H. HART, station manager.
PHILIP J. GILDART JR., general sales manager.
EVERETT K. FOSTER, art & promotion manager.
ELTON RAWLEY JR., program director.
PAUL BUNKER, chief engineer.
DANIEL FULKERSON, production director.
MARSHA BOUTILIER, traffic manager.
ROBERT McALLISTER, news director.
ALTHA PURDY, film director.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.	\$400.00	\$250.00	\$180.00	\$110.00	\$80.00	\$40.00

ARB County-by-County coverage for this station is not available since it was not on the air when the survey was made.

Net Weekly Circulation (March 1966)	65,200
Average Daily Circulation (March 1966)	37,400



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Maine—Bangor



WBZ-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 51.3-kw visual, 10.2-kw aural. Antenna: 640-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level.

Latitude 44° 44' 10"
Longitude 68° 40' 17"

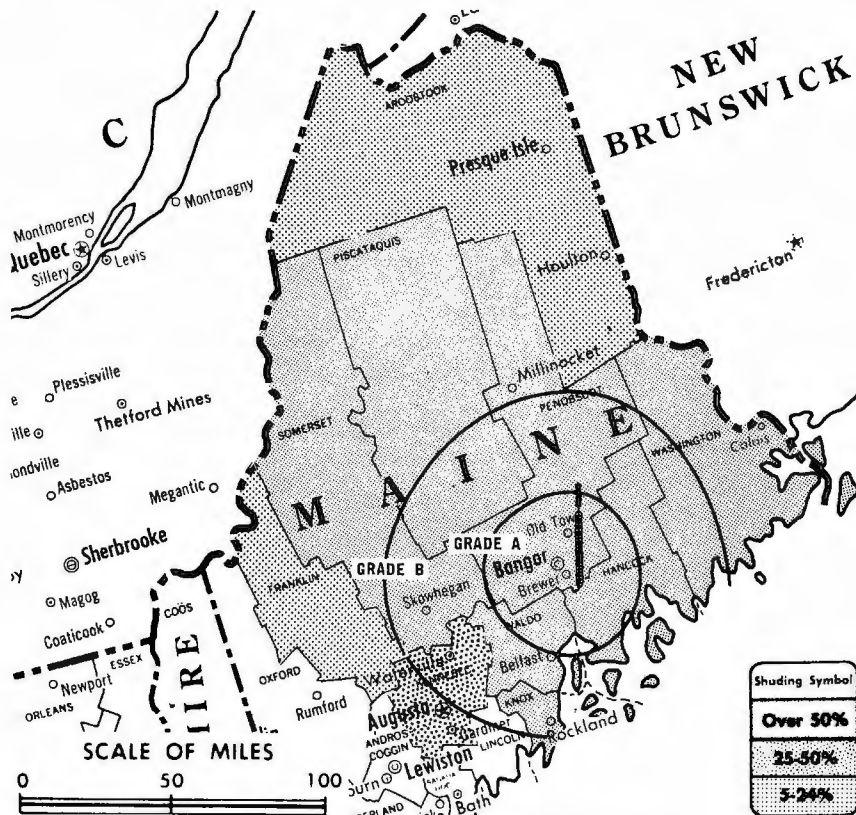
Transmitter: Ryders Peak, near Holden, Me.

AM Affiliate: WLBZ, 5-kw, 620 kc (NBC).

Color: Network only.

News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WLBZ-TV Ref: FCC File No. BPCT—2555 Granted 12/22/58

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

WLBZ-TV

Licensee: WLBZ Television Inc., Box 732, Bangor, Me. (04401).

Studio: Mt. Hope Ave.

Telephone: 207-942-4822.

TWX No.: 207-989-4658.

Ownership: William H. Rines, 50%; Mary Rines Thompson, 50%. They are children of Mrs. Adeline B. Rines, who turned over stock to them after purchase from Murray Carpenter. Mrs. Rines controls WCSH-TV, Portland, Me.

Began Operation: Sept. 12, 1954. Sale as WTWO to present owners by Murray Carpenter & wife approved May 14, 1958 by FCC (Television Digest, Vol. 14:12, 16, 20).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Personnel:

- WILLIAM H. RINES, president.
- JACK S. ATWOOD, executive vice president.
- RUDY MARCOUX, manager & film buyer.
- JAMES ROBINSON, production and studio manager.
- JOHN H. WIBBY, chief engineer.

DIGEST OF RATE CARD NO. 10b (Aug. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$425.00	\$255.00	\$180.00	\$106.00	\$85.00	\$75.00

NETWORK BASE HOURLY RATE: \$375.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	MAINE			
	HANCOCK	10,400	9,900	94
	KNOX	9,300	8,500	91
	PENOBSCOT	38,000	36,000	95
	PISCATAQUIS	5,200	4,900	94
	SOMERSET	11,600	10,800	93
	WALDO	6,800	6,300	92
	WASHINGTON	9,900	9,000	91
25-50 O/D	MAINE KENNEBEC	27,000	25,400	94
5-24 O/D	MAINE AROOSTOOK	27,800	25,600	92
	FRANKLIN	5,900	5,300	90
STATION TOTALS		151,900	141,700	93
NET WEEKLY CIRCULATION (MARCH 1966)			92,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			68,800	

For Index to Contents
See Services Volume

Maine—Poland Spring



WMTW-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

Latitude 44° 16' 13"
Longitude 71° 18' 13"

Transmitter: Mt. Washington, N.H.
Sales Office: Congress Bldg., Portland, Me. (04101).

Studio: Riccar Inn, Poland Spring.
Telephones: Portland (sales) 207-773-5664; Poland Spring (studio) 207-998-4311.

TXW No.: Portland 207-781-5539.
FM Affiliate: WMTW-FM, 49-kw, 94.9 mc (No. 235), 3820-ft. antenna height.

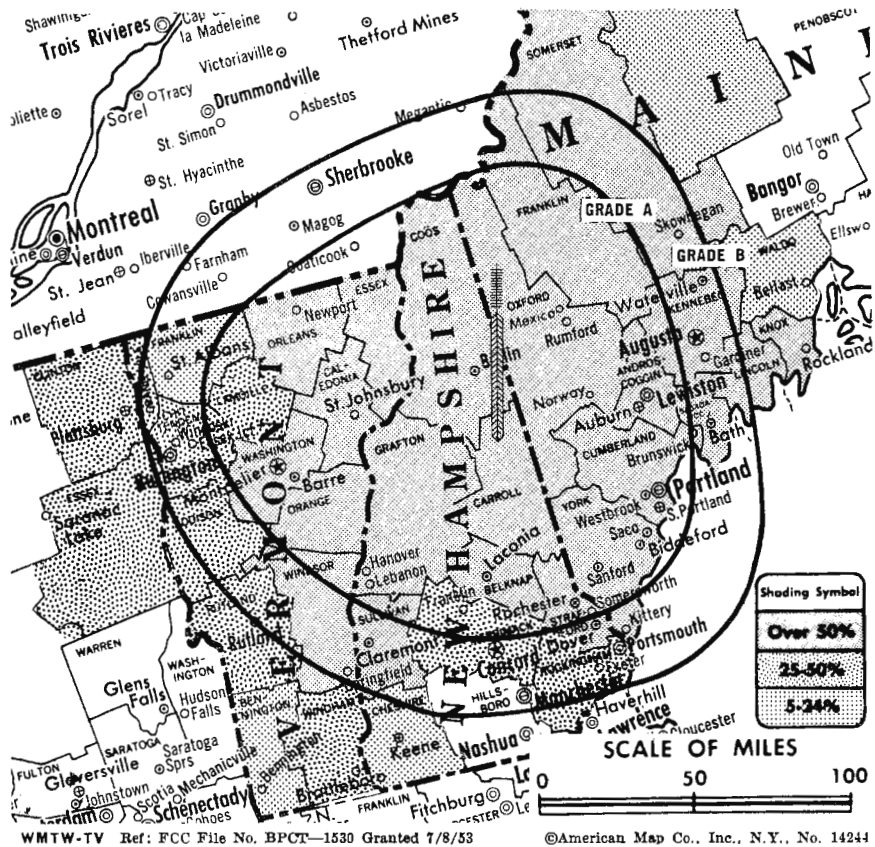
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

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

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation © 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WMTW-TV

Licensee: Mt. Washington TV Inc., Poland Spring, Me. (04274).

Ownership: Dolphin Enterprises Inc. (Jack Paar), 98.6%; others 1.4%.

Began Operation: Aug. 31, 1954. Sale of 80% control to Dolphin Enterprises approved April 15, 1964 by FCC (Television Digest, Vols. 3:40-41, 4:16).

Represented (sales) by Harrington, Righter & Parsons Inc.; Andy McDermott (Canada).

Personnel:

JACK PAAR, president.
ROBERT L. MAYNARD, v.p., general manager & sales mgr.
ROBERT M. JOYCE, station manager & asst. general manager.
CLINTON S. MASON, regional sales manager.
LEON N. NELSON, program manager.
RICHARD GOVE, promotion manager.
BRIAN HIGGINS, film director & buyer.
PARKER H. VINCENT, chief engineer.
JOHN RICKER, assistant chief engineer.
CLAUS WIESE, production manager.
PHYLLIS BOUCHLES, traffic manager.

DIGEST OF RATE CARD NO. 14—(Aug. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—7:30-10:30 p.m., daily.
\$700.00 \$420.00 \$280.00 \$175.00 \$175.00 \$160.00 \$80.00

NETWORK BASE HOURLY RATE: \$800.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER	MAINE			
50 O/D	ANDROSCOGGIN	27,100	25,800	95
	CUMBERLAND	58,300	55,600	95
	FRANKLIN	5,900	5,300	90
	KENNEBEC	27,000	25,400	94

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER	KNOX	9,300	8,500	91
50 O/D	LINCOLN	6,000	5,600	94
	OXFORD	13,100	12,400	95
	SAGADAHO	7,300	6,800	93
	SOMERSET	11,600	10,800	93
	YORK	31,200	30,000	96
	NEW HAMPSHIRE			
	BELKNAP	9,500	9,100	96
	CARROLL	5,400	5,100	94
	COOS	11,700	11,200	95
	GRAFTON	15,200	13,800	91
	STRAFFORD	19,700	18,600	95
	SULLIVAN	9,300	8,400	91
	VERMONT			
	CALEDONIA	6,900	6,400	94
	ESSEX	1,700	1,600	95
	ORANGE	4,400	4,100	92
	ORLEANS	5,700	5,400	95
	WASHINGTON	12,600	11,900	95
	WINDSOR	13,000	11,900	92
25-50	NEW HAMPSHIRE			
O/D	MERRIMACK	21,800	20,400	94
	ROCKINGHAM	35,300	33,900	96
	NEW YORK			
	CLINTON	21,600	20,900	97
	ESSEX	10,700	10,200	95

(Continued on page 312-b)

STATION TOTALS	498,600	469,600	94
NET WEEKLY CIRCULATION (MARCH 1966)		307,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)		186,400	
(Station also received in Canadian markets)			

Maine—Portland



WCSH-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1288-ft. above ground, 2533-ft. above sea level.

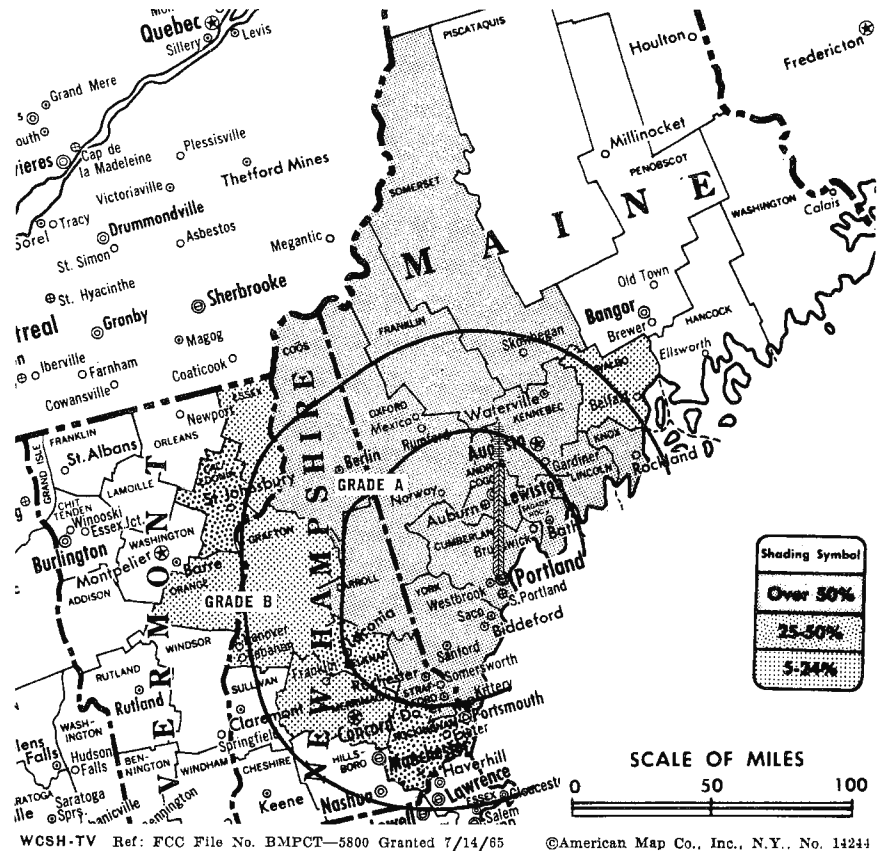
Latitude 43° 51' 33"
Longitude 70° 42' 43"

Transmitter: Winn Mt., Sebago, Me.

AM Affiliate: WCSH, 5-kw, 970 kc (NBC).

Color: Network, film & slide.

News Wire Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WCSH-TV Ref: FCC File No. BNPCT-5800 Granted 7/14/65

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

WCSH-TV

Licensee: Maine Radio & Television Co., 579 Congress St. Portland, Me. (04101).

Studio: Eastland Motor Hotel.

Telephone: 207-772-0181. TWX No.: 207-781-5533.

Ownership: Estate of Henry P. Rines, 100% (Adeline B. Rines, William H. Rines, Mary R. Thompson, trustees). William H. Rines and Mary R. Thompson are the two principal stockholders of WLBZ-AM-TV, Bangor, Maine and WRDQ-AM, Augusta, Maine.

Began Operation: Dec. 1, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by Jules Cohen and Assoc.

Personnel:

- WILLIAM H. RINES, president.
- JACK S. ATWOOD, exec. v.p. & general manager, TV & radio.
- DON POWERS, station manager.
- CHARLES R. BROWN, chief engineer.
- BRUCE MCGORRILL, sales manager.
- LARRY GERAGHTY, news director.
- LEWIS COLBY, promotion director.
- DAVID SERETTE, production manager.
- ROBERT BLACK, operations supervisor.
- GEORGE BOWLER, film director.
- LINWOOD H. BROFEE, farm director.

DIGEST OF RATE CARD NO. A15—(Aug. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.	
Class AA—6:00-10:30 p.m., daily.	\$700.00	\$420.00	\$280.00	\$135.00	\$110.00	\$55.00

Combination rate: See WLBZ-TV, Bangor, Me.

NETWORK BASE HOURLY RATE: \$725.

ARB Data for this Station does not reflect present coverage since the Station increased its antenna height and moved to a new tower after the survey was made.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MAINE			
	ANDROSCOGGIN	27,100	25,800	95
	CUMBERLAND	58,300	55,600	95
	FRANKLIN	5,900	5,300	90
	KENNEBEC	27,000	25,400	94
	KNOX	9,300	8,500	91
	LINCOLN	6,000	5,600	94
	OXFORD	13,100	12,400	95
	SAGadahoc	7,300	6,800	93
	SOMERSET	11,600	10,800	93
YORK	31,200	30,000	96	
NEW HAMPSHIRE	CARROLL	5,400	5,100	94
	COOS	11,700	11,200	95
	STRAFFORD	19,700	18,600	95
25-50 O/O	NEW HAMPSHIRE			
	BELKNAP	9,500	9,100	96
	ROCKINGHAM	35,300	33,900	96
VERMONT	CALEDONIA	6,900	6,400	94
5-24 O/O	MAINE			
	WALDO	6,800	6,300	92
	NEW HAMPSHIRE			
	GRAFTON	15,200	13,800	91
	MERRIMACK	21,800	20,400	94
	VERMONT			
ESSEX	1,700	1,600	95	
ORANGE	4,400	4,100	92	
STATION TOTALS		335,200	316,700	94
NET WEEKLY CIRCULATION (MARCH 1966)			217,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			145,700	

Maine—Portland



WGAN-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 292-kw visual, 57.5-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

Latitude 43° 55' 16"
Longitude 70° 29' 16"

Transmitter: Brown Hill, Raymond, Me.

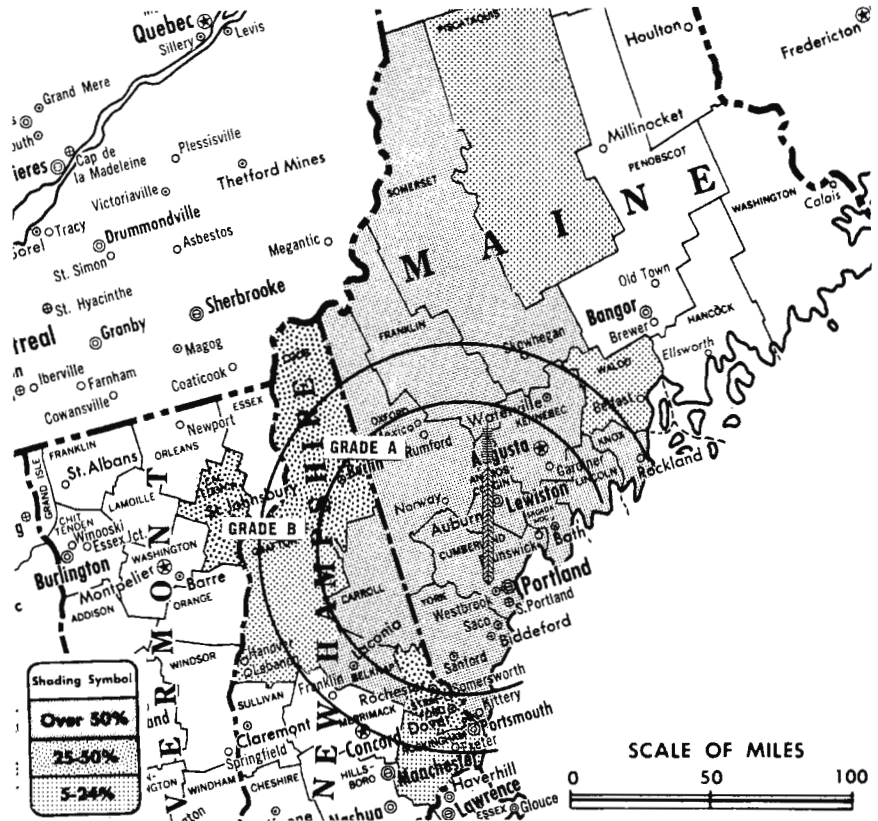
AM Affiliate: WGAN, 5-kw, 560 kc.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WGAN-TV Ref: FCC File No. BMPCT-2508 Granted 11/1/64

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

WGAN-TV

Licensee: Guy Gannett Bcstg. Services, 390 Congress St., Box 1731

Studio: 390 Congress St. (04111).

Telephone: 207-772-4661.

Ownership: Guy Gannett Publishing Co., 99%; Guy P. Gannett estate, .2%; Anne M. Gannett estate, .2%; Jean G. Arnzen, .2%; John H. Gannett, .2%; Creighton E. Gatchell, .2%. Officers: Jean Gannett Arnzen, pres.; Eugene W. Wilkin, v.p.; Donald S. Moeller, v.p.; Guy Gannett Publishing Co. publishes Portland Press Herald, Evening Express and Sunday Telegram, Augusta Kennebec Journal and Waterville Sentinel, all in Maine. Note: Purchase of WHYN-TV, WHYN & FM, Springfield-Holyoke, Mass. pends.

Began Operation: May 16, 1954.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JEAN GANNETT ARNZEN, president.
EUGENE W. WILKIN, vice president.
DONALD S. MOELLER, v.p. & general manager.
GEORGE D. LILLY, station manager.
ROBERT R. SARACEN, national sales manager.
ROBERT W. JENNINGS, marketing manager.
WILLIAM G. WADMAN, program manager & film buyer.
EARL W. FENDERSON, film editor.
HENRY A. MAGNUSON JR., news director.
HENRY VAN AMBURGH, chief engineer.

DIGEST OF RATE CARD NO. 9

(June 15, 1966)

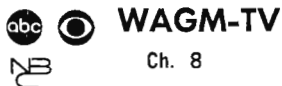
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$810.00	\$480.00		\$125.00*	\$115.00*	\$57.50*

*Class AA—6-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MAINE			
	ANDROSCOGGIN	27,100	25,800	95
	CUMBERLAND	58,300	55,600	95
	FRANKLIN	5,900	5,300	90
	KENNEBEC	27,000	25,400	94
	KNOX	9,300	8,500	91
	LINCOLN	6,000	5,600	94
	UXFORD	13,100	12,400	95
	SAGADAHOC	7,300	6,800	93
	SOMERSET	11,600	10,800	93
	YORK	31,200	30,000	96
	NEW HAMPSHIRE			
	BELKNAP	9,500	9,100	96
	CARROLL	5,400	5,100	94
25-50 O/O	NEW HAMPSHIRE			
	COOS	11,700	11,200	95
	STRAFFORD	19,700	18,600	95
	VERMONT			
	CALEDONIA	6,900	6,400	94
5-24 O/O	MAINE			
	PISCATAQUIS	5,200	4,900	94
	WALDO	6,800	6,300	92
	NEW HAMPSHIRE			
	GRAFTON	15,200	13,800	91
	ROCKINGHAM	35,300	33,500	96
STATION TOTALS		312,500	295,500	95
NET WEEKLY CIRCULATION (MARCH 1966)			206,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			156,900	

Maine—Presque Isle



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 58.9-kw visual, 5.37-kw aural. Antenna: 355-ft. above av. terrain, 292-ft. above ground, 962-ft. above sea level.

Latitude 46° 43' 44"
Longitude 68° 00' 07"

Transmitter: U.S. Hwy. 1 & Parkhurst Rd.

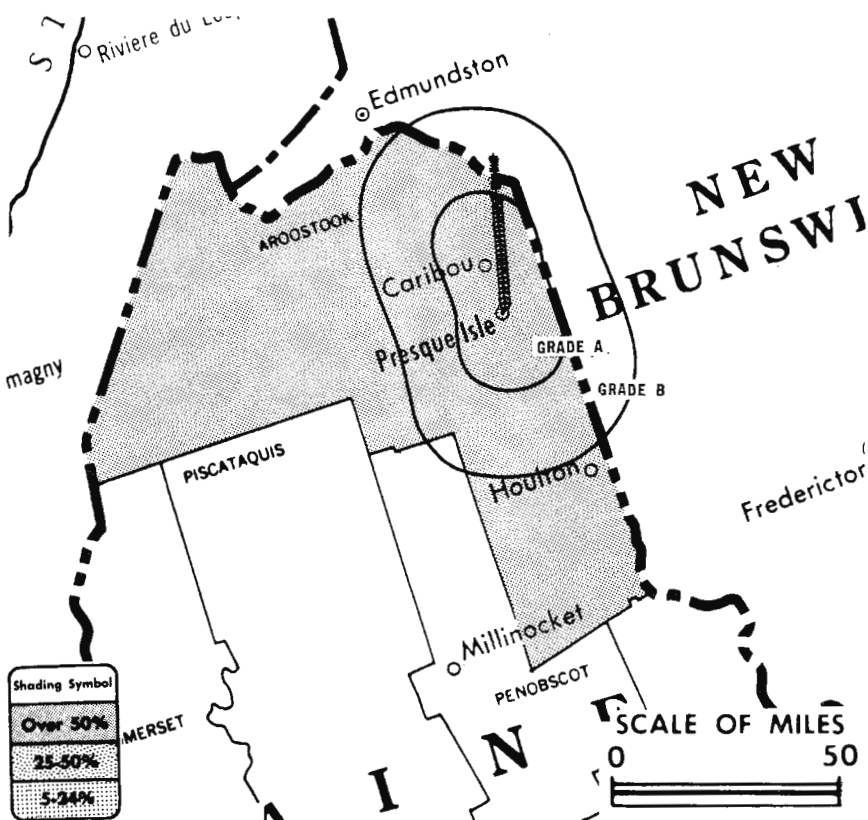
AM Affiliate: WAGM, 5-kw, 950 kc.

O & O Translator: W11AA, Madawaska, Me., which also serves Edmundston, N.B., Canada.

Color: Network.

News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WAGM-TV Ref: FCC File No. BMPCT-4232 Granted 10/8/56

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

WAGM-TV

Network Service: ABC, CBS; also NBC (per program).

Licensee: Aroostook Broadcasting Corp., P.O. Box 749, Presque Isle, Me. (04769).

Studio: U.S. Hwy. 1 & Parkhurst Road.

Telephone: 207-764-4461. TWX No.: 207-762-2171.

Ownership: Community Bcstg. Service, 95.09%; 16 individual stockholders hold other 4.9%. Also operates radio WAGM. Community Bcstg. Service (Horace A. Hildreth, pres.), operates WABI-TV & WABI, Bangor, Me. For other interests see WABI-TV.

Began Operation: Oct. 13, 1956. Sale of 94.8% to present owner by Harold Glidden approved Sept. 19, 1956 by FCC (Television Digest, Vol. 13:39).

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter Inc. (New England); Andy McDermott Sales Ltd. (Canada).

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

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

HORACE A. HILDRETH, president.
WALTER DICKSON, executive vice president.
STANLEY LYONS, vice president & general manager.
ROBERT GOLD, national sales manager.
KEITH H. FOWLES, operations manager.
NATE CHURCHILL, news director.
JOHN RICHARDS, chief engineer.
GORDON DUNN, advertising manager.

DIGEST OF RATE CARD NO. 7 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$225.00	\$135.00	\$80.00	\$70.00	\$62.50	\$50.00	\$42.00 \$25.00
NETWORK BASE HOURLY RATE:	\$175 (ABC),	\$175 (CBS),	\$175 (NBC).				

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	MAINE AROOSTOOK	27,800	25,600	92
STATION TOTALS		27,800	25,600	92
NET WEEKLY CIRCULATION (MARCH 1966)			23,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			22,400	

BLACKBURN

& Company, Inc.

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

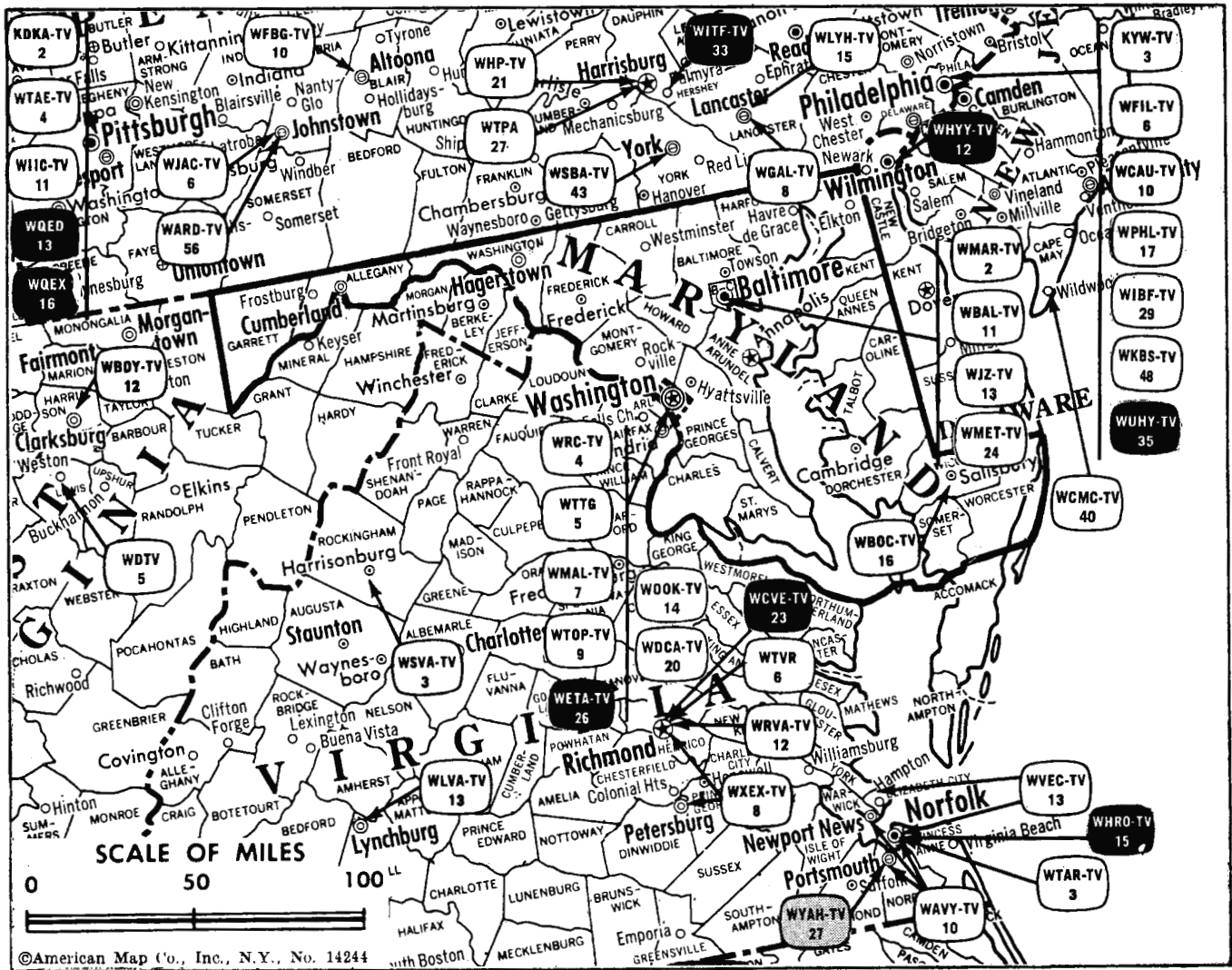
WASHINGTON, D.C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
333-9270

CHICAGO
H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
346-6460

ATLANTA
Clifford B. Marshall
John G. Williams
Mony Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS
Collin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Maryland



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

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Baltimore	848,100	11	1,966,200	6	1,872,700	6
Salisbury	42,200	195	72,000	196	65,100	195

Maryland Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	3	1	4
Educational Television Stations	0	0	0
			4

See CATV Directory
for Maryland CATV Systems

Maryland—Baltimore



WBAL-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual. 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.3"
Longitude 76° 39' 2.8"

Transmitter: 3800 Hooper Avenue.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI, NBC.

Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: WBAL, 50-kw, 1090 kc (NBC).

FM Affiliate: WBAL-FM, 20-kw, 97.9 mc (No. 250), 960-ft. antenna height.

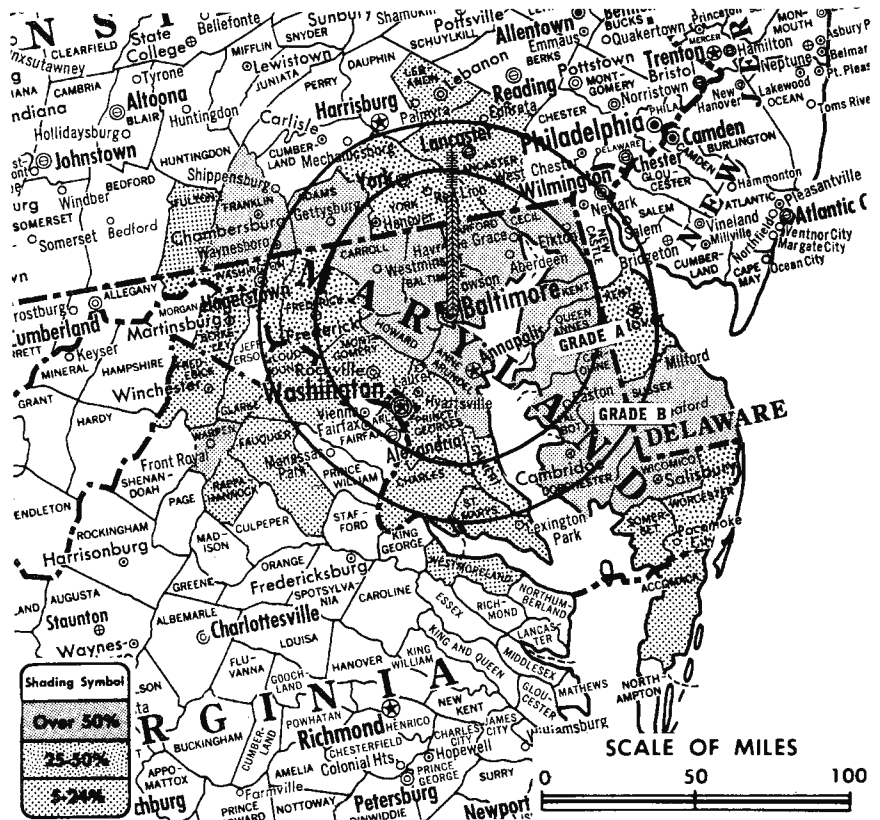
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WBAL-TV Ref: FCC File No. BMPCT-5141 Granted 8/5/58

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

WBAL-TV

Licensee: Hearst Corp. (Radio & TV Div.), Maryland's Broadcast Center, Baltimore, Md. (21211).

Studio: Maryland's Broadcast Center, Baltimore (21211).

Telephone: 301-467-3000. TWX No.: 301-955-0200.

Ownership: Hearst Corp. (newspapers & magazines, including Baltimore News-American). Same interests operate WISN-TV, Milwaukee and WTAE-TV, Pittsburgh (through affiliation) and radio stations WBAL & FM, Baltimore, WISN & FM, Milwaukee, and WTAE & FM, Pittsburgh. Hearst Corp. also owns radio WAPA, San Juan.

Began Operation: March 11, 1948.

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

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

- BRENT O. GUNTS, v.p. & general manager.
- WILLIS K. FREIERT, asst. station mgr. & director of sales.
- JOHN FRANKENFIELD, program director.
- DAVID E. MICHELS, national sales manager.
- ANN MAR, sales coordinator.
- ANNE SCHAEFER, sales service manager.
- DON PEACOCK, advertising & promotion director.
- WES POTTER, operations manager.
- J. SYDNEY KING, public service & special events manager.
- JED DUVALL, news manager.
- OTTO CLAUS, chief engineer.

DIGEST OF RATE CARD NO. 1 (Nov. 1, 1963)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$1800.00	\$1000.00	\$700.00		Graded rates apply*	

*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1650.

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	DELAWARE SUSSEX	23,700	21,600	91
	MARYLAND			
	ANNE ARUNDEL	66,000	63,800	97
	BALTIMORE	456,300	441,700	97
	CAROLINE	6,300	5,800	91
	CARROLL	15,700	15,100	97
	CECIL	14,400	13,900	96
	DORCHESTER	9,400	8,600	91
	HARFORD	24,400	23,500	96
	HOWARD	11,600	11,200	97
	KENT	5,100	4,800	94
	QUEEN ANNES	5,500	5,100	93
	TALBOT	7,200	6,800	94
	WICOMICO	16,600	15,500	94
	PENNSYLVANIA			
	ADAMS	15,300	14,400	94
	FRANKLIN	27,300	25,100	92
	VIRGINIA			
	WARREN	4,400	4,000	89
25-50 O/O	DELAWARE KENT	22,200	20,900	94
	MARYLAND			
	CALVERT	4,500	4,100	92
	FREDERICK	22,000	21,000	96
	WASHINGTON	29,600	28,000	95
	WORCESTER	7,300	6,500	88
	PENNSYLVANIA			
	YORK	77,000	73,300	95
	(Continued on page 325-b)			

STATION TOTALS 1,690,300 1,608,200 95

NET WEEKLY CIRCULATION (MARCH 1966) 785,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 496,700

Maryland—Baltimore



WJZ-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 31.6-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.3"
Longitude 76° 39' 2.8"

Transmitter: Television Hill.

Telephone: 301-664-7600.

TWX No.: 301-955-1178.

TV tape: Recording facilities.

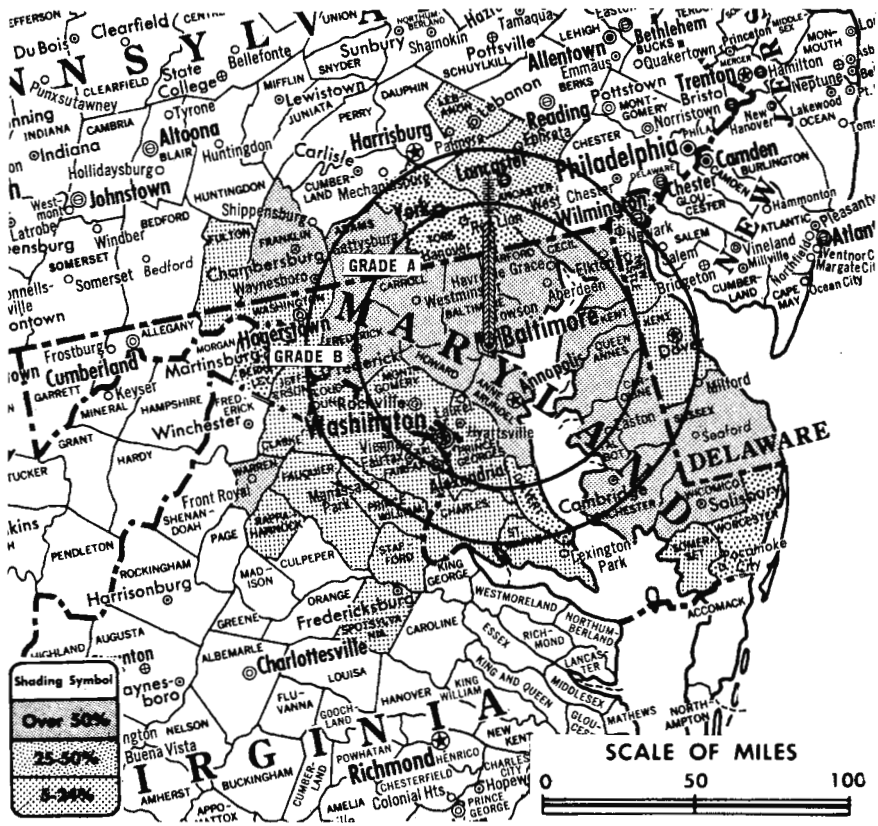
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Group W News Bureau.

Facsimile Service: AP.

News Film Service: ABC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WJZ-TV Ref: FCC File No. BPCT—2248 Granted 2/5/57

©American Map Co., Inc., N.Y., No. 14214

WJZ-TV

Licensee: A Group W Station, Westinghouse Broadcasting Co. Inc., Television Hill, Baltimore (21211).

Studio: Television Hill.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman & pres.; Larry H. Israel, exec. v.p., pres., station group; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Benjamin Wolfe, v.p., engineering; Richard M. Pack, sr. v.p., programming; Jerome R. Reeves, v.p., creative services; Alexander W. Dannenbaum Jr., sr. v.p., marketing; J. K. Mikita, sr. v.p., finance; James Allen, v.p., television; David N. Lewis, national adv. & sales promotion mgr. Also operates TV stations WBZ-TV, Boston; KYW-TV, Philadelphia; KPIX, San Francisco; KDKA-TV, Pittsburgh & 7 radio stations.

Began Operation: Nov. 2, 1948. Sale to present owner by Ben & Herman Cohen families approved June 27, 1957, by FCC (Television Digest, Vol. 13:18-19, 26).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- HERBERT B. CAHAN, area vice president, Group W.
- DAVID HENDERSON, general manager.
- JAMES HODGETT, general sales manager.
- GENE SHAW, sales manager.
- JOSEPH A. SMITH JR., mgr. of research & development.
- MEL BERNSTEIN, program manager & film buyer.
- CHARLES BERRY, operations manager.
- EARL C. DAVIS, advertising & sales promotion manager.
- ALAN R. MORRIS, public relations manager.
- CHARLES S. BLAIR JR., chief engineer.
- JAMES MELINDER, business manager.

DIGEST OF RATE CARD NO. 24—(July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:30-11 p.m., daily.	\$1750.00	\$1050.00	\$700.00	\$525.00	...	** \$525.00* \$250.00*

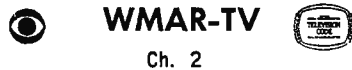
**On request.
*Class AA

NETWORK BASE HOURLY RATE: \$1650.

For Group W Corporate Data, see Group Ownership

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	DELAWARE			
50 O/O	SUSSEX	23,700	21,600	91
	MARYLAND			
	ANNE ARUNDEL	66,000	63,800	97
	BALTIMORE	456,300	441,700	97
	CAROLINE	6,300	5,800	91
	CARROLL	15,700	15,100	97
	CECIL	14,400	13,900	96
	DORCHESTER	9,400	8,600	91
	FREDERICK	22,000	21,000	96
	HARFORD	24,400	23,500	96
	HOWARD	11,600	11,200	97
	KENT	5,100	4,800	94
	QUEEN ANNES	5,500	5,100	93
	TALBOT	7,200	6,800	94
	WICOMICO	16,600	15,500	94
	PENNSYLVANIA			
	ADAMS	15,300	14,400	94
	FRANKLIN	27,300	25,100	92
	VIRGINIA			
	WARREN	4,400	4,000	89
25-50 O/O	MARYLAND			
	CALVERT	4,500	4,100	92
	WORCESTER	7,300	6,500	88
	PENNSYLVANIA			
	YORK	77,000	73,300	95
	WEST VIRGINIA			
	BERKELEY	10,500	9,900	94
	(Continued on page 325-b)			
	STATION TOTALS	1,797,000	1,714,200	95
	NET WEEKLY CIRCULATION (MARCH 1966)		848,100	
	AVERAGE DAILY CIRCULATION (MARCH 1966)		562,900	

Maryland—Baltimore



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 1319-ft. above sea level.

Latitude 39° 20' 04.3"
Longitude 76° 39' 02.8"

Transmitter: Television Hill, 3724 Parkdale Ave.

Studio: Television Park, 6400 York Rd.; P.O. Box 1957 (21203).

Telephone: 301-377-2222.

TWX No.: 301-377-4574.

TV tape: Recording facilities.

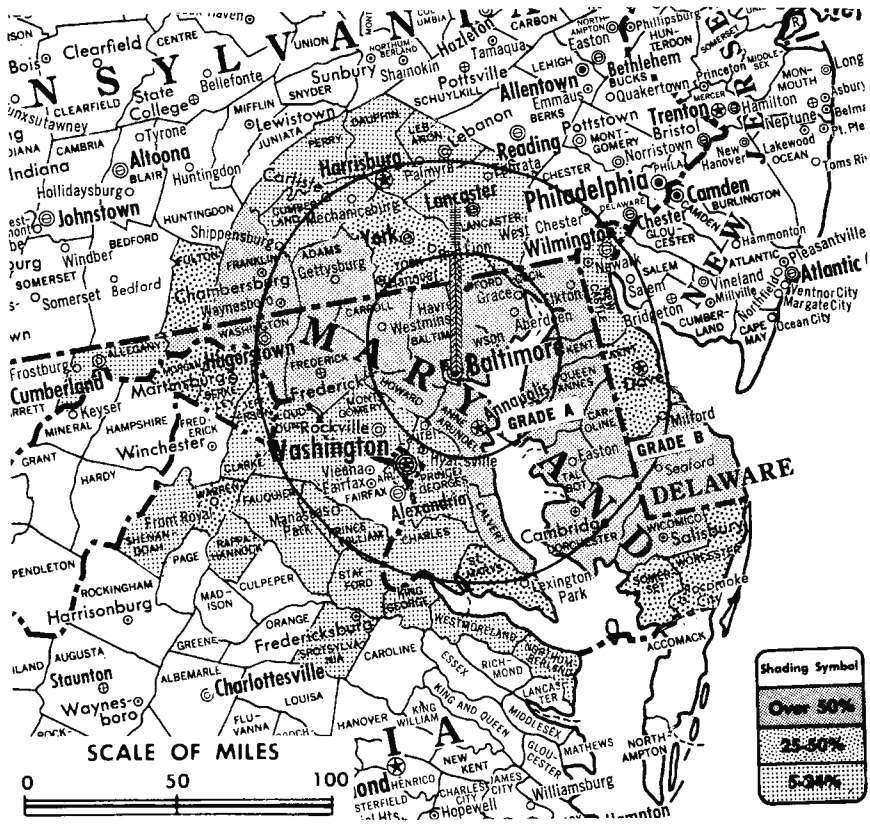
Color: Network, live, film, slide & tape.

New Wire Service: AP, CBS.

Facsimile Service: AP, CBS.

Represented (legal) by Hogan & Hartson.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WMAR-TV Ref: FCC File No. BPCT-3249 Granted 11/1/63 ©American Map Co., Inc., N.Y., No. 14241

WMAR-TV

Licensee: A. S. Abell Co., Box 1957, Baltimore, Md. (21203).

Ownership: Same as Baltimore Sunpapers (Baltimore Sun and Evening Sun); Gary Black, chairman of board; William F. Schmick Jr., pres. Also owns WBOC-TV (WBOC & WBOC-FM), Salisbury, Md.

Began Operation: Oct. 27, 1947.

Represented (sales) by The Katz Agency Inc.

Personnel:

- DONALD P. CAMPBELL, general manager.
- ROBERT B. COCHRANE, assistant general manager.
- ERNEST A. LANG, commercial manager.
- A. G. PICHA, promotion & publicity manager.
- C. G. NOPPER, director of engineering.
- EDWIN B. MICK, production manager.
- THOMAS J. SEVERIN, public service director.
- DAVID V. STICKLE, film buyer & news director.
- RUSSELL A. JONES, chief accountant.

DIGEST OF RATE CARD NO. 21—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$1700.00 \$960.00 \$640.00 \$480.00 \$500.00* \$425.00* \$225.00*

*Class AA—8-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1750.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	DELAWARE SUSSEX	23,700	21,600	91
	MARYLAND			
	ANNE ARUNDEL	66,000	63,800	97
	BALTIMORE	456,300	441,700	97
	CALVERT	4,500	4,100	92
	CAROLINE	6,300	5,800	91
	CARROLL	15,700	15,100	97

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CECIL	14,400	13,900	96
	DORCHESTER	9,400	8,600	91
	FREDERICK	22,000	21,000	96
	HARFORD	24,400	23,500	96
	HOWARD	11,600	11,200	97
	KENT	5,100	4,800	94
	QUEEN ANNES	5,500	5,100	93
	TALBOT	7,200	6,800	94
	WASHINGTON	29,600	28,000	95
	WICOMICO	16,600	15,500	94

	PENNSYLVANIA			
	ADAMS	15,300	14,400	94
	FRANKLIN	27,300	25,100	92

25-50 O/O	DELAWARE			
	KENT	22,200	20,900	94

	MARYLAND			
	ST MARYS	10,400	9,900	95
	SOMERSET	5,500	4,800	88
	WORCESTER	7,300	6,500	88

	PENNSYLVANIA			
	FULTON	2,900	2,600	88
	YORK	77,000	73,300	95

	VIRGINIA			
	WARREN	4,400	4,000	89

	WEST VIRGINIA			
	BERKELEY	10,500	9,900	94
	JEFFERSON	5,300	5,000	93
	MORGAN	2,600	2,300	91

(Continued on page 325-b)

STATION TOTALS	1,966,200	1,872,700	95
----------------	-----------	-----------	----

NET WEEKLY CIRCULATION (MARCH 1966)	831,900
AVERAGE DAILY CIRCULATION (MARCH 1966)	594,700

Maryland—Baltimore

WMET-TV

Ch. 24

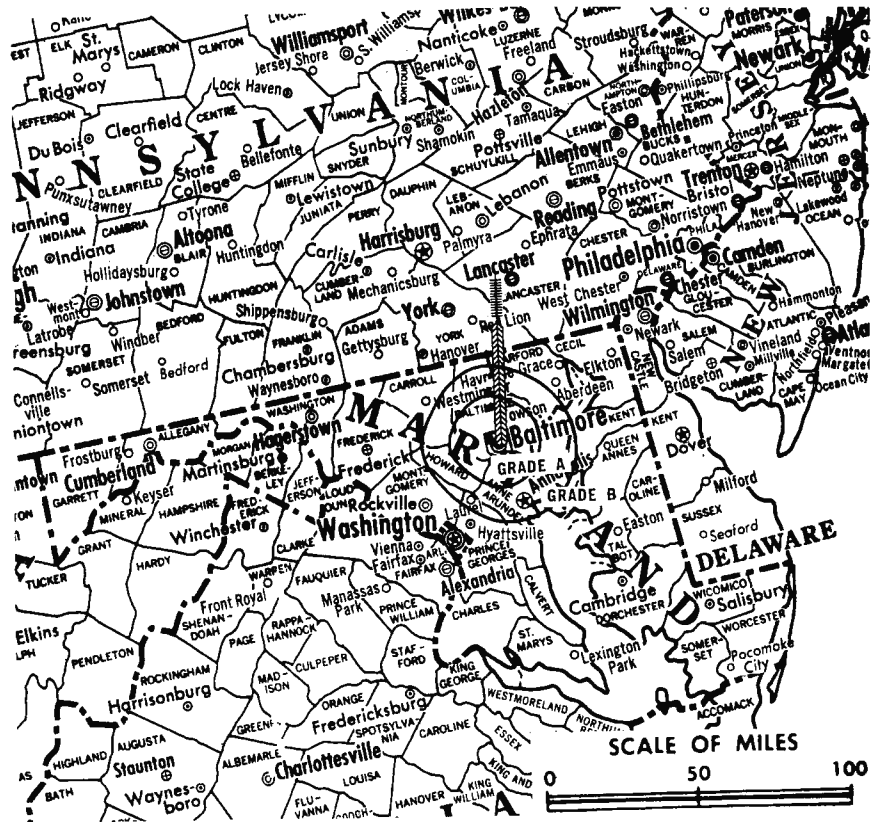
Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 20.4-kw max. and 17-kw horizontal visual, 4.068-kw max. and 3.39-kw horizontal aural. Antenna: 570-ft. above av. terrain, 502-ft. above ground, 908-ft. above sea level.

Latitude 39° 20' 20"
Longitude 76° 40' 02"

Transmitter: 4340 Park Heights Ave.

TV tape: Recording facilities.

News Wire Service: UPI.



WMET-TV Ref: FCC File No. BMPCT-6209 Granted 3/17/66

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

WMET-TV

Network Service: None, independent.

Grantee: United Broadcasting Co. of Eastern Maryland Inc., 4340 Park Heights Ave., Baltimore, Md. (21215).

Studio: 4340 Park Heights Ave.

Telephone: 301-542-1021.

Ownership: United Bcstg. Co., Suite 101-A, Shoreham Hotel, Washington, D.C. For other interests see WOOK-TV, Washington, D.C.

Began Operation: March 1, 1967.

Represented (sales) by Vic Piano & Associates.

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD EATON, president.
J. HERMAN SITRICK, general manager.
PIERRE EATON, operations supervisor.
BRIAN REHAK, programming coordinator.
WARREN SCHROEDER, chief engineer.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	
Class AA—6-10 p.m., Mon.-Fri.	\$480.00	\$330.00	\$235.00	\$120.00	\$90.00	\$67.50

ARB Data not available because station was not in operation when survey was made.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc. Radio Television CATV

Recent Sales

Radio Maryland	\$250,000
Radio Massachusetts	\$300,000

116 Central Park South
New York, N.Y.

WBAL-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	WEST VIRGINIA BERKELEY	10,500	9,900	94
5-24 0/0	DIST. OF COL. DIST OF COL	267,500	248,600	93
	MARYLAND			
	CHARLES	9,100	8,400	93
	MONTGOMERY	120,800	117,700	97
	PRINCE GEORG	135,400	132,200	98
	ST MARYS	10,400	9,900	95
	SOMERSET	5,500	4,800	88
	PENNSYLVANIA			
	FULTON	2,900	2,600	88
	LANCASTER	85,700	78,200	91
	LEBANON	27,200	25,700	94
	VIRGINIA			
	ACCOMACK	9,500	8,100	85
	ARLINGTON	99,700	96,000	96
	CLARKE	2,500	2,400	94
	FAUQUIER	7,200	6,600	91
	FREDERICK	12,500	11,600	93
	LOUDOUN	7,400	6,800	92
	RAPPAHANNOCK	1,300	1,100	88
	WESTMORELAND	3,400	2,900	85

WJZ-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	DELAWARE KENT	22,200	20,900	94
	NEW CASTLE	103,500	100,600	97
	DIST. OF COL. DIST OF COL	267,500	248,600	93
	MARYLAND			
	CHARLES	9,100	8,400	93
	MONTGOMERY	120,800	117,700	97
	PRINCE GEORG	135,400	132,200	98
	ST MARYS	10,400	9,900	95
	SOMERSET	5,500	4,800	88
	WASHINGTON	29,600	28,000	95
	PENNSYLVANIA			
	FULTON	2,900	2,600	88
	LANCASTER	85,700	78,200	91
	LEBANON	27,200	25,700	94
	VIRGINIA			
	CLARKE	2,500	2,400	94
	FAIRFAX	92,100	89,800	97
	FAUQUIER	7,200	6,600	91
	LOUDOUN	7,400	6,800	92
	PRINCE WILLM	16,600	16,000	96
	RAPPAHANNOCK	1,300	1,100	88
	SPOTSYLVANIA	8,600	7,900	92
	STAFFORD	5,700	5,300	93
	WEST VIRGINIA			
	JEFFERSON	5,300	5,000	93

Maryland—Baltimore**WMAR-TV**

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	DELAWARE NEW CASTLE	103,500	100,600	97
	DIST. OF COL. DIST OF COL	267,500	248,600	93
	MARYLAND			
	ALLEGANY	25,800	24,200	94
	CHARLES	9,100	8,400	93
	MONTGOMERY	120,800	117,700	97
	PRINCE GEORG	135,400	132,200	98
	PENNSYLVANIA			
	CUMBERLAND	40,600	38,700	95
	DAUPHIN	69,400	65,900	95
	LANCASTER	85,700	78,200	91
	LEBANON	27,200	25,700	94
	PERRY	7,700	7,200	94
	VIRGINIA			
	ARLINGTON	99,700	96,000	96
	CLARKE	2,500	2,400	94
	FAUQUIER	7,200	6,600	91
	KING GEORGE	2,100	1,900	92
	LOUDOUN	7,400	6,800	92
	NORTHUMBRLND	3,000	2,700	90
	PRINCE WILLM	16,600	16,000	96
	RAPPAHANNOCK	1,300	1,100	88
	SHENANDOAH	7,000	6,500	93
	SPOTSYLVANIA	8,600	7,900	92
	STAFFORD	5,700	5,300	93
	WESTMORELAND	3,400	2,900	85

MORTON FLOM, ENG.**CONSULTING ENGINEER**

Confidential Reports, Tropo-Scatter

Briefs, Feasibility Tests

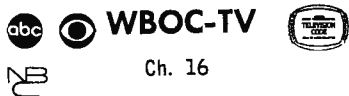
Analysis, Design, Projection and

Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Maryland—Salisbury



Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 200-kw visual, 40-kw aural. Antenna: 620-ft. above av. terrain, 647-ft. above ground, 687-ft. above sea level.

Latitude 38° 24' 15"
Longitude 75° 34' 45"

Transmitter: Northwood Drive.

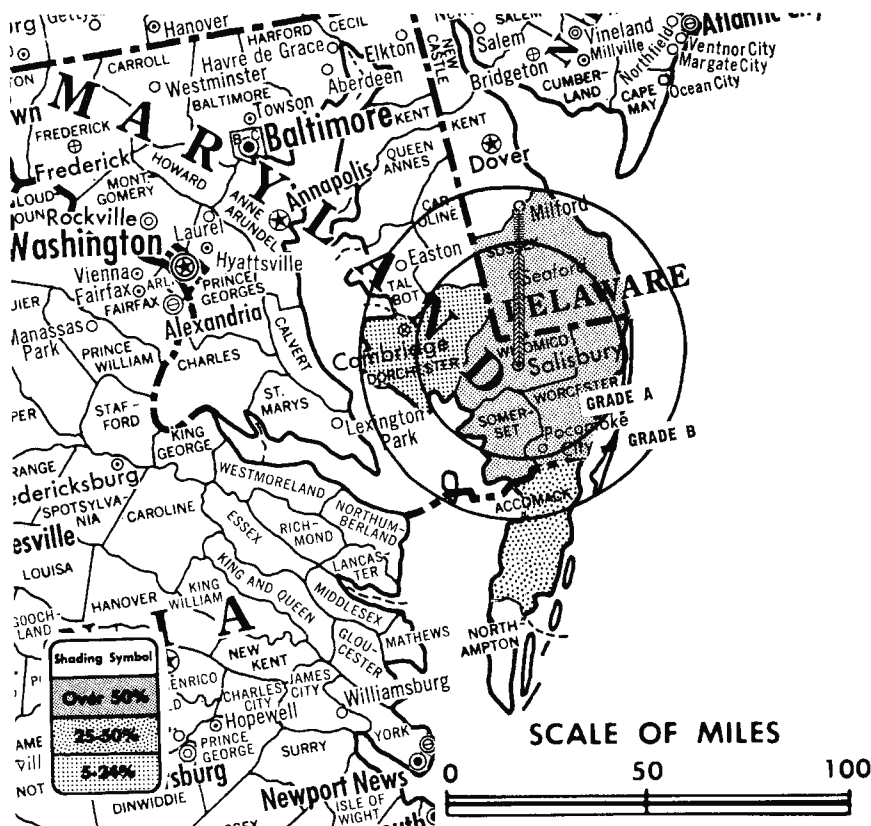
AM Affiliate: WBOC, 5-kw (1-kw night), 960 kc.

FM Affiliate: WBOC-FM, 63-kw, 94.3 mc (No. 232), 590-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WBOC-TV Ref: FCC File No. BPCT-3035 Granted 7/12/62

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

WBOC-TV

Network Service: ABC, CBS, NBC.

Licensee: WBOC Inc., Radio-TV Park, Salisbury, Md. (21801).

Studio: Radio-TV Park.

Telephone: 301-749-6131.

TWX No.: 301-344-4947.

Ownership: WBOC Inc. Solely-owned subsidiary of The A. S. Abell Co., owner of WMAR-TV, Baltimore.

Began Operation: July 15, 1954.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Lohnes & Culver.

Personnel:

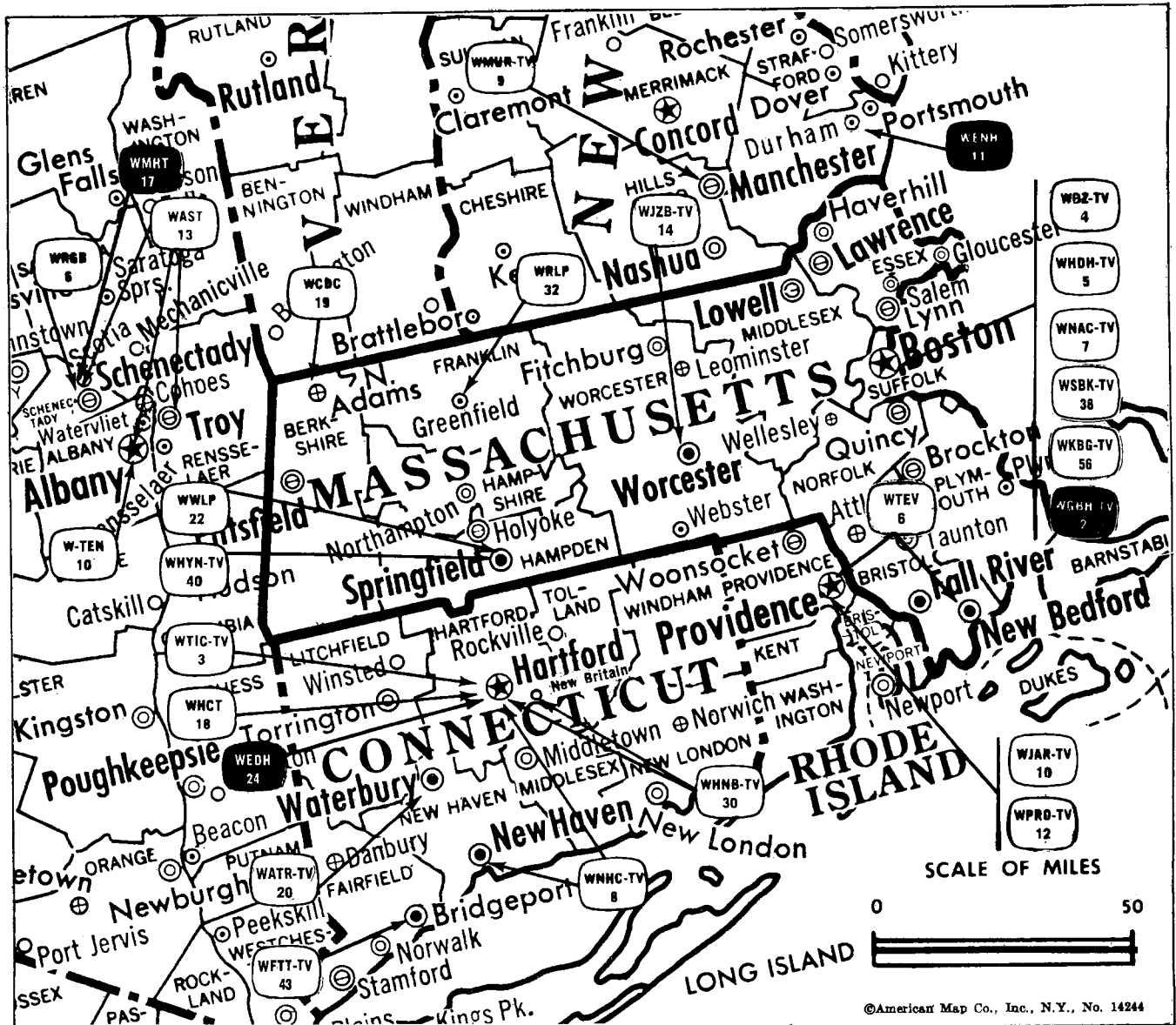
CHARLES J. TRUITT, v.p. & general manager.
BOBBY O. BEACH, assistant secretary-treasurer.
JOHN W. DOWNING JR., program director.
JACK W. WARD, chief engineer.
CARROLL LONG, farm director.

DIGEST OF RATE CARD NO. 6 (July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:59-10:29 p.m., daily.	\$260.00	\$156.00	\$104.00	\$78.00	\$64.00	\$52.00 \$33.00
NETWORK BASE HOURLY RATE:	\$225 (ABC),	\$225 (CBS),	\$225 (NBC).			

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	DELAWARE SUSSEX	23,700	21,600	91
	MARYLAND			
	SOMERSET	5,500	4,800	88
	WICOMICO	16,600	15,500	94
	WORCESTER	7,300	6,500	88
25-50 O/O	VIRGINIA ACCOMACK	9,500	8,100	85
5-24 O/O	MARYLAND DORCHESTER	9,400	8,600	91
STATION TOTALS		72,000	65,100	90
NET WEEKLY CIRCULATION (MARCH 1966)			42,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			35,900	

For Index to Contents
See Services Volume



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Boston	1,689,800	5	2,208,700	5	2,109,400	5
Springfield-Holyoke	214,000	91	535,300	55	505,600	54

Massachusetts Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	3	6	9
Educational Television Stations	1	0	1
			10

For Educational Facilities, See Next Page

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

WTEV
New Bedford
(See Providence, R.I.)

Massachusetts—Adams



WCDC

Ch. 19



[Satellite of WTEN, Albany, N.Y.]

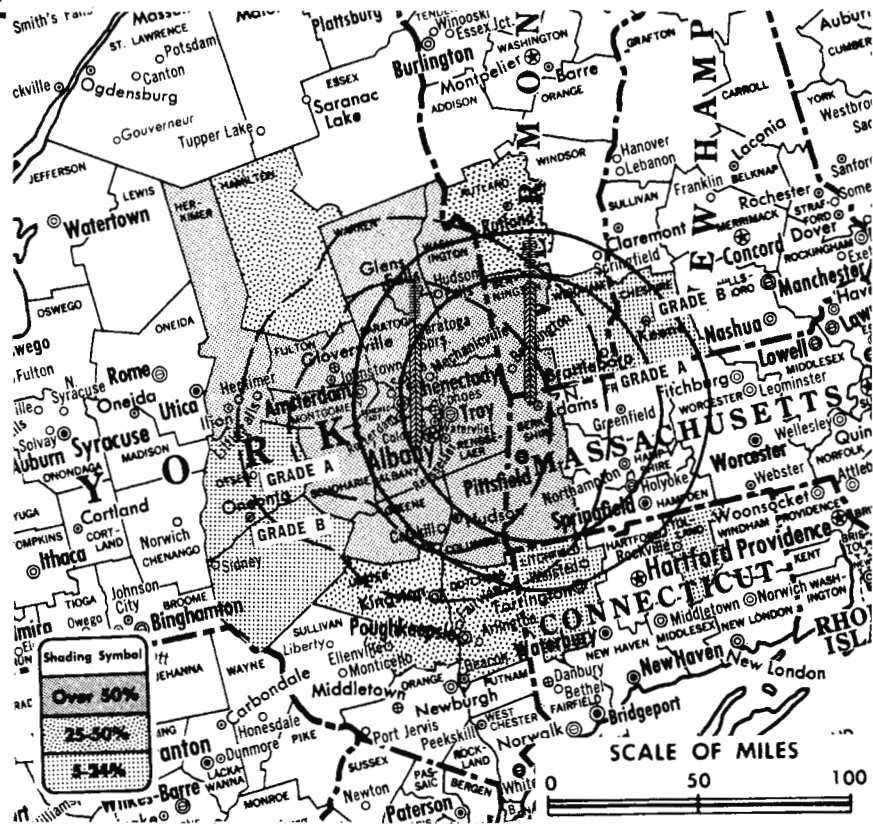
Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 116-kw visual, 22.9-kw aural. Antenna: 2104-ft. above av. terrain, 244-ft. above ground, 3694-ft. above sea level.

Latitude 42° 38' 11"

Longitude 73° 10' 04"

Transmitter: Atop Mt. Greylock, Adams, Mass.

Note: Pittsfield, Mass. is within 50-mi. radius of WCDC.



County coverage (shaded areas) based on 1905 ARB study.

WCDC Ref: FCC File No. BMPCT--5087 Granted 9/10/58

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

WCDC

Network Service: CBS, same as W-TEN, Albany, N.Y.

Licensee: Capital Cities Broadcasting Corp., Box 10, Albany, N.Y. (12201).

Studio: W-TEN, Albany, N.Y.

Telephone: Albany, 518-436-4841. TWX No.: 710-441-8203.

Ownership: Same as W-TEN.

Began Operation: Feb. 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to present owner by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (Television Digest, Vol. 12:49; 13:6, 8).

Personnel: Same as W-TEN, Albany, N.Y.

Rates: Sold only in combination with W-TEN, Albany, N.Y.

NETWORK BASE HOURLY RATE: Bonus to W-TEN, Albany, N.Y.

ARB Data For This Station Included With Report Of Parent WTEN, Albany, N.Y. Above Map Shows Coverage For Both Parent & Satellite.

State Educational Technical Facilities
(Complete Data in Educational Directory)

WGBH-TV

Boston

Ch. 2

Non-Commercial Educational Station

Licensee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 50-kw visual, 5-kw aural. Antenna: 1040-ft. above av. terrain, 1195-ft. above ground, 1345-ft. above sea level.

Latitude 42° 18' 37"

Longitude 71° 14' 14"

Massachusetts—Boston



WBZ-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.24-kw visual, 5.62-kw aural. Antenna: 1182-ft. above av. terrain, 1194-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 350 Cedar St., Needham Heights, Mass.

TV tape: Recording facilities.

AM Affiliate: WBZ, 50-kw, 1030 kc.

FM Affiliate: WBZ-FM, 2.8-kw, 106.7 mc (No. 294), 1040-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS

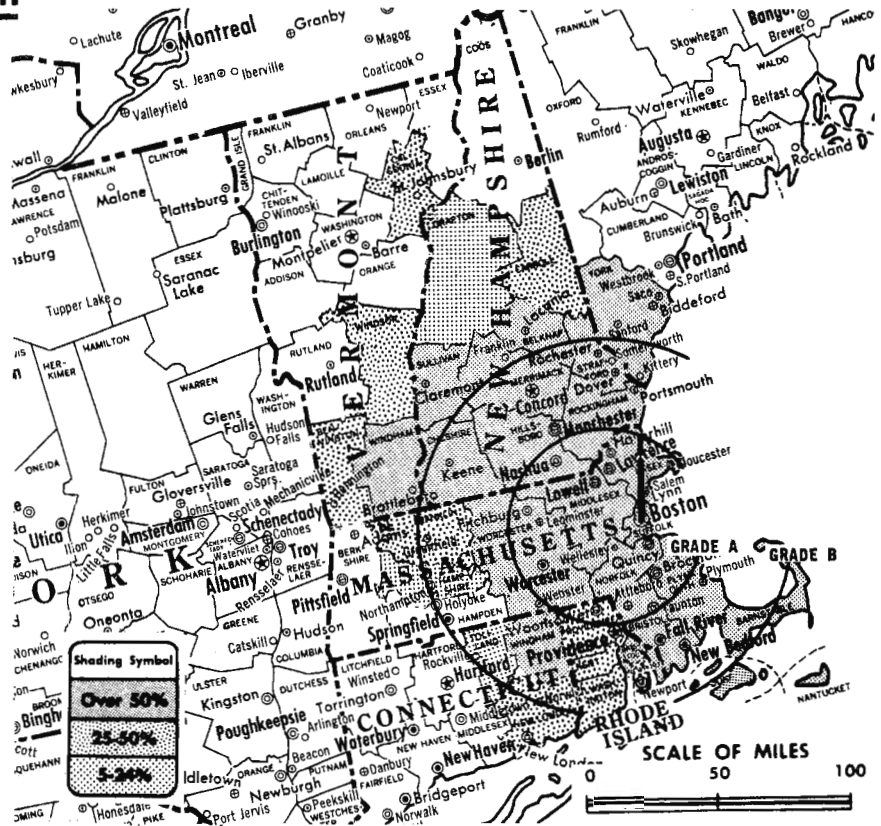
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBZ-TV Ref: FCC File No. BPCT-2072 Granted 2/8/58

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

WBZ-TV

Licensee: A Group W Station, Westinghouse Bcstg. Co. Inc., 1170 Soldiers Field Rd., Boston, Mass. (02134).

Studio: 1170 Soldiers Field Rd.

Telephone: 617-254-5670. TWX No.: 617-788-3534.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, pres. & chairman; L. H. Israel, exec. v.p.; Joseph Mikita, sr. v.p. For other Westinghouse executives, see listing under Group Ownership. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); KYW-TV, Philadelphia (KYW); KPIX, San Francisco; WJZ-TV, Baltimore; and radio stations WOWO, Fort Wayne, Ind.; WINS, New York City; WIND, Chicago; KFWB, Los Angeles.

Began Operation: June 9, 1948.

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- DONALD H. MCGANNON, president.
- W. C. SWARTLEY, v.p. (Boston).
- LAMONT L. THOMPSON, general manager.
- JOHN M. ROHRBACH JR., general sales manager.
- ROBERT E. HAGAN, sales manager.
- WILLIAM E. WUERCH, program manager.
- THOMAS J. KNOTT, asst. program manager.
- ALFRED R. KELMAN, public affairs director.
- RONALD LITTLE, executive producer.
- JOSEPH A. RYAN, public relations director.
- JACK AGNEW, advertising and sales promotion manager.
- W. H. HAUSER, director of engineering.
- GLENN H. LAHMAN, chief engineer.
- A. A. PALMER, business manager.
- J. R. WRIGHT, manager, research & development.

DIGEST OF RATE CARD NO. 20

(Jan. 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 or 10 Sec.
Class A—6:30-11:30 p.m., daily.	\$3000.00	\$1800.00	\$1180.00	\$1700.00*	\$1300.00* \$650.00*

*Class AA—6:29-11:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$3250.

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CONNECTICUT WINDHAM	22,800	21,400	94
	MAINE YORK	31,200	30,000	96
	MASSACHUSETTS			
	BARNSTABLE	25,800	24,400	95
	BRISTOL	127,100	122,700	97
	DUKES	2,100	1,800	88
	ESSEX	184,400	178,100	97
	MIDDLESEX	375,700	362,600	97
	NANTUCKET	1,200	1,100	91
	NORFOLK	160,900	156,300	97
	PLYMOUTH	81,900	78,800	96
	SUFFOLK	246,900	229,600	93
	WORCESTER	177,300	169,900	96
	NEW HAMPSHIRE			
	BELKNAP	9,500	9,100	96
	CHESHIRE	14,900	13,700	92
	HILLSBOROUGH	60,400	58,000	96
	MERRIMACK	21,800	20,400	94
	ROCKINGHAM	35,300	33,900	96
	STRAFFORD	19,700	18,600	95
	SULLIVAN	9,300	8,400	91
	RHODE ISLAND			
	BRISTOL	13,000	12,700	98
	VERMONT			
	WINDHAM	9,300	8,000	86

25-50 O/O	CONNECTICUT NEW LONDON	61,200	57,200	93
-----------	---------------------------	--------	--------	----

(Continued on page 335-b)

STATION TOTALS		2,077,200	1,983,700	95
NET WEEKLY CIRCULATION (MARCH 1966)				1,679,400
AVERAGE DAILY CIRCULATION (MARCH 1966)				1,228,700

329-b

Massachusetts—Boston



WHDH-TV

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 64.6-kw visual, 10.5-kw aural. Antenna: 1142-ft. above av. terrain, 1249-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 27"
Longitude 71° 13' 27"

Transmitter: Chestnut St., Newton, Mass.

Studio: 50 Morrissey Boulevard.

TV tape: Recording facilities.

AM Affiliate: WHDH, 50-kw, 850 kc.

FM Affiliate: WHDH-FM, 4.3-kw, 94.5 mc (No. 233) 980-ft. antenna height.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

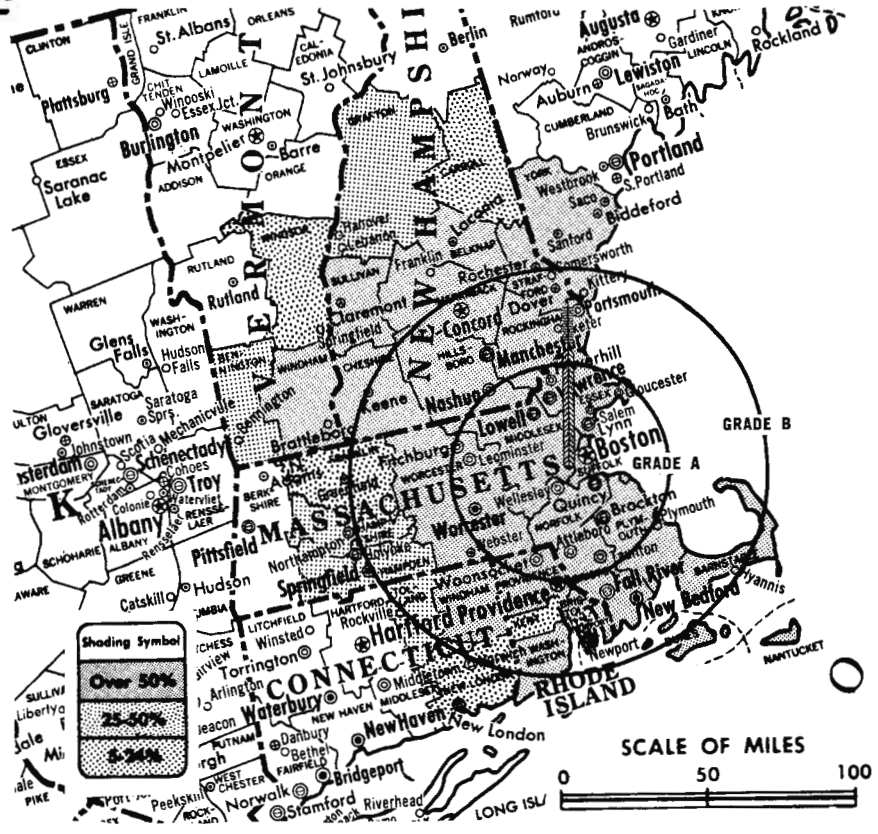
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WHDH-TV Ref: FCC File No. BPCT-248 Granted 4/24/57

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

WHDH-TV

Grantee: WHDH Inc., 50 Morrissey Boulevard, Boston, Mass. (02125).

Telephone: 617-288-5000.

TWX No.: 617-288-5115.

Ownership: Subsidiary of Boston Herald-Traveler; George E. Aker-son, pres.; Roger P. Talmadge, treas. Note: Operating under STA pending outcome of rehearing on grant of Ch. 5 (Television Digest, Vol. 16:29).

Began Operation: Nov. 26, 1957.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

- GEORGE E. AKERSON, president.
- HAROLD E. CLANCY, executive vice president.
- ROBERT B. CHEYNE, v.p. & dir. of television programming.
- JOHN M. DAY, v.p. & director of news & public affairs.
- REG COX, publicity director.
- DAVID ABBOTT, sales manager.
- HARRY WHEELER, v.p., sales administration.
- SIDNEY PIKE, program development manager.
- PHILIP BALDWIN, v.p., engineering.

DIGEST OF RATE CARD NO. 9 (Oct. 1, 1966)

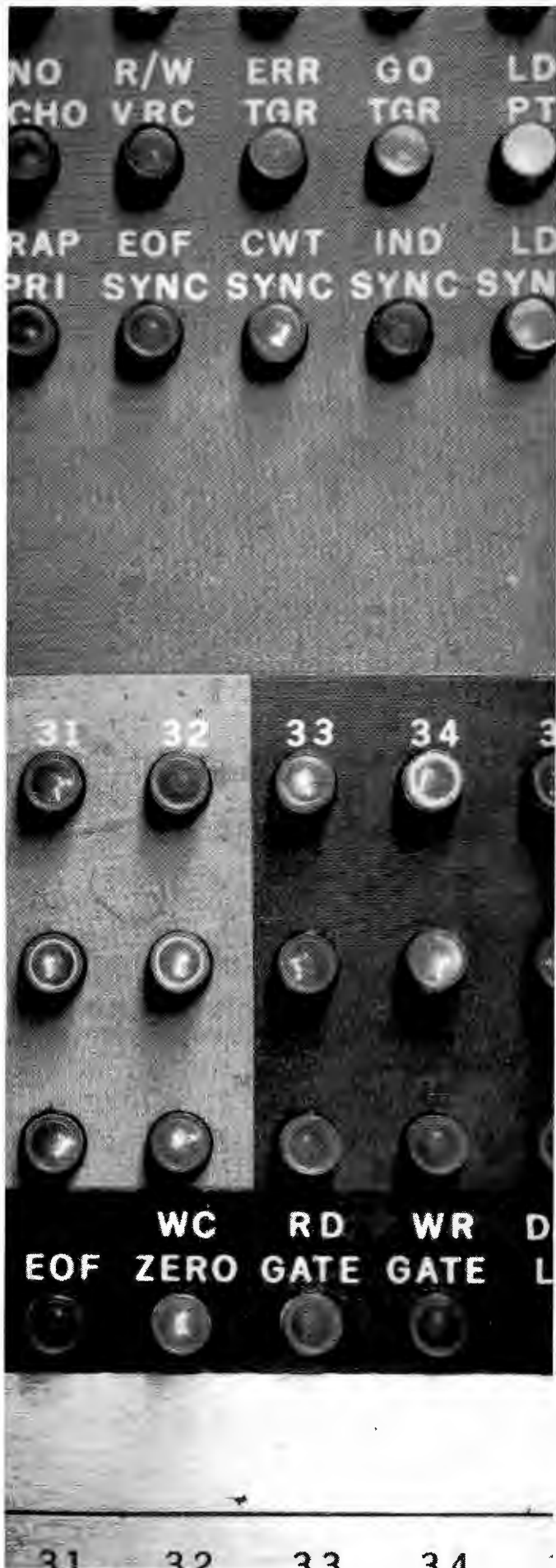
Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AAA—8-11 p.m., daily.	\$4000.00	\$2400.00	\$1750.00	\$1400.00	\$1300.00
NETWORK BASE HOURLY RATE:	\$3250.				

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50	CONNECTICUT			
0/0	WINDHAM	22,800	21,400	94
	MAINE			
	YORK	31,200	30,000	96
	MASSACHUSETTS			
	BARNSTABLE	25,800	24,400	95
	BRISTOL	127,100	122,700	97
	DUKES	2,100	1,600	88
	ESSEX	184,400	178,100	97
	MIDDLESEX	375,700	362,600	97
	NANTUCKET	1,200	1,100	91
	NORFOLK	160,900	156,300	97
	PLYMOUTH	81,900	78,800	96
	SUFFOLK	246,900	229,600	93
	WORCESTER	177,300	169,900	96
	NEW HAMPSHIRE			
	BELKNAP	9,500	9,100	96
	CHESHIRE	14,900	13,700	92
	HILLSBOROUGH	60,400	58,000	96
	MERRIMACK	21,800	20,400	94
	ROCKINGHAM	35,300	33,900	96
	STRAFFORD	19,700	18,600	95
	SULLIVAN	9,300	8,400	91
	RHODE ISLAND			
	BRISTOL	13,000	12,700	98
	PROVIDENCE	187,500	180,500	96
	WASHINGTON	18,100	17,200	95
	VERMONT			
	WINDHAM	9,300	8,000	86

(Continued on page 335-b)

STATION TOTALS	2,208,700	2,109,400	96
NET WEEKLY CIRCULATION (MARCH 1966)		1,689,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		1,236,400	

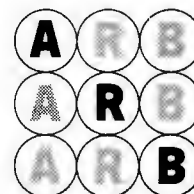


Bryce Rathbone supplies English translations.

Bryce Rathbone manages data operations at the American Research Bureau and if anybody knows the computer language, he does. After talking to Bryce, you quickly discover that he not only speaks the language of the machine, but yours too.

Men who can talk intelligently *about* media research to media research people . . . men who can help formulate, define and express the most critical research needs are important to ARB, and to you. For, once these needs are defined, these same men can create a computer language which will make the best machines work.

Human judgment is, and will continue to be, the only way to solve any problem. And, creative human judgment can harness and use machines in order to provide new information for decision making, for problem solving . . . the kind of audience research information you are accustomed to receiving from ARB.



**AMERICAN
RESEARCH
BUREAU**

Massachusetts—Boston



WNAC-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1000-ft. above av. terrain, 1069-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 40"
Longitude 71° 13' 00"

Transmitter: Tower Road, Newton, Mass.

TV tape: Recording facilities.

AM Affiliate: WNAC, 50-kw, 680 kc.

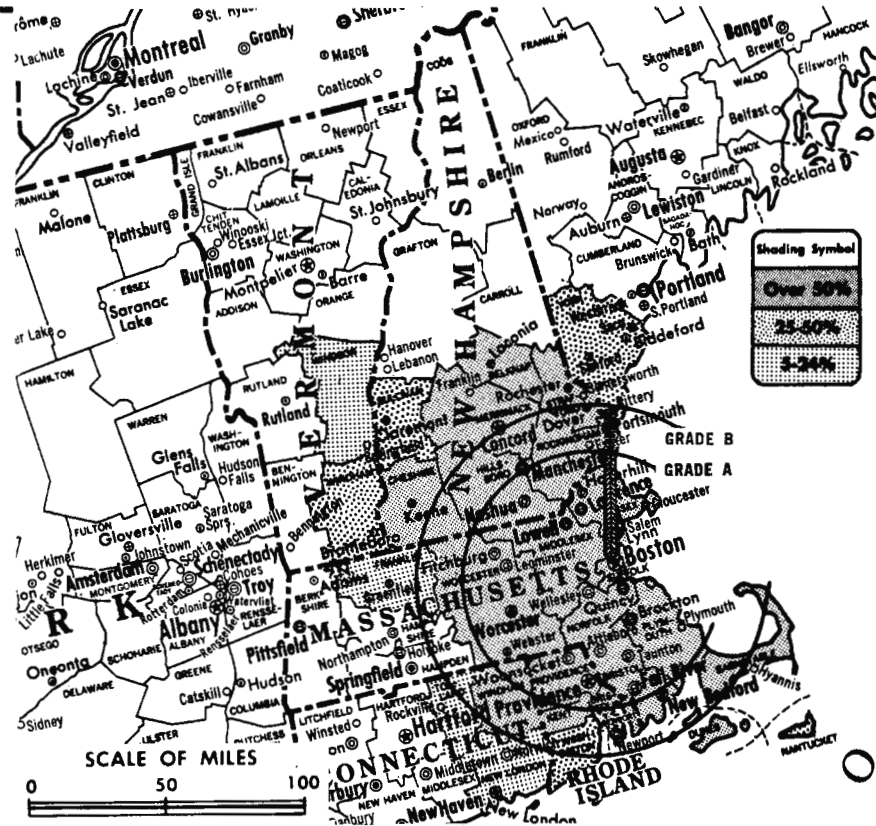
FM Affiliate: WRKO-FM, 11-kw, 98.5 mc (No. 253), 910-ft.

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

News Wire Service: AP, UPI, ABC.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WNAC-TV Ref: FCC File No. BPC7-3001 Granted 3/27/83

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

WNAC-TV

Licensee: RKO General Inc. (Yankee Division), 21 Brookline Ave., Boston, Mass. (02215).

Studio: 21 Brookline Ave.

Telephone: 617-266-0800. Telex No.: 617-094-6423.

Ownership: See WOR-TV, New York.

Began Operation: June 21, 1948.

Represented (sales) by RKO General Broadcasting National Sales.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

WILLIAM M. McCORMICK, vice president & general manager.
LAD HLAVATY, director of engineering.
HARRY OWEN, engineer in charge, television.
EUGENE MITCHELL, director of sales.
JAMES A. GATES, sales manager.
ALVIN KORN, advertising & promotion director.
GEORGE CYR, programming director & film buyer.
GUY GIAMPAPA, film manager.

DIGEST OF RATE CARD NO. 17 (June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AAA—7:30-10:59 p.m., Mon.-Fri.; 7-10:59 p.m., Sat.; 5:30-10:59 p.m., Sun.					
\$3250.00	\$1950.00	\$1250.00	\$825.00	\$1100.00	\$550.00
NETWORK BASE HOURLY RATE: \$3000.					

See Group Ownership Section for RKO
Corporate Officials

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CONNECTICUT WINDHAM	22,800	21,400	94
	MASSACHUSETTS			
	BARNSTABLE	25,800	24,400	95
	BRISTOL	127,100	122,700	97
	DUKES	2,100	1,800	88
	ESSEX	184,400	178,100	97
	MIDDLESEX	375,700	362,600	97
	NORFOLK	160,900	156,300	97
	PLYMOUTH	81,900	78,800	96
	SUFFOLK	246,900	229,600	93
	WORCESTER	177,300	169,900	96
	NEW HAMPSHIRE			
	BELKNAP	9,500	9,100	96
	CHESHIRE	14,900	13,700	92
	HILLSBOROUGH	60,400	58,000	96
	MERRIMACK	21,800	20,400	94
	ROCKINGHAM	35,300	33,900	96
	STRAFFORD	19,700	18,600	95
	RHODE ISLAND			
	BRISTOL	13,000	12,700	98
	KENT	39,100	38,000	97
	PROVIDENCE	187,500	180,500	96
25-50 O/O	MAINE YORK	31,200	30,000	96
	MASSACHUSETTS NANTUCKET	1,200	1,100	91
	NEW HAMPSHIRE SULLIVAN	9,300	8,400	91

(Continued on page 335-b)

STATION TOTALS	2,012,400	1,923,600	96
NET WEEKLY CIRCULATION (MARCH 1966)	1,662,400		
AVERAGE DAILY CIRCULATION (MARCH 1966)	1,142,900		

Massachusetts—Boston

WSBK-TV



(formerly WIHS-TV)
Ch. 38

Technical Facilities: Channel No. 38 (614-620 mc). Authorized power: 1000-kw max. and 214-kw horizontal visual, 500-kw max. and 107-kw horizontal aural. Antenna: Directional, 740-ft. above av. terrain, 830-ft. above ground, 840-ft. above sea level.

Latitude 42° 20' 50"
Longitude 71° 04' 57"

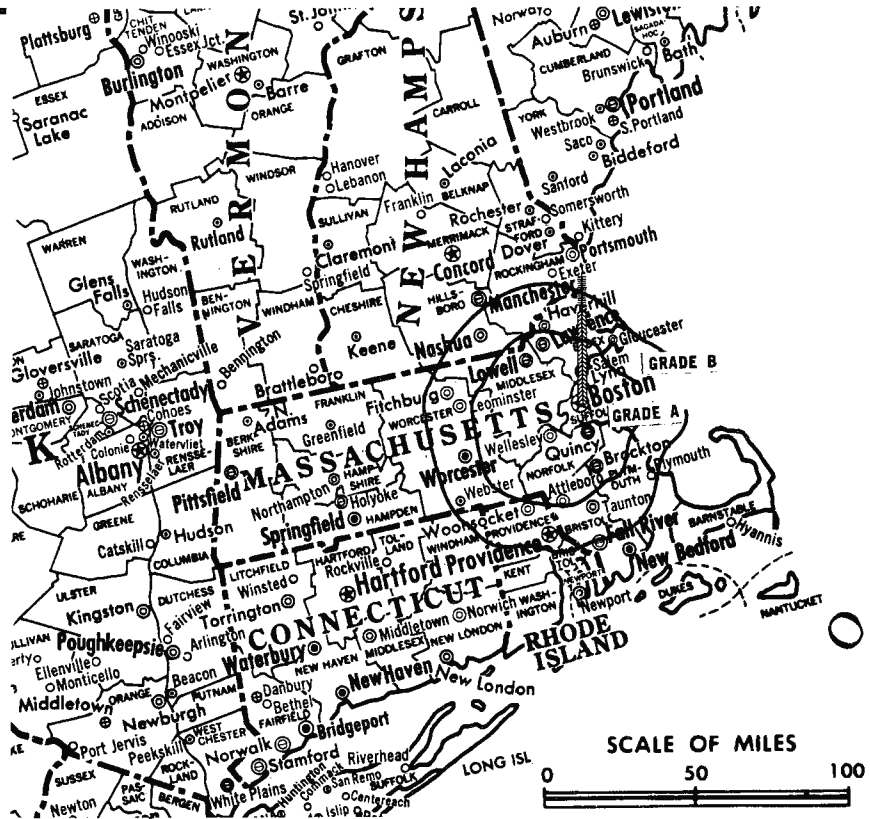
Transmitter: Prudential Tower Bldg., Boston.

TV tape: Recording facilities.

Color: Network, film & slide.

Facsimile Service: UPI.

News Wire Service: UPI.



Circulation © 1966 American Research Bureau.

WSBK-TV Ref: FCC File No. BPCT—3156 Granted 5/16/63

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

WSBK-TV

Network Service: NBC (secondary affiliation).

Licensee: New Boston Television Inc., 25 Granby St., Boston, Mass. (02215).

Studio: Prudential Tower.

Telephone: 617-266-3815.

Ownership: Storer Bcstg., 100%.

Began Operation: Oct. 12, 1964. Sale of 85% control to Storer Bcstg. by Catholic TV Center approved July 29, 1966 by FCC (Television Digest, Vol. 6:15, 31). Storer later exercised option to buy remaining 15% from Austin A. Harrison.

Represented (sales) by Storer Television Sales.

Personnel:

WILLIAM J. FLYNN, general manager & sales manager.
RALPH RUST, assistant general manager.
JOHN F. ANDERSON, local sales manager.
RICHARD WILLIAMS, promotion manager.
DOUG HENDERSON, chief engineer.

DIGEST OF RATE CARD NO. 2 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.	
Class AA—6-10 p.m., daily.	\$500.00	\$320.00	\$250.00	\$125.00	\$70.00	\$35.00

ARB County-by-County Data Not Available

Net Weekly Circulation (March 1966)	85,000
Average Daily Circulation (March 1966)	25,200



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

101 17th Street, N.W. Area Code 202 • 223-2345

Massachusetts—Cambridge-Boston

WKBG-TV

Ch. 56

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 427-kw max. and 282-kw horizontal visual, 64.6-kw max. and 41.7-kw horizontal aural. Antenna: 690-ft. above av. terrain, 516-ft. above ground, 849-ft. above sea level.

Latitude 42° 27' 19.5"
Longitude 71° 10' 48"

Transmitter: Zion Hill, Woburn, Mass.

TV tape: Recording facilities.

AM Affiliate: WXHR, Cambridge, .250 kw D, 740 kc.

FM Affiliate: WXHR-FM, Boston, 50-kw, 96.9 mc (No. 245), 430-ft. antenna height.

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

News Wire Service: UPI.

Facsimile Service: UPI.



WKBG-TV Ref: FCC File No. BMPCT-6420 Granted 12/9/66 © American Map Co., Inc., N.Y., No. 14244

WKBG-TV

Network Service: None, independent.

Licensee: WKBG Inc., Box 56, Boston, Mass. (02215)

Studio: 1050 Commonwealth Ave., Brookline, Mass.

Telephone: 617-566-1320.

Ownership: Kaiser Broadcasting, 50%; Boston Globe, 50%. For other Kaiser interests, see WKBD-TV, Detroit, Mich.

Began Operation: Aug. 31, 1953 as WTAO-TV, but left air March 30, 1956. Sale to present owners by Harvey Radio Labs approved Oct. 20, 1966 by FCC (Television Digest, Vol. 6:26, 43). Sale to Harvey Radio Labs by Middlesex Bcstg. approved Sept. 1, 1959 by FCC. Harvey changed call to WXHR-TV and operated TV experimentally from May 17-Nov. 17, 1962. Station resumed operation Dec. 21, 1966.

Represented (sales) by Broadcast Communications Group.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

RICHARD C. BLOCK, v.p. & general manager, WKBG Inc.
JAMES LYNAGH, general manager, TV-AM-FM.
CHARLES M. PICKERING, national sales manager.
THOMAS P. CANCELLA, local sales manager.
EDWARD L. DOYLE, program director.
THOMAS C. ROSE, business manager.
EUGENE R. HILL, director of engineering.

DIGEST OF RATE CARD NO. 1

(Nov. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—7:30-11 p.m., daily.
\$1000.00 \$700.00 \$450.00 \$350.00 \$208.00 \$208.00 \$104.00

ARB Data not available since the station was not in operation when the survey was made.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

WHDH-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
25-50 O/O	CONNECTICUT NEW LONDON	61,200	57,200	93
	MASSACHUSETTS FRANKLIN	17,200	15,600	91
	NEW HAMPSHIRE CARROLL	5,400	5,100	94
	RHODE ISLAND KENT	39,100	38,000	97
	NEWPORT	23,900	23,000	96
	VERMONT WINDSOR	13,000	11,900	92

5-24 O/O	CONNECTICUT TOLLAND	21,900	20,700	94
	MASSACHUSETTS HAMPDEN	138,400	132,100	95
	HAMPSHIRE	29,400	27,500	93
	NEW HAMPSHIRE GRAFTON	15,200	13,800	91
	VERMONT BENNINGTON	7,900	7,300	93

WNAC-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
25-50 O/O	RHODE ISLAND NEWPORT	23,900	23,000	96
	WASHINGTON	18,100	17,200	95
	VERMONT WINDHAM	9,300	8,000	86

5-24 O/O	CONNECTICUT NEW LONDON	61,200	57,200	93
	TOLLAND	21,900	20,700	94
	MASSACHUSETTS FRANKLIN	17,200	15,600	91
	VERMONT WINDSOR	13,000	11,900	92

Massachusetts—Boston

WBZ-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
25-50 O/O	MASSACHUSETTS FRANKLIN	17,200	15,600	91
	NEW HAMPSHIRE CARROLL	5,400	5,100	94
	RHODE ISLAND KENT	39,100	38,000	97
	NEWPORT	23,900	23,000	96
	PROVIDENCE	187,500	180,500	96
	WASHINGTON	18,100	17,200	95
	VERMONT BENNINGTON	7,900	7,300	93
	CALEDONIA	6,900	6,400	94
	WINDSOR	13,000	11,900	92

5-24 O/O	CONNECTICUT TOLLAND	21,900	20,700	94
	MASSACHUSETTS HAMPSHIRE	29,400	27,500	93
	NEW HAMPSHIRE GRAFTON	15,200	13,800	91

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.
Radio Television CATV

Recent Sales

Radio Massachusetts \$300,000
TV Honolulu \$600,000

116 Central Park South
New York, N.Y.

Massachusetts—Greenfield



WRLP

Ch. 32

[Satellite of WWLP, Springfield, Mass.]

[Also licensed to Keene, N.H. & Brattleboro, Vt.]

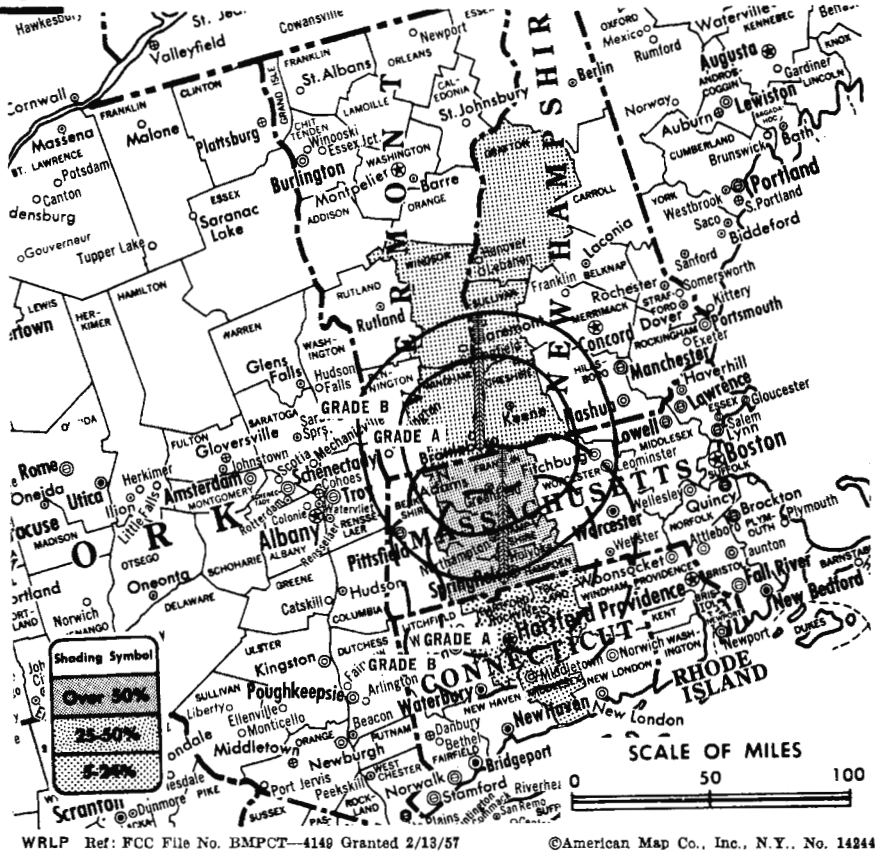
Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 562-kw max. and 468-kw horizontal visual, 56.2-kw max. and 46.8-kw horizontal aural. Antenna: 918-ft. above av. terrain, 663-ft. above ground, 1623-ft. above sea level.

Latitude 42° 45' 35"
Longitude 72° 26' 01"

Transmitter: Bolton Rd., Winchester, N.H.

O & O Translator: W81AA, Hanover & Lebanon, N.H. and White River Junction, Vt.

Color: Network only.



County coverage (shaded areas) based on 1965 ARB study.

WRLP

Licensee: Springfield Television Broadcasting Corp., Box 2210, Springfield, Mass. (01101).

Mailing Address: Box 2210, Springfield, Mass.

Telephone: 413-785-1201

Ownership: Same as WWLP, Springfield, Mass.

Began Operation: June 29, 1957.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter Inc. (Boston).

Represented (legal) by Martin Firestone.

Represented (engineering) by Townsend Assoc.

Personnel:

LELAND WHEELER, resident engineer.

Rates: Bonus to WWLP, Springfield, Mass.

NETWORK BASE HOURLY RATE: Bonus to WWLP, Springfield.

ARB Data for this station included with Parent WWLP, Springfield, Mass. Above map shows coverage for both Parent & Satellite but does not reflect present coverage since the station changed its facilities after the survey was made.

For Translator Station Directory See Services
Volume

Massachusetts—Springfield-Holyoke

WHYN-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 224-kw maximum and 186-kw horizontal visual, 36.3-kw aural, with beam tilt. Antenna: 1000-ft. above av. terrain, 141-ft. above ground, 1341-ft. above sea level.

Latitude 42° 14' 32"
Longitude 72° 38' 55"

Transmitter: Top of Mt. Tom.

Studio: 1300 Liberty St., Springfield.

AM Affiliate: WHYN, 5-kw, 560 kc

FM Affiliate: WHYN-FM, 3.2-kw, 93.1 mc (No. 226), 1000-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS

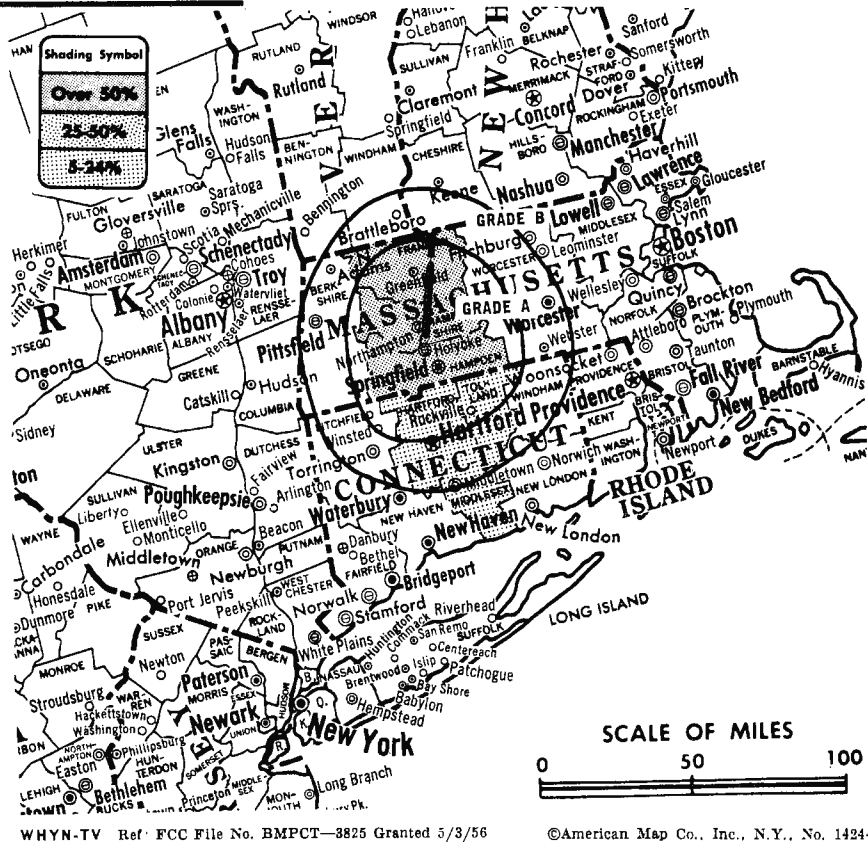
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WHYN-TV Ref: FCC File No. BMPCT-3825 Granted 5/3/56

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

WHYN-TV

Licensee: Hampden-Hampshire Corp., 1300 Liberty St., Springfield, Mass. (01101).

Telephone: 413-785-1911. TWX No.: 710-350-1369.

Ownership: Republican Television Inc., 50%; William Dwight, pres., 4.08⅓%; Charles N. DeRose, v.p. 16.67%; Charles N. DeRose, jointly, 8.29% Arthur Ryan, asst. treas., .084%; Valley Photo Engraving (Northampton Gazette), 16.67%; Wm. Dwight Jr., 4.08⅓%; Donald R. Dwight, 4.08⅓%; Mary Emily Dwight, 4.08⅓%. Same interests publish Holyoke Transcript. Republican Television Inc. is owned by Employees Beneficial Fund of the Springfield Union News and Sunday Republican. For Newhouse interest in Springfield Union News and Sunday Republican, see Syracuse Post Standard under Newspaper Ownership. Note: Sale pending to Guy Gannett Bcstg. (Television Digest, Vol. 6:44).

Began Operation: April 14, 1953. Sale of 50% to Republican TV Inc. approved July 21, 1954. (Television Digest, Vol. 10:10, 30.)

Represented (sales) by Adam Young Inc.; Bill Creed (New England).

Represented (legal) by Robb, Porter, Kistler & Parkinson.

Personnel:

CHARLES N. DeROSE, vice president & general manager.
ZACHARY LAND, asst. general manager & general sales manager.
JAMES KONTOLEON, program director & film buyer.
HOWARD FROST, chief engineer.

DIGEST OF RATE CARD NO. 10

(March 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$600.00	\$360.00	\$240.00	\$180.00	\$150.00	\$75.00
NETWORK BASE HOURLY RATE: \$500 (ABC).						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MASSACHUSETTS			
	FRANKLIN	17,200	15,600	91
	HAMPDEN	138,400	132,100	95
	HAMPSHIRE	29,400	27,500	93
5-24 O/O	CONNECTICUT			
	HARTFORD	237,000	225,800	95
	MIDDLESEX	29,700	28,100	95
	TOLLAND	21,900	20,700	94
STATION TOTALS		473,600	449,800	95
NET WEEKLY CIRCULATION (MARCH 1966)			195,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			133,300	

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Massachusetts—Springfield



WWLP

Ch. 22

[Also operates affiliated WJZB-TV, Worcester, and satellite WRLP, Greenfield, Mass., latter also licensed to Keene, N.H. and Brattleboro, Vt.]

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 1000-kw max. and 376-kw horizontal visual, 38-kw horizontal aural. Antenna: 750-ft. above av. terrain, 400-ft. above ground, 1049-ft. above sea level.

Latitude 42° 05' 01"
Longitude 72° 42' 16"

Holds CP for 933-kw visual, 93.3-kw aural.

Transmitter: Provin Mt., Agawam, Mass.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WWLP Ref: FCC File No. BMPCT-4599 Granted 7/20/57

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

WWLP

Licensee: Springfield Television Broadcasting Corp., Box 2210, Springfield, Mass. (01101).

Studio: Provin Mt., Agawam, Mass.

Telephone: 413-785-1201. TWX No.: 710-350-1421.

Ownership: Roger L. Putnam, chairman, 25.09%; William L. Putnam, pres., 4.56%; Joseph Deliso, dir., 6.68%; James Fitzgerald, 5.79%; Conrad Fafard, 4.38%; over 100 others, none owning over 2%. WWLP owns WRLP, Greenfield, Mass. (Ch. 32), also serving Keene, N.H., and Brattleboro, Vt.; WJZB-TV, Worcester, Mass. (Ch. 14); WKEF (TV) (Ch. 22) Dayton, O.; translator W81AA, Lebanon, N.H. Springfield also owns off-air WENS (TV), Pittsburgh, Pa. and 50% of CP for WJHF, Raleigh, N.C. (purchase of remaining 50% pends).

Began Operation: March 17, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter (Boston).

Represented (legal) by Martin E. Firestone.

Represented (engineering) by Townsend Assoc.

Personnel:

- WILLIAM L. PUTNAM, president & general manager.
- ROLAND L. FILIAULT, treasurer & comptroller.
- JAMES H. FERGUSON JR., executive vice president.
- JOHN FERGIE, v.p., engineering.
- PAUL A. BRISSETTE JR., sales manager, WWLP.
- JAMES MARLOWE, v.p. & program director.
- ROBERT F. DONAHUE, promotion manager.
- WALLACE SAWYER, film director and buyer.
- FRANCIS KOZLOWSKI, traffic manager.
- DONALD C. SHAW, chief engineer.
- LOUIS P. CHENEVERT, asst. chief engineer.

DIGEST OF RATE CARD NO. 16A—(April 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	
Class AA—7:30-11 p.m., daily.	\$900.00	\$540.00	\$360.00	\$300.00	\$260.00	\$175.00

NETWORK BASE HOURLY RATE: \$600.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	MASSACHUSETTS FRANKLIN HAMPDEN HAMPSHIRE	17,200 138,400 29,400	15,600 132,100 27,500	91 95 93
25-50 O/D	CONNECTICUT HARTFORD TOLLAND	237,000 21,900	225,800 20,700	95 94
5-24 O/D	CONNECTICUT MIDDLESEX NEW HAMPSHIRE CHESHIRE GRAFTON SULLIVAN	29,700	28,100	95
	VERMONT WINDHAM WINDSOR	9,300 13,000	8,000 11,900	86 92
STATION TOTALS		535,300	505,600	94
NET WEEKLY CIRCULATION (MARCH 1966)			214,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			149,600	

ARB Data For This Station Includes Satellite WRLP, Greenfield, Mass. but does not reflect present coverage since WRLP changed its facilities after the survey was made.

Massachusetts—Worcester



WJZB-TV

Ch. 14

[Affiliated with WWLP, Springfield, Mass.]

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 457-kw max. and 398-kw horizontal visual, 45.7-kw max. and 39.8-kw horizontal aural. Antenna: 810-ft. above av. terrain, 254-ft. above ground, 1619-ft. above sea level.

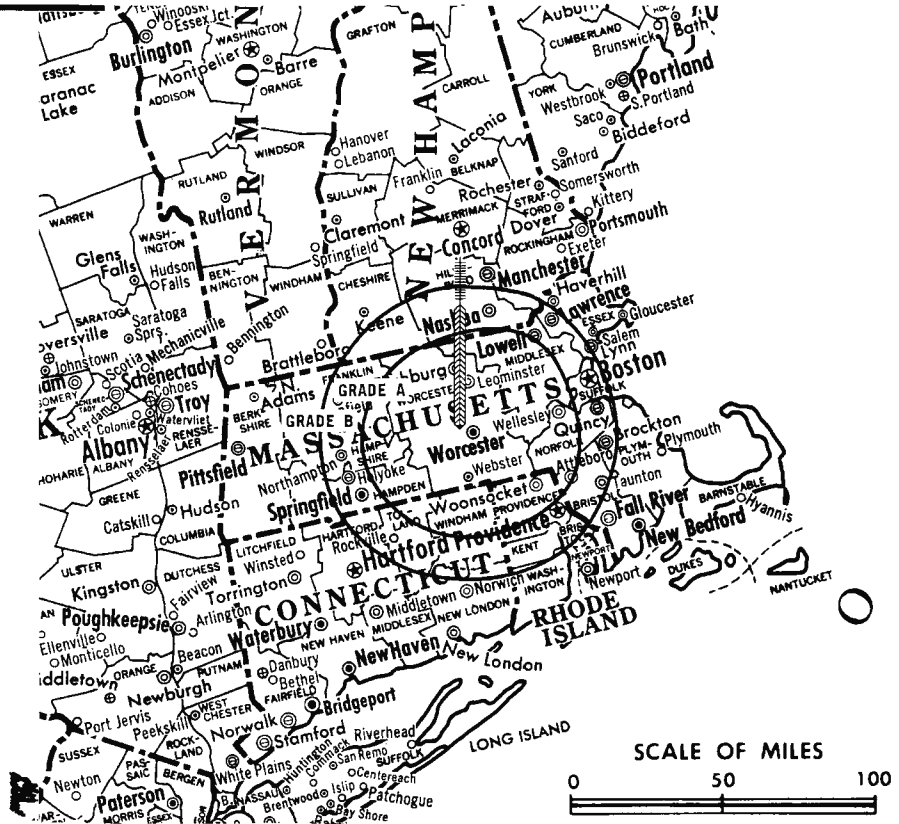
Latitude 42° 18' 13.6"
Longitude 71° 53' 50.7"

Transmitter: Asnebumskit Hill, Paxton, Mass.

TV tape: Recording facilities.

Color: Network.

News Wire Service: UPI.



WJZB-TV Ref: FCC File No. BPCT-3120 Granted 9/25/63

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

WJZB-TV

Network Service: NBC, same as WWLP.
 Grantee: Springfield Television Broadcasting Corp., Box 314, West Side Station, Worcester (01602).
 Studio: Asnebumskit Hill, Paxton, Mass.
 Telephone: 617-799-4800.
 TWX No.: 413-781-3462 (Springfield).
 Ownership: See WWLP.
 Began Operation: Nov. 16, 1953, but left air Sept. 5, 1955 (Television Digest, Vol. 11:37). Returned to air Dec. 1, 1958 after former owners John Z. Buckley and associates turned over station to WWLP in return for 20% stock (Vol. 14:30, 37, 42).
 Represented (sales) by George P. Hollingbery Co.
 Represented (legal) by Martin E. Firestone.
 Represented (engineering) by Townsend Assoc.
 Personnel:
 WILLIAM L. PUTNAM, president & general manager.
 JOHN FERGIE, v.p., engineering.
 JAMES H. FERGUSON JR., v.p., sales.
 ROLAND L. FILIAULT, treasurer & comptroller.
 JAMES F. McMAHON, chief engineer.
 WALLACE SAWYER, film buyer (Springfield).

DIGEST OF RATE CARD NO. 5 (March 31, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$30.00

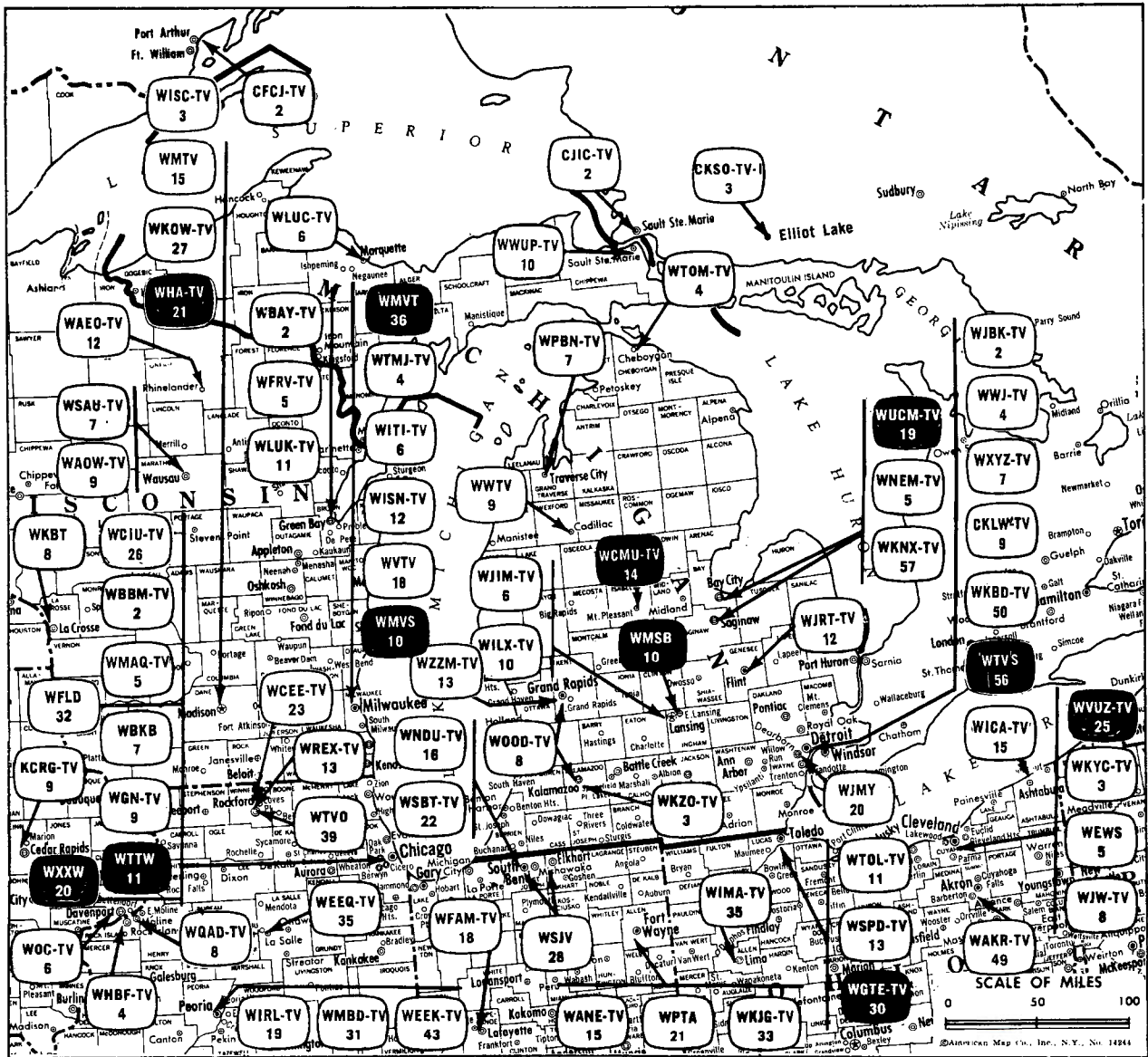
NETWORK BASE HOURLY RATE: Bonus to WWLP, Springfield.

ARB Data Not Available.

**BLACKBURN
& COMPANY, INC.**
Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Michigan



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Detroit	1,528,300	6	1,856,600	9	1,801,000	7
Grand Rapids-Kalamazoo	453,700	36	668,000	45	640,100	41
Saginaw-Bay City-Flint	414,500	45	594,100	50	572,500	47
Lansing	397,700	48	885,900	26	856,900	25
Cadillac-Traverse City	143,600	121	252,400	118	239,000	113
Marquette	57,900	181	86,600	184	81,200	183

Michigan Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	16	2	18
● Educational Television Stations	1	3	4
			22

For Additional State Data,
see facing page

FUTURA

100% MODULAR SOLID STATE AMPLIFIERS

MAINLINE • MAINLINE WITH AGC • MAINLINE/BRIDGER • MAINLINE/BRIDGER WITH AGC • HIGH LEVEL BRIDGER • HIGH LEVEL DISTRIBUTION AMPLIFIERS.
(Inventory costs are reduced by 50%).

viking

400 Ninth Street, Hoboken, N.J. • N.Y.: (212)943-5793; N.J.: (201)656-2020



State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WILX-TV & WMSB

Battle Creek

(See Onondaga & Lansing, Mich.)

WJRT & WKNX-TV

Bay City

(See Flint & Saginaw, Mich.)

WPBN-TV

Cadillac

(See Traverse City, Mich.)

WJMY

Detroit

(See Allen Park, Mich.)

WJIM-TV

Flint

(See Lansing, Mich.)

WKNX-TV

Flint

(See Saginaw, Mich.)

WNEM-TV

Flint

(See Bay City, Mich.)

WKZO-TV

Grand Rapids

(See Kalamazoo, Mich.)

WJIM-TV

Jackson

(See Lansing, Mich.)

WOOD-TV & WZZM

Kalamazoo

(See Grand Rapids, Mich.)

WILX-TV & WMSB

Jackson

(See Lansing, Mich.)

WILX-TV

Lansing

(See Onondaga, Mich.)

Michigan

WJRT-TV

Saginaw

(See Flint, Mich.)

WNEM-TV

Saginaw

(See Bay City, Mich.)

WWTW

Traverse City

(See Cadillac, Mich.)

State Educational Technical Facilities

(Complete Data in Educational Directory)

WTVS

Detroit

Ch. 56

Non-Commercial Educational Station

Licensee: Detroit Educational Television Foundation Inc., 26945 W. Eleven Mile Rd., Southfield, Mich. (48075).

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 575-kw visual, 35.5-kw aural. Antenna: 960-ft. above av. terrain, 1044-ft. above ground, 1744-ft. above sea level.

Latitude 42° 09' 01"
Longitude 83° 18' 44"

WCMU-TV

Mt. Pleasant

Ch. 14

Non-Commercial Educational Station

(Due to Begin Operation in 1967)

Grantee: Central Michigan University, Mt. Pleasant.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 39.8-kw visual, 7.94-kw aural. Antenna: 520-ft. above av. terrain, 544-ft. above ground, 547-ft. above sea level.

Latitude 43° 34' 24"
Longitude 84° 46' 21"

WMSB

Onondaga-East Lansing

Ch. 10

Non-Commercial Educational Station

Licensee: Board of Trustees, Michigan State University, E. Lansing, Mich.

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with commercial outlet WILX-TV. Authorized power: 309-kw visual, 174-kw aural. Antenna: 970-ft. above av. terrain, 982.8-ft. above ground, 1946-ft. above sea level.

Latitude 42° 26' 33"
Longitude 84° 34' 21"

WUCM-TV

University City (Bay City)

Ch. 19

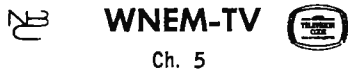
Non-Commercial Educational Station

Grantee: Delta College, University Center (Bay City), Mich.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 234-kw visual, 46.8-kw aural. Antenna: 470-ft. above av. terrain, 498-ft. above ground, 1102-ft. above sea level.

Latitude 43° 33' 42.7"
Longitude 83° 58' 53.7"

Michigan—Bay City-Saginaw-Flint



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1036-ft. above av. terrain, 1056-ft. above ground, 1632-ft. above sea level.

Latitude 43° 28' 13"
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, Mich.

TV tape: Recording facilities.

FM Affiliate: WNEM-FM, 86-kw, 102.5 mc (No. 273), 800-ft. antenna height.

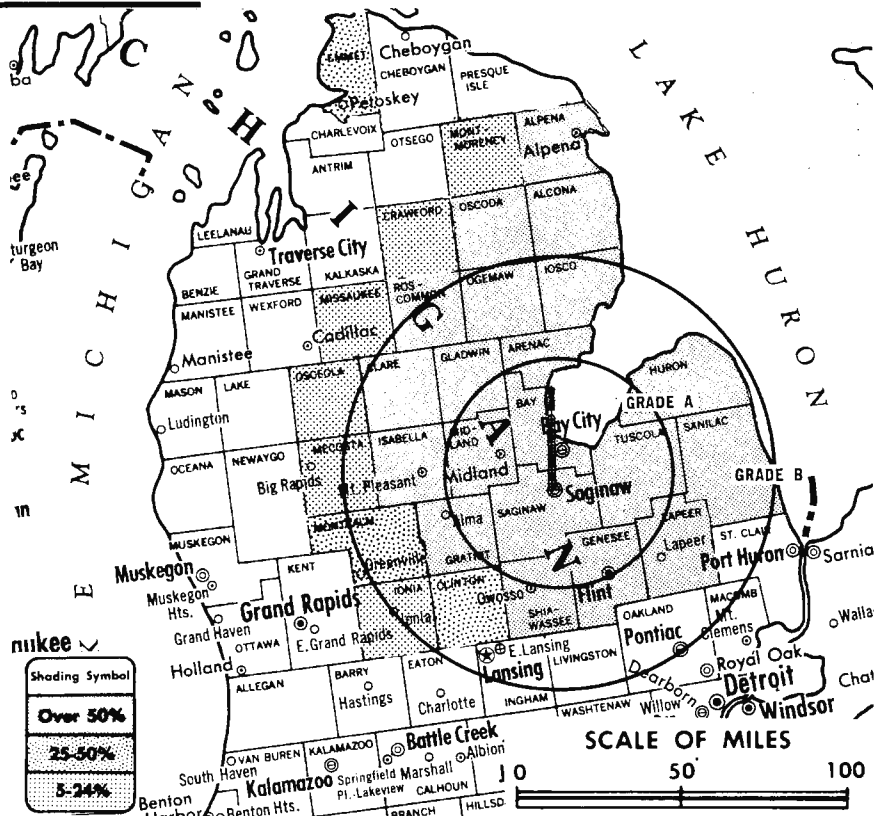
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WNEM-TV Ref: FCC File No. BMPCT-3547 Granted 6/8/56

©American Map Co., Inc., N.Y., No. 14214

WNEM-TV

Licensee: Gerity Broadcasting Co., Gerity Bldg., Adrian, Mich. (49221). Telephone: Colfax 5-7123.

Sales Offices: Bay City, Wenonah Hotel; Twinbrook 3-4504; Saginaw, 201 N. Washington; Pleasant 5-4471. Flint, Pick-Durant Hotel; Cedar 5-3555.

Studio & Operations Office: 5700 Becker Rd., Saginaw, Mich.

Studios & Offices: Pick-Durant Hotel, Flint.

TWX Nos.: 810-265-1203. (Saginaw), 313-742-8724 (Flint).

Ownership: James Gerity Jr., 100%. Mr. Gerity also operates WABJ, Adrian, Mich. & WNEM-FM, Bay City.

Began Operation: Feb. 16, 1954.

Represented (sales) by Edward Petry & Co. Inc.; Andy McDermott Sales Ltd. (Canada).

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

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JAMES GERITY JR., president & general manager.
JACK BERRY, vice president & station manager.
DONALD M. CALLEN, promotion & merchandising manager.
LOU FURLIN, vice president, operations.

DIGEST OF RATE CARD NO. 10—(Dec. 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Fri. & Sun.; 7-10:30 p.m., Sat.
\$1100.00 \$660.00 \$440.00 \$308.00 \$230.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$1100.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	ALCONA	2,000	1,800	90
	ALPENA	8,600	7,700	89

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARENAC	2,900	2,800	94
	BAY	33,100	32,000	97
	CLARE	3,500	3,200	94
	GENESEE	119,300	115,900	97
	GLADWIN	3,300	3,100	94
	GRATIOT	10,700	10,200	95
	HURON	9,200	8,700	94
	IOSCO	5,600	5,400	96
	ISABELLA	9,300	8,800	94
	LAPEER	11,300	10,900	97
	MIDLAND	15,500	15,100	97
	OGEMAW	2,900	2,800	94
	OSCODA	1,100	900	87
	ROSCOMMON	2,500	2,400	97
	SAGINAW	57,000	55,200	97
	SANILAC	9,400	8,800	94
	SHIAWASSEE	16,100	15,500	96
	TUSCOLA	12,200	11,700	96

25-50 O/O	MICHIGAN			
	CLINTON	10,900	10,600	97
	EMMET	4,100	3,800	92
	MONTCALM	11,200	10,700	96

5-24 O/O	MICHIGAN			
	CHIPPEWA	9,100	8,500	93
	CRAWFORD	1,500	1,300	91
	IONIA	11,700	11,300	97
	MECOSTA	5,700	5,400	94
	MISSAUKEE	1,700	1,600	91
	MONTMORENCY	1,400	1,200	89
	OSCEOLA	3,600	3,400	95

STATION TOTALS 396,400 380,700 96

NET WEEKLY CIRCULATION (MARCH 1966) 309,800
AVERAGE DAILY CIRCULATION (MARCH 1966) 225,600

NOW!

WNEM TV-5

adds a
"Champagne
Punch"
to your sales!

Serving 1,602,800
buy-minded people...
with an annual spendable income of
\$3,059,787,000.00 in the nation's
NEW 43rd Market!

*32nd in total retail sales
*25th in total automotive sales
*30th in total food sales
*30th in total furniture
and appliance sales
*32nd in total drug sales

If you want to add a
Champagne punch
to your sales...

put a new sparkle in your profits... ask your Petryman for
the full story of TV 5's dominance of the NEW 43rd Market!

• AMERICA'S
43rd MARKET!

• MICHIGAN'S
2nd MARKET!
(second only to Detroit)

• 470,800
TV HOMES!

• 103,100
COLOR TV SETS!

• PRIME
AVAILABILITIES!

• LOW COST
PER THOUSAND!

See Your PETRY Man



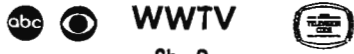
WNEM-TV

FLINT • SAGINAW • BAY CITY • MIDLAND
ALL EASTERN MICHIGAN



"Your Good Luck Station"

Michigan—Cadillac-Traverse City



[Also operates satellite WWUP-TV, Sault Ste. Marie, Mich.]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 51.3-kw aural. Antenna: 1635-ft. above av. terrain, 1295-ft. above ground. 2999-ft. above sea level.

Latitude 44° 08' 12"
Longitude 85° 20' 33"

Transmitter: 9-mi. SE of Cadillac, Mich.

FM Affiliate: WWTV-FM, 100-kw, 92.9 mc (No. 225), 900-ft. antenna height.

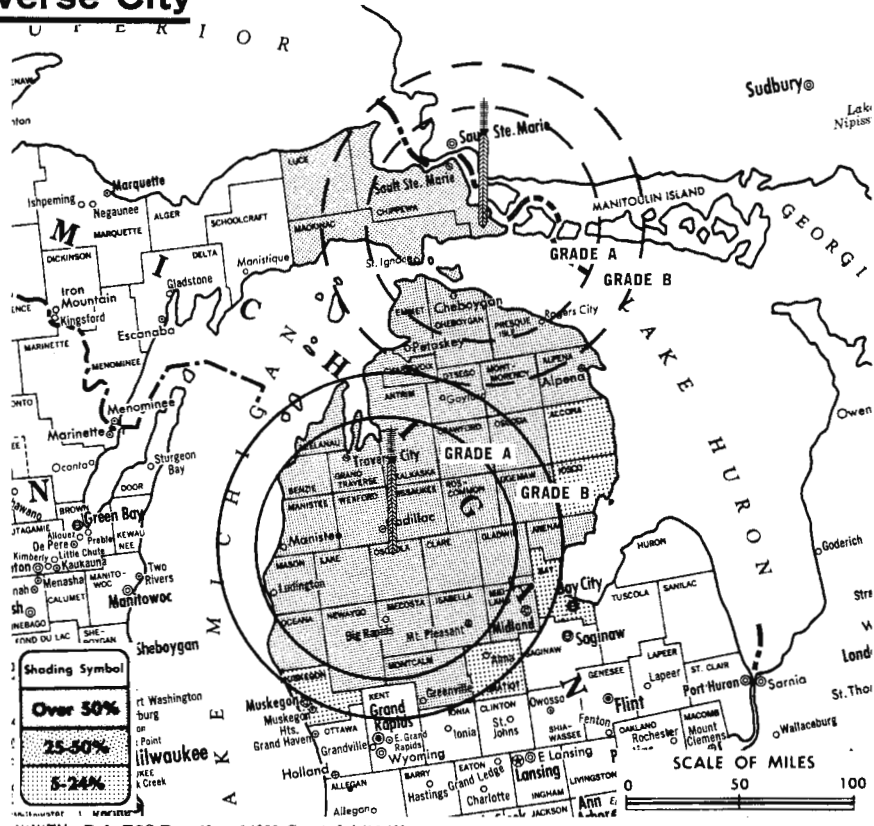
Color: Network, film & slide.

News Wire Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study



WWTV Ref: FCC Doc. No.—14230 Granted 4/12/62
WWUP-TV Ref: FCC File No. BPC—3565 Granted 7/19/65

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

WWTV

Network Service: ABC, CBS.

Licensee: Fetzer Television Inc., P.O. Box 627, Cadillac, Mich. (49601).

Studio: 9-mi. SE of Cadillac, Mich.

Telephone: 616-775-3478.

Ownership: Fetzer Broadcasting Co., 100%. John E. Fetzer, pres. For other interests, see WKZO-TV, Kalamazoo, Mich.

Began Operation: Dec. 11, 1953. Sale to present owner by Sparton Corp. approved July 23, 1958 by FCC (Television Digest, Vol. 14:25, 27).

Represented (sales) by Avery-Knodel Inc.

Personnel:

GENE ELLERMAN, vice president & general manager.
DARYL SEBASTIAN, asst. general manager.
RONALD BAKER, chief engineer.
JOHN WHEAT, program director & film buyer.
DARYLE HARRIS, promotion manager.
JOHN NORTH, news director.

DIGEST OF RATE CARD NO. 9

(Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.-Sun.
\$575.00 \$345.00 \$220.00 \$174.00 \$100.00* \$100.00* \$50.00*

*Class AA—7:30-10 p.m., Mon.-Fri.; 6:30-11 p.m. Sat.; 7:30-11 p.m., Sun.

WWTV is sold only in combination with WWUP-TV.

NETWORK BASE HOURLY RATE: \$475 (ABC) \$475 (CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER MICHIGAN		8,600	7,700	89
50 C/O	ALPENA	2,700	2,600	94
	ANTRIM	2,900	2,800	94
	ARENAC	2,000	1,900	93
	BENZIE	3,600	3,400	95
	CHARLEVOIX	4,000	3,700	91
	CHEBOYGAN	9,100	8,500	93
	CHIPPEWA	3,500	3,200	94
	CLARE	1,500	1,300	91
	CRAWFORD	4,100	3,800	92
	EMMET	3,300	3,100	94
	GLADWIN	9,400	8,800	94
	GRAND TRVRSE	9,300	8,800	94
	ISABELLA	1,100	1,000	93
	KALKASKA	1,800	1,600	91
	LAKE	2,700	2,600	94
	LEELANAU	1,600	1,400	91
	LUCE	3,000	2,800	93
	MACKINAC	5,700	5,400	95
	MANISTEE	6,700	6,100	91
	MASON	5,700	5,400	94
	MECOSTA	15,500	15,100	97
	MIDLAND	1,700	1,600	91
	MISSAUKEE	11,200	10,700	96
	MONTCALM	1,400	1,200	89
	MONTMORENCY	7,300	6,900	94
	NEWAYGO	4,600	4,300	92
	OCEANA	2,900	2,800	94
	UGEMAW	3,600	3,400	95
	OSCEDLA	1,100	900	87
	OSCODA	2,200	2,000	95
	OTSEGO	3,400	3,000	88
	PRESQUE ISLE	2,500	2,400	97
	ROSCOMMON	5,100	4,900	96
	WEXFORD			

(Continued on page 347-b)

STATION TOTALS	252,400	239,000	95
NET WEEKLY CIRCULATION (MARCH 1966)			143,600
AVERAGE DAILY CIRCULATION (MARCH 1966)			108,000

TV Factbook No. 37

Michigan—Cheboygan



Ch. 4

[Affiliated with WPBN-TV,
Traverse City, Mich.]

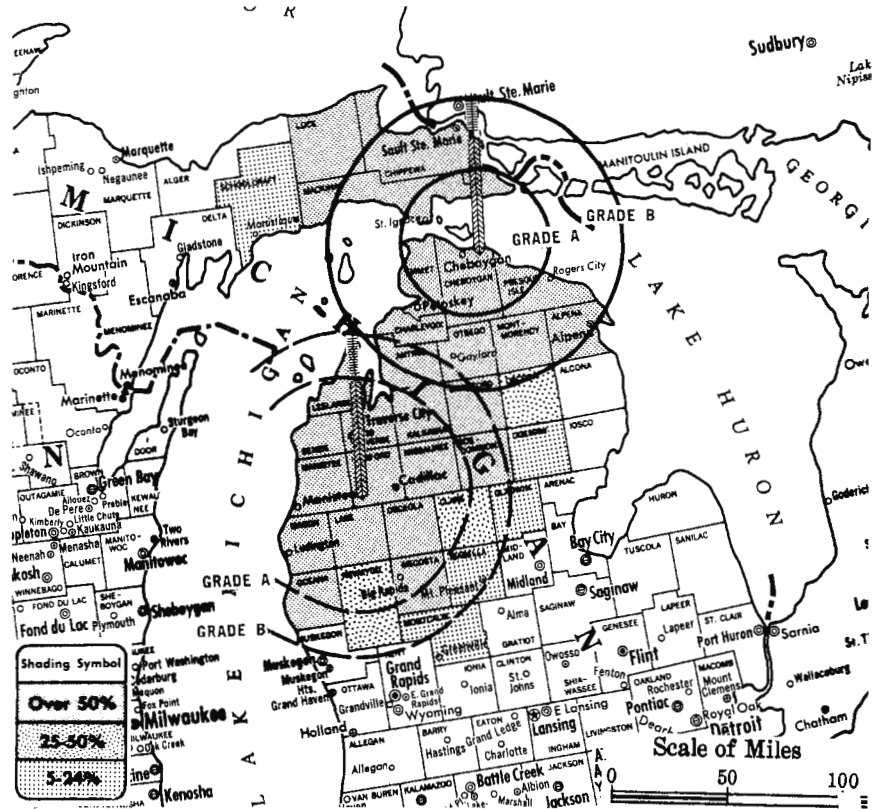
Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
100-kw visual, 20-kw aural. An-
tenna: 620-ft. above av. terrain,
586-ft. above ground, 1286-ft.
above sea level.

Latitude 45° 39' 01"
Longitude 84° 20' 37"

Transmitter: U.S. Rt. 23, 6.7-mi. E
of Cheboygan.

Color: Network only.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.

WTOM-TV Ref: FCC File No. BPECT-2717 Granted 12/9/59

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

WTOM-TV

Network Service: ABC, NBC.

Licensee: Midwestern Broadcasting Company (Paul Bunyan Tele-
vision Network), Paul Bunyan Bldg., Traverse City, Michigan
(49684).

Studio: U.S. Rt. 23, 6.7-mi. E of Cheboygan.

Telephone: 616-627-5683.

Ownership: Same as WPBN-TV, Traverse City.

Began Operation: May 16, 1959.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

LES BIEDERMAN, president.
HARRY R. LIPSON, general manager & film buyer.
ROBERT L. DREHER, sales manager.
WILLIAM H. KIKER, vice president & chief engineer.
JERRY D. FERRIS, station manager.
R. E. DETWILER, commercial manager.

DIGEST OF RATE CARD NO. 3 (May 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:29-10:31 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$90.00	\$80.00

Note: Combination rates with WPBN-TV, Traverse City.

NETWORK BASE HOURLY RATE: Bonus to WPBN-TV, Traverse
City, Mich. (ABC & NBC).

ARB Data for this Station included with Report
of Parent WPBN-TV, Traverse City, Mich. Above
Map shows coverage for both Parent & Satellite
but does not reflect present coverage since WPBN-
TV changed its facilities after the survey was made.

WPBN-TV, Traverse City (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MICHIGAN			
	CLARE	3,500	3,200	94
	NEWAYGO	7,300	6,900	94
	OSCODA	1,100	900	87
5-24 0/0	MICHIGAN			
	GLADWIN	3,300	3,100	94
	ISABELLA	9,300	8,800	94
	MONTCALM	11,200	10,700	96
	OGEMAW	2,900	2,800	94
	SCHOOLCRAFT	2,300	2,100	90

Michigan—Detroit



WJBK-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"
Longitude 83° 12' 47"

Transmitter: Southfield Twp., Mich.
TV tape: Recording facilities.

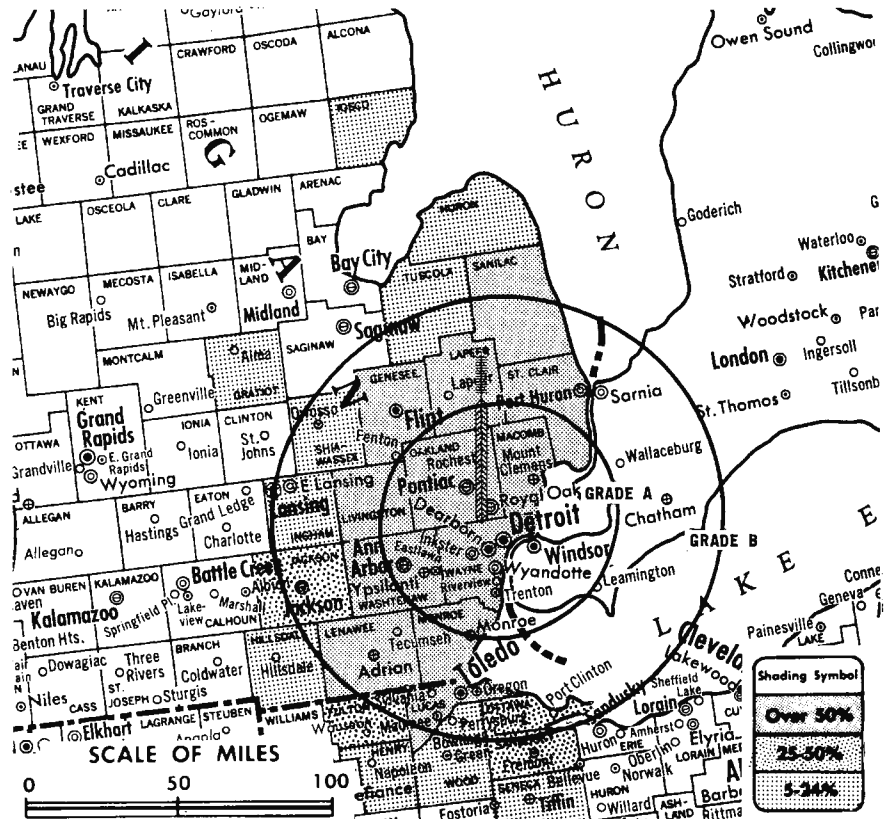
AM Affiliate: WJBK, 10-kw (1-kw night), 1500 kc.

FM Affiliate: WJBK-FM, 30-kw, 93.1 mc (No. 226), 440-ft. antenna height.

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

Facsimile Service: UPI.
News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WJBK-TV Ref: FCC File No. BMPCT-880 Granted 1/2/53

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

WJBK-TV

Licensee: Storer Broadcasting Co., 7441 Second Blvd., Detroit, Mich. (48202).

Studio: 7441 Second Blvd.

Telephone: 313-873-7400. TWX No.: 313-222-5414.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: Oct. 24, 1948.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

- STANTON P. KETTLER, president.
- LAWRENCE M. CARINO, v.p. & general manager.
- JAY WATSON, assistant general manager.
- HAP EATON, general sales manager.
- GEORGE CRANDALL, local sales manager.
- ROBERT L. RIERSON, program & operations manager.
- TODD A. SPOERI, promotion manager.
- BOB McBRIDE, news & community affairs director.
- MARION STONER, chief engineer.

DIGEST OF RATE CARD NO. 26 (Nov. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$3200.00 \$1950.00 \$1500.00 \$850.00 \$450.00

NETWORK BASE HOURLY RATE: \$3100.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	GENESEE	119,300	115,900	97
	LAPEER	11,300	10,900	97
	LENAWEE	23,300	22,400	96

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LIVINGSTON	12,200	11,900	97
	MACOMB	140,700	138,500	98
	MONROE	30,300	29,500	97
	OAKLAND	220,900	217,000	98
	ST CLAIR	32,500	31,400	96
	SANILAC	9,400	8,800	94
	WASHTENAW	52,100	48,800	94
	WAYNE	805,600	780,700	97
	OHIO			
	LUCAS	146,600	142,300	97
25-50 O/O	MICHIGAN			
	JACKSON	40,500	39,300	97
	OHIO			
	FULTON	8,700	8,300	95
	OTTAWA	11,000	10,600	97
	SANDUSKY	17,500	17,000	97
5-24 O/O	MICHIGAN			
	GRATIOT	10,700	10,200	95
	HILLSDALE	10,400	9,700	94
	HURON	9,200	8,700	94
	INGHAM	64,300	61,900	96
	IOSCO	5,600	5,400	96
	SHIAWASSEE	16,100	15,500	96
	TUSCOLA	12,200	11,700	96
	OHIO			
	HENRY	7,600	7,400	97
	SENECA	17,100	16,400	96
	WOOD	21,500	20,800	97
STATION TOTALS		1,856,600	1,801,000	97

NET WEEKLY CIRCULATION (MARCH 1966) 1,514,100
AVERAGE DAILY CIRCULATION (MARCH 1966) 1,094,000
(Station also received in Canadian markets)

Michigan—Detroit

WKBD-TV



Ch. 50

Technical Facilities: Channel No. 50 (686-692 mc). Authorized power: 535-kw max. and 347-kw horizontal visual, 107-kw max. and 69-kw horizontal aural. Antenna: 966-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Holds CP for change to 1000-kw max. and 678-kw horizontal visual, 200-kw max. and 135-kw horizontal aural. BPCT—3773.

Transmitter: 26955 West 11 Mile Road, Southfield, Mich.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Map Note: Reflects planned operation.

Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WKBD-TV Ref: FCC File No. BNPCT—6017 Granted 11/6/64
CP: BPCT—3773 Granted 6/23/66

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

WKBD-TV

Network Service: None, independent.

Grantee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

Studio: 26955 West 11 Mile Rd., Southfield, Mich. (48076).

Mailing Address: Box 359, Southfield, Mich. (48075).

Telephone: 313-444-8500.

Ownership: Wholly owned subsidiary of Kaiser Industries Corp., Richard C. Block, v.p. & gen. mgr. Kaiser also owns WKBS-TV, Burlington-Philadelphia; WKBG-TV, WXRH & FM, Boston (50%); KMTW (TV), Los Angeles-Corona; and CP for KHJK-TV, San Francisco.

Began Operation: Jan. 10, 1965.

Represented (sales) by Broadcast Communications Group Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

- RICHARD L. FREEMAN, general manager.
- BARRY H. THURSTON, station manager & film buyer.
- DON CHAPMAN, assistant general manager, sales.
- JAMES R. FURR, business manager.
- AL MARTIN, chief engineer.
- GEORGE SPERRY, promotion manager.
- BRUCE G. MARTYN, sports director.
- HOWARD ZUCKERMAN, production manager.

DIGEST OF RATE CARD NO. 2a (Oct. 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00	\$350.00	\$208.00	\$104.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	MICHIGAN			
0/0	LIVINGSTON	12,200	11,900	97
	MACOMB	140,700	138,500	98
	OAKLAND	220,900	217,000	98
	WASHTENAW	52,100	48,800	94
	WAYNE	805,600	780,700	97

STATION TOTALS		1,231,500	1,196,900	97
NET WEEKLY CIRCULATION (MARCH 1966)			284,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			128,100	

(Station also received in Canadian markets)

WWTW, Cadillac (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	MICHIGAN			
0/0	ALCONA	2,000	1,800	90
	BAY	33,100	32,000	97
	GRATIOT	10,700	10,200	95
	IOSCO	5,600	5,400	96
	MUSKEGON	46,200	44,500	96

Michigan—Detroit

WWJ-TV
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 9.77-kw aural. Antenna: 1010-ft. above av. terrain, 1068-ft. above ground, 1753-ft. above sea level.

Latitude 42° 28' 59"
Longitude 83° 12' 20"

Transmitter: Greenfield & 10½ Mile Rds.

Studio: 622 Lafayette Blvd.

TV tape: Recording facilities.

AM Affiliate: WWJ, 5-kw, 950 kc (NBC).

FM Affiliate: WWJ-FM, 50-kw, 97.1 mc (No. 246), 480-ft. antenna height.

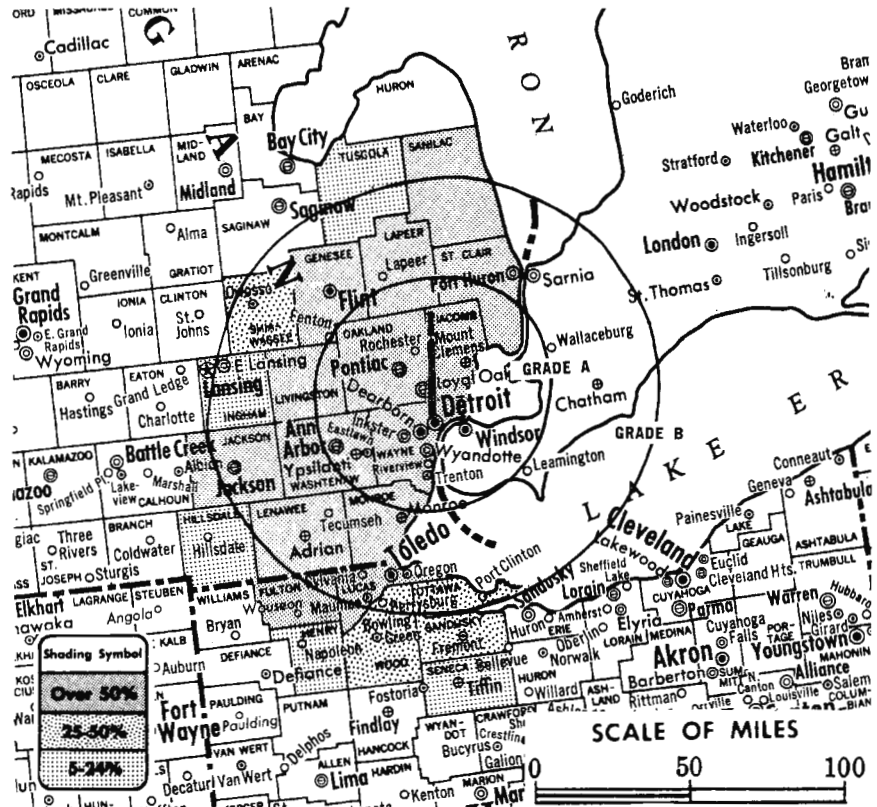
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI, Western Union Sports.

News Film Service: NBC, UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WWJ-TV Ref: FCC Doc. No.—14407 Granted 2/1/64

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

WWJ-TV

Licensee: Evening News Assn., 622 Lafayette Blvd., Detroit (48231).

Telephone: 313-222-2000. TWX No.: 313-222-5004.

Ownership: Evening News Assn., publisher of The Detroit News; Peter B. Clark, pres. Note: Its Universal Communications Corp. is buying WQAD-TV, Moline, Ill.

Began Operation: June 3, 1947.

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by John Creutz.

Personnel:

- JAMES SCHIAVONE, general manager.
- DON DeGROOT, assistant general manager.
- FRANKLIN G. SISSON, station manager.
- RAY W. COLIE, sales manager.
- PETER S. GOOD, national sales manager.
- FRANK STELTENKAMP, sales development manager.
- MELVIN C. WISSMAN, program development manager.
- A. GLENN KYKER, promotion manager.
- IAN K. HARROWER, program & production mgr. & film buyer.
- JAMES F. CLARK, news editor.
- PAUL WILLIAMS, public affairs manager.
- E. J. LOVE, engineering manager.
- ROLAND RENAUD, chief engineer.

DIGEST OF RATE CARD NO. 25—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—8-11 p.m., daily.
\$3500.00 \$2100.00 \$1410.00 \$1330.00 \$1300.00 \$1000.00 \$500.

NETWORK BASE HOURLY RATE: \$3400.

(Station also received in Canadian markets)

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	GENESEE	119,300	115,900	97
	JACKSON	40,500	39,300	97
	LAPEER	11,300	10,900	97
	LENAWEE	23,300	22,400	96
	LIVINGSTON	12,200	11,900	97
	MACOMB	140,700	138,500	98
	MONROE	30,300	29,500	97
	OAKLAND	220,900	217,000	98
	ST CLAIR	32,500	31,400	96
	SANILAC	9,400	8,800	94
WASHTENAW	52,100	48,800	94	
WAYNE	805,600	780,700	97	
25-50 O/O	OHIO			
	FULTON	8,700	8,300	95
	LUCAS	146,600	142,300	97
	MICHIGAN			
SHIAWASSEE	16,100	15,500	96	
5-24 O/O	OHIO			
	OTTAWA	11,000	10,600	97
	SANDUSKY	17,500	17,000	97
	WOOD	21,500	20,800	97
5-24 O/O	MICHIGAN			
	HILLSDALE	10,400	9,700	94
	INGHAM	64,300	61,900	96
TUSCOLA	12,200	11,700	96	
5-24 O/O	OHIO			
	HENRY	7,600	7,400	97
SENECA	17,100	16,400	96	
STATION TOTALS		1,831,100	1,776,700	97
NET WEEKLY CIRCULATION (MARCH 1966)			1,528,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			1,131,200	

Michigan—Detroit



WXYZ-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1733-ft. above sea level.

Latitude 42° 28' 15"
Longitude 83° 15' 00"

Transmitter: Broadcast House, 20777 W. Ten Mile Rd.

TV tape: Recording facilities.

AM Affiliate: WXYZ, 5-kw, 1270 kc (ABC).

FM Affiliate: WXYZ-FM, 27.2-kw, 101.1 mc (No. 266), 880-ft. antenna height.

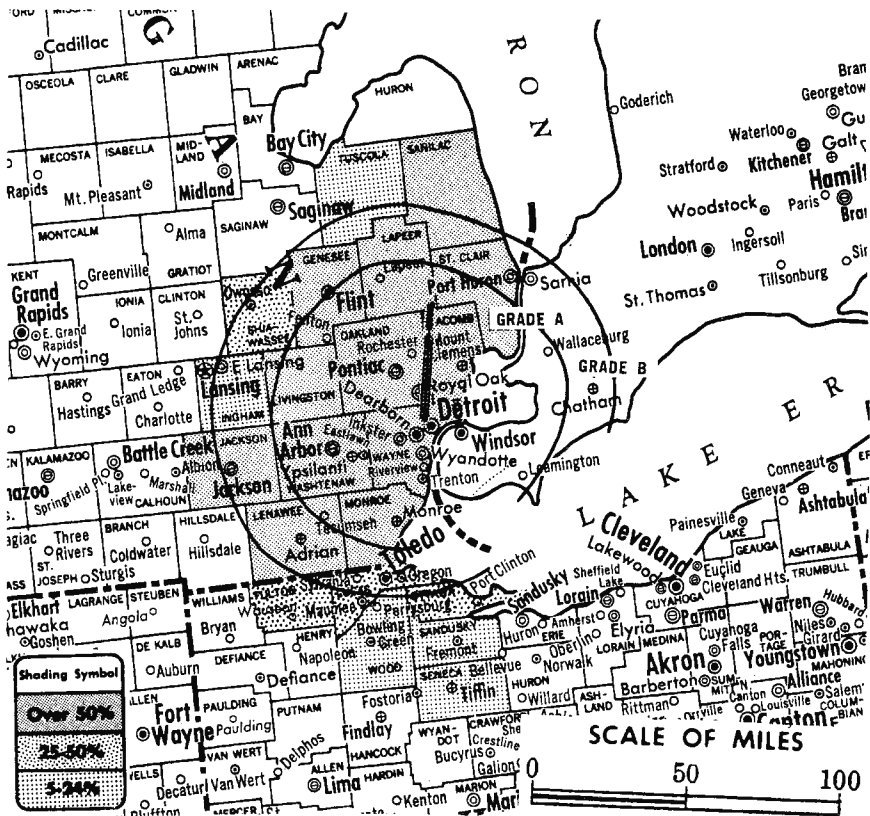
Color: Network, live, film & slide.

News Wire Service: AP, UPI, ABC.

Facsimile Service: AP, UPI.

News Film Service: ABC, UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WXYZ-TV Ref: FCC File No. BPCT-2490 Granted 7/10/58

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

WXYZ-TV

Licensee: WXYZ Inc., Broadcast House, 20777 West Ten Mile Rd., Southfield, Mich. (48076).

Studio: Broadcast House, 20777 W. Ten Mile Rd.

Telephone: 313-444-1111. TWX No.: 313-357-4605.

Ownership: American Bcstg. Co., 100%; see WABC-TV, New York.

Began Operation: Oct 9, 1948.

Represented (sales) by ABC Television Spot Sales Inc.; Stovin-Byles (Canada).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- JOHN E. CAMPBELL, vice president & general manager.
- DONALD F. KECK, general sales manager.
- KENNETH MacQUEEN, sales manager.
- JAN COIL, local sales service manager.
- RICHARD N. HUGHES, dir. of advertising & community affairs.
- RALPH DAWSON, commercial tape manager.
- ALICE LIMPERIS, public service coordinator.
- EDWARD DEAN McCARTHY, program manager & film buyer.
- EARL MOORE, business manager.
- ED STOCKE, production service manager.
- CHARLES KOCHER, chief engineer.
- WILLIAM C. FYFFE, news director.
- RON LAUFER, research director.
- JOSEPH VAUGHN, editorial director.

DIGEST OF RATE CARD
(Fall, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$3400.00	\$2380.00	\$1200.00			

Graded rates apply*

*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$3100.

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	GENESEE	119,300	115,900	97
	JACKSON	40,500	39,300	97
	LAPEER	11,300	10,900	97
	LENAWEE	23,300	22,400	96
	LIVINGSTON	12,200	11,900	97
	MACOMB	140,700	138,500	98
	MONROE	30,300	29,500	97
	OAKLAND	220,900	217,000	98
	ST CLAIR	32,500	31,400	96
	SANILAC	9,400	8,800	94
	WASHTENAW	52,100	48,800	94
	WAYNE	805,600	780,700	97
25-50 O/O	MICHIGAN			
	SHIAWASSEE	16,100	15,500	96
	OHIO			
	FULTON	8,700	8,300	95
	LUCAS	146,600	142,300	97
	OTTAWA	11,000	10,600	97
5-24 O/O	MICHIGAN			
	INGHAM	64,300	61,900	96
	TUSCOLA	12,200	11,700	96
	OHIO			
	SANDUSKY	17,500	17,000	97
	SENECA	17,100	16,400	96
	WOOD	21,500	20,800	97

STATION TOTALS	1,813,100	1,759,600	97
NET WEEKLY CIRCULATION (MARCH 1966)	1,510,200		
AVERAGE DAILY CIRCULATION (MARCH 1966)	1,087,600		

(Station also received in Canadian markets)

Michigan—Windsor, Ont.

CKLW-TV

Ch. 9

(Also serves Detroit, Mich.)

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 325-kw visual, 180-kw aural. Antenna: directional, 631-ft. above av. terrain, 626-ft. above ground, 1226-ft. above sea level.

Latitude 42° 18' 59"
Longitude 83° 02' 58"

Transmitter: 825 Riverside Drive W., Windsor.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

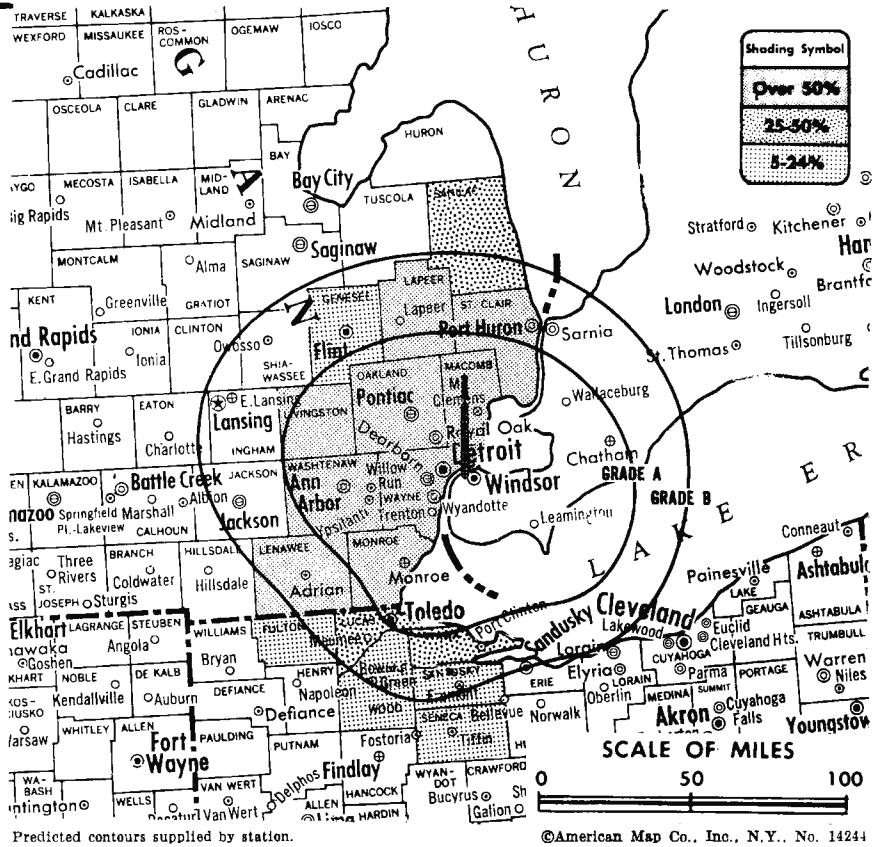
AM Affiliate: CKLW, 50-kw, 800 kc.

FM Affiliate: CKLW-FM, 50-kw, 93.9 mc (No. 230), 600-ft.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



CKLW-TV

Network Service: CBC.

Licensee: W. Ontario Bcstg. Co. Ltd., Riverside Dr. W., Windsor, Ont.

Studio: 825 Riverside Drive W., Windsor.

Detroit & Business Office: Guardian Bldg., Detroit, Mich. (48226).

Telephones: 313-961-7200, Detroit; 519-254-2831, Windsor.

Telex No.: 023-5398.

Ownership: CKLW-TV officers: S. C. Ritchie, pres.; W. H. Gatfield, treas. Note: Western Ontario Bcstg. Co. Ltd. (RKO Distributing Corp. of Canada, RKO General Inc.) licensee; for other interests see WOR-TV, New York.

Began Operation: Sept 16, 1954.

Represented (sales) by RKO General Inc.

Represented (legal) by Rogers & Rowland, Toronto, Ont.

Personnel:

- S. C. RITCHIE, president & general manager.
- GENE ROPER, program & production mgr., TV.
- EDWIN C. METCALFE, v.p., station manager.
- LeGRAND REDFIELD, general sales manager, TV.
- CLARK GRANT, director of advertising & promotion.
- JIM VAN KUREN, news editor.
- STEWART CLARK, engineering director.

DIGEST OF RATE CARD NO. 14—(U.S. RATES)
(June 1, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 10 Sec.
Class A—4:30-9 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 1-11 p.m., Sun.
\$1600.00 \$960.00 \$640.00 \$480.00 \$400.00 \$400.00 \$120.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	LAPEER	11,300	10,900	97
	LENAAEE	23,300	22,400	96
	LIVINGSTON	12,200	11,900	97
	MACOMB	140,700	138,500	98
	MONROE	30,300	29,500	97
	OAKLAND	220,900	217,000	98
	ST CLAIR	32,500	31,400	96
25-50 O/O	MICHIGAN			
	SANILAC	9,400	8,800	94
	OHIO			
LUCAS	146,600	142,300	97	
OTTAWA	11,000	10,600	97	
5-24 O/O	MICHIGAN			
	GENESEE	119,300	115,900	97
	OHIO			
	FULTON	8,700	8,300	95
	SANDUSKY	17,500	17,000	97
SENECA	17,100	16,400	96	
WOOD	21,500	20,800	97	
STATION TOTALS		1,680,000	1,631,200	97

NET WEEKLY CIRCULATION (MARCH 1966) 1,207,100
AVERAGE DAILY CIRCULATION (MARCH 1966) 653,800
(Station also received in Canadian markets)

Michigan—Flint



WJRT-TV



Ch. 12

(Also serves Saginaw & Bay City)

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level.

Latitude 43° 13' 48"
Longitude 84° 03' 35"

Transmitter: Chesaning, Mich.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WJRT-TV Ref: FCC File No. BMPCT-2688 Granted 4/13/55

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

WJRT-TV

Licensee: WJRT Inc., 2302 Lapeer Rd., Flint, Mich. (48503).

Studio: 2302 Lapeer Rd., Flint. Telephone: 313-239-6611.

Ownership: John B. Poole & family, 82.7%; Albert J. Gillen, 5%; others. Note: WJRT Inc. is buying WPRO-TV, Providence.

Began Operation: Oct. 12, 1958. Present owner acquired station as part of arrangement whereby Goodwill Stations Inc. sold all its other properties to Capital Cities Bcstg. Corp. This was approved July 29, 1964 by FCC (Television Digest, Vol. 4:18-19, 31).

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

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

JOHN B. POOLE, president.
ALBERT J. GILLEN, exec. v.p. & general manager.
ROBERT H. BATTERSBY, vice president & treasurer.
ARTHUR BONE, chief engineer.
DUANE HARM, general sales manager.
ALLEN D. CHRISTIANSEN, program director.
PAUL HUGHES, local sales manager.
SAM SAMORA, promotion manager.
WILLIAM MacKENZIE, commercial production manager.

DIGEST OF RATE CARD NO. 12—(Jan. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. 20 Sec. 10 Sec.
Class AA—8-10:30 p.m., daily.
\$1250.00 \$750.00 \$408.00 \$308.00 \$400.00* \$350.00* \$175.00*

*Class AAA—8-10:30 p.m., Mon.-Sat.; 7:30-10:30 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1250.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	ALPENA	8,600	7,700	89
	ARENAC	2,900	2,800	94
	BAY	33,100	32,000	97

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CLARE	3,500	3,200	94
	CLINTON	10,900	10,600	97
	GENESEE	119,300	115,900	97
	GLADWIN	3,300	3,100	94
	GRATIOT	10,700	10,200	95
	HURON	9,200	8,700	94
	INGHAM	64,300	61,900	96
	IONIA	11,700	11,300	97
	IOSCO	5,600	5,400	96
	ISABELLA	9,300	8,800	94
	LAPEER	11,300	10,900	97
	MIDLAND	15,500	15,100	97
	MONTCALM	11,200	10,700	96
	OGEMAW	2,900	2,800	94
	SAGINAW	57,000	55,200	97
	SHIAWASSEE	16,100	15,500	96
	TUSCOLA	12,200	11,700	96
25-50 O/O	MICHIGAN			
	EATON	15,300	14,800	97
	EMMET	4,100	3,800	92
	LIVINGSTON	12,200	11,900	97
	SANILAC	9,400	8,800	94
5-24 O/O	MICHIGAN			
	ALCONA	2,000	1,800	90
	CALHOUN	44,300	42,900	97
	CHIPPewa	9,100	8,500	93
	JACKSON	40,500	39,300	97
	USCEOLA	3,600	3,400	95
	ROSCOMMON	2,500	2,400	97
	ST CLAIR	32,500	31,400	96

STATION TOTALS 594,100 572,500 96

NET WEEKLY CIRCULATION (MARCH 1966) 414,500
AVERAGE DAILY CIRCULATION (MARCH 1966) 292,200

Michigan—Grand Rapids

WOOD-TV 

Ch. 8

(Also serves Kalamazoo, Mich.)

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 1000-ft. above av. terrain, 1015-ft. above ground, 1835-ft. above sea level.

Latitude 42° 41' 13"
Longitude 85° 30' 35"

Transmitter: 2.5-mi. S. of Middleville, Mich.

TV tape: Recording facilities.

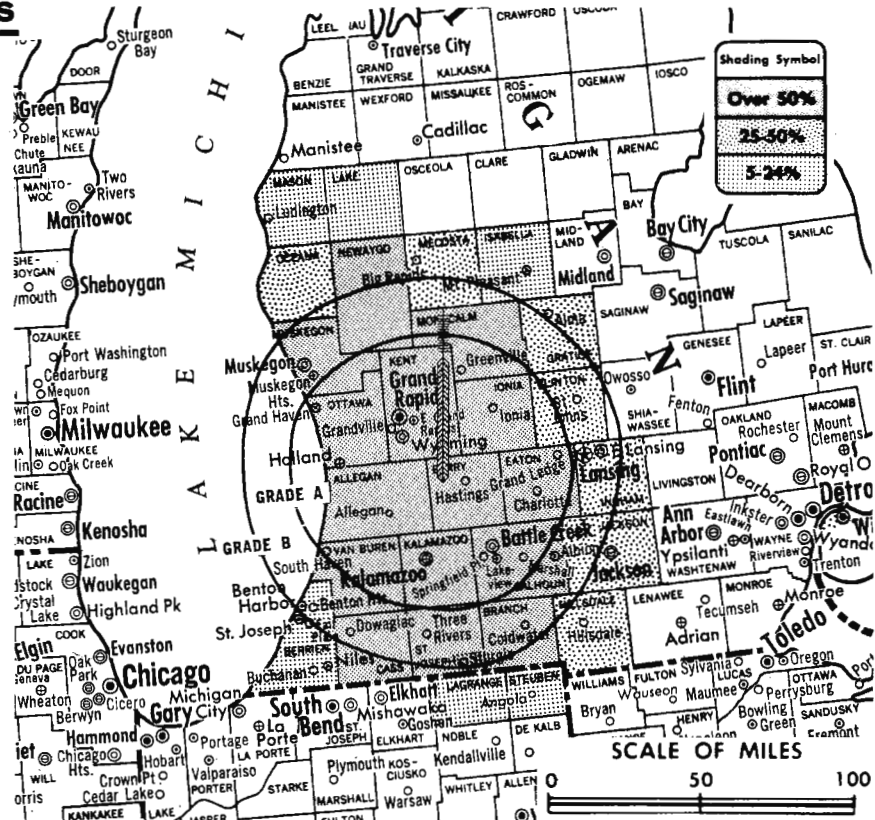
AM & FM Affiliates: See below.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WOOD-TV Ref: FCC File No. BPCT-917 Granted 7/31/53
Authorized: FCC File No. BPCT-2673 & BMPCT-5402 Granted 9/22/59 & 4/5/61
©American Map Co., Inc., N.Y., No. 14244

WOOD-TV

Licensee: Time-Life Broadcast Inc., 120 College Ave. SE, Grand Rapids, Mich. (49502).

Studio: 120 College Ave. SE.

Telephone: 616-459-4125, Grand Rapids.

TWX No.: 810-273-6920.

AM Affiliate: WOOD, 5-kw, 1300 kc (NBC). FM Affiliate: WOOD-FM, 264-kw, 105.7 mc (No. 289), 820-ft. antenna height.

Ownership: Time-Life Broadcast Inc., subsidiary of Time Inc. For other interests, see Time Inc., under Group Ownership.

Began Operation: Aug. 15, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (Television Digest, Vol. 12:50, 51; 13:16). Bitner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

Represented (sales) by Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

WILLARD SCHROEDER, vice president & general manager.
JOHN S. MARKWARD, station & sales manager.
ANDY AMYX, promotion manager.
PETER KIZER, program director.
ROBERT SMITH, asst. program director & film buyer.
CHARLES LEIPHAM, production director.
RICHARD TILLSTROM, public affairs director.
DAVID HOYLE, continuity director.
CHARLES ROBISON, chief engineer.
LEONARD BRIDGE, business manager.

DIGEST OF RATE CARD NO. 16

(June 1, 1965)

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

Class AA—7:30-10:30 p.m., daily.
\$1100.00 \$660.00 \$420.00 \$345.00* \$310.00* \$160.00*

*Class AA—7:31-10:31 p.m., daily.

NETWORK BASE HOURLY RATE: \$1400 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	ALLEGAN	17,300	16,700	96
	BARRY	10,100	9,700	96
	BRANCH	10,000	9,600	96
	CALHOUN	44,300	42,900	97
	CASS	11,700	11,200	96
	EATON	15,300	14,800	97
	IONIA	11,700	11,300	97
	KALAMAZOO	53,600	51,600	96
	KENT	115,100	110,100	96
	MONTCALM	11,200	10,700	96
	MUSKEGON	46,200	44,500	96
	NEWAYGO	7,300	6,900	94
	OTTAWA	30,200	29,000	96
	ST JOSEPH	13,900	13,400	96
	VAN BUREN	15,600	15,000	96

25-50 O/O	MICHIGAN			
	CLINTON	10,900	10,600	97
	GRATIOT	10,700	10,200	95
	HILLSDALE	10,400	9,700	94
	INGHAM	64,300	61,900	96
	JACKSON	40,500	39,300	97
	MECOSTA	5,700	5,400	94
	OCEANA	4,600	4,300	92

5-24 O/O	INDIANA			
	LA GRANGE	4,800	4,200	88
	STEBEN	4,900	4,700	96
	MICHIGAN			
	BERRIEN	48,400	46,100	95
	ISABELLA	9,300	8,800	94
	LAKE	1,800	1,600	91
	MASON	6,700	6,100	91

STATION TOTALS 636,500 610,300 96

NET WEEKLY CIRCULATION (MARCH 1966) 442,800
AVERAGE DAILY CIRCULATION (MARCH 1966) 318,700

WOODland



Hottest test market going!

You know WOODland—Greater Grand Rapids—as one of the ten most-used test areas in the country. And you know that WOOD-TV is the *preferred* station here, by 2 to 1 over the combined No. 2 and No. 3 stations.* So, all that's left to do is to see your Katz man. He's the WOODland expert.

*Northwood Institute Preference Study (June 1966)



WOOD **AM
FM
TV**

Grand Rapids, Michigan
The Showcase Stations of Western Michigan

National Sales Representatives:
The Katz Agency, Inc.

Michigan—Grand Rapids



WZZM-TV



Ch. 13

(Also serves Muskegon and Kalamazoo)

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 295-kw visual, 58.9-kw aural. Antenna: 1000-ft. above av. terrain, 991-ft. above ground, 1783-ft. above sea level.

Latitude 43° 18' 34"
Longitude 85° 54' 44"

Transmitter: 6-mi. SW of Grant, Mich.

TV tape: Recording facilities.

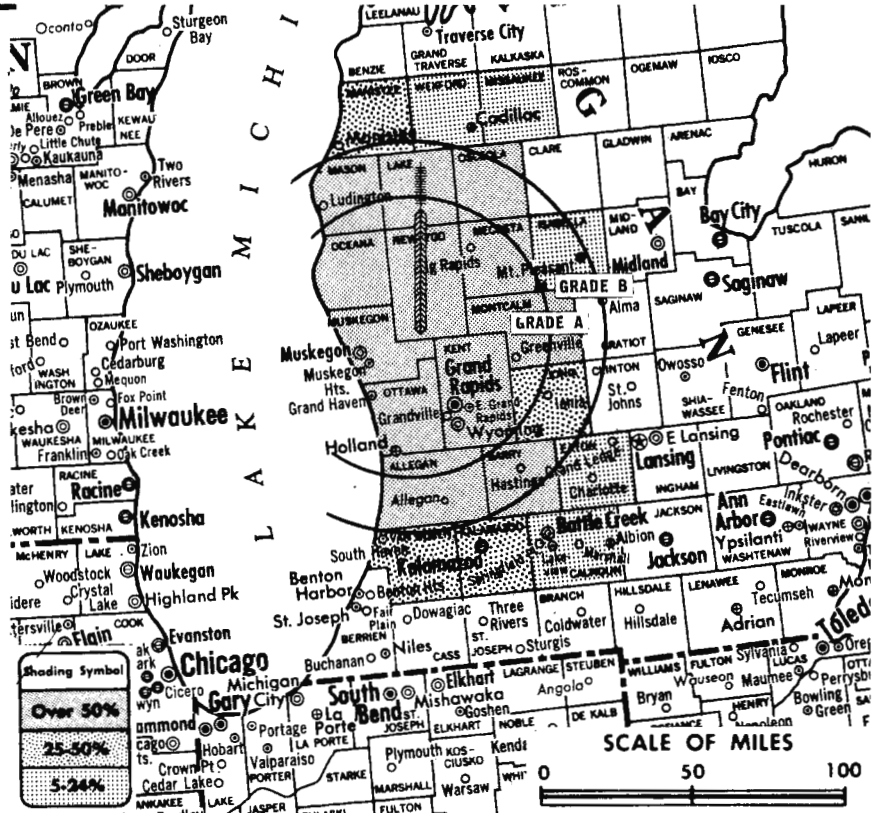
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

O & O Translator: W12AP, Kalamazoo, Mich.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WZZM-TV Ref: FCC File No. BPCT-1-4 Granted 7/25/62

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

WZZM-TV

Grantee: West Michigan Telecasters Inc.

Studios: 645 Three Mile Rd. NW, Walker, Mich. (49504). Muskegon (auxiliary).

Telephone: 616-459-3533. TWX No.: 616-949-2260.

Ownership: Lewis V. Chamberlin Jr., pres., 3.7%; Paul A. Johnson, v.p., 3.7%; Richard F. Vander Veen, secy., 3.7%; Robert C. Pew, treas., 3.7%; William C. Dempsey, exec. v.p. & gen. mgr., 11.1%; 20 other stockholders, none with more than 3.7% each.

Began Operation: Nov. 1, 1962 on interim basis whereby all four applicants operated on a cooperative basis. Began operation with present owners Jan. 25, 1965.

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

Represented (legal) by Arnold & Porter.

Represented (engineering) by Kear & Kennedy.

Personnel:

- WILLIAM C. DEMPSEY, exec. v.p. & general manager.
- GEORGE LYONS, general sales manager.
- BILL CORDER, program manager & film buyer.
- DALE WOLTERS, chief engineer.
- GEORGE STAUDT, promotion & publicity manager.

DIGEST OF RATE CARD NO. 3A—(Jan. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—7:30-10:30 p.m., daily.
\$1200.00 \$720.00 \$480.00 \$360.00 \$220.00 \$110.00
NETWORK BASE HOURLY RATE: \$900.

For Index to Contents
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	ALLEGAN	17,300	16,700	96
	BARRY	10,100	9,700	96
	KENT	115,100	110,100	96
	LAKE	1,800	1,600	91
	MASON	6,700	6,100	91
	MECOSTA	5,700	5,400	94
	MONTCALM	11,200	10,700	96
	MUSKEGON	46,200	44,500	96
	NEWAYGO	7,300	6,900	94
OCEANA	4,600	4,300	92	
OSCEOLA	3,600	3,400	95	
OTTAWA	30,200	29,000	96	
25-50 O/O	MICHIGAN			
	IONIA	11,700	11,300	97
	KALAMAZOO	53,600	51,600	96
	MANISTEE	5,700	5,400	95
	VAN BUREN	15,600	15,000	96
5-24 O/O	MICHIGAN			
	CALHOUN	44,300	42,900	97
	EATON	15,300	14,800	97
	ISABELLA	9,300	8,800	94
	MISSAUKEE	1,700	1,600	91
WEXFORD	5,100	4,900	96	
STATION TOTALS		422,100	404,700	96
NET WEEKLY CIRCULATION (MARCH 1966)				277,800
AVERAGE DAILY CIRCULATION (MARCH 1966)				180,600

Michigan—Kalamazoo



WKZO-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1130-ft. above ground, 1900-ft. above sea level.

Latitude 42° 37' 56"
Longitude 85° 32' 16"

Transmitter: .25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, Mich.

Studio: 590 W. Maple St.

TV tape: Recording facilities.

AM Affiliate: WKZO, 5-kw, 590 kc (CBS).

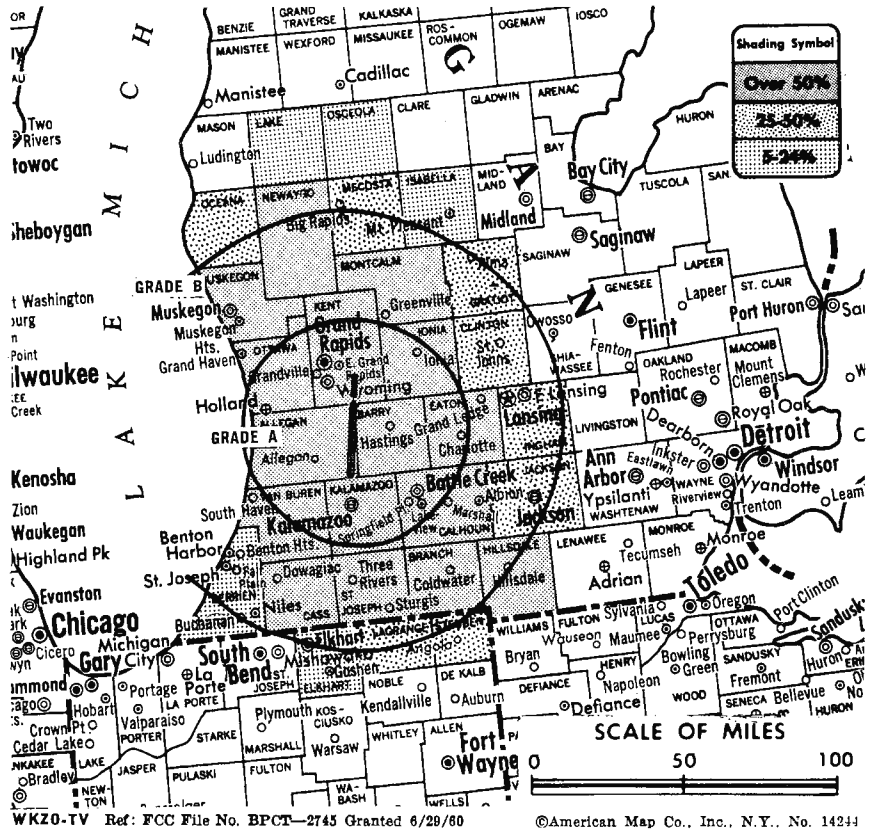
Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WKZO-TV

Licensee: Fetzer Broadcasting Co., 590 W. Maple St. (49001).

Telephone: 616-345-2101.

Ownership: John E. Fetzer, pres., 100%; Carl E. Lee, exec. v.p. Mr. Fetzer also operates KOLN-TV, Lincoln, Neb. and satellite KGIN-TV, Grand Island, Neb.; WWTW, Cadillac, Mich. and satellite WWUP-TV, Sault Ste. Marie, Mich.; radio stations WJEF & WJFM, Grand Rapids, Mich.

Began Operation: June 1, 1950.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

CARL E. LEE, exec. v.p. & general manager.
DONALD DeSMIT, TV administrative asst. & sales manager.
CHARLES T. LYNCH, program director & film buyer.
W. J. HUNT, promotion director.
CARL COLLIN, farm director.
GORDON ANDERSON, news, sports & special events director.
ARTHUR COVELL, chief engineer.

DIGEST OF RATE CARD NO. 19
(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$1300.00 \$800.00 \$600.00 \$600.00 \$500.00* \$450.00* \$225.00*

Class AA—7:31-9:31 p.m., daily.

NETWORK BASE HOURLY RATE: \$1400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	ALLEGAN	17,300	16,700	96
	BARRY	10,100	9,700	96
	BRANCH	10,000	9,600	96
	CALHOUN	44,300	42,900	97
	CASS	11,700	11,200	96

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	EATON	15,300	14,800	97
	HILLSDALE	10,400	9,700	94
	IONIA	11,700	11,300	97
	KALAMAZOO	53,600	51,600	96
	KENT	115,100	110,100	96
	MONTCALM	11,200	10,700	96
	MUSKEGON	46,200	44,500	96
	NEWAYGO	7,300	6,900	94
	OTTAWA	30,200	29,000	96
	ST JOSEPH	13,900	13,400	96
	VAN HUREN	15,600	15,000	96

25-50 O/O	INDIANA			
	LA GRANGE	4,800	4,200	88
	STUBEN	4,900	4,700	96

	MICHIGAN			
	CLINTON	10,900	10,600	97
	GRATIOT	10,700	10,200	95
	INGHAM	64,300	61,900	96
	JACKSON	40,500	39,300	97
	MECOSTA	5,700	5,400	94
	OCEANA	4,600	4,300	92

5-24 O/O	INDIANA			
	ELKHART	34,600	32,500	94

	MICHIGAN			
	BERRIEN	48,400	46,100	95
	ISABELLA	9,300	8,800	94
	LAKE	1,800	1,600	91
	OSCEOLA	3,600	3,400	95

STATION TOTALS		668,000	640,100	96
NET WEEKLY CIRCULATION (MARCH 1966)			453,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			331,400	

Michigan—Lansing (Onondaga)



WILX-TV



Ch. 10

(Also serves Battle Creek and Jackson, Mich.)

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with educational WMSB. Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 970-ft. above av. terrain, 983-ft. above ground, 1946-ft. above sea level.

Latitude 42° 36' 33"
Longitude 84° 34' 21"

Transmitter: Rossman Rd., Onondaga.

TV tape: Recording facilities.

AM Affiliate: WJCO, Jackson, 5-kw, 1510 kc.

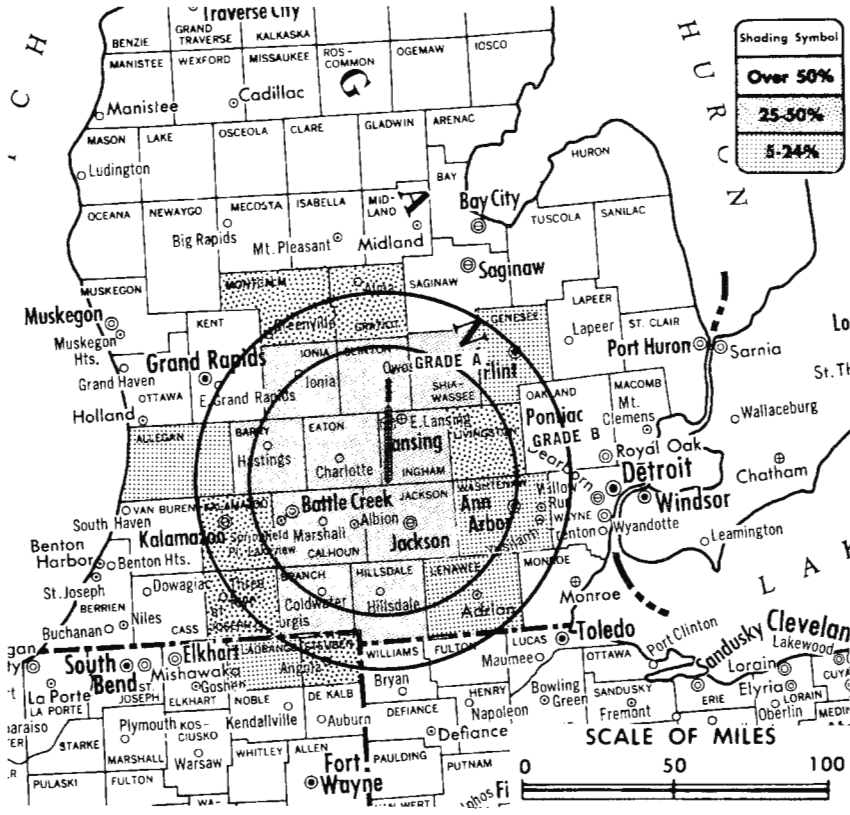
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WILX-TV Ref: FCC File No. BPCT-1870 Granted 9/3/58

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

WILX-TV

Licensee: Television Corp. of Mich. Inc., Stoddard Bldg., Lansing, Mich. (48933).

Studios: Stoddard Bldg., Lansing; 1510 Springport Road, Jackson, Mich.

Telephones: 517-487-3729, Lansing, Mich.; 517-783-2621, Jackson, Mich.

Ownership: Edward E. Wilson, pres., 60%; Lansing Broadcasting Co. (radio WILS), 40%. Television Corp. of Mich. also owns radio WJCO, Jackson, Mich.

Began Operation: March 15, 1959.

Represented (sales) by Young Television.

Represented (legal) by Leo Resnick.

Represented (engineering) by John H. Mullaney & Assoc.

Personnel:

WILLIAM HART, general manager & film buyer.
ROY BROWN, national sales manager.
BILL AFFLECK, production supervisor.
JAMES R. BILLINGSLEY, chief engineer.

DIGEST OF RATE CARD NO. 9—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:31-10:31 p.m., Sun.-Fri.; 7:28-10:31 p.m., Sat.	\$880.00	\$530.00	\$350.00	\$220.00	\$165.00
NETWORK BASE HOURLY RATE:	\$700.				

MORTON FLOM, ENG.
CONSULTING ENGINEER
Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/C	MICHIGAN			
	BARRY	10,100	9,700	96
	BRANCH	10,000	9,600	96
	CALHOUN	44,300	42,900	97
	CLINTON	10,900	10,600	97
	EATON	15,300	14,800	97
	HILLSDALE	10,400	9,700	94
	INGHAM	64,300	61,900	96
	IONIA	11,700	11,300	97
	JACKSON	40,500	39,300	97
	SHIAWASSEE	16,100	15,500	96
25-50 O/O	INDIANA			
	STEUEN	4,900	4,700	96
	MICHIGAN			
	GRATIOT	10,700	10,200	95
	KALAMAZOO	53,600	51,600	96
	LIVINGSTON	12,200	11,900	97
	MONTCALM	11,200	10,700	96
	ST JOSEPH	13,900	13,400	96
5-24 O/O	INDIANA			
	LA GRANGE	4,800	4,200	88
	MICHIGAN			
	ALLEGAN	17,300	16,700	96
	GENESEE	119,300	115,900	97
	LENAWEE	23,300	22,400	96
	WASHTENAW	52,100	48,800	94
STATION TOTALS		556,900	535,800	96
NET WEEKLY CIRCULATION (MARCH 1966)				283,200
AVERAGE DAILY CIRCULATION (MARCH 1966)				156,300

WILX-TV is the Mid-Michigan Market

(smack dab in the middle of the mitten)

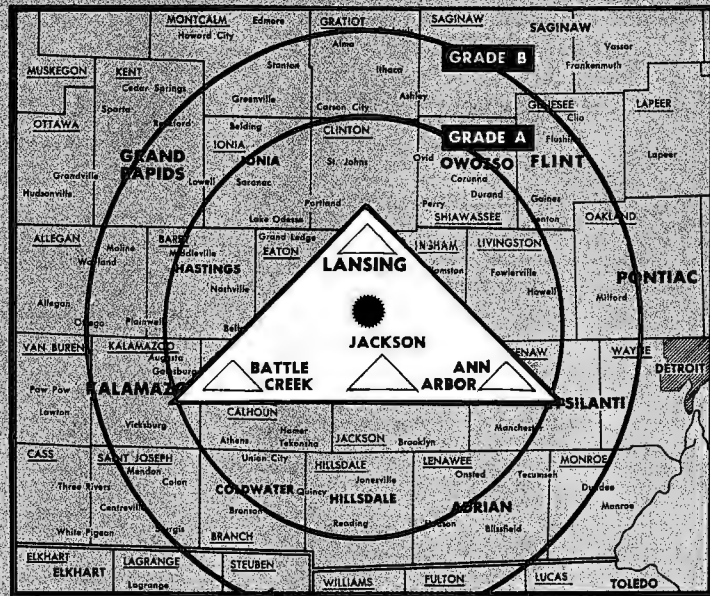
WILX-TV is your Mid-Michigan TV buy for four good reasons:

1. More efficient distribution of circulation.
2. Dominates the southern half circulation (Lansing and south).
3. Puts more advertising pressure where it's needed most.
4. Gets you more complete coverage with less overlap.

Add it all up and you have **MAXIMUM** homes with **MINIMUM** duplication.

If you have clients that like extra merchandising, ask about our spectacular 40,000 circulation billboard in downtown Lansing.

Call Young Television Corp., or, write to Lansing 23, Michigan.

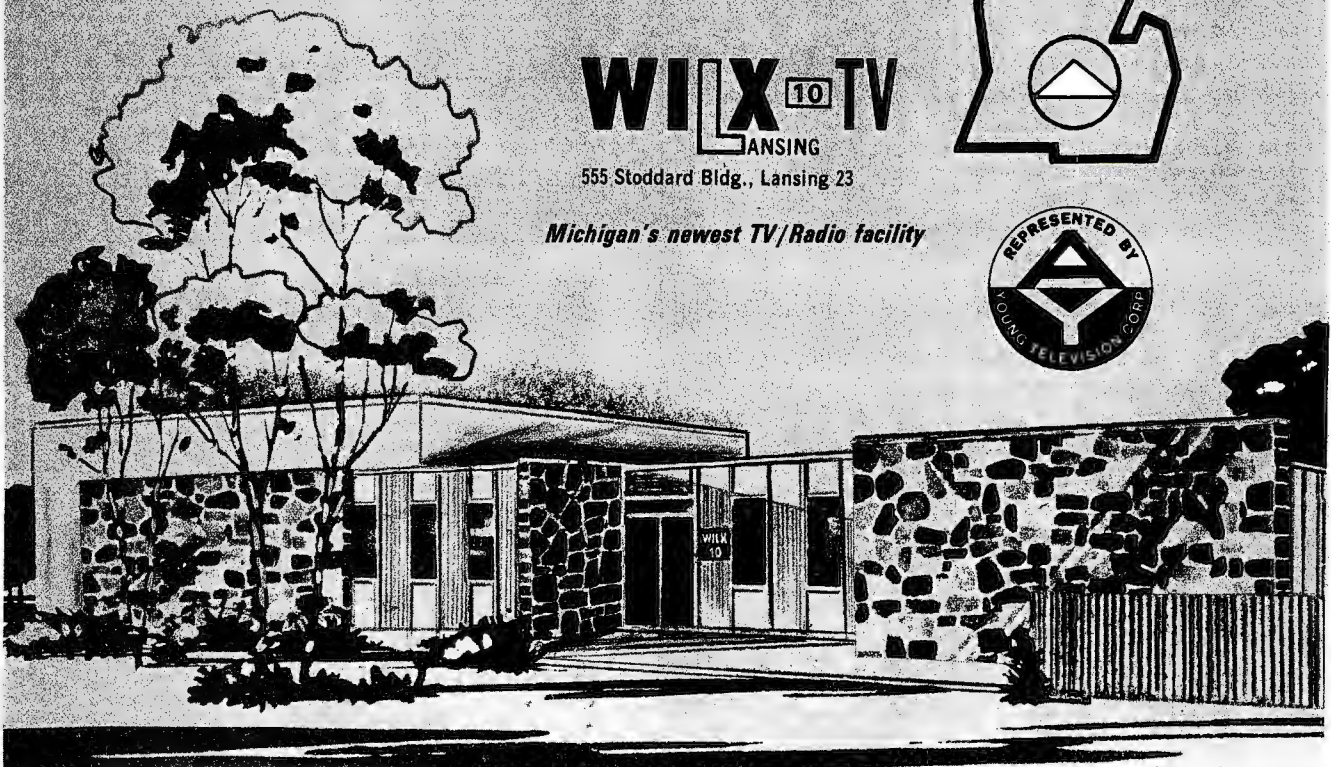
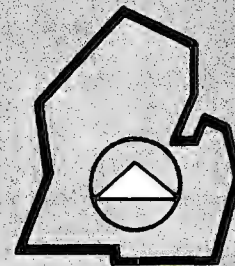


AFFILIATE

WILX-TV
LANSING

555 Stoddard Bldg., Lansing 23

Michigan's newest TV/Radio facility



Michigan—Lansing



WJIM-TV



Ch. 6

(Also serves Flint & Jackson, Mich.)

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level.

Latitude 42° 41' 14"
Longitude 84° 22' 35"

Transmitter: Vanatta Rd., near Cavanaugh Rd.

TV tape: Recording facilities.

AM Affiliate: WJIM, 1000-kw, 1240 kc (NBC).

FM Affiliate: WJIM-FM, 28-kw, 97.5 mc (No. 248), 440-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS

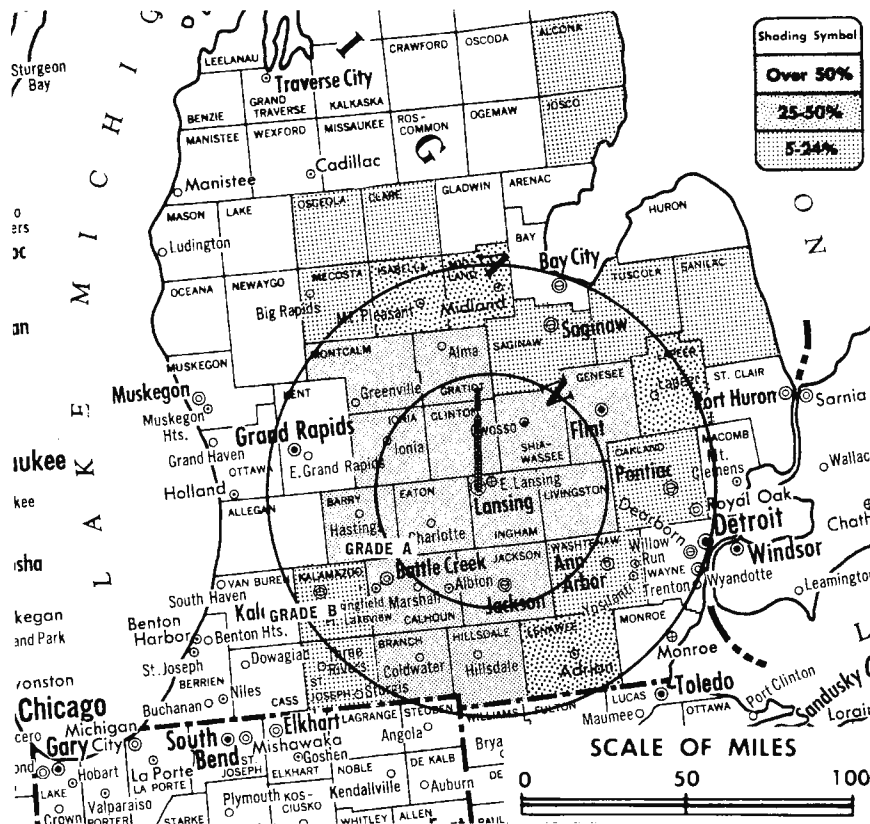
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WJIM-TV Ref: FCC File No. BPCT-2041 Granted 11/23/55

© American Map Co., Inc., N.Y., No. 14211

WJIM-TV

Licensee: Gross Telecasting Inc., WJIM Country House, Lansing. (48904).

Studio: 2820 East Saginaw, Lansing, Mich. (48912).

Telephone: 517-372-1900. TWX No.: 810-251-0805.

Ownership: Harold F. Gross, pres.-treas., 38.85%; Charlotte Gross, secy., 10%; Harold F. & Charlotte I. Gross are trustees of voting trust which controls 51.15% of stock.

Began Operation: May 1, 1950.

Represented (sales) by Blair-TV.

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

Personnel:

HAROLD F. GROSS, president.
PHIL SHERCK, program director.
CARL ONKEN, chief engineer.

DIGEST OF RATE CARD NO. 11

(June 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:31-10:59 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$230.00

NETWORK BASE HOURLY RATE: \$900.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	BARRY	10,100	9,700	96
	BRANCH	10,000	9,600	96
	CALHOUN	44,300	42,900	97
	CLINTON	10,900	10,600	97
	EATON	15,300	14,800	97

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	GENESEE	119,300	115,900	97
	GRATIOT	10,700	10,200	95
	HILLSDALE	10,400	9,700	94
	INGHAM	64,300	61,900	96
	IONIA	11,700	11,300	97
	JACKSON	40,500	39,300	97
	LIVINGSTON	12,200	11,900	97
	MONTCALM	11,200	10,700	96
	SHIAWASSEE	16,100	15,500	96
25-50 O/O	MICHIGAN			
	ISABELLA	9,300	8,800	94
	LAPEER	11,300	10,900	97
	LENAWEE	23,300	22,400	96
	MIDLAND	15,500	15,100	97
5-24 O/O	MICHIGAN			
	ALCONA	2,000	1,800	90
	CLARE	3,500	3,200	94
	IOSCO	5,600	5,400	96
	KALAMAZOO	53,600	51,600	96
	MECOSTA	5,700	5,400	94
	OAKLAND	220,900	217,000	98
	OSCEOLA	3,600	3,400	95
	SAGINAW	57,000	55,200	97
	ST JOSEPH	13,900	13,400	96
	SANILAC	9,400	8,800	94
	TUSCOLA	12,200	11,700	96
	WASHTENAW	52,100	48,800	94
STATION TOTALS		885,900	856,900	97
NET WEEKLY CIRCULATION (MARCH 1966)			397,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			248,800	

Michigan—Marquette



WLUC-TV

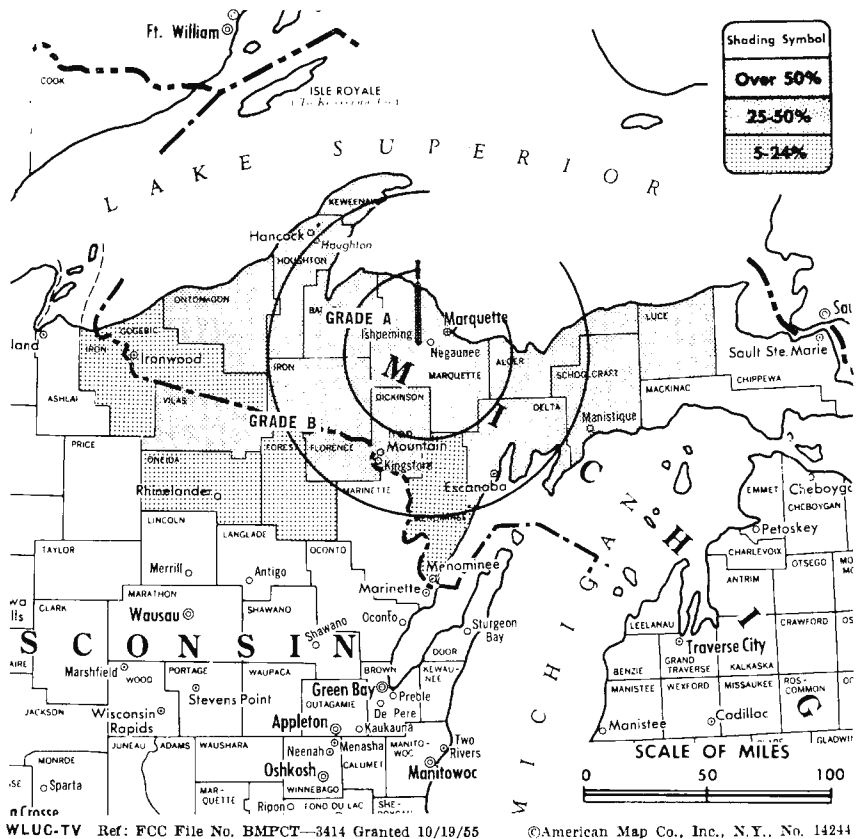
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 790-ft. above av. terrain, 367-ft. above ground, 2242-ft. above sea level.

Latitude 46° 26' 57"
Longitude 87° 37' 49"

Transmitter: Cliffs Hill Tower Rd.
Color: Network, film & slide.
News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WLUC-TV Ref: FCC File No. BmpFT-3414 Granted 10/19/65

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

WLUC-TV

Licensee: WLUC Inc., P.O. Box 460, Marquette, Mich. (49855).

Studio: Highway U.S. 41 & County Airport Rd.

Telephone: 906-475-4161. TWX No.: 810-278-4880.

Ownership: Post Corp., 100%. For other interests see WEAU-TV, Eau Claire, Wis.

Began Operation: March 23, 1956. Sale to present owner with WLUC-TV, Green Bay, Wis. by M & M Bcstg. Co. (WLUC-TV, Green Bay, Wis.) approved Jan. 6, 1965 by FCC (Television Digest, Vol. 4:41, 5:2). Sale of 52% control to M & M Bcstg. by original licensee Lake Superior Bcstg. approved July 8, 1959 by FCC (Vol. 15:24, 28). In 1960 Lake Superior sold remaining 48% to M & M Bcstg. for \$40,000.

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

Represented (engineering) by George C. Davis.

Personnel:

ELROY E. STRAND, general mgr. & national sales & film buyer.
ELMER EVERSON, local sales manager.
JACK DEMPSEY, program & promotion director.
JACK LaFOREST, national & local traffic director.
DON RANTA, film director.
ELMO REED, dir. of engineering, Post Corp. bcstg.
JOHN TRUITT, chief engineer.
DAVID L. NELSON, v.p. & treas., mgr., Post Corp. bcstg.

DIGEST OF RATE CARD NO. 9
(July 1, 1966)

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

Class AAA—7-10:30 p.m., daily.

\$495.00 \$275.00 \$185.00 \$125.00 \$100.00* \$90.00* \$50.00*

*Class AAA—7:30-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$350.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	ALGER	2,300	2,100	93
	BARAGA	1,700	1,600	94
	DELTA	9,700	9,100	94
	DICKINSON	6,900	6,600	96
	HOUGHTON	9,600	8,700	91
	IRON	4,800	4,600	95
	KEWEENAW	600	600	94
	LUCÉ	1,600	1,400	91
	MARQUETTE	16,200	15,600	96
	ONTONAGON	3,100	2,800	89
	SCHOOLCRAFT	2,300	2,100	90
	WISCONSIN			
	FLORENCE	800	700	94
	VILAS	3,000	2,800	93
5-24 O/O	MICHIGAN			
	GOGEBIC	6,900	6,500	93
	MENOMINEE	6,600	6,300	96
	WISCONSIN			
	FOREST	1,700	1,500	89
	IRON	2,100	2,000	95
	ONEIDA	6,700	6,200	93
STATION TOTALS		86,600	81,200	94
NET WEEKLY CIRCULATION (MARCH 1966)			57,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			52,400	
(Station also received in Canadian markets)				

Michigan—Saginaw



WKNX-TV



Ch. 25

(Also serves Bay City, Mich.)

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 144-kw visual, 28.8-kw aural. Antenna: 450-ft. above av. terrain, 476-ft. above ground, 1078-ft. above sea level.

Latitude 43° 23' 32"
Longitude 83° 55' 32"

Transmitter: Bridgeport Twp.

AM Affiliate: WKNX, 10-kw, 1210 kc.

TV tape: Recording facilities.

Color: Network only.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WKNX-TV Ref: FCC File No. BMPCT-2189 Granted 7/12/54

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

WKNX-TV

Network Service: CBS.

Licensee: Lake Huron Bcstg. Corp., 221 S. Washington Ave., Saginaw, Mich. (48607).

Studio: 221 S. Washington Ave.

Telephone: 517-753-4471.

Ownership: William J. Edwards, pres., 33 1/3%; Alvin M. Bentley (ex-Congressman), v.p., 33 1/3%; Howard H. Wolfe, secy.-treas., 33 1/3%. Also holds CP for radio KENR, Houston, Tex.

Began Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25.

Represented (sales) by Eastman TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

WILLIAM J. EDWARDS, president & general manager.
ALVIN M. BENTLEY, vice president.
HOWARD H. WOLFE, station manager.
ROBERT M. CHANDLER, vice president, sales.
ROGER BAERWOLF, program director & film buyer.
DONALD A. BEARDSLEE, director technical operations.
LEE PURVIS, business manager.
RICHARD THOMPSON, news director.

DIGEST OF RATE CARD NO. 5 (June 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:29-11:01 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.	\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$75.00

NETWORK BASE HOURLY RATE: \$300.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	BAY	33,100	32,000	97
	SAGINAW	57,000	55,200	97
	TUSCOLA	12,200	11,700	96
5-24 O/O	MICHIGAN			
	ARENAC	2,900	2,800	94
	HURON	9,200	8,700	94
	MIDLAND	15,500	15,100	97
STATION TOTALS		129,900	125,500	97
NET WEEKLY CIRCULATION (MARCH 1966)			79,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			54,900	

La Rue Media Brokers Inc.

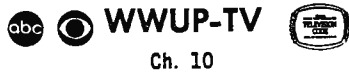
Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

Michigan—Sault Ste. Marie



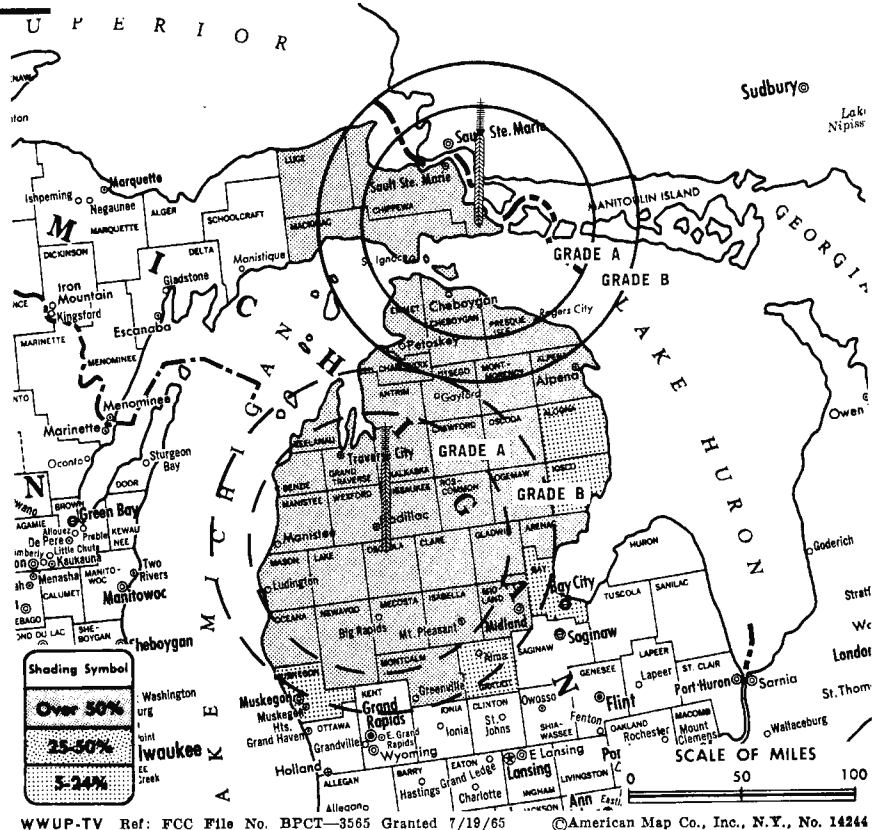
[Satellite of WWTV, Cadillac, Mich.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 251-kw visual, 50-kw aural. Antenna: 1210-ft. above av. terrain, 1126-ft. above ground, 1873-ft. above sea level.

Latitude 46° 03' 49"
Longitude 84° 06' 08"

Transmitter: Goetzville.

Color: Network, film & slide.



County coverage (shaded areas) based on 1965 ARB study.

WWUP-TV Ref: FCC File No. BFCI-3565 Granted 7/18/65 © American Map Co., Inc., N.Y., No. 14244

WWUP-TV

Network Service: ABC & CBS, same as WWTV.
 Licensee: Fetzer TV Inc., P.O. Box 627, Cadillac, Mich. (49601).
 Ownership: Same as WWTV, Cadillac, Mich.
 Began Operation: June 15, 1962.
 Represented (sales) by Avery-Knodel Inc.
 Represented (legal) by Dow, Lohnes & Albertson.
 Represented (engineering) by Lohnes & Culver.
 Personnel:
 See WWTV, Cadillac.
 Rates: Sold as one rate with WWTV, Cadillac.
 NETWORK BASE HOURLY RATE: Bonus to WWTV, Cadillac.

ARB Data for this Station included with report of Parent WWTV, Cadillac, Mich. The report does not reflect present coverage since WWUP-TV increased its facilities after the survey was made. Above map shows coverage for both Parent & Satellite.
 (Station also received in Canadian markets)



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Michigan—Traverse City



Ch. 7

(Also Serves Cadillac, Mich.)

[Affiliated with WTOM-TV, Cheboygan, Mich.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1349-ft. above av. terrain, 1129-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"
Longitude 85° 42' 45"

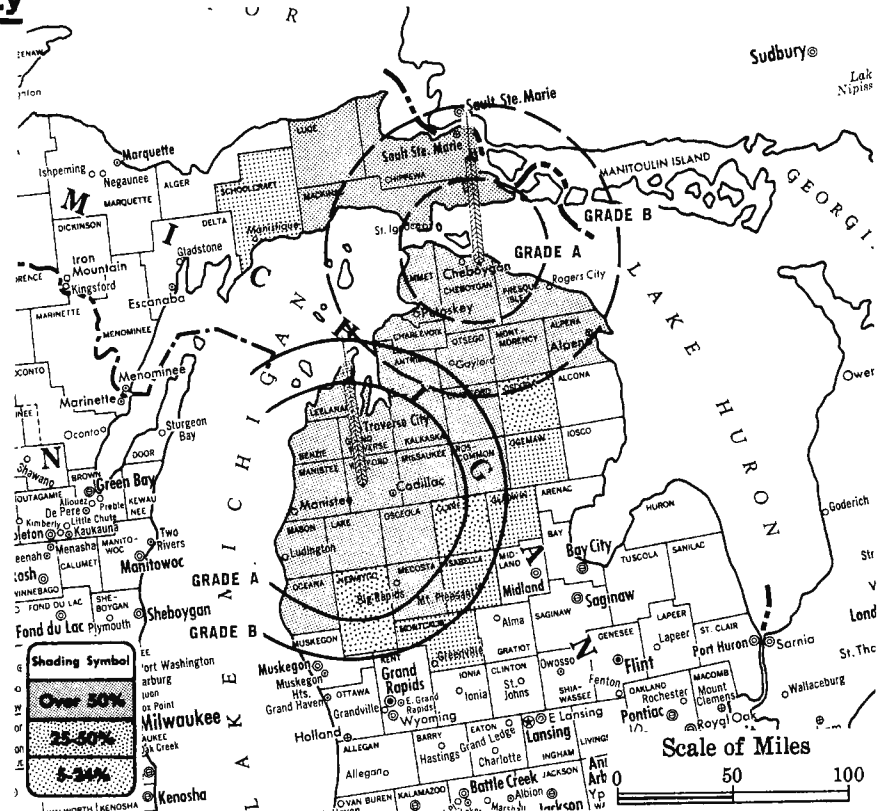
Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

AM Affiliate: WTCM, 1-kw, 1400 kc (NBC).

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WPBN-TV Ref: FCC File No. BPCT-3878 Granted 2/14/66
WTOM-TV Ref: FCC File No. BPCT-2717 Granted 12/9/59

©American Mad Co., Inc., N.Y. No. 147

WPBN-TV

Network Service: ABC, NBC.

Licensee: Midwestern Bcstg. Co. (Paul Bunyan Television Network), Paul Bunyan Bldg., Traverse City, Mich. (49684).

Studio: 3-mi. W of center of Traverse City.

Telephone: 616-947-7675.

Ownership: Les Biederman, pres., 52.5%; William H. Kiker, v.p., 16.25%; Drew McClay, secy.-treas., 15%; Fred Zierle, director, 16.25%. Also operates WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord, all Michigan radio stations. Also owns WTOM-TV, Cheboygan, Mich.

Began Operation: Sept. 13, 1954.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

LES BIEDERMAN, president.
HARRY R. LIPSON, general manager & film buyer.
ROBERT L. DREHER, sales manager.
BILL SECRIST, station manager.
R. E. DETWILER, commercial manager.
WM. H. KIKER, v.p. & chief engineer.

DIGEST OF RATE CARD NO. 3 (May 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA	7:29-10:31 p.m., daily					
\$400.00	\$240.00	\$160.00	\$140.00	\$90.00	\$80.00	\$40.00

Note: This is combination rate with WTOM-TV, Cheboygan.
NETWORK BASE HOURLY RATE: \$300.

For Color Set Penetration by Markets
See Services Volume

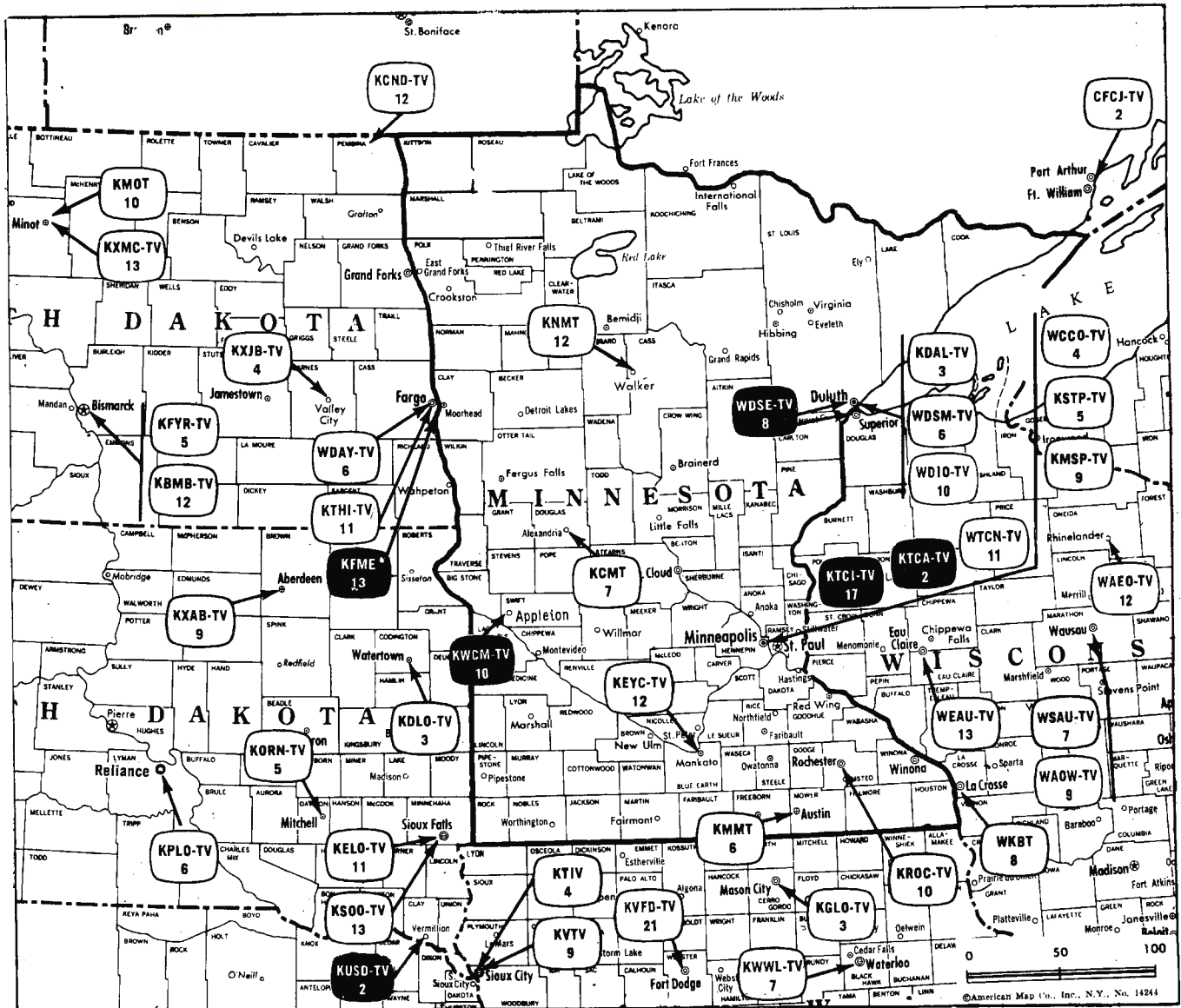
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	ALPENA	8,600	7,700	89
	ANTRIM	2,700	2,600	94
	BENZIE	2,000	1,900	93
	CHARLEVOIX	3,600	3,400	95
	CHEBOYGAN	4,000	3,700	91
	CHIPPewa	9,100	8,500	93
	CRAWFORD	1,500	1,300	91
	EMMET	4,100	3,800	92
	GRAND TRVERSE	9,400	8,800	94
	KAL KASKA	1,100	1,000	93
	LAKE	1,800	1,600	91
	LEELANAU	2,700	2,600	94
	LUCE	1,600	1,400	91
	MACKINAC	3,000	2,800	93
	MANISTEE	5,700	5,400	95
	MASON	6,700	6,100	91
	MECOSTA	5,700	5,400	94
	MISSAUKEE	1,700	1,600	91
	MONTMORENCY	1,400	1,200	89
	OCEANA	4,600	4,300	92
	OSCEOLA	3,600	3,400	95
	OTSEGO	2,200	2,000	95
	PRESQUE ISLE	3,400	3,000	88
	ROSCOMMON	2,500	2,400	97
	WEXFORD	5,100	4,900	96

(Continued on page 345-b)

STATION TOTALS	138,700	129,300	93
NET WEEKLY CIRCULATION (MARCH 1966)			91,900
AVERAGE DAILY CIRCULATION (MARCH 1966)			67,500

(Station also received in Canadian markets)

ARB Data for this Station includes Affiliated WTOM-TV, Cheboygan, Mich. but does not reflect present coverage since the station changed its facilities after the survey was made.



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Minneapolis-St. Paul	683,700	17	870,200	31	816,700	29
Austin-Mason City-Rochester	160,600	108	313,100	98	292,500	100
Duluth-Superior	150,500	114	195,000	138	178,400	138
Alexandria	112,200	146	192,200	140	170,100	141
Mankato	90,000	160	174,600	148	158,900	146

Minn. Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	11	0	11
Educational Television Stations	3	1	4

Minnesota

State Educational Technical Facilities (Complete Data in Educational Directory)

KWCM-TV

Appleton

Ch. 10

Non-Commercial Educational Station

Licensee: Twin City Area ETV Corp. & West Central Minn. ETV Co., 1640 Como Ave., St. Paul.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 480-ft. above av. terrain, 496-ft. above ground, 1526-ft. above sea level.

Latitude 45° 10' 04"
Longitude 95° 59' 54"

WDSE-TV

Duluth-Superior, Wis.

Ch. 8

Non-Commercial Educational Station

Grantee: Duluth-Superior Area Educational TV Corp., c/o George A. Beck, 403 Bradley Bldg., Duluth (55802).

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 880-ft. above av. terrain, 585-ft. above ground, 2046-ft. above sea level.

Latitude 46° 47' 21"
Longitude 92° 06' 51"

KTCL-TV

St. Paul

Ch. 17

Non-Commercial Educational Station

Grantee: Twin City Area Educational TV Corp., 1640 Como Ave., St. Paul (55113).

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 47.9-kw visual, 22.9-kw aural. Antenna: 490-ft. above av. terrain, 556-ft. above ground, 1543-ft. above sea level.

Latitude 44° 59' 54"
Longitude 93° 11' 17"

KTCA-TV

St. Paul-Minneapolis

Ch. 2

Non-Commercial Educational Station

Licensee: Twin City Area Educational Television Corp., 1640 Como Ave., St. Paul (55113).

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 620-ft. above av. terrain, 562-ft. above ground, 1549-ft. above sea level.

Latitude 44° 59' 54"
Longitude 93° 11' 17"

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KGLO-TV

Austin

(See Mason City, Ia.)

KROC-TV

Austin

(See Rochester, Minn.)

KGLO-TV

Rochester

(See Mason City, Ia.)

KMMT

Rochester

(See Austin, Minn.)

KSTP-TV

Minneapolis

(See St. Paul, Minn.)

KCMT, Alexandria

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/C
25-50 O/C	MINNESOTA BELTRAMI BENTON RENVILLE	5,900 4,700 6,200	4,500 4,300 5,400	76 93 88
5-24 O/C	MINNESOTA BLUE EARTH CLEARWATER ITASCA LYON MILLE LACS SHERBURNE WRIGHT	13,400 2,200 11,300 6,300 3,900 3,400 8,500	12,300 1,700 10,100 5,600 3,600 3,200 7,900	92 79 89 88 91 93 93
	SOUTH DAKOTA DEUEL ROBERTS	1,800 3,400	1,700 3,000	91 89

Minnesota—Alexandria



KCMT

Ch. 7

[Affiliated with KNMT, Walker, Minn.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level.

Latitude 45° 41' 03"
Longitude 95° 08' 14"

Transmitter: 2.5-mi. SE of Westport, Minn.

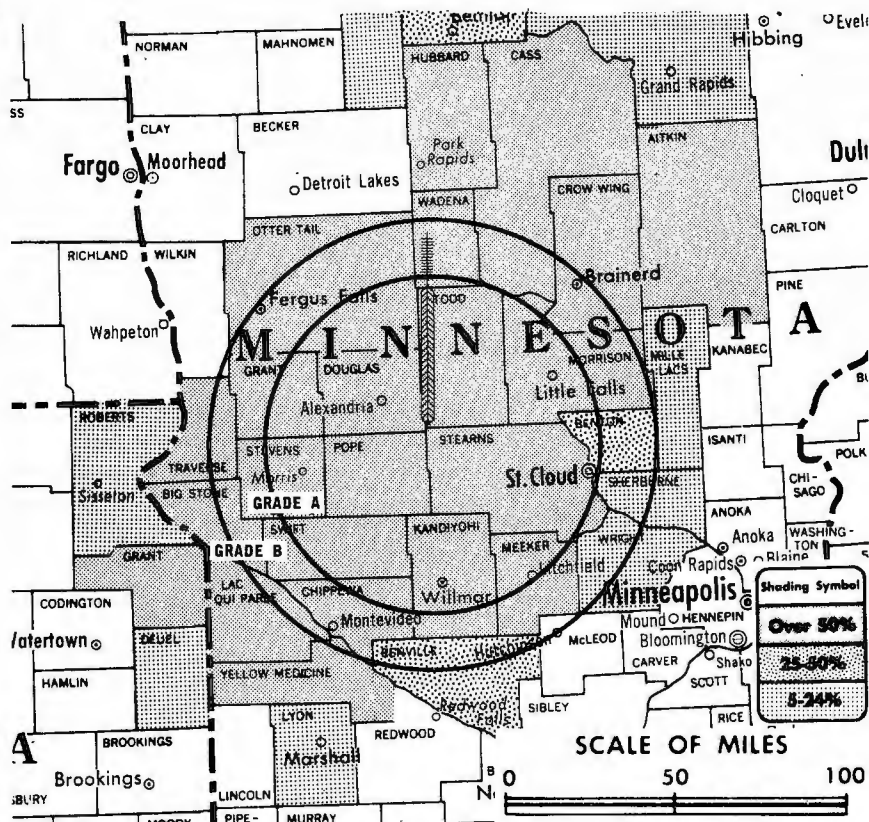
Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Telephone: 612-763-5166.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KCMT Ref: FCC File No. BPCT-2898 Granted 12/5/57

©American Map Co., Inc., N.Y., No. 14241

KCMT

Licensee: Central Minnesota Television Co., Box 612, Alexandria, Minn. (56308).

Studio: 8th & Hawthorne.

Ownership: Joseph O. Perino, pres., 3.06%; Thomas K. Barnes, v.p., 26%; John J. McCarten, secy.-treas., 3.06%; Julius Hetland, director, 15%; Lee H. Johnson, director, 3.06%; Kenneth C. Bechtel, director, 3.06%; 8 other stockholders, none with more than 3.06%. Hetland is technical director, WDAY-TV. Central Minnesota Television also owns KNMT (TV), Walker, Minn., radio KVOX, Moorhead, Minn.

Began Operation: Oct. 8, 1958.

Represented (sales) by Avery-Knode Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Robert A. Marmet.

Represented (engineering) by Julius Hetland.

Personnel:

GLENN FLINT, vice president & general manager.
KENNETH BECHTEL, station manager.
JAMES SYRDAL, sales manager.
JON HAAVEN, news director.
CARL IVERSON, chief engineer.

DIGEST OF RATE CARD NO. 5A* (Sept. 15, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$150.00	\$140.00
NETWORK BASE HOURLY RATE:	\$300.					

*Combination Rates: KCMT, Alexandria, and KNMT, Walker, Minn.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	MINNESOTA			
	AITKIN	3,200	2,900	91
	BIG STONE	2,400	2,200	92
	CASS	4,200	3,200	77
	CHIPPEWA	4,700	4,100	88
	CROW WING	9,800	8,600	88
	DOUGLAS	6,100	5,500	90
	GRANT	2,400	2,200	94
	HUBBARD	2,800	2,200	76
	KANDIYUHI	8,500	7,500	89
	LAC QUI PARL	3,500	3,200	90
	MEEKER	5,200	4,800	91
	MORRISON	6,800	6,000	88
	UTTER TAIL	13,100	11,600	88
	POPE	3,300	2,800	86
	STEARNS	20,000	18,300	92
	STEVENS	3,100	2,800	91
	SWIFT	3,900	3,500	90
	TODD	5,900	5,000	85
	TRAVERSE	1,900	1,800	92
	WADENA	3,300	2,600	81
	YELLOW MEDICINE	4,200	3,400	80
	SOUTH DAKOTA			
	GRANT	2,900	2,600	90

(Continued on page 364-b)

STATION TOTALS	192,200	170,100	89
NET WEEKLY CIRCULATION (MARCH 1966)	112,200		
AVERAGE DAILY CIRCULATION (MARCH 1966)	83,900		

ARB Data For This Station Includes Affiliated
KNMT, Walker, Minn.

Minnesota—Austin



KMMT



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 350-ft. above av. terrain, 406-ft. above ground, 1609-ft. above sea level.

Latitude 43° 37' 20"
Longitude 92° 59' 22"

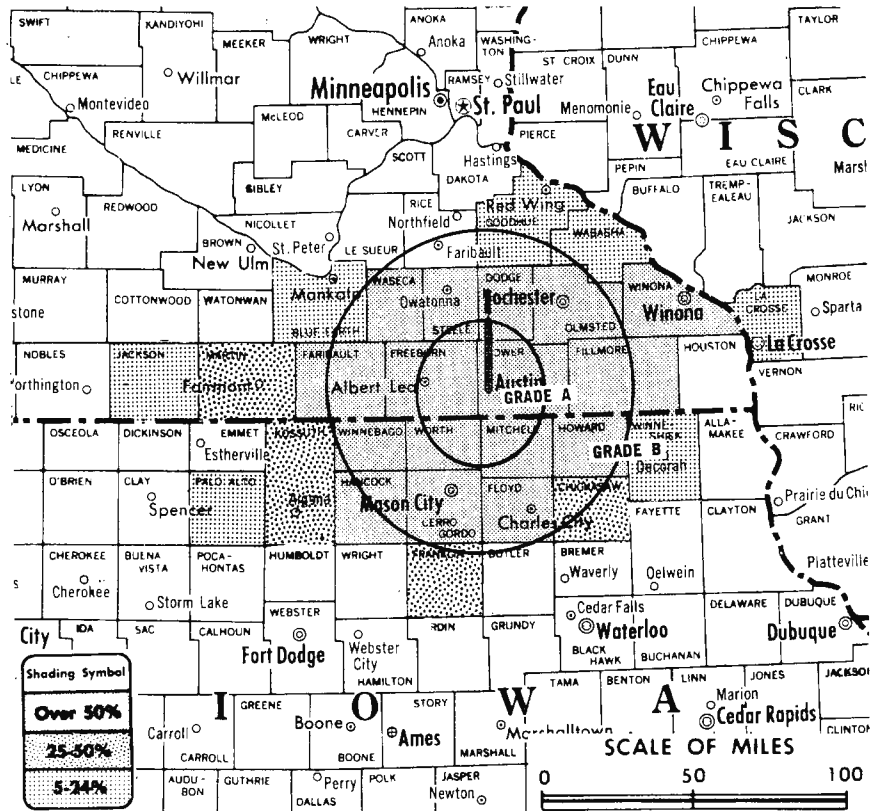
Transmitter: 2.5-mi. S of Austin on Hwy. No. 105.

Color: Network.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: KAUS, 1-kw, 1480 kc (MBS).



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KMMT Ref: FCC File No. BPCT-2688 Granted 8/10/59

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

KMMT

Licensee: Minnesota-Iowa Television Co., 319 N. Main St., Austin, Minn. (55912).

Studio: 2.5-mi. S of Austin on Hwy. No. 105.

Telephone: 507-433-8836.

Ownership: Same as KWWL-TV, Waterloo, Ia.

Began Operation: July 27, 1953. Sale to present owners by Chester A. Weseman and associates approved Oct. 29, 1958 by FCC (Television Digest, Vol. 13:6).

Represented (sales) by Avery-Knodel Inc.; Wayne-Evans & Associates (Minneapolis).

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

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ROBERT BUCKMASTER, president.
THOMAS L. YOUNG, executive vice president.
BOB GARDNER, general manager.
DUANE EASTVOLD, sales manager.
STAN STYDNICKI, v.p. & operations director.
JOHN O'ROURKE, news & sports director.
TONY MULDER, technical director.

DIGEST OF RATE CARD NO. 11
(June 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	ID
Class AA—6:59-10 p.m., daily.	\$350.00	\$210.00	\$140.00	\$122.50	\$105.00	\$70.00 \$35.00

NETWORK BASE HOURLY RATE: \$300.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	WINNEBAGO	4,000	3,700	94
	WORTH	2,800	2,600	94
	MINNESOTA			
	DODGE	3,700	3,400	91
	FARIBAULT	6,800	6,300	93
	FILLMORE	6,800	6,300	93
	FREEBORN	11,500	10,800	94
	MOWER	14,500	13,800	95
	OLMSTED	21,000	19,900	95
	STEELE	7,800	7,400	95
	WASECA	4,900	4,600	94
	WINONA	11,800	10,700	91
25-50 O/O	IOWA			
	CHICKASAW	4,200	4,000	93
	FRANKLIN	4,600	4,300	95
	KOSSUTH	7,000	6,700	95
	MINNESOTA			
	MARTIN	8,300	7,600	92
5-24 O/O	IOWA			
	PALO ALTO	3,800	3,300	89
	WINNESHIEK	5,800	5,300	91
	MINNESOTA			
	BLUE EARTH	13,400	12,300	92
	GOODHUE	10,000	9,400	94
	JACKSON	4,100	3,700	90
	WABASHA	4,800	4,400	93
	WISCONSIN			
	LA CROSSE	21,600	20,900	96
	STATION TOTALS	217,300	203,300	94
	NET WEEKLY CIRCULATION (MARCH 1966)		115,400	
	AVERAGE DAILY CIRCULATION (MARCH 1966)		70,300	

Minnesota—Duluth-Superior, Wis.



KDAL-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 813-ft. above ground, 2046-ft. above sea level.

Latitude 46° 47' 07"

Longitude 92° 07' 15"

Transmitter: Observation Rd. & 11th St.

Studio: Bradley Bldg.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

AM Affiliate: KDAL, 5-kw, 610 kc (CBS).

O & O Translators: K78AK, Cass Lake; K70BG, Deer River; K70CP, Grand Marais; K79AQ, Grand Portage; K70DH, Aitkin; K74CM, Brainerd, Minn.; K78BP, Brainerd resort area.

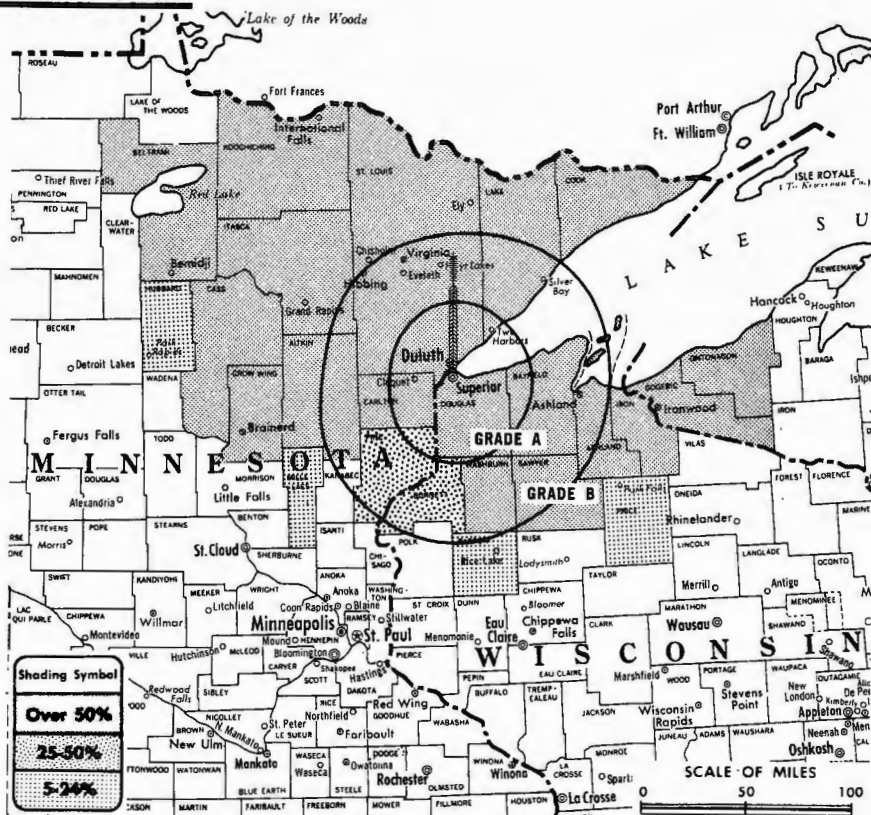
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KDAL-TV Ref: FCC File No. BMPCT-3180 Granted 6/13/55

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

KDAL-TV

Network Service: CBS.

Licensee: KDAL Inc., Bradley Bldg., Duluth, Minn. (55802).

Telephone: 218-722-4466. TWX No.: 218-820-0213.

Ownership: KDAL Inc. is a wholly-owned subsidiary of WGN Inc. For other interests, see WGN-TV, Chicago, Ill.

Began Operation: March 14, 1954. Sale to present owner by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 by FCC (Television Digest, Vol. 16:34, 50).

Represented (sales) by Edward Petry & Co. Inc.; Harry S. Hyett Co.; William Creed; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ODIN S. RAMSLAND, general manager.

CHARLES A. WILSON, national sales director (Chicago).

JOE GOLDEN, sales manager.

EARL HENTON, program director & film buyer.

JOHN F. LaFORGE, operations manager.

CARL CASPERSON, promotion manager.

ROBERT DETTMAN, v.p. & chief engineer.

DIGEST OF RATE CARD NO. 13—(Feb. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.	8 Sec.
Class AA—	6:31-10:01 p.m., daily.					
\$1000.00	\$600.00	\$450.00	\$300.00			Graded rates apply*

*Highest rate: \$408.

NETWORK BASE HOURLY RATE: \$700.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN GOGEBIC	6,900	6,500	93
	ONTONAGON	3,100	2,800	89

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MINNESOTA			
	AITKIN	3,200	2,900	91
	BELTRAMI	5,900	4,500	76
	CARLTON	8,100	7,700	95
	CASS	4,200	3,200	77
	COOK	1,100	900	86
	CROW WING	9,800	8,600	88
	ITASCA	11,300	10,100	89
	KOOCHICHIING	5,200	4,300	82
	LAKE	4,900	4,600	94
	ST LOUIS	75,300	70,600	94
	WISCONSIN			
	ASHLAND	4,500	4,300	95
	BAYFIELD	3,000	2,900	95
	DOUGLAS	13,600	13,000	96
	IRON	2,100	2,000	95
	SAWYER	2,700	2,400	90
	WASHBURN	2,800	2,700	94
25-50 O/O	MINNESOTA			
	PINE	4,500	3,900	89
	WISCONSIN			
	BURNETT	2,700	2,500	92
5-24 O/O	MINNESOTA			
	HUBBARD	2,800	2,200	76
	MILLE LACS	3,900	3,600	91
	WISCONSIN			
	BARRON	9,700	8,900	92
	PRICE	3,700	3,300	90
STATION TOTALS		195,000	178,400	91
NET WEEKLY CIRCULATION (MARCH 1966)			150,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			127,700	

Minnesota—Duluth



WDIO-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1010-ft. above av. terrain, 859-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 13"
Longitude 92° 07' 17"

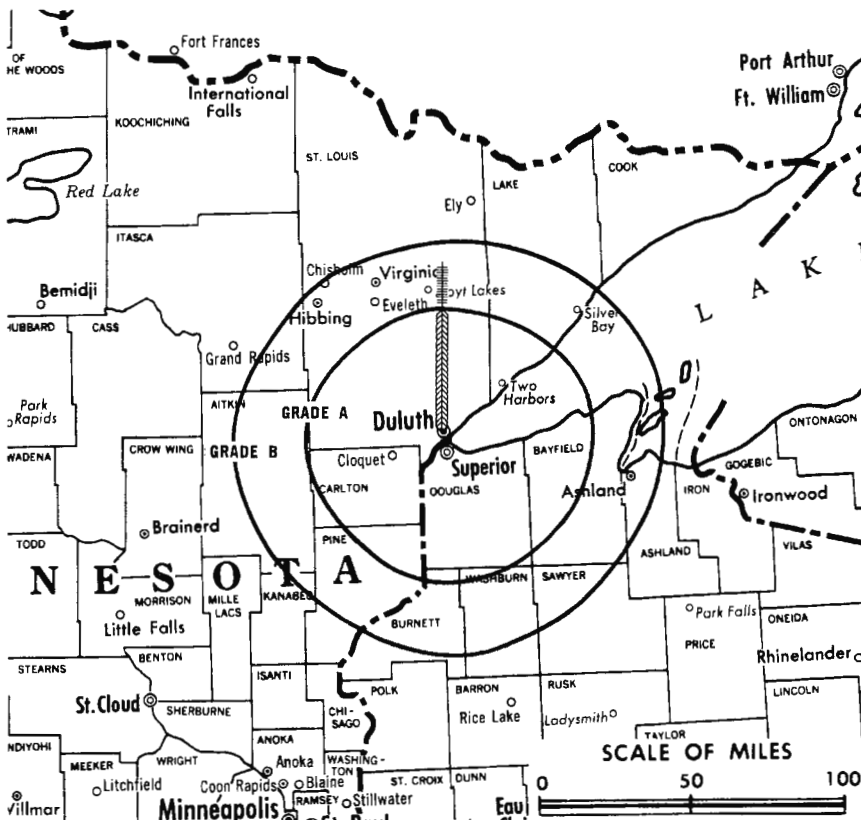
Transmitter: 10 Observation Road.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



Circulation © 1966 American Research Bureau.

WDIO-TV Ref: FCC File No. BPCT-3404 Granted 8/25/65

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

WDIO-TV

Network Service: ABC.

Grantee: Channel 10 Inc., 10 Observation Road, Duluth (55811)

Studio: 10 Observation Road.

Telephone: 218-727-6864. TWX No.: 218-820-0202.

Ownership: The following stockholders are subject to a voting trust involving 53%: John H. Poole, 10.2%; Frank P. Befera, 7.26%; Maurice M. Cohen, 5.10%; Robert S. Nickoloff, 5.10%; Lawrence M. Clamage, 5.0%; A. William Hedenberg, 5.10%; Gerald W. Heaney, 2.54%; A. Reinhold Melander, 2.54%; Dr. Jacob Grahek, 2.54%; Norman K. Fugelso, 2.54%; David M. Siegel, 2.54%; Gene W. Halverson, 1.02%; Kenneth C. Weyl, 1.02%; William D. Watters, .5%. Other stockholders are WMT-TV, Cedar Rapids, Ia., 43%; Burns Nugent, 2.0%; Gail T. Keeble, 1.0%; Richard Gottschald, 1.0%; 12 others, none with more than 1%. Frank Befera owns radios WMFG, Hibbing and WHLB, Virginia, both Minn. Poole owns control of radio KBIG, Los Angeles and 4% of KRAK, Sacramento. Poole family owns 50% of KEVE & FM, Golden Valley, Minn. and 60% of KGIM, Avalon, Cal. Note: Channel 10 Inc. owns CP for WIRT(TV), Hibbing, Minn., to be operated as a satellite.

Began Operation: Jan. 24, 1966.

Represented (sales) by Eastman TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Lohnes & Culver.

Personnel:

FRANK P. BEFERA, president & general manager.
LAWRENCE M. CLAMAGE, program director.
GEORGE W. WOODY, chief engineer.
M. A. (STONEY) STONEKING, sales manager.
JACK McKENNA, promotion manager.
ERV PARTHE, operation manager.
DICK GOTTSCHALD, news director.

DIGEST OF RATE CARD NO. 2

(Aug. 5, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$155.00	\$155.00	\$130.00 \$80.00

NETWORK BASE HOURLY RATE: \$600.

ARB County-by-County Data for this Station not available since it was not in operation when the survey was made.

Net Weekly Circulation (March 1966) 105,000
Average Daily Circulation (March 1966) 66,300



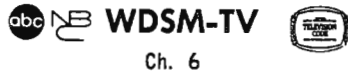
MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Minnesota—Duluth-Superior, Wis.



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"
Longitude 92° 06' 51"

Transmitter: 5th Ave. W. & 10th St., Duluth

Color: Network, live, film, slide.

News Wire Service: AP.

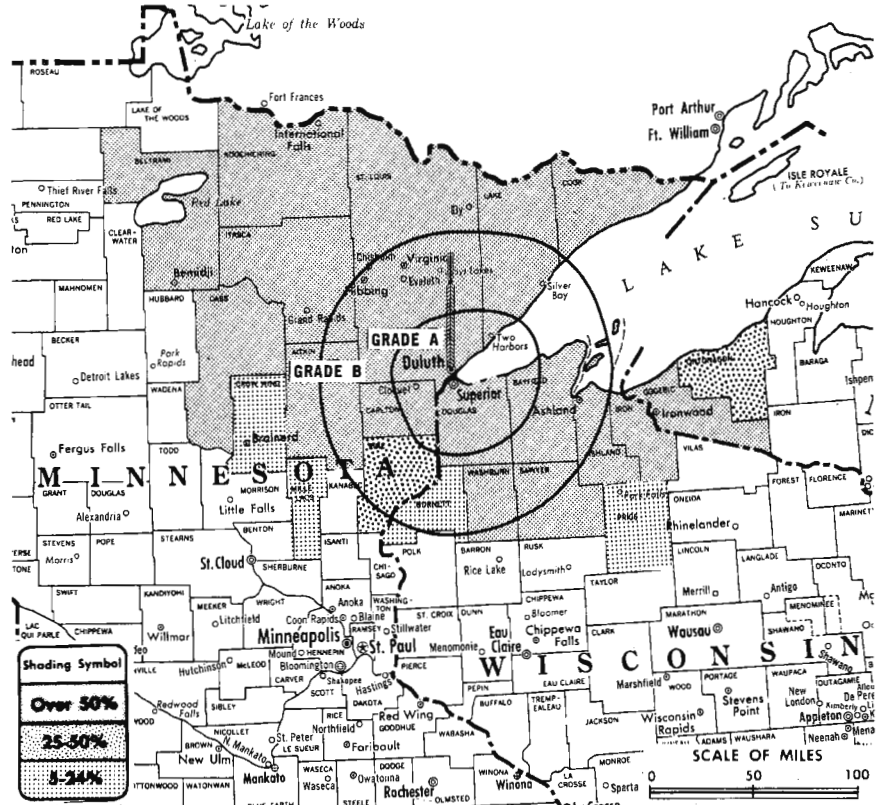
Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: WDSM, 5-kw, 710 kc (NBC).

0 & 0 Translators: K82AF, Cass Lake; K74AR, Deer River; K74BQ, Grand Marais, Minn.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WDSM-TV Ref: FCC File No. BPCT-2412 Granted 10/11/57 ©American Map Co., Inc., N.Y., No. 14244

WDSM-TV

Network Service: ABC, NBC.

Licensee: Northwest Publications Inc., WDSM Bldg., Duluth.

Studios: WDSM Bldg., Duluth & 921 Tower Ave., Superior, Wis. (55802).

Telephones: 218-727-8484, Duluth; 715-394-9238, Superior.

TWX No.: 218-820-0275.

Ownership: Northwest Publications Inc. (owned by Ridder Publications), 100%. Northwest Publications publishes Duluth Herald-News Tribune. For other interests, see WCCO-TV.

Began Operation: Feb. 23, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bill Hurley (Minneapolis); Television Representatives Ltd. (Canada).

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

Personnel:

ROBERT J. RICH, general manager.
R. W. (RICK) PEARSON, station manager.
DENNIS MURPHY, promotion manager.
ED CONRAD, program director.
GEORGE CARLSON, director of engineers.
DENNIS MURPHY, production manager.

DIGEST OF RATE CARD NO. 14A

(July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:59-10 p.m., daily.
\$825.00 \$515.00 \$415.00 \$250.00 \$215.00 \$195.00 \$95.00

NETWORK BASE HOURLY RATE: \$700 (ABC), \$700 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN GOGEBIC	6,900	6,500	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MINNESOTA			
	AITKIN	3,200	2,900	91
	BELTRAMI	5,900	4,500	76
	CARLTON	8,100	7,700	95
	CASS	4,200	3,200	77
	COOK	1,100	900	86
	ITASCA	11,300	10,100	89
	KOOCHICHING LAKE ST LOUIS	5,200 4,900 75,300	4,300 4,600 70,600	82 94 94
25-50 O/O	WISCONSIN			
	ASHLAND	4,500	4,300	95
	BAYFIELD	3,000	2,900	95
	DOUGLAS	13,600	13,000	96
	IRON SAWYER WASHBURN	2,100 2,700 2,800	2,000 2,400 2,700	95 90 94
5-24 O/O	MICHIGAN			
	ONTONAGON	3,100	2,800	89
5-24 O/O	MINNESOTA			
	PINE	4,500	3,900	89
5-24 O/O	WISCONSIN			
	CROW WING MILLE LACS	9,800 3,900	8,600 3,600	88 91
	BURNETT PRICE	2,700 3,700	2,500 3,300	92 90

STATION TOTALS 182,500 167,300 92

NET WEEKLY CIRCULATION (MARCH 1966) 144,000
AVERAGE DAILY CIRCULATION (MARCH 1966) 114,500
(Station also received in Canadian markets)

Minnesota—Mankato



KEYC-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

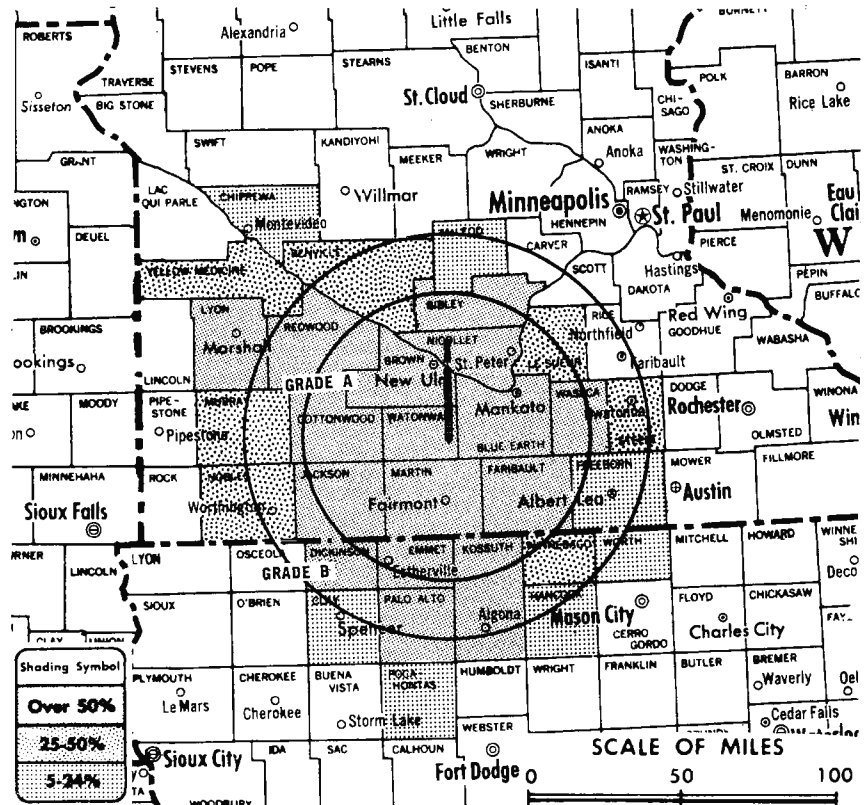
Latitude 43° 56' 14"
Longitude 94° 24' 41"

Transmitter: 1.6-mi. NE of Lewisville, Minn.

Color: Network, tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KEYC-TV Ref: FCC File No. BPCT-2483 Granted 6/11/68

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

KEYC-TV

Grantee: Lee Broadcasting Corp., P.O. Box XII, Mankato, Minn. (56002).

Studio: Lee Blvd., N. Mankato.

Telephone: 507-387-7905.

Ownership: Lee Broadcasting Corp., 100%. For other interests see KGLO-TV, Mason City, Ia.

Began Operation: Oct. 5, 1960.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David Steel & Associates.

Personnel:

WALTER ROTHSCHILD, president & general manager.

DONALD HARRER, station manager.

ELAINE PEARSON, operations manager.

HAP HALLIGAN, sales manager.

ROBERT G. FRUEHE, national sales manager.

Rates: For combination rates see KGLO-TV, Mason City, Iowa.

NETWORK BASE HOURLY RATE: \$150.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	JACKSON	4,100	3,700	90
	LYON	6,300	5,600	88
	MARTIN	8,300	7,600	92
	NICOLLET	5,700	5,300	93
	REDWOOD	6,100	5,200	85
	SIBLEY	4,500	4,200	93
	WASECA	4,900	4,600	94
	WATONWAN	4,200	3,700	89

25-50 O/D	IOWA WINNEBAGO	4,000	3,700	94
	MINNESOTA			
	LE SUEUR	5,800	5,400	93
	MURRAY	3,700	3,400	93
	NOBLES	6,700	6,300	95
	RENVILLE	6,200	5,400	88
	STEELE	7,800	7,400	95
	YELLOW MDC IN	4,200	3,400	80

5-24 O/D	IOWA			
	CLAY	5,600	5,100	91
	HANCOCK	4,100	3,900	94
	POCAHONTAS	3,800	3,500	93
	WORTH	2,800	2,600	94
	MINNESOTA			
	CHIPPEWA	4,700	4,100	88
	FREEBORN	11,500	10,800	94
	MC LEOD	7,300	6,900	94

STATION TOTALS		174,600	158,900	91
NET WEEKLY CIRCULATION (MARCH 1966)				90,000
AVERAGE DAILY CIRCULATION (MARCH 1966)				57,700

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	IOWA			
	DICKINSON	3,900	3,500	90
	EMMET	4,400	3,800	87
	KOSSUTH	7,000	6,700	95
	PALO ALTO	3,800	3,300	89
	MINNESOTA			
	BLUE EARTH	13,400	12,300	92
	BROWN	8,200	7,400	90
	COTTONWOOD	4,800	3,800	80
	FARIBAULT	6,800	6,300	93

Minnesota—Minneapolis-St. Paul



KMSP-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 32.2-kw aural. Antenna: 451-ft. above av. terrain, 601-ft. above ground, 1326-ft. above sea level.

Latitude 44° 58' 28.2"
Longitude 93° 16' 16.7"

Requests change to 1693-ft. above av. terrain, 1726-ft. above ground, 2646-ft. above sea level, lat. 45° 03' 34", long. 93° 07' 20"; transmitter to Gramsie Rd., 0.4-mi. E of intersection with Victoria St., Shoreview.

Transmitter: Foshay Tower.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

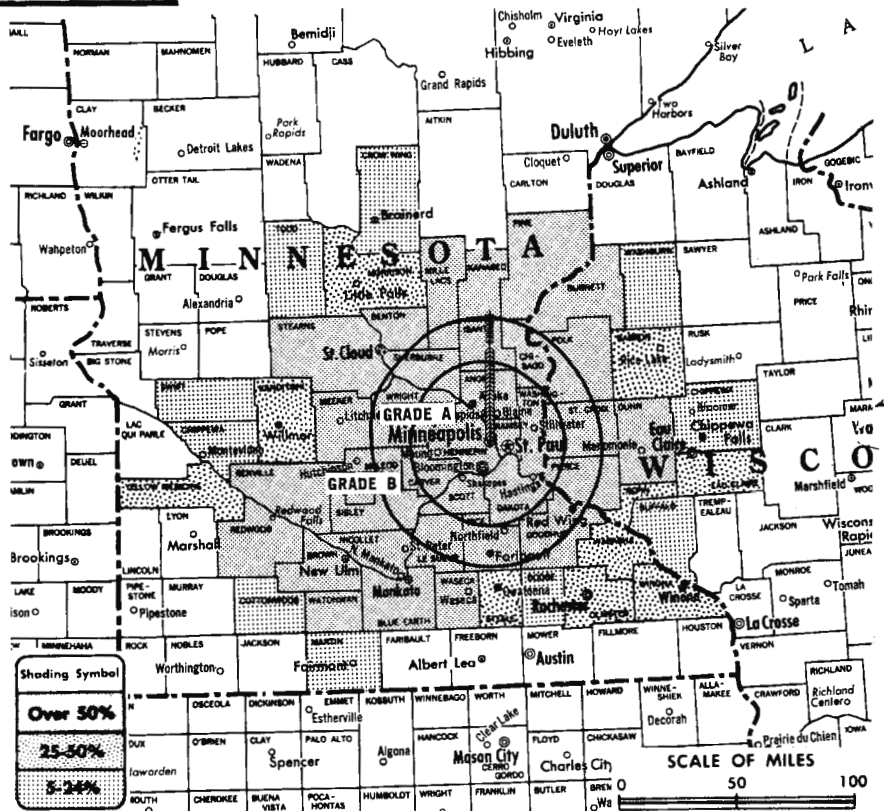
Total Households: © SRDS
Consumer Market Data as of 1/1/87.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KMSP-TV Ref: FCC File No. BPCT-795 Granted 6/10/54

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

KMSP-TV

Grantee (STA): United Television Inc., Foshay Tower, Minneapolis, Minn. (55402).

Studio: 120 South 9th St.

Telephone: 612-339-8811.

TWX No.: 910-576-2926.

Ownership: 20th Century-Fox TV Inc.

Began Operation: Jan. 9, 1955. Sale to United Television Inc. by Minneapolis Tower Co. (Morris T. Baker) approved May 23, 1956 by FCC (Television Digest, Vol. 12:14, 16, 21). Sale of 75% to National Telefilm Assoc. Inc. approved Nov. 20, 1957 by FCC (Vol. 13:34, 47). NTA also purchased 25% held by Loew's Inc. (MGM) in Feb. 1958 (Vol. 14:7). Sale to 20th Century-Fox TV Inc. by NTA approved Oct. 29, 1959 by FCC (Vol. 15:34, 44).

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

DON SWARTZ, president, general manager & film buyer.
RICHARD J. BUTTERFIELD, v.p. & sales manager.
RICHARD V. FAIRBANKS, national sales manager.
BILL FAHAN, director of news.
JOE CARNEY, director of operations.
CHALMERS STROMBERG, director of engineering.
ROBERT FAVARO, director of public relations.

DIGEST OF RATE CARD NO. 19

(June 1, 1966)

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

Class AA—6:30-10 p.m., daily.

\$1700.00 \$1020.00 \$680.00 \$595.00 \$450.00* \$450.00* \$225.00*

*Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1350.

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	G/O
OVER 50	MINNESOTA			
50	ANOKA	30,600	30,100	98
0/0	BENTON	4,700	4,300	93
	BLUE EARTH	13,400	12,300	92
	BROWN	8,200	7,400	90
	CARVER	6,200	6,000	96
	CHISAGO	4,000	3,700	93
	DAKOTA	25,600	24,800	97
	GOODHUE	10,000	9,400	94
	HENNEPIN	283,800	269,500	95
	ISANTI	3,600	3,300	92
	KANABEC	7,600	2,300	90
	LE SUEUR	5,800	5,400	93
	MC LEOD	7,300	6,900	94
	MEEKER	5,200	4,800	91
	MILLE LACS	3,900	3,600	91
	NICOLLET	5,700	5,300	93
	PINE	4,500	3,900	89
	RAMSEY	134,700	128,500	95
	KEDWOOD	6,100	5,200	85
	RENVILLE	6,200	5,400	88
	RICE	10,000	9,300	93
	SCOTT	6,200	6,000	97
	SHERBURNE	3,400	3,200	93
	SIBLEY	4,500	4,200	93
	STEARNS	20,000	18,300	92
	WASECA	4,900	4,600	94
	WASHINGTON	16,700	16,100	96
	WATONWAN	4,200	3,700	89
	WRIGHT	8,500	7,900	93
	WISCONSIN			
	BURNETT	2,700	2,500	92
	DUNN	7,000	6,500	94
	PIERCE	6,500	6,200	95
	POLK	7,300	7,000	96
	ST CROIX	8,400	8,100	97

(Continued on page 377-b)

STATION TOTALS 836,300 786,300 94

NET WEEKLY CIRCULATION (MARCH 1966) 629,000

AVERAGE DAILY CIRCULATION (MARCH 1966) 405,500

Minnesota—Minneapolis-St. Paul



WCCO-TV

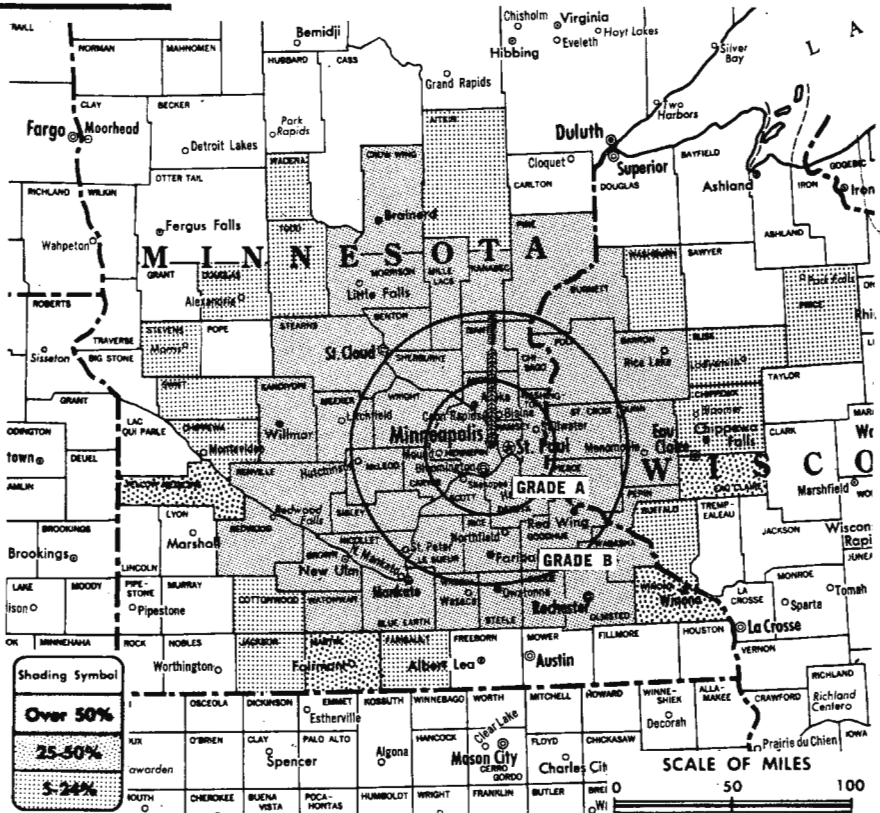


Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 543-ft. above av. terrain, 601-ft. above ground, 1461-ft. above sea level.
 Latitude 44° 58' 28"
 Longitude 93° 16' 17"
 Requests change to 1603-ft. above av. terrain, 1746-ft. above ground, 2646-ft. above sea level, lat. 45° 03' 34", long. 93° 07' 20"; transmitter to Gramsie Rd., 0.4-mi. E of Victoria St., Shoreview.

Transmitter: Foshay Tower.
 Telephone: 612-338-0552.
 TWX No.: 612-321-1306.
 TV tape: Recording facilities.
 Color: Network, live, film, slide & tape.
 News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: CBS.
 AM Affiliate: WCCO, 50-kw, 830 kc (CBS).

Total Households: © SRDS
 Consumer Market Data as of 1/1/67.
 TV Homes: TV% and Circulation © 1965 American Research Bureau.
 County coverage (shaded areas) based on 1965 ARB study.



WCCO-TV Ref: FCC File No. BMPT-933 Granted 12/18/62

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

WCCO-TV

Licensee: Midwest Radio-Television Inc., WCCO Television Bldg., Minneapolis, Minn. (55402). Studio: 50 S. Ninth St., Minneapolis.
 Ownership: Midwest Radio-Television Inc. is 53% owned by Mid-Continent Radio-Television Inc., 47% by Minneapolis Star & Tribune Co. (John Cowles, pres.). Minneapolis Star & Tribune Co. owns Sioux City, Neb. CATV system, 50% of Harper's Magazine. Mid-Continent Radio-Television is equally owned by Minnesota Tribune Co. and Northwest Publications Inc. (St. Paul Dispatch and Pioneer Press, Ridder newspapers). Ridder also operates WDSM-TV, Duluth-Superior and radio stations KSDN, Aberdeen, S.D.; WDSM, Duluth-Superior; KSSS, Colorado Springs, Colo. Other Ridder newspapers are New York Journal of Commerce, Duluth Herald and News-Tribune, Aberdeen (S.D.) American and News, Grand Fork (N.D.) Herald, Long Beach (Cal.) Press-Telegram and Independent, Pasadena (Cal.) Independent and Star-News, San Jose (Cal.) News and Mercury, Garden Grove (Cal.) News, Gary (Ind.) Post-Tribune. Ridder owns minority interest in Seattle Times. For other interests of Cowles family, see KRNT-TV, Des Moines, Ia.

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (Television Digest, Vol. 8:10, 33); CBS sold its 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45).

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

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

Personnel:

WILLIAM J. McNALLY, chairman of board.
 ROBERT B. RIDDER, president.
 F. VAN KONYENBURG, executive v.p. & general manager.
 H. W. DORNSEIF, asst. treasurer.
 SHERMAN HEADLEY, asst. manager.
 R. N. EKSTRUM, sales manager.
 DON R. GILLIES, national sales rep.
 ROBERT A. HUELSTER, local sales manager.
 ROGER GARDNER, production manager.
 JOHN M. SHERMAN, director of engineering.
 RICHARD F. STUCK, director of talent & program development.
 HARRY JONES, film director.
 TOM COUSINS, publicity & promotion director.
 BETTY TRUE, merchandising director.
 ROLLIE JOHNSON, news, sports & special events director.
 GWEN HARVEY, director of women's activities & public services.

DIGEST OF RATE CARD NO. 19

(June 15, 1966)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$2250.00	\$1340.00	\$900.00	\$800.00	\$575.00	\$287.50

NETWORK BASE HOURLY RATE: \$1700.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MINNESOTA			
	ANKA	30,600	30,100	98
	BENTON	4,700	4,300	93
	BLUE EARTH	13,400	12,300	92
	BROWN	8,200	7,400	90
	CARVER	6,200	6,000	96
	CHISAGO	4,000	3,700	93
	CROW WING	9,800	8,600	88
	DAKOTA	25,600	24,800	97
	DODGE	3,700	3,400	91
	GODDUE	10,000	9,400	94
	HENNEPIN	283,800	269,500	95
	ISANTI	3,600	3,300	92
	KANABEC	2,600	2,300	90
	KANDIYOHI	8,500	7,500	89
	LE SUEUR	5,800	5,400	93
	MC LEOD	7,300	6,900	94
	MEEKER	5,200	4,800	91
	MILLE LACS	3,900	3,600	91
	MORRISON	6,800	6,000	88
	NICOLLET	5,700	5,300	93
	OLMSTED	21,000	19,900	95
	PINE	4,500	3,900	89

(Continued on page 375-b)

STATION TOTALS	870,200	816,700	94
NET WEEKLY CIRCULATION (MARCH 1966)		683,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		525,800	

Minnesota—Minneapolis-St. Paul

WTCN-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 470-ft. above av. terrain, 601-ft. above ground, 1450-ft. above sea level.

Latitude 44° 58' 28"
Longitude 93° 16' 17"

Requests change to 316-kw visual, 100-kw aural, 1702-ft. above av. terrain, 1644-ft. above ground, 2644-ft. above sea level, lat. 45° 03' 46.5", long. 93° 08' 23"; transmitter to 920 West County Rd. F, Shoreview Township, Minn., 5-mi. NE of Minneapolis city limits.

Transmitter: Foshay Tower.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.

Color: Network, film & slide.

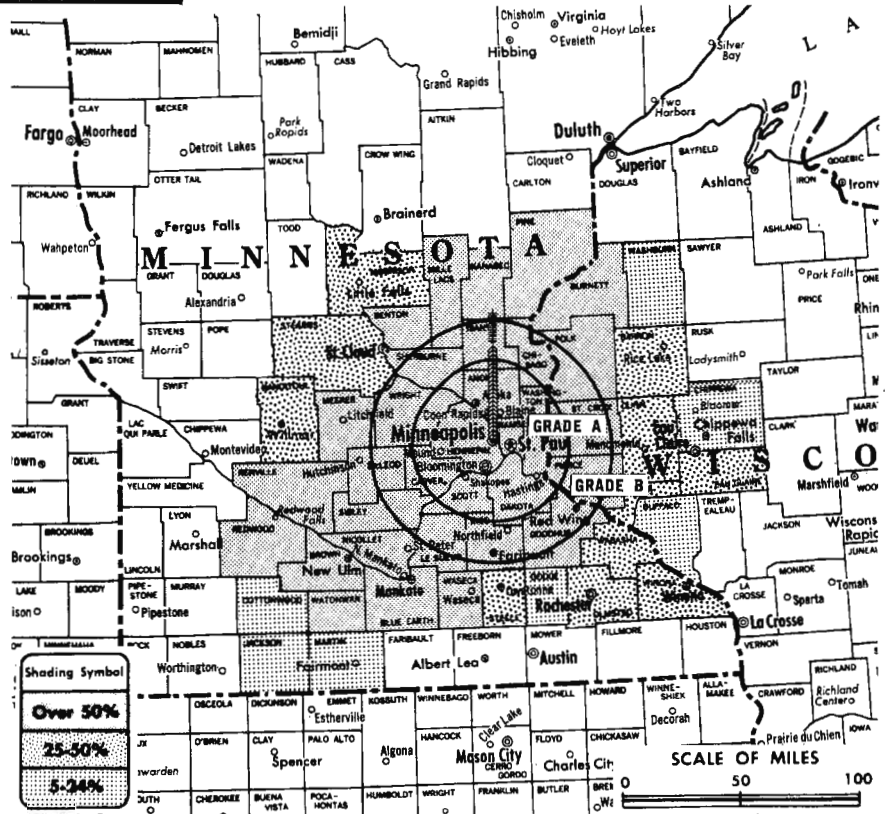
Total Households: © SRDS
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WTCN-TV Ref: FCC File No. BMPCT-1177 Granted 7/2/53

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

WTCN-TV

Network Service: None, independent.

Licensee: WTCN-TV Inc., 2925 Dean Blvd., Minneapolis, Minn. (55416).

Studio: 2925 Dean Blvd.

Telephone: 612-927-8881.

TWX No.: 612-292-4134.

Ownership: Chris-Craft Industries, Inc., 100%. For other interests, see KPTV, Portland, Ore.

Began Operation: Sept. 1, 1953. Sale to present owner by Time-Life Bcstg. Inc. was approved Aug. 24, 1964 by FCC (Television Digest, Vol. 4:35). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, and made WTCN-TV into full time outlet after FCC approved sale April 6, 1955 (Vol. 11:5, 15).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ROBERT C. FRANSEN, v.p. & general manager.
JAY Q. BERKSON, general sales manager.
J. WILLIAM BEINDORF, local sales manager.
JERRY JOHNSON, promotion manager.
HOWARD RESER, program director & film buyer.
LEO F. DOMEIER, chief engineer.

DIGEST OF RATE CARD NO. 13A (June 15, 1966)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
6:30 p.m.-midnight, Mon.-Fri.; 6 p.m.-midnight, Sat. & Sun.
\$1200.00 \$720.00 \$480.00 \$420.00 Graded rates apply*

*Highest rate: \$250.

For Other Publishers With TV
Station Holdings, see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
OVER 50 0/0	MINNESOTA	30,600	30,100	98
	ANOKA	4,700	4,300	93
	BENTON	4,700	4,300	93
	BLUE EARTH	13,400	12,300	92
	BROWN	8,200	7,400	90
	CARVER	6,200	6,000	96
	CHISAGO	4,000	3,700	93
	DAKOTA	25,600	24,800	97
	GOODHUE	10,000	9,400	94
	HENNEPIN	283,800	269,500	95
	ISANTI	3,600	3,300	92
	KANABEC	2,600	2,300	90
	LE SUEUR	5,800	5,400	93
	MC LEOD	7,300	6,900	94
	MEEKER	5,200	4,800	91
	MILLE LACS	3,900	3,600	91
	NICOLLET	5,700	5,300	93
	PINE	4,500	3,900	89
	RAMSEY	134,700	128,500	95
	REDWOOD	6,100	5,200	85
	KENVILLE	6,200	5,400	88
	RICE	10,000	9,300	93
	SCOTT	6,200	6,000	97
	SHERBURNE	3,400	3,200	93
	SIBLEY	4,500	4,200	93
	WASECA	4,900	4,600	94
	WASHINGTON	16,700	16,100	96
	WATONWAN	4,200	3,700	89
	WRIGHT	8,500	7,900	93
	WISCONSIN			
	BURNETT	2,700	2,500	92
	PIERCE	6,500	6,200	95
	POLK	7,300	7,000	96
	ST CROIX	8,400	8,100	97

(Continued on page 375-b)

STATION TOTALS	811,900	765,400	94
NET WEEKLY CIRCULATION (MARCH 1966)		584,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		312,600	

Minnesota—St. Paul-Minneapolis



KSTP-TV

Ch. 5

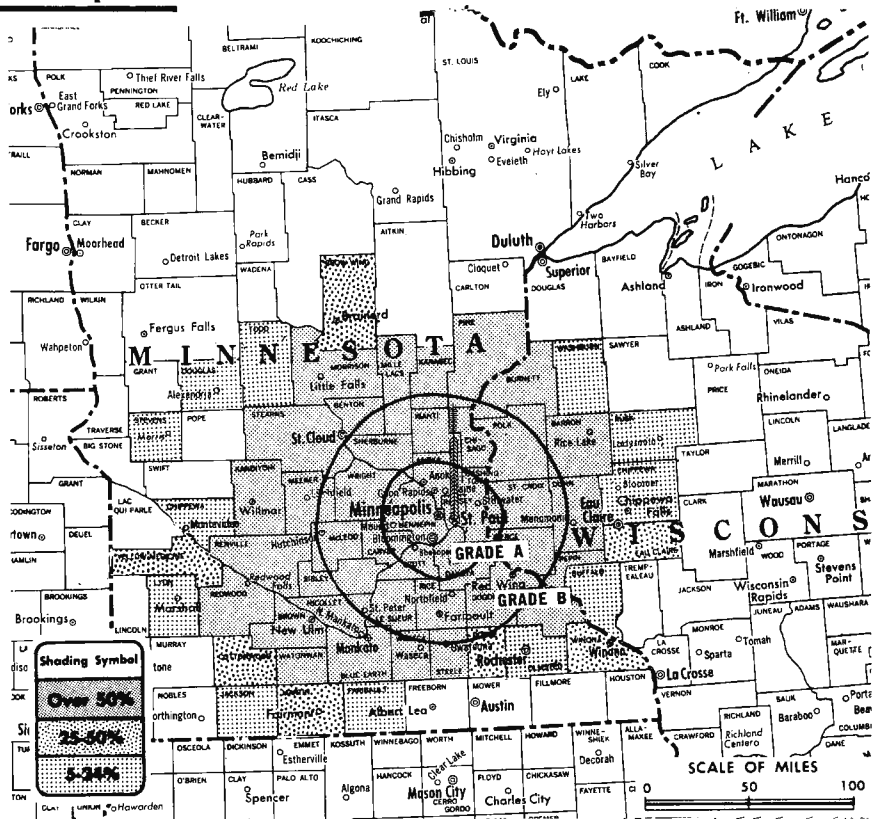


Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 580-ft. above av. terrain, 583-ft. above ground, 1493-ft. above sea level.

Latitude 44° 58' 07"
Longitude 93° 12' 27"

Transmitter: 3415 University Ave.
Studio: 3415 University Ave.
O & O Translator: K79BG, Wabasha, Minn.
TV tape: Recording facilities.
Color: Network, live, film, slide & tape.
News Wire Service: AP, UPI.
Facsimile Service: UPI.
AM Affiliate: KSTP, 50-kw, 1500 kc (NBC).

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KSTP-TV Ref: FCC File No. BPC-765 Granted 12/23/52

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

KSTP-TV

Licensee: Hubbard Bcstg. Inc., 3415 University Ave., St. Paul, Minn. (55114).

Telephone: 612-645-2724. TWX No.: 612-551-0918.

Ownership: Stanley E. Hubbard, 61.79%; Didrikke S. Hubbard, 15.84%; Thomas E. Bragg, 8.17%; Vera S. Bragg estate, 8.17%; Mrs. Paulette B. Harrison, 5.65%; The Hubbard Foundation, .38%. Directors: Stanley E. Hubbard, chmn.; Thomas E. Bragg, D. S. Hubbard, Philip A. DuFrene, Stanley S. Hubbard. Others: Stanley E. Hubbard, pres.; Stanley S. Hubbard, v.p.; Marvin L. Rosene, v.p.; Kenneth M. Hance, v.p. & treas.; Gerald D. Deeney, secy. Hubbard Bcstg. Inc. also owns KSTP, St. Paul-Minneapolis, KOB-TV, Albuquerque, N.M. (Ch. 4) & KOB; 100% of radio WGTO, Cypress Gardens, Fla. Mr. & Mrs. Harrison control KHON-TV, Honolulu & its satellites.

Began Operation: April 23, 1948.

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

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

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

Personnel:

STANLEY E. HUBBARD, president.
STANLEY S. HUBBARD, vice president & general manager.
KENNETH M. HANCE, treasurer.
RALPH J. DOLAN, operations manager.
JAMES E. BLAKE, TV sales manager.
JAMES C. DOWDLE, TV national sales manager.
WILLIAM P. DAVEY, sales & audience promotion director.
WILLIAM E. MCGIVERN, director of news operations.
KENNETH R. BARRY, director of TV production.
FREDERICK L. STREET, chief, engineering operations.
LAWRENCE A. LARSON, chief, engineering research & planning.
JOSEPH GOLDFARB, research director.
GERALD D. DEENEY, comptroller.

DIGEST OF RATE CARD NO. 28—(Aug. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$2200.00	\$1320.00	\$880.00	\$690.00			Graded rates apply*

*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1750.

374-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MINNESOTA			
	ANKA	30,600	30,100	98
	BENTON	4,700	4,300	93
	BLUE EARTH	13,400	12,300	92
	BROWN	8,200	7,400	90
	CARVER	6,200	6,000	96
	CHISAGO	4,000	3,700	93
	DAKOTA	25,600	24,800	97
	GOODHUE	10,000	9,400	94
	HENNEPIN	283,800	269,500	95
	ISANTI	3,600	3,300	92
	KANABEC	2,600	2,300	90
	KANDIYOHI	8,500	7,500	89
	LE SUEUR	5,800	5,400	93
	MC LEOD	7,300	6,900	94
	MEEKER	5,200	4,800	91
	MILLE LACS	3,900	3,600	91
	MORRISON	6,800	6,000	88
	NICOLLET	5,700	5,300	93
	PINE	4,500	3,900	89
	RAMSEY	134,700	128,500	95
	REDWOOD	6,100	5,200	85
	RENVILLE	6,200	5,400	88
	RICE	10,000	9,300	93
	SCOTT	6,200	6,000	97
	SHERBURNE	3,400	3,200	93
	SIBLEY	4,500	4,200	93
	STEARNS	20,000	18,300	92
	STEELE	7,800	7,400	95
	WABASHA	4,800	4,400	93
	WASECA	4,900	4,600	94
	WASHINGTON	16,700	16,100	96
	WATONWAN	4,200	3,700	89
	WRIGHT	8,500	7,900	93

(Continued on next page)

STATION TOTALS 862,400 810,000 94

NET WEEKLY CIRCULATION (MARCH 1966) 668,600
AVERAGE DAILY CIRCULATION (MARCH 1966) 479,800

TV Factbook No. 37

KSTP-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	WISCONSIN			
	BARRON	9,700	8,900	92
	BURNETT	2,700	2,500	92
	DUNN	7,000	6,500	94
	PEPIN	2,000	1,900	93
	PIERCE	6,500	6,200	95
	POLK	7,300	7,000	96
	ST CROIX	8,400	8,100	97

25-50 O/O	MINNESOTA			
	COTTONWOOD	4,800	3,800	80
	CROW WING	9,800	8,600	88
	DODGE	3,700	3,400	91
	MARTIN	8,300	7,600	92
	WINONA	11,800	10,700	91
	YELLOW MDCIN	4,200	3,400	80
	WISCONSIN			
	EAU CLAIRE	17,400	16,600	95

5-24 O/O	MINNESOTA			
	CHIPPEWA	4,700	4,100	88
	DOUGLAS	6,100	5,500	90
	FARIBAULT	6,800	6,300	93
	JACKSON	4,100	3,700	90
	LYON	6,300	5,600	88
	OLMSTED	21,000	19,900	95
	STEVENS	3,100	2,800	91
	TODD	5,900	5,000	85
	WISCONSIN			
	BUFFALO	3,900	3,600	94
	CHIPPEWA	12,100	11,600	96
	RUSK	3,600	3,300	92
WASHBURN	2,800	2,700	94	

WTCN-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
25-50 O/O	MINNESOTA			
	KANDIYOH	8,500	7,500	89
	MORRISON	6,800	6,000	88
	OLMSTED	21,000	19,900	95
	STEARNS	20,000	18,300	92
	STEELE	7,800	7,400	95
	WABASHA	4,800	4,400	93
	WINONA	11,800	10,700	91
	WISCONSIN			
	BARRON	9,700	8,900	92
DUNN	7,000	6,500	94	
EAU CLAIRE	17,400	16,600	95	
PEPIN	2,000	1,900	93	

5-24 O/O	MINNESOTA			
	COTTONWOOD	4,800	3,800	80
	DODGE	3,700	3,400	91
	JACKSON	4,100	3,700	90
	MARTIN	8,300	7,600	92
	WISCONSIN			
	BUFFALO	3,900	3,600	94
	CHIPPEWA	12,100	11,600	96
	WASHBURN	2,800	2,700	94

Minneapolis-St. Paul, Minn.

WCCO-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
MINNESOTA (CONTINUED)				
OVER 50 O/O	RAMSEY	134,700	128,500	95
	REDWOOD	6,100	5,200	85
	RENVILLE	6,200	5,400	88
	RICE	10,000	9,300	93
	SCOTT	6,200	6,000	97
	SHERBURNE	3,400	3,200	93
	SIBLEY	4,500	4,200	93
	STEARNS	20,000	18,300	92
	STEELE	7,800	7,400	95
	WABASHA	4,800	4,400	93
	WASECA	4,900	4,600	94
	WASHINGTON	16,700	16,100	96
	WATONWAN	4,200	3,700	89
	WRIGHT	8,500	7,900	93
WISCONSIN				
BARRON	9,700	8,900	92	
BURNETT	2,700	2,500	92	
DUNN	7,000	6,500	94	
PEPIN	2,000	1,900	93	
PIERCE	6,500	6,200	95	
POLK	7,300	7,000	96	
ST CROIX	8,400	8,100	97	

25-50 O/O	MINNESOTA			
	MARTIN	8,300	7,600	92
	WINONA	11,800	10,700	91
	YELLOW MDCIN	4,200	3,400	80
WISCONSIN				
EAU CLAIRE	17,400	16,600	95	

5-24 O/O	MINNESOTA			
	AITKIN	3,200	2,900	91
	CHIPPEWA	4,700	4,100	88
	COTTONWOOD	4,800	3,800	80
	DOUGLAS	6,100	5,500	90
	FARIBAULT	6,800	6,300	93
	JACKSON	4,100	3,700	90
	STEVENS	3,100	2,800	91
	SWIFT	3,900	3,500	90
	TODD	5,900	5,000	85
	WADENA	3,300	2,600	81
WISCONSIN				
BUFFALO	3,900	3,600	94	
CHIPPEWA	12,100	11,600	96	
PRICE	3,700	3,300	90	
RUSK	3,600	3,300	92	
WASHBURN	2,800	2,700	94	

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

Minnesota—Rochester



KROC-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.3"
Longitude 92° 25' 36.9"

Transmitter: 3.2-mi. S of Ostrander, Minn.

Studio: Hwy. 14, 2-mi. W of town.

Telephone: 507-289-3924.

TWX No.: 507-840-8232.

0 & 0 Translators: K7ODR, Blue Earth, Minn.; K79BK, Fairmont, Minn.; W83AH, La Crosse, Wis.

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

News Wire Service: UPI.

News Film Service: UPI.

AM Affiliate: KROC, 1-kw (.25-kw night), 1340 kc (NBC).

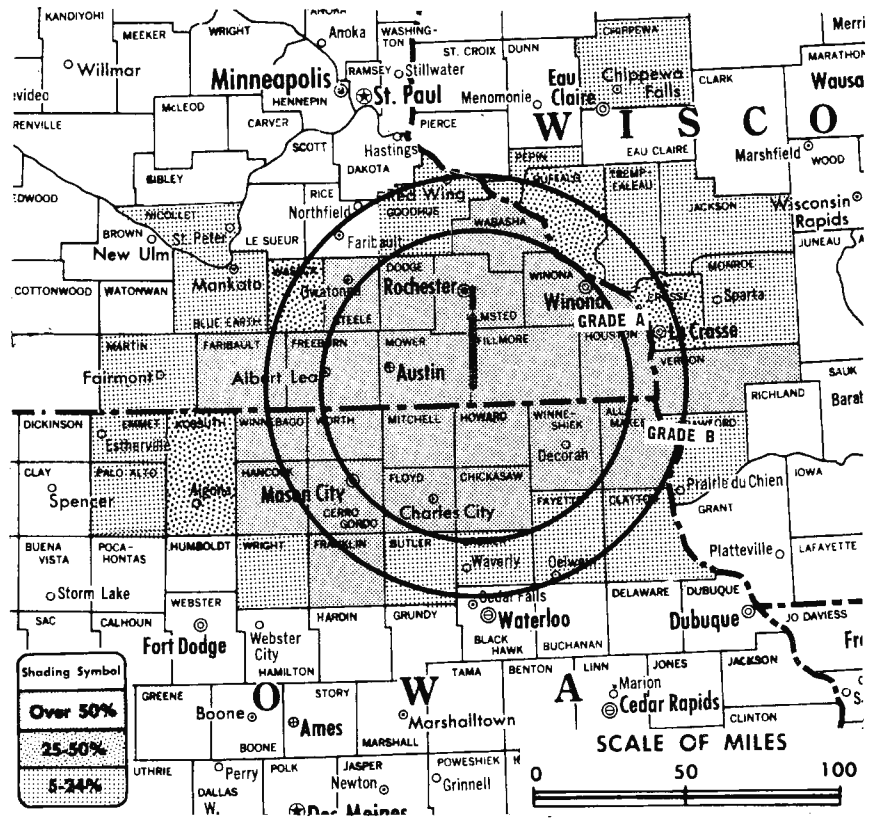
Total Households: © SRDS
Consumer Market Data as of 1/1/67.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KROC-TV Ref: FCC File No. BPCT-2765 Granted 7/27/60

©American Map Co., Inc., N.Y., No. 14249

KROC-TV

Licensee: Southern Minnesota Bcstg. Co., 100 First Ave. Bldg.

Ownership: G. David Gentling, 100%.

Began Operation: July 14, 1953. Sale of control to present owners by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allen A. Gentling approved April 2, 1963, by FCC (BPCT-4237).

Represented (sales) by Venard, Torbet & McConnell Inc.; Harry S. Hyett Co.

Represented (engineering) by Jansky & Bailey.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

G. DAVID GENTLING, general manager.
WILLARD N. LAMPMAN, sales & station manager.
PAUL WICKRE, program director & film buyer.
MRS. CAROL GEERDES, promotion director.
ROBERT W. CROSS, chief engineer.

DIGEST OF RATE CARD NO. 7—(Sept. 1, 1965)

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

Class A—6:59-10 p.m., daily.

\$400.00 \$240.00 \$160.00 \$140.00 \$100.00 \$100.00 \$75.00 \$50.00

NETWORK BASE HOURLY RATE: \$375.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IOWA			
	ALLAMAKEE	4,500	4,200	93
	CERRO GORDO	15,800	15,000	95
	CHICKASAW	4,200	4,000	93
	FLOYD	6,400	6,000	94
	FRANKLIN	4,600	4,300	95
	HANCOCK	4,100	3,900	94
	HOWARD	3,700	3,200	87
	MITCHELL	4,100	3,800	94
	WINNEBAGO	4,000	3,700	94
	WINNESHIEK	5,800	5,300	91
	WORTH	2,800	2,600	94

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MINNESOTA			
	DODGE	3,700	3,400	91
	FARIBAULT	6,800	6,300	93
	FILLMORE	6,800	6,300	93
	FREEBORN	11,500	10,800	94
	HOUSTON	4,800	4,400	93
	MOWER	14,500	13,800	95
	OLMSTED	21,000	19,900	95
	STEELE	7,800	7,400	95
	WABASHA	4,800	4,400	93
	WINONA	11,800	10,700	91
WISCONSIN	VERNON	6,900	6,400	93

25-50 O/O	IOWA			
	KOSSUTH	7,000	6,700	95
	MINNESOTA WASECA	4,900	4,600	94
WISCONSIN	BUFFALO	3,900	3,600	94
	LA CROSSE	21,600	20,900	96

5-24 O/O	IOWA			
	BREMER	6,400	6,000	94
	BUTLER	5,400	4,900	92
	CLAYTON	6,400	5,700	90
	EMMET	4,400	3,800	87
	FAYETTE	8,400	7,900	93
	PALO ALTO	3,800	3,300	89
WRIGHT	6,000	5,700	95	

(Continued on next page)

STATION TOTALS	313,100	292,500	93
NET WEEKLY CIRCULATION (MARCH 1966)		160,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)		104,600	

Minnesota—Walker



KNMT

Ch. 12

[Affiliated with KCMT, Alexandria, Minn.]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 31-kw visual, 6.17-kw aural. Antenna: 933-ft. above av. terrain, 996-ft. above ground, 2383-ft. above sea level.

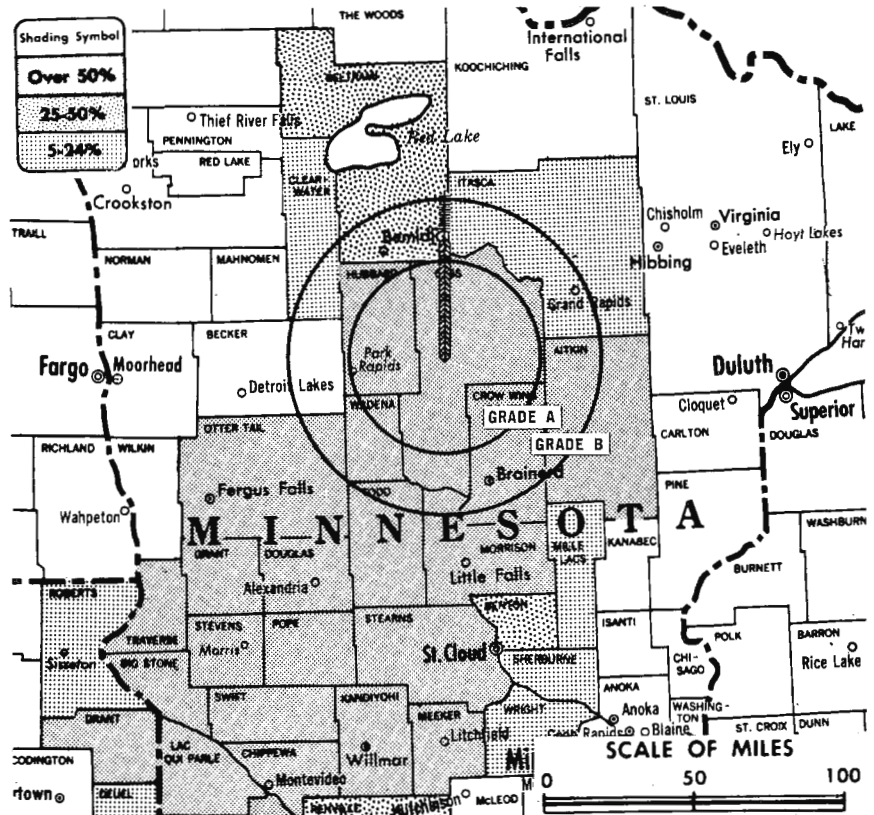
Latitude 46° 56' 03"
Longitude 94° 27' 25"

Transmitter: 3-mi. E of Hackensack.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



County coverage (shaded areas) based on 1965 ARB study.

KNMT Ref: FCC File No. BPCT—2989 Granted 8/1/62

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

KNMT

Licensee: Central Minnesota TV Co., Box 25, Alexandria, Minn. (56308).

Studio: 3-mi. E of Hackensack, Minn.

Ownership: See KCMT, Alexandria, Minn.

Began Operation: Jan. 1, 1964.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Robert A. Marmet.

Represented (engineering) by Julius Hetland.

Personnel:

- GLENN W. FLINT, vice president & general manager.
- HENRY HEATHMAN, station manager.
- JAMES SYRDAL, sales manager.
- JON HAAVEN, news director.
- CARL IVERSON, chief engineer.

Rates: Sold only in combination with KCMT, Alexandria, Minn.

KROC-TV, Rochester

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	MINNESOTA			
	BLUE EARTH	13,400	12,300	92
	GOODHUE	10,000	9,400	94
	MARTIN	8,300	7,600	92
	NICOLLET	5,700	5,300	93
WISCONSIN	CHIPPEWA	12,100	11,600	96
	CRAWFORD	4,000	3,800	94
	JACKSON	4,300	4,000	93
	MONROE	8,100	7,600	93
	PEPIN	2,000	1,900	93
	TREMPEALEAU	6,600	6,100	91

For Index to Contents See Services Volume

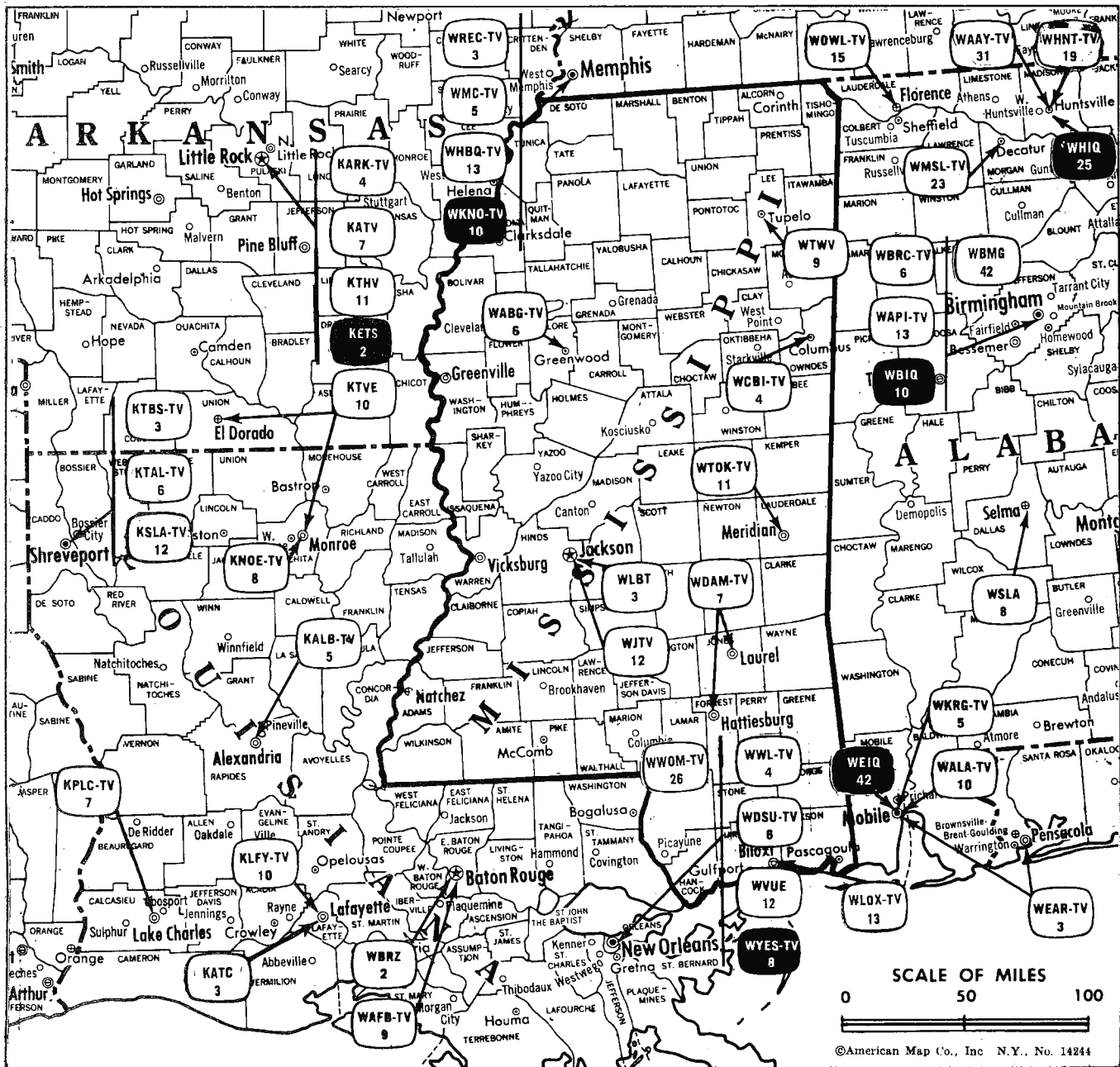
ARB Data For This Station Included With Parent KCMT, Alexandria, Minn. Above Map Shows Coverage For Both Parent & Satellite.

KMSP-TV, Minneapolis

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MINNESOTA			
	KANDIYOH	8,500	7,500	89
	MORRISON	6,800	6,000	88
	ULMSTED	21,000	19,900	95
	STEELE	7,800	7,400	95
	WABASHA	4,800	4,400	93
	WINONA	11,800	10,700	91
	YELLOW MDCIN	4,200	3,400	80
	WISCONSIN			
	BARRON	9,700	8,900	92
EAU CLAIRE	17,400	16,600	95	
	PEPIN	2,000	1,900	93
5-24 0/0	MINNESOTA			
	CHIPPEWA	4,700	4,100	88
	COTTONWOOD	4,800	3,800	80
	CROW WING	9,800	8,600	88
	DUDGE	3,700	3,400	91
	MARTIN	8,300	7,600	92
	SWIFT	3,900	3,500	90
	TODD	5,900	5,000	85
	WISCONSIN			
	BUFFALO	3,900	3,600	94
CHIPPEWA	12,100	11,600	96	
WASHBURN	2,800	2,700	94	

Mississippi



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Jackson	217,200	86	433,000	76	353,600	86
Biloxi	101,000	152	251,400	119	224,500	121
Meridian	87,400	161	196,100	137	160,200	144
Laurel-Hattiesburg	68,600	170	116,000	179	98,400	179
Columbus	67,600	173	170,200	152	141,800	156
Tupelo	45,000	190	119,400	178	99,600	177
Greenwood	42,300	194	123,900	174	91,900	181

Mississippi

Mississippi Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
☐ Commercial Television Stations	8	0	8
● Educational Television Stations	0	0	0
			8

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WDAM-TV
Hattiesburg
(See Laurel, Miss.)

WLBT
Jackson
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
MISSISSIPPI—(Continued)				
OVER 50 O/D	SIMPSON	5,500	4,700	85
	SMITH	3,500	2,900	81
	SUNFLOWER	10,000	6,800	68
	WALTHALL	3,400	2,600	77
	WARREN	13,900	11,600	83
	WASHINGTON	23,300	18,300	78
	WINSTON	4,900	3,800	78
	YAZOO	8,300	6,500	79

25-50 O/D	LOUISIANA			
	CATAHOULA	2,700	2,100	77
	FRANKLIN	6,000	5,200	86
	RICHLAND	5,500	4,700	85
	WEST CARROLL	3,200	2,700	85
	MISSISSIPPI			
	FORREST	17,300	15,400	89
	JONES	17,800	15,900	90
	LAUDERDALE	21,400	19,200	90

5-24 O/D	ARKANSAS			
	CHICOT	5,600	4,300	77
	MISSISSIPPI			
	BOLIVAR	13,300	9,000	68
	CALHOUN	4,300	3,500	80
	CLARKE	4,300	3,500	82
	GREENE	2,300	1,700	75
	GRENADA	5,400	4,200	77
	KEMPER	2,600	1,900	75
	LAMAR	4,100	3,400	84
	OKTIBBEHA	6,900	5,200	76
	STONE	2,200	1,900	84
	WAYNE	4,400	3,500	79
	WEBSTER	2,900	2,300	77
	WILKINSON	3,300	2,300	69

WJTV
Jackson
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
25-50 O/D	ARKANSAS			
	CHICOT	5,600	4,300	77
	LOUISIANA			
	CONCORDIA	6,500	5,200	80
	RICHLAND	5,500	4,700	85
	WEST CARROLL	3,200	2,700	85
	MISSISSIPPI			
	BOLIVAR	13,300	9,000	68
	FORREST	17,300	15,400	89
	WALTHALL	3,400	2,600	77

5-24 O/D	LOUISIANA			
	CATAHOULA	2,700	2,100	77
	FRANKLIN	6,000	5,200	86
	MISSISSIPPI			
	AMITE	3,500	2,600	75
	CARROLL	2,200	1,500	66
	CHOCTAW	1,900	1,400	75
	GRENADA	5,400	4,200	77
	JASPER	4,200	3,500	84
	JONES	17,800	15,900	90
	LAMAR	4,100	3,400	84
	LAUDERDALE	21,400	19,200	90
	NESHUBA	5,400	4,500	84
	NEWTON	5,300	4,500	84
	WINSTON	4,900	3,800	78

WTOK-TV
Meridian
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24 O/D	ALABAMA			
	CLARKE	6,700	5,100	77
	DALLAS	15,200	12,200	81
	PICKENS	5,300	4,000	76
	WASHINGTON	3,600	2,900	80
	WILCOX	3,700	2,500	67
	MISSISSIPPI			
	CLAY	5,700	4,600	81
	LEAKE	4,800	4,000	83
	LOWNDES	14,400	12,600	87
	PERRY	2,400	1,900	81
	SMITH	3,500	2,900	81

For County-by-County Household Data
See Services Volume

Mississippi—Biloxi-Gulfport-Pascagoula



WLOX-TV

Ch. 13

Technical Facilities: Channel No. 13
(210-216 mc). Authorized power:
316-kw visual, 57.5-kw aural. Antenna:
1340-ft. above av. terrain,
1319-ft. above ground, 1549-ft.
above sea level.

Latitude 30° 42' 44"
Longitude 89° 07' 13.5"

Transmitter: 3-mi. NE of McHenry,
Miss.

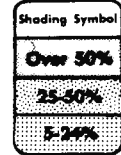
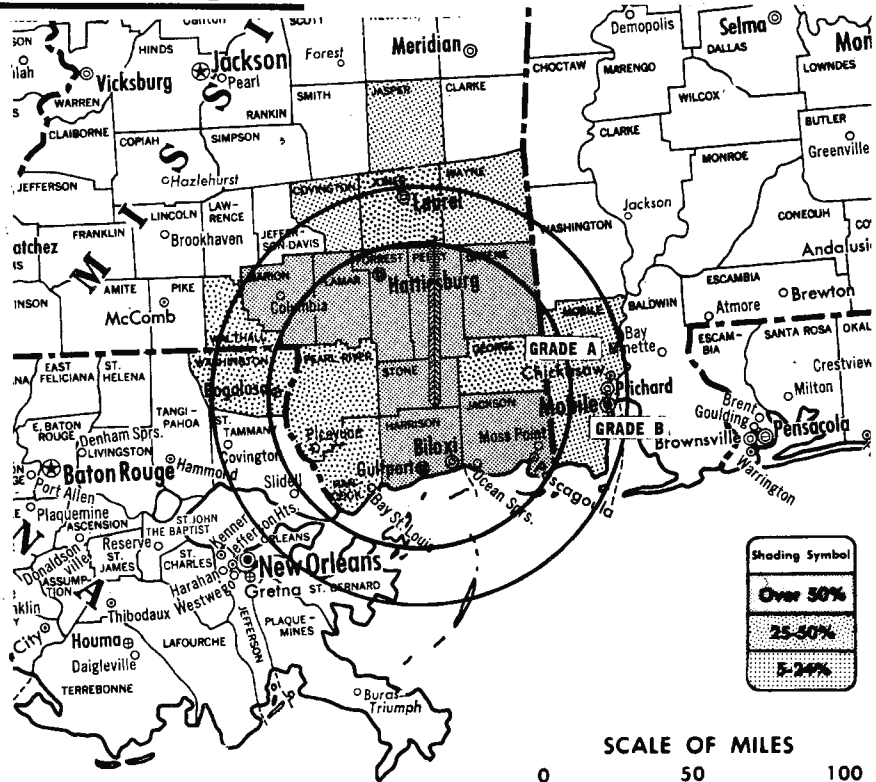
Color: Network only.

News Wire Service: AP, UPI.

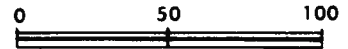
Facsimile Service: AP.

AM Affiliate: WLOX, 1-kw (.250
night), 1490 kc (MBS).

Represented (legal) by Booth &
Lovett.



SCALE OF MILES



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.

WLOX-TV Ref: FCC File No. BMPCT-5991 Granted 7/31/64

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

WLOX-TV

Licensee: WLOX Broadcasting Co., Buena Vista Hotel Bldg., Biloxi,
Miss. (39530).

Studio: Buena Vista Hotel Bldg.

Telephone: 601-432-5581.

Ownership: J. S. Love, pres., 44.45%; Mrs. J. S. Love, 42.10%;
Ray Butterfield, v.p., 1.50%; Miss Juanita Baltar, secy., 1.05%;
T. B. Majure, treas., .30%.

Began Operation: October 15, 1962.

Represented (sales) by The Meeker Co.

Personnel:

RAY BUTTERFIELD, general manager.
T. B. MAJURE, chief engineer.
EARL BLESSEY, general sales manager.
TRAVIS GRAY, program director.

DIGEST OF RATE CARD NO. 3
(Jan. 15, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$240.00 \$144.00 \$96.00 \$60.00 \$50.00 \$25.00
NETWORK BASE HOURLY RATE: \$225 (ABC).

MORTON FLOM, ENG.
CONSULTING ENGINEER
Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

NET WEEKLY CIRC.	STATE COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 0/0	MISSISSIPPI			
	FORREST	17,300	15,400	89
	GREENE	2,300	1,700	75
	HARRISON	37,200	34,000	91
	JACKSON	19,300	17,400	90
	LAMAR	4,100	3,400	84
	MARION	6,800	5,300	79
	PERRY	2,400	1,900	81
STONE	2,200	1,900	84	
25-50 0/0	LOUISIANA			
	WASHINGTON	13,100	11,300	86
	MISSISSIPPI			
	GEORGE	3,200	2,900	91
	HANCOCK	4,600	3,900	86
	JONES	17,800	15,900	90
PEARL RIVER	6,800	5,800	85	
WALTHALL	3,400	2,600	77	
5-24 0/0	ALABAMA			
	MOBILE	99,000	91,400	92
	MISSISSIPPI			
	COVINGTON	3,300	2,700	80
JASPER	4,200	3,500	84	
WAYNE	4,400	3,500	79	
STATION TOTALS		251,400	224,500	89
NET WEEKLY CIRCULATION (MARCH 1966)				101,000
AVERAGE DAILY CIRCULATION (MARCH 1966)				57,200

Mississippi—Columbus



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 20-kw visual, 3.98-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level.

Latitude 33° 32' 34"
Longitude 88° 23' 38"

Transmitter: Hwy. 12, 4-mi. NE of Columbus.

Telephone: 601-328-5631.

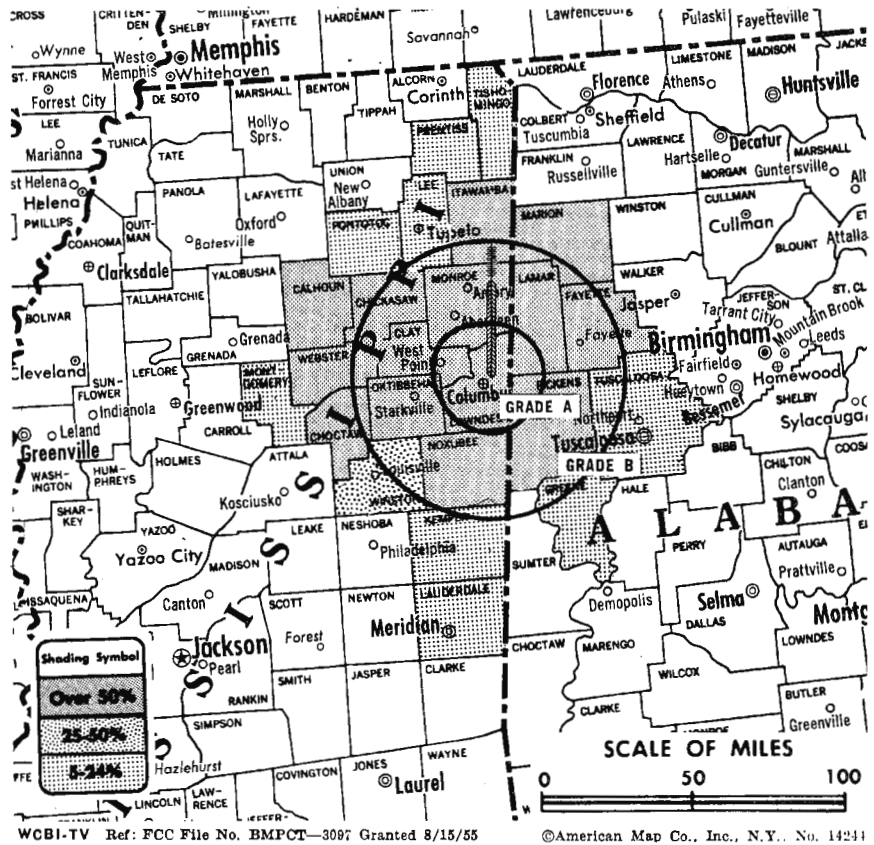
TXW No.: 601-328-9480.

Color: Network.

News Wire Service: UPI.

AM Affiliate: WCBI, 1-kw (.5-kw night), 550 kc. (MBS).

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WCBI-TV

Network Service: ABC, CBS; also NBC.

Licensee: Columbus Television Inc., Hwy. 12, 4-mi. NE of Columbus.

Studio: Hwy. 12, 4-mi. NE of Columbus.

Ownership: Birney Imes Jr., 25%; Birney Imes III, 12.5%; Nancy T. Imes, 12.5%; Stephen B. Imes, 12.5%; Eugene B. Imes, 12.5%; Frank B. Imes, 12.5%; George S. Imes, 12.5%. Mr. Imes also publishes Columbus Commercial Dispatch and operates radios WCBI, Columbus, WELO, Tupelo, WNAG, Grenada, all Mississippi. Mrs. Eunice Imes owns WROX, Clarksdale, Miss.

Began Operation: July 13, 1956.

Represented (sales) by The Meeker Co.; James S. Ayers (South).

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

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

W. W. WHITFIELD, general manager.
TOM McFERRIN, chief engineer.
ED PRESCOTT, asst. manager & operations manager.
BOB WILLIAMS, production manager.
JOHN REED, program manager.
KITTY JORDAN, traffic manager.

DIGEST OF RATE CARD NO. 9—(Jan. 1, 1967)

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

Class AA—6:30-10 p.m., daily.

\$300.00 \$200.00 \$100.00 \$80.00 \$60.00 \$40.00 \$20.00

NETWORK BASE HOURLY RATE: \$300 (CBS), \$300 (NBC), \$300 (ABC).

For Color Set Penetration by Markets

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	FAYETTE	4,000	3,400	85
	LAMAR	3,600	3,000	84
	MARION	5,600	4,900	87
	PICKENS	5,300	4,000	76
	MISSISSIPPI			
	CALHOUN	4,300	3,500	80
	CHICKASAW	4,500	3,600	79
	CHOCTAW	1,900	1,400	75
	CLAY	5,700	4,600	81
	ITAWAMBA	4,200	3,500	84
	LOWNDES	14,400	12,600	87
	MONROE	9,800	8,300	85
	NOXUBEE	3,800	2,600	68
	UKTIBREHA	6,900	5,200	76
	WEBSTER	2,900	2,300	77
25-50 O/O	MISSISSIPPI			
	WINSTON	4,900	3,800	78
5-24 O/O	ALABAMA			
	GREENE	2,800	1,800	64
	TUSCALOOSA	30,600	26,600	87
	MISSISSIPPI			
	KEMPER	2,600	1,900	75
	LAUDERDALE	21,400	19,200	90
	LEE	13,200	11,300	86
	MONTGOMERY	3,700	2,700	73
	PONTOTOC	4,900	4,100	83
	PRENTISS	5,100	4,300	84
	TISHOMINGO	4,100	3,200	79
STATION TOTALS		170,200	141,800	83
NET WEEKLY CIRCULATION (MARCH 1966)			67,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			50,800	

Mississippi—Greenwood



WABG-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 1090-ft. above av. terrain, 1131-ft. above ground, 1246-ft. above sea level.

Latitude 33° 22' 46"
Longitude 90° 33' 49"

Transmitter: 3¾ mi. NE of Inverness, Miss.

Color: Network, film & slide.

News Wire Service: AP.

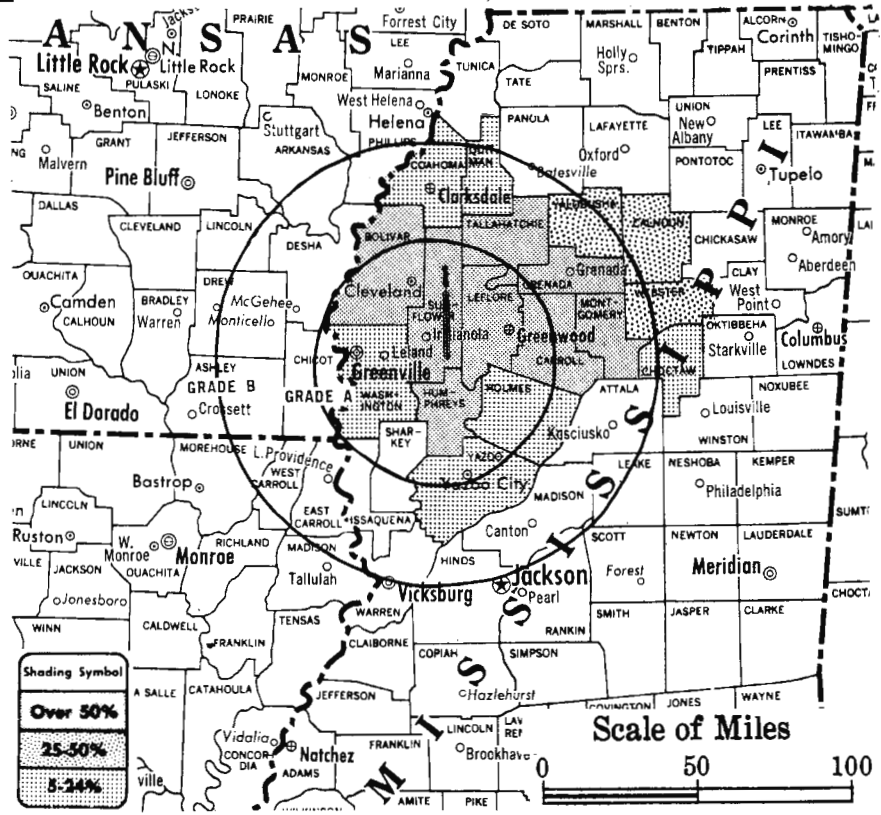
Studio: Highway 82-West.

Telephone: 601-453-4001.

AM Affiliate: WABG, 1-kw (.5-kw night), 960 kc.

Represented (engineering) by John Creutz.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WABG-TV Ref: FCC File No. BPCT-3652 Granted 2/25/66

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

WABG-TV

Licensee: Mississippi Telecasting Co. Inc., Box 414, Greenwood, Miss. (38931).

Ownership: Cy N. Bahakel, 100%. For other interests see WCCB-TV, Charlotte, N.C.

Began Operation: Oct. 20, 1959.

Represented (sales) by Venard, Torbet & McConnell.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

CY N. BAHAKEL, president & general manager.
LANE TUCKER, station manager & film buyer.
ERLENE LEACH, program director.
ROBERT TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. 3
(Nov. 15, 1966)

Hour	30 Min.	15 Min.	10 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9 p.m., daily.					
\$267.00	\$160.00	\$107.00	\$90.00	\$54.00	\$32.00

NETWORK BASE HOURLY RATE: \$200.

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

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	MISSISSIPPI			
	BOLIVAR	13,300	9,000	68
	CARROLL	2,200	1,500	66
	GRENADA	5,400	4,200	77
	HUMPHREYS	4,200	3,200	75
	LEFLORE	12,400	9,300	75
	MONTGOMERY	3,700	2,700	73
	SUNFLOWER	10,000	6,800	68
	TALLAHATCHIE	5,400	3,700	69

25-50 O/O	MISSISSIPPI			
	CALHOUN	4,300	3,500	80
	WEBSTER	2,900	2,300	77
	YALOBUSHA	3,000	2,200	75

5-24 O/O	MISSISSIPPI			
	CHOCTAW	1,900	1,400	75
	COAHOMA	12,600	9,200	73
	HOLMES	6,400	4,600	73
	QUITMAN	4,600	3,500	76
	WASHINGTON	23,300	18,300	78
	YAZOO	8,300	6,500	79

STATION TOTALS 123,900 91,900 74

NET WEEKLY CIRCULATION (MARCH 1966) 42,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 30,900

Mississippi—Jackson

WJTV

Ch. 12



Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1630-ft. above av. terrain, 1615-ft. above ground, 1949-ft. above sea level.

Latitude 32° 14' 25.59"
Longitude 90° 24' 15.05"

Transmitter: 1.5-mi. SE of Raymond, .3-mi. N of Route 18.

Studio: Robinson Rd. extension, .3-mi. N of Route 18.

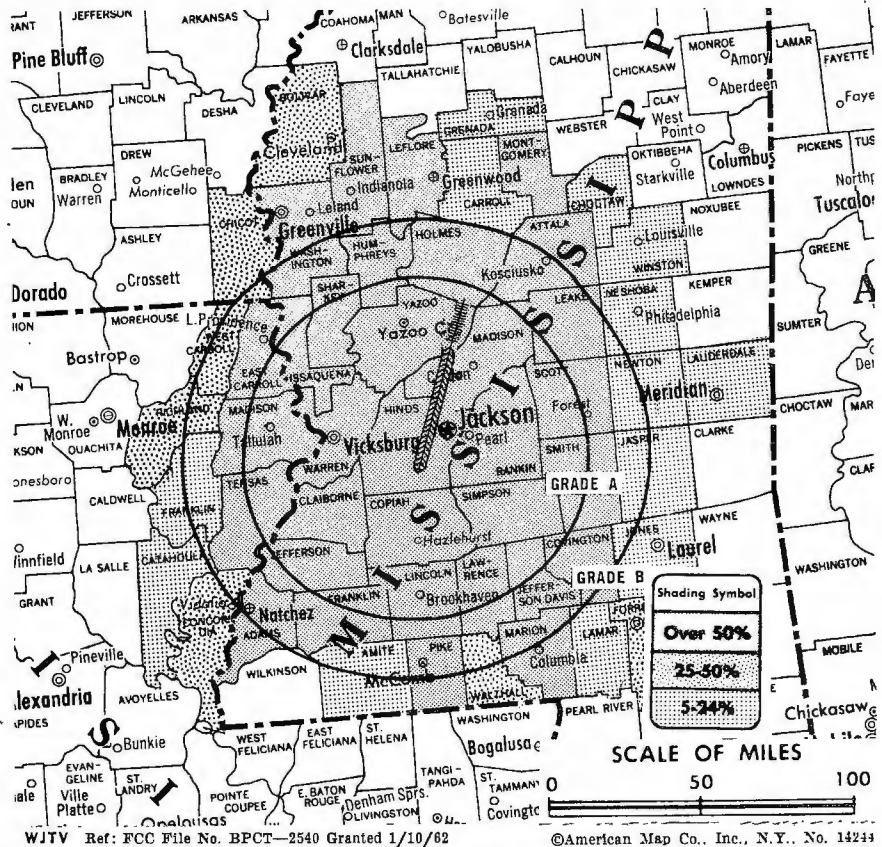
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

AM Affiliate: WSLI, 5-kw, 930 kc (ABC).

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WJTV Ref: FCC File No. BPCT-2540 Granted 1/10/62

©American Map Co., Inc., N.Y., No. 14243

WJTV

Network Service: CBS; ABC & NBC on per program basis.

Licensee: Capital Broadcasting Co. Inc., Box 8187, Jackson, Miss. (39204).

Telephone: 601-372-6311.

TWX No.: 810-966-2735.

Ownership: Mississippi Publishers Corp., publishers of Jackson Clarion Ledger and Daily News, 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. Lanford also owns 51% of radio KALB & KALB-TV, Alexandria, La., radio KRMD, Shreveport.

Began Operation: March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took uhf WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call to WJTV (Television Digest, Vol. 11:16, 21, 23).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- L. M. SEPAUGH, general manager.
- OWENS F. ALEXANDER, station, national sales manager & film buyer.
- WILL CRULL, director, regional sales.
- WILLIAM CARLIER, local sales manager.
- L. M. SEPAUGH JR., film director.
- C. A. PERKINS, chief engineer.
- KEN PARKS, production director.
- SANDY McMILLAN, promotion director.

DIGEST OF RATE CARD NO. 13 (June 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$600.00	\$360.00	\$220.00	\$140.00	\$125.00	\$95.00

NETWORK BASE HOURLY RATE: \$700.

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LOUISIANA			
	EAST CARROLL	3,200	2,500	78
	MADISON	4,200	3,300	79
	TENSAS	2,700	2,100	77
	MISSISSIPPI			
	ADAMS	12,000	9,700	81
	ATTALA	5,300	4,100	77
	CLAIBORNE	2,700	1,900	72
	COPIAH	7,200	5,900	82
	COVINGTON	3,300	2,700	80
	FRANKLIN	2,500	1,900	74
	HINDS	61,200	55,700	91
	HOLMES	6,400	4,600	73
	HUMPHREYS	4,200	3,200	75
	ISSAQUENA	600	400	69
	JEFFERSON	2,600	1,700	65
	JEFF DAVIS	3,300	2,400	74
	LAWRENCE	2,300	1,800	78
	LEAKE	4,800	4,000	83
	LEFLDRE	12,400	9,300	75
	LINCOLN	7,900	6,500	82
	MADISON	8,200	6,400	78
	MARION	6,800	5,300	79
	MONTGOMERY	3,700	2,700	73
	PIKE	10,700	8,500	80
	RANKIN	9,100	7,900	86
	SCOTT	6,000	5,000	84
	SHARKEY	2,400	1,800	74
	SIMPSON	5,500	4,700	85
	SMITH	3,500	2,900	81
	SUNFLOWER	10,000	6,800	68
	WARREN	13,900	11,600	83
	WASHINGTON	23,300	18,300	78
	YAZOO	8,300	6,500	79

(Continued on page 379-b)

STATION TOTALS	399,800	327,800	82
NET WEEKLY CIRCULATION (MARCH 1966)			217,200
AVERAGE DAILY CIRCULATION (MARCH 1966)			166,000

383-b

Mississippi—Jackson

WLBT

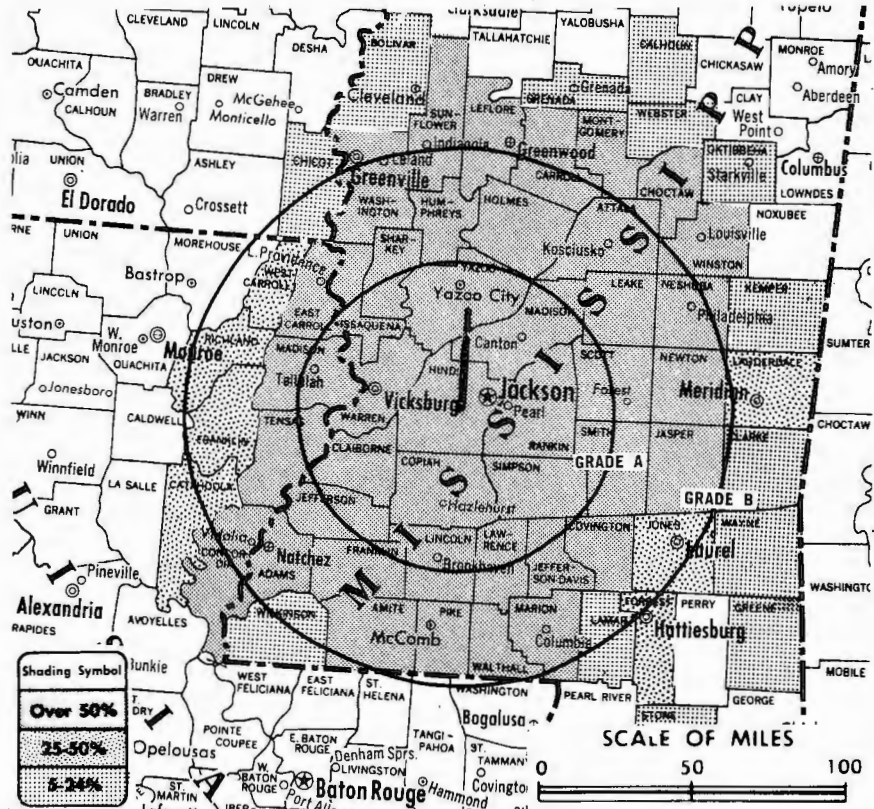
Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2050-ft. above av. terrain, 1999-ft. above ground, 2419-ft. above sea level.

Latitude 32° 12' 46"
Longitude 90° 22' 54"

Transmitter: 12-mi. SW of Jackson.
Color: Network, film, slide & tape.
News Wire Service: UPI.
Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1963 ARB study.

WLBT Ref: FCC File No. BPCT—3807 Granted 9/21/66

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

WLBT

Network Service: ABC, NBC.

Licensee: Lamar Life Bcstg. Co., Box 2171, Jackson, Miss. (39205).

Studio: 715 S. Jefferson St. (39201).

Telephone: 601-948-3333.

TWX No.: 601-948-0726.

Ownership: Lamar Life Insurance Co., 100%. Also licensee of Jackson radio WJDX & WJDX-FM.

Began Operation: Dec. 20, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Arnold & Porter.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

- BOB McRANEY JR., general manager.
- FRANK GENTRY, commercial manager.
- MAURICE THOMPSON, program director & film buyer.
- HEWITT GRIFFIN, promotion director.
- FORREST COX, farm director.
- HAGAN THOMPSON, news director.
- FLOYD KINARD, chief engineer.
- PERCY STORM, local sales manager.

DIGEST OF RATE CARD NO. 10
(Jan. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$200.00	\$160.00	\$125.00	\$62.50

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

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LOUISIANA			
	CONCORDIA	6,500	5,200	80
	EAST CARROLL	3,200	2,500	78
	MADISON	4,200	3,300	79
	TENSAS	2,700	2,100	77
	MISSISSIPPI			
	ADAMS	12,000	9,700	81
	AMITE	3,500	2,600	75
	ATTALA	5,300	4,100	77
	CARROLL	2,200	1,500	66
	CHOCTAW	1,900	1,400	75
	CLAIBORNE	2,700	1,900	72
	COPIAH	7,200	5,900	82
	COVINGTON	3,300	2,700	80
	FRANKLIN	2,500	1,900	74
	HINDS	61,200	55,700	91
	HOLMES	6,400	4,600	73
	HUMPHREYS	4,200	3,200	75
	ISSAQUENA	600	400	69
	JASPER	4,200	3,500	84
	JEFFERSON	2,600	1,700	65
	JEFF DAVIS	3,300	2,400	74
	LAWRENCE	2,300	1,800	78
	LEAKE	4,800	4,000	83
	LEFLORE	12,400	9,300	75
	LINCOLN	7,900	6,500	82
	MADISON	8,200	6,400	78
	MARION	6,800	5,300	79
	MONTGOMERY	3,700	2,700	73
	NESHUBA	5,400	4,500	84
	NEWTON	5,300	4,500	84
	PIKE	10,700	8,500	80
	RANKIN	9,100	7,900	86
	SCOTT	6,000	5,000	84
	SHARKEY	2,400	1,800	74

(Continued on page 379-b)

STATION TOTALS	433,000	353,600	82
NET WEEKLY CIRCULATION (MARCH 1966)		203,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)		144,300	

TV Factbook No. 37

Mississippi—Laurel-Hattiesburg

abc NBC **WDAM-TV**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 47-kw aural. Antenna: 529-ft. above av. terrain, 576-ft. above ground, 771-ft. above sea level.

Latitude 31° 27' 12"
Longitude 89° 17' 05"

Transmitter: U.S. Hwy. 11, approx. 1.2-mi. of Eastabutchie.

Studio: U.S. Hwy. 11, approx. 1.2-mi. N of Eastabutchie.

Telephones: 601-582-7117, Hattiesburg; 8-4188, Laurel.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by Gautney & Jones.

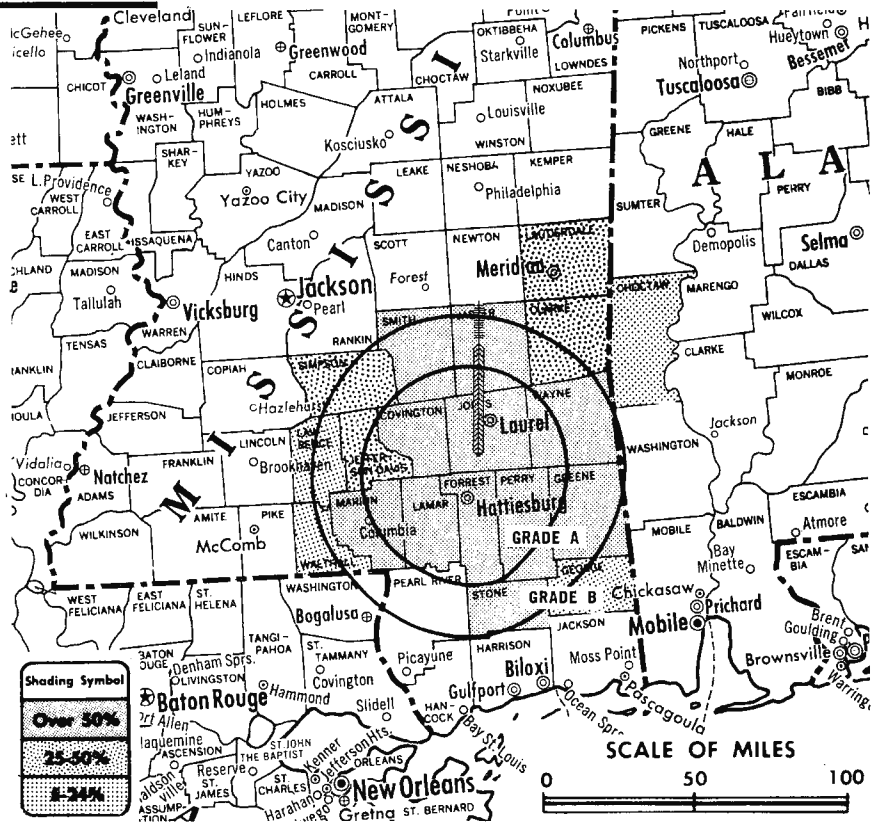
Total Households: © SRDS
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WDAM-TV Ref: FCC File No. BPC-2031 Granted 2/20/57

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

WDAM-TV

Network Service: ABC, NBC.

Licensee: South Mississippi Television Co., Box 1978, Hattiesburg, Miss. (39402).

Ownership: Wm. S. Smylie, pres., 18.75%; Mrs. W. S. Smylie, 16.67%; W. S. Smylie, III, 8.33%; S. A. Rosenbaum, 43.75%; Marvin Reuben, v.p., 8.33%; Jerry P. Keith, v.p., 4.17%. Rosenbaum also owns 11.5% of WTOK-TV, Meridian, Miss.

Began Operation: June 8, 1956 on Ch. 9. Two months later WDSU-TV, New Orleans, acquired 51% interest, with remaining 49% being held equally by 4 founding partners, Dave A. & Harold M. Matison and Milton J. & Alvin H. Fine (Television Digest, Vol. 12:31, 38). Plant was sold to present owners, who held CP for Ch. 7, Laurel, Miss.; when WDSU-TV received FCC authorization to shift WAFB-TV, Baton Rouge from Ch. 28 to Ch. 9 pending outcome of hearings, new owners began operation on Ch. 7 Sept. 3, 1959 (Vol. 13:44, 15:36). Sale of 43.75% to S. A. Rosenbaum as well as stock to Marvin Reuben & Jerry P. Keith by Wm. S. Smylie family approved Dec. 7, 1960 by FCC (Vol. 16:49, 50).

Represented (sales) by Weed Television Corp.

Represented (legal) by McKenna & Wilkinson.

Personnel:

MARVIN REUBEN, v.p., general manager & film buyer.
JERRY KEITH, v.p. & sales manager.
CHARLES I. SHADE, program director.
KEITH GLATZER, news director.
CLARENCE VOGEL, chief engineer.
MRS. NELL SUMRALL, merchandising & promotion director.
EMILIE RUNDELL, traffic manager.
H. C. STANFORD, production manager.
ROBERT GLOVER, sales service director.

DIGEST OF RATE CARD NO. 4—(Aug. 1, 1965)

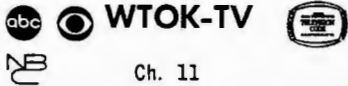
Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-9:30 p.m., daily.
\$300.00 \$180.00 \$120.00 \$100.00 \$60.00 \$50.00 \$35.00
NETWORK BASE HOURLY RATE: \$250 (ABC), \$250 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	U/O
OVER 50 O/G	MISSISSIPPI			
	COVINGTON	3,300	2,700	80
	FORREST	17,300	15,400	89
	GREENE	2,300	1,700	75
	JASPER	4,200	3,500	84
	JUNES	17,800	15,900	90
	LAMAR	4,100	3,400	84
	MARION	6,800	5,300	79
	PERRY	2,400	1,900	81
	SMITH	3,500	2,900	81
	STONE	2,200	1,900	84
	WAYNE	4,400	3,500	79
25-50 O/O	MISSISSIPPI			
	CLARKE	4,300	3,500	82
	JEFF DAVIS	3,300	2,400	74
	LAUDERDALE	21,400	19,200	90
	SIMPSON	5,500	4,700	85
5-24 O/O	ALABAMA			
	CHOCTAW	4,300	3,200	74
	MISSISSIPPI			
	GEORGE	3,200	2,900	91
	LAWRENCE	2,300	1,800	78
	WALTHALL	3,400	2,600	77
STATION TOTALS		116,000	98,400	85

NET WEEKLY CIRCULATION (MARCH 1966) 68,600
AVERAGE DAILY CIRCULATION (MARCH 1966) 56,500

For Mississippi CATV Systems
see CATV Directory in Services Volume

Mississippi—Meridian



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 560-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level.

Latitude 32° 19' 40"
Longitude 88° 41' 30"

Transmitter: U.S. Hwy. 45, 1/8-mi. S of city.

TV tape: Recording facilities.

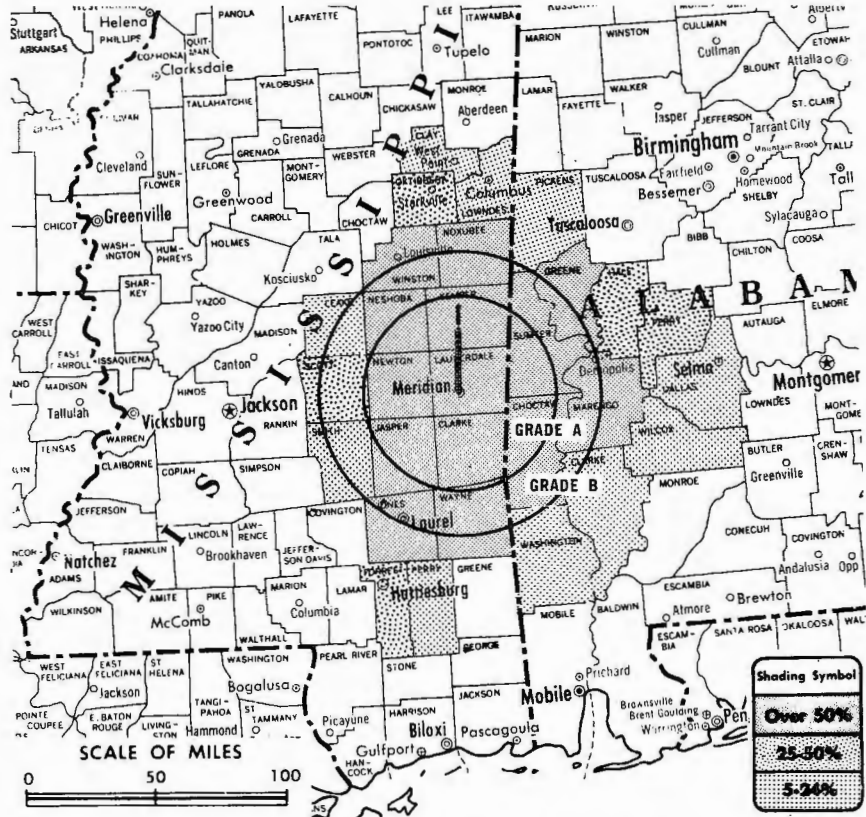
Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

Studio: Southern Bldg.

Total Households: SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTOK-TV Ref: FCC File No. BMPCT-3048 Granted 5/2/55

©American Map Co., Inc., N.Y., No. 14241

WTOK-TV

Network Service: ABC, CBS; also NBC.

Licensee: Southern Television Corp., Box 1771, Meridian, Miss. (39302).

Telephone: 601-483-1441.

TWX No.: 601-483-6851.

Ownership: Robert F. Wright, pres., 25.5%; William B. Crooks, v.p., 16.5%; Thomas Y. Minniece, secy., 8%; S. A. Rosenbaum, 11.5%; James B. Skewes, 11.5%; H. M. Minniece, treas., 6.5%; I. A. Rosenbaum Jr., 11.5%; Thomas R. Ward, 3%; 4 others, none over 5%. S. A. Rosenbaum also owns 43.75% of WDAM-TV, Laurel, Miss. Mr. Skewes and his mother, Grace Skewes, own radio WMOX, Meridian, Miss.

Began Operation: Sept. 25, 1953.

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

Represented (engineering) by Gautney & Jones.

Represented (legal) by McKenna & Wilkinson.

Personnel:

ROBERT F. WRIGHT, president, gen. mgr. & film buyer.
WILLIAM B. CROOKS, v.p. & sales manager.
CECIL GERMANY, traffic & program manager.
GEORGE E. SHANNON, production director.
JOE H. SAXON, chief engineer.
BOB HOLLAND, operations director.

DIGEST OF RATE CARD NO. 7 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:29-9 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$90.00	\$85.00
NETWORK BASE HOURLY RATE: \$475 (ABC), \$475 (CBS), \$475 (NBC)						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	CHOCTAW	4,300	3,200	74
	GREENE	2,800	1,800	64
	MARENGO	6,500	4,800	74
	SUMTER	4,500	3,300	74
	MISSISSIPPI			
	CLARKE	4,300	3,500	82
	JASPER	4,200	3,500	84
	JONES	17,800	15,900	90
	KEMPER	2,600	1,900	75
	LAUDERDALE	21,400	19,200	90
	NE-SHOBA	5,400	4,500	84
	NEWTON	5,300	4,500	84
	NOXUBEE	3,800	2,600	68
	WAYNE	4,400	3,500	79
	WINSTON	4,900	3,800	78
25-50 O/O	ALABAMA			
	HALE	4,600	3,300	71
	PERRY	3,800	2,600	69
	MISSISSIPPI			
	FORREST	17,300	15,400	89
	OKTIBBEHA	6,900	5,200	76
	SCOTT	6,000	5,000	84
(Continued on page 379-b)				
STATION TOTALS		196,100	160,200	82
NET WEEKLY CIRCULATION (MARCH 1966)		87,400		
AVERAGE DAILY CIRCULATION (MARCH 1966)		69,000		

Mississippi—Tupelo

NBC WTWV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 27.2-kw visual, 5.37-kw aural. Antenna: 520-ft. above av. terrain, 540-ft. above ground, 854-ft. above sea level.

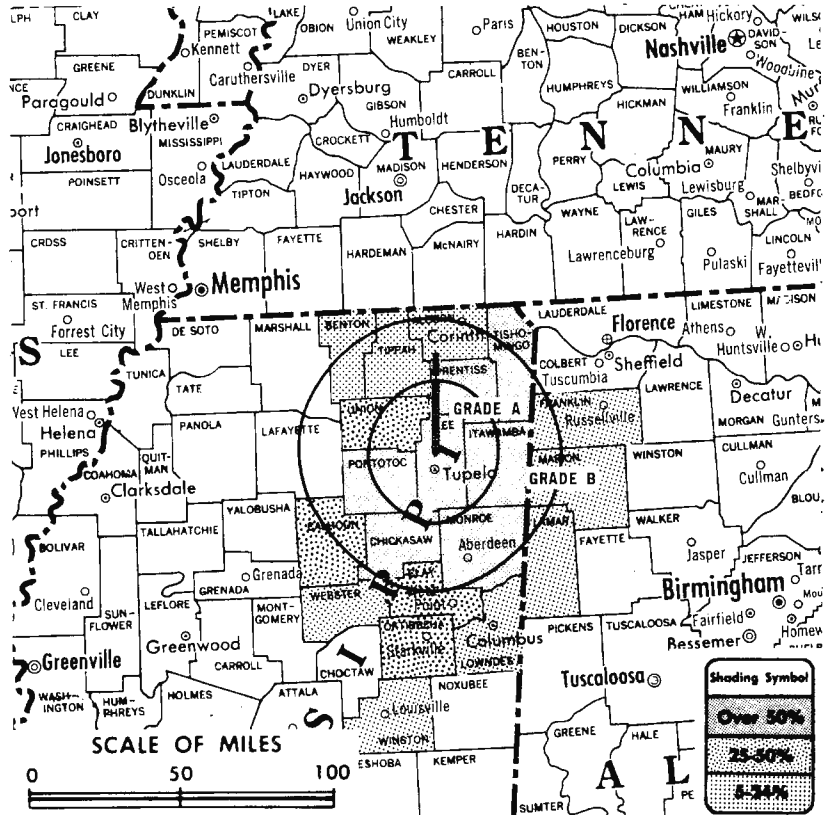
Latitude 34° 19' 24"
Longitude 88° 42' 39"

Transmitter: Beech Spring Rd., 2.5-mi. N of city limits.

Color: Network only.

News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTWV Ref: FCC File No. BNPCT-3665 Granted 2/14/56

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

WTWV

Network Service: ABC, NBC (common-carrier Microwave).

Licensee: WTWV Inc., P.O. Box 350, Tupelo, Miss. (38801).

Studio: Beech Spring Rd., 2.5-mi. N of city limits.

Telephone: 601-842-7620.

Ownership: Frank K. Spain, 60%; Walter D. Spain, 20%; Perrin Purvis, 10%; Margaret H. Spain, 10%.

Began Operation: March 18, 1957.

Represented (sales) by Jack Masla & Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

FRANK K. SPAIN, president & general manager.
CHARLES H. HICKS JR., station & sales manager.
WILLIAM B. LANDERS, program director.
JAMES D. GREEN, chief engineer.
JAMES STEMBRIDGE, operations supervisor.

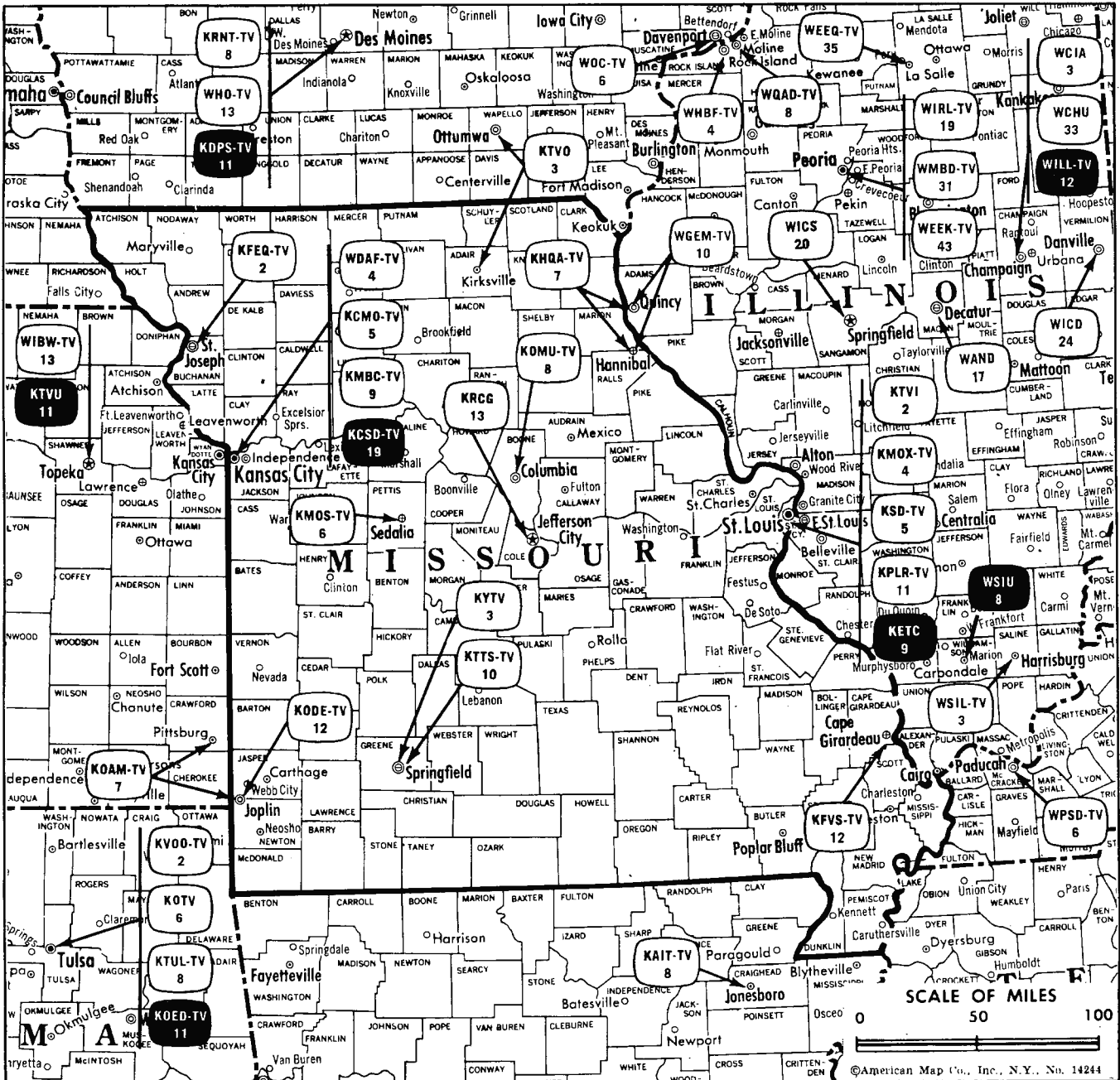
DIGEST OF RATE CARD NO. 2 (Sept. 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—5:45-10:15 p.m., Mon.-Sat.; 2-10:15 p.m., Sun.	\$200.00	\$120.00	\$80.00	\$67.00	\$55.00	\$40.00 \$24.00

For Color Set Penetration by Market
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MISSISSIPPI			
	CHICKASAW	4,500	3,600	79
	ITAWAMBA	4,200	3,500	84
	LEE	13,200	11,300	86
	MONROE	9,800	8,300	85
	PONTOTOC	4,900	4,100	83
	PRENTISS	5,100	4,300	84
TISHOMINGO	4,100	3,200	79	
25-50 O/O	MISSISSIPPI			
	CALHOUN	4,300	3,500	80
	CLAY	5,700	4,600	81
	UKTIBBEHA	6,900	5,200	76
UNION	5,700	5,200	90	
5-24 O/O	ALABAMA			
	FRANKLIN	5,800	4,800	83
	LAMAR	3,600	3,000	84
MARION	5,600	4,900	87	
MISSISSIPPI	ALCORN	7,800	6,400	83
	BENTON	1,900	1,500	80
	LOWNDES	14,400	12,600	87
	TIPPAAH	4,100	3,500	86
	WEBSTER	2,900	2,300	77
	WINSTON	4,900	3,800	78
	STATION TOTALS		119,400	99,600
NET WEEKLY CIRCULATION (MARCH 1966)			45,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			28,600	

Missouri



Missouri Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	16	1	17
● Educational Television Stations	1	1	2
			19

See CATV Directory
for State's CATV Systems

FUTURA

100% MODULAR SOLID STATE AMPLIFIERS

Viking introduces the newest advance in the development of simplified CATV construction. With a simple change of modules, the amplifier adapts to suit the needs of your particular system. (At extremely low cost).

viking

400 Ninth Street, Hoboken, N.J. • N.Y.: (212)943-5793; N.J.: (201)656-2020



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
St. Louis	801,700	13	966,200	24	901,800	23
Kansas City	574,600	23	750,200	34	696,000	35
Cape Girardeau- Paducah-Harrisburg	237,000	79	352,900	94	313,600	96
Joplin-Pittsburg	154,600	111	214,000	131	190,900	132
Springfield	150,300	115	277,800	109	242,000	111
St. Joseph	134,900	126	359,600	91	334,800	90
Hannibal-Quincy	132,400	128	208,800	133	195,000	130
Columbia-Jefferson City	120,700	137	191,200	141	171,000	140
Kirkville-Ottumwa	82,500	164	152,500	161	139,200	159

State Educational Technical Facilities

(Complete Data in Educational Directory)

KCSD-TV Kansas City Ch. 19

Non-Commercial Educational Station

Grantee: School District of Kansas City, 1211 McGee St.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 209.5-kw visual, 41.7-kw aural. Antenna: 510-ft. above av. terrain, 475-ft. above ground, 1394-ft. above sea level.

Latitude 39° 06' 01"
Longitude 94° 34' 39"

KETC St. Louis Ch. 9

Non-Commercial Educational Station

Licensee: St. Louis Educational Television Commission, 6996 Millbrook Blvd., St. Louis (63130).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 144-kw visual, 28.8-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 1039-ft. above sea level.

Latitude 38° 37' 40"
Longitude 90° 11' 19"

KHQA-TV, Hannibal (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MISSOURI			
	MONTGOMERY	3,800	3,400	90
	RANDOLPH	7,600	6,900	91
5-24 0/0	ILLINOIS			
	CALHOUN	1,600	1,500	93
	FULTON	13,400	12,600	94
	GREENE	5,100	4,900	95
	IOWA			
	DES MOINES	14,500	13,700	94
	HENRY	5,200	4,700	89
	JEFFERSON	4,900	4,500	92
	MISSOURI			
	PUTNAM	2,000	1,900	95

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WPSD-TV
Cape Girardeau
(See Paducah, Ky.)

WSIL-TV
Cape Girardeau
(See Harrisburg, Ill.)

KRCG
Columbia
(See Jefferson City, Mo.)

WGEM-TV
Hannibal
(See Quincy, Ill.)

KOMU-TV
Jefferson City
(See Columbia, Mo.)

KOAM-TV
Joplin
(See Pittsburg, Kan.)



MALARKEY, TAYLOR & ASSOCIATES
CATV
Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Missouri—Cape Girardeau



KFVS-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 2000-ft. above av. terrain, 1676-ft. above ground, 2487-ft. above sea level.

Latitude 37° 25' 46"
Longitude 89° 30' 14"

Transmitter: 8.5-mi. N of Cape Girardeau, off county road "V".

Studio: 324 Broadway.

Telephone: 314-335-5511.

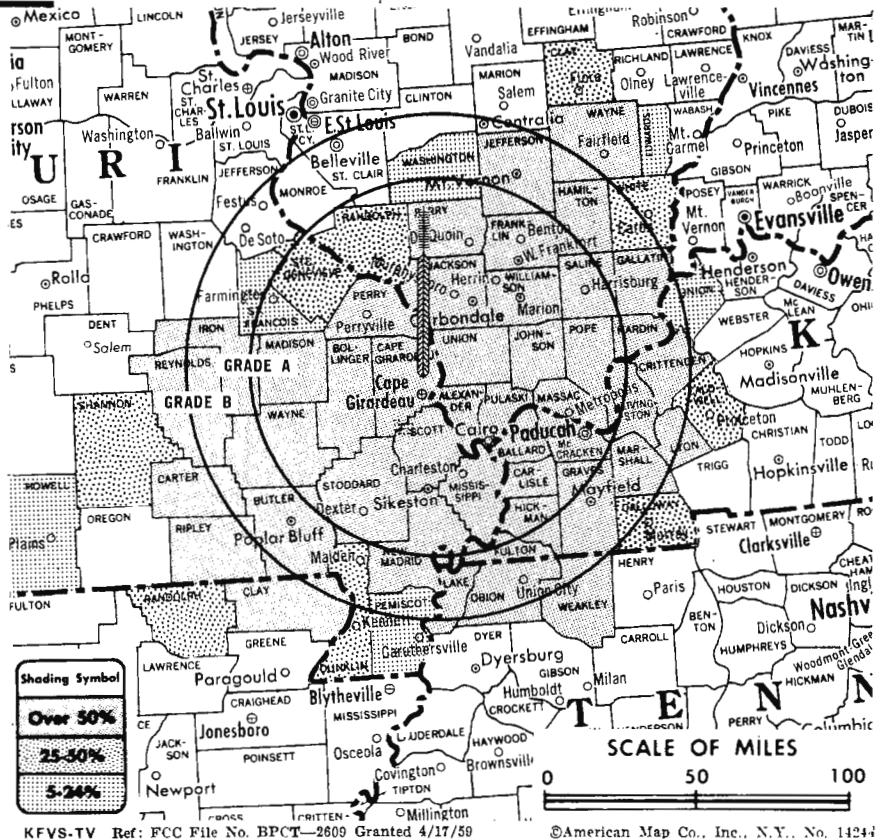
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

AM Affiliate: KFVS, 5-kw (.5 kw night), 960 kc.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1985 ARB study.



KFVS-TV

Licensee: Hirsch Bcstg. Co., Box 100, Cape Girardeau, Mo. (63701).

Telephone: 314-335-5511.

Ownership: Oscar C. Hirsch, pres., 98.66%; Geraldine F. Hirsch, treas., 1.34%; David E. Hoche, secy.; Robert O. Hirsch, v.p. Oscar Hirsch also controls KFMO, Flat River, Mo. and WHCO, Sparta, Ill.

Began Operation: Oct. 3, 1954.

Represented (sales) by The Meeker Co.; C. K. Beaver & Assoc. (South & Southeast); Eugene F. Gray Co. (Mo., Neb., Kan.).

Represented (legal) by George O. Sutton.

Personnel:

OSCAR C. HIRSCH, president & general manager.
ROBERT O. HIRSCH, v.p. & manager of TV operations.
GERALDINE F. HIRSCH, treasurer.
DAVID E. HOCHÉ, secretary.

DIGEST OF RATE CARD NO. 16
(April 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:59-9:59 p.m., daily.
\$600.00 \$360.00 \$240.00 \$180.00 \$150.00 \$120.00 \$60.00
NETWORK BASE HOURLY RATE: \$775.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	ARKANSAS CLAY	6,500	5,600	86
	ILLINOIS			
	ALEXANDER	4,200	3,800	89
	FRANKLIN	11,900	11,000	92
	GALLATIN	1,900	1,700	88
	HAMILTON	2,900	2,500	86
	HARDIN	1,500	1,300	93
	JACKSON	13,400	12,200	91
	JEFFERSON	9,700	8,800	91
	JOHNSON	1,700	1,500	90

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	MASSAC	4,700	4,300	91
	PERRY	5,600	5,200	92
	POPE	900	700	86
	PULASKI	2,800	2,500	88
	SALINE	7,600	7,000	92
	UNION	4,500	4,200	93
	WAYNE	5,600	4,900	87
	WILLIAMSON	15,100	14,100	93
	KENTUCKY			
	BALLARD	2,700	2,500	92
	CARLISLE	1,700	1,600	93
	CRITTENDEN	2,300	2,000	85
	FULTON	3,200	2,800	88
	GRAVES	9,900	9,000	91
	HICKMAN	1,800	1,700	90
	LIVINGSTON	2,200	2,000	88
	LYON	1,300	1,100	85
	MC CRACKEN	20,800	19,300	93
	MARSHALL	6,000	5,600	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
	MISSOURI			
	BOLLINGER	2,300	2,000	85
	BUTLER	10,200	8,700	85
	CP GIRARDEAU	13,600	12,500	92
	CARTER	1,100	700	69
	IRON	2,000	1,700	84
	MADISON	2,800	2,400	87
	MISSISSIPPI	5,100	4,600	90
	NEW MADRID	7,100	6,200	87
	PERRY	4,300	3,700	88
	REYNOLDS	1,100	800	77
	RIPLEY	2,400	1,700	72
	SCOTT	9,600	8,800	92
	STODDARD	8,000	7,200	90
	WAYNE	2,400	2,000	83

(Continued on page 400-b)

STATION TOTALS	329,500	293,500	89
NET WEEKLY CIRCULATION (MARCH 1966)	237,000		
AVERAGE DAILY CIRCULATION (MARCH 1966)	192,500		

Missouri—Columbia

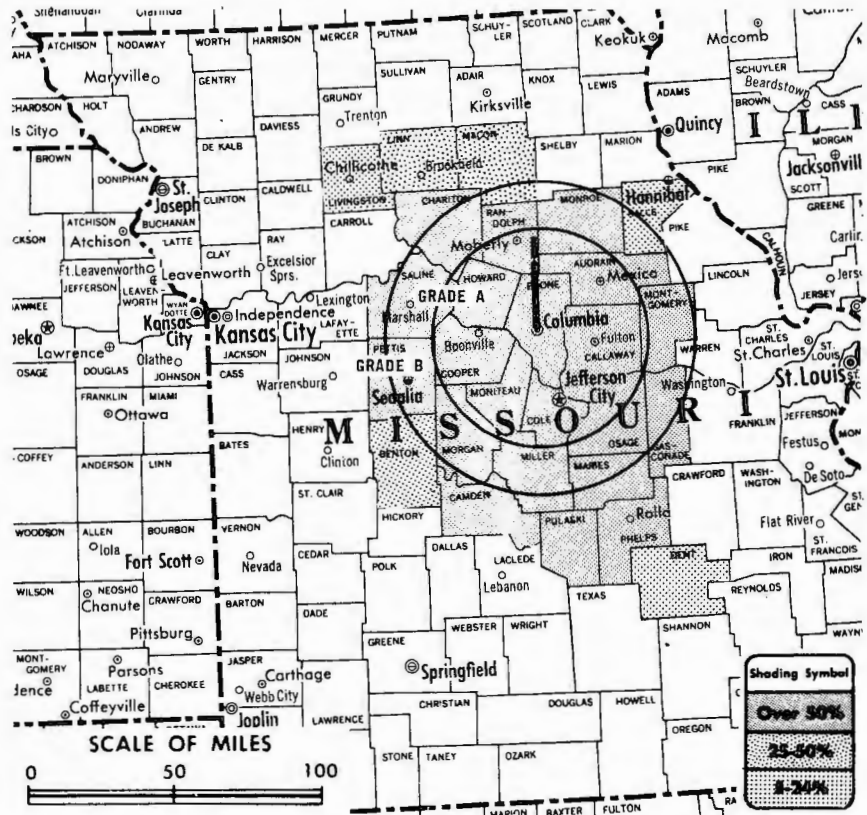


Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 247-kw visual, 49-kw aural. Antenna: 790-ft. above av. terrain, 774-ft. above ground, 1612-ft. above sea level.

Latitude 38° 53' 16"
Longitude 92° 15' 48"

Transmitter: Hwy. 63 South.
Color: Network, film & slide.
News Wire Service: AP, UPI.
Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KOMU-TV Ref: FCC File No. BMPCT-2346 Granted 8/17/64 ©American Map Co., Inc., N.Y., No. 14244

KOMU-TV

Network Service: ABC, NBC.
Licensee: Curators of the University of Missouri.
Studio: Hwy. 63 South.
Telephone: 314-442-1122.
TWX No.: 314-442-2430.
Ownership: University of Missouri.
Began Operation: Dec. 21, 1953.
Represented (sales) by Avery-Knodel Inc.
Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
Represented (engineering) by Lohnes & Culver.
Personnel:
EDWARD C. LAMBERT, director of television, general manager.
GLENN G. GRISWOLD, station manager.
DON RUGGLES, commercial manager.
MONTE GURWIT, program director & film buyer.
RON HUNT, film editor.
WILLIAM J. REAGAN, chief engineer.

DIGEST OF RATE CARD NO. 10 (June 1, 1966)

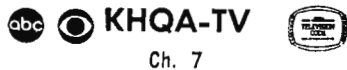
Hour	30 Min.	Min.	20 Sec.	ID
Class AA—7:30-9:30 p.m., daily.				
\$380.00	\$230.00	\$80.00	\$70.00	\$45.00

NETWORK BASE HOURLY RATE: \$375 (ABC), \$425 (NBC).

For Color Set Penetration by
Market
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 30%	MISSOURI			
50 O/O	AUDRAIN	8,600	8,000	93
	BOONE	17,100	15,600	91
	CALLAWAY	6,500	6,000	92
	CAMDEN	3,500	3,100	87
	CHARITON	3,700	3,200	86
	COLE	12,400	11,800	95
	COOPER	4,700	4,300	91
	GASCONADE	4,000	3,500	87
	HOWARD	3,200	2,900	91
	MARIES	2,200	1,900	87
	MILLER	4,500	4,000	90
	MONITEAU	3,500	3,200	91
	MONROE	3,600	3,400	93
	MONTGOMERY	3,800	3,400	90
	MORGAN	3,000	2,700	90
	OSAGE	3,100	2,600	85
	PETTIS	12,500	11,200	90
	PHELPS	8,200	7,000	85
	PULASKI	10,900	9,700	89
	RANDOLPH	7,600	6,900	91
	SALINE	7,500	6,800	91
25-50%	MISSOURI			
O/O	LINN	5,400	4,800	89
	MACON	5,300	4,800	91
5-24%	MISSOURI			
O/O	BENTON	3,200	2,600	83
	DENT	3,500	2,700	77
	LIVINGSTON	5,300	4,800	89
	RALLS	2,300	2,200	94
STATION TOTALS		159,100	143,100	90
NET WEEKLY CIRCULATION (MARCH 1966)			118,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			86,100	

Missouri—Hannibal-Quincy, Ill.



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level.

Latitude 39° 58' 22"
Longitude 91° 19' 54"

Transmitter: Columbus Rd., Quincy, Ill.

Color: Network, film, slide & tape.

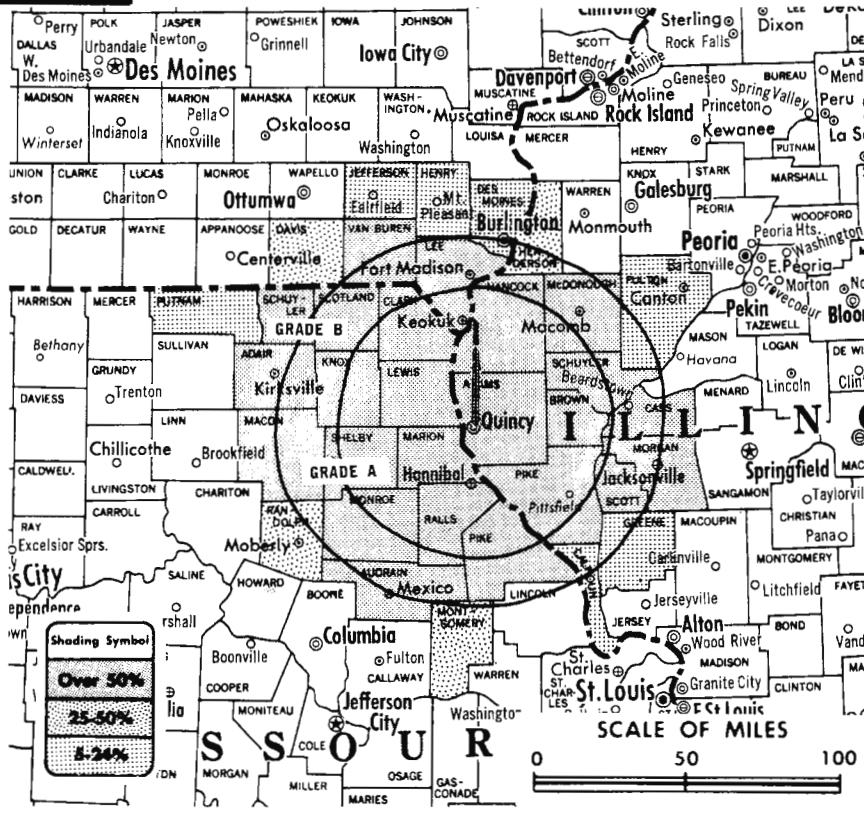
News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WTAD (Quincy), 5-kw (1-kw night), 930 kc (CBS).

FM Affiliate: WTAD-FM, 27-kw, 99.5 mc (No. 258), 751-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KHQA-TV Ref: FCC File No. BMPCT-1234 Granted 7/24/53

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

KHQA-TV

Network Service: ABC, CBS.

Licensee: Lee Broadcasting Corp., 510 Maine St., Quincy, Ill.

Studios: 2333 Palmyra Rd., Hannibal, Mo.; WCU Bldg., Quincy, Ill. (62301).

Telephones: 217-222-6200, Quincy; 314-221-2762, Hannibal.

TWX No.: 910-246-3204.

Business & National Sales Office: WCU Bldg., Quincy.

Ownership: Lee Broadcasting Corp., see KGLO-TV, Mason City, Ia.

Began Operation: Aug. 27, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David Steel & Assoc.

Personnel:

WALTER J. ROTHSCHILD, president & general manager.
MERRITT MILLIGAN, station manager.
ROBERT G. FRUEHE, national sales manager.
GENE TERRY, public relations & news director.
TOM ROBEY, program director.
ANITA DICKS, film director.
ROBERT W. EICKMEYER, promotion director.
DICK FALER, farm director.
LEE ELLIS, chief engineer.

DIGEST OF RATE CARD NO. 14 (Feb. 13, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 40 Sec. 20 Sec. 8 Sec.
Class A—6:59-10:15 p.m., daily.
\$500.00 \$300.00 \$200.00 \$165.00 \$120.00 \$110.00 \$60.00 \$35.00
NETWORK BASE HOURLY RATE: \$575 (ABC), \$575 (CBS).

For Missouri CATV Systems
see the CATV Directory.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	ADAMS	22,400	21,500	96
	BROWN	2,000	1,800	92
	CASS	4,300	4,000	93
	HANCOCK	7,400	7,100	95
	MC DONOUGH	9,300	8,800	95
	MORGAN	10,600	9,800	92
	PIKE	6,300	5,900	93
	SCHUYLER	2,700	2,600	94
	SCOTT	1,700	1,600	96
	IOWA	LEE	13,500	12,700
VAN BUREN		3,000	2,700	90
MISSOURI	ADAIR	6,700	6,200	92
	AUDRAIN	8,600	8,000	93
	CLARK	2,900	2,600	90
	KNOX	2,000	1,800	92
	LEWIS	3,600	3,300	90
	MACON	5,300	4,800	91
	MARION	9,800	9,200	94
	MONROE	3,600	3,400	93
	PIKE	5,600	5,000	89
	RALLS	2,300	2,200	94
	SCHUYLER	1,500	1,300	85
SCOTLAND	2,000	1,800	92	
	SHELBY	3,000	2,700	90
25-50 O/O	ILLINOIS			
	HENDERSON	2,600	2,400	93
IOWA	DAVIS	2,700	2,500	93

(Continued on page 389-b)

STATION TOTALS	203,500	189,800	93
NET WEEKLY CIRCULATION (MARCH 1966)			131,200
AVERAGE DAILY CIRCULATION (MARCH 1966)			104,900

Missouri—Jefferson City



KRCG

Ch. 13

[Operates satellite KMOS-TV, Sedalia, Mo.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum and 214-kw horizontal visual, 42.7-kw horizontal aural. Antenna: directional, 1012-ft. above av. terrain, 930-ft. above ground, 1773-ft. above sea level.

Latitude 38° 41' 28"
Longitude 92° 05' 43"

Transmitter & Studio: U.S. Hwy. 54, 2-mi. S of New Bloomfield.

Telephone: 314-636-6188.

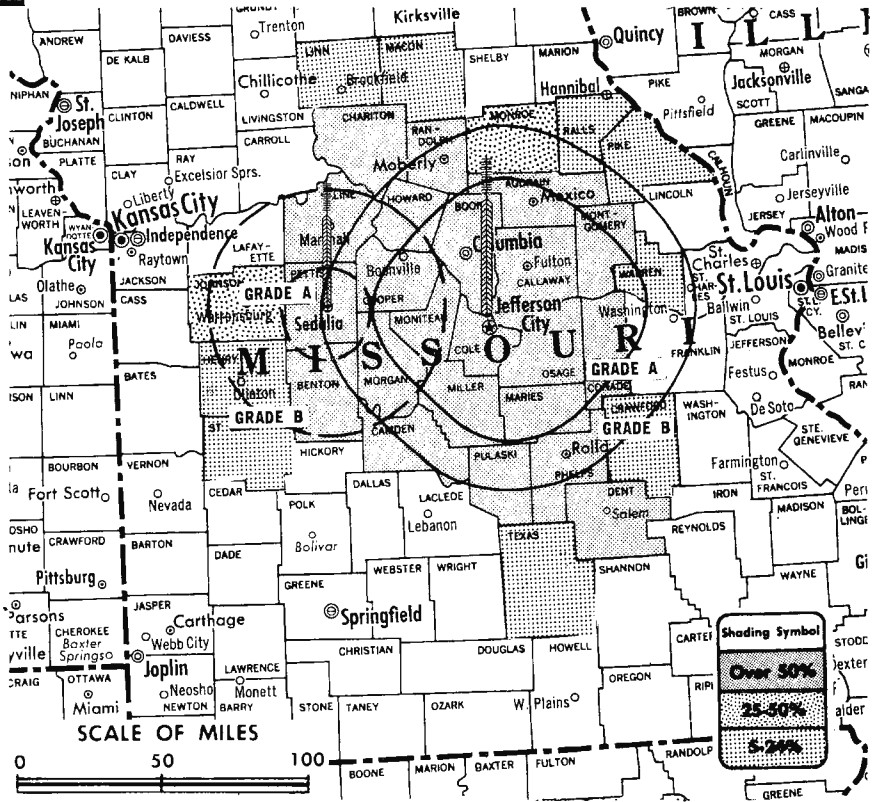
TXW No.: 314-635-6733.

Color: Network, film, slide & tape.

News Wire Service: AP.

ARB Data: The table below includes satellite KMOS-TV, Sedalia, Mo.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KRCG Ref: FCC File No. BMPCT-4673 Granted 7/1/57
KMOS-TV Ref: FCC File No. 1210 Granted 7/8/53

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

KRCG

Network Service: ABC, CBS.

Licensee: Mid-America TV Co., 114 West 11th St., Kansas City, Mo.

Ownership: Mid-America TV is wholly-owned subsidiary of Kansas City Southern Industries Inc. Mid-America owns satellite KMOS-TV, Sedalia, Mo. and radio KWOS, Jefferson City, also WEEK-TV, Peoria, Ill. and satellite WEEQ-TV, La Salle, Ill.

Began Operation: Feb. 13, 1955. Sale, including satellite KMOS-TV and radio KWOS, to present owner by Jefferson TV Co. (Mrs. W. H. Weldon) approved July 13, 1966 by FCC (Television Digest, Vols. 5:52, 6:29).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

WILLIAM A. BATES, president.
EDWARD J. SCHUELEIN, gen. mgr., natl. sales & film buyer.
OTIS L. JARRETT, local & regional sales manager.
WARREN POLMANTEER, chief engineer.

DIGEST OF RATE CARD NO. 8—(Aug. 1, 1966)

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

Class A—7-10 p.m., daily.

\$425.00 \$250.00 \$175.00 \$100.00 \$110.00 \$105.00 \$45.00

NETWORK BASE HOURLY RATE: \$450 (ABC), \$450 (CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	MISSOURI			
	AUDRAIN	8,600	8,000	93
	BENTON	3,200	2,600	83
	BOONE	17,100	15,600	91
	CALLAWAY	6,500	6,000	92
	CAMDEN	3,500	3,100	87

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CHARITON	3,700	3,200	86
	COLE	12,400	11,800	95
	COOPER	4,700	4,300	91
	DENT	3,500	2,700	77
	GASCONADE	4,000	3,500	87
	HOWARD	3,200	2,900	91
	MARIES	2,200	1,900	87
	MILLER	4,500	4,000	90
	MONITEAU	3,500	3,200	91
	MONTGOMERY	3,800	3,400	90
	MORGAN	3,000	2,700	90
	OSAGE	3,100	2,600	85
	PETTIS	12,500	11,200	90
	PHELPS	8,200	7,000	85
	PULASKI	10,900	9,700	89
	RANDOLPH	7,600	6,900	91
	SALINE	7,500	6,800	91

25-50 O/O	MISSOURI			
	JOHNSON	9,900	9,100	92
	MONROE	3,600	3,400	93

5-24 O/O	MISSOURI			
	CRAWFORD	4,500	3,700	81
	HENRY	6,700	6,000	90
	LINN	5,400	4,800	89
	MACON	5,300	4,800	91
	PIKE	5,600	5,000	89
	RALLS	2,300	2,200	94
	ST CLAIR	2,400	2,000	84
	TEXAS	5,200	4,200	80
	WARREN	3,100	2,700	89

STATION TOTALS 191,200 171,000 89

NET WEEKLY CIRCULATION (MARCH 1966) 120,700
AVERAGE DAILY CIRCULATION (MARCH 1966) 92,900

Missouri—Joplin



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1020-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 37.4"
Longitude 94° 32' 10.24"

Transmitter: 1928 W. 13th St.

Studio: 1928 W. 13th St.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: KODE, 1-kw (.25-kw-night), 1230 kc (CBS).

ARB Data: The figures below do not reflect present coverage. The station changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KODE-TV Ref: FCC File No. BMPCT--8050 Granted 6/11/65

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

KODE-TV

Network Service: ABC, CBS.

Licensee: Gilmore Bcstg. Corp. of Missouri, 1928 W. 13th St., Joplin, Mo. (64802). Telephone: 417-623-7260.

Ownership: James S. Gilmore Jr., 100%. He also owns WWSA-TV, Harrisonburg, Va. (WSVA & FM); WEHT (TV), Evansville, Ind. and KGUN-TV, Tucson, Ariz.

Began Operation: Sept. 26, 1954. Sale to present owner by WSTV Inc. (United Printers and Publishers Inc.) approved by FCC May 23, 1962 (Television Digest, Vol. 2:22). Transfer of "Friendly Stations" to United Printers and Publishers Inc. from WSTV Inc., original owners, approved by FCC Nov. 8, 1961 (Vols. 17:30, 33, 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

Represented (sales) by Avery-Knodel Inc.; Jack Hetherington (St. Louis).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Willis C. Beecher.

Personnel:

JAMES S. GILMORE, president.
D. T. KNIGHT, v.p., general manager & film buyer.
BILL HIRSHEY, asst. manager & gen. sales manager.
RON ROBSON, operations & program director.
ROBERT T. HUBBARD, director of promotion and production.

DIGEST OF RATE CARD NO. 7—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$385.00	\$231.00	\$154.00	\$99.00	\$90.00*	\$85.00*
	\$45.00*					

*Class AA—6:01-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$450 (ABC), \$450 (CBS).

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARKANSAS			
	BENTON	13,700	11,800	86
	KANSAS			
	BOURBON	5,200	4,700	91
	CHEROKEE	7,200	6,700	94
	CRAWFORD	12,900	11,900	93
	LABETTE	8,300	7,500	91
	NEOSHO	6,100	5,600	92
	MISSOURI			
	BARRY	5,700	5,000	89
	BARION	3,500	3,100	90
	JASPER	27,500	25,300	92
	LAWRENCE	7,600	6,800	89
	MC DONALD	3,400	3,000	90
	NEWTON	9,800	9,200	93
	VERNON	6,000	5,200	88
	OKLAHOMA			
	OTTAWA	9,300	8,600	93
25-50 O/O	ARKANSAS			
	WASHINGTON	21,700	18,400	85
	KANSAS			
	ALLEN	5,300	4,600	88
	WILSON	3,800	3,300	86
	MISSOURI			
	DADE	2,100	1,900	91
	OKLAHOMA			
	DELAWARE	4,100	3,400	83

(Continued on page 410-b)

STATION TOTALS	193,500	172,400	89
NET WEEKLY CIRCULATION (MARCH 1966)		137,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)		102,000	

Missouri—Kansas City



KCMO-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 1131-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 14"
Longitude 94° 34' 59"

Transmitter: 125 E. 31st St.

TV tape: Recording facilities.

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

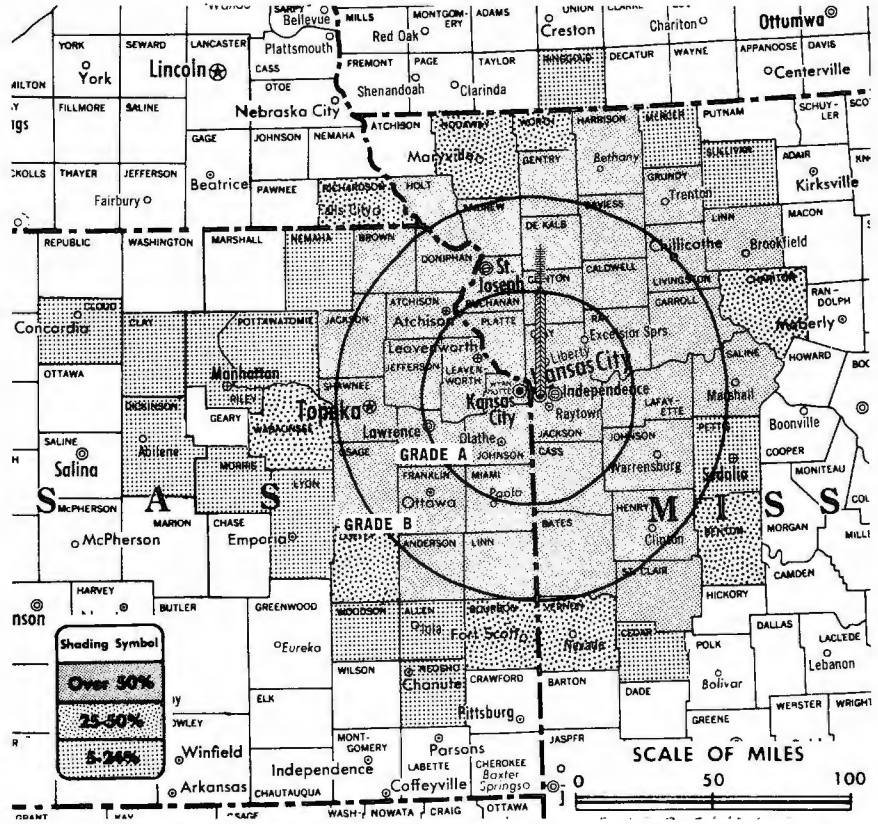
News Wire Service: AP.

News Film Service: CBS.

AM Affiliate: KCMO, 50-kw (10-kw night), 810 kc (CBS).

FM Affiliate: KCMO-FM, 100-kw, 94.9 mc (No. 235), 850-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KCMO-TV Ref: FCC File No. BMPCT—2317 Granted 10/26/54

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

KCMO-TV

Licensee: Meredith Broadcasting Co., 125 E. 31st St. (64108).

Studio: 125 E. 31st St.

Telephone: 816-531-6789. TWX No.: 816-556-0450.

Ownership: Meredith Publishing Co., Des Moines, Iowa through subsidiary Meredith Broadcasting Co. For publishing executives see Book Publishers Ownership. Broadcasting executives, Meredith Broadcasting Company: Fred Bohlen, chairman of the board; Frank Fogarty, president; E. K. Hartenbower, v.p.; Richard B. Rawls, v.p.; Paul Adanti, v.p.; Howard Stalnaker, v.p.; Gerald Thornton, secy.; H. Y. Engeldinger, treas. Same interests own: radio KCMO & KCMO-FM, KCMO Business Music (Muzak), Audio Communications Inc. (closed circuit TV & commercial sound systems), Kansas City, Mo.; WHEN-TV & WHEN, Syracuse, N.Y.; WOW-TV, WOW & WOW-FM, Omaha, Neb.; KPHO-TV & KPHO, Phoenix, Ariz.

Began Operation: Sept. 27, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

- E. K. HARTENBOWER, v.p. & general manager.
- K. W. HEADY, station manager.
- LEE MARTS, sales manager.
- KARL TROEGLEN, technical director.
- HARRY FRANCIS, program director.
- F. C. STRAWN, promotion director.
- HAROLD MACK, news director.
- JIM MONROE, director, public affairs.
- T. R. THOMPSON, film director & film buyer.
- GEORGE STEPHENS, agricultural director.

DIGEST OF RATE CARD NO. 12A—(Jan. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class A—6:30-10 p.m., daily.	\$1500.00	\$900.00	\$600.00	\$425.00	\$380.00	\$190.00
NETWORK BASE HOURLY RATE:	\$1500.					

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/O	KANSAS			
	ANDERSON	2,500	2,300	91
	ATCHISON	6,000	5,700	95
	BROWN	3,900	3,500	91
	DONIPHAN	2,600	2,400	91
	DOUGLAS	13,900	12,600	91
	FRANKLIN	6,300	5,800	92
	JACKSON	3,000	2,700	90
	JEFFERSON	3,400	3,100	91
	JOHNSON	53,500	52,100	97
	LEAVENWORTH	13,100	12,400	94
	LINN	2,400	2,200	90
	MIAMI	6,000	5,700	95
	USAGE	4,200	3,800	91
	SHAWNEE	49,600	46,800	94
	WYANDOTTE	58,800	55,700	95
	MISSOURI			
	ANDREW	3,600	3,400	93
	BATES	5,200	4,500	88
	BUCHANAN	30,300	28,100	93
	CALDWELL	2,700	2,500	93
	CARRULL	4,300	3,900	90
	CASS	11,400	10,800	94
	CLAY	32,500	31,200	96
	CLINTON	4,000	3,700	92
	DAVISS	2,900	2,600	91
	DE KALB	2,000	1,800	89
	GENTRY	2,500	2,200	88
	GRUNDY	4,200	3,700	88
	HARRISON	3,600	3,200	90
	HENRY	6,700	6,000	90
	HOLT	2,100	1,800	86
	JACKSON	223,700	208,800	93
	JOHNSON	9,900	9,100	92
	LAFAYETTE	8,000	7,500	93

(Continued on page 399-b)

STATION TOTALS	735,700	682,700	93
NET WEEKLY CIRCULATION (MARCH 1966)			570,400
AVERAGE DAILY CIRCULATION (MARCH 1966)			407,400

Missouri—Kansas City



KMBC-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1070-ft. above av. terrain, 1023-ft. above ground, 1946-ft. above sea level.

Latitude 39° 05' 02"
Longitude 94° 30' 57"

Transmitter: 23rd & Topping.

Studio: KMBC Bldg., 11th & Central.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

AM Affiliate: KMBC, 5-kw, 980 kc (ABC).

FM Affiliate: KMBC-FM, 4.3-kw, 99.7 kc (No. 259), 950-ft. antenna height.

Total Households: © SRDS

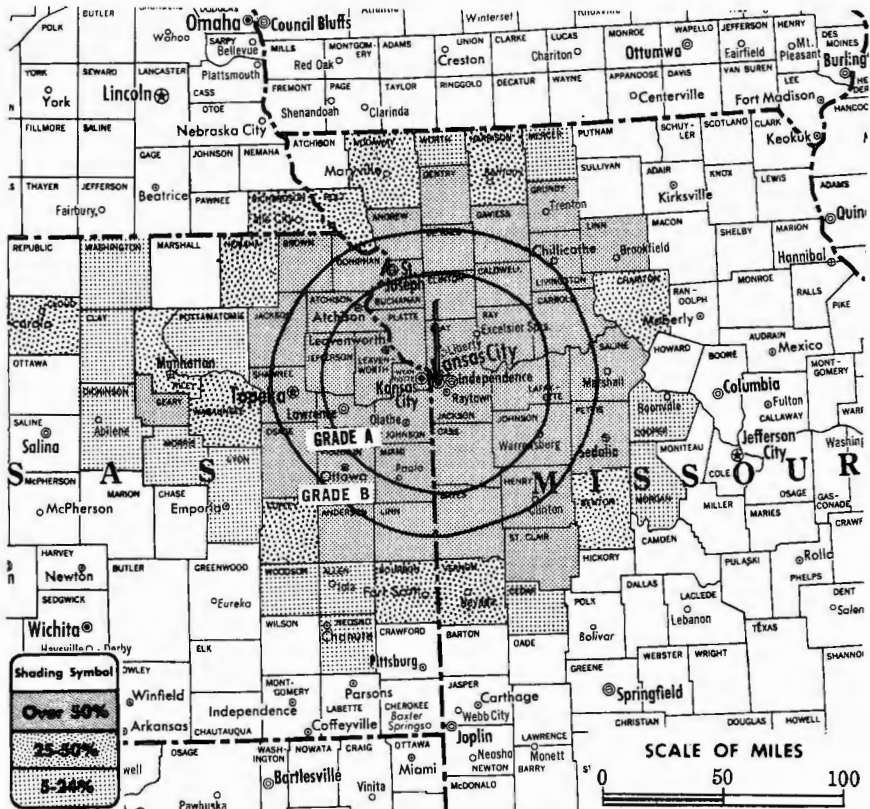
Consumer Market Data as of 1/1/87.

TV Homes: TV% and Circulation

© 1985 American Research Bureau.

County coverage (shaded areas) based on 1985

ARB study.



KMBC-TV Ref: FCC File No. BPC-292 Granted 6/24/53

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

KMBC-TV

Licensee: Metromedia Inc., KMBC Bldg., 11th & Central, Kansas City, Mo. (64105).

Telephone: 816-421-2650. TWX No.: 816-556-0470.

Ownership: Metromedia Inc. See WNEW-TV, New York, N.Y. Note: Sale of radios KMBC & FM to Bonneville International pends.

Began Operation: Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954 FCC approved sale whereby WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV, KMBC & KFRM and retained KMBC call (Television Digest, Vol. 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc.) approved July 26, 1961.

Represented (sales) by Metro TV Sales.

Represented (legal) by Metromedia Legal Dept., N.Y.

Represented (engineering) by M. M. Burleson, Metromedia, Washington.

Personnel:

ALBERT P. KRIVIN, president, Metropolitan Television.
MARK L. WODLINGER, v.p. & general manager.
EDWIN L. DENNIS, sales manager.
HAROLD C. SUNDBERG, national sales manager.
HELEN CRAWFORD, sales service manager.
GERALD GOLDEN, business manager.
CLAUDE DORSEY, director, news & public affairs.
JOHN QUIGLEY, program director.
RICHARD H. SILEY, production manager.
JACK DONAHUE, promotion manager.
WALLY WURZ, chief engineer.

DIGEST OF RATE CARD NO. 14—(Jan. 10, 1966)

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

Class AA—6:30-10 p.m., daily.

\$1600.00 \$960.00 \$625.00 \$415.00 \$475.00* \$450.00* \$225.00*

*Class AAA—7-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1550.

396-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KANSAS			
	ANDERSON	2,500	2,300	91
	ATCHISON	6,000	5,700	95
	BROWN	3,900	3,500	91
	DONIPHAN	2,600	2,400	91
	DOUGLAS	13,900	12,600	91
	FRANKLIN	6,300	5,800	92
	GEARY	8,700	8,100	93
	JACKSON	3,000	2,700	90
	JEFFERSON	3,400	3,100	91
	JOHNSON	53,500	52,100	97
	LEAVENWORTH	13,100	12,400	94
	LINN	2,400	2,200	90
	MIAMI	6,000	5,700	95
	OSAGE	4,200	3,800	91
	SHAWNEE	49,600	46,800	94
	WYANDOTTE	58,800	55,700	95
	MISSOURI			
	ANDREW	3,600	3,400	93
	BATES	5,200	4,500	88
	BUCHANAN	30,300	28,100	93
	CALDWELL	2,700	2,500	93
	CARROLL	4,300	3,900	90
	CASS	11,400	10,800	94
	CLAY	32,500	31,200	96
	CLINTON	4,000	3,700	92
	DAVISS	2,900	2,600	91
	DE KALB	2,000	1,800	89
	GENRY	2,500	2,200	88
	GRUNDY	4,200	3,700	88
	HENRY	6,700	6,000	90
	JACKSON	223,700	208,800	93
	JOHNSON	9,900	9,100	92
	LAFAYETTE	8,000	7,500	93
	LINN	5,400	4,800	89
	(Continued on page 399-b)			
STATION TOTALS		750,200	696,000	93
NET WEEKLY CIRCULATION (MARCH 1966)				574,600
AVERAGE DAILY CIRCULATION (MARCH 1966)				393,900

Missouri—Kansas City



WDAF-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 750-ft. above av. terrain, 724-ft. above ground, 1664-ft. above sea level.

Latitude 39° 04' 19"
Longitude 94° 35' 43"
Requests change to 1126-ft. above av. terrain, 1159-ft. above ground, 2045-ft. above sea level. BPCT—3893.

Transmitter: Signal Hill.

Studio: Signal Hill.

TV tape: Recording facilities.

AM Affiliate: WDAF, 5-kw, 610 kc (NBC).

FM Affiliate: WDAF-FM, 36-kw, 102.1 mc (No. 271), 640-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

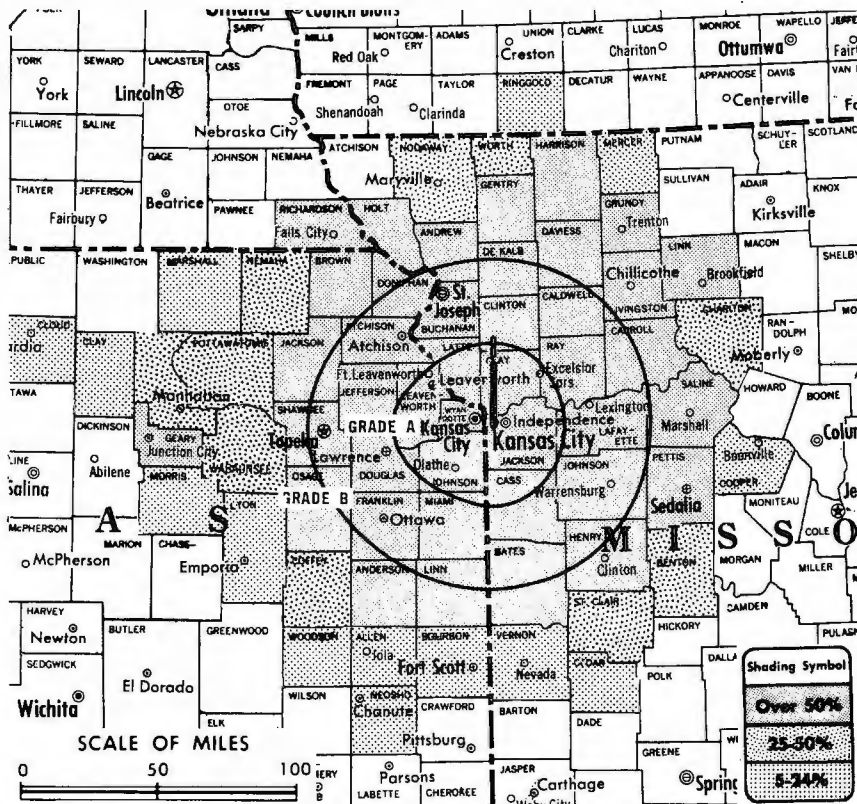
News Film Service: NBC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WDAF-TV Ref: FCC File No. BPCT-726 Granted 12/12/62

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

WDAF-TV

Licensee: Taft Broadcasting Co., Signal Hill (64108).

Telephone: 816-753-4567. TWX No.: 816-556-0320.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: Oct. 16, 1949. Sale to present owner by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 4:8). Sale to Transcontinent by National-Missouri T.V. Inc. (wholly-owned by National Theatres & Television Inc.) approved July 13, 1960 by FCC, Vol. 16:29). Sale to National Missouri T.V. Inc. by founding Kansas City Star in compliance with govt. anti-trust consent decree approved April 23, 1958 by FCC (Vol. 13:47, 48; 14:17).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

- LAWRENCE ROGERS, president.
- BOB WORMINGTON, general manager & film buyer.
- RO GRIGNON, general sales manager.
- BILL LADESH, production manager.
- BILL WORMINGTON, program manager.
- JUD WOODS, promotion manager.
- JAMES SCHMIDT, chief engineer.

DIGEST OF RATE CARD NO. 21—(Jan. 1, 1967)

Hour 30 Min. 15 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$1400.00 \$900.00 \$600.00 \$450.00* \$400.00* \$200.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1600.

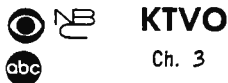
For Index to Contents
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	KANSAS			
0/0	ANDERSON	2,500	2,300	91
	ATCHISON	6,000	5,700	95
	BROWN	3,900	3,500	91
	DONIPHAN	2,600	2,400	91
	DOUGLAS	13,900	12,600	91
	FRANKLIN	6,300	5,800	92
	GEARY	8,700	8,100	93
	JACKSON	3,000	2,700	90
	JEFFERSON	3,400	3,100	91
	JOHNSON	53,500	52,100	97
	LEAVENWORTH	13,100	12,400	94
	LINN	2,400	2,200	90
	MIAMI	6,000	5,700	95
	OSAGE	4,200	3,800	91
	SHAWNEE	49,600	46,800	94
	WYANDOTTE	58,800	55,700	95
	MISSOURI			
	ANDREW	3,600	3,400	93
	BATES	5,200	4,500	88
	BUCHANAN	30,300	28,100	93
	CALDWELL	2,700	2,500	93
	CARROLL	4,300	3,900	90
	CASS	11,400	10,800	94
	CLAY	32,500	31,200	96
	CLINTON	4,000	3,700	92
	DAVISS	2,900	2,600	91
	DE KALB	2,000	1,800	89
	GENTRY	2,500	2,200	88
	GRUNDY	4,200	3,700	88
	HARRISON	3,600	3,200	90
	HENRY	6,700	6,000	90
	HOLT	2,100	1,800	86
	JACKSON	223,700	208,800	93
	JOHNSON	9,900	9,100	92

(Continued on page 399-b)

STATION TOTALS	744,100	690,500	93
NET WEEKLY CIRCULATION (MARCH 1966)		572,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)		394,800	

Missouri—Kirksville-Ottumwa, Ia.



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 14.3-kw aural. Antenna: 1082-ft. above av. terrain, 1101-ft. above ground, 2014-ft. above sea level.

Latitude 40° 31' 41"
Longitude 92° 26' 33"

Transmitter: U.S. Hwy. 136, near Lancaster, Mo.

Studios: Broadcast Center, Ottumwa, Ia.; Lancaster, Mo.

Telephone: 515-682-4535, Ottumwa.

TXW No.: 515-681-6234.

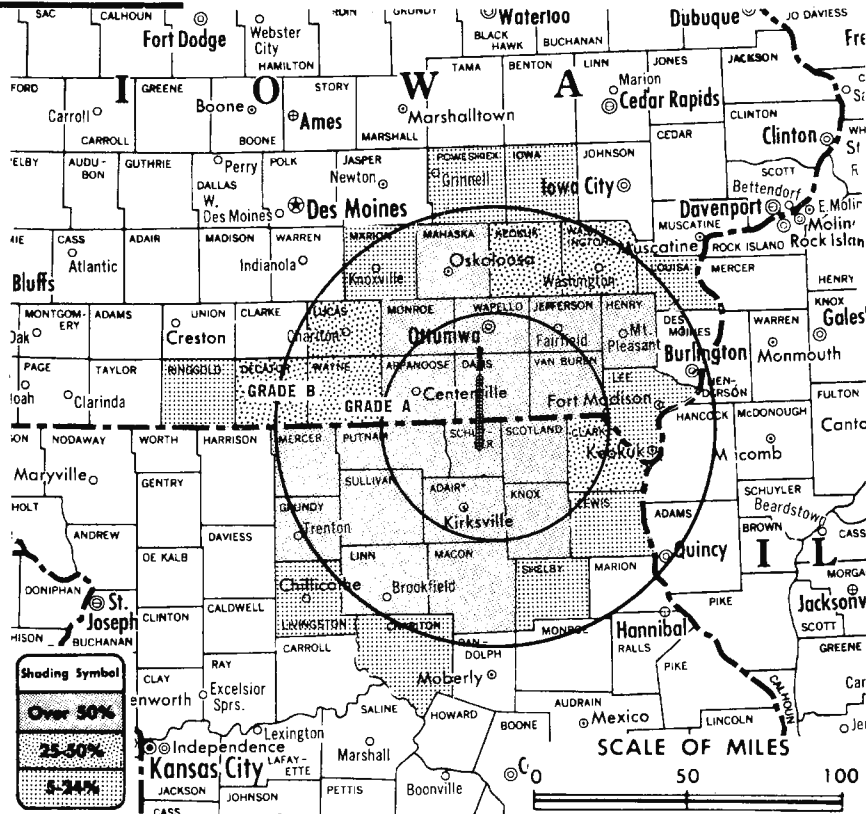
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by George C. Davis.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KTVO Ref: FCC File No. BMPCT-2074 Granted 6/16/54

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

KTVO

Network Service: CBS; also ABC & NBC.

Licensee: Post Iowa Corp., Broadcast Center, Ottumwa, Ia. (52501).

Ownership: Post Corp., Appleton, Wis. 100%. (see WEAU-TV, Eau Claire, Wis.). V. I. Minahan, pres.; David L. Nelson, v.p. & treas. in charge of broadcast div.; John B. Torinus, v.p.; Elmo Reed, dir. of engineering.

Begin Operation: Nov. 21, 1955. Sale to present owner by James J. Conroy & Raymond E. Russell approved Jan. 6, 1964 by FCC (Television Digest, Vol. 4:2).

Represented (sales) by George P. Hollingbery Co.

Personnel:

- DAN C. PALEN, general manager.
- ALVINA BRITZ, business & program manager.
- GARY CUNNINGHAM, film buyer.
- JACK PARIS, operations director.
- GERALD F. DREGER, chief engineer.

DIGEST OF RATE CARD NO. 4—(Oct. 1, 1965)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 8 Sec.

Class A—6:29-10 p.m., daily.

\$350.00 \$210.00 \$150.00 \$120.00 \$100.00 \$75.00 \$38.00

NETWORK BASE HOURLY RATE: \$325.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IOWA			
	APPANOOSE	4,600	4,100	90
	DAVIS	2,700	2,500	93
	HENRY	5,200	4,700	89
	JEFFERSON	4,900	4,500	92
	MAHASKA	7,300	6,700	92
	MONROE	2,800	2,600	93
	VAN BUREN	3,000	2,700	90
	WAPELLLO	14,100	13,300	94
	MISSOURI			
	ADAIR	6,700	6,200	92
	GRUNDY	4,200	3,700	88

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KNOX	2,000	1,600	92
	LINN	5,400	4,800	89
	MACON	5,300	4,800	91
	MERCER	1,700	1,400	86
	PUTNAM	2,000	1,900	95
	SCHUYLER	1,500	1,300	85
	SCOTLAND	2,000	1,800	92
	SULLIVAN	2,500	2,200	91
25-50 O/O	IOWA			
	DECATUR	2,700	2,300	86
	KEOKUK	4,500	4,000	90
	LUCAS	3,200	2,800	89
	WASHINGTON	5,900	5,400	90
	WAYNE	2,900	2,500	89
	MISSOURI			
	CLARK	2,900	2,600	90
5-24 O/O	IOWA			
	IOWA	4,900	4,600	93
	LEE	13,500	12,700	94
	LOUISA	2,800	2,600	93
	MARION	7,600	7,100	94
	POWESHIEK	5,700	5,400	94
	KINGGOLD	2,400	2,200	93
	MISSOURI			
	CHARITON	3,700	3,200	86
	LEWIS	3,600	3,300	90
	LIVINGSTON	5,300	4,800	89
	SHELBY	3,000	2,700	90
STATION TOTALS		152,500	139,200	91
NET WEEKLY CIRCULATION (MARCH 1966)			82,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			51,200	

KCMO-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
MISSOURI—(Continued)				
	LINN	5,400	4,800	89
OVER	LIVINGSTON	5,300	4,800	89
50 O/O	PLATTE	8,300	7,900	95
	RAY	5,400	5,000	93
	ST CLAIR	2,400	2,000	84
	SALINE	7,500	6,800	91

25-50 O/O	KANSAS			
	BOURBON	5,200	4,700	91
	COFFEY	2,400	2,100	85
	WABAUNSEE	1,900	1,700	88
	MISSOURI			
	BENTON	3,200	2,600	83
	CHARITON	3,700	3,200	86
	NODAWAY	6,400	5,800	91
	VERNON	6,000	5,200	88
	WORTH	1,100	1,000	94
	NEBRASKA			
	RICHARDSON	4,100	3,700	92

5-24 O/O	IOWA			
	RINGGOLD	2,400	2,200	93
	KANSAS			
	ALLEN	5,300	4,600	88
	CLAY	3,200	2,700	85
	CLOUD	4,200	3,600	86
	DICKINSON	7,100	6,400	91
	LYON	8,500	7,500	88
	MORRIS	2,100	1,800	87
	NEMAHA	3,400	3,100	92
	NEOSHO	6,100	5,600	92
	POTTAWATOMIE	3,400	3,100	91
	RILEY	12,000	10,700	90
	WOODSON	1,400	1,200	86
	MISSOURI			
	CEDAR	2,800	2,500	87
	MERCER	1,700	1,400	86
	PETTIS	12,500	11,200	90
	SULLIVAN	2,500	2,200	91

WDAF-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
MISSOURI—(Continued)				
OVER	LAFAYETTE	8,000	7,500	93
50 O/O	LINN	5,400	4,800	89
	LIVINGSTON	5,300	4,800	89
	PETTIS	12,500	11,200	90
	PLATTE	8,300	7,900	95
	RAY	5,400	5,000	93
	SALINE	7,500	6,800	91
	NEBRASKA			
	RICHARDSON	4,100	3,700	92

25-50 O/O	KANSAS			
	COFFEY	2,400	2,100	85
	NEMAHA	3,400	3,100	92
	POTTAWATOMIE	3,400	3,100	91
	RILEY	12,000	10,700	90
	WABAUNSEE	1,900	1,700	88
	MISSOURI			
	BENTON	3,200	2,600	83
	CHARITON	3,700	3,200	86

(Continued on next column)

Missouri—Kansas City

WDAF-TV—(Continued)

25-50 O/O	NODAWAY	6,400	5,800	91
	ST CLAIR	2,400	2,000	84
	WORTH	1,100	1,000	94

5-24 O/O	IOWA			
	RINGGOLD	2,400	2,200	93
	KANSAS			
	ALLEN	5,300	4,600	88
	BOURBON	5,200	4,700	91
	CLAY	3,200	2,700	85
	CLOUD	4,200	3,600	86
	LYON	8,500	7,500	88
	MARSHALL	4,600	4,000	88
	MORRIS	2,100	1,800	87
	NEOSHO	6,100	5,600	92
	WOODSON	1,400	1,200	86
	MISSOURI			
	CEDAR	2,800	2,500	87
	COOPER	4,700	4,300	91
	MERCER	1,700	1,400	86
	VERNON	6,000	5,200	88

KMBC-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
MISSOURI—(Continued)				
OVER	LIVINGSTON	5,300	4,800	89
50 O/O	PETTIS	12,500	11,200	90
	PLATTE	8,300	7,900	95
	RAY	5,400	5,000	93
	ST CLAIR	2,400	2,000	84
	SALINE	7,500	6,800	91

25-50 O/O	KANSAS			
	BOURBON	5,200	4,700	91
	CLOUD	4,200	3,600	86
	COFFEY	2,400	2,100	85
	NEMAHA	3,400	3,100	92
	RILEY	12,000	10,700	90
	WABAUNSEE	1,900	1,700	88
	MISSOURI			
	BENTON	3,200	2,600	83
	CHARITON	3,700	3,200	86
	HARRISON	3,600	3,200	90
	HOLT	2,100	1,800	86
	NODAWAY	6,400	5,800	91
	VERNON	6,000	5,200	88
	NEBRASKA			
	RICHARDSON	4,100	3,700	92

5-24 O/O	KANSAS			
	ALLEN	5,300	4,600	88
	CLAY	3,200	2,700	85
	DICKINSON	7,100	6,400	91
	LYON	8,500	7,500	88
	MORRIS	2,100	1,800	87
	NEOSHO	6,100	5,600	92
	POTTAWATOMIE	3,400	3,100	91
	WASHINGTON	3,000	2,600	86
	WOODSON	1,400	1,200	86
	MISSOURI			
	CEDAR	2,800	2,500	87
	COOPER	4,700	4,300	91
	MERCER	1,700	1,400	86
	MORGAN	3,000	2,700	90
	WORTH	1,100	1,000	94

Missouri—Poplar Bluff



KPOB-TV

(Ch. 15)

[Satellite of WSIL-TV,
Harrisburg, Ill.]

(Left air Sept. 21, 1966)

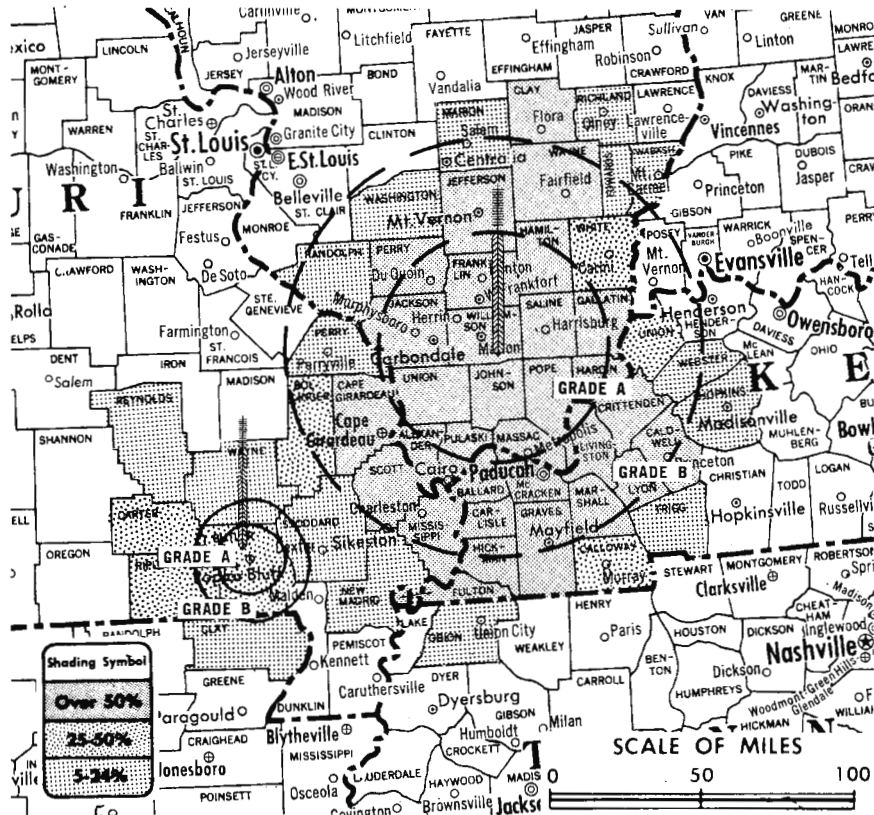
Technical Facilities: Channel No. 15
(476-482 mc). Authorized power:
15.1-kw visual, 1.58-kw aural. An-
tenna: 620-ft. above av. terrain,
546-ft. above ground, 1046-ft.
above sea level.

Latitude 36° 48' 02"
Longitude 90° 27' 03"

Transmitter: Oak Grove Community,
U.S. Rte. 67.

Color: Network only.

News Wire Service: UPI.



County coverage (shaded areas) based on 1965
ARB study.

KPOB-TV Ref: FCC File No. BMPCT-5570 Granted 7/10/61

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

KPOB-TV

Network Service: ABC, same as WSIL-TV, Harrisburg, Ill.
Licensee: Turner-Farrar Association, 21½ W. Poplar St., Harris-
burg, Ill.
Studio: Oak Grove Community, U.S. Rte. 67.
Ownership: See WSIL-TV, Harrisburg, Ill.
Began Operation: Sept. 2, 1961.
Represented (sales) by Jack Masla Co.
Represented (legal) by McKenna & Wilkinson.
Represented (engineering) by Raymond Rohrer & Assoc.
Rates: Sold only in combination with WSIL-TV, Harrisburg, Ill.

ARB Data For This Station is Included With
Parent WSIL-TV, Harrisburg, Ill. Above Map
Shows Coverage For Both Parent & Satellite.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.: RCA Building 333-9270
CHICAGO: 333 N. Michigan Avenue, 346-6460
ATLANTA: Mony Building, 873-5626
BEVERLY HILLS: Bank of America Bldg. 274-8151

KFVS-TV, Cape Girardeau

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 0/0	TENNESSEE			
	LAKE	2,300	1,900	84
	OBION	8,500	7,600	89
	WEAKLEY	7,200	6,200	86
25-50 0/0	ARKANSAS			
	RANDOLPH	3,600	3,000	82
	ILLINOIS			
	CLAY	4,600	4,000	89
	RANDOLPH	8,200	7,700	94
	WHITE	5,900	5,100	87
	KENTUCKY			
	CALDWELL	4,400	3,600	82
	CALLOWAY	7,000	6,300	90
	MISSOURI			
	DUNKLIN	10,500	9,200	87
	STE GENEVIEV	3,400	3,100	92
	SHANNON	1,800	1,200	69
5-24 0/0	ILLINOIS			
	EDWARDS	2,300	2,000	89
	WASHINGTON	4,100	3,700	91
	KENTUCKY			
	UNION	4,300	3,800	88
	MISSOURI			
	HOWELL	6,800	5,200	77
	PEMISCOT	9,000	7,700	86
	ST FRANCOIS	11,200	10,300	92

Missouri—St. Joseph



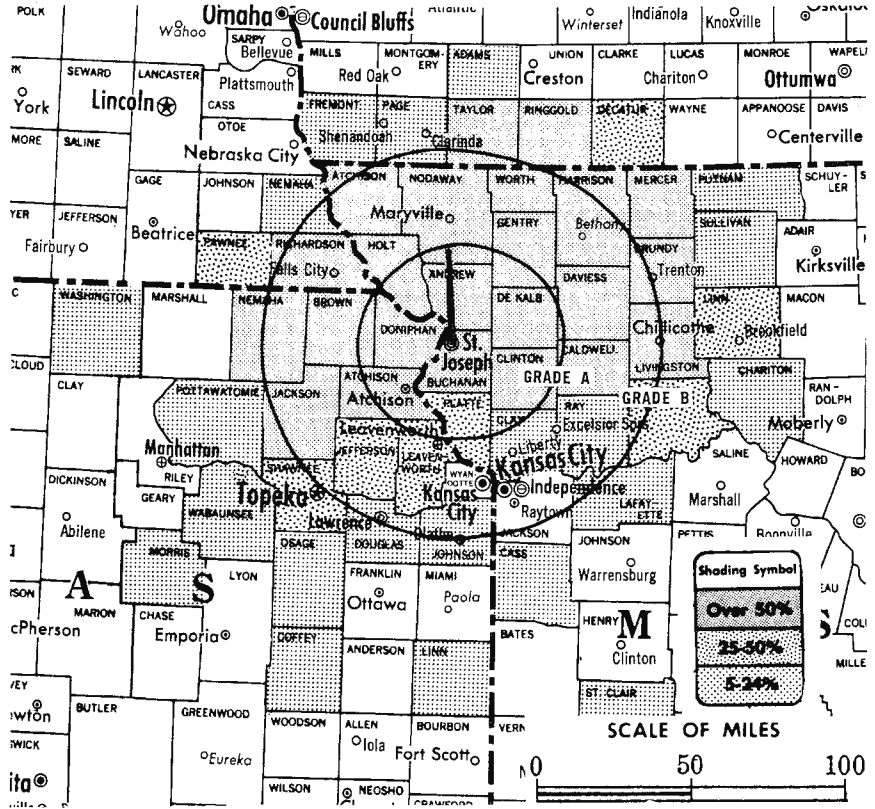
Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level.

Latitude 39° 46' 12"
Longitude 94° 47' 53"

Transmitter: 40th & Faraon Sts.
AM Affiliate: KFEQ, 5-kw, 680 kc.
Color: Network only.
News Wire Service: AP.
TV tape: Recording facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1985 ARB study.



KFEQ-TV Ref: FCC File No. BPCT-2219 Granted 12/4/56

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

KFEQ-TV

Network Service: ABC, CBS.

Licensee: Panax Corp.

Studio: 40th & Faraon Sts. (64506).

Telephone: 816-233-2528.

Ownership: Mid-States Broadcasting Corp., John P. McGoff, pres., 19.96%; Philip R. Munson, v.p. & secy., 9.39%; Clarence E. Rhodes, v.p., 4.4%; Michael L. Dow, v.p. & treas., 5.89%; Harold C. Good, v.p., 6.1%; Alden B. Dow, 10.8%; Dorothy Frasselle Arbury, 3.2%; and over 20 others, none owning more than 1%. Affiliated Panax Corp. owns WSWM-FM, East Lansing; WMAX, Grand Rapids, Mich.; WAMM, Flint, Mich. and Mich. newspapers Mt. Pleasant Daily Times-News, Alma (weekly) Record, Marquette Mining Journal, Escanaba Daily Press and Iron Mountain News.

Began Operation: Sept. 13, 1953. Sale to present owners by Jesse D. Fine family was approved Aug. 30, 1963 by FCC (Television Digest, Vol. 3:12). Sale to Fine family by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 by FCC (Vol. 13:34, 38). Their purchase of station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

Represented (sales) by Avery-Knodel.

Represented (legal) by Putbres & Fisher.

Personnel:

JOHN MCGOFF, president.
TOM MATTHEWS, general manager.
CARLETON SCHIRMER, sales manager.
LARRY BEAUCHAMP, program director.
FRANK SMITH, news editor.
JIM SPRAKE, farm director.
KENNY LUX, chief engineer.

DIGEST OF RATE CARD NO. 9
(June 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-10:30 p.m., daily.
\$350.00 \$210.00 \$140.00 \$123.00 \$88.00 \$80.00 \$75.00 \$40.00
NETWORK BASE HOURLY RATE: \$350 (CBS).

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/C
OVER 50 O/C	IOWA			
	RINGGOLD	2,400	2,200	93
	TAYLOR	2,800	2,400	88
	KANSAS			
	ATCHISON	6,000	5,700	95
	BROWN	1,900	3,500	91
	DOMIPHAN	2,000	2,400	91
	JACKSON	3,000	2,700	90
	NEMAHA	3,400	3,100	92
	MISSOURI			
	ANDREW	3,600	3,400	93
	ATCHISON	2,500	2,300	92
	BUCHANAN	30,300	28,100	93
	CALDWELL	2,700	2,500	93
	CLINTON	4,000	3,700	92
	DAVIESS	2,900	2,600	91
	DE KALB	2,000	1,800	89
	GENERY	2,500	2,200	88
	GRUNDY	4,200	3,700	88
	HARRISON	3,000	3,200	90
	HOLT	2,100	1,800	86
	LIVINGSTON	5,300	4,800	89
	MERCER	1,700	1,400	86
	NODAWAY	6,400	5,800	91
	WORTH	1,100	1,000	94
	NEBRASKA			
	RICHARDSON	4,100	3,700	92
25-50 O/C	IOWA			
	DECATUR	2,700	2,300	86

(Continued on page 410-b)

STATION TOTALS	359,600	334,800	93
NET WEEKLY CIRCULATION (MARCH 1966)			134,900
AVERAGE DAILY CIRCULATION (MARCH 1966)			68,800

Missouri—St. Louis



KMOX-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1110-ft. above av. terrain, 1214-ft. above ground, 1649-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: 1900 Ave. H (Reavis Barracks Rd.), Lemay, Mo.

TV tape: Recording facilities.

AM Affiliate: KMOX, 50-kw, 1120 kc (CBS).

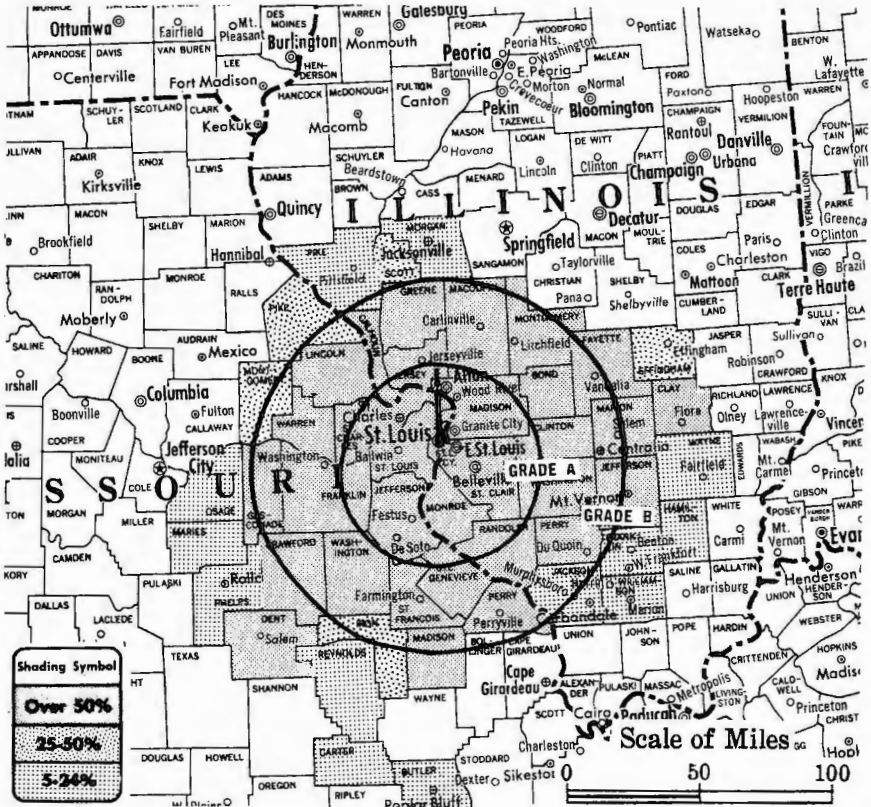
FM Affiliate: KMOX-FM, 47-kw, 103.3 mc (No. 277), 900-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KMOX-TV Ref: FCC File No. BMPCT-4779 Granted 8/19/57

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

KMOX-TV

Licensee: Columbia Broadcasting System Inc., 1215 Cole St., St. Louis, Mo. (63106).

Studio: 1215 Cole St.

Telephone: 314-621-9100.

TWX No.: 314-556-0254.

Ownership: CBS. For other interests, see WCBS-TV, New York.

Began Operation: July 8, 1954 as KWK-TV. Sale to present owner by group which included Robert T. Convey, Globe-Democrat Publishing Co. (Newhouse) and KSTP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (Television Digest, Vol. 13:36, 43-44, 48; 14:1-2, 9).

Represented (sales) by CBS Television Stations National Sales.

Personnel:

GENE WILKEY, v.p. & general manager.
NORMAN BACON, manager, broadcast operations.
DON MARKLEY, program manager & film buyer.
CHARLES McABEE, general sales manager.
WILLIAM F. MILLER, local sales manager.
JUDD A. CHOLER, advertising & sales promotion manager.
HUGH WOOLSEY, production manager.
FRED HEYWOOD, director, information services.
STEVE FENTRESS, manager, news & public affairs.
WALLY WESLEY, technical operations director.

DIGEST OF RATE CARD NO. 12
(July 2, 1966)

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

Prime Time—7-10 p.m., daily.

\$2200.00 \$1335.00 \$925.00 \$660.00 Graded rates apply*

*Highest rate: \$708.

NETWORK BASE HOURLY RATE: \$2200.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/G	ILLINOIS			
	BOND	4,500	4,000	91
	CALHOUN	1,600	1,500	93
	CLAY	4,600	4,000	89
	CLINTON	7,000	6,700	95
	FAYETTE	6,100	5,600	92
	GREENE	5,100	4,900	95
	JEFFERSON	9,700	8,800	91
	JERSEY	5,200	4,900	94
	MACOUPIN	13,900	13,200	95
	MADISON	74,800	71,900	96
	MARION	12,200	11,400	94
	MONROE	4,900	4,600	94
	MONTGOMERY	9,900	9,200	93
	PERRY	5,600	5,200	92
	RANDOLPH	8,200	7,700	94
	ST CLAIR	84,500	80,400	95
	WASHINGTON	4,100	3,700	91
	MISSOURI			
	CRAWFORD	4,500	3,700	81
	DENT	3,500	2,700	77
	FRANKLIN	15,200	14,300	94
	GASCONADE	4,000	3,500	87
	JEFFERSON	23,200	22,100	96
	LINCOLN	5,300	4,800	91
	MADISON	2,800	2,400	87
	PERRY	4,300	3,700	88
	ST CHARLES	20,300	19,300	96
	SJ FRANCOIS	11,200	10,300	92
	ST LOUIS	489,800	460,300	94
	STE GENEVIEV	3,400	3,100	92
	WARREN	3,100	2,700	89
	WASHINGTON	4,000	3,500	88

(Continued on page 407-b)

STATION TOTALS 965,400 901,700 93

NET WEEKLY CIRCULATION (MARCH 1966) 791,000
AVERAGE DAILY CIRCULATION (MARCH 1966) 630,300

Missouri—St. Louis

KPLR-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: Reavis Barracks Rd. & Ave. H, Lemay, Mo.

Studio: Video City, Chase-Park Plaza Hotels, St. Louis (63108).

Telephone: 314-367-7211.

Telex No.: 044-840.

TV tape: Recording facilities.

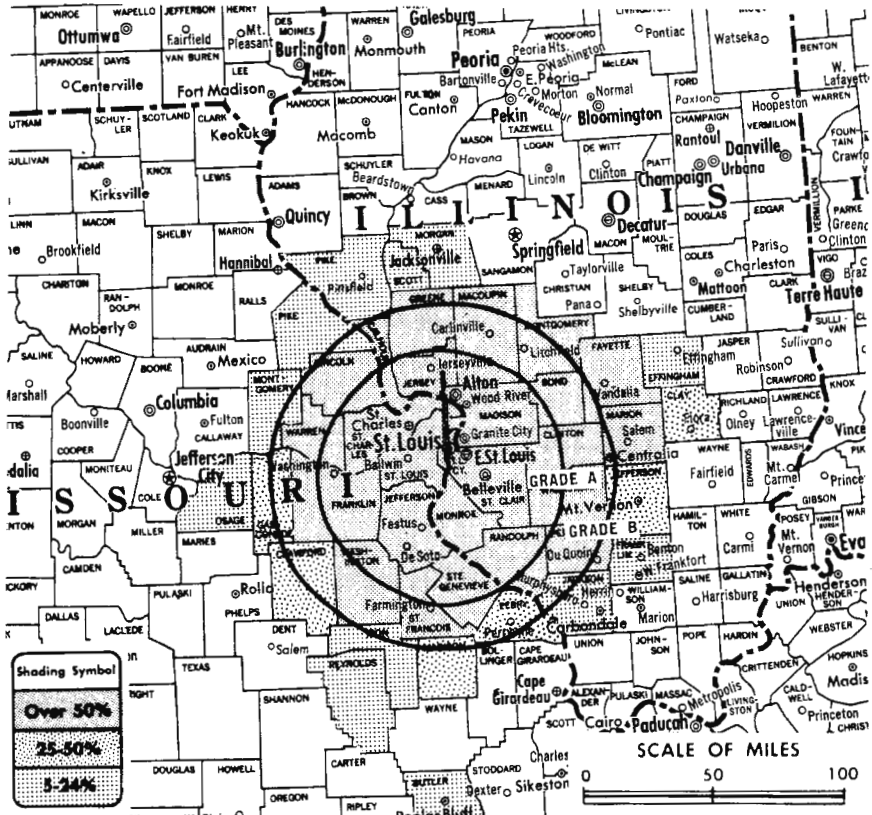
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by George C. Davis Consulting Engineers.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KPLR-TV Ref: FCC File No. BMPCT-5230 Granted 1/21/59

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

KPLR-TV

Network Service: None, independent.

Licensee: 220 Television Inc., 200 N. Kingshighway Blvd.

Business Office: 4935 Lindell Blvd. (63108).

Ownership: 220 North Kingshighway Inc., 100%, which has following owners: estate of Sam Koplar, 5%; Harold Koplar, pres., 45%; Jeanette (Mrs. Sam) Koplar, treas., 10%; Lillian Koplar Shenker, secy., 20%; Betty Koplar Bennett, 20%. Following are officers and voting trustees of 220 Television Inc.: Harold Koplar, pres. (votes 64.30%); executors of estate of Sam Koplar, (votes 14.3%); Lillian Koplar Shenker, secy. (votes 21.4%); Jeanne E. Dunway, treas.

Began Operation: April 28, 1959.

Represented (sales) by Metro TV Sales.

Represented (legal) by Koteen & Burt.

Personnel:

MICHAEL McCORMICK, general manager.
RALPH E. BECKER, general sales manager.
JAMES W. HOEFFLER, local & regional sales manager.
MARVIN FREEMAN, promotion director.
FRED ROCKLIN, production manager.
KENNETH E. HILDENBRAND, director of engineering.
JOSEPH McCABE, comptroller.
JAMES R. ANIANS, film manager.

DIGEST OF RATE CARD NO. 4—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—5-10:30 p.m., daily.
\$1000.00 \$600.00 \$400.00 \$300.00 \$170.00 \$170.00 \$85.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	BOND	4,500	4,000	91
	CALHOUN	1,600	1,500	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MISSOURI			
	CLINTON	7,000	6,700	95
	FAYETTE	6,100	5,600	92
	GREENE	5,100	4,900	95
	JERSEY	5,200	4,900	94
	MACOUPIN	13,900	13,200	95
	MADISON	74,800	71,900	96
	MARION	12,200	11,400	94
	MONROE	4,900	4,600	94
	MONTGOMERY	9,900	9,200	93
	PERY	5,600	5,200	92
	RANDOLPH	8,200	7,700	94
	ST CLAIR	84,500	80,400	95
	WASHINGTON	4,100	3,700	91

	MISSOURI			
	FRANKLIN	15,200	14,300	94
	JEFFERSON	23,200	22,100	96
	LINCOLN	5,300	4,800	91
	ST CHARLES	20,300	19,300	96
	ST FRANCOIS	11,200	10,300	92
	ST LOUIS	489,800	460,300	94
	STE GENEVIEV	3,400	3,100	92
	WARREN	3,100	2,700	89
	WASHINGTON	4,000	3,500	88

25-50 O/O	ILLINOIS			
	CLAY	4,600	4,000	89
	JEFFERSON	9,700	8,800	91

	MISSOURI			
	CRAWFORD	4,500	3,700	81
	GASCONADE	4,000	3,500	87
	MADISON	2,800	2,400	87
	PERY	4,300	3,700	88

(Continued on page 407-b)

STATION TOTALS		929,700	870,400	94
NET WEEKLY CIRCULATION (MARCH 1966)				561,500
AVERAGE DAILY CIRCULATION (MARCH 1966)				269,900

Missouri—St. Louis



KSD-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1088-ft. above av. terrain, 1152-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"
Longitude 90° 19' 55"

Transmitter: 6871 Heege Rd., St. Louis County, Mo.

Studio: 1111 Olive St.

TV tape: Recording facilities.

AM Affiliate: KSD, 5-kw, 550 kc (NBC).

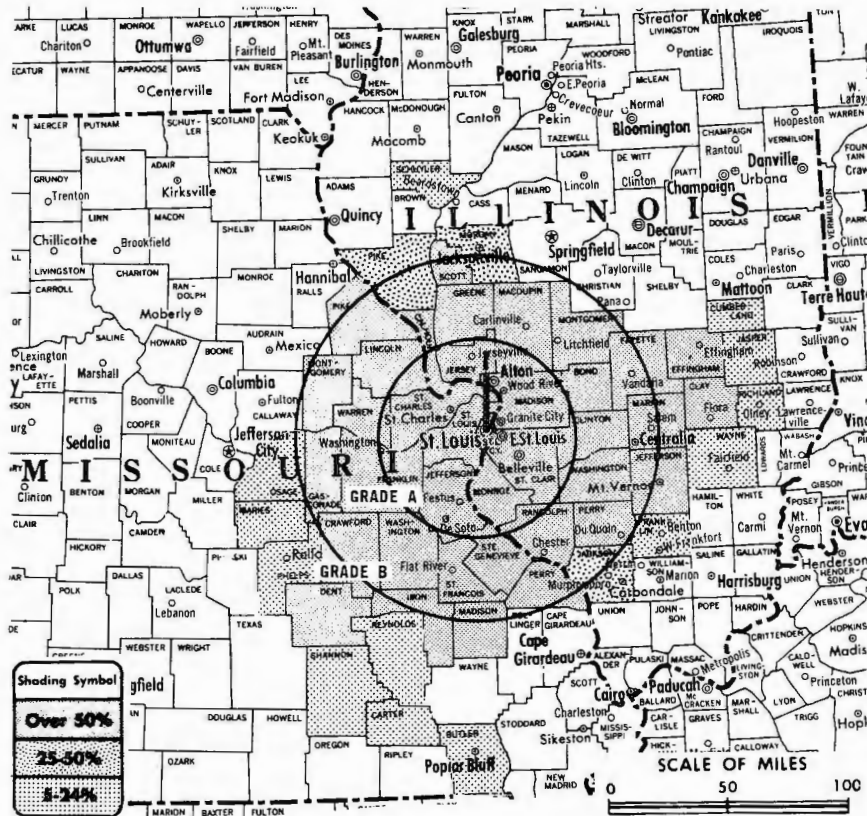
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KSD-TV Ref: FCC File No. BPCT—2132 Granted 6/21/56

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

KSD-TV

Licensee: The Pulitzer Publishing Co., 1111 Olive St. (63101).
Telephone: 314-621-1111.
TWX No.: 314-556-0407.
Ownership: Same as St. Louis Post-Dispatch, Joseph Pulitzer Jr., pres.
Began Operation: Feb. 8, 1947.
Represented (sales) by Blair Television.
Represented (legal) by Robert A. Marmet.
Represented (engineering) by A. D. Ring & Assoc.
Personnel:
HAROLD GRAMS, general manager.
GUY E. YELDELL, station manager.
RAY KARPOWICZ, sales manager.
FRED J. MUELLER, promotion manager.
HARRY HONIG, sales promotion manager.
KEITH GUNTHER, program manager.
DON S. SCHOMBURG, office manager.
AUSTIN BRIDGMAN, news editor.
ED RISK, chief engineer.

DIGEST OF RATE CARD NO. 20 (June 12, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-10:30 p.m., daily.
\$2300.00 \$1380.00 \$920.00 \$575.00 \$650.00 \$500.00 \$275.00
NETWORK BASE HOURLY RATE: \$2100.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	BOND	4,500	4,000	91
	CALHOUN	1,600	1,500	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CLAY	4,600	4,000	89
	CLINTON	7,000	6,700	95
	EFFINGHAM	7,000	6,300	90
	FAYETTE	6,100	5,600	92
	GREENE	5,100	4,900	95
	JEFFERSON	9,700	8,800	91
	JERSEY	5,200	4,900	94
	MACOUPIN	13,900	13,200	95
	MADISON	74,800	71,900	96
	MARION	12,200	11,400	94
	MONROE	4,900	4,600	94
	MONTGOMERY	9,900	9,200	93
	PERRY	5,600	5,200	92
	RANDOLPH	8,200	7,700	94
	ST CLAIR	84,500	80,400	95
	SCOTT	1,700	1,600	96
	WASHINGTON	4,100	3,700	91
	MISSOURI			
	CRAWFORD	4,500	3,700	81
	DENT	3,500	2,700	77
	FRANKLIN	15,200	14,300	94
	GASCONADE	4,000	3,500	87
	IRON	2,000	1,700	84
	JEFFERSON	23,200	22,100	96
	LINCOLN	5,300	4,800	91
	MADISON	2,800	2,400	87
	MONTGOMERY	3,800	3,400	90
	PERKY	4,300	3,700	88
	PIKE	5,600	5,000	89
	ST CHARLES	20,300	19,300	96
	ST FRANCOIS	11,200	10,300	92
	ST LOUIS	489,800	460,300	94
	STE GENEVIEV	3,400	3,100	92
	WARREN	3,100	2,700	89
	WASHINGTON	4,000	3,500	88

STATION TOTALS	966,200	901,800	93
NET WEEKLY CIRCULATION (MARCH 1966)		801,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		613,200	

Missouri—St. Louis



KTVI



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1090-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"
Longitude 90° 22' 23"

Transmitter: Gravois & Emil Aves., Sappington, Mo.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

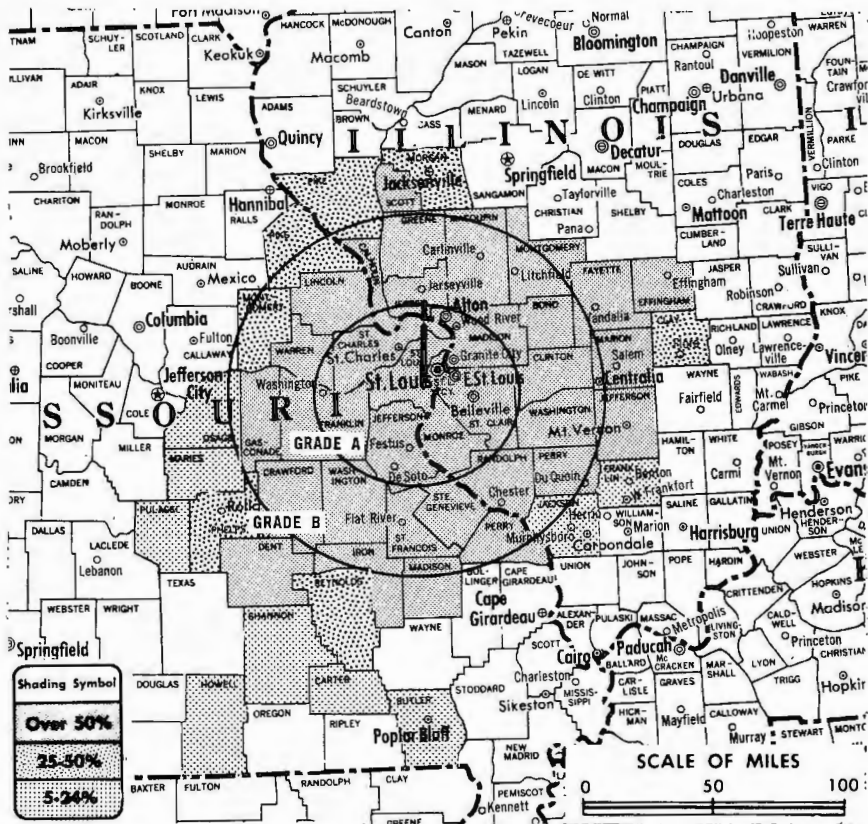
News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KTVI Ref: FCC File No. BMPCT-4615 Granted 4/2/58

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

KTVI

Licensee: Newhouse Broadcasting Corp., 5915 Berthold Ave., St. Louis, Mo. (63110).

Studio: 5915 Berthold Ave.

Telephone: 314-647-7777. TWX No.: 314-556-0082.

Ownership: Newhouse Broadcasting Corp., 100%. Newhouse also owns St. Louis Globe Democrat. For other Newhouse interests, see WSYR-TV, Syracuse, N.Y.

Began Operation: Aug. 10, 1953 as WTVI, Belleville, Ill.-St. Louis (Ch. 54); on April 9, 1955 shifted facilities to Ch. 36, acquired from KSTM-TV, off-air (Television Digest, Vol. 11:16); March 20, 1957, it left air temporarily for changeover to Ch. 2, and resumed operation April 15, 1957. (Vol. 14:6, 12). Sale of 74% by Harry Tenenbaum, Paul E. Peltasen and associates to Newhouse Bcstg., which thereby increased its holdings to 100% was approved June 10, 1964 by FCC.

Represented (sales) by H-R Television Inc.

Represented (legal) by Sher & Harris.

Personnel:

RALPH HANSEN, general manager.
MANNE RUSSO, general sales manager.
JIM NECESSARY, local sales manager.
JACK FENTRESS, program manager.
CLANCY LAKE, director of news.
JAMES D. JOHNSON, promotion manager.
RICHARD J. TROMPETER, chief engineer.

DIGEST OF RATE CARD NO. 12 (July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—6:30-10:30 p.m., daily.
\$1950.00 \$1170.00 \$800.00 \$488.00 Graded rates apply*

*Highest rate: \$1750.

NETWORK BASE HOURLY RATE: \$1750.

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	BOND	4,500	4,000	91
	CALHOUN	1,600	1,500	93
	CLINTON	7,000	6,700	95
	EFFINGHAM	7,000	6,300	90
	FAYETTE	6,100	5,600	92
	GREENE	5,100	4,900	95
	JEFFERSON	9,700	8,800	91
	JERSEY	5,200	4,900	94
	MACOUPIN	13,900	13,200	95
	MADISON	74,800	71,900	96
	MARION	12,200	11,400	94
	MONROE	4,900	4,600	94
	MONTGOMERY	9,900	9,200	93
	PERRY	5,600	5,200	92
	RANDOLPH	8,200	7,700	94
	ST CLAIR	84,500	80,400	95
	SCOTT	1,700	1,600	96
	WASHINGTON	4,100	3,700	91
	MISSOURI			
	CRAWFORD	4,500	3,700	81
	DENT	3,500	2,700	77
	FRANKLIN	15,200	14,300	94
	GASCONADE	4,000	3,500	87
	IRON	2,000	1,700	84
	JEFFERSON	23,200	22,100	96
	LINCOLN	5,300	4,800	91
	MADISON	2,800	2,400	87
	PERRY	4,300	3,700	88
	ST CHARLES	20,300	19,300	96
	ST FRANCOIS	11,200	10,300	92
	ST LOUIS	489,800	460,300	94
	STE GENEVIEV	3,400	3,100	92
	WARREN	3,100	2,700	89
	WASHINGTON	4,000	3,500	88

(Continued on page 407-b)

STATION TOTALS	964,200	898,800	93
NET WEEKLY CIRCULATION (MARCH 1966)		792,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)		541,600	

Missouri—Sedalia



Ch. 6
[Satellite of KRCG,
Jefferson City, Mo.]

Technical Facilities: Channel No. 6
(82-88 mc). Authorized power:
16.4-kw visual, 3.28-kw aural.
Antenna: 360-ft. above av. terrain,
321-ft. above ground, 1211-ft.
above sea level.

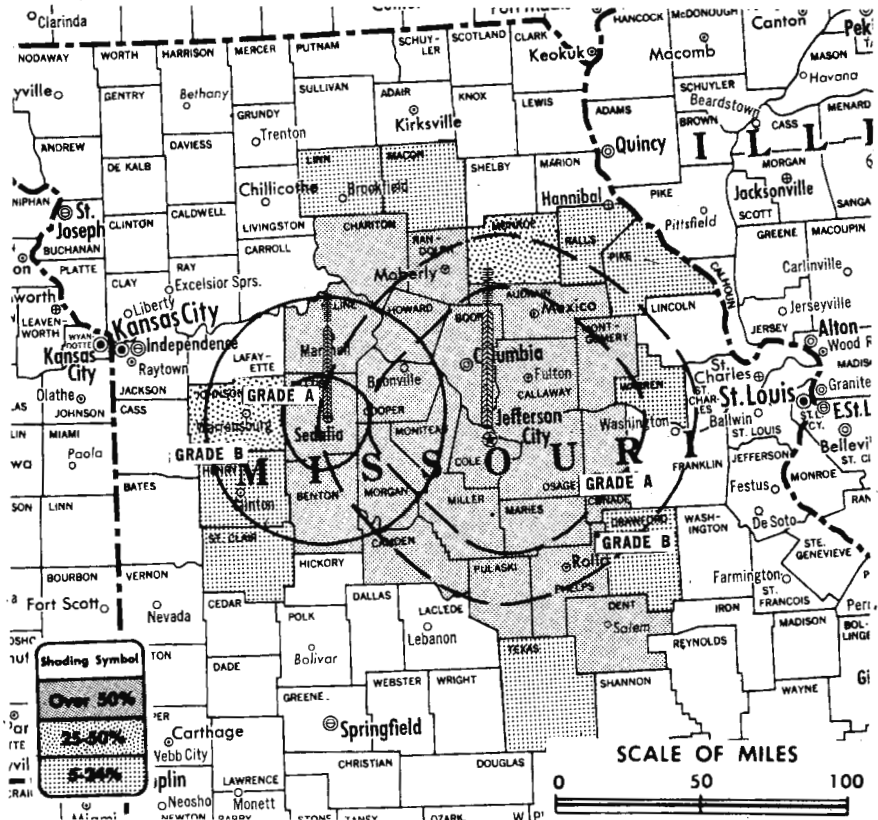
Latitude 38° 42' 20"
Longitude 93° 15' 13"

Transmitter: 2100 W. Broadway.

New Wire Service: AP.

Studio: 2100 W. Broadway.

Represented (legal) by Dow, Lohnes
& Albertson.



County coverage (shaded areas) based on 1965
ARB study.

KMOS-TV Ref: FCC File No. BMPCT-1210 Granted 7/8/53

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

KMOS-TV

Licensee: Mid-America TV Co., 114 W. 11th St., Kansas City, Mo.

Telephone: 816-816-1651.

Ownership: See KRCG, Jefferson City, Mo.

Began Operation: July 8, 1954. Sale to Jefferson Television Co.
(KRCG, Jefferson City) approved by FCC July 26, 1961. Sale
to Cook Paint & Varnish Co. by Milton J. Hinlein and associates
approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:50).
Note: For sale to present owner by Jefferson Television, see
KRCG, Jefferson City, Mo.

Represented (sales) by Blair TV Assoc.; Eugene F. Gray Co. (Mis-
souri, Kansas & Neb.).

Personnel:

EDWARD J. SCHUELEIN, general manager.
RAY ROUSE, operations manager.

Rates: Included with rates for KRCG, Jefferson City.

ARB Data For This Station Included With Parent
KRCG, Jefferson City, Mo. Above Map Shows Cover-
age For Both Parent & Satellite.

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

KMOX-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	ILLINOIS			
	EFFINGHAM	7,000	6,300	90
	SCOTT	1,700	1,600	96
	MISSOURI			
	IRON	2,000	1,700	84
	MONTGOMERY	3,800	3,400	90
	PIKE	5,600	5,000	89

5-24 0/0	ILLINOIS			
	FRANKLIN	11,900	11,000	92
	JACKSON	13,400	12,200	91
	MORGAN	10,600	9,800	92
	PIKE	6,300	5,900	93
	WAYNE	5,600	4,900	87
	WILLIAMSON	15,100	14,100	93
	MISSOURI			
	BUTLER	10,200	8,700	85
	CARTER	1,100	700	69
	MARIES	2,200	1,900	87
	OSAGE	3,100	2,600	85
	PHELPS	8,200	7,000	85
REYNOLDS	1,100	800	77	

KPLR-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	ILLINOIS			
	EFFINGHAM	7,000	6,300	90
	FRANKLIN	11,900	11,000	92
	JACKSON	13,400	12,200	91
	MORGAN	10,600	9,800	92
	PIKE	6,300	5,900	93
	SCOTT	1,700	1,600	96
MISSOURI				
	BUTLER	10,200	8,700	85
	IRON	2,000	1,700	84
	MONTGOMERY	3,800	3,400	90
	OSAGE	3,100	2,600	85
	PIKE	5,600	5,000	89
	REYNOLDS	1,100	800	77

For County-by-County
Households In Each State
See Services Volume

Missouri—St. Louis

KSD-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	ILLINOIS			
	JACKSON	13,400	12,200	91
	MORGAN	10,600	9,800	92
	PIKE	6,300	5,900	93

5-24 0/0	ILLINOIS			
	CUMBERLAND	3,200	2,900	92
	FRANKLIN	11,900	11,000	92
	JASPER	3,200	2,900	91
	RICHLAND	5,000	4,600	91
	SCHUYLER	2,700	2,600	94
	WAYNE	5,600	4,900	87
	MISSOURI			
	BUTLER	10,200	8,700	85
	CARTER	1,100	700	69
MARIES	2,200	1,900	87	
OSAGE	3,100	2,600	85	
PHELPS	8,200	7,000	85	
REYNOLDS	1,100	800	77	
SHANNON	1,800	1,200	69	

KTVI

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	ILLINOIS			
	CLAY	4,600	4,000	89
	MORGAN	10,600	9,800	92
	PIKE	6,300	5,900	93
MISSOURI				
	MONTGOMERY	3,800	3,400	90
	PHELPS	8,200	7,000	85
	PIKE	5,600	5,000	89
	REYNOLDS	1,100	800	77

5-24 0/0	ILLINOIS			
	FRANKLIN	11,900	11,000	92
	JACKSON	13,400	12,200	91
MISSOURI				
	BUTLER	10,200	8,700	85
	CARTER	1,100	700	69
	HOWELL	6,800	5,200	77
	MARIES	2,200	1,900	87
	OSAGE	3,100	2,600	85
	PULASKI	10,900	9,700	89
	SHANNON	1,800	1,200	69

Missouri—Springfield



KTTV-TV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw maximum and 240-kw horizontal visual, 63.2-kw aural. Antenna: 710-ft. above av. terrain, 661-ft. above ground, 2049-ft. above sea level.

Latitude 37° 13' 24.61"
Longitude 93° 14' 30.08"

Transmitter: 2650 E. Division St.

TV tape: Recording facilities.

AM Affiliate: KTTV, 1-kw (.25-kw N), 1400 kc (CBS).

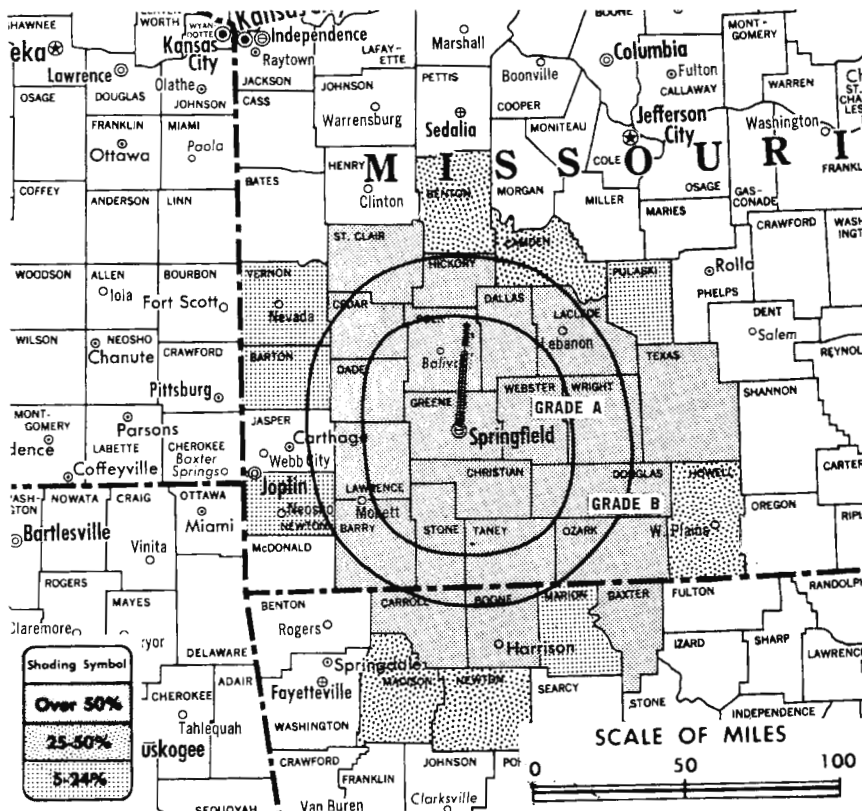
FM Affiliate: KTTV-FM, 10-kw, 94.7 mc (No. 234), 660-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KTTV-TV Ref: FCC File No. BMPCT-3293 Granted 8/18/55

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

KTTV-TV

Licensee: Independent Broadcasting Co., Box 1716 S.S.S., Springfield (65805).

Studio: 2650 E. Division St.

Telephone: 417-862-7474.

TWX No.: 417-889-0161.

Ownership: J. H. G. Cooper, pres., 54.87%; (owned jointly with sons John O. & James H. Cooper); George M. Thompson Sr., v.p.-treas., 1.97%; Irving W. Schwab, secy., 8.29%; G. Pearson Ward, v.p., 8.79%; 17 others, none holding as much as 5%.

Began Operations: March 14, 1953.

Represented (sales) by Eastman TV Inc.; James S. Ayers Co. Inc. (Southeast).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by James C. McNary.

Personnel:

G. PEARSON WARD, v.p., manager & film buyer.
WILLIAM F. CURRY, chief engineer.
KEVIN McANDREWS, program director.
JACK LLOYD, sales.

DIGEST OF RATE CARD NO. 10—(Aug. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class A—4-10:30 p.m., Sun.; 6-10:30 p.m., Mon.-Sat.	\$425.00	\$255.00	\$170.00	\$130.00	\$125.00*	\$85.00*
Class AA—7-10 p.m., daily.						\$60.00

NETWORK BASE HOURLY RATE: \$425.

For Color Set Penetration by Markets

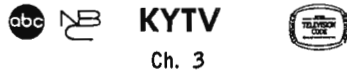
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	%
OVER 50	ARKANSAS			
0/0	BAXTER	3,500	2,900	83
	BOONE	6,300	5,400	85
	CARKULL	4,300	3,600	86
	MISSOURI			
	BARRY	5,700	5,000	89
	CEDAR	2,800	2,500	87
	CHRISTIAN	4,000	3,600	91
	DADE	2,100	1,900	91
	DALLAS	3,100	2,700	90
	DOUGLAS	2,300	2,000	87
	GREENE	45,300	42,600	94
	HICKORY	1,300	1,100	87
	LACLEDE	6,100	5,400	89
	LAWRENCE	7,600	6,800	89
	UZARK	1,600	1,300	83
	POLK	4,200	3,700	87
	ST CLAIR	2,400	2,000	84
	STONE	2,100	1,800	83
	TANEY	3,400	3,100	90
	TEXAS	5,200	4,200	80
	WEBSTER	4,300	3,700	87
	WRIGHT	4,200	3,500	83
25-50	ARKANSAS			
0/0	MADISON	2,600	1,900	73
	NEWTON	1,300	900	71
	MISSOURI			
	BENTON	3,200	2,600	83
	CAMDEN	3,500	3,100	87
	HOWELL	6,800	5,200	77

(Continued on page 410-b)

STATION TOTALS	170,900	151,000	88
NET WEEKLY CIRCULATION (MARCH 1966)			103,300
AVERAGE DAILY CIRCULATION (MARCH 1966)			79,800

Missouri—Springfield



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1645-ft. above av. terrain, 1609-ft. above ground, 3174-ft. above sea level.

Latitude 37° 10' 11"
Longitude 92° 56' 30"

Transmitter: .7-mi. N of Fordland, Mo.

Telephone: 417-866-2766.

TWX No.: 910-775-4714.

TV tape: Recording facilities.

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

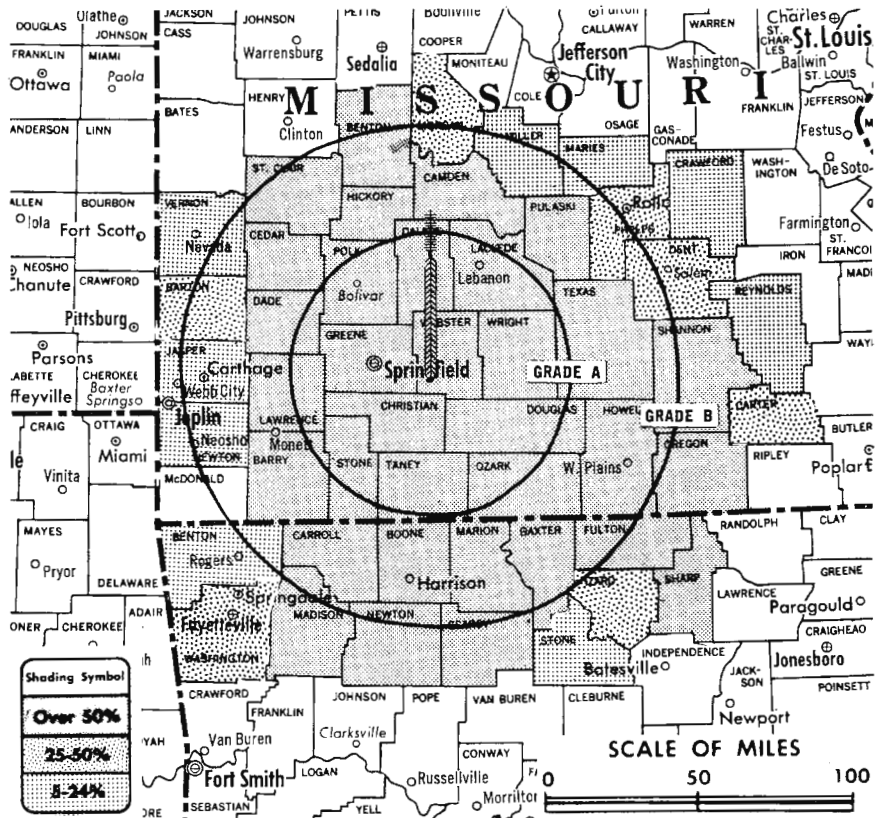
News Wire Service: AP.

Facsimile Service: AP.

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

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

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KYTV Ref: FCC File No. BPCT—2841 Granted 4/21/61

©American Map Co., Inc., N.Y., No. 14244

KYTV

Network Service: NBC, ABC.

Licensee: Springfield Television Inc., 999 W. Sunshine.

Studio: 999 W. Sunshine.

Ownership: Springfield Newspapers Inc., 49.866% (publishers of Springfield News and Leader & Press and operators of KGBX Springfield); Grand Prairie Investment Co., 50%; Lester L. Cox, pres.; A. A. Watson, v.p., .033%; Tams Bixby III, .033% (general manager of Springfield newspapers); W. W. Weber, secy., .033%; Keith G. Wells, .033%. Grand Prairie Investment is equally owned by Lester L. Cox (and wife) and Lynn E. Bussey (and wife). Lester L. Cox is v.p. of KOAM-TV, Pittsburg, Kan.

Began Operation: Oct. 1, 1953.

Represented (sales) by George P. Hollingbery Co.

Personnel:

RALPH L. STUFFLEBAM, co-manager & sales manager.
CARL FOX, co-manager, program manager & film buyer.

DIGEST OF RATE CARD NO. 10—(March 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$525.00	\$315.00	\$210.00	\$135.00*	\$90.00*
				\$90.00*	\$45.00*

*Class AA—6-9 p.m., daily.

NETWORK BASE HOURLY RATE: \$475 (ABC), \$525 (NBC).

MORTON FLOM, ENG.
CONSULTING ENGINEER
Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARKANSAS			
	BAXTER	3,500	2,900	83
	BOONE	6,300	5,400	85
	CARROLL	4,300	3,600	86
	FULTON	1,700	1,200	70
	MADISON	2,600	1,900	73
	MARION	1,500	1,300	86
	NEWTON	1,300	900	71
	SEARCY	2,200	1,800	79
	SHARP	1,600	1,200	72
	MISSOURI			
	BARRY	5,700	5,000	89
	BENTON	3,200	2,600	83
	CAMDEN	3,500	3,100	87
	CEDAR	2,800	2,500	87
	CHRISTIAN	4,000	3,600	91
	DADE	2,100	1,900	91
	DALLAS	3,100	2,700	90
	DOUGLAS	2,300	2,000	87
	GREENE	45,300	42,600	94
	HICKORY	1,300	1,100	87
	HOWELL	6,800	5,200	77
	LACLEDE	6,100	5,400	89
	LAWRENCE	7,600	6,800	89
	OREGON	2,700	1,900	70
	OZARK	1,600	1,300	83
	POLK	4,200	3,700	87
	PULASKI	10,900	9,700	89
	ST CLAIR	2,400	2,000	84
	SHANNON	1,800	1,200	69
	STONE	2,100	1,800	83
	TANEY	3,400	3,100	90
	TEXAS	5,200	4,200	80
	WEBSTER	4,300	3,700	87
	WRIGHT	4,200	3,500	83

(Continued on next page)

STATION TOTALS	277,800	242,000	87
NET WEEKLY CIRCULATION (MARCH 1966)			150,300
AVERAGE DAILY CIRCULATION (MARCH 1966)			118,500

Missouri

KFEQ-TV, St. Joseph (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	KANSAS			
	JEFFERSON	3,400	3,100	91
	LEAVENWORTH	13,100	12,400	94
	SHAWNEE	49,600	46,800	94
	MISSOURI			
	CARKOLL	4,300	3,900	90
	LINN	5,400	4,800	89
	PLATTE	8,300	7,900	95
	NEBRASKA			
	PAWNEE	1,400	1,200	86
5-24 0/0	IOWA			
	ADAMS	2,100	1,900	89
	FREMONT	2,700	2,600	96
	PAGE	6,300	5,800	92
	KANSAS			
	COFFEY	2,400	2,100	85
	DOUGLAS	13,900	12,600	91
	JOHNSON	53,500	52,100	97
	LINN	2,400	2,200	90
	MORRIS	2,100	1,800	87
	OSAGE	4,200	3,800	91
	POTTAWATOMIE	3,400	3,100	91
	WABAUNSEE	1,900	1,700	88
	WASHINGTON	3,000	2,600	86
	MISSOURI			
	CASS	11,400	10,800	94
	CHARITON	3,700	3,200	86
	CLAY	32,500	31,200	96
	LAFAYETTE	8,000	7,500	93
	PUTNAM	2,000	1,900	95
	RAY	5,400	5,000	93
	ST CLAIR	2,400	2,000	84
	SULLIVAN	2,500	2,200	91
	NEBRASKA			
	NEMAHA	2,500	2,300	91



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

KTTS-TV, Springfield (ARB Data Continued)

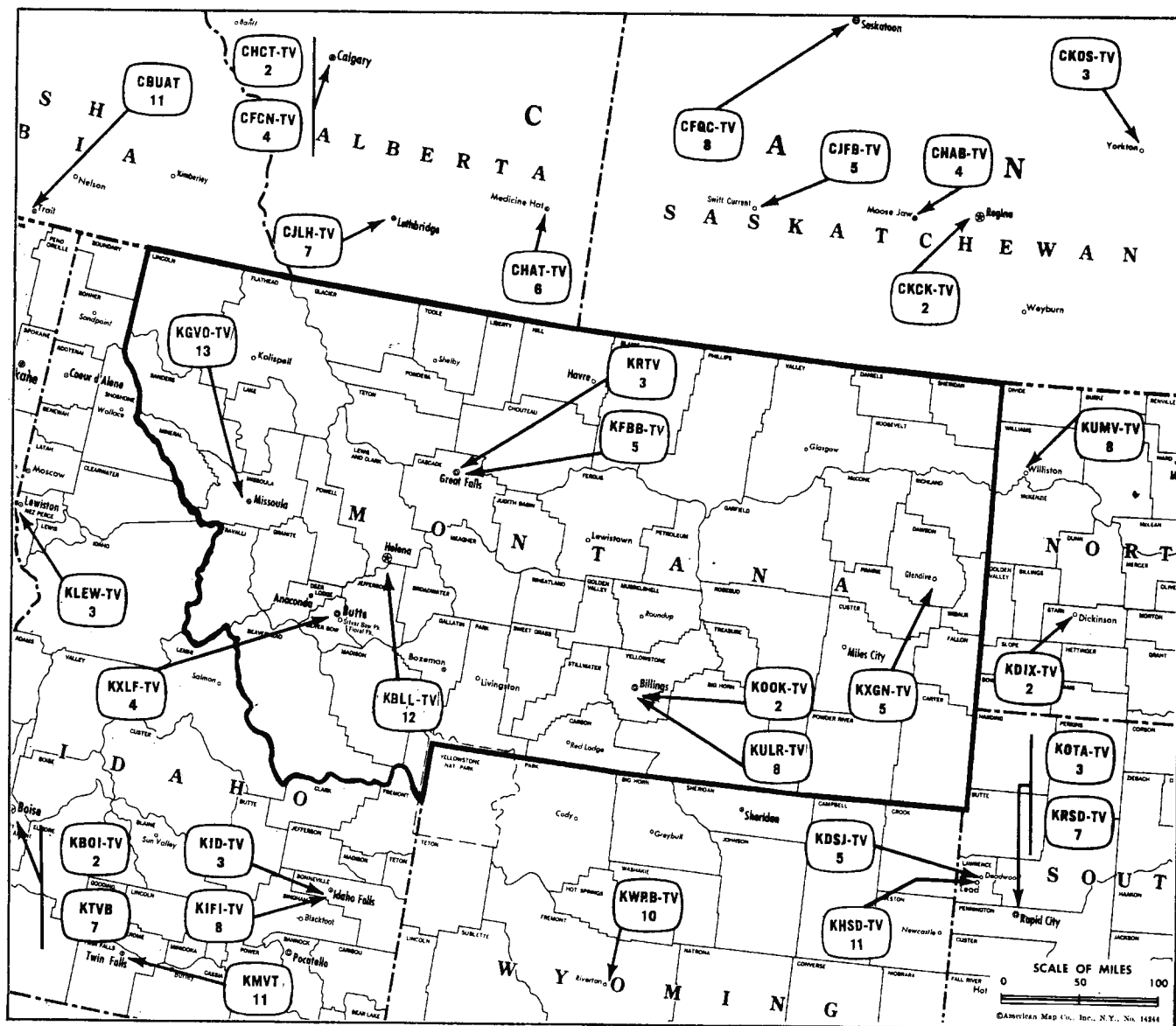
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	ARKANSAS			
	MARION	1,500	1,300	86
	MISSOURI			
	BARTON	3,500	3,100	90
	NEWTON	9,800	9,200	93
	PULASKI	10,900	9,700	89
	VERNON	6,000	5,200	88

KYTV, Springfield (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	ARKANSAS			
	IZARD	1,800	1,300	73
	WASHINGTON	21,700	18,400	85
	MISSOURI			
	BARTON	3,500	3,100	90
	CARTER	1,100	700	69
	DENT	3,500	2,700	77
	MORGAN	3,000	2,700	90
	PHELPS	8,200	7,000	85
5-24 0/0	ARKANSAS			
	BENTON	13,700	11,800	86
	STONE	1,800	1,400	79
	MISSOURI			
	BOLLINGER	2,300	2,000	85
	CRAWFORD	4,500	3,700	81
	JASPER	27,500	25,300	92
	MARIES	2,200	1,900	87
	MILLER	4,500	4,000	90
	NEWTON	9,800	9,200	93
	REYNOLDS	1,100	800	77
	VERNON	6,000	5,200	88

KODE-TV, Joplin (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	ARKANSAS			
	CARROLL	4,300	3,600	86
	MADISON	2,600	1,900	73
	KANSAS			
	MONTGOMERY	14,700	13,200	90
	WOODSON	1,400	1,200	86
	MISSOURI			
	CEDAR	2,800	2,500	87
	OKLAHOMA			
	CRAIG	4,500	4,000	90



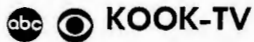
Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Billings	65,700	174	84,700	186	75,100	187
Great Falls	54,700	185	79,200	191	71,900	191
Butte	50,600	189	69,200	197	62,400	197
Missoula	42,600	192	59,500	200	54,200	202
Helena	8,100	221	9,500	221	8,500	221
Glendive	6,300	223	8,000	222	6,900	222

Montana Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	8	0	8
Educational Television Stations	0	0	0
			8

See CATV Directory
for State's CATV Systems

Montana—Billings



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10.2-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level.

Latitude 45° 46' 00.2"
Longitude 108° 27' 26.7"

Transmitter: 2-mi. ESE of Billings on Westergard Hill.

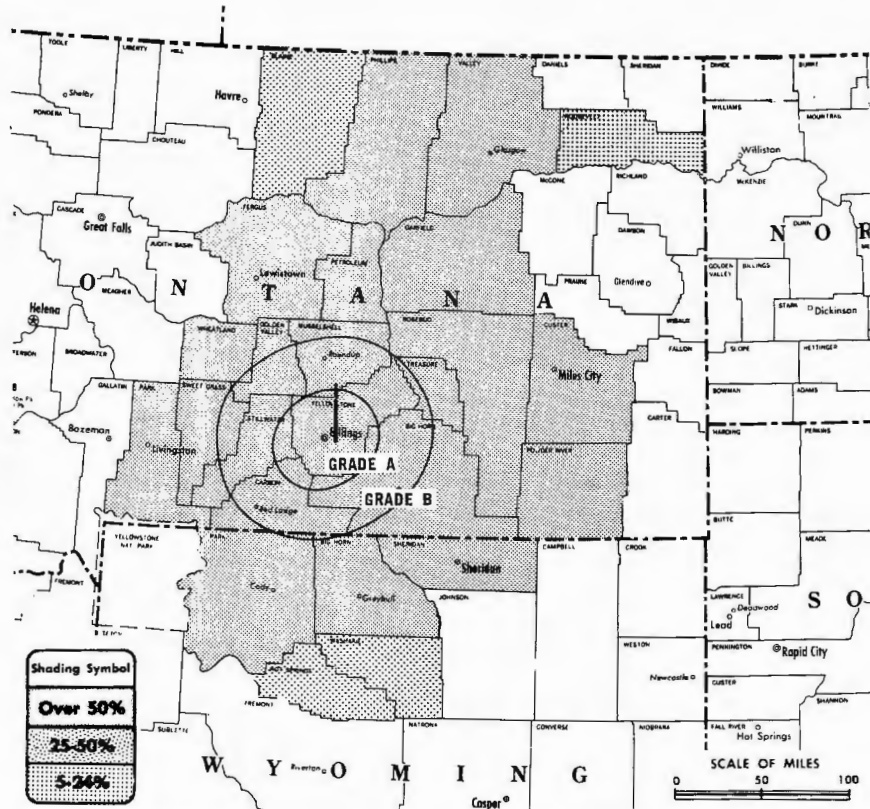
AM Affiliate: KOOK, 5-kw, 970 kc.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: CBS.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ABB study.

KOOK-TV Ref: FCC File No. BMPCT-4001 Granted 8/20/56

©American Map Co., Inc., N.Y., No. 14241

KOOK-TV

Network Service: CBS, ABC.

Licensee: The Montana Network, 3203 3rd Ave. N, Box 2557 (59103).

Studio: 3203 3rd Ave. N, Box 2557.

Telephone: 406-252-5611. TWX No.: 910-975-1925.

Ownership: J. S. Sample, pres., 99.3%; Harvey D. Backman, .15%; Jerome Anderson, secy. Sample also owns 99.3% of KXLF-TV & KXLF, Butte, Mont.

Began Operation: Nov. 9, 1953.

Represented (sales) by H-R Television Inc.; Skyline Advertisers Sales; Art Moore & Assoc. (Seattle & Portland).

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

CLIFF EWING, general manager & national sales mgr.
BERNIE STYLES, local commercial manager.
VICTOR MILLER, program & operations director.
J. R. MIDDLETON, chief engineer.
BEVERLY MARTIN, merchandising director.
JOSEPH S. SAMPLE, film buyer.

DIGEST OF RATE CARD NO. 10A
(Aug. 15, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID
Class A—6:29-10:01 p.m., daily.
\$300.00 \$180.00 \$120.00 \$100.00 \$90.00 \$75.00 \$60.00 \$37.50

Note: For combination rates, see KID-TV (Skyline TV Network, P.O. Box 2557) Idaho Falls, Ida.

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (CBS).

For Color Set Penetration by Market
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MONTANA			
	BIG HORN	2,400	2,000	84
	CARBON	2,300	2,000	90
	CUSTER	4,200	3,500	83
	FERGUS	4,000	3,400	85
	GARFIELD	500	300	66
	GOLDEN VLLY	400	300	82
	MUSSELSHELL	1,100	1,000	85
	PARK	4,500	4,000	89
	PETROLEUM	300	200	80
	PHILLIPS	1,700	1,400	79
	POWDER RIVER	500	400	73
	ROSEBUD	1,600	1,300	82
	STILLWATER	1,800	1,700	95
	SWEET GRASS	900	700	80
	TREASURE	400	300	84
	VALLEY	5,500	4,700	85
	WHEATLAND	900	800	86
	YELLOWSTONE	27,300	26,000	95
	WYOMING			
	BIG HORN	3,100	2,700	87
	PARK	5,200	4,500	87
	SHERIDAN	5,800	4,900	85
5-24 O/O	MONTANA			
	BLAINE	2,200	1,700	79
	ROOSEVELT	3,300	3,000	91
	WYOMING			
	HOT SPRINGS	2,100	1,800	86
	WASHAKIE	2,700	2,500	90

STATION TOTALS 84,700 75,100 89
NET WEEKLY CIRCULATION (MARCH 1966) 65,700
AVERAGE DAILY CIRCULATION (MARCH 1966) 53,700

Montana—Billings



KULR-TV

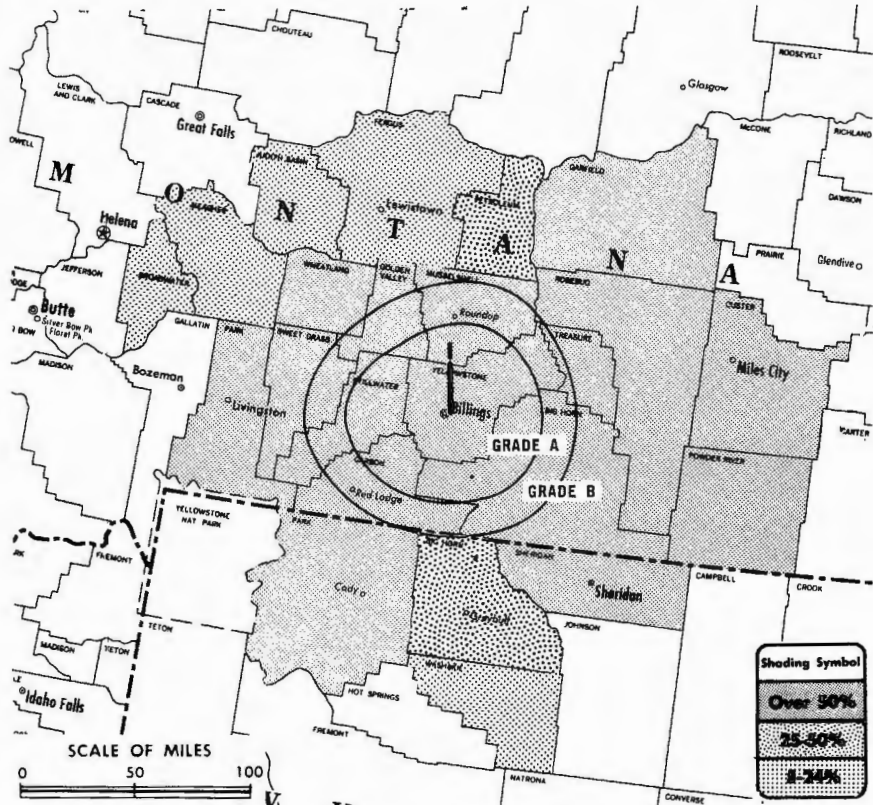
Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35"
Longitude 108° 27' 14"

Transmitter: 2.7-mi. E of Billings.
Studio: 2.7-mi. E of Billings.
Telephone: 406-252-4676.
TWX No.: 406-248-7292.
TV tape: Recording facilities.
Color: Network, film, slide & tape.
News Wire Service: UPI.
Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KULR-TV Ref: FCC File No. BMPCT-4810 Granted 11/21/57

©American Map Co., Inc., N.Y., No. 14244

KULR-TV

Licensee: Crain-Snyder Television Inc., Box 2512, Billings, Mont. (59103).

Ownership: Thor Myhre, 28%; Arthur Miller, 28%; Rex Baker, 44%. Note: Sale to HarriScope Bcstg. of Cal. pends.

Begin Operation: March 15, 1958. Sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved by FCC Dec. 17, 1962 (Television Digest, Vol. 2:52).

Represented (sales) by Avery-Knodel Inc.; Bob Hix Co. Inc. (Mountain States); Feltis, Dove, Croghan (Seattle & Portland).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

THOR MYHRE, president & general manager.
HUGH BADER, program director.
HUGH PRICE, production director.
DEAN JANSMA, chief engineer.
BOB McCANN, news director.

DIGEST OF RATE CARD NO. 7—(July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$250.00 \$150.00 \$100.00 \$75.00 \$60.00 \$50.00 \$30.00

Combination Rates (Mountain States TV): See KIFI-TV, Idaho Falls, Ida.

NETWORK BASE HOURLY RATE: \$200.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	MONTANA			
	BIG HORN	2,400	2,000	84
	CARBON	2,300	2,000	90
	CUSTER	4,200	3,500	83

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	MONTANA			
	GARFIELD	500	300	66
	GOLDEN VALLEY	400	300	82
	MUSSELSHELL	1,100	1,000	85
	PARK	4,500	4,000	89
	POWDER RIVER	500	400	73
	ROSEBUD	1,600	1,300	82
	STILLWATER	1,800	1,700	95
	SWEET GRASS	900	700	80
	TREASURE	400	300	84
	WHEATLAND	900	800	86
	YELLOWSTONE	27,300	26,000	95
	WYOMING			
	PARK	5,200	4,500	87
	SHERIDAN	5,800	4,900	85
25-50 O/D	MONTANA			
	PETROLEUM	300	200	80
	WYOMING			
	BIG HORN	3,100	2,700	87
5-24 O/D	MONTANA			
	BROADWATER	800	700	86
	FERGUS	4,000	3,400	85
	JUDITH BASIN	900	800	85
	MEAGHER	900	800	83
	WYOMING			
	WASHAKIE	2,700	2,500	90
STATION TOTALS		72,500	64,800	89
NET WEEKLY CIRCULATION (MARCH 1966)				54,800
AVERAGE DAILY CIRCULATION (MARCH 1966)				40,000

Montana—Butte

abc **KXLF-TV**
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 60.3-kw visual, 12-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level.

Latitude 46° 00' 27"
Longitude 112° 26' 30"
Holds CP for 100-kw visual, 20-kw aural. BPCT—3765.

Transmitter: 3-mi. E of Butte on XL Heights.

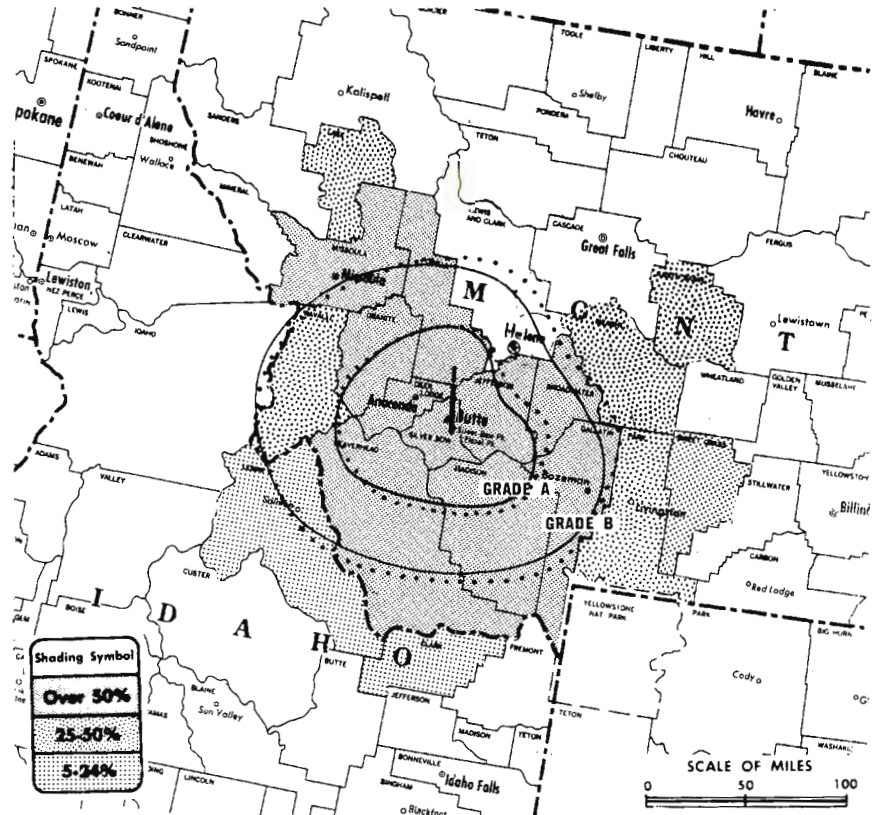
TV tape: Recording facilities.

AM Affiliate: KXLF, 5-kw, 1370 kc (NBC).

Color: Network, film & slide.

News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation © 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KXLF-TV Ref: FCC File No. BPCT—2126 Granted 7/11/56
CP: BPCT—3765 Granted 5/12/66

©American Map Co., Inc., N.Y., No. 14244

KXLF-TV

Network Service: ABC & CBS.

Licensee: Garryowen Butte T.V. Inc., Box 3500 (59701).

Studio: 1003 S. Montana St.

Telephone: 406-792-9111.

Ownership: Joseph S. Sample, 100%.

Began Operation Aug. 14, 1953. Sale to present owner by Ed Craney approved by FCC Jan. 18, 1961 (Television Digest, Vol. 16:42; 17:4).

Represented (sales) by Skyline Advertisers Sales Inc., thru H-R Television Inc.; John McGuire (Denver); Art Moore & Assoc. (Seattle & Portland).

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

EDMUND L. PEISS, general manager & film buyer.
PAUL SIMITZES, operations director.
TOM JENKINS, chief engineer.

DIGEST OF RATE CARD NO. 12A
(Aug. 15, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—6:29-10:01 p.m., daily.
\$330.00 \$198.00 \$132.00 \$110.00 \$99.00 \$82.50 \$66.00 \$41.25

Note: For combination rates, see KID-TV, Idaho Falls, Ida. (Skyline Network).

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (CBS), \$300 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MONTANA			
	BEAVERHEAD	2,300	1,900	82
	BROADWATER	800	700	86
	DEER LODGE	5,200	4,900	94
	GALLATIN	8,500	7,600	89
	GRANITE	900	900	92
	JEFFERSON	1,100	900	88
	MADISON	1,400	1,300	94
	MISSOULA	15,200	13,700	90
	POWELL	2,100	1,800	88
	SILVER BDW	15,300	14,300	93
25-50 O/O	MONTANA			
	JUDITH BASIN	900	800	85
	LAKF	3,600	3,200	91
	MEAGHER	900	800	83
	PARK	4,500	4,000	89
	RAVALLI	3,600	3,300	90
5-24 O/O	IDAHO			
	CLARK	300	200	89
	LEMHI	1,700	1,400	80
	MONTANA			
	SWEET GRASS	900	700	80
STATION TOTALS		69,200	62,400	90
NET WEEKLY CIRCULATION (MARCH 1966)				50,600
AVERAGE DAILY CIRCULATION (MARCH 1966)				42,400

Montana—Glendive

☉ KXGN-TV Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 14.8-kw visual, 7.4-kw aural. Antenna: 500-ft. above av. terrain, 156-ft. above ground, 2456-ft. above sea level.

Latitude 47° 03' 15"
Longitude 104° 40' 45"

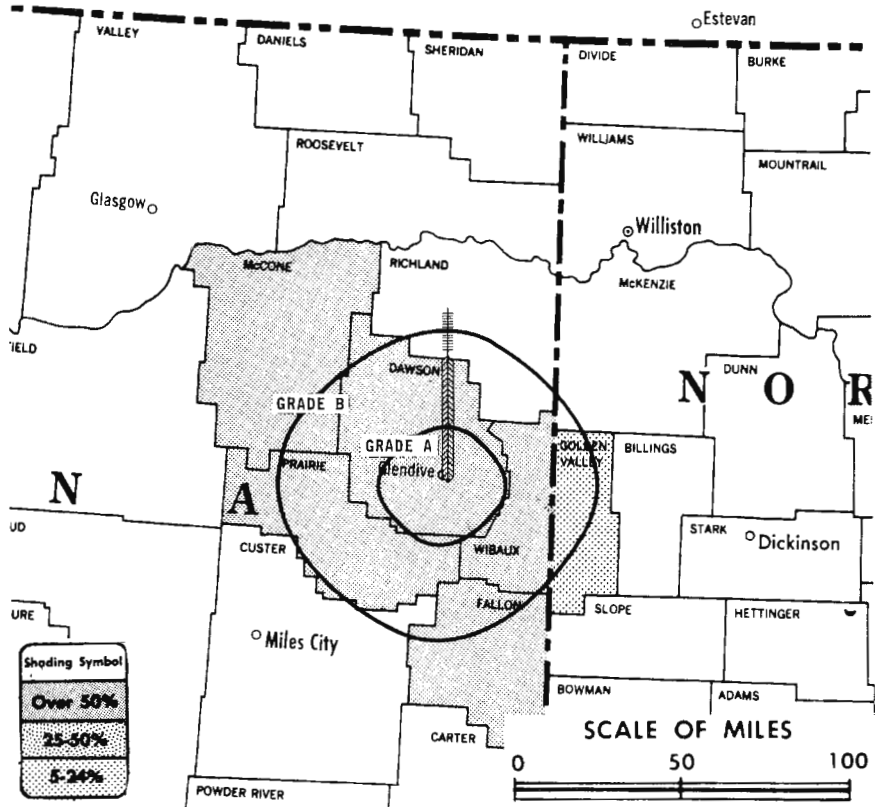
Transmitter: 4-mi. SE of city.

AM Affiliate: KXGN, .25-kw, 1400 kc.

Color: Network.

News Wire Service: AP.

Total Households: ☉ SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KXGN-TV Ref: FCC File No. BPCT-3003 Granted 3/24/63

©American Map Co., Inc., N.Y., No. 14244

KXGN-TV

Network Service: CBS (EMP); ABC, NBC per program basis.

Licensee: Glendive Broadcasting Corp., Box 205, S. Douglas.

Studio: 210 S. Douglas St. (59330).

Telephone: 406-365-3377.

Ownership: Lewis W. Moore, pres., 99.8%; Elizabeth Kindsfater, v.p., .1%; Mary Louise Moore, secy.-treas., .1%. Moore also operates local theater.

Began Operation: Nov. 1, 1957.

Represented (sales) by The Devney Organization Inc.; Bob Hix Co. (Denver).

Represented (legal) by Daly & Joyce.

Represented (engineering) by John H. Mullaney.

Personnel:

LEWIS W. MOORE, president & film buyer.
GERRY ROBBINS, general manager.
DONALD J. POWERS, chief engineer.
JANE ROBBINS, sales manager.

DIGEST OF RATE CARD—(Feb. 10, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$120.00	\$72.00	\$48.00	\$28.00	\$30.00	\$15.00

NETWORK BASE HOURLY RATE: \$50.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	MONTANA			
	DAWSON	4,000	3,500	88
	FALLON	1,200	1,000	86
	MC CONE	900	800	85
	PRAIRIE	700	500	75
	WIBAUX	300	300	89
5-24 O/D	NORTH DAKOTA			
	GOLDEN VALLEY	900	800	93
STATION TOTALS		8,000	6,900	86
NET WEEKLY CIRCULATION (MARCH 1966)			6,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			5,000	

For Index to Contents

See Services Volume

Montana—Great Falls

abc **KFBB-TV**
Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 240-ft. above av. terrain, 440-ft. above ground, 3770-ft. above sea level.

Latitude 47° 31' 19"
Longitude 111° 23' 18"

Transmitter: 1-mi. W of city limits on U.S. Hwy. 89-91.

Studio: 2-mi. W of city limits on U.S. Hwy. 89-91.

AM Affiliate: KFBB, 5-kw, 1310 kc.

Color: Network, film & slide.

News Wire Service: UPI.

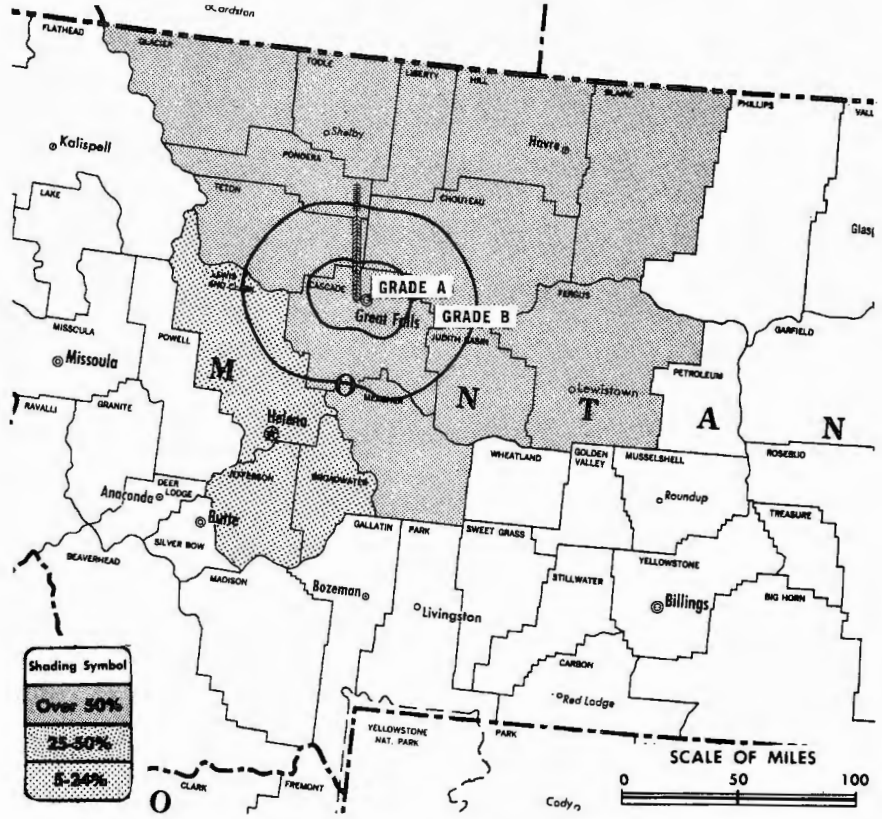
News Film Service: ABC.

Facsimile Service: UPI.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



KFBB-TV Ref: FCC File No. BPCT-3075 Granted 9/5/62 ©American Map Co., Inc., N.Y., No. 14244

KFBB-TV

Network Service: ABC, CBS.

Licensee: Harriscop Broadcasting Corp., Box 1139 (59401).

Telephone: 406-453-4377. TWX No.: 406-761-1613.

Ownership: Harriscop Bcstg. Corp., 100%. For ownership and other interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: March 21, 1954. Sale to present owner by David E. Bright, Ernest Scanlon and Daniel O'Shea approved by FCC May 23, 1962 (Television Digest, Vol. 2:11, 22). Sale to Bright, Scanlon and O'Shea by Joseph P. Wilkins and associates approved Jan. 27, 1960 (Vol. 16:3, 5).

Represented (sales) by H-R Television Inc.; Skyline Advertisers Sales; Art Moore & Associates (Northwest); John L. McGuire (Denver).

Personnel:

- BURT I. HARRIS, president & film buyer (Los Angeles).
- YALE ROE, vice president, broadcasting (Chicago).
- DONALD McCLINTOCK, v.p. & general manager.
- JACK OLSEN, local sales manager.
- RICHARD MONACO, operations manager.
- ANTHONY LOPUCH, chief engineer.
- RICHARD H. RIPLETT, controller.

DIGEST OF RATE CARD NO. 11 (Aug. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID
Class A—6:29-10:01 p.m., daily.
\$300.00 \$180.00 \$120.00 \$100.00 \$90.00 \$50.00 \$40.00 \$25.00

Note: For combination rates, see KID-TV, Idaho Falls, Ida.
NETWORK BASE HOURLY RATE: \$250 (ABC), \$250 (CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MONTANA			
	BLAINE	2,200	1,700	79
	CASCADE	26,100	24,700	95
	CHOUTEAU	2,200	2,000	92
	FERGUS	4,000	3,400	85
	GLACIER	3,400	2,800	85
	HILL	6,000	5,400	91
	JUDITH BASIN	900	800	85
	LIBERTY	800	800	92
	MEAGHER	900	800	83
	PONDERA	2,400	2,200	92
	TETON	1,900	1,800	92
	TOOLF	2,300	2,200	92
5-24 O/O	MONTANA			
	BROADWATER	800	700	86
	JEFFERSON	1,100	900	88
	LEWIS + CLRK	9,500	8,500	90
STATION TOTALS		64,500	58,700	91
NET WEEKLY CIRCULATION (MARCH 1966)			48,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)			40,300	

For Color Set Penetration by Markets
See Services Volume

Montana—Great Falls



KRTV

Ch. 3

Technical Facilities: Channel No. 3
(60-66 mc). Authorized power:
30.5-kw visual, 6.1-kw aural. An-
tenna: 452-ft. above av. terrain,
358-ft. above ground, 3918-ft.
above sea level.

Latitude 47° 31' 56"
Longitude 111° 16' 45"

Transmitter: 15th St., 2-mi. N of
Great Falls.

Color: Network only.

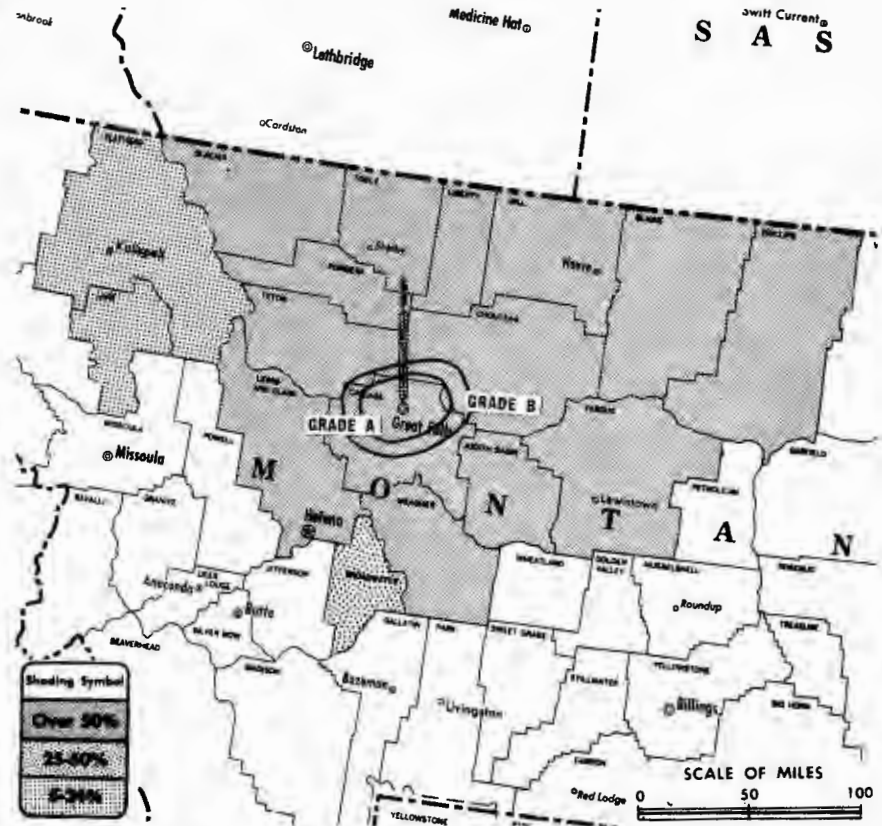
News Wire Service: UPI.

Studio: 15th St., 2-mi. N of Great
Falls.

Sales Office: 249 Rainbow Hotel.

Telephone: 406-453-2433.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



KRTV Ref: FCC File No. BMPCT-4485 Granted 4/28/58

©1960 American Research Bureau Inc.

KRTV

Licensee: Snyder & Associates, Box 1331, N. 15th St., Great Falls,
Mont. (59401).

Ownership: Dan Snyder, pres., 51%; Crain Estate, 38%; Her-
man Feiden, 5%; Shan Welcome Morrison, 3%; Genevieve
Threlkeld, 1%; Edward L. Kolman, 1%; Bjarne Johnson, 1%.

Began Operation: Oct. 5, 1958. Sale to present owners by Francis
N. & Robert R. Laird approved Oct. 1, 1958 by FCC (Television
Digest, Vol. 14:40).

Represented (sales) by Avery-Knodel Inc.; Feltis, Dove & Croghan
(Seattle); Bob Hix (Denver).

Personnel:

DAN SNYDER, president.
DON BRADLEY, general manager.
GLEN LOCKWOOD, operations manager.
JESSE WAYMIRE, chief engineer.

DIGEST OF RATE CARD NO. 8 (Dec. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$250.00 \$150.00 \$100.00 \$88.00 \$75.00 \$63.00 \$49.00 \$34.00
NETWORK BASE HOURLY RATE: \$200.

For Montana CATV Systems
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MONTANA			
	BLAINE	2,200	1,700	79
	CASCADE	26,100	24,700	95
	CHOUTEAU	2,200	2,000	92
	FERGUS	4,000	3,400	85
	GLACIER	3,400	2,800	85
	HILL	6,000	5,400	91
	JUDITH BASIN	900	800	85
	LEWIS + CLRK	9,500	8,500	90
	LIBERTY	800	800	92
	MEAGHER	900	800	83
	PHILLIPS	1,700	1,400	79
	PONDERA	2,400	2,200	92
	TETON	1,900	1,800	92
	TOOLE	2,300	2,200	92
25-50 O/O	MONTANA BROADWATER	800	700	86
5-24 O/O	MONTANA FLATHEAD LAKE	10,500 3,600	9,500 3,200	91 91
STATION TOTALS		79,200	71,900	91
NET WEEKLY CIRCULATION (MARCH 1966)			54,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			43,800	

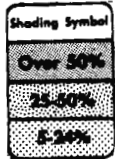
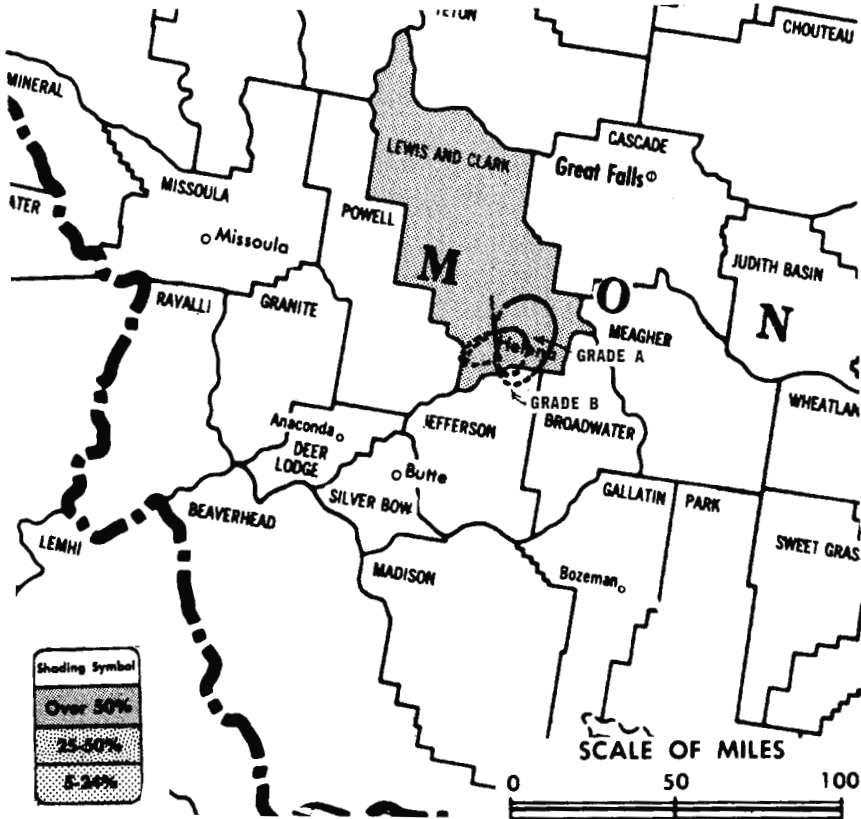
Montana—Helena

NBC **abc** **KBILL-TV**
Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: .973-kw visual, .175-kw aural. Antenna: minus 150-ft. above av. terrain, 97-ft. above ground, 3992-ft. above sea level.

Latitude 46° 36' 33"
Longitude 112° 01' 10"

Transmitter: 2433 N. Montana Ave.
AM Affiliate: KBLL, 1-kw, 1240 kc.
Color: Network only.
News Wire Service: UPI.
Represented (legal) by Wheeler & Wheeler.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KBLL-TV Ref: FCC File No. BMPCT-4805 Granted 8/16/57

©American Map Co., Inc., N.Y., No. 14244

KBLL-TV

Network Service: NBC, ABC, CBS.
Licensee: Capital City TV Inc., 2433 N. Montana Ave. (59601).
Studio: 2433 N. Montana Ave.
Telephone: 406-442-6620.
Ownership: Paul B. McAdam, pres., 43.33%; Bob Magness, secy., 43.33%; A. W. Scribner, treas., 13.33%. Bob Magness has extensive holdings in CATV systems in Mont.; Magness also has CATV holdings in Tex.
Began Operation: Jan. 1, 1958. Left air Feb. 5, 1959, but resumed operation Aug. 6, 1959 (Television Digest, Vol. 15:6, 33, 36). Sale to Helena TV Inc. by Joseph S. Sample, who took over all properties from Ed Craney was approved by FCC Jan. 18, 1961 (Vol. 16:42, 17:4). Sale to present owner by Helena TV Inc. approved by FCC June 5, 1963 (Vol. 3:23).
Represented (sales) by Gill-Perna Inc.; William L. Simpson & Associates (Wash.-Ore.); John L. McGuire & Co. (Denver).
Personnel:
ROBERT OTTMANN, general manager.
JEFFREY S. HULL, assistant manager.
KENT COLBY, program director.
GEORGE MARSHALL, chief engineer.
FRANK C. MONTIBELLER JR., sales manager.

DIGEST OF RATE CARD NO. 5 (Aug. 15, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:59-10:01 p.m., daily.
\$136.00 \$81.50 \$55.00 \$48.00 \$41.00 \$34.00 \$29.00 \$17.00
NETWORK BASE HOURLY RATE: \$50 (CBS); \$100 (NBC); \$100 (ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MONTANA LEWIS + CLRK	9,500	8,500	90
STATION TOTALS		9,500	8,500	89
NET WEEKLY CIRCULATION (MARCH 1966)			8,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			5,600	

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.: RCA Building 333-9270
CHICAGO: 333 N. Michigan Avenue, 346-6460
ATLANTA: Mony Building, 873-5626
BEVERLY HILLS: Bank of America Bldg. 274-8151

Montana—Missoula

KGVO-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 220-kw visual, 22.9-kw aural. Antenna: 2030-ft. above av. terrain, 281-ft. above ground, 7131-ft. above sea level.

Latitude 47° 01' 05"
Longitude 114° 00' 41"

Transmitter: 10-mi. N of Missoula, near Evaro, Mont.

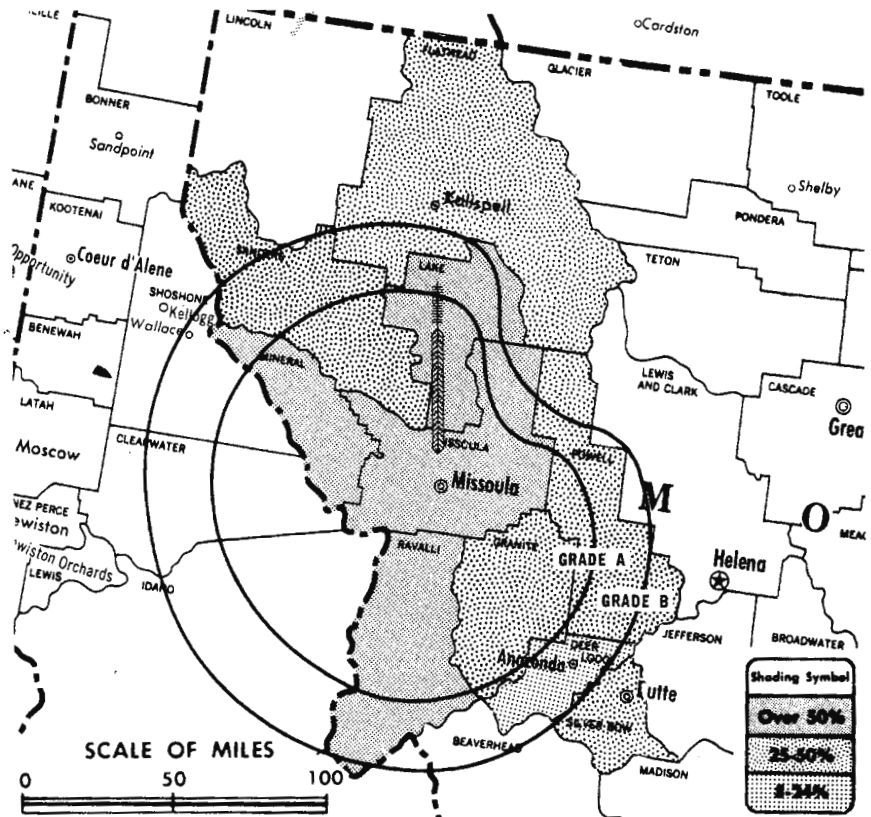
O & O Translator: K09HA, Kalispell, Mont.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KGVO-TV Ref: FCC File No. BPCT-3072 Granted 8/30/62

©American Map Co., Inc., N.Y., No. 14244

KGVO-TV

Network Service: NBC; also ABC on per program basis.

Licensee: KMSO-TV Inc., TV Bldg., 340 W. Main St. (59801).

Studio: 340 W. Main St.

Telephone: 406-543-8313.

TWX No.: 406-543-3521.

Ownership: Dale G. Moore, pres., 79.36%; Farviews Development Co., 20.63%; (controlled by A. J. Mosby), A. J. Mosby, v.p.; Shirley Mae Moore, secy.-treas. The Moores control radios KGVO, Missoula and KCAP, Helena, Mont.

Began Operation: July 1, 1954. Sale by Mosby's Inc. to KMSO-TV Inc. approved Sept. 11, 1964 by FCC (Television Digest, Vol. 4:32, 38).

Represented (sales) by Avery-Knodel Inc.; Bob Hix (Denver); Feltis, Dove, Croghan Inc. (Seattle & Portland); Andy McDermott Sales Ltd. (Toronto).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

DALE G. MOORE, president.
W. C. (BUD) BLANCHETTE, general & national sales manager.
DOUGLAS DRADER, chief engineer.
PAUL MEISSNER, program director.
JUDY RIDER, traffic director.
MILT SCHWENK, sports director.
KIM LA CASSE, continuity & promotion director.

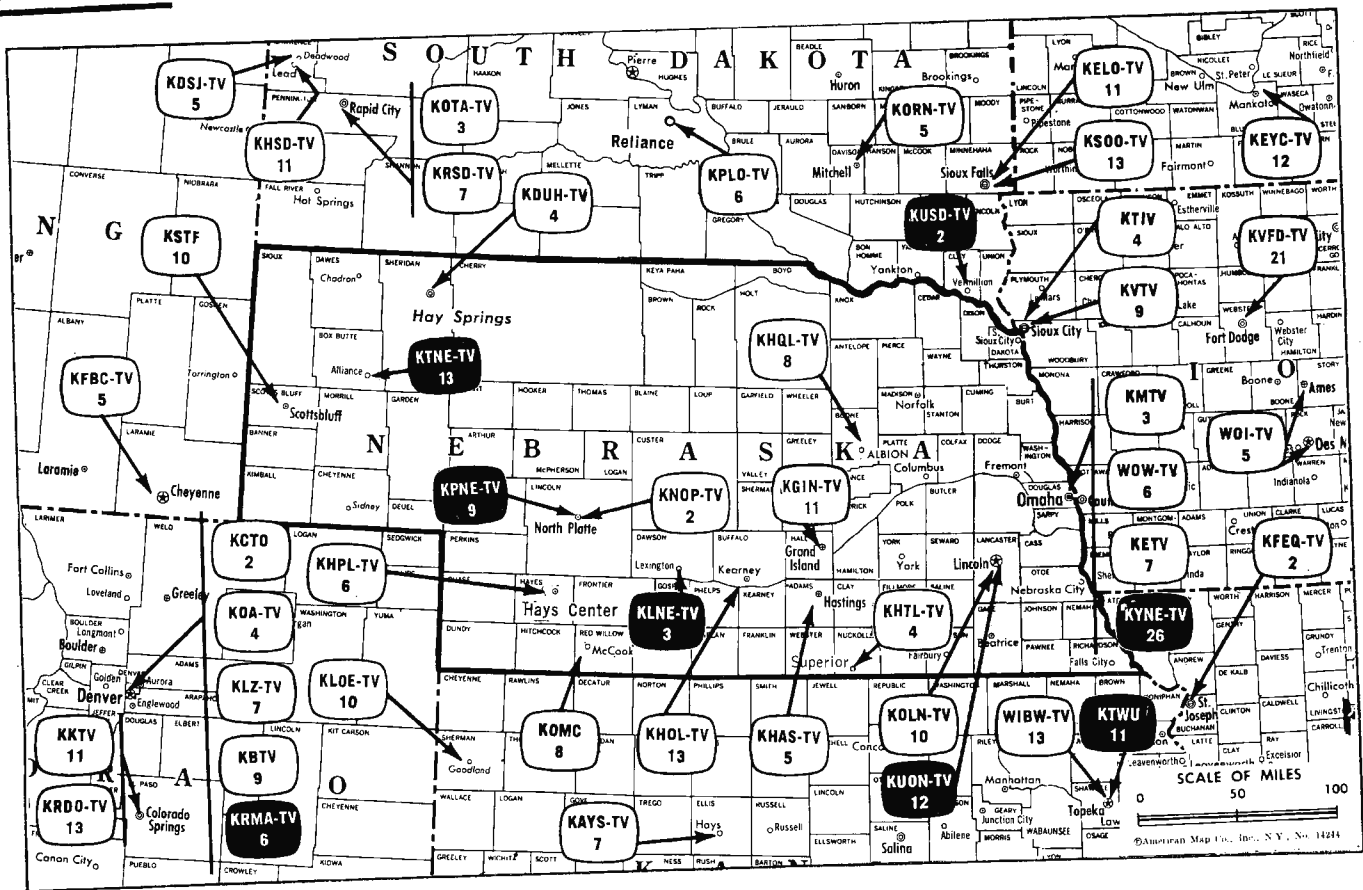
DIGEST OF RATE CARD NO. 9—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:31-9:59 p.m., daily.	\$280.00	\$168.00	\$112.00	\$84.00	\$62.00	\$56.00
NETWORK BASE HOURLY RATE:	\$250 (NBC),	\$200 (ABC).				

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MONTANA LAKE	3,600	3,200	91
	MINERAL	1,000	900	92
	MISSEOLA	15,200	13,700	90
	RAVALLI	3,600	3,300	90
25-50 O/O	MONTANA FLATHEAD	10,500	9,500	91
	GRANITE	900	900	92
	POWELL	2,100	1,800	88
	SANDERS	2,100	1,700	81
	SILVER BOW	15,300	14,300	93
5-24 O/O	MONTANA DEER LODGE	5,200	4,900	94
STATION TOTALS		59,500	54,200	91
NET WEEKLY CIRCULATION (MARCH 1966)				42,600
AVERAGE DAILY CIRCULATION (MARCH 1966)				29,500

For Index to Contents
See Services Volume

Nebraska



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Omaha	308,500	59	410,800	81	385,700	77
Lincoln-Hastings-Kearney	207,700	93	283,200	108	261,500	107
North Platte	20,800	214	33,400	214	30,600	214

Nebraska Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	14	0	14
Educational Television Stations	4	1	5
			19

For Additional State Data
see next page

State Educational Technical Facilities
(Complete Data in Educational Directory)

KTNE-TV
Alliance

Ch. 13

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Grantee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 288-kw visual, 57.5-kw aural. Antenna: 1550-ft. above av. terrain, 1499-ft. above ground, 5749-ft. above sea level.

Latitude	41°	50'	24"
Longitude	103°	03'	18"

KLNE-TV
Lexington

Ch. 3

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Grantee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1062-ft. above av. terrain, 1065-ft. above ground, 3449-ft. above sea level.

Latitude	40°	23'	05"
Longitude	99°	27'	30"

KUON-TV
Lincoln

Ch. 12

Non-Commercial Educational Station

Licensee: University of Nebraska, Lincoln, Nebraska (68508).

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 820-ft. above av. terrain, 874-ft. above ground, 2049-ft. above sea level.

Latitude	41°	08'	18.1"
Longitude	96°	27'	19.2"

Nebraska

KPNE-TV
North Platte

Ch. 9

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Grantee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1020-ft. above av. terrain, 1006-ft. above ground, 4140-ft. above sea level.

Latitude	41°	01'	16"
Longitude	101°	09'	9.6"

KYNE-TV
Omaha

Ch. 26

Non-Commercial Educational Station

Grantee: Nebraska ETV Commission, 16th & R Sts., Lincoln, Neb. (68508).

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 39.8-kw visual, 7.96-kw aural. Antenna: 431-ft. above av. terrain, 407-ft. above ground, 1559-ft. above sea level.

Latitude	41°	15'	28"
Longitude	96°	00'	32"

State Cross Reference List
Communities That Receive Programs of
Stations That Are Located Elsewhere

KSTF
Gering

(See Scottsbluff, Neb.)

KHQL-TV
Columbus & Norfolk
(See Albion, Neb.)

Nebraska—Albion

KHQL-TV



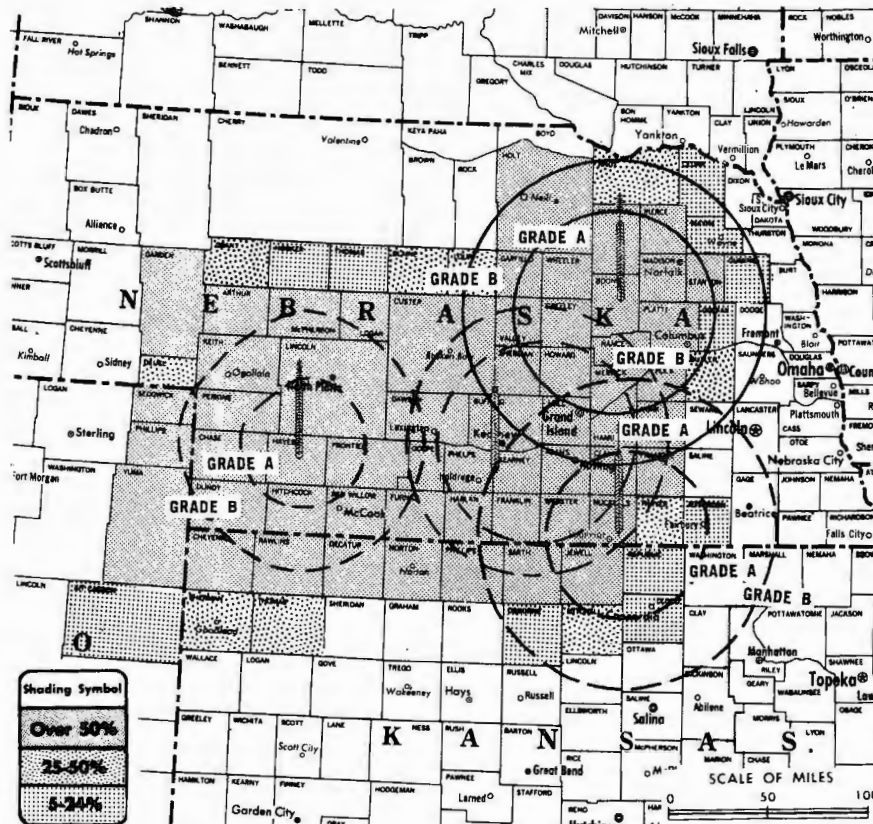
Ch. 8

[Semi-satellite of KHOL-TV, Kearney, Neb.]

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1140-ft. above av. terrain, 1134-ft. above ground, 3034-ft. above sea level.

Latitude 41° 40' 54"
Longitude 97° 52' 38"

Transmitter: 6-mi. E of Albion, 1.2-mi. S of Rt. 91.



County coverage (shaded areas) based on 1965 ARB study.

KHQL-TV Ref: FCC File No. BPCT-3162 Granted 2/5/64

© American Map Co., Inc., N.Y. No. 14244

KHQL-TV

Licensee: Bi-States Co., c/o F. Wayne Brewster, 414 East Ave., Holdrege, Neb. (68949).

Telephone: 402-234-4411.

Ownership: See KHOL-TV, Kearney, Neb.

Began Operation: December 5, 1964.

Represented (sales) by Meeker Co.

Personnel:

F. WAYNE BREWSTER, president & general manager.

Rates: Sold nationally & regionally only in conjunction with KHOL-TV, Kearney, KHPL-TV, Hayes Center, Neb. & KHTL-TV, Superior, Neb.

ARB Data For This Station Included With Parent KHOL-TV, Kearney, Neb. Above Map Shows Coverage For Both Parent & Satellites.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio TV Texas	\$2,300,000
TV Honolulu	\$2,800,000

116 Central Park South
New York, N.Y.

Nebraska—Grand Island



KGIN-TV



Ch. 11

[Satellite of KOLN-TV, Lincoln, Neb.]

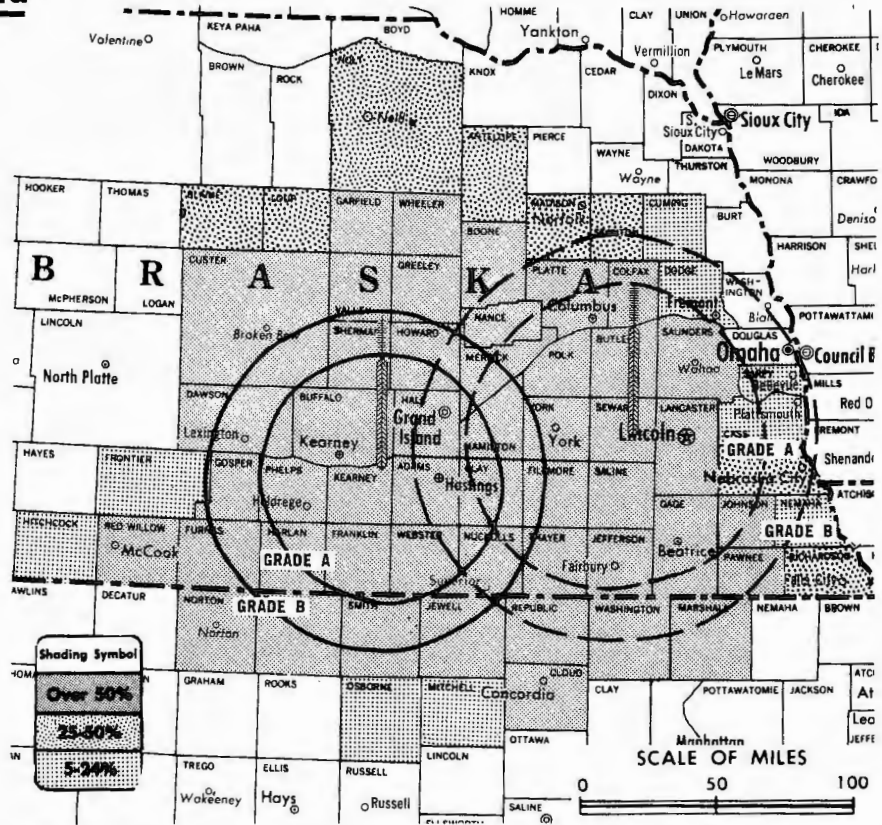
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 278-kw visual, 112-kw aural. Antenna: 1010-ft. above av. terrain, 1069-ft. above ground, 2145-ft. above sea level.

Latitude 40° 35' 20"
Longitude 98° 48' 10"

Transmitter: 10-mi. N.E. of Minden.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.



County coverage (shaded areas) based on 1965 ARB study.

KGIN-TV Ref: FCC File No. BMPCT-5681 Granted 8/24/61

©American Map Co., Inc., N.Y., No. 14944

KGIN-TV

Licensee: Cornhusker Television Corp., KOLN-TV, Lincoln, Neb.

Studio: 40th & W. Sts., Lincoln, Neb. (68501).

Telephone: 402-466-2367. TWX No.: 402-591-1544.

Ownership: See KOLN-TV, Lincoln.

Began Operation: October 1, 1961.

Personnel:

Same as KOLN-TV.

BOB SCHNUELLE, operations mgr., Grand Island.

Rates: See KOLN-TV.

NETWORK BASE HOURLY RATE: Combination rate with KOLN-TV, Lincoln.

ARB Data For This Station Included With Parent KOLN-TV, Lincoln, Neb. Above Map Shows Coverage For Both Parent & Satellite.

MORTON FLOM, ENG.

CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter

Briefs, Feasibility Tests

Analysis, Design, Projection and

Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Nebraska—Hastings



KHAS-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level.

Latitude 40° 39' 06"
Longitude 98° 23' 04"

Transmitter: Hwy. 281, 3-mi. N of Hastings.

Studio: Hwy. 281, 3-mi. N of Hastings.

AM Affiliate: KHAS, .25-kw, 1230 kc.

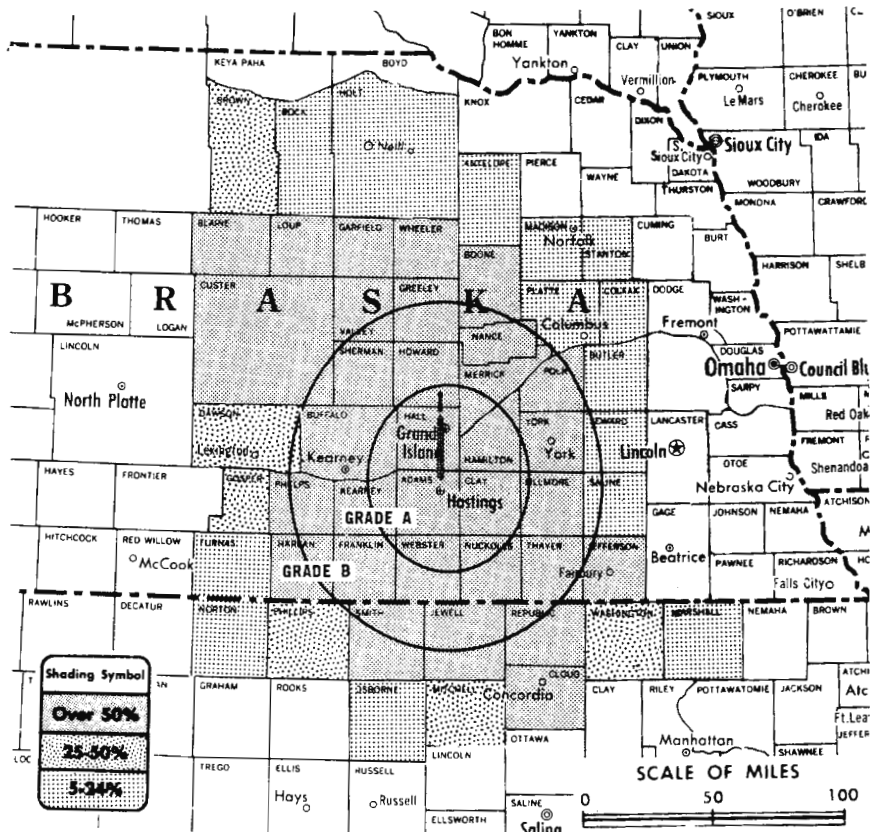
Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KHAS-TV Ref: FCC File No. BMPCT-3248 Granted 8/5/55

©American Map Co., Inc., N.Y., No. 14244

KHAS-TV

Licensee: Nebraska Television Corp., Box 578 (68901).

Telephone: 402-463-1321. TWX No.: 402-596-1490.

Ownership: Seaton Publishing Co., 52.7%; Morrison & Quirk Grain Corp., 3.6%; radio KHAS, Hastings, 3.6%; D. H. Meves, 3.6%; Duane L. Watts, 1.1%; over 100 other stockholders, none with as much as 1%. Officers: Fred A. Seaton, pres.; J. M. McDonald, v.p.; John Spady, v.p.; Lloyd P. Kissinger, secy.; Fred R. Irons, treas. Seaton family owns Hastings Tribune, controls KHAS; KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan.; and publishes chain of Western newspapers, as well as magazine Western Farm Life (Denver). Meves owns KPLK, Dallas, Ore.

Began Operation: Jan. 1, 1956.

Represented (sales) by Venard, Torbet & McConnell Inc.

Personnel:

DUANE L. WATTS, v.p., general manager & film buyer.
DENNIS HUFFAKER, traffic manager.
DUANE B. ALLISON, chief engineer.
BOB BOOE, assistant manager.
DON BONHAM, news director.

DIGEST OF RATE CARD NO. 3-A—(Revised)
(Aug. 1, 1963)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class A—6:59-9:59 p.m., daily.

\$300.00 \$180.00 \$120.00 \$105.00 \$75.00 \$72.00 \$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$350.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KANSAS			
	CLOUD	4,200	3,600	86
	JEWELL	1,900	1,600	81
	REPUBLIC	2,900	2,600	88
	SMITH	2,300	2,000	90

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEBRASKA			
	ADAMS	9,300	8,800	94
	BLAINE	300	200	73
	BOONE	2,500	2,300	92
	BUFFALO	8,500	8,000	94
	CLAY	2,900	2,800	98
	CUSTER	4,700	4,100	88
	FILLMORE	3,100	2,900	94
	FRANKLIN	1,400	1,300	93
	GARFIELD	800	700	87
	GREELEY	1,000	800	85
	HALL	12,500	11,800	94
	HAMILTON	2,700	2,600	95
	HARLAN	1,200	1,100	93
	HOWARD	1,800	1,600	91
	JEFFERSON	3,500	3,200	92
	KEARNEY	2,000	2,000	97
	LOUP	300	300	91
	MERRICK	2,600	2,400	92
	NANCE	1,600	1,400	90
	NUCKOLLS	2,400	2,200	89
	PHELPS	3,300	3,200	96
	POLK	2,000	1,900	97
	SHERMAN	1,500	1,300	89
	THAYER	2,700	2,500	92
	VALLEY	2,100	1,800	86
	WEBSTER	1,600	1,500	94
	WHEELER	400	300	84
	YORK	4,600	4,100	90

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	KANSAS			
	MITCHELL	2,400	2,100	87
	PHILLIPS	2,500	2,100	84
	WASHINGTON	3,000	2,600	86

(Continued on page 431-b)

STATION TOTALS	162,200	147,200	91
NET WEEKLY CIRCULATION (MARCH 1966)			90,300
AVERAGE DAILY CIRCULATION (MARCH 1966)			59,700

Nebraska—Hay Springs



KDUH-TV
Ch. 4
[Affiliate of KOTA-TV,
Rapid City, S.D.]

Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
100-kw visual, 15-kw aural. An-
tenna: 650-ft. above av. terrain,
585-ft. above ground, 4578-ft.
above sea level.

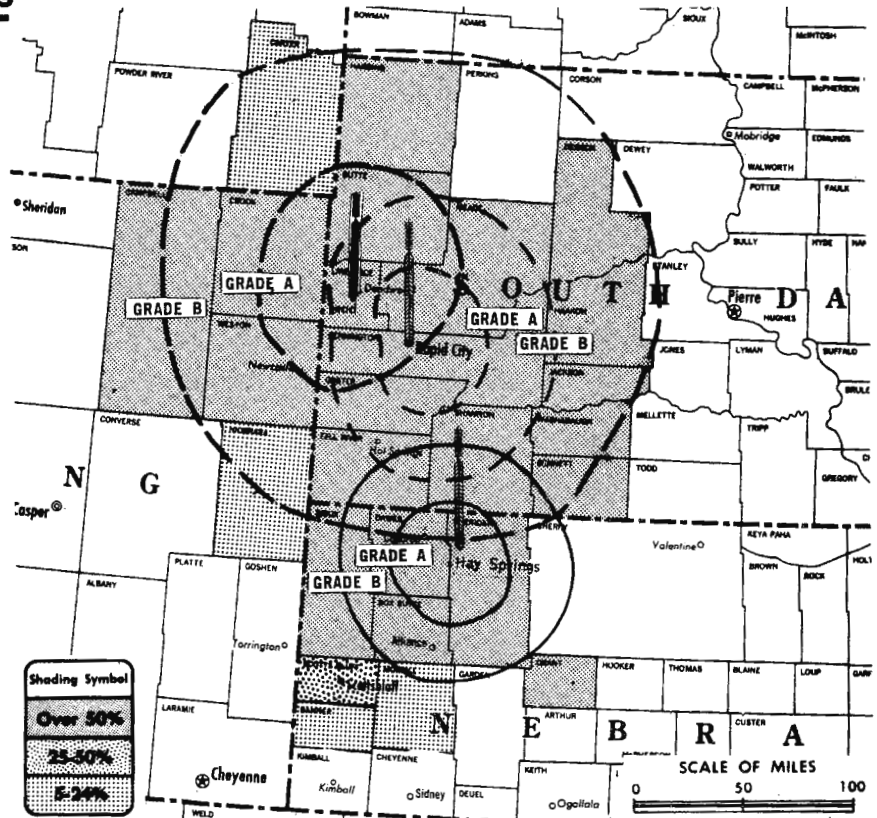
Latitude 42° 38' 25"
Longitude 102° 42' 04"

Transmitter: Hwy. 87.

Color: Network & tape.

News Wire Service: UPI.

Represented (engineering) by Com-
mercial Radio Equipment Co.



County coverage (shaded areas) based on 1965
ARB study.

KDUH-TV Ref: FCC File No. BPCT—2350 Granted 8/1/57

©American Map Co., Inc., N.Y., No. 14244

KDUH-TV

Network Service: CBS & ABC, same as KOTA-TV, Rapid City.

Licensee: Duhamel Bcstg. Enterprises, Box 1752, Rapid City, S.D.
(57702).

Studio: Hwy. 87.

Telephone: 605-638-2741.

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Feb. 20, 1958.

Represented (sales) by Eastman TV Inc.; Wayne Evans & Associates
(Minneapolis); The Soderlund Company (Omaha-Lincoln).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

AL BRINKMAN, resident manager.
EDWARD DAVENPORT, chief engineer.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: Bonus to KOTA-TV, Rapid City,
S.D.

ARB Data For This Station Included With Parent
KOTA-TV, Rapid City, S.D. Above Map Shows
Coverage For Both Parent & Satellite.

Nebraska—Hayes Center

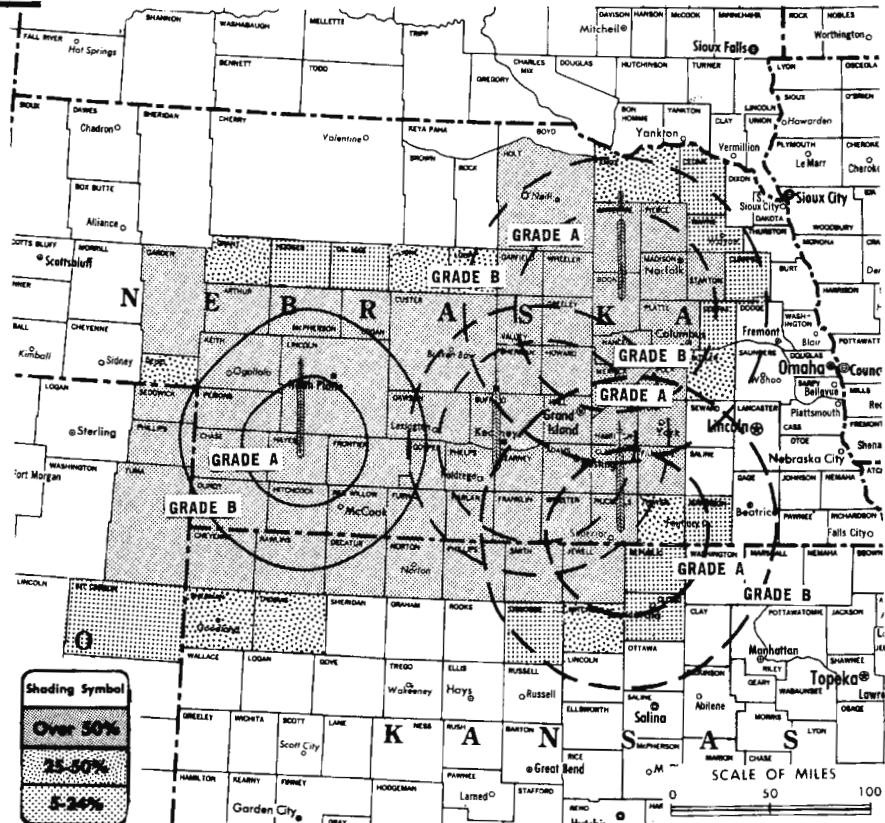
KHPL-TV



Ch. 6

[Satellite of KHOL-TV,
Kearney, Neb.]

Technical Facilities: Channel No. 6
(82-88 mc). Authorized power:
100-kw visual, 20-kw aural, 710-
ft. above av. terrain, 586-ft. above
ground, 3851-ft. above sea level.
Latitude 40° 37' 29"
Longitude 101° 01' 58"
Transmitter: County Rd., 8-mi. N of
Hayes Center.



County coverage (shaded areas) based on 1965
ARB study.

KHPL-TV Ref: FCC File No. BPCT—2531 Granted 9/17/58

©American Map Co., Inc., N.Y., No. 14244

KHPL-TV

Network Service: ABC same as KHOL-TV.
Grantee (STA): Bi-States Co., 414 East Ave., Holdrege, Neb.
(68949).
Studio: County Rd., 8-mi. N of Hayes Center.
Telephone: 308-995-5952, Holdrege, Neb.
Ownership: See KHOL-TV, Kearney, Neb.
Began Operation: Feb. 9, 1956.
Represented (sales) by The Meeker Co. Inc.
Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
Represented (engineering) by Commercial Radio Equipment Co.
Personnel:
W. M. GREELY, director of engineering.
RATES: Sold only in combination with KHOL-TV, Kearney, with
rates applying to simultaneous telecasts on both stations.
NETWORK BASE HOURLY RATE: Bonus to KHOL-TV, Kearney-
Holdrege.

ARB Data For This Station Included With Parent
KHOL-TV, Kearney, Neb. Above Map Shows
Coverage For Both Parent & Satellites.



MALARKEY, TAYLOR & ASSOCIATES

CATV
Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Nebraska—Kearney-Holdrege



KHOL-TV



Ch. 13

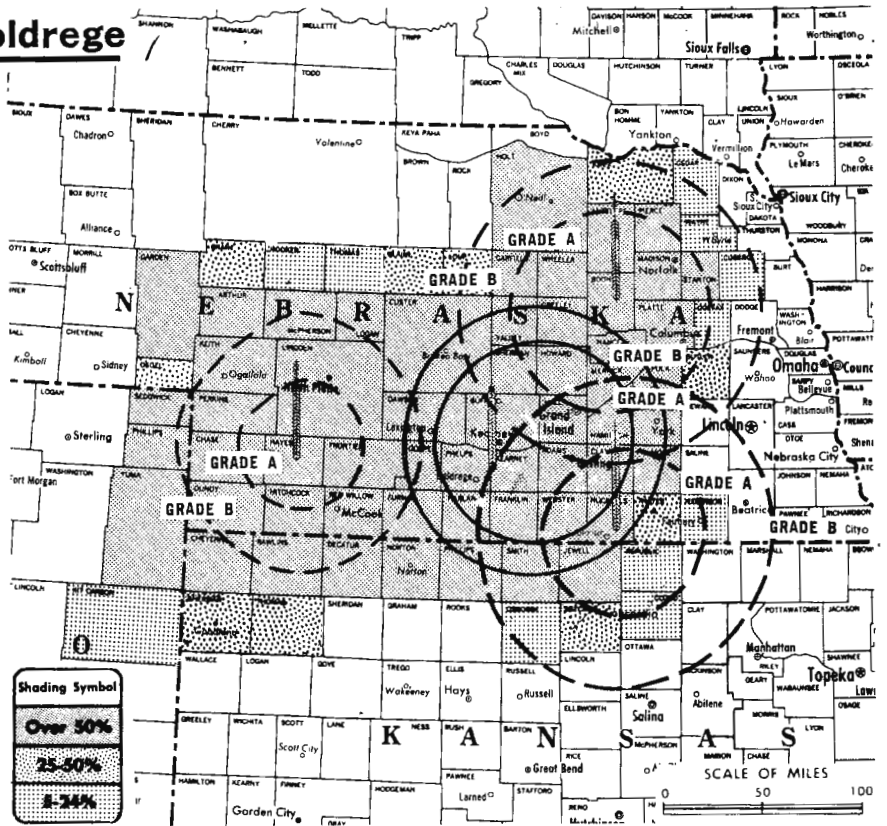
[Also operates satellite KHPL-TV, Hayes Center, Neb.; semi-satellites KHQL-TV, Albion & KHTL-TV, Superior, Neb.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1110-ft. above av. terrain, 1173-ft. above ground, 3243-ft. above sea level.

Latitude 40° 39' 27"
Longitude 98° 51' 59"

Transmitter: 1.2 mi. NW of Lowell.
Studio: 2.5-mi. E of Axtell, Neb.
Color: Network, film & slide.
News Wire Service: UPI.
Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KHOL-TV Ref: FCC File No. BPCT-2718 Granted 8/1/82
KHPL-TV Ref: FCC File No. BPCT-2531 Granted 9/17/58
KHQL-TV Ref: FCC File No. BPCT-3162 Granted 2/5/64
KHTL-TV Ref: FCC File No. BMPCT-6083 Granted 4/22/65

©American Map Co., Inc., N.Y., No. 14211

KHOL-TV

Licensee: Bi-States Co., 414 East Ave., Holdrege, Neb. (68949).

Telephones: 308-995-5952, Holdrege; 308-234-4411, Kearney.

TWX No.: 308-456-3741.

Ownership: F. Wayne Brewster, pres. 61.1%; C. S. Freas Jr., v.p. 13.9%; Willard F. Anderson, director, 11.1%; William S. Bivens, director, 2.8%; Donald E. Brewster, 11.1%. Bi-States also operates satellite KHPL-TV (Ch. 6), Hayes Center, Neb. and semi-satellites KHQL-TV (Ch. 8), Albion, Neb. and KHTL-TV (Ch. 4), Superior, Neb.

Began Operation: Dec. 24, 1953.

Represented (sales) by the Meeker Co. Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

ROBERT BREWSTER, station manager.
F. WAYNE BREWSTER, M.D., president & general manager.
HARRY PACKARD, operations manager.
W. M. GREELY, director of engineering.

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
\$555.00	\$345.00	\$225.00	\$145.00	\$105.00	\$52.50

NETWORK BASE HOURLY RATE: \$600.

ARB Data for this Station includes Satellites KHPL-TV, Hayes Center & KHQL-TV, Albion, Neb. The Data does not reflect present coverage since KHTL-TV, Superior, Neb. began operation after the survey was made.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	PHILLIPS	1,400	1,300	95
	SEDGWICK	900	800	91
	YUMA	2,500	2,200	88
	KANSAS			
	CHEYENNE	1,100	1,000	91
	DECATUR	1,700	1,500	91
	JEWELL	1,900	1,600	81
	NORTON	2,400	2,200	90
	PHILLIPS	2,500	2,100	84
	RAWLINS	1,400	1,200	90
	SMITH	2,300	2,000	90
	NEBRASKA			
	ADAMS	9,300	8,800	94
	ANTELOPE	2,600	2,500	87
	ARTHUR	200	200	88
	BOONE	2,500	2,300	92
	BUFFALO	8,500	8,000	94
	CHASE	1,200	1,100	93
	CLAY	2,900	2,800	98
	CUSTER	4,700	4,100	88
	DAWSON	6,300	5,900	93
	DUNDY	1,000	900	89
	FILLMORE	3,100	2,900	94
	FRANKLIN	1,400	1,300	93
	FRONTIER	1,000	900	93
	FURNAS	2,100	1,800	88
	GARDEN	900	800	81
	GARFIELD	800	700	87
	GOSPER	800	700	96
	GREELEY	1,000	800	85
	HALL	12,500	11,800	94
	HAMILTON	2,700	2,600	95
	HARLAN	1,200	1,100	93

(Continued on page 431-b)

STATION TOTALS	201,900	183,900	91
NET WEEKLY CIRCULATION (MARCH 1966)			146,300
AVERAGE DAILY CIRCULATION (MARCH 1966)			92,700

Nebraska—Lincoln



Ch. 10

[Also operates satellite KGIN-TV, Grand Island, Neb.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 1490-ft. above av. terrain, 1497-ft. above ground, 3027-ft. above sea level.

Latitude 40° 48' 08"
Longitude 97° 10' 46"

Transmitter: 6-mi. E of Beaver Crossing.

O & O Translator: K70DP, Gothenburg, Neb.; K70DK, Cambridge, Neb.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

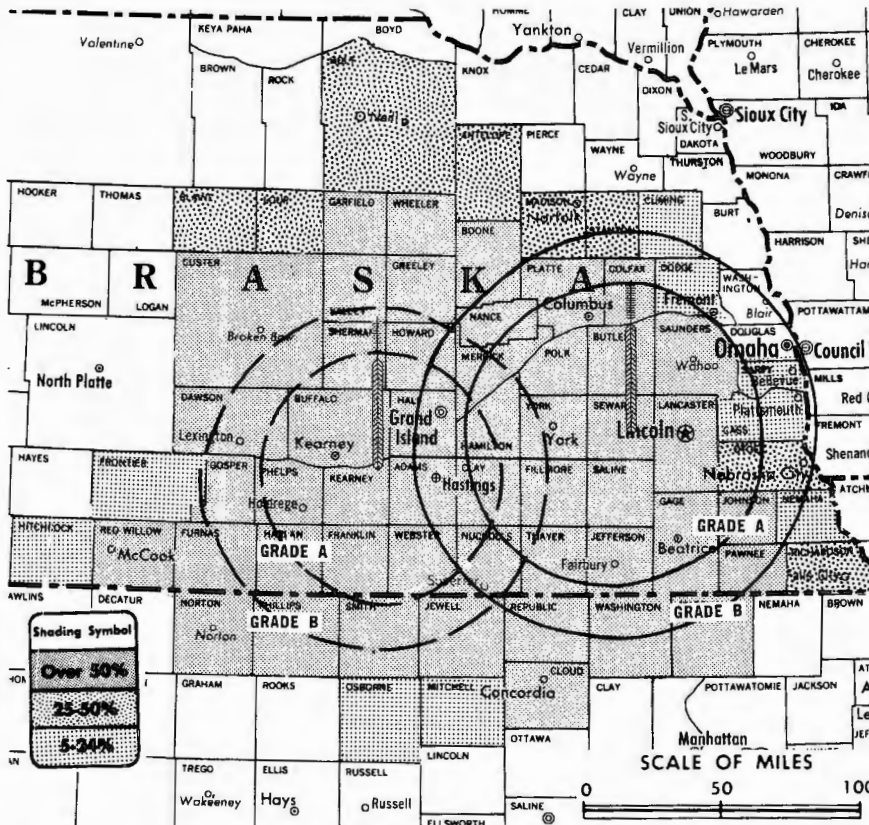
News Film Service: CBS.

Facsimile Service: UPI.

Studio: 40th & W Sts.

Represented (engineering) by Lohnes & Culver.

Total Households: © SBDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KOLN-TV Ref: FCC File No. BPCT-3849 Granted 12/15/65

©American Map Co., Inc., N.Y., No. 14244

KOLN-TV

Licensee: Cornhusker Television Corp., 40th & W Sts. (68503).

Telephone: 402-434-8251.

TWX No.: 402-591-1544.

Ownership: John E. Fetzer; for other interests, see WKZO-TV, Kalamazoo, Mich. Cornhusker Television also owns satellite KGIN-TV, Grand Island, Neb.

Began Operation: Feb. 18, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John Fetzer approved by FCC Nov. 15, 1955. (Television Digest, Vol. 9:30, 34, 10:9, 13, 20.)

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- JOHN E. FETZER, president.
- A. JAMES EBEL, v.p. & manager.
- DUANE HOLMAN, sales manager.
- PAUL JENSEN, program director, & assistant general manager.
- BOB TAYLOR, news director.
- BILL HEMKE, production director.
- RITA SHAW, public service director.
- LYNN GRASZ, promotion director.
- LES BLAUVELT, farm director.
- RAY TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. 12—(Jan. 1, 1967)*

Hour	30 Min.	15 Min.	40 Sec.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.	\$675.00	\$390.00	\$226.00	\$181.00	\$170.00	\$85.00

* Includes KGIN-TV, Grand Island, Neb.

NETWORK BASE HOURLY RATE: \$775.00.

ARB Data: Figures include Satellite KGIN-TV, Grand Island, Neb. but do not reflect present coverage since the station changed its facilities after the survey was made.

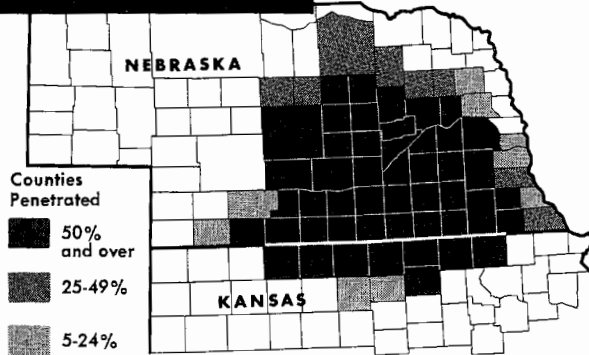
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	KANSAS			
	CLOUD	4,200	3,600	86
	JEWELL	1,900	1,600	81
	MARSHALL	4,600	4,000	88
	NORTON	2,400	2,200	90
	PHILLIPS	2,500	2,100	84
	REPUBLIC	2,900	2,600	88
	SMITH	2,300	2,000	90
	WASHINGTON	3,000	2,600	86
	NEBRASKA			
	ADAMS	9,300	8,800	94
	BOONE	2,500	2,300	92
	BUFFALO	8,500	8,000	94
	BUTLER	3,000	2,700	90
	CLAY	2,900	2,800	98
	COLFAX	3,200	2,800	90
	CUSTER	4,700	4,100	88
	DAWSON	6,300	5,900	93
	FILLMORE	3,100	2,900	94
	FRANKLIN	1,400	1,300	93
	FURNAS	2,100	1,800	88
	GAGE	8,200	7,600	93
	GARFIELD	800	700	87
	GOSPER	800	700	96
	GREELEY	1,000	800	85
	HALL	12,500	11,800	94
	HAMILTON	2,700	2,600	95
	HARLAN	1,200	1,100	93
	HOWARD	1,800	1,600	91
	JEFFERSON	3,500	3,200	92
	JOHNSON	1,800	1,700	92
	KEARNEY	2,000	2,000	97
	LANCASTER	55,800	52,800	95
	MERRICK	2,600	2,400	92
	NANCE	1,600	1,400	90

(Continued on page 431-b)

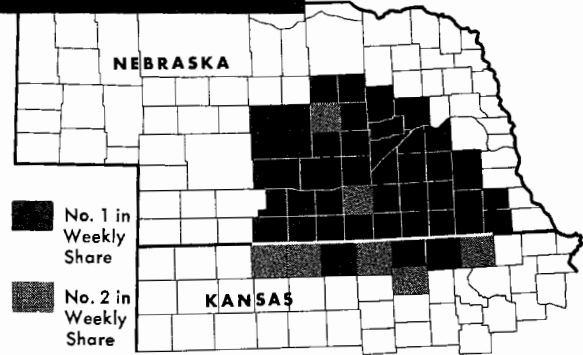
STATION TOTALS	283,200	261,500	92
NET WEEKLY CIRCULATION (MARCH 1966)		207,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		166,100	

These maps don't give you a true picture of KOLN-TV/KGIN-TV's dominance of the Lincoln-Hastings-Kearney market

WEEKLY CIRCULATION!



WEEKLY SHARE!



...because they don't take into account our **NEW TALL TOWER,** highest structure in Nebraska

The above maps give an impressive picture of the way things *were* — before KOLN-TV's new tall tower.

It's a 1,500-footer — the tallest structure in the state. This represents an increase of 500 feet (50 per cent) in tower height. Initial measurements and viewer responses indicate a marked improvement in KOLN-TV/KGIN-TV's coverage of Lincoln-Land.

Just how much improvement will be determined by the next coverage study. We think it is substantial.

Let Avery-Knodel give you the facts. KOLN-TV/KGIN-TV is the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.



The Jolyer Stations

RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJFM GRAND RAPIDS-KALAMAZOO
 WWTV-FM CADILLAC

TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTV CADILLAC-TRAVERSE CITY
 WWUP-TV SAULT STE. MARIE
 KOLN-TV LINCOLN, NEBRASKA
 KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1500 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

Nebraska—McCook



KOMC



Ch. 8

[Satellite of KARD-TV, Wichita, Kan.]

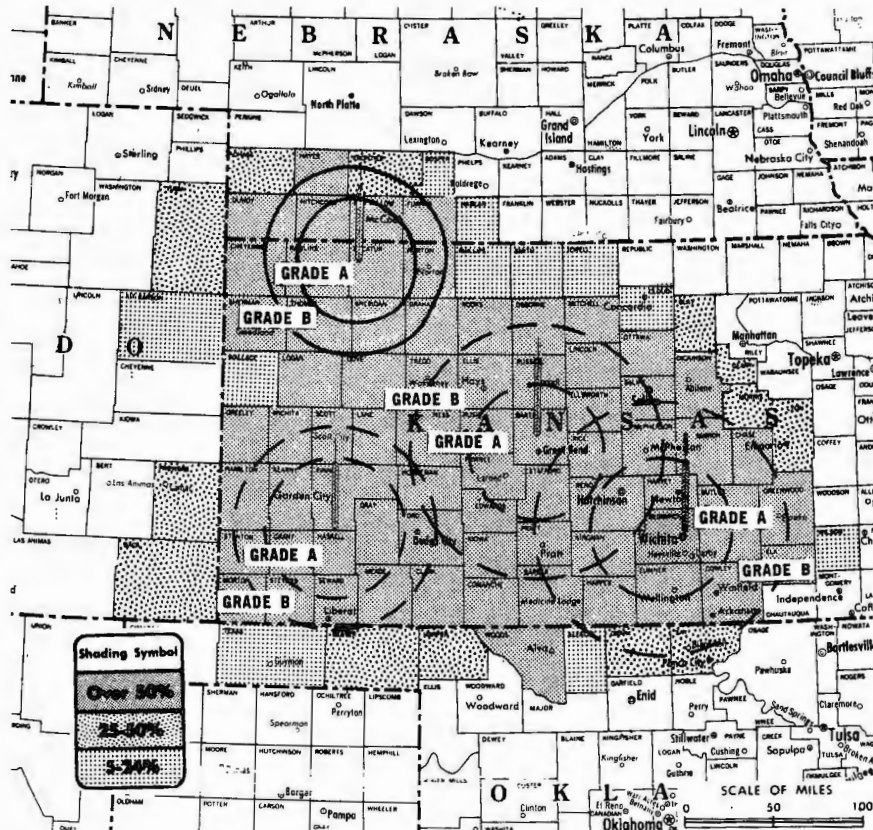
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 710-ft. above av. terrain, 677-ft. above ground, 3537-ft. above sea level.

Latitude 39° 49' 48"
Longitude 100° 42' 04"

Transmitter: U.S. Hwy. 36, 9-mi. W of Oberlin, Kan.

Color: Network.

News Wire Service: AP.



County coverage (shaded areas) based on 1965 ARB study.

KOMC Ref: FCC File No. BMPCT-5393 Granted 10/15/59

©American Map Co., Inc., N.Y., No. 14244

KOMC

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., 833 N. Main, Wichita, Kan. (67203).

Studio: U.S. Hwy. 36, 9-mi. W of Oberlin, Kan.

Telephone: 913-475-2248.

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Oct. 16, 1959.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Koteen & Burt.

Personnel:

DON SECORD, station manager.
CHET ALLAN, news director.

Rates: Offered as a bonus with KARD-TV, Wichita, Kan. & satellites (Kansas State Network) KGLD, Garden City, Kan. & KCKT, Great Bend, Kan.

NETWORK BASE HOURLY RATE: Bonus to KCKT, Great Bend, Kan.

ARB Data For This Station Included With Parent KARD-TV, Wichita, Kan. Above Map Shows Coverage For Both Parent & Satellites.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

KHOL-TV, Kearney
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
NEBRASKA—(Continued)				
	HAYES	600	500	91
OVER	HITCHCOCK	1,300	1,200	94
50 O/O	HOLT	4,100	3,300	80
	HOWARD	1,800	1,600	91
	KEARNEY	2,000	2,000	97
	KEITH	2,500	2,300	95
	LINCOLN	9,400	8,700	93
	LOGAN	300	300	82
	MC PHERSON	200	200	80
	MADISON	8,200	7,400	89
	MERRICK	2,600	2,400	92
	NANCE	1,600	1,400	90
	NUCKOLLS	2,400	2,200	89
	PERKINS	1,100	1,100	98
	PHELPS	3,300	3,200	96
	PIERCE	2,600	2,400	93
	PLATTE	7,700	7,300	94
	POLK	2,000	1,900	97
	RED WILLOW	4,400	4,100	93
	SHERMAN	1,500	1,300	89
	STANTON	1,700	1,500	89
	VALLEY	2,100	1,800	86
	WEBSTER	1,600	1,500	94
	WHEELER	400	300	84
	YORK	4,600	4,100	90

25-50 O/O	KANSAS			
	MITCHELL	2,400	2,100	87
	SHERMAN	1,900	1,800	92
	THOMAS	2,300	2,000	87
	NEBRASKA			
	BLAINE	300	200	73
	BUTLER	3,000	2,700	90
	DEUEL	1,000	1,000	92
	GRANT	300	300	77
	KNOX	3,900	3,300	84
	LOUP	300	300	91
	THAYER	2,700	2,500	92

5-24 O/O	COLORADO			
	KIT CARSON	1,800	1,500	83
	KANSAS			
	CLOUD	4,200	3,600	86
	OSBORNE	2,100	1,800	85
	REPUBLIC	2,900	2,600	88
	NEBRASKA			
	CEDAR	3,700	3,500	94
	COLFAX	3,200	2,800	90
	CUMING	3,600	3,300	92
	HOOKER	400	300	98
	JEFFERSON	3,500	3,200	92
	THOMAS	400	300	74
	WAYNE	3,000	2,900	97

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

TV Honolulu \$2,800,000
CATV Florida \$600,000

116 Central Park South
New York, N.Y.

Nebraska

KOLN-TV, Lincoln
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
NEBRASKA—(Continued)				
	NUCKOLLS	2,400	2,200	89
OVER	PAWNEE	1,400	1,200	86
50 O/O	PHELPS	3,300	3,200	96
	PLATTE	7,700	7,300	94
	POLK	2,000	1,900	97
	RED WILLOW	4,400	4,100	93
	SALINE	4,200	3,900	93
	SAUNDERS	5,700	5,400	95
	SEWARD	4,400	3,900	90
	SHERMAN	1,500	1,300	89
	THAYER	2,700	2,500	92
	VALLEY	2,100	1,800	86
	WEBSTER	1,600	1,500	94
	WHEELER	400	300	84
	YORK	4,600	4,100	90

25-50 O/O	NEBRASKA			
	ANTELOPE	2,800	2,500	87
	BLAINE	300	200	73
	HOLT	4,100	3,300	80
	LOUP	300	300	91
	MADISON	8,200	7,400	89
	OTOE	5,400	5,100	94
	RICHARDSON	4,100	3,700	92
	STANTON	1,700	1,500	89

5-24 O/O	KANSAS			
	MITCHELL	2,400	2,100	87
	OSBORNE	2,100	1,800	85
	NEBRASKA			
	CASS	5,900	5,600	95
	CUMING	3,600	3,300	92
	DODGE	11,800	11,300	96
	FRONTIER	1,000	900	93
	HITCHCOCK	1,300	1,200	94
	NEMAHIA	2,500	2,300	91
	SARPY	10,200	9,900	98

KHAS-TV, Hastings
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
NEBRASKA				
25-50 O/O	BROWN	1,300	1,100	83
	DAWSON	6,300	5,900	93
	GOSPER	800	700	96

5-24 O/O	KANSAS			
	MARSHALL	4,600	4,000	88
	NORTON	2,400	2,200	90
	OSBORNE	2,100	1,800	85
	NEBRASKA			
	ANTELOPE	2,800	2,500	87
	BUTLER	3,000	2,700	90
	COLFAX	3,200	2,800	90
	FURNAS	2,100	1,800	88
	HOLT	4,100	3,300	80
	MADISON	8,200	7,400	89
	PLATTE	7,700	7,300	94
	ROCK	800	700	88
	SALINE	4,200	3,900	93
	SEWARD	4,400	3,900	90
	STANTON	1,700	1,500	89

Nebraska—North Platte



KNOP-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 57-kw visual, 11.2-kw aural. Antenna: 630-ft. above av. terrain, 609-ft. above ground, 3621-ft. above sea level.

Latitude 41° 12' 13"
Longitude 100° 43' 58"

Transmitter: 4.7-mi. NNE of center of town.

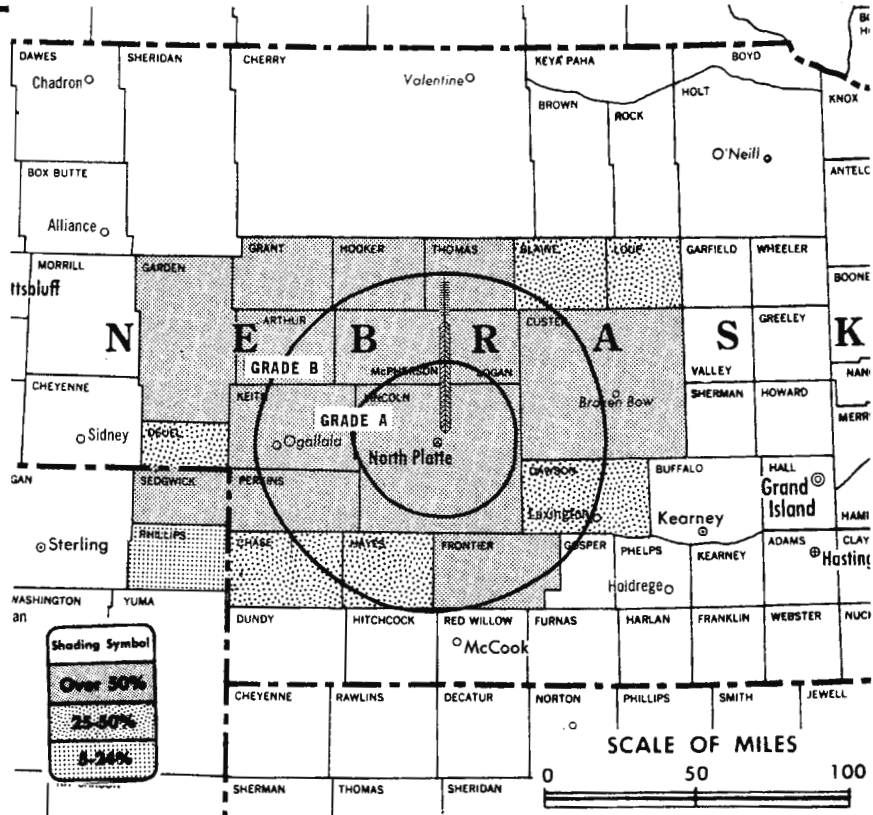
Color: Network.

News Wire Service: AP.

AM Affiliate: CP for 1-kw, 1410 kc.

O & O Translators: K10EZ, Curtis; K09GW, Broken Bow; K11GY, Mullen, Neb.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



KNOP-TV Ref: FCC File No. B1MPCT-5042 Granted 5/2/58

©American Map Co., Inc., N.Y., No. 14244

KNOP-TV

Licensee: North Platte Television Inc., Box 749 (69101).

Studio: 4.7-mi. NNE of center of town. Telephone: 308-532-2222.

Ownership: Fred E. Shrake, pres., .53%; Mac Smock, v.p., .74%; C. L. Ellis, secy., .53%; Rush C. Clarke, treas., 3.88%; the following are directors: York A. Hinan, 20.6%; Orvill Kuhlmann, 4.26%; George H. Larkin, 2.66%; Paul Ely, .80%; J. J. Swanson, 1.33%; L. A. Snively, 1.60%; Lynn Gorman, 1.06%; F. C. Meyer, .53%; Vern F. Lyons, .53%. There are more than 40 other stockholders, none holding as much as 3%.

Began Operation: Dec. 15, 1958.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

HARRY PECK, manager & film buyer.
BILL YOUNG, national & regional sales.
ROBERT FREDINBURG, chief engineer.

DIGEST OF RATE CARD NO. 4—(March 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class A—6:59-10:31 p.m., daily.	\$150.00	\$90.00	\$60.00	\$55.00	\$36.00	\$28.00
NETWORK BASE HOURLY RATE:	\$100.					

For Color Set Penetration by Market
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO SEDGWICK	900	800	91
	NEBRASKA			
	ARTHUR	200	200	88
	CUSTER	4,700	4,100	88
	FRONTIER	1,000	900	93
	GARDEN	900	800	81
	GRANT	300	300	77
	HOOKER	400	300	98
	KEITH	2,500	2,300	95
	LINCOLN	9,400	8,700	93
	LOGAN	300	300	82
	MC PHERSON	200	200	80
	PERKINS	1,100	1,100	98
	THOMAS	400	300	74
	25-50 O/O			
	NEBRASKA			
	BLAINE	300	200	73
	CHASE	1,200	1,100	93
	DAWSON	6,300	5,900	93
	DEUEL	1,000	1,000	92
	HAYES	600	500	91
	LOUP	300	300	91
	5-24 O/O			
	COLORADO			
	PHILLIPS	1,400	1,300	95
	STATION TOTALS	33,400	30,600	92
	NET WEEKLY CIRCULATION (MARCH 1966)		20,800	
	AVERAGE DAILY CIRCULATION (MARCH 1966)		15,200	

Nebraska—Omaha



KETV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 60.3-kw aural. Antenna; 1360-ft. above av. terrain, 1360-ft. above ground, 2546-ft. above sea level.

Latitude 41° 18' 32.5"
Longitude 96° 01' 37"

Transmitter: 5600 N. 72nd St.

Studio: 5600 N. 72nd St.

Telephone: 402-345-7777.

TXW No.: 402-348-1106.

Color: Network, live, film, slide & tape.

News Wire Service: AP

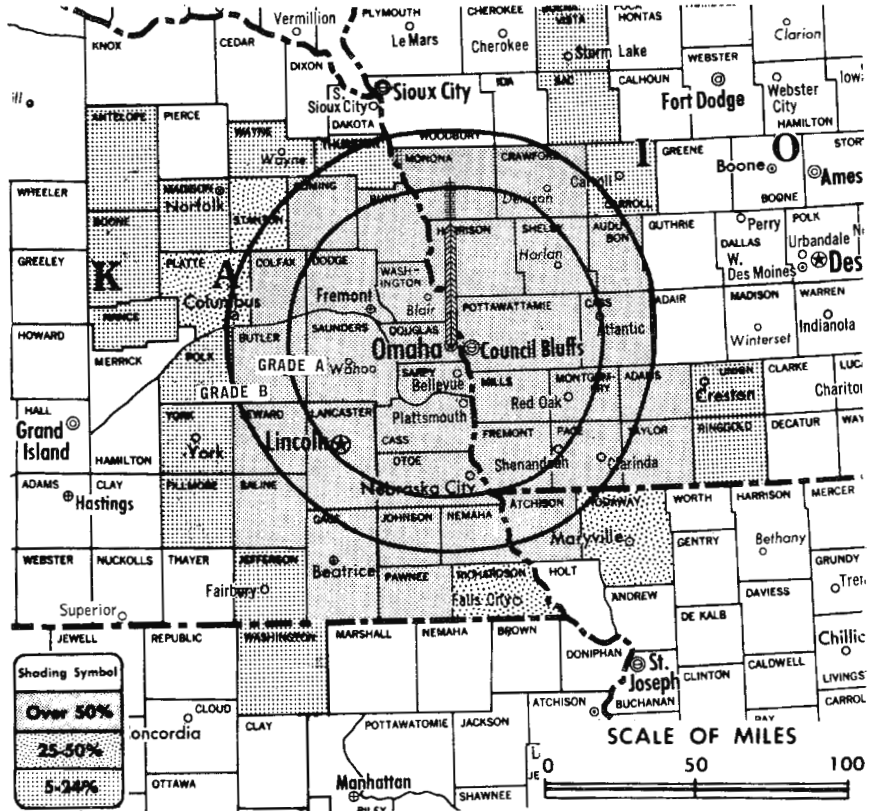
Facsimile Service: AP.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Kear & Kennedy.

ARB Data: Figures do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KETV Ref: FCC File No. BPCT-3701 Granted 4/25/66

©American Map Co., Inc., N.Y., No. 1424

KETV

Licensee: Herald Corp., 27th & Douglas Sts., Omaha (68131).

Ownership: Herald Corp. (Ben H. Cowdery, pres.; Eugene S. Thomas and Peter Kiewit, v.p.'s; Donald E. Baker, secy.-treas.). Herald Corp. is a wholly-owned subsidiary of Peter Kiewit Sons' Inc. (Peter Kiewit, pres. & treas.).

Began Operation: Sept. 17, 1957. Sale of newspaper and TV station began with transfer of newspaper and 45% of KETV in 1962 and was completed the following year when transfer of the remaining 55% of KETV was approved June 11, 1963 by FCC (Television Digest, Vol. 2:45; 3:23).

Represented (sales) by Harrington, Righter & Parsons Inc.; Harry S. Hyett Co. (Minneapolis).

Personnel:

- BEN H. COWDERY, president.
- EUGENE S. THOMAS, executive vice president.
- KENNETH H. JAMES, v.p., station manager & film buyer.
- E. S. (BUD) NEBLE, general sales manager.
- JACK PETRIK, program manager.
- FRANK P. GRANT, public service & promotion manager.
- LEE TERRY, managing editor of news division.
- RUSS GOYETTE, chief engineer.

DIGEST OF RATE CARD NO. 12—(Sept. 12, 1966)

Hour	30 Min.	15 Min.	Min.*	20 Sec.*	ID*	
Class AA—7-10 p.m., daily.	\$1000.00	\$600.00	\$380.00	\$325.00	\$275.00	\$138.00

*Class AAA—6:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1050.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IOWA			
	ADAMS	2,100	1,900	89
	AUDUBON	3,100	2,900	95
	CASS	5,600	5,300	94
	CRAWFORD	5,200	4,900	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FREMONT	2,700	2,600	96
	HARRISON	4,900	4,600	94
	MILLS	3,400	3,200	95
	MONONA	3,800	3,500	93
	MONTGOMERY	4,400	4,100	94
	PAGE	6,300	5,800	92
	POTTAWATTAMI	26,900	25,500	95
	SHELBY	4,400	4,200	95
	TAYLOR	2,800	2,400	88
	MISSOURI			
	ATCHISON	2,500	2,300	92
	NEBRASKA			
	BURT	3,000	2,800	95
	BUTLER	3,000	2,700	90
	CASS	5,900	5,600	95
	COLFAX	3,200	2,800	90
	CUMING	3,600	3,300	92
	DODGE	11,800	11,300	96
	DOUGLAS	118,100	112,100	95
	GAGE	8,200	7,600	93
	JOHNSON	1,800	1,700	92
	LANCASTER	55,800	52,800	95
	NEMAHA	2,500	2,300	91
	OTOE	5,400	5,100	94
	PAWNEE	1,400	1,200	86
	SALINE	4,200	3,900	93
	SARPY	10,200	9,900	98
	SAUNDERS	5,700	5,400	95
	SEWARD	4,400	3,900	90
	WASHINGTON	4,000	3,900	97

25-50 O/O	MISSOURI			
	NODAWAY	6,400	5,800	91

(Continued on page 437-b)

STATION TOTALS	410,800	385,700	94
NET WEEKLY CIRCULATION (MARCH 1966)		308,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)		223,900	

Nebraska—Omaha



KMTV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1340-ft. above ground, 2544-ft. above sea level.

Latitude 41° 18' 25"
Longitude 96° 01' 37"

Transmitter: 5400 N. 72nd St.

TV tape: Recording facilities.

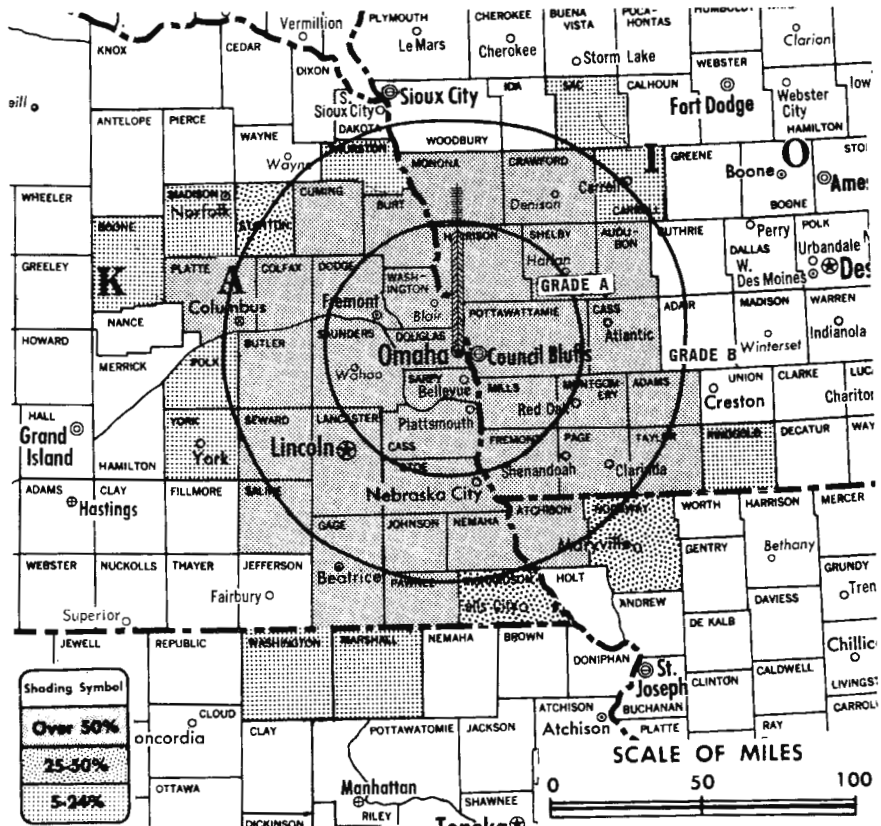
AM Affiliate: KFAB, 50-kw, 1110 kc (NBC). FM Affiliate: KFAB-FM, 115-kw, 99.9 mc (No. 260), 500-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI.

ARB Data: Figures do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SBDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KMTV Ref: FCC File BPCT-3288 Granted 4/26/66

©American Map Co., Inc., N.Y., No. 14244

KMTV

Licensee: May Broadcasting Co., 2615 Farnam St., Omaha (68131).

Studio: 2615 Farnam St.

Telephone: 402-345-3333. TWX No.: 402-348-1109.

Ownership: May Broadcasting Co., 100% (licensee of radio station KMA, Shenandoah, Ia.). May Bcstg. owns 48.86% of KFAB, Omaha. Officers of May Bcstg. Co.: Edward W. May, pres.; Owen L. Saddler, exec. v.p.; Arden E. Swisher, v.p. for sales; Raymond J. Schroeder, v.p., engineering; James B. Shaum, secy.-treas.; and the following directors; Gertrude W. May, Edward W. May, James B. Shaum, Mrs. Frances May Rankin, Mrs. Eleanor Jean May, J. D. Rankin Jr., Raymond J. Schroeder and O. L. Saddler.

O&O Translator: K11GN, Clarinda, Ia.

Began Operation: Sept. 1, 1949.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

EDWARD W. MAY, president.
OWEN SADDLER, executive v.p. & general manager.
ARDEN SWISHER, v.p. for sales.
JOE BAKER, regional and local sales manager.
LEW JEFFREY, program manager & film buyer.
AMOS E. EASTRIDGE, promotion & merchandising director.
KENNETH MICHELSON, film director.
R. J. SCHROEDER, v.p., engineering.
WALLY SCHWENTSER, chief engineer.

DIGEST OF RATE CARD NO. 14

(June 1, 1964)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$1000.00 \$580.00 \$395.00 Graded rates apply*.

*Highest rate: \$408.00.

NETWORK BASE HOURLY RATE: \$1050.

434-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	U/O
OVER 50 O/O	IOWA			
	ADAMS	2,100	1,900	89
	AUDUBON	3,100	2,900	95
	CASS	5,600	5,300	94
	CRAWFORD	5,200	4,900	95
	FREMONT	2,700	2,600	96
	HARRISON	4,900	4,600	94
	MILLS	3,400	3,200	95
	MONONA	3,800	3,500	93
	MONTGOMERY	4,400	4,100	94
	PAGE	6,300	5,800	92
	POTTAWATTAMI	26,900	25,500	95
	SHELBY	4,400	4,200	95
	TAYLOR	2,800	2,400	88
	MISSOURI			
	ATCHISON	2,500	2,300	92
	NEBRASKA			
	BURT	3,000	2,800	95
	BUTLER	3,000	2,700	90
	CASS	5,900	5,600	95
	COLFAX	3,200	2,800	90
	CUMING	3,600	3,300	92
	DODGE	11,800	11,300	96
	DOUGLAS	118,100	112,100	95
	GAGE	8,200	7,600	93
	JOHNSON	1,800	1,700	92
	LANCASTER	55,800	52,800	95
	NEMAHA	2,500	2,300	91
	OTOE	5,400	5,100	94
	PAWNEE	1,400	1,200	86
	PLATTE	7,700	7,300	94
	SALINE	4,200	3,900	93
	SARPY	10,200	9,900	98
	SAUNDERS	5,700	5,400	95
	SEWARD	4,400	3,900	90
	WASHINGTON	4,000	3,900	97

(Continued on page 437-b)

STATION TOTALS 390,800 366,900 94

NET WEEKLY CIRCULATION (MARCH 1966) 308,300

AVERAGE DAILY CIRCULATION (MARCH 1966) 224,700

Nebraska—Omaha



WOW-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1380-ft. above av. terrain, 1361-ft. above ground, 2545-ft. above sea level.

Latitude 41° 18' 40"
Longitude 96° 01' 37"

Transmitter: 72nd & Crown Point Ave.

TV tape: Recording facilities.

AM Affiliate: WOW, 5-kw, 590 kc (CBS).

FM Affiliate: WOW-FM, 40-kw, 92.3 mc (No. 222), 480-ft.

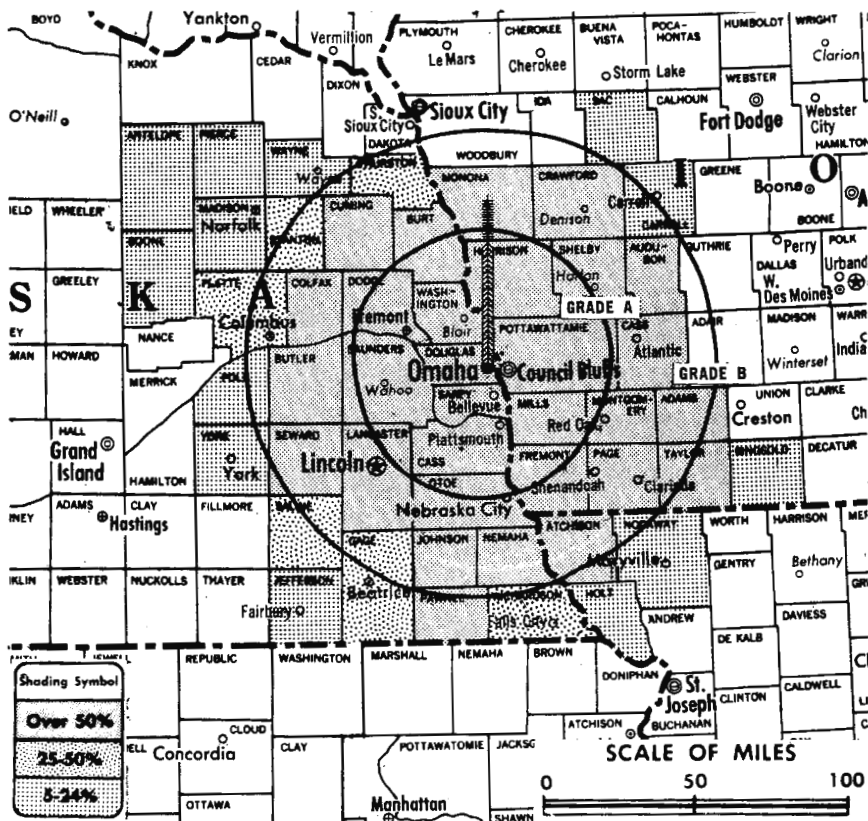
O & O Translators: K09GJ, Clarinda, Ia.; K71BL, Norfolk, Neb.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

ARB Data: Figures do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WOW-TV Ref: FCC File No. BPCT-3671 Granted 4/25/66

©American Map Co., Inc., N.Y., No. 14244

WOW-TV

Licensee: Meredith WOW Inc., 3501 Farnam St., Omaha (68131).

Studio: 3501 Farnam St.

Telephone: 402-346-3400. TWX No.: 910-622-0488.

Ownership: Meredith Publishing Company, Des Moines, Iowa, through subsidiary Meredith WOW Inc. For Meredith Publishing Co. executives see Book & Periodical Publishers Ownership. Meredith Broadcasting Company officers: Fred Bohlen, chairman of the board; Frank P. Fogarty, pres., c/o Meredith WOW Inc., Omaha, Neb. Same interests own radio WOW & WOW-FM, Omaha; WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV, KCMO & KCMO-FM, Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz.

Began Operation: Aug. 29, 1949. Sold to present owner Sept. 1951 (Television Digest, Vol. 7:32, 39).

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

- HOWARD L. STALNAKER, v.p. & general manager.
- BILL McBRIDE, station manager.
- COAD DAILEY, local sales manager.
- BILL McNAMARA, program director & film buyer.
- DALE LARSON, production supervisor.
- GLENN FLYNN, director of engineering.
- MIKE BYRNE, director of promotion & merchandising.
- MARILOU THIBAUT, continuity director.
- ARNOLD PETERSON, farm director.
- JAMES McGAFFIN, news director.
- JOHN DIXON, sales service director.
- WILLIAM F. TEMPLIN, office manager.

DIGEST OF RATE CARD NO. 18

(Oct. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:31-10 p.m., daily.
\$1000.00 \$575.00 \$390.00 \$292.50 \$245.00 \$225.00 \$115.00

NETWORK BASE HOURLY RATE: \$950.

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	IOWA			
	ADAMS	2,100	1,900	89
	AUDUBON	3,100	2,900	95
	CASS	5,600	5,300	94
	CRAWFORD	5,200	4,900	95
	FREMONT	2,700	2,600	96
	HARRISON	4,900	4,600	94
	MILLS	3,400	3,200	95
	MONONA	3,800	3,500	93
	MONTGOMERY	4,400	4,100	94
	PAGE	6,300	5,800	92
	POTTAWATTAMI	26,900	25,500	95
	SHELBY	4,400	4,200	95
	TAYLOR	2,800	2,400	88
	MISSOURI			
	ATCHISON	2,500	2,300	92
	NEBRASKA			
	BURT	3,000	2,800	95
	HUTLER	3,000	2,700	90
	CASS	5,900	5,600	95
	COLFAX	3,200	2,800	90
	CUMING	3,600	3,300	92
	DODGE	11,800	11,300	96
	DOUGLAS	118,100	112,100	95
	JOHNSON	1,800	1,700	92
	LANCASTER	55,800	52,800	95
	NEMAHA	2,500	2,300	91
	OTOE	5,400	5,100	94
	PANNEE	1,400	1,200	86
	SARPY	10,200	9,900	98
	SAUNDERS	5,700	5,400	95
	SEWARD	4,400	3,900	90
	WASHINGTON	4,000	3,900	97

(Continued on page 437-b)

STATION TOTALS 397,200 373,100 94

NET WEEKLY CIRCULATION (MARCH 1966) 299,400

AVERAGE DAILY CIRCULATION (MARCH 1966) 215,800

Nebraska—Scottsbluff-Gering



KSTF
Ch. 10



[Satellite of KFBC-TV,
Cheyenne, Wyo.]

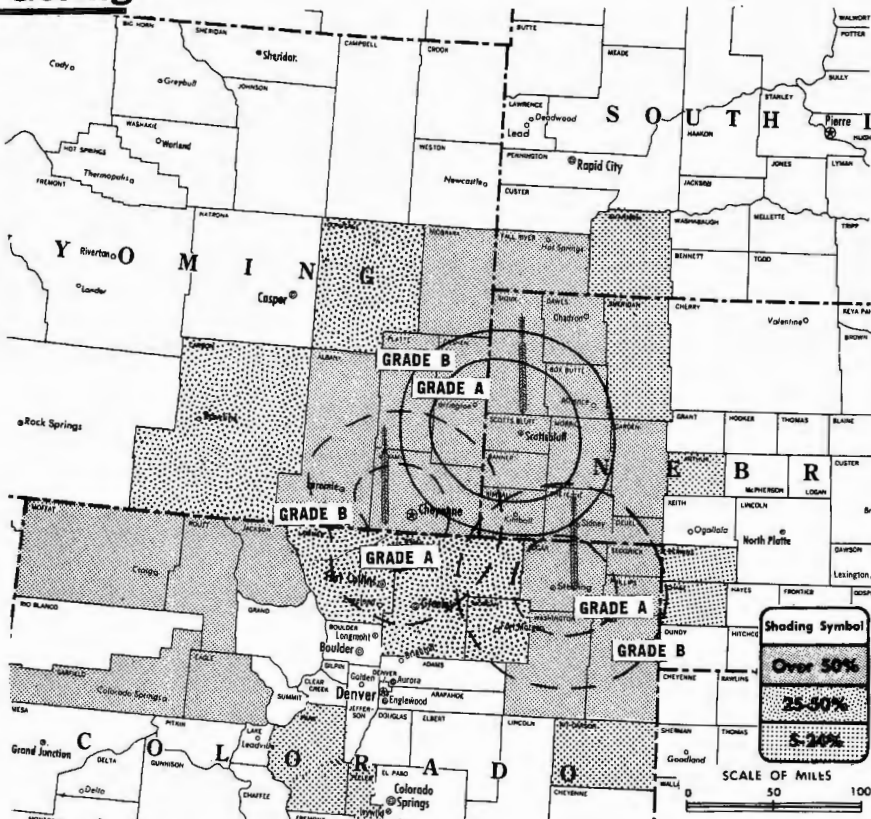
Technical Facilities: Channel No. 10
(192-198 mc). Authorized power:
240-kw visual, 24-kw aural. Antenna:
840-ft. above av. terrain,
674-ft. above ground, 5141-ft.
above sea level.

Latitude 41° 59' 58"
Longitude 103° 39' 55"

Transmitter: 9.5-mi. N of center of
Scottsbluff.

Color: Network.

News Wire Service: UPI.



County coverage (shaded areas) based on 1965
ARB study.

KSTF Ref: FCC File No. BMPCT-4858 Granted 10/9/57

©American Map Co., Inc., N.Y., No. 14244

KSTF

Network Service: ABC, CBS & NBC, same as KFBC-TV, Cheyenne.

Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo.

Studio: 2923 E. Lincolnway, Cheyenne, Wyo. (82001).

Telephone: 307-634-4461, Cheyenne.

Ownership: See KFBC-TV, Cheyenne.

Began Operation: Aug. 7, 1955.

Represented (sales) by George P. Hollingsbery Co.; Bob Hix (Denver); Soderlund Co. (Omaha).

Represented (legal) by Koteen & Burt.

Personnel:

WILLIAM G. WALTER, resident manager.

WILLIAM C. GROVE, exec. vice president.

DEAN SUHR, resident engineer.

Rates: Sold only in combination with KFBC-TV, Cheyenne, with rates applying to simultaneous telecasts on both stations.

NETWORK BASE HOURLY RATE: Bonus to KFBC-TV, Cheyenne, Wyo

ARB Data For This Station Included With
Report of Parent KFBC-TV, Cheyenne, Wyo.
Above Map Shows Coverage For Both Parent &
Satellite.

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

KETV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	NEBRASKA			
	PLATTE	7,700	7,300	94
	RICHARDSON	4,100	3,700	92
	STANTON	1,700	1,500	89

5-24 0/0	IOWA			
	BUENA VISTA	6,500	6,100	94
	CARROLL	6,500	6,300	96
	RINGGOLD	2,400	2,200	93
	SAC	5,200	4,800	93
	UNION	4,100	3,800	92
	KANSAS			
	WASHINGTON	3,000	2,600	86
	NEBRASKA			
	ANTELOPE	2,800	2,500	87
BOONE	2,500	2,300	92	
FILLMORE	3,100	2,900	94	
JEFFERSON	3,500	3,200	92	
MADISON	8,200	7,400	89	
NANCE	1,600	1,400	90	
POLK	2,000	1,900	97	
THURSTON	1,600	1,500	91	
WAYNE	3,000	2,900	97	
YORK	4,600	4,100	90	

KMTV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MISSOURI			
	NODAWAY	6,400	5,800	91
	NEBRASKA			
	RICHARDSON	4,100	3,700	92
	STANTON	1,700	1,500	89

5-24 0/0	IOWA			
	CARROLL	6,500	6,300	96
	RINGGOLD	2,400	2,200	93
	SAC	5,200	4,800	93
	KANSAS			
	MARSHALL	4,600	4,000	88
	WASHINGTON	3,000	2,600	86
	NEBRASKA			
	BOONE	2,500	2,300	92
	MADISON	8,200	7,400	89
POLK	2,000	1,900	97	
THURSTON	1,600	1,500	91	
YORK	4,600	4,100	90	

Nebraska—Omaha

WOW-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	NEBRASKA			
	GAGE	8,200	7,600	93
	PLATTE	7,700	7,300	94
	RICHARDSON	4,100	3,700	92
	SALINE	4,200	3,900	93
	STANTON	1,700	1,500	89
	THURSTON	1,600	1,500	91

5-24 0/0	IOWA			
	CARROLL	6,500	6,300	96
	RINGGOLD	2,400	2,200	93
	SAC	5,200	4,800	93
	MISSOURI			
	HOLT	2,100	1,800	86
	NODAWAY	6,400	5,800	91
	NEBRASKA			
	ANTELOPE	2,800	2,500	87
	BOONE	2,500	2,300	92
JEFFERSON	3,500	3,200	92	
MADISON	8,200	7,400	89	
PIERCE	2,600	2,400	93	
POLK	2,000	1,900	97	
WAYNE	3,000	2,900	97	
YORK	4,600	4,100	90	



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Nebraska—Superior



KHTL-TV



Ch. 4

(Satellite of KHOL-TV, Kearney, Neb.)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 25.1-kw visual, 5-kw aural. Antenna: 1127-ft. above av. terrain, 1083-ft. above ground, 2833-ft. above sea level.

Latitude 40° 05' 13"
Longitude 97° 55' 12"

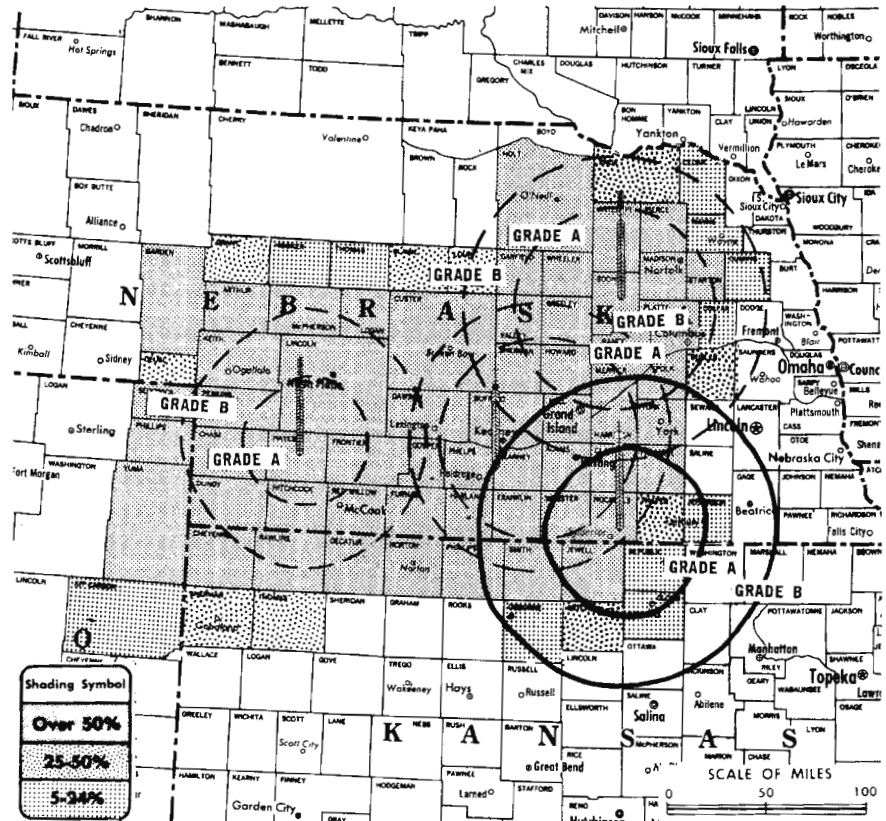
Holds CP for change to 100-kw visual, 12.6-kw aural, 1130-ft. above av. terrain, 1083-ft. above ground, 2834-ft. above sea level. BPCT—3720.

Transmitter: 4.7-mi. SW of Ruskin.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



KHTL-TV Ref: FCC File No. BMPCT—6083 Granted 4/22/65

©American Map Co., Inc., N.Y., No. 14244

KHTL-TV

Licensee: Bi-States Co., 414 East Ave., Holdrege, Neb. (68949).

Ownership: See KHOL-TV.

Began Operation: Oct. 1, 1965.

Represented (sales) by Meeker Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

LARRY BRAZIL, resident engineer.

Rates: Sold nationally & regionally only in conjunction with KHOL-TV, Kearney-Holdrege; KHQL-TV, Albion, and KHPL-TV, Hayes Center, all Neb.

ARB Data For This Station Is Not Available Since It Began Operation After The Survey Was Made.

The Above Map Reflects Coverage Of Parent KHOL-TV, Kearney, Neb. & Its Other Satellites.

BLACKBURN

& Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
333-9270

CHICAGO

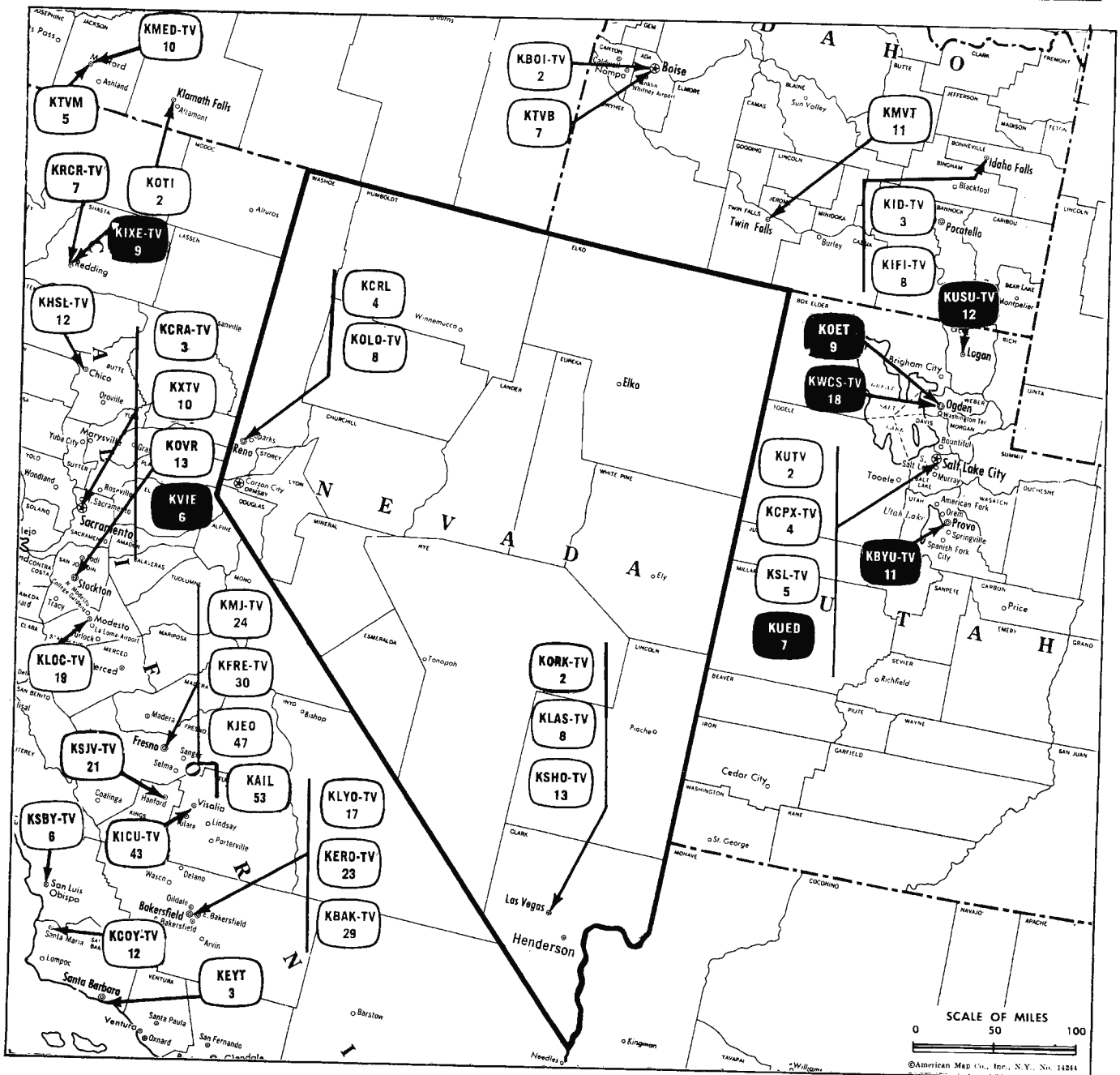
H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
John G. Williams
Mony Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Collin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Las Vegas	84,700	162	102,700	181	94,000	180
Reno	60,500	178	85,000	185	75,900	185

Nevada Station Status as of Jan. 1, 1967

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
5	0	5
0	0	0
		5

Nevada—Las Vegas



KLAS-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 200-kw visual, 20-kw aural. Antenna: 140-ft. above av. terrain, 238-ft. above ground, 2310-ft. above sea level.

Latitude 36° 07' 49"
Longitude 115° 09' 52"

Transmitter: 250 East Desert Inn Road.

TV tape: Recording facilities.

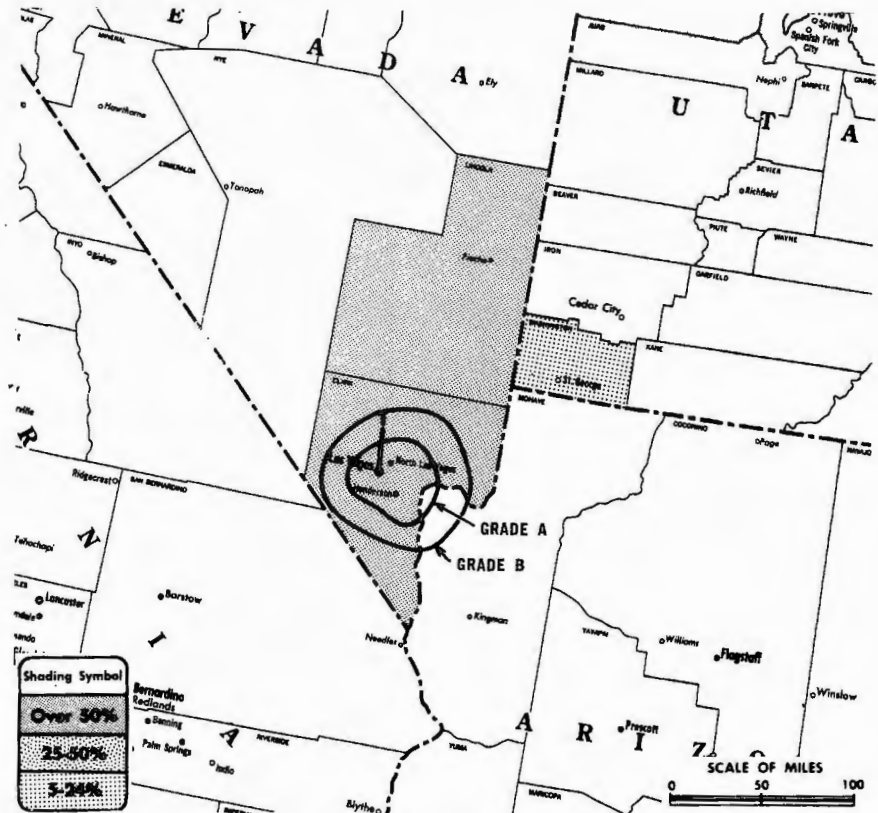
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: Figures do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KLAS-TV Ref: FCC File No. BPCT-3785 Granted 8/28/60

©American Map Co., Inc., N.Y., No. 14244

KLAS-TV

Network Service: CBS.

Licensee: Las Vegas Television Inc.

Studio: 250 East Desert Inn Road, Las Vegas (89109).

Telephone: 702-735-7511. TWX No. 702-248-7038.

Ownership: H. M. Greenspun, pres., 76.12%; Las Vegas Sun, 23.88%. Mr. Greenspun is publisher and majority stockholder of the Las Vegas Sun. Note: Mr. Greenspun increased holdings from 36.6% to 68.8% when Mr. Jolley sold his interest in KLAS-TV back to company (Television Digest, Vol. 12:25, 13:9). He later increased holdings to present 76.12%.

Began Operation: July 8, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Welch & Morgan.

Personnel:

H. M. (HANK) GREENSPUN, president.
MARK SMITH, station manager.
NORMAN L. WHITE, sales manager.
JACK REYNOLDS, director of programming & operations.
URSULA SCHINDLER, business manager.
HURSCHEL C. MCKENZIE, director of engineering.

DIGEST OF RATE CARD NO. S-6A
(Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-10 p.m., daily.
\$400.00 \$250.00 \$200.00 \$110.00 \$65.00 \$55.00 \$40.00
NETWORK BASE HOURLY RATE: \$200.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEVADA CLARK LINCOLN	80,800 500	76,500 400	95 86
5-24 O/O	UTAH WASHINGTON	3,000	2,500	84
STATION TOTALS		84,300	79,400	94
NET WEEKLY CIRCULATION (MARCH 1966)			81,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			62,700	

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

Nevada—Las Vegas



KORK-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 272-ft. above av. terrain, 510-ft. above ground, 2320-ft. above sea level.

Latitude 36° 07' 50"

Longitude 115° 05' 06"

Holds authorization to move to Ch. 3, 33.1-kw visual, 6.31-kw aural, 3820-ft. above av. terrain, 111-ft. above ground, 8615-ft. above sea level, lat. 35° 57' 54", long. 115° 30' 00"; transmitter to Potosi Mt.

Transmitter: 4850 Henderson Hwy.

AM Affiliate: KORK, .25-kw, 1340 kc (NBC).

Color: Network, film, slide & tape.

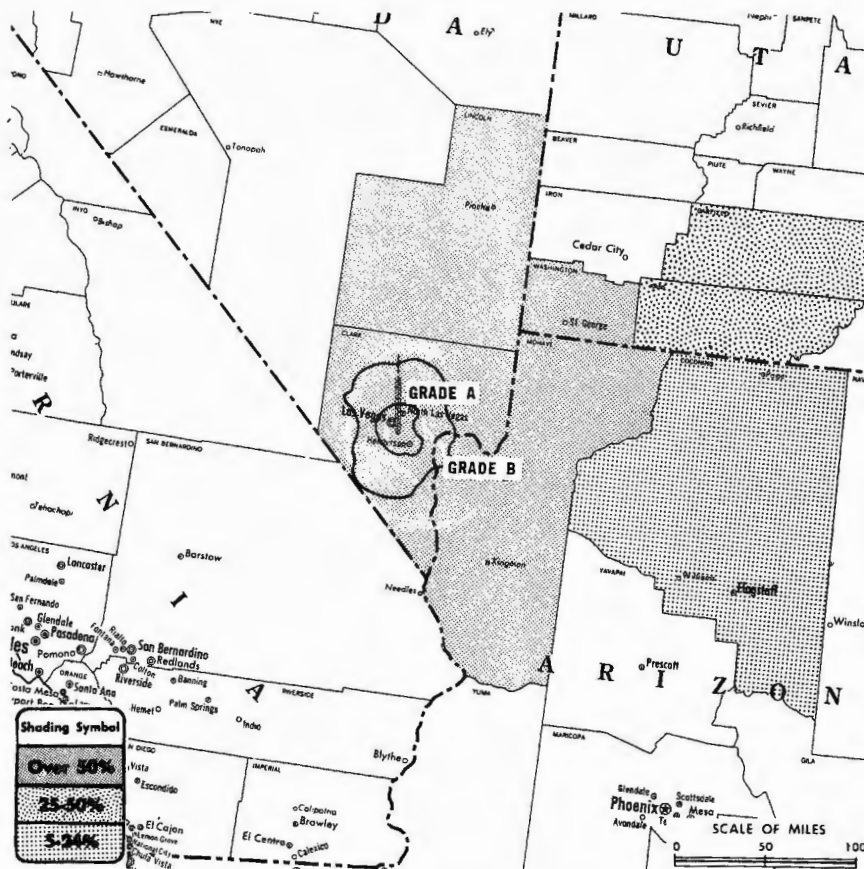
News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.

TV Homes: TV% and Circulation
© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965
ARB study.



KORK-TV Ref: FCC File No. BMPCT-2582 Granted 12/6/54

©American Map Co., Inc., N.Y., No. 14244

KORK-TV

Licensee: Southern Nevada Radio & TV Co., Box 550, Las Vegas (89101).

Studio: 4850 Henderson Highway.

Telephone: 702-737-3916.

TWX No.: 910-397-6997.

Ownership: Donald W. Reynolds, pres., 100%; Reynolds also controls KOLO-TV, Reno (KOL0); KGNS-TV, Laredo, Tex.; KFSA-TV, Fort Smith (KFSA); KFOY-TV, Hot Springs, Ark.; Review Journal and other newspapers in Arkansas, Nevada, Oklahoma and Mississippi.

Began Operation: Jan. 23, 1955.

Represented (sales) by Venard, Torbet & McConnell Inc.; C. K. Beaver & Assoc. (South & Southeast).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.
EDWARD R. TABOR, v.p. & general manager.
LARRY PATTERSON, local sales manager.

DIGEST OF RATE CARD NO. 8
(Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$350.00	\$225.00	\$175.00	\$120.00	\$70.00	\$56.00
NETWORK BASE HOURLY RATE:	\$300.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARIZONA MOHAVE	3,200	2,800	86
	NEVADA CLARK LINCOLN	80,800 500	76,500 400	95 86
	UTAH WASHINGTON	3,000	2,500	84
25-50 O/O	UTAH GARFIELD KANE	800 800	600 500	77 71
5-24 O/O	ARIZONA COCONINO	13,600	10,700	78
STATION TOTALS		102,700	94,000	92
NET WEEKLY CIRCULATION (MARCH 1966)			84,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			72,200	

For Color Set Penetration by Market
See Services Volume

Nevada—Las Vegas



KSHO-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 11-kw visual, 5.5-kw aural. Antenna: 130-ft. above av. terrain, 242-ft. above ground, 2296-ft. above sea level.

Latitude 36° 08' 32"
Longitude 115° 09' 37"

Transmitter: El Rancho Vegas Motor Hotel.

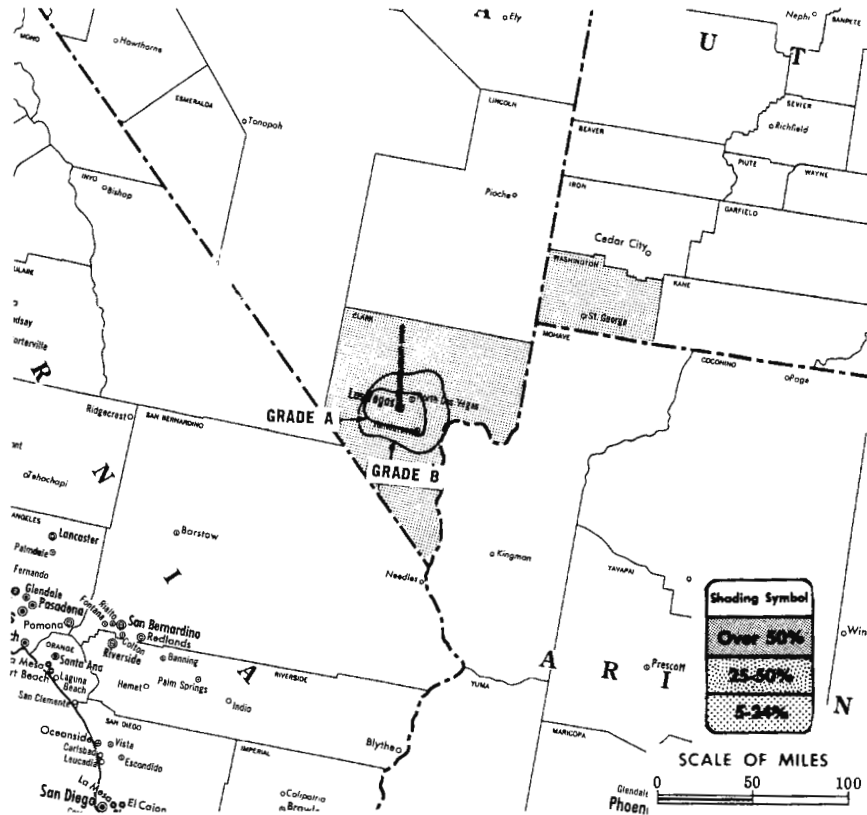
TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

News Film Service: ABC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KSHO-TV Ref: FCC File No. B1PCT-4854 Granted 9/26/57

©American Map Co., Inc., N.Y., No. 14244

KSHO-TV

Licensee: Television Co. of America Inc., P.O. Box 2586 (89104).

Studio: El Rancho Vegas Hotel grounds.

Telephone: 702-735-4266.

Ownership: Nevada Broadcasters Fund Inc., 100%. Officers: Alex Gold, pres.; Walter Shull, v.p.; Jeanne Sturgill, secy.-treas. Note: Transfer pends to Arthur Powell Williams.

Began Operation: May 4, 1956. Sale of KSHO-TV to present owners by Mervyn L. & Nathan Adelson and Irwin A. Molasky approved Nov. 5, 1959 by FCC (Television Digest, Vol. 15:42, 45). Sale to Adelson group by Albert Zugsmith interests approved Nov. 20, 1957 by FCC (Vol. 13:34, 42, 47); Zugsmith group's purchase of KSHO-TV with radio KBMI, Henderson, Nev. approved Nov. 28, 1956 by FCC (Vol. 12:48).

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by Becker & Silberberg.

Personnel:

ALEX GOLD, president, general manager & film buyer.
GARY RICHEY, program director.
WALTER SHULL, sales manager.
JOHN KNIGHT, chief engineer.
MARILYN KNOP, traffic manager.

DIGEST OF RATE CARD NO. 5 (May 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; noon-sign-off, Sun.	\$312.50	\$187.50	\$125.00	\$81.25	\$62.50	\$37.50

NETWORK BASE HOURLY RATE: Bonus to network.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	NEVADA CLARK	80,800	76,500	95
	UTAH WASHINGTON	3,000	2,500	84
STATION TOTALS		83,800	79,000	94
NET WEEKLY CIRCULATION (MARCH 1966)			74,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			40,200	

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Nevada—Reno



KCRL

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 17.4-kw visual, 3.44-kw aural. Antenna: 420-ft. above av. terrain, 92-ft. above ground, 5539-ft. above sea level.

Latitude 39° 35' 03"
Longitude 119° 48' 06"

Transmitter: 4-mi. N of Reno Post Office.

Studio: 1790 Vassar St. (89502).

Telephone: 702-322-9145.

TWX No.: 910-395-7080.

TV tape: Recording facilities.

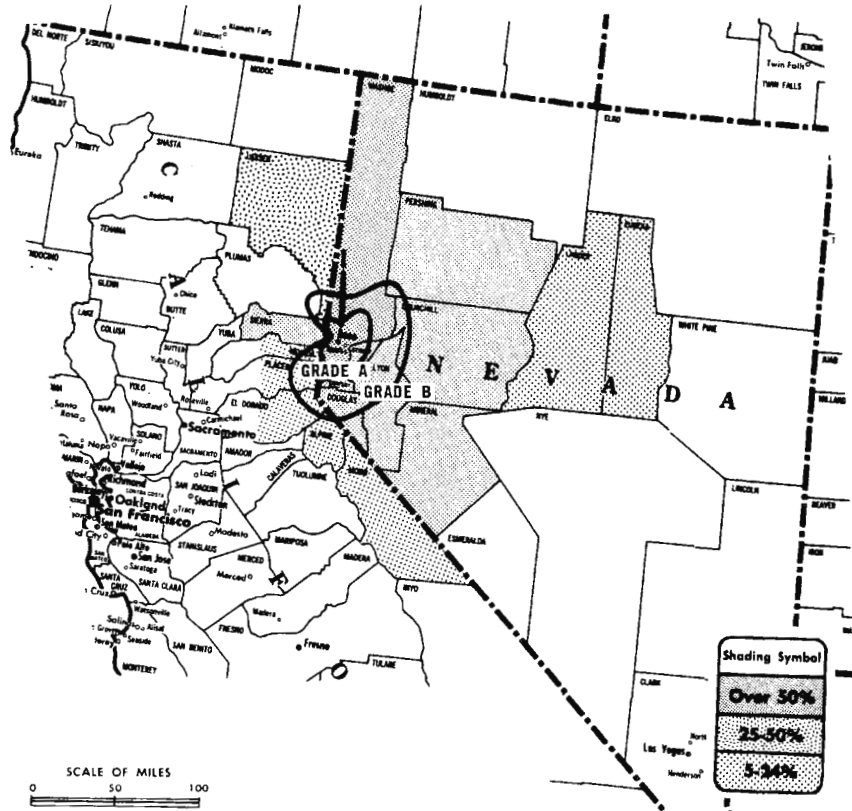
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

O & O Translator: K80BR, Carson City, Nev.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1985 ARB study.



KCRL Ref: FCC File No. BPCT-2656 Granted 6/15/81

©American Map Co., Inc., N.Y., No. 14244

KCRL

Licensee: Circle L Inc.

Ownership: Circle L Inc., 100%.

Began Operation: Sept. 30, 1962.

Represented (sales) by Avery-Knodel Inc.

Represented (engineering) by Ron Oakley.

Personnel:

CHARLES E. CORD, pres. & general manager.

ROGER O. VAN DUZER, station manager.

VIC STERLING, production manager.

RON OAKLEY, chief engineer.

NICK LAURI, news director.

DIGEST OF RATE CARD NO. 2

(Oct. 15, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.					
\$350.00	\$200.00	\$120.00	\$80.00	\$70.00	\$40.00

NETWORK BASE HOURLY RATE: \$275 (NBC), \$275 (ABC).

For Nevada CATV Systems
See CATV Directory
In Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CALIFORNIA SIERRA	800	600	85
	NEVADA			
	CHURCHILL	3,300	3,100	95
	DOUGLAS	1,600	1,400	89
	LYON	2,500	2,200	87
	MINERAL	2,100	1,900	91
	URMSBY	3,400	3,200	93
	PERSHING	1,200	1,100	90
	STOREY	200	200	84
	WASHOE	42,600	39,400	93
25-50 O/O	CALIFORNIA LASSEN	3,400	2,900	87
5-24 O/O	CALIFORNIA			
	ALPINE	100	100	75
	EL DORADO E	3,400	3,100	93
	MONO	900	600	72
	NEVADA EAST	800	700	88
	PLACER EAST	1,200	1,100	93
	NEVADA			
	LUREKA	300	200	71
	LANDER	500	400	78
STATION TOTALS		68,300	62,200	91
NET WEEKLY CIRCULATION (MARCH 1966)				46,900
AVERAGE DAILY CIRCULATION (MARCH 1966)				38,000

Nevada—Reno

KOLO-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 151-kw visual, 30.2-kw aural. Antenna: 2930-ft. above av. terrain, 120-ft. above ground, 9789-ft. above sea level.

Latitude 39° 18' 49"
Longitude 119° 53' 00"

Transmitter: Slide Mt., Washoe County.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

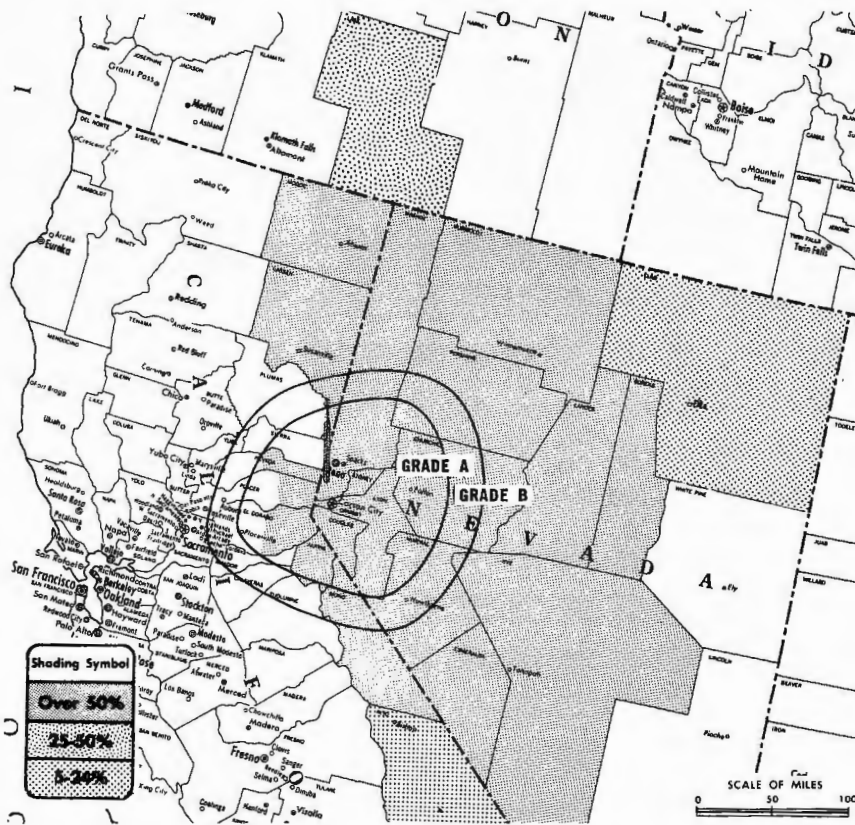
News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: KOLO, 5-kw, 920 kc.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KOLO-TV Ref: FCC File No. BPCT-3473 Granted 5/8/65

©American Map Co., Inc., N.Y., No. 14244

KOLO-TV

Network Service: CBS.

Licensee: Nevada Radio-Television Inc., Box 2610 (89505).

Studio: 770 E. 5th St. (89502).

Telephone: 702-323-0721.

TWX No.: 910-395-7051.

Ownership: Donald W. Reynolds, 50%; Southwestern Publishing Co., 50%. Mr. Reynolds also controls KORK-TV, Las Vegas and KFOY-TV, Hot Springs, Ark. For Reynolds' other holdings see KORK-TV, Las Vegas.

Began Operation: Sept. 26, 1953.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.
PHILLIP G. ROSE, v.p., general manager & film buyer.
STAN WEISBERGER, commercial manager.
HELEN BUSSCHER, program service mgr.
DAVE SCHNEIDER, operations manager.
JIM BULL, chief engineer.
BOB CARROLL, news director.

DIGEST OF RATE CARD NO. 12 (July 1, 1966)

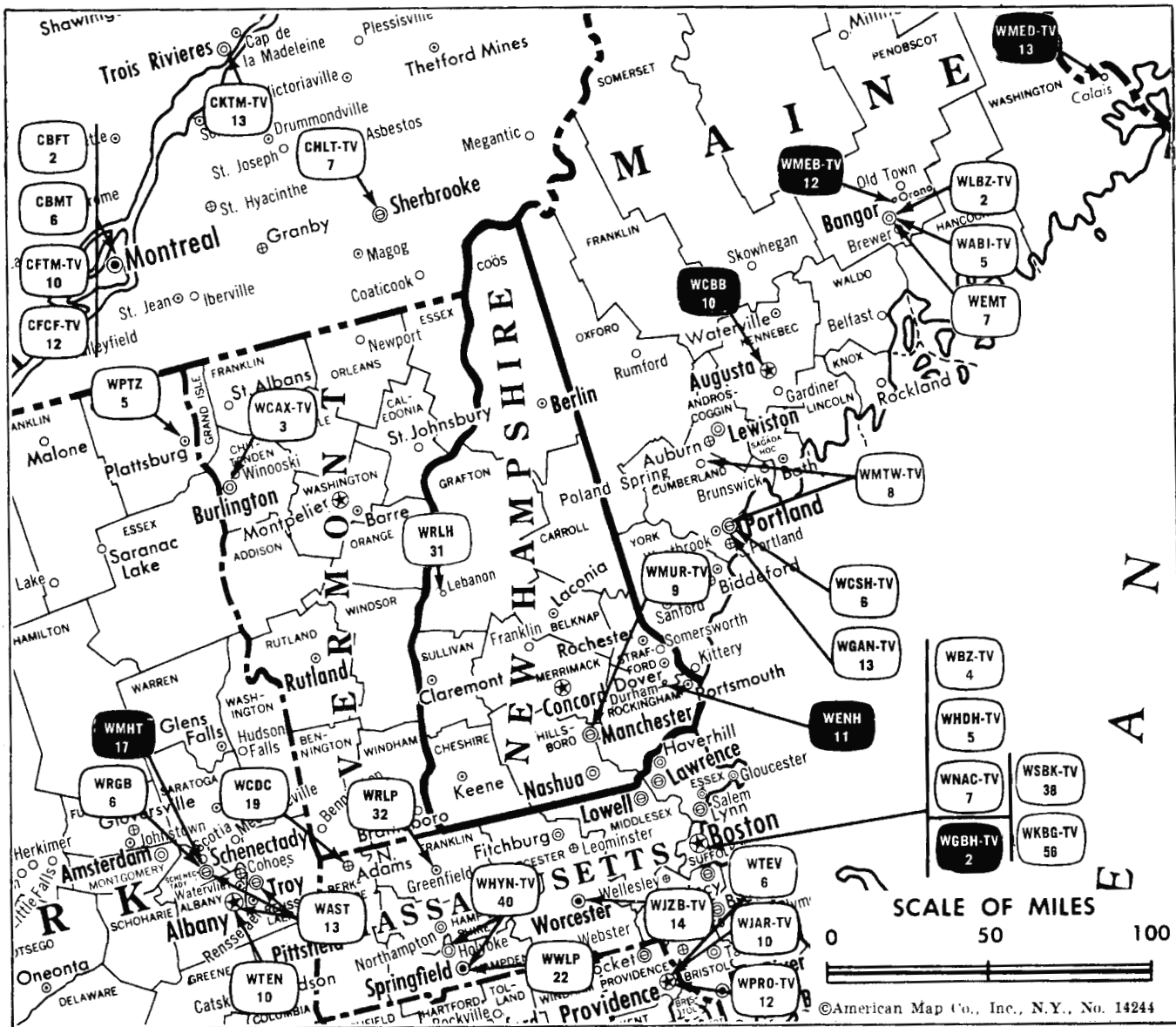
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$400.00	\$240.00			\$85.00	\$70.00	\$45.00

NETWORK BASE HOURLY RATE: \$250 (CBS).

For Index to Contents
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	CALIFORNIA			
	ALPINE	100	100	75
	EL DORADO E	3,400	3,100	93
	LASSEN	3,400	2,900	87
	MODOC	2,400	2,100	85
	MONO	900	600	72
	NEVADA EAST	800	700	88
	PLACER EAST	1,200	1,100	93
	NEVADA			
	CHURCHILL	3,300	3,100	95
	DOUGLAS	1,600	1,400	89
	ESMERALDA	200	100	65
	EUREKA	300	200	71
	HUMBOLDT	2,100	1,900	89
	LANDER	500	400	78
	LYON	2,500	2,200	87
	MINERAL	2,100	1,900	91
	NYE	2,000	1,500	76
	ORMSBY	3,400	3,200	93
	PERSHING	1,200	1,100	90
	STOREY	200	200	84
	WASHOE	42,600	39,400	93
25-50 O/D	OREGON LAKE	2,300	2,000	86
5-24 O/D	CALIFORNIA INYO	4,200	3,300	79
	NEVADA ELKO	4,300	3,400	80
STATION TOTALS		85,000	75,900	89
NET WEEKLY CIRCULATION (MARCH 1966)			60,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			48,400	

New Hampshire



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Manchester	396,800	49	1,493,800	15	1,426,300	16

New Hampshire Station Status as of Jan. 1, 1967

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
1	1	2
1	0	1
		3

State Cross Reference List—Communities That Receive Programs of Stations That Are Located Elsewhere

WRLP
Keene
(See Greenfield, Mass.)

WMTW-TV
Mt. Washington
(See Poland Spring, Me.)

New Hampshire—Lebanon



WRLH

Ch. 31

Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 1.05-kw visual, .105-kw aural. Antenna: 270-ft. above av. terrain, 158-ft. above ground, 1218-ft. above sea level.

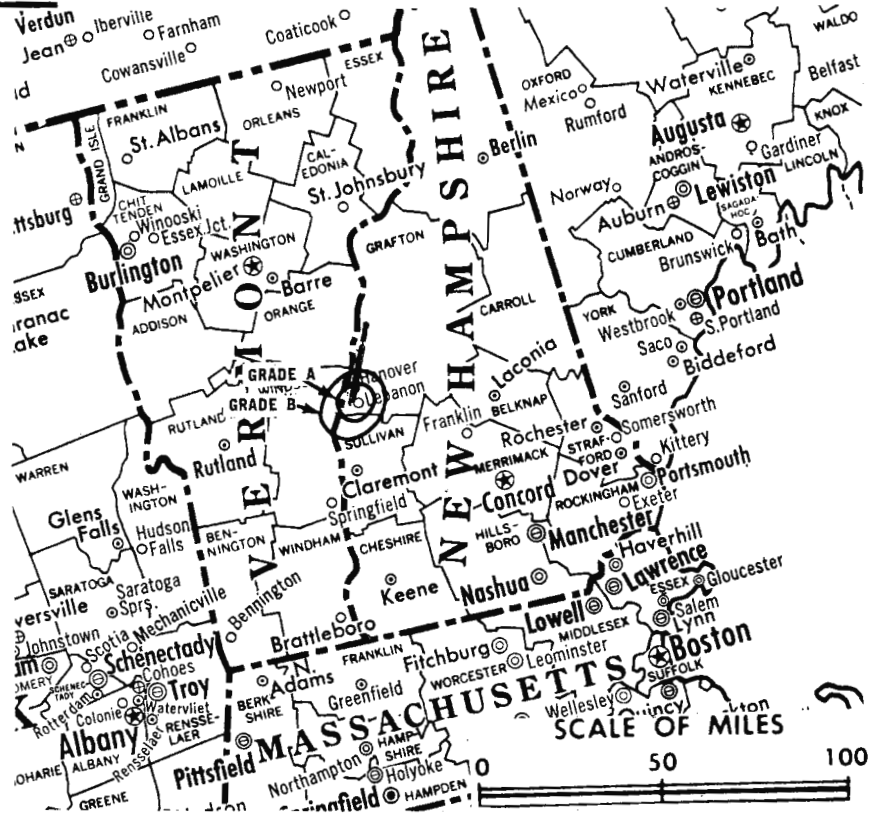
Latitude 43° 39' 19"
Longitude 72° 17' 43"

Transmitter: Craft's Hill.

Studio: Craft's Hill.

Telephone: 603-298-8726.

Color: Network only.



WRLH Ref: FCC File No. BPCT-3424 Granted 6/9/65

© American Map Co., Inc., N.Y., No. 14244

WRLH

Network Service: NBC via WWLP, Springfield, Mass.

Grantee: Upper Valley TV Broadcasters, 14 Main St., W. Lebanon, N.H.

Ownership: Nelson A. Crawford, pres., 40%; Donald L. Muller, v.p., 40%; Helen E. Crawford, clerk, 1%; 19% in unsubscribed stock. Nelson Crawford owns Craft's Hill & W. Lebanon translators.

Began Operation: Sept. 26, 1966.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Martin E. Firestone.

Represented (engineering) by Townsend Associates.

Personnel:

NELSON A. CRAWFORD, president.
JOHN TONSETH, vice president & production manager.
SUSAN LUBAR, programming.
MARTHA ATHERTON, sales manager.
MARSELIS C. PARSONS III, news & promotions.
H. H. JONES, chief engineer.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class A—6:30-10 p.m., daily.	\$80.00	\$48.00	\$32.00	\$20.00	\$15.00	\$8.00 \$6.00

ARB Data for this Station is not available since it was not in operation when the survey was made.

State Educational Technical Facilities
(Complete Data in Educational Directory)

WENH

Durham

Ch. 11

Non-Commercial Educational Station

Licensee: U of New Hampshire, Durham.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 970-ft. above av. terrain, 436-ft. above ground, 1536-ft. above sea level.

Latitude 43° 10' 34"
Longitude 71° 12' 24"

New Hampshire—Manchester



WMUR-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 282-kw visual, 33.5-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level.

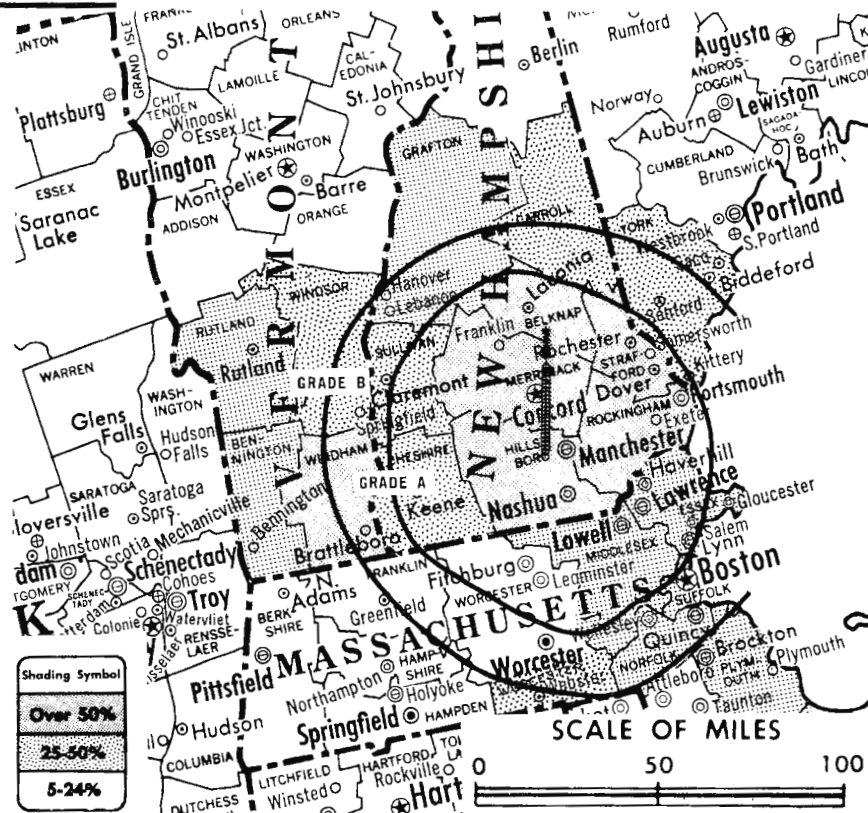
Latitude 42° 58' 59"
Longitude 71° 35' 19"

Transmitter: Goffstown, N.H.

O & O Translator: W13AK, Manchester, N.H.

Color: Network, film & slide.

News Wire Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WMUR-TV Ref: FCC File No. BPC-2407 Granted 11/15/55 ©American Map Co., Inc., N.Y., No. 1424

WMUR-TV

Licensee: United Television Co. of New Hampshire, 1819 N. Elm St., Manchester, N.H. (03104).

Studio: WMUR-TV Bldg.

Telephone: 603-623-8061.

Ownership: Richard Eaton, 100%. For other interests see WOOK-TV, Washington, D.C.

Began Operation: March 28, 1954. Transfer to present owner from estate of Francis P. Murphy approved Feb. 3, 1959 by FCC (Television Digest, Vols. 14:15; 15:2, 6).

Represented (sales) by UBC Sales (N.Y.-Chicago); Dora-Clayton Agency Inc. (South); Adam Young Inc. (West Coast); Andy McDermott Sales Ltd. (Canada); Bill Queen (Boston).

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD EATON, president & film buyer.
SAM PHILLIPS, v.p. & general manager.
RAY HARRIS, program manager.

DIGEST OF RATE CARD NO. 8 (Nov. 1, 1964)

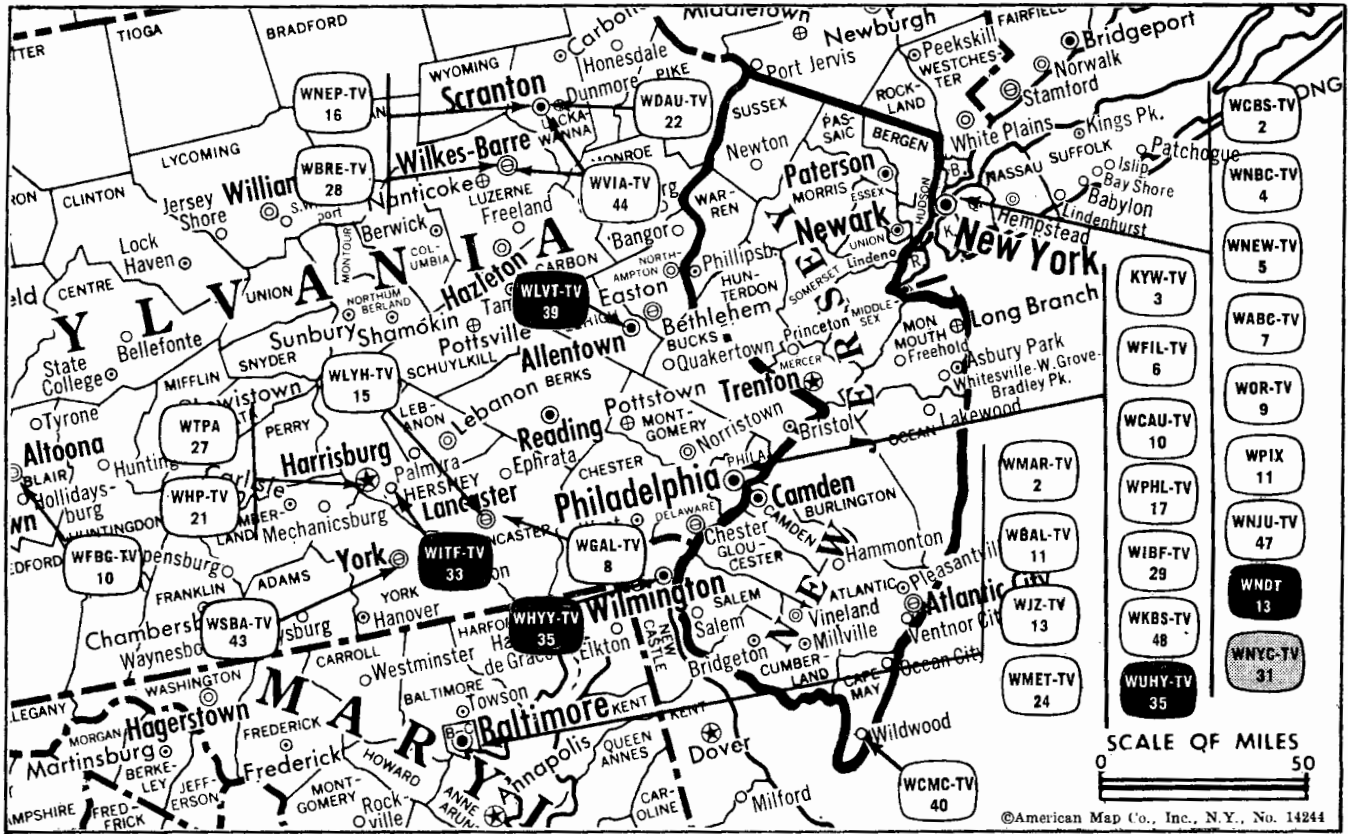
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 or 10 Sec.
Class AA—7:29-10:30 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00	\$120.00	\$84.00

NETWORK BASE HOURLY RATE: \$600.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	G/O
OVER 50 O/O	NEW HAMPSHIRE			
	BELKNAP	9,500	9,100	96
	HILLSBOROUGH	60,400	58,000	96
	MERRIMACK	21,800	20,400	94
	ROCKINGHAM	35,300	33,900	96
	STRAFFORD	19,700	18,600	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	VERMONT			
	WINDHAM	9,300	8,000	86
25-50 O/O	MAINE			
	YORK	31,200	30,000	96
	MASSACHUSETTS			
	WORCESTER	177,300	169,900	96
	NEW HAMPSHIRE			
	CARROLL	5,400	5,100	94
	CHESHIRE	14,900	13,700	92
	SULLIVAN	9,300	8,400	91
	VERMONT			
	WINDSOR	13,000	11,900	92
5-24 O/O	MASSACHUSETTS			
	ESSEX	184,400	178,100	97
	MIDDLESEX	375,700	362,600	97
	NORFOLK	160,900	156,300	97
	PLYMOUTH	81,900	78,800	96
	SUFFOLK	246,900	229,600	93
	NEW HAMPSHIRE			
	GRAFTON	15,200	13,800	91
	VERMONT			
	BENNINGTON	7,900	7,300	93
	RUTLAND	13,800	12,800	93
STATION TOTALS		1,493,800	1,426,300	95
NET WEEKLY CIRCULATION (MARCH 1966)			396,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			145,700	

New Jersey



New Jersey Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	0	1	1
● Educational Television Stations	0	0	0
			1

For New Jersey CATV Systems
See Services Volume

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WNJU-TV
Linden (Newark)
(See New York, N.Y.)

FUTURA

100% MODULAR SOLID STATE AMPLIFIERS

Viking introduces the newest advance in the development of simplified CATV construction. With a simple change of modules, the amplifier adapts to suit the needs of your particular system. (At extremely low cost).

viking

400 Ninth Street, Hoboken, N.J. • N.Y.: (212)943-5793; N.J.: (201)656-2020



New Jersey—Wildwood



WCMC-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 14-kw visual, 2.5-kw aural. Antenna: 200-ft. above av. terrain, 220-ft. above ground, 228-ft. above sea level.

Latitude 38° 59' 33"
Longitude 74° 48' 48"

Transmitter: 3010 New Jersey Ave.

Color: Network only.

News Wire Service: AP.

AM Affiliate: WCMC, 1-kw (.25-kw night), 1230 kc.

FM Affiliate: WCMC-FM, 3.5-kw, 100.7 mc (No. 264), 98-ft. antenna height.



WCMC-TV Ref: FCC File No. BPCT—3216 Granted 3/11/64

© American Map Co., Inc., N.Y. No. 14244

WCMC-TV

Network Service: NBC.

Grantee: Jersey Cape Broadcasting Corp., 3010 New Jersey Ave.

Studio: 3010 New Jersey Ave.

Telephone: 609-522-1416.

Ownership: William C. Wotring Jr., pres., 33.3%; Carlton S. Owen, v.p., 33.3%; Frank W. Strohm, secy.-treas., 33.3%; Francis J. Matrangola, 0.1%.

Began Operation: January 25, 1966.

Represented (sales) Bob Dome, Philadelphia; Vic Piano Assoc., N.Y.

Represented (legal) Harry J. Daly.

Personnel:

WILLIAM C. WOTRING JR., president & general manager.
FRANK STROHM, sales manager.
JACK WEIGAND, program director.
CARLTON S. OWEN, operations manager.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—7:30-10:30 p.m., daily.					
\$125.00	\$75.00	\$50.00	\$30.00	\$25.00	\$12.00

ARB Data for this Station is not available since it was not in operation when the survey was made.



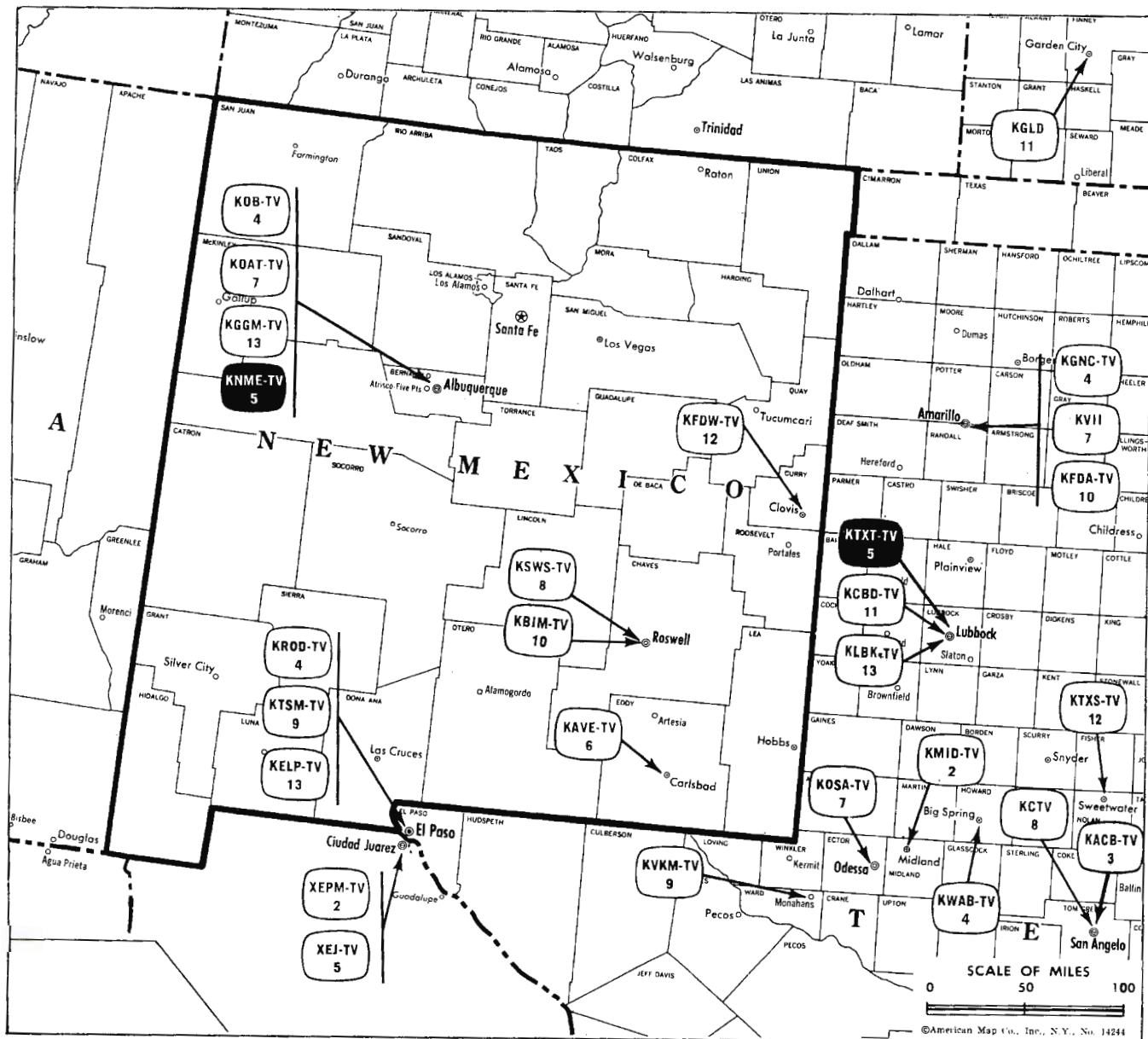
MALARKEY, TAYLOR & ASSOCIATES

CATV

**Brokers - Consultants - Engineering
WASHINGTON, D.C.**

1101 17th Street, N.W. Area Code 202 • 223-2345

New Mexico



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Albuquerque	181,500	100	228,000	127	205,200	127
Roswell	57,100	183	81,700	188	75,700	186

New Mexico Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	6	0	6
Educational Television Stations	1	0	1
			7

State Educational Facilities
see page for KAVE-TV, Carlsbad, N.M.

New Mexico—Albuquerque



KGGM-TV



Ch. 13

Technical Facilities: Channel No. 13
(210-216 mc). Authorized power:
89.1-kw visual, 8.98-kw aural.
Antenna: 4180-ft. above av. ter-
rain, 143-ft. above ground,
10,791-ft. above sea level.

Latitude 35° 12' 40"
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

Studio: 14th & Coal SW.

AM Affiliate: KGGM, 5-kw, 610 kc
(CBS).

TV tape: Recording facilities.

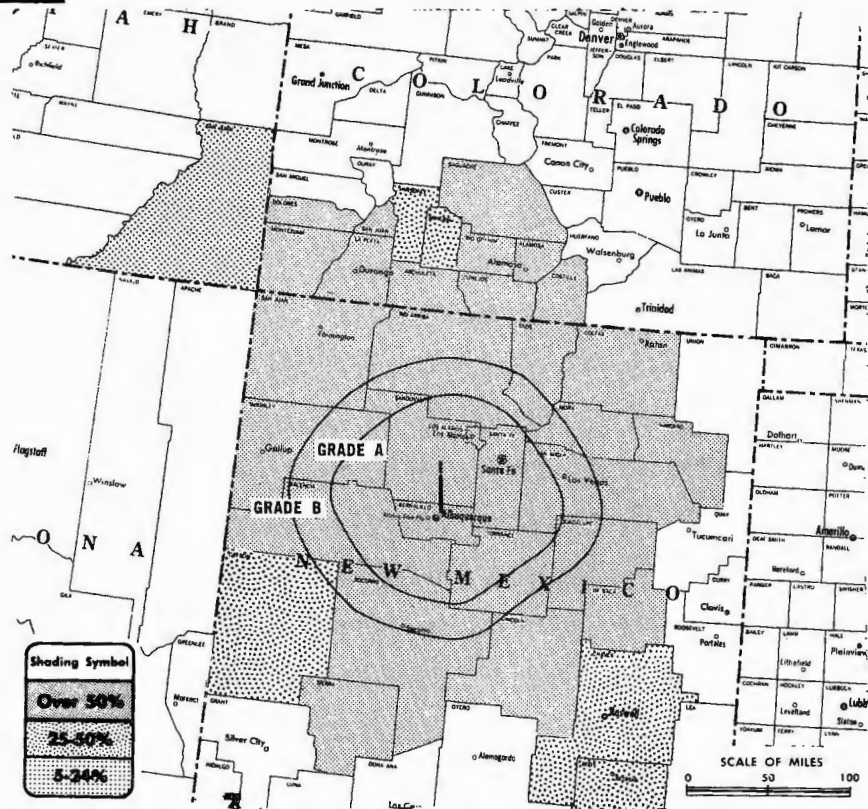
Color: Network, live, film, slide &
tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



KGGM-TV Ref: FCC File No. BPCT-2178 Granted 9/18/56

©American Map Co., Inc., N.Y., No. 14244

KGGM-TV

Licensee: New Mexico Bcstg. Co. Inc., Box 1294 (87103).

Telephone: 505-243-2285. TWX No.: 505-243-8402.

Ownership: A. R. Hebenstreit, pres., 62.21%; Bruce Hebenstreit, v.p.; N. M. Switzer, secy.-treas.; S. P. Vidal, 11.30%; Maurice Liberman, 5.60%; Clinton P. Anderson, 5.54%; Sherburne P. Anderson, 2.37%; Nancy Anderson Roberts, 2.26%; P. J. Vidal, 1.40%; and 24 others less than 1% each. Also owns KVSF, Santa Fe.

Began Operation: Oct. 4, 1953.

Represented (sales) by Blair TV; John L. McGuire & Co. (Denver); George P. Hollingbery Co. (St. Louis, Dallas, Los Angeles, San Francisco).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

BRUCE HEBENSTREIT, president, general manager & film buyer.
ROBERT VAN DRIEL, operations & program manager.
JAMES D. BOAZ, sales manager.
GEORGE LODIN, chief engineer.
C. L. HOLGERSON, administrative assistant.

DIGEST OF RATE CARD NO. 13 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	Min.	ID
Class AA—5:30-10:30 p.m., daily.	\$450.00	\$270.00	\$180.00	\$158.00	\$130.00* \$65.00*

*Class AA—6:30-10 p.m., Mon.-Fri.; 5:30-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$400.00.

For List of Color Equipped Stations
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	ALAMOSA	2,700	2,300	86
	ARCHULETA	700	600	79
	CONEJOS	1,800	1,500	84
	COSTILLA	700	500	70
	DOLORES	700	500	69
	LA PLATA	6,600	5,700	87
	MONTEZUMA	4,900	4,200	87
	RIO GRANDE	2,700	2,200	84
	SAGUACHE	900	700	81
	SAN JUAN	200	100	90
	NEW MEXICO			
	BERNALILLO	87,200	83,000	95
	COLFAX	3,200	2,700	84
	DE BACA	700	600	89
	GUADALUPE	1,000	800	82
	HARDING	300	200	75
	LINCOLN	2,200	1,900	87
	LOS ALAMOS	3,800	3,600	95
	MC KINLEY	8,400	6,600	78
	MORA	900	600	65
	RIO ARRIBA	5,200	4,200	80
	SANDOVAL	3,000	2,500	83
	SAN JUAN	16,700	13,800	83
	SAN MIGUEL	4,700	3,700	79
	SANTA FE	12,200	11,100	91
	SIERRA	1,900	1,600	82
	SOCORRO	2,600	2,300	92
	TAOS	3,400	2,500	75
	TORRANCE	1,300	1,100	87
	VALENCIA	11,100	10,600	96

(Continued on page 456-b)

STATION TOTALS	228,000	205,200	90
NET WEEKLY CIRCULATION (MARCH 1966)			171,900
AVERAGE DAILY CIRCULATION (MARCH 1966)			125,700

New Mexico—Albuquerque



KOAT-TV



Ch: 7

Technical Facilities: Channel No. 7
(174-180 mc). Authorized power:
73.5-kw visual, 14.65-kw aural.
Antenna: 4240-ft. above av. ter-
rain, 257-ft. above ground, 10,-
852-ft. above sea level.

Latitude 35° 12' 53"
Longitude 106° 27' 1.3"

Transmitter: Sandia Crest.

Studio: 1377 University Blvd., N.E.

Telephone: 505-247-0101.

TWX No.: 505-243-8364.

TV tape: Recording facilities.

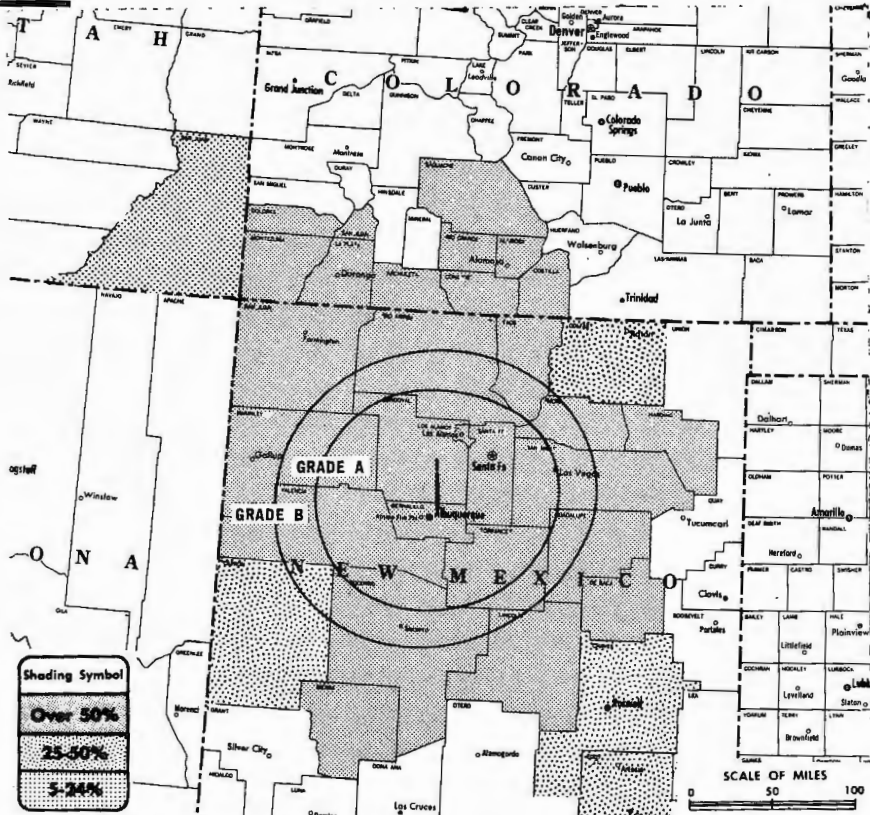
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (legal) by Hogan & Hart-
son.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1985
ARB study.



KOAT-TV Ref: FCC File No. BMPCT-3777 Granted 5/3/56

©American Map Co., Inc., N.Y., No. 14244

KOAT-TV

Licensee: WGAL Television Inc., 1377 University Blvd., N.E.
(87106).

Ownership: WGAL Television Inc. For other interests see WGAL-
TV, Lancaster, Pa.

Begin Operation: Sept. 28, 1953. Sale to present owner by
Alvarado Television Co. Inc., approved by FCC Jan. 23, 1963
(BALCT-196). Merger with KVOA-TV, Tucson, approved Sept.
30, 1959 by FCC (Television Digest, Vol. 15:34, 40). Sale to
Clinton McKinnon by A. M. Caldwell, Walter Stiles and asso-
ciates approved Feb. 6, 1957. (Vols. 12:51, 13:6).

Represented (sales) by The Meeker Co. Inc.; Mario Messina Co.
(Dallas); Bob Hix Co. (Denver); Eugene F. Gray Co. (Kansas
City, Mo.); Busby, Finch & Woods (Atlanta).

Represented (engineering) by James C. McNary.

Personnel:

CLAIR R. McCOLLOUGH, president.
MAX SKLOWER, station & sales manager.
HOWARD MORGAN, operations manager & film buyer.
JOE WILLIAMS, promotion manager.
RICHARD KNIPPING, news director.
JAMES SHARMAN, chief engineer

DIGEST OF RATE CARD NO. 14—(June 1, 1966)

Hour 30 Min. 15 Min. Min. 20-Sec. 10 Sec.

Class AA—6:59-10:01 p.m., daily.

\$420.00 \$252.00 \$168.00 \$120.00 \$101.00 \$60.00

NETWORK BASE HOURLY RATE: \$425.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	ALAMOSA	2,700	2,300	86
	ARCHULETA	700	600	79
	CONEJOS	1,600	1,500	84
	COSTILLA	700	500	70
	DOLORES	700	500	69
	LA PLATA	6,600	5,700	87

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MONTEZUMA	4,900	4,200	87
	RIO GRANDE	2,700	2,200	84
	SAGUACHE	900	700	81
	SAN JUAN	200	100	90
	NEW MEXICO			
	BERNALILLO	87,200	83,000	95
	DE BACA	700	600	89
	GUADALUPE	1,000	800	82
	HARDING	300	200	75
	LINCOLN	2,200	1,900	87
	LOS ALAMOS	3,800	3,600	95
	MC KINLEY	8,400	6,600	78
	MORA	900	600	65
	RIO ARRIBA	5,200	4,200	80
	SANDOVAL	3,000	2,500	83
	SAN JUAN	16,700	13,800	83
	SAN MIGUEL	4,700	3,700	79
	SANTA FE	12,200	11,100	91
	SIERRA	1,900	1,600	82
	SOCORRO	2,600	2,300	92
	TAOS	3,400	2,500	75
	TORRANCE	1,300	1,100	87
	VALENCIA	11,100	10,600	96
25-50 O/O	NEW MEXICO			
	CATRON	500	400	70
	CHAVES	17,900	16,900	94
	COLFAX	3,200	2,700	84
	EDDY	15,000	14,000	94
5-24 O/O	UTAH			
	SAN JUAN	2,600	2,000	77

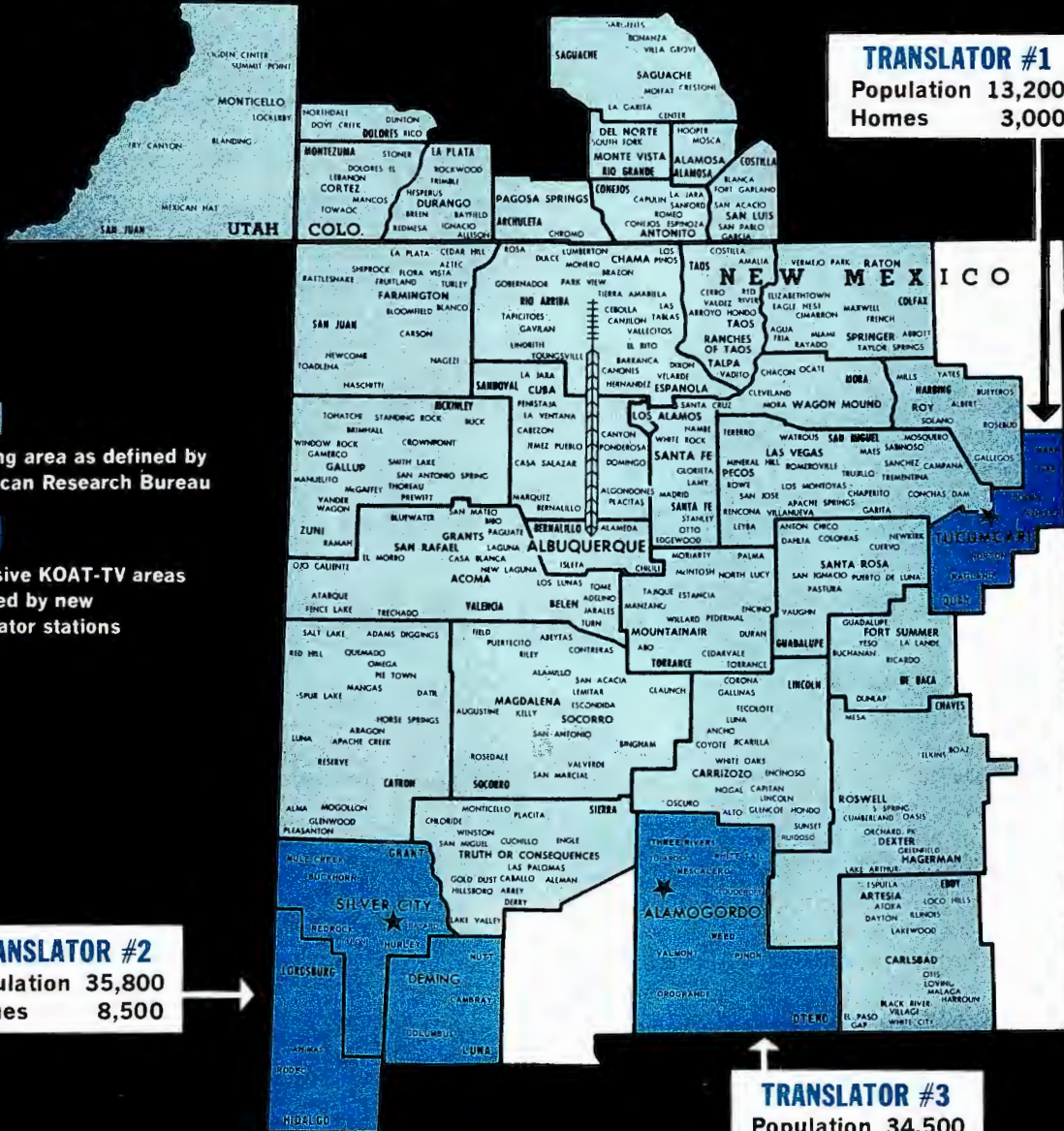
STATION TOTALS 227,700 205,000 90

NET WEEKLY CIRCULATION (MARCH 1966) 176,500

AVERAGE DAILY CIRCULATION (MARCH 1966) 131,700

ONLY **KOAT-TV** DELIVERS THE STATE OF NEW MEXICO

ALBUQUERQUE, N. M.



Three **EXCLUSIVE** areas are now reached through the instantaneous rebroadcast of KOAT-TV programs by new translator stations. This increases audience reach by 23,700 homes*. KOAT-TV: the one and only way to sell all of New Mexico.

*Based on ARB estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

Representatives:

The MEEKER Company, Inc. New York, Chicago, Los Angeles, San Francisco
 MARIO MESSINA Company Dallas • BOB HIX COMPANY Denver • BUSBY, FINCH & WOODS Atlanta

Steinman Television Stations • Clair McCollough, Pres
 WGAL-TV Lancaster-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
 WTEV Providence, R.I./New Bedford-Fall River, Mass. • KVOA-TV Tucson, Ariz.

New Mexico—Albuquerque



KOB-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 27-kw visual, 5.37-kw aural. Antenna: 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 1° electrical beam tilt.

Latitude 35° 12' 42"
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

TV tape: Recording facilities.

AM Affiliate: KOB, 50-kw (25-kw night), 770 kc (NBC).

FM Affiliate: Holds CP for 52-kw, 93.3 mc (No. 227), 130-ft. antenna height.

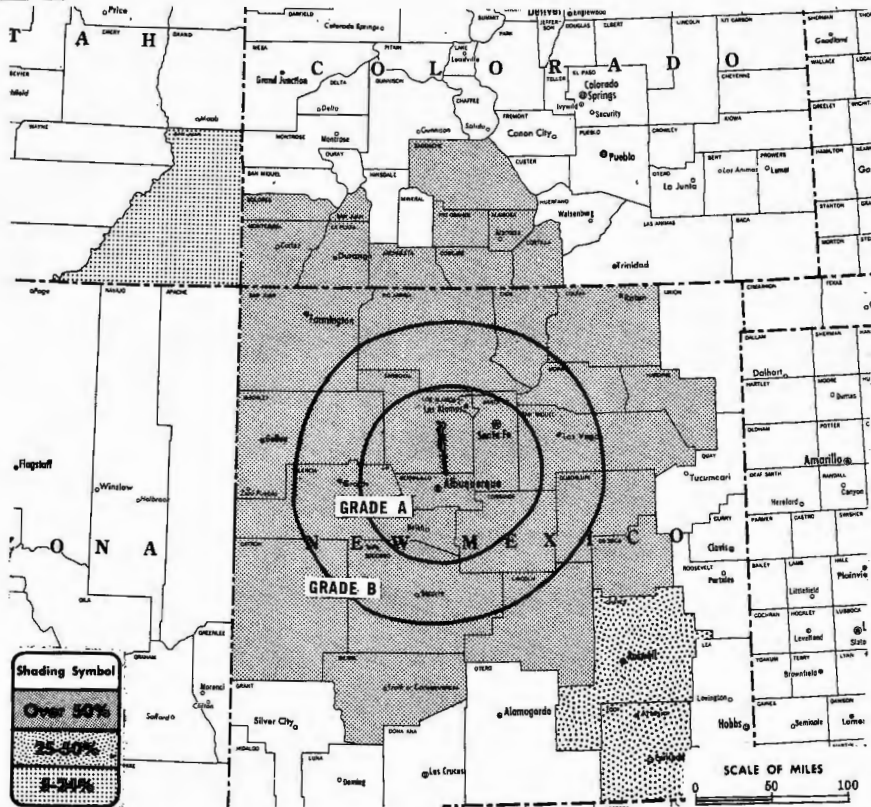
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by A. D. Ring & Assoc.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



KOB-TV Ref: FCC File No. BPCT-1693 Granted 6/2/63

©American Map Co., Inc., N.Y., No. 14244

KOB-TV

Licensee: Hubbard Broadcasting Inc.

Studio: 1430 Coal Ave., S.W. (87104).

Telephone: 505-243-4411.

Ownership: See KSTP-TV, St. Paul-Minneapolis, Minn.

Began Operation: Nov. 29, 1948. Sale to present owner by Wayne Coy and Time Inc., who previously acquired TV-radio from T. H. Pepperday, was approved March 13, 1957 (Television Digest, Vol. 13:2, 11; for sale by Pepperday, see Vol. 8:9, 16, 17, 22).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

- STANLEY E. HUBBARD, president.
- JERRY DANZIGER, general manager.
- DAVE HERMAN, sales manager.
- HARRY NORVIEL, production manager.
- RANDA TOPPINO, promotion & merchandising director.
- FERN BIBEAU, technical operations.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min.-20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$540.00 \$325.00 \$200.00 \$133.00 Graded rates apply*

*Highest rate: \$208.

NETWORK BASE HOURLY RATE: \$450.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	ALAMOSA	2,700	2,300	86
	ARCHULETA	700	600	79
	CONEJOS	1,800	1,500	84
	COSTILLA	700	500	70
	DOLORES	700	500	69

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LA PLATA	6,600	5,700	87
	MONTEZUMA	4,900	4,200	87
	RIO GRANDE	2,700	2,200	84
	SAGUACHE	900	700	81
	SAN JUAN	200	100	90
	NEW MEXICO			
	BERNALILLO	87,200	83,000	95
	CATRON	500	400	70
	COLFAX	3,200	2,700	84
	DE BACA	700	600	89
	GUADALUPE	1,000	800	82
	HARDING	300	200	75
	LINCOLN	2,200	1,900	87
	LOS ALAMOS	3,800	3,600	95
	MC KINLEY	8,400	6,600	78
	MORA	900	600	65
	RIO ARRIBA	5,200	4,200	80
	SANDIVAL	3,000	2,500	83
	SAN JUAN	16,700	13,800	83
	SAN MIGUEL	4,700	3,700	79
	SANIA FE	12,200	11,100	91
	SIERRA	1,900	1,600	82
	SOCORRO	2,600	2,300	92
	TAOS	3,400	2,500	75
	TORRANCE	1,300	1,100	87
	VALENCIA	11,100	10,600	96

25-50 O/O	NEW MEXICO			
	CHAVES	17,900	16,900	94
	EDDY	15,000	14,000	94

5-24 O/O	UTAH			
	SAN JUAN	2,600	2,000	77

STATION TOTALS 227,700 205,000 90

NET WEEKLY CIRCULATION (MARCH 1966) 181,500
AVERAGE DAILY CIRCULATION (MARCH 1966) 135,200

New Mexico—Carlsbad



KAVE-TV

Ch. 6

[Satellite of KVKM-TV, Monahans, Tex.]

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1198-ft. above av. terrain, 1043-ft. above ground, 4754-ft. above sea level.

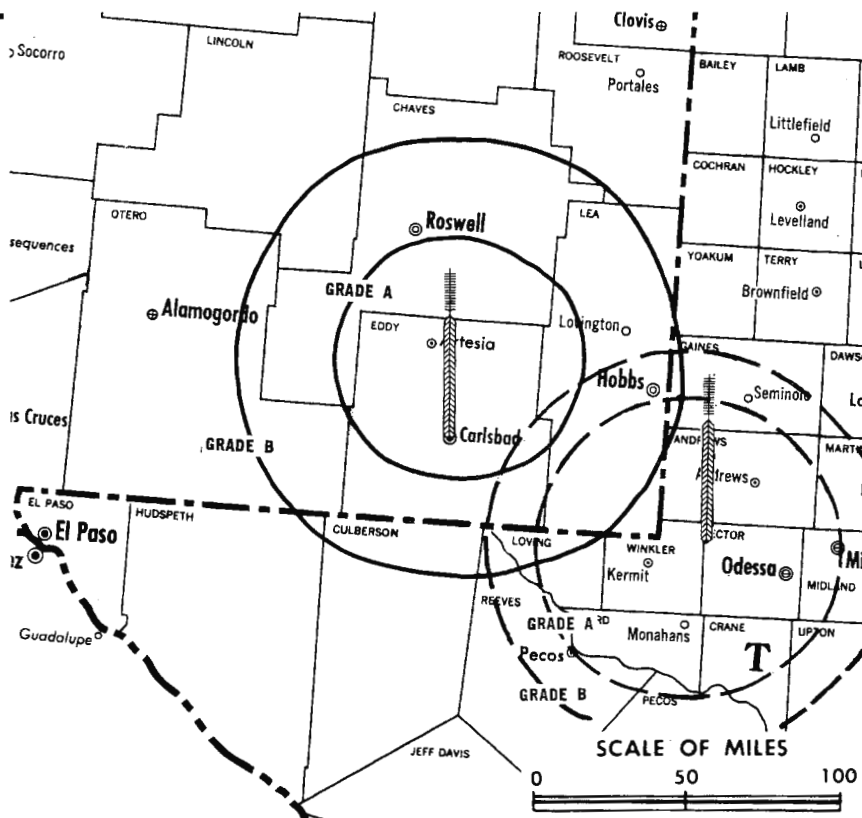
Latitude 32° 47' 39"
Longitude 104° 12' 27"

Transmitter: 12-mi. E of Artesia on Rt. 83.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.



KAVE-TV Ref: FCC File No. BPCT-3488 Granted 8/3/65

©American Map Co., Inc., N.Y., No. 14243

KAVE-TV

Network Service: ABC.

Licensee: John B. Walton Jr., P.O. Box 1538 (88220).

Studio: 2907 W. Church St.

Telephone: 505-887-1181.

Ownership: See KVKM-TV, Monahans, Tex.

Began Operation: Aug. 24, 1956. Sale to present owner by John Deme approved Sept. 7, 1966 by FCC (Television Digest, Vol. 6:22, 37). Sale to Deme (Voice of the Caverns Inc.) by Edward P. Talbott and associates approved June 19, 1963 by FCC (Vol. 3:9, 25). Sale of control by Mrs. Nancy H. Battison to Talbott group approved Feb. 20, 1958 by FCC (Vol. 14:2, 8).

Represented (sales) by Jack Masla & Co.; Clyde Melville Co. (Southwest).

Represented (legal) by Cohn & Marks.

Personnel:

J. ROSS RUCKER, general manager & film buyer.
LLOYD BRUMMETT, commercial manager.
ED MATEO, chief engineer.

DIGEST OF RATE CARD NO. 4

(Feb. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.						
\$130.00	\$78.00	\$52.00	\$35.75	\$26.00	\$19.50	\$13.00
NETWORK BASE HOURLY RATE: \$100.						

ARB Data: Figures reflecting present coverage are not available since this station was not operating as a satellite of KVKM-TV, Monahans, Tex. at the time the survey was made.

State Educational Technical Facilities
(Complete Data in Educational Directory)

KNME-TV Albuquerque

Ch. 5

Non-Commercial Educational Station

Licensee: Regents of University of New Mexico and Board of Education of the City of Albuquerque, 1801 Roma N.E.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28-kw visual, 14-kw aural. Antenna: 4124-ft. above av. terrain, 123-ft. above ground, 10,776-ft. above sea level.

Latitude 35° 12' 44"
Longitude 106° 26' 58"

New Mexico—Clovis



KFDW-TV



Ch. 12

[Satellite of KFDA-TV,
Amarillo, Tex.]

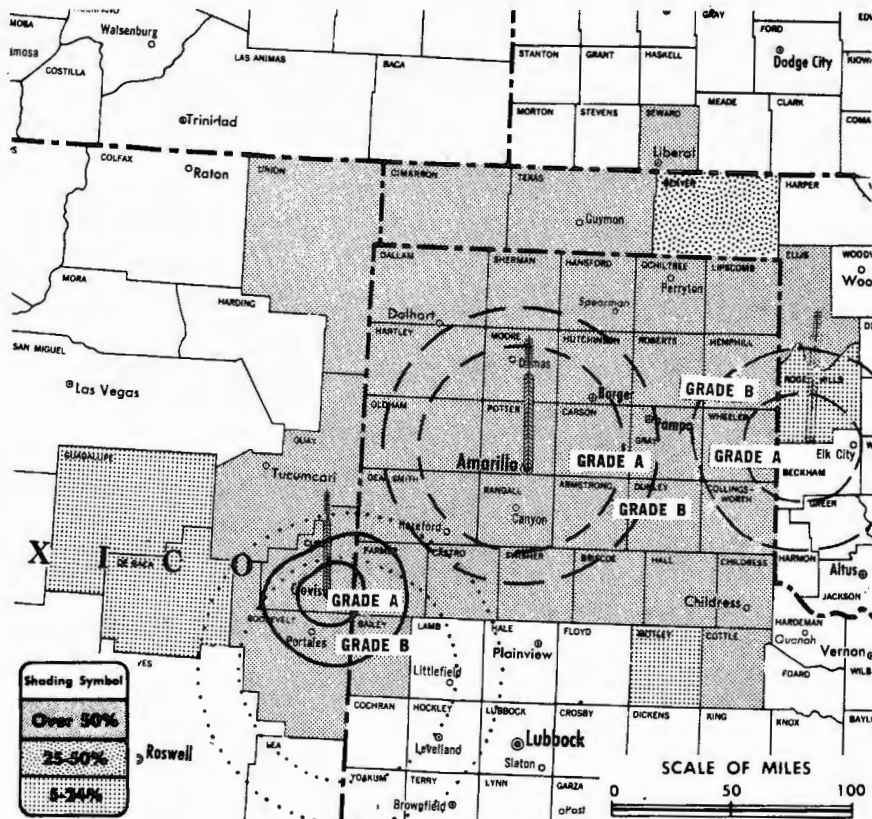
Technical Facilities: Channel No. 12
(204-210 mc). Authorized power:
30.2-kw visual, 6.03-kw aural.
Antenna: 210-ft. above av. ter-
rain, 240-ft. above ground, 4495-
ft. above sea level.

Latitude 34° 24' 30.5"
Longitude 103° 11' 14.9"

Holds CP for change to 182-kw
visual, 36.3-kw aural, 1070-ft.
above av. terrain, 1044-ft. above
ground, 5154-ft. above sea level,
lat. 33° 58' 12", long. 103° 03'
36"; transmitter to 1.9-mi. S of
Hwy. 235, 9.8-mi. E of Rogers.
BPCT—3667.

Transmitter: 1000 Sycamore St.

Color: Network, film, slide & tape.



KFDW-TV Ref: FCC File No. BMPCT—3914 Granted 6/6/56
CP: BPCT—3667 Granted 5/18/66

©American Map Co., Inc., N.Y., No. 14244

County coverage (shaded areas) based on 1965
ARB study.

KFDW-TV

Network Service: CBS.

Licensee: Bass Broadcasting Co., Box 1400, Amarillo, Tex. (79105).

Studio: 1000 Sycamore St.

Telephone: 505-762-3071.

Ownership: See KFDA-TV, Amarillo, Texas.

Began Operation: Dec. 2, 1956. Sale to present owner by Marshall Enterprises Inc. approved Jan. 22, 1964 by FCC (Addenda 33-YY). Sale to Marshall Enterprises by Texas-New Mexico Bcstg. Co. approved Nov. 15, 1961. Sale to Texas-New Mexico Bcstg. Co. by Frank Lesley & Mae Strauss approved Oct. 22, 1959 by FCC (Television Digest, Vol. 15:38, 43).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

JERRY FISHER, resident-engineering supervisor.

Rates: See KFDA-TV, Amarillo, Tex.

NETWORK BASE HOURLY RATE: Bonus to KFDA-TV, Amarillo, Tex.

ARB Data For This Station Included With Parent
KFDA-TV, Amarillo, Tex. Above Map Shows
Coverage For Both Parent & Satellite.

KGGM-TV, Albuquerque (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	COLORADO			
	HINSDALE	100	100	99
	MINERAL	200	100	74
5-24 0/0	NEW MEXICO			
	CATRON	500	400	70
	CHAVES	17,900	16,900	94
	EDDY	15,000	14,000	94
5-24 0/0	UTAH			
	SAN JUAN	2,600	2,000	77

New Mexico—Roswell

KBIM-TV

Ch. 10

Technical Facilities: Channel No. 10
(192-198 mc). Authorized power:
316-kw visual, 35.7-kw aural. An-
tenna: 2000-ft. above av. terrain,
1839-ft. above ground, 6263-ft.
above sea level.

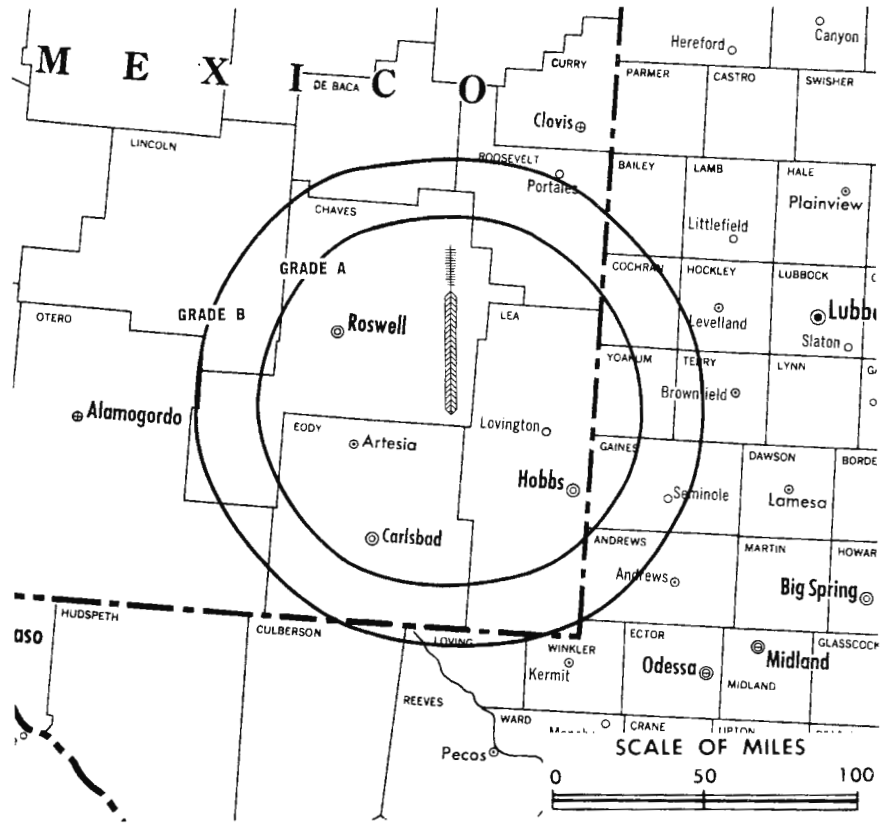
Latitude 33° 03' 20"
Longitude 103° 49' 12"

Transmitter: 29½-mi. E of Hager-
man, N.M.

TV tape: Recording facilities.

Color: Network, slide & film.

News Wire Service: UPI.



Circulation © 1966 American Research Bureau.

KBIM-TV Ref: FCC File No. BMPCT—6098 Granted 7/14/65

© American Map Co., Inc., N.Y., No. 14244

KBIM-TV

Grantee: Taylor Broadcasting Co., Box 910.

Studio: 308 North Main.

Telephone: 505-622-2120.

Ownership: W. C. Taylor, pres. & treas., 50%; Homer F. Glover,
v.p., 5.7%; Gene Reischman, secy., 27.3%; J. Kenneth Smith,
11.3%; J. Raymond Harris, 5.7%. All also have interest in
radio KBIM & FM.

Began Operation: Feb. 23, 1966.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Rhyne & Rhyne.

Represented (engineering) by Guy C. Hutcheson.

Personnel:

W. C. TAYLOR, president.
G. F. (JUD) ROBERTS, executive v.p.
W. H. BAILEY, station manager.
E. C. RADER, chief engineer.

DIGEST OF RATE CARD NO. 1

(Jan. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$210.00	\$120.00	\$80.00	\$50.00	\$40.00	\$25.00
NETWORK BASE HOURLY RATE:	\$200.					

ARB County-by-County Data for this Station is
not available since it was not in operation when
the survey was made.

Net Weekly Circulation (March 1966) 43,100

Average Daily Circulation (March 1966) 29,600

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

New Mexico—Roswell



KSWs-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 1760-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level.

Latitude 33° 22' 32"
Longitude 103° 46' 05"

Transmitter: 2.5-mi. S of U.S. Hwy. 380 near Caprock.

Color: Network, live, film & slide.

News Wire Service: UPI. Facsimile Service: UPI.

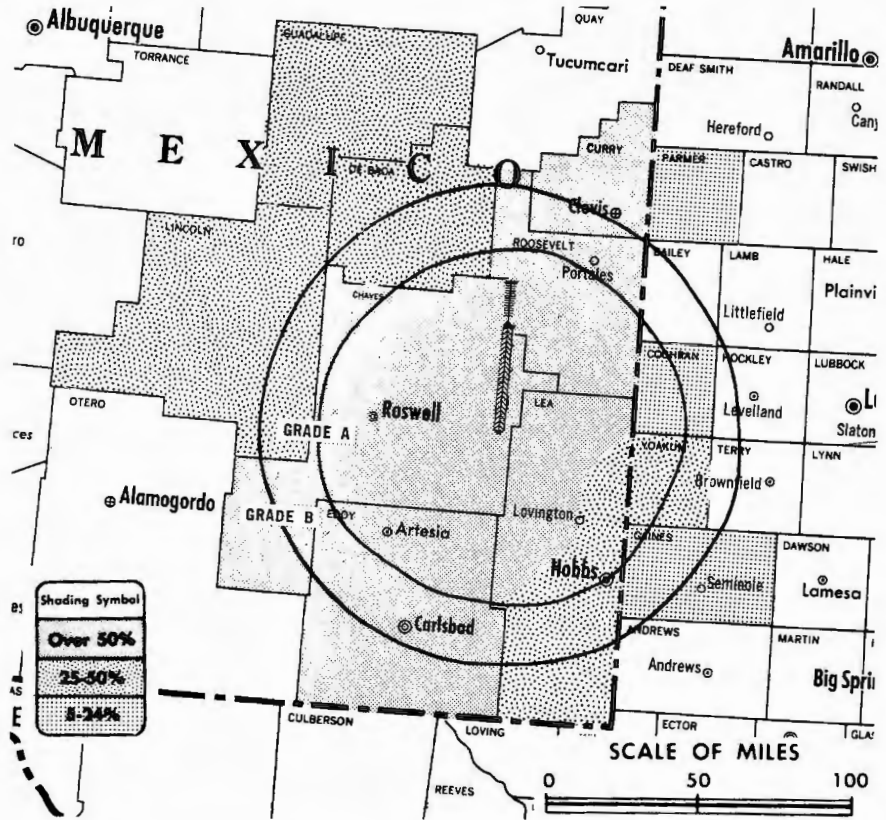
Telephone: 505-622-6450.

TWX No.: 505-622-9017.

Represented (engineering) by Gautney & Jones.

AM Affiliate: CP for 1020 kc, 50-kw (10-kw night).

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV² and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KSWs-TV-TV Ref: FCC File No. BPCT-3130 Granted 2/19/63

©American Map Co., Inc., N.Y., No. 14244

KSWs-TV

Network Service: NBC.

Licensee: John A. Barnett, Box 670.

Studio: 1717 W. Second St. (88201).

Ownership: John A. Barnett, 100%.

Began Operation: June 24, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Koteen & Burt.

Personnel:

JOHN A. BARNETT, general manager.
JOHN A. BARNETT JR., assistant general manager.
PAUL B. McEVOY, station & sales mgr.
C. MAE WINSETT, program director.
LEWIS M. FITTS, production director.
WILLIAM E. KOLB, chief engineer.

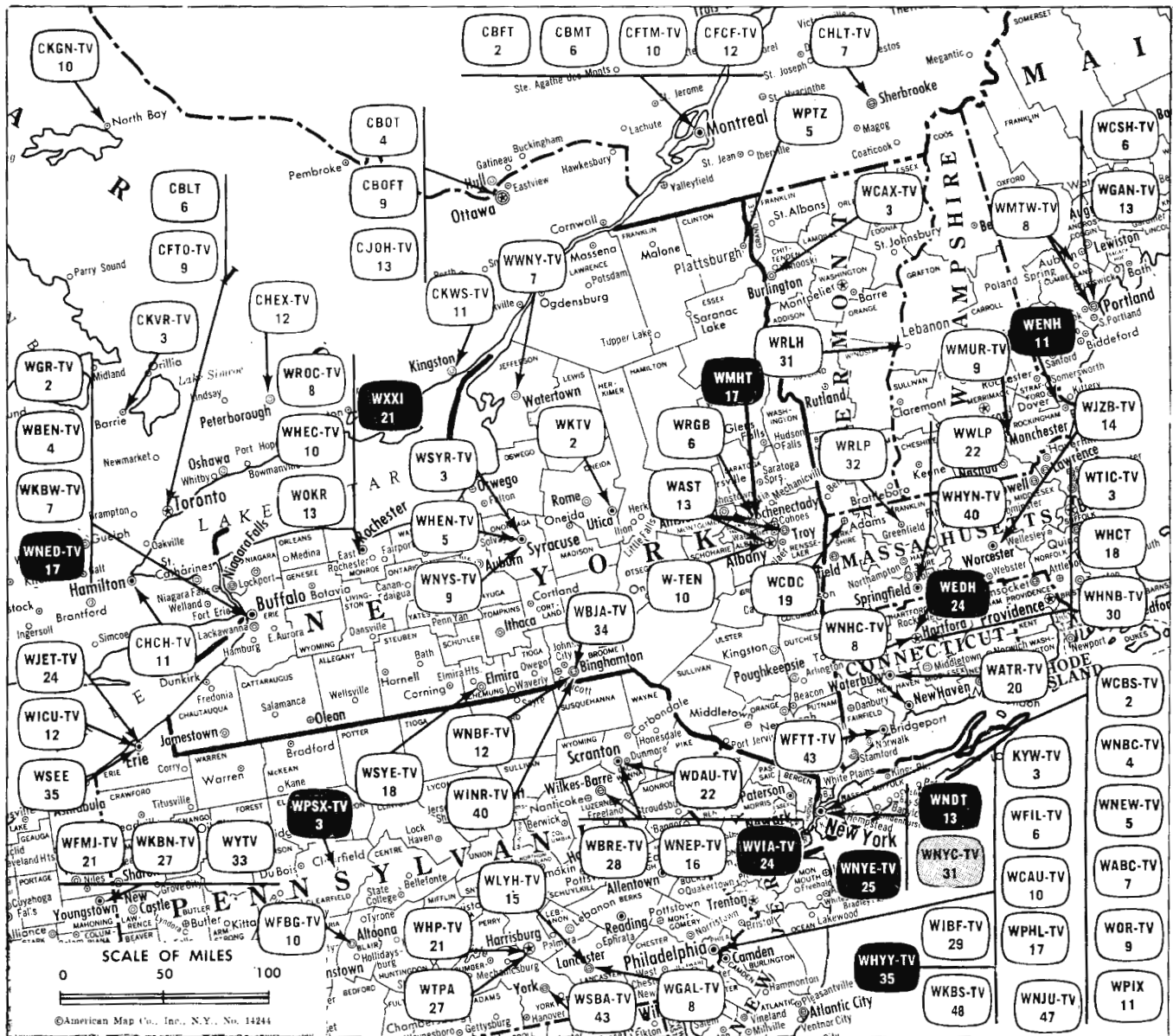
DIGEST OF RATE CARD NO. 13
(Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-9 p.m., daily.						
\$275.00	\$165.00	\$110.00	\$77.00	\$65.00	\$52.00	\$33.00

NETWORK BASE HOURLY RATE: \$325 (NBC).

For Color Set Penetration by Market
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/O	NEW MEXICO			
	CHAVES	17,900	16,900	94
	CURRY	10,300	9,500	92
	EDDY	15,000	14,000	94
	LEA NORTH	5,000	4,600	93
	ROOSEVELT	4,500	4,100	91
25-50 O/O	NEW MEXICO			
	DE BACA	700	600	89
	GUADALUPE	1,000	800	82
	LEA SOUTH	12,900	11,900	93
	LINCOLN	2,200	1,900	87
	TEXAS			
	YOAKUM	3,000	2,800	95
5-24 O/O	TEXAS			
	CONCHRAN	1,800	1,700	92
	GAINES	4,000	3,800	94
	PARMER	3,400	3,100	91
STATION TOTALS		81,700	75,700	93
NET WEEKLY CIRCULATION (MARCH 1966)			57,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			40,800	



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
New York City	5,219,200	1	6,841,300	1	6,525,000	1
Buffalo	580,200	22	1,004,500	21	965,500	21
Syracuse	487,600	31	721,900	36	688,100	36
Albany-Schenectady-Troy	437,900	40	700,900	40	662,000	38
Rochester	280,100	70	406,900	82	388,200	76
Binghamton	220,600	85	507,100	59	479,600	57
Plattsburgh-Burlington	159,500	109	243,200	121	229,100	117
Utica	158,700	110	231,200	125	219,600	122
Watertown-Carthage	64,800	176	104,200	180	99,100	178

Additional State Data on the next pages

State Educational Technical Facilities

(Complete Data in Educational Directory)

WNED-TV

Buffalo

Ch. 17

Non-Commercial Educational Station

Licensee: Western New York Educational TV Association Inc., Lafayette Hotel, Buffalo.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 183-kw max. and 151.3-kw horizontal visual, 30.2-kw aural. Antenna: 350-ft. above av. terrain, 377-ft. above ground, 990-ft. above sea level.

Latitude	42°	53'	05"
Longitude	78°	52'	22"

WNDT

New York

Ch. 13

Non-Commercial Educational Station

Licensee: Educational Bcstg. Corp., 304 West 58th St., New York (10019).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 174-kw visual, 34.7-kw aural. Antenna: 1190-ft. above av. terrain, 1200-ft. above ground, 1251-ft. above sea level.

Latitude	40°	44'	54"
Longitude	73°	59'	10"

WNYE-TV

New York

Ch. 25

Non-Commercial Educational Station

(Due to Begin Operation in Spring)

Grantee: Board of Education of City of New York, 110 Livingston St., Brooklyn, N.Y.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 661-kw max. and 589-kw horizontal visual, 131-kw max. and 117-kw horizontal aural. Antenna: 577-ft. above av. terrain, 597-ft. above ground, 649-ft. above sea level.

Latitude	40°	41'	21"
Longitude	73°	58'	37"

WXXI

Rochester

Ch. 21

Non-Commercial Educational Station

Grantee: Rochester Area ETV Association Inc., 410 Alexander St., Rochester (14607).

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 1480-kw visual, 295-kw aural. Antenna: 435-ft. above av. terrain, 343-ft. above ground, 1026-ft. above sea level.

Latitude	43°	08'	07"
Longitude	77°	35'	02"

WMHT

Schenectady

Ch. 17

Non-Commercial Educational Station

Licensee: Mohawk-Hudson Council on Educational TV Inc., Riverside School, Front St., Schenectady.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 209-kw max. and 186-kw horizontal visual, 42.7-kw max. and 37.1-kw horizontal aural. Antenna: 920-ft. above av. terrain, 216-ft. above ground, 1868-ft. above sea level.

Latitude	42°	38'	12"
Longitude	73°	59'	45"

WCNY-TV

Syracuse

Ch. 24

Non-Commercial Educational Station

Licensee: ETV Council of Central N.Y. Inc., Old Liverpool Rd., Liverpool, N.Y. (13088).

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 347-kw horizontal visual, 69.2-kw horizontal aural. Antenna: 1380-ft. above av. terrain, 850-ft. above ground, 1111-ft. above sea level.

Latitude	42°	56'	42"
Longitude	76°	01'	28"

New York Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
☐ Commercial Television Stations	22	4	26
● Educational Television Stations	1	4	5
☑ Non-commercial TV Stations	0	1	1
			<hr/> 32

WNYC-TV

New York

Ch. 31

Non-Commercial Station

Licensee: City of New York Municipal Bcstg. System, Municipal Bldg., New York (10007).

Studio: Municipal Bldg. Transmitter: Empire State Bldg.

Telephone: 566-2115.

Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 890-kw visual, 433-kw aural. Antenna: 1294-ft. above av. terrain, 1380-ft. above ground, 1330-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

TV tape: Recording facilities.

Color: Film & slide.

News Wire Service: AP, UPI.

AM Affiliate: WNYC (830 kc). FM Affiliate: WNYC-FM (93.9 mc).

Ownership: City of New York Municipal Bcstg. System.

Began Operation: November 1, 1962.

Represented (legal) by Rhyne & Rhyne.

Represented (engineering) by Ron Culver.

Personnel:

SEYMOUR N. SIEGEL, director & general manager.
BERNARD BUCK, TV program manager.
FRANK ROSA, film buyer.
MORRIS K. KUNINS, chief engineer.
JOHN De PROSPO, exec. officer.

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WRGB

Albany

(See Schenectady, N.Y.)

WWNY-TV

Carthage

(See Watertown, N.Y.)

WCAX-TV

Plattsburgh

(See Burlington, Vt.)

WAST & WTEN

Schenectady

(See Albany, N.Y.)

WTEN, Albany

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	NEW YORK			
	DUTCHESS	55,700	52,800	95
	HAMILTON	1,400	1,300	92
	ULSTER	42,900	39,800	93
	VERMONT			
	RUTLAND	13,800	12,800	93
5-24 0/0	CONNECTICUT			
	LITCHFIELD	40,900	38,700	95
	TOLLAND	21,900	20,700	94
	NEW HAMPSHIRE			
	CHESHIRE	14,900	13,700	92
	NEW YORK			
	DELAWARE	13,400	12,200	91
	OTSEGO	16,500	15,400	93
	VERMONT			
	WINDHAM	9,300	8,000	86

WRGB, Schenectady-Albany

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	CONNECTICUT			
	LITCHFIELD	40,900	38,700	95
	MASSACHUSETTS			
	FRANKLIN	17,200	15,600	91
	NEW HAMPSHIRE			
	CHESHIRE	14,900	13,700	92
	SULLIVAN	9,300	8,400	91
	NEW YORK			
	ESSEX	10,700	10,200	95
	VERMONT			
	CHITTENDEN	21,900	20,800	95
	WINDHAM	9,300	8,000	86
	WINDSOR	13,000	11,900	92

WSYR-TV, Syracuse

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	PENNSYLVANIA			
	BRADFORD	15,700	14,800	94
5-24 0/0	NEW YORK			
	BROOME	71,900	69,200	96
	HERKIMER	22,200	21,100	95
	OTSEGO	16,500	15,400	93
	ST LAWRENCE	32,600	31,000	95
	WYOMING	10,500	10,200	97
	PENNSYLVANIA			
	SULLIVAN	1,800	1,600	93

New York—Albany-Troy-Schenectady



WAST

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 17-kw aural. Antenna: 1199-ft. above av. terrain, 765-ft. above ground, 1715-ft. above sea level.

Latitude 42° 47' 08"
Longitude 73° 37' 44"

Transmitter: Bald Mt., Brunswick, N.Y.

Studio: 15 N. Pearl St., Menands, Albany.

TV tape: Recording facilities.

0 & 0 Translators: W07AI, Lanesboro, Pittsfield & W. Pittsfield, Mass.; W07AG, Rutland-W. Rutland, Vt.

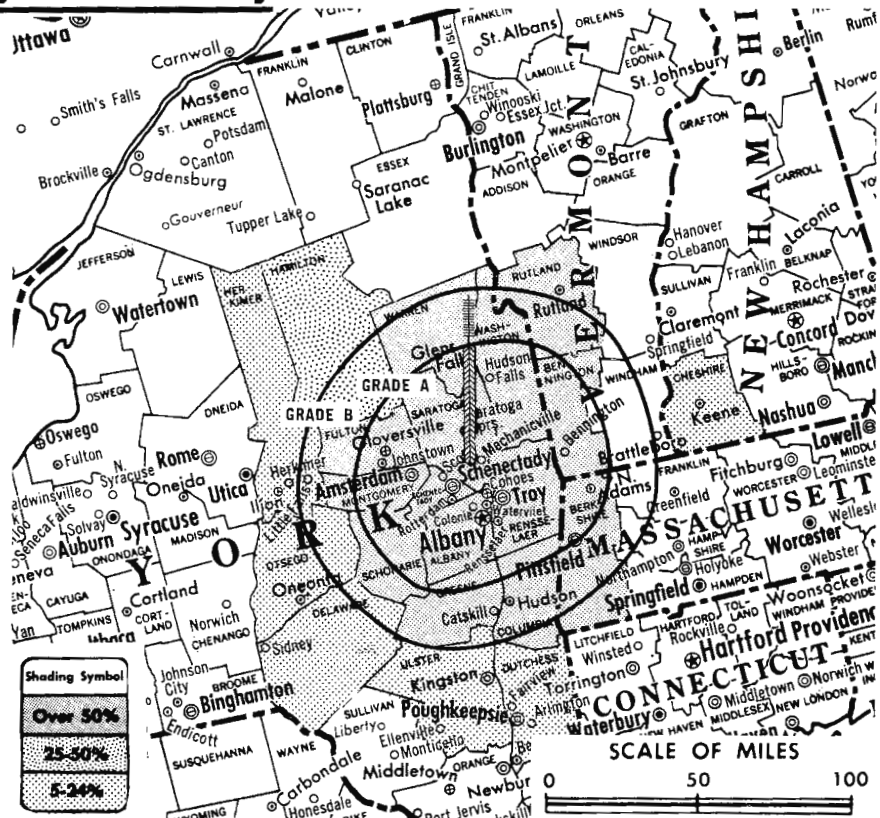
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WAST Ref: FCC File No. BPCT-3099 Granted 2/13/63

©American Map Co., Inc., N.Y., No. 14244

WAST

Licensee: Van Curler Broadcasting Corp., Box 4035, Albany (12204).

Studio: 15 N. Pearl St., Menands, Albany (12207).

Telephone: 518-436-4791. TWX No.: 518-474-3228.

Ownership: Stanley Warner Corp., 100%.

Began Operation: Feb. 19, 1954, but quit air Jan. 31, 1955. Resumed operation June 15, 1956, Stanley Warner Corp. having acquired 100% control by buying out Col. Harry Wilder group (Television Digest, Vol. 12:24).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JOHN E. CRAWFORD, general manager.
- STEPHEN STANLEY, chief engineer.
- FRED SHAVOR, program director & film buyer.
- MICHAEL S. ARTIST, promotion, publicity & marketing mgr.
- ARTHUR WOLDT, news editor.

DIGEST OF RATE CARD NO. 10A—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.					
\$1000.00	\$600.00	\$400.00	\$250.00	\$250.00	\$125.00
NETWORK BASE HOURLY RATE: \$1000.					

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	MASSACHUSETTS			
0/0	BERKSHIRE	44,200	41,900	95
	NEW YORK			
	ALBANY	96,400	92,200	96
	COLUMBIA	16,000	15,100	95
	FULTON	17,800	17,000	95
	GREENE	10,700	10,300	95
	MONTGOMERY	18,900	17,900	95
	RENSSELAER	47,300	45,000	95
	SARATOGA	29,800	28,800	97
	SCHENECTADY	54,000	52,100	96
	SCHUCHARIE	6,900	6,500	94
	WARREN	15,100	14,200	94
	WASHINGTON	14,800	14,100	95
	VERMONT			
	BENNINGTON	7,900	7,300	93
	RUTLAND	13,800	12,800	93
25-50	NEW YORK			
0/0	HAMILTON	1,400	1,300	92
5-24	NEW HAMPSHIRE			
0/0	CHESHIRE	14,900	13,700	92
	NEW YORK			
	DELAWARE	13,400	12,200	91
	DUTCHESS	55,700	52,800	95
	HERKIMER	22,200	21,100	95
	UTSEGO	16,500	15,400	93
	ULSTER	42,900	39,800	93
STATION TOTALS		560,600	531,500	95
NET WEEKLY CIRCULATION (MARCH 1966)			365,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			263,500	

New York—Albany



W-TEN



Ch. 10

[Also operates satellite WCDC, Adams, Mass.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 200-kw visual, 30-kw aural. Antenna: 1000-ft. above av. terrain, 275-ft. above ground, 1805-ft. above sea level.

Latitude 42° 38' 15"
Longitude 73° 59' 54"

Transmitter: Beaver Dam Rd., Heldberg Mt., New Scotland.

TV tape: Recording facilities.

O & O Translators: W04AE, Herkimer & Little Falls, N.Y.; W04AL, Bennington, Vt.

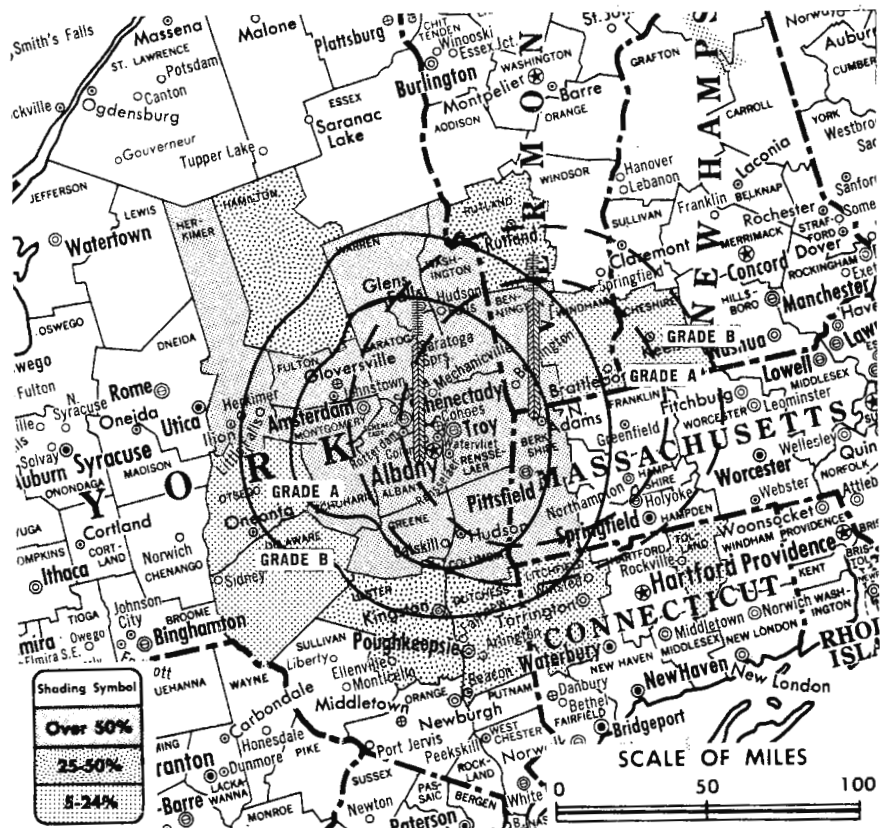
Color: Network, film & slide.

News Wire Service: AP. Facsimile Service: UPI. News Film Service: CBS.

AM Affiliate: WROW, 5-kw (1-kw night), 590 kc (CBS).

ARB Data: Includes Satellite, WCDC, Adams, Mass.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV & Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



W-TEN Ref: FCC File No. BMPCT-5887-Granted 6/14/63.
WCDC Ref: FCC File No. BMPCT-5087 Granted 9/10/58

©American Map Co., Inc., N.Y., No. 14244

W-TEN

Grantee (STA): Capital Cities Bcstg. Corp., Box 10, Albany (12201).

Studio: 341 Northern Blvd., Albany.

Telephone: 518-436-4841.

TWX No.: 710-441-8203.

Ownership: Thomas S. Murphy, chairman & chief exec. officer, 10.97%; William J. Casey, v.p., 3.67%; Harmon L. Duncan, v.p., 2.10% (additional 1.90% held by wife Virginia); J. Floyd Fletcher, v.p., 3.32% (additional 1.75% held by wife Mildred); G. Dickler, secy., 1.55%; Robert I. Lipton, asst. secy.-treas., .19%; Lowell J. Thomas, director, 14.61%; John P. McGrath, director, 3.31%; Wm. S. Lasdon, director, 1.63%; Carl C. Council, director, .10% (pres. of radio WDNC, Durham, N.C., which owns 1.44%). Following are not officers: Dean P. Taylor, 2.17%; Josephine S. Sutland, 2.71%. Over 1000 stockholders. Capital Cities also operates uhf satellite WCDC, Adams, Mass. and is licensee of WTVD, Durham-Raleigh; WPRO-TV & WPRO, Providence, R.I.; WKBW-TV & WKBW, Buffalo; WPAT (AM), Paterson, N.J.; WSAZ-TV & WSAZ, Huntington, W. Va.; and WJR & FM, Detroit, Mich.; KPOL & FM, Los Angeles. Note: Purchase of KTRK-TV, Houston pends.

Began Operation: Oct. 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (Television Digest, Vol. 10:42, 45). Station switched from Ch. 41 and changed WCDA call letters Dec. 1, 1957 (Vol. 13:49).

Represented (engineering) by Kear & Kennedy.

Represented (sales) by Blair-TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

THOMAS S. MURPHY, chairman & chief executive officer.
KENNETH M. JOHNSON, v.p. & general manager.
PETER ORNE, general sales manager.
LARRY COX, promotion manager.
JAMES MASUCCI, program director.
THOMAS H. CURRAN, business manager.
WILLIAM ORR, engineering manager.

DIGEST OF RATE CARD NO. 17

(Sept. 4, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID	
Class AA—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.	\$1250.00	\$750.00	\$500.00	\$325.00*	\$300.00*	\$175.00*

*Class AAA—8-10:30 p.m., Sun.-Thurs.; 8-11:10 p.m., Fri.; 7:30-10:30 p.m., Sat. Rates include WCDC, Adams, Mass.

NETWORK BASE HOURLY RATE: \$1150.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50	MASSACHUSETTS			
	BERKSHIRE	44,200	41,900	95
	NEW YORK			
	ALBANY	96,400	92,200	96
	COLUMBIA	16,000	15,100	95
	FULTON	17,800	17,000	95
	GREENE	10,700	10,300	95
	HERKIMER	22,200	21,100	95
	MONTGOMERY	18,900	17,900	95
	RENSSELAER	47,300	45,000	95
	SARATOGA	29,800	28,800	97
	SCHENECTADY	54,000	52,100	96
	SCHUCHARIE	6,900	6,500	94
	WARREN	15,100	14,200	94
	WASHINGTON	14,800	14,100	95
	VERMONT			
	BENNINGTON	7,900	7,300	93
(Continued on page 461-b)				
STATION TOTALS		632,700	598,900	95
NET WEEKLY CIRCULATION (MARCH 1966)			400,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			305,200	

New York—Schenectady-Albany-Troy



WRGB

Ch. 6



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 93-kw visual, 11-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1830-ft. above sea level.

Latitude 42° 38' 12"
Longitude 73° 59' 45"

Transmitter: New Scotland, N.Y.

TV tape: Recording facilities.

AM Affiliate: WGY, 50-kw, 810 kc (NBC).

FM Affiliate: WGFM, 6-kw, 99.5 mc (No. 258), 805-ft. antenna height.

Color: Network, live, film, slide & tape.

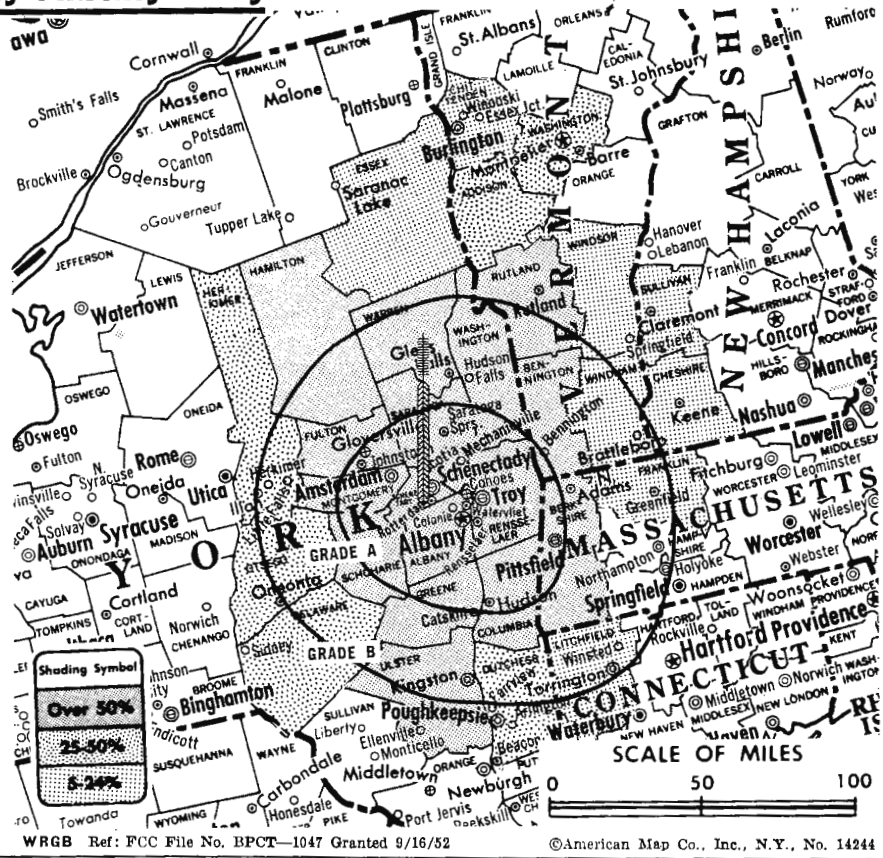
News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: UPI.

Represented (legal) by McKenna & Wilkinson.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WRGB Ref: FCC File No. BPCP-1047 Granted 9/16/52

©American Map Co., Inc., N.Y., No. 14244

WRGB

Licensee: General Electric Broadcasting Co. Inc., 1400 Balltown Rd. (12309).

Studio: 1400 Balltown Rd., Schenectady (12309).

Telephone: 518-377-2261. TWX No.: 518-556-2092.

Ownership: Subsidiary of General Electric Co. Officers: Fred J. Borch, chairman; Herman L. Weiss, vice chairman; Robert C. Wilson, pres.; Reid L. Shaw, v.p. & gen. mgr.; Francis A. Pasley, treas.; L. Mason Harter, v.p. & gen. counsel. Parent corp. is manufacturer of TV-radio, household appliances, heavy duty electrical equipment, etc. Also owns WSIX-TV, Nashville and WSIX & FM.

Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939).

Represented (sales) by The Katz Agency Inc.

Personnel:

- REID L. SHAW, v.p. & general manager.
- ROBERT F. REID, manager, marketing.
- GEORGE F. SPRING, manager, sales.
- RICHARD B. BELKIN, manager, programs.
- CHARLES B. KING, manager, operations.
- DUANE M. WEISE, director of engineering.
- REED R. GORDON, manager, local sales.
- HAL GREENE, supervisor, programs.
- ARTHUR R. GARLAND, manager, promotion and publicity.
- RONALD A. DEERE, manager, traffic.
- W. B. MONROE, operations desk.

DIGEST OF RATE CARD NO. A24 (April 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AAA—7:30-10:30 p.m., daily.
\$1250.00 \$750.00 \$500.00 \$360.00 \$325.00 *\$300.00* \$150.00*

*Class AA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1625.

See Parent Corporate Listing Under
TV Set Manufacturers in Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	G/O
OVER 50 O/O	MASSACHUSETTS BERKSHIRE	44,200	41,900	95
	NEW YORK			
	ALBANY	96,400	92,200	96
	COLUMBIA	16,000	15,100	95
	FULTON	17,800	17,000	95
	GREENE	10,700	10,300	95
	HAMILTON	1,400	1,300	92
	MONTGOMERY	18,900	17,900	95
	RENSSELAER	47,300	45,000	95
	SARATOGA	29,800	28,800	97
	SCHENECTADY	54,000	52,100	96
	SCHOHARIE	6,900	6,500	94
	ULSTER	42,900	39,800	93
	WARREN	15,100	14,200	94
	WASHINGTON	14,800	14,100	95
	VERMONT			
	BENNINGTON	7,900	7,300	93
	KUTLAND	13,800	12,800	93
25-50 O/O	NEW YORK			
	DELAWARE	13,400	12,200	91
	UTCHESS	55,700	52,800	95
	HERKIMER	22,200	21,100	95
	OTSEGO	16,500	15,400	93
	VERMONT			
	ADDISON	5,400	5,000	92
	WASHINGTON	12,600	11,900	95
(Continued on page 461-b)				
STATION TOTALS		700,900	662,000	94
NET WEEKLY CIRCULATION (MARCH 1966)			437,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			327,200	



WRGB Reaches All 5

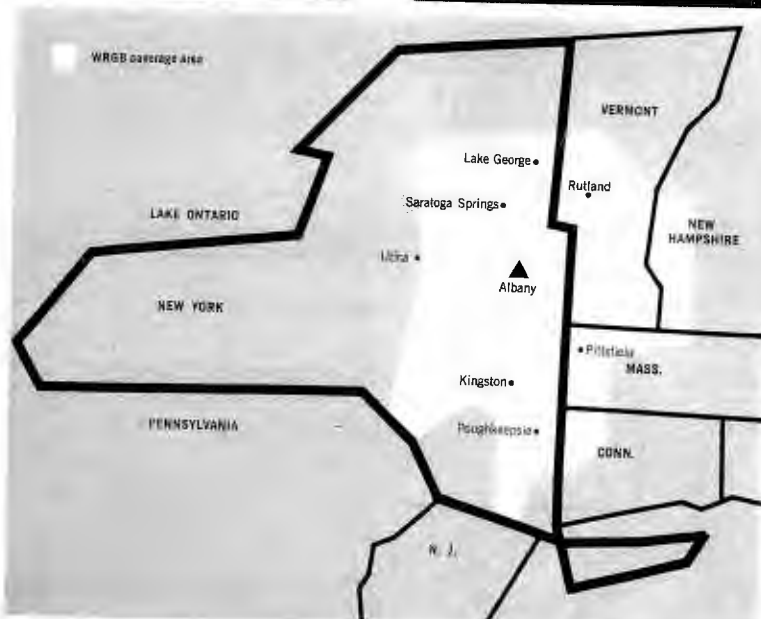
(plus 22 cities with 10,000 and over population)

And what's more, the WRGB market has a buying power estimated at \$3 billion annually in retail sales. Food sales alone amount to over \$756 million annually in WRGB's broad coverage area.*

In dollars and cents this means your sales message reaches the market you are striving for; the people who have the buying power to purchase your products.

Also, when you think of Amsterdam or Florence—you think of tourists. In WRGB-land you reach tourists, in fact millions of them. Each year approximately 4,000,000** summer and winter vacationers are attracted to the area's wide range of recreational and resort facilities. They too look to WRGB for the latest newscasts and network entertainment.

Put your buying dollars into an area where the action is . . . Northeastern New York and Western New England.



WRGB
Channel 6
Albany • Schenectady • Troy
An NBC Affiliate
General Electric Broadcasting Co.

*Sales Management, June 10, 1966

**New York State Department of Commerce



THE KATZ AGENCY, Inc.
STATION REPRESENTATIVES

992-28

New York—Binghamton



WBJA-TV

Ch. 34

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 204-kw visual, 39.8-kw aural. Antenna: 900-ft. above av. terrain, 300-ft. above ground, 2215-ft. above sea level.

Latitude 42° 03' 38"
Longitude 75° 56' 33"

Transmitter: 3.2-mi. SSW of Binghamton, W side of Ingraham Hill Rd.

O&O Translator: W70AK, Southside in Binghamton, Conklin & Dickinson, N.Y.

Color: Network.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WBJA-TV Ref: FCC File No. Doc. 14274—Effective 1/22/62

©American Map Co., Inc. N.Y., No. 14244

WBJA-TV

Licensee: WBJA-TV Inc., Box 813, Binghamton, N.Y. (13902).

Studio: Ingraham Hill Rd., Binghamton, N.Y. (13902).

Telephone: 607-772-1122.

Ownership: Empire TV & Radio Inc., 100%. Owners of Empire are: Gerald T. Arthur, 21.2%; J. J. L. Hessen, 21.2%; Oliver Lazare, 21.2%; Small Business Investment Co. of N.Y. Inc., 36.5%. Same interests also own WEPA-TV, Erie, Pa. (CP). Arthur, Hessen and Lazare are applicants for Ch. 45, Albany, N.Y.; Ch. 36, Elmira, N.Y. and own WEEE, Rensselaer, N.Y.

Began Operation: Nov. 24, 1962. Sale of control to Arthur, Hessen and Lazare by Alfred E. Anscombe (53.13%) and James E. Greeley (10.4%) approved August 17, 1966 by FCC (Television Digest, Vol. 6:34).

Represented (sales) by Vic Piano Associates.

Represented (engineering) by Paul Godley & Associates.

Personnel:

- GERALD T. ARTHUR, president.
- J. J. L. HESSEN, executive vice president.
- OLIVER LAZARE, secretary & treasurer.
- SYLVIA J. HINRICHS, station manager.
- VICTOR L. LAYTHAM, sales director.
- ROY V. SWINAMER, program director.
- ALAN M. FINKLEMAN, chief engineer.
- ERMA J. NORTON, film director.

DIGEST OF RATE CARD NO. 5 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:30-11 p.m., daily.	\$250.00	\$180.00	\$120.00	\$75.00	\$48.00*	\$44.00*
					\$22.00*	

*Class AA rate.

NETWORK BASE HOURLY RATE: \$200.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	NEW YORK			
0/0	BROOME	71,900	69,200	96
	TIoga	12,700	12,200	95
25-50	PENNSYLVANIA			
0/0	SUSQUEHANNA	9,300	8,800	95
5-24	NEW YORK			
0/0	CHENANGO	13,800	13,000	94
	OTSEGO	16,500	15,400	93
	PENNSYLVANIA			
	BRAUFDORF	15,700	14,800	94
	SULLIVAN	1,800	1,600	93
	TIoga	10,400	9,500	92
STATION TOTALS		152,100	144,500	95
NET WEEKLY CIRCULATION (MARCH 1966)			86,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			48,000	

For Color Set Penetration by Market

See Services Volume

New York—Binghamton



WINR-TV



Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 537-kw maximum and 288-kw horizontal visual, 63.5-kw horizontal aural. Antenna: Directional, 628-ft. above av.terrain, 509-ft. above ground, 1949-ft. above sea level.

Latitude 42° 06' 47"
Longitude 75° 51' 15"

Transmitter: Hiner Rd.

AM Affiliate: WINR, 1-kw (.5-kw night), 680 kc (NBC).

O&O Translators: W81AB, Chenango Bridge & Hillcrest, N.Y.; W78AB, Endwell & Vestal, N.Y.; W75AA, Johnson City, N.Y.

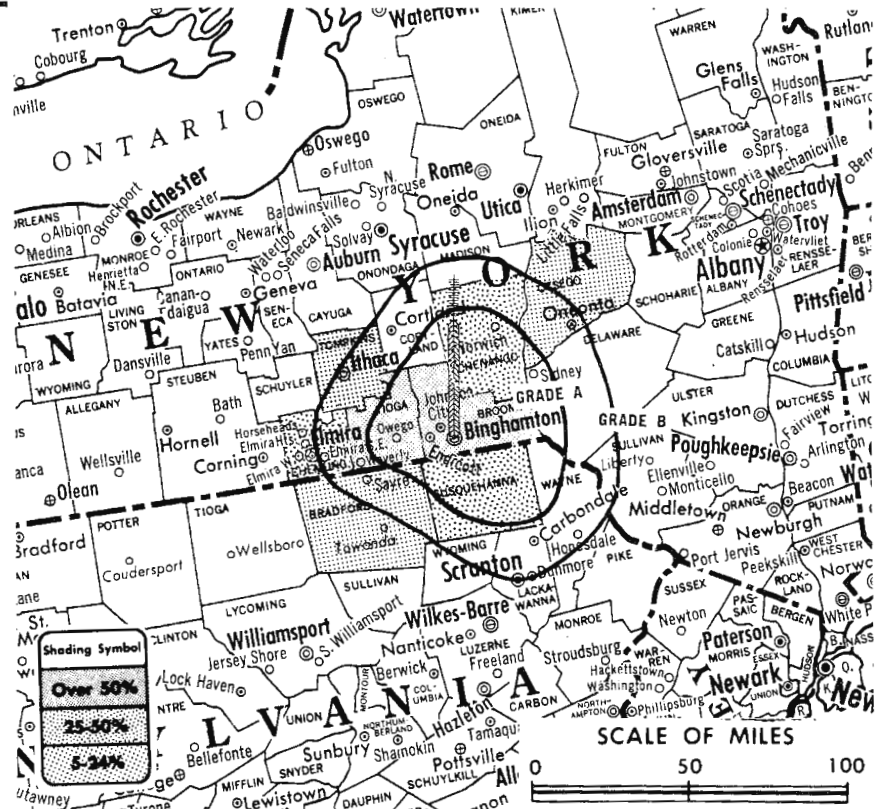
Color: Network.

News Wire Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Total Households: SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WINR-TV Ref: FCC File No. BMPCT-4731 Granted 6/21/57

©American Map Co., Inc., N.Y., No. 14224

WINR-TV

Licensee: Binghamton Press Co. Inc., 70 Henry St. (13901).

Studio: 70 Henry St.

Telephone: 607-723-8251.

TWX No.: 607-772-0240.

Ownership: Same as Binghamton Press (Gannett). For other interests, see WHEC-TV, Rochester, N.Y.

Began Operation: Nov. 1, 1957.

Represented (sales) by H-R Television.

Personnel:

EDWARD M. SCALA, general manager & film buyer.
RODERIC REEDER, local sales manager.
ROBERT JULIAN, program director.
GINO RICCIARDELLI, technical director.

DIGEST OF RATE CARD NO. 3
(Jan. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—7-10:30 p.m., daily.

\$300.00 \$180.00 \$120.00 \$105.00 \$75.00 \$48.00 \$44.00 \$22.00

NETWORK BASE HOURLY RATE: \$260.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50	NEW YORK			
0/0	BROOME	71,900	69,200	96
	TIOGA	12,700	12,200	95
25-50	NEW YORK			
0/0	CHEMUNG	33,100	31,300	94
	CHEMANGO	13,800	13,000	94
	PENNSYLVANIA			
	SUSQUEHANNA	9,300	8,800	95
5-24	NEW YORK			
0/0	OTSEGO	16,500	15,400	93
	TOMPKINS	21,100	18,500	88
	PENNSYLVANIA			
	BRAUFORD	15,700	14,800	94
STATION TOTALS		194,100	183,200	94
NET WEEKLY CIRCULATION (MARCH 1966)			87,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			53,600	

New York—Binghamton



WNBF-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 166-kw visual, 18-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level.

Latitude 42° 03' 33.5"
Longitude 75° 57' 06"

Transmitter: Ingraham Hill Rd.

AM Affiliate: WNBF, 5-kw, 1290 kc (CBS).

FM Affiliate: WNBF-FM, 10-kw, 98.1 mc (No. 251), 950-ft. antenna height.

Color: Network, live, film, slide & tape.

Represented (engineering) by Kear & Kennedy.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

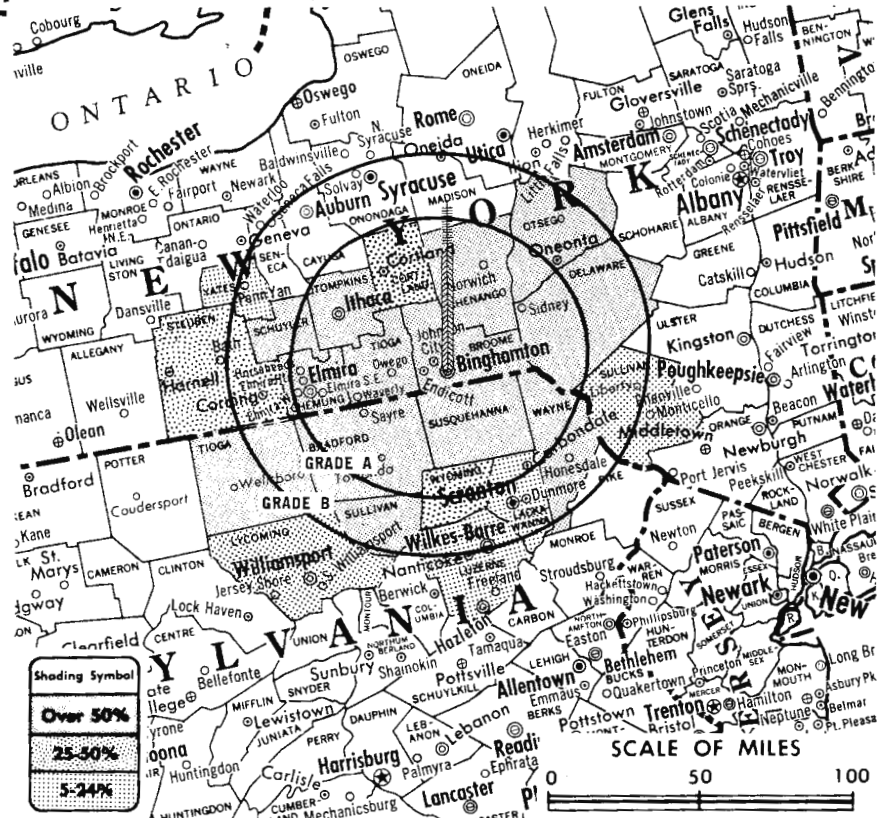
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WNBF-TV Ref: FCC File No. BNPCT-3731 Granted 2/24/56

©American Map Co., Inc., N.Y., No. 14244

WNBF-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Studio: Sheraton-Inn, Binghamton (13902).

Telephone: 607-723-7311. TWX No.: 607-722-0242.

Ownership: Triangle Publications, Inc., see WFIL-TV, Philadelphia.

Began Operation: Dec. 1, 1949. Sale to present owners by John C. Clark interests approved by FCC May 4, 1955 (Television Digest, Vol. 11:11, 19).

Represented (sales) by Blair-TV.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

GEORGE DUNHAM, general manager.
LE ROY BERTIN, TV sales manager.
GEORGE S. RYDOS, local sales manager.
BILL BABCOCK, promotion manager.
E. W. FARNETI, business manager.
GLENN RINKER, news editor.
STEPHEN FERDO, farm director.
LAMAR COX, chief engineer.

DIGEST OF RATE CARD NO. 13—(Oct. 15, 1965)

Hour	30 Min.	Min.	20 Sec.	ID
Class AA—8-10:30 p.m., daily.				
\$1500.00	\$900.00	\$415.00	\$375.00	\$190.00

NETWORK BASE HOURLY RATE: \$1100 (CBS).

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/O	NEW YORK			
	BROOME	71,900	69,200	96
	CHEMUNG	33,100	31,300	94
	CHENANGO	13,800	13,000	94
	DELAWARE	13,400	12,200	91
	OTSEGO	16,500	15,400	93
	SCHUYLER	4,800	4,500	93
	TIOGA	12,700	12,200	95
	TOMPKINS	21,100	18,500	88
	PENNSYLVANIA			
	BRADFORD	15,700	14,800	94
	SULLIVAN	1,800	1,600	93
	SUSQUEHANNA	9,300	8,800	95
	TIOGA	10,400	9,500	92
	WAYNE	7,700	7,000	91
25-50 O/O	NEW YORK			
	CORTLAND	13,200	12,600	95
	STEUZEN	31,400	29,500	94
	PENNSYLVANIA			
	WYOMING	4,700	4,400	94
5-24 O/O	NEW YORK			
	SULLIVAN	15,700	14,400	92
	YATES	6,000	5,600	94
	PENNSYLVANIA			
	LACKAWANNA	68,600	66,300	97
	LUZERNE	101,100	97,400	96
	LYCOMING	34,200	31,400	92
STATION TOTALS		507,100	479,600	95
NET WEEKLY CIRCULATION (MARCH 1966)			220,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			168,600	

New York—Buffalo



WBEN-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"
Longitude 78° 37' 38"

Transmitter: Colden, N.Y.

TV tape: Recording facilities.

AM Affiliate: WBEN, 5-kw, 930 kc (CBS).

FM Affiliate: WBEN-FM, 110-kw, 102.5 mc (No. 273), 1200-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS

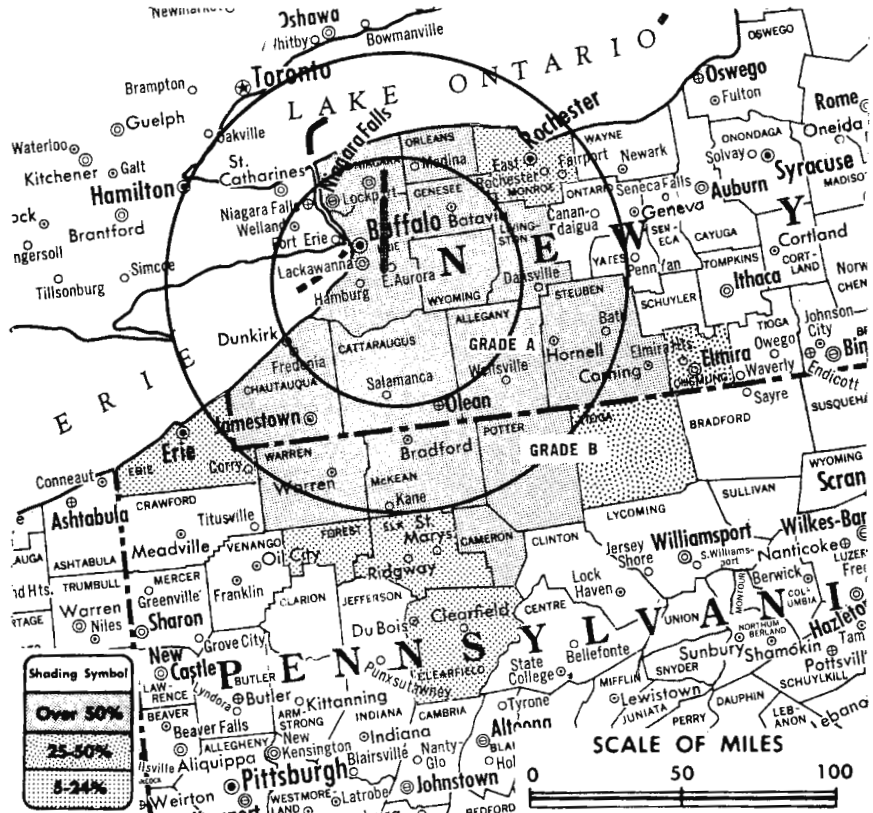
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBEN-TV Ref: FCC File No. BPCT-2075 Granted 2/13/54

©American Map Co., Inc., N.Y., No. 14244

WBEN-TV

Licensee: WBEN Inc., 2077 Elmwood Ave., Buffalo, N.Y. (14207).

Studio: 2077 Elmwood Ave.

Telephone: 716-876-0930. TWX No.: 716-858-1410.

Ownership: Same as Buffalo Evening News. Mrs. E. H. Butler, pres.

Began Operation: May 14, 1948.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

ALFRED H. KIRCHHOFER, president.
MRS. E. H. BUTLER, vice president.
JAMES H. RIGHTER, treasurer & secretary.
C. ROBERT THOMPSON, general manager.
GEORGE R. TORGE, asst. general manager.
WILLIAM McKIBBEN, administrative assistant.
QUINTIN E. RENNER, film director.
N. J. MALTER, television sales manager.
JOSEPH A. HAEFFNER, promotion manager.
R. GLENN BEERBOWER, technical director.
WILLIAM PETERS, program director.
JOSEPH W. KORAL, news director.

DIGEST OF RATE CARD NO. 16

(Nov. 1, 1966)

Hour 30 Min. Min. 40 Sec. 30 Sec. 20 Sec. 8 Sec.

Class AA—8-10:30 p.m., daily.

\$1700.00 \$870.00 \$500.00 \$475.00 \$450.00 \$425.00 \$212.00

NETWORK BASE HOURLY RATE: \$1800.

See also Buffalo Stations
in Canadian Directory

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW YORK			
	ALLEGANY	13,200	12,300	93
	CATTARAUGUS	25,400	24,000	95
	CHAUTAUQUA	50,200	47,900	95
	ERIE	356,800	345,900	97
	GENESEE	17,600	17,000	97
	LIVINGSTON	13,200	12,600	95
	NIAGARA	83,200	80,600	97
	ORLEANS	11,400	10,900	95
	STEBUEN	31,400	29,500	94
	WYOMING	10,500	10,200	97
	PENNSYLVANIA			
	CAMERON	2,200	2,100	97
	MC KEAN	16,100	15,100	94
	POTTER	4,700	4,400	92
	WARREN	13,100	11,900	91
25-50 O/O	NEW YORK			
	CHEMUNG	33,100	31,300	94
	PENNSYLVANIA			
	TIOGA	10,400	9,500	92
5-24 O/O	NEW YORK			
	MONROE	201,000	193,700	96
	PENNSYLVANIA			
	CLEARFIELD	23,000	21,900	95
	ELK	10,500	10,000	95
	ERIE	76,400	73,700	97
	FOREST	1,100	1,000	97
STATION TOTALS		1,004,500	965,500	96
NET WEEKLY CIRCULATION (MARCH 1966)			580,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			463,200	

New York—Buffalo



WGR-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 690-ft. above av. terrain, 742-ft. above ground, 1349-ft. above sea level.

Latitude 42° 57' 13.9"
Longitude 78° 52' 37.0"

Holds CP for change to 1000-ft. above av. terrain, 958-ft. above ground, 2310-ft. above sea level, lat. 42° 43' 06", long. 78° 33' 48"; transmitter to Lot 53, Warner Hill Rd., Wales, N.Y. BPCT—3826.

TV tape: Recording facilities.

AM Affiliate: WGR, 5-kw, 550 kc (NBC).

FM Affiliate: WGR-FM, 16-kw, 96.9 mc (No. 245), 628-ft. antenna.

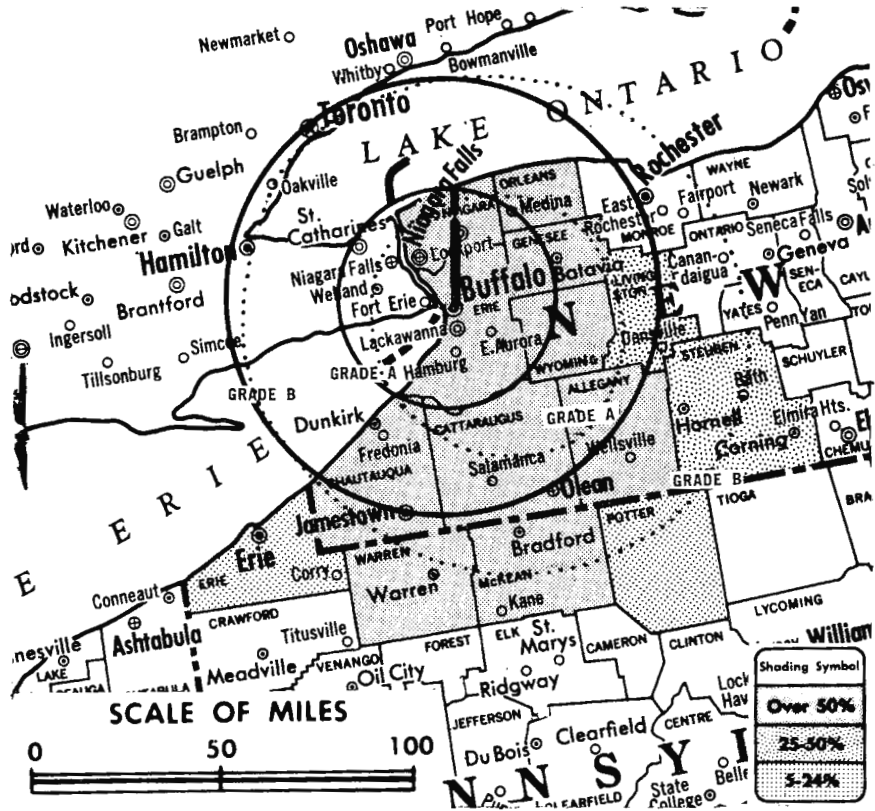
O&O Translator: W06AB, Jamestown, N.Y.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau
County coverage (shaded areas) based on 1965 ARB study.



WGR-TV Ref: FCC File No. BPCT—2613 Granted 4/23/59
CP: BPCT—3826 Granted 12/13/66

©American Map Co., Inc., N.Y. No. 14241

WGR-TV

Licensee: Taft Broadcasting Co., 184 Barton St., Buffalo (14213).

Transmitter: 2065 Elmwood Ave.

Studio: 184 Barton St.

Telephone: 716-886-7115. TWX No.: 716-858-1066.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: August 14, 1954. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 4:8).

Represented (sales) by The Katz Agency; Andy McDermott (Canada).

Represented (legal) by Koteen & Burt.

Personnel:

- ROBERT C. WIEGAND, v.p., general manager & film buyer.
- DONALD L. CHAPIN, vice president, sales.
- FRANK C. GERVAN, sales manager.
- PAUL SCIANDRA, program director.
- GENE R. KIRSHENSTEIN, business manager.
- JOANNE K. LOFTUS, promotion manager.
- CARL FLICKINGER, local sales manager.
- HAROLD A. HIGGINS, manager of engineering.
- ALBERT M. BENZ, traffic manager.

DIGEST OF RATE CARD NO. 14—(July 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.	\$2000.00	\$1200.00	*	\$640.00	\$640.00	\$326.00

*On request.

NETWORK BASE HOURLY RATE: \$1800.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW YORK			
	ALLEGANY	13,200	12,300	93
	CATTARAUGUS	25,400	24,000	95
	CHAUTAQUA	50,200	47,900	95
	ERIE	356,800	345,900	97
	GENESEE	17,600	17,000	97
	NIAGARA	83,200	80,600	97
	ORLEANS	11,400	10,900	95
	WYOMING	10,500	10,200	97
	PENNSYLVANIA			
	MC KEAN	16,100	15,100	94
	WARREN	13,100	11,900	91
25-50 O/O	NEW YORK			
	LIVINGSTON	13,200	12,600	95
	STEUREN	31,400	29,500	94
5-24 O/O	PENNSYLVANIA			
	ERIE	76,400	73,700	97
	POTTER	4,700	4,400	92
STATION TOTALS		723,200	696,000	96
NET WEEKLY CIRCULATION (MARCH 1966)			509,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			370,800	

(Station also received in Canadian markets)

New York—Buffalo



WKBW-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 17"
Longitude 78° 36' 51"

Transmitter: E. of Center St., Colden, N.Y.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WKBW, 50-kw, 1520 kc.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS

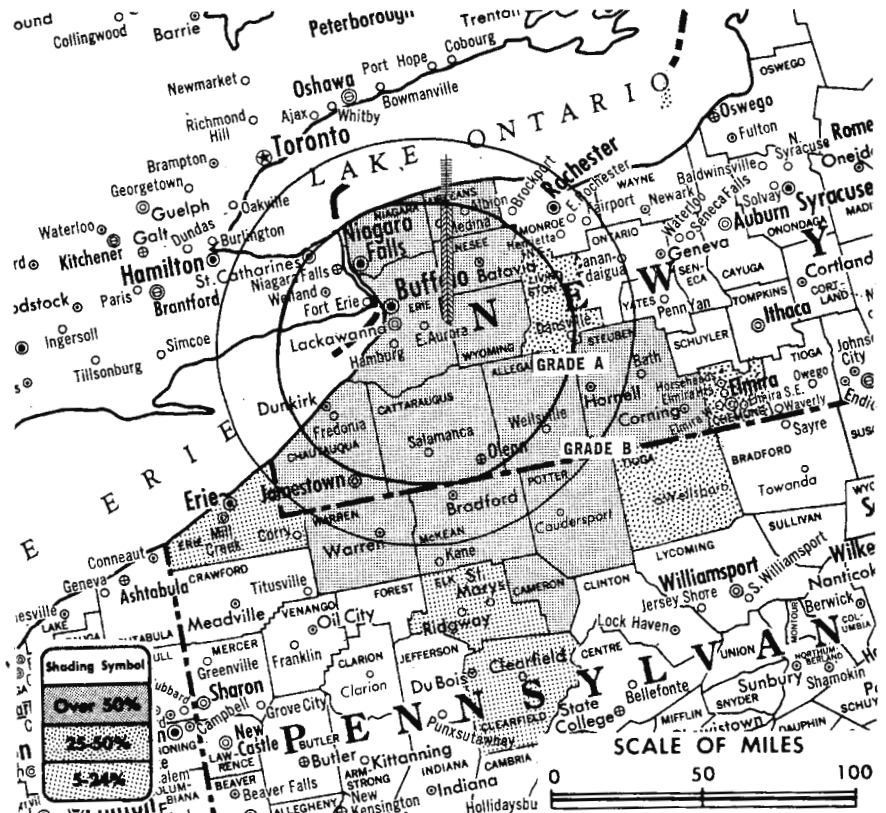
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WKBW-TV Ref: FCC File No. BPCT-2677 Granted 9/9/59

©American Map Co., Inc., N.Y., No. 14244

WKBW-TV

Licensee: Capital Cities Bcstg. Corp., 24 E. 51st St., New York (10022).

Studio: 1420 Main St. (14209).

Telephone: 716-883-0770. TWX No.: 710-522-1846.

Ownership: Capital Cities Bcstg. Corp., 100%. (For other interests see W-TEN, Albany, N.Y.).

Began Operation: Nov. 30, 1958.

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

ROBERT KING, v.p. & general manager.
LAWRENCE POLLOCK, general sales manager.
RICHARD SHEPARD, local-regional sales manager.
O. LYLE KOCH, program dir. & film buyer.
ROBERT W. GROVES, promotion manager.
ROBERT O. NILES, chief engineer.

DIGEST OF RATE CARD NO. 12—(June 11, 1966)

Hour	30 Min.*	Min.**	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.				
\$1700.00	\$1000.00		\$525.00	\$275.00

* 5, 10 & 15 minute rates on request.

** On request.

NETWORK BASE HOURLY RATE: \$1900.

For Index to Contents

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW YORK			
	ALLEGANY	13,200	12,300	93
	CATTARAUGUS	25,400	24,000	95
	CHAUTAUQUA	50,200	47,900	95
	ERIE	356,800	345,900	97
	GENESEE	17,600	17,000	97
	NIAGARA	83,200	80,600	97
	ORLEANS	11,400	10,900	95
	STEBEN	31,400	29,500	94
	WYOMING	10,500	10,200	97
	PENNSYLVANIA			
	CAMERON	2,200	2,100	97
	MC KEAN	16,100	15,100	94
	POTTER	4,700	4,400	92
	WARREN	13,100	11,900	91
25-50 O/O	NEW YORK			
	CHEMUNG	33,100	31,300	94
	LIVINGSTON	13,200	12,600	95
	PENNSYLVANIA			
	TIOGA	10,400	9,500	92
5-24 O/O	PENNSYLVANIA			
	CLEARFIELD	23,000	21,900	95
	ELK	10,500	10,000	95
	ERIE	76,400	73,700	97

STATION TOTALS 802,400 770,800 96

NET WEEKLY CIRCULATION (MARCH 1966) 543,400
AVERAGE DAILY CIRCULATION (MARCH 1966) 394,600

(Station also received in Canadian markets)

New York—Elmira-Corning



WSYE-TV



Ch. 18

[Satellite of WSYR-TV, Syracuse]

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 170-kw max. and 113-kw horizontal visual, 33-kw max. and 22.4-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 843-ft. above ground, 2549-ft. above sea level, using 1° electrical and .5° mechanical beam tilt.

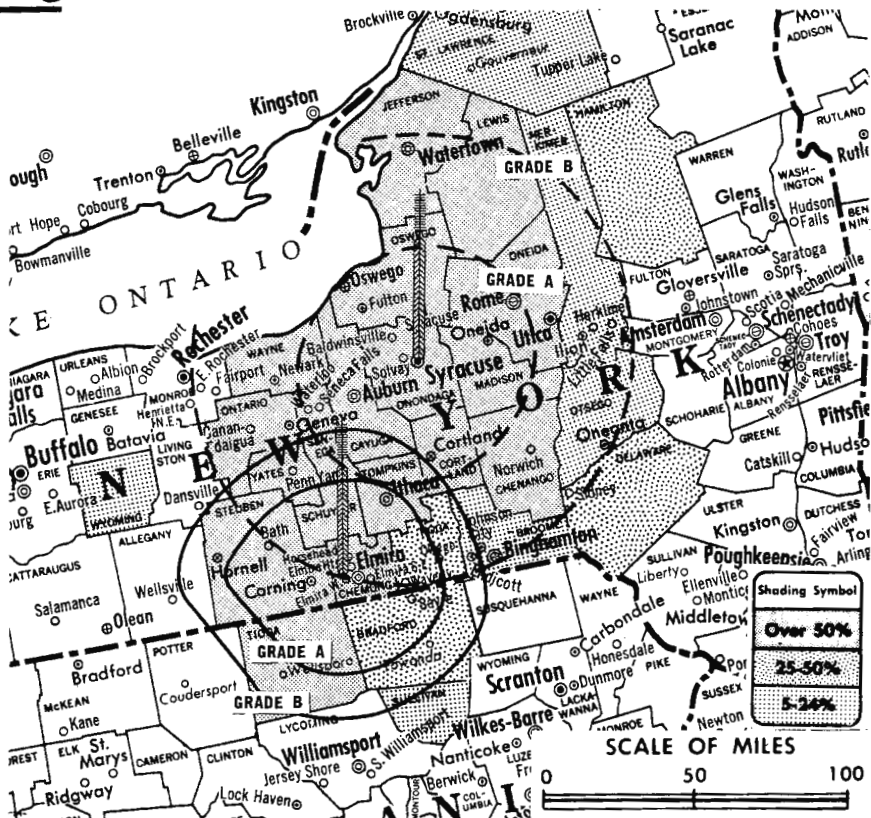
Latitude 42° 06' 20"
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

Color: Network.

News Wire Service: UPI.

Represented (engineering) by Lohnes & Culver.



County coverage (shaded areas) based on 1965 ARB study.

WSYE-TV Ref: FCC File No. BNPCT-4686 Granted 5/31/57

©American Map Co., Inc., N.Y., No. 14244

WSYE-TV

Network Service: NBC, same as WSYR-TV, Syracuse.

Licensee: Newhouse Broadcasting Corp., 1030 James St., Syracuse, N.Y. (13203).

Telephone: 315-733-5536.

Ownership: See WSYR-TV.

Began Operation: Sept. 10, 1956.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

DON BUIES, manager.
TAG GREEN, chief engineer.

Rates: Sold in combination with WSYR-TV, Syracuse.

NETWORK BASE HOURLY RATE: Bonus to WSYR-TV, Syracuse.

ARB Data For This Station Included With Report For Parent WSYR-TV Syracuse, N.Y. Above Map Reflects Coverage Of Both Parent & Satellite.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

New York—New York



WABC-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 110-kw visual, 11-kw aural. Antenna: 1380-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 7 W. 66th St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: WABC, 50-kw, 770 kc (ABC).

FM Affiliate: WABC-FM, 1.5-kw, 95.5 mc (No. 238), 1270-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WABC-TV Ref: FCC File No. BMPCT—887 Granted 1/7/53

©American Map Co., Inc., N.Y., No. 14244

WABC-TV

Licensee: American Broadcasting Co., 7 West 66th St., N.Y. (10023).

Telephone: 212-787-5000.

Ownership: American Broadcasting Co., is a division of American Broadcasting Companies Inc. (Merger approved by FCC Feb. 9, 1953—see Television Digest, Vol. 9:7). ABC officers: Leonard Goldenson, pres. Also owns and operates WBKB, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KABC-TV, Los Angeles; and radios WLS & FM, Chicago; WXYZ & FM, Detroit; KGO & FM, San Francisco; KABC & FM, Los Angeles; WABC & FM, New York; KQV & FM, Pittsburgh; and owns 22% of nucleonics-electronics firm Technical Operations Inc., Arlington, Mass.

Began Operation: Aug. 10, 1948.

Represented (sales) by WABC-TV Sales (in N.Y.); ABC Television Spot Sales Inc. (outside N.Y.).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- RICHARD BEESEMYER, vice president & general manager.
- BARRETT GEOGHEGAN, general sales manager.
- HARRISON E. MULFORD, sales manager.
- BERNADETTE GIFFORD, sales service manager.
- JOE KEYES, public relations & publicity director.
- GORDON KUNZ, production manager.
- JAMES D. MULLA, director of research.
- HENRY DABROWSKI, chief engineer.
- LEO COLLINS, director of advertising & promotion.
- L. ROBINSON, editorial director.
- MARY COYNE, director of community affairs.
- DAVID SWEENEY, business affairs manager.
- EDWARD WARREN, program director.
- ED SILVERMAN, director of news & public affairs.

DIGEST OF RATE CARD NO. 24—(Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AAA—7:30-11 p.m., daily.	\$10,000.00	\$6500.00	\$4500.00	\$2600.00	\$2950.00
NETWORK BASE HOURLY RATE:	\$7,750.				

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50	CONNECTICUT FAIRFIELD	225,000	216,900	96
50	NEW JERSEY			
0/D	BERGEN	277,100	272,000	98
	ESSEX	307,500	296,000	96
	HUDSON	202,600	195,500	97
	HUNTERDON	18,400	17,700	96
	MERCER	85,600	82,200	96
	MIDDLESEX	148,400	145,100	98
	MONMOUTH	116,900	113,500	97
	MORRIS	89,200	87,400	98
	OCEAN	43,300	42,200	97
	PASSAIC	141,600	137,200	97
	SOMERSET	48,300	47,000	97
	SUSSEX	17,300	16,600	96
	UNION	168,100	164,300	98
	NEW YORK			
	BRONX	483,800	463,800	96
	DUTCHESS	55,700	52,800	95
	KINGS	865,100	824,200	95
	NASSAU	395,300	389,300	98
	NEW YORK	691,400	599,000	87
	ORANGE	62,400	59,300	95
	PUTNAM	15,800	15,100	96
	QUEENS	663,900	545,500	97
	RICHMOND	77,300	75,400	98
	ROCKLAND	47,300	45,500	96
	SUFFOLK	245,000	238,600	97
	SULLIVAN	15,700	14,400	92
	ULSTER	42,900	39,800	93
	WESTCHESTER	262,100	253,900	97
	PENNSYLVANIA			
	PIKE	3,200	2,900	91
(Continued on page 477-b)				
STATION TOTALS		6,454,000	6,166,000	96
NET WEEKLY CIRCULATION (MARCH 1966)			4,706,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			3,158,500	

New York—New York



WCBS-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 42-kw visual, 8.32-kw aural. Antenna: 1300-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 524 W. 57th St.

Telephone: 212-765-4321.

TWX No.: 212-867-7987.

TV tape: Recording facilities.

AM Affiliate: WCBS, 50-kw, 880 kc (CBS). FM Affiliate: WCBS-FM, 1.5-kw, 101.1 (No. 266), 1270-ft. antenna.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: CBS.

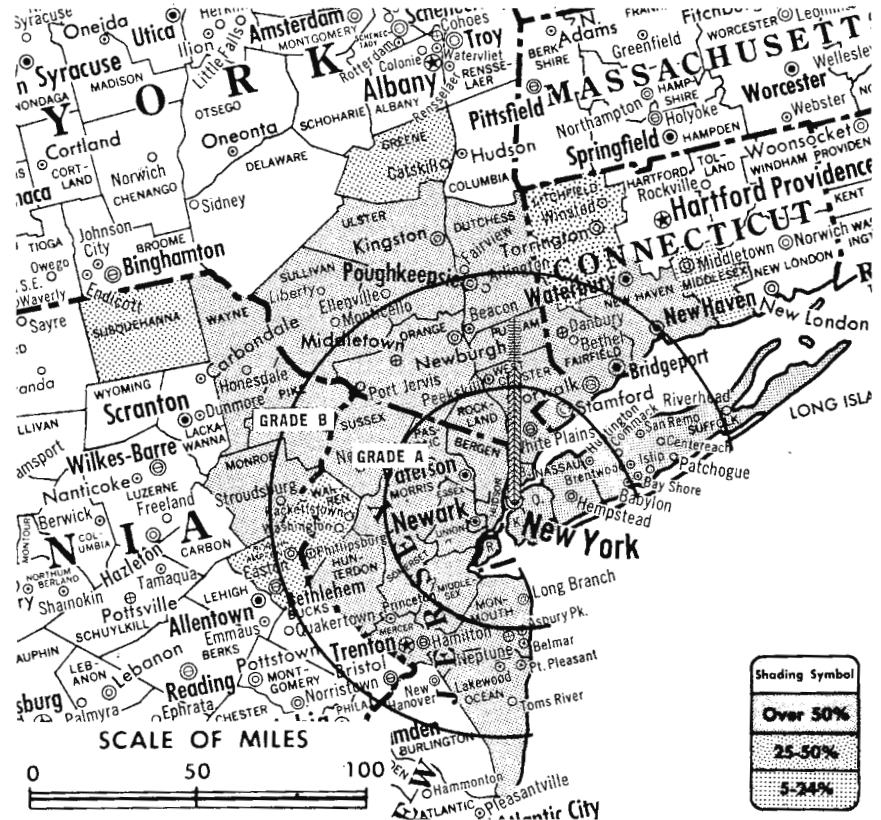
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WCBS-TV Ref: FCC File No. BNPCT—971 Granted 2/12/53

©American Map Co., Inc., N.Y., No. 14244

WCBS-TV

Licensee: Columbia Broadcasting System Inc., 51 West 52nd St., New York, N.Y. (10019).

Operation: Operated by CBS Television Stations (a division of CBS Inc.); Merle S. Jones, pres.; Craig Lawrence, exec. v.p. in charge of CBS Owned TV stations. CBS Television Stations is responsible for operation of TV stations owned by CBS Inc., CBS Film Inc., CBS Television Stations National Sales, Terrytoons, and certain corporate international investments.

Ownership: Owned by network-manufacturing organization of same name, whose stock is listed on New York Stock Exchange: William S. Paley, chairman of board (stockholdings, 8.6%); Frank Stanton, pres.; Julius F. Brauner, secy.; Kenneth W. Hoehn, treas. Same licensee owns KNXT & KNX, Los Angeles; WBBM-TV & WBBM, Chicago; KMOX-TV & KMOX, St. Louis; WCAU-TV & WCAU, Philadelphia. CBS also owns radio stations WCBS, New York; KCBS, San Francisco; WEEI, Boston.

Began Operation: July 1, 1941.

Represented (sales) by CBS Television Stations National Sales.

Personnel:

CLARK B. GEORGE, v.p. & general manager.
G. GERALD DANFORD, director of sales.
NED CRAMER, program director.
LEE HANNA, director of news.
BERNARD HIRSCH, sales manager.
ANNA MITCHELL, operations manager.
WILLIAM C. LACEY, film dept. mgr. & buyer.
GEORGE NICHOLAW, director of information services.
MICHAEL KEATING, editorial director.
GEORGE SHANNON, director of business affairs.
WILLIAM HOHMANN, director of advertising & promotion.

DIGEST OF RATE CARD NO. 29—(Sept. 11, 1966)

Hour 30 Min. 15 Min. 5 Min. 20 Sec.* 10 Sec.*

Class AA—9-11 p.m., daily.

\$10,000.00 \$6000.00 \$4000.00 \$3000.00 \$2750.00 \$1600.00

*Class AA—7:29-11:19 p.m., Mon.-Fri.; 6:59-11:19 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$9500.

474-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
OVER 50 C/O	CONNECTICUT			
	FAIRFIELD	225,000	216,900	96
	NEW HAVEN	224,200	214,900	96
	NEW JERSEY			
	BERGEN	277,100	272,000	98
	ESSEX	307,500	296,000	96
	HUDSON	202,600	195,500	97
	HUNTERDON	18,400	17,700	96
	MERCER	85,600	82,200	96
	MIDDLESEX	148,400	145,100	98
MONMOUTH	116,900	113,500	97	
MORRIS	89,200	87,400	98	
OCEAN	43,300	42,200	97	
PASSAIC	141,600	137,200	97	
SOMERSET	48,300	47,000	97	
SUSSEX	17,300	16,600	96	
UNION	168,100	164,300	98	
NEW YORK	BRONX	483,800	463,800	96
	DUTCHESS	55,700	52,800	95
	KINGS	865,100	824,200	95
	NASSAU	395,300	389,300	98
	NEW YORK	691,400	599,000	87
	ORANGE	62,400	59,300	95
	PUTNAM	15,800	15,100	96
	QUEENS	663,900	645,500	97
	RICHMOND	77,300	75,400	98
	ROCKLAND	47,300	45,500	96
	SUFFOLK	245,000	238,600	97
	SULLIVAN	15,700	14,400	92
ULSTER	42,900	39,800	93	
WESTCHESTER	262,100	253,900	97	

(Continued on page 477-b)

STATION TOTALS 6,234,300 5,952,300 95

NET WEEKLY CIRCULATION (MARCH 1966) 5,219,200

AVERAGE DAILY CIRCULATION (MARCH 1966) 3,902,900

TV Factbook No. 37

New York—New York



WNBC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 30.2-kw maximum and 25.7-kw horizontal visual, 5.13-kw aural. Antenna: 1440-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

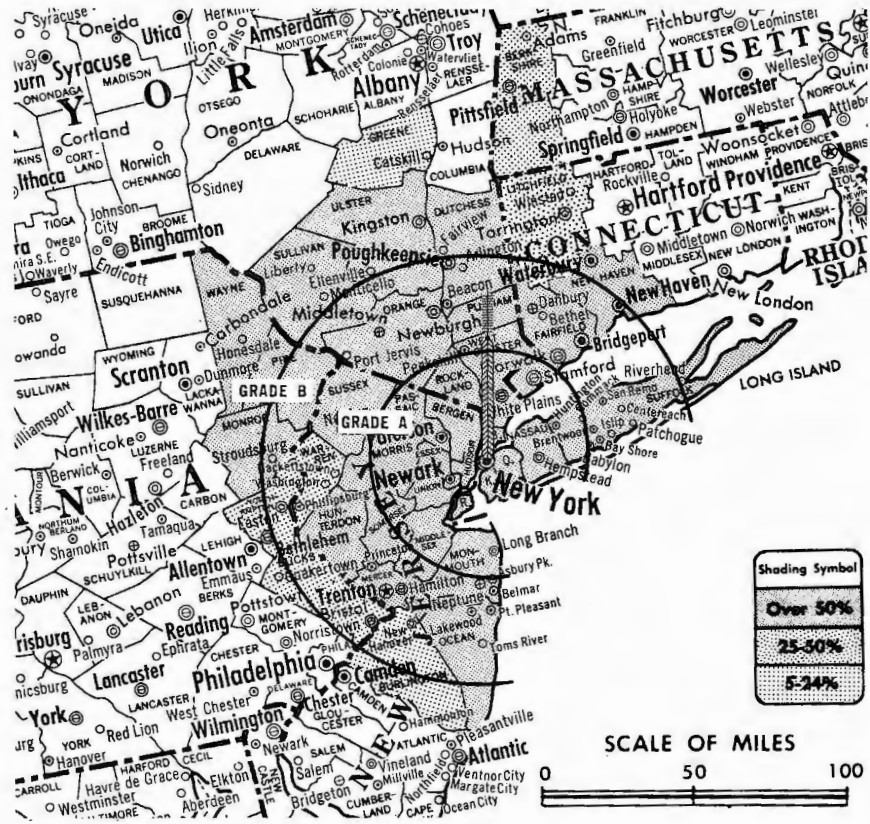
AM Affiliate: WNBC, 50-kw, 660 kc (NBC). FM Affiliate: WNBC-FM, 1.1-kw, 97.1 mc (No. 246), 1445-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation © 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WNBC-TV Ref.: FCC File No. BPCT-1020 Granted 1/28/53

©American Map Co., Inc., N.Y., No. 14244

WNBC-TV

Licensee: National Broadcasting Co., 30 Rockefeller Plaza, N.Y. (10020). Telephone: 212-247-8300. TWX No.: 212-640-5788.

Studio: 30 Rockefeller Plaza.

Ownership: NBC is wholly owned subsidiary of RCA. NBC owns stations WRC-TV, WRC & FM, Washington; WJAS & FM, Pittsburgh; WMAQ-TV, WMAQ & FM, Chicago; WKYC-TV, WKYC & FM, Cleveland; KNBC, Los Angeles; KNBR & FM, San Francisco.

Began Operation: July 1, 1941.

Represented (sales) by NBC Spot Sales.

Personnel:

THEODORE H. WALWORTH JR., v.p. & general manager.
TOM E. PARO, station manager.
DONALD B. DOUGLAS, sales manager.
WESTON J. HARRIS, program manager.
JAMES J. BARRY, manager of local sales.
JOHN J. REYNOLDS, executive producer.
WILLIAM FENNELL, production & operations manager.
EARL HARDER, director, broadcast standards.
JAMES W. GRAU, manager, advertising & promotion.
DOMINICK FERRARA, manager, business affairs.

DIGEST OF RATE CARD NO. 31 (June 13, 1966)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.	
Class A—7 p.m.-midnight, daily.	\$11,200	\$8500	\$6800	\$3500	\$3200*	\$2800*

*Class AAA—7:29-11:16 p.m., daily.

NETWORK BASE HOURLY RATE: \$10,000.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	Q/O
OVER 50 O/O	NEW JERSEY			
	BERGEN	277,100	272,000	98
	ESSEX	307,500	296,000	96
	HUDSON	202,600	195,500	97
	HUNTERDON	18,400	17,700	96
	MERCER	85,000	82,200	96
	MIDDLESEX	148,400	145,100	98
	MONMOUTH	116,900	113,500	97
	MORRIS	89,200	87,400	98
	OCEAN	43,300	42,200	97
	PASSAIC	141,600	137,200	97
	SOMERSET	48,300	47,000	97
	SUSSEX	17,300	16,600	96
	UNION	168,100	164,300	98
	NEW YORK			
	BRONX	483,800	463,800	96
	CUTCHES	55,700	52,800	95
	KINGS	865,100	824,200	95
	NASSAU	395,300	389,300	98
	NEW YORK	691,400	599,000	87
	ORANGE	62,400	59,300	95
	PUTNAM	15,800	15,100	96
	QUEENS	663,900	645,500	97
	RICHMOND	77,300	75,400	98
	ROCKLAND	47,300	45,500	96
	SUFFOLK	245,000	238,600	97
	SULLIVAN	15,700	14,400	92
	ULSTER	42,900	39,800	93
	WESTCHESTER	262,100	253,900	97
	PENNSYLVANIA			
	MONROE	12,700	12,100	95
	PIKE	3,200	2,900	91
	WAYNE	7,700	7,000	91

(Continued on page 477-b)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	Q/O
OVER 50 O/O	CONNECTICUT			
	FAIRFIELD	225,000	216,900	96
	NEW HAVEN	224,200	214,900	96

STATION TOTALS	6,409,700	6,123,300	96
NET WEEKLY CIRCULATION (MARCH 1966)		5,097,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)		3,730,400	

New York—New York

WNEW-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 37.1-kw visual, 5.5-kw aural. Antenna: 1330-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 205 E. 67th St.

Telephone: 212-535-1000.

TWX No.: 212-867-4835.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI. News Film Service: UPI.

AM Affiliate: WNEW, 50-kw, 1130 kc.

FM Affiliate: WNEW-FM, 1.3-kw, 102.7 mc (No. 274), 1360-ft.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WNEW-TV Ref: FCC File No. BMPCT—2074 Granted 4/1/55

© American Map Co., Inc., N.Y., No. 14244

WNEW-TV

Network Service: None, independent.

Licensee: Metromedia Inc., 277 Park Ave., N.Y. (10017).

Ownership: Metromedia, Inc. is a publicly-owned company which operates Metropolitan Broadcasting (TV and Radio), Metro TV Sales, Metro Radio Sales, Metro Transit Advertising, Foster & Kleiser Outdoor Advertising, Ice Capades Inc., Wolper Productions Inc., Dickie-Raymond Inc., O. E. McIntyre Inc. and Sampson Hill Corp. Metromedia Inc. Officers: John W. Kluge, chairman & pres.; Richard L. Geismar, v.p. & treas.; Robert A. Dreyer, v.p. & secy.; Stanley Landow, v.p. & comptroller; Mary L. McKenna, v.p. & dir. of research & sales development; Mark Evans, v.p. & dir. of public affairs; Benedict Gimbel Jr., v.p. & dir.; Merrill Myers, dir. of public relations; David L. Wolper, v.p. of Metromedia & pres. of Wolper Productions. Metropolitan Broadcasting TV Officers: Albert P. Krivin, pres.; Malcolm M. Burleson, v.p.; Thomas Dougherty, v.p. & asst. gen. counsel; Dick Woolen, v.p., programming; Lawrence P. Fraiberg, v.p. & gen. mgr., WNEW-TV, New York; Charles D. Young, v.p. & gen. mgr., KTTV, Los Angeles; Robert Bennett, v.p. & gen. mgr., WTTG, Washington, D.C.; Mark Wodlinger, v.p. & gen. mgr., KMBC-TV, Kansas City, Mo. Metropolitan Broadcasting Radio Officers: John V. B. Sullivan, pres.; Harvey Glascock, v.p. & gen. mgr., WNEW, New York; Jack Thayer, v.p. & gen. mgr., KLAC, Los Angeles; David Croninger, v.p. & gen. mgr., WIP, Philadelphia; Dino Ianni, v.p. & gen. mgr., WHK, Cleveland; Donald J. Kelly, v.p. & gen. mgr., WCBM, Baltimore; Roy Stanfield, v.p. & gen. mgr., KMBC, Kansas City, Mo.; Varner Paulsen, v.p. & gen. mgr., KNEW, Oakland-San Francisco; Alan Levitt, v.p. & gen. mgr. KSFR-FM, San Francisco. Metro TV Sales: John Sias, pres. Metro Radio Sales: H. D. Neuwirth, pres. Note: Metromedia is selling KMBC & FM, Kansas City.

Began Operation: May 2, 1944 as a Du Mont station. Du Mont Broadcasting Corp. was spun off by Allen B. Du Mont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corporation on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc.

Represented (sales) by Metro TV Sales.

Personnel:

LAWRENCE P. FRAIBERG, v.p. & general manager.
MARTIN CONNELLY, general sales manager.
LEONARD GIARRAPUTO, national sales manager.
MEL BAILY, program manager.
WILLIAM D. KELLY, chief engineer.
ALAN BELL, director of information services.
MARY L. MCKENNA, v.p., research & sales development.

DIGEST OF RATE CARD NO. 17

(Jan. 1, 1967)

Hour	30 Min.	Min.	20 Sec.	8 Sec.	
Class A—7-11:30 p.m., Mon.-Fri.; noon-sign-off, Sat. & Sun.	\$3600.00	\$2800.00	\$2000.00	\$2000.00	\$800.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	CONNECTICUT			
	FAIRFIELD	225,000	216,900	96
	NEW HAVEN	224,200	214,900	96
	NEW JERSEY			
	BERGEN	277,100	272,000	98
	ESSEX	307,500	296,000	96
	HUDSON	202,600	195,500	97
	HUNTERDON	18,400	17,700	96
	MERCER	85,600	82,200	96
	MIDDLESEX	148,400	145,100	98
	MONMOUTH	116,900	113,500	97
	MORRIS	89,200	87,400	98

(Continued on next page)

STATION TOTALS	6,587,000	6,289,100	95
NET WEEKLY CIRCULATION (MARCH 1966)	4,524,800		
AVERAGE DAILY CIRCULATION (MARCH 1966)	2,578,800		

WABC-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	CONNECTICUT NEW HAVEN	224,200	214,900	96
	PENNSYLVANIA MONROE	12,700	12,100	95
	WAYNE	7,700	7,000	91
5-24 0/0	CONNECTICUT LITCHFIELD	40,900	38,700	95
	NEW JERSEY BURLINGTON	69,300	67,600	98
	WARREN	21,300	20,400	96
	NEW YORK GREENE	10,700	10,300	95
	OTSEGO	16,500	15,400	93
	PENNSYLVANIA BUCKS	100,900	98,400	98
	LEHIGH	72,000	69,200	96
	NORTHAMPTON	61,600	58,900	96

WCBS-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 0/0	PENNSYLVANIA MONROE	12,700	12,100	95
	PIKE	3,200	2,900	91
	WAYNE	7,700	7,000	91
25-50 0/0	CONNECTICUT LITCHFIELD	40,900	38,700	95
	5-24 0/0	CONNECTICUT MIDDLESEX	29,700	28,100
NEW JERSEY WARREN		21,300	20,400	96
	NEW YORK GREENE	10,700	10,300	95
	PENNSYLVANIA NORTHAMPTON	61,600	58,900	96
	SUSQUEHANNA	9,300	8,800	95

WNEW-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
NEW JERSEY—(Continued)				
OVER 50 0/0	OCEAN	43,300	42,200	97
	PASSAIC	141,600	137,200	97
	SOMERSET	48,300	47,000	97
	SUSSEX	17,300	16,600	96
	UNION	168,100	164,300	98
NEW YORK	BRONX	483,800	463,800	96
	DUTCHESS	55,700	52,800	95
	KINGS	665,100	824,200	95
	NASSAU	395,300	389,300	98
	NEW YORK	691,400	599,000	87
	URANGE	62,400	59,300	95

New York—New York

WNEW-TV—(Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
OVER 50 0/0	PUTNAM	15,800	15,100	96	
	QUEENS	663,900	645,500	97	
	RICHMOND	77,300	75,400	98	
	ROCKLAND	47,300	45,500	96	
	SUFFOLK	245,000	238,600	97	
	SULLIVAN	15,700	14,400	92	
	WESTCHESTER	262,100	253,900	97	
	PENNSYLVANIA PIKE	3,200	2,900	91	
	25-50 0/0	CONNECTICUT LITCHFIELD	40,900	38,700	95
		NEW YORK ULSTER	42,900	39,800	93
PENNSYLVANIA MONROE		12,700	12,100	95	
WAYNE		7,700	7,000	91	
5-24 0/0	CONNECTICUT MIDDLESEX	29,700	28,100	95	
	MASSACHUSETTS BERKSHIRE	44,200	41,900	95	
	NEW JERSEY ATLANTIC	59,100	56,100	95	
	BURLINGTON	69,300	67,600	98	
	WARREN	21,300	20,400	96	
	PENNSYLVANIA BUCKS	100,900	98,400	98	
	CARBON	15,000	14,300	95	
	LYCOMING	34,200	31,400	92	
	MONTGOMERY	4,100	3,800	92	
	NORTHAMPTON	61,600	58,900	96	
	NORTHUMBRLND	30,000	27,800	93	
	SUSQUEHANNA	9,300	8,800	95	
	UNION	6,600	5,800	89	

WNBC-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	CONNECTICUT LITCHFIELD	40,900	38,700	95
	5-24 0/0	MASSACHUSETTS BERKSHIRE	44,200	41,900
NEW JERSEY BURLINGTON		69,300	67,600	98
WARREN		21,300	20,400	96
NEW YORK GREENE		10,700	10,300	95
PENNSYLVANIA BUCKS		100,900	98,400	98
	NORTHAMPTON	61,600	58,900	96

For State & Regional ARB Summaries
See Services Volume

New York—New York

WOR-TV

Ch. 9

Network Service: None, independent.
 Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 155-kw visual, 31-kw aural. Antenna: 1240-ft. above av. terrain, 1231-ft. above ground, 1290-ft. above sea level.

Latitude 40° 44' 54"
 Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studios: Empire State Bldg. & Broadway.

TV tape: Recording facilities.

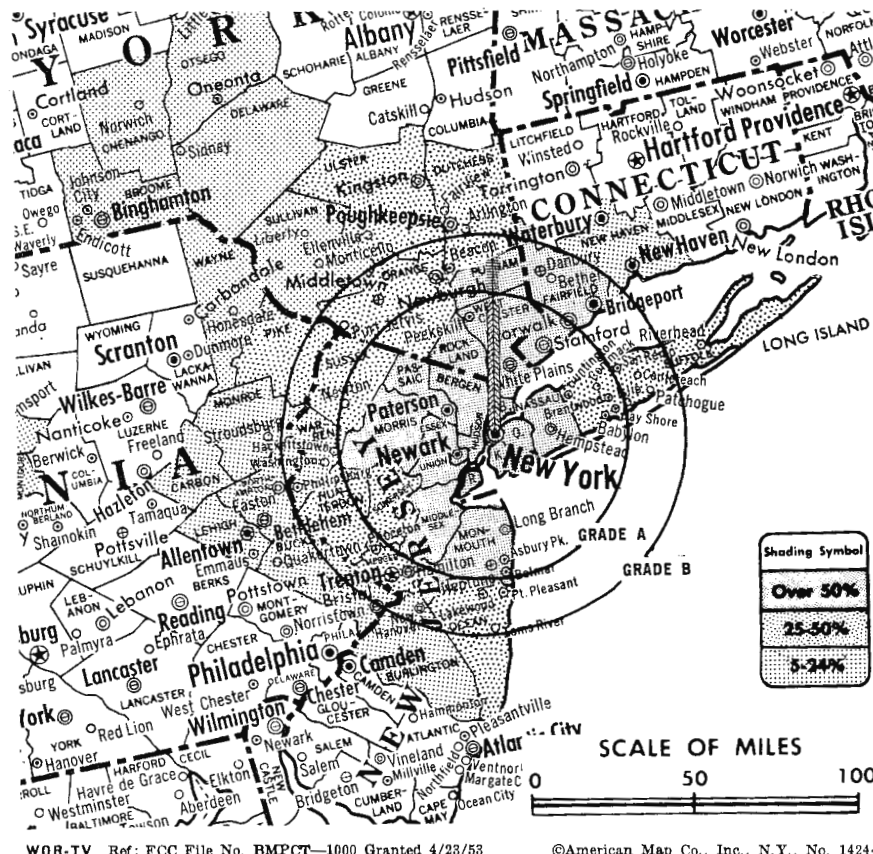
AM Affiliate: WOR, 50-kw, 710 kc.

FM Affiliate: WOR-FM, 5.4-kw, 98.7 mc (No. 254), 1230-ft. antenna.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI, Reuters. News Film Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
 Consumer Market Data as of 1/1/67.
 TV Homes: TV% and Circulation
 © 1965 American Research Bureau.
 County coverage (shaded areas) based on 1965 ARB study.



WOR-TV Ref: FCC File No. BMPCT-1000 Granted 4/23/53

©American Map Co., Inc., N.Y., No. 14244

WOR-TV

Licensee: RKO General Inc., 1440 Broadway (10018).

Telephone: 212-564-8000.

TWX No.: 212-640-5160.

Telex No.: 1-26699.

Ownership: RKO General Inc. (operated by RKO General Broadcasting, a division of RKO General Inc.). Hathaway Watson, pres.; Sam J. Slate, v.p. in charge of govt. & industry relations. RKO General Broadcasting operates WNAC-TV, Boston (WNAC); KHJ-TV, Los Angeles (KHJ-AM-FM); WHBQ-TV, Memphis, Tenn. (WHBQ); radio stations WGMS & FM, Washington, D.C.; KFRC & FM, San Francisco and WRKO-FM, Boston. Canadian subsidiary owns CKLW-TV, Windsor-Detroit (CKLW).

Began Operation: Oct. 5, 1949. In Jan. 1952, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., now RKO General—Macy Co. retaining 10%; in Dec. 1955, Macy Co. sold its interest to General Tire & Rubber Co., latter setting up parent holding firm, RKO General Inc., for both broadcasting and RKO Radio Pictures (Television Digest, Vol. 7:41, 46; 8:3, 11:48, 51).

Represented (sales) by WOR-TV Sales, 1440 Broadway, N. Y. and RKO General Bcstg. National Sales (Chicago, Los Angeles, San Francisco).

Represented (legal) by Pierson, Ball & Dowd (Washington); Regan, Goldfarb, Powell & Quinn (New York).

Personnel:

JEROME BESS, vice president & station manager.
 MICHAEL RENAULT, v.p. & sales director.
 HERBERT MAYES, WOR division controller.
 JOHN L. KOUSHOURIS, program director.
 KENNETH COWAN, director of information.
 RICHARD O'TOOLE, merchandising manager.
 JOHN P. SHANLEY, public relations director.
 GEORGE BROWN, news & special events director.
 CHARLES APPEL, traffic manager.
 ORVILLE SATHER, director of engineering.
 ROBERT B. BEUSSE, dir. of govt., industry & community relations.

DIGEST OF RATE CARD NO. 17—(Sept. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-11:30 p.m., Mon.-Fri.; 5-11:30 p.m., Sat.-Sun.					
\$4000.00	\$2650.00	\$1800.00	\$400.00	\$320.00	\$160.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	CONNECTICUT FAIRFIELD	225,000	216,900	96
	NEW JERSEY			
	BERGEN	277,100	272,000	98
	ESSEX	307,500	296,000	96
	HUDSON	202,600	195,500	97
	MIDDLESEX	148,400	145,100	98
	MONMOUTH	116,900	113,500	97
	MORRIS	89,200	87,400	98
	PASSAIC	141,600	137,200	97
	UNION	168,100	164,300	98
	NEW YORK			
	BRONX	483,800	463,800	96
	KINGS	865,100	824,200	95
	NASSAU	395,300	389,300	98
	NEW YORK	691,400	599,000	87
	PUTNAM	15,800	15,100	96
	QUEENS	663,900	645,500	97
	RICHMOND	77,300	75,400	98
	ROCKLAND	47,300	45,500	96
	WESTCHESTER	262,100	253,900	97

(Continued on page 481-b)

STATION TOTALS	6,561,400	6,266,700	96
NET WEEKLY CIRCULATION (MARCH 1966)		3,916,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)		1,607,500	

New York—New York

WPIX

Ch. 11

Network Service: None, independent.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1410-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 220 E. 42nd St.

TV tape: Recording facilities.

Represented (engineering) by A. D. Ring & Assoc.

FM Affiliate: WPIX-FM, 5.4-kw, 101.9 mc (No. 270), 1220-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WPIX Ref: FCC File No. BMPCT-838 Granted 1/7/53

©American Map Co., Inc., N.Y., No. 14244

WPIX

Licensee: WPIX Inc., 220 E. 42nd St., New York (10017).

Telephone: 212-682-6500.

Ownership: Same as New York News. Interlocking ownership with TV stations WGN-TV, Chicago (Chicago Tribune); KDAL-TV, Duluth and KWGN-TV, Denver. WPIX also owns WICC & FM, Bridgeport, Conn.

Began Operation: June 15, 1948.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bill Creed Associates (New England).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

- FRED M. THROWER, president.
- LEAVITT J. POPE, v.p. in charge of operations.
- T. E. MITCHELL, v.p. & controller.
- HENDRICK BOORAEM, v.p. in charge of programs.
- OTIS FREEMAN, v.p., engineering.
- E. BLANEY HARRIS, v.p. in charge of sales.
- FRANK TUOTI, v.p., sales development.
- WALTER D. ENGELS, news manager.
- WILLIAM L. COOPER JR., film manager.
- HAL GOLD, public relations manager.
- MARTIN McANDREW, research director.
- PETER KLING, advertising & promotion director.

DIGEST OF RATE CARD NO. 15

(Jan. 2, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—4 p.m.-12:30 a.m., Mon.-Fri.; 4-11:30 p.m., Sat. & Sun.	\$2500.00	\$1500.00	\$800.00	\$650.00	\$600.00	\$275.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
OVER 50 O/D	CONNECTICUT FAIRFIELD	225,000	216,900	96

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	NEW JERSEY			
	BERGEN	277,100	272,000	98
	ESSEX	307,500	296,000	96
	HUDSON	202,600	195,500	97
	HUNTERDON	18,400	17,700	96
	MIDDLESEX	148,400	145,100	98
	MONMOUTH	116,900	113,500	97
	MORRIS	89,200	87,400	98
	OCEAN	43,300	42,200	97
	PASSAIC	141,600	137,200	97
	SOMERSET	48,300	47,000	97
	SUSSEX	17,300	16,600	96
	UNION	168,100	164,300	98
	NEW YORK			
	BRONX	483,800	463,800	96
	DUTCHESS	55,700	52,800	95
	KINGS	865,100	824,200	95
	NASSAU	395,300	389,300	98
	NEW YORK	691,400	599,000	87
	URANGE	62,400	59,300	95
	PUTNAM	15,800	15,100	96
	QUEENS	663,900	645,500	97
	RICHMOND	77,300	75,400	98
	ROCKLAND	47,300	45,500	96
	SUFFOLK	245,000	238,600	97
	SULLIVAN	15,700	14,400	92
	WESTCHESTER	262,100	253,900	97
25-50 O/D	CONNECTICUT NEW HAVEN	224,200	214,900	96
	NEW JERSEY MERCER	85,600	82,200	96

(Continued on page 481-b)

STATION TOTALS	6,841,300	6,525,000	95
NET WEEKLY CIRCULATION (MARCH 1966)	4,041,600		
AVERAGE DAILY CIRCULATION (MARCH 1966)	2,098,800		

New York—New York—Newark, New Jersey

WNJU-TV

Ch. 47

[Channel assigned to Linden, N.J.]

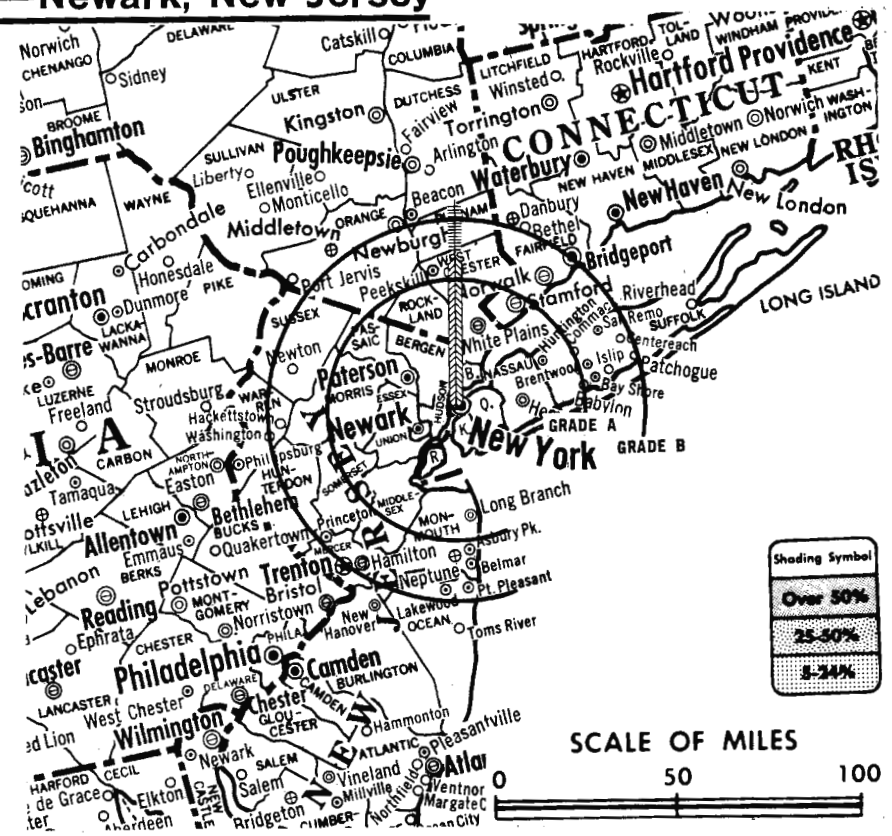
Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 234-kw visual, 46.8-kw aural. Antenna: 1182-ft. above av. terrain, 1460-ft. above ground, 1510-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Color: Network, film, slide & tape.

News Wire Service: AP.



WNJU-TV Ref: FCC File No. BPCT-3073 Granted 12/17/62

© American Map Co., Inc., N.Y., No. 14244

WNJU-TV

Network Service: None, independent, established to serve New York, New Jersey and ethnic minorities in the New York-Newark, N.J. area.

Licensee: New Jersey TV Broadcasting Corp., 1020 Broad St. Newark, N.J. (07102).

Studio: Symphony Hall, 1020 Broad St., Newark.

Telephone: 201-643-9100.

Ownership: Edwin Cooperstein, pres., 8.7%; Vera Braverman, 13.7%; Henry P. Becton, 16.6%; Fairleigh Dickinson Jr., 16.2%; Isaac Blonder, 12.9%; Medical Economics Inc., 6.6%; John Van Drill, treas., 3.8%; Robert Helft, 3.8%; 28 others, none holding as much as 3%.

Began Operation: May 16, 1965.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Robert A. Marmet.

Represented (engineering) by Paul Godley Co.

Personnel:

EDWIN COOPERSTEIN, president & general manager.
HERBERT T. GREEN, v.p. & sales manager.
JOSEPH SCHACHTER, business manager.
FRED SAYLES, director of programming.
RALPH AMATRUDI, art & advertising director.
PETER BRYSAK, director of operations.

DIGEST OF RATE CARD NO. 4 (Dec. 12, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	
Class AA—7-10:30 p.m., Sun.-Fri.; 7-11:30 p.m., Sat.	\$1000.00	\$625.00	\$375.00	\$345.00	\$315.00	\$250.00

ARB Data for this Station not available since it was not in operation when the survey was made.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

CATV Florida	\$600,000
Radio Maryland	\$250,000

116 Central Park South
New York, N.Y.

WPIX
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
25-50 O/O	NEW YORK				
	CHEMUNG	33,100	31,300	94	
	STEEBEN	31,400	29,500	94	
	TOMPKINS	21,100	18,500	88	
	ULSTER	42,900	39,800	93	
	PENNSYLVANIA				
	CARBON	15,000	14,300	95	
	LYCOMING	34,200	31,400	92	
	MONROE	12,700	12,100	95	
	MONTOUR	4,100	3,800	92	
	PIKE	3,200	2,900	91	
	SCHUYLKILL	49,300	46,500	94	
	WAYNE	7,700	7,000	91	

	5-24 O/O	CONNECTICUT			
		LITCHFIELD	40,900	38,700	95
		MIDDLESEX	29,700	28,100	95
MASSACHUSETTS					
BERKSHIRE		44,200	41,900	95	
NEW HAMPSHIRE					
BELKNAP		9,500	9,100	96	
NEW JERSEY					
ATLANTIC		59,100	56,100	95	
BURLINGTON		69,300	67,600	98	
WARREN		21,300	20,400	96	
NEW YORK					
ALLEGANY		13,200	12,300	93	
CATTARAUGUS		25,400	24,000	95	
CHENANGO		13,800	13,000	94	
DELAWARE		13,400	12,200	91	
HERKIMER		22,200	21,100	95	
UTSEGO		16,500	15,400	93	
SCHUYLER		4,800	4,500	93	
TIOGA		12,700	12,200	95	
PENNSYLVANIA					
BRADFORD		15,700	14,800	94	
LEHIGH		72,000	69,200	96	
NORTHAMPTON		61,600	58,900	96	
NORTHUMBRLND		30,000	27,800	93	
TIOGA		10,400	9,500	92	
UNION		6,600	5,800	89	

New York—New York

WOR-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
25-50 O/O	NEW JERSEY				
	HUNTERDON	18,400	17,700	96	
	MERCER	85,600	82,200	96	
	UCEAN	43,300	42,200	97	
	SOMERSET	48,300	47,000	97	
	SUSSEX	17,300	16,600	96	
	NEW YORK				
	DUTCHESS	55,700	52,800	95	
	DRANGE	62,400	59,300	95	
	SUFFOLK	245,000	238,600	97	
	ULSTER	42,900	39,800	93	
	PENNSYLVANIA				
	PIKE	3,200	2,900	91	

	5-24 O/O	CONNECTICUT			
		NEW HAVEN	224,200	214,900	96
		NEW JERSEY			
BURLINGTON		69,300	67,600	98	
WARREN		21,300	20,400	96	
NEW YORK					
BROOME		71,900	69,200	96	
CHENANGO		13,800	13,000	94	
DELAWARE		13,400	12,200	91	
UTSEGO		16,500	15,400	93	
SULLIVAN		15,700	14,400	92	
PENNSYLVANIA					
BUCKS		100,900	98,400	98	
CARBON		15,000	14,300	95	
LEHIGH		72,000	69,200	96	
LYCOMING		34,200	31,400	92	
MONROE		12,700	12,100	95	
MONTOUR		4,100	3,800	92	
NORTHAMPTON		61,600	58,900	96	
UNION		6,600	5,800	89	
WAYNE		7,700	7,000	91	

CATV Directory Is in Services Volume

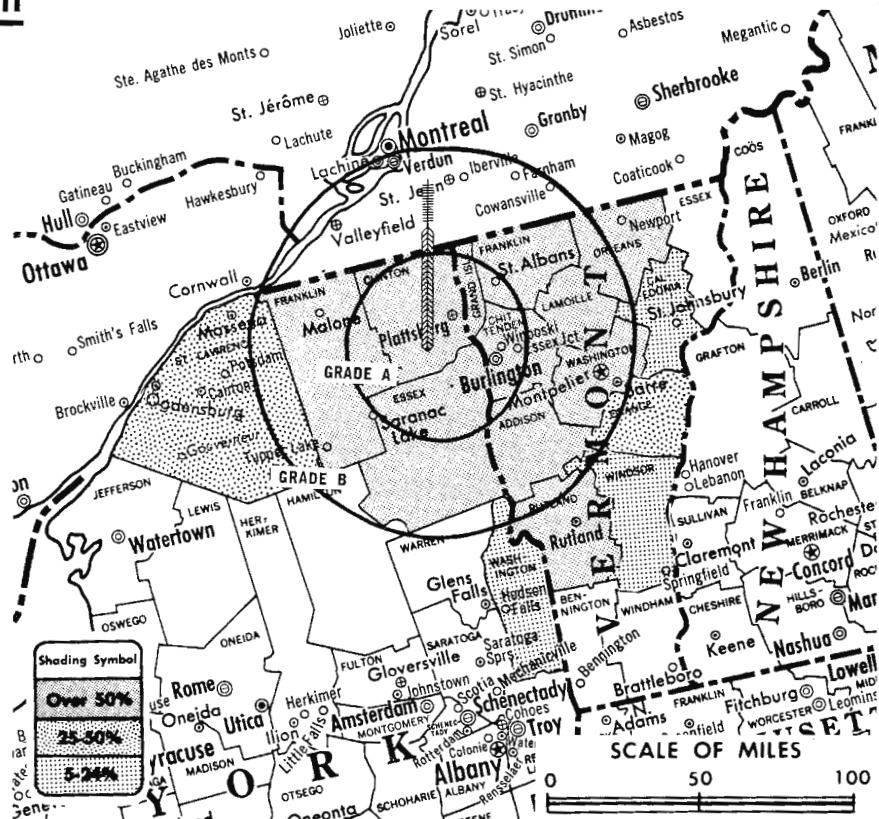
New York—Plattsburgh

abc NB WPTZ
Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.1-kw visual, 4.3-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.
Latitude 44° 34' 26"
Longitude 73° 40' 29"

Transmitter: Terry Mountain.
Studio: 357 Cornelia St., Plattsburgh, N.Y. (12902).
Telephone: 518-561-5555.
Color: Network, film & slide.
News Wire Service: AP.
Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WPTZ Ref: FCC File No. BMPCT—2080 Granted 8/28/54

© American Map Co., Inc., N.Y., No. 14244

WPTZ

Network Service: NBC, ABC.

Grantee (STA): Rollins Telecasting Inc., 414 French St., Wilmington, Del. (19899).

Ownership: Rollins Inc., 100%. Officers & stockholders: O. Wayne Rollins, chairman of the board & pres., 66 2/3%; Henry B. Tippie, exec. v.p., finance & treas. Rollins also owns WEAR-TV, Pensacola, Fla.-Mobile, Ala.; WCHS-TV, Charleston, W. Va. (WCHS); and operates radio stations WAMS, Wilmington, Del.; WRAP & WYFI (FM), Norfolk, Va.; WNJR, Newark, N.J.; WBEE, Harvey, Ill.; WGEE & FM, Indianapolis; KDAY, Santa Monica, Cal. Rollins also is Ch. 61 applicant in Wilmington, Del. and owns the former Mexican, Washington, Philadelphia, Wilmington, Del. & southeast Tex. facilities of General Outdoor Advertising Co. It owns Orkin Exterminating Co., Rollins Services, Dettelbach Pesticide Corp., 80% of Dettelbach Corp., Orkin Acceptance Corp. & Kinro Advertising Co.

Began Operation: Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (Television Digest, Vol. 12:7, 13).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Cohn & Marks.

Personnel:

O. WAYNE ROLLINS, president.
R. RANDALL ROLLINS, executive vice president.
WILLIAM RHODES, asst. to exec. vice president.
W. P. EATON JR., general manager.
JACK BELL, operations manager.
G. RUSSELL CHAMBER, director of engineering.
DON CLAUSEN, chief engineer.

DIGEST OF RATE CARD NO. 9 (Aug. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$99.00	\$90.00	\$45.00

NETWORK BASE HOURLY RATE: \$500 (NBC), \$500 (ABC).

482-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW YORK			
	CLINTON	21,600	20,900	97
	ESSEX	10,700	10,200	95
	FRANKLIN	13,300	12,400	93
25-50 O/O	VERMONT			
	ADDISON	5,400	5,000	92
	CHITTENDEN	21,900	20,800	95
	FRANKLIN	8,300	8,000	97
	GRAND ISLE	800	800	98
	LAMOILLE	3,000	2,900	95
	ORLEANS	5,700	5,400	95
	RUTLAND	13,800	12,800	93
	WASHINGTON	12,600	11,900	95
5-24 O/O	NEW YORK			
	ST LAWRENCE	32,600	31,000	95
	VERMONT			
	ORANGE	4,400	4,100	92
STATION TOTALS	NEW YORK			
	WASHINGTON	14,800	14,100	95
	VERMONT			
	CALEDONIA	6,900	6,400	94
	WINDSOR	13,000	11,900	92
STATION TOTALS		188,800	178,600	95
NET WEEKLY CIRCULATION (MARCH 1966)			104,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			74,600	

(Station also received in Canadian markets)

TV Factbook No. 37

New York—Rochester



WHEC-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill.

TV tape: Recording facilities.

AM Affiliate: WHEC, 5-kw, 1460 kc (CBS).

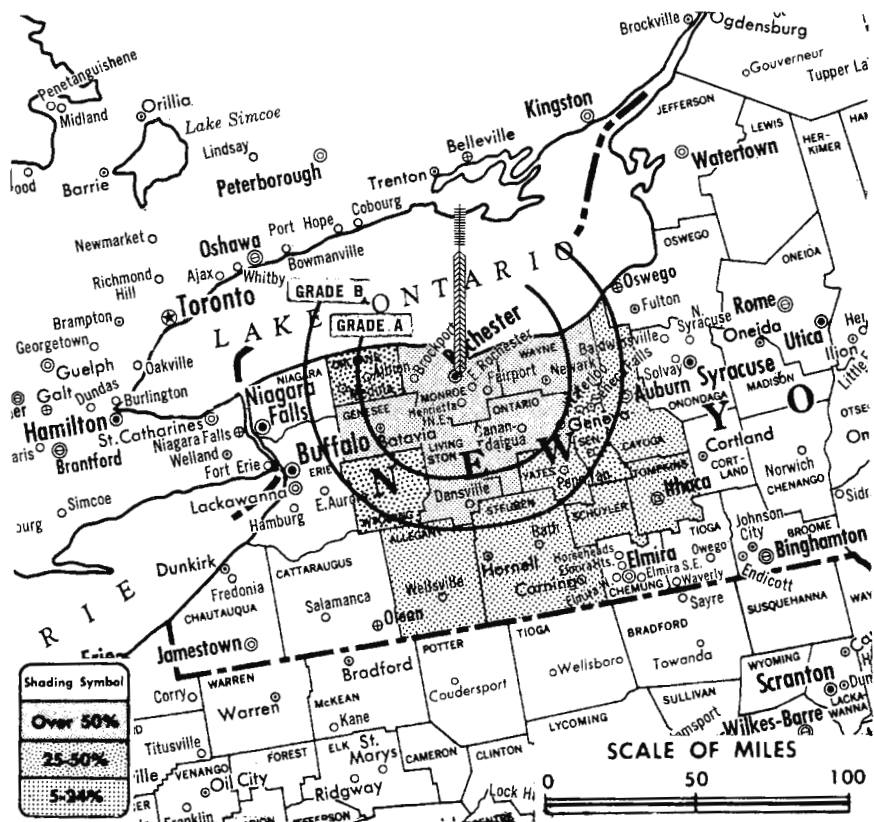
Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WHEC-TV Ref: FCC File No. BPCT-3022 Granted 4/11/62

©American Map Co., Inc., N.Y., No. 14244

WHEC-TV

Licensee: WHEC Inc., 191 East Ave., Rochester (14604).

Studio: 191 East Ave.

Telephone: 716-546-5670. TWX No.: 716-235-8699.

Ownership: Gannett Co. Inc., 100%. WHEC Inc. officers: Paul Miller, pres.; C. Glover Delaney, v.p. & gen. mgr. Also owns WINR-TV, Binghamton, N.Y. (WINR) and WREX-TV, Rockford, Ill. Gannett Co. owns chain of N.Y. newspapers, including Rochester Times-Union and Democrat & Chronicle, Binghamton Press, Elmira Advertiser & Star Gazette, Niagara Falls Gazette; also publishes Danville (Ill.) Commercial-News, Hartford (Conn.) Times and Plainfield (N.J.) Courier-News; also owns radios WDAN, Danville, Ill. and WEZY & FM, Cocoa, Fla. Gannett Co. also owns 50% of 8 weekly Va. newspapers.

Began Operation: Nov. 1, 1953 as a share-time outlet on Ch. 10 with WVET-TV. It acquired WVET-TV's half of the channel and became a full time outlet following FCC approval of the transfer on Aug. 1, 1961 (Television Digest, Vol. 17:5, 7, 32).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

C. GLOVER DELANEY, v.p. & general manager.
JOHN J. CODY, general sales manager.
WILLIAM ADAMS, program & production director.
RICHARD K. BLACKBURN, chief engineer.
LOWELL MacMILLAN, v.p., advertising & promotion director.
ROBERT S. YEAGER, TV operations manager.

DIGEST OF RATE CARD NO. 10
(June 1, 1964)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.	\$900.00	\$540.00	\$360.00	\$280.00*	\$175.00*
Class AA—7:31-10:31 p.m., daily.					\$90.00

*Class AA—7:31-10:31 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 0/0	NEW YORK			
	GENESEE	17,600	17,000	97
	LIVINGSTON	13,200	12,600	95
	MONROE	201,000	193,700	96
	ONTARIO	21,700	20,900	96
	WAYNE	22,300	21,300	95
25-50 0/0	NEW YORK			
	ORLEANS	11,400	10,900	95
	SENECA	9,500	9,300	97
	WYOMING	10,500	10,200	97
5-24 0/0	NEW YORK			
	ALLEGANY	13,200	12,300	93
	CAYUGA	23,200	21,900	94
	SCHUYLER	4,800	4,500	93
	STEBEN	31,400	29,500	94
	TOMPKINS	21,100	18,500	88
	YATES	6,000	5,600	94

STATION TOTALS 406,900 388,200 95

NET WEEKLY CIRCULATION (MARCH 1966) 268,900
AVERAGE DAILY CIRCULATION (MARCH 1966) 196,300

(Station also received in Canadian markets)

For Color Set Penetration by Market
See Services Volume

New York—Rochester



WOKR



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 500-ft. above av. terrain, 360.5-ft. above ground, 1027-ft. above sea level.

Latitude 43° 08' 07"
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill, Brighton.

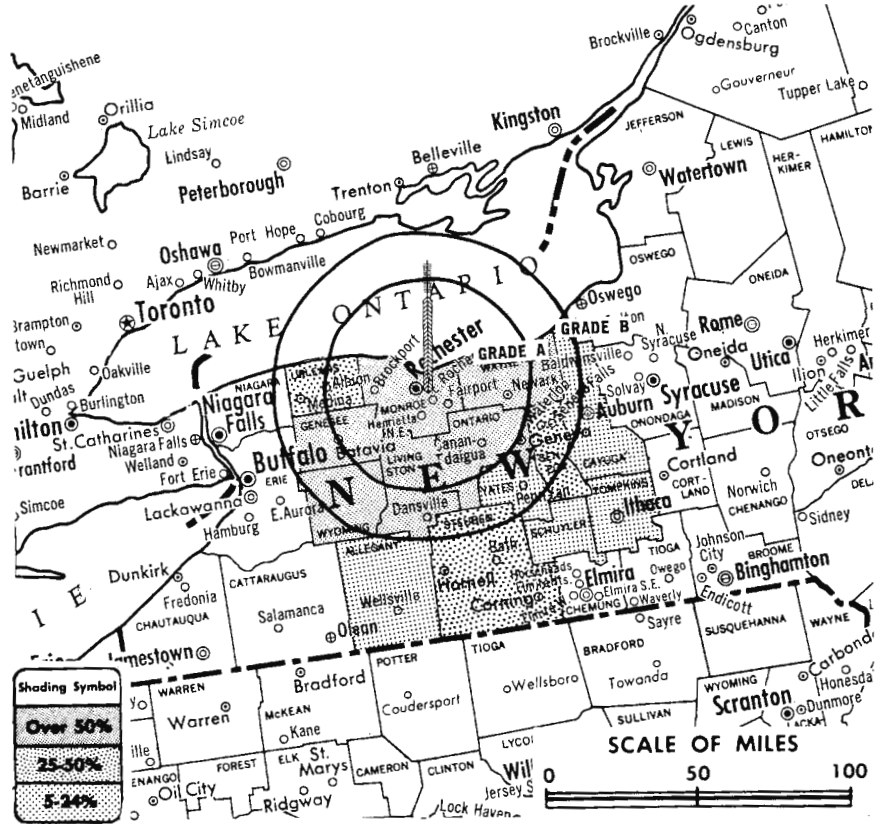
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WOKR Ref: FCC File No. BPCT-I-3 Granted 7/3/62

© American Map Co., Inc., N.Y., No. 14244

WOKR

Licensee: Channel 13 of Rochester Inc., c/o Richard C. Landsman, pres., 17 Clinton Ave. S., Rochester (14604).

Studio: 17 Clinton Ave S., Rochester (14604).

Telephone: 716-546-4262.

Ownership: Channel 13 of Rochester Inc. Richard Landsman, pres. Following own 12.5% each (as representatives): Dennis Livadas, secy.; William N. Posner, treas.; Leon Halperin; Richard Alden; Robert Green; William Faye; Gordon Brown; Robert Kieve. Note: This is an interim operation owned equally by 8 applicants for Ch. 13.

Began Operation: Sept. 15, 1962.

Represented (sales) by Blair TV; Paul Mulvihill & Co. Ltd.

Represented (legal) by Dennis J. Livadas; Pierson, Ball & Dowd.

Personnel:

RICHARD LANDSMAN, president & general manager.
ALAN JOHNSTONE, v.p. & sales manager.
GEORGE DRISCOLL, v.p. & engineering manager.
GERALD PEARSEN, v.p. & program manager, film buyer.
MICHAEL MERLA, v.p. & comptroller.
JAMES E. HORMEL, promotion manager.

DIGEST OF RATE CARD NO. 5 (Feb. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID	
Class A—7:30-11 p.m., Sun.-Fri.; 7:30-11:30 p.m., Sat.	\$800.00	\$540.00	\$360.00	\$250.00	\$200.00	\$100.00

NETWORK BASE HOURLY RATE: \$800.

For Index to Contents see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW YORK			
	GENESEE	17,600	17,000	97
	LIVINGSTON	13,200	12,600	95
	MONROE	201,000	193,700	96
	ONTARIO	21,700	20,900	96
	WAYNE	22,300	21,300	95
	WYOMING	10,500	10,200	97
25-50 O/O	NEW YORK			
	ORLEANS	11,400	10,900	95
	SENECA	9,500	9,300	97
	STEUREN	31,400	29,500	94
5-24 O/O	NEW YORK			
	ALLEGANY	13,200	12,300	93
	CAYUGA	23,200	21,900	94
	SCHUYLER	4,800	4,500	93
	TOMPKINS	21,100	18,500	88
	YATES	6,000	5,600	94
STATION TOTALS		406,900	388,200	95
NET WEEKLY CIRCULATION (MARCH 1966)			267,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			186,600	

(Station also received in Canadian markets)

New York—Rochester



WROC-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 48.5-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill, Brighton.

TV tape: Recording facilities.

AM Affiliate: WROC, 5-kw, 1280 kc (NBC).

FM Affiliate: WROC-FM, 18-kw, 97.9 mc (No. 250), 399-ft. antenna height.

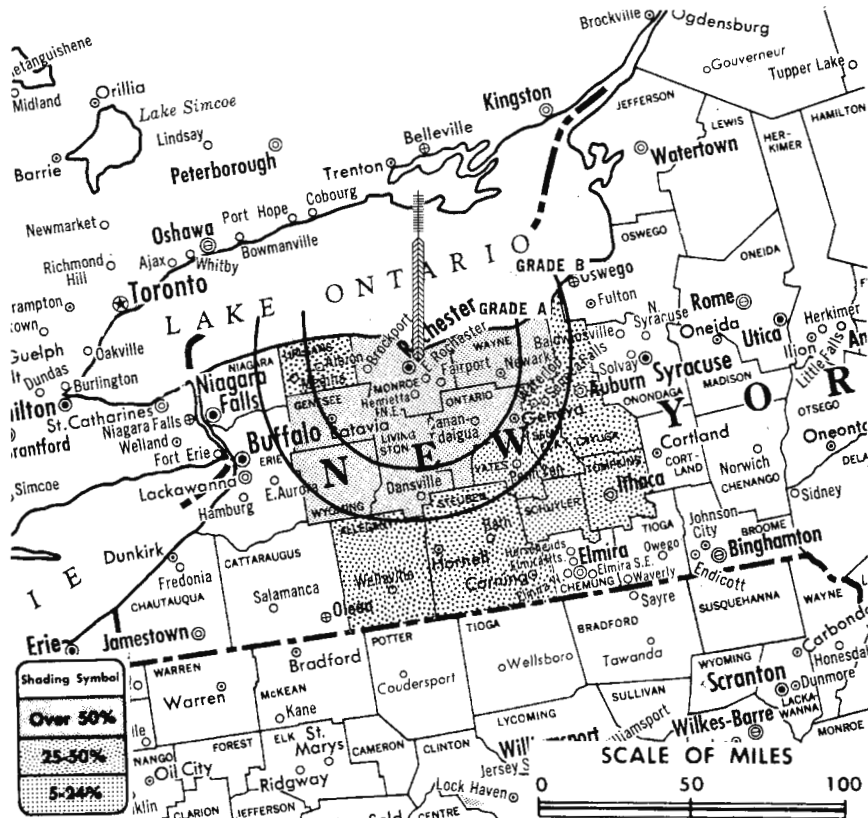
Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by John Creutz.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WROC-TV Ref: FCC File No. BPCT—Doc. 13858 Granted 7/27/61

©American Map Co., Inc., N.Y., No. 14244

WROC-TV

Licensee: Rust Craft Broadcasting of N.Y. Inc.

Studio: 201 Humboldt St., Rochester (14610).

Telephone: 716-288-8400. TWX No.: 716-235-9136.

Ownership: Rust Craft Broadcasting of N.Y. Inc. For other Rust Craft interests, see WSTV-TV, Steubenville, Ohio.

Began Operation: June 11, 1949. Sale to present owner by Veterans Bcstg. approved Feb. 10, 1965 by FCC (Television Digest, Vols. 4:39, 46, 5:7). Previous sale to Veterans Bcstg. by Transcontinent TV Corp. approved Nov. 15, 1961. Sale to Transcontinent by Stromberg-Carlson div. of General Dynamics Corp. approved by FCC July 18, 1956 (Vol. 12:24, 29).

Represented (sales) by Edward Petry & Co. Inc.; Andy McDermott.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Personnel:

ERVIN F. LYKE, vice president & managing director.
F. CHASE TAYLOR JR., program director & film buyer.
ART MURRELLWRIGHT, sales manager.
WILLIAM SCHUBERT, promotion manager.
TOM DECKER, news director.
RAY JOBES, chief engineer.

DIGEST OF RATE CARD NO. I—(Sept. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.	\$900.00	\$540.00	\$360.00	\$225.00	\$165.00	\$150.00
*Class AA (7:30-10:30 p.m., daily):	Min. \$260,	20 Sec. \$260,	ID \$130.			

NETWORK BASE HOURLY RATE: \$1000.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	NEW YORK			
	GENESEE	17,600	17,000	97
	LIVINGSTON	13,200	12,600	95
	MONROE	201,000	193,700	96
	ONTARIO	21,700	20,900	96
	WAYNE	22,300	21,300	95
	WYOMING	10,500	10,200	97
25-50 O/D	NEW YORK			
	ALLEGANY	13,200	12,300	93
	CAYUGA	23,200	21,900	94
	URL EANS	11,400	10,900	95
	SENECA	9,500	9,300	97
	STEBEN	31,400	29,500	94
	TOMPKINS	21,100	18,500	88
5-24 O/D	NEW YORK			
	SCHUYLER	4,800	4,500	93
	YATES	6,000	5,600	94
STATION TOTALS		406,900	388,200	95
NET WEEKLY CIRCULATION (MARCH 1966)			280,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			201,000	

(Station also received in Canadian markets)

New York—Syracuse



WHEN-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 84-kw visual, 16.6-kw aural. Antenna: 950-ft. above av. terrain, 556-ft. above ground, 1914-ft. above sea level.

Latitude 42° 57' 19"
Longitude 76° 06' 34"

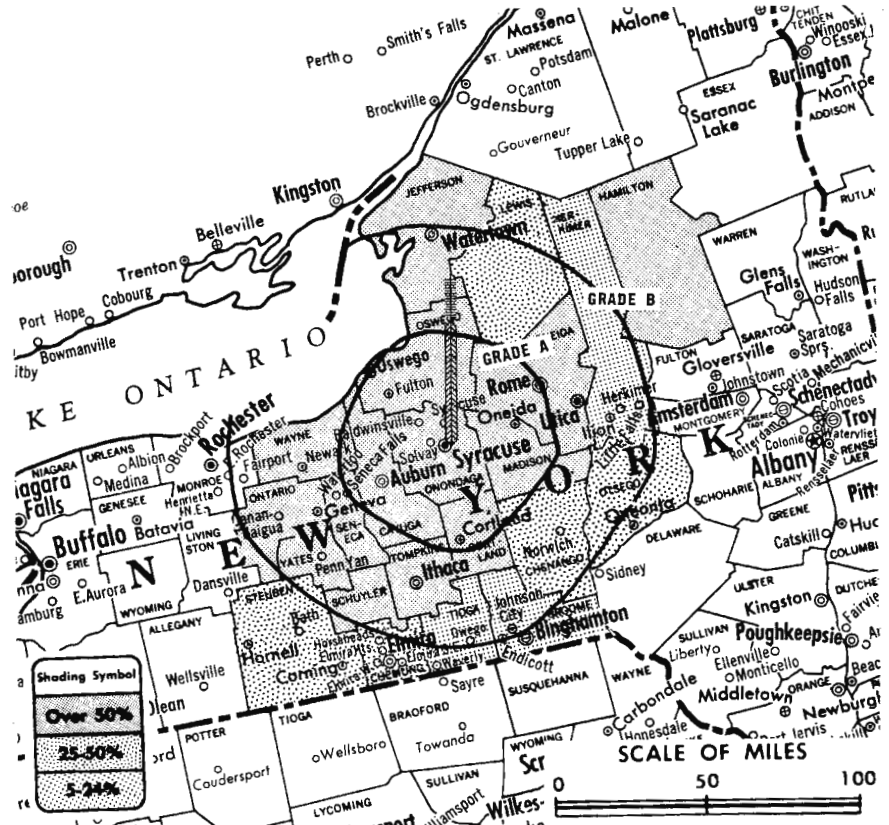
Transmitter: .32-miles E and .34-miles N of Sentinel Heights & Jim Bull Rds.

TV tape: Recording facilities.

AM Affiliate: WHEN, 5-kw (1-kw night), 620 kc (CBS).

Color: Network, live, film & slide.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ABB study.

WHEN-TV Ref: FCC File No. BMPCT-3915 Granted 5/31/66
Dec. 13858 Granted 7/27/61.

©American Map Co., Inc., N.Y., No. 14244

WHEN-TV

Licensee: Meredith Syracuse Television Corp., 980 James St. (13203).

Studio: 980 James St.

Telephone: 315-474-8511; N.Y.C. tie line, 212-966-2422.

TWX No.: 710-541-0443.

Ownership: Meredith Publishing Company, Des Moines, Iowa, through subsidiary Meredith Syracuse Television Corp. For Meredith Publishing Co. executives see Newspaper Ownership. Meredith Broadcasting officers: Fred Bohlen, chairman of the board; Frank Fogarty, pres.; Paul Adanti, v.p., Meredith Syracuse Television Corp. Same interests own radio WHEN, Syracuse; WOW-TV, WOW & WOW-FM, Omaha, Neb.; KCMO-TV, KCMO & KCMO-FM, Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz.

Began Operation: Dec. 1, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Jansky & Bailey.

Personnel:

- PAUL ADANTI, v.p. and general manager.
- FRED MENZIES, station manager.
- LARRY RHODES, sales manager.
- TOM KAVANAUGH, operations manager.
- JACK SLATER, production manager.
- ROBERT E. SPEARMAN, news & public affairs director.
- KAY LARSON, women's director.
- AL CHISMAR, director of engineering.
- THOMAS WATKINS, promotion manager.

DIGEST OF RATE CARD NO. 21—(July 1, 1966)

Hour	30 Min.	15 Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.				
\$1000.00	\$600.00	\$450.00	\$330.00	\$165.00
NETWORK BASE HOURLY RATE: \$1000.				

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	NEW YORK			
	CAYUGA	23,200	21,900	94
	CORTLAND	13,200	12,600	95
	HAMILTON	1,400	1,300	92
	JEFFERSON	27,900	26,800	96
	MADISON	17,500	16,800	96
	ONEIDA EAST	59,900	57,600	96
	ONEIDA WEST	28,300	27,200	96
	ONONDAGA	145,200	140,300	97
	ONTARIO	21,700	20,900	96
	OSWEGO	27,200	26,200	96
	SCHUYLER	4,800	4,500	93
	SENECA	9,500	9,300	97
	TOMPKINS	21,100	18,500	88
	WAYNE	22,300	21,300	95
	YATES	6,000	5,600	94

25-50 O/O	NEW YORK			
	CHEMUNG	33,100	31,300	94
	CHENANGO	13,800	13,000	94
	LEWIS	6,700	6,300	95
	OTSEGO	16,500	15,400	93
	STEUEN	31,400	29,500	94

5-24 O/O	NEW YORK			
	BROOME	71,900	69,200	96
	HERKIMER	22,200	21,100	95
	TIOGA	12,700	12,200	95

STATION TOTALS		637,500	608,800	95
NET WEEKLY CIRCULATION (MARCH 1966)			426,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			314,600	

New York—Syracuse



WNYS-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 79.6-kw visual, 11.8-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 964-ft. above ground, 2549-ft. above sea level.

Latitude 42° 56' 42"
Longitude 76° 01' 28"

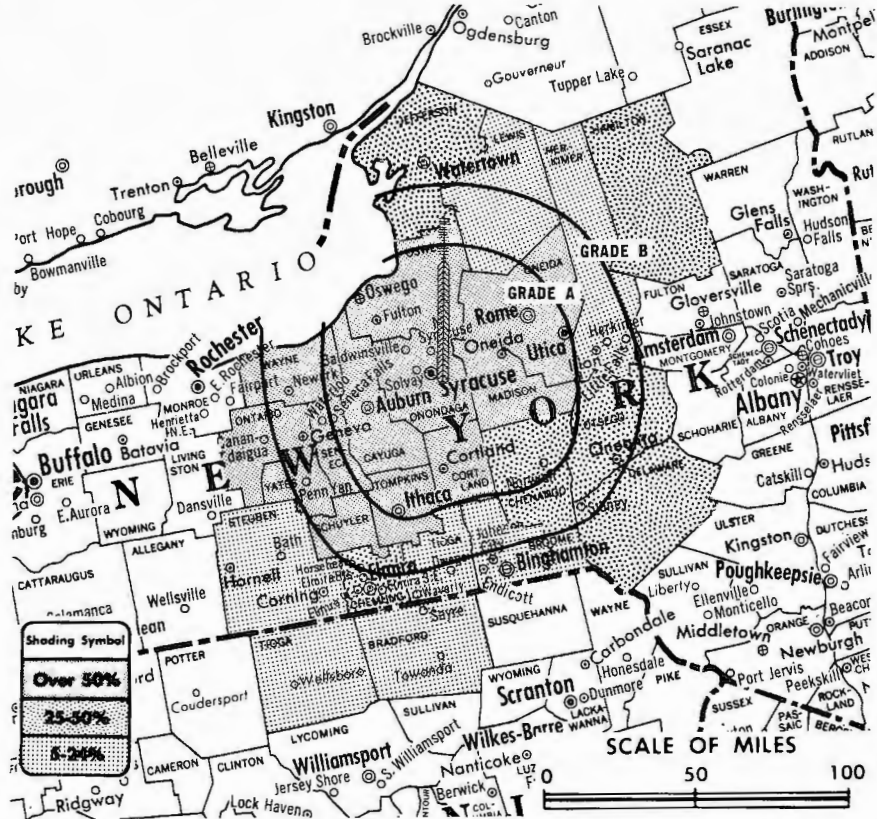
Transmitter: Atop Mt. Sevier, Pompey, Onondaga County.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.



WNYS-TV Ref: FCC File No. BPC-2832
Doc: 14371 Granted 4/12/82

©American Map Co., Inc., N.Y., No. 14244

Total Households © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ABB study.

WNYS-TV

Licensee: Channel 9 Syracuse Inc., P.O. Box 9, Shoppingtown, Syracuse (13214).

Studio: Shoppingtown, Syracuse (13214).

Telephone: 315-446-4780.

TWX No.: 315-477-1356.

Ownership: Equal owners are the eight remaining applicants for regular operation on Channel 9 who are stockholders in the interim corporation.

Began Operation: Sept. 9, 1962 as joint operation by nine applicants for the channel.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JOHN E. McARDLE, general manager.
JESS A. SPIER, national sales manager.
CARL J. EILENBERG, program manager.
JOHN CARROLL, chief engineer.

DIGEST OF RATE CARD NO. 5A—(May 31, 1966)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.				
\$1100.00	\$660.00		\$300.00	\$150.00

NETWORK BASE HOURLY RATE: \$850.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW YORK			
	CAYUGA	23,200	21,900	94
	CORTLAND	13,200	12,600	95
	MADISON	17,500	16,800	96

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ONEIDA EAST	59,900	57,600	96
	ONEIDA WEST	28,300	27,200	96
	ONONDAGA	145,200	140,300	97
	ONTARIO	21,700	20,900	96
	OSWEGO	27,200	26,200	96
	SCHUYLER	4,500	4,500	93
	SENECA	9,500	9,300	97
	TOMPKINS	21,100	18,500	88
	WAYNE	22,300	21,300	95
	YATES	6,000	5,600	94

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	NEW YORK			
	CHEMUNG	33,100	31,300	94
	CHENANGO	13,800	13,000	94
	DELAWARE	13,400	12,200	91
	HAMILTON	1,400	1,300	92
	JEFFERSON	27,900	26,800	96
	TIOGA	16,500	15,400	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	NEW YORK			
	BROOME	71,900	69,200	96
	HERKIMER	22,200	21,100	95
	LEWIS	6,700	6,300	95
	STUYVEN	31,400	29,500	94
	TIOGA	12,700	12,200	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	PENNSYLVANIA			
	BRADFORD	15,700	14,800	94
	TIOGA	10,400	9,500	92

STATION TOTALS 677,000 645,300 95

NET WEEKLY CIRCULATION (MARCH 1966) 407,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 270,300

New York—Syracuse



WSYR-TV



Ch. 3

[Also operates satellite WSYE-TV,
Elmira, N.Y.]

Technical Facilities: Channel No. 3
(60-66 mc). 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.

Studio: 1030 James St.

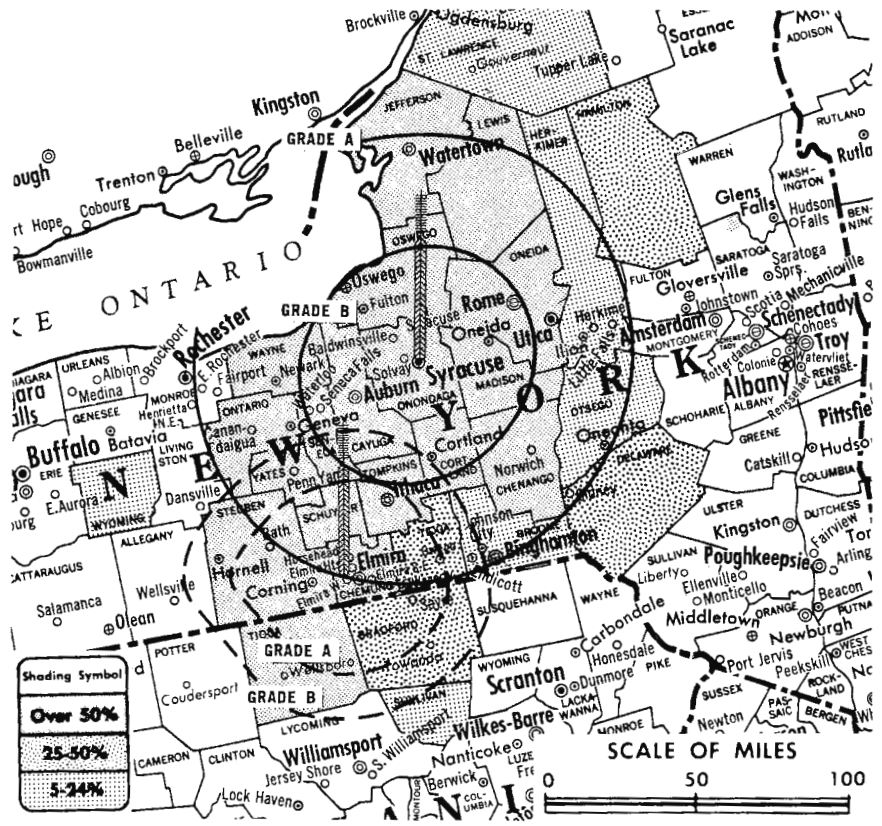
TV tape: Recording facilities.

AM Affiliate: WSYR, 5-kw, 570 kc
(NBC). FM Affiliate: WSYR-FM,
100-kw, 94.5 mc (No. 233), 650-
ft. antenna height.

Color: Network, live, film, slide &
tape.

News Wire Service: UPI. Facsimile
Service: UPI. News Film Service:
UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



WSYR-TV Ref: FCC File No. BPCT—3145 Granted 4/12/63
WSYE-TV Ref: FCC File No. BMPCT—4636 Granted 5/31/57

©American Map Co., Inc., N.Y., No. 14244

WSYR-TV

Network Service: NBC.

Licensee: Newhouse Broadcasting Corp., 1030 James St., Syracuse
(13203). Telephone: Granite 4-3911. TWX No.: 315-477-1065.

Ownership: Officers and stockholders are Edmund R. Vadeboncoeur,
pres.; Mitzi E. Newhouse, v.p. & secy., 2.22%; William V. Roth-
rum, v.p.; Samuel I. Newhouse, 44.44%; Samuel I. Newhouse Jr.,
26.67%; Donald E. Newhouse, 26.67%. Interlocking ownership
with Newhouse newspapers: Syracuse Post-Standard and Herald-
Journal, Jersey City Journal, Newark Star Ledger, Long Island
Press and Star Journal, Harrisburg Patriot and News, Staten
Island Advance, Portland Oregonian and Oregon Journal, St.
Louis Globe-Democrat, Birmingham News, Huntsville (Ala.)
Times, New Orleans Times-Picayune & States-Item, Springfield
(Mass.) Union, News and Sunday Republican, Cleveland Plain
Dealer, controlling interest in Mobile Press Register and 20%
of Denver Post. Newhouse Bcstg. owns WAPI-TV, Birmingham
(Ch. 13) with WAPI & WAFM; WTPA (TV), Harrisburg (Ch. 27)
with WTPA-FM; KTVI, St. Louis (Ch. 2); also 50% of KOIN-
TV (Ch. 6), KOIN & KOIN-FM, Portland. Also operates WSYE-
TV, Elmira (Ch. 18) which repeats most of WSYR-TV programs.
Mr. & Mrs. Samuel I. Newhouse also hold controlling interest in
Conde Nast Publications Inc., publishers of Vogue, House & Gar-
den, Glamour, Mademoiselle, Bride as well as publications in
Britain and France. For CATV ownership, see Broadcasting Inter-
ests with CATV Holdings.

Began Operation: Feb. 15, 1950.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

E. R. VADEBONCOEUR, president.
MITZI E. NEWHOUSE, v.p. & secretary.
WILLIAM R. ALFORD JR., director of sales.
LOUIS B. SWITZER, promotion director.
WILLIAM V. ROTHURM, v.p. & film buyer.
ALBERT J. EICHOLZER, chief engineer.
E. JAMES McDONALD, program manager.

ARB Data For This Station Includes Satellite
WSYE-TV, Elmira, N.Y.

DIGEST OF RATE CARD NO. 21—(June 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID	
Class A—7:30-11 p.m., daily.	\$1500.00	\$850.00	\$570.00	\$350.00*	\$300.00*	\$150.00*

*Class AA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1300.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW YORK			
	CAYUGA	23,200	21,900	94
	CHEMUNG	33,100	31,300	94
	CHENANGO	13,800	13,000	94
	CORTLAND	13,200	12,600	95
	JEFFERSON	27,900	26,800	96
	LEWIS	6,700	6,300	95
	MADISON	17,500	16,800	96
	ONEIDA EAST	59,900	57,600	96
	ONEIDA WEST	28,300	27,200	96
	ONONDAGA	145,200	140,300	97
	ONTARIO	21,700	20,900	96
	OSWEGO	27,200	26,200	96
	SCHUYLER	4,800	4,500	93
	SENECA	9,500	9,300	97
	STEBEN	31,400	29,500	94
	TOMPKINS	21,100	18,500	88
	WAYNE	22,300	21,300	95
	YATES	6,000	5,600	94
	PENNSYLVANIA			
	TIOGA	10,400	9,500	92
25-50 O/O	NEW YORK			
	DELAWARE	13,400	12,200	91
	HAMILTON	1,400	1,300	92
	TIOGA	12,700	12,200	95

(Continued on page 461-b)

STATION TOTALS	721,900	688,100	95
NET WEEKLY CIRCULATION (MARCH 1966)		487,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)		360,900	

New York—Utica



WKTV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 34.7-kw visual, 5.25-kw aural (directional antenna). Antenna: 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

Latitude 43° 06' 09"
Longitude 74° 56' 27"

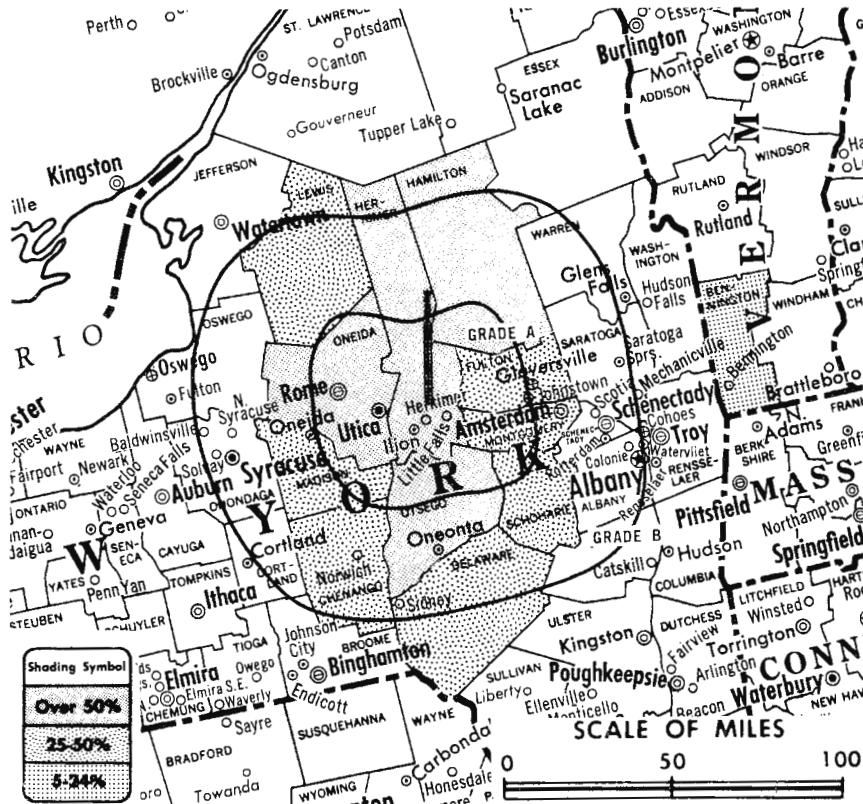
Transmitter: Near Middleville, N.Y.
O & O Translator: W11AI, Air City & Rome, N.Y.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Kear & Kennedy.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WKTV Ref: FCC File No. BNPCT-5218 Granted 11/10/58

©American Map Co., Inc., N.Y., No. 14244

WKTV

Network Service: ABC, NBC.

Licensee: Mid-New York Broadcasting Corp., Smith Hill Rd. (13502).

Studio: Smith Hill Rd.

Telephone: 315-733-0404.

TWX No.: 315-797-1832.

Ownership: 68.5% of Mid-New York Bcstg. Corp. is controlled by Paul F. Harron, pres. & chairman of the board; Lawrence D. Biele, secy.-treas. Mid-Texas Bcstg. Corp., which owns KAUZ-TV, Wichita Falls, Tex., is a wholly owned subsidiary of Mid-New York Bcstg. Corp. The balance of Mid-New York Bcstg. stock is owned by 38 stockholders, none of whom owns over 5%.

Began Operation: Dec. 1, 1949. Sale to present owners by Kallet Theatres principals approved by FCC Dec. 30, 1958 (Television Digest, Vols. 14:45-46, 49; 15:1).

Represented (sales) by H-R Television Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Hogan & Hartson.

Personnel:

PAUL F. HARRON, president & chairman of board.
SHELDON STORRIER, vice president & general manager.
DANIEL GERMAN, program & operations manager.
STEPHEN PURCELL, merchandising manager.
DeFOREST T. LAYTON JR., chief engineer.
FRANK GUZZETTI, film buyer.

DIGEST OF RATE CARD NO. 10 (Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.
\$550.00 \$330.00 \$220.00 \$137.50 \$150.00* \$135.00* \$70.00*

*8-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$600 (ABC), \$600 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW YORK			
	HAMILTON	1,400	1,300	92
	HERKIMER	22,200	21,100	95
	ONEIDA EAST	59,900	57,600	96
	ONEIDA WEST	28,300	27,200	96
	OTSEGO	16,500	15,400	93
25-50 O/O	NEW YORK			
	CHENANGO	13,800	13,000	94
	DELAWARE	13,400	12,200	91
	FULTON	17,800	17,000	95
	LEWIS	6,700	6,300	95
	MADISON	17,500	16,800	96
	MONTGOMERY	18,900	17,900	95
	SCHUHARIE	6,900	6,500	94
5-24 O/O	VERMONT			
	BENNINGTON	7,900	7,300	93
STATION TOTALS		231,700	219,600	95

NET WEEKLY CIRCULATION (MARCH 1966) 158,700
AVERAGE DAILY CIRCULATION (MARCH 1966) 114,400

For Color Set Penetration by Market
See Services Volume

New York—Carthage-Watertown



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 191-kw visual, 24-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level using .36° electrical beam tilt.

Latitude 43° 57' 16"
Longitude 75° 43' 45"

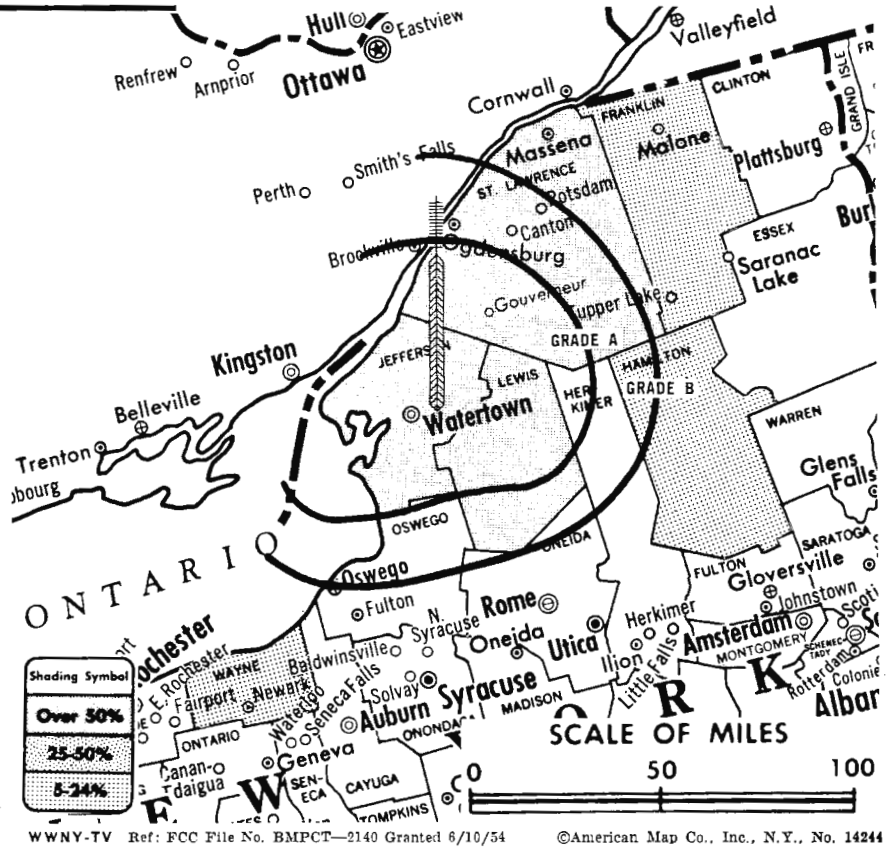
Transmitter: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kc (CBS).

News Wire Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WWNY-TV Ref: FCC File No. BNPCT-2140 Granted 6/10/54 ©American Map Co., Inc., N.Y., No. 14244

WWNY-TV

Network Service: ABC, CBS.

Licensee: The Brockway Co., 260 Washington St., Watertown, N.Y. (13601).

Studio: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

Telephones: 315-788-3800, Watertown (sales office); 315-782-2600, Watertown (studios); 315-788-6890, Watertown (exec. office).

TWX No.: 510-257-4650, Watertown.

Ownership: John B. Johnson, pres. & treas., 100%; Catherine C. Johnson, v.p. & secy. Also publishes Watertown Daily Times and operates WMSA, Massena, N.Y.

Began Operation: Oct. 22, 1954.

Represented (sales) by Young Television (U.S.); Andy McDermott (Toronto & Montreal, Canada).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

- JAMES W. HIGGINS, general manager.
- ALFRED M. TAURONEY, sales manager.
- GLENN H. HALL, director of operations.
- DAVID M. GRAVES, program manager & film buyer.
- EARL R. KELLY, dir. of public affairs & promotion.
- ROBERT TOMPKINS, news director.
- JOHN G. CASE, sports editor.
- MICHAEL R. YONKOVIG, director of engineering.
- DONALD C. MOREHOUSE, chief engineer.

DIGEST OF RATE CARD NO. 7 (Feb. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.
\$375.00 \$225.00 \$150.00 \$93.75 \$90.00* \$85.00* \$54.00*

*Class AA—6:01-9:59 p.m., Mon.-Fri.; 6:59-10:59 p.m., Sat.; 6:59-9:59 p.m., Sun.

NETWORK BASE HOURLY RATE: \$450 (ABC), \$450 (CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW YORK			
	JEFFERSON	27,900	26,800	96
	LEWIS	6,700	6,300	95
	ST LAWRENCE	32,600	31,000	95
5-24 O/O	NEW YORK			
	FRANKLIN	13,300	12,400	93
	HAMILTON	1,400	1,300	92
	WAYNE	22,300	21,300	95

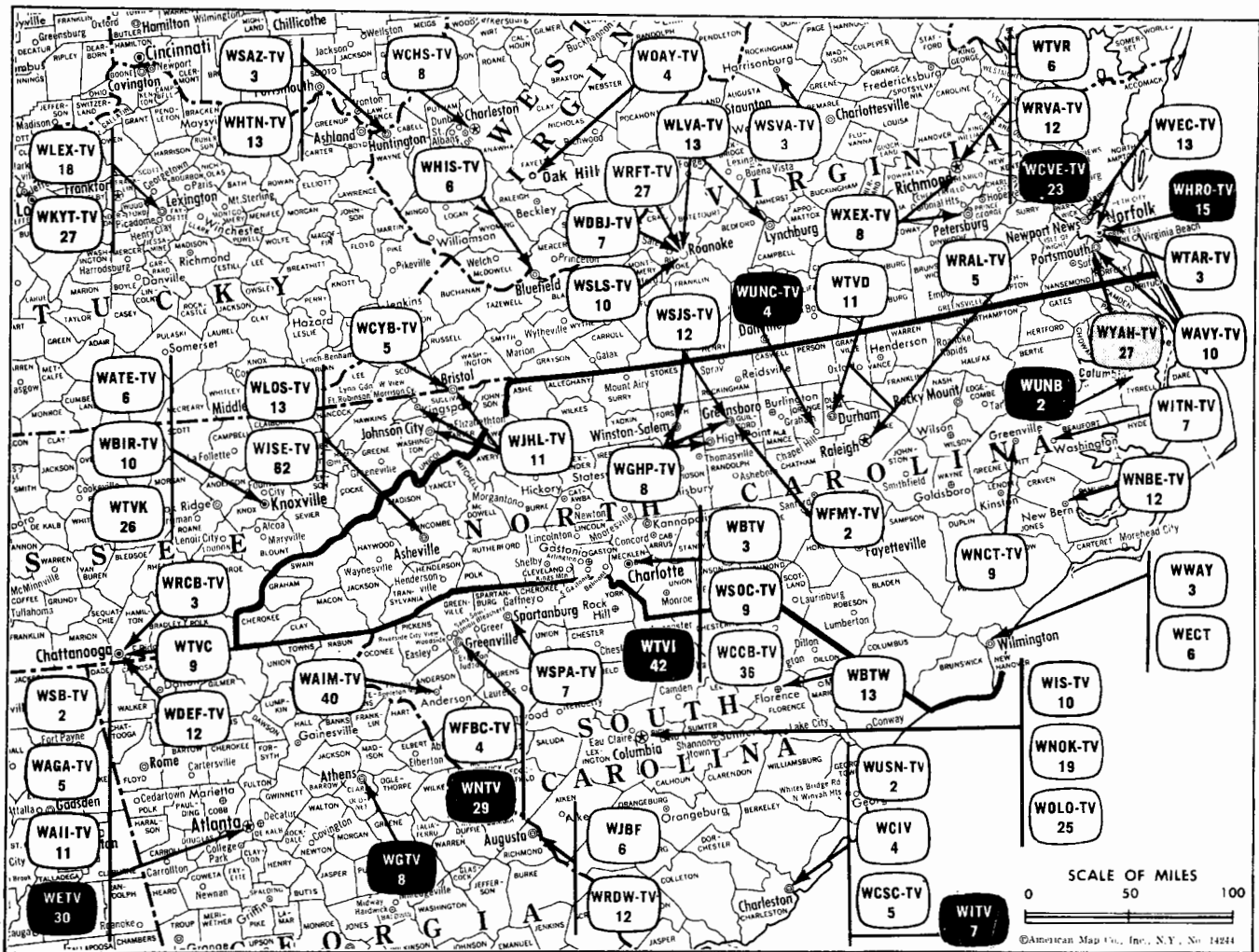
STATION TOTALS 104,200 99,100 95

NET WEEKLY CIRCULATION (MARCH 1966) 64,800

AVERAGE DAILY CIRCULATION (MARCH 1966) 56,000

(Station also received in Canadian markets)

North Carolina



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Charlotte	492,100	30	878,700	29	811,400	30
Asheville-Spartanburg-Greenville	431,200	42	876,700	30	797,000	31
Greensboro-Winston Salem-High Point	404,800	47	770,500	33	710,700	34
Raleigh-Durham	350,900	52	681,300	44	619,600	43
Greenville-Washington-New Bern	222,700	84	412,800	80	375,600	80
Wilmington	126,800	132	208,400	134	187,000	135

North Carolina Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	12	2	14
● Educational Television Stations	2	1	3
			17

For Additional State Data
see next page

North Carolina

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WFBC-TV, WLOS-TV & WSPA-TV

Asheville

(See Greenville & Spartanburg, S.C.)

WTVD

Durham

(See Raleigh, N.C.)

WGHP-TV

Greensboro

(See Winston-Salem, N.C.)

WITN & WNBE-TV

Greenville

(See Washington & New Bern, N.C.)

WGHP-TV

High Point

(See Greensboro, N.C.)

WNCT-TV & WNBE-TV

Washington

(See Greenville & New Bern, N.C.)

WFMY-TV

Winston-Salem

(See Greensboro, N.C.)

WGHP-TV

Winston-Salem

(See Greensboro, N.C.)

WSJS-TV

Winston-Salem

(See Greensboro, N.C.)

State Educational Technical Facilities (Complete Data in Educational Directory)

WUNC-TV

Chapel Hill

Ch. 4

Non-Commercial Educational Station

Licensee: University of North Carolina, Chapel Hill.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 798-ft. above ground, 1549-ft. above sea level.

Latitude	35°	52'	07"
Longitude	79°	10'	06"

WTVI

Charlotte

Ch. 42

Non-Commercial Educational Station

Grantee: Charlotte-Mecklenburg Board of Education.

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 214-kw visual, 42-kw aural. Antenna: 450-ft. above av. terrain, 497-ft. above ground, 1172-ft. above sea level.

Latitude	35°	12'	25"
Longitude	80°	47'	30"

WUNB-TV

Columbia

Ch. 2

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 992-ft. above av. terrain, 1035-ft. above ground, 1041-ft. above sea level.

Latitude	35°	53'	59"
Longitude	76°	20'	52"

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Massachusetts	\$300,000
TV Honolulu	\$600,000

116 Central Park South
New York, N.Y.

North Carolina—Asheville



WISE-TV

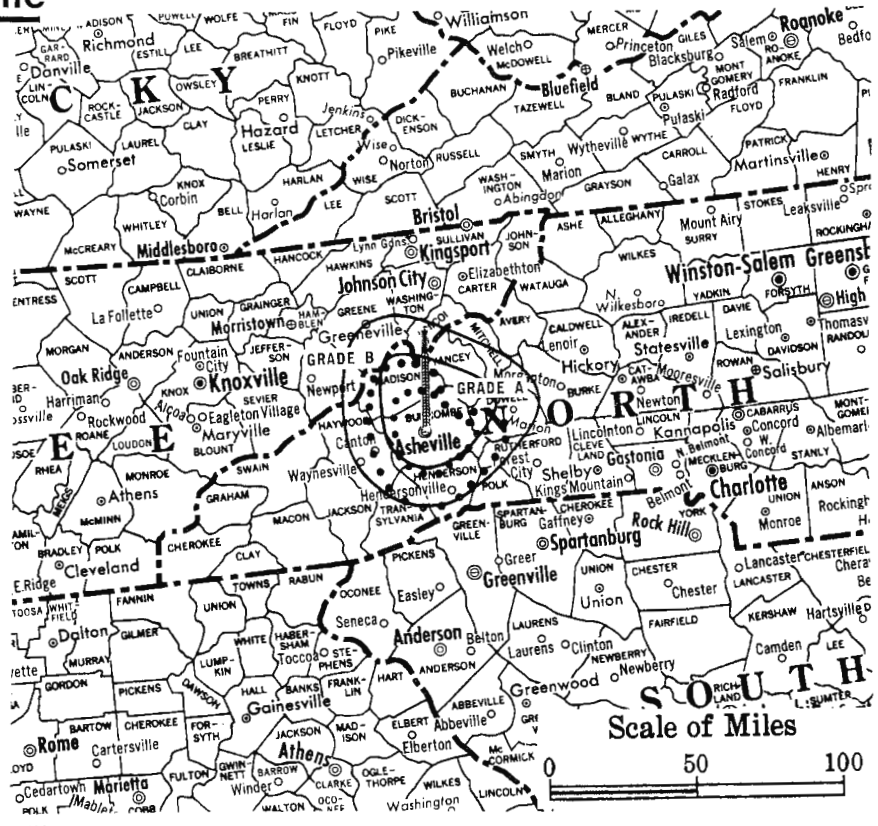
Ch. 62

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 24-kw visual, 4.79-kw aural. Antenna: 417-ft. above av. terrain, 137.5-ft. above ground, 2858-ft. above sea level.

Latitude 35° 36' 33.5"
Longitude 82° 32' 11.8"

Holds CP for change to Ch. 21, 22.2-kw visual, 4-kw aural, 423-ft. above av. terrain, 149-ft. above ground, 2869-ft. above sea level. BPCT—3750.

Transmitter: Sunset Mt.



WISE-TV Ref: FCC File No. B1PCT-4689 Granted 6/11/57
CP: B1MCT-3750 Granted 6/23/66

©American Map Co., Inc., N.Y., No. 14244

WISE-TV

Licensee: WISE-TV Inc., 75 Scenic Highway.

Studio: Sunset Mt. Telephone: 704-254-4663.

Ownership: WCOG Inc., licensee of radio WCOG, Greensboro, N.C., controlled by Harold H. Thoms, wife Meredith S. Thoms & Matilann Thoms Gennett. Mr. Thoms, with his wife, also owns WEAM, Arlington, Va.; WKLM, Wilmington, N.C. Thomsland Inc. (Harold H. & Meredith S. Thoms) owns 50% of WNBE-TV, New Bern, N.C.

Began Operation: July 5, 1953.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

HAROLD H. THOMS, president.
JOHN RANDOLPH, chief engineer.
HUGH McMILLAN, administrative asst.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1960)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.	\$100.00	\$80.00	\$50.00	\$30.00	\$25.00	\$20.00	\$30.00

NETWORK BASE HOURLY RATE: \$150.

ARB Data Not Available.

MORTON FLOM, ENG.

CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter

Briefs, Feasibility Tests

Analysis, Design, Projection and

Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

North Carolina—Charlotte



WBT

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1090-ft. above av. terrain, 562-ft. above ground, 1878-ft. above sea level.

Latitude 35° 17' 50"
Longitude 81° 06' 53"

Transmitter: Spencer Mt., Gaston County.

TV tape: Recording facilities.

AM Affiliate: WBT, 50-kw, 1110 kc (CBS).

FM Affiliate: WBT-FM, 100-kw, 107.9 mc.

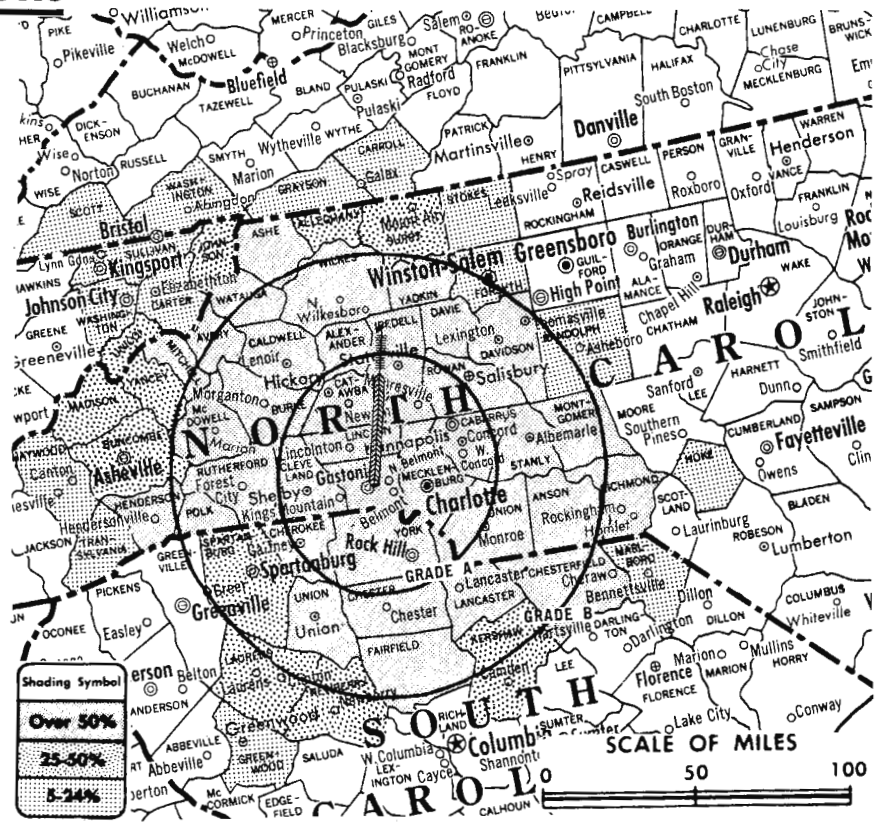
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WBT Ref: FCC File No. BPCT—805 Granted 12/19/52

©American Map Co., Inc., N.Y., No. 14244

WBT

Licensee: Jefferson Standard Broadcasting Co., One Julian Price Place, Charlotte (28208). Telephone: 704-333-8832. TWX No.: 840-621-0449.

Studio: One Julian Price Place.

Ownership: Jefferson Standard Life Insurance Co., 100%. Also owns 100% of WBTW, Florence, S.C.; 100% of radio WBIG, Greensboro; 100% of WBT & FM, Charlotte. Principal Bcstg. Co. officers: Joseph M. Bryan, chmn.; Charles H. Crutchfield, pres.

Began Operation: July 15, 1949.

Represented (sales) by Television Advertising Representatives Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

CHARLES H. CRUTCHFIELD, president & general manager.
WALLACE JORGENSON, v.p. & asst. general manager.
THOMAS E. HOWARD, v.p., engineering & general services.
J. ROBERT COVINGTON, v.p., research and promotion.
THOMAS B. COOKERLY, asst. v.p. & managing director.
DALLAS ROBBINS, asst. secy.-treas., business manager.
JAMES G. BABB JR., asst. v.p. & general sales manager.
J. NATHAN TUCKER, program operations manager.
FRANK F. BATEMAN, asst. v.p. & technical operations manager.
LARRY M. HARDING, promotion manager.
THOMAS E. MATTHEWS, personnel manager.
ERVIN MELTON, news manager.
GRADY C. PRIDGEN JR., assistant sales manager.
GIL STAMPER, farm director.
BOB QUINCY, sports director.
TOM GRANT, publicity supervisor.
LACY S. SELLARS, quality control director.
JOSEPH B. YOUNG, research manager.

DIGEST OF RATE CARD NO. 21—(Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AAA—8-10 p.m., daily.

\$1500.00 \$900.00 \$600.00 \$400.00 Graded rates apply*

*Highest rate: \$450.

NETWORK BASE HOURLY RATE \$1575.

494-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/G
OVER 50 O/G	NORTH CAROLINA			
	ALEXANDER	4,700	4,300	92
	ANSON	6,100	5,300	87
	ASHE	4,900	4,200	85
	AVERY	2,900	2,400	85
	BURKE	15,000	14,000	93
	CABARRUS	20,900	19,900	95
	CALDWELL	14,400	13,500	93
	CATAWBA	22,900	21,900	95
	CLEVELAND	18,400	17,100	93
	DAVIDSON	25,700	24,000	93
	DAVIE	5,000	4,500	89
	GASTON	38,800	36,600	94
	HENDERSON	12,000	10,900	91
	IREDELL	19,100	17,800	93
	LINCOLN	8,200	7,800	95
	MC DOWELL	7,700	7,000	91
	MECKLENBURG	90,500	85,700	95
	MITCHELL	3,600	3,200	88
	MONTGOMERY	5,300	4,900	92
	PULK	3,400	3,000	87
	RICHMOND	10,800	9,800	91
	ROWAN	26,100	24,500	94
	RUTHERFORD	13,000	12,200	94
	STANLY	12,800	11,900	93
	UNION	12,600	11,500	91
	WATAUGA	4,500	4,000	88
	WILKES	12,300	11,100	90
	YADKIN	6,700	6,100	91
	SOUTH CAROLINA			
	CHEROKEE	9,500	8,800	92
	CHESTER	7,900	7,200	91
	CHESTERFIELD	8,400	7,300	87
	FAIRFIELD	4,600	3,900	84

(Continued on page 499-b)

STATION TOTALS 878,700 811,400 92

NET WEEKLY CIRCULATION (MARCH 1966) 492,100
AVERAGE DAILY CIRCULATION (MARCH 1966) 369,800

TV Factbook No. 37

North Carolina—Charlotte

WCCB-TV

Ch. 18

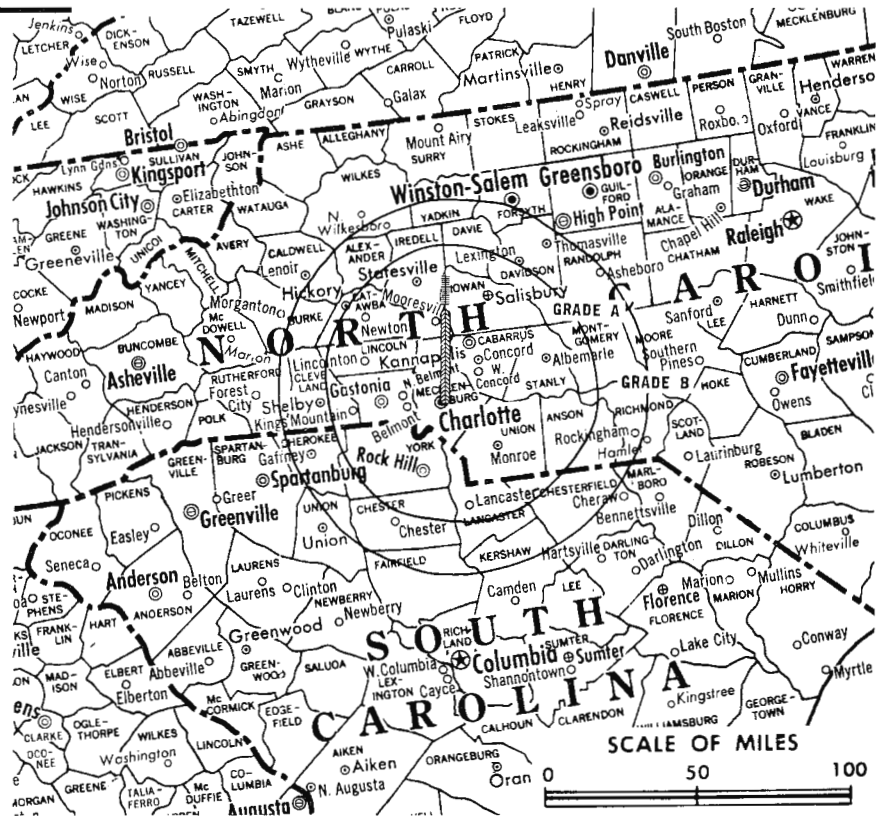
Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 1020-kw max. and 741-kw horizontal visual, 123-kw max. and 89.1-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1071-ft. above ground, 1871-ft. above sea level.

Latitude 35° 15' 56"
Longitude 95° 49' 29"

Transmitter: ½ mi. SE of Newell.

Color: Network only.

News Wire Service: AP.



Circulation © 1966 American Research Bureau.

WCCB-TV Ref: FCC File No. BMPCT-6179 Granted 5/9/66

© American Map Co., Inc., N.Y. No. 14244

WCCB-TV

Network Service: Per-program affiliation agreement with ABC, CBS & NBC.

Licensee: Mecklenburg Television Broadcasters Inc., 1 Television Place, Charlotte, N.C. (28205).

Studio: 1 Television Place.

Telephone: 704-372-1800.

Ownership: Cy N. Bahakel, 100%. Also owns WKAB-TV, Montgomery, Ala.; WABG-TV, Greenwood, Miss.; WOLO-TV, Columbia, S.C.; radio stations WABG, Greenwood, Miss.; WLBK & FM, Bowling Green, Ky.; WWOD & FM, Lynchburg, Va.; KXEL & FM, Waterloo, Ia.; WKIN, Kingsport, Tenn.; WDOD & FM, Chattanooga, Tenn.; WDXI-TV, Jackson, Tenn. Also is Ch. 14 applicant for Waterloo, Ia.

Began Operation: Dec. 7, 1953. Sale to present owner, who changed call letters from WUTV and resumed operation Nov. 1, 1964, was approved Aug. 20, 1964 by FCC (Television Digest, Vol. 4:26, 35). Previous owner Century Advertising Co. took station off air May 16, 1963 after it had been in service since Sept. 5, 1961, following transfer of control of Century approved May 3, 1961 by FCC (Vol. 17:10). While in off-air CP status Hugh A. Deadwyler turned over station to Century Advertising, of which he was part owner (1957, Vol. 13:7). Hugh Deadwyler acquired station as WAYS-TV from G. W. Dowdy and associates for token \$4 in Dec. 1954, then took it off air March 15, 1955 (1955 Vol. 11:12).

Represented (sales) by Adam Young Inc.

Personnel:

CY N. BAHAKEL, president.
WILLIAM NASH, manager.
EDWARD BRINCEFIELD, production manager.
DON E. KASSNER, vice president, engineering.
COLEMAN AUSTIN, vice president & film director.
GUY TITMAN, chief engineer.
SUSAN ROSS, office manager.

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class AA—7-10:01 p.m., daily.	\$300.00	\$250.00	\$150.00	\$100.00	\$80.00	\$62.50 \$50.00

ARB County-by-County Data not available.	
Net Weekly Circulation (March 1966)	43,100
Average Daily Circulation (March 1966)	18,300



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

North Carolina—Charlotte

WCTU-TV

Ch. 36

(Due to Begin Operation in May)

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 1000-kw maximum and 603-kw horizontal visual, 100-kw max. and 60.3-kw horizontal aural. Antenna: 1356-ft. above av. terrain, 1396-ft. above ground, 2046-ft. above sea level.

Latitude 35° 15' 06"
Longitude 80° 41' 10"

Requests change to 1330-kw max. and 600-kw horizontal visual, 133-kw max. and 60-kw horizontal aural, 1354-ft. above av. terrain, 1404-ft. above ground, 2049-ft. above sea level, lat. 35° 15' 05.-75", long. 80° 41' 12.22".

Transmitter: Hood Rd., 6-mi. N of Robinson Church Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



WCTU-TV Ref: FCC File No. BPCT-3830 Granted 2/2/66 © American Map Co., Inc., N.Y., No. 14244

WCTU-TV

Network Service: None, independent.

Grantee: Charlotte Telecasters Inc., 4421 Central Ave.

Studio: Hood Road.

Telephone: 704-537-5433.

Ownership: Harold W. Twisdale, pres., 19.67%; Jerry W. Reese, exec. v.p., 4.92%; David L. Steel Sr., v.p., 6.55%; George A. Jenkins, 4.92%; A. David Moore Jr., secy.-treas., 6.55%; Marshall N. Armstrong, 6.55%; several others, none owning more than 5%. Twisdale and Steel also own 20% each of CP for Memphis, Tenn. and stock in applications for Augusta, Ga. & Richmond, Va. Ownership here also interlocks with uhf applicant for Durham, N.C.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by David L. Steel & Associates.

DIGEST OF RATE CARD NO. 1 (May 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$300.00	\$175.00	\$115.00	\$90.00	\$75.00	\$65.00
					\$65.00	\$45.00

ADDITIONAL DATA NOT AVAILABLE

BLACKBURN

& Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
333-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
346-6460

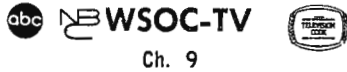
ATLANTA

Clifford B. Marshall
John G. Williams
Mony Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Collin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

North Carolina—Charlotte



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1190-ft. above av. terrain, 1073-ft. above ground, 1929-ft. above sea level.

Latitude 35° 15' 41"
Longitude 80° 43' 38"

Transmitter: 1.4-mi. SSE of Newell, N.C.

TV tape: Recording facilities.

AM Affiliate: WSOC, 5-kw (1-kw night), 930 kc (NBC).

FM Affiliate: WSOC-FM, 97-kw, 103.7 mc (No. 279) 415-ft. antenna height.

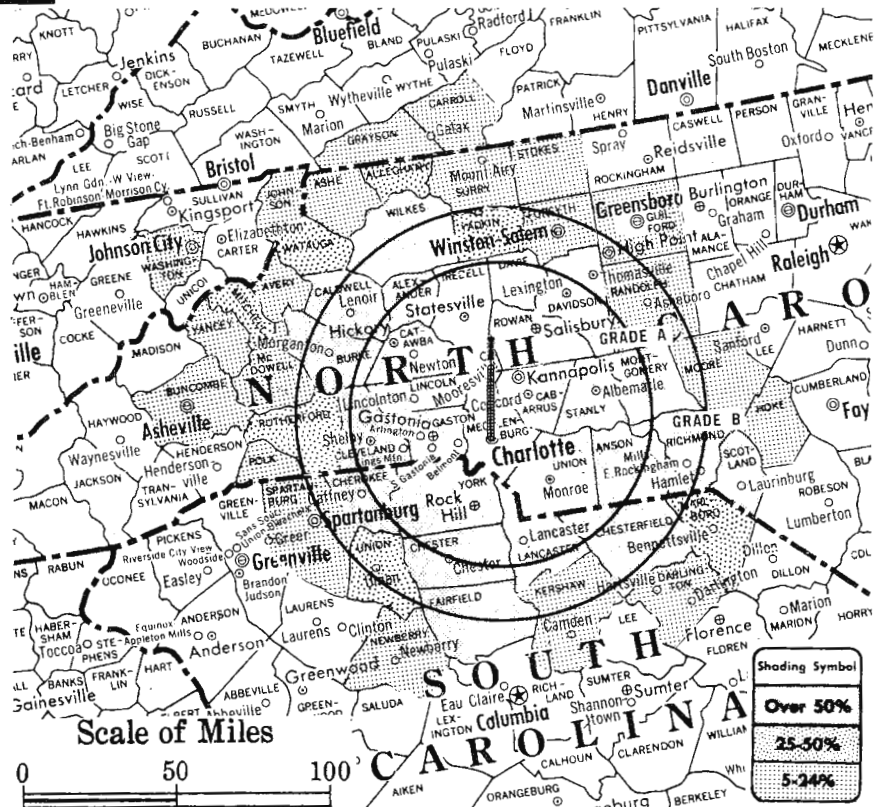
Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WSOC-TV Ref: FCC File No. BPC-304 Granted 12/12/66

© American Map Co., Inc., N.Y., No. 14214

WSOC-TV

Licensee: Carolina Broadcasting Co., Box 2536 (28201).

Studio: 1901-25 N. Tryon St. (28206).

Telephone: 704-372-0930.

TWX No.: 810-621-0437.

Ownership: Carolina Broadcasting Co., subsidiary Cox Broadcasting Corp. James M. Cox Jr., chairman of the board; J. Leonard Reinsch, pres.; Frank Gaither, v.p. For other interests, see WHIO-TV.

Began Operation: April 28, 1957. Sale to present owners by E. E. Jones and associates approved April 8, 1959 by FCC (Television Digest, Vol. 15:5, 15).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

- J. LEONARD REINSCH, president.
- C. GEORGE HENDERSON, exec. v.p. & general manager.
- C. M. MURPHY, treasurer, asst. secy. & controller.
- FREEMAN R. JONES, director of sales.
- AL MUNN, assistant director of sales.
- MARVIN PRIDGEN, local sales manager.
- JON T. CAUDLE, promotion manager.
- JOHN E. CALLAGHAN, program director & film buyer.
- ROBERT McCOURT, production manager.
- CARROLL McGAUGHEY, news director.
- CHARLES W. WHITLEY, chief engineer.

DIGEST OF RATE CARD NO. 8 (June 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AAA—8-10 p.m., daily.	\$1200.00	\$720.00	\$480.00	Graded rates apply*	

*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$1500 (ABC), \$1300 (NBC).

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
OVER 50 G/O	NORTH CAROLINA			
	ALEXANDER	4,700	4,300	92
	ANSON	6,100	5,300	87
	BURKE	15,000	14,600	93
	CABARRUS	20,900	19,900	95
	CALDWELL	14,400	13,500	93
	CATAWBA	22,900	21,900	95
	CLEVELAND	18,400	17,100	93
	DAVIDSON	25,700	24,600	93
	DAVIE	5,000	4,500	89
	GASTON	38,800	36,600	94
	IREDELL	19,100	17,800	93
	LINCOLN	8,200	7,800	95
	MECKLENBURG	90,500	85,700	95
	MONTGOMERY	5,300	4,900	92
	RICHMOND	10,800	9,800	91
	ROWAN	26,100	24,500	94
	SCOTLAND	6,000	5,300	89
	STANLY	12,800	11,900	93
	UNION	12,600	11,500	91
	WILKES	12,300	11,100	90
	SOUTH CAROLINA			
	CHEROKEE	9,500	8,800	92
	CHESTER	7,900	7,200	91
	CHESTERFIELD	8,400	7,300	87
	FAIRFIELD	4,600	3,900	84
	LANCASTER	10,600	9,800	93
	YORK	21,400	19,600	92

25-50 G/O	NORTH CAROLINA			
	ALLEGHANY	2,000	1,800	86
	MITCHELL	3,600	3,200	88

(Continued on page 499-b)

STATION TOTALS 816,000 755,500 93

NET WEEKLY CIRCULATION (MARCH 1966) 408,700
AVERAGE DAILY CIRCULATION (MARCH 1966) 267,200

North Carolina—Greensboro



WFMY-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 720-ft. above av. terrain, 759-ft. above ground, 1549-ft. above sea level.

Latitude 36° 05' 59"
Longitude 79° 45' 47"

Transmitter: Phillips Ave. & White St. (27405).

Studio: Phillips Ave. & White St.

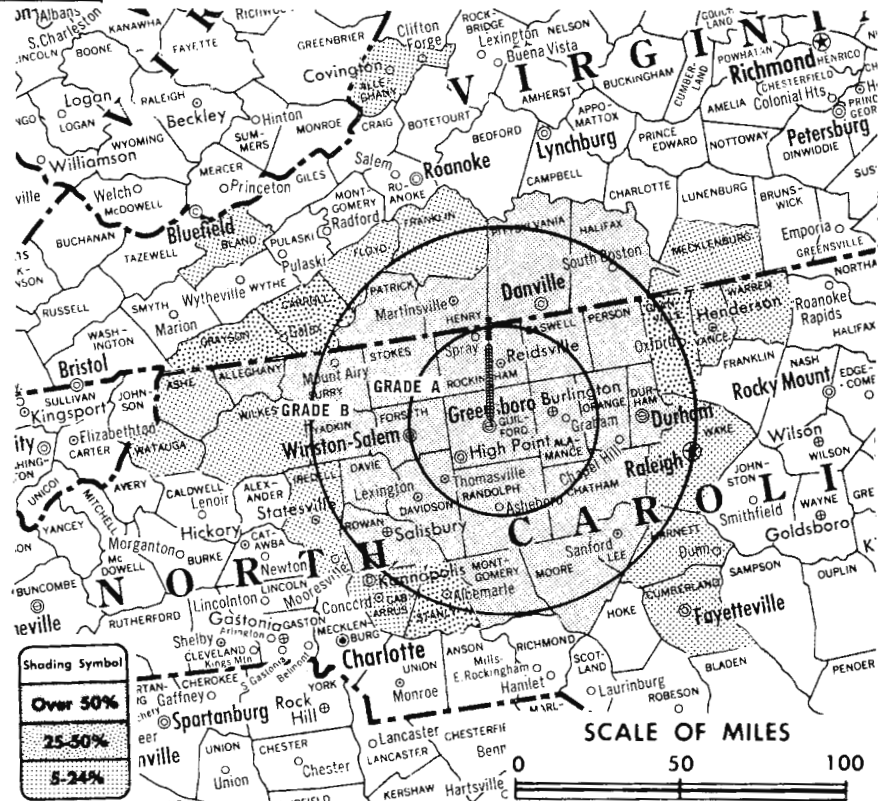
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



WFMY-TV Ref: FCC File No. BMPCT-1223 Granted 7/22/53

©American Map Co., Inc., N.Y., No. 14244

WFMY-TV

Licensee: Greensboro News Co., 200 N. Davle St. (27401).

Telephone: 919-274-0114. TWX No.: 919-292-1076.

Ownership: Greensboro News Co., 100%, publisher of Greensboro Daily News and Record. Newspapers and TV are owned by Landmark Communications Inc.

Began Operation: Sept. 22, 1949. Sale to present owner by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Television Digest, Vol. 4:36, 49, 51).

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Lohnes & Culver.

Personnel:

WILLIAM GIETZ, vice president and general manager.
WILLIAM M. ALEXANDER, general sales manager.
DOYLE D. THOMPSON, chief engineer.
JACK MARKHAM, program manager & film buyer.
BAILEY W. HOBGOOD, promotion director.
CHARLES WHITEHURST, news director.

DIGEST OF RATE CARD NO. 16—(Sept. 12, 1966)

Hour 30 Min. 15 Min. 5 Min. Min.* 20 Sec.* ID
Class AA—7:30-10:30 p.m., daily.
\$1000.00 \$600.00 \$400.00 \$300.00 \$300.00 \$250.00 \$150.00
NETWORK BASE HOURLY RATE: \$950.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	ALAMANCE	27,200	25,800	95
	ALLEGHANY	2,000	1,800	86
	CASWELL	4,500	4,000	90
	CHATHAM	7,500	6,800	91

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	DAVIDSON	25,700	24,000	93
	DAVIE	5,000	4,500	89
	DURHAM	34,200	31,400	92
	FORSYTH	62,800	59,200	94
	GUILFRD INNR	39,200	37,200	95
	GUILFRD OUTR	41,600	39,500	95
	LEE	7,900	7,300	92
	MONTGOMERY	5,300	4,900	92
	MOORE	10,900	9,600	89
	ORANGE	12,500	11,100	89
	PERSON	7,100	6,500	91
	RANDOLPH	19,900	18,500	93
	ROCKINGHAM	21,000	19,700	94
	ROWAN	26,100	24,500	94
	STOKES	6,300	5,800	92
	SURRY	14,300	13,100	92
	YADKIN	6,700	6,100	91
	VIRGINIA			
	HALIFAX	10,300	9,000	88
	HENRY	18,200	16,800	93
	PATRICK	4,300	3,800	87
	PITTSYLVANIA	31,000	28,200	91
25-50 O/O	NORTH CAROLINA			
	GRANVILLE	8,000	7,100	89
	STANLY	12,800	11,900	93
	VIRGINIA			
	CARROLL	6,000	5,200	87
	GRAYSON	7,000	6,200	89

(Continued on next page)

STATION TOTALS	694,000	641,400	92
NET WEEKLY CIRCULATION (MARCH 1966)		369,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		247,500	

WFMY-TV, Greensboro
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	NORTH CAROLINA			
	ASHE	4,900	4,200	85
	CABARRUS	20,900	19,900	95
	CUMBERLAND	41,200	38,100	92
	HARNETT	13,000	11,800	91
	IREDELL	19,100	17,800	93
	VANCE	8,400	7,700	91
	WAKE	51,800	48,400	93
	WARREN	4,000	3,400	85
	WATAUGA	4,500	4,000	88
	WILKES	12,300	11,100	90
	VIRGINIA			
	ALLEGHANY	8,800	8,200	93
	BLAND	1,500	1,200	80
	FLOYD	2,900	2,600	89
	FRANKLIN	7,300	6,500	90
	MECKLENBURG	8,100	7,000	87

WBTV, Charlotte
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	SOUTH CAROLINA—(Continued)			
OVER 50 0/0	LANCASTER	10,600	9,800	93
	UNION	7,900	7,300	92
	YORK	21,400	19,600	92
25-50 0/0	NORTH CAROLINA			
	ALLEGHANY	2,000	1,800	86
	BUNCOMBE	42,000	38,500	92
	MADISON	4,100	3,400	82
	SURRY	14,300	13,100	92
	YANCEY	3,300	2,700	81
	SOUTH CAROLINA			
	KERSHAW	8,600	7,600	88
	LAURENS	12,500	11,500	92
	NEWBERRY	8,000	7,200	90
	SPARTANBURG	45,300	42,400	93
	TENNESSEE			
	JOHNSON	2,700	2,300	84
	UNICOI	4,400	3,800	87
5-24 0/0	NORTH CAROLINA			
	FORSYTH	62,800	59,200	94
	HAYWOOD	12,000	10,800	90
	HOKE	3,600	3,100	86
	RANDOLPH	19,900	18,500	93
	STOKES	6,300	5,800	92
	TRANSYLVANIA	4,800	4,300	89
	SOUTH CAROLINA			
	GREENWOOD	13,300	12,300	93
	MARLBORO	6,500	5,600	87
	TENNESSEE			
	CARTER	11,900	10,600	89
	SULLIVAN	36,900	34,300	93
	WASHINGTON	19,200	17,800	92
	VIRGINIA			
	CARROLL	6,000	5,200	87
	GRAYSON	7,000	6,200	89
	SCOTT	6,600	5,600	84
	WASHINGTON	16,100	14,800	92

North Carolina

WSOC-TV, Charlotte
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	NORTH CAROLINA—(Continued)			
25-50 0/0	RUTHERFORD	13,000	12,200	94
	WATAUGA	4,500	4,000	88
	YADKIN	6,700	6,100	91
	SOUTH CAROLINA			
	MARLBORO	6,500	5,600	87
	UNION	7,900	7,300	92
5-24 0/0	NORTH CAROLINA			
	ASHE	4,900	4,200	85
	AVERY	2,900	2,400	85
	BUNCOMBE	42,000	38,500	92
	FORSYTH	62,800	59,200	94
	GUILFORD	41,600	39,500	95
	HOKE	3,600	3,100	86
	MC DOWELL	7,700	7,000	91
	MOORE	10,900	9,600	89
	POLK	3,400	3,000	87
	RANDOLPH	19,900	18,500	93
	STOKES	6,300	5,800	92
	SURRY	14,300	13,100	92
	YANCEY	3,300	2,700	81
	SOUTH CAROLINA			
	DARLINGTON	13,400	12,000	90
	KERSHAW	8,600	7,600	88
	NEWBERRY	8,000	7,200	90
	SPARTANBURG	45,300	42,400	93
	TENNESSEE			
	JOHNSON	2,700	2,300	84
	WASHINGTON	19,200	17,800	92
	VIRGINIA			
	CARROLL	6,000	5,200	87
	GRAYSON	7,000	6,200	89

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.
Radio Television CATV

Recent Sales

TV Honolulu \$600,000
Radio Virginia \$210,000

116 Central Park South
New York, N.Y.

North Carolina—High Point-Greensboro & Winston-Salem



WGHP-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1269-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.5"
Longitude 79° 50' 36"

Transmitter: 1.2-mi. SE of Sophia, N.C.

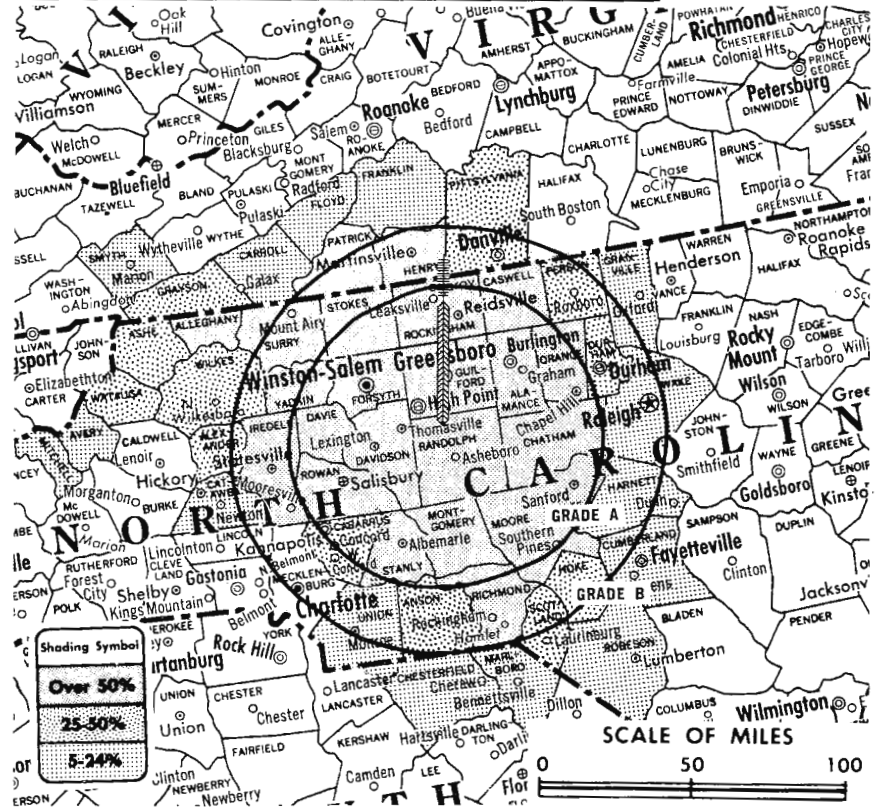
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WGHP-TV Ref: FCC File No. BPCT-2579 Granted 10/3/62

© American Map Co., Inc., N.Y., No. 14244

WGHP-TV

Licensee: Southern Broadcasting Co. Inc., Sheraton Hotel Bldg., High Point, N.C.

Studio: Sheraton Hotel Bldg.

Telephone: 919-883-7131.

Ownership: Southern Bcstg. Co. Inc., 76.9% (owns radios WTOB, Winston-Salem; WSGN, Birmingham, Ala.; KTHT, Houston, Tex.; also 1/3 of WBMG, Ch. 42 Birmingham). Officers: James W. Coan, chairman & asst. treas., 12.42%; John G. Johnson, pres., 11.28%; Earl F. Slick, dir., 22.21%; Albert L. Butler Jr., dir., 11.95%; Jonas S. Rice, dir., 8.08%; Charles W. Brunt, v.p., 2.79%; Leonard G. Jones, v.p. & asst. secy., 0.67%; Ben McKinnon, v.p., 0.58%; Adrian Cox, secy.-treas., .08% others, none holding as much as 4%. Southern Bcstg. is Ch. 64 applicant for Cincinnati, O. and Ch. 31, Stockton, Cal. Southern also is buying radio KOY, Phoenix, Ariz.

Began Operation: October 14, 1963.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Jansky & Bailey.

Personnel:

JAMES W. COAN, board chairman & general manager.
S. L. (BUD) BROOKS, sales manager.
FRED BARBER, program director & film buyer.
DICK SARGENT, operations manager.
MRS. DELORES CUDD, director of promotion & public relations.
CHARLES HARVILLE, sports director.
JAMES H. HOKE, chief engineer.
JOHN MURCHISON, news director.

DIGEST OF RATE CARD NO. 4

(June 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$1000.00	\$550.00	\$300.00	\$300.00	\$200.00	\$100.00
NETWORK BASE HOURLY RATE: \$800.						

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	NORTH CAROLINA			
	ALAMANCE	27,200	25,800	95
	ALLEGHANY	2,000	1,800	86
	CASWELL	4,500	4,000	90
	CHATHAM	7,500	6,800	91
	DAVIDSON	25,700	24,000	93
	DAVIE	5,000	4,500	89
	FORSYTH	62,800	59,200	94
	GUILFORD INNR	39,200	37,200	95
	GUILFORD OUTR	41,600	39,500	95
	IREDELL	19,100	17,800	93
	LEE	7,900	7,300	92
	MONTGOMERY	5,300	4,900	92
	MOORE	10,900	9,600	89
	ORANGE	12,500	11,100	89
	RANDOLPH	19,900	18,500	93
	RICHMOND	10,800	9,800	91
	ROCKINGHAM	21,000	19,700	94
	ROWAN	26,100	24,500	94
	STANLY	12,800	11,900	93
	STOKES	6,300	5,800	92
	SURRY	14,300	13,100	92
	YADKIN	6,700	6,100	91
	VIRGINIA			
	HENRY	18,200	16,800	93
	PATRICK	4,300	3,800	87

25-50 O/O	NORTH CAROLINA			
	ALEXANDER	4,700	4,300	92
	ANSON	6,100	5,300	87
	ASHE	4,900	4,200	85
	CABARRUS	20,900	19,900	95
	DURHAM	34,200	31,400	92
(Continued on page 507-b)				

STATION TOTALS 770,500 710,700 92

NET WEEKLY CIRCULATION (MARCH 1966) 404,800
AVERAGE DAILY CIRCULATION (MARCH 1966) 253,300

North Carolina—Winston-Salem-Greensboro & Highpoint



WSJS-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 61.7-kw aural. Antenna: 1965-ft. above av. terrain, 666-ft. above ground, 3081-ft. above sea level.

Latitude 36° 22' 31"
Longitude 80° 22' 27"

Transmitter: Sauratown Mt., 7-mi. N of King, N.C.

Studio: 700 Coliseum Dr. (27106).

Telephone: 919-723-9241.

TXW No.: 510-931-3676.

TV tape: Recording facilities.

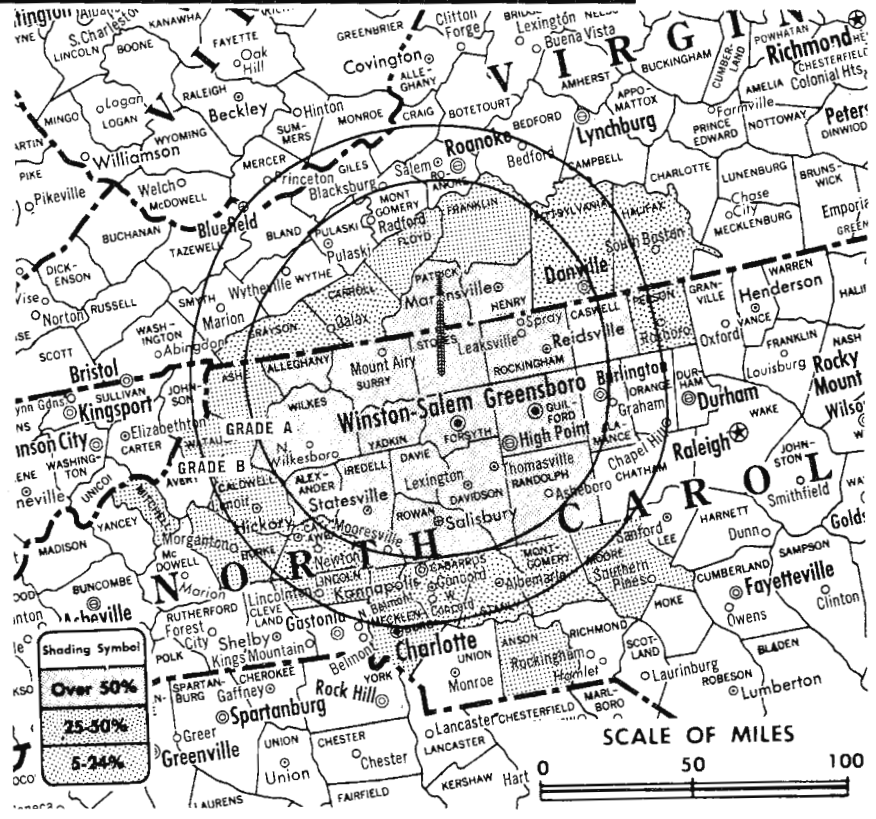
AM Affiliate: WSJS, 5-kw, 600 kc (NBC).

FM Affiliate: WSJS-FM, 15-kw, 104.1 mc (No. 281), 1440-ft.

Color: Network, live, film & slide.

News Wire Service: AP. Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965
ARB study.



WSJS-TV Ref: FCC File No. BNPCT-2657 Granted 1/4/55

©American Map Co., Inc., N.Y., No. 142-1

WSJS-TV

Licensee: Triangle Bcstg. Corp., P.O. Box 3018, Winston-Salem.

Ownership: Triangle Broadcasting Corporation, subsidiary of Piedmont Publishing Company. Triangle officers: Gordon Gray, chmn.; Harold Essex, pres. & treas.; Richard Barron, v.p.; John Comas, v.p.; Phil Hedrick, v.p.; Harry B. Shaw, v.p.; W. L. Maynard, secy. & comptroller. Piedmont publishes Winston-Salem Journal and Twin City Sentinel and is licensee of WSJS and WSJS-FM. Gordon Gray is also chmn. of Piedmont. Harold Essex is also v.p. and board member of Piedmont. W. L. Maynard is also secy.-treas. of Piedmont.

Began Operation: Sept. 30, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Lohnes & Culver.

Personnel:

- HAROLD ESSEX, president & general manager.
- RICHARD BARRON, vice president & asst. general manager.
- PHIL HEDRICK, v.p., operations.
- HARRY B. SHAW, v.p., sales.
- JOHN COMAS, v.p., programming & film buyer.
- WAYNE WILLARD, manager news dept.
- F. O. CARVER, director of public relations.
- CARL WIEGOLD, manager film dept.

DIGEST OF RATE CARD NO. 13—(March 1, 1966)

Hour 30 Min. 15 Min. Min. 20 Sec. 10 Sec.

Class A—7:30-11:30 p.m., daily.

\$1000.00 \$600.00 \$250.00* \$200.00* \$125.00*

*Class AA—7:29-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1000.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	ALAMANCE	27,200	25,800	95
	ALEXANDER	4,700	4,300	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALLEGHANY	2,000	1,800	86
	CASWELL	4,500	4,000	90
	DAVIDSON	25,700	24,000	93
	DAVIE	5,000	4,500	89
	FORSYTH	62,800	59,200	94
	GUILFRD INNR	39,200	37,200	95
	GUILFRD OUTR	41,600	39,500	95
	IREDELL	19,100	17,800	93
	RANDOLPH	19,900	18,500	93
	ROCKINGHAM	21,000	19,700	94
	ROWAN	26,100	24,500	94
STOKES	6,300	5,800	92	
SURRY	14,300	13,100	92	
WILKES	12,300	11,100	90	
YADKIN	6,700	6,100	91	

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	VIRGINIA			
	HENRY	18,200	16,800	93
	PATRICK	4,300	3,800	87

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	NORTH CAROLINA			
	CABARRUS	20,900	19,900	95
	CATAWBA	22,900	21,900	95
	MONTGOMERY	5,300	4,900	92
	PERSON	7,100	6,500	91
STANLY	12,800	11,900	93	

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	VIRGINIA			
	CARROLL	6,000	5,200	87
	GRAYSON	7,000	6,200	89
	HALIFAX	10,300	9,000	88
PITTSYLVANIA	31,000	28,200	91	

(Continued on page 507-b)

STATION TOTALS 652,500 607,600 93

NET WEEKLY CIRCULATION (MARCH 1966) 361,800
AVERAGE DAILY CIRCULATION (MARCH 1966) 222,800

North Carolina—Greenville



WNCT-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 860-ft. above av. terrain, 873-ft. above ground, 943-ft. above sea level.

Latitude 35° 34' 15"
Longitude 77° 22' 49"

Transmitter: S. Evans St. extended, 2-mi. S of city.

TV tape: Recording facilities.

O & O Translator: W04AI, Jacksonville, N.C.

AM Affiliate: WNCT, 5-kw (1-kw night), 1590 kc (CBS).

FM Affiliate: WNCT-FM, 100-kw 107.7 mc (No. 299), 560-ft. antenna height (CBS).

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

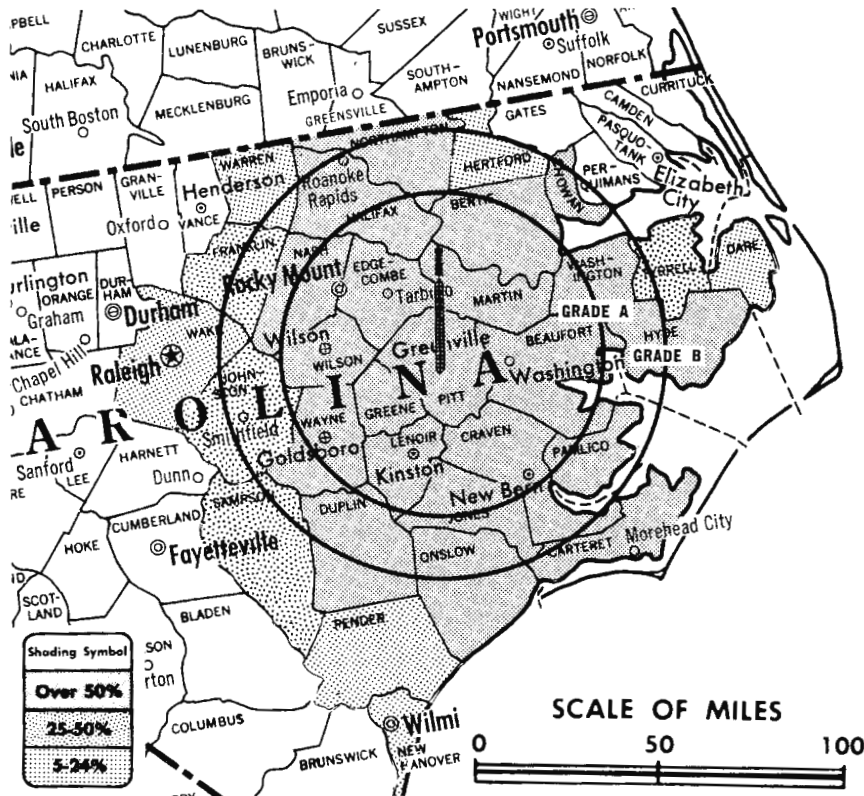
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WNCT-TV Ref: FCC File No. BMPCT-3096 Granted 6/2/55

© American Map Co., Inc., N.Y., No. 14244

WNCT-TV

Licensee: Roy H. Park Broadcasting Inc., Box 898 (27834).

Studio: S. Evans St. extended, 2-mi. S of city limits.

Telephone: 919-756-3180. TWX No.: 919-758-2368.

Ownership: Roy H. Park, 100%. Mr. Park is pres. of firm that publishes Cooperative Digest, WNCT also owns 30% of WECT (TV) Wilmington, N.C. Roy H. Park Broadcasting Inc. also owns WNCT & FM radios in Greenville, N.C. Roy H. Park Bcstg. of Tenn. Inc. owns WJHL-TV, Johnson City, Tenn. and WDEF-TV, WDEF & FM, Chattanooga, Tenn. Roy H. Park Bcstg. of Va. Inc. owns WTVR-TV, WTVR & FM, Richmond, Va. Mr. Park also owns outdoor advertising firms in Binghamton, Ithaca & Utica, N.Y.

Began Operation: Dec. 22, 1953. Sale of control to Roy H. Park Bcstg. by Carolina Bcstg. System Inc. approved by FCC Feb. 7, 1962 (Television Digest, Vol. 2:7).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by McKenna & Wilkinson.

Personnel:

HANK TRIBLEY, exec. vice president & general manager.

JOHN G. CLARK JR., general sales manager.

ED FIELDS, director of programming & promotion.

MRS. M. J. LAUGHINGHOUSE, business manager.

MALCOLM NICHOLSON, production manager.

HEBER ADAMS, chief engineer.

DIGEST OF RATE CARD NO. 13

(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.

\$550.00 \$330.00 220.00 \$185.00 \$175.00* \$150.00* \$75.00*

*Class AA—7:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	BEAUFORT	9,700	8,900	91
	BERTIE	5,500	4,600	84
	CARTERET	9,000	8,200	91
	CHOWAN	2,800	2,500	90
	GRAVEN	17,100	16,000	94
	DUPLIN	10,400	9,200	88
	EDGECOMBE	13,900	12,700	91
	GREENE	3,700	3,300	90
	HALIFAX	14,700	12,600	86
	HYDE	1,200	1,000	80
	JONES	2,500	2,300	90
	LENOIR	15,800	14,500	92
	MARTIN	6,500	5,900	91
	NASH	16,100	14,600	91
	NORTHAMPTON	6,100	5,200	85
	ONSLOW	22,800	21,600	95
	PAMLICO	2,500	2,300	92
	PITT	18,600	17,000	91
	WASHINGTON	3,500	3,100	89
	WAYNE	23,500	21,500	91
	WILSON	15,800	14,300	90
25-50 O/O	NORTH CAROLINA			
	FRANKLIN	6,800	5,900	87
	JOHNSTON	16,700	15,100	90
	SAMPSON	12,000	10,700	89
	TYRRELL	900	800	85

(Continued on page 507-b)

STATION TOTALS	349,500	317,900	91
NET WEEKLY CIRCULATION (MARCH 1966)		213,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		163,000	

North Carolina—New Bern



WNBE-TV

Ch. 12

(Also serves Greenville and Washington, N.C.)

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 750-ft. above av. terrain, 771-ft. above ground, 782-ft. above sea level.

Latitude 35° 08' 03"
Longitude 77° 03' 51"

Holds CP for change to 316-kw visual, 31.6-kw aural, 945-ft. above av. terrain, 1000-ft. above ground, 1045-ft. above sea level, lat. 35° 02' 38", long. 77° 21' 00"; transmitter to State Route 58, 1.54-mi. S of Trenton, N.C. BPCT—3831.

Transmitter: Glenburnie Gardens, New Bern.

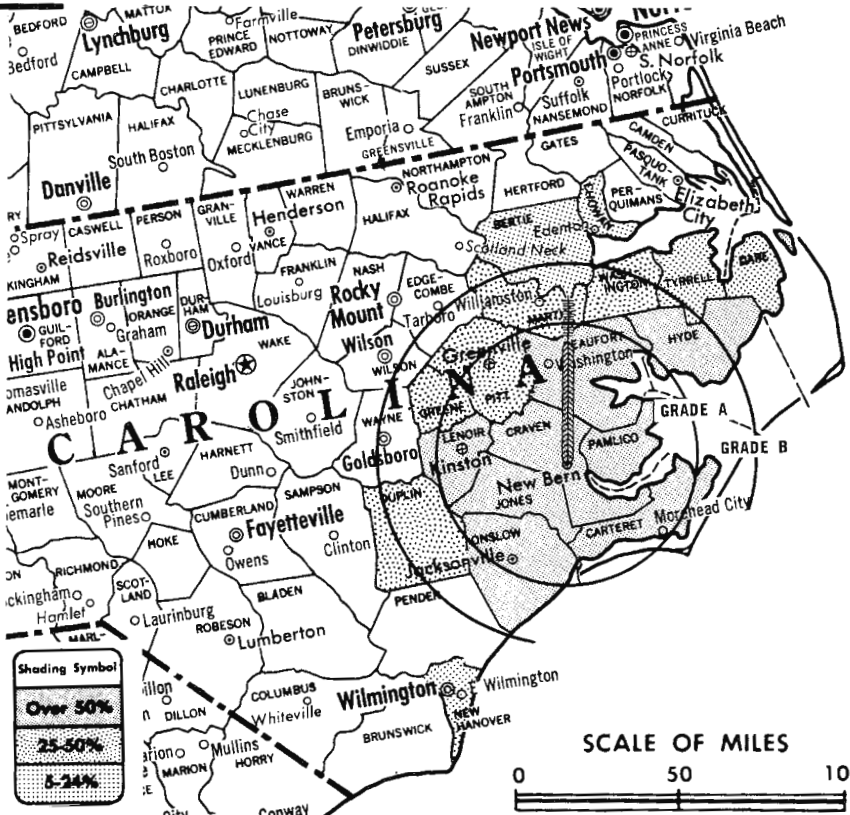
TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WNBE-TV Ref: FCC File No. BPCT—1908 Granted 2/9/55

© American Map Co., Inc., N.Y., No. 14244

WNBE-TV

Licensee: Piedmont TV Corp., New Bern, N.C.

Studio: Box 2325, Park Ave., Glen Burnie Gardens, New Bern, N.C. (28560).

Telephone: 919-637-2111.

Ownership: Nathan Frank, 50%; Thomsland Inc.; 50% (Harold H. Thoms & Meredith S. Thoms, equal owners). Mr. Frank also owns radios WHNC & FM, Henderson, N.C. and WCNF, Weldon, N.C. Harold & Meredith Thoms each owns 1/3 of WISE-TV, Asheville, N.C. & controlling interest in WCOG, Greensboro; WLKM, Wilmington, N.C. & WEAM, Arlington, Va.

Began Operation: Sept. 7, 1963.

Represented (sales) by National TV Sales.

Personnel:

- NATHAN FRANK, president, general manager & film buyer.
- HAROLD THOMS, secretary & national sales manager.
- CHUCK BALLARD, commercial manager.
- DALLAS COX, chief engineer.
- CLYDE REGISTER, program director.
- JIM PUTNAM, promotion manager.
- TED CAREY, film editor.
- JO ANN FRANK, woman's editor.

DIGEST OF RATE CARD NO. 1—(July 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class AA (Sec. I)—7:30-10:30 p.m., daily.	\$400.00	\$240.00	\$160.00	\$112.00	\$80.00 \$60.00
NETWORK BASE HOURLY RATE: \$275.					

For Color Set Penetration by Market
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	BEAUFORT	9,700	8,900	91
	CARTERET	9,000	8,200	91
	Craven	17,100	16,000	94
	HYDE	1,200	1,000	80
	JONES	2,500	2,300	90
	LENOIR	15,800	14,500	92
	ONslow	22,800	21,600	95
	PAMLICO	2,500	2,300	92
25-50 O/O	NORTH CAROLINA			
	DuPLIN	10,400	9,200	88
	GREENE	3,700	3,300	90
	MARTIN	6,500	5,900	91
	PITT	18,600	17,000	91
	WASHINGTON	3,500	3,100	89
5-24 O/O	NORTH CAROLINA			
	BERTIE	5,500	4,600	84
	CHOWAN	2,800	2,500	90
	DARE	1,900	1,600	84
	NEW HANOVER	23,200	21,600	93
	TYRRELL	900	800	85
STATION TOTALS		157,600	144,400	92
NET WEEKLY CIRCULATION (MARCH 1966)				94,700
AVERAGE DAILY CIRCULATION (MARCH 1966)				57,800

North Carolina—Raleigh-Durham



WRAL-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1170-ft. above av. terrain, 1156-ft. above ground, 1496-ft. above sea level.

Latitude 35° 40' 35"
Longitude 78° 32' 09"

Transmitter: 1.6-mi. SE of Auburn, N.C.

Studio & Offices: 2619 Western Blvd.

TV tape: Recording facilities.

FM Affiliate: WRAL-FM, 250-kw, 101.5 mc. (No. 268), 990-antenna height.

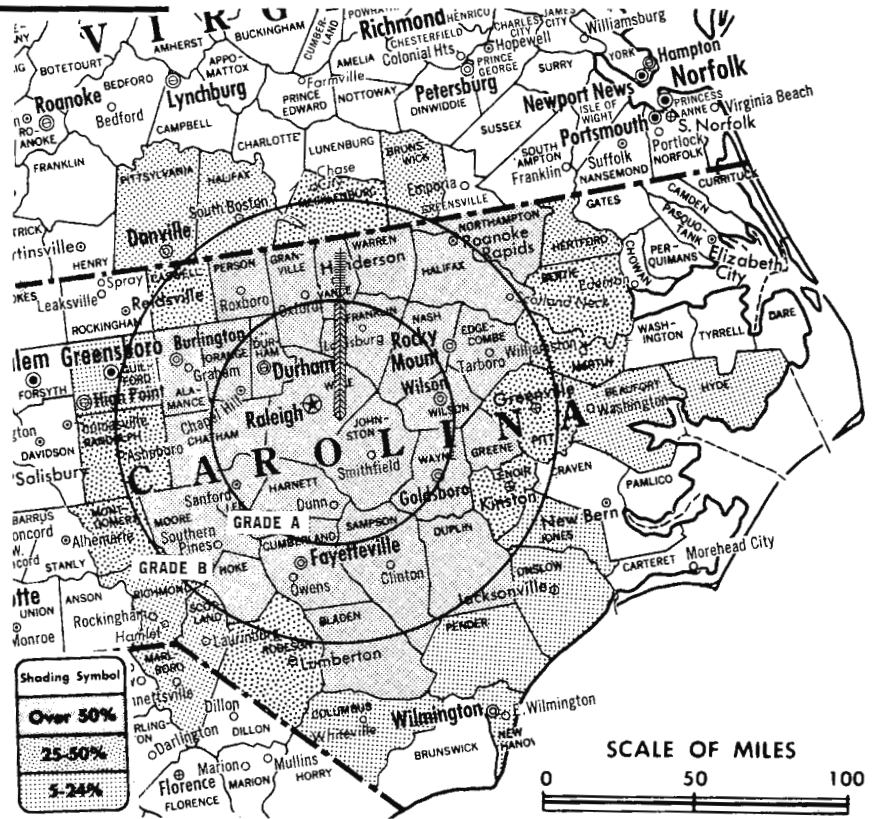
Color: Network, film, slide & tape.

News Wire Service: AP.

O & O Translator: W02AK, Roanoke Rapids, N.C.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WRAL-TV Ref: FCC File No. BMPCT-824 Granted 6/27/56

©American Map Co., Inc., N.Y., No. 14244

WRAL-TV

Licensee: Capitol Bcstg. Co. Inc., 2619 Western Blvd., Box 9583, Raleigh, N.C. (27603).

Telephone: 919-828-2511.

TWX No.: 919-828-7629.

Ownership: A. J. Fletcher, chairman & chief exec. officer, 87.5%; Fred Fletcher, pres. & gen. mgr., 3.5%; Jesse Helms, A. H. Moore Jr., Ray Reeve, E. L. Butz, J. M. Daniel III, .7% each; Louise S. Stephenson, secy., .1%; D. H. Witherspoon, .1%; Louise H. Bryan, .1%.

Began Operation: Dec. 15, 1956.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Personnel:

- FRED FLETCHER, president & general manager.
- BERNIE WHITAKER, national sales manager.
- DEL CARTY, regional sales manager.
- JESSE HELMS, executive vice president.
- DAVID WITHERSPOON, director of sales development.
- BOB CAUDLE, film buyer.
- NICK POND, production director.
- VIRGIL DUNCAN, v.p., engineering.
- SAM BEARD, v.p., news & public affairs.
- RAY WILKINSON, farm director.
- HERB MARKS, promotion & public relations.
- BETTE ELLIOTT, women's director.
- A. H. MOORE JR., v.p., accounting.

DIGEST OF RATE CARD NO. 81 (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—7:30-10:30 p.m., daily.

\$850.00 \$510.00 \$340.00 \$213.00 Graded rates apply*

*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$1200.

504-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	NORTH CAROLINA			
	ALAMANCE	27,200	25,800	95
	BLADEN	6,700	5,600	83
	CHATHAM	7,500	6,800	91
	CUMBERLAND	41,200	38,100	92
	DUPLIN	10,400	9,200	88
	DURHAM	34,200	31,400	92
	EDGECOMBE	13,900	12,700	91
	FRANKLIN	6,800	5,900	87
	GRANVILLE	8,000	7,100	89
	GREENE	3,700	3,300	90
	HALIFAX	14,700	12,600	86
	HARNETT	13,000	11,800	91
	HOKE	3,600	3,100	86
	JOHNSTON	16,700	15,100	90
	LEE	7,900	7,300	92
	MOORE	10,900	9,600	89
	NASH	16,100	14,600	91
	NORTHAMPTON	6,100	5,200	85
	ORANGE	12,500	11,100	89
	PERSON	7,100	6,500	91
	SAMPSON	12,000	10,700	89
	VANCE	8,400	7,700	91
	WAKE	51,800	48,400	93
	WARREN	4,000	3,400	85
	WAYNE	23,500	21,500	91
	WILSON	15,800	14,300	90

25-50 O/O	NORTH CAROLINA			
	BERTIE	5,500	4,600	84
	CASWELL	4,500	4,000	90
	LENOR	15,800	14,500	92
	MARTIN	6,500	5,900	91

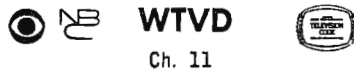
(Continued on page 507-b)

STATION TOTALS	681,300	619,600	91
----------------	---------	---------	----

NET WEEKLY CIRCULATION (MARCH 1966)	350,900
AVERAGE DAILY CIRCULATION (MARCH 1966)	239,800

TV Factbook No. 37

North Carolina—Durham-Raleigh



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1490-ft. above av. terrain, 1500-ft. above ground, 1822-ft. above sea level.

Latitude 35° 40' 05"
Longitude 78° 31' 58"

Transmitter: 4-mi. NW of Clayton, N.C.

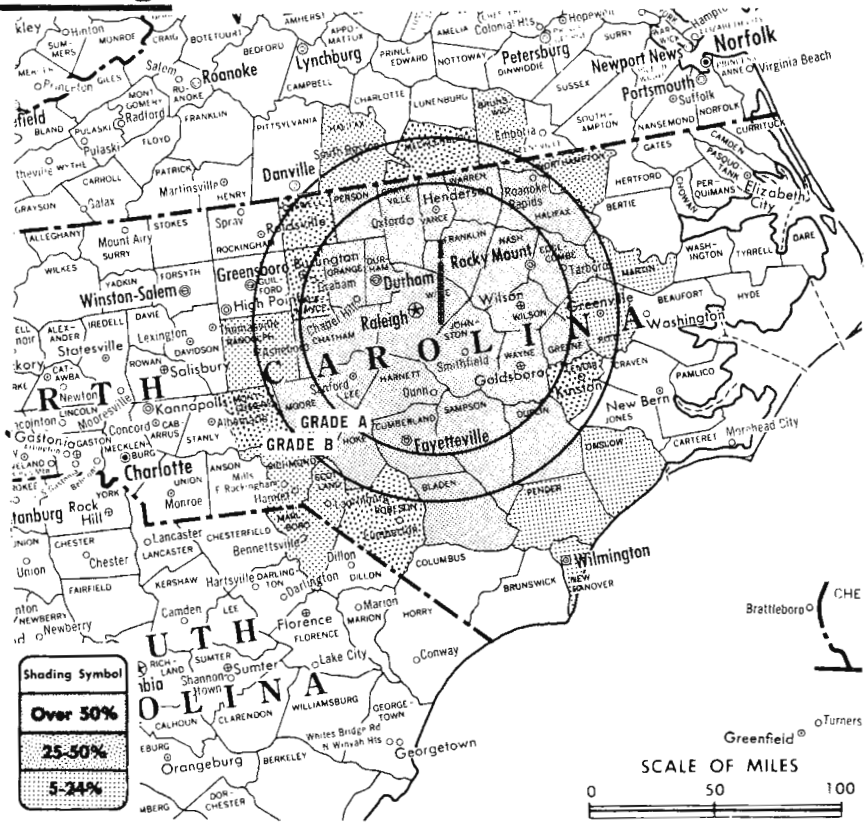
TV tape: Recording facilities.

O & O Translators: W13AL, Roanoke Rapids, W09AH, Roxboro, N.C.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI. News Film Service: CBS.

Represented (engineering) by Kear & Kennedy.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WTVD

Network Service: CBS, NBC.

Licensee: Capital Cities Broadcasting Corp., Box 2009, Durham (27702).

Studio: 2410 Broad St., Durham, N.C.

Offices: P.O. Box 1326, Raleigh, N.C.; Box 128, Fayetteville, N.C.

Telephone: 919-477-2131. TWX No.: 919-682-8909.

Ownership: Capital Cities Bcstg. Corp., see W-TEN, Albany, N.Y.

Began Operation: September 2, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and radio WDNC approved by FCC May 22, 1957 (Television Digest, Vol. 13:14, 21).

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- J. FLOYD FLETCHER, general manager.
- MIKE THOMPSON, sales & commercial manager.
- ERVIN G. DOBSON, director of promotion & publicity.
- ERNIE GREUP, program manager & film buyer.
- ROY FULLEN, chief engineer.
- JOHN HERRIN, production manager.
- RICHARD ARMFIELD, sales service.

DIGEST OF RATE CARD NO. 13 (Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$850.00 \$570.00 \$380.00 \$240.00 \$300.00* \$250.00* \$150.00*

*Class AA—7:30-10 p.m., Sun.-Fri.; 6:30-10:30 p.m., Sat.

NETWORK BASE HOURLY RATE: \$1100 (CBS), \$1000 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	BLADEN	6,700	5,600	83
	CHATHAM	7,500	6,800	91
	CUMBERLAND	41,200	38,100	92
	DUPLIN	10,400	9,200	88
	DURHAM	34,200	31,400	92
	EDGECOMBE	13,900	12,700	91
	FRANKLIN	6,800	5,900	87
	GRANVILLE	8,000	7,100	89
	GREENE	3,700	3,300	90
	HALIFAX	14,700	12,600	86
	HARNETT	13,000	11,800	91
	HOKÉ	3,600	3,100	86
	JOHNSTON	16,700	15,100	90
	LEE	7,900	7,300	92
	MOORE	10,900	9,600	89
	NASH	16,100	14,600	91
	ORANGE	12,500	11,100	89
	PERSON	7,100	6,500	91
	SAMPSON	12,000	10,700	89
	VANCE	8,400	7,700	91
	WAKE	51,800	48,400	93
	WARREN	4,000	3,400	85
	WAYNE	23,500	21,500	91
	WILSON	15,800	14,300	90
25-50 O/O	NORTH CAROLINA			
	ALAMANCE	27,200	25,800	95
	CASWELL	4,500	4,000	90
	LENOIR	15,800	14,500	92
	MONTGOMERY	5,300	4,900	92
	ROBESON	21,000	18,300	87

(Continued on page 507-b)

STATION TOTALS	571,900	519,300	91
NET WEEKLY CIRCULATION (MARCH 1966)		315,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		224,000	

For Index to Contents
See Services Volume

North Carolina—Washington



WITN-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1470-ft. above av. terrain, 1523-ft. above ground, 1549-ft. above sea level.

Latitude 35° 22' 17"
Longitude 72° 23' 55"

Transmitter: Hwy. 118, 2.1-mi. E. of Grifton.

Studio: 2.5-mi. S of Washington on U.S. 17.

Telephone: 919-946-3131.

TWX No.: 919-522-1683.

Color: Network, film, slide & tape.

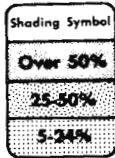
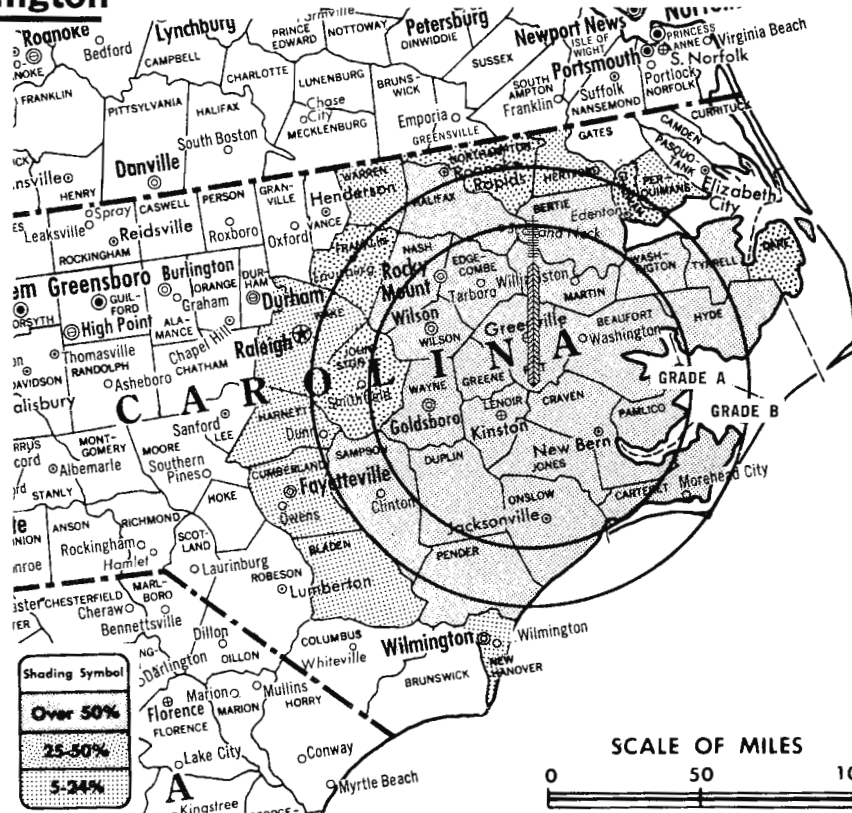
News Wire Service: UPI.

Facsimile Service: UPI.

Represented (legal) by McInnis, Wilson, Munson & Woods.

Represented (engineering) by George C. Davis Consulting Engineers.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WITN-TV Ref: FCC File No. BMPCT-3006 Granted 5/26/55
Authorized: FCC File No. BPCT-2780 Granted 2/28/61

©American Map Co., Inc., N.Y., No. 14244

WITN-TV

Licensee: North Carolina Television Inc., Box 468 (27889).

Ownership: W. R. Roberson Jr. & family, 64%; Wm. S. Page, 25%; W. E. Barnes, 10%; others, 1%.

Began Operation: Sept. 28, 1955.

Represented (sales) by Venard, Torbet & McConnell Inc.; James S. Ayers Co. (Southern).

Personnel:

- W. R. ROBERSON JR., president & general manager.
- T. H. PATTERSON, executive vice president.
- G. EARL BROOME, v.p., national sales.
- W. E. BASS JR., v.p. regional sales.
- HAL WILSON, v.p., operations.
- HARVEY MASON, v.p., engineering.
- HELEN S. JACKSON, sales promotion manager.
- WALTER STILES, production manager.
- BILL BALLARD, news & sports director.

DIGEST OF RATE CARD NO. 5

(March 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$550.00	\$330.00	\$220.00	\$150.00*	\$100.00*	\$50.00*

*Class AA—7:29-10:29 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	BEAUFORT	9,700	8,900	91
	BERTIE	5,500	4,600	84
	CARTERET	9,000	8,200	91
	Craven	17,100	16,000	94
	DuPLIN	10,400	9,200	88
	EDGEcombe	13,900	12,700	91
	GREENE	3,700	3,300	90

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	HALIFAX	14,700	12,600	86
	HYDE	1,200	1,000	80
	JONES	2,500	2,300	90
	LENOIR	15,800	14,500	92
	MARTIN	6,500	5,900	91
	NASH	16,100	14,600	91
	ONslow	22,800	21,600	95
	PAMLICO	2,500	2,300	92
	PENDER	4,800	4,000	84
	PITT	18,600	17,000	91
	SAMPSON	12,000	10,700	89
	TYRRELL	900	800	85
	WASHINGTON	3,500	3,100	89
	WAYNE	23,500	21,500	91
	WILSON	15,600	14,300	90

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	NORTH CAROLINA			
	CHOWAN	2,800	2,500	90
	DARE	1,900	1,600	84
	FRANKLIN	6,800	5,900	87
	JOHNSTON	16,700	15,100	90
	NORTHAMPTON	6,100	5,200	85

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	NORTH CAROLINA			
	BLADEN	6,700	5,600	83
	CUMBERLAND	41,200	38,100	92
	HARNETT	13,000	11,800	91
	HERTFORD	5,700	5,100	90
	NEW HANOVER	23,200	21,600	93
	PERQUIMANS	2,400	2,200	91
	WAKE	51,800	48,400	93
	WARREN	4,000	3,400	85

STATION TOTALS 412,800 375,600 91

NET WEEKLY CIRCULATION (MARCH 1966) 222,700
AVERAGE DAILY CIRCULATION (MARCH 1966) 156,000

WGHP-TV, Winston-Salem

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
NORTH CAROLINA (Continued)				
25-50	HOKL	3,600	3,100	86
0/0	PERSON	7,100	6,500	91
	SCOTLAND	6,000	5,300	89
	WATAUGA	4,500	4,000	88
	WILKES	12,300	11,100	90
VIRGINIA				
	GRAYSON	7,000	6,200	89
	PITTSYLVANIA	31,000	28,200	91

5-24	NORTH CAROLINA			
0/0	AVERY	2,900	2,400	85
	CATAWBA	22,900	21,900	95
	CUMBERLAND	41,200	38,100	92
	GRANVILLE	8,000	7,100	89
	HARNETT	13,000	11,800	91
	MITCHELL	3,600	3,200	88
	ROBESON	21,000	18,300	87
	UNION	12,600	11,500	91
	WAKE	51,800	48,400	93
SOUTH CAROLINA				
	CHESTERFIELD	8,400	7,300	87
	MARLBORO	6,500	5,600	87
VIRGINIA				
	CARROLL	6,000	5,200	87
	FLOYD	2,900	2,600	89
	FRANKLIN	7,300	6,500	90
	SMYTH	8,500	7,800	92

WSJS-TV, Winston-Salem

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 NORTH CAROLINA				
0/0	ANSON	6,100	5,300	87
	ASHE	4,900	4,200	85
	BURKE	15,000	14,000	93
	CALDWELL	14,400	13,500	93
	LINCOLN	8,200	7,800	95
	MECKLENBURG	90,500	85,700	95
	MITCHELL	3,600	3,200	88
	MOORE	10,900	9,600	89
	WATAUGA	4,500	4,000	88
VIRGINIA				
	FLOYD	2,900	2,600	89
	FRANKLIN	7,300	6,500	90

WNCT-TV, Greenville

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 NORTH CAROLINA				
0/0	DARE	1,900	1,600	84
	HERTFORD	5,700	5,100	90
	NEW HANOVER	23,200	21,600	93
	PENDER	4,800	4,000	84
	WAKE	51,800	48,400	93
	WARREN	4,000	3,400	85

North Carolina

WRAL-TV, Raleigh

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
NORTH CAROLINA (Continued)				
25-50	MONTGOMERY	5,300	4,900	92
0/0	PITT	18,600	17,000	91
	RANDOLPH	19,900	18,500	93
	ROBESON	21,000	18,300	87
VIRGINIA				
	MECKLENBURG	8,100	7,000	87

5-24	NORTH CAROLINA			
0/0	BEAUFORT	9,700	8,900	91
	COLUMBUS	12,200	10,700	87
	GUILFRD OUTR	41,600	39,500	95
	HERTFORD	5,700	5,100	90
	HYDE	1,200	1,000	80
	JONES	2,500	2,300	90
	NEW HANOVER	23,200	21,600	93
	ONSLow	22,800	21,600	95
	PENDER	4,800	4,000	84
	RICHMOND	10,800	9,800	91
	SCOTLAND	6,000	5,300	89
SOUTH CAROLINA				
	MARLBORO	6,500	5,600	87
VIRGINIA				
	BRUNSWICK	4,100	3,500	86
	HAL IFAX	10,300	9,000	88
	PITTSYLVANIA	31,000	28,200	91

WTVD, Raleigh

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 VIRGINIA				
0/0	MECKLENBURG	8,100	7,000	87

5-24	NORTH CAROLINA			
0/0	MARTIN	6,500	5,900	91
	NEW HANOVER	23,200	21,600	93
	NORTHAMPTON	6,100	5,200	85
	ONSLow	22,800	21,600	95
	PENDER	4,800	4,000	84
	PITT	18,600	17,000	91
	RANDOLPH	19,900	18,500	93
	RICHMOND	10,800	9,800	91
	SCOTLAND	6,000	5,300	89
SOUTH CAROLINA				
	MARLBORO	6,500	5,600	87
VIRGINIA				
	BRUNSWICK	4,100	3,500	86
	HAL IFAX	10,300	9,000	88

Translator Station Directory
Is in Services Volume

North Carolina—Wilmington



WECT

Ch. 6



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 960-ft. above av. terrain, 940-ft. above ground, 1049-ft. above sea level.

Latitude 34° 19' 16"
Longitude 78° 13' 42"

Holds CP for change to 1940-ft. above av. terrain, 1994-ft. above ground, 2049-ft. above sea level, lat. 34° 34' 32", long. 78° 26' 13"; transmitter to N.C. Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp. BPCT—3477.

Transmitter: Delco, N.C.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.



WECT Ref: FCC File No. BMPCT-4514 Granted 5/1/57

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WECT

Network Service: NBC; also CBS (per program).

Licensee: Atlantic Telecasting Corp., 205 W. Shipyard Blvd.

Studio: 205 W. Shipyard Blvd. (28401).

Telephone: 919-763-4666.

TWX No.: 919-762-7239.

Ownership: WNCT, Greenville, N.C., 30%; Dan D. & Bruce B. Cameron, 30%; Port & Co., 10%; Sam & Leo Brody, 30%.

Began Operation: April 9, 1954. Sale of 60% stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (Television Digest, Vol. 13:44, 50).

Represented (sales) by Adam Young Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- DAN D. CAMERON, president.
- WAYNE JACKSON, station manager.
- BILL ELKS, technical operations director.
- BUCK O'SHIELDS, production director.
- E. I. HERRING, chief engineer.
- C. D. MARTIN JR., sales manager.

DIGEST OF RATE CARD NO. 9—(Jan. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$425.00	\$255.00	\$170.00	\$127.50	\$100.00	\$50.00
NETWORK BASE HOURLY RATE: \$360.						

For ARB County-by-County Data
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	BLADEN	6,700	5,600	83
	BRUNSWICK	5,300	4,700	89
	COLUMBUS	12,200	10,700	87
	NEW HANDOVER	23,200	21,600	93
	ONSLOW	22,800	21,600	95
	PENDER	4,800	4,000	84
	ROBESON	21,000	18,300	87
	SAMPSON	12,000	10,700	89
	SOUTH CAROLINA			
	HORRY	18,300	16,100	88
25-50 O/O	NORTH CAROLINA			
	CUMBERLAND	41,200	38,100	92
	DUPLIN	10,400	9,200	88
	SCOTLAND	6,000	5,300	89
	SOUTH CAROLINA			
	DILLON	7,000	6,100	87
MARION	7,400	6,300	85	
5-24 O/O	NORTH CAROLINA			
	HOKE	3,600	3,100	86
SOUTH CAROLINA				
	MARLBORO	6,500	5,600	87
STATION TOTALS		208,400	187,000	90
NET WEEKLY CIRCULATION (MARCH 1966)			126,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			85,100	

North Carolina—Wilmington



WWAY

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1170-ft. above av. terrain, 1187-ft. above ground, 1247-ft. above sea level.

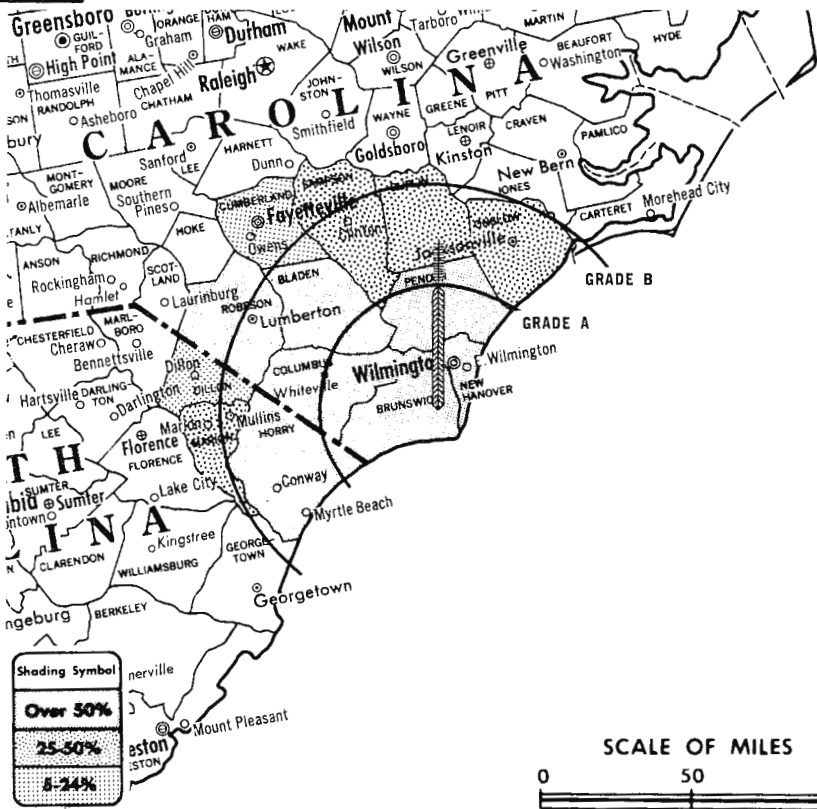
Latitude 34° 03' 00"
Longitude 78° 04' 56"

Transmitter: 3.82-mi. S of Mill Creek, E of State Rt. 87.

Studio: Murchison Bldg.

Color: Network, film & slide.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WWAY Ref: FCC File No. BMPCT-5929 Granted 6/24/64

© American Map Co., Inc., N.Y. No. 14244

WWAY

Licensee: Cape Fear Telecasting Inc., Murchison Bldg., Front & Chestnut St. (28401).

Telephone: 919-762-8581.

Ownership: William G. Broadfoot Jr., pres., 30%; Charles B. Britt, 30%; Ferebee Sledge, 20%; Craig Wall, 20%. Britt owns control of radio WIRY, Plattsburgh, N.Y.

Began Operation: Oct. 30, 1964.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Putbres & Fisher.

Represented (engineering) by Raymond E. Rohrer & Assoc.

Personnel:

CHARLES B. BRITT, general & national sales manager.
JIM PRIDEMORE, program-production manager.
JOE DAVIS, local & regional sales director.
ART MADELEY, chief engineer.

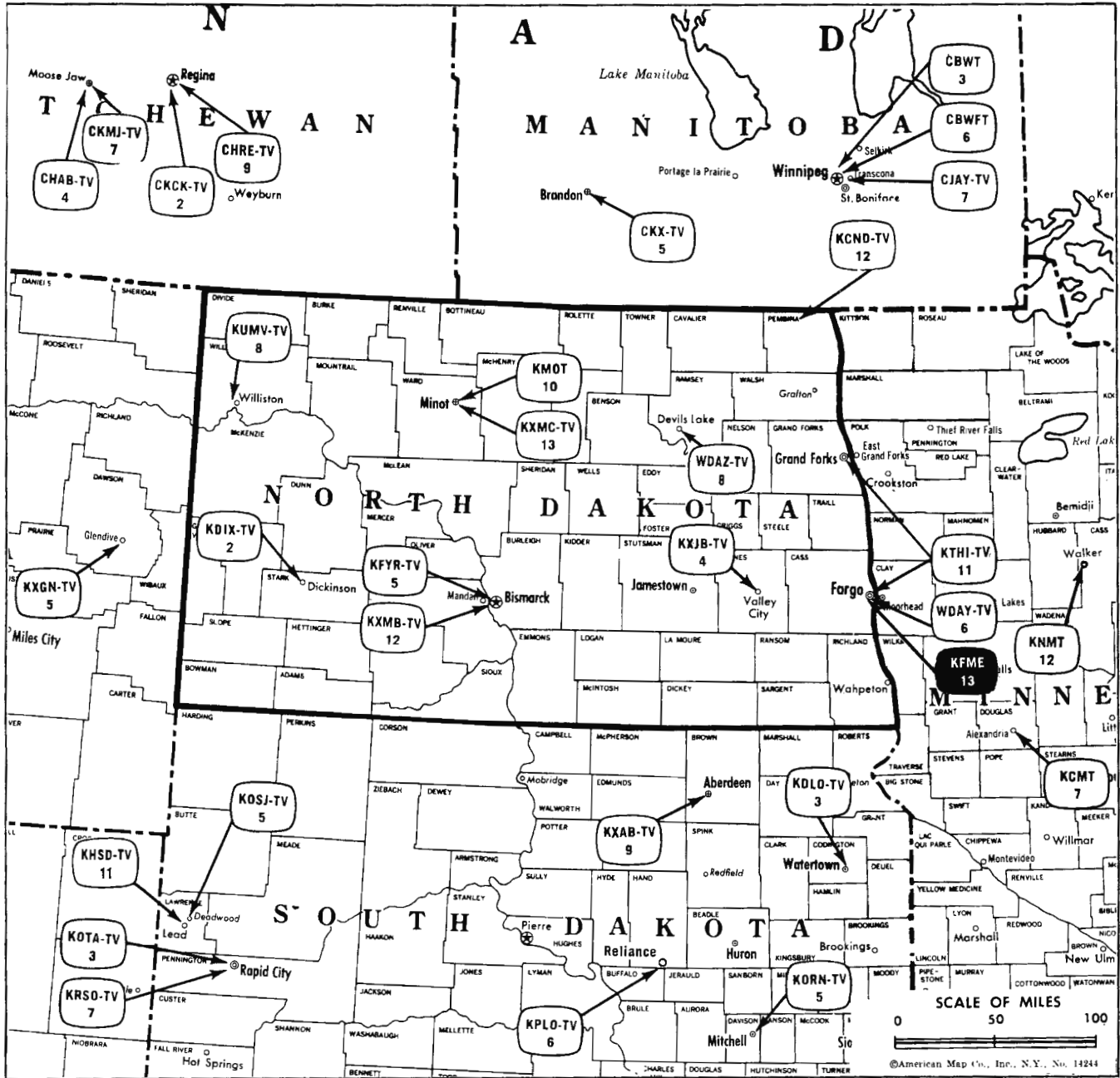
DIGEST OF RATE CARD NO. 4 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.					
\$300.00	\$180.00	\$120.00	\$60.00	\$60.00	\$30.00
NETWORK BASE HOURLY RATE: \$200.					

For Color Set Penetration by Market
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	BLADEN	6,700	5,600	83
	BRUNSWICK	5,300	4,700	89
	COLUMBUS	12,200	10,700	87
	NEW HANOVER	23,200	21,600	93
	PENDER	4,800	4,000	84
	ROBESON	21,000	18,300	87
	SOUTH CAROLINA			
	HORRY	18,300	16,100	88
25-50 O/O	NORTH CAROLINA			
	DUPLIN	10,400	9,200	88
	UNSLAW	22,800	21,600	95
	SAMPSON	12,000	10,700	89
	SOUTH CAROLINA			
	MARION	7,400	6,300	85
5-24 O/O	NORTH CAROLINA			
	CUMBERLAND	41,200	38,100	92
	SOUTH CAROLINA			
	DILLON	7,000	6,100	87
STATION TOTALS		192,300	173,000	90
NET WEEKLY CIRCULATION (MARCH 1966)			95,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			66,300	

North Dakota



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Fargo	127,100	131	173,300	150	157,700	148
Bismarck	98,800	153	131,100	169	117,900	169
Minot	41,100	197	56,300	203	51,000	204
Dickinson	24,100	211	35,400	213	31,200	213
Pembina	20,600	215	31,000	216	26,300	216

North Dakota Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	12	0	12
<input checked="" type="checkbox"/> Educational Television Stations	1	0	1
			13

State Cross Reference List
Communities That Receive Programs of
Stations That Are Located Elsewhere

KXJB-TV

Fargo

(See Valley City, N.D.)

KTHI-TV

Grand Forks

(See Fargo, N.D.)

State Educational Technical Facilities
(Complete Data in Educational Directory)

KFME

Fargo

Ch. 13

Non-Commercial Educational Station

Licensee: North Central Educational TV Inc., Highway 81, South Fargo, N.D. (58102).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 105-kw visual, 10.5-kw aural. Antenna: 390-ft. above av. terrain, 426-ft. above ground, 1328-ft. above sea level.

Latitude 46° 49' 03"
Longitude 96° 48' 06"

KXJB-TV, Valley City

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MINNESOTA			
	CLEARWATER	2,200	1,700	79
	TRAVERSE	1,900	1,600	92
	NORTH DAKOTA			
	LOGAN	1,200	1,100	89
	SOUTH DAKOTA			
	ROBERTS	3,400	3,000	89
5-24 0/0	MINNESOTA			
	GRANT	2,400	2,200	94
	HUBBARD	2,800	2,200	76
	KITTSOON	2,100	1,700	82
	ROSEAU	2,900	2,000	68
	NORTH DAKOTA			
	CAVALIER	2,600	2,000	79
	PEMBINA	3,500	2,900	83

KFYR-TV, Bismarck

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 0/0	SOUTH DAKOTA			
	CAMPBELL	900	800	83
	CORSON	1,400	1,000	75
	DEWEY	1,300	1,000	76
	MC PHERSON	1,300	1,100	86
	PERKINS	1,500	1,200	82
	WALWORTH	2,600	2,200	84
25-50 0/0	MONTANA			
	DAWSON	4,000	3,500	88
	NORTH DAKOTA			
	STUTSMAN	6,900	6,600	96
5-24 0/0	MONTANA			
	GARFIELD	500	300	66
	NORTH DAKOTA			
	BENSON	2,300	2,000	87
	BILLINGS	400	300	93
	SLOPE	500	500	92
	STARK	5,300	4,900	92
	TOWNER	1,400	1,200	89
	SOUTH DAKOTA			
	POTTER	1,400	1,200	90
	ZIEBACH	600	400	67

WDAY-TV, Fargo

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MINNESOTA			
	GRANT	2,400	2,200	94
	HUBBARD	2,800	2,200	76
	NORTH DAKOTA			
	BENSON	2,300	2,000	87
	TOWNER	1,400	1,200	89
5-24 0/0	MINNESOTA			
	KITTSOON	2,100	1,700	82
	LAKE OF WOOD	1,000	600	61
	ROSEAU	2,900	2,000	68
	WADENA	3,300	2,600	81
	NORTH DAKOTA			
	WELLS	2,500	2,300	92

KTHI-TV, Fargo

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	NORTH DAKOTA			
	HENSON	2,300	2,000	87
	DICKEY	2,100	1,900	89
	LOGAN	1,200	1,100	89
	PEMBINA	3,500	2,900	83
	TOWNER	1,400	1,200	89
	WELLS	2,500	2,300	92
	SOUTH DAKOTA			
	ROBERTS	3,400	3,000	89

North Dakota—Bismarck



KFYR-TV



Ch. 5

[Also operates satellites KMOT, Minot & KUMV-TV, Williston, N.D.]

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 1402-ft. above av. terrain, 1101-ft. above ground, 3373-ft. above sea level.

Latitude 46° 36' 19"
Longitude 100° 48' 30"

Transmitter: 12-mi. S. of city.

AM Affiliate: KFYR, 5-kw, 550 kc (NBC).

FM Affiliate: KFYR-FM, 27-kw, 92.9 mc (No. 225), 600-ft. antenna height.

Color Facilities: Network.

News Wire Service: UPI, AP.

ARB Data: Coverage includes satellites KMOT, Minot & KUMV-TV, Williston, N.D.

Total Households: © SRDS

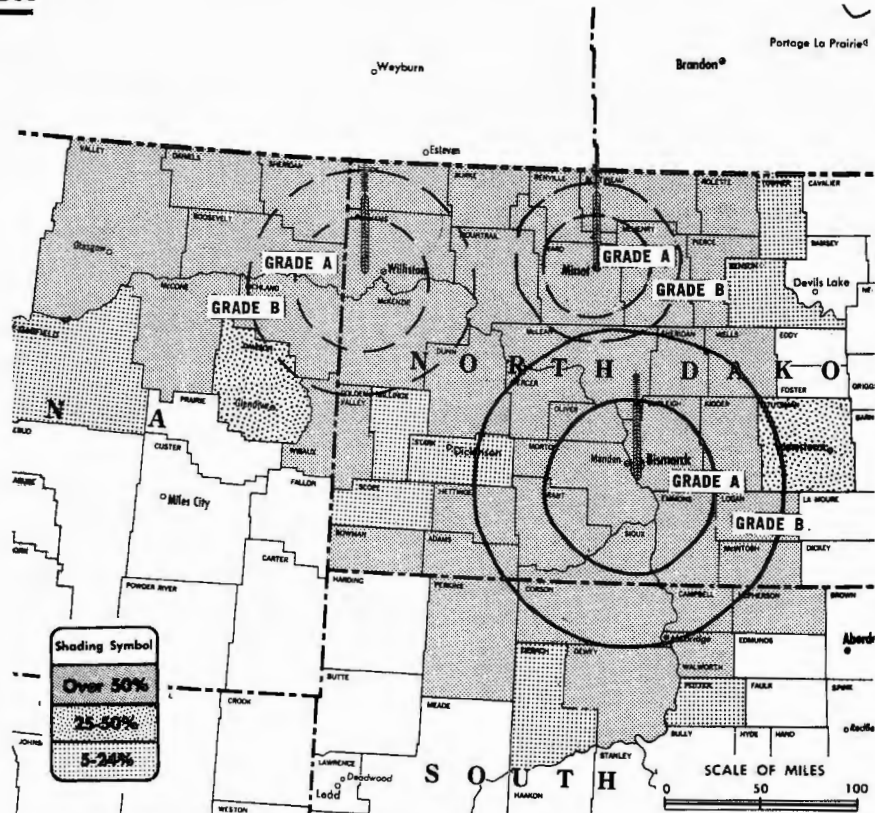
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KFYR-TV Ref: FCC File No. BPCT-2965 Granted 2/24/63

©American Map Co., Inc., N.Y., No. 14244

KFYR-TV

Grantee (STA): Meyer Bcstg. Co., Broadway at Fourth.

Studio: Broadway at Fourth (58501).

Telephone: 701-223-0900.

TWX No.: 701-241-9434.

Ownership: William Ekberg, pres., .8%; Mrs. Marietta Meyer Ekberg, 99.2%. Meyer Bcstg. also owns radios KOYN, Billings, Mont. & KFYR & FM, Bismarck.

Began Operation: Dec. 8, 1953.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by John Creutz.

Personnel:

WILLIAM EKBERG, president & film buyer.

MYRON ATKINSON, vice president & general manager.

WES HAUGEN, station manager.

DAVE STUART, national sales manager.

IVAR NELSON, director of engineering.

CARL E. ZELLER, chief engineer.

DIGEST OF RATE CARD NO. 9

(July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$575.00	\$350.00	\$225.00	\$140.00	\$110.00	\$80.00 \$55.00

Rates include satellites KMOT, Minot & KUMV-TV, Williston, N.D.

NETWORK BASE HOURLY RATE: \$225 (NBC & ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	MONTANA DANIELS	1,100	1,000	88
	MC CONE	900	800	85
	RICHLAND	2,900	2,600	90
	ROOSEVELT	3,300	3,000	91

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	SHERIDAN	1,900	1,700	92
	VALLEY	5,500	4,700	85
	WIBAUX	300	300	89
NORTH DAKOTA				
	ADAMS	1,000	900	89
	BOTTINEAU	3,200	2,900	91
	BOWMAN	1,200	1,100	89
	BURKE	1,500	1,300	90
	BURLEIGH	11,500	10,800	94
	DIVIDE	1,500	1,300	86
	DUNN	1,400	1,200	88
	EMMONS	2,000	1,800	92
	GOLDEN VLLY	900	800	93
	GRANT	1,400	1,200	89
	HETTINGER	1,400	1,300	91
	KIDDER	1,200	1,200	95
	LOGAN	1,200	1,100	89
	MC HENRY	2,800	2,600	92
	MC INTOSH	1,700	1,400	85
	MC KENZIE	2,100	1,900	92
	MC LEAN	3,100	2,900	93
	MERCER	1,500	1,300	87
	MORTON WEST	3,000	2,800	92
	MORTON EAST	3,000	2,800	92
	MOUNTRAIL	3,100	2,800	91
	OLIVER	700	600	92
	PIERCE	1,700	1,500	89
	RENVILLE	1,100	1,100	96
	ROLETTE	2,500	1,900	79
	SHERIDAN	1,000	900	90
	SIOUX	800	600	77
	WARD	15,400	14,400	94
	WELLS	2,500	2,300	92
	WILLIAMS	7,500	6,900	92

(Continued on page 511-b)

STATION TOTALS	131,100	117,900	90
NET WEEKLY CIRCULATION (MARCH 1966)			98,800
AVERAGE DAILY CIRCULATION (MARCH 1966)			78,700

North Dakota—Bismarck



Ch. 12

[Operates in affiliation with North Dakota KX network—see KXJB, Valley City, Fargo]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 220-kw visual, 31.6-kw aural. Antenna: 1265-ft. above av. terrain, 800-ft. above ground, 3008-ft. above sea level.

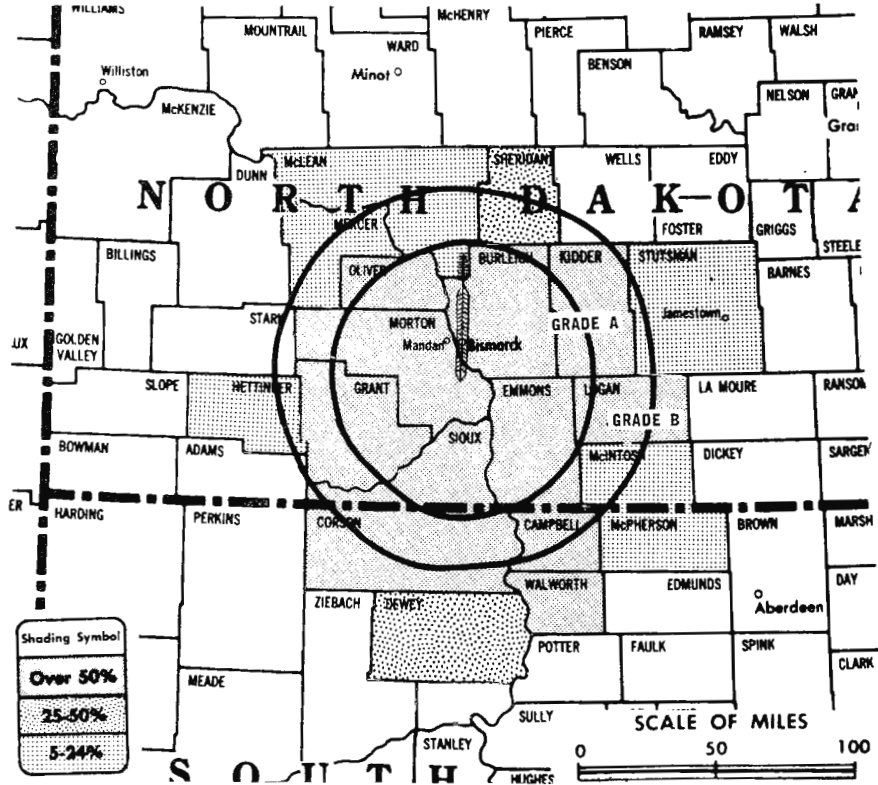
Latitude 46° 35' 17"
Longitude 100° 48' 26"

Transmitter: 5-mi. E & 2-mi. S of St. Anthony.

Color: Network, film & slide.

News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ABB study.



KXMB-TV Ref: FCC File No. BPCT-2893 Granted 9/5/61

©American Map Co., Inc., N.Y., No. 14244

KXMB-TV

Network Service: ABC, CBS.

Licensee: KXMB-TV Inc., Box 1617, Bismarck, N.D. (58502).

Business Office: 1811 North 15, Bismarck, N.D. (58501).

Telephone: 701-223-9197.

Studio: 1811 North 15, Bismarck.

Ownership: See KXJB-TV, Valley City, N.D.

Began Operation: Nov. 19, 1955.

Represented (sales) by Young Television.

Represented (legal) by Prince & Paul.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOHN W. BOLER, president.

DAVID BLACKSTEAD, v.p. & general manager.

IRVING, national sales manager.

TOM STARKLE, program manager & film buyer.

LETA WOODS, traffic manager.

JOHN KRANCE, chief engineer.

Rates: Sold only in combination with KXJB-TV, Valley City, N.D.

NETWORK BASE HOURLY RATE: \$150 (ABC), \$150 (CBS).

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	NORTH DAKOTA			
0/0	BURLEIGH	11,500	10,800	94
	EMMONS	2,000	1,800	92
	GRANT	1,400	1,200	89
	KIDDER	1,200	1,200	95
	LOGAN	1,200	1,100	89
	MORTON WEST	3,000	2,800	92
	MORTON EAST	3,000	2,800	92
	OLIVER	700	600	92
	SIoux	800	600	77
	SOUTH DAKOTA			
	CAMPBELL	900	800	83
	CORSON	1,400	1,000	75
	WALWORTH	2,600	2,200	84
25-50	NORTH DAKOTA			
0/0	SHERIDAN	1,000	900	90
	SOUTH DAKOTA			
	DEWEY	1,300	1,000	76
5-24	NORTH DAKOTA			
0/0	HETTINGER	1,400	1,300	91
	MC INTOSH	1,700	1,400	85
	MC LEAN	3,100	2,900	93
	MERCER	1,500	1,300	87
	STUTSMAN	6,900	6,600	96
	SOUTH DAKOTA			
	MC PHERSON	1,300	1,100	86
STATION TOTALS		47,900	43,400	91
NET WEEKLY CIRCULATION (MARCH 1966)			28,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			19,800	

North Dakota—Devils Lake



WDAZ-TV

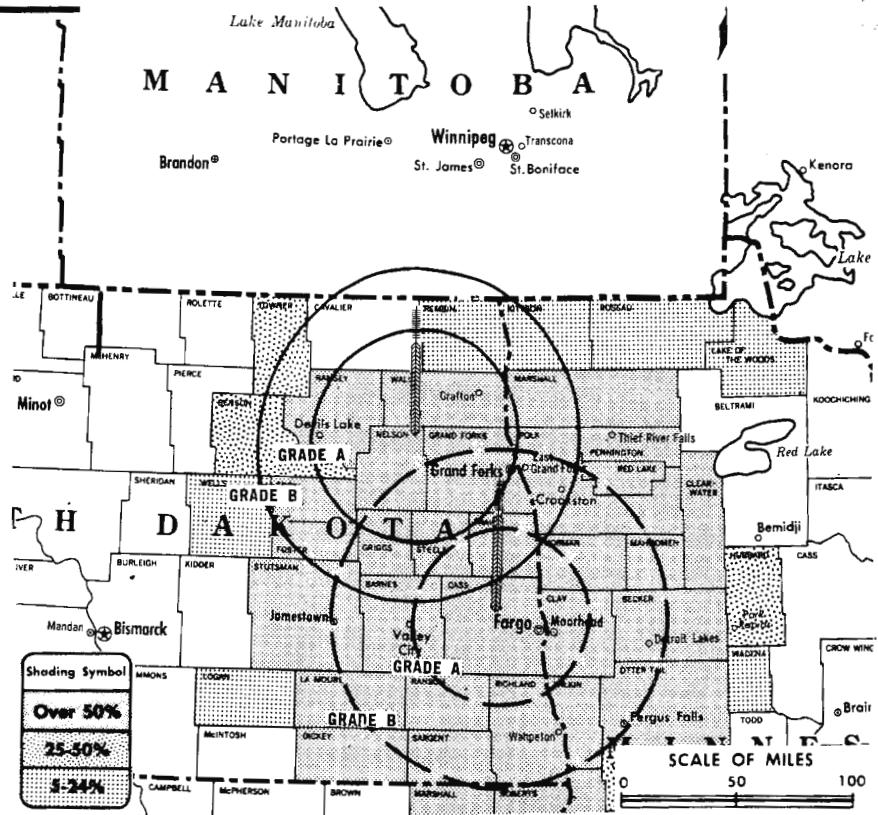
Ch. 8

[Satellite of WDAY-TV, Fargo, N.D.]
 (Also serves Grand Forks, N.D.)

Technical Facilities: Channel No. 8
 (180-186 mc). Authorized power:
 316-kw visual, 50-kw aural. An-
 tenna: 1480-ft. above av. terrain,
 1458-ft. above ground, 2979-ft.
 above sea level.

Latitude 48° 08' 24"
 Longitude 97° 59' 38"

Transmitter: 9-mi. N of Petersburg,
 N.D.



WDAZ-TV Ref: FCC File No. BPCT-3442 Granted 4/20/66

© American Map Co., Inc., N.Y., No. 14244

WDAZ-TV

Grantee: WDAY Inc., 207 Fifth St. N, Fargo, N.D.

Telephone: 701-237-6500.

Ownership: See WDAY-TV, Fargo, N.D.

Began Operation: Feb. 8, 1967.

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy Mc-
 Dermott Ltd. (Canada).

Represented (legal) by Robert A. Marmet.

Personnel:

ED KLINK, resident engineer.

Rates: Sold only in combination with WDAY-TV, Fargo, N.D.

ARB Data for this Station is not available since
 it was not in operation when the survey was made.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

North Dakota—Dickinson



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

Latitude 46° 43' 30.15"

Longitude 102° 54' 58.16"

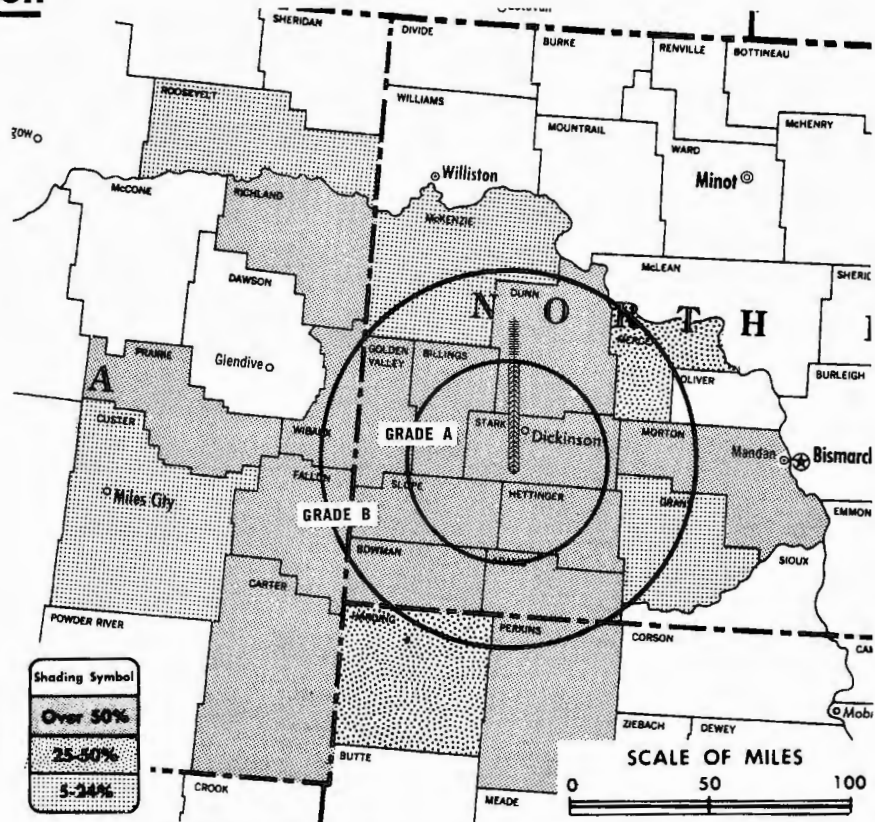
Transmitter: 10.5-mi. S, 6-mi. W of Dickinson.

AM Affiliate: KDIX, 1-kw, 1230 kc.

Color: Network only.

News Wire Service: AP.

O & O Translator: K11HC, Williston, N.D.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ABB study.

KDIX-TV Ref: FCC File No. BPCT-3391 Granted 8/18/65

©American Map Co., Inc., N.Y., No. 14244

KDIX-TV

Network Service: CBS (EMP), ABC.

Licensee: Dickinson Broadcasting Corp., Box 1248.

Studio: 119 Second Ave. W. (58601).

Telephone: 701-225-5133.

TWX No.: 701-221-6020.

Ownership: Stanley Deck, 99.5%.

Began Operation: Oct. 15, 1956. Sale to present owner by Dickinson Radio Assn., whereby S. Deck increased holdings from 5% to 99.5% was approved Oct. 25, 1966 by FCC (Television Digest, Vol. 6:44).

Represented (sales) by Young Television; Wm. Hurley (Minneapolis).

Represented (legal) by Eugene L. Burke.

Personnel:

STANLEY DECK, general manager & film buyer.

BOB WEILER, sales manager.

LAUREN HAACKE, program director.

LOUIE TYSVER, chief engineer.

DIGEST OF RATE CARD NO. 11 (Aug. 1, 1963)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$15.00

NETWORK BASE HOURLY RATE: \$90 (CBS, ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MONTANA			
	CARTER	600	400	79
	FALLON	1,200	1,000	86
	PRAIRIE	700	500	75

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	RICHLAND	2,900	2,600	90
	WIBAUX	300	300	89
	NORTH DAKOTA			
	ADAMS	1,000	900	89
	BILLINGS	400	300	93
	BOWMAN	1,200	1,100	89
	DUNN	1,400	1,200	88
	GOLDEN VALLEY	900	800	93
	HETTINGER	1,400	1,300	91
	MORTON WEST	3,000	2,800	92
	SLOPE	500	500	92
	STARK	5,300	4,900	92
	SOUTH DAKOTA			
	PERKINS	1,500	1,200	82
25-50 O/O	NORTH DAKOTA			
	MERCER	1,500	1,300	87
	SOUTH DAKOTA			
	HARDING	600	500	85
5-24 O/O	MONTANA			
	CUSTER	4,200	3,500	83
	ROOSEVELT	3,300	3,000	91
	NORTH DAKOTA			
	GRANT	1,400	1,200	89
	MC KENZIE	2,100	1,900	92
	STATION TOTALS	35,400	31,200	88

NET WEEKLY CIRCULATION (MARCH 1966) 24,100
AVERAGE DAILY CIRCULATION (MARCH 1966) 18,000

North Dakota—Fargo-Grand Forks



KTHI-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2063-ft. above ground, 3058-ft. above sea level.

Latitude 47° 23' 36"
Longitude 97° 20' 28"

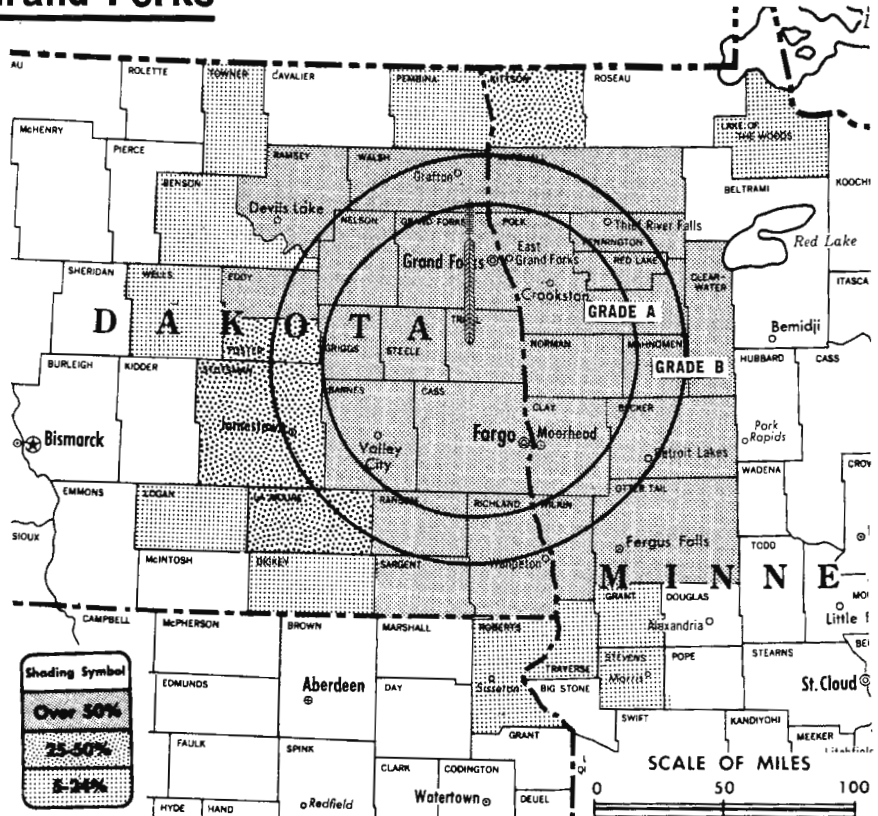
Transmitter: 7.5-mi. W of center of Hillsboro.

Studios: 1350 21st Ave. S., Fargo; State Mill Rd., Grand Forks.

Telephones: 701-237-5211, Fargo; 701-772-3481, Grand Forks.

Color: Network, film, slide & tape.

News Wire Service: AP.



KTHI-TV Ref: FCC File No. BMPCT—5881 Granted 8/13/83

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1955 ARB study.

KTHI-TV

Licensee: Pembina Bcstg. Co. Inc., 1350 21st Ave. S., Fargo (58103).

Ownership: Natco Communications Inc., 80.8%. For other interests, see WJBF(TV), Augusta, Ga.

Began Operation: Oct. 11, 1959. Sale of control to Natco by Polaris Corp. approved Sept. 23, 1966 by FCC (Television Digest, Vols. 5:51, 6:39-40). Sale of control to Polaris by North Dakota Bcstg. approved by FCC July 25, 1962 (Vol. 2.20).

Represented (sales) by National Television Sales Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

THOMAS J. HENNESSY, president.
WILLIAM P. DIX JR., vice president & general manager.
WILLIAM HUTTON, sales manager.
DAVE CHUMLEY, chief engineer.
CLYDE PAYNE, operations manager.

DIGEST OF RATE CARD NO. 4—(Feb. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.
\$600.00 \$360.00 \$240.00 \$185.00 \$92.50

NETWORK BASE HOURLY RATE: \$450.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MINNESOTA			
	BECKER	6,300	5,600	89
	CLAY	11,700	11,300	97
	CLEARWATER	2,200	1,700	79
	MAHNOUMEN	1,300	1,100	88
	MARSHALL	3,500	3,100	88
	NORMAN	2,900	2,600	89
	OTTER TAIL	13,100	11,600	88
	PENNINGTON	3,600	3,100	86

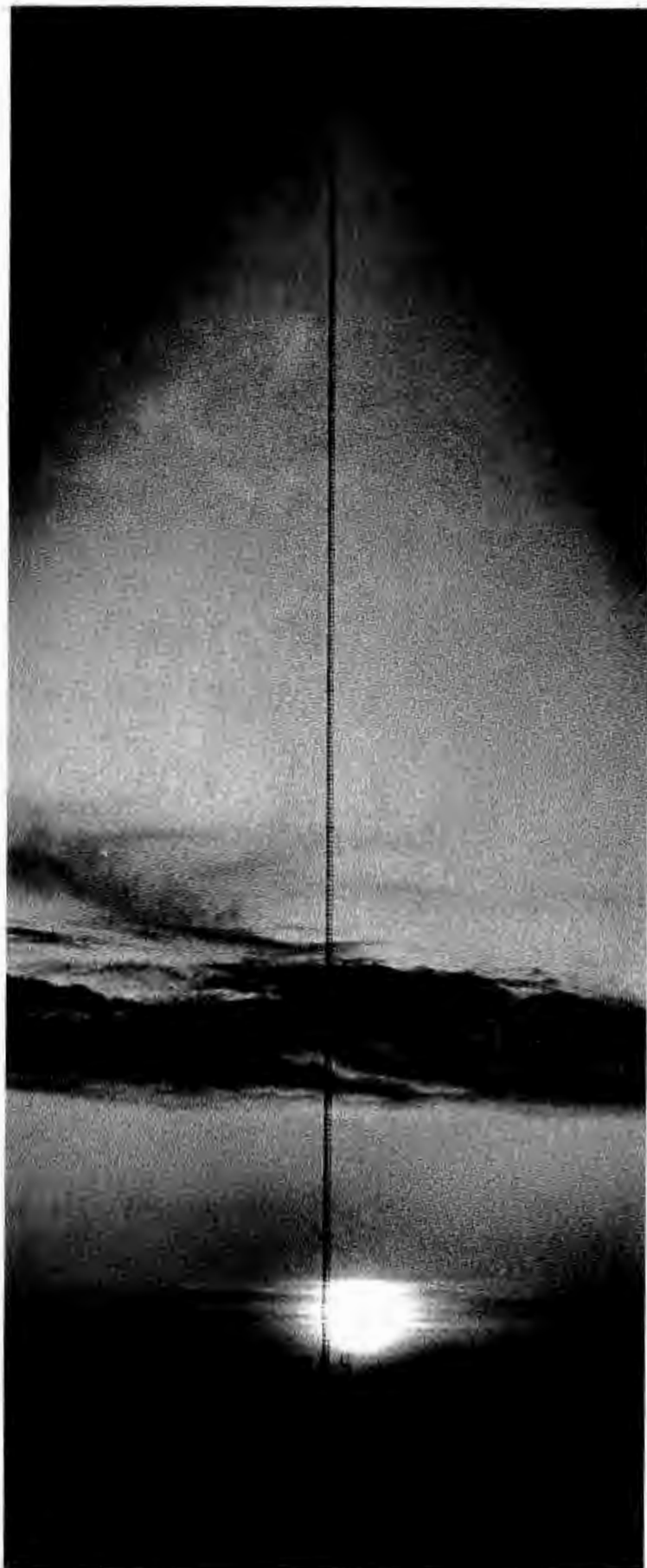
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	POLK	10,200	9,300	91
	RED LAKE	1,300	1,200	90
	WILKIN	2,900	2,700	94
	NORTH DAKOTA			
	BARNES	5,000	4,700	95
	CASS	21,700	20,700	95
	EDDY	1,400	1,300	94
	GRAND FORKS	15,000	14,200	95
	GRIGGS	1,400	1,300	93
	NELSON	1,900	1,800	95
	RAMSEY	3,700	3,400	91
	RANSOM	2,400	2,200	94
	RICHLAND	5,300	4,900	93
	SARGENT	1,900	1,800	94
	STEELE	1,300	1,200	95
	TRAILL	3,100	2,900	96
	WALSH	4,800	4,500	93

25-50 O/O	MINNESOTA			
	KITTSOON	2,100	1,700	82
	NORTH DAKOTA			
	FOSTER	1,500	1,400	92
	LA MOURE	2,400	2,200	92
	STUTSMAN	6,900	6,600	96

5-24 O/O	MINNESOTA			
	GRANT	2,400	2,200	94
	LAKE OF WOOD	1,000	600	61
	STEVENS	3,100	2,800	91
	TRAVERSE	1,900	1,800	92

(Continued on page 511-b)

STATION TOTALS	165,600	151,900	92
NET WEEKLY CIRCULATION (MARCH 1966)		112,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		79,800	



THINK TALL IN NORTH DAKOTA

KTHI-TV's Tall Tower. 2,063 feet. Quite a stick. Tallest structure built by man. Anywhere. Ever. Looked up to by N. D.'s biggest metropolitan concentration in the Fargo-Grand Forks area.

Tall people. Tall on spending their \$8,997* average spendable income. (Taller than New York City.) Tall on KTHI-TV's specials and local involvement. (Only station with complete studio facilities in *both* of N. D.'s largest cities.) Tall on sponsors and spots from KTHI-TV's Tall Tower. Think tall and reach them.

**Source: SRDS 1966*

**KTHI-TV 11
ABC**

Maximum power. Studios in Fargo, N. D. and Grand Forks, N. D. National Television Sales, Inc.—Harry S. Hyett Co. (Minneapolis)

North Dakota—Fargo



WDAY-TV



Ch. 6

[Also operates satellite WDAZ-TV, Devils Lake, N.D.]

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1150-ft. above av. terrain, 1203-ft. above ground, 2149-ft. above sea level.

Latitude 47° 00' 43"
Longitude 97° 11' 58"

Transmitter: 1-mi. E of Amenia, N.D.

Studio: 207 N. 5th St. (58102).

AM Affiliate: WDAY, 5-kw, 970 kc (NBC).

FM Affiliate: WDAY-FM, 42-kw, 93.7 mc (No. 229), 1150-ft. antenna height.

O & O Translator: K02DD, Jamestown, N.D.

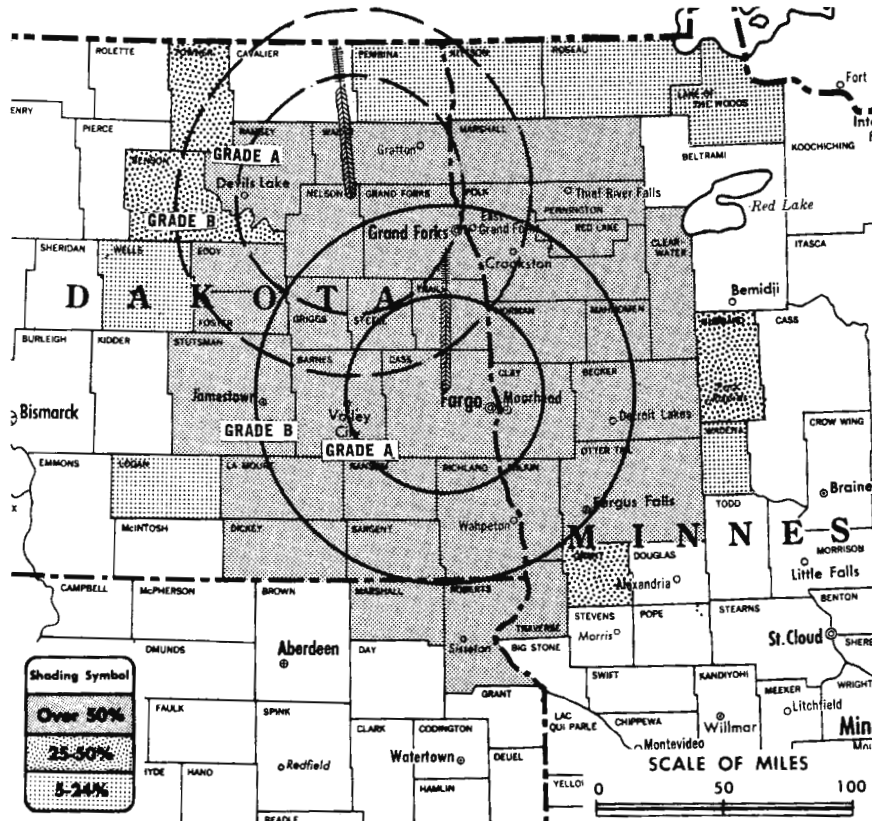
Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965
ARB study.



WDAY-TV Ref: FCC File No. BPCT-2499 Granted 7/31/58

©American Map Co., Inc., N.Y., No. 14244

WDAY-TV

Licensee: WDAY Inc., Box 1031, 207 N. 5th St.

Telephone: 701-237-6500. TWX No.: 910-674-2355.

Ownership: Forum Publishing Co., 55.56%; Norman D. Black Jr., pres., 4.63%; William Lontz, treas., 1.56%; J. E. Markle, 7.04%; Charlotte Lontz, 3.93%; Mrs. M. B. Foreman, 3.52%; Donald D. Lontz, 1.56%; Helen P. Kolouch, 2.96%; Kathryn P. Bond, 2.96%; Norman D. Black estate (N. D. Black Jr. & Cora P. Black trustees), 12.89%. Forum Publishing Co. publishes The Fargo Forum. Forum Publishing ownership: Norman D. Black Jr., pres., 39.5%; John D. Paulson, secy., 5.8%; William C. Lontz, treas., 7.6%; Cora P. Black, .5%; N. D. Black estate (N. D. Black Jr. & Cora P. Black trustees), 22.4%; Donald D. Lontz, 7.6%; Irene E. Paulson, 9.1%; four others, none holding more than 2%.

Began Operation: June 1, 1953. Sale of 55.56% control to Fargo Forum by E. C. & Marie E. Reineke to give its owners, Black family, 100% control approved July 20, 1960 by FCC (Television Digest, Vol. 16:31).

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Robert A. Marmet.

Personnel:

JACK DUNN, executive vice president.
JACK LESTER, general & national sales manager.
KEN KENNEDY, station manager, program & production.
JULIUS HETLAND, technical director.
ROY PEDERSEN, promotion & merchandising manager.
NORM SCHRADER, news director.

DIGEST OF RATE CARD NO. 9—(July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—6:30-10 p.m., daily.
\$600.00 \$350.00 \$225.00 \$150.00 \$150.00 \$140.00 \$75.00
NETWORK BASE HOURLY RATE: \$475.

ARB Data: Figures do not reflect current coverage since satellite WDAZ-TV, Devils Lake, N.D. was not in operation when the survey was made.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MINNESOTA			
	BECKER	6,300	5,600	89
	CLAY	11,700	11,300	97
	CLEARWATER	2,200	1,700	79
	MAHANOMEN	1,300	1,100	88
	MARSHALL	3,500	3,100	88
	NORMAN	2,900	2,600	89
	OTTER TAIL	13,100	11,600	88
	PENNINGTON	3,600	3,100	86
	POLK	10,200	9,300	91
	RED LAKE	1,300	1,200	90
	TRAVERSE	1,900	1,800	92
	WILKIN	2,900	2,700	94
	NORTH DAKOTA			
	BARNES	5,000	4,700	95
	CASS	21,700	20,700	95
	DICKEY	2,100	1,900	89
	EDDY	1,400	1,300	94
	FOSTER	1,500	1,400	92
	GRAND FORKS	15,000	14,200	95
	GRIGGS	1,400	1,300	93
	LA MOURE	2,400	2,200	92
	NELSON	1,900	1,800	95
	RAMSEY	3,700	3,400	91
	RANSOM	2,400	2,200	94
	RICHLAND	5,300	4,900	93
	SARGENT	1,900	1,800	94
	STEELE	1,300	1,200	95
	STUTSMAN	6,900	6,600	96
	TRAILL	3,100	2,900	96
	WALSH	4,800	4,500	93
	SOUTH DAKOTA			
	MARSHALL	1,800	1,600	86
	ROBERTS	3,400	3,000	89

(Continued on page 511-b)

STATION TOTALS	173,300	157,500	91
NET WEEKLY CIRCULATION (MARCH 1966)		124,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		96,100	

North Dakota—Minot



KMOT



Ch. 10

[Satellite of KFYZ-TV, Bismarck]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 147.3-kw visual, 29.5-kw aural. Antenna: 450-ft. above av. terrain, 438-ft. above ground, 2198-ft. above sea level.

Latitude 48° 12' 56"
Longitude 101° 19' 05"

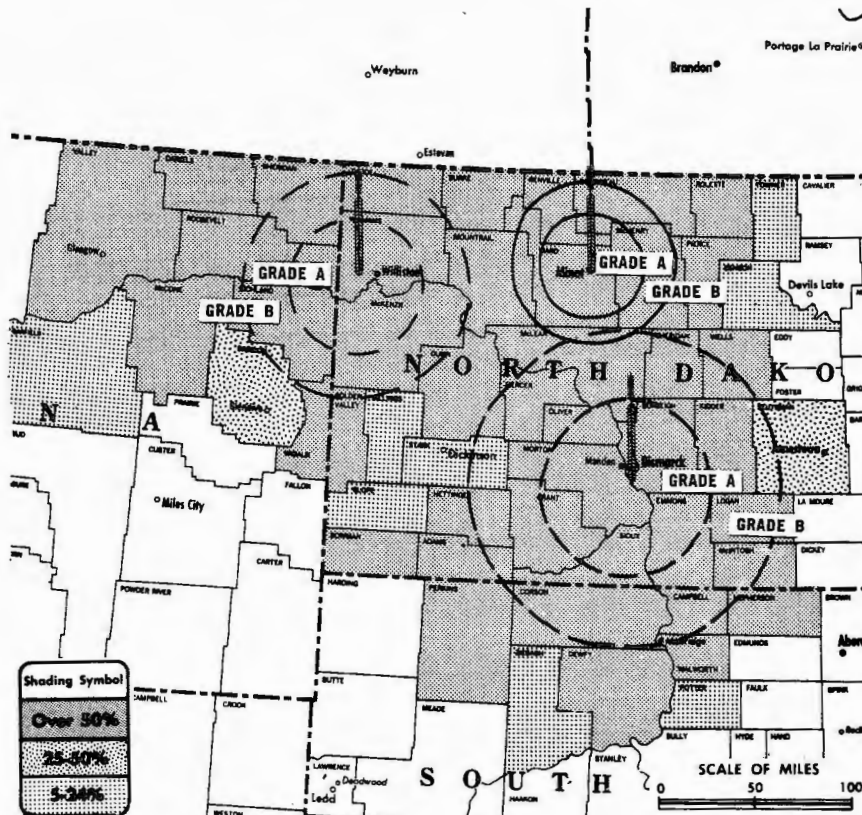
Transmitter: Southdale, Minot, N.D.

Color: Network only.

News Wire Service: UPI, AP.

Represented (engineering) by John Creutz.

ARB Data for this station included with parent KFYZ-TV, Bismarck.



County coverage (shaded area) based on 1965 ARB study.

KMOT Ref: FCC File No. BPCT-3310 Granted 5/12/64

©American Map Co., Inc., N.Y., No. 14244

KMOT

Licensee: Meyer Broadcasting Co., Broadway at Fourth (58701).

Studio: Southdale, Minot, N.D.

Telephone: 701-223-0900, Bismarck.

Ownership: See KFYZ-TV.

Began Operation: Jan. 20, 1958.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

WILLIAM EKBERG, president & film buyer (Bismarck).

MYRON ATKINSON, general manager.

STAN WILSON, station manager.

DAVE STUART, national sales manager (Bismarck).

Rates: Sold in combination with KFYZ-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$125 (NBC), \$150 (ABC).

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

North Dakota—Minot



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 245-kw visual, 43.7-kw aural. Antenna: 1120-ft. above av. terrain, 1053-ft. above ground, 3123-ft. above sea level.

Latitude 48° 03' 02"
Longitude 101° 20' 29"

Transmitter: 11.5-mi. S of Minot.

Studio: KXMC Building.

Telephone: 701-838-2104.

TWX No.: 701-421-5003.

AM Affiliate: KCJB, 1-kw, 910 kc.

O & O Translator: K02DM, Minot, N.D.

Color: Network.

News Wire Service: AP.

Represented (engineering) by Lloyd R. Amoo.

Represented (legal) by Prince & Paul.

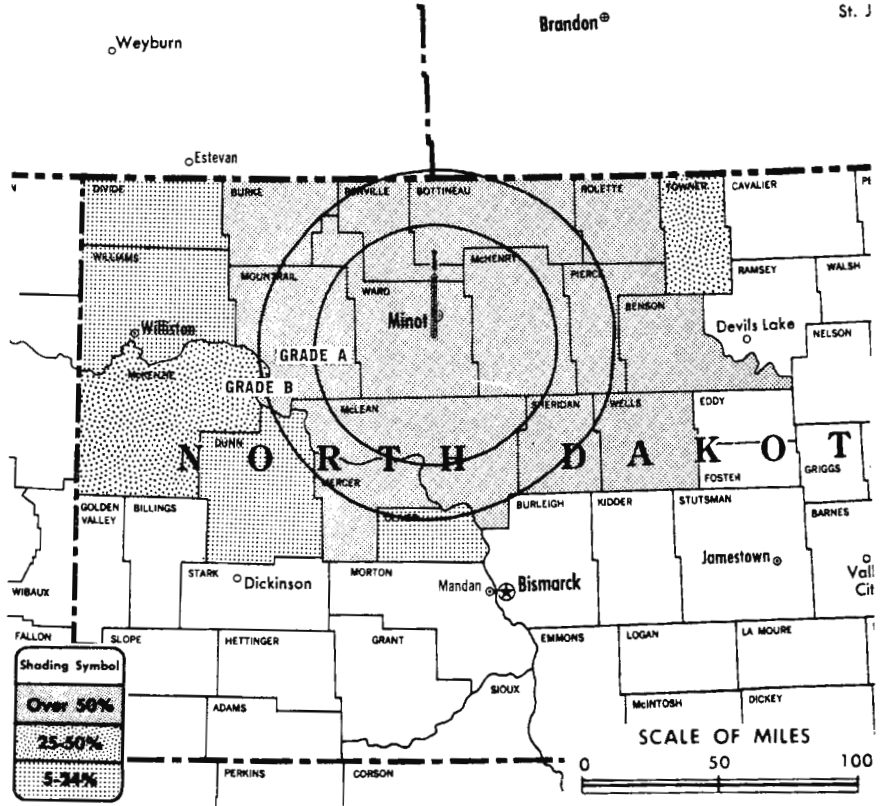
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KXMC-TV Ref: FCC File No. BMPCT-4653 Granted 5/17/57

©American Map Co., Inc., N.Y., No. 14244

KXMC-TV

Network Service: ABC, CBS.

Licensee: KXMC-TV Inc., KXMC Bldg., Minot, N.D. (58701).

Ownership: Chester Reiten, pres., 40%; Lloyd R. Amoo, v.p., 30%; W. L. Hurley, v.p., 30%. Also owns radio KCJB, Minot.

Began Operation: April 4, 1953. Sale to present owners by formerly 100% owner N. Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43). Ownership interlocks with radio KCJB, Minot.

Represented (sales) by Young Television; Wm. L. Hurley (regional).

Personnel:

CHESTER REITEN, president, general manager & film buyer.
HENRY BEUHLER, local sales manager.
ROD ROMINE, program director.
CIS HADLEY, director of women's programs.
DUANE AASE, chief engineer.

Rates: Sold only in combination with KXJB-TV, Valley City, KXMB-TV, Bismarck and KXAB-TV, Aberdeen, S.D. (North Dakota XX Network).

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH DAKOTA			
	BENSON	2,300	2,000	87
	BOTTINEAU	3,200	2,900	91
	BURKE	1,500	1,300	90
	MC HENRY	2,800	2,600	92
	MC LEAN	3,100	2,900	93
	MERCER	1,500	1,300	87
	MOUNTRAIL	3,100	2,800	91
	PIERCE	1,700	1,500	89
	RENVILLE	1,100	1,100	96
	KOLETTE	2,500	1,900	79
	SHERIDAN	1,000	900	90
	WARD	15,400	14,400	94
	WELLS	2,500	2,300	92
25-50 O/O	NORTH DAKOTA			
	MC KENZIE	2,100	1,900	92
	TOWNER	1,400	1,200	89
5-24 O/O	NORTH DAKOTA			
	DIVIDE	1,500	1,300	86
	DUNN	1,400	1,200	88
	OLIVER	700	600	92
	WILLIAMS	7,500	6,900	92
STATION TOTALS		56,300	51,000	91
NET WEEKLY CIRCULATION (MARCH 1966)			41,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			33,500	

North Dakota—Pembina



KCND-TV

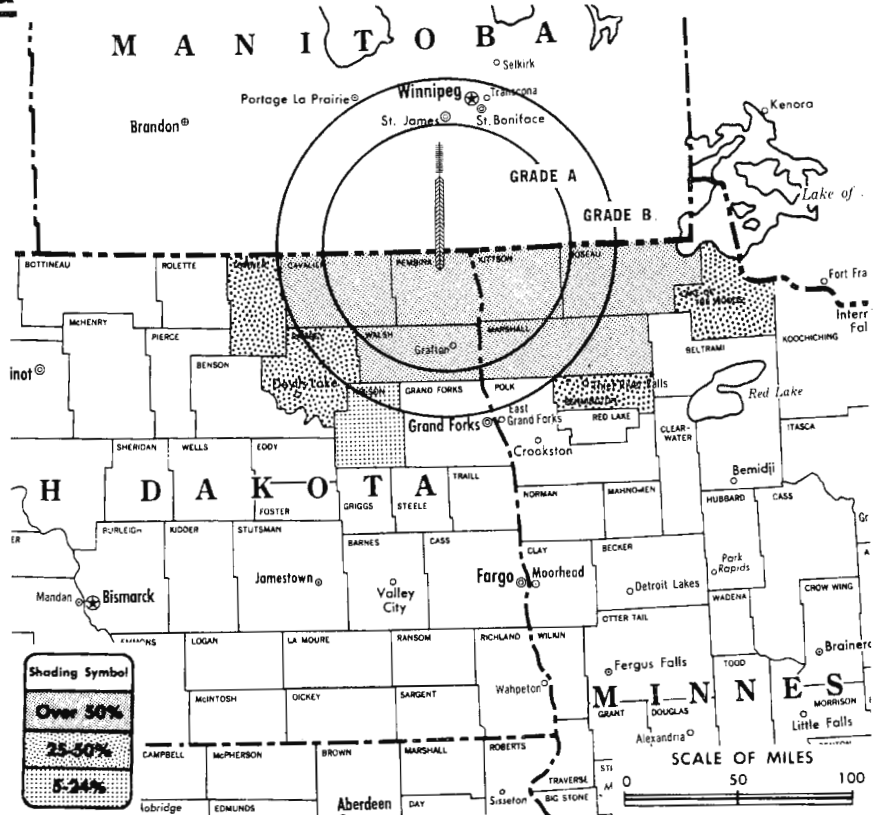


Ch. 12

Technical Facilities: Channel No. 12
(204-210 mc). Authorized power:
288-kw visual, 43.6-kw aural. Antenna:
1400-ft. above av. terrain,
1457-ft. above ground, 2253-ft.
above sea level.

Latitude 48° 59' 42"
Longitude 97° 24' 26"

Transmitter: 7-mi. W of Pembina.
Studio: Stutsman & Fifth.
Color: Network only.
News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965
ARB study.

KCND-TV Ref: FCC File No. BMPCT-5394 Granted 4/13/60

KCND-TV

Grantee: McLendon Corp., 2008 Jackson St., Dallas, Tex. (75201).
Telephone: 214-747-9311.

Telephone: 701-825-6292, Pembina, N.D.

Ownership: Producers Inc. & Associates. Operated by McLendon Corp. on lease purchase agreement. McLendon Corp. also owns radios KLIF & KNUS (FM), Dallas; KILT & KOST (FM), Houston; WYSL & FM, Buffalo, N.Y.; KABL & FM, Oakland-San Francisco and WNUS & FM, Chicago.

Began Operation: Nov. 7, 1960. Sale to present owner by Pembina Bcstg. Co. (Producers Inc., majority owner) approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:34, 35). Previous sale to Pembina Bcstg. by Harry Rice, Robert Lukkason, Arthur Tweet and associates approved by FCC July 25, 1962 (Vol. 2:20).

Represented (sales) by National TV Sales; Radio-Television Representatives (Toronto); Channel 12 Manitoba Ltd. (Winnipeg).

Represented (legal) by Cohn & Marks.

Personnel:

G. O. JOHNSON, general manager.
RICHARD VINCENT, manager, Pembina.
BILL GIRLING, sales manager.
LEN GZEBB, operations director.
CHARLES HEADLEY, chief engineer.

DIGEST OF RATE CARD NO. 6A (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.
\$550.00 \$400.00 \$300.00 \$90.00 \$75.00 \$45.00
NETWORK BASE HOURLY RATE: \$100.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	MINNESOTA			
	KITTSON	2,100	1,700	82
	MARSHALL	3,500	3,100	88
	ROSEAU	2,900	2,000	68
	NORTH DAKOTA			
	CAVALIER	2,600	2,000	79
	PEMBINA	3,500	2,900	83
	WALSH	4,800	4,500	93
25-50 O/D	MINNESOTA			
	LAKE OF WOOD	1,000	600	61
	PENNINGTON	3,600	3,100	86
	NORTH DAKOTA			
	RAMSEY	3,700	3,400	91
	TOWNER	1,400	1,200	89
5-24 O/D	NORTH DAKOTA			
	NELSON	1,900	1,800	95
STATION TOTALS		31,000	26,300	85
NET WEEKLY CIRCULATION (MARCH 1966)			20,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			15,500	
(Station also received in Canadian markets)				

North Dakota—Valley City (Fargo)

KXJB-TV

Ch. 4

[Also operates affiliated KXMB-TV, Bismarck, N.D. & KXAB-TV, Aberdeen, S.D.]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 2026-ft. above av. terrain, 2060-ft. above ground, 2504-ft. above sea level.

Latitude 47° 16' 45"
Longitude 97° 20' 18"

Transmitter: 1-mi. N of Gelesburg, N.D.

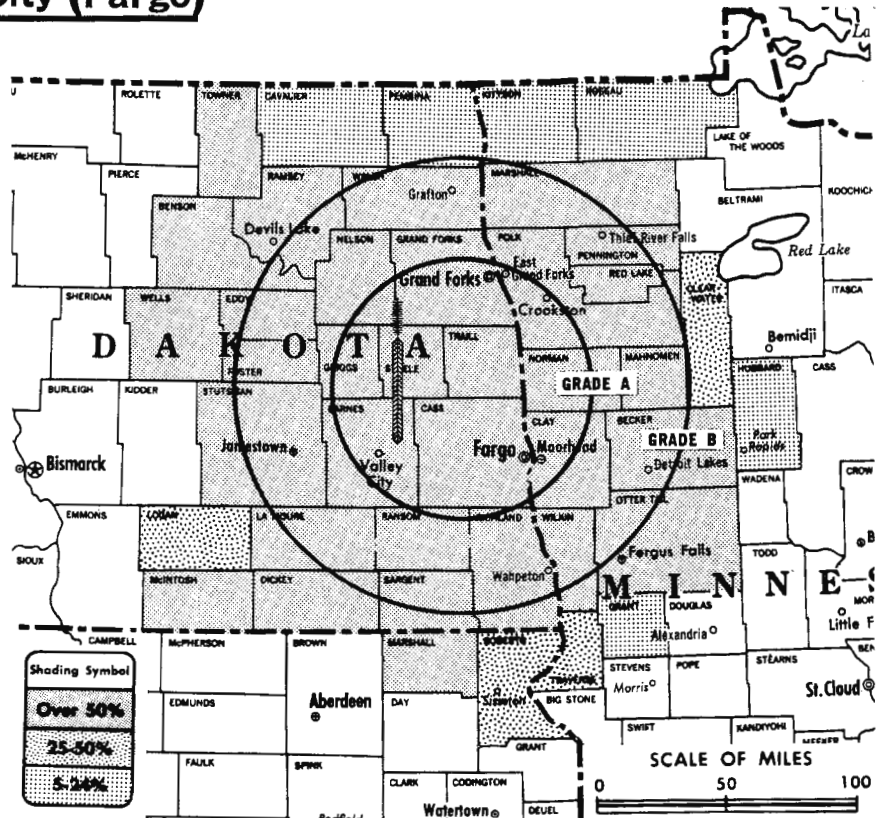
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

ARB Data: Figures for this station do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KXJB-TV Ref: FCC File No. BPCT-3088 Granted 7/24/64

©American Map Co., Inc., N.Y., No. 14244

KXJB-TV

Licensee: North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N.D. (58103).

Studios: 4000 W. Main Ave., Fargo.

Telephone: 701-282-0444, Fargo.

TWX No.: 701-221-6020.

Ownership: Jamestown Bcstg. Co. Inc., 65%; over 20 other stockholders, none owns as much as 1%. Jamestown Bcstg. Co., holding company, Jamestown, N.D., is 100% owned by its pres. John Boler. Also operates KXMB-TV, Bismarck, N.D.; KXAB-TV, Aberdeen, S.D.

Began Operation: July 12, 1954.

Represented (engineering) by Kear & Kennedy.

Represented (sales) by Young Television.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

- JOHN W. BOLER, president & general manager.
- IRVING IVERS, national sales manager.
- TOM STARKLE, operations, program manager & film buyer.
- ROBERT MONGOLD, production manager.
- ROBERT RIDGWAY, chief engineer.

DIGEST OF RATE CARD NO. 12*—(Oct. 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$1300.00 \$780.00 \$520.00 \$350.00 \$212.00 \$196.00 \$106.00

*Sold only in combination with KXMB-TV, Bismarck, KXMC-TV, Minot, N.D. and KXAB-TV, Aberdeen, S.D. (North Dakota KX Network).

NETWORK BASE HOURLY RATE: \$450.


NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	G/O
OVER	MINNESOTA			
50 G/O	BECKER	6,300	5,600	89
	CLAY	11,700	11,300	97

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	G/O
OVER	MAHONOMEN	1,300	1,100	88
50 G/O	MARSHALL	3,500	3,100	88
	NORMAN	2,900	2,600	89
	OTTER TAIL	13,100	11,600	88
	PENNINGTON	3,600	3,100	86
	POLK	10,200	9,300	91
	RED LAKE	1,300	1,200	90
	WILKIN	2,900	2,700	94
NORTH DAKOTA				
	BARNES	5,000	4,700	95
	BENSON	2,300	2,000	87
	CASS	21,700	20,700	95
	DICKEY	2,100	1,900	89
	EDDY	1,400	1,300	94
	FOSTER	1,500	1,400	92
	GRAND FORKS	15,000	14,200	95
	GRIGGS	1,400	1,300	93
	LA MOURE	2,400	2,200	92
	MC INTOSH	1,700	1,400	85
	NELSON	1,900	1,800	95
	RAMSEY	3,700	3,400	91
	RANSOM	2,400	2,200	94
	RICHLAND	5,300	4,900	93
	SARGENT	1,900	1,800	94
	STEELE	1,300	1,200	95
	STUTSMAN	6,900	6,600	96
	TOWNER	1,400	1,200	89
	TRAILL	3,100	2,900	96
	WALSH	4,800	4,500	93
	WELLS	2,500	2,300	92
SOUTH DAKOTA				
	MARSHALL	1,800	1,600	86

(Continued on page 511-b)

STATION TOTALS	173,300	157,700	91
NET WEEKLY CIRCULATION (MARCH 1966)		127,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)		88,400	

North Dakota—Williston

NB KUMV-TV 
Ch. 8

[Satellite of KFYP-TV, Bismarck]

Technical Facilities: Channel No. 8
(180-186 mc). Authorized power:
93.3-kw visual, 18.6-kw aural.
Antenna: 1060-ft. above av. ter-
rain, 878-ft. above ground, 3221-
ft. above sea level.

Latitude 48° 08' 02"
Longitude 103° 51' 36"

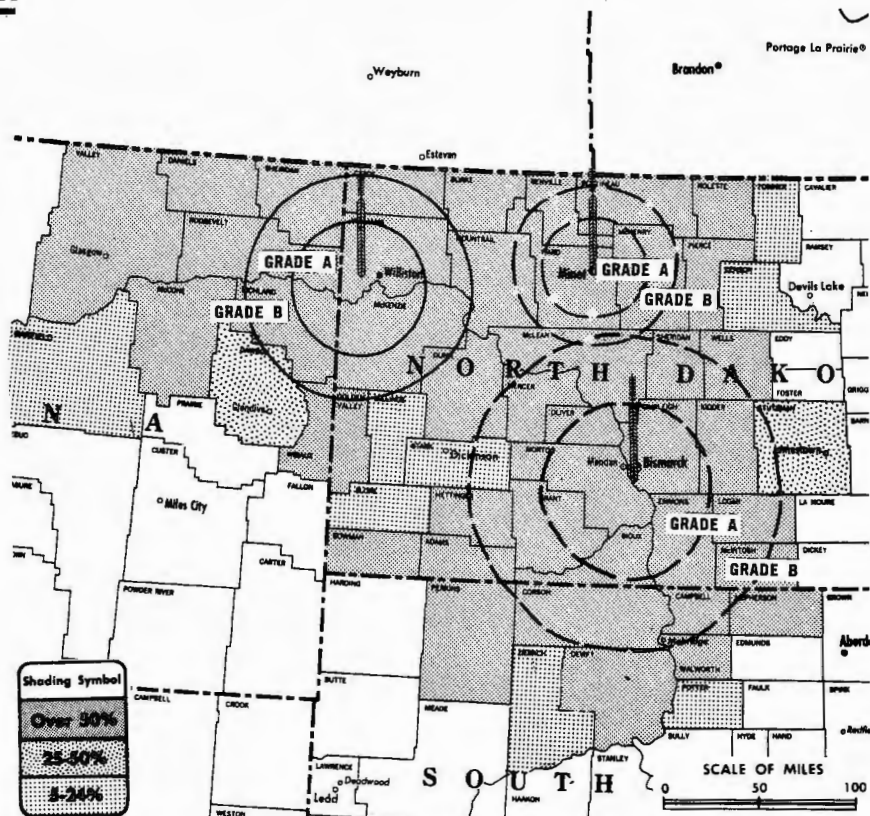
Transmitter: U.S. Rt. 2, 10-mi. W of
Williston.

Color: Network only.

News Wire Service: UPI, AP.

Represented (legal) by Hogan & Hart-
son.

Represented (engineering) by John
Creutz.



County coverage (shaded area) based on 1965
ARB study.

KUMV-TV Ref: FCC File No. BPCT-2141 Granted 7/18/66

©American Map Co., Inc., N.Y., No. 14244

KUMV-TV

Licensee: Meyer Bcstg. Co., Broadway at Fourth, Bismarck, N.D.
(58501).

Studio: U.S. Rt. 2, 10-mi. W of Williston.

Telephone: 701-223-0900, Bismarck.

Ownership: Same as KFYP-TV.

Began Operation: Feb. 11, 1957.

Represented (sales) by Blair Television Associates Inc.

Personnel:

WILLIAM EKBERG, president & film buyer.
MYRON ATKINSON, general manager.
ROBERT WILKENS, station manager.
DAVE STUART, national sales manager (Bismarck).
OSCAR HALVORSON, chief engineer.

Rates: Sold in combination with KFYP-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$125 (NBC), \$150 (ABC).

ARB Data for this Station Included with Parent
KFYP-TV, Bismarck. The Above Map Reflects
Coverage of Parent & Satellites KUMV-TV &
KMOT, Minot, N.D.

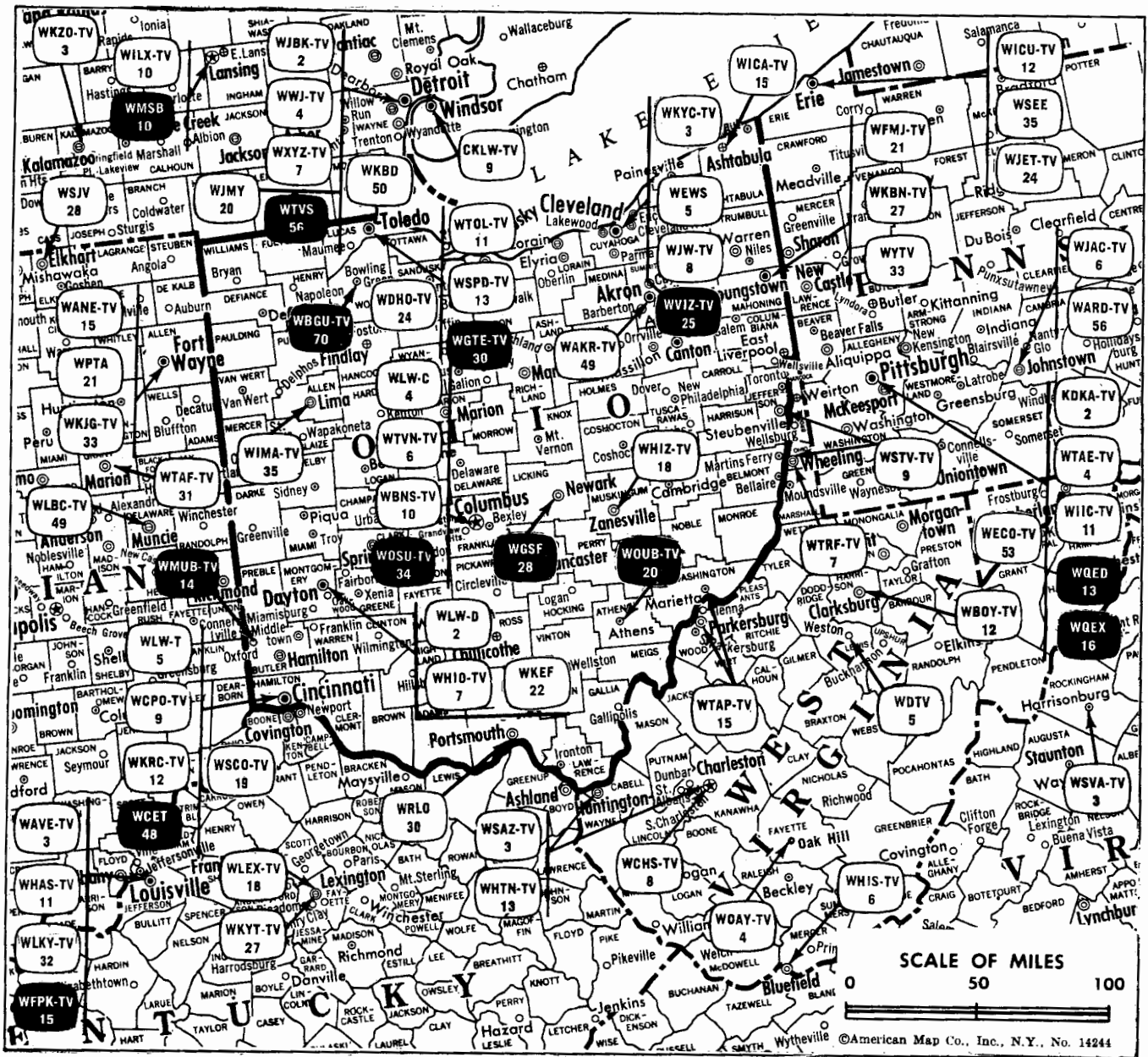
MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Ohio



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Cleveland	1,257,100	8	1,491,000	16	1,440,200	15
Cincinnati	745,500	16	1,059,700	19	1,009,200	19
Dayton	557,800	26	1,010,200	20	970,500	20
Columbus	514,300	28	747,800	35	715,800	33
Steubenville-Wheeling	477,500	33	1,555,900	14	1,490,500	14
Toledo	452,200	37	1,824,300	10	1,768,800	8
Youngstown	214,800	89	433,200	75	416,800	65
Akron	73,100	168	219,300	130	211,700	126
Lima	63,100	177	128,300	172	122,700	167
Zanesville	33,200	202	59,000	201	55,200	200



LET VIKING TURN YOU ON

DON'T SIGN A TURNKEY CONTRACT UNTIL YOU CHECK WITH

viking

400 Ninth Street Hoboken, N.J.
Call Collect: (201) 656-2020

State Educational Technical Facilities
(Complete Data in Educational Directory)

WOUB-TV

Athens

Ch. 20

Non-Commercial Educational Station

Licensee: Ohio University.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 195-kw visual, 38.9-kw aural. Antenna: 810-ft. above av. terrain, 871-ft. above ground, 1666-ft. above sea level.

Latitude 39° 18' 50"
Longitude 82° 08' 54"

WBGU-TV

Bowling Green

Ch. 70

Non-Commercial Educational Station

Licensee: Bowling Green State University.

Technical Facilities: Channel No. 70 (806-812 mc). Authorized power: 10.2-kw visual, 1.82-kw aural. Antenna: 170-ft. above av. terrain, 153-ft. above ground, 854-ft. above sea level.

Latitude 41° 22' 33.5"
Longitude 83° 38' 33.6"

WCET

Cincinnati

Ch. 48

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 2222 Chicasaw Street.

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: Mounted on WLWT tower, 583-ft. above av. terrain, 350-ft. above ground, 1411-ft. above sea level.

Latitude 39° 07' 28"
Longitude 84° 31' 18"

WVIZ-TV

Cleveland

Ch. 25

Non-Commercial Educational Station

Grantee: ETV Association of Metropolitan Cleveland.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 500-kw visual, 250-kw aural. Antenna: 1000-ft. above av. terrain, 814-ft. above ground, 1944-ft. above sea level.

Latitude 41° 20' 32"
Longitude 81° 44' 22"

WOSU-TV

Columbus

Ch. 34

Non-Commercial Educational Station

Licensee: Ohio State University.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 219-kw visual, 43.8-kw aural. Antenna: 560-ft. above av. terrain, 593-ft. above ground, 1418-ft. above sea level.

Latitude 40° 00' 28"
Longitude 83° 02' 49"

WGSF

Newark

Ch. 28

Non-Commercial Educational Station

Licensee: Public School District of Newark, 19 North 5th St.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 15.3-kw visual, 8.6-kw aural. Antenna: 512-ft. above av. terrain, 452-ft. above ground, 1532-ft. above sea level.

Latitude 40° 05' 28"
Longitude 82° 24' 26"

WMUB-TV

Oxford

Ch. 14

Non-Commercial Educational Station

Licensee: Miami University, Oxford, O.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 204-kw visual, 40.7-kw aural. Antenna: 300-ft. above av. terrain, 352-ft. above ground, 1243-ft. above sea level.

Latitude 39° 30' 26"
Longitude 84° 44' 09"

WGTE-TV

Toledo

Ch. 30

Non-Commercial Educational Station

Grantee: Greater Toledo ETV Foundation, Manhattan Blvd. at Elm.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: .355-kw visual, .057-kw aural. Antenna: 190-ft. above av. terrain, 200-ft. above ground, 819-ft. above sea level.

Latitude 41° 39' 44"
Longitude 83° 36' 52"

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WTAP-TV

Marietta

(See Parkersburg, W.Va.)

WTRF-TV

Steubenville

(See Wheeling, W.Va.)

Ohio Station Status as of Jan. 1, 1967	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	14	10	24
<input checked="" type="checkbox"/> Educational Television Stations	0	8	8
			32

MORTON FLOM, ENG.
CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Ohio—Akron



WAKR-TV



Ch. 49

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 213-kw maximum and 110-kw horizontal visual, 11.2-kw aural. Antenna: 370-ft. above av. terrain, 488-ft. above ground, 1424-ft. above sea level.

Latitude 41° 04' 56"
Longitude 81° 31' 07"

For Ch. 23 application, see below.

Transmitter: First National Tower Bldg.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

AM Affiliate: WAKR, 5-kw, 1590 kc.

FM Affiliate: WAKR-FM, 4.4-kw, 97.5 mc (No. 248), 260-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WAKR-TV Ref: FCC File No. BNPCT-994 Granted 4/14/53

© American Map Co., Inc., N.Y., No. 14244

WAKR-TV

Licensee: The Summit Radio Corp., P.O. Box 1590, Akron (44309).

Studio: Radio-Television Center of Akron, 853 Copley Rd.

Telephone: 216-762-8811. TWX No.: 216-972-9296.

Ownership: Beacon Journal Publishing Co. (John S. Knight, pres.), 45%; Viola G. Berk, pres., 55%; Roger G. Berk, v.p. & secy.; James L. Berk, treas.; and directors John S. Knight and C. Blake McDowell. Beacon Journal Publishing Co. publishes Akron Beacon Journal, is 100% owned by Knight Newspapers Inc. (John S. Knight, pres. and 50.3% owner), publisher of Detroit Free Press, Miami Herald, Charlotte (N.C.) Observer and News, Tallahassee (Fla.) Democrat. Miami Herald Publishing Co. owns weekly Coral Gables Times and Florida Keys Keynoter. James L. Knight is pres. of Miami Beach Daily Sun and weeklies Miami Shores Journal, North Miami Journal, and North Miami Beach Journal. Summit Radio subsidiary, Group One Bcstg., owns radios WONE & FM, Dayton, Ohio.

Began Operation: June 7, 1953.

Represented (sales) by Eastman TV Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by George C. Davis & Assoc.

Personnel:

VIOLA G. BERK, president.
ROGER G. BERK, v.p., general manager.
MILTON KOMITÓ, v.p., station manager.
ALLAN GINZBERG, operations supervisor.
JACK FITZGIBBONS, news director.
IRWIN L. KNOPP, chief engineer.

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$60.00
NETWORK BASE HOURLY RATE:	\$150.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24	OHIO			
O/D	HOLMES	5,600	4,800	84
	PORTAGE	26,900	26,100	97
	SUMMIT	164,700	160,200	97
	WAYNE	22,100	20,600	93
STATION TOTALS		219,300	211,700	97
NET WEEKLY CIRCULATION (MARCH 1966)			73,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			28,000	

Engineering data submitted for Ch. 23, 1172-kw max. & 918-kw horizontal visual, 175-kw max. & 137-kw horizontal aural, 960-ft. above av. terrain, 955-ft. above ground, 2045-ft. above sea level, lat. 41° 03' 05", long. 81° 34' 59".

For Color Set Penetration by Markets

See Services Volume

Ohio—Ashtabula

WICA-TV

Ch. 15

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 19-kw visual, 10-kw aural. Antenna: 340-ft. above av. terrain, 358-ft. above ground, 1188-ft. above sea level.

Latitude 41° 48' 45"
Longitude 80° 47' 15"

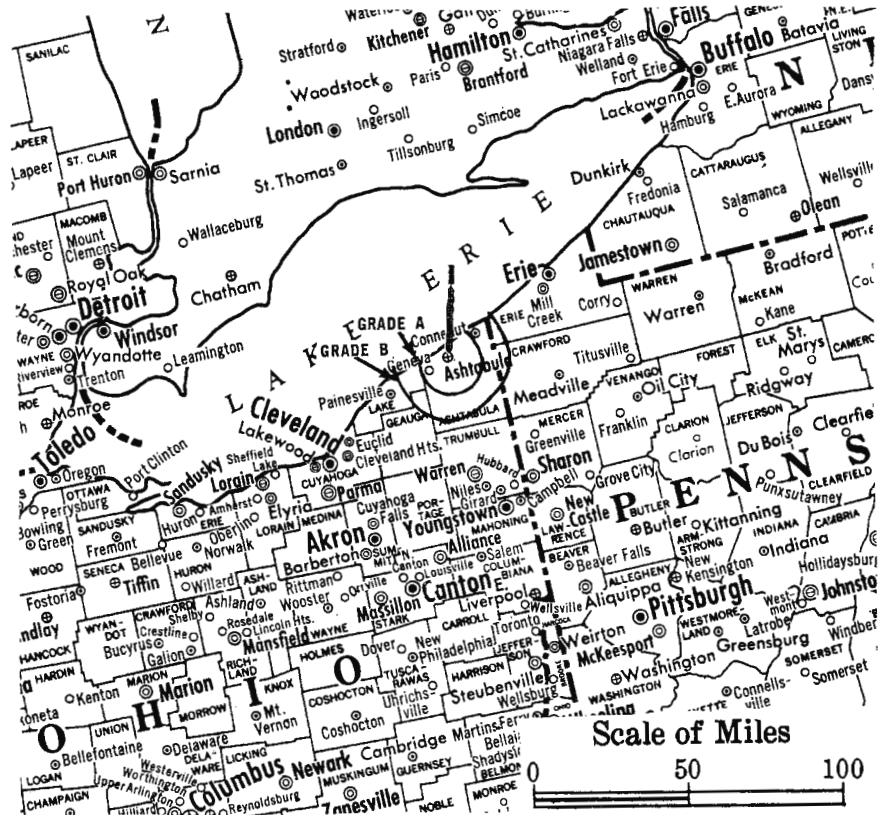
Holds CP for 192-kw visual, 102-kw aural, 330-ft. above av. terrain, lat. 41° 49' 02", long. 80° 46' 52". BPCT—1788.

Transmitter: Rt. 46, 3.5-mi. S of Ashtabula.

News Wire Service: UPI.

AM Affiliate: WREO, 5-kw (1-kw night), 970 kc.

FM Affiliate: WREO-FM, 53-kw, 97.1 mc (No. 246), 280-ft. antenna height.



WICA-TV Ref: FCC File No. BPCT—685 Granted 2/4/53

© American Map Co., Inc., N.Y., No. 14244

WICA-TV

Network Service: None, independent.

Grantee: Radio Enterprises of Ohio Inc., Box 372.

Studio: Rt. 46, 3.5-mi. S of Ashtabula.

Telephone: 32-126.

Ownership: D. C. Rowley, pres., 42.1%; Olive D. Gordon, 20.46% (as executrix of estate of R. B. Rowley); Olive D. Gordon, 20.46% (as guardian & trustee for David R. Rowley); Jon C. Rowley, 4.1%; Robert H. Rowley, 4.1%; Richard Rowley, 4.1%. Associated in ownership with Ashtabula Star Beacon, Painesville Telegraph, Conneaut News Herald & Geneva Free Press, all in Ohio.

Began Operation: Aug. 25, 1953, but left air June 16, 1956. Resumed operation Dec. 15, 1965.

Personnel:

- JOHN A. COLIN, general manager.
- ROBERT ROWLEY, business manager.
- A. HOLECKO, program director.
- F. BERNATO, chief engineer.

DIGEST OF RATE CARD NO. 1 (May 6, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.	
Class A—6-9 p.m., daily.	\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$30.00	\$15.00

ARB Data for this Station is not available since it was not in operation when the survey was made.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Ohio—Canton

WJAN

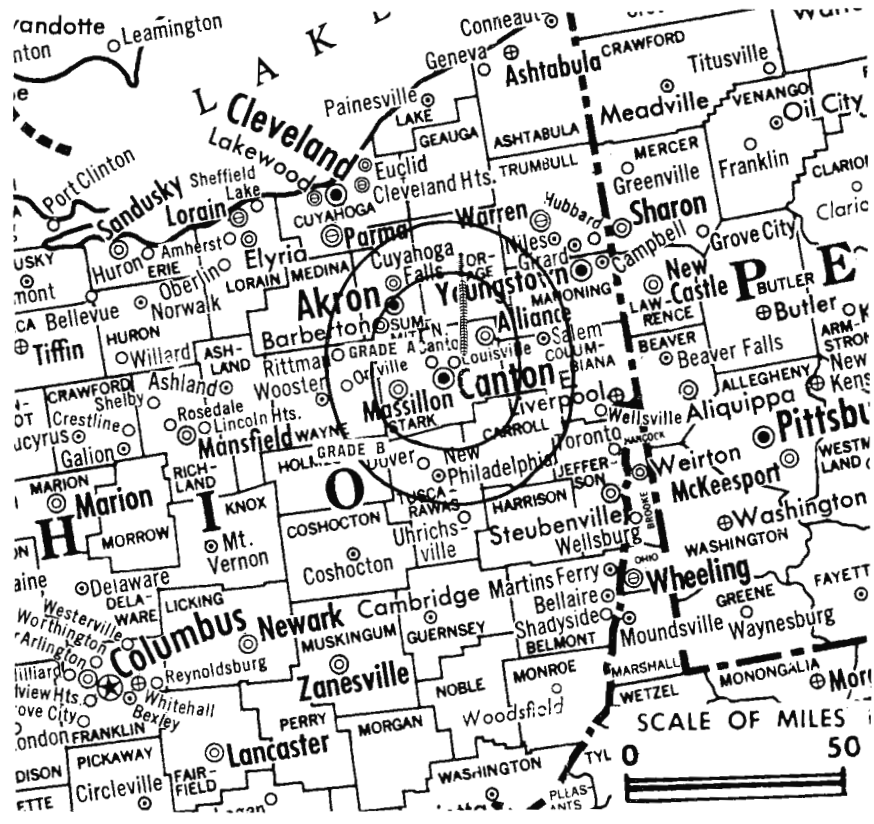
Ch. 17

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 119-kw max. and 105-kw horizontal visual, 23.8-kw max. and 20.9-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude 40° 51' 04"
Longitude 81° 16' 37"

Transmitter: U.S. Rt. 62, Cal. Ave. & Reno Rd., Louisville, O.

TV tape: Recording facilities.



WJAN Ref: FCC File No. BMPCT—6293 Granted 7/15/66

© American Map Co., Inc., N.Y., No. 14244

WJAN

Network Service: None, independent.

Grantee: Janson Industries, Box 985, Canton, O.

Studio: U.S. Rt. 62, Cal. Ave. & Reno Rd., Louisville, O.

Telephone: 216-875-5542.

Ownership: General partnership consisting of Richard Wilford Janson, 45%; Raymond Kenneth Janson, 32.5%; Russell Corliss Janson, 22.5%. Janson Industries is a stage & TV contracting co.

Began Operation: Jan. 1, 1967.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

JOHN HAMM, general manager.
LORNE COLE, film buyer.
JOHN BAKER JR., news director.
HAROLD GORSUCH, chief engineer.

DIGEST OF RATE CARD NO. 1

(Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.
Class A—4:30-11 p.m., daily.				
\$250.00	\$140.00	\$39.00

ARB Data for this Station is not available since it was not in operation when the survey was made.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Virginia	\$210,000
CATV Pennsylvania	\$850,000

116 Central Park South
New York, N.Y.

Ohio—Cincinnati



WCPO-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 309-kw visual, 58-kw aural. Antenna: 665-ft. above av. terrain, 545-ft. above ground, 1389-ft. above sea level.

Latitude 39° 07' 31"
Longitude 84° 29' 57"

Requests 290-kw visual, 58-kw aural, 1016-ft. above av. terrain, 903-ft. above ground, 1743-ft. above sea level. BPCT—3632.

Transmitter: Dover & Symmes Sts.

TV tape: Recording facilities.

Color: Recording, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS

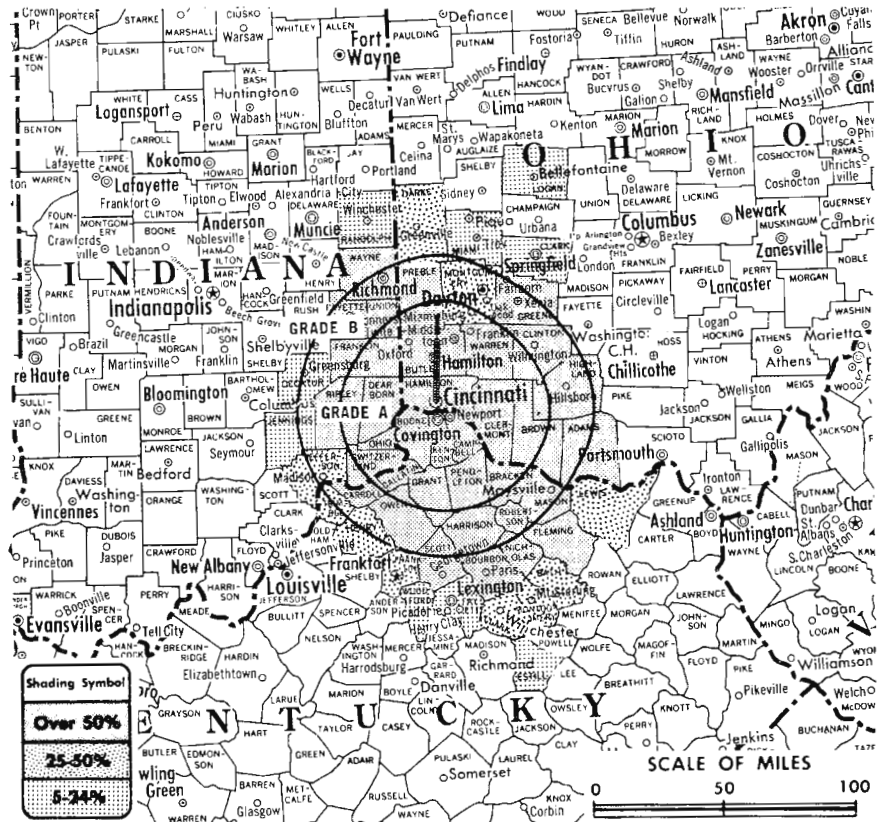
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WCPO-TV Ref: FCC File No. BPCT-830 Granted 7/10/52

© American Map Co., Inc., N.Y., No. 14224

WCPO-TV

Licensee: Scripps-Howard Broadcasting Co., 2345 Symmes St. (45206)

Studio: 2345 Symmes St. Telephone: 513-861-9000. TWX No.: 810-461-2690.

Ownership: Scripps-Howard Broadcasting Co., 100%. Publisher of Cincinnati Post & Times-Star, as well as other newspapers. Also owns WEWS, Cleveland; WMCT & WMC, Memphis; WNOX, Knoxville and WPTV, West Palm Beach, Fla. For list of newspapers published by Scripps-Howard and officers of Scripps-Howard Broadcasting Co., see WEWS, Cleveland, Ohio.

Began Operation: July 26, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

JACK R. HOWARD, president.
M. C. WATTERS, executive vice president.
ROBERT GORDON, vice president & general manager.
F. BEN HEVEL, director of operations.
WILLIAM RITCHIE, general sales manager.
EARL CORBETT, operations manager.
BERNARD BORDEN, film director.
AL SCHOTTELKOTTE, news director.
PAUL ADAMS, chief engineer.

DIGEST OF RATE CARD NO. 17
(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$1500.00 \$900.00 \$600.00 \$400.00 \$375.00 \$190.00
NETWORK BASE HOURLY RATE: \$1750.

For Color Set Penetration by Markets

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	DEARBORN	10,500	10,000	96
	FAYETTE	7,000	6,700	95
	FRANKLIN	4,500	4,100	92
	UHIO	1,000	1,000	97
	RIPLEY	6,000	5,600	93
	SWITZERLAND	1,900	1,700	91
	UNION	1,700	1,600	93
	WAYNE	23,500	22,400	95
	KENTUCKY			
	BODNE	7,900	7,600	96
	BOURBON	5,900	5,200	89
	BRACKEN	2,100	1,900	91
	CAMPBELL	28,800	27,800	97
	CARROLL	2,500	2,200	89
	FLEMING	3,400	2,900	84
	GALLATIN	1,200	1,100	90
	GRANT	2,500	2,300	89
	HARRISON	4,600	4,100	89
	KENTON	39,800	38,400	97
	MASON	5,700	5,100	89
	NICHOLAS	1,900	1,500	82
	OWEN	2,200	1,800	85
	PENDLETON	3,400	3,200	94
	ROBERTSON	800	700	89
	SCOTT	4,900	4,300	87
	OHIO			
	ADAMS	5,500	4,900	88
	BROWN	7,600	7,000	92
	BUTLER	62,300	60,200	97
	CLERMONT	25,800	24,900	97
	CLINTON	9,300	9,000	96
	GREENE	29,500	28,600	97
	HAMILTON	283,800	272,500	96

(Continued on page 533-b)

STATION TOTALS	1,010,400	962,200	95
NET WEEKLY CIRCULATION (MARCH 1966)		721,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)		491,900	

Ohio—Cincinnati



WKRC-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum and 174-kw horizontal visual, 31.6-kw maximum and 17.4-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 971-ft. above ground, 1746-ft. above sea level, with beam tilt.

Latitude 39° 06' 58.4"
Longitude 84° 30' 05.0"

Transmitter: 1906 Highland Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: WKRC, 5-kw, (1-kw night), 550 kc (CBS).

FM Affiliate: WKRC-FM, 10-kw, 101.9 mc (No. 270), 875-ft. antenna.

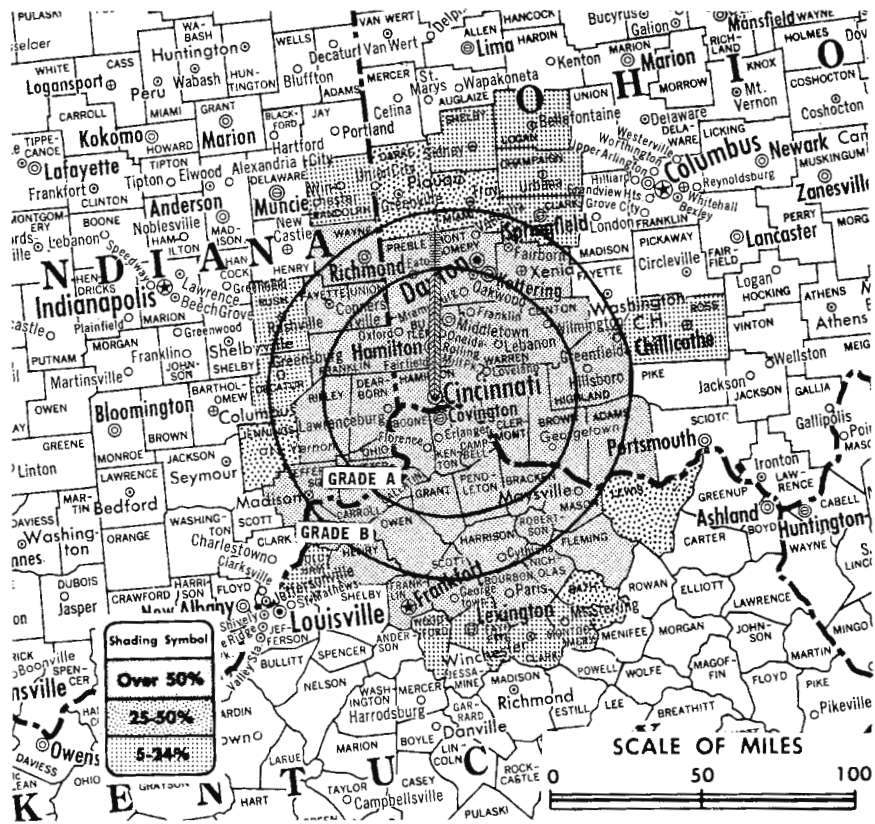
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WKRC-TV Ref: FCC File No. BPCT-2882 Granted 12/6/61

©American Map Co., Inc., N.Y., No. 1424-I

WKRC-TV

Licensee: Taft Broadcasting Co., 1906 Highland Ave. (45219).

Studio: 1906 Highland Ave.

Telephone: 513-421-1750.

TWX No.: 513-577-1617.

Ownership: 43.84% of stock is held by the Taft-Ingalls families; remainder is traded on New York Stock Exchange. Officers: Hulbert Taft Jr., chairman-chief exec.; Lawrence H. Rogers II, pres.; Roger B. Read, William H. Hansher, Don Chapin, R. T. Schlinkert, Sam T. Johnston & Robert Wiegand, v.p.'s; Charles Mechem, secy.; Dorothy S. Murphy, treas. Also owns WTVN-TV & WTVN, Columbus; WBRC-TV & WBRC, Birmingham, Ala.; WKYT, Lexington, Ky.; WGR-TV, WGR & FM, Buffalo, N.Y.; WDAF-TV, WDAF & FM, Kansas City, Mo.; WNBP-TV, Scranton, Pa. Taft also owns Hanna-Barbera Productions. Note: Taft is selling WKYT-TV.

Began Operation: April 4, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

- LAWRENCE H. ROGERS II, president.
- DON CHAPIN, v.p., sales.
- SAM T. JOHNSTON, v.p., general manager & film buyer.
- HARRY G. MOHR, program director.
- H. NEEDHAM SMITH, general sales manager.
- BURCH RIBER, local sales manager.
- RAY OWEN, chief engineer.
- DAVE KLENK, commercial production manager.
- ROBERT F. SPINA, promotion director.

DIGEST OF RATE CARD NO. A23a

(Nov. 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun.
\$1500.00 \$1050.00 \$750.00 \$500.00 \$450.00 \$380.00 \$190.00
NETWORK BASE HOURLY RATE: \$1850.

530-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 C/I:	INDIANA			
	DEARBORN	10,500	10,000	96
	FAYETTE	7,000	6,700	95
	FRANKLIN	4,500	4,100	92
	JEFFERSON	6,700	6,200	94
	UHIO	1,000	1,000	97
	RIPLEY	6,000	5,600	93
	SWITZERLAND	1,900	1,700	91
	UNION	1,700	1,600	93
	WAYNE	23,500	22,400	95
	KENTUCKY			
	BOONE	7,900	7,600	96
	BOURBON	5,900	5,200	89
	BRACKEN	2,100	1,900	91
	CAMPBELL	28,800	27,800	97
	CARROLL	2,500	2,200	89
	FLEMING	3,400	2,900	84
	FRANKLIN	9,700	8,800	91
	GALLATIN	1,200	1,100	90
	GRANT	2,500	2,300	89
	HARRISON	4,600	4,100	89
	HENRY	3,500	3,100	88
	KENTON	39,800	38,400	97
	MASON	5,700	5,100	89
	NICHOLAS	1,900	1,500	82
	OWEN	2,200	1,800	85
	PENDELTON	3,400	3,200	94
	ROBERTSON	800	700	89
	SCOTT	4,900	4,300	87
	TRIMBLE	1,400	1,300	91
	OHIO			
	ADAMS	5,500	4,900	88
	BROWN	7,600	7,000	92
	BUTLER	62,300	60,200	97

(Continued on page 533-b)

STATION TOTALS	1,052,800	1,003,400	95
NET WEEKLY CIRCULATION (MARCH 1966)		745,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)		486,300	

TV Factbook No. 37

Ohio—Cincinnati



WLW-T



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 680-ft. above av. terrain, 583-ft. above ground, 1411-ft. above sea level.

Latitude 39° 07' 28.3"
Longitude 84° 31' 18"

Transmitter: 2222 Chickasaw St., Clifton Heights.

Studio: 140 W. 9th St.

TV tape: Recording facilities.

AM Affiliate: WLW, 50-kw, 700 kc (NBC, ABC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

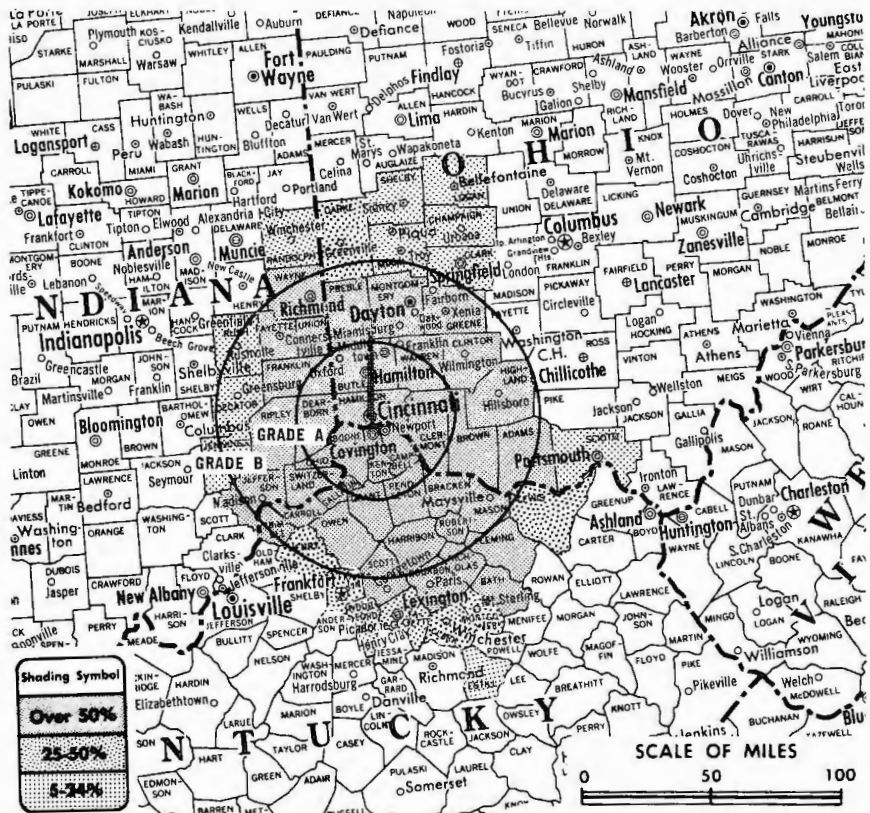
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WLW-T Ref: FCC File No. BPCT-014 Granted 12/10/62

©American M&P Co., Inc., N.Y., No. 14244

WLW-T

Licensee: Avco Broadcasting Corp., 140 W. 9th St. (45202).

Telephone: 513-241-1822. TWX No.: 513-577-1258.

Ownership: 100% owned by AVCO Corp.; Avco Bcstg. is TV-radio subsidiary. Avco Bcstg. Corp. officers: John T. Murphy, pres.; John J. Heywood, exec. v.p.; Walter E. Bartlett, v.p., television; George J. Gray, v.p., Washington office; Michael S. Kievan, v.p., television programming; P. Scott McLean, v.p., sales; Gene McPherson, v.p., news & special projects; Donald G. Middendorf, v.p., administration; John C. Burpee, dir., public relations & advertising; Lee J. Hornback, dir., special bcst. services; Howard Lepple, dir., engineering; Clyde Haehnle, asst. to pres. Avco Bcstg. Corp. also owns & operates TV stations WLW-C, Columbus; WLW-D, Dayton and WLW-I, Indianapolis (interconnected with WLW-T to form regional network); WOAI-TV, San Antonio, Tex.; owns & operates radios WLW, Cincinnati; WWDC & FM, Washington, D.C. and WOAI & FM, San Antonio, Tex.; KYA & KOIT-FM, San Francisco.

Began Operation: Feb. 9, 1948.

Represented (sales) by Broadcast Communications Group Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

JAMES J. (STEVE) CRANE, v.p. & general manager.
WILLIAM LYNCH, assistant general manager.
PATRICK SHANNON, sales manager.
PHILIP J. LOMBARDO, program director.
ELIZABETH W. STILZ, promotion & publicity director.
DON DUNKEL, news director.
LEE HORNBACK, director, special broadcast services.
EDWIN DOOLEY, chief engineer.
WILLIAM H. SPIEGEL, production manager.
RON SPAULDING, film director.

DIGEST OF RATE CARD NO. 18
(June 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$1850.00	\$1050.00	\$700.00	\$440.00	\$475.00	\$380.00 \$190.00

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$1750.

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	DEARBORN	10,500	10,000	96
	FAYETTE	7,000	6,700	95
	FRANKLIN	4,500	4,100	92
	JEFFERSON	6,700	6,200	94
	OHIO	1,000	1,000	97
	RIPLEY	6,000	5,600	93
	SWITZERLAND	1,900	1,700	91
	UNION	1,700	1,600	93
	WAYNE	23,500	22,400	95
	KENTUCKY			
	BATH	2,500	1,900	78
	BOONE	7,900	7,600	96
	BOURBON	5,900	5,200	89
	BRACKEN	2,100	1,900	91
	CAMPBELL	28,800	27,800	97
	CARROLL	2,500	2,200	89
	FLEMING	3,400	2,900	84
	GALLATIN	1,200	1,100	90
	GRANT	2,500	2,300	89
	HARRISON	4,600	4,100	89
	KENTON	39,800	38,400	97
	MASON	5,700	5,100	89
	NICHOLAS	1,900	1,500	82
	OWEN	2,200	1,800	85
	PENDLETON	3,400	3,200	94
	ROBERTSON	800	700	89
	SCOTT	4,900	4,300	87
	TRIMBLE	1,400	1,300	91
	OHIO			
	ADAMS	5,500	4,900	88
	BROWN	7,600	7,000	92
	BUTLER	62,300	60,200	97

(Continued on page 533-b)

STATION TOTALS 1,059,700 1,009,200 95

NET WEEKLY CIRCULATION (MARCH 1966) 720,000
AVERAGE DAILY CIRCULATION (MARCH 1966) 504,600

Ohio—Cincinnati

WSCO-TV

Ch. 19

(Due to Begin Operation by Spring)

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 1000-kw max. and 436-kw horizontal visual, 200-kw max. and 87.1-kw horizontal aural. Antenna: 900-ft. above av. terrain, 1022-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 19"
Longitude 84° 32' 52"

Transmitter: Bald Knob, 2400 Lehman Rd. near State Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



WSCO-TV Ref: FCC File No. BMPCT—6129 Granted 5/6/66

© American Map Co., Inc., N.Y., No. 14244

WSCO-TV

Network Service: None, independent.

Grantee: D. H. Overmyer Communications Broadcasting Co. Inc., 41 East 42nd St., New York, N.Y.

Studio: 1150 W. 8th St.

Telephone: 513-241-1760.

Ownership: D. H. Overmyer Bcstg. Co. For other interests, see WDHO-TV, Toledo, Ohio.

Represented (sales) by National TV Sales.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Paul Godley Co.

Personnel:

R. DOUGLAS McLARTY, v.p. & general manager.

JOSEPH J. KROGER, business manager.

JOHN D. HASKETT, chief engineer.

Base hourly rate: \$300.00.

ARB Data for this Station is not available since it was not in operation when the survey was made.

MORTON FLOM, ENG.
CONSULTING ENGINEER
Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

WCPO-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OHIO—(Continued)				
OVER 50 O/O	HIGHLAND	9,300	8,600	93
	PREBLE	9,800	9,500	97
	WARREN	20,700	20,000	97

25-50 O/O	INDIANA			
	JEFFERSON	6,700	6,200	94
	KENTUCKY			
	BATH	2,500	1,900	78
	CLARK	7,100	6,200	87
	FRANKLIN	9,700	8,800	91
	HENRY	3,500	3,100	88
	LEWIS	3,600	3,000	82
	MONTGOMERY	4,400	3,400	78
	TRIMBLE	1,400	1,300	91
	OHIO			
	DARKE	13,900	13,300	96
	MONTGOMERY	172,700	168,200	97

5-24 O/O	INDIANA			
	DECATUR	6,000	5,600	95
	JENNINGS	4,500	4,200	94
	RANDOLPH	8,800	8,400	95
	KENTUCKY			
	ESTILL	3,200	2,200	69
	FAYETTE	45,900	41,900	91
	WOODFORD	3,900	3,400	87
	OHIO			
	CLARK	40,900	39,600	97
	LOGAN	10,900	10,400	96
	MIAMI	23,500	22,700	97

WKRC-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OHIO—(Continued)				
OVER 50 O/O	CLERMONT	25,800	24,900	97
	CLINTON	9,300	9,000	96
	GREENE	29,500	28,600	97
	HAMILTON	283,800	272,500	96
	HIGHLAND	9,300	8,600	93
	MONTGOMERY	172,700	168,200	97
	PREBLE	9,800	9,500	97
	WARREN	20,700	20,000	97

25-50 O/O	INDIANA			
	JENNINGS	4,500	4,200	94
	KENTUCKY			
	BATH	2,500	1,900	78
	LEWIS	3,600	3,000	82
	OHIO			
	DARKE	13,900	13,300	96
	MIAMI	23,500	22,700	97

5-24 O/O	INDIANA			
	DECATUR	6,000	5,600	95
	RANDOLPH	8,800	8,400	95
	RUSH	5,700	5,500	97
	KENTUCKY			
	CLARK	7,100	6,200	87
	FAYETTE	45,900	41,900	91

Ohio—Cincinnati

WKRC-TV—(Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	MONTGOMERY	4,400	3,400	78
	OLDHAM	3,700	3,400	93
	WOODFORD	3,900	3,400	87
OHIO				
	CHAMPAIGN	8,900	8,600	96
	CLARK	40,900	39,600	97
	LOGAN	10,900	10,400	96
	ROSS	17,300	16,300	94
	SHELBY	10,000	9,600	97

WLWT—(Continued)

(ARB Data Continued)				
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OHIO—(Continued)				
OVER 50 O/O	CLERMONT	25,800	24,900	97
	CLINTON	9,300	9,000	96
	GREENE	29,500	28,600	97
	HAMILTON	283,800	272,500	96
	HIGHLAND	9,300	8,600	93
	MONTGOMERY	172,700	168,200	97
	PREBLE	9,800	9,500	97
	WARREN	20,700	20,000	97

25-50 O/O	KENTUCKY			
	CLARK	7,100	6,200	87
	FRANKLIN	9,700	8,800	91
	HENRY	3,500	3,100	88
	LEWIS	3,600	3,000	82
	MONTGOMERY	4,400	3,400	78
	OHIO			
	DARKE	13,900	13,300	96

5-24 O/O	INDIANA			
	DECATUR	6,000	5,600	95
	JENNINGS	4,500	4,200	94
	RANDOLPH	8,800	8,400	95
	RUSH	5,700	5,500	97
	KENTUCKY			
	ESTILL	3,200	2,200	69
	FAYETTE	45,900	41,900	91
	WOODFORD	3,900	3,400	87
	OHIO			
	CHAMPAIGN	8,900	8,600	96
	CLARK	40,900	39,600	97
	LOGAN	10,900	10,400	96
	MIAMI	23,500	22,700	97
	SCIOTO	24,700	23,300	94
	SHELBY	10,000	9,600	97



MALARKEY, TAYLOR & ASSOCIATES

CATV
Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Ohio—Cleveland



WEWS



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 93.3-kw visual, 10-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"
Longitude 81° 43' 06"

Transmitter: Parma, Ohio.

TV tape: Recording facilities.

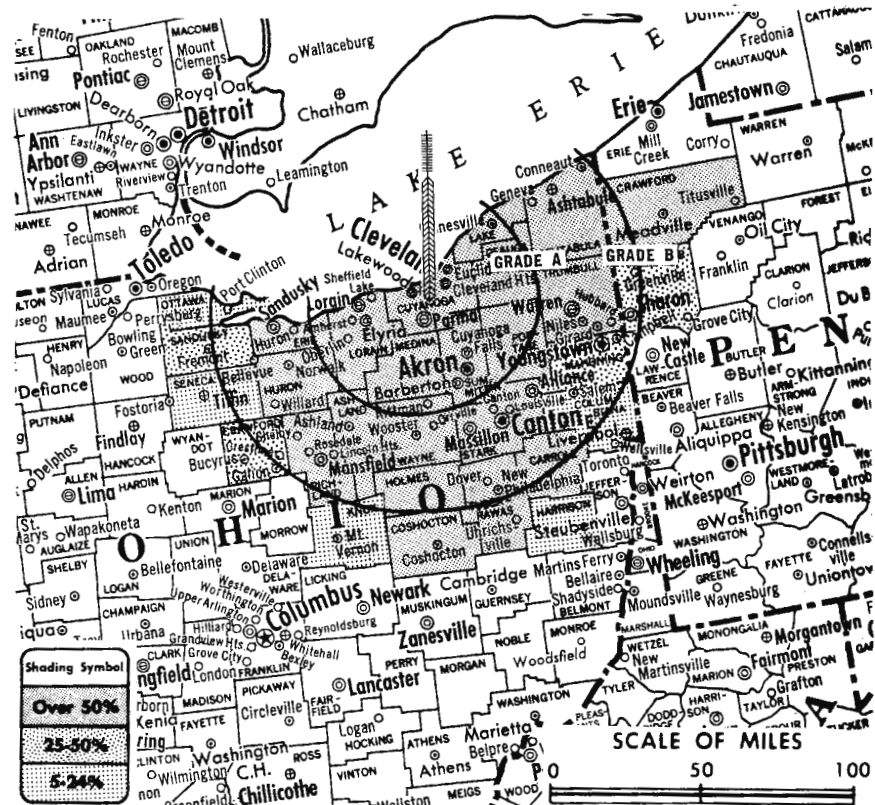
Studio: 3001 Euclid Ave.

Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WEWS Ref: FCC File No. BPCT-1291 Granted 5/28/53

©American Map Co., Inc., N.Y., No. 14244

WEWS

Licensee: Scripps-Howard Broadcasting Co., 3001 Euclid Ave. (44115).

Telephone: 216-432-1500.

TWX No.: 216-574-9782.

Ownership: Licensed to Scripps-Howard Broadcasting Co., the majority of whose stock is owned by The E. W. Scripps Co., which owns Cleveland Press, Cincinnati Post and Times-Star, Kentucky Post & Times Star (Covington) and Columbus (O.) Citizen. E. W. Scripps Co. also owns a majority of the stock of Pittsburgh Press, Washington Daily News, Knoxville News-Sentinel, Memphis Commercial Appeal, Memphis Press-Scimitar, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald, Hollywood (Fla.) Sun-Tattler, Stuart (weekly Fla.) News and 1/3 of New York World Journal Tribune. Scripps-Howard Bcstg. Co. also owns WCPO-TV, Cincinnati; WNOX, Knoxville; WMC & FM; WMCT, Memphis and WPTV, West Palm Beach.

Began Operation: Dec. 17, 1947.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

DONALD L. PERRIS, vice president & general manager.
JAY S. KERKES, national advertising manager.
PETER HLINKA, Ohio sales manager.
ERNEST E. SINDELAR, operations director.
JOHN J. RICHARDS, film director.
DAVID G. BUCKEL, news director.
J. B. EPPERSON, engineering v.p.
JAMES E. BLOYD, chief engineer.

DIGEST OF RATE CARD NO. 23—(June 5, 1966)

Hour 30 Min. 15 Min. 5 Min. Min.* 20 Sec.* 10 Sec.*
Class AA—7:30-11 p.m., daily.
\$2500.00 \$1500.00 \$860.00 \$700.00 \$950.00 \$900.00 \$500.00

*Section I rate.

NETWORK BASE HOURLY RATE: \$3000.

534-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OHIO			
	ASHLAND	12,300	12,000	97
	ASHTABULA	28,300	27,100	96
	CARROLL	5,900	5,700	96
	COSHOCTON	9,900	9,100	92
	CUYAHOGA	531,700	514,900	97
	ERIE	21,700	21,000	97
	GEAUGA	15,100	14,500	96
	HOLMES	5,600	4,800	84
	HURON	14,300	13,700	96
	LAKE	49,900	49,000	98
	LORAIN	67,500	65,700	97
	MEDINA	21,100	20,400	97
	PORTAGE	26,900	26,100	97
	RICHLAND	37,800	36,300	96
	STARK	106,100	102,500	97
	SUMMIT	164,700	160,200	97
	TRUMBULL	64,600	62,700	97
	TUSCARAWAS	23,700	22,400	94
	WAYNE	22,100	20,600	93

PENNSYLVANIA

CRAWFORD 22,600 21,100 93

25-50 O/O

OHIO
CRAWFORD 15,100 14,400 95
MAHONING 91,400 88,800 97
SANDUSKY 17,500 17,000 97

PENNSYLVANIA

MERCER 37,800 36,000 95

(Continued on page 547-b)

STATION TOTALS 1,491,000 1,440,200 97

NET WEEKLY CIRCULATION (MARCH 1966) 1,257,100
AVERAGE DAILY CIRCULATION (MARCH 1966) 947,600

(Station also received in Canadian markets.)

TV Factbook No. 37

Ohio—Cleveland



WJW-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 775-ft. above ground, 1945-ft. above sea level.

Latitude 41° 21' 47"
Longitude 81° 42' 58"

TV tape: Recording facilities.

Transmitter: 4501 Pleasant Valley Rd.

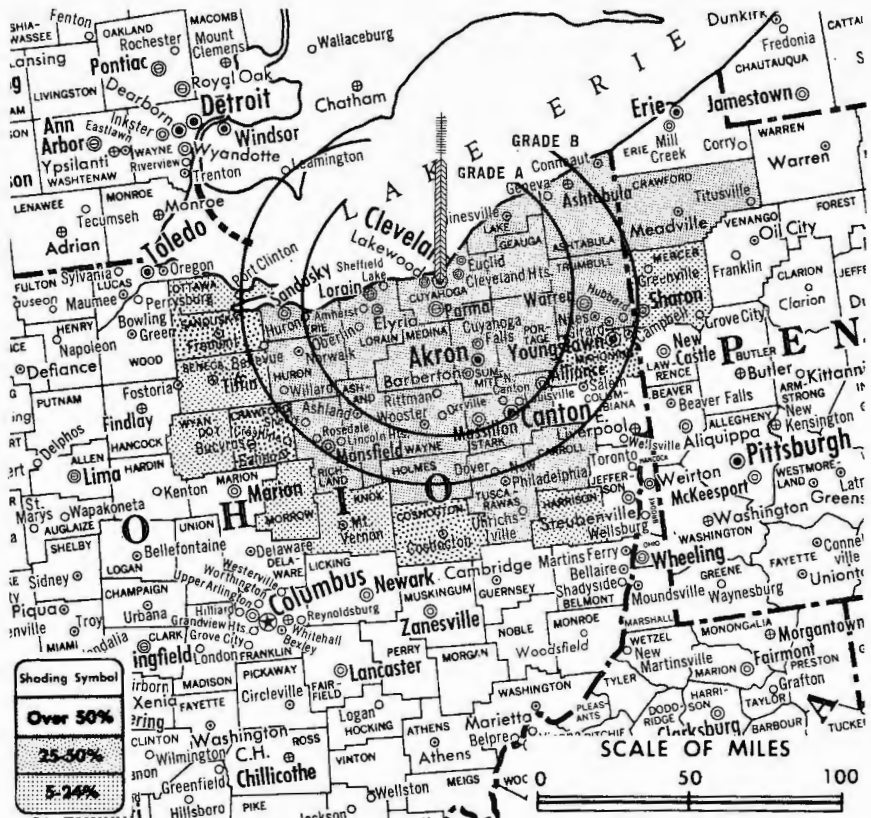
AM Affiliate: WJW, 10-kw (5-kw night), 850 kc.

FM Affiliate: WJW-FM, 19-kw, 104.1 mc (No. 281), 520-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WJW-TV Ref: FCC File No. BMPCT-2527 Granted 10/21/54

© American Map Co., Inc., N.Y., No. 14244

WJW-TV

Licensee: Storer Broadcasting Co., 1630 Euclid Ave. (44115).
Studio: 1630 Euclid Ave.
Telephone: 216-861-6080.
TWX No.: 216-574-9350.
Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.
Began Operation: Dec. 17, 1949. Sale to present owner by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (Television Digest, Vol. 10:2, 44).
Represented (sales) by Storer Television Sales Inc.
Represented (legal) by Warren Zwicky.
Personnel:
KENNETH BAGWELL, vice president & general manager.
JULIAN KANTER, national sales manager.
CHUCK BERGESON, sales manager & asst. general manager.
TERRENCE C. ATKINSON, local sales manager.
GENE GODT, promotion director.
JAMES K. WARD, public relations director.
ROBERT HUBER, program director.
GIL ANDERSON, chief engineer.

DIGEST OF RATE CARD NO. 24 (Oct. 24, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7-11 p.m., daily.					
\$2800.00	\$2100.00	\$950.00	\$1200.00*	\$750.00*	\$430.00*

*Class AA—7:31-11:01 p.m., Mon.-Fri.; 7:01-11:01 p.m., Sat.; 6:31-11:01 p.m., Sun.

NETWORK BASE HOURLY RATE: \$2500.

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	OHIO			
0/0	ASHLAND	12,300	12,000	97
	ASHTABULA	28,300	27,100	96
	CARROLL	5,900	5,700	96
	CUYAHOGA	531,700	514,900	97
	ERIE	21,700	21,000	97
	GEAUGA	15,100	14,500	96
	HOLMES	5,600	4,800	84
	HURON	14,300	13,700	96
	LAKE	49,900	49,000	98
	LORAIN	67,500	65,700	97
	MEDINA	21,100	20,400	97
	PORTAGE	26,900	26,100	97
	RICHLAND	37,800	36,300	96
	STARK	106,100	102,500	97
	SUMMIT	164,700	160,200	97
	TRUMBULL	64,600	62,700	97
	TUSCARAWAS	23,700	22,400	94
	WAYNE	22,100	20,600	93
	PENNSYLVANIA			
	CRAWFORD	22,600	21,100	93
25-50	OHIO			
0/0	COSHOCTON	9,900	9,100	92
	CRAWFORD	15,100	14,400	95
	MAHONING	91,400	88,800	97
	SANDUSKY	17,500	17,000	97

(Continued on page 547-b)

STATION TOTALS	1,470,800	1,420,700	97
NET WEEKLY CIRCULATION (MARCH 1966)		1,234,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)		970,200	

(Station also received in Canadian markets)

Ohio—Cleveland



WKYC-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 905.5-ft. above ground, 1945-ft. above sea level.

Latitude 41° 12' 09.5"
Longitude 81° 41' 23.4"

Transmitter: 6600 Broadview Rd., Parma, O.

TV tape: Recording facilities.

AM Affiliate: WKYC, 50-kw, 1100 kc.

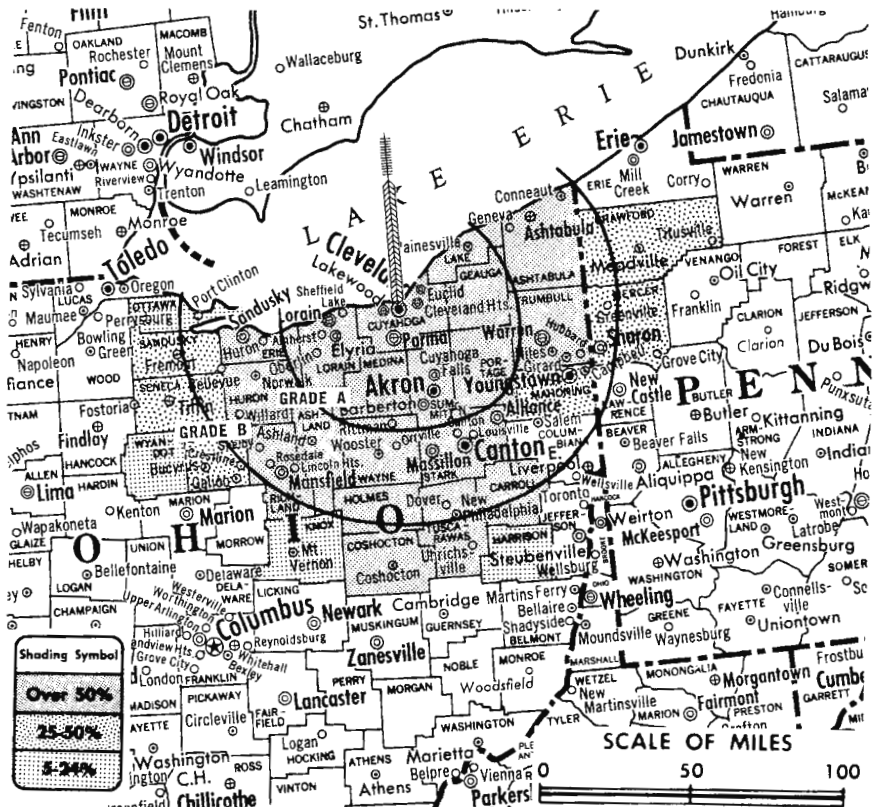
FM Affiliate: WKYC-FM, 27-kw, 105.7 mc (No. 289), 900-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WKYC-TV Ref: FCC File No. BPT-1789 Granted 1/12/54

©American Map Co., Inc., N.Y., No. 14244

WKYC-TV

Licensee: National Broadcasting Co., 1403 East Sixth St. (44114).

Studio: 1403 East Sixth St.

Telephone: 216-781-4500. TWX No.: 216-574-9561.

Ownership: See WNBC-TV, New York, N.Y.

Began Operation: Oct. 31, 1948 as NBC owned-&-operated outlet. Deal whereby station transferred to Westinghouse approved by FCC Dec. 21, 1955 and effective Jan. 15 (Television Digest, Vol. 11:21 & 12.3). Transfer from Westinghouse back to NBC under order by FCC approved Feb. 17, 1965 (Vol. 5:7-8, 25).

Personnel:

ARTHUR A. WATSON, v.p. & general manager.
NEAL VAN ELLS, station manager.
RAYMOND SMITH, chief engineer.
EUGENE BOHL, sales manager.
J. EDWARD JANEWAY, business manager.
JIM LYLE, production manager.
JACK DORR, advertising & sales promotion manager.
JOSEPH VARHOLY, program director & film buyer.

DIGEST OF RATE CARD NO. 2—(Sept. 12, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AAA—7:30-11 p.m., daily.	\$2800.00	\$1500.00	\$920.00	\$1200.00*	\$900.00*	\$500.00*

*Class I—7:29-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$3000.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OHIO			
	ASHLAND	12,300	12,000	97
	ASHTABULA	28,300	27,100	96
	CARROLL	5,900	5,700	96
	COSHOCTON	9,900	9,100	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OHIO			
	CUYAHOGA	531,700	514,900	97
	ERIE	21,700	21,000	97
	GEAUGA	15,100	14,500	96
	HOLMES	5,600	4,800	84
	HURON	14,300	13,700	96
	LAKE	49,900	49,000	98
	LORAIN	67,500	65,700	97
	MEDINA	21,100	20,400	97
	PORTAGE	26,900	26,100	97
	RICHLAND	37,800	36,300	96
	STARK	106,100	102,500	97
	SUMMIT	164,700	160,200	97
	TRUMBULL	64,600	62,700	97
	TUSCARAWAS	23,700	22,400	94
	WAYNE	22,100	20,600	93
25-50 O/O	OHIO			
	CRAWFORD	15,100	14,400	95
	MAHONING	91,400	88,800	97
	SANDUSKY	17,500	17,000	97
	SENECA	17,100	16,400	96
	PENNSYLVANIA			
	CRAWFORD	22,600	21,100	93
	MERCER	37,800	36,000	95
5-24 O/O	OHIO			
	HARRISON	5,000	4,700	95
	KNOX	11,900	11,400	96
	OTTAWA	11,000	10,600	97
	WYANDOT	6,500	6,100	95

STATION TOTALS 1,465,100 1,415,200 97

NET WEEKLY CIRCULATION (MARCH 1966) 1,225,600
AVERAGE DAILY CIRCULATION (MARCH 1966) 927,800

(Station also received in Canadian markets)

Ohio—Columbus



WBNS-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 710-ft. above av. terrain, 839-ft. above ground, 1549-ft. above sea level.

Latitude 39° 58' 13"
Longitude 83° 01' 27"

Transmitter: 770 Twin Rivers Dr.

Studio: 770 Twin Rivers Dr.

TV tape: Recording facilities.

AM Affiliate: WBNS, 5-kw (1-kw night), 1460 kc (CBS).

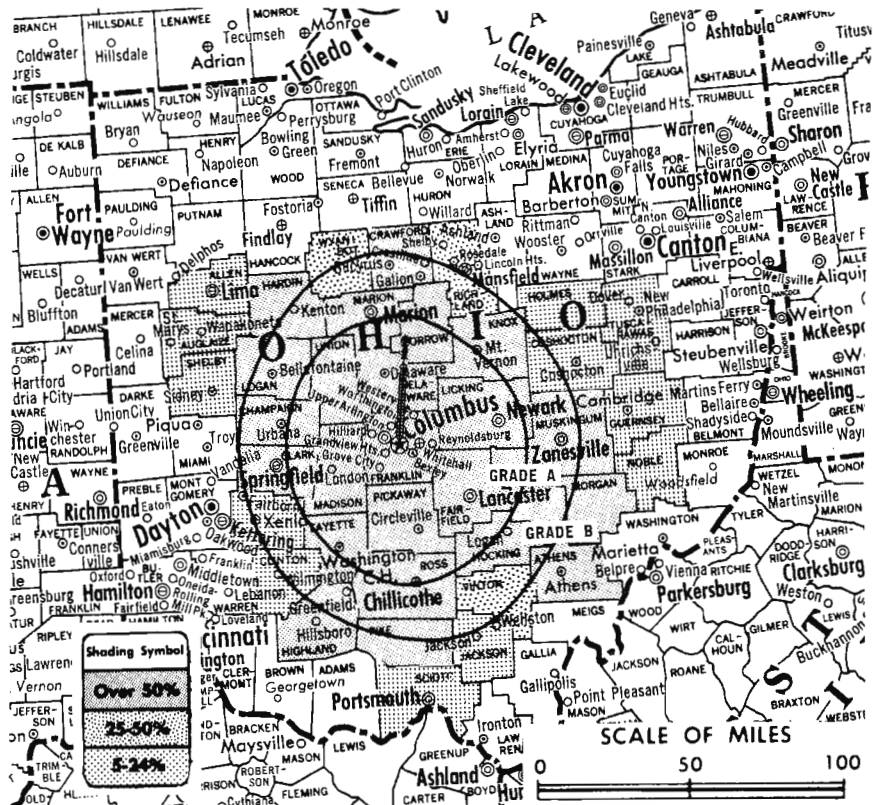
FM Affiliate: WBNS-FM, 54-kw, 97.1 mc (No. 246), 400-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WBNS-TV Ref: FCC File No. BPCT—2294 Granted 4/23/57

©American Map Co., Inc., N.Y., No. 14244

WBNS-TV

Licensee: WBNS-TV Inc., 62 East Broad St. (43215).

Sales Office: 62 East Broad St.

Telephone: 614-224-7121. TWX No.: 614-759-0444.

Ownership: WBNS-TV Inc., Richard A. Borel, pres. All outstanding stock in WBNS-TV Inc. is owned by Dispatch Printing Co., publishers of Columbus Dispatch, Preston Wolfe, pres.

Began Operation: Oct. 5, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

RICHARD A. BOREL, president & general manager.
ROBERT D. THOMAS, vice president, sales.
JOHN A. HALDI, vice president, programs.
L. H. NAFZGER, vice president, engineering.
ROBERT M. SPROUSE, national sales manager.
FRANK N. JONES, local sales manager.
ROBERT KINGWELL, promotion director.
GEORGE MEGOWN, operations director.
BETTY DIXON, film buyer.
CARL PAPA, public service director.
WILLIAM H. ZIPP, farm director.
THOMAS DORSEY, news director.

DIGEST OF RATE CARD NO. 13A
(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$1500.00 \$900.00 \$600.00 \$450.00 \$350.00* \$325.00* \$165.00*

*Class AA—7:30-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1200.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/U	OHIO			
	ATHENS	12,400	11,400	92
	CHAMPAIGN	8,900	8,600	96
	CLARK	40,900	39,600	97
	CRAWFORD	15,100	14,400	95
	DELAWARE	10,600	10,300	97
	FAIRFIELD	20,200	19,600	97
	FAYETTE	7,700	7,300	95
	FRANKLIN	223,700	216,600	97
	HARDIN	8,700	8,200	94
	HIGHLAND	9,300	8,600	93
	HOCKING	5,900	5,500	94
	KNOX	11,900	11,400	96
	LICKING	29,300	28,400	97
	LOGAN	10,900	10,400	96
	MADISON	7,400	7,000	94
	MARION	18,800	18,200	97
	MORGAN	3,500	3,200	91
	MORROW	5,700	5,500	96
	MUSKINGUM	23,700	22,500	95
	PERRY	7,800	7,400	95
	PICKAWAY	9,900	9,700	97
	PIKE	5,700	5,200	92
	ROSS	17,300	16,300	94
	UNION	6,900	6,600	95
25-50 O/D	OHIO			
	RICHLAND	37,800	36,300	96
	VINTON	2,600	2,400	93
	WYANDOT	6,500	6,100	95

(Continued on page 547-b)

STATION TOTALS	747,800	715,800	96
NET WEEKLY CIRCULATION (MARCH 1966)		514,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		388,000	

Ohio—Columbus



WLW-C



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 436-ft. above av. terrain, 576-ft. above ground, 1318-ft. above sea level.

Latitude 40° 01' 31"
Longitude 83° 01' 48"

Transmitter: 3165 Olentangy River Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Associates.

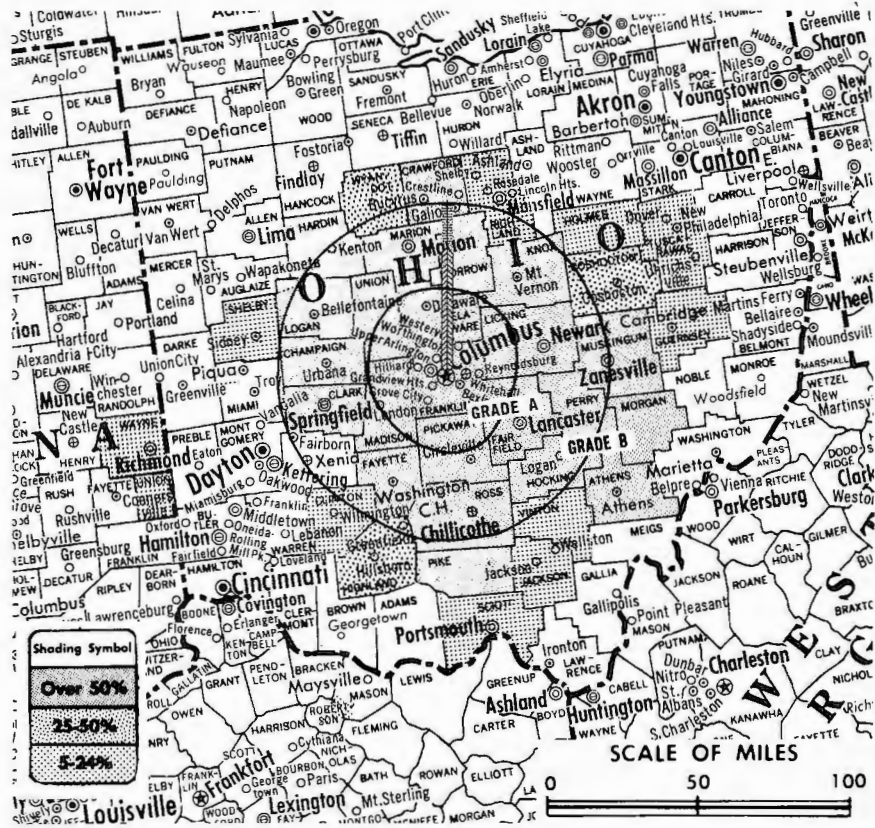
Total Households: (SRDS)

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WLW-C Ref: FCC File No. BPCT—918 Granted 12/10/52

©American Map Co., Inc., N.Y., No. 14244

WLW-C

Licensee: Avco Broadcasting Corp., 3165 Olentangy River Rd., Columbus (43202).

Studio: 3165 Olentangy River Rd. Telephone: 614-263-5441.

Ownership: Avco Bcstg. Corp., 100%. For other interests, see WLW-T, Cincinnati.

Began Operation: April 3, 1949.

Represented (sales) by Broadcast Communications Group.

Personnel:

- RICHARD E. REED, vice president & general manager.
- LLOYD R. FORREST, sales manager.
- ROBERT E. SHAY, program director.
- RODNEY R. WARNER, promotion manager.
- HUGH DEMOSS, news director.
- MORRIS W. BUTLER, director special broadcast services.
- CHARLES SLOAN, chief engineer.
- DAVID CHASE, production manager.
- JUANITA MITCHELL, film director.

DIGEST OF RATE CARD NO. 16—(June 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$1150.00	\$690.00	\$460.00	\$400.00	\$275.00 \$138.00
NETWORK BASE HOURLY RATE: \$1150.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OHIO			
	ATHENS	12,400	11,400	92
	CHAMPAIGN	8,900	8,600	96
	CLARK	40,900	39,600	97
	CRAWFORD	15,100	14,400	95
	DELAWARE	10,600	10,300	97
	FAIRFIELD	20,200	19,600	97
	FAYETTE	7,700	7,300	95
	FRANKLIN	223,700	216,600	97
	HARDIN	8,700	8,200	94
	HOCKING	5,900	5,500	94

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KNOX	11,900	11,400	96
	LICKING	29,300	28,400	97
	LOGAN	10,900	10,400	96
	MADISON	7,400	7,000	94
	MARION	18,800	18,200	97
	MORGAN	3,500	3,200	91
	MORROW	5,700	5,500	96
	MUSKINGUM	23,700	22,500	95
	PERRY	7,800	7,400	95
	PICKAWAY	9,900	9,700	97
	PIKE	5,700	5,200	92
	ROSS	17,300	16,300	94
	UNION	6,900	6,600	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	OHIO			
	COSHOCTON	9,900	9,100	92
	HIGHLAND	9,300	8,600	93
	WYANDOT	6,500	6,100	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	INDIANA			
	UNION	1,700	1,600	93
	WAYNE	23,500	22,400	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	OHIO			
	CLINTON	9,300	9,000	96
	GUERNSEY	11,200	10,400	93
	HOLMES	5,600	4,800	84
	JACKSON	8,500	8,000	94
	RICHLAND	37,800	36,300	96
	SCIOTO	24,700	23,300	94
	SHELBY	10,000	9,600	97
	TUSCARAWAS	23,700	22,400	94
	VINTON	2,600	2,400	93

STATION TOTALS 697,200 667,300 96

NET WEEKLY CIRCULATION (MARCH 1966) 484,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 332,000

Ohio—Columbus



WTVN-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 570-ft. above av. terrain, 643-ft. above ground, 1379-ft. above sea level.

Latitude 39° 52' 29"
Longitude 82° 58' 46"

Transmitter: 901 Obetz Rd. between Parsons Ave. & Lockbourne Rd.

TV tape: Recording facilities.

Studio: Harmon & Griggs Ave.

AM Affiliate: WTVN, 5-kw, 610 kc (ABC).

FM Affiliate: WTVN-FM, 25-kw, 96.3 mc (No. 242), 560-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Represented (legal) by Koteen & Burt.

Total Households © SRDS

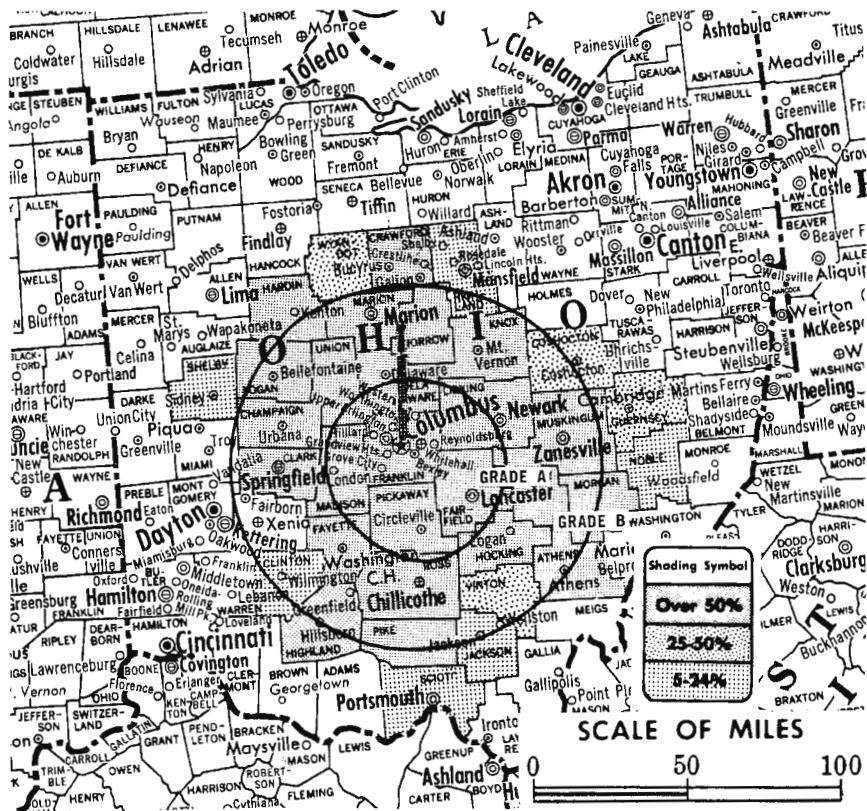
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WTVN-TV Ref: FCC File No. BNPCT—2281 Granted 7/22/54

©American Map Co., Inc., N.Y., No. 14244

WTVN-TV

Licensee: Taft Broadcasting Co., 753 Harmon Ave. (43223).

Telephone: 614-228-5801. TWX No.: 614-759-0448.

Ownership: See WKRC-TV, Cincinnati, O.

Began Operation: Sept. 29, 1949. Sale to present owners by Picture Waves Inc. approved by FCC Feb. 25, 1953 (Television Digest, Vol. 9:9).

Represented (sales) by The Katz Agency Inc.

Personnel:

- HULBERT TAFT JR., chairman & chief executive officer.
- LAWRENCE H. ROGERS II, president.
- JOHN L. McCLAY, vice president of operations.
- FRED VON STADE, general manager & film buyer.
- DICK OSTRANDER, general sales manager.
- RAY CREAMER, local sales manager.
- DON CHAPIN, v.p. for national sales.
- JOSEPH A. JENKINS, program manager.
- GENE O'DELL, production manager.
- ROGER JOHNSON, commercial operations director.
- PAUL LLOYD, film director.
- CHARLENE GALLATIN, publicity & promotion director.
- NICK BASSO, news director.
- EDWARD KOPRIVER, chief engineer.

DIGEST OF RATE CARD NO. A22b—(Jan. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$1200.00 \$720.00 \$420.00 \$350.00 \$300.00 \$150.00

NETWORK BASE HOURLY RATE: \$1300.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OHIO			
	ATHENS	12,400	11,400	92
	CHAMPAIGN	8,900	8,600	96
	CLARK	40,900	39,600	97
	CRAWFORD	15,100	14,400	95
	DELAWARE	10,600	10,300	97
	FAIRFIELD	20,200	19,600	97

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FAYETTE	7,700	7,300	95
	FRANKLIN	223,700	216,600	97
	HARDIN	8,700	8,200	94
	HIGHLAND	9,300	8,600	93
	HOCKING	5,900	5,500	94
	KNOX	11,900	11,400	96
	LICKING	29,300	28,400	97
	LOGAN	10,900	10,400	96
	MADISON	7,400	7,000	94
	MARION	18,800	18,200	97
	MORGAN	3,500	3,200	91
	MORROW	5,700	5,500	96
	MUSKINGUM	23,700	22,500	95
	PERRY	7,800	7,400	95
	PICKAWAY	9,900	9,700	97
	PIKE	5,700	5,200	92
	KOSS	17,300	16,300	94
	UNIUN	6,900	6,600	95

25-50 O/O	OHIO			
	COSHOCTON	9,900	9,100	92
	GUERNSEY	11,200	10,400	93
	VINTON	2,600	2,400	93
	WYANDOT	6,500	6,100	95

5-24 O/O	OHIO			
	CLINTON	9,300	9,000	96
	JACKSON	8,500	8,000	94
	NOBLE	2,900	2,600	89
	RICHLAND	37,800	36,300	96
	SCIOTO	24,700	23,300	94
	SHELBY	10,000	9,600	97

STATION TOTALS 645,600 618,700 96

NET WEEKLY CIRCULATION (MARCH 1966) 480,200

AVERAGE DAILY CIRCULATION (MARCH 1966) 352,500

Ohio—Dayton



WHIO-TV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"
Longitude 84° 14' 50"

Transmitter: 3316 Germantown Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: WHIO, 5-kw, 1290 kc (CBS).

FM Affiliate: WHIO-FM, 50-kw, 99.1 mc (No. 256), 515-ft. antenna height.

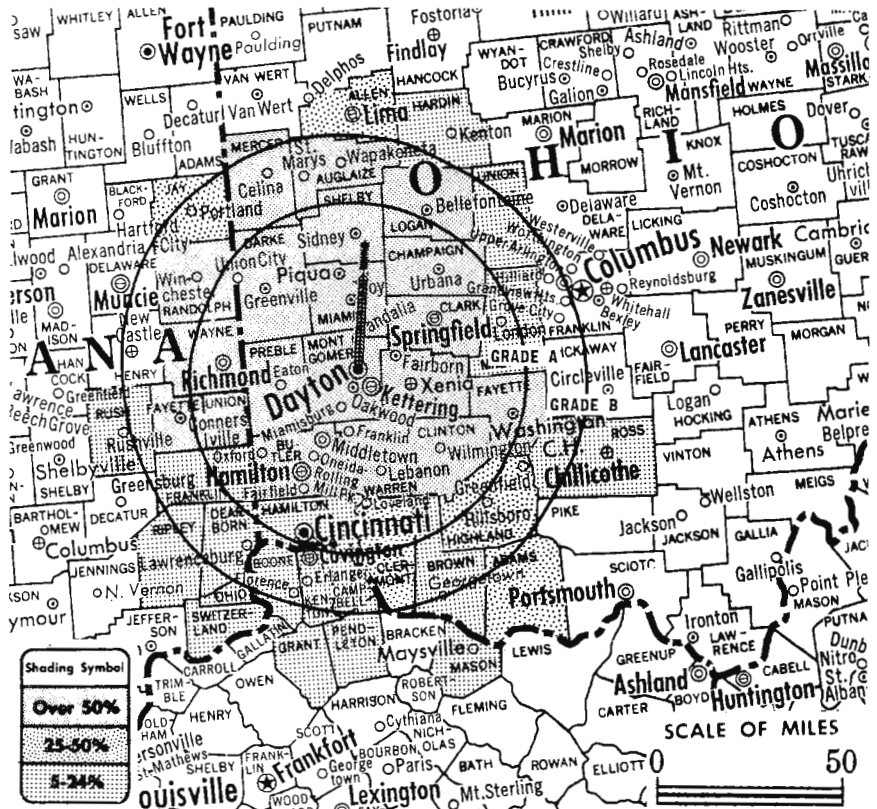
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WHIO-TV Ref: FCC File No. BPCT-890 Granted 7/11/52

©American Map Co., Inc., N.Y., No. 14241

WHIO-TV

Licensee: Miami Valley Bcstg. Corp., 1414 Wilmington Ave. (45401).

Studio: 1414 Wilmington Ave.

Telephone: 513-254-5311. TWX No.: 513-944-0476.

Ownership: Cox Bcstg. Corp., 100%. James M. Cox Jr., chmn.; J. Leonard Reinsch, pres.; Frank Gaither, v.p. Cox ownership: Atlanta Newspapers, 45%; Dayton Newspapers Inc., 19.21%; Springfield Newspapers Inc., 20.35%; Jayren Corp., 5.5%; 23 others, none owning as much as 2%. James M. Cox Jr. votes stock held by Atlanta, Dayton & Springfield newspapers. J. Leonard Reinsch is sole owner of Jayren Corp. Same as Dayton Daily News and Journal Herald. Same interests (Cox) also operate WSB-TV and WSB, Atlanta (Atlanta Journal and Constitution); WSOC-TV, Charlotte (WSOC); WIIC-TV, Pittsburgh; KTVU, Oakland-San Francisco; WIOD, Miami, Fla.; publish Miami (Fla.) Daily News, Springfield (O.) News and Sun (Springfield Newspapers Inc.). Also owns CATV systems in Lewistown, Lock Haven and Tyrone, Pa.; Astoria & The Dalles, Ore. and Aberdeen, Wash., plus CATV franchise for Athens, Ala.

Began Operation: Feb. 23, 1949.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- STANLEY G. MOUSE, general manager.
- RAYMOND G. SPAHR, regional sales manager.
- JACK P. McCARTHY, national sales manager.
- W. E. WOLAVER, merchandise manager.
- CHARLES E. GAY, program, promotion director & film buyer.
- TOM FRAWLEY, news director.
- JOSEPH ROCKHOLD, farm director.
- RICHARD E. LAUTH, chief engineer.

DIGEST OF RATE CARD NO. 14—(March 15, 1966)

Hour 30 Min. 15 Min. Min. 20 Sec. 8 Sec.

Class AA—8-11 p.m., daily.

\$1400.00 \$900.00 \$550.00 Graded rates apply*

*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	TV/O
OVER 50	INDIANA			
0/0	FAYETTE	7,000	6,700	95
	RANDOLPH	8,800	8,400	95
	UNION	1,700	1,600	93
	WAYNE	23,500	22,400	95
	OHIO			
	AUGLAIZE	11,000	10,500	95
	BUTLER	62,300	60,200	97
	CHAMPAIGN	8,900	8,600	96
	CLARK	40,900	39,600	97
	CLINTON	9,300	9,000	96
	DARKE	13,900	13,300	96
	FAYETTE	7,700	7,300	95
	GREENE	29,500	28,600	97
	LOGAN	10,900	10,400	96
	MERCER	9,100	8,700	96
	MIAMI	23,500	22,700	97
	MONTGOMERY	172,700	168,200	97
	PREBLE	9,800	9,500	97
	SHELBY	10,000	9,600	97
	WARREN	20,700	20,000	97
25-50	INDIANA			
0/0	JAY	6,600	6,100	93
	OHIO			
	ADAMS	5,500	4,900	88
	ALLEN	32,400	30,800	95
	CLERMONT	25,800	24,900	97
	HIGHLAND	9,300	8,600	93

(Continued on page 547-b)

STATION TOTALS	1,010,200	970,500	96
NET WEEKLY CIRCULATION (MARCH 1966)	557,800		
AVERAGE DAILY CIRCULATION (MARCH 1966)	373,400		

Don't lose nine counties.
Buy WHIO-TV



REPRESENTED BY PETRY

AVERAGE DAILY CIRCULATION

	WHIO-TV	STATION B	WHIO-TV Advantage
TOTAL WEEK	376,900	321,400	+ 55,500
DAYTIME	242,300	178,800	+ 63,500
EARLY EVENING	207,200	156,800	+ 50,400
PRIME TIME	247,500	220,600	+ 26,900
LATE EVENING	80,700	68,200	+ 12,500
STATION CIRCULATION	42 counties	33 counties	+ 9 counties

Source: ARB Comprehensive Report of TV Circulation. The figures quoted are estimates and subject to the standard deviations inherent in the survey.



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WHIC TV, Pittsburgh

Ohio—Dayton

WKEF

Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 525-kw visual, 52.5-kw aural. Antenna: 700-ft. above av. terrain, 650-ft. above ground, 1570-ft. above sea level.

Latitude 39° 43' 15.5"
Longitude 84° 15' 38.9"

Holds CP for 1000-kw max. and 371-kw horizontal visual, 100-kw max. and 37.1-kw horizontal aural.

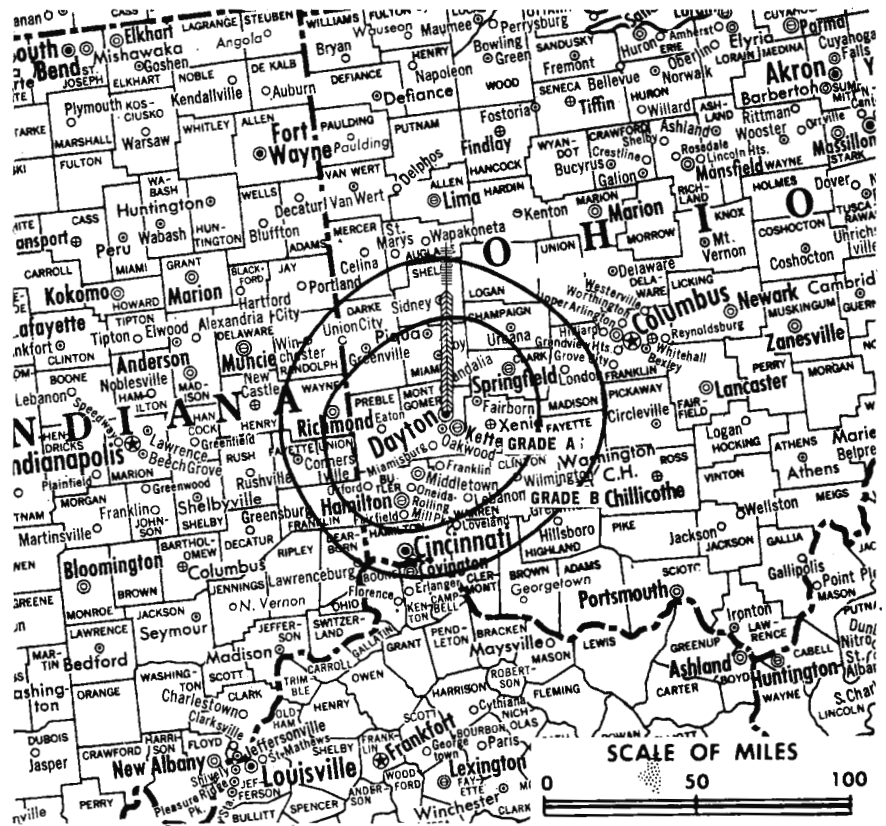
Transmitter: 1731 Soldiers Home Road.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Circulation © 1966 American Research Bureau.

WKEF Ref: FCC File No. BMPCT—4207 Granted 11/26/52

© American Map Co., Inc., N.Y. No. 14244

WKEF

Network Service: NBC, CBS and ABC on per program basis.

Licensee: Springfield Television Bcstg. Corp., Box 2210, Springfield, Mass.

Studio: 1731 Soldiers Home Road (45418).

Telephone: 513-263-2662.

Ownership: See WWLP, Springfield, Mass.

Began Operation: Sept. 27, 1964.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Martin E. Firestone.

Personnel:

GEORGE J. MITCHELL, vice president & station manager.
JOHN R. HUGHES, sales manager.
GORDON CAMPBELL, local sales manager.
ROBERT WELLS, program director.
HARRY WOOSLEY, chief engineer.

DIGEST OF RATE CARD NO. 3 (Feb. 9, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$420.00	\$252.00	\$168.00	\$106.00	\$50.00	\$25.00

ARB County-by-County Data not available.

Net Weekly Circulation (March 1966)	96,200
Average Daily Circulation (March 1966)	43,700

WKTR-TV

Keetering (Dayton)

Ch. 16

(Due to Begin Operation by April)

Grantee: Kittyhawk Broadcasting Corp., 1630 East Stroop Rd., Keetering (45429)

Studio: 1630 East Stroop Rd.

Transmitter: Frytown & Lyleburn Rds., Dayton.

Telephone: 513-298-0111.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 759-kw max. and 724-kw horizontal visual, 75.9-kw max. and 72.4-kw horizontal aural. Antenna: 540-ft. above av. terrain, 500-ft. above ground, 1430-ft. above sea level.

Latitude 39° 42' 47"
Longitude 84° 15' 18"

Ownership: E. Raymond Arn, pres., 17%; Kenneth D. Caywood, v.p. & secy., 17%; Robert Frame, v.p. & treas., 17%; John A. Kemper, 32%; John H. Pearce, 9%; Victor J. Cassano, 8%.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Serge Bergen.

Personnel:

KENNETH D. CAYWOOD, president & general manager.
WALLACE B. WATERS, sales manager.
JOHN CLARK, program manager.
ROBERT K. DYE, chief engineer.

Rates: Base hourly rate is \$500.

Ohio—Dayton



WLW-D



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 510-ft. above av. terrain, 459-ft. above ground, 1395-ft. above sea level.

Latitude 39° 43' 05"
Longitude 84° 15' 21"

Transmitter: Frytown & W. Carrollton Rds.

Studio: 4595 S. Dixie Highway.

Telephone: 513-293-2101.

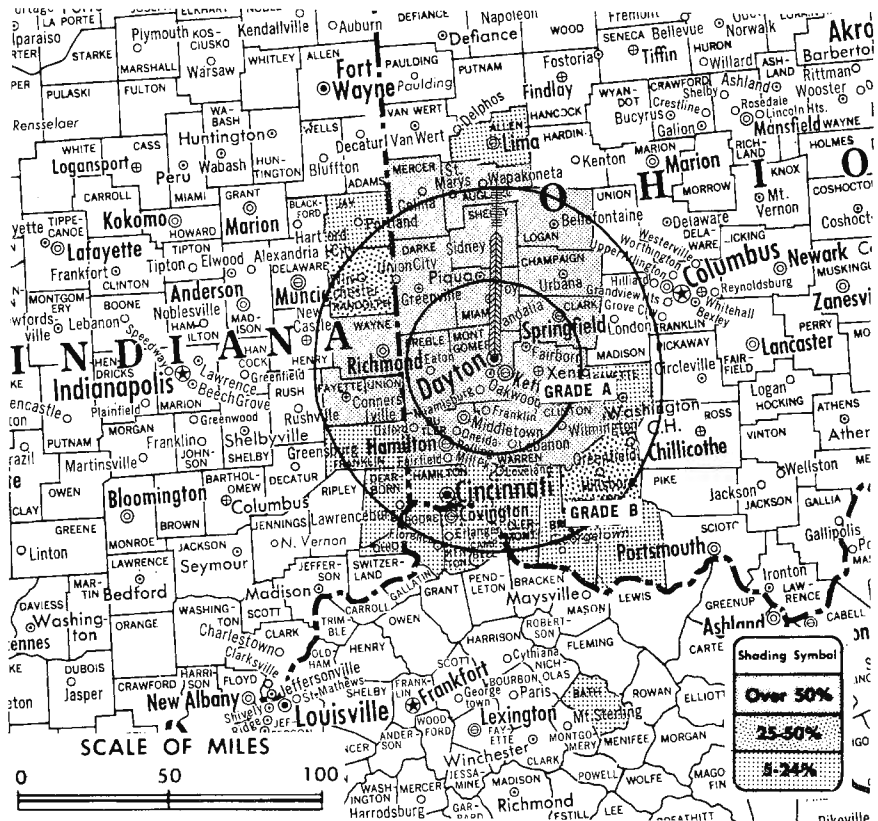
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WLW-D Ref: FCC File No. BPCT-916 Granted 12/10/52

©American Map Co., Inc., N.Y., No. 1424J

WLW-D

Network Service: ABC, NBC.

Licensee: Avco Bcstg Corp., 4595 S. Dixie Highway, Dayton (45401).

Ownership: Avco Bcstg Corp., 100%. (See WLW-T, Cincinnati.)

Began Operation: March 15, 1949.

Represented (sales) by Broadcast Communications Group Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

- DONALD L. DAHLMAN, vice president & general manager.
- DONALD MEINEKE, sales manager.
- GEORGE RESING, program director.
- ROBERT TOLLIVER, promotion & publicity director.
- ED HAMLIN, news director.
- ALAN HERBERT, director special broadcast services.
- ROBERT B. WEHRMAN, chief engineer.
- JACK CARROLL, production manager.

DIGEST OF RATE CARD NO. 13—(Aug. 15, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.					
\$1500.00	\$900.00	\$600.00	\$380.00	\$300.00	\$150.00

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$1300 (ABC), \$1400 (NBC).

For Other Owners of Two or More TV Stations,

see Group Ownership Section

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	INDIANA			
	FAYETTE	7,000	6,700	95
	UNION	1,700	1,600	93
	WAYNE	23,500	22,400	95
	OHIO			
	AUGLAIZE	11,000	10,500	95
	BUTLER	62,300	60,200	97
	CHAMPAIGN	8,900	8,600	96
	CLARK	40,900	39,600	97
	CLINTON	9,300	9,000	96
	DARKE	13,900	13,300	96
	GREENE	29,500	28,600	97
	LOGAN	10,900	10,400	96
	MERCER	9,100	8,700	96
	MIAMI	23,500	22,700	97
	MONTGOMERY	172,700	168,200	97
	PREBLE	9,800	9,500	97
	SHELBY	10,000	9,600	97
	WARREN	20,700	20,000	97

25-50 O/O	INDIANA			
	RANDOLPH	8,800	8,400	95
	OHIO			
	HIGHLAND	9,300	8,600	93

5-24 O/O	INDIANA			
	DEARBORN	10,500	10,000	96
	FRANKLIN	4,500	4,100	92
	JAY	6,600	6,100	93
	OHIO	1,000	1,000	97

(Continued on page 547-b)

STATION TOTALS		947,200	910,900	96
NET WEEKLY CIRCULATION (MARCH 1966)				480,000
AVERAGE DAILY CIRCULATION (MARCH 1966)				334,800

Ohio—Lima

WIMA-TV
Ch. 35



Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 202-kw visual, 40-kw aural. Antenna: 540-ft. above av. terrain, 549-ft. above ground, 1419-ft. above sea level.

Latitude 40° 44' 53.5"
Longitude 84° 07' 55.5"

Transmitter: 1424 Rice Ave.

TV tape: Recording facilities.

AM Affiliate: WIMA, 1-kw, 1150 kc (ABC).

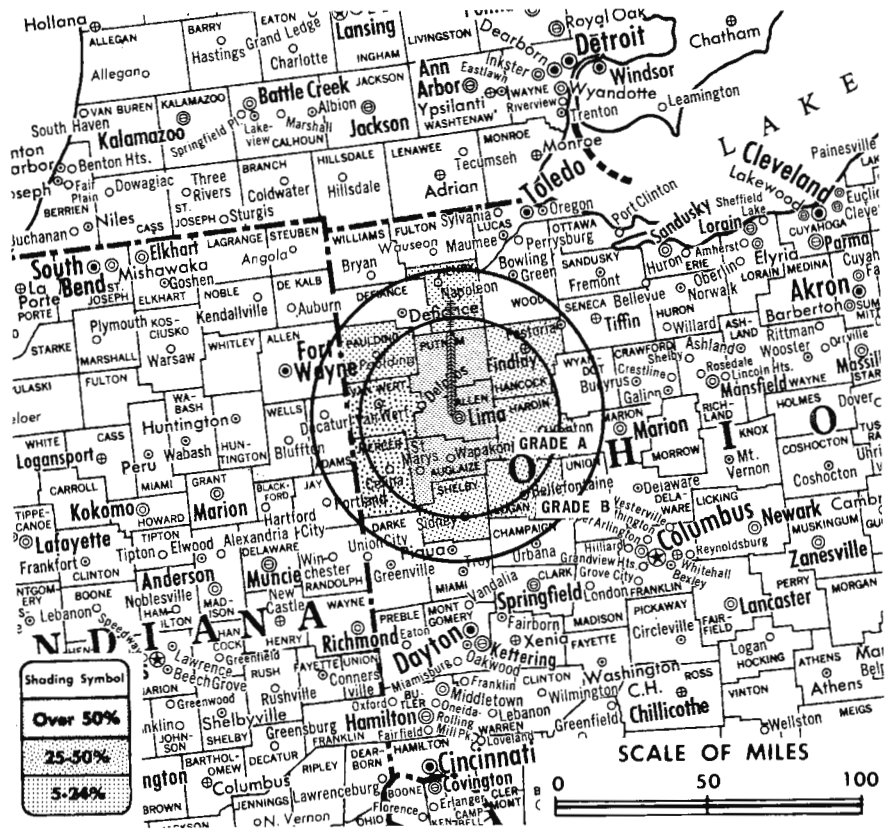
FM Affiliate: WIMA-FM, 15-kw, 102.1 mc (No. 271), 190-ft. antenna height.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WIMA-TV Ref: FCC File No. BPT-3190 Granted 3/30/64

©American Map Co., Inc., N.Y., No. 14244

WIMA-TV

Network Service: NBC, ABC.

Licensee: WLOK Inc., 1424 Rice Ave. (45805).

Studio: 1424 Rice Ave.

Telephone: 419-225-3010.

TWX No.: 419-745-4778.

Ownership: Northwestern Ohio Bcstg. Corp.; George Hamilton, pres., 45.5%; Robt. W. Mack, v.p.-treas., 42.74%; F. E. Mack, 7.27%; Suzanne Hamilton Stewart, 4.5%. WIMA-TV also has interest in a CATV system in Lima.

Began Operation: March 30, 1953. Sale to present owners by Pixley and Case families approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by The Meeker Co.

Represented (legal) by Robb, Porter, Kistler & Parkinson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

R. W. MACK, general manager.
JOHN STEWART, sales, station manager & film buyer.
WALT WILSON, news director.
CHARLES OSBURN, program director.
M. J. LAMB, chief engineer.

DIGEST OF RATE CARD NO. 3 (Nov. 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—7-11 p.m., daily.
\$225.00 \$135.00 \$90.00 \$57.00 \$50.00 \$47.50 \$45.00 \$22.50
NETWORK BASE HOURLY RATE: \$175 (NBC), \$175 (ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	OHIO			
0/0	ALLEN	32,400	30,800	95
	AUGLAIZE	11,000	10,500	95
	PUTNAM	7,500	7,100	95
25-50	OHIO			
0/0	MERCER	9,100	8,700	96
	VAN WERT	8,800	8,500	96
5-24	OHIO			
0/0	HANCOCK	17,500	16,900	97
	HARDIN	8,700	8,200	94
	HENRY	7,600	7,400	97
	LOGAN	10,900	10,400	96
	PAULDING	4,800	4,600	95
	SHELBY	10,000	9,600	97
STATION TOTALS		128,300	122,700	96

NET WEEKLY CIRCULATION (MARCH 1966) 63,100
AVERAGE DAILY CIRCULATION (MARCH 1966) 40,500

For Color Set Penetration by Markets
See Services Volume

Ohio—Portsmouth

WRLO

Ch. 30



Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 20.9-kw visual, 11.2-kw aural. Antenna: 500-ft. above av. terrain, 245-ft. above ground, 1245-ft. above sea level.

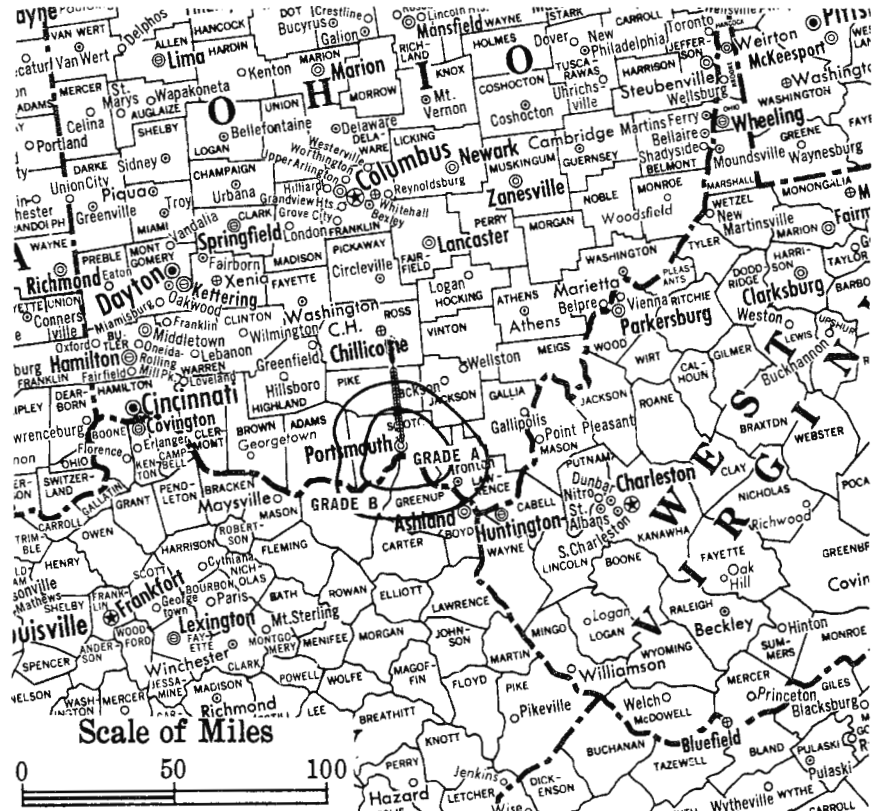
Latitude 38° 46' 40.5"
Longitude 82° 58' 53"

Transmitter: 4132 Scioto Trail, Portsmouth.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.



WRLO Ref: FCC File No. BPCT—3261 Granted 8/19/64

© American Map Co., Inc., N.Y., No. 14244

WRLO

Network Service: None, independent.
Licensee: WRLO-TV Inc., 4132 Scioto Trail, Portsmouth (45662).
Studio: 4132 Scioto Trail.
Telephone: 614-353-5182.
Ownership: Reynard L. Osborne, 100%.
Began Operation: May 14, 1966.
Represented (sales) by Time Sales.
Represented (legal) by A. L. Stein.
Personnel:
R. DEAN STURM, general manager.
ROSS A. COWEN, sales manager.
DAVIS STONE, program director.
SUE WELLMAN, continuity supervisor.
IRMA COLLEY, film director.
CHARLES WARREN, news-special events director.
GERALD FRAZIER, chief engineer.

DIGEST OF RATE CARD NO. 1 (May 14, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., daily.	\$250.00	\$154.00	\$106.00	\$70.00	\$32.00	\$23.00
	\$17.00					

ARB Data for this Station is not available since it was not in operation when the survey was made.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Maryland	\$250,000
Radio Massachusetts	\$300,000

116 Central Park South
New York, N.Y.

Ohio—Steubenville-Wheeling, West Virginia

abc WSTV-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level.

Latitude 40° 20' 32"
Longitude 80° 37' 14"

Transmitter: Altamont Heights, 1.3-mi. S of business center.

TV tape: Recording facilities.

Studio: Altamont Heights.

AM Affiliate: WSTV, 1-kw (.25-kw night), 1340 kc (MBS).

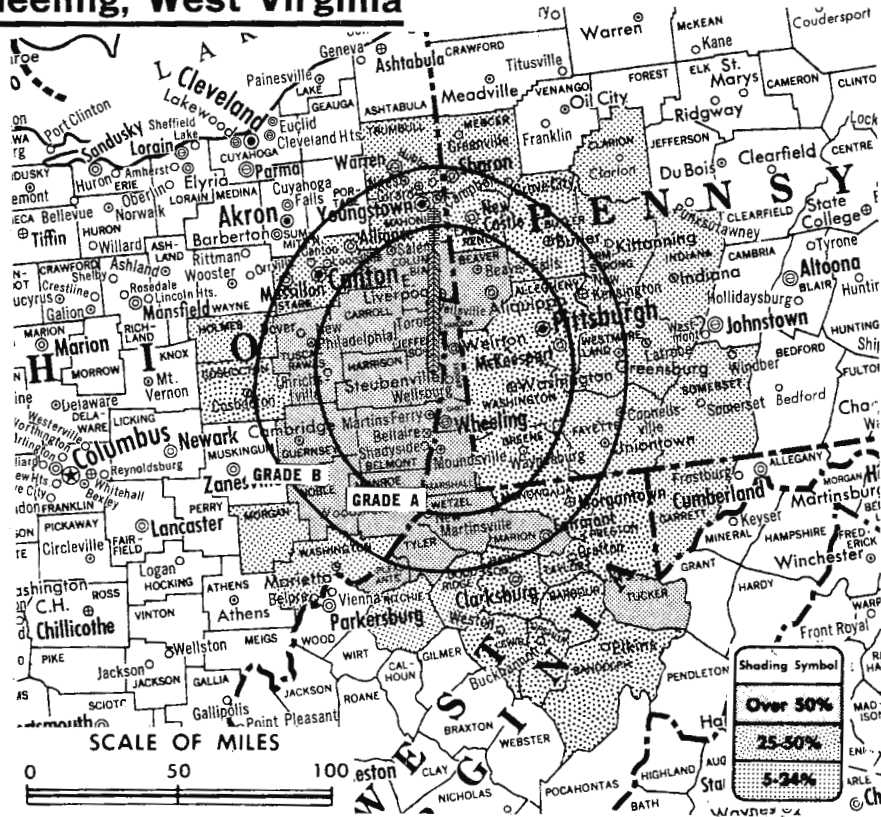
FM Affiliate: WSTV-FM, 3.1-kw, 103.5 mc (No. 278), 880-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ABB study.



WSTV-TV Ref: FCC File No. BPCT-1049 Granted 8/12/53
Authorized: FCC File No. BPCT-2786 Granted 6/23/60

©American Map Co., Inc., N.Y., No. 14244

WSTV-TV

Network Service: CBS, ABC.

Licensee: Rust Craft Broadcasting Co., WSTV Broadcast Center, Market St., Steubenville, Ohio.

Telephone: 614-282-0911, Steubenville. TWX No.: 614-283-4061.

Ownership: Rust Craft Greeting Cards Inc., 100%. Majority stockholders are Louis Berkman Co., 20.3% and Parkersburg Steel Co. (Berkman family majority owner), 8%. Stations are: WSTV-TV, WSTV and FM; WRDW-TV, Augusta, Ga.; WRCB-TV, Chattanooga, Tenn.; WROC-TV, Rochester, N.Y. (WROC & FM); WJKS-TV, Jacksonville, Fla. WPIT & FM, Pittsburgh, Pa.; WSOL, Tampa, Fla.; WJMJ & FM, Philadelphia and WWOL & FM, Buffalo, N.Y. Stations operate as Rust Craft Broadcasting Co.

Began Operation: Dec. 10, 1953. Transfer of stations from WSTV Inc. and WPIT Inc. to United Printers & Publishers (name changed to Rust Craft Greeting Cards Inc.), approved by FCC Nov. 8, 1961 (Television Digest, Vols. 17:30, 33, 2:14).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

JACK N. BERKMAN, president.
FRED WEBER, executive vice president.
THEODORE A. EILAND, v.p. & general manager.
J. B. (JEFF) DAVIDSON, national sales manager.
GEORGE BAREN BREGGE, dir., regional & local sales.
GEORGE H. WILSON, promotion & publicity director.
STAN SCOTT, news director.
GINNY GRIFFIN, merchandising director.
WILLIAM CHESNES, chief engineer.

DIGEST OF RATE CARD NO. 11A—(Feb. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—7-11 p.m., daily.
\$900.00 \$480.00 \$290.00 \$250.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$775 (ABC), \$775 (CBS).

546-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	OHIO			
	BELMONT	25,300	24,300	96
	CARROLL	5,900	5,700	96
	COLUMBIANA	32,400	31,100	96
	GUERNSEY	11,200	10,400	93
	HARRISON	5,000	4,700	95
	JEFFERSON	28,500	27,500	97
	MONROE	4,300	4,000	92
	NOBLE	2,900	2,600	89
	TUSCARAWAS	23,700	22,400	94
	PENNSYLVANIA			
	BEAVER	61,100	59,100	97
	WEST VIRGINIA			
	BROOKE	8,400	8,200	97
	HANCOCK	12,200	12,000	98
	MARION	18,200	17,000	94
	MARSHALL	11,500	10,900	96
	OHIO	22,600	21,800	96
	PLEASANTS	2,000	1,900	92
	TUCKER	1,600	1,400	87
	TYLER	2,700	2,400	89
	WETZEL	5,300	4,900	93
25-50 O/D	OHIO			
	COSHOCTON	9,900	9,100	92
	PENNSYLVANIA			
	ALLEGHENY	490,900	473,600	96
	BUTLER	33,700	32,500	97
	GREENE	10,600	9,900	94
	LAWRENCE	33,200	31,800	96
	WASHINGTON	64,000	61,500	96

(Continued on next page)

STATION TOTALS	1,555,900	1,490,500	96
NET WEEKLY CIRCULATION (MARCH 1966)		477,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)		245,300	

TV Factbook No. 37

WEWS, Cleveland
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	OHIO			
0/0	COLUMBIANA	32,400	31,100	96
	HARRISON	5,000	4,700	95
	KNOX	11,900	11,400	96
	OTTAWA	11,000	10,600	97
	SENECA	17,100	16,400	96

WJW-TV, Cleveland
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	OHIO			
0/0	HARRISON	5,000	4,700	95
	KNOX	11,900	11,400	96
	MORROW	5,700	5,500	96
	OTTAWA	11,000	10,600	97
	SENECA	17,100	16,400	96
	WYANDOT	6,500	6,100	95
	PENNSYLVANIA			
	MERCER	37,800	36,000	95

WBNS-TV, Columbus
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	OHIO			
0/0	ALLEN	32,400	30,800	95
	AUGLAIZE	11,000	10,500	95
	CLINTON	9,300	9,000	96
	COSHOCTON	9,900	9,100	92
	GREENE	29,500	28,600	97
	GUERNSEY	11,200	10,400	93
	HOLMES	5,600	4,800	84
	JACKSON	8,500	8,000	94
	NOBLE	2,900	2,600	89
	SCIOTO	24,700	23,300	94
	SHELBY	10,000	9,600	97
	TUSCARAWAS	23,700	22,400	94

WHIO-TV, Dayton
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	INDIANA			
0/0	DEARBORN	10,500	10,000	96
	FRANKLIN	4,500	4,100	92
	OHIO	1,000	1,000	97
	RIPLEY	6,000	5,600	93
	RUSH	5,700	5,500	97
	SWITZERLAND	1,900	1,700	91
	KENTUCKY			
	BOONE	7,900	7,600	96
	CAMPBELL	28,800	27,800	97
	GRANT	2,500	2,300	89
	KENTON	39,800	38,400	97
	MASON	5,700	5,100	89
	PENDLETON	3,400	3,200	94
	OHIO			
	BROWN	7,600	7,000	92
	HAMILTON	283,800	272,500	96
	HARDIN	8,700	8,200	94
	MADISON	7,400	7,000	94
	ROSS	17,300	16,300	94
	UNION	6,900	6,600	95

Ohio

WLWD, Dayton
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	KENTUCKY			
0/0	BATH	2,500	1,900	78
	BOONE	7,900	7,600	96
	CAMPBELL	28,800	27,800	97
	KENTON	39,800	38,400	97
	OHIO			
	ADAMS	5,500	4,900	88
	ALLEN	32,400	30,800	95
	BROWN	7,600	7,000	92
	CLERMONT	25,800	24,900	97
	FAYETTE	7,700	7,300	95
	HAMILTON	283,800	272,500	96

WSTV-TV, Steubenville
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50	WEST VIRGINIA			
0/0	BARBOUR	3,400	3,000	89
	HARRISON	22,000	21,000	96
	LEWIS	4,900	4,400	91
	MONONGALIA	14,900	13,500	91
	PRESTON	6,400	5,700	89
	RANDOLPH	6,200	5,400	88
	TAYLOR	3,800	3,400	90
	UPSHUR	4,800	4,300	90

5-24	MARYLAND			
0/0	GARRETT	5,200	4,600	89
	OHIO			
	HOLMES	5,600	4,800	84
	MAHONING	91,400	88,800	97
	MORGAN	3,500	3,200	91
	STARK	106,100	102,500	97
	TRUMBULL	64,600	62,700	97
	WASHINGTON	15,700	14,500	92
	PENNSYLVANIA			
	ARMSTRONG	23,000	22,000	95
	CLARION	10,100	9,600	94
	FAYETTE	46,400	43,600	94
	INDIANA	20,700	19,600	95
	MERCER	37,800	36,000	95
	SOMERSET	21,100	19,900	94
	WESTMORELAND	107,000	103,600	97
	WEST VIRGINIA			
	DODDRIDGE	1,500	1,300	88
	RITCHIE	2,700	2,400	86

WTOL-TV, Toledo
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	MICHIGAN			
0/0	JACKSON	40,500	39,300	97
	LIVINGSTON	12,200	11,900	97
	MACOMB	140,700	138,500	98
	OAKLAND	220,900	217,000	98
	WAYNE	805,600	780,700	97
	OHIO			
	LORAIN	67,500	65,700	97
	MORROW	5,700	5,500	96
	RICHLAND	37,800	36,300	96

Ohio—Toledo

WDHO-TV

Ch. 24



Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 916-kw max. and 363-kw horizontal visual, 183-kw max. and 72.4-kw horizontal aural. Antenna: 1410-ft. above av. terrain, 1467-ft. above ground, 2046-ft. above sea level.

Latitude 41° 40' 03"
Longitude 82° 21' 22"

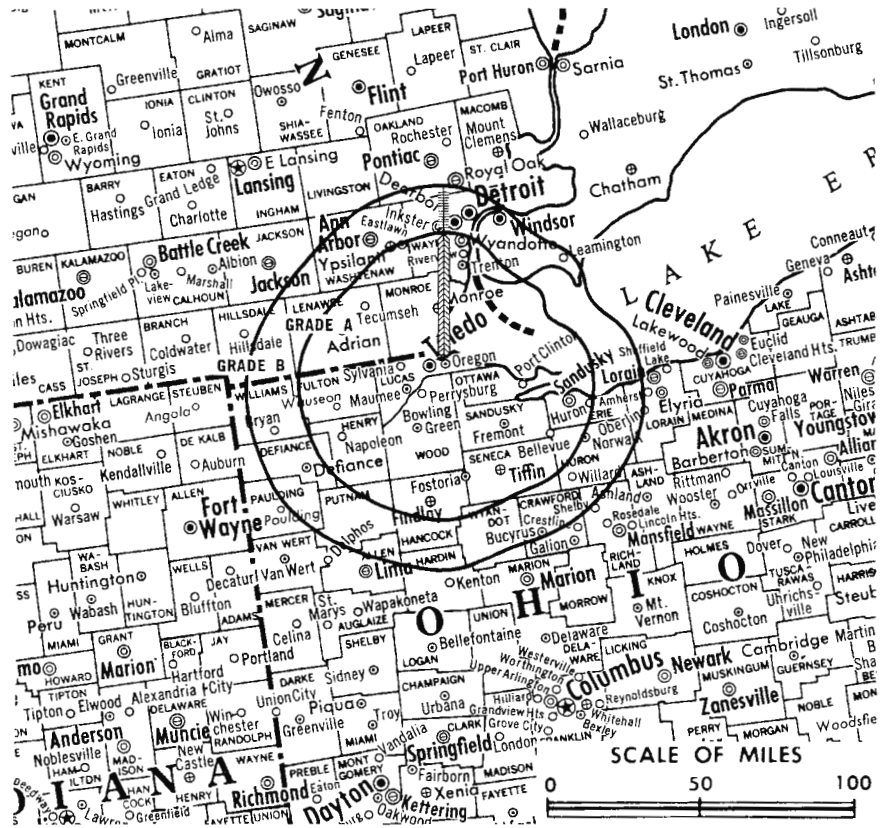
Transmitter: W of Cousino Rd., at Arquette Rd., Jerusalem, Ohio.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



WDHO-TV Ref: FCC File No. BMPCT—6221 Granted 2/17/66

American Map Co., Inc., N.Y., No. 14244

WDHO-TV

Network Service: None, independent.

Grantee: D. H. Overmyer Telecasting Co. Inc., 201 East 42nd St., New York, N.Y.

Studio: Commodore Perry Hotel, 505 Jefferson St.

Telephone: 419-255-8200. TWX No.: 810-442-1646.

Ownership: D. H. Overmyer, 100%. He holds CPs for WSCO-TV, Newport, Ky.; WBMO-TV, Atlanta, Ga.; WECO-TV, Pittsburgh, Pa.; KBAY-TV, San Francisco; Ch. 58, Rosenberg, Tex. Also is applicant for unlicensed station in Dallas, Tex.

Began Operation: May 3, 1966.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Paul Godley Co.

Personnel:

ROBERT E. BAILEY, vice president & general manager.

ERNEST RETY, chief engineer.

JACK NEWMAN, program director.

BILL HARTNETT, news director.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$120.00	\$60.00

ARB Data not available for this station, since it was not in operation when the survey was made

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Ohio—Toledo



WSPD-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 18.2-kw aural (directional antenna). Antenna: 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00"
Longitude 83° 24' 49"

Transmitter: 1701 North Stadium Road, Oregon, O., 7-mi. NNE of Toledo.

TV tape: Recording facilities.

AM Affiliate: WSPD, 5-kw, 1370 kc (NBC).

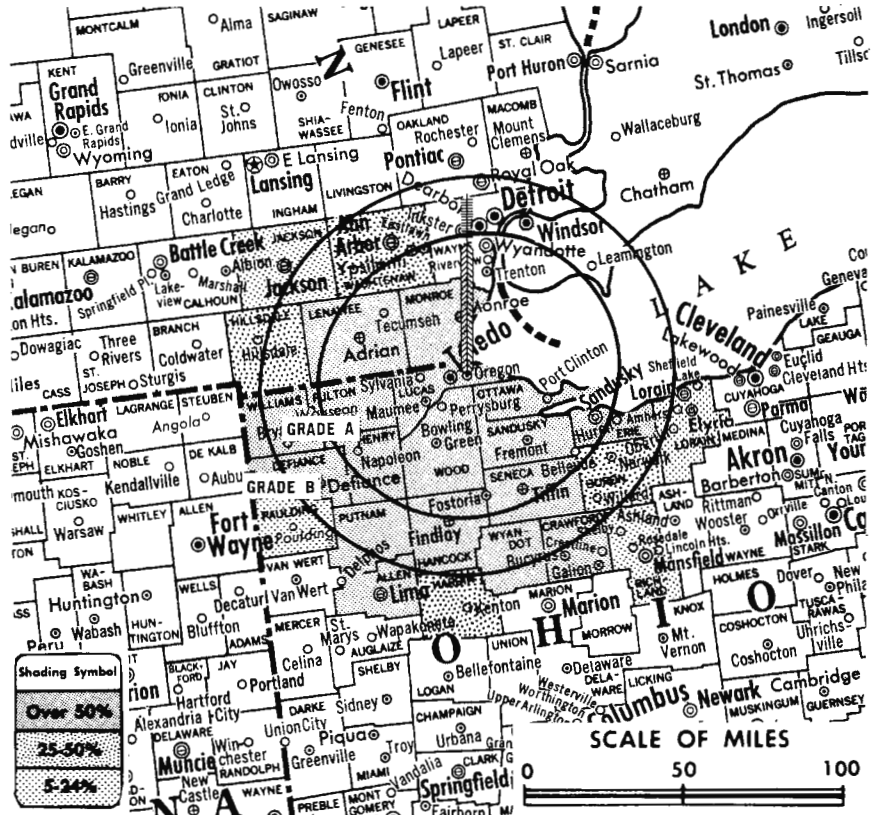
FM Affiliate: WSPD-FM, 5-kw, 101.5 mc (No. 268), 810-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WSPD-TV Ref: FCC File No. BMPCT-4735 Granted 5/13/59

©American Map Co., Inc., N.Y., No. 14244

WSPD-TV

Licensee: Storer Broadcasting Co., 136 Huron St. (43604).

Studio: 136 Huron St.

Telephone: 419-248-6201. TWX No.: 810-442-1748.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: July 21, 1948.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

Personnel:

STANTON P. KETTLER, president.
TERRY LEE, vice president, television division.
KEITH McKENNEY, vice president & general manager.
RICHARD FITZGIBBONS, general sales manager.
DAVID CROMWELL, production manager.
JOHN STEINWAND, program director.
GEORGE FULOP, chief engineer.

DIGEST OF RATE CARD NO. 23 (July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—7:30-11 p.m., daily.	\$1500.00	\$900.00	\$600.00	\$450.00	\$440.00	\$340.00	\$180.00

NETWORK BASE HOURLY RATE: \$1300.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	LENAWEE	23,300	22,400	96
	MONROE	30,300	29,500	97

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OHIO			
	ALLEN	32,400	30,800	95
	CRAWFORD	15,100	14,400	95
	DEFIANCE	9,400	9,000	96
	ERIE	21,700	21,000	97
	FULTON	8,700	8,300	95
	HANCOCK	17,500	16,900	97
	HENRY	7,600	7,400	97
	LUCAS	146,600	142,300	97
	OTTAWA	11,000	10,600	97
	PUTNAM	7,500	7,100	95
	SANDUSKY	17,500	17,000	97
	SENECA	17,100	16,400	96
	WILLIAMS	9,400	8,900	95
	WOOD	21,500	20,800	97
	WYANDOT	6,500	6,100	95

25-50 O/O	MICHIGAN			
	HILLSDALE	10,400	9,700	94
	WASHTENAW	52,100	48,800	94

	OHIO			
	HARDIN	8,700	8,200	94
	HURON	14,300	13,700	96

5-24 O/O	MICHIGAN			
	JACKSON	40,500	39,300	97
	OHIO			
	LORAIN	67,500	65,700	97
	PAULDING	4,800	4,600	95
	RICHLAND	37,800	36,300	96

STATION TOTALS 639,200 615,200 96

NET WEEKLY CIRCULATION (MARCH 1966) 415,500
AVERAGE DAILY CIRCULATION (MARCH 1966) 286,900

Ohio—Toledo



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1000-ft. above av. terrain, 1046-ft. above ground, 1625-ft. above sea level.

Latitude 41° 40' 22"
Longitude 83° 22' 47"

Transmitter: Cedar Point, near Norden Rd., Oregon City, Ohio.

TV tape: Recording facilities.

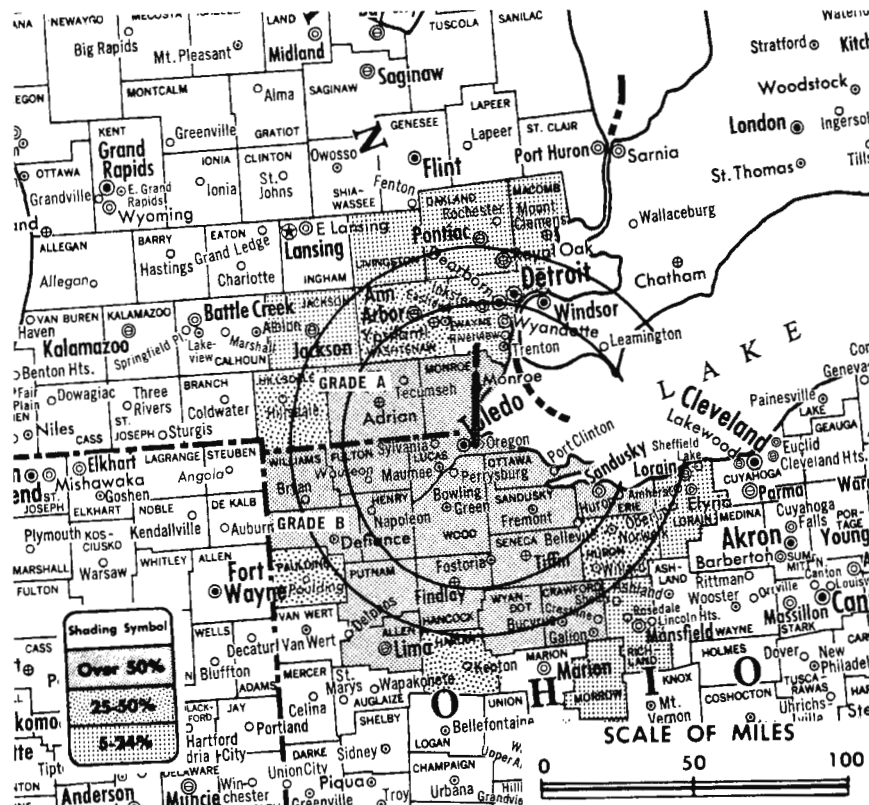
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WTOL-TV Ref: FCC File No. BPCT-590 Granted 7/23/58

©American Map Co., Inc., N.Y., No. 14244

WTOL-TV

Licensee: Cosmos Broadcasting Corp., 604 Jackson St., Toledo, O. (43604).

Studio: 604 Jackson St.

Telephone: 419-244-7411.

TWX No.: 810-442-1609.

Ownership: Cosmos Broadcasting Corp., G. Richard Shafto, pres., 1111 Bull St., Columbia, S.C. For other interests see WIS-TV, Columbia, S.C.

Began Operation: Dec. 5, 1958. Sale to present owner by Frazier Reams and associates approved March 10, 1965 by FCC (Television Digest, Vol. 4:46, 5:11).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- CHARLES A. BATSON, general manager.
- JOHN SAUNDERS, program director & film buyer.
- GEORGE J. KAPEL, general sales manager.
- HARLEY WEST, local & regional sales manager.
- MIKE SCIOSCIA, production manager.
- DONALD M. HESS, promotion director.
- JOE GILLIS, dir. of news & public affairs.
- DAN MORRIS, assistant public affairs director.
- WYATT McDANIEL, chief engineer.

DIGEST OF RATE CARD NO. 8 (Sept. 1, 1964)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$1400.00	\$850.00	\$650.00	Graded rates apply*		

*Highest Rate: \$500.

NETWORK BASE HOURLY RATE: \$1300.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	LENAWEE	23,300	22,400	96
	MONROE	30,300	29,500	97
	OHIO			
	ALLEN	32,400	30,800	95
	CRAWFORD	15,100	14,400	95
	DEFIANCE	9,400	9,000	96
	ERIE	21,700	21,000	97
	FULTON	8,700	8,300	95
	HANCOCK	17,500	16,900	97
	HENRY	7,600	7,400	97
	LUCAS	146,600	142,300	97
	UTTAWA	11,000	10,600	97
	PUTNAM	7,500	7,100	95
	SANDUSKY	17,500	17,000	97
	SENECA	17,100	16,400	96
	WILLIAMS	9,400	8,900	95
	WOOD	21,500	20,800	97
	WYANDOT	6,500	6,100	95
25-50 O/O	MICHIGAN			
	HILLSDALE	10,400	9,700	94
	WASHTENAW	52,100	48,800	94
	OHIO			
	HARDIN	8,700	8,200	94
	HURON	14,300	13,700	96
	PAULDING	4,800	4,600	95

(Continued on page 547-b)

STATION TOTALS	1,824,300	1,768,800	97
NET WEEKLY CIRCULATION (MARCH 1966)			452,200
AVERAGE DAILY CIRCULATION (MARCH 1966)			297,800

Ohio—Youngstown



WFMJ-TV



Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 1000-kw maximum and 263-kw horizontal visual, 200-kw maximum and 52.6-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1085-ft. above ground, 2118-ft. above sea level with 1° tilt.

Latitude 41° 04' 46"
Longitude 80° 38' 25"

Transmitter: Mabel St.

Studio: 101 W. Boardman St.

AM Affiliate: WFMJ, 5-kw, 1390 kc (NBC).

Color: Network.

News Wire Service: UPI.

ARB Data: The table below does not show present coverage. After data was collected, the station increased facilities.

Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WFMJ-TV Ref: FCC File No. BMPCT—5849 Granted 4/8/64

©American Map Co., Inc., N.Y., No. 14244

WFMJ-TV

Licensee: The Vindicator Printing Co., 101 W. Boardman St. (44503).

Telephone: 216-744-8611.

TWX No.: 216-736-0106.

Ownership: Vindicator Printing Co., publisher of Youngstown Vindicator, 43.88% (treasury stock); E. W. Scripps Co., 26%; William F. Maag Jr., pres., 26%; William J. Brown, v.p., treas., 17%; Elizabeth M. Brown, secy., 17%; Frances R. Lower, 5%. 27 others, none over 5%.

Began Operation: March 8, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (Television Digest, Vol. 10:19).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Carl E. Smith.

Represented (sales) by Blair Television Associates Inc.

Personnel:

WILLIAM F. MAAG JR., president.
MITCHELL F. STANLEY, manager, sales manager & film buyer.
JAY GRIER, TV program manager.
GENE DONAHAY, film director.
FRANK DIERINGER, chief engineer.

DIGEST OF RATE CARD NO. 9 (April 15, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-11 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$110.00	\$50.00
NETWORK BASE HOURLY RATE: \$500.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OHIO MAHONING TRUMBULL	91,400 64,600	88,800 62,700	97 97
	PENNSYLVANIA LAWRENCE MERCER	33,200 37,800	31,800 36,000	96 95
25-50 O/O	PENNSYLVANIA CRAWFORD	22,600	21,100	93
5-24 O/O	OHIO COLUMBIANA PORTAGE STARK	32,400 26,900 106,100	31,100 26,100 102,500	96 97 97
STATION TOTALS		415,000	400,100	96
NET WEEKLY CIRCULATION (MARCH 1966)			214,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			142,900	

For Color Set Penetration by Markets
 See Services Volume

Ohio—Youngstown



WKBN-TV

Ch. 27



Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 1000-kw maximum and 462-kw horizontal visual, 93-kw aural. Antenna: 630-ft. above av. terrain, 663-ft. above ground, 1774-ft. above sea level, using electrical beam tilt.

Latitude 41° 03' 30"
Longitude 80° 38' 42"

Transmitter: 3930 Sunset Blvd.

Studio: 3930 Sunset Blvd.

TV tape: Recording facilities.

AM Affiliate: WKBN, 5-kw, 570 kc (CBS).

FM Affiliate: WKBN-FM, 50-kw, 98.9 mc (No. 255), 545-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS

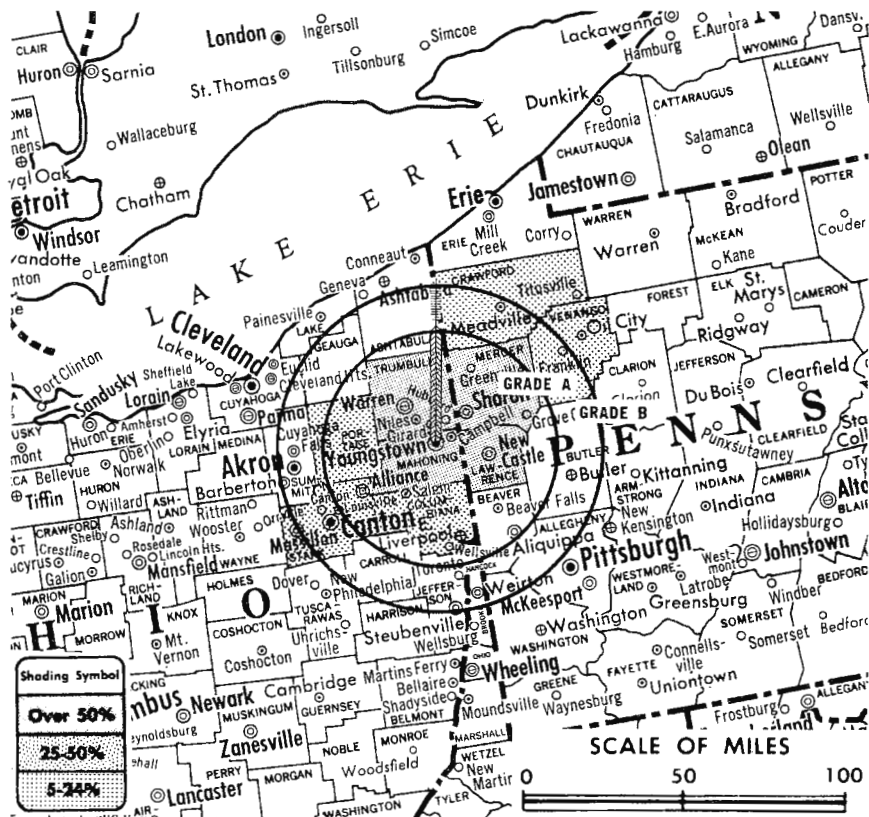
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WKBN-TV Ref: FCC File No. BPCT-3060 Granted 8/19/62

©American Map Co., Inc., N.Y., No. 14244

WKBN-TV

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd. (44512).

Telephone: 216-782-1144. TWX No.: 216-736-0108.

Ownership: W. P. Williamson Jr., pres., 100%; Gladys S. Williams, treas.; Ruth L. Cruikshank, secy. W. P. Williamson Jr. increased holdings from 60 to 100% in 1958 by purchasing 40% held by publisher of Cleveland Plain Dealer and News for undisclosed amount and retiring stock to treas. (Television Digest, Vol. 14:34).

Began Operation: Jan. 11, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by David Steel & Assoc.

Personnel:

W. P. WILLIAMSON JR., president & general manager.
W. P. WILLIAMSON III, asst. general manager.
DAVID V. STEWART, sales director.
EUGENE C. SPRINGER, public relations director.
NORMAN BERGER, TV program director & film buyer.
B. T. WILKENS, chief engineer.

DIGEST OF RATE CARD NO. A10a
(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—7:30-11 p.m., Mon.-Sat.; 6-11-p.m., Sun.
\$500.00 \$300.00 \$200.00 \$150.00 \$110.00* \$100.00* \$55.00*

*Class A—7:30-11:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$500.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	OHIO			
0/0	MAHONING	91,400	88,800	97
	TRUMBULL	64,600	62,700	97
	PENNSYLVANIA			
	LAWRENCE	33,200	31,800	96
	MERCER	37,800	36,000	95
5-24	OHIO			
0/0	COLUMBIANA	32,400	31,100	96
	PORTAGE	26,900	26,100	97
	STARK	106,100	102,500	97
	PENNSYLVANIA			
	CRAWFORD	22,600	21,100	93
	VENANGO	18,200	16,700	92
STATION TOTALS		433,200	416,800	96

NET WEEKLY CIRCULATION (MARCH 1966) 206,500
AVERAGE DAILY CIRCULATION (MARCH 1966) 141,600

For Index to Contents
See Services Volume

Ohio—Youngstown



WYTV



Ch. 33

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 209-kw. visual, 20.9-kw. aural. Antenna: 580-ft. above av. terrain, 643-ft. above ground, 1668-ft. above sea level.

Latitude 41° 03' 42.6"
Longitude 80° 38' 6.5"

Transmitter: 3800 Shady Run Rd., Youngstown.

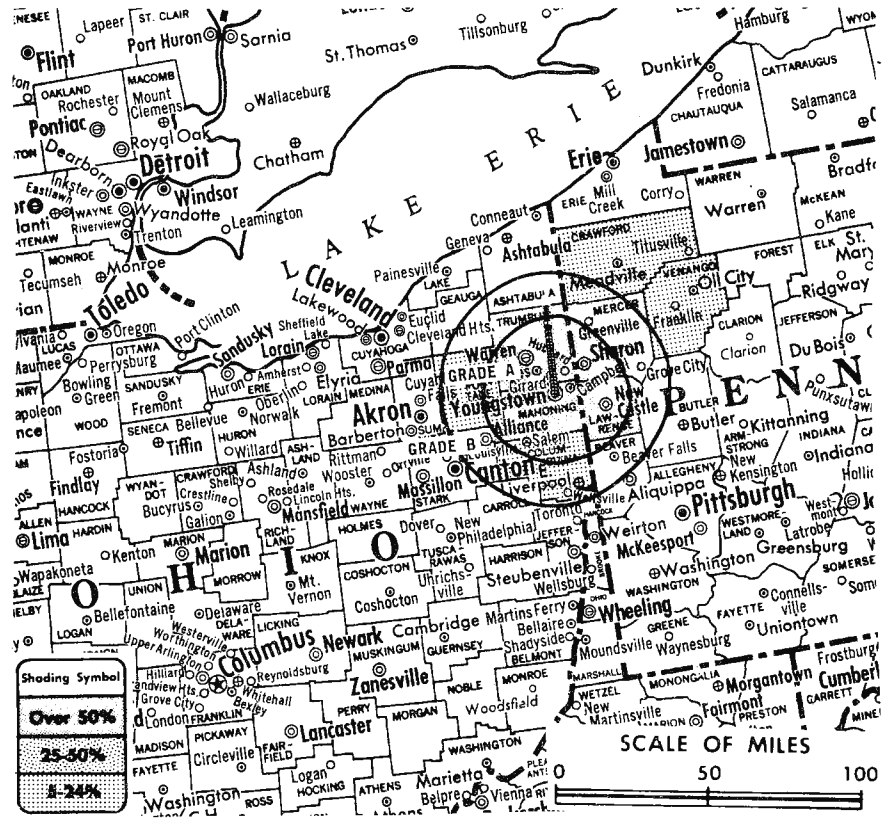
Studio: 3800 Shady Run Rd.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WYTV Ref: FCC File No. BPCT-2568 Granted 7/29/59

©American Map Co., Inc., N.Y., No. 14244

WYTV

Licensee: WYTV Inc., 3800 Shady Run Rd., Youngstown (44502).

Telephone: 216-788-2424.

TWX No.: 216-736-0110.

Ownership: Edwin G. Richter Jr., 25%; Edgewood Investment, 25%; Adam Young Inc., 30%; Howard D. Duncan Jr., 20%.

Began Operation: April 4, 1953 as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, O. Resumed operation Oct. 30, 1957 from present transmitter site (Television Digest, Vol. 13:44). Changed to Ch. 33 operation in Youngstown Nov. 26, 1959 (Vol. 15:48). Sale to present owners by WKST-TV Inc. (wholly-owned by Communications Industries Corp.) was approved Feb. 5, 1965 by FCC (Vols. 4:47, 5:7). Sale to WKST-TV Inc. by Samuel Townsend approved April 12, 1961 by FCC (Vols. 16:39 & 17:16).

Represented (sales) by Young Television.

Represented (legal) by McKenna & Wilkinson.

Personnel:

HOWARD D. DUNCAN JR., v.p. & general manager.
CHARLES DE VAULT, asst. general manager & film buyer.
ARTHUR TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. C-3
(March 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class AA—7:30-11 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00
NETWORK BASE HOURLY RATE:	\$450.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50	OHIO			
	MAHONING	91,400	88,800	97
	TRUMBULL	64,600	62,700	97
	PENNSYLVANIA			
	LAWRENCE	33,200	31,800	96
	MERCER	37,800	36,000	95
5-24	OHIO			
O/D	COLUMBIANA	32,400	31,100	96
	PORTAGE	26,900	26,100	97
	PENNSYLVANIA			
	CRAWFORD	22,600	21,100	93
	VENANGO	18,200	16,700	92
STATION TOTALS		327,100	314,300	96
NET WEEKLY CIRCULATION (MARCH 1966)			200,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			127,900	

For Ohio CATV Systems
See Services Volume

Ohio—Zanesville

abc **WHIZ-TV**

Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 212-kw visual, 37.2-kw aural. Antenna: 540-ft. above av. terrain, 506-ft. above ground, 1410-ft. above sea level.

Latitude 39° 55' 42"
Longitude 81° 59' 06"

Transmitter: Downerd Rd.

AM Affiliate: WHIZ, 1-kw (.25-kw, night), 1240 kc (NBC).

FM Affiliate: WHIZ-FM, 15-kw, 102.5 mc (No. 273), 490-ft. antenna height.

O & O Translators: W80AA, Cambridge; W71AB, Coshocton, Ohio.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

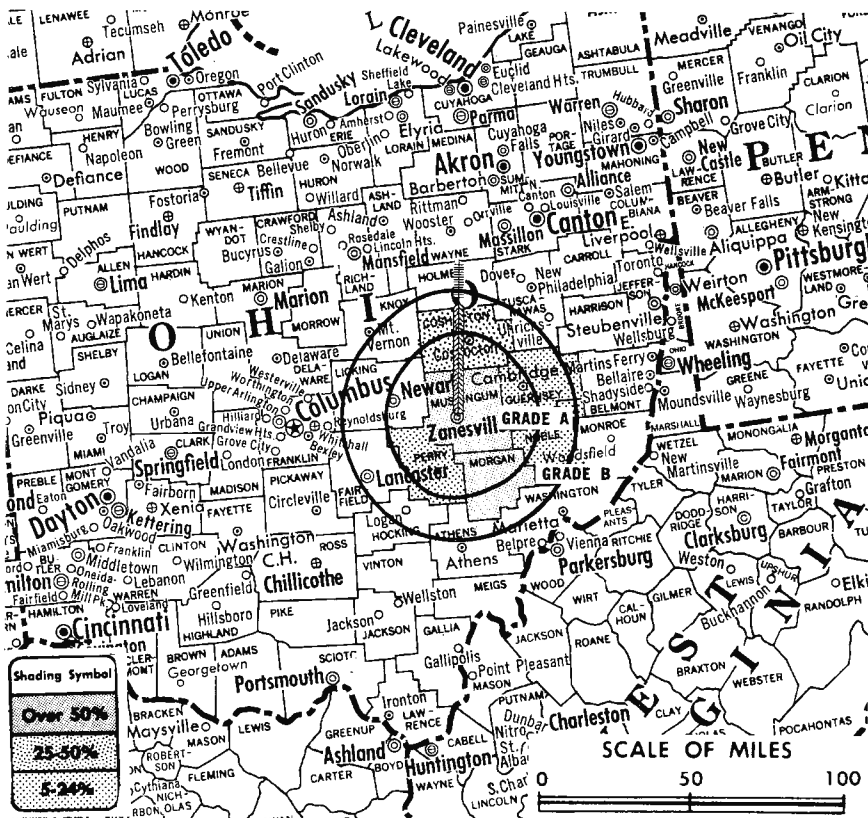
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WHIZ-TV Ref: FCC File No. BPCT—3305 Granted 4/13/64

© American Map Co., Inc., N.Y., No. 14241

WHIZ-TV

Network Service: ABC, NBC; also CBS, on per program basis.

Licensee: Southeastern Ohio Television System, Downerd Rd.

Studio: Downerd Rd. (43701).

Telephones: 614-452-5431 (office); 614-453-0361 (studio).

Ownership: General partnership: T/R Inc., 63%; Southeastern Ohio Bcstg. System Inc., licensee of WHIZ radio, 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%. Ownership interlocks with Zanesville Publishing Co. Zanesville Publishing owners are Clay Littick, 47.5%; Arthur S. Littick, 47.5%; Wm. O. Littick, 5%. Southeastern Ohio Bcstg. owners are Zanesville Publishing Co., 60%; Ernest Graham, 20%; Clarence Graham, 20%. T/R Inc. also operates WTAP-TV, Parkersburg, W. Va.; radios WTAP, Parkersburg; WNXT, Portsmouth; WOMP & FM, Bellaire, O.; Zanesville Publishing Co. operates WZIP & FM, Cincinnati, O.

Began Operation: May 15, 1953.

Represented (sales) by Savalli/Gates National Representatives Inc.; Regional Reps Corp.

Represented (legal) by Robert F. Jones.

Represented (engineering) by Lohnes & Culver.

Personnel:

ALLAN LAND, broadcasting group manager & film buyer.
ROBERT HODOUS, general manager.
NATE MILDER, director of sales.
C. E. HARTMEYER, chief engineer.
REED MELLON, director of programs.
RALPH YOUNG, film operation manager.

DIGEST OF RATE CARD NO. 1
(April 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.	
Class A—6:29-11 p.m., daily.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$15.00

NETWORK BASE HOURLY RATE: \$120 (ABC), \$120 (NBC).

554-b

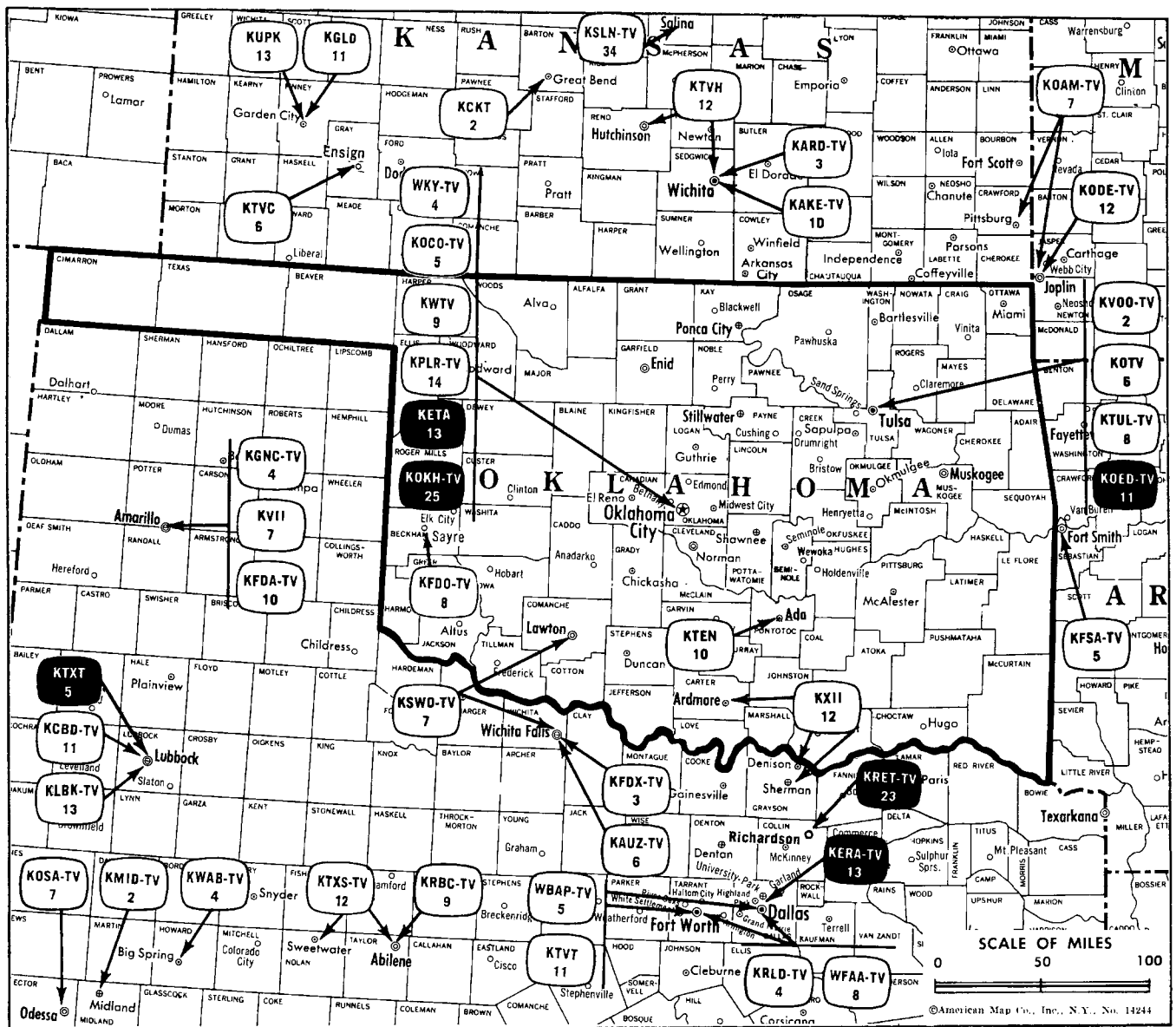
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	OHIO MORGAN MUSKINGUM	3,500	3,200	91
25-50	OHIO COSHOCTON	9,900	9,100	92
5-24	OHIO GUERNSEY NOBLE PERRY	11,200 2,900 7,800	10,400 2,600 7,400	93 89 95
STATION TOTALS		59,000	55,200	94
NET WEEKLY CIRCULATION (MARCH 1966)			33,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			25,100	



MALARKEY, TAYLOR & ASSOCIATES

CATV
Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Oklahoma City	362,200	51	497,200	62	460,500	62
Tulsa	317,600	58	460,500	64	420,800	64
Lawton-Wichita Falls	134,800	127	204,000	135	189,100	134
Ada	68,500	171	151,100	162	135,800	161
Ardmore	57,900	181	128,900	171	115,000	172

Oklahoma Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	11	0	11
Educational Television Stations	2	1	3
			14

For Additional Data, See Next Page



LET VIKING TURN YOU ON

DON'T SIGN A TURNKEY CONTRACT UNTIL YOU CHECK WITH

viking

400 Ninth Street Hoboken, N.J.
Call Collect: (201) 656-2020

Oklahoma

State Educational Technical Facilities (Complete Data in Educational Directory)

KETA Oklahoma City Ch. 13

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman, Okla.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 74.2-kw visual, 14.8-kw aural. Antenna: 1450-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude 35° 32' 58"
Longitude 97° 29' 48"

KOKH-TV Oklahoma City Ch. 25

Non-Commercial Educational Station

Licensee: Independent School District No. 89, 900 N. Klein St.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 275-kw visual, 55-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1690-ft. above sea level.

Latitude 35° 38' 08"
Longitude 97° 30' 58"

Holds CP for change to 251-kw max. and 219-kw horizontal visual, 70-kw max. and 43.6-kw horizontal aural, 1430-ft. above av. terrain, 1596-ft. above ground, 2749-ft. above sea level, lat. 35° 34' 07", long. 97° 29' 20"; transmitter to 1302 E. Britton Rd.

KOED-TV Tulsa Ch. 11

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman, Okla.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 14.8-kw visual, 2.95-kw aural. Antenna: 1270-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level.

Latitude 36° 11' 26"
Longitude 96° 05' 50"

Holds CP for 259-kw visual, 37-kw aural. BPET—274.

State Cross Reference List Communities That Receive Programs of Stations That Are Located Elsewhere

KFDX-TV Lawton (See Wichita Falls, Tex.)

KAUZ-TV Lawton (See Wichita Falls, Tex.)

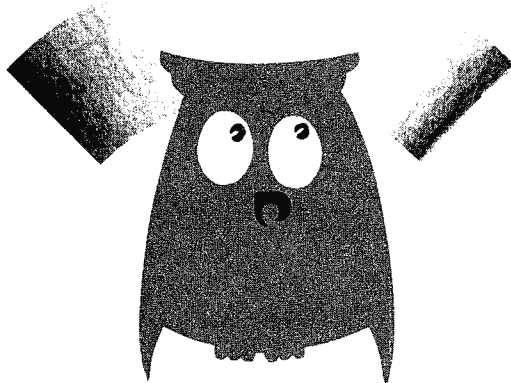
KSWO-TV, Lawton (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	OKLAHOMA			
	CADDO	8,500	7,800	91
	CARTER	14,200	12,900	91
	LOVE	1,400	1,300	88
	ROGER MILLS	1,200	1,000	83
	WASHITA	5,600	5,200	93
	TEXAS			
	CHILDRESS	1,900	1,700	89
	COLLINGSWORTH	1,400	1,100	78
HASKELL	3,100	2,800	89	
KING	200	200	79	
STEPHENS	2,600	2,300	88	
STONEWALL	700	700	95	

For Oklahoma CATV Systems

See CATV Directory

in Services Volume



Full Color Coverage

All the color of the television, broadcast and electronics industries, at your fingertips every Monday morning... that's *Television Digest with Consumer Electronics*. Concise, up-to-the-minute, authoritative reporting, tailored to the needs of the busy broadcast and electronics executive. Subscribe today, and save hours each week on your business reading.

See page 803-b for details.

Oklahoma—Ada



KTEN
Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 760-ft. above av. terrain, 725-ft. above ground, 1719-ft. above sea level.

Latitude 34° 54' 08"
Longitude 96° 40' 37"

Transmitter: 8.5-mi. N of Ada on State Hwy. 99.

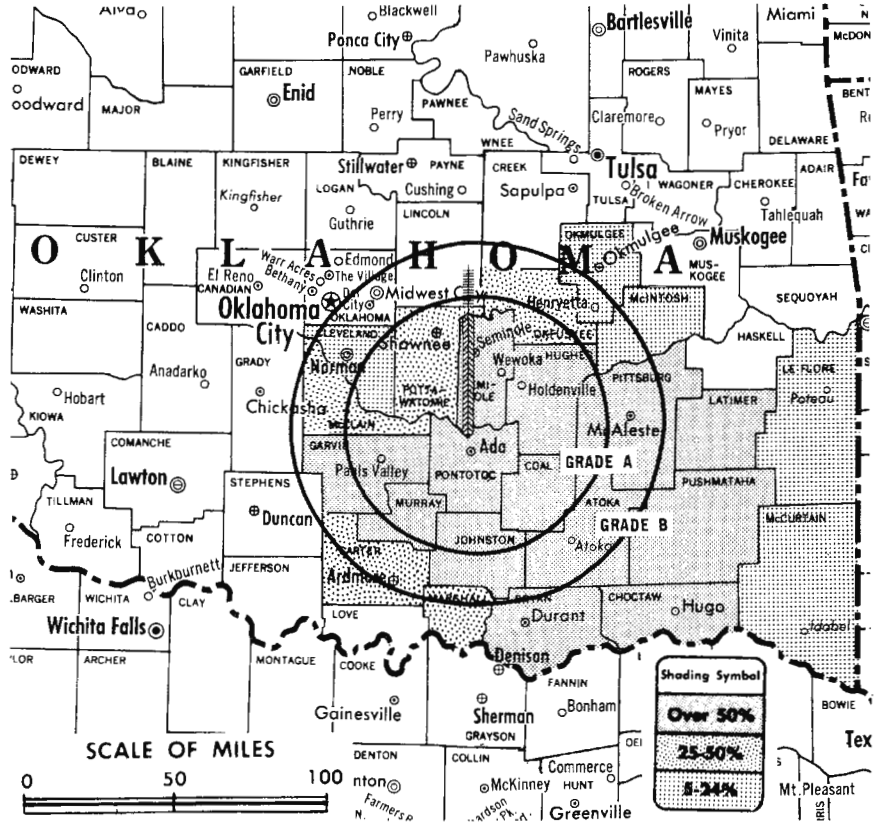
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

ARB Data: The figures below do not reflect present coverage. The station changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KTEN Ref: FCC File No. BPCT—3560 Granted 5/28/65

©American Map Co., Inc., N.Y., No. 14244

KTEN

Network Service: ABC; also CBS & NBC, on per program basis.

Licensee: Eastern Oklahoma Television Co. Inc., Box 10, Ada.

Studio: 1600 Arlington St., Ada (74820).

Telephone: 405-332-3311. TWX No.: 405-332-1141.

Ownership: Bill Hoover, pres., 72%; over 40 other stockholders, only 2 with as much as 2.5%.

Began Operation: April 28, 1954.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

BILL HOOVER, president, general manager & film buyer.
R. JACK HOOVER, vice president & program manager.
CONNIE LARSON, traffic manager.
GEORGE MILLER, news director.
FRED SMITH, chief engineer.
JACK M. HOOVER, promotion manager.

DIGEST OF RATE CARD NO. 5—(Aug. 15, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7-9:30 p.m., daily.

\$300.00 \$180.00 \$150.00 \$120.00 \$105.00 \$100.00 \$80.00 \$40.00

NETWORK BASE HOURLY RATE: \$250 (ABC), \$250 (NBC).

For Color Set Penetration by Market

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OKLAHOMA			
	ATOKA	2,700	2,500	92
	BRYAN	7,800	6,700	85
	CHOCTAW	4,300	3,200	76
	COAL	1,500	1,400	93
	GARVIN	9,300	8,700	94
	HUGHES	4,400	4,100	93
	JOHNSTON	2,500	2,100	85
	LATIMER	1,900	1,500	78
	MURRAY	4,000	3,800	95
	PITTSBURG	10,500	9,400	89
	PONTOTOC	9,600	9,100	94
	PUSHMATAHA	2,700	2,200	80
	SEMINOLE	7,700	7,100	92
25-50 O/O	OKLAHOMA			
	CARTER	14,200	12,900	91
	MC CLAIN	3,900	3,700	95
	MARSHALL	2,300	2,100	92
	OKFUSKEE	2,700	2,300	85
	POTTAWATOMIE	14,200	13,100	92
5-24 O/O	OKLAHOMA			
	CLEVELAND	15,000	13,800	92
	LE FLORE	8,500	7,300	86
	MC CURTAIN	7,000	5,700	82
	MC INTOSH	2,900	2,500	88
	UKMULGEE	11,500	10,600	92

STATION TOTALS 151,100 135,800 90

NET WEEKLY CIRCULATION (MARCH 1966) 68,500
AVERAGE DAILY CIRCULATION (MARCH 1966) 44,300

Oklahoma—Ardmore & Sherman-Denison, Texas

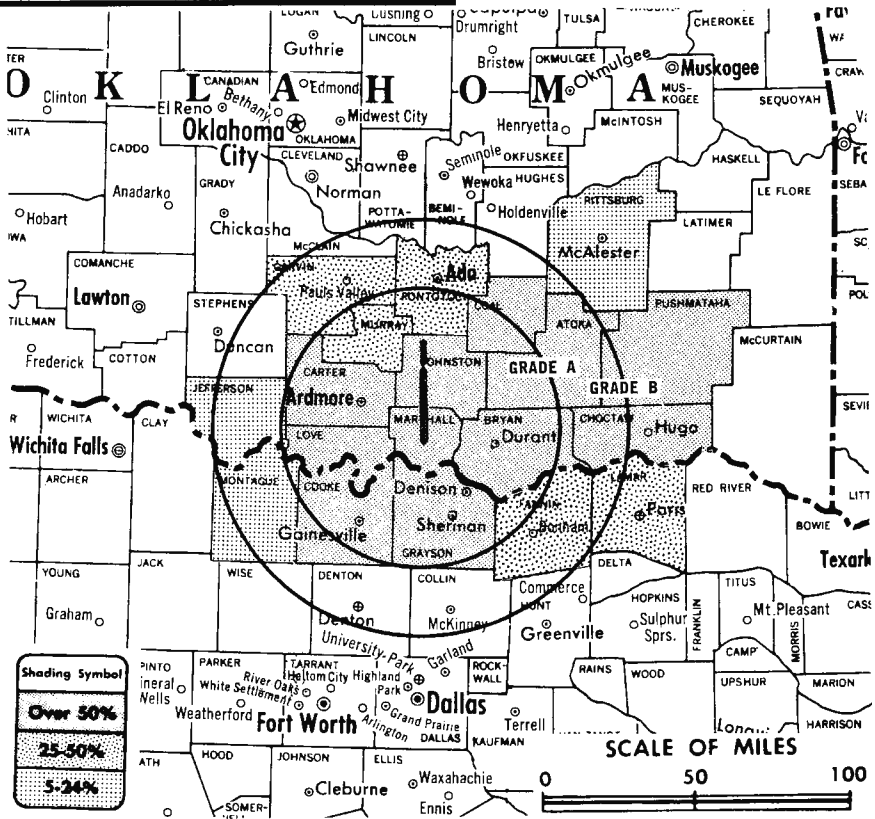


KXII
Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 214-kw visual, 32.4-kw aural. Antenna: 1030-ft. above av. terrain, 978-ft. above ground, 1828-ft. above sea level.

Latitude 34° 02' 29"
Longitude 96° 48' 04"

Transmitter: Madill, Okla.
Studios: Madill, Okla.; Sherman, Tex.
Telephone: 214-892-8123.
Color: Network only.
News Wire Service: UPI.
Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

KXII Ref: FCC File No. BMPCT-5362 Granted 8/17/59

©American Map Co., Inc., N.Y., No. 14244

KXII

Network Service: NBC; also CBS, on per program basis.

Grantee (STA): Texoma Broadcasters Inc., P.O. Box 1175, Sherman, Texas (75091).

Ownership: KWTX Bcstg. Co., operator of KWTX-TV, Waco, Tex., 80%; M. N. Bostick (gen. mgr. of KWTX-TV), 20%.

Began Operation: Aug. 12, 1956. Sale to present owners by John E. Riesen, executor for estate of founder John F. Easley approved June 17, 1959 by FCC (Vol. 15:17, 23, 25).

Represented (sales) by Avery-Knodel Inc.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

M. N. BOSTICK, president.
C. H. BALDING, general manager.
PETE McNEE, national sales manager.
GIL LEE, operations director.
BILL RUSSELL, chief engineer.

DIGEST OF RATE CARD NO. 3 (Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-10 p.m., Mon.-Sat.; noon to 10:30 p.m., Sun.	\$225.00	\$135.00	\$90.00	\$57.50	\$50.00	\$50.00 \$25.00

NETWORK BASE HOURLY RATE: \$175 (NBC).

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OKLAHOMA			
	ATOKA	2,700	2,500	92
	BRYAN	7,800	6,700	85
	CARTER	14,200	12,900	91
	CHOCTAW	4,300	3,200	76
	COAL	1,500	1,400	93
	JOHNSTON	2,500	2,100	85
	LOVE	1,400	1,300	88
	MARSHALL	2,300	2,100	92
	PUSHMATAHA	2,700	2,200	80
	TEXAS			
	COOKE	7,500	6,900	92
	GRAYSON	24,800	22,700	91
25-50 O/O	OKLAHOMA			
	GARVIN	9,300	8,700	94
	MURRAY	4,000	3,800	95
	PONTOTOC	9,600	9,100	94
	TEXAS			
	FANNIN	7,000	6,000	86
	LAMAR	9,800	7,600	78
5-24 O/O	OKLAHOMA			
	JEFFERSON	2,300	2,100	91
	PITTSBURG	10,500	9,400	89
	TEXAS			
	MONTAGUE	4,700	4,300	92
STATION TOTALS		128,900	115,000	89
NET WEEKLY CIRCULATION (MARCH 1966)				57,900
AVERAGE DAILY CIRCULATION (MARCH 1966)				42,800

Oklahoma—Lawton



KSWO-TV



Ch. 7

(Also serves Wichita Falls, Tex.)

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1050-ft. above av. terrain, 1059-ft. above ground, 2199-ft. above sea level.

Latitude 34° 12' 55"
Longitude 98° 43' 13"

Transmitter: Grandfield, Okla., near Wichita Falls, Tex.

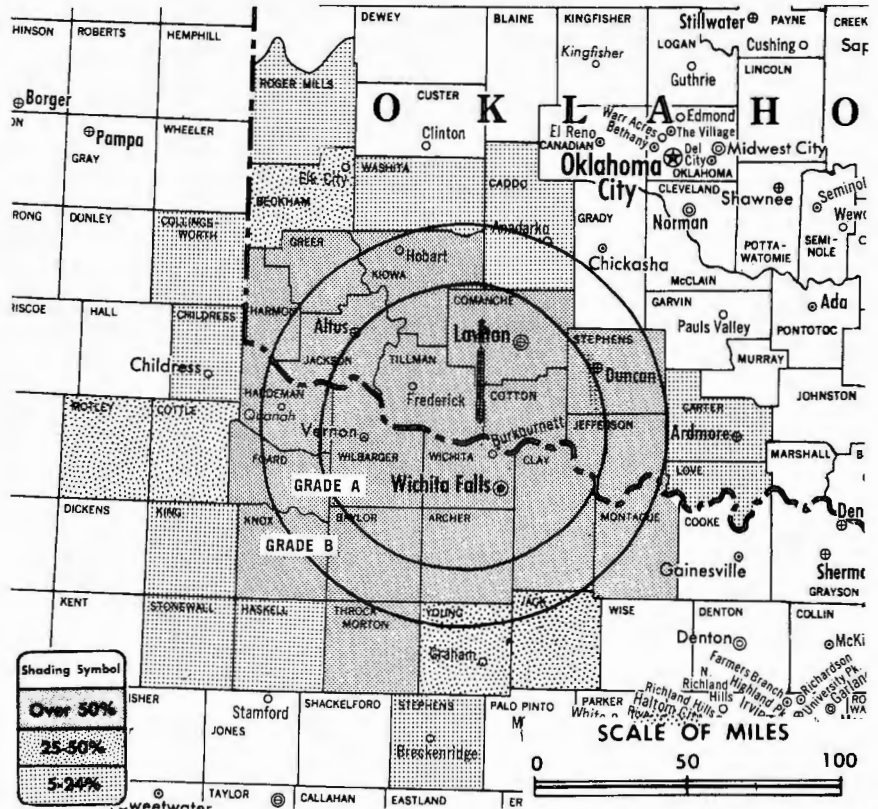
Studio: Administration Bldg., 4-mi. E of Lawton.

AM Affiliate: KSWO, 1-kw, 1380 kc (ABC).

Color: Network only.

News Wire Service: UPI.

Total Households © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ABB study.



KSWO-TV Ref: FCC File No. BMPCT-5424 Granted 1/18/60

©American Map Co., Inc. N.Y. No. 14244

KSWO-TV

Licensee: KSWO-TV Co. Inc., Box 708 (73502).

Telephones: 405-355-7000, Lawton; 405-723-2233, Wichita Falls.

TWX No.: 405-355-8556.

Ownership: R. H. Drewry, 69%; T. R. Warkentin Estate (Lawton Burton, executor), 15.5%; Edith Scott, 15.5%. Licensee owns 90% of KRHD, Duncan, Okla. Drewry & the Warkentin estate are stockholders in KMID-TV, Midland, Tex. and control radio KGWA, Enid, Okla.

Began Operation: March 8, 1953.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

R. H. DREWRY, president & general manager.
AL HAZELWOOD, commercial manager.
PAUL GOODE, comptroller & film buyer.
JIMMY LOCKERD, chief engineer.
HAROLD HUNT, program director.

DIGEST OF RATE CARD NO. 7

(Sept. 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class A—7-10 p.m., daily.					
\$450.00	\$270.00	\$140.00	\$90.00	\$85.00	\$50.00

NETWORK BASE HOURLY RATE: \$350.

For Oklahoma CATV Systems

See CATV Directory

In Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OKLAHOMA			
	COMANCHE	29,400	27,600	94
	COTTON	2,100	1,900	93
	GREER	2,400	2,000	85
	HARMON	1,400	1,300	88
	JACKSON	11,100	10,300	93
	JEFFERSON	2,300	2,100	91
	KIOWA	4,500	4,100	91
	STEPHENS	13,800	12,900	94
	TILLMAN	4,500	4,100	92
	TEXAS			
	ARCHER	1,600	1,500	96
	BAYLOR	1,600	1,500	95
	CLAY	2,400	2,300	94
	FOARD	700	700	93
	HARDEMAN	2,200	1,900	87
	KNOX	1,900	1,700	88
	MONTAGUE	4,700	4,300	92
	THRUCKMORTON	500	500	86
	WICHITA	41,400	39,700	96
	WILBARGER	5,200	5,000	96
25-50 O/O	OKLAHOMA			
	BECKHAM	5,600	4,800	86
	TEXAS			
	COTTE	800	700	85
	JACK	2,300	2,200	93
	MOTLEY	500	400	77
	YOUNG	6,100	5,600	92

(Continued on page 556-b)

STATION TOTALS	189,800	176,100	93
NET WEEKLY CIRCULATION (MARCH 1966)			134,600
AVERAGE DAILY CIRCULATION (MARCH 1966)			91,100

Oklahoma—Oklahoma City

KLPR-TV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 1020-kw max. and 832-kw horizontal visual, 102-kw max. and 83.2-kw horizontal aural. Antenna: 590-ft. above av. terrain, 598-ft. above ground, 1878-ft. above sea level.

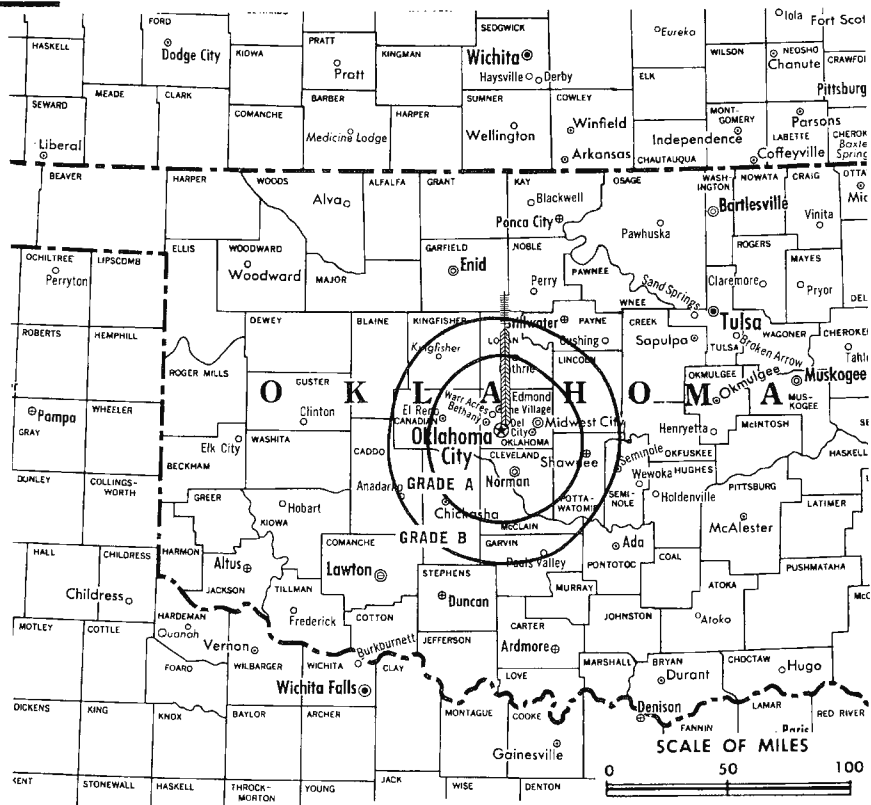
Latitude 35° 23' 14"
Longitude 97° 29' 56"

Transmitter: 716 SE 79th St.

AM Affiliate: KLPR, 1-kw, 1140 kc.

TV tape: Recording facilities.

News Wire Service: UPI.



KLPR-TV Ref: FCC File No. BPCT-3118 Granted 2/24/65

© American Map Co., Inc., N.Y., No. 14244

KLPR-TV

Network Service: None, independent.

Grantee: KLPR-TV Inc., Box 94970.

Studio: 716 SE 79th St.

Telephone: Melrose 4-1411.

Ownership: L. M. (Jack) Beasley, pres., 25%; Omer Carl Thompson, v.p., 25%; Coronado Corp., 50%. Beasley also owns 55% of radio KLPR, 32.5% of radio KTWO, Sand Springs, Okla. and 25% of radio KTCS & FM, Fort Smith, Ark. Thompson owns 30% of KTCS & FM, 32.5% of KTWO and 5% of radio KLPR. Beasley & Thompson are part owners of radio KFAY, Fayetteville, Ark. KLPR-TV ownership interlocks with Ch. 29 applicant for Tulsa. Coronado Corp.'s major stockholders with 9.09% each are: W. D. Amis, L. M. Beasley, P. D. Casper, A. R. Campbell, Frank Dennis, George Epperly, Foster Estes, O. L. Goff and Roy Seikel.

Began Operation: June 1, 1966.

Represented (sales) by Adam Young Inc.

Personnel:

L. M. (JACK) BEASLEY, president & film buyer.
OMER C. THOMPSON, v.p. & general manager.
JERRY WIEDENKELLER, station manager.
JOHN LEMON, production manager.
JEANNE PAGE, traffic manager.
ROBERT JONES, chief engineer.

DIGEST OF RATE CARD NO. 1 (May 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$525.00	\$315.00	\$210.00	\$175.00	\$90.00	\$80.00
	\$400.00					

ARB Data for this Station is not available since it was not in operation when the survey was made.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

CATV Pennsylvania	\$850,000
Radio TV Texas	\$2,300,000

116 Central Park South
New York, N.Y.

Oklahoma—Oklahoma City



KOCO-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 7.52-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 1563-ft. above ground, 2726-ft. above sea level.

Latitude 35° 33' 45"
Longitude 97° 29' 24"

Transmitter: 1/3-mi. E of N. Kelly Ave. on Britton Rd.

Studio: 63rd at Portland.
Telephone: 405-848-3311.

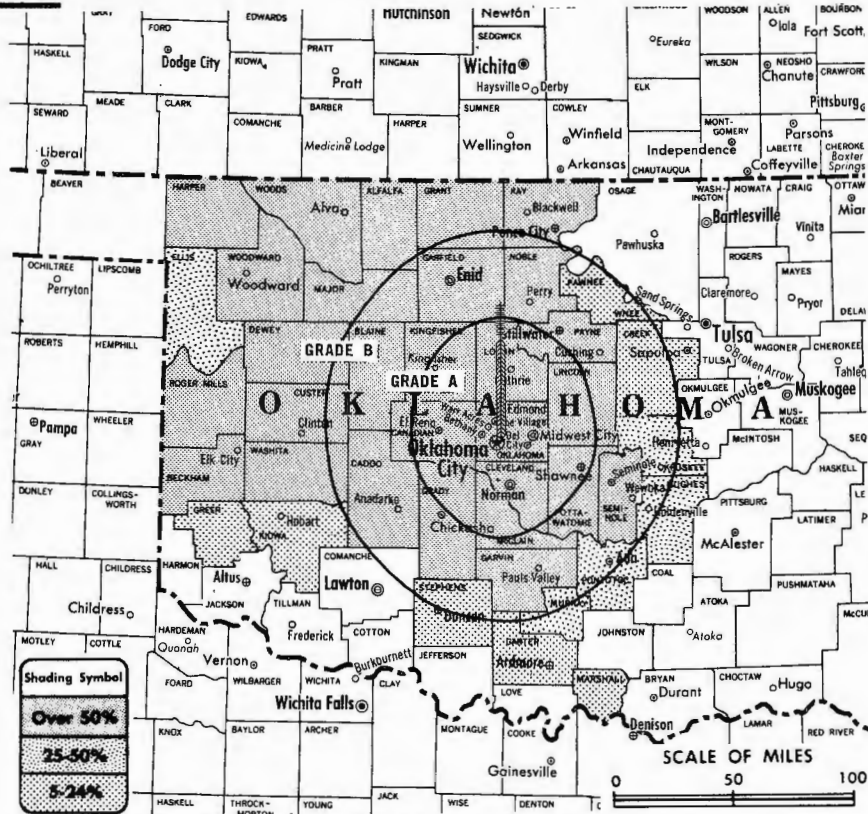
TWX No.: 405-842-3252.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KOCO-TV Ref: FCC File No. BPCT-2794 Granted 8/2/60

©American Map Co., Inc., N.Y., No. 14244

KOCO-TV

Licenses: Cimarron Television Corp., 63rd at Portland, Oklahoma City (73116).

Ownership: John E. Kirkpatrick, pres., 10.154%; Ben K. West, v.p. & gen. mgr., 2.538%; Robert S. Kerr Jr., v.p., 1%; S. B. Robinson, secy.; Jean I. Everest, treas., 8.884%; Dean A. McGee, 10%; B. D. Eddie, 6.346%; Loyd Benefield, 9.52%; estate of Grayce B. Flynn, 10%; Leonard H. Savage, 7.5%; Howard J. Bozarth, 2%; others, none with more than 4%.

Began Operation: July 6, 1954. Sale to Capital City Investment Co. (now Cimarron Television Corp.) approved by FCC Sept. 27, 1961. Sale to L. E. Caster (75%) and Ashley L. Robison (25%) by Streets Electronics Inc. approved Dec. 11, 1957 by FCC (Television Digest, Vol. 13:41, 45, 50). Transfer to Caster Estate, et al. approved March 5, 1958 by FCC (Vol. 14:7, 8, 10). Transfer to present owners approved Oct. 31, 1961 (Vol. 17:23, 1, 4).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

BEN K. WEST, v.p. & general manager.
J. B. CHASE, national sales manager.
HUGH ABFALTER, chief engineer.
JAMES H. PITTS, comptroller.
ALEX KOLENSKY, local sales manager.

DIGEST OF RATE CARD NO. 9 (June 1, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec.
Class A—6:30-10 p.m., daily.
\$1000.00 \$600.00 \$380.00 \$350.00 \$250.00 \$210.00 \$205.00
NETWORK BASE HOURLY RATE: \$800.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OKLAHOMA			
	ALFALFA	2,400	2,200	89
	BECKHAM	5,600	4,800	86

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	BLAINE	3,500	3,200	91
	CADDO	8,500	7,800	91
	CANADIAN	7,800	7,400	95
	CLEVELAND	15,000	13,800	92
	CUSTER	7,300	6,600	91
	DEWEY	1,600	1,400	87
	GARFIELD	18,300	17,200	94
	GARVIN	9,300	8,700	94
	GRADY	9,300	8,500	91
	GRANT	2,300	2,100	92
	HARPER	1,900	1,700	90
	KAY	18,400	17,000	92
	KINGFISHER	3,200	3,000	94
	LINCOLN	5,700	5,400	94
	LOGAN	5,600	5,100	91
	MC CLAIN	3,900	3,700	95
	MAJOR	2,100	1,700	81
	NOBLE	3,300	3,100	94
	OKLAHOMA	171,500	162,100	95
	PAYNE	14,100	12,900	91
	POTTAWATOMIE	14,200	13,100	92
	ROGER MILLS	1,200	1,000	83
	SEMINOLE	7,700	7,100	92
	WASHITA	5,600	5,200	93
	WOODS	3,500	3,100	89
	WOODWARD	4,400	3,700	85
25-50 O/O	OKLAHOMA			
	ELLIS	1,400	1,100	79
	HUGHES	4,400	4,100	93
	MURRAY	4,000	3,800	95
	OKFUSKEE	2,700	2,300	85
	PONTOTOC	9,600	9,100	94

(Continued on page 568-b)

STATION TOTALS	433,300	402,200	93
NET WEEKLY CIRCULATION (MARCH 1966)		339,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		219,000	

Oklahoma—Oklahoma City



KWTV

Ch. 9



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 33.9-kw aural. Antenna: 1520-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude 35° 32' 48"
Longitude 97° 29' 58"

Transmitter: 7401 N. Kelley.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KWTV

Licensee: Griffin-Leake TV Inc., Box 14788 (73114).
Studio: 7401 N. Kelly Blvd. Telephone: 405-843-6641.
TWX No.: 910-830-6852.
Ownership: Griffin-Leake TV Inc. For other interests see KATV, Little Rock, Ark.
Began Operation: Dec. 20, 1953.
Represented (sales) by Edward Petry & Co. Inc.
Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.
Represented (engineering) by George C. Davis Consulting Engineers.
Personnel:
EDGAR T. BELL, exec. v.p. & general manager.
JACK DeLIER, asst. gen. mgr. & sales manager.
MONTEZ TJADEN, promotion-publicity director.
JACK SALLASKA, program director & film buyer.
DICK JOHN, news director.
WAYNE C. LILES, farm director.
EUGENE S. CLARK, chief engineer.

DIGEST OF RATE CARD NO. 12-I—(Nov. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.	\$950.00	\$570.00	\$380.00	\$285.00	\$326/\$260* \$163/\$130*

*Usual night time range under new rate classification plan.

NETWORK BASE HOURLY RATE: \$1100.

Translator Station Directory

Is In Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	OKLAHOMA			
	ALFALFA	2,400	2,200	89
	BECKHAM	5,600	4,800	86
	BLAINE	3,500	3,200	91
	CADDO	8,500	7,800	91
	CANADIAN	7,800	7,400	95
	CARTER	14,200	12,900	91
	CLEVELAND	15,000	13,800	92
	CUSTER	7,300	6,600	91
	DEWEY	1,600	1,400	87
	GARFIELD	18,300	17,200	94
	GARVIN	9,300	8,700	94
	GRADY	9,300	8,500	91
	GRANT	2,300	2,100	92
	HARMON	1,400	1,300	88
	HARPER	1,900	1,700	90
	HUGHES	4,400	4,100	93
	KAY	18,400	17,000	92
	KINGFISHER	3,200	3,000	94
	KIOWA	4,500	4,100	91
	LINCOLN	5,700	5,400	94
	LOGAN	5,600	5,100	91
	MC CLAIN	3,900	3,700	95
	MAJOR	2,100	1,700	81
	MURRAY	4,000	3,800	95
	NOBLE	3,300	3,100	94
	OKLAHOMA	171,500	162,100	95
	PAYNE	14,100	12,900	91
	PONTOTOC	9,600	9,100	94
	POTIATATOMIE	14,200	13,100	92
	ROGER MILLS	1,200	1,000	83
	SEMINOLE	7,700	7,100	92
	WASHITA	5,600	5,200	93
	WOODS	3,500	3,100	89
	WOODWARD	4,400	3,700	85

(Continued on page 568-b)

STATION TOTALS	467,700	432,200	92
NET WEEKLY CIRCULATION (MARCH 1966)		354,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		259,000	

Oklahoma—Oklahoma City



WKY-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1540-ft. above av. terrain, 1602-ft. above ground, 2749-ft. above sea level.

Latitude 35° 34' 07"
Longitude 97° 29' 20"

Transmitter: 1300 E. Britton Rd.

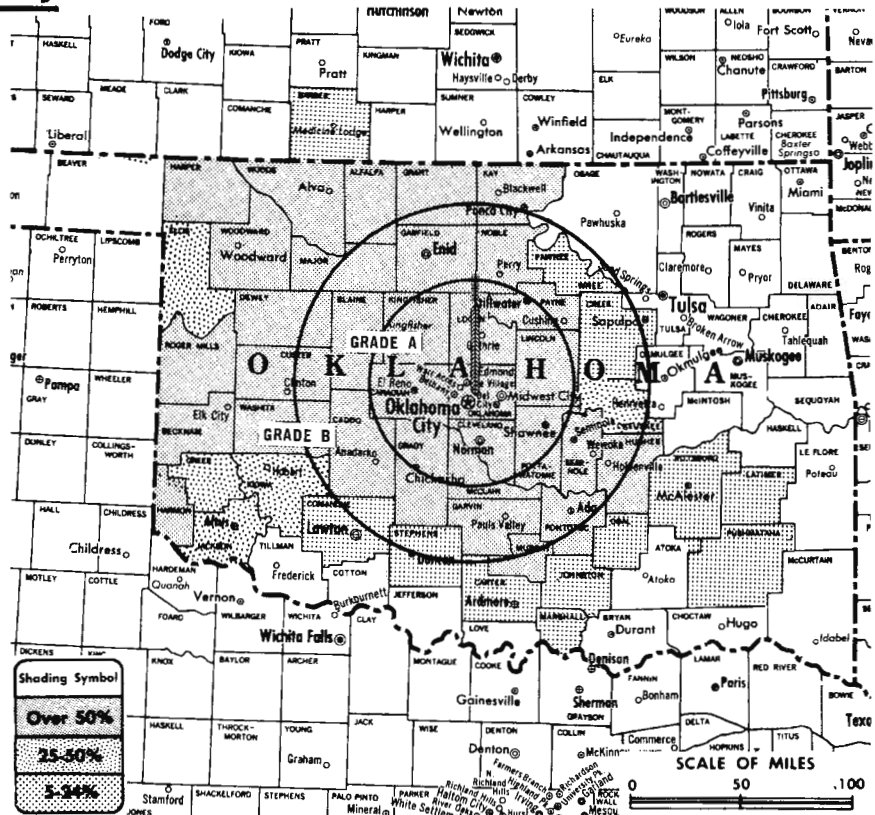
TV tape: Recording facilities.

AM Affiliate: WKY, 5-kw, 930 kc.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WKY-TV Ref: FCC File No. BMPCT-5994 Granted 8/13/64

© American Map Co., Inc., N.Y., No. 14244

WKY-TV

Licensee: WKY Television System Inc., Box 14668, Oklahoma City (73114).

Telephone: 405-478-1212. TWX No.: 405-842-3245.

Studio: 500 E. Britton Rd.

Ownership: Oklahoma Publishing Co., publisher of the Daily Oklahoman, Oklahoma City Times and The Farmer-Stockman. WKY Television System Inc. officers: E. K. Gaylord, pres.; Eugene B. Dodson, v.p.; Norman P. Bagwell, v.p.; Edw. L. Gaylord, secy.-treas. Also operates WTVT, Tampa, Fla.; WVTM(TV), Milwaukee; KTVT, Fort Worth and KHTV, Houston.

Began Operation: June 6, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

NORMAN P. BAGWELL, v.p. & station manager.
TOM PARRINGTON, sales mgr., television mgr. & film buyer.
NICK PANOS, national sales manager.
JOE JERKINS, program manager.
W. J. WILLIS, promotion manager.
ERNIE SCHULTZ, news director.
H. J. LOVELL, technical operations director.
BOB HAYWARD, chief engineer.

DIGEST OF RATE CARD NO. 20—(Feb. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$290.00	\$260.00
NETWORK BASE HOURLY RATE:	\$1175.				

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OKLAHOMA	2,400	2,200	89
	ALFALFA	5,600	4,800	86
	BECKHAM	3,500	3,200	91
	BLAINE	8,500	7,800	91
	CADDO	7,800	7,400	95
	CANADIAN	15,000	13,800	92
	CLEVELAND	7,300	6,600	91
	CUSTER	1,600	1,400	87
	DEWEY	18,300	17,200	94
	GARFIELD	9,300	8,700	94
	GARVIN	9,300	8,500	91
	GRADY	2,300	2,100	92
	GRANT	1,400	1,300	88
	HARMON	1,900	1,700	90
	HARPER	4,400	4,100	93
	HUGHES	18,400	17,000	92
	KAY	3,200	3,000	94
	KINGFISHER	5,700	5,400	94
	LINCOLN	5,600	5,100	91
	LOGAN	3,900	3,700	95
	MC CLAIN	2,100	1,700	81
	MAJOR	4,000	3,800	95
	MURRAY	3,300	3,100	94
	NOBLE	171,500	162,100	95
	OKLAHOMA	14,100	12,900	91
	PAYNE	9,600	9,100	94
	PONTOTOC	14,200	13,100	92
	POTTAWATOMIE	1,200	1,000	83
	ROGER MLLS	7,700	7,100	92
	SEMINOLE	5,600	5,200	93
	WASHITA	3,500	3,100	89
	WOODS	4,400	3,700	85
	WOODWARD			

(Continued on page 568-b)

For Color Set Penetration by Market

See Services Volume

STATION TOTALS	497,200	460,500	93
NET WEEKLY CIRCULATION (MARCH 1966)		362,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)		282,900	

Oklahoma—Sayre (Elk City)



KFDQ-TV



Ch. 8

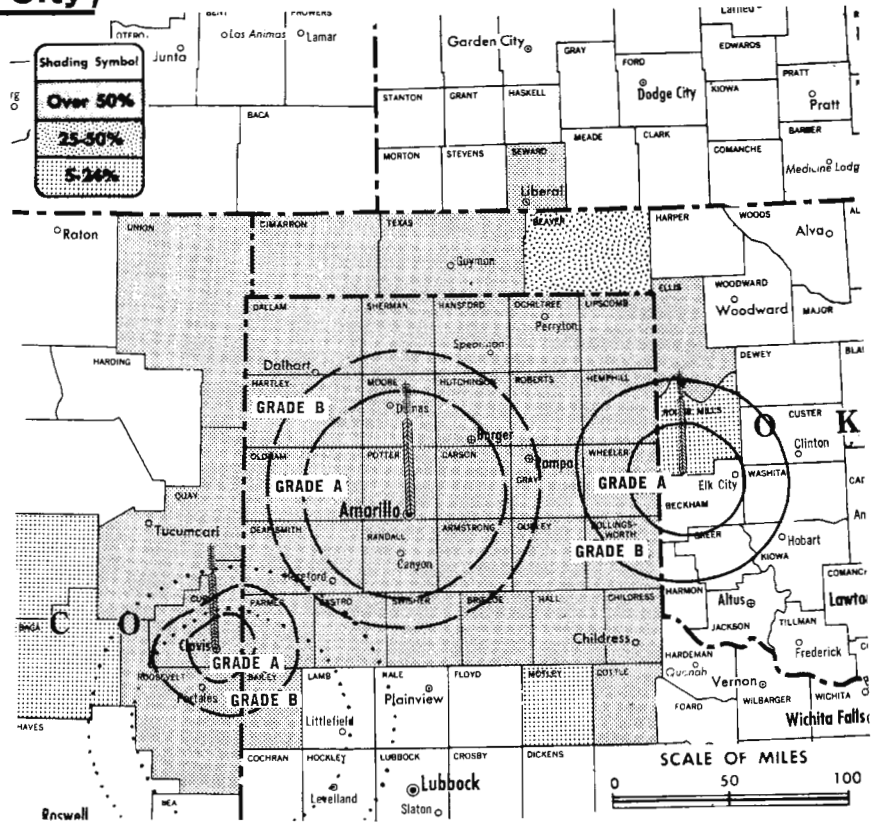
(formerly KSWB)

[Satellite of KFDA-TV, Amarillo, Tex.]

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 26.3-kw visual, 5.26-kw aural. Antenna: 580-ft. above av. terrain, 647-ft. above ground, 2767-ft. above sea level.

Latitude 35° 25' 25"
Longitude 99° 50' 30"

Transmitter: 14.3-mi. NW of Sayre.
Map Note: Shading reflects coverage of parent KFDA-TV, Amarillo and its satellite KFDQ-TV, Clovis, N.M. since this station was not in operation at Sayre, Okla. when the survey was made.



County coverage (shaded area) based on 1965 ARB study.

KFDQ-TV Ref: FCC File No. BPCT-3500 Granted 11/17/65

©American Map Co., Inc., N.Y., No. 14244

KFDQ-TV

Licensee: Bass Bcstg. Co., Box 1400, Amarillo, Tex. (79105).

Telephone: 405-225-3232.

Ownership: Bass Bcstg.; see KFDA-TV, Amarillo, Tex.

Began Operation: Aug. 7, 1961. Left air Aug. 11, 1965. Sale to present owner by Lonnie J. and Alice H. Preston approved Nov. 17, 1965 by FCC (Television Digest, Vol. 5:33). Resumed operation May 17, 1966.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

EARL ANDERSON, resident engineering supervisor.

Rates: See KFDA-TV, Amarillo, Tex.

NETWORK BASE HOURLY RATE: Bonus to KFDA-TV, Amarillo, Tex.



MALARKEY, TAYLOR & ASSOCIATES

CATV
Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Oklahoma—Tulsa



KOTV

Ch. 6



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1310-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level.

Latitude 36° 11' 26"
Longitude 96° 05' 50"

Transmitter: 6.4-mi. WNW of Tulsa near Sand Springs.

Studio: Third & Frankfort Sts.

TV tape: Recording facilities.

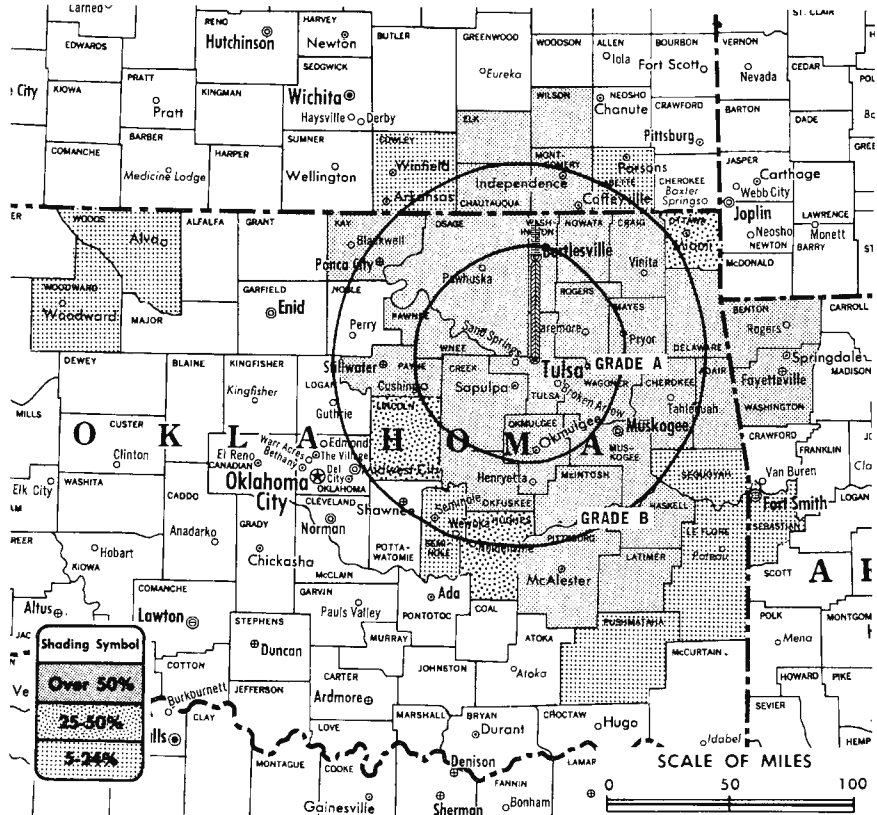
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by A. D. Ring & Assoc.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KOTV Ref: FCC File No. BMPCT-2203 Granted 8/20/54

©American Map Co., Inc., N.Y., No. 14244

KOTV

Licensee: Corinthian Television Corp., Third & Frankfort Sts.

Telephone: 918-582-9233. TWX No.: 918-923-3356.

Ownership: Whitney Communications Corp. Also owns KHOU-TV, Houston; WANE-TV, Ft. Wayne; WISH-TV, Indianapolis, Ind.; KXTV, Sacramento, Cal. For other interests, see Whitney under Group Ownership.

Began Operation: Oct. 22, 1949; sale to General Television Co. (Jack D. Wrather and mother, 50%; Maria Helen Alvarez, 50%) approved by FCC July 13, 1952 (Television Digest, Vol. 8:19, 31); sale to present owners approved by FCC May 13, 1954 (Vol. 10:20).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

C. WREDE PETERSMEYER, president.
GEORGE STEVENS, v.p. & general manager.
DALE HART, commercial manager.
ARTHUR ELLIOTT, operations, prog. mgr. & film buyer.
WILLIAM R. RAGAN, promotion manager.
CLAYTON VAUGHN, news director.
AUDREY DeBOER, traffic manager.

DIGEST OF RATE CARD NO. 8 (June 15, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec.* 10 Sec.*
Class AA—7-10 p.m., daily.
\$950.00 \$570.00 \$380.00 \$285.00 \$250.00 \$250.00 \$125.00

*6:59-10:01 p.m., Mon.-Fri.; 5:59-10:15 p.m., Sun.; 6:59-10:30, Sat.

NETWORK BASE HOURLY RATE: \$925.

For Index to Contents
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARKANSAS			
	BENTON	13,700	11,800	86
	WASHINGTON	21,700	18,400	85
	KANSAS			
	CHAUTAUQUA	1,600	1,500	92
	ELK	1,400	1,200	86
	MONTGOMERY	14,700	13,200	90
	WILSON	3,800	3,300	86
	OKLAHOMA			
	ADAIR	3,700	2,900	80
	CHEROKEE	5,200	4,500	88
	CRAIG	4,500	4,000	90
	CREEK	13,600	12,300	91
	DELAWARE	4,100	3,400	83
	HASKELL	1,900	1,700	87
	KAY	18,400	17,000	92
	LATIMER	1,900	1,500	78
	MC INTOSH	2,900	2,500	88
	MAYES	6,800	6,100	90
	MUSKOGEE	20,200	18,300	91
	NOWATA	3,200	3,000	93
	OKFUSKEE	2,700	2,300	85
	OKMULGEE	11,500	10,600	92
	USAGE	10,900	10,300	94
	PAWNEE	3,200	2,900	92
	PAYNE	14,100	12,900	91
	PITTSBURG	10,500	9,400	89
	ROGERS	7,300	6,600	91
	TULSA	137,700	130,600	95
	WAGONER	5,000	4,500	91
	WASHINGTON	16,100	15,400	96

(Continued on page 568-b)

STATION TOTALS	460,100	420,500	91
NET WEEKLY CIRCULATION (MARCH 1966)		310,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		235,100	

Oklahoma—Tulsa



KTUL-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1880-ft. above av. terrain, 1909-ft. above ground, 2549-ft. above sea level.

Latitude 35° 58' 8.5"
Longitude 95° 36' 55"

Transmitter: 2.3-mi. NE of Coweta, Okla.

TV tape: Recording facilities.

Represented (engineering) by George C. Davis Consulting Engineers.

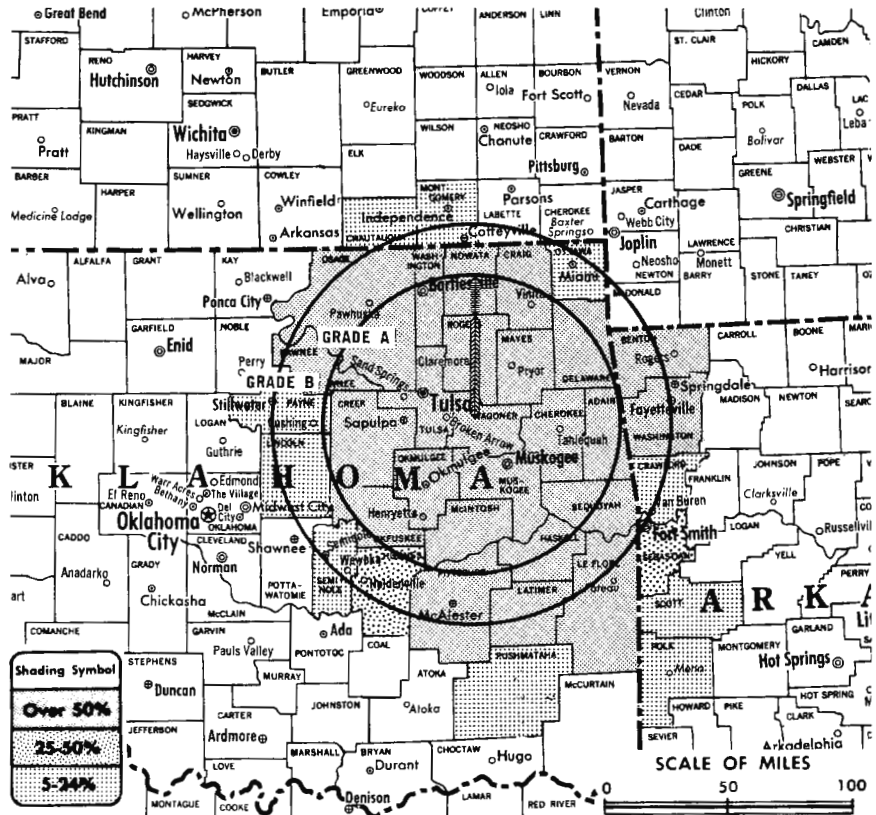
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

ARB Data: The table below does not show present coverage. After data was collected, the station changed its facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1985 ARB study.



KTUL-TV Ref: FCC File No. BPCT-2941 Granted 2/19/64

©American Map Co., Inc., N.Y. No. 1424

KTUL-TV

Licensee: Griffin-Leake TV Inc., Box 9697, Tulsa (74107).

Studio: Lookout Mt., Tulsa.

Telephone: 918-446-6184. TWX No.: 918-923-3204.

Ownership: See KATV, Little Rock, Ark.

Began Operation: Sept. 18, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Personnel:

WILLIAM D. SWANSON, v.p., general manager & film buyer.
JOHN J. (JIM) BLACK JR., general sales manager.
BOYCE LANCASTER, operations manager.
MRS. BARBARA ROBERTS, promotion manager.
ROBERT E. SNIDER, director of engineering.
LEWIS E. BROWN, chief engineer.
JACK MORRIS, news, public relations & special events director.
JOHN RAUSER, film manager.

DIGEST OF RATE CARD NO. 12—(June 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.	
Class AA—6:30-10 p.m., daily.	\$900.00	\$550.00	\$375.00	\$240.00*	\$240.00*	\$120.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

MORTON FLOM, ENG.
CONSULTING ENGINEER
Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARKANSAS			
	BENTON	13,700	11,800	86
	WASHINGTON	21,700	18,400	85
	OKLAHOMA			
	ADAIR	3,700	2,900	80
	CHEROKEE	5,200	4,500	88
	CRAIG	4,500	4,000	90
	CREEK	13,600	12,300	91
	DELAWARE	4,100	3,400	83
	HASKELL	1,900	1,700	87
	LATIMER	1,900	1,500	78
	LE FLORE	8,500	7,300	86
	MC INTOSH	2,900	2,500	88
	MAYES	6,800	6,100	90
	MUSKOGEE	20,200	18,300	91
	NOWATA	3,200	3,000	93
	OKFUSKEE	2,700	2,300	85
	OKMULGEE	11,500	10,600	92
	OSAGE	10,900	10,300	94
	PAWNEE	3,200	2,900	92
	PITTSBURG	10,500	9,400	89
	RODGERS	7,300	6,600	91
	SEQUOYAH	5,100	4,300	85
	TULSA	137,700	130,600	95
	WAGONER	5,000	4,500	91
	WASHINGTON	16,100	15,400	96

25-50 O/O	ARKANSAS			
	SEBASTIAN	26,000	24,000	92
	OKLAHOMA			
	HUGHES	4,400	4,100	93

(Continued on page 568-b)

STATION TOTALS	421,700	384,900	91
NET WEEKLY CIRCULATION (MARCH 1966)		317,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)		223,400	

Oklahoma—Tulsa



KVOO-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1330-ft. above av. terrain, 1175.5-ft. above ground, 2147-ft. above sea level.

Latitude 36° 11' 46"
Longitude 96° 05' 53"

Transmitter: Bigheart Mt.

Studio: 3701 S. Peoria (74105).

TV tape: Recording facilities.

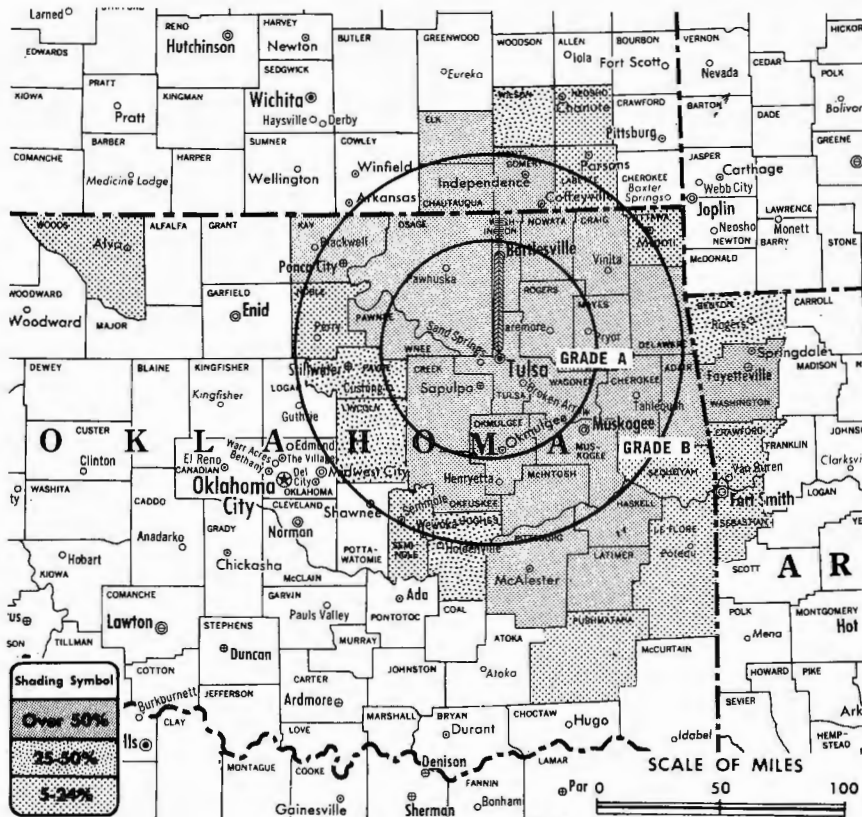
AM Affiliate: KVOO, 50-kw, 1170 kc (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KVOO-TV Ref: FCC File No. BMPCT-2825 Granted 12/15/54

©American Map Co., Inc., N.Y., No. 14244

KVOO-TV

Licensee: Central Plains Enterprises Inc., 3701 S. Peoria.

Telephone: 918-742-5561. TWX No.: 918-923-3230.

Ownership: Southwestern Sales Corp., 38.88%; Harold C. Stuart, pres., 12%; Dean A. McGee, chairman, 7.44%; Grayce B. Flynn estate, 14.8%; Robert S. Kerr Estate, 13.0%; Travis M. Kerr, 6.88%; Tulsa U., 1.52%; Oklahoma State U., 1.52%; & others. Southwestern Sales Corp. (radio KVOO, Tulsa, Okla.) is controlled by Mrs. Harold C. Stuart, 75%.

Began Operation: Dec. 5, 1954.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

HAROLD C. STUART, president.
JOHN DEVINE, executive vice president & general manager.
NEILL C. MACKAY, vice president.
TOM BELCHER, commercial manager.
BRUCE WASHBURN, program director.
ALLEN COX, production supervisor.
GORDON GERHARDT, promotion director.
ANN R. FELLOWS, public relations director.
CHARLES THOMPSON, news manager.
ALBERT DORY, film editor.
JOHN M. BUSHNELL, director of engineering.
JOHN BARTH, chief engineer.

DIGEST OF RATE CARD NO. 1-C—(Dec. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$950.00 \$570.00 \$380.00 \$285.00 \$326.00 \$326.00 \$163.00
NETWORK BASE HOURLY RATE: \$875.

For Other Owners of Two or More TV Stations, see Group Ownership Section.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARKANSAS			
	WASHINGTON	21,700	18,400	85
	KANSAS			
	CHAUTAQUA	1,600	1,500	92
	ELK	1,400	1,200	86
	MONTGOMERY	14,700	13,200	90
	OKLAHOMA			
	ADAIR	3,700	2,900	80
	CHEROKEE	5,200	4,500	88
	CRAIG	4,500	4,000	90
	CREEK	13,600	12,300	91
	DELAWARE	4,100	3,400	83
	HASKELL	1,900	1,700	87
	KAY	18,400	17,000	92
	LATIMER	1,900	1,500	78
	MC INTOSH	2,900	2,500	88
	MAYES	6,800	6,100	90
	MUSKOGEE	20,200	18,300	91
	NOWATA	3,200	3,000	93
	OKFUSKEE	2,700	2,300	85
	OKMULGEE	11,500	10,600	92
	OSAGE	10,900	10,300	94
	PAWNEE	3,200	2,900	92
	PITTSBURG	10,500	9,400	89
	ROGERS	7,300	6,600	91
	TULSA	137,700	130,600	95
	WAGONER	5,000	4,500	91
	WASHINGTON	16,100	15,400	96

25-50 O/O ARKANSAS BENTON 13,700 11,800 86
(Continued on next page)

STATION TOTALS 460,500 420,800 91
NET WEEKLY CIRCULATION (MARCH 1966) 302,800
AVERAGE DAILY CIRCULATION (MARCH 1966) 211,000

Oklahoma

KOCO-TV, Oklahoma City (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	OKLAHOMA			
	CARTER	14,200	12,900	91
	CREEK	13,600	12,300	91
	GREER	2,400	2,000	85
	KIOWA	4,500	4,100	91
	MARSHALL	2,300	2,100	92
	PAWNEE	3,200	2,900	92
	STEPHENS	13,800	12,900	94

KWTV, Oklahoma City (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	OKLAHOMA			
	ELLIS	1,400	1,100	79
	GREER	2,400	2,000	85
	JACKSON	11,100	10,300	93
	OKFUSKEE	2,700	2,300	85
	STEPHENS	13,800	12,900	94

5-24 0/0	OKLAHOMA			
	CHOCTAW	4,300	3,200	76
	CREEK	13,600	12,300	91
	JOHNSTON	2,500	2,100	85
	LATIMER	1,900	1,500	78
	MARSHALL	2,300	2,100	92
	PAWNEE	3,200	2,900	92
	PITTSBURG	10,500	9,400	89
	PUSHMATAHA	2,700	2,200	80

WKY-TV, Oklahoma City (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	OKLAHOMA			
	ELLIS	1,400	1,100	79
	GREER	2,400	2,000	85
	JACKSON	11,100	10,300	93
	KIOWA	4,500	4,100	91
	OKFUSKEE	2,700	2,300	85

5-24 0/0	KANSAS			
	BARBER	2,900	2,500	89
	OKLAHOMA			
	CARTER	14,200	12,900	91
	COAL	1,500	1,400	93
	COMANCHE	29,400	27,600	94
	CREEK	13,600	12,300	91
	JOHNSTON	2,500	2,100	85
	LATIMER	1,900	1,500	78
	MARSHALL	2,300	2,100	92
	PAWNEE	3,200	2,900	92
	PITTSBURG	10,500	9,400	89
	PUSHMATAHA	2,700	2,200	80
	STEPHENS	13,800	12,900	94

For Index to Contents
See Services Volume

KOTV, Tulsa (ARB Data Continued)

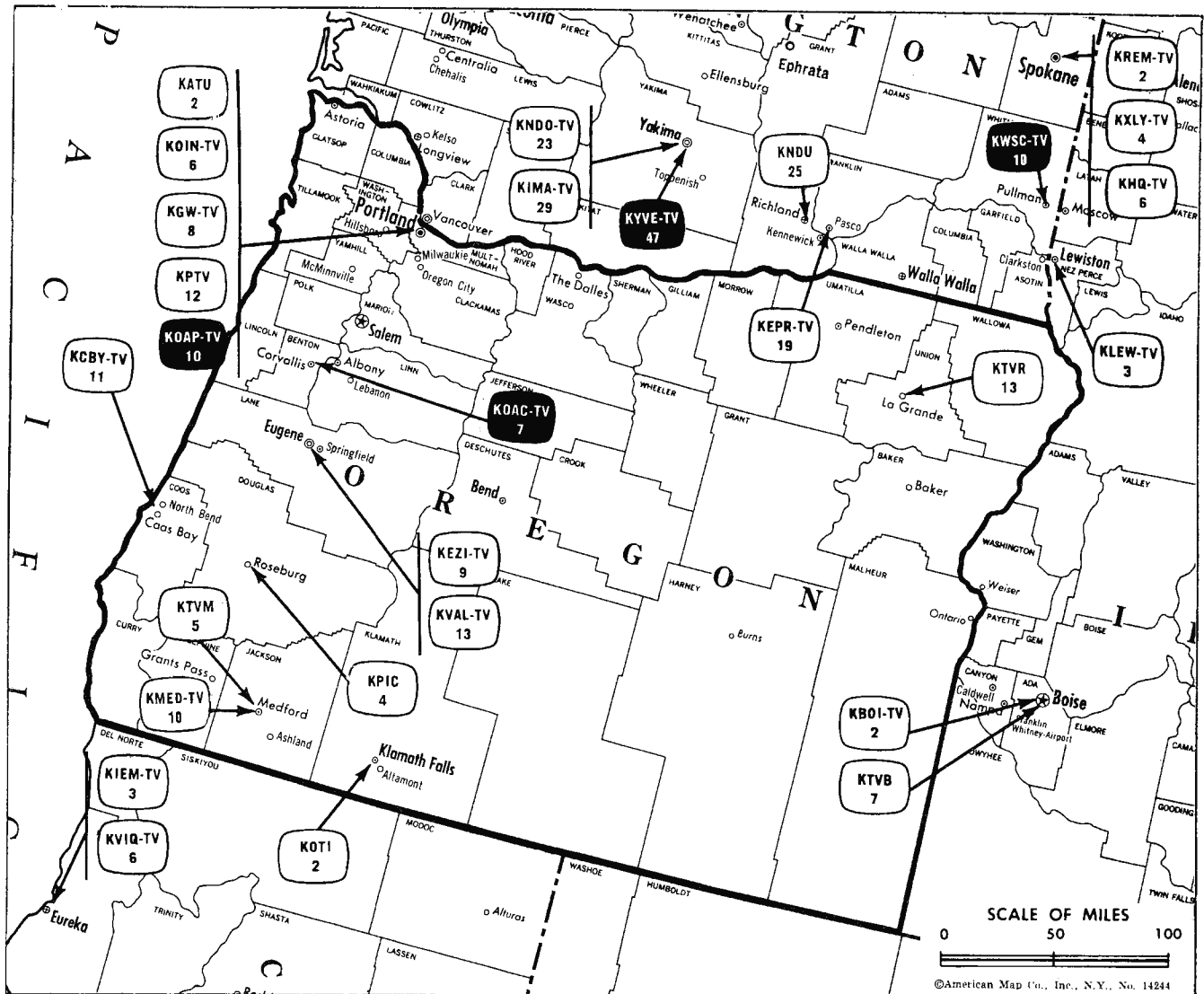
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	OKLAHOMA			
	HUGHES	4,400	4,100	93
	LINCOLN	5,700	5,400	94
	OTTAWA	9,300	8,600	93
5-24 0/0	ARKANSAS			
	SEBASTIAN	26,000	24,000	92
	KANSAS			
	COWLEY	12,200	11,100	91
	LABETTE	8,300	7,500	91
	OKLAHOMA			
	LE FLORE	8,500	7,300	86
	PUSHMATAHA	2,700	2,200	80
	SEMINOLE	7,700	7,100	92
	SEQUOYAH	5,100	4,300	85
	WOODS	3,500	3,100	89
	WOODWARD	4,400	3,700	85

KTUL-TV, Tulsa (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	ARKANSAS			
	CRAWFORD	7,600	6,400	85
	POLK	4,000	3,300	81
	SCOTT	2,000	1,600	82
	KANSAS			
	CHAUTAQUA	1,600	1,500	92
	MONTGOMERY	14,700	13,200	90
	OKLAHOMA			
	LINCOLN	5,700	5,400	94
	OTTAWA	9,300	8,600	93
	PAYNE	14,100	12,900	91
	PUSHMATAHA	2,700	2,200	80
	SEMINOLE	7,700	7,100	92

KVOO-TV, Tulsa (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	KANSAS			
	WILSON	3,800	3,300	86
	OKLAHOMA			
	HUGHES	4,400	4,100	93
	LINCOLN	5,700	5,400	94
	PAYNE	14,100	12,900	91
5-24 0/0	ARKANSAS			
	CRAWFORD	7,600	6,400	85
	SEBASTIAN	26,000	24,000	92
	KANSAS			
	LABETTE	8,300	7,500	91
	NEOSHO	6,100	5,600	92
	OKLAHOMA			
	LE FLORE	8,500	7,300	86
	NOBLE	3,300	3,100	94
	OTTAWA	9,300	8,600	93
	PUSHMATAHA	2,700	2,200	80
	SEMINOLE	7,700	7,100	92
	SEQUOYAH	5,100	4,300	85
	WOODS	3,500	3,100	89



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Portland	469,600	34	615,500	48	562,000	50
Eugene	102,000	151	176,400	145	158,200	147
Medford	42,500	193	87,100	183	79,100	184
Klamath Falls	20,400	216	32,300	215	29,000	215

Oregon Station Status as of Jan. 1, 1967

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
11	0	11
2	0	2
		13

For State Educational Facilities, see next page

Oregon—Coos Bay



KCBY-TV

Ch. 11

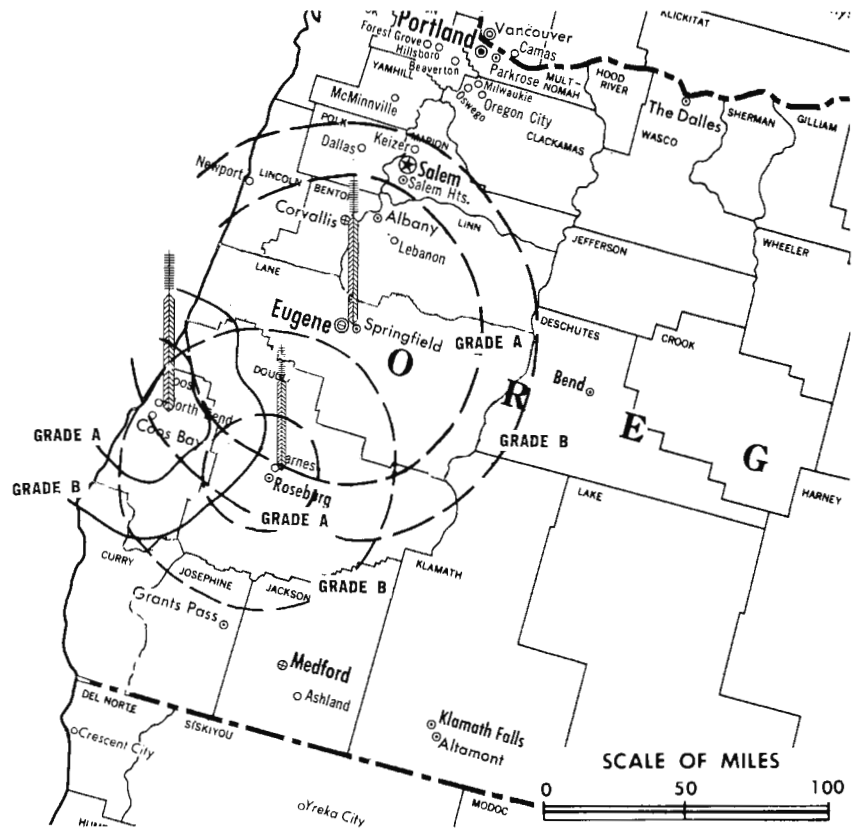
[Satellite of KVAL-TV, Eugene, Ore.]

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 11.4-kw visual, 1.15-kw aural. Antenna: 680-ft. above av. terrain, 200-ft. above ground, 1144-ft. above sea level.

Latitude 43° 23' 26"
Longitude 124° 07' 48"

Transmitter: 5-mi. ENE of city center.

Color: Network.



KCBY-TV Ref: FCC File No. BPCT--2309 Granted 8/23/59

©American Map Co., Inc., N.Y., No. 14244

KCBY-TV

Network Service: NBC, same as KVAL-TV, Eugene, Ore.
Licensee: Eugene Television Inc., Box 548, Eugene, Ore. (97401).
Studio: Coal Bank, Slough Rd.
Telephone: 503-269-1111.
Ownership: See KVAL-TV, Eugene, Ore.
Began Operation: Oct. 1, 1960.
Represented (sales) by George P. Hollingbery Co.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by A. D. Ring & Associates.
Personnel:
S. W. McCREADY, general manager.
HARRY KIRK, station manager.
GLYNN McCREADY, resident engineer.
Rates: Sold in combination with KVAL-TV, Eugene.
NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene, Ore.

ARB Data: Figures reflecting present coverage are not available since KCBY-TV, Coos Bay and KPIC, Roseburg, Ore. were not included as satellites of KVAL-TV, Eugene, Ore. at the time the survey was made.

State Educational Technical Facilities (Complete Data in Educational Directory)

KOAC-TV

Corvallis

Ch. 7

Non-Commercial Educational Station

Licensee: State Board of Higher Education, Box 5175, Eugene, Ore.
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 263-kw visual, 26.3-kw aural. Antenna: 1230-ft. above av. terrain, 273-ft. above ground, 1773-ft. above sea level.

Latitude 44° 38' 25"
Longitude 123° 16' 25"

KOAP-TV

Portland

Ch. 10

Non-Commercial Educational Station

Grantee: State Board of Higher Education, Box 5175, Eugene, Ore.
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 60.3-kw visual, 12-kw aural. Antenna: 950-ft. above av. terrain, 200-ft. above ground, 949-ft. above sea level.

Latitude 45° 29' 25"
Longitude 122° 41' 45"

Oregon—Eugene



KEZI-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1570-ft. above av. terrain, 255-ft. above ground, 2385-ft. above sea level.

Latitude 44° 06' 58"
Longitude 122° 59' 55"

Transmitter: Coburg Hills.

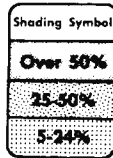
TV tape: Recording facilities.

O & O Translators: K07FM, Dillard, Melrose, Rosenberg & Winston, Ore.; K04DJ, Garden Valley, Ore.; K05CU, Oakland, Ore.

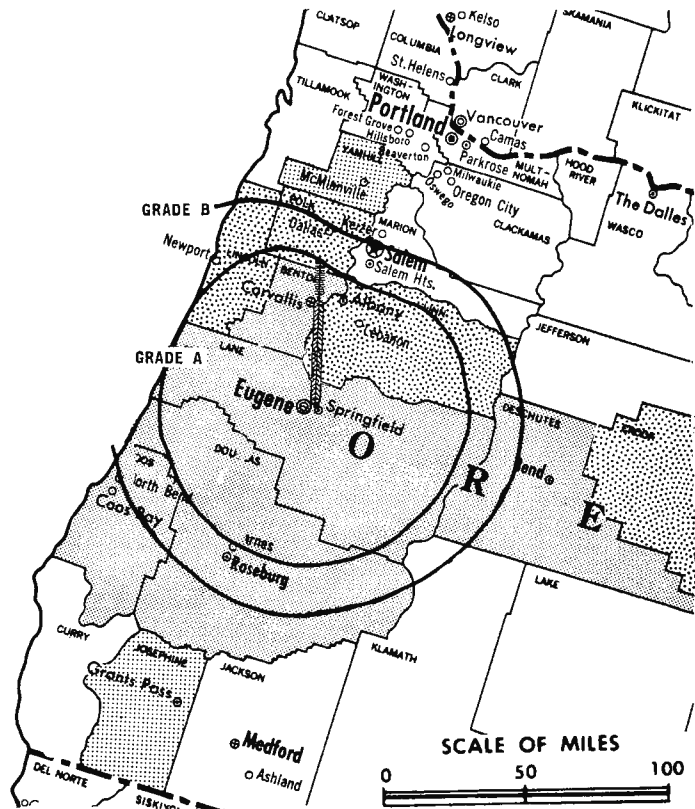
Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: ABC.



Total Households: © SBDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KEZI-TV Ref: FCC File No. BPCT-2486 Granted 7/27/60

©American Map Co., Inc., N.Y., No. 14244

KEZI-TV

Licensee: Liberty Television Inc., 2225 Coburg Rd. (97401).

Studio: 2225 Coburg Rd.

Telephone: 503-343-3301.

TWX No.: 503-485-0488.

Ownership: Donald E. Tykeson, pres., 13.333%; Durward L. Boyles, 21.999%; C. E. Carlson, 8.888%; Carolyn S. Chambers, 8%; Julio W. Silva, 7.666%; U.S. Natl. Bank of Ore. (trustee, estate of Elizabeth M. Silva), 6.666%; J. Hobart Wilson, 5.811%; Ray F. Siegenthaler, 5.647%; William D. Elkins, 5.647%; 26 others, none with as much as 3%. Liberty TV also is Ch. 35 applicant for Yakima, Wash.

Began Operation: Dec. 19, 1960.

Represented (sales) by Venard, Torbet & McConnell Inc.; Feltis/Dove/Croghan Inc. (Seattle); Charles L. Burrow Co. (Portland).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

DON E. TYKESON, president & general manager.
JIM MAGNUSON, general sales manager.
DAVE WOODWARD, program manager.
MARLAN HOLLAND, operations manager.
SHIRLEY PAPE, public service & women's director.
L. C. RAYNES, chief engineer.

DIGEST OF RATE CARD NO. 6-B
(April 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., daily.

\$375.00 \$190.00 \$105.00 \$80.00 \$100.00 \$85.00 \$50.00
NETWORK BASE HOURLY RATE: \$300.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OREGON			
	BENTON	12,300	10,600	87
	COOS	19,100	16,200	85
	DESCHUTES	7,600	6,700	89
	DOUGLAS	22,500	20,300	90
	LANE INNER	36,300	33,500	92
	LANE OUTER	19,500	18,000	92
25-50 O/O	OREGON			
	CROOK	2,800	2,500	89
	LINCOLN	8,900	7,500	84
	LINN	18,500	17,000	92
	POLK	8,300	7,600	93
5-24 O/O	OREGON			
	JOSEPHINE	10,500	9,200	88
	YAMHILL	10,100	9,100	90
STATION TOTALS		176,400	158,200	90
NET WEEKLY CIRCULATION (MARCH 1966)				102,000
AVERAGE DAILY CIRCULATION (MARCH 1966)				68,800

For Color Set Penetration by Market
See Services Volume

Oregon—Eugene



KVAL-TV



Ch. 13

[Also operates satellites KPIC, Roseburg, Ore. and KCBY-TV, Coos Bay, Ore.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1476-ft. above av. terrain, 848-ft. above ground, 2142-ft. above sea level.

Latitude 44° 00' 07"
Longitude 123° 06' 53"

Transmitter: Blanton Heights.

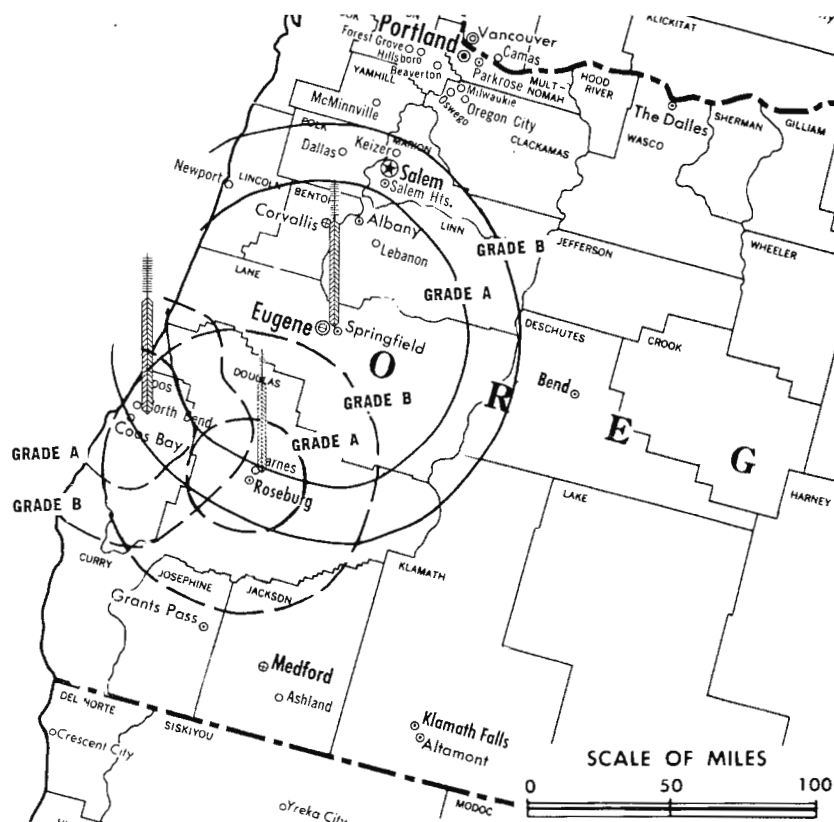
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

O & O Translator: K04DR, Eugene (southern section), Ore.



KVAL-TV Ref: FCC File No. BPCT—3588 Granted 2/23/66
 KPIC Ref: FCC File No. BMPCT—3395 Granted 10/26/55
 KCBY-TV Ref: FCC File No. BPCT—2309 Granted 9/23/59

©American Map Co., Inc., N.Y., No. 14244

KVAL-TV

Licensee: Eugene Television Inc., Blanton Heights, Eugene.

Studio: Blanton Heights.

Telephone: 503-342-4961. TWX No.: 503-485-0416.

Ownership: Robert P. Booth, pres., 6.7%; W. D. Abel, v.p., 7.6%; C. Philip Tillman, treas., 7.6%; Thomas Winn, secy., 7.6%; C. H. Fisher, 26.6%; Edward W. Gardiner, 6.7%; Willis Sheppard, 7.6%; J. Don Smith, 7.6%; Harvey S. Benson, 6.7%; Anne B. Booth, 1%; Mrs. Jan Sponenberg, 7.6%; Harry Thoms, 6.7%. Eugene TV owns 50% of satellite KPIC, Roseburg, Ore. and 100% of KCBY-TV (Ch. 11) Coos Bay, Ore.

Began Operation: April 15, 1954.

Represented (sales) by George P. Hollingbery Co.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

S. W. McCREADY, general manager.
 JOHN DOYLE, program director.
 GORDON BUSSEY, promotion manager.
 WILLIAM FARMER, film director.
 WILLIAM R. RILEY, chief engineer.

DIGEST OF RATE CARD NO. 11—(May 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$396.00	\$238.00	\$158.00	\$119.00	\$99.00
	\$40.00				

Three-station Combination Rates (Oregon Triangle TV)

\$592.00	\$355.00	\$236.00	\$166.00	\$150.00	\$75.00
----------	----------	----------	----------	----------	---------

NETWORK BASE HOURLY RATE: \$350.

ARB Data: Figures reflecting present coverage are not available since KCBY-TV, Coos Bay, Ore. and KPIC, Roseburg, Ore. were not included as satellites of this station at the time the survey was made and KVAL-TV has changed its facilities.

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Oregon—Klamath Falls



KOTI

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 13.5-kw visual, 2.63-kw aural. Antenna: 1050-ft. above av. terrain, 109-ft. above ground, 5549-ft. above sea level.

Latitude 42° 15' 44"

Longitude 121° 45' 38"

Transmitter: 3-mi. NNE of city.

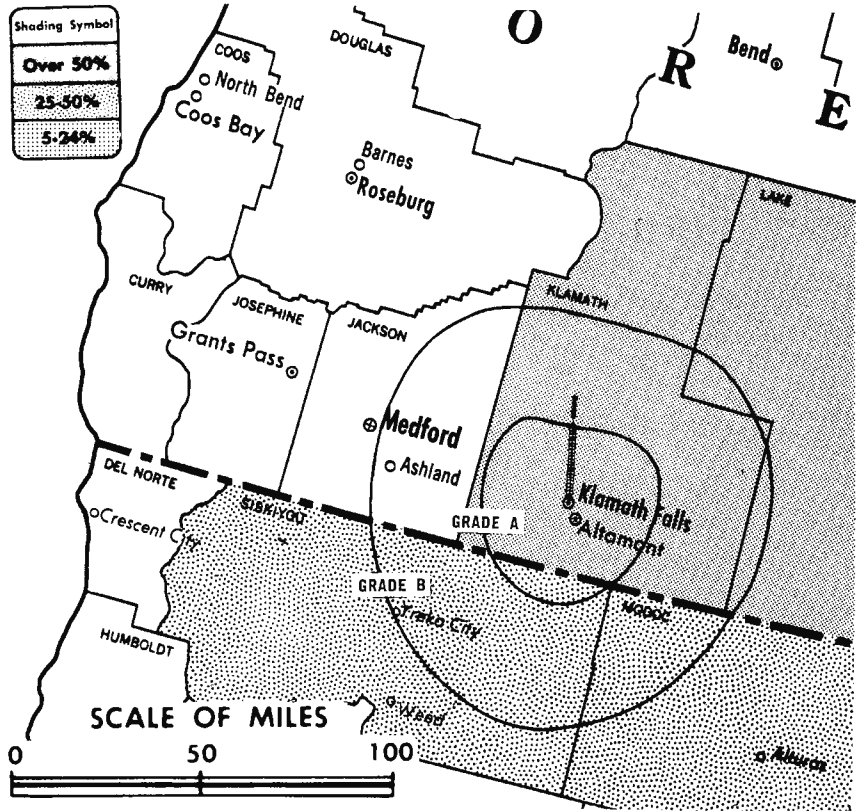
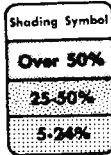
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.



Total Households: © SRDS
 Consumer Market Data as of 1/1/67.
 TV Homes: TV% and Circulation
 © 1965 American Research Bureau.
 County coverage (shaded area) based on 1965 ARB study.

KOTI Ref: FCC File No. BMPCT-3891 Granted 8/3/66

©American Map Co., Inc., N.Y., No. 14211

KOTI

Network Service: ABC, CBS (EMP).

Licensee: Southern Oregon Broadcasting Co. (KTVM), Box 1189, Medford, Ore. (97501).

Studio: Third & Main Sts.

Telephone: 503-884-8131.

TWX No.: 503-885-0001.

Ownership: Same as KTVM, Medford, Ore.

Began Operation: Aug. 13, 1956.

Represented (sales) by Young Television; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

- DON R. STONEHILL, station manager.
- NORM HOATSON, chief engineer.
- WILLIAM B. SMULLIN, film buyer, director.

DIGEST OF RATE CARD NO. 6 (May 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	ID
Class AA—7:30-10 p.m., daily.	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$43.00 \$25.00

Note: For combination discounts, see KTVM, Medford, Ore.

NETWORK BASE HOURLY RATE: \$110.00 (CBS), \$150 (ABC). Also has combination rate with KIEM-TV, Eureka, Cal. \$250 (ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OREGON KLAMATH LAKE	15,900 2,300	14,800 2,000	93 86
25-50 O/O	CALIFORNIA MODOC SISKIYOU	2,400 11,700	2,100 10,100	85 86
STATION TOTALS		32,300	29,000	90
NET WEEKLY CIRCULATION (MARCH 1966)			20,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)			17,900	

For Index to Contents

See Services Volume

Oregon—LaGrande



KTVR

Ch. 13

[Satellite of KTVB, Boise, Ida.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 12.9-kw visual, 2.45-kw aural. Antenna: 2603-ft. above av. terrain, 87-ft. above ground, 7219-ft. above sea level.

Latitude 45° 18' 33"

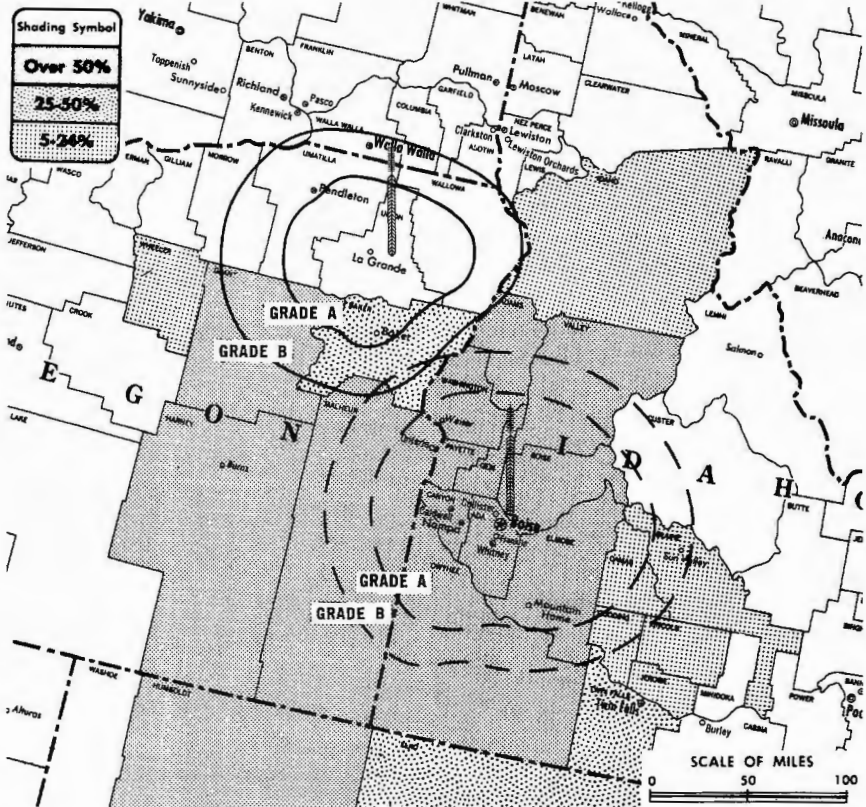
Longitude 117° 44' 09"

Transmitter: Mt. Fanny, 17.5-mi. E of LaGrande.

Color: Network.

News Wire Service: UPI.

Map Note: Shaded areas show coverage by Parent KTVB, Boise, Ida. only.



County coverage (shaded areas) based on 1965 ARB study.

KTVR Ref: FCC File No. BPT-3165 Granted 2/11/63

© American Map Co., Inc., N.Y. No. 14244

KTVR

Licensee: KTVB Inc., Box 390, Boise, Ida.

Studio: 1605 Adams, Box 313, LaGrande.

Telephone: 503-963-4118.

Ownership: See KTVB, Boise, Ida.

Began Operation: Dec. 6, 1964.

Represented (sales) by Avery-Knodel Inc.; Bob Hix Co. Inc. (Mountain States); Del Day Inc. (Seattle); Charles L. Burrow Co. (Portland, Ore.).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

GEORGIA M. DAVIDSON, president.
ROBERT E. KRUEGER, general manager.
JERRY CRANDALL, operations director.
GENE TUTTLE, resident engineer.
ROBERT PYLE, news director.

Rates: Sold only in combination with KTVB, Boise, Ida.

NETWORK BASE HOURLY RATE: Bonus to KTVB, Boise, Ida.

ARB Data Not Available.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Maryland \$250,000

Radio Massachusetts \$300,000

116 Central Park South
New York, N.Y.

Oregon—Medford



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 132-kw visual, 26.3-kw aural. Antenna: 3309-ft. above av. terrain, 154-ft. above ground, 7626-ft. above sea level.

Latitude 42° 04' 55"
Longitude 122° 43' 07"

Transmitter: Mt. Ashland, 8-mi. S of Ashland, Ore.

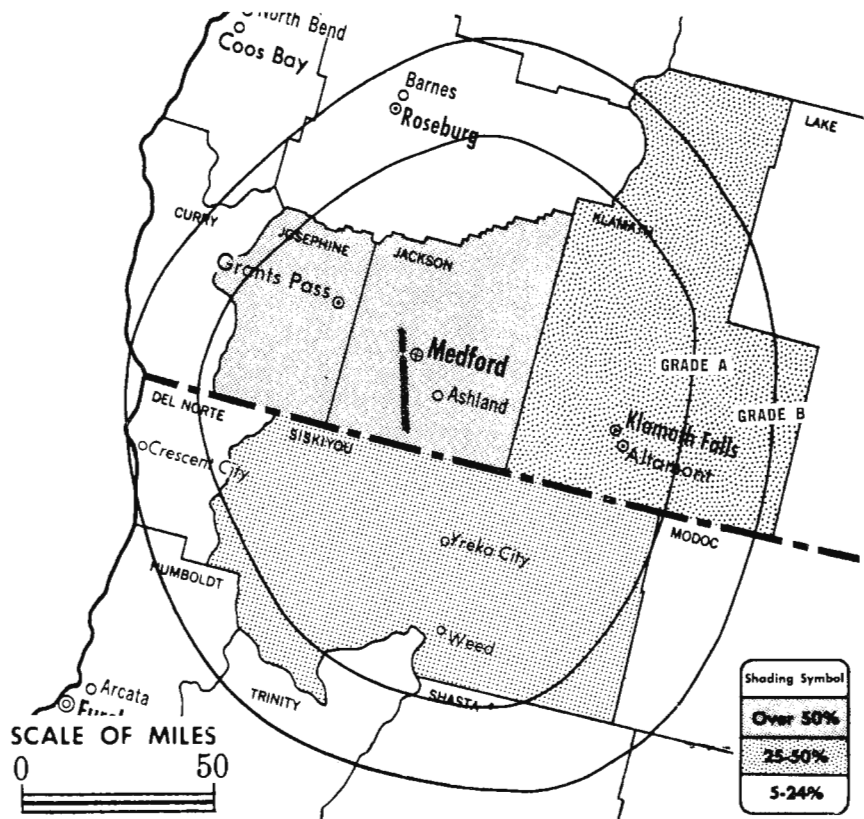
TV tape: Recording facilities.

AM Affiliate: KMED, 5-kw (1-kw, night), 1440 kc.

Color: Network only.

News Wire Service: UPI.

O & O Translators: K02DP, Grants Pass, Ore.; K03BZ, Rogue River, Ore.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

KMED-TV Ref: FCC File No. BPCT-3608 Granted 10/19/65

©American Map Co., Inc., N.Y., No. 14244

KMED-TV

Network Service: ABC, NBC.

Licensee: Radio Medford Inc., Box 10, Medford (97501).

Studio: Ross Lane, Medford.

Telephone: 503-773-7373. TWX No.: 503-779-2044.

Ownership: Radio Medford Inc.

Began Operation: Oct. 3, 1961.

Represented (sales) by George P. Hollingbery (national); Charles Burrow Co. (Portland & Seattle).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. E. Towne Assoc. Inc., San Francisco.

Personnel:

J. L. DeARMOND, president.

RAY JOHNSON, exec. v.p. & gen. mgr.

ART CHIPMAN, national sales mgr.

ELLIS FEINSTEIN, chief engineer.

DIGEST OF RATE CARD NO. 1 (Oct. 3, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—7-10 p.m., daily.

\$250.00 \$150.00 \$100.00 \$87.50 \$75.00 \$60.00 \$50.00 \$30.00

NETWORK BASE HOURLY RATE: \$200 (ABC), \$200 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OREGON JACKSON JOSEPHINE	26,500 10,500	24,700 9,200	93 88
25-50 O/O	OREGON KLAMATH	15,900	14,800	93
5-24 O/O	CALIFORNIA SISKIYOU	11,700	10,100	86
STATION TOTALS		64,600	58,800	91
NET WEEKLY CIRCULATION (MARCH 1966)			33,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			24,800	

ARB Data: Figures do not reflect present coverage since the station changed its facilities after the survey was made.

Oregon—Medford



KTVM

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 30.2-kw visual, 6.03-kw aural. Antenna: 570-ft. above av. terrain, 169-ft. above ground 2269-ft. above sea level.

Latitude 42° 25' 40"
 Longitude 123° 00' 04"
 Requests 60-kw visual, 8.1-kw aural, 2700-ft. above av. terrain, 140-ft. above ground, 5405-ft. above sea level, lat. 123° 13' 42", long. 42° 41' 31"; transmitter to King Mt., approx. 30-mi. NW of Medford. BPCT—3683.

Transmitter: TV Peak, Medford.

AM Affiliate: KAGI (Grants Pass), 5-kw day (1-kw night), 930 kc (MBS).

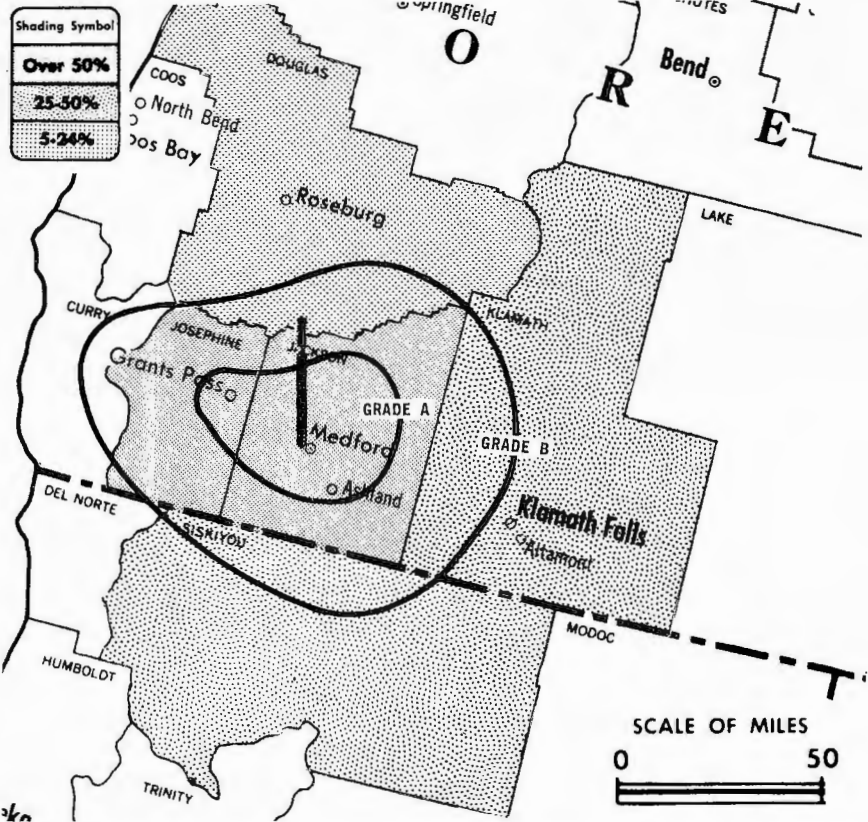
FM Affiliate: KGPO (Grants Pass), 1.3-kw, 96.9 mc (No. 245), 1650-ft.

O & O Translators: K04DK & K70AU, Cave Junction, Deer Creek area & Selma, Ore.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS
 Consumer Market Data as of 1/1/67.
 TV Homes: TV% and Circulation
 © 1965 American Research Bureau.
 County coverage (shaded area) based on 1965 ARB study.



KTVM Ref: FCC File No. BMPCT—1185 Granted 6/12/53

©American Map Co., Inc., N.Y., No. 14244

KTVM

Network Service: ABC, CBS.

Licensee: Southern Oregon Broadcasting Co., Box 5M (97501).

Studio: 2000 Crater Lake Hwy. (97501).

Telephone: 503-773-4581. TWX No.: 510-757-0607.

Ownership: Southern Oregon Bcstg. Co. Earle E. Voorhies, pres., 16 2/3%; William B. Smullin, secy.-treas.; Amos E. Voorhies estate, 16 2/3%; John E. Voorhies, 16 2/3%; Redwood Bcstg. Co. Inc., 50% (voted by Wm. B. Smullin). KTVM also owns KOTI, Klamath Falls, Ore. and operates translators K04DK & K70AU, Cave Junction, Ore. Voorhies estate includes Grants Pass Courier (KAGI). Southern Oregon Bcstg. also owns 50% of KPIC, Roseburg, Ore. Redwood Bcstg. also owns 27.37% of KRCR-TV, Redding, Cal.

Began Operation: Aug. 1, 1953.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Represented (sales) by Young Television; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

JEROLD R. POULOS, v.p. & station manager.
 WILLIAM KIRK, chief engineer.
 JERRY KELLY, program manager.
 ROBERT LINDSTROM, regional sales manager.
 EDWARD RICE, local sales manager.
 WILLIAM B. SMULLIN, operating director & film buyer.

DIGEST OF RATE CARD NO. 6—(May 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$70.00	\$60.00	\$35.00

Note: There is a discount from combined rates of 3 stations when KTVM is ordered with KOTI, Klamath Falls, & KIEM-TV, Eureka.

NETWORK BASE HOURLY RATE: \$250 (ABC), \$250 (CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OREGON JACKSON JOSEPHINE	26,500 10,500	24,700 9,200	93 88
25-50 O/O	CALIFORNIA SISKIYOU	11,700	10,100	86
	OREGON KLAMATH	15,900	14,800	93
5-24 O/O	OREGON DOUGLAS	22,500	20,300	90
STATION TOTALS		87,100	79,100	91
NET WEEKLY CIRCULATION (MARCH 1966)			42,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			36,500	

For Translator Directory, see Services Volume

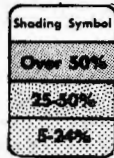
Oregon—Portland



KATU



Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1550-ft. above av. terrain, 858-ft. above ground, 1838-ft. above sea level.

Latitude 45° 31' 15" Longitude 122° 44' 37.5"

Transmitter: Skyline Blvd. at Stone Rd.

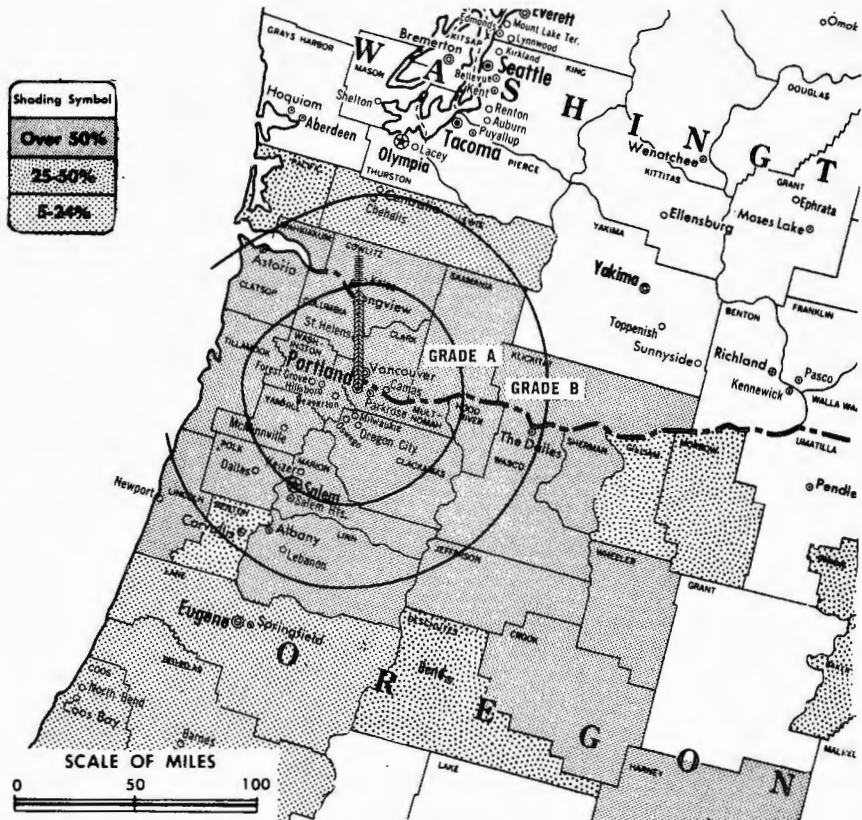
Studio: 2153 N.E. Sandy Blvd., Portland (97232).

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KATU Ref: FCC File No. BPCT-3083 Granted 6/26/68

©American Map Co., Inc., N.Y., No. 14244

KATU

Licensee: Fisher Bcstg. Co., Portland.

Telephone: 503-235-8751.

TWX No.: 503-224-1729.

Ownership: John A. Zehntbauer, chmn., 10%; O. D. Fisher, pres.; W. W. Warren, exec. v.p.; Joseph E. Franz, v.p., 10%; Fisher's Blend Station Inc., 80% (KOMO-TV & KOMO, Seattle, Wash.).

Began Operation: March 15, 1962.

Represented (sales) by The Katz Agency Inc.; William L. Simpson (Seattle-Portland).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

- W. J. HUBBACH, v.p. & general manager.
- RICHARD Z. THOMPSON, program manager & film buyer.
- WILLIAM VANDERMAY, chief engineer.
- GARY FERLISI, general sales manager.
- SAMUEL R. HERRICK, public service manager.

DIGEST OF RATE CARD NO. A12a (Nov. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$1000.00 \$600.00 \$420.00 \$380.00 \$400.00 \$310.00 \$155.00
NETWORK BASE HOURLY RATE: \$1050.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	OREGON			
	CLACKAMAS	39,400	36,800	93
	CLATSOP	8,700	7,700	88
	COLUMBIA	6,800	6,200	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	CROOK	2,800	2,500	89
	HARNEY	2,100	1,700	84
	HOOD RIVER	4,400	3,800	87
	JEFFERSON	2,300	2,000	90
	LINCOLN	8,900	7,500	84
	LINN	18,500	17,000	92
	MARION	39,200	36,000	92
	MULTNOMAH	192,100	177,500	92
	POLK	8,300	7,600	93
	SHERMAN	800	700	94
	TILLAMOOK	5,900	5,000	85
	WASCO	7,100	6,300	88
	WASHINGTON	32,900	31,300	95
	WHEELER	600	500	88
	YAMHILL	10,100	9,100	90
	WASHINGTON			
	CLARK	31,600	29,900	95
	COWLITZ	18,700	17,500	93
	KLICKITAT	4,500	3,900	86
	SKAMANIA	1,600	1,400	89
	WAHKIAKUM	800	700	89

25-50 O/D	OREGON			
	BAKER	5,900	5,200	88
	BENTON	12,300	10,600	87
	DESCHUTES	7,600	6,700	89
	GILLIAM	1,000	800	87
	MORROW	1,500	1,300	85
	UNION	5,900	5,100	86
	WASHINGTON PACIFIC	4,500	4,000	87

(Continued on page 581-b)

STATION TOTALS	597,400	546,200	91
NET WEEKLY CIRCULATION (MARCH 1966)		415,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		279,000	

Oregon—Portland



KGW-TV



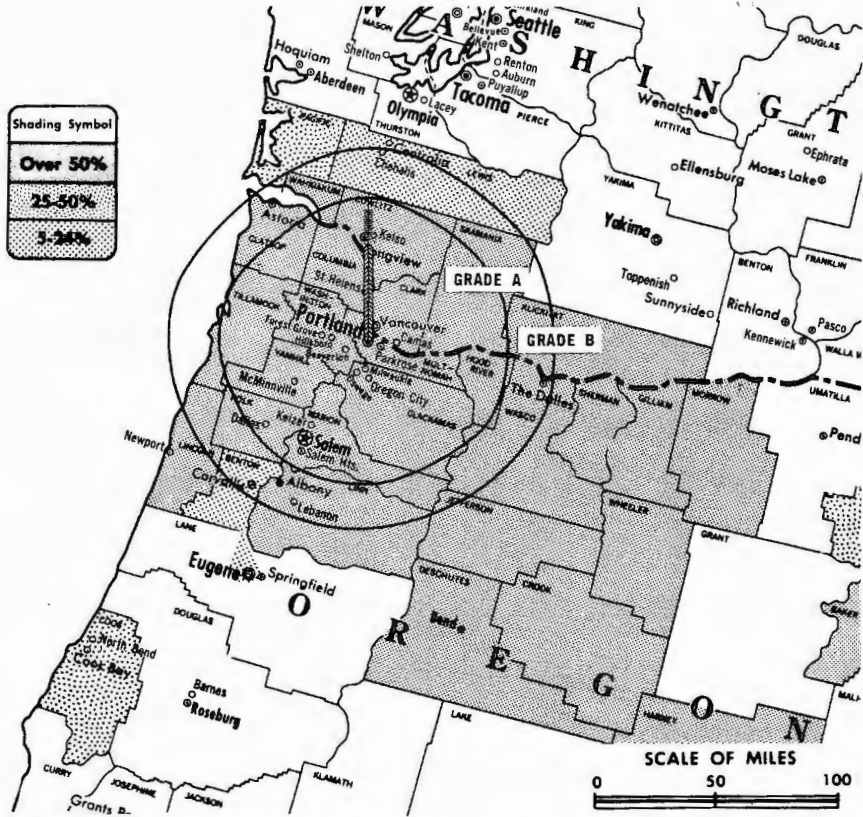
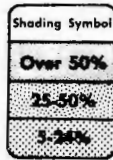
Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 302-kw visual, 60.3-kw aural. Antenna: 1770-ft. above av. terrain, 926-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 21"
Longitude 122° 44' 46"

Transmitter: 299 N.W. Skyline Dr.
Studio: 1501 S.W. Jefferson (97201).
TV tape: Recording facilities.
AM Affiliate: KGW, 5-kw, 620 kc. (NBC).
Color: Network, live, film, slide & tape.
News Wire Service: AP, UPI.
Facsimile Service: UPI.
Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KGW-TV Ref: FCC File No. BXPCT—5919 Granted 11/21/63

©American Map Co., Inc., N.Y., No. 14244

KGW-TV

Licensee: King Bcstg. Co., Portland.

Telephone: 503-224-8620.

TWX No.: 503-224-1901.

Ownership: Dorothy S. Bullitt, chmn., majority owner; other officers: Henry B. Owen, asst. chmn.; Stimson Bullitt, pres.; Otto P. Brandt, exec. v.p., bcstg.; Payson Hall, v.p., finances; Jay W. Wright, v.p., engineering; Jonathan Wetzel, secy. King Broadcasting Co. owns KING-TV, KING & KING-FM, Seattle, Wash. and KREM-TV, KREM & KREM-FM, Spokane, Wash.

Began Operation: Dec. 15, 1956.

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Bader & Potts.

Personnel:

ANCIL H. PAYNE, v.p. & general manager.
JOHN H. PINDELL, general sales manager.
KENNETH F. YANDLE, program director & film buyer.
RICHARD ROSS, news director.
CLARE HANAWALT, chief engineer.
RICHARD WRIGHT, publicity & promotion manager.
FRED EICHHORN, marketing manager.
MICHAEL BARTOS, sales service manager.
THOMAS E. CRAVEN, production manager.

DIGEST OF RATE CARD NO. 10—(Feb. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*
Class AA—7:30-11 p.m., daily.	\$1100.00	\$660.00	\$440.00	\$360.00	\$400.00	\$350.00 \$200.00

*Above Section I. Also has Section II for Min., 20 Sec. & ID.

NETWORK BASE HOURLY RATE: \$1225.

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OREGON			
	BAKER	5,900	5,200	88
	CLACKAMAS	39,400	36,800	93
	CLATSOP	8,700	7,700	88
	COLUMBIA	6,800	6,200	92
	CROOK	2,800	2,500	89
	DESCHUTES	7,600	6,700	89
	GILLIAM	1,000	800	87
	HARNEY	2,100	1,700	84
	HOOD RIVER	4,400	3,800	87
	JEFFERSON	2,300	2,000	90
	LINCOLN	8,900	7,500	84
	LINN	18,500	17,000	92
	MARION	39,200	36,000	92
	MORROW	1,500	1,300	85
	MULTNOMAH	192,100	177,500	92
	POLK	8,300	7,600	93
	SHERMAN	800	700	94
	TILLAMOOK	5,900	5,000	85
	WASCO	7,100	6,300	88
	WASHINGTON	32,900	31,300	95
	WHEELER	600	500	88
	YAMHILL	10,100	9,100	90
	WASHINGTON			
	CLARK	31,600	29,900	95
	COWLITZ	18,700	17,500	93
	Klickitat	4,500	3,900	86
	SKAMANIA	1,600	1,400	89
	Wahkiakum	800	700	89
25-50 O/O	OREGON			
	COOS	19,100	16,200	85
	UNION	5,900	5,100	86
(Continued on page 581-b)				
STATION TOTALS		555,400	507,900	91
NET WEEKLY CIRCULATION (MARCH 1966)			431,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			313,600	

Oregon—Portland



KOIN-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1760-ft. above av. terrain, 984-ft. above ground, 2044-ft. above sea level.

Latitude 45° 30' 58"
Longitude 122° 43' 59"

Transmitter: 5516 S.W. Barnes Rd.

Studio: 140 S.W. Columbia St.

TV tape: Recording facilities.

AM Affiliate: KOIN, 5-kw, 970 kc (CBS).

FM Affiliate: KOIN-FM, 100-kw, 101.1 mc (No. 266), 1370-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Total Households: © SRDS

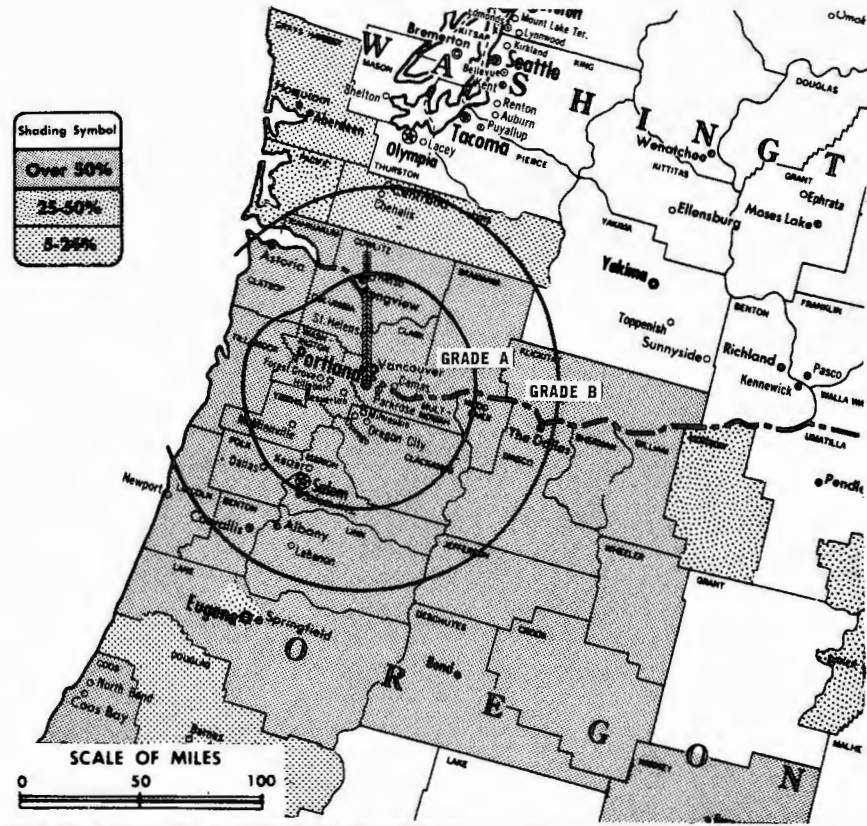
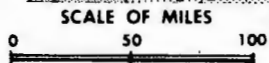
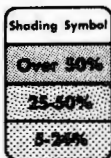
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KOIN-TV Ref: FCC File No. BMPCT-5941 Granted 3/19/64

©American Map Co., Inc., N.Y., No. 14241

KOIN-TV

Licensee: Mt. Hood Radio & Television Bcstg. Corp., 140 S.W. Columbia St., Portland (97201).

Telephone: 503-228-3333. TWX No.: 503-224-1974.

Ownership: M. M. Tonkon & Harvey Benson, 50% (as trustees under voting trust of original stockholders); Newhouse Bcstg. Corp. 50%. KOIN-TV officers: C. Howard Lane, pres.; Harry H. Buckendahl, v.p.; E. R. Vadeboncoeur, v.p.; Clyde E. Phillips, secy-treas.; Harvey S. Benson, asst. secy.; Fred W. Albertson, director. Newhouse family also publishes Portland Oregonian and Oregon Journal, Syracuse Post Standard and Herald-Journal. For other broadcasting and newspaper interests see WSYR-TV, Syracuse.

Began Operation: Sept. 29, 1953.

Represented (sales) by Harrington, Righter & Parsons Inc.; Art Moore & Assoc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by John Creutz.

Personnel:

- C. HOWARD LANE, president & managing director.
- ROBERT MCGILL, local sales manager.
- JOHN PALMER, national sales manager.
- TED W. COOKE, operations manager & film buyer.
- LUKE ROBERTS, program director.
- RICHARD McLAUGHLIN, promotion manager.
- LOUIS BOOKWALTER, chief engineer.
- RALPH GREER, traffic manager.

DIGEST OF RATE CARD NO. 10
(March 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:59 p.m., daily.					
\$1200.00	\$720.00	\$400.00	\$425.00	\$325.00	\$163.00
NETWORK BASE HOURLY RATE: \$1225.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 C/C	OREGON			
	BENTON	12,300	10,600	87
	CLACKAMAS	39,400	36,800	93
	CLATSOP	8,700	7,700	88
	COLUMBIA	6,800	6,200	92
	COOS	19,100	16,200	85
	CROOK	2,800	2,500	89
	DESCHUTES	7,600	6,700	89
	GILLIAM	1,000	800	87
	HARNEY	2,100	1,700	84
	HOOD RIVER	4,400	3,800	87
	JEFFERSON	2,300	2,000	90
	LANE OUTER	19,500	18,000	92
	LINCOLN	8,900	7,500	84
	LINN	18,500	17,000	92
	MARION	39,200	36,000	92
	MULTNOMAH	192,100	177,500	92
	POLK	8,300	7,600	93
	SHERMAN	800	700	94
	TILLAMOOK	5,900	5,000	85
	WASCO	7,100	6,300	88
	WASHINGTON	32,900	31,300	95
	WHEELER	600	500	88
	YAMHILL	10,100	9,100	90
	WASHINGTON			
	CLARK	31,600	29,900	95
	COWLITZ	18,700	17,500	93
	Klickitat	4,500	3,900	86
	SKAMANIA	1,600	1,400	89
	Wahkiakum	800	700	89

(Continued on page 581-b)

STATION TOTALS	615,500	562,000	91
NET WEEKLY CIRCULATION (MARCH 1966)		469,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)		357,100	

Oregon—Portland

KPTV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 19"
Longitude 122° 44' 53"

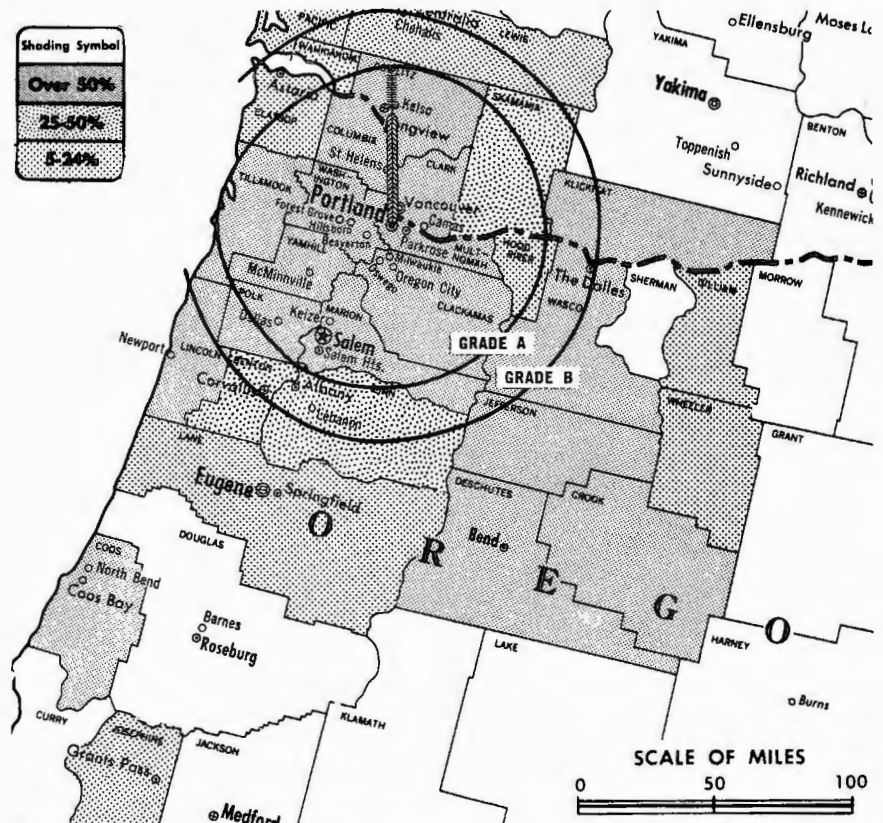
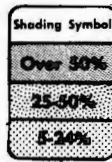
Transmitter: 212 NW Miller Rd.

TV tape: Recording facilities.

Color: Film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV % and Circulation
© 1985 American Research Bureau.
County coverage (shaded area) based on 1985 ARB study.

KPTV Ref: FCC File No. BMPCT—5815 Granted 12/8/83

©American Map Co., Inc., N.Y., No. 14244

KPTV

Licensee: Oregon Television Inc., P.O. Box 3401 (97208).

Studio: 735 SW 20th Place (97205).

Telephone: 503-222-9921.

TWX No.: 910-464-6136.

Ownership: Chris-Craft Industries Inc., 100%. Chris-Craft Industries Inc. has over 3900 stockholders, nine with as much as 5%. Oregon Television Inc. officers are: John S. Hansen, pres.; John G. Bannister, v.p.; Bernard Art, controller; Robert Hunter, secy-treas. Chris-Craft Industries Inc. also owns KCOP, Los Angeles and WTCN-TV, Minneapolis, Minn.

Began Operation: March 9, 1955. George Haggarty's purchase of KFOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (Television Digest, Vol. 13:10-11, 16, 18). Transfer from George Haggarty to NAFI Corp., approved July 22, 1959 by FCC. (Note: NAFI Corp. name changed to Chris-Craft Industries Inc.)

Represented (sales) by Edward Petry & Co. Inc.; Feltis, Dove, Croghan Inc. (Seattle).

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOHN S. HANSEN, president & general manager.
BLAKE BYRNE, sales manager.
GORDON WHITE, program manager & film buyer.
ELIZABETH MORRIS, promotion manager.
GENE PHELPS, chief engineer.

DIGEST OF RATE CARD NO. 5 (June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$900.00	\$540.00	\$360.00	\$225.00	Graded rates apply*

*Highest rate: \$200.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OREGON			
	CLACKAMAS	39,400	36,800	93
	COLUMBIA	6,800	6,200	92
	COOS	19,100	16,200	85
	CROOK	2,800	2,500	89
	DESCHUTES	7,600	6,700	89
	JEFFERSON	2,300	2,000	90
	LINCOLN	8,900	7,500	84
	MARION	39,200	36,000	92
	MULTNOMAH	192,100	177,500	92
	POLK	8,300	7,600	93
	TILLAMOOK	5,900	5,000	85
	WASCO	7,100	6,300	88
	WASHINGTON	32,900	31,300	95
	YAMHILL	10,100	9,100	90
	WASHINGTON			
	CLARK	31,600	29,900	95
	COWLITZ	18,700	17,500	93
	Klickitat	4,500	3,900	86
25-50 O/O	OREGON			
	BENTON	12,300	10,600	87
	LINN	18,500	17,000	92
	UNION	5,900	5,100	86
	WASHINGTON			
	SKAMANIA	1,600	1,400	89
	Wahkiakum	800	700	89

(Continued on next page)

STATION TOTALS	581,000	531,400	91
NET WEEKLY CIRCULATION (MARCH 1966)		378,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		203,800	

KATU
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24 0/0	OREGON			
	COOS	19,100	16,200	85
	DOUGLAS	22,500	20,300	90
	LANE INNER	36,300	33,500	92
	LANE OUTER	19,500	18,000	92
	WASHINGTON			
	LEWIS	13,200	11,900	90

KGW-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
25-50 0/0	WASHINGTON PACIFIC	4,500	4,000	87
5-24 0/0	OREGON			
	BENTON	12,300	10,600	87
	LANE INNER	36,300	33,500	92
	WASHINGTON			
	LEWIS	13,200	11,900	90

KOIN-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
25-50 0/0	OREGON			
	BAKER	5,900	5,200	88
	LANE INNER	36,300	33,500	92
	MORROW	1,500	1,300	85
	UNION	5,900	5,100	86
	WASHINGTON			
	PACIFIC	4,500	4,000	87
5-24 0/0	OREGON			
	DOUGLAS	22,500	20,300	90
	WASHINGTON			
	GRAYS HARBOR	18,100	15,800	87
	LEWIS	13,200	11,900	90

Listing for KPIC, Roseburg
Is on next page

Oregon—Portland

KPTV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24 0/0	OREGON			
	BAKER	5,900	5,200	88
	CLATSOP	8,700	7,700	88
	GILLIAM	1,000	800	87
	HOOD RIVER	4,400	3,800	87
	JOSEPHINE	10,500	9,200	88
	LANE INNER	36,300	33,500	92
	LANE OUTER	19,500	18,000	92
	WHEELER	600	500	88
	WASHINGTON			
		LEWIS	13,200	11,900
	PACIFIC	4,500	4,000	87

Every Monday morning
a Government Official
reads Television Digest.
Why? See page 803-b

Oregon—Roseburg



KPIC

Ch. 4

[Satellite of KVAL-TV, Eugene, Ore.]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 5.37-kw visual, .55-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level.

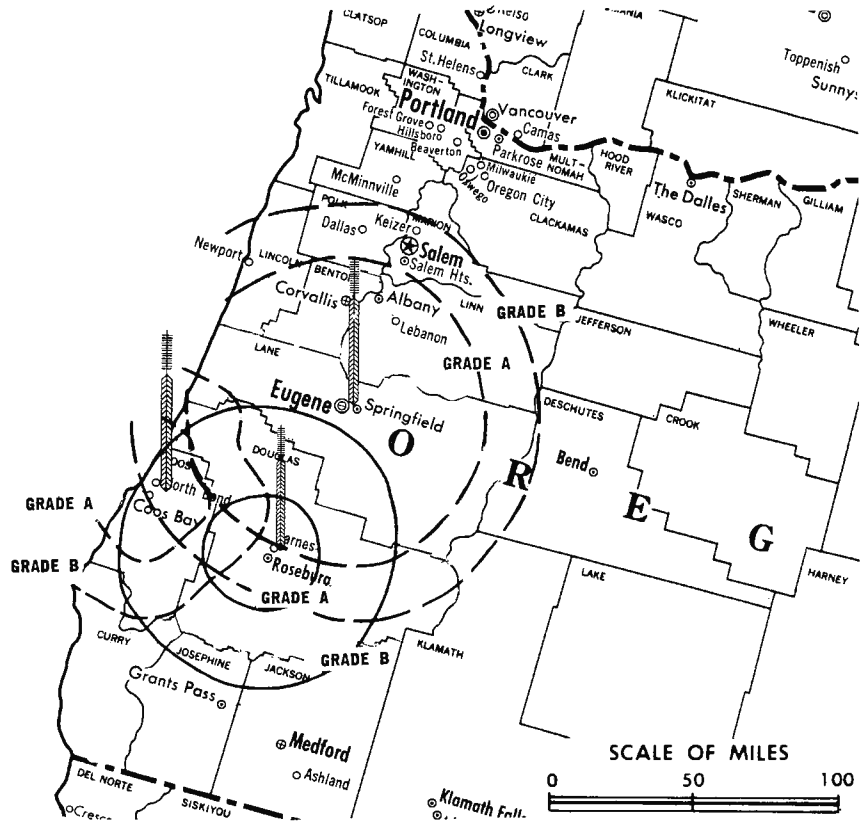
Latitude 43° 14' 39.6"

Longitude 123° 18' 42.0"

Transmitter: 3.1-mi. NE of center of Roseburg.

O & O Translator: K11GH, Canyonville, Riddle & Tri City, Ore.

Color: Network only.



KPIC Ref: FCC File No. BMPCT-3395 Granted 10/28/55

©American Map Co., Inc., N.Y., No. 14244

KPIC

Network Service: NBC, same as KVAL-TV.

Licensee: South West Oregon Television Broadcasting Corp., 1850 NE Stephens St. (97470).

TWX No.: 503-675-0213.

Ownership: Eugene Television Inc. (KVAL-TV), 50%; Southern Oregon Bcstg. Co. (KTVM, Medford, Ore.), 50%. Officers: C. H. Fisher (KVAL-TV), pres.; Wm. B. Smullin (KIEM-TV & KTVM), v.p.-treas.; Harvey Benson (KVAL-TV), secy.

Began Operation: April 1, 1956.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

S. W. McCREADY, general manager.
AARON BOE, station manager.
DAN BRIDGES, chief engineer.

DIGEST OF RATE CARD NO. 2

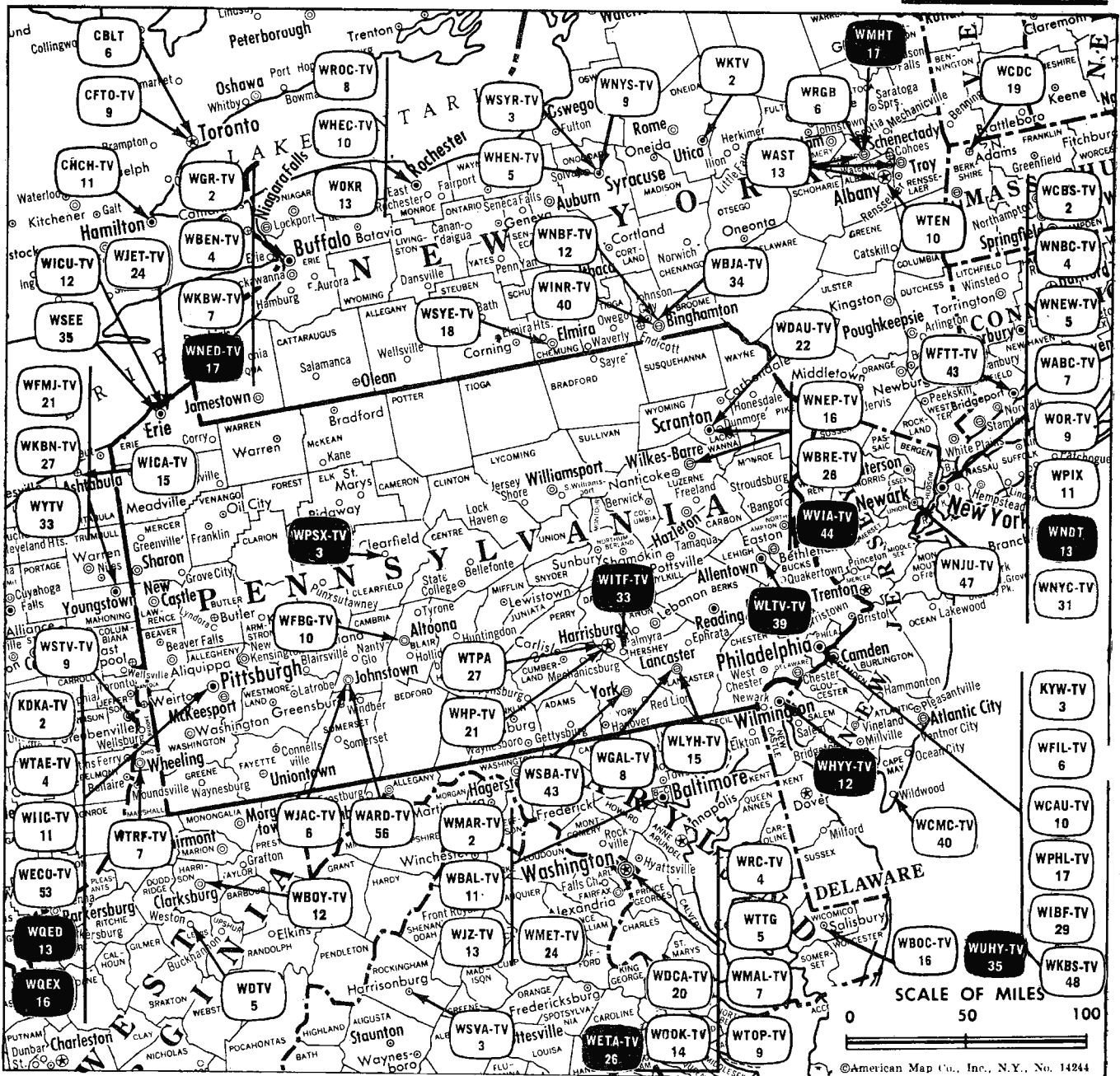
(Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10 p.m., daily.	\$225.00	\$125.00	\$75.00	\$45.00	\$45.00	\$38.00
Combination Rate: See KVAL-TV, Eugene.	\$22.50					

NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene.

ARB Data: Figures reflecting present coverage are not available since KCBY-TV, Coos Bay, Ore. and KPIC, Roseburg, Ore. were not included as satellites of KVAL-TV, Eugene, Ore. at the time the survey was made.

Pennsylvania



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Philadelphia	2,060,400	4	2,692,600	4	2,581,900	4
Pittsburgh	1,153,000	9	1,587,400	13	1,517,100	13
Harrisburg-Lancaster-York	494,200	29	839,800	32	790,900	32
Johnstown-Altoona	450,700	38	1,240,300	18	1,184,900	18
Wilkes-Barre-Scranton	283,000	69	519,800	56	489,300	56
Erie	164,700	106	312,400	99	296,900	97

Pennsylvania Station Status as of Jan. 1, 1967

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	11	21
2	5	7
		28

ANACONDA
astrodata

■ BOX 3772 ■ ANAHEIM, CALIF
■ (714) 635-0150

BROAD NEW PERSPECTIVE IN CATV

Total Capability! Electronic Equipment ■ Test Instruments
Coaxial Cable ■ System Design ■ Financing
Engineer, Furnish and Install

Pennsylvania

State Cross Reference List
Communities That Receive Programs of
Stations That Are Located Elsewhere

WJAC-TV

Altoona

(See Johnstown, Pa.)

WGAL-TV

Harrisburg

(See Lancaster, Pa.)

WFBG-TV

Johnstown

(See Altoona, Pa.)

WGAL-TV

Lebanon

(See Lancaster, Pa.)

WBRE-TV

Scranton

(See Wilkes-Barre, Pa.)

WGAL-TV

York

(See Lancaster, Pa.)

WDAU-TV

Wilkes-Barre

(See Scranton, Pa.)

State Educational Technical Facilities
(Complete Data in Educational Directory)

WLVT-TV

Allentown-Bethlehem

Ch. 39

Non-Commercial Educational Station

Licensee: Lehigh Valley ETV Corp., South Mountain Dr. West, Bethlehem, Pa. (18015).

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 708-kw max. and 617-kw horizontal visual, 140-kw max. and 123-kw horizontal aural. Antenna: 987-ft. above av. terrain, 507-ft. above ground, 1507-ft. above sea level.

Latitude	40°	33'	58"
Longitude	75°	26'	06"

WPSX-TV

Clearfield

Ch. 3

Non-Commercial Educational Station

Grantee: Pennsylvania State University, c/o Marlowe Froke, University Park, Pa.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 880-ft. above av. terrain, 539-ft. above ground, 2667-ft. above sea level.

Latitude	41°	07'	21"
Longitude	78°	26'	28"

WITF-TV

Hershey

Ch. 33

Non-Commercial Educational Station

Licensee: South Central Educational Broadcasting Council, Community Center Bldg., Chocolate & Cocoa Aves.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 513-kw visual, 51.3-kw aural. Antenna: 867-ft. above av. terrain, 188-ft. above ground, 1413-ft. above sea level.

Latitude	40°	20'	45"
Longitude	76°	53'	06"

WUHY-TV

Philadelphia

Ch. 35

Non-Commercial Educational Station

Licensee: WHYY Inc., 4548 Market St.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 141-kw visual, 14.1-kw aural. Antenna: 500-ft. above av. terrain, 585-ft. above ground, 625-ft. above sea level.

Latitude	39°	57'	04"
Longitude	75°	10'	08"

Note: Also operates WHYY-TV (Ch. 12), Wilmington, Del.

WQED

Pittsburgh

Ch. 13

Non-Commercial Educational Station

Licensee: Metropolitan Pittsburgh Educational Television, 4337 Fifth Ave., Pittsburgh (15213).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 660-ft. above av. terrain, 543-ft. above ground, 1765-ft. above sea level. Also operates WQEX, Pittsburgh.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

WQEX

Pittsburgh

Ch. 16

Non-Commercial Educational Station

Licensee: Same as WQED, Pittsburgh.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 138-kw visual, 69.2-kw aural, using .7 degree beam tilt. Antenna: 717-ft. above av. terrain, 597-ft. above ground, 1762-ft. above sea level.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

WVIA-TV

Scranton & Wilkes-Barre

Ch. 44

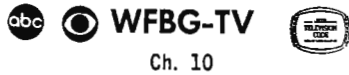
Non-Commercial Educational Station

Grantee: Northeastern Pennsylvania ETV Association, 81-83 N. Washington St., Wilkes-Barre.

Technical Facilities: Channel No. 44 (650-656 mc). Authorized power: 883-kw max. and 407-kw horizontal visual, 89.1-kw max. and 40.7-kw horizontal aural. Antenna: 1094-ft. above av. terrain, 243-ft. above ground, 2359-ft. above sea level.

Latitude	41°	10'	57"
Longitude	75°	52'	20"

Pennsylvania—Altoona



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 224-kw visual, 40.6-kw aural. Antenna: 1110-ft. above av. terrain, 277-ft. above ground, 2830-ft. above sea level.

Latitude 40° 34' 01"
Longitude 78° 26' 31"

Transmitter: 3-mi. NW of Altoona.

TV tape: Recording facilities.

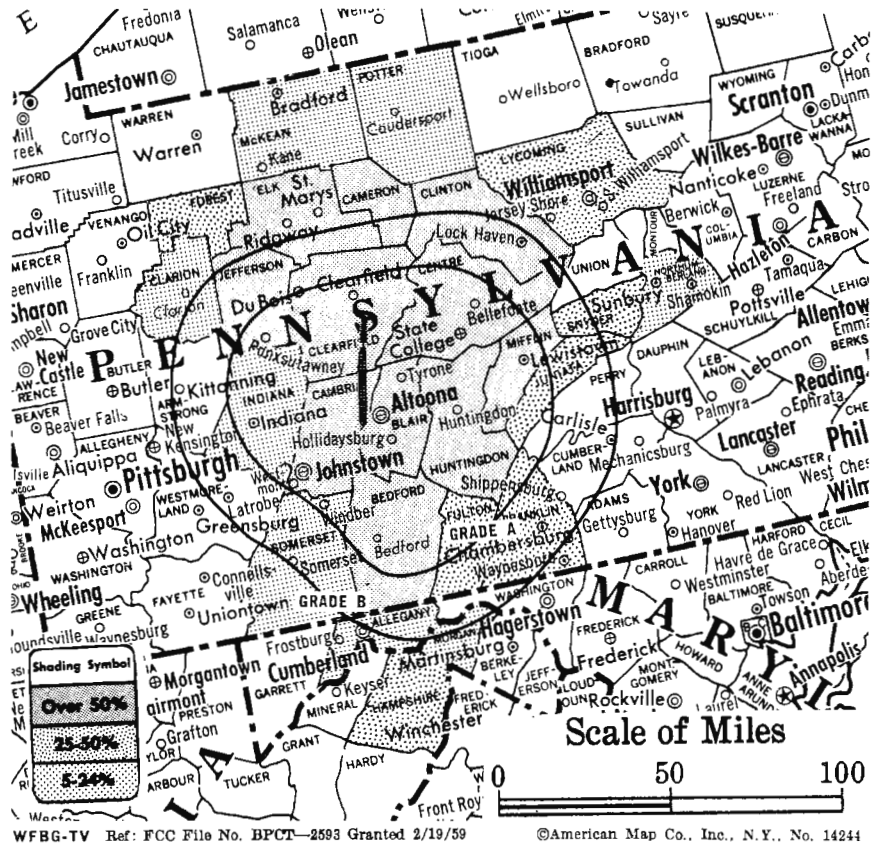
AM Affiliate: WFBG, 5-kw (1-kw night), 1290 kc.

FM Affiliate: WFBG-FM, 33-kw, 98.1 mc (No. 251), 1020 ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WFBG-TV

Network Service: ABC, CBS.

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Studio: 5000 Sixth Ave. (16602).

Telephone: 814-944-2031. TWX No.: 814-391-0171.

Ownership: Triangle Publications, Inc. See WFIL-TV, Philadelphia.

Began Operation: March 1, 1953. Sale to present owner by William F. Gable Co. dept. store approved Jan. 11, 1956 by FCC (Television Digest, Vol. 11:33, 39, 47 & 12:2).

Represented (sales) by Blair-TV; Penn State Reps, Inc. (Pittsburgh, Pa.)

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOHN STILLI, general manager.
GEORGE MAHON, sales manager.
VICTOR L. STAMM, program director.
RICHARD KLINE, chief engineer.

DIGEST OF RATE CARD NO. 13 (Oct. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AAA—8-10:30 p.m., daily.	\$1200.00	\$720.00	\$335.00	\$300.00	\$150.00
NETWORK BASE HOURLY RATE: \$1000 (ABC), \$1000 (CBS).						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	PENNSYLVANIA			
	BEDFORD	12,200	11,300	93
	BLAIR	40,400	38,600	96
	CAMBRIA	55,400	53,400	96
	CAMERON	2,200	2,100	97
	CENTRE	21,300	19,800	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CLEARFIELD	23,000	21,900	95
	CLINTON	10,800	10,300	95
	ELK	10,500	10,000	95
	HUNTINGDON	10,800	10,000	93
	JEFFERSON	13,600	12,900	95
	MIFFLIN	13,100	12,000	91

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	PENNSYLVANIA			
	FOREST	1,100	1,000	97
	FRANKLIN	27,300	25,100	92
	FULTON	2,900	2,600	88
	JUNIATA	4,700	4,200	89
	LYCOMING	34,200	31,400	92
	SNYDER	7,200	6,400	89
	WEST VIRGINIA			
	HAMPSHIRE	3,000	2,600	85

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	MARYLAND			
	ALLEGANY	25,800	24,200	94
	PENNSYLVANIA			
	CLARION	10,100	9,600	94
	INDIANA	20,700	19,600	95
	MC KEAN	16,100	15,100	94
	NORTHUMBRLND	30,000	27,800	93
	POTTER	4,700	4,400	92
	SOMERSET	21,100	19,900	94
	WEST VIRGINIA			
	MORGAN	2,600	2,300	91

STATION TOTALS	424,800	398,500	94
NET WEEKLY CIRCULATION (MARCH 1966)		228,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)		164,900	

Pennsylvania—Erie



WICU-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 33.6-kw aural. Antenna: 1000-ft. above av. terrain, 789-ft. above ground, 2167-ft. above sea level.

Latitude 42° 03' 52"
Longitude 80° 00' 19"

Transmitter: Donation Rd.

TV tape: Recording facilities.

AM Affiliate: WICU, 5-kw, 1330 kc (ABC).

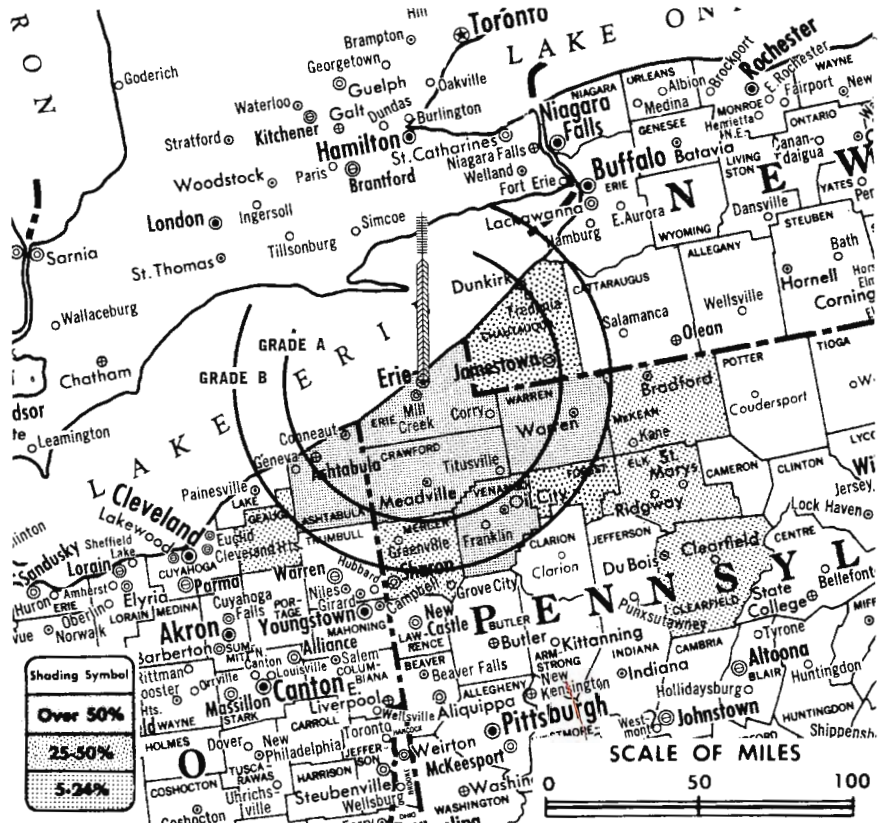
Represented (engineering) by Carl E. Smith Consulting Radio Engineers.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WICU-TV Ref: FCC File No. BMPCT-1113 Granted 6/28/57

©American Map Co., Inc., N.Y., No. 14244

WICU-TV

Licensee: Lamb Enterprises Inc., 3514 State St. (16508).

Studio: 3514 State St.

Telephone: 814-454-5201.

TWX No.: 814-453-6879.

Ownership: Edward Lamb, pres.-treas., 19.75%; Edward H. Lamb, 0.635%; Prudence H. Lamb, director, 18.94%; Priscilla P. Lamb Guyton, 0.635%; E. H. Lamb Trust, 33.73%; Priscilla P. Lamb Trust, 26.31%.

Began Operation: March 15, 1949.

Represented (sales) by Avery-Knodel Inc.; Andy McDermott (Canada).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

- EDWARD LAMB, president.
- ART INGRAM, general manager.
- PAUL WHITTINGHAM, sales manager.
- MICHAEL CSOP, chief engineer.
- ERIC F. JOHNSON, program director.
- FRED MARINO, news director.

DIGEST OF RATE CARD NO. 16 (June 15, 1966)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
\$550.00	\$450.00	\$300.00	\$180.00	\$160.00	\$90.00

NETWORK BASE HOURLY RATE: \$650.

ARB Data does not reflect present coverage. The station changed its facilities after the survey was made.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OHIO ASHTABULA	28,300	27,100	96
	PENNSYLVANIA CRAWFORD	22,600	21,100	93
	ERIE	76,400	73,700	97
	VENANGO	18,200	16,700	92
	WARREN	13,100	11,900	91
25-50 O/O	NEW YORK CHAUTAUQUA	50,200	47,900	95
	PENNSYLVANIA FOREST	1,100	1,000	97
5-24 O/O	OHIO GEauga	15,100	14,500	96
	PENNSYLVANIA CLEARFIELD	23,000	21,900	95
	ELK	10,500	10,000	95
	MC KEAN	16,100	15,100	94
	MERCER	37,800	36,000	95
STATION TOTALS		312,400	296,900	95
NET WEEKLY CIRCULATION (MARCH 1966)				164,700
AVERAGE DAILY CIRCULATION (MARCH 1966)				127,500

Pennsylvania—Erie



WJET-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 500-kw max. and 295-kw horizontal visual, 52.4-kw max. and 30.2-kw horizontal aural. Antenna: 740-ft. above av. terrain, 600-ft. above ground, 1910-ft. above sea level.

Latitude 42° 02' 24"
Longitude 80° 04' 08"

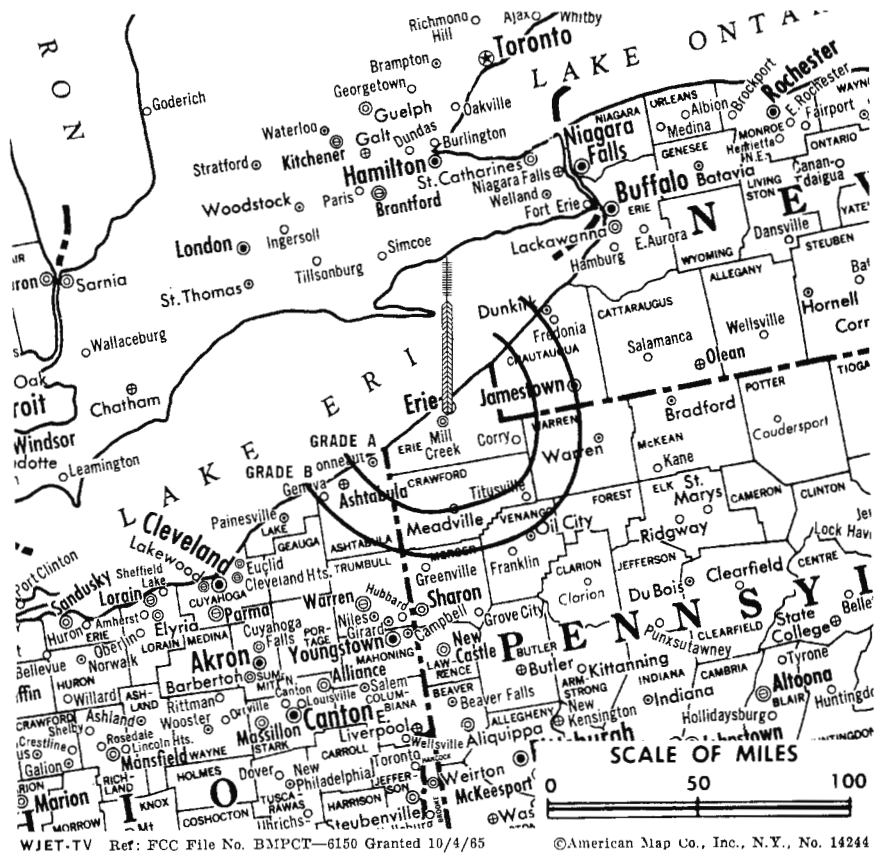
Transmitter: U.S. Route 19, 3.75-mi. S of Erie City limits.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

AM Affiliate: WJET, 1-kw (.250-kw night), 1400 kc (MBS).



WJET-TV Ref: FCC File No. B1PCT-6150 Granted 10/4/85

©American Map Co., Inc., N.Y., No. 14244

WJET-TV

Grantee: Jet Broadcasting Co. Inc., 1635 Ash St. (16503).

Studio: 8700 Waterford Pike Rd. (16509).

Telephone: 814-864-4902.

Ownership: Myron Jones, pres., 63.5%; William Fleckenstein, v.p., secy.-treas., 36.5%. Myron Jones also controls radios WHOT, Campbell, O. and WRED(FM), Youngstown, O.; WEEP & FM, Pittsburgh, Pa.; 50% of WTIV, Titusville, Pa.

Began Operation: April 3, 1966.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Midlen & Harrison.

Represented (engineering) by Raymond E. Rohrer & Associates.

Personnel:

MYRON JONES, president.

PETE COTICCHIA, general manager.

ARTHUR MARTINUCCI, program director.

JOHN KANZUS, chief engineer.

DIGEST OF RATE CARD NO. 1

(Jan. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$300.00	\$180.00	\$150.00	\$100.00	\$70.00	\$48.00 \$24.00

ARB Data for this station is not available since it was not in operation when the survey was made.

MORTON FLOM, ENG.

CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter

Briefs, Feasibility Tests

Analysis, Design, Projection and

Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Pennsylvania—Erie



WSEE

Ch. 35

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 1000-kw maximum and 301-kw horizontal visual, 100-kw maximum and 30.1-kw horizontal aural. Antenna: 960-ft. above av. terrain, 760-ft. above ground, 2100-ft. above sea level.

Latitude 42° 02' 20"
Longitude 80° 03' 45"

Transmitter: U.S. Hwy. 19, 7-mi. S of Erie.

Studio: 1220 Peach St.

Telephone: 814-455-7575.

TWX No.: 814-453-6875.

Color: Network, film & slide.

News Wire Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WSEE Ref: FCC File No. BMPCT-6163 Granted 10/15/65

©American Map Co., Inc., N.Y., No. 14244

WSEE

Licensee: Great Lakes Television Co., 1220 Peach St. (16501).

Ownership: George J. Mead, 17.130%; John W. English, 7.062%; James R. McBrier, 6.161%; Marie C. Held, 3.757%; John J. Galbo, 2.705%; Edward Mead, 1.202%; J. Jacob Young, 11.946%; Margaret M. Simmons, executrix for estate of J. Thomas Simmons, 8.565%; A. R. Minadeo, 13.824%; Mary Denny, 4.808%; James Mead, .977%; Mary M. Flanagan, .977%; Grace F. Mead, 13.824%; and Eleanor B. Boland, executrix for estate of John J. Boland Jr., 7.062%. Great Lakes Television Co. officers: George J. Mead, pres.; John W. English, 1st v.p. & secy.; James R. McBrier, 2nd v.p.; John J. Held, treas.; Edward G. Zellefrow, asst. secy. George J. Mead is publisher of Erie Times and Morning News.

Began Operation: April 25, 1954.

Represented (sales) by The Meeker Co.; Kettell-Carter (New England); Robert Dome (Philadelphia); Ohio Station Reps (Ohio); Penn State Reps (Pittsburgh).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Jansky & Bailey.

Personnel:

- EDWARD ZELLEFROW, general manager & film buyer.
- JAMES J. PENNA, technical supervisor.
- DONALD ROWE, production director.
- WILLIAM PIPHER, general sales manager.
- MELVIN KOFOD, assistant sales manager.
- FRANK HERRICK, film director.
- MAC DONALD WHITLEY, office manager.
- DAVE ALLEN, admin. asst., operations manager.

DIGEST OF RATE CARD NO. 10 (June 15, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$440.00	\$265.00	\$175.00	\$155.00	\$110.00	\$55.00	\$27.00
NETWORK BASE HOURLY RATE: \$275 (CBS & ABC).						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	PENNSYLVANIA ERIE	76,400	73,700	97
25-50	PENNSYLVANIA CRAWFORD	22,600	21,100	93
5-24	OHIO ASHTABULA	28,300	27,100	96
	PENNSYLVANIA VENANGO	18,200	16,700	92
	WARREN	13,100	11,900	91
STATION TOTALS		158,600	150,500	95
NET WEEKLY CIRCULATION (MARCH 1966)			88,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			63,800	

ARB Data for this Station does not reflect present coverage since the Station increased its facilities after the survey was made.

For Index to Contents
See Services Volume

Pennsylvania—Harrisburg



WHP-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 1000-kw maximum and 399-kw horizontal visual, 57.5-kw aural. Antenna: 920-ft. above av. terrain, 224-ft. above ground, 1530-ft. above sea level.

Latitude 40° 20' 44"
Longitude 76° 52' 09"

Transmitter: Blue Mountain.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: WHP, 5-kw, 580 kc (CBS). FM Affiliate: WHP-FM, 1.85-kw, 97.3 mc (No. 247), 910-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WHP-TV Ref: FCC File No. BIMPCT-4758 Granted 7/23/57

©American Map Co., Inc., N.Y., No. 14244

WHP-TV

Licensee: WHP Inc., 216 Locust St., Harrisburg (17108).

Studio: 216 Locust St.

Telephone: 717-234-3211. TWX No.: 717-564-4126.

Ownership: Telegraph Press Inc., 57.410%; E. J. Stackpole, chairman-treas., 18.179%; A. H. Stackpole, pres., 2.164%; Cecil M. Sansbury, exec. v.p., 10.821%; Bowman A. Brown Sr., secy. & asst. treas., 9.089%; Meade D. Detweiler III, 1.038%; Mary Frances Detweiler, 1.299%.

Began Operation: April 15, 1953.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

CECIL M. SANSBURY, general manager.
HARRY W. WELLS JR., sales manager.
BROD SEYMOUR, broadcast manager & film buyer.
E. DAN LIEBENSBERGER, chief engineer.

DIGEST OF RATE CARD NO. 6 (July 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class AA—7:30-11 p.m., daily.					
\$420.00	\$250.00	\$170.00	\$105.00	\$100.00	\$42.50

For combination rates, see WLYH-TV, Lebanon, Pa.

NETWORK BASE HOURLY RATE: \$325.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	PENNSYLVANIA CUMBERLAND DAUPHIN LYCOMING PERRY	40,600 69,400 34,200 7,700	38,700 65,900 31,400 7,200	95 95 92 94
25-50 O/O	PENNSYLVANIA CLINTON JUNIATA LEBANON MIFFLIN	10,800 4,700 27,200 13,100	10,300 4,200 25,700 12,000	95 89 94 91
5-24 O/O	PENNSYLVANIA CENTRE NORTHUMBRLND SCHUYLKILL SNYDER YORK	21,300 30,000 49,300 7,200 77,000	19,800 27,800 46,500 6,400 73,300	93 93 94 89 95
STATION TOTALS		392,500	369,200	94

NET WEEKLY CIRCULATION (MARCH 1966) 168,400
AVERAGE DAILY CIRCULATION (MARCH 1966) 106,200

Pennsylvania—Harrisburg-York-Lebanon



WTPA



Ch. 27

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 1000-kw maximum and 426-kw horizontal visual, 200-kw maximum and 85.2-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 609-ft. above ground 1690-ft. above sea level.

Latitude 40° 19' 03"
Longitude 76° 56' 50"

Transmitter: W of U.S. Hwys. 11 & 15 and N of State Hwy. 944.

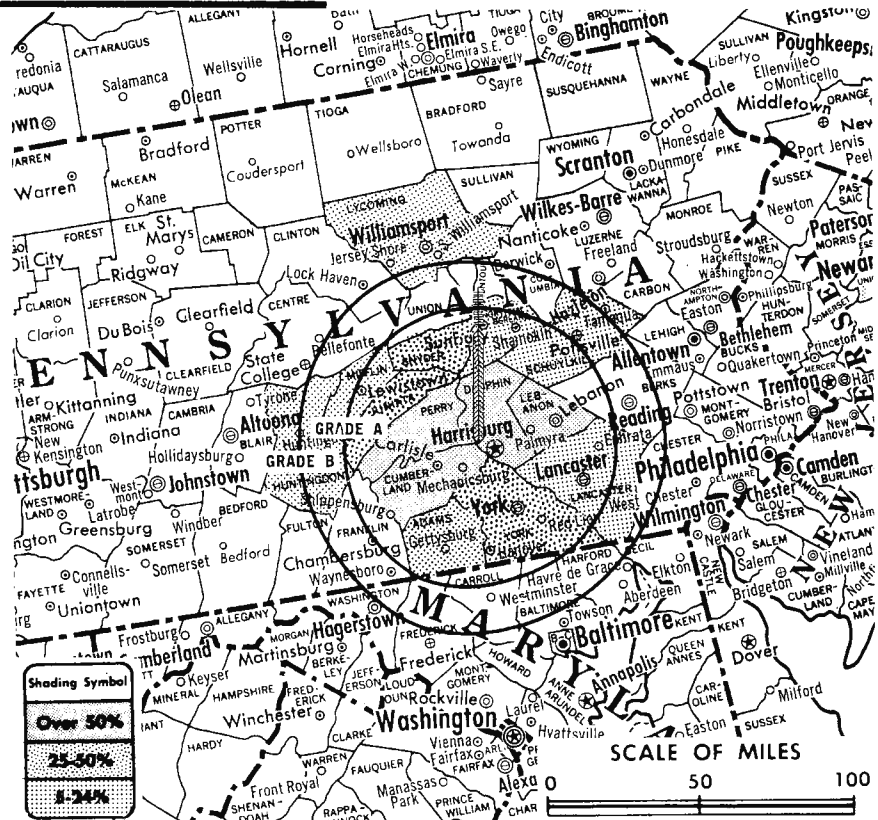
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Lohnes & Culver.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WTPA Ref: FCC File No. BPT-3028 Granted 5/11/62

©American Map Co., Inc., N.Y., No. 1424

WTPA

Licensee: Newhouse Bcstg. Corp., 1030 James St., Syracuse, N.Y.

Studio: 3235 Hoffman St., Harrisburg, Pa. (17110).

Telephone: 717-238-7171. TWX No.: 717-564-4109.

Ownership: Same interests also publish Harrisburg Patriot and News. For other Newhouse family interests, see WSYR-TV, Syracuse, N.Y.

Began Operation: June 19, 1953 on Ch. 71; May 15, 1957 FCC authorized WTPA to purchase transmitter & tower of off-air WCMB-TV and to switch to Ch. 27, Ch. 71 being assigned to WCMB-TV (Television Digest, Vol. 13:15, 20).

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- PAUL S. ABBOTT, general manager & film buyer.
- JACK THORNSLEY, sales manager.
- MAC McCAULEY, assistant general manager & program director.
- MIKE ROSS, news director.
- CHARLES W. BAKER, chief engineer.

DIGEST OF RATE CARD NO. 14 (June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	
Class AA—8-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$125.00	\$160.00*	\$140.00*

*Class AAA—8-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$500.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/U	PENNSYLVANIA			
	CUMBERLAND	40,600	38,700	95
	DAUPHIN	69,400	65,900	95
	LEBANON	27,200	25,700	94
	PERRY	7,700	7,200	94
25-50 O/O	PENNSYLVANIA			
	JUNIATA	4,700	4,200	89
	SNYDER	7,200	6,400	89
	YORK	77,000	73,300	95
5-24 O/O	PENNSYLVANIA			
	ADAMS	15,300	14,400	94
	HUNTINGDON	10,800	10,000	93
	LANCASTER	85,700	78,200	91
	LYCOMING	34,200	31,400	92
	MIFFLIN	13,100	12,000	91
	NORTHUMBRLND	30,000	27,800	93
	SCHUYLKILL	49,300	46,500	94
STATION TOTALS		472,200	441,700	94
NET WEEKLY CIRCULATION (MARCH 1966)			208,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			136,200	

Pennsylvania—Johnstown



WARD-TV

Ch. 56

Technical Facilities: Channel No. 56 (722-728 mc). Operating under special temporary authorization with 178-kw maximum and 91.2-kw horizontal visual, 98-kw max. and 50-kw horizontal aural. Antenna: 610-ft. above av. terrain, 542-ft. above ground, 2462-ft. above sea level.

Latitude 40° 19' 47"

Longitude 78° 53' 45"

Holds CP for Ch. 19, 640-ft. above av. terrain, 561-ft. above ground, 2477-ft. above sea level.

Transmitter: Cover Hill.

AM Affiliate: WARD, 1-kw (.25-kw night), 1490 kc (CBS).

FM Affiliate: WARD-FM, .285 kw, 92.1 mc (No. 221), minus 87-ft. antenna height.

Color: Network.

News Wire Service: UPI.



Circulation © 1966 American Research Bureau.

WARD-TV Ref: FCC File No. BMPCT-4508 Granted 3/13/57

©American Map Co., Inc., N.Y., No. 14244

WARD-TV

Grantee (STA): Rivoli Realty Company, 301-305 Franklin St. (15901).

Studio: Cover Hill.

Telephone: 814-536-0761.

Ownership: Walter M. Thomas, pres., 16.1%; Dr. George D. Gartland, v.p., 21.1%; Margaret E. Gartland, secy., 41.5%; Clarence B. Hammerle, secy., 3.1%; H. C. Tilley, treas., 9%; Dr. George D. Hudson, 0.5%; Mrs. Rita Jo Gillespie, 2.5%; Mrs. Robert Jordon, 2.5%; Frank Sheesley, 3.7%.

Began Operation: Oct. 15, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Lohnes & Culver.

Personnel:

WILLIAM D. CONFER, manager & film buyer.

CONNIE DONATTI, chief engineer.

DIGEST OF RATE CARD NO. 1

(Sept. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.	\$200.00	\$120.00	\$100.00	\$80.00	\$50.00	\$37.50
Class B—12-1 p.m., Mon.-Fri.; 12-1 p.m., Sat. & Sun.	\$150.00	\$90.00	\$75.00	\$60.00	\$40.00	\$30.00

NETWORK BASE HOURLY RATE: \$200.

ARB County-by-County Data not available.
 Net Weekly Circulation (March 1966) 10,000
 Average Daily Circulation (March 1966) 3,800



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
 WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Pennsylvania—Johnstown



WJAC-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 70.8-kw visual, 10.6-kw aural. Antenna: 1120-ft. above av. terrain, 175-ft. above ground, 2885-ft. above sea level.

Latitude 40° 22' 22"
Longitude 78° 58' 51"

Transmitter: Laurel Hill Mt.

Studio: Hickory Lane.

TV tape: Recording facilities.

AM Affiliate: WJAC, 10-kw, 850 kc (NBC). FM Affiliate: WJAC-FM, 8.3-kw, 95.5 mc (No. 238), 1070-ft.

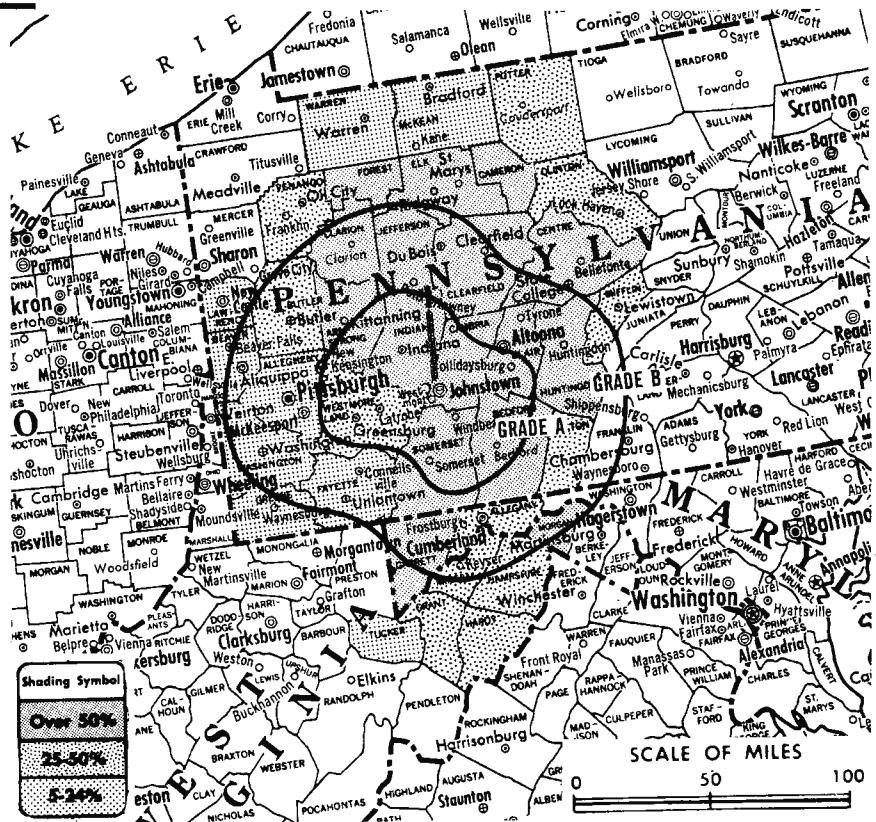
Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: AP, UPI.

Represented (engineering) by James C. McNary.

Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WJAC-TV Ref: FCC File No. BPC7-640 Granted 7/11/52

©American Map Co., Inc., N.Y., No. 14244

WJAC-TV

Licensee: WJAC Inc., Hickory Lane (15902).

Telephone: 814-255-5831. TWX No.: 814-248-8354.

Ownership: Same as Johnstown Tribune. WJAC Inc. officers: W. W. Krebs, pres.; A. D. Schrott, secy.treas.

Began Operation: Sept. 15, 1949.

Represented (sales) by Harrington, Righter & Parsons Inc.

Personnel:

WALTER W. KREBS, president.
ALVIN D. SCHROTT, exec. v.p. & general manager.
FRANK P. CUMMINS, program director & film buyer.
JOHN B. ROGERS, sales manager.
THEODORE CAMPBELL, chief engineer.

DIGEST OF RATE CARD NO. 16—(June 13, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$1100.00 \$660.00 \$440.00 \$330.00 Graded rates apply*

*Highest rate: \$275.00

NETWORK BASE HOURLY RATE: \$1250.

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.: RCA Building 333-9270
CHICAGO: 333 N. Michigan Avenue, 346-6460
ATLANTA: Mony Building, 873-5626
BEVERLY HILLS: Bank of America Bldg. 274-8151

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
------------------	----------------	------------------	----------	-----

OVER 50 C/C	MARYLAND GARETT	5,200	4,600	89
	PENNSYLVANIA			
	ARMSTRONG	23,000	22,000	95
	BEDFORD	12,200	11,300	93
	BLAIR	40,400	38,600	96
	CAMBRIA	55,400	53,400	96
	CAMERON	2,200	2,100	97
	CENTRE	21,300	19,800	93
	CLARION	10,100	9,600	94
	CLEARFIELD	23,000	21,900	95
	ELK	10,500	10,000	95
	FOREST	1,100	1,000	97
	HUNTINGDON	10,800	10,000	93
	INDIANA	20,700	19,600	95
	JEFFERSON	13,600	12,900	95
	SOMERSET	21,100	19,900	94

	WEST VIRGINIA MORGAN	2,600	2,300	91
--	----------------------	-------	-------	----

25-50 O/D	MARYLAND ALLEGANY	25,800	24,200	94
	PENNSYLVANIA			
	HUTLER	33,700	32,500	97
	CLINTON	10,800	10,300	95
	FULTON	2,900	2,600	88
	MIFFLIN	13,100	12,000	91
	POTTER	4,700	4,400	92
	VENANGO	18,200	16,700	92
	WESTMORELAND	107,000	103,600	97

(Continued on page 603-b)

STATION TOTALS	1,240,300	1,184,900	96
----------------	-----------	-----------	----

NET WEEKLY CIRCULATION (MARCH 1966)	450,700
AVERAGE DAILY CIRCULATION (MARCH 1966)	295,000

Pennsylvania—Lancaster-Lebanon



WLYH-TV



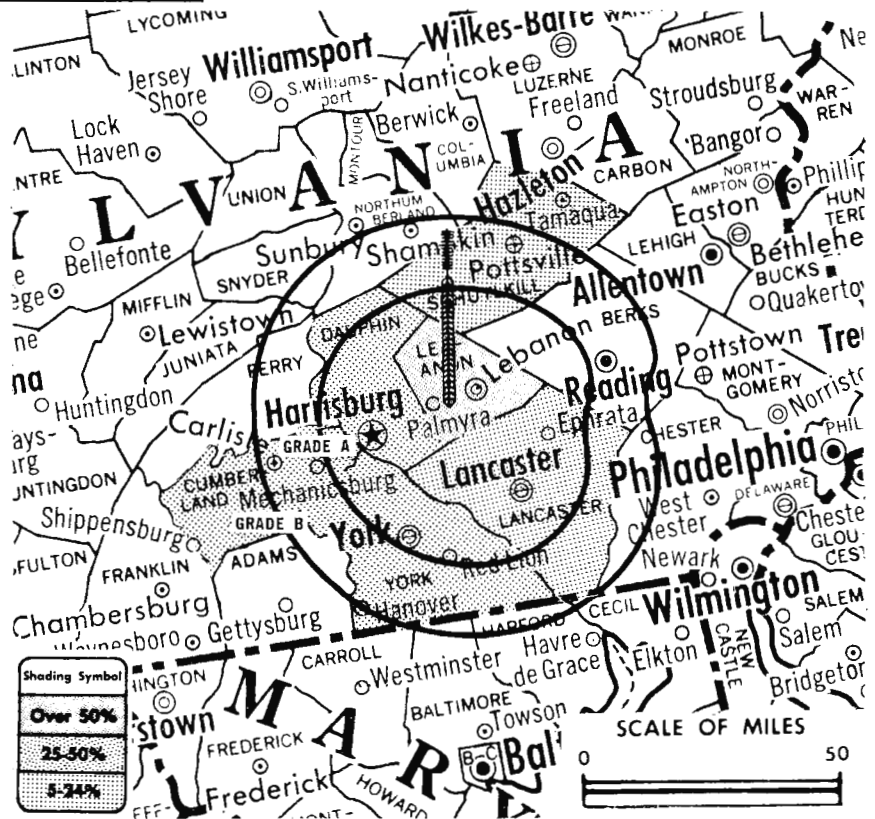
Ch. 15

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 130-kw visual, 24-kw aural. Antenna: 880-ft. above av. terrain, 572-ft. above ground, 1472-ft. above sea level.

Latitude 40° 15' 49"
Longitude 76° 27' 42"

Transmitter: Television Hill, R.D. #5.
Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WLYH-TV Ref: FCC File No. BMPCT-1288 Granted 9/1/53 ©American Map Co., Inc., N.Y., No. 14244

WLYH-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Sales Office: 320 Park Ave., New York (10022); Plaza 9-7115.

Studio: Television Hill, Lebanon; Griest Bldg., Lancaster.

Telephone: 717-273-4551. TWX No.: 717-730-4305.

Ownership: Triangle Publications, Inc. See WFIL-TV, Philadelphia.

Began Operation: Oct. 9, 1953, but left air Oct. 16, 1954. Sold to present owner by radio WLBR-Lebanon News interests and station resumed operation May 2, 1957 (Television Digest, Vol. 11:27; 13:18).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

JAY B. SONDEHEIM, general manager.
LEO M. MacCOURTNEY, sales manager.
ROSS KAUFMAN, chief engineer.

DIGEST OF RATE CARD NO. 5 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:30-11 p.m., daily.	\$220.00	\$132.00	\$88.00	\$55.00	\$42.00	\$21.00

NETWORK BASE HOURLY RATE: \$100.

Combination Rates for WLYH-TV, WHP-TV, Harrisburg & WSBA-TV, York, Pa. (Keystone Group):

DIGEST OF RATE CARD NO. 5 (April 15, 1966)

Class AA—7:30-10:30 p.m., daily.	\$800.00	\$480.00	\$165.00	\$155.00	\$85.00
----------------------------------	----------	----------	----------	----------	---------

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50	PENNSYLVANIA LEBANON	27,200	25,700	94
5-24	PENNSYLVANIA CUMBERLAND	40,600	38,700	95
0/0	DAUPHIN	69,400	65,900	95
	LANCASTER	85,700	78,200	91
	SCHUYLKILL	49,300	46,500	94
	YORK	77,000	73,300	95
STATION TOTALS		349,200	328,300	94
NET WEEKLY CIRCULATION (MARCH 1966)			70,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			36,700	

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Pennsylvania—Lancaster

WGAL-TV
Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1000-ft. above av. terrain, 480-ft. above ground, 1503-ft. above sea level.

Latitude 40° 02' 06"
Longitude 76° 37' 14"

Transmitter: 2.25-mi. NE of Hallam, Pa.

TV tape: Recording facilities.

AM Affiliate: WGAL, 1-kw (.25-kw N), 1490-kc (NBC).

FM Affiliate: WGAL-FM, 20-kw, 101.3 mc (No. 267), 940-ft. antenna.

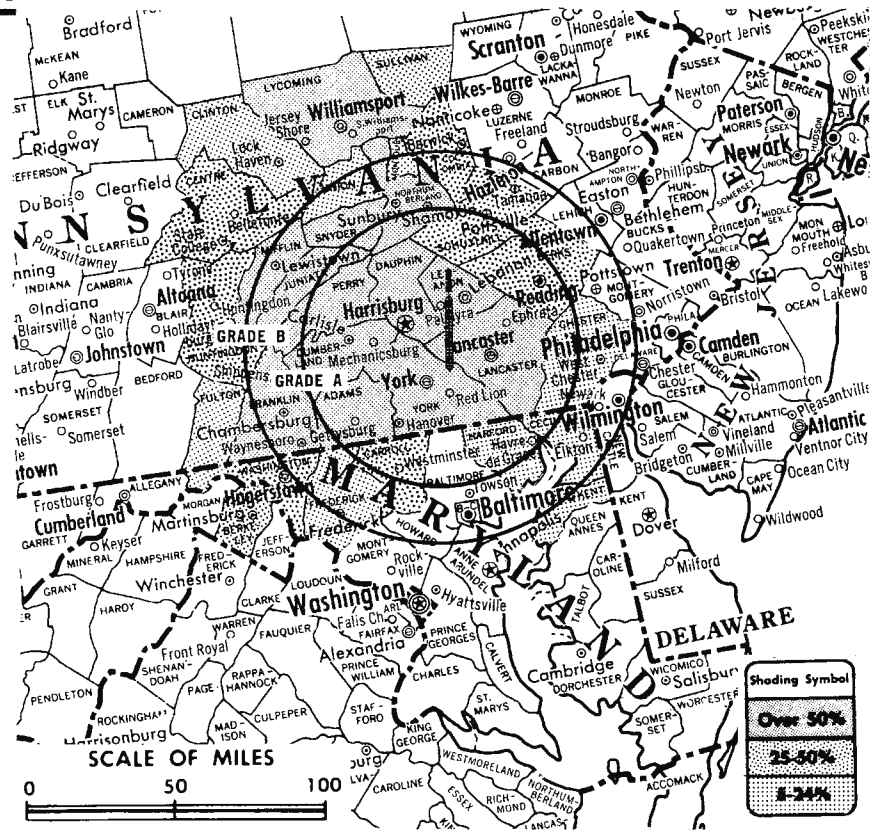
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WGAL-TV Ref: FCC File No. BFPCT-910 Granted 2/8/54

©American Map Co., Inc., N.Y., No. 14244

WGAL-TV

Licensee: WGAL Television Inc., 8 West King St. (17603).

Studio: Lincoln Hwy. West.

Telephone: 717-393-5851.

Ownership: John F. Steinman and family and estate of J. Hale Steinman, 100%. Same interests operate AM stations WDEL, Wilmington, Del.; WGAL, Lancaster; WORK, York; WKBO, Harrisburg; WEST, Easton, all in Pennsylvania. WGAL Television Inc. also owns KVOA-TV, Tucson, Ariz.; KOAT-TV, Albuquerque, N.M. and WTEV(TV), Providence, R.I. Steinmans also publish Lancaster Intelligencer-Journal; New Era and Sunday News.

Began Operation: March 18, 1949.

Represented (sales) by The Meeker Co. Inc.; Mario Messina Co. (Texas); Bob Hix Co. (Denver); Eugene F. Gray (Kansas City); Busby, Finch & Woods (Atlanta).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by James C. McNary.

Personnel:

CLAIR R. MCCOLLOUGH, president & general manager.
J. ROBERT GULICK, asst. general manager in charge of sales.
HAROLD E. MILLER, station manager.
LEROY K. STRINE, national sales manager.
WILLIAM HAUSLER, regional sales manager.
ROBERT H. ZIMA, sales service manager.
NELSON SEARS, program manager.
HARRY J. SHAUB JR., business manager.
PAUL I. WOODLAND, promotion manager.
ROBERT MALICK, farm director.
WAYNE SEACAT, chief engineer.

DIGEST OF RATE CARD NO. 15 (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—8-10 p.m., daily.
\$1300.00 \$790.00 \$525.00 \$395.00 \$310.00 \$230.00 \$155.00
NETWORK BASE HOURLY RATE: \$1500 (NBC).

For State's CATV Systems, see the CATV Directory

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	PENNSYLVANIA			
	ADAMS	15,300	14,400	94
	CUMBERLAND	40,600	38,700	95
	DAUPHIN	69,400	65,900	95
	FRANKLIN	27,300	25,100	92
	JUNIATA	4,700	4,200	89
	LANCASTER	85,700	78,200	91
	LEBANON	27,200	25,700	94
	LYCOMING	34,200	31,400	92
	MIFFLIN	13,100	12,000	91
	NORTHUMBRLND	30,000	27,800	93
	PERRY	7,700	7,200	94
	SNYDER	7,200	6,400	89
	YORK	77,000	73,300	95

25-50 O/O	MARYLAND			
	CARROLL	15,700	15,100	97
	WASHINGTON	29,600	28,000	95
	PENNSYLVANIA			
	BERKS	89,200	85,300	96
	CENTRE	21,300	19,800	93
	COLUMBIA	15,900	15,100	95
	HUNTINGDON	10,800	10,000	93
	SCHUYLKILL	49,300	46,500	94

5-24 O/O	MARYLAND			
	CECIL	14,400	13,900	96
	FREDERICK	22,000	21,000	96
	HARFORD	24,400	23,500	96
	KENT	5,100	4,800	94

(Continued on page 603-b)

STATION TOTALS 839,800 790,900 94

NET WEEKLY CIRCULATION (MARCH 1966) 494,200
AVERAGE DAILY CIRCULATION (MARCH 1966) 319,900

animal



vegetable

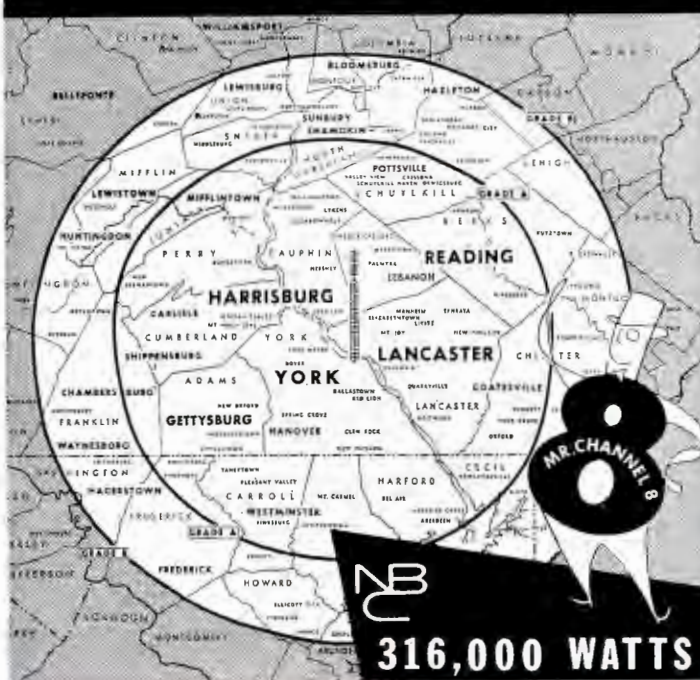


mineral



**no matter what
your product,
WGAL-TV starts
sales action**

MULTI-CITY TV MARKET



\$4,831,330,000 total retail sales—With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another great plus: one of the country's highest percentages in color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar.

WGAL-TV
LANCASTER, PA.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
WTEV New Bedford-Fall River, Mass./Providence, R.I. • KVOA-TV Tucson, Ariz.

Business is business.

Says who? Says too many people.

You've probably heard it yourself many times. It's used to justify almost *anything*.

But how many times have you ever questioned this attitude or raised your voice in protest? An idea like this takes root just because not enough people do anything to stop it.

If you have ever asked yourself "Why doesn't someone do something about it?" you're talking to the right person. You.

It won't be easy. Sometimes you'll need encouragement. The kind you'll find in your place of worship.

Here you'll discover you're not alone. That, in itself, can give you the strength to say "Says who?" once in a while when it needs to be said.



Religion in American Life

Pennsylvania—Philadelphia



KYW-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 95.5-kw visual, 9.55-kw aural. Antenna: 1000-ft. above av. terrain, 1116-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"
Longitude 75° 14' 26"

Transmitter: Roxborough, Pa.

TV tape: Recording facilities.

AM Affiliate: KYW, 50-kw, 1060 kc.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

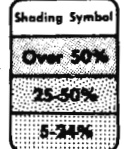
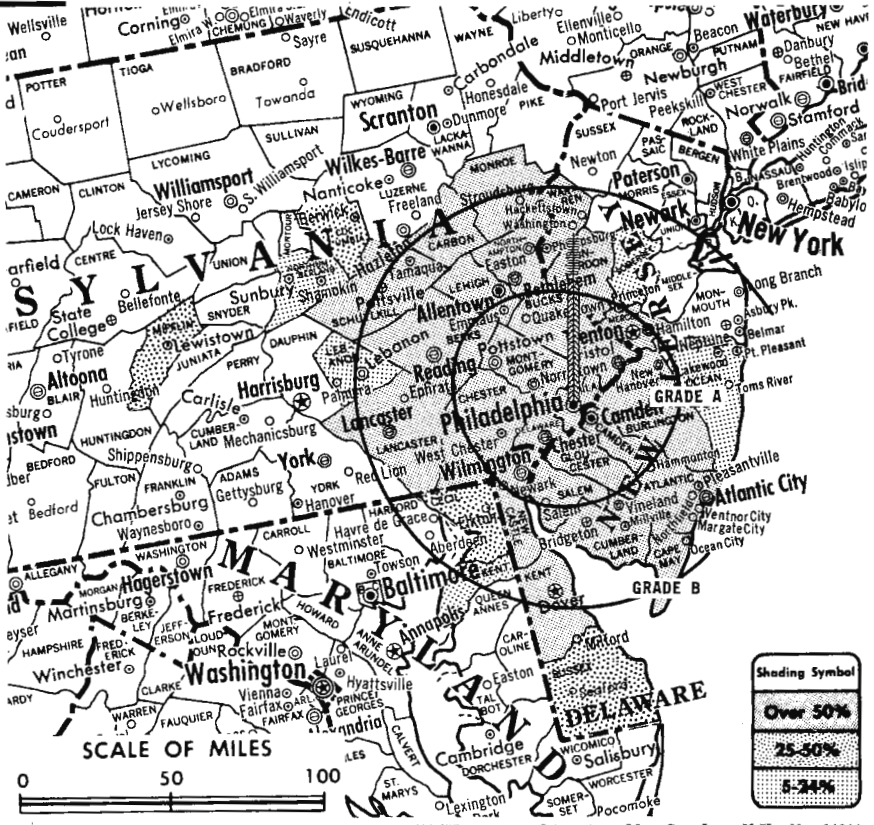
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KYW-TV

Licensee: A Group W Station, Westinghouse Broadcasting Co. Inc., 1619 Walnut St., Philadelphia (19103).

Studio: 1619 Walnut St. Telephone: 215-564-3700.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman & pres.; Larry Israel, exec. v.p.; Franklin A. Tooke, v.p. for Philadelphia area; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Benjamin Wolfe, v.p., engineering; Richard M. Pack, sr. v.p., programming; James E. Allen, v.p., sales; David N. Lewis, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh; WBZ-TV, Boston (WBZ); WJZ-TV, Baltimore; KPIX, San Francisco. For other interests, see Group Ownership.

Began Operation: September 1941. Sold to Westinghouse Bcstg. by Philco Corp. in 1953 (Television Digest, Vol. 9:8, 22); then transferred to NBC in deal approved Dec. 21, 1955 (Vol. 11:2 & 12:3). Transfer from NBC back to Westinghouse under order by FCC approved Feb. 17, 1965 (Vol. 5:7-8, 25).

Represented (sales) Television Advertising Representatives Inc.

Personnel:

- DONALD H. MCGANNON, president.
- FRANKLIN A. TOOKE, vice president.
- KENNETH MacDONALD, general manager.
- DAVID HENDERSON, general sales manager.
- EARL HIGGINS, business manager.
- JACK LEARY, operations manager.
- MICHAEL HAUPTMAN, advertising & sales promotion manager.
- DAVID WILSON, public affairs programming director.
- CHARLES MAGEE, engineering manager.

DIGEST OF RATE CARD NO. 2—(Nov. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.	
Class AA—6-11:30 p.m., Mon.-Fri.; 7:30-11:30 p.m., Sat.; 7-11:30 p.m., Sun.	\$3800.00	\$2500.00	\$1500.00	\$1150.00	\$1300.00*	\$650.00*

*Class A rate—11-11:30 p.m., daily. Class AA rate—6:29-11 p.m., Mon.-Fri.; 7:29-11 p.m., Sat. & Sun. available on request.

NETWORK BASE HOURLY RATE: \$4100.

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	DELAWARE			
	KENT	22,200	20,900	94
	NEW CASTLE	103,500	100,600	97
	NEW JERSEY			
	ATLANTIC	59,100	56,100	95
	BURLINGTON	69,300	67,600	98
	CAMDEN	132,100	128,900	98
	CAPE MAY	18,600	17,700	95
	CUMBERLAND	35,600	34,300	96
	GLOUCESTER	45,300	44,300	98
	HUNTERDON	18,400	17,700	96
	MERCER	85,600	82,200	96
	SALEM	19,000	18,200	96
	WARREN	21,300	20,400	96
	PENNSYLVANIA			
	BERKS	89,200	85,300	96
	BUCKS	100,900	98,400	98
	CARBON	15,000	14,300	95
CHESTER	66,000	63,600	96	
DELAWARE	176,700	173,000	98	
LANCASTER	85,700	78,200	91	
LEHIGH	72,000	69,200	96	
MONROE	12,700	12,100	95	
MONTGOMERY	166,100	161,400	97	
NORTHAMPTON	61,600	58,900	96	
PHILADELPHIA	628,400	598,900	95	
SCHUYLKILL	49,300	46,500	94	

25-50 O/O	DELAWARE SUSSEX	23,700	21,600	91
-----------	-----------------	--------	--------	----

(Continued on page 603-b)

STATION TOTALS	2,374,600	2,278,800	96
----------------	-----------	-----------	----

NET WEEKLY CIRCULATION (MARCH 1966)	2,007,000
AVERAGE DAILY CIRCULATION (MARCH 1966)	1,510,400

Pennsylvania—Philadelphia



WCAU-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 979-ft. above ground, 1261-ft. above sea level.

Latitude 40° 02' 36"
Longitude 75° 14' 12"

Transmitter: Domino Lane & Fowler St.

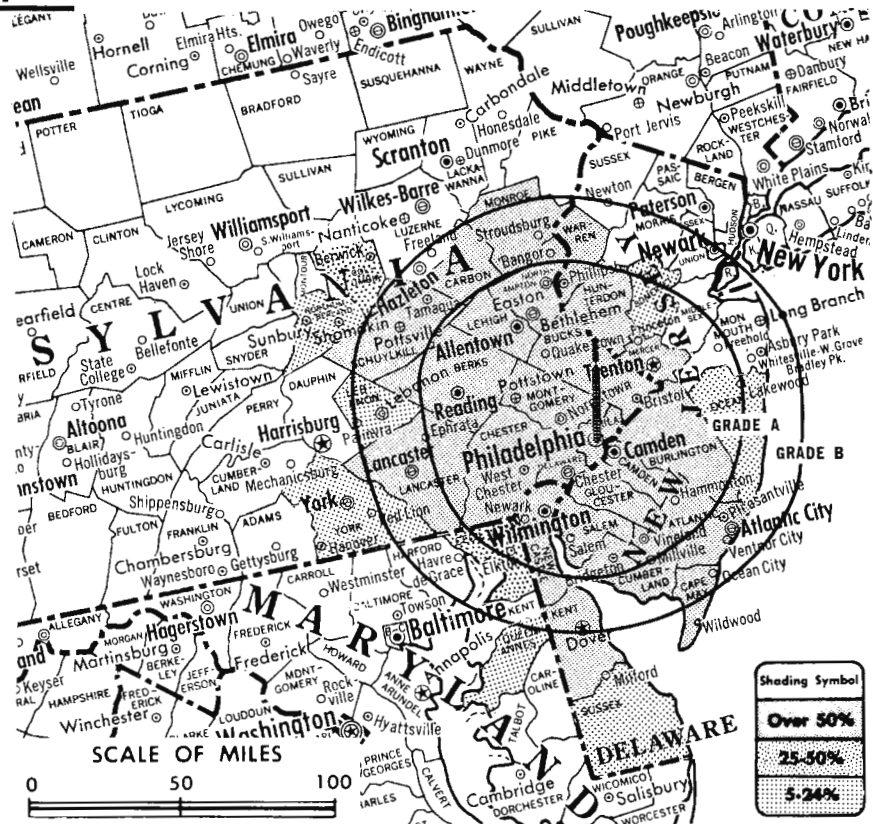
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WCAU-TV Ref: FCC File No. BMPCT-1564 Granted 11/30/53

©American Map Co., Inc., N.Y., No. 14244

WCAU-TV

Licensee: Columbia Bcstg. System Inc., City & Monument Aves. (19131).

Studio: City & Monument Aves.

Telephone: 215-839-7000.

AM Affiliate: WCAU, 50-kw, 1210 kc (CBS).

FM Affiliate: WCAU-FM, 10-kw, 98.1 mc (No. 251), 660-ft. antenna height.

Ownership: See WCBS-TV, New York.

Began Operation: March 15, 1948. Sale to present owner by Philadelphia Bulletin interests approved July 23, 1958 by FCC (Television Digest, Vol. 13:51; 14:1, 18, 27, 30).

Represented (sales) by CBS Television Stations National Sales.

Personnel:

- BRUCE R. BRYANT, v.p. & general manager.
- C. ROBERT GROSS, director of engineering.
- ROBERT N. PRYOR, director, promotion & information services.
- FRANK C. BEAZLEY JR., general sales manager.
- WILLIAM J. FAATH, business manager.
- MEL LEVINE, assistant to general manager.
- ALVIN L. HOLLANDER JR., program director.
- JOHN F. HORSTMANN JR., operations manager.
- ROBERT HOLLAND, news director.
- WM. BENNETT, farm director.
- LOUIS DE MARCO, production facilities manager.
- MARGARET M. KEARNEY, educational director.

DIGEST OF RATE CARD NO. 22

(Sept. 11, 1966)

Hour	30 Min.	15 Min.	10 Min.	20 Sec.*	10 Sec.*
Class AAA—8-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun.	\$4000.00	\$2400.00	\$1600.00	\$1334.00	\$700.00

*Class A (7:59-11:24 p.m., Mon.-Fri.; 6:59-11:24 p.m., Sat. & Sun.)

NETWORK BASE HOURLY RATE: \$4000.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	DELAWARE			
0/0	KENT	22,200	20,900	94
	NEW CASTLE	103,500	100,600	97
	NEW JERSEY			
	ATLANTIC	59,100	56,100	95
	BURLINGTON	69,300	67,600	98
	CAMDEN	132,100	128,900	98
	CAPE MAY	18,600	17,700	95
	CUMBERLAND	35,600	34,300	96
	GLOUCESTER	45,300	44,300	98
	HUNTERDON	18,400	17,700	96
	MERCER	85,600	82,200	96
	SALAM	19,000	18,200	96
	WARREN	21,300	20,400	96
	PENNSYLVANIA			
	BERKS	89,200	85,300	96
	BUCKS	100,900	98,400	98
	CARBUN	15,000	14,300	95
	CHESTER	66,000	63,600	96
	DELAWARE	176,700	173,000	98
	LANCASTER	85,700	78,200	91
	LEHIGH	72,000	69,200	96
	MONROE	12,700	12,100	95
	MONTGOMERY	166,100	161,400	97
	NORTHAMPTON	61,600	58,900	96
	PHILADELPHIA	628,400	598,900	95
	SCHUYLKILL	49,300	46,500	94
25-50	MARYLAND			
0/0	CECTL	14,400	13,900	96

(Continued on page 603-b)

STATION TOTALS	2,438,900	2,340,400	96
NET WEEKLY CIRCULATION (MARCH 1966)	1,998,400		
AVERAGE DAILY CIRCULATION (MARCH 1966)	1,449,200		

Pennsylvania—Philadelphia



WFIL-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 74-kw visual, 14.8-kw aural. Antenna: 1094-ft. above av. terrain, 1111-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"
Longitude 75° 14' 26"

Transmitter: Roxborough, Pa. (191-28).

TV tape: Recording facilities.

AM Affiliate: WFIL, 5-kw, 560 kc (ABC).

FM Affiliate: WFIL-FM, 27-kw, 102.1 mc (No. 271), 650-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: UPI, Reuters.

Facsimile Service: UPI.

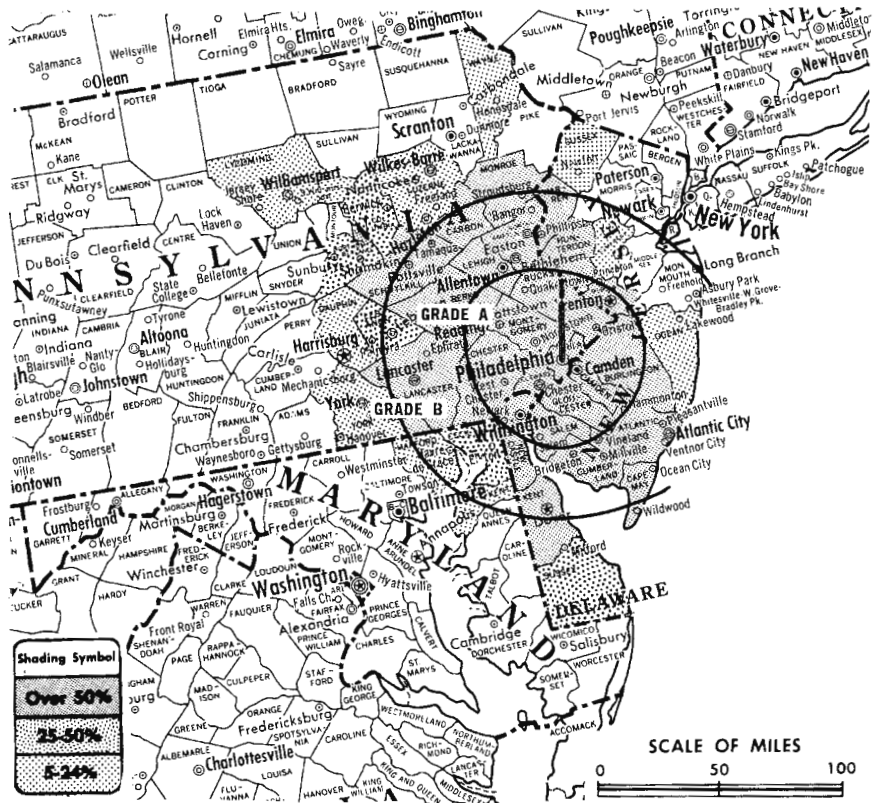
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WFIL-TV Ref.: FCC File No. BPCT-2212 Granted 3/22/57

© American Map Co., Inc., N.Y., No. 14244

WFIL-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.) 4100 City Line Avenue, Philadelphia (19131). Studios: 4100 City Line Avenue.

Telephone: 215-878-9700. TWX No.: 215-569-9730.

Ownership: Triangle Publications, Inc., Radio & TV Div. operates WFIL-TV & WFIL-AM & FM, Philadelphia; WFBG-TV, WFBG & WFBG-FM, Altoona; WLYH-TV, Lancaster-Lebanon, Pa.; WNBC-TV & WNBC-AM & FM, Binghamton, N.Y.; WNHC-TV & WNHC-AM & FM, New Haven, Conn.; KFRE-TV, KFRE & KFRE-FM, Fresno, Cal. Triangle Publications, Inc. publishes Philadelphia Inquirer, Philadelphia Daily News, Seventeen Magazine, TV Guide. For other publishing interests, see listing under Book & Periodical Publishing Firms with TV Station Ownership.

Began Operation: Sept. 13, 1947.

Represented (sales) by Blair-TV.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

ROGER W. CLIPP, v.p. & general manager.
H. TAYLOR VALEN, administrative executive.
GEORGE A. KOEHLER, station manager.
JOHN F. CUNDIFF, sales manager.
GEORGE COWAN, local sales manager.
PAUL MARTIN, promotion director.
THOMAS B. JONES, executive program director.
LEWIS KLEIN, program manager.
HENRY E. RHEA, director of engineering.
JOHN C. HARLAN, controller.

DIGEST OF RATE CARD NO. 21 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.
Class AAA—8-10:30 p.m., daily.					
\$6100.00	\$3660.00			\$1575.00	\$1525.00

NETWORK BASE HOURLY RATE: \$4300.

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	DELAWARE			
	KENT	22,200	20,900	94
	NEW CASTLE	103,500	100,600	97
	NEW JERSEY			
	ATLANTIC	59,100	56,100	95
	BURLINGTON	69,300	67,600	98
	CAMDEN	132,100	128,900	98
	CAPE MAY	18,600	17,700	95
	CUMBERLAND	35,600	34,300	96
	GLOUCESTER	45,300	44,300	98
	HUNTERDON	18,400	17,700	96
	MERCER	85,600	82,200	96
	SALEM	19,000	18,200	96
	WARREN	21,300	20,400	96
	PENNSYLVANIA			
	BERKS	89,200	85,300	96
	BUCKS	100,900	98,400	98
	CARBON	15,000	14,300	95
	CHESTER	66,000	63,600	96
	DELAWARE	176,700	173,000	98
	LANCASTER	85,700	78,200	91
	LEHIGH	72,000	69,200	96
	MONROE	12,700	12,100	95
	MONTGOMERY	166,100	161,400	97
	NORTHAMPTON	61,600	58,900	96
	PHILADELPHIA	628,400	598,900	95
	SCHUYLKILL	49,300	46,500	94
25-50 O/O	DELAWARE			
	SUSSEX	23,700	21,600	91

(Continued on page 603-b)

STATION TOTALS	2,692,600	2,581,900	96
NET WEEKLY CIRCULATION (MARCH 1966)	2,060,400		
AVERAGE DAILY CIRCULATION (MARCH 1966)	1,464,900		

Pennsylvania—Philadelphia

WIBF-TV
Ch. 29

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 1050-kw max. and 891-kw horizontal visual, 105-kw max. and 89.1-kw horizontal aural. Antenna: 1110-ft. above av. terrain, 1144-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 26"
Longitude 75° 14' 20"

Transmitter: E. Domino Lane.

FM Affiliate: WIBF-FM, .75-kw 103.9 mc (No. 280), 670-ft. antenna height.

Color: Network, film & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.



Circulation © 1966 American Research Bureau.

WIBF-TV Ref: FCC File No. BMPCT-6351 Granted 12/16/66

© American Map Co. Inc., N.Y., No. 14244

WIBF-TV

Network Service: None, independent.

Grantee: WIBF Broadcasting Co., Benson East, Jenkintown (19406).

Studio: The Benson-East.

Telephones: 215-927-5888 (Philadelphia); 215-887-5400 (Jenkintown).

Ownership: William Fox, pres., 19.33%; Irwin Fox, secy.-treas., 19.33%; Dorothy Kotin, v.p., 19.33%; Benson Apt. Corp., 29.33%; Fox Management Corp., 12.66%. WIBF Bcstg. also is Ch. 53 applicant for Atlantic City, N.J.

Began Operation: May 16, 1965.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by David Steel & Assoc.

Represented (sales) by Vic Piano Assoc. Inc.; Robert S. Dome Co. (Pa., Md., D.C.).

Personnel:

WILLIAM L. FOX, president.
WILLIAM H. KLINE JR., program manager.
ALEX GEISLER, director of engineering.
ROY BISHOP, operations manager.
JOHN DEAN, news director.

DIGEST OF RATE CARD NO. 3 (July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class AAA—7:30-11 p.m., daily.	\$800.00	\$480.00	\$280.00	\$210.00	\$150.00	\$120.00 \$75.00

ARB County-by-County Data for this Station is not available since it was not in operation when the survey was made.

Net Weekly Circulation (March 1966) 139,500
Average Daily Circulation (March 1966) 35,300

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

CATV Pennsylvania \$850,000
Radio TV Texas \$2,300,000

116 Central Park South
New York, N.Y.

Pennsylvania—Philadelphia (Burlington, N.J.)

WKBS-TV



Ch. 48

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 1000-kw max. and 708-kw horizontal visual, 200-kw max. and 141-kw horizontal aural. Antenna: 1100-ft. above av. terrain, 1105-ft. above ground, 1352-ft. above sea level.

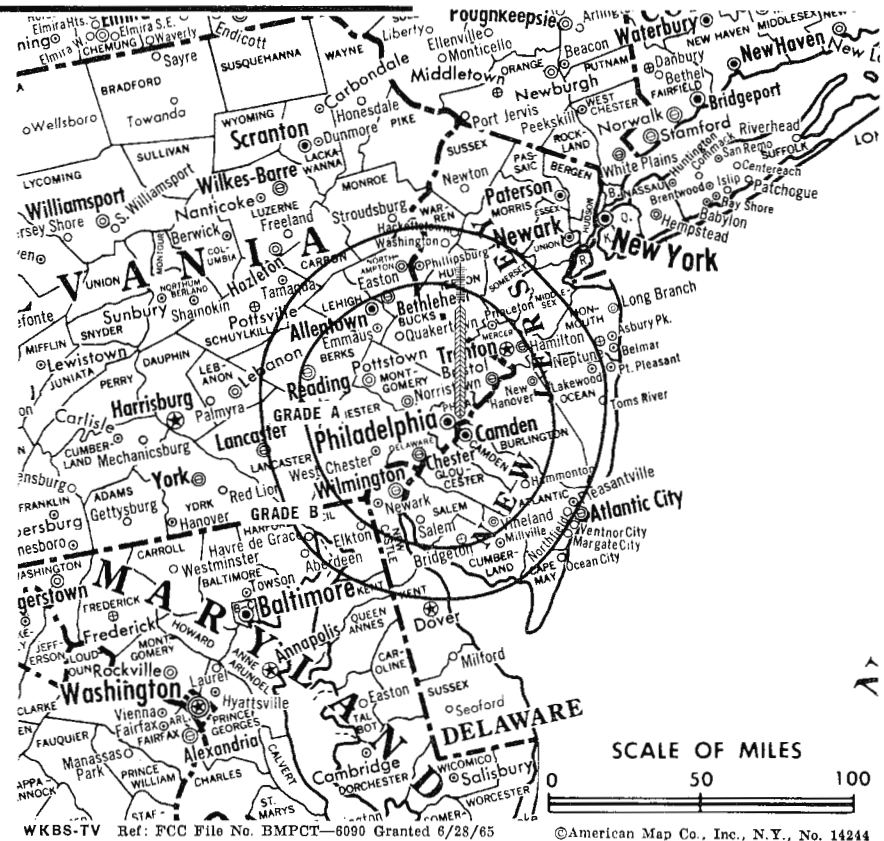
Latitude 40° 02' 35.5"
Longitude 75° 14' 32.5"

Transmitter: Umbria St., near Domino Lane, Philadelphia.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Circulation © 1986 American Research Bureau.

WKBS-TV Ref: FCC File No. BMPCT-8090 Granted 6/28/65

©American Map Co., Inc., N.Y., No. 14244

WKBS-TV

Network Service: None, independent.

Licensee: Kaiser Broadcasting Corp., 3201 S. 26th St., Philadelphia, Pa. (19145).

Studio: 3201 S. 26th St., Philadelphia.

Telephone: 215-336-6400. TWX No.: 710-670-1262.

Ownership: See WKBD(TV), Detroit, Mich.

Began Operation: Sept. 1, 1965.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (sales) by Broadcast Communications Group Inc.

Personnel:

RICHARD W. JOLLIFFE, general manager.

THOMAS F. SHANNON, general sales manager.

MORT ROSENMAN, program manager.

ROBERT D. WILLIS, sales promotion, publicity & merchandising manager.

F. ROBERT WIDDOP, business manager.

GLEN RAMSOS, chief engineer.

DIGEST OF RATE CARD NO. 4

(Jan. 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00	\$208.00	\$166.40	\$104.00

ARB County-by-County Data for this Station is not available since it was not in operation when the survey was made.

Net Weekly Circulation (March 1966) 305,700
Average Daily Circulation (March 1966) 136,500



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Pennsylvania—Philadelphia

WPHL-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 1050-kw max. and 436-kw horizontal visual, 210-kw max. and 87.1-kw horizontal aural. Antenna: 750-ft. above av. terrain, 590-ft. above ground, 1002-ft. above sea level.

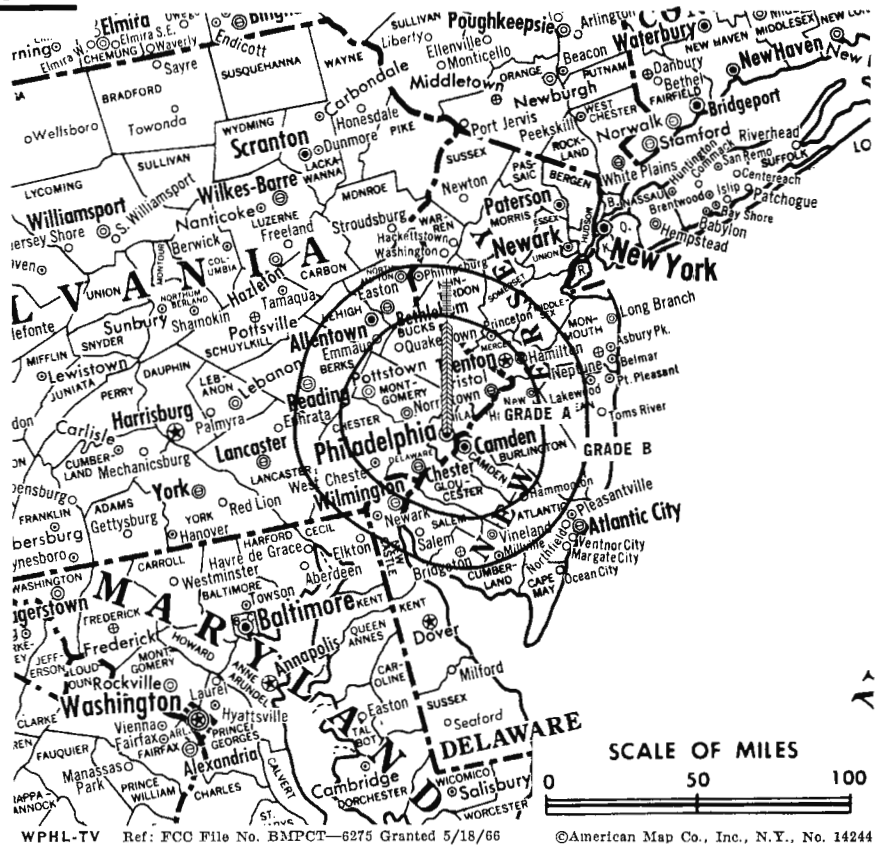
Latitude 40° 05' 00"
Longitude 75° 10' 47"

Transmitter: 1230 E. Mermaid Lane, Philadelphia.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Circulation © 1966 American Research Bureau.

WPHL-TV Ref: FCC File No. B1MPCT-6275 Granted 5/18/66

©American Map Co., Inc., N.Y., No. 14244

WPHL-TV

Network Service: NBC & ABC on per program basis.

Licensee: Philadelphia Television Broadcasting Co., 230 S. 15th St., Philadelphia (19102).

Studio: 1230 E. Mermaid Lane, Philadelphia (19118).

Office: 230 S. 15th St., Philadelphia (19102).

Telephones: 215-735-2320 (office); 215-242-2800 (studio).

TWX No.: 710-670-0565.

Ownership: A. J. Katz, 24.2%; Leonard B. Stevens, 24.2%; William A. Banks, 24.2%; several other stockholders.

Began Operation: July 17, 1960, but left air Aug. 1, 1962. Sale to present owners was approved May 27, 1964 by FCC and it resumed operation Sept. 17, 1965.

Represented (sales) by National Television Sales Inc.; Bill Creed Associates (New England); Regional Reps Inc. (O., western Pa., upper N.Y., Ky.).

Represented (legal) by Cottone & Fanelli.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

A. J. KATZ, president.
LEONARD B. STEVENS, executive vice president.
DONALD K. HELLER, v.p. & asst. general manager.
LARRY COOPER, station manager, film buyer.
SAMUEL FEINBERG, director, regional sales.
JACK KLINE, director, sales development.
GEORGE FINKEL, director of operations.
ED MOORE, production manager.
GERALD MINNUCCI, dir. of promotion & information services.
E. RAY JENSEN, broadcast promotion director.
AL MELTZER, director of sports.
HARVEY KLEIN, traffic manager.

DIGEST OF RATE CARD NO. 6

(Oct. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20/30 Sec. 10 Sec.
Class AAA—7:30-11 p.m., daily.
\$1050.00 \$685.00 \$445.00 \$231.00 \$100.00 \$60.00 \$40.00

ARB County-by-County Data for this Station is not available since it was not in operation when the survey was made.

Net Weekly Circulation (March 1966) 355,500
Average Daily Circulation (March 1966) 139,100

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

WJAC-TV, Johnstown
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	WEST VIRGINIA			
	GRANT	2,200	1,700	81
	HAMPSHIRE	3,000	2,600	85
	HARDY	2,300	1,700	78
	MINERAL	6,400	5,700	91

5-24 0/0	PENNSYLVANIA			
	ALLEGHENY	490,900	473,600	96
	BEAVER	61,100	59,100	97
	FAYETTE	46,400	43,600	94
	GREENE	10,600	9,900	94
	LAWRENCE	33,200	31,800	96
	MC KEAN	16,100	15,100	94
	WARREN	13,100	11,900	91
	WASHINGTON	64,000	61,500	96
	WEST VIRGINIA			
	TUCKER	1,600	1,400	87

WGAL-TV, Lancaster
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	PENNSYLVANIA			
	CHESTER	66,000	63,600	96
	CLINTON	10,800	10,300	95
	FULTON	2,900	2,600	88
	MONTOUR	4,100	3,800	92
	SULLIVAN	1,800	1,600	93
	UNION	6,600	5,800	89
	WEST VIRGINIA			
	BERKELEY	10,500	9,900	94

KYW-TV, Philadelphia
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MARYLAND			
	CECIL	14,400	13,900	96
	PENNSYLVANIA			
	COLUMBIA	15,900	15,100	95
	MIFFLIN	13,100	12,000	91

5-24 0/0	MARYLAND			
	KENT	5,100	4,800	94
	NEW JERSEY			
	OCEAN	43,300	42,200	97
	SOMERSET	48,300	47,000	97
	PENNSYLVANIA			
	LEBANON	27,200	25,700	94
	NORTHUMBRLND	30,000	27,800	93

Pennsylvania

WCAU-TV, Philadelphia
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	PENNSYLVANIA			
	COLUMBIA	15,900	15,100	95

5-24 0/0	DELAWARE			
	SUSSEX	23,700	21,600	91
	MARYLAND			
	QUEEN ANNES	5,500	5,100	93
	NEW JERSEY			
	OCEAN	43,300	42,200	97
	SOMERSET	48,300	47,000	97
	PENNSYLVANIA			
	LEBANON	27,200	25,700	94
	NORTHUMBRLND	30,000	27,800	93
	YORK	77,000	73,300	95

WFIL-TV, Philadelphia
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MARYLAND			
	CECIL	14,400	13,900	96
	PENNSYLVANIA			
	COLUMBIA	15,900	15,100	95
	LEBANON	27,200	25,700	94
	NORTHUMBRLND	30,000	27,800	93

5-24 0/0	MARYLAND			
	HARFORD	24,400	23,500	96
	KENT	5,100	4,800	94
	NEW JERSEY			
	OCEAN	43,300	42,200	97
	SOMERSET	48,300	47,000	97
	SUSSEX	17,300	16,600	96
	PENNSYLVANIA			
	DAUPHIN	69,400	65,900	95
	LUZERNE	101,100	97,400	96
	LYCOMING	34,200	31,400	92
	WAYNE	7,700	7,000	91
	YORK	77,000	73,300	95

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.
Radio Television CATV

Recent Sales

CATV Pennsylvania \$850,000
Radio TV Texas \$2,300,000

116 Central Park South
New York, N.Y.

Pennsylvania—Pittsburgh



KDKA-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 683-ft. above ground, 2049-ft. above sea level.

Latitude 40° 29' 38.22"
Longitude 80° 01' 9.40"

Transmitter: 4101 Grizella St.

Studio: 1 Gateway Center.

Telephone: 412-391-3000.

TWX No.: 412-642-3113.

TV tape: Recording facilities.

AM Affiliate: KDKA, 50-kw, 1020 kc.

FM Affiliate: KDKA-FM, 47-kw, 92.9 mc (No. 225), 890-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

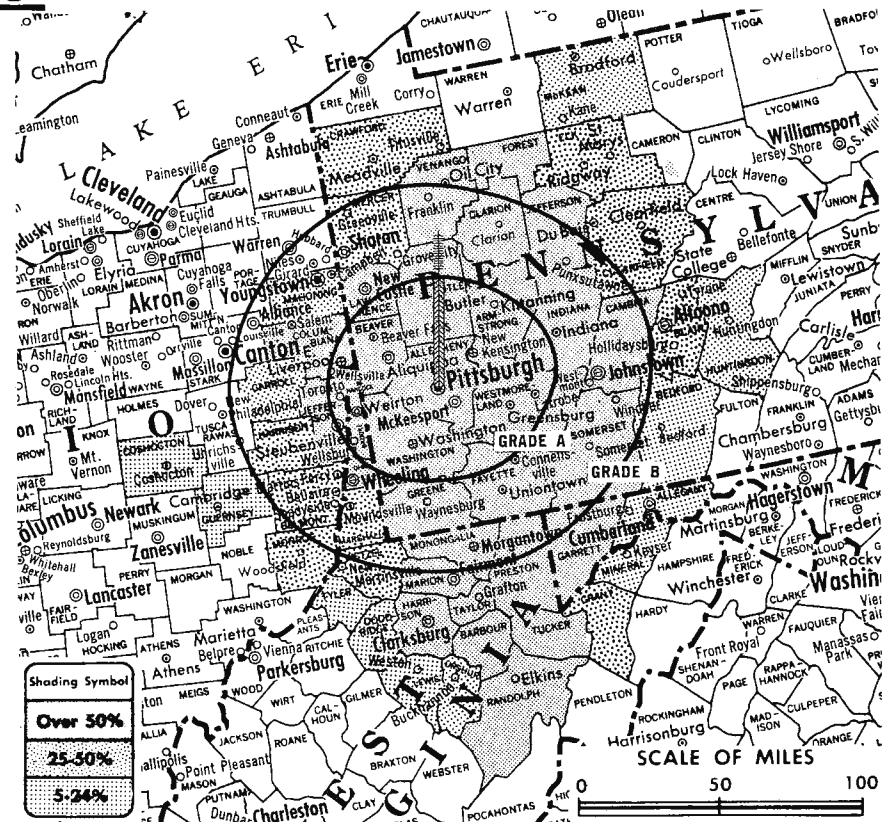
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KDKA-TV Ref: FCC File No. BPCT-1979 Granted 5/12/55

©American Map Co., Inc., N.Y., No. 14244

KDKA-TV

Licensee: Westinghouse Bcstg. Co. Inc., 1 Gateway Center, Pittsburgh, Pa. (15222).

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman and president; Larry Israel, exec. v.p.; Harold C. Lund, v.p. for Pittsburgh area; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ben Wolfe, v.p. engineering; Richard M. Pack, v.p. programming; Jim Allen, v.p. sales; David N. Lewis, national adv. & sales promotion mgr. Also operates TV stations WBZ-TV, Boston (WBZ); KYW-TV, Philadelphia (KYW); WJZ-TV, Baltimore; KPIX, San Francisco. For other interests, see Group Ownership.

Began Operation: Jan. 11, 1949 as WDTV. Sale to present owners by DuMont Laboratories approved by FCC Jan. 5, 1955 (Television Digest, Vol. 10:49 & 11:2).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- HAROLD C. LUND, v.p., Pittsburgh.
- PAUL G. O'FRIEL, general manager.
- EDWARD ADAMS, general sales manager.
- RICHARD J. WALLER, sales manager.
- ROBERT NOVAK, program director & film buyer.
- RAYMOND HOFFMAN, publicity director.
- PETER M. THORNTON, advertising promotion director.
- GEORGE E. HAGERTY, engineering manager.
- JOSEPH E. SCHMIDT, business manager.

DIGEST OF RATE CARD NO. 22—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—8-11 p.m., Mon.-Sat.; 6:30-11:15 p.m., Sun.
\$2000.00 \$1200.00 \$950.00 \$600.00 \$1350.00 \$700.00 \$350.00
NETWORK BASE HOURLY RATE: \$2800.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OHIO			
	COLUMBIANA	32,400	31,100	96
	JEFFERSON	28,500	27,500	97
	PENNSYLVANIA			
	ALLEGHENY	490,900	473,600	96
	ARMSTRONG	23,000	22,000	95
	BEAVER	61,100	59,100	97
	BUTLER	33,700	32,500	97
	CAMBRIA	55,400	53,400	96
	CLARION	10,100	9,600	94
	FAYETTE	46,400	43,600	94
	FOREST	1,100	1,000	97
	GREENE	10,600	9,900	94
	INDIANA	20,700	19,600	95
	JEFFERSON	13,600	12,900	95
	LAWRENCE	33,200	31,800	96
	SOMERSET	21,100	19,900	94
	VENANGO	18,200	16,700	92
	WASHINGTON	64,000	61,500	96
	WESTMORELAND	107,000	103,600	97
	WEST VIRGINIA			
	BARBOUR	3,400	3,000	89
	BROOKE	8,400	8,200	97
	HANCOCK	12,200	12,000	98
	HARRISON	22,000	21,000	96
	MARION	18,200	17,000	94
	MONONGALIA	14,900	13,500	91
	OHIO	22,600	21,800	96
	PRESTON	6,400	5,700	89
	RANDOLPH	6,200	5,400	88
	TAYLOR	3,800	3,400	90
	TUCKER	1,600	1,400	87

(Continued on page 611-b)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MARYLAND GARRETT	5,200	4,600	89

STATION TOTALS	1,587,400	1,517,100	96
NET WEEKLY CIRCULATION (MARCH 1966)		1,153,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)		916,600	

Pennsylvania—Pittsburgh

WECO-TV

Ch. 53

(Due to Resume Operation
by Spring)

Technical Facilities: Channel No. 53
(704-710 mc). Authorized power:
1000-kw max. and 436-kw hori-
zontal visual, 200-kw max. and
87.3-kw horizontal aural. Antenna:
1000-ft. above av. terrain, 771-ft.
above ground, 2046-ft. above sea
level.

Latitude 40° 28' 45"
Longitude 80° 00' 13"

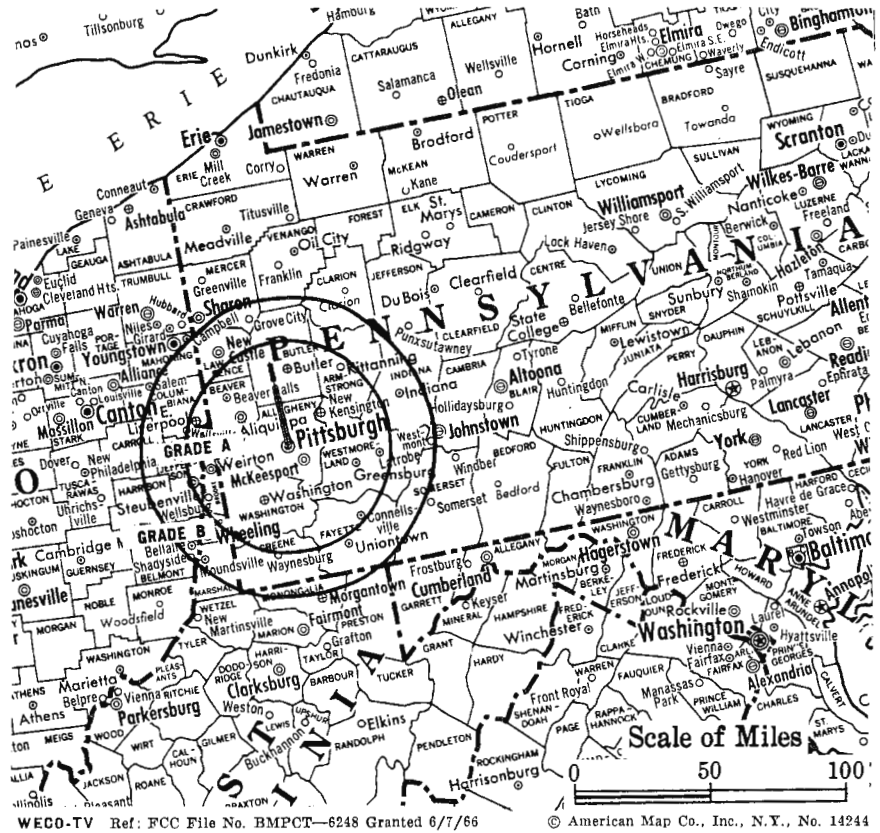
Transmitter: East St. at Chicago
Ave.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



WECO-TV

Network Service: None, independent.

Grantee: D. H. Overmyer Communications Co., Inc., 933 Penn Ave.,
Pittsburgh (15222).

Studio: 212 Wood St.

Telephone: 412-471-8474.

Ownership: See WDHO-TV, Toledo, Ohio.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Paul Godley Co.

Personnel:

D. H. OVERMYER, chairman.
OLIVER TREYZ, president.
ARTHUR DORFNER, executive vice president.
CHARLES E. FORD JR., v.p. & general manager.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class A—7:30-11 p.m., daily.	\$500.00	\$300.00	\$200.00	\$100.00	\$100.00	\$50.00

ARB Data for this Station is not available since
it was not in operation when the survey was made.

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Pennsylvania—Pittsburgh



WIIC-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1000-ft. above av. terrain, 847-ft. above ground, 2049-ft. above sea level.

Latitude 40° 27' 47"
Longitude 80° 00' 17"

Transmitter: 341 Rising Main Ave.

Studio: 341 Rising Main Ave.

TV tape: Recording facilities.

O & O Translators: W05AD, Charleroi; W08AI, Connellsville; W08AM, Freeport; W08AF, Greensburg; W08AH, Leechburg; W08AG, Uniontown; W08AL, Vandergrift; W05AB, Washington, all in Pa.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC, UPI.

Total Households: © SRDS

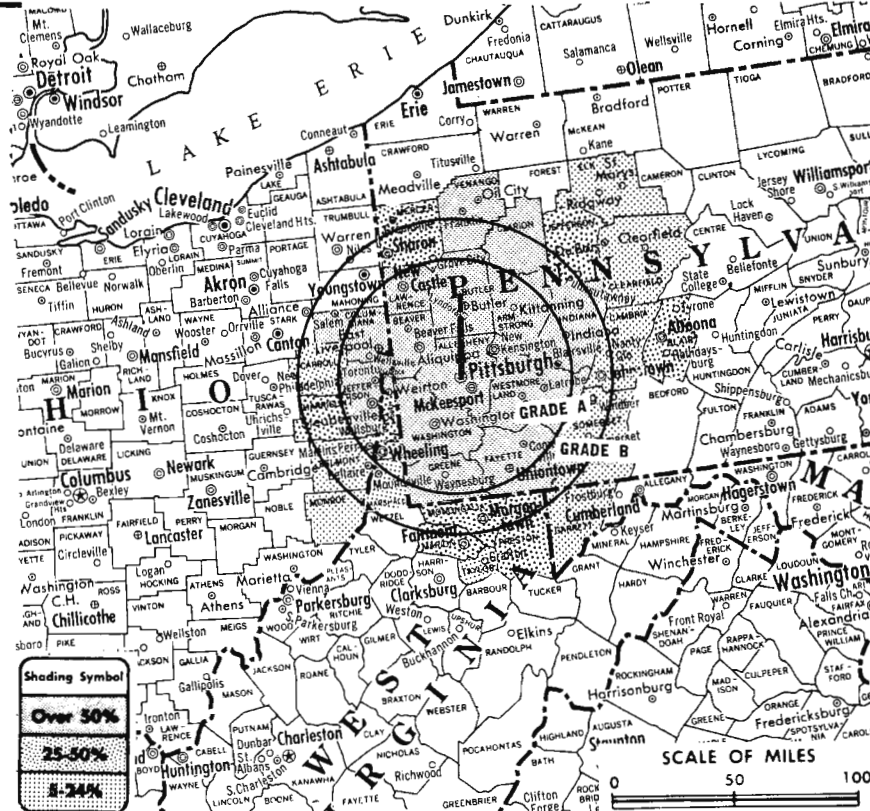
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study



WIIC-TV Ref: FCC File No. BNPCT-3486 Granted 3/20/57

©American Map Co., Inc., N.Y., No. 14244

WIIC-TV

Licensee: WIIC-TV Corporation, 341 Rising Main Ave., Pittsburgh (15214).

Telephone: 412-321-8700. TWX No.: 412-642-3146.

Ownership: Cox Broadcasting Corp., see WHIO-TV, Dayton, O. for other interests.

Began Operation: Sept. 1, 1957. Sale to present owner by co-owners Pittsburgh Post-Gazette & Sun Telegraph and H. Kenneth Brennen & family approved Nov. 20, 1964 by FCC (Television Digest, Vol. 4:36, 47).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- JAMES M. COX JR., chairman of the board.
- J. LEONARD REINSCH, president.
- FRANK GAITHER, vice president.
- LEN SWANSON, general sales manager.
- TONY RENDA, local sales manager.
- VIC SKAGGS, program director.
- SHELTON WEAVER, production-operations mgr. & film buyer.
- HENRY R. KAISER, chief engineer.
- CALEY E. AUGUSTINE, director, public relations and promotion.

DIGEST OF RATE CARD NO. 7—(Jan. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$2000.00 \$1200.00 \$800.00 \$525.00 \$500.00 \$450.00 \$225.00
NETWORK BASE HOURLY RATE: \$2350.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	BEAVER	61,100	59,100	97
50 O/O	BUTLER	33,700	32,500	97
	CLARION	10,100	9,600	94
	FAYETTE	46,400	43,600	94
	GREENE	10,600	9,900	94
	INDIANA	20,700	19,600	95
	LAWRENCE	33,200	31,800	96
	VENANGO	18,200	16,700	92
	WASHINGTON	64,000	61,500	96
	WESTMORELAND	107,000	103,600	97
	WEST VIRGINIA			
	HANCOCK	12,200	12,000	98
25-50	OHIO			
O/O	HARRISON	5,000	4,700	95
	PENNSYLVANIA			
	BLAIR	40,400	38,600	96
	JEFFERSON	13,600	12,900	95
	MERCER	37,800	36,000	95
	WEST VIRGINIA			
	BROUKE	8,400	8,200	97
	MARION	18,200	17,000	94
	MONONGALIA	14,900	13,500	91
	OHIO	22,600	21,800	96
	PRESTON	6,400	5,700	89

5-24	MARYLAND			
O/O	GARRETT	5,200	4,600	89

(Continued on page 611-b)

STATION TOTALS	1,325,300	1,270,600	96
NET WEEKLY CIRCULATION (MARCH 1966)	889,000		
AVERAGE DAILY CIRCULATION (MARCH 1966)	577,700		

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	OHIO			
50 O/O	COLUMBIANA	32,400	31,100	96
	JEFFERSON	28,500	27,500	97
	PENNSYLVANIA			
	ALLEGHENY	490,900	473,600	96
	ARMSTRONG	23,000	22,000	95

At 4:46 p.m. in Pittsburgh, Miss Sally Brown watched your coffee spot.



She thought
it was very pretty.

Too bad her mother didn't see it.

At 4:46 p.m. on any weekday in Pittsburgh, more women* are watching WIIC-TV than any other station. For this you have to pay a premium, right? Wrong. For less than the cost of one late afternoon spot on Station B, you can buy two spots on WIIC-TV. And at much less cost-per-thousand (including toddlers)!

Maybe you're thinking "4:46 p.m. is the exception." Okay, you pick a time. Any time. But don't be surprised when you discover that, in Pittsburgh, WIIC-TV

is your most efficient television buy.

Unless, of course, you really want to talk only to the Sally Browns of Pittsburgh.

Demographics: Who sees your sales message is often much more important than *how many* see it. For your most effective TV buy, look behind the numbers. Consider demographics and CPM, frequency and impact. For some eye-opening facts about selling to Pittsburghers **efficiently**, contact General Sales Manager Len Swanson or your Petry-TV man.

*ARB November 1966 TV audience estimates



FULL COLOR WIIC-TV 11
FIRST IN EFFICIENCY IN PITTSBURGH



Basic NBC Television Affiliate

Cox Broadcasting Corporation: WIIC-TV, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland

ARB'S 1966-67 TELEVISION AUDIENCE REPORTS

tell you more of what you need to know
about today's television audience

SEP/OCT
AVERAGE QUARTER HOUR ESTIMATES

TIME AND PROGRAM	STATION	METRO AREA		TOTAL SURVEY AREA, IN THOUSANDS (ADD 000)																	
		RATING	SHARE	HOMES		Total Adults 21+	WOMEN				HOUSEWIVES			MEN				TEENS		CHILDREN	
				Total	% HH Same Coll.		Total	18-34	35-49	50+	Total	Under 50	Fam. 5+ Pers.	Total	18-34	35-49	50+	12-17	Total 2-11	2-5	
5.00 PM EARLY SHOW	WCCB	10	34	138.8	11	152.0*	87.1	26.6	31.8	28.7	74.1	47.1	15.1	74.7	18.9	34.1	21.7	31.1	49.2	15.1	
COMEDY CLUBHOUSE	WENC	11	38	117.2	25	33.9	21.3	15.6	4.0	1.7	19.6	19.6	5.4	12.6	6.6	4.3	1.7	23.7	181.9	100.7	
ADVENTURE ROAD	WJH	7	24	114.6	32	167.2*	97.1	3.4	22.6	71.1	86.9	22.6	71.6	3.0	6.2	62.4	7.1	3.3			
TOTALS		29		370.6	22	353.1	205.5	45.6	58.4	101.5	180.6	89.3	20.5	158.9	28.5	44.6	85.8	61.9	234.4	115.2	
5.15 PM EARLY SHOW	WCCB	11	37	143.1	11	158.3*	90.6	27.6	34.3	28.7	76.7	49.7	16.2	77.5	20.0	35.8	21.7	31.1	49.2	15.1	
COMEDY CLUBHOUSE	WENC	11	37	116.5	28	33.9	21.3	15.6	4.0	1.7	19.6	19.6	5.4	12.6	6.6	4.3	1.7	23.7	177.4	97.3	
ADVENTURE ROAD	WJH	8	27	121.2	32	182.0*	107.0	6.8	26.1	74.3	93.5	26.1	76.6	3.0	6.2	67.3	7.1	3.3			
TOTALS		30		400.8	23	374.2	218.9	40.0	64.4	106.7	189.8	95.4	21.6	166.7	23.0	46.3	90.7	61.9	229.9	112.2	

THREE geographic reporting areas—**Metro Area, Total Area and the new Area of Dominant Influence (ADI),** an unduplicated television market definition based on specific and exclusive county groups where more people watch more hours on home market stations.

SEPT/OCT. 1966
MONDAY

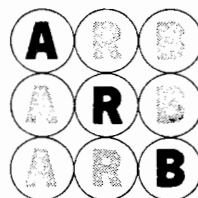
ADI RATINGS										TOTAL VIEWING HOMES				STATION
HOMES	WOMEN	HOUSEWIVES			MEN	TEENS	CHILDREN	AN % of Total Homes	ADJACENT A.D.I.'S					
		Tot.	Under 50	Fam. 5+ Pers.					#1	#2	#3	#4		
11	6	6	5	4	5	6	5	93		2	2	4	WCCB	
10	1	2	2	2	1	4	20	98				2	WENC	
9	7	7	3	3	5	1		98				2	WJH	
30	14	15	10	6	11	11	25	95				2	TOTAL	
11	6	6	6	5	5	6	5	93		2	2	4	WCCB	
10	1	2	2	2	1	4	19	98				2	WENC	
10	7	7	3	3	6	1		95				5	WJH	
31	14	15	11	7	12	11	24	95				3	TOTAL	

Whatever your goals in spot television planning—selective target audiences, specific geographic areas, or both—the new ARB Television Market Reports tell you more of what you need to know to do an effective job.

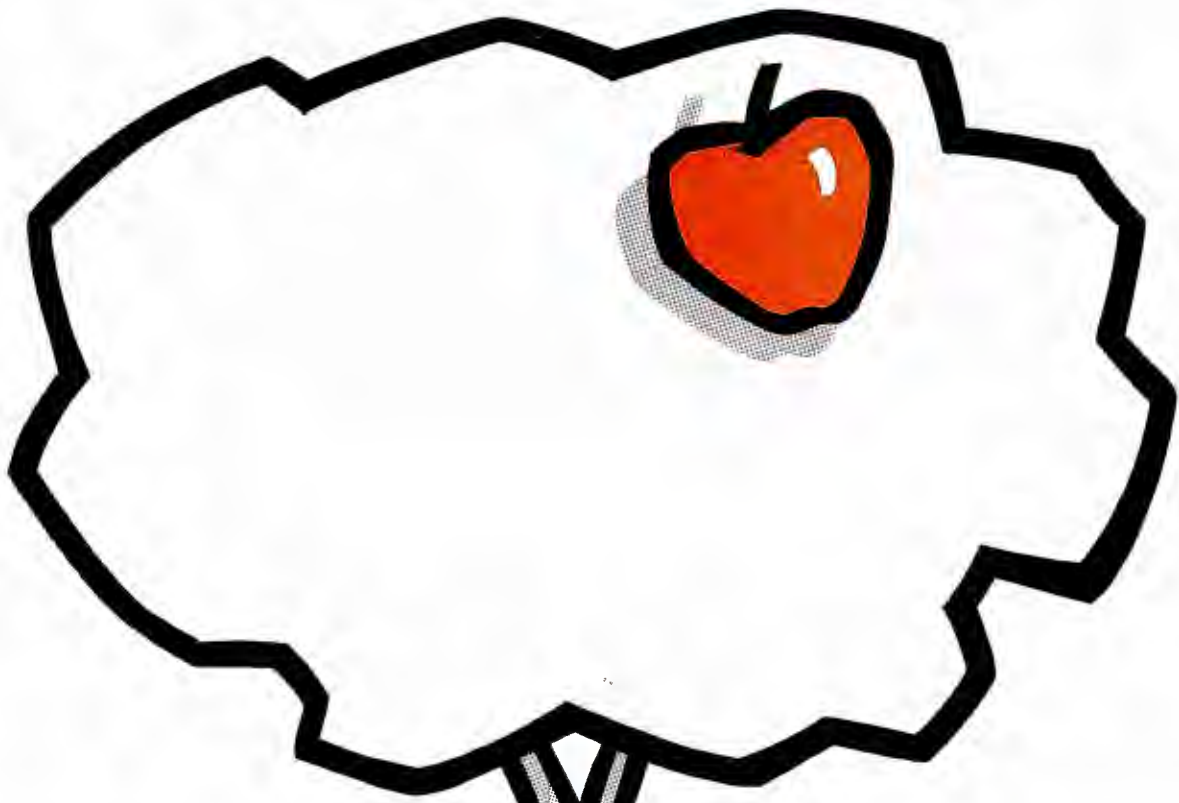
Metro Area ratings and share information, homes and extensive demographic breakdowns of total audience reached, people ratings for

the new exclusive market ADI and audience spill-over into adjacent market areas are provided for every time period.

Whether you need reports from one or from all of the 225 U.S. television markets, ARB can supply you with the information you need. Your ARB representative will be glad to help you—contact him today.



AMERICAN RESEARCH BUREAU
SUBSIDIARY OF C-E-I-R INC.



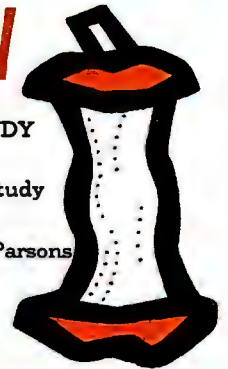
**YOU JUST CAN'T
THRU PITTSBURGH!**

This is WJAC-TV's own special crop. A BUMPER crop of over 415,100 TV homes in Pennsylvania's important Market in the Middle! And -- WJAC-TV is the ONLY station in Mid Pennsylvania with full color facilities to give your message extra impact!

**REACH JOHNSTOWN
-ALTOONA**

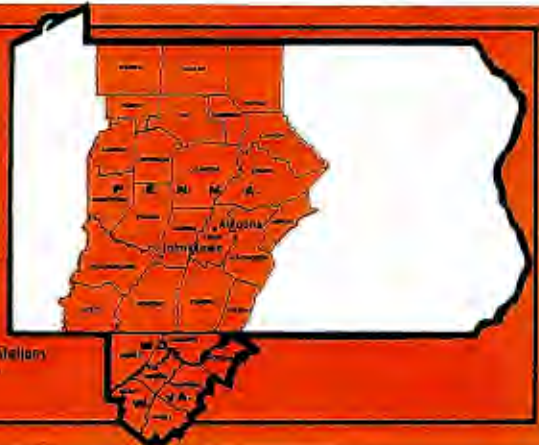
**..YOU CAN THRU
WJAC-TV**

THE HARD CORE STUDY
will show you why.
For your Hard Core Study
Presentation, contact
Harrington, Righter & Parsons



Represented
Nationally by
**HARRINGTON,
RIGHTER
& PARSONS, INC.**

Affiliated with WJAC AM-FM
The Johnstown Tribune-Democrat Stations



Pennsylvania—Pittsburgh



WTAE-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 965-ft. above av. terrain, 1062-ft. above ground, 2049-ft. above sea level.

Latitude 40° 16' 49"
Longitude 79° 48' 11"

Transmitter: Elizabeth Township, Pa.

Studio: 400 Ardmore Blvd.

TV tape: Recording facilities.

AM Affiliate: WTAE, 5-kw 1250 kc.

FM Affiliate: WTAE-FM, 16-kw, 96.1 mc (No. 241), 800-ft. antenna height (CP).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

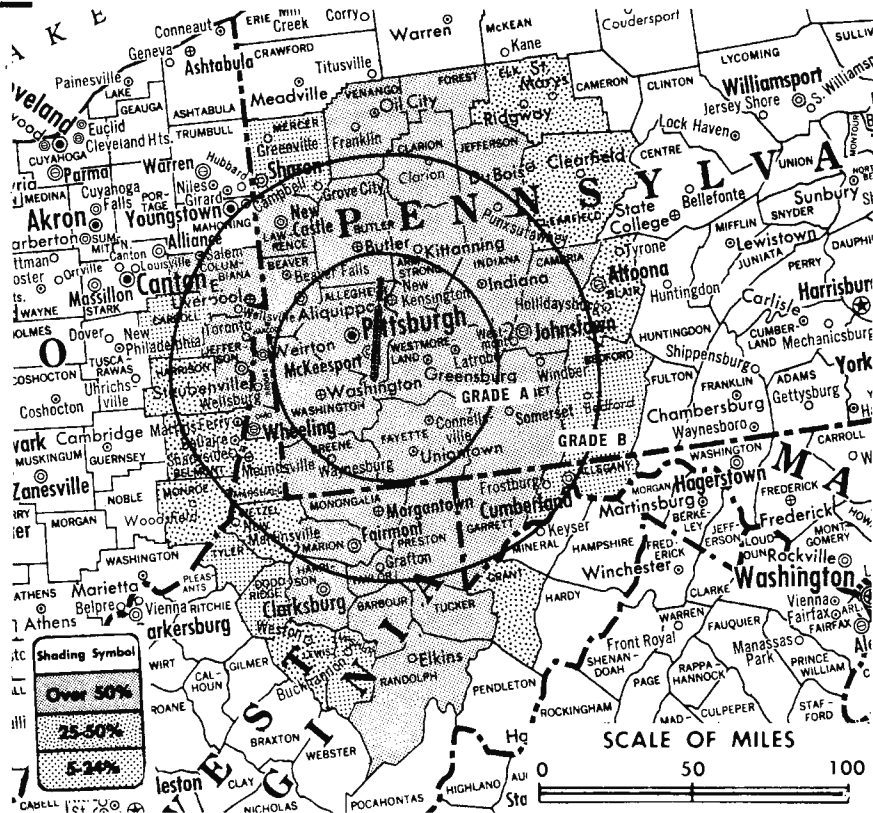
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV₁ and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WTAE-TV Ref: FCC File No. BMPCT-5063 Granted 5/9/58

©American Map Co., Inc., N.Y., No. 1424

WTAE-TV

Licensee: The Hearst Corp., WTAE Division, 400 Ardmore Blvd., Pittsburgh (15230).

Telephone: 412-242-4300. TWX No.: 412-642-4047.

Ownership: The Hearst Corp., 100%. Hearst also operates WBAL-TV, Baltimore (WBAL) and WISN-TV, Milwaukee (WISN); for other interests, see Baltimore-News Post under Newspaper Ownership.

Began Operation: Sept. 14, 1958. Hearst acquired 100% control after its purchase of 50% from Earl F. Reed and Irwin D. Wolf, as trustees for a stockholders group. Purchase approved by FCC Aug. 1, 1962 (Television Digest, Vol. 2:29, 32).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

FRANKLIN C. SNYDER, v.p., general manager.
ALAN TRENCH, v.p. for TV sales.
E. PRESTON STOVER, program operations manager.
JOHN HINKLE, business manager.
DAVID CRANTZ, promotion manager.
JOHN CONOMIKES, general sales manager.
LOUIS P. WAGNER JR., director of engineering.
DAVE MURRAY, dir. of programming, program development & film buyer.

DIGEST OF RATE CARD NO. A8a—(Oct. 31, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$2500.00	\$1500.00	\$750.00	\$650.00	\$625.00	\$600.00 \$315.00
NETWORK BASE HOURLY RATE: \$2800.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	MARYLAND GARRETT	5,200	4,600	89

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	OHIO			
	COLUMBIANA	32,400	31,100	96
	JEFFERSON	28,500	27,500	97
	PENNSYLVANIA			
	ALLEGHENY	490,900	473,600	96
	ARMSTRONG	23,000	22,000	95
	BEAVER	61,100	59,100	97
	BUTLER	33,700	32,500	97
	CAMBERIA	55,400	53,400	96
	CLARION	10,100	9,600	94
	FAYETTE	46,400	43,600	94
	FOREST	1,100	1,000	97
	GREENE	10,600	9,900	94
	INDIANA	20,700	19,600	95
	JEFFERSON	13,600	12,900	95
	LAWRENCE	33,200	31,800	96
	SOMERSET	21,100	19,900	94
	VENANGO	18,200	16,700	92
	WASHINGTON	64,000	61,500	96
	WESTMORELAND	107,000	103,600	97
	WEST VIRGINIA			
	BARBOUR	3,400	3,000	89
	BROOKE	8,400	8,200	97
	HANCOCK	12,200	12,000	98
	HARRISON	22,000	21,000	96
	MARION	18,200	17,000	94
	MONONGALIA	14,900	13,500	91
	OHIO	22,600	21,800	96
	PRESTON	6,400	5,700	89
	RANDOLPH	6,200	5,400	88
	TAYLOR	3,800	3,400	90
	TUCKER	1,600	1,400	87

(Continued on next page)

STATION TOTALS	1,419,000	1,356,900	96
NET WEEKLY CIRCULATION (MARCH 1966)	1,111,800		
AVERAGE DAILY CIRCULATION (MARCH 1966)	829,600		

KDKA-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	OHIO			
	BELMONT	25,300	24,300	96
	HARRISON	5,000	4,700	95
	MONROE	4,300	4,000	92
	PENNSYLVANIA			
	BLAIR	40,400	38,600	96
	CLEARFIELD	23,000	21,900	95
	CRAWFORD	22,600	21,100	93
	ELK	10,500	10,000	95
	MERCER	37,800	36,000	95
	WEST VIRGINIA			
	GRANT	2,200	1,700	81
	MARSHALL	11,500	10,900	96
	WETZEL	5,300	4,900	93
5-24 0/0	MARYLAND			
	ALLEGANY	25,800	24,200	94
	OHIO			
	CARROLL	5,900	5,700	96
	COSHOCOTON	9,900	9,100	92
	GUERNSEY	11,200	10,400	93
	MAHONING	91,400	88,800	97
	PENNSYLVANIA			
	BEDFORD	12,200	11,300	93
	HUNTINGDON	10,800	10,000	93
	MC KEAN	16,100	15,100	94
	WEST VIRGINIA			
	DODDRIDGE	1,500	1,300	88
	LEWIS	4,900	4,400	91
	MINERAL	6,400	5,700	91
	TYLER	2,700	2,400	89
	UPSHUR	4,800	4,300	90

WIICTV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	OHIO			
	BELMONT	25,300	24,300	96
	CARROLL	5,900	5,700	96
	MONROE	4,300	4,000	92
	PENNSYLVANIA			
	CAMBRIA	55,400	53,400	96
	CLEARFIELD	23,000	21,900	95
	ELK	10,500	10,000	95
	SOMERSET	21,100	19,900	94
	WEST VIRGINIA			
	MARSHALL	11,500	10,900	96
	TAYLOR	3,800	3,400	90

Pennsylvania—Pittsburgh

WTAE-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	OHIO			
	BELMONT	25,300	24,300	96
	HARRISON	5,000	4,700	95
	MONROE	4,300	4,000	92
	PENNSYLVANIA			
	BLAIR	40,400	38,600	96
	CLEARFIELD	23,000	21,900	95
	ELK	10,500	10,000	95
	WEST VIRGINIA			
	GRANT	2,200	1,700	81
	LEWIS	4,900	4,400	91
	MARSHALL	11,500	10,900	96
	WETZEL	5,300	4,900	93
5-24 0/0	MARYLAND			
	ALLEGANY	25,800	24,200	94
	OHIO			
	CARROLL	5,900	5,700	96
	PENNSYLVANIA			
	BEDFORD	12,200	11,300	93
	MERCER	37,800	36,000	95
	WEST VIRGINIA			
	DODDRIDGE	1,500	1,300	88
	TYLER	2,700	2,400	89
	UPSHUR	4,800	4,300	90

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.
Radio Television CATV

Recent Sales

Radio Virginia \$210,000
CATV Pennsylvania \$850,000

116 Central Park South
New York, N.Y.

Pennsylvania—Scranton & Wilkes-Barre



WDAU-TV



Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 1000-kw maximum and 447-kw horizontal visual, 506-kw maximum and 224-kw horizontal aural. Antenna: tilted electrically, 1351-ft. above av. terrain, 421-ft. above ground, 2545-ft. above sea level.

Latitude 41° 25' 36"
Longitude 75° 44' 52"

Transmitter: Bald Mt., Ransom Twp.

TV tape: Recording facilities.

AM Affiliate: WGBI, 1-kw (.5-kw night), 910 kc (CBS).

FM Affiliate: WGBI-FM, 2.3-kw, 101.3 mc (No. 267), 1100-ft. antenna height.

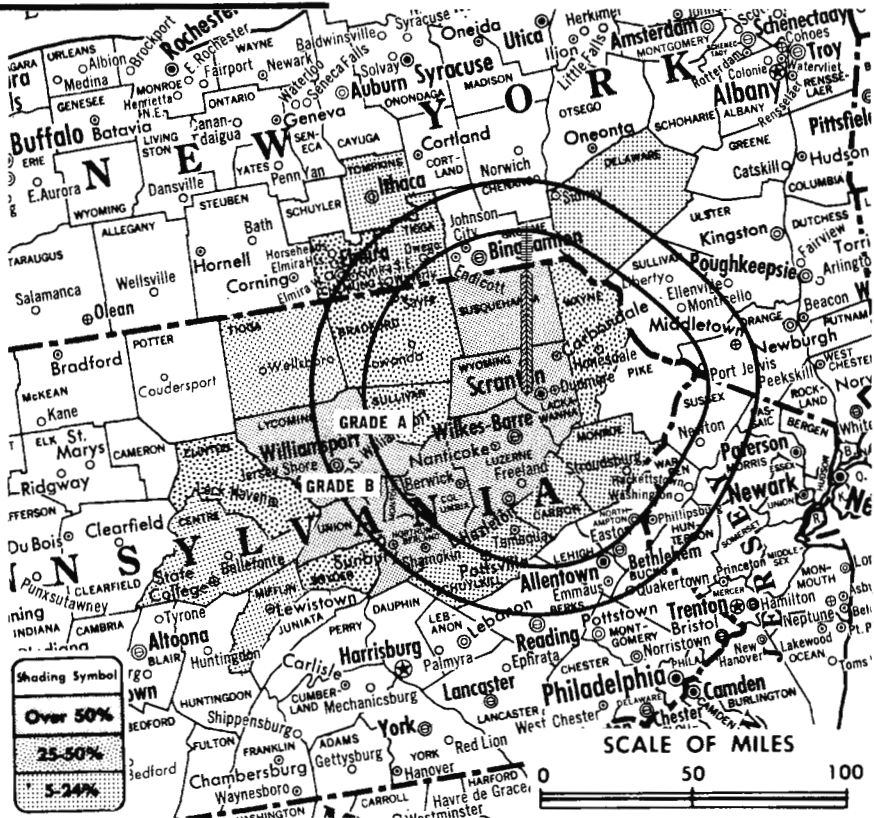
Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WDAU-TV Ref: FCC File No. BMPCT-3493 Granted 5/3/56

©American Map Co., Inc., N.Y., No. 14244

WDAU-TV

Licensee: Scranton Broadcasters Inc., 1000 Wyoming Ave., Scranton, Pa. (18509).

Studio: 1000 Wyoming Ave.

Telephone: 717-342-7634. TWX No.: 510-656-5192.

Ownership: Scranton Bcstrs. Inc., 100% owned by heirs of Frank Megargee, with 28% being held by Scranton WGBI Radio Inc. (66 2/3 voting stock), Mrs. M. E. Megargee & family 72%.

Began Operation: June 7, 1953. In 1959 present owners re-acquired control by purchasing stock held by WCAU Inc. (Philadelphia Evening Bulletin), which had held 75% control of station since 1956 (Television Digest, Vol. 12:31, 42; 15:16, 22).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

MRS. M. E. MEGARGEE, president.
MRS. M. M. HOLCOMB, general manager.
WILLIAM P. HESSIAN, sales manager.
DOUG HOLCOMB, promotion director.
MORT ROSENTHAL, program director & film buyer.
RALPH A. THOMPSON, chief engineer.
TOM POWELL, news director.

DIGEST OF RATE CARD NO. 14—(Oct. 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7:30-11 p.m., daily.
\$800.00 \$480.00 \$320.00 \$250.00 \$350.00 \$350.00 \$175.00
NETWORK BASE HOURLY RATE: \$625.

For Index to Contents
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	PENNSYLVANIA			
	COLUMBIA	15,900	15,100	95
	LACKAWANNA	68,600	66,300	97
	LUZERNE	101,100	97,400	96
	LYCUMING	34,200	31,400	92
	MONTOUR	4,100	3,800	92
	NORTHUMBRLND	30,000	27,800	93
	SUSQUEHANNA	9,300	8,800	95
	UNION	6,600	5,800	89
	WYOMING	4,700	4,400	94
25-50 O/O	NEW YORK			
	CHEMUNG	33,100	31,300	94
	PENNSYLVANIA			
	BRADFORD	15,700	14,800	94
	CLINTON	10,800	10,300	95
	SNYDER	7,200	6,400	89
	SULLIVAN	1,800	1,600	93
	WAYNE	7,700	7,000	91
5-24 O/O	NEW YORK			
	DELAWARE	13,400	12,200	91
	TIOGA	12,700	12,200	95
	TOMPKINS	21,100	18,500	88
	PENNSYLVANIA			
	CARBON	15,000	14,300	95
	CENTRE	21,300	19,800	93
	MIFFLIN	13,100	12,000	91
	MONROE	12,700	12,100	95
	SCHUYLKILL	49,300	46,500	94
	TIOGA	10,400	9,500	92
STATION TOTALS		519,800	489,300	94
NET WEEKLY CIRCULATION (MARCH 1966)			258,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			181,000	

Pennsylvania—Scranton & Wilkes-Barre



WNEP-TV



Ch. 16

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 1700-kw max. and 537-kw horizontal visual, 170-kw max. and 53.7-kw horizontal aural. Antenna: 1240-ft. above av. terrain, 426-ft. above ground, 2545-ft. above sea level.

Latitude 41° 10' 58"
Longitude 75° 52' 21"

Holds CP for change to 1410-kw max. and 741-kw horizontal visual, 141-kw max. and 74.1-kw horizontal aural, 1220-ft. above av. terrain, 1382-ft. above ground, 2502-ft. above sea level. BPCT—3865.

Transmitter: Penobscot Nob, Electronic Heights, Wilkes-Barre.

O & O Translator: W73AC, Clarks Summit, Dalton, parts of Scranton & Waverly, Pa.

Color: Network, film & slide.

News Wire Service: AP.

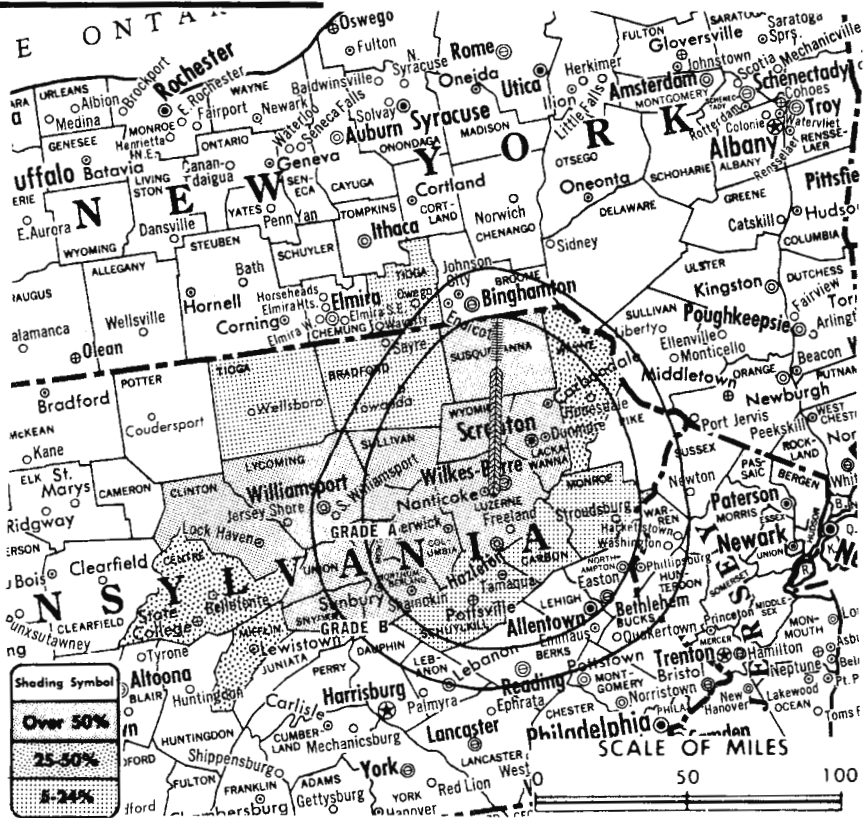
Total Households: (SRDS)

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WNEP-TV Ref: FCC File No. BMPCT—5164 Granted 3/4/59

©American Map Co., Inc., N.Y., No. 14244

WNEP-TV

Licensee: Taft Broadcasting Co., Wilkes Barre-Scranton Airport, Avoca, Pa. (18641).

Studios: Wilkes-Barre-Scranton Airport, Avoca, Pa.

Telephones: 717-457-7401, Scranton; 717-655-2821, Wilkes-Barre.

TWX No.: 510-656-3879.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: Feb. 9, 1954. Sale to Taft by Transcontinent Television Corp.'s subsidiary Northeastern Pennsylvania Broadcasting Inc. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31 4:8). Merger & transfer of WARM-TV, Scranton (Ch. 16) and WILK-TV, Wilkes-Barre (Ch. 34) into Northeastern Pennsylvania Bcstg. Co. approved Feb. 12, 1958 by FCC, Vols. 13:46, 14:7).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:


THOMAS P. SHELBURNE, general manager.
RAY BALSOM, sales manager.
HAL BERG, program manager & film buyer.
JOHN C. WALTERS, business manager.
CHESTER SAWICKI, chief engineer.
ROBERT CARROLL, news & public affairs director.

DIGEST OF RATE CARD NO. A13
(June 1, 1966)

	Min. or	Hour	30 Min.	15 Min.	5 Min.	40-30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.								
		\$750.00	\$450.00	\$260.00	\$250.00	\$185.00	\$110.00	

NETWORK BASE HOURLY RATE: \$725.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	PENNSYLVANIA			
0/0	CLINTON	10,800	10,300	95
	COLUMBIA	15,900	15,100	95
	LACKAWANNA	68,600	66,300	97
	LUZERNE	101,100	97,400	96
	LYCOMING	34,200	31,400	92
	MONTOUR	4,100	3,800	92
	NORTHUMBRLND	30,000	27,800	93
	SNYDER	7,200	6,400	89
	SULLIVAN	1,800	1,600	93
	SUSQUEHANNA	9,300	8,800	95
	UNION	6,600	5,800	89
	WYOMING	4,700	4,400	94
25-50	PENNSYLVANIA			
0/0	CENTRE	21,300	19,800	93
	MIFFLIN	13,100	12,000	91
	WAYNE	7,700	7,000	91
5-24	NEW YORK			
0/0	TIOGA	12,700	12,200	95
	PENNSYLVANIA			
	BRADFORD	15,700	14,800	94
	CARBON	15,000	14,300	95
	MONROE	12,700	12,100	95
	SCHUYLKILL	49,300	46,500	94
	TIOGA	10,400	9,500	92
STATION TOTALS		452,200	427,300	94
NET WEEKLY CIRCULATION (MARCH 1966)			283,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			206,900	



**"All I know
is one evening in our
living room, my wife
and I decided it was
a good idea to join
the Peace Corps.
So we did."**

What the David Kadanes did puzzled and puzzles a lot of people. Maybe because the Kadanes weren't anywhere near twenty years old anymore. Maybe because they gave up two years' worth of a lot of salary, two years' worth of a big job as General Counsel for the Long Island Lighting Company, two years' worth of a life they had spent their whole lives building ... just to join the Peace Corps.

But what a lot of people don't realize is that the Peace Corps isn't just a place for just-out-of-college kids with strong arms and heads and good-size hearts. The Peace Corps is a place for people who want to do something and can do something. It's a place for people who want to see things and do things firsthand and closeup. People who want to give other people a chance to get to know and understand their country and themselves as they really are. People who care about the world and other people maybe even as much as they care about themselves.

And, maybe more than anything, the Peace Corps is a place for people who, for some reason, are willing to give up whatever they have to give up to do something they feel they have to do. And the David Kadanes are two of those people.

Write: The Peace Corps, Washington, D.C.

20525.



PUBLISHED AS A PUBLIC SERVICE IN
COOPERATION WITH THE ADVERTISING COUNCIL

Pennsylvania—Wilkes-Barre & Scranton

WBRE-TV
Ch. 28

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 1000-kw max. and 589-kw horizontal visual, 58.9-kw horizontal aural. Antenna: 1200-ft. above av. terrain, 429-ft. above ground, 2529-ft. above sea level.

Latitude 41° 11' 56.5"
Longitude 75° 49' 05.5"

Transmitter: Bear Creek Twp., Wyoming Mountain.

Studio: 62 S. Franklin St.

TV tape: Recording facilities.

O & O Translator: W79AC, Clarks Summit, Dalton, parts of Scranton & Waverly, Pa.; W79AL, Dallas, Hillsdale, Shavertown & Trucksville, Pa.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

AM & FM Affiliates: See below.

Represented (engineering) by Silliman, Moffet & Kowalski.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WBRE-TV Ref: FCC File No. BPT-134 Granted 10/1/52

©American Map Co., Inc., N.Y., No. 14244

WBRE-TV

Licensee: WBRE-TV Inc., 62 S. Franklin St., Wilkes-Barre, Pa. (18703).

Telephone: 717-823-3101. TWX No.: 510-658-3198.

AM Affiliate: WBRE, 1-kw, 1340 kc (NBC). FM Affiliate: WBRE-FM, 2.25-kw, 98.5 mc (No. 253), 1160-ft. antenna height.

Ownership: Louis G. Baltimore, pres.-treas., 64.4%; David M. Baltimore & family, 35.6%.

Began Operation: Jan. 1, 1953.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Hogan & Hartson.

Personnel:

- LOUIS G. BALTIMORE, president.
- DAVID M. BALTIMORE, v.p. & general manager.
- FRANKLIN D. COSLETT, general sales manager.
- FRED FOERSTER, promotion director.
- CHARLES SAKOSKI SR., chief engineer.
- ROBERT GIBSON, film director.
- DON MILLER, production director.
- EILEEN O'BOYLE, operations desk.
- JERRY BUTLER, CATV director.

DIGEST OF RATE CARD NO. 13
(Sept. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec.
Class AA—8-10:30 p.m., daily.
\$800.00 \$480.00 \$320.00 Graded rates apply*

*Highest rate: \$326.

NETWORK BASE HOURLY RATE: \$750.

For Color Set Penetration by Market
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	PENNSYLVANIA			
	CLINTON	10,800	10,300	95
	COLUMBIA	15,900	15,100	95
	LACKAWANNA	68,600	66,300	97
	LUZERNE	101,100	97,400	96
	LYCOMING	34,200	31,400	92
	MONTOUR	4,100	3,800	92
	NORTHUMBRLND	30,000	27,800	93
	SNYDER	7,200	6,400	89
	SULLIVAN	1,800	1,600	93
	SUSQUEHANNA	9,300	8,800	95
	UNION	6,600	5,800	89
	WYOMING	4,700	4,400	94

25-50 O/O	NEW YORK			
	CHEMUNG	33,100	31,300	94
	PENNSYLVANIA			
	BRADFORD	15,700	14,800	94
	WAYNE	7,700	7,000	91

5-24 O/O	NEW YORK			
	DELAWARE	13,400	12,200	91
	TIOGA	12,700	12,200	95
	PENNSYLVANIA			
	MONROE	12,700	12,100	95
	SCHUYLKILL	49,300	46,500	94

STATION TOTALS 438,900 415,200 95

NET WEEKLY CIRCULATION (MARCH 1966) 279,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 206,600

Pennsylvania—York



WSBA-TV

Ch. 43

Technical Facilities: Channel No. 43 (644-650 mc). Operating with 132-kw visual, 13.2-kw aural. Antenna: 530-ft. above av. terrain, 419-ft. above ground, 1127-ft. above sea level.

Latitude 39° 56' 25"
Longitude 76° 41' 59"

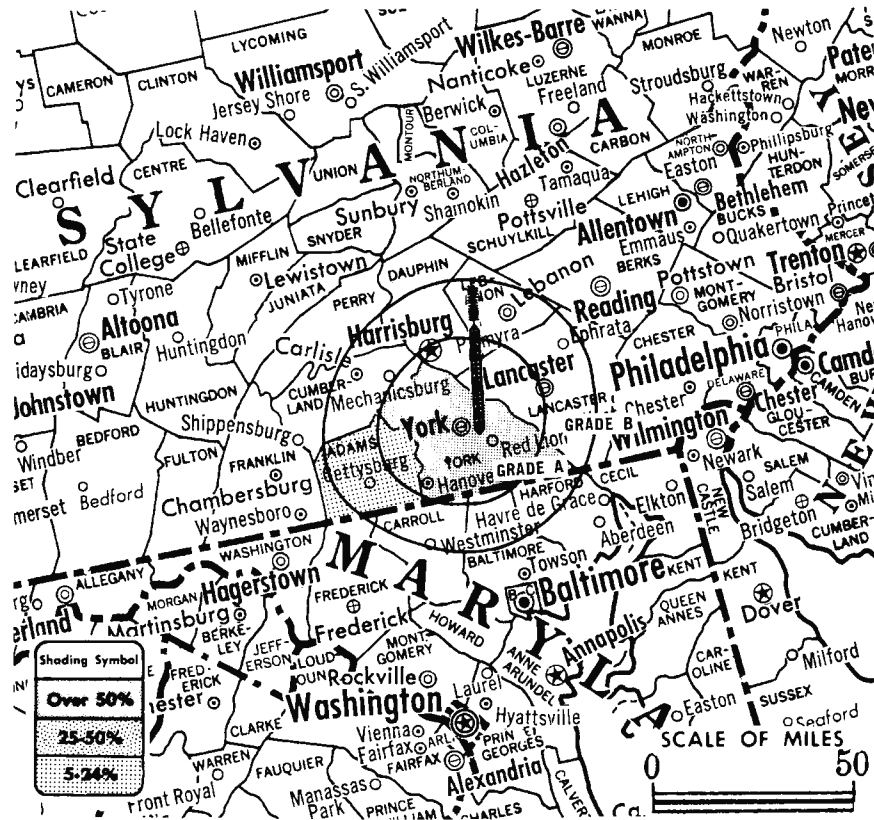
Transmitter: S. Queen St., extended.

AM Affiliate: WSBA, 5-kw, 910 kc.

FM Affiliate: WSBA-FM, 6.5-kw, 103.3 mc (No. 277), 470-ft. antenna height.

News Wire Service: UPI.

Color: Network, film & slide.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WSBA-TV Ref: FCC File No. BMPCT-4309 Granted 11/2/56

©American Map Co., Inc., N.Y., No. 14244

WSBA-TV

Licensee: Susquehanna Broadcasting Co., 53 N. Duke St. (17401).

Studio: S. Queen St., extended.

Telephone: 717-843-0043. TWX No.: 717-590-4213.

Ownership: Approximately 80% of stock is owned by Louis J. Appell Trust. Susquehanna Bcstg. Co. owns radio stations WSBA & FM, York, Pa.; WARM, Scranton; WMIE, Miami, Fla.; WHLO, Akron, O.; WICE, Providence, R.I. and WGBB, Freeport, Long Island, N.Y.

Began Operation: Dec. 22, 1952.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

LOUIS J. APPELL JR., president.
ROBERT M. STOUGH, station manager.
H. DAVID BERLIN, sales manager.
COLE ATWOOD, operations manager.
GLENN W. WINTER, chief engineer.

Rates: Sold in combination with WHP-TV, Harrisburg, Pa. and WLYH-TV, Lancaster-Lebanon, Pa. as members of the Keystone Group. Individual rates furnished upon request.
For Keystone Group combination rates, see WLYH-TV, Lebanon, Pa.

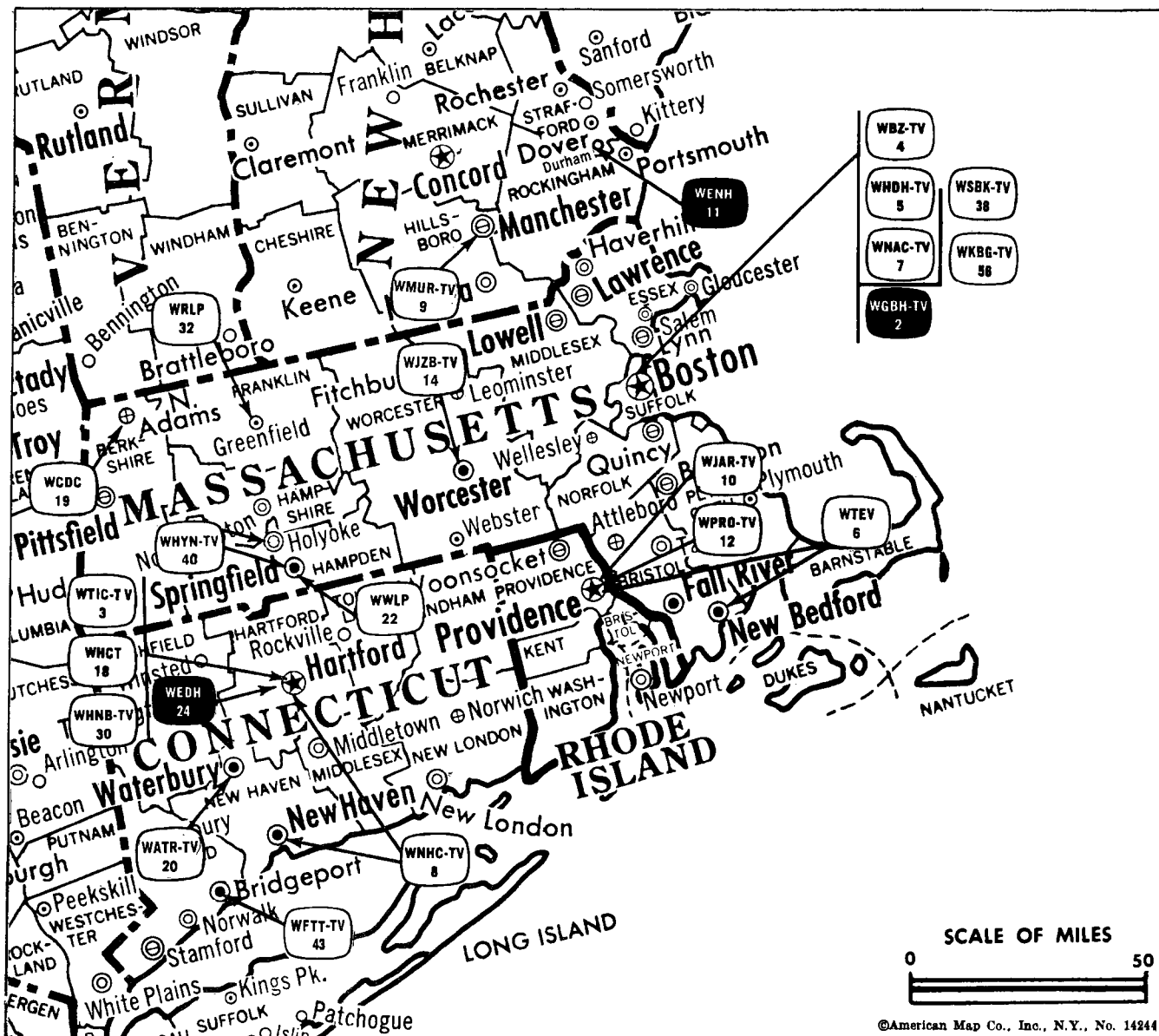
NETWORK BASE HOURLY RATE: \$200.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	PENNSYLVANIA YORK	77,000	73,300	95
5-24 O/D	PENNSYLVANIA ADAMS	15,300	14,400	94
STATION TOTALS		92,300	87,700	95
NET WEEKLY CIRCULATION (MARCH 1966)			48,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			28,400	

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Providence	813,100	12	1,806,100	11	1,729,900	11

Rhode Island Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	3	0	3
● Educational Television Stations	0	0	0
			3

Note: WTEV Listed Under Providence Is Licensed to New Bedford, Mass.

Rhode Island—Providence



WJAR-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 937-ft. above ground, 1133-ft. above sea level.

Latitude 41° 51' 54"
Longitude 71° 17' 15"

Transmitter: Rehoboth, Mass.

Studio: 176 Weybosset St.

TV tape: Recording facilities.

AM Affiliate: WJAR, 5-kw, 920 kc (NBC).

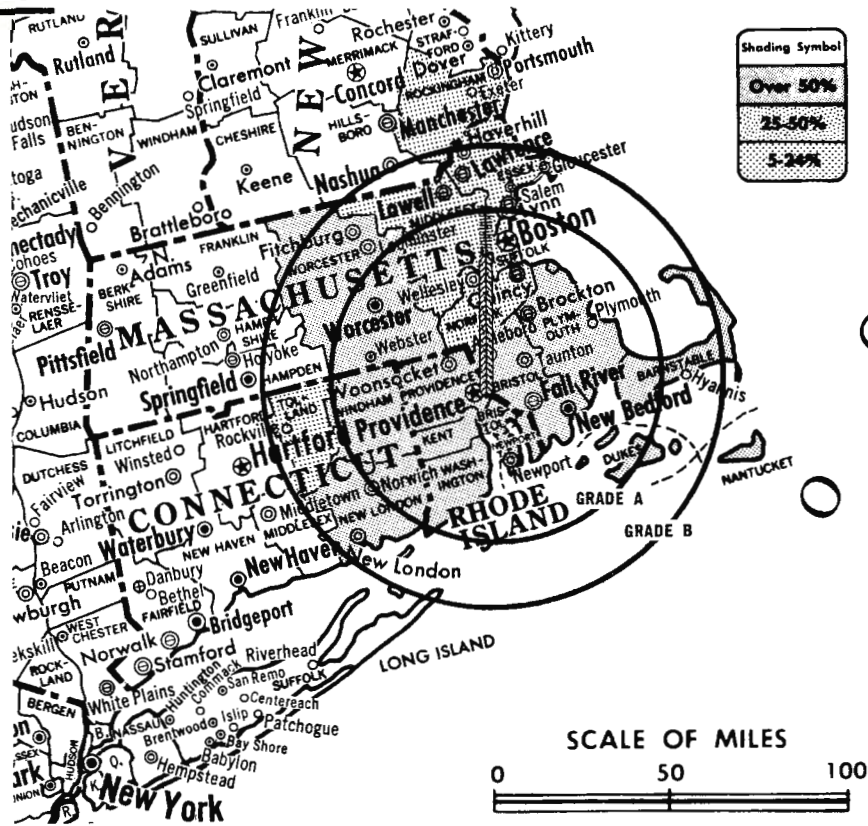
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WJAR-TV Ref: FCC File No. BPCT-3270 Granted 1/19/65

©American Map Co., Inc., N.Y., No. 14244

WJAR-TV

Licensee: The Outlet Co., 176 Weybosset St., Providence (02903).

Telephone: 401-861-9200. TWX No.: 401-521-5372.

Ownership: The Outlet Co. (dept. store). Also owns WDBO-TV, Orlando, Fla. (WDBO & FM).

Began Operation: July 10, 1949.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Amram, Hahn & Sundlun.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JOSEPH S. (DODY) SINCLAIR, president & gen. mgr.
- DAVID J. SHURTLEFF, v.p. & station manager.
- JAMES E. GLEASON, asst. station manager & program director.
- EDWARD BOGHOSIAN, sales manager.
- BILLY L. PATTON, chief engineer.
- ALFRED J. BRASSARD, promotion manager.

DIGEST OF RATE CARD NO. I—(Sept. 1, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—8-11 p.m., daily.
\$1550.00 \$930.00 \$620.00 \$420.00 \$326.00 \$326.00 \$163.00
NETWORK BASE HOURLY RATE: \$1550.

For Color Set Penetration by Market

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	CONNECTICUT			
	NEW LONDON	61,200	57,200	93
	WINDHAM	22,800	21,400	94
	MASSACHUSETTS			
	BARNSTABLE	25,800	24,400	95
	BRISTOL	127,100	122,700	97
	DUKES	2,100	1,800	88
	NANTUCKET	1,200	1,100	91
	PLYMOUTH	81,900	78,800	96
	WORCESTER	177,300	169,900	96
	RHODE ISLAND			
	BRISTOL	13,000	12,700	98
	KENT	39,100	38,000	97
	NEWPORT	23,900	23,000	96
	PROVIDENCE	187,500	180,500	96
	WASHINGTON	18,100	17,200	95
5-24 O/O	CONNECTICUT			
	TOLLAND	21,900	20,700	94
	MASSACHUSETTS			
	ESSEX	184,400	178,100	97
	MIDDLESEX	375,700	362,600	97
	NORFOLK	160,900	156,300	97
	SUFFOLK	246,900	229,600	93
	NEW HAMPSHIRE			
	ROCKINGHAM	35,300	33,900	96
STATION TOTALS		1,806,100	1,729,900	96
NET WEEKLY CIRCULATION (MARCH 1966)			813,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			451,200	

Rhode Island—Providence



WPRO-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 913-ft. above av. terrain, 881-ft. above ground, 1046-ft. above sea level.

Latitude 41° 52' 37"
Longitude 71° 16' 56"

Transmitter: Homestead Ave., Rehoboth, Mass.

Studio: 24 Mason St.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

O & O Translator: W13AQ, Westerly, R.I. & Pawcatuck, Conn.

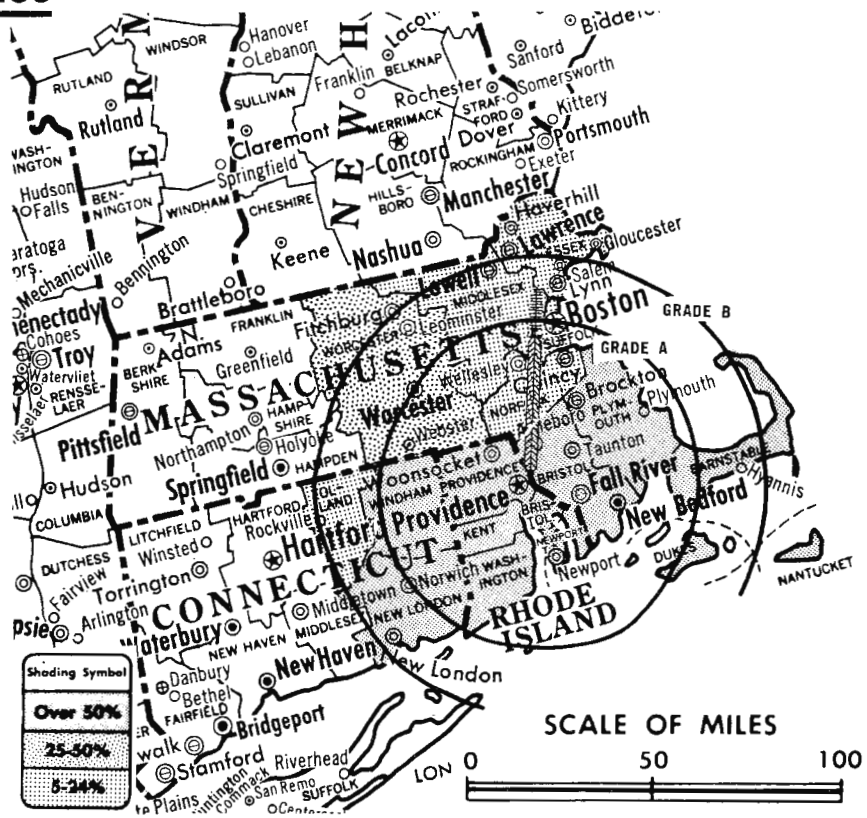
AM Affiliate: WPRO, 5-kw, 630 kc.

FM Affiliate: WPRO-FM, 15-kw, 92.3 mc (No. 222), 560-ft.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WPRO-TV Ref: FCC File No. BPCT—3210 Granted 7/25/63

©American Map Co., Inc., N.Y., No. 14244

WPRO-TV

Licensee: Capital Cities Broadcasting Corp., WPRO Bldg., 24 Mason St., Providence (02902). Telephone: 401-521-4000. TWX No.: 401-521-5487.

Ownership: See WTEN, Albany, N.Y. Note: Sale of WPRO-TV to John B. Poole pending.

Began Operation: March 27, 1955. Sale by William S. Cherry and associates to Capital Cities Broadcasting Corp. approved March 11, 1959 by FCC (Television Digest, Vols. 14:51 & 15:11).

Represented (sales) by Blair-TV.

Personnel:

- PETER C. NEWELL, vice president & general manager.
- JOHN J. McCORRY, asst. general manager, general sales mgr.
- RICHARD C. DREYFUSS, program manager & film buyer.
- JOHN ATKINSON, sales & program operations director.
- ROBERT ARCHER, production manager.
- MALCOLM D. POTTER, promotion manager.
- JAMES S. WILEY, sales promotion manager.
- ROBERT HARRISON, sales development manager.
- DOROTHY POMPEI, sales service manager.
- RALPH VOIGT, chief engineer.
- JOHN J. BRENNAN, business manager.

DIGEST OF RATE CARD NO. 7—(Aug. 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min.* 20 Sec.* ID*
Class A—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.
\$1500.00 \$1000.00 \$700.00 \$500.00 \$350.00 \$350.00 \$175.00

*Class A—7:31-11 p.m., Sun.-Fri.; 7:30-11 p.m., Sat.

NETWORK BASE HOURLY RATE: \$1400.

For Index to Contents

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	CONNECTICUT			
50 O/O	NEW LONDON	61,200	57,200	93
	WINDHAM	22,800	21,400	94
	MASSACHUSETTS			
	BARNSTABLE	25,800	24,400	95
	BRISTOL	127,100	122,700	97
	DUKES	2,100	1,800	88
	NANTUCKET	1,200	1,100	91
	PLYMOUTH	81,900	78,800	96
	RHODE ISLAND			
	BRISTOL	13,000	12,700	98
	KENT	39,100	38,000	97
	NEWPORT	23,900	23,000	96
	PROVIDENCE	187,500	180,500	96
	WASHINGTON	18,100	17,200	95
25-50 O/O	MASSACHUSETTS WORCESTER	177,300	169,900	96
5-24 O/O	CONNECTICUT TOLLAND	21,900	20,700	94
	MASSACHUSETTS			
	ESSEX	184,400	178,100	97
	MIDDLESEX	375,700	362,600	97
	NORFOLK	160,900	156,300	97
	SUFFOLK	246,900	229,600	93

STATION TOTALS 1,770,800 1,696,000 96

NET WEEKLY CIRCULATION (MARCH 1966) 751,600
AVERAGE DAILY CIRCULATION (MARCH 1966) 417,400

Rhode Island—Providence (New Bedford, Mass.)



WTEV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 79.5-kw visual, 15.9-kw aural. Antenna: 430-ft. above av. terrain, 409-ft. above ground, 549-ft. above sea level.

Latitude 41° 35' 56"
Longitude 71° 08' 22"

Holds CP for change to 83-kw visual, 16.67-kw aural, 938-ft. above av. terrain, 996-ft. above ground, 1044-ft. above sea level; transmitter to 1.8-mi. N. of Tiverton on Lafayette Rd., lat. 41° 35' 48", long. 71° 11' 24". BPCT—3450.

Transmitter: Tiverton, Rhode Island.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI, Western Union (sports).

Facsimile Service: AP.

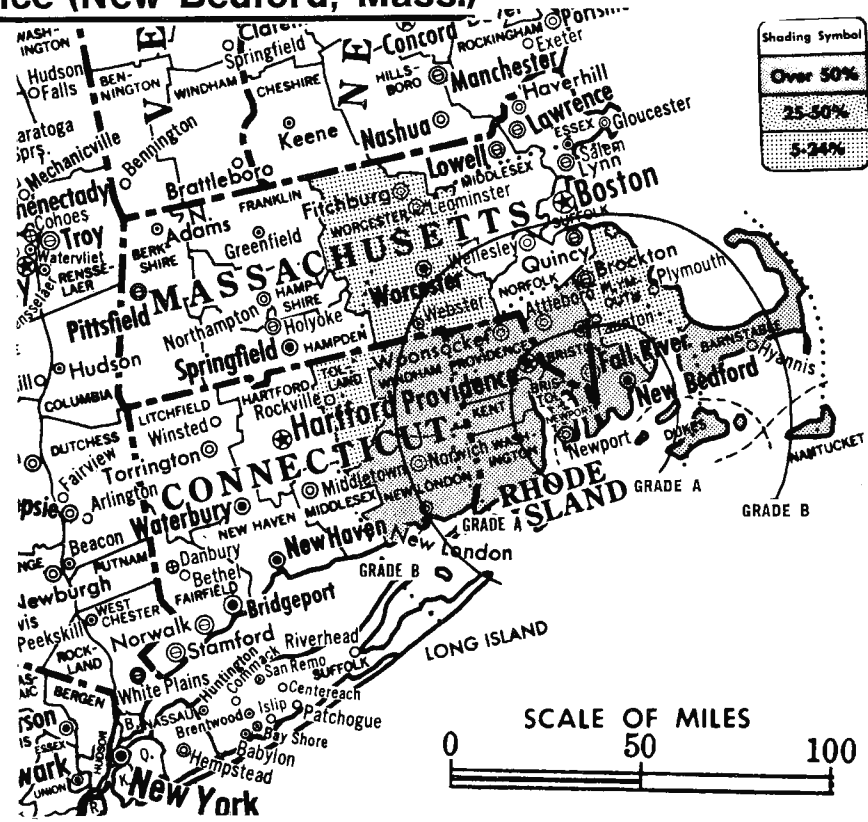
News Film Service: ABC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WTEV Ret: FCC File No. B1XP2-5709 Granted 7/25/62
CP: BPCT-3450 Granted 12/7/66

©American Map Co., Inc., N.Y., No. 14244

WTEV

Network Service: ABC.

Licenses: Teletestation WTEV, Television Center, 8th & Spring Sts., New Bedford, Mass. (02740).

Studio: Television Center, 8th & Spring Sts., New Bedford.

Telephones: 617-993-2651, New Bedford studio & office; 401-331-7600, Providence office.

TWX No.: 617-993-6255.

Ownership: See WGAL-TV, Lancaster, Pa.

Began Operation: Jan. 1, 1963. Sale to present owner by WTEV Television Inc. was approved April 6, 1966 by FCC (Television Digest, Vols. 5:45, 6:7).

Represented (sales) by H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

CLAIR R. McCOLLOUGH, president.
VANCE L. ECKERSLEY, station manager.
JOHN H. CANDIOTO, sales manager.
MANN REED, regional sales manager.
PETER MANDELL, promotion manager.
JOHN ROBINSON, program manager.
JACK DELANEY, news director.
MAURICE WYNNE, mgr., engineering & operations.

DIGEST OF RATE CARD NO. 3

(Aug. 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:31-10:59 p.m., daily.					
\$1200.00	\$720.00	\$480.00	\$260.00	\$260.00	\$130.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	CONNECTICUT			
50	NEW LONDON	61,200	57,200	93
0/0	WINDHAM	22,800	21,400	94
	MASSACHUSETTS			
	BARNSTABLE	25,800	24,400	95
	BRISTOL	127,100	122,700	97
	DUKES	2,100	1,800	88
	NANTUCKET	1,200	1,100	91
	RHODE ISLAND			
	BRISTOL	13,000	12,700	98
	KENT	39,100	38,000	97
	NEWPORT	23,900	23,000	96
	PROVIDENCE	187,500	180,500	96
	WASHINGTON	18,100	17,200	95
	5-24			
0/0	CONNECTICUT			
	TOLLAND	21,900	20,700	94
	MASSACHUSETTS			
	PLYMOUTH	81,900	78,800	96
	WORCESTER	177,300	169,900	96
	STATION TOTALS	802,900	769,400	96
	NET WEEKLY CIRCULATION (MARCH 1966)		485,800	
	AVERAGE DAILY CIRCULATION (MARCH 1966)		288,900	

HIGHER TOWER

**INCREASED
POWER**

**GREATER
COVERAGE**

WTEV

Providence, R. I.

New Bedford-Fall River, Mass.

WTEV

Providence, R. I.
New Bedford-Fall River, Mass.



6

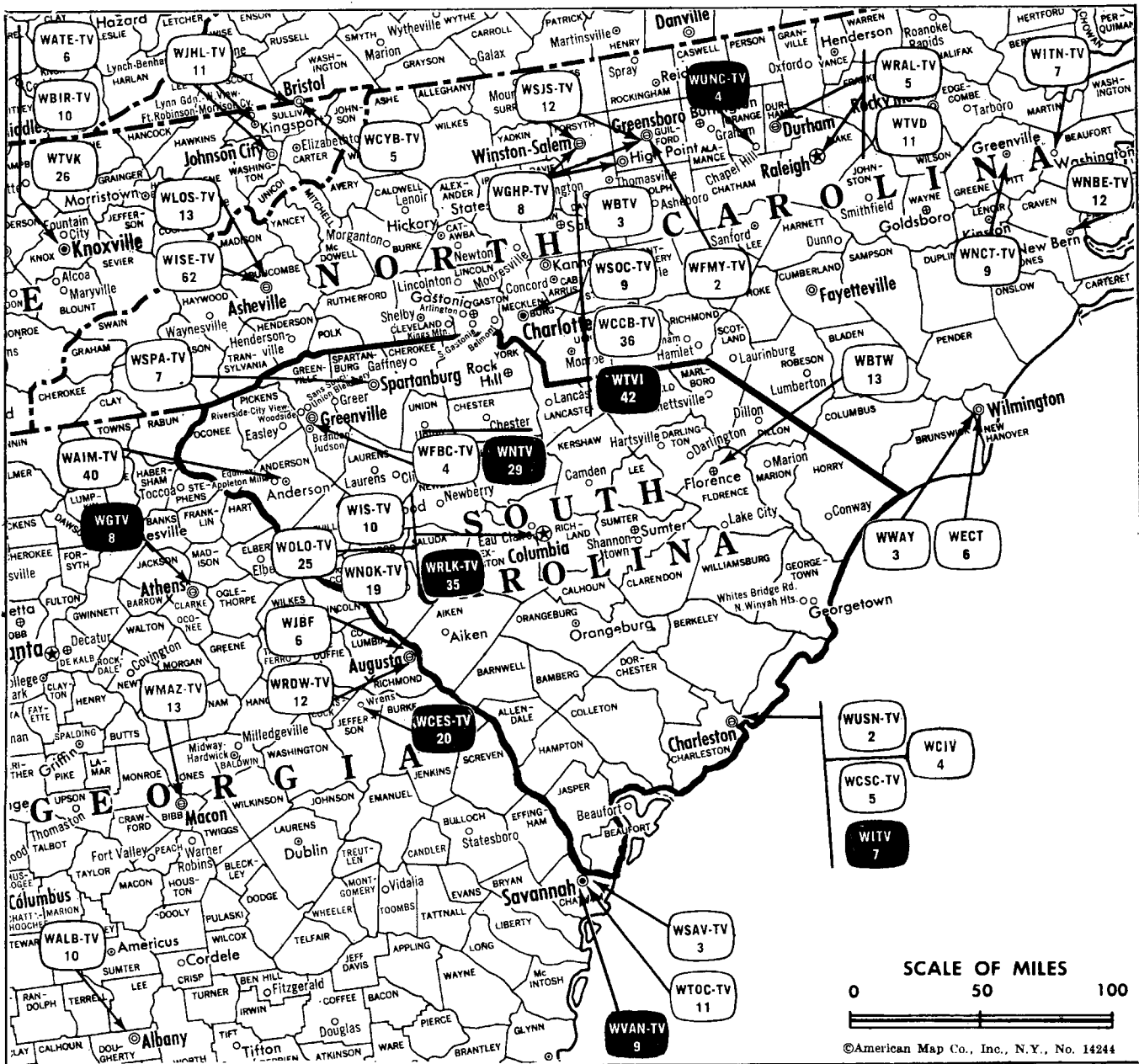


representative:
H-R Television, Inc.

With a new transmitter in place and an antenna soaring 1,001 feet in the air, WTEV becomes a commanding voice in this prosperous area with 100 Kw ERP. This is the important television break for advertisers and viewers in this key market. Need a sales booster in the Providence, R. I./New Bedford-Fall River, Mass. area? Investigate this going-places station right away.

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • **KOAT-TV** Albuquerque, N.M.
WTEV Providence, R.I./New Bedford-Fall River, Mass. • **KVOA-TV** Tucson, Ariz.

South Carolina




Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Greenville-Spartanburg-Asheville	431,200	42	876,700	30	797,000	31
Columbia	223,400	83	417,800	79	372,600	81
Charleston	149,400	117	255,900	117	224,600	120
Florence	144,600	120	221,200	129	193,100	131

FUTURA

100% MODULAR SOLID STATE AMPLIFIERS

Viking introduces the newest advance in the development of simplified CATV construction. With a simple change of modules, the amplifier adapts to suit the needs of your particular system. (At extremely low cost).

viking | 400 Ninth Street, Hoboken, N.J. • N.Y.: (212)943-5793; N.J.: (201)656-2020



State Educational Technical Facilities

(Complete Data in Educational Directory)

WITV Charleston

Ch. 7

Non-Commercial Educational Station

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 28.8-kw visual, 5.75-kw aural. Antenna: 220-ft. above av. terrain, 234-ft. above ground, 244-ft. above sea level.

Latitude 32° 47' 23"
Longitude 79° 55' 49"

WRLK-TV Columbia

Ch. 35

Non-Commercial Educational Station

[Satellite of WNTV, Greenville, S.C.]

Grantee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia (29205).

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 513-kw visual, 102-kw aural. Antenna: 1030-ft. above av. terrain, 995-ft. above ground, 1380-ft. above sea level.

Latitude 34° 07' 07"
Longitude 80° 56' 12"

WNTV Greenville

Ch. 29

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C.

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 1380-kw max. and 617-kw horizontal visual, 276-kw max. and 123.4-kw horizontal aural. Antenna: 1142-ft. above av. terrain, 146-ft. above ground, 2181-ft. above sea level.

Latitude 34° 56' 26"
Longitude 82° 24' 38"

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WFBC-TV, WLOS-TV & WSPA-TV Spartanburg, S.C.-Asheville, N.C. (See Greenville, S.C.)

South Carolina Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	8	3	11
<input checked="" type="checkbox"/> Educational Television Stations	1	2	3
			14

1967 Edition

South Carolina

WFBC-TV, Greenville (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------------	-------------------	---------------------	-------------	-----

SOUTH CAROLINA—(Continued)

OVER	NEWBERRY	8,000	7,200	90
50 O/O	OCONEE	10,800	10,100	93
	PICKENS	14,000	12,700	91
	SALUDA	3,400	3,000	88
	SPARTANBURG	45,300	42,400	93
	UNION	7,900	7,300	92

25-50	GEORGIA			
O/O	CLARKE	14,700	13,300	91
	JACKSON	5,200	4,800	91
	LINCOLN	1,300	1,200	88
	TALIAFERRO	600	400	81
	WHITE	2,000	1,800	88

	NORTH CAROLINA			
	BURKE	15,000	14,000	93
	YANCEY	3,300	2,700	81

	SOUTH CAROLINA			
	CHESTER	7,900	7,200	91
	EDGEFIELD	3,600	3,200	88
	FAIRFIELD	4,600	3,900	84
	YORK	21,400	19,600	92

5-24	GEORGIA			
O/O	BARROW	4,700	4,300	92
	DAWSON	1,000	800	86
	GREENE	2,600	2,200	85
	HALL	16,200	15,000	93
	LUMPKIN	2,000	1,800	92
	OCONEE	1,500	1,400	95
	TOWNS	1,200	1,100	90
	UNION	1,600	1,400	89
	WARREN	1,600	1,300	83

	NORTH CAROLINA			
	ALEXANDER	4,700	4,300	92
	AVERY	2,900	2,400	85
	CATAWBA	22,900	21,900	95
	CLAY	1,500	1,300	83
	GASTON	38,800	36,600	94
	LINCOLN	8,200	7,800	95
	MITCHELL	3,600	3,200	88

	TENNESSEE			
	GREENE	12,700	11,200	88
	SULLIVAN	36,900	34,300	93
	WASHINGTON	19,200	17,800	92



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

South Carolina—Anderson

abc **WAIM-TV**
Ch. 40

Technical Facilities: Channel No. 40
(626-632 mc). Authorized power:
170-kw visual, 93.3-kw aural. An-
tenna: 380-ft. above av. terrain,
418-ft. above ground, 1168-ft.
above sea level.

Latitude 34° 30' 53"
Longitude 82° 38' 15"

Transmitter: 321 Kingsley Rd.

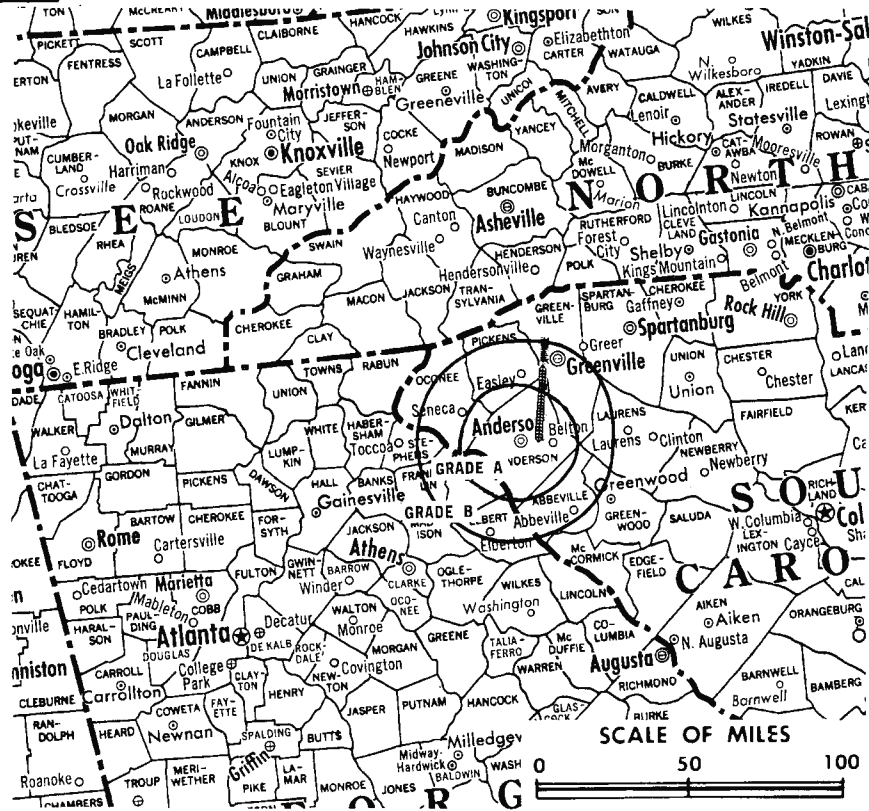
TV tape: Recording facilities.

AM Affiliate: WAIM, 1-kw, 1230
kc (CBS).

FM Affiliate: WCAC, 6.4-kw, 101.1
mc (No. 266), 330-ft. antenna
height.

Color: Network & tape.

News Wire Service: UPI.



WAIM-TV Ref: FCC File No. BMPCT—2788 Granted 2/14/55

©American Map Co., Inc., N.Y., No. 14244

WAIM-TV

Network Service: ABC; also available on CBS.

Grantee (STA): Wilton E. Hall, Box 806.

Studio: 321 Kingsley Rd. (29621).

Telephone: 803-226-1511. TWX No.: 803-226-6541.

Ownership: Wilton E. Hall, 100%; publisher of Anderson Independent and Mail.

Began Operation: Dec. 1, 1953.

Represented (sales) by The Devney Organization Inc.; Dora-Clayton Agency Inc. (Atlanta).

Represented (legal) by Cottone & Fanelli.

Represented (engineering) by Rodney Chipp & Associates.

Personnel:

WILTON E. HALL, owner.
GLENN P. WARNOCK, general manager.
JOHN McCALLUM, sales manager.
JERRY GARRETT, film buyer.
ROBERT BALDWIN, engineering director.

DIGEST OF RATE CARD NO. 2 (Nov. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	'Min.	20 Sec.	
Class A—6:01-7:59 p.m. and 10:01-11:00 p.m., daily.	\$200.00	\$120.00	\$80.00	\$50.00	\$60.00*	\$45.00*

*Class AA—7:59-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$150 (ABC), \$150 (CBS).

ARB Data Not Available.

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

South Carolina—Charleston



WCIV



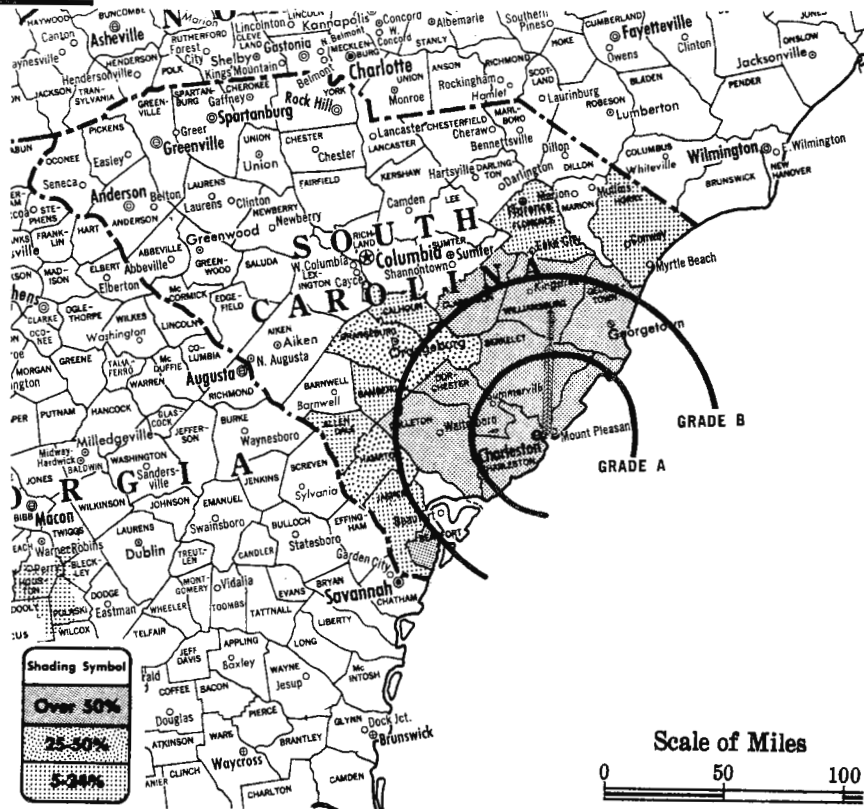
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 25-kw aural. Antenna: 790-ft. above av. terrain, 838-ft. above ground, 843-ft. above sea level.

Latitude 32° 47' 15"
Longitude 79° 51' 00"
Holds CP for 20-kw aural, 939-ft. above av. terrain, 983-ft. above ground, 988-ft. above sea level.
BPCT—3631.

Transmitter: Mt. Pleasant, S.C.
TV tape: Recording facilities.
Color: Network, film & slide.
News Wire Service: UPI.
News Film Service: NBC.
Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WCIV Ref: FCC File No. BMPCT—5442 Granted 2/14/62

©American Map Co., Inc., N.Y., No. 14244

WCIV

Licensee: First Charleston Corp., Highway 703, Mt. Pleasant, S.C.
Studio: Mt. Pleasant, S.C. (29464).
Telephones: 803-722-0558 (Office); 803-884-8513 (Studio).
Ownership: See WMAL-TV, Washington, D.C.
Began Operation: Oct. 23, 1962. Sale to present owner by First Charleston Corp. approved Oct. 5, 1966 by FCC (Television Digest, Vol. 6:28, 41).
Represented (sales) by National Television Sales Inc.
Represented (legal) by Hogan & Hartson.
Represented (engineering) by Raymond E. Rohrer & Assoc.
Personnel:
FRED S. HOUWINK, vice president.
WILLIAM E. LUCAS, general manager.
EVERETT MARTIN, sales manager.
JOHN BROUGHTON, chief engineer.
STEVE THOMAS, operations & program mgr. & film buyer.

DIGEST OF RATE CARD NO. 5A (June 1, 1966)

Hour	30 Min.	15 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$500.00	\$220.00	\$160.00	\$75.00*	\$59.00*
Class A—7:29-10:59 p.m., daily.					\$37.50

NETWORK BASE HOURLY RATE: \$500.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	SOUTH CAROLINA			
	BEAUFORT	11,100	10,000	90
	BERKELEY	12,800	11,100	87
	CHARLESTON	65,900	60,900	92
	CLARENDON	6,000	4,600	77
	COLLETON	7,200	5,900	83
	DORCHESTER	6,400	5,700	90
	GEORGETOWN	8,600	7,400	86
	WILLIAMSBURG	8,500	6,900	81
25-50 O/O	SOUTH CAROLINA			
	HAMPTON	4,100	3,400	83
	ORANGEBURG	16,800	14,100	84
5-24 O/O	SOUTH CAROLINA			
	ALLENDALE	2,800	2,200	81
	BAMBERG	3,700	3,100	85
	CALHOUN	2,500	2,100	82
	FLORENCE	21,800	19,900	91
	HORRY	18,300	16,100	88
	JASPER	3,100	2,600	82
STATION TOTALS		199,600	176,000	88
NET WEEKLY CIRCULATION (MARCH 1966)			118,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			84,100	

South Carolina—Charleston



WCSC-TV

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1044-ft. above ground, 1049-ft. above sea level.

Latitude 32° 47' 44"
Longitude 79° 50' 27"

Transmitter: Rifle Range Rd., 5.5-mi. E of Charleston.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: WCSC, 5-kw, 1390 kc (CBS).

FM Affiliate: WCSC-FM, 50-kw, 96.9 mc (No. 245), 700-ft. antenna.

Total Households: © SRDS

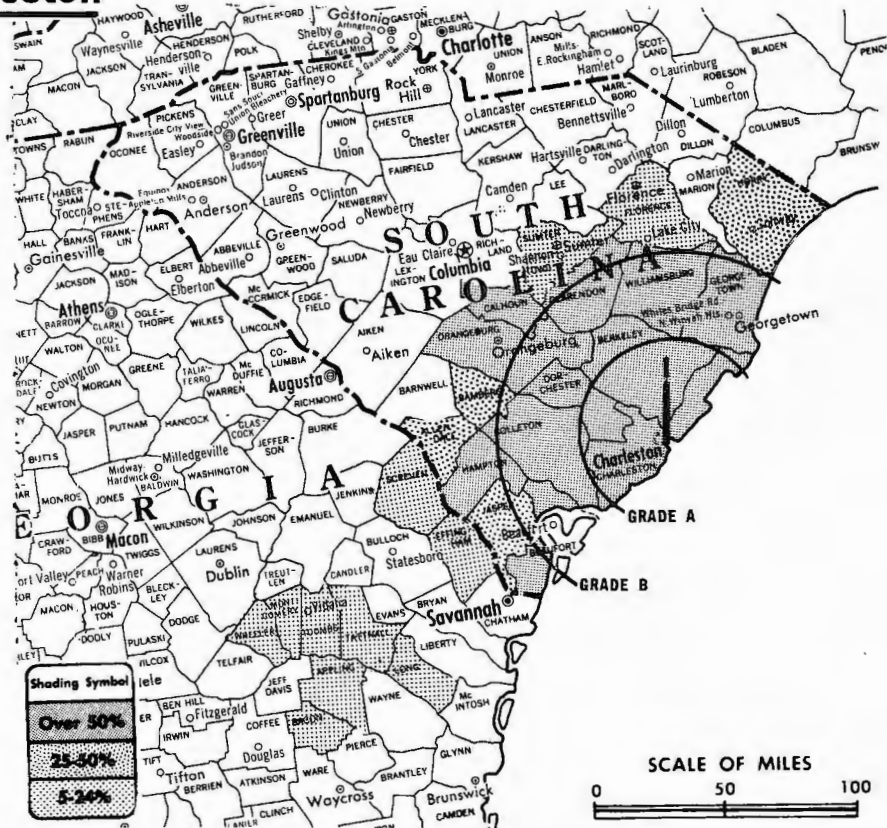
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WCSC-TV

Licensee: WCSC Inc., 485 East Bay (29403).

Studio: 485 East Bay.

Telephone: 803-723-8371. TWX No.: 803-853-1055.

Ownership: John M. Rivers, pres.-treas., 63.74%; Martha Rivers, 1st v.p. & secy., .593%; directors I. Mayo Read (.12%) and Dr. Robert Wilson Jr. (.625%); Arthur L. Rivers II, 3.12%; remainder is held by stockholders owning less than 1% each.

Began Operation: June 19, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN M. RIVERS, president and general manager.
ROLAND WEEKS, v.p., station manager & film buyer.
VIRGIL V. EVANS, v.p. & national sales manager.
RALPH THORNLEY, regional sales manager.
CHARLES HALL, program director.
JACK PETIT, production manager.
LOIS MARSHAL, promotion director.
GUS BAILEY, program publicity manager.
KEN KLYCE, news director.
EMMIE MARTIN, copy chief.
LOIS BARRINEAU, operations manager.
ROBERT PETIT, film director.
RUDY HUGHES, chief engineer.

DIGEST OF RATE CARD NO. 7 (July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$600.00	\$300.00	\$180.00	\$140.00	Graded rates apply*	

*Highest rate: \$150.

NETWORK BASE HOURLY RATE: \$500.

For TV Station Sales, see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	SOUTH CAROLINA			
	BEAUFORT	11,100	10,000	90
	BERKELEY	12,800	11,100	87
	CALHOUN	2,500	2,100	82
	CHARLESTON	65,900	60,900	92
	CLARENDON	6,000	4,600	77
	COLLETON	7,200	5,900	83
	DORCHESTER	6,400	5,700	90
	GEORGETOWN	8,600	7,400	86
	HAMPTON	4,100	3,400	83
	ORANGEBURG	16,800	14,100	84
	WILLIAMSBURG	8,500	6,900	81
25-50 O/O	SOUTH CAROLINA			
	ALLENDALE	2,800	2,200	81
	BAMBERG	3,700	3,100	85
	HORRY	18,300	16,100	88
	JASPER	3,100	2,600	82
5-24 O/O	GEORGIA			
	APPLING	3,300	2,700	83
	BACON	2,100	1,800	85
	EFFINGHAM	2,800	2,500	89
	LONG	1,200	1,000	85
	MONTGOMERY	1,300	1,000	78
	SCREVEN	3,300	2,800	84
	TATTNALL	3,700	3,300	88
	TOOMBS	4,600	3,800	82
	WHEELER	1,100	900	79
	SOUTH CAROLINA			
	FLORENCE	21,800	19,900	91
	SUMTER	20,300	18,000	89
STATION TOTALS		243,300	213,800	88
NET WEEKLY CIRCULATION (MARCH 1966)				144,500
AVERAGE DAILY CIRCULATION (MARCH 1966)				108,100

South Carolina—Charleston



WUSN-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 790-ft. above av. terrain; 845-ft. above ground, 849-ft. above sea level.

Latitude 32° 47' 53"
Longitude 79° 53' 51"

Transmitter: Hwy. 17, E of Cooper River Bridge.

Studio: Hwy. 17, E of Cooper River Bridge.

Telephone: 803-884-4141.

TWX No.: 803-884-9612.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Booth & Lovett.

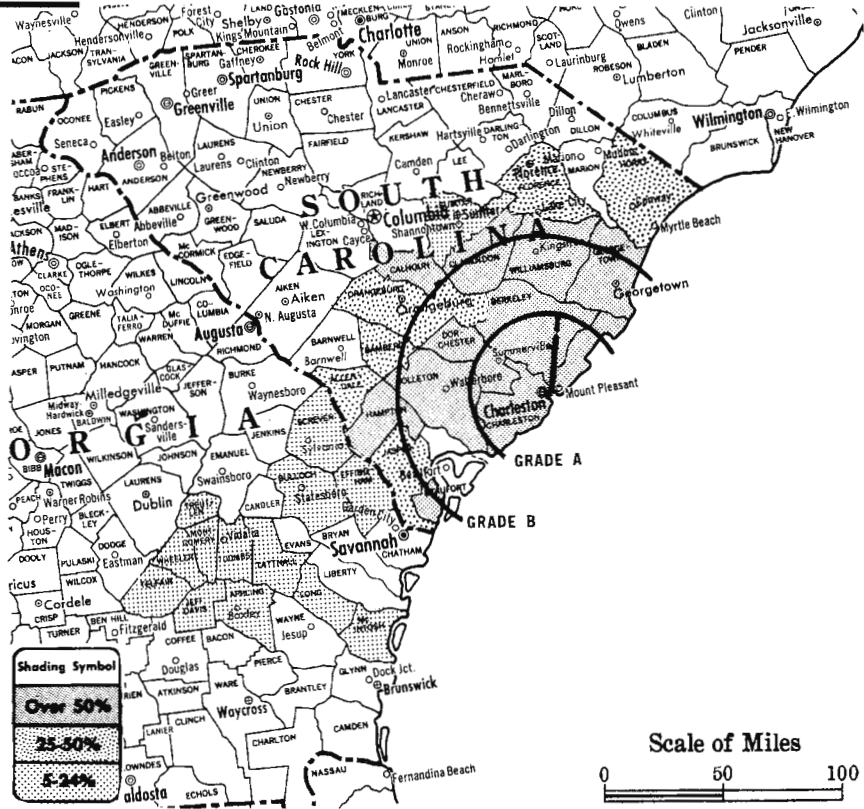
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WUSN-TV Ref: FCC File No. BNPCT-2104 Granted 6/4/54

©American Map Co., Inc., N.Y., No. 14244

WUSN-TV

Licensee: Reeves Broadcasting Corp., Box 879 (29402).

Ownership: Hazard E. Reeves, 35%; Hastie Family Group (J. Drayton Hastie, Sara C. Hastie, C. Norwood Hastie & Mrs. Sara Logan), 10%; general public, 55%. Reeves Bcstg. owns WHTN-TV, Huntington, W.Va. as well as CATV systems throughout the U.S. (see Reeves Bcstg. under CATV Group Ownership). It also owns radios WITH & FM, Baltimore; WKEE & FM, Huntington, W.Va. and 50% of Ch. 62 applicant for Lexington, Ky.

Began Operation: Sept. 25, 1954. Transfer of control from J. Drayton Hastie family to present owners approved by FCC July 14, 1960 (Television Digest, Vol. 16:29).

Represented (sales) by Eastman TV Inc.

Represented (engineering) by Gautney & Jones.

Personnel:

- J. DRAYTON HASTIE, president.
- DOUGLASS M. BRADHAM, v.p. & general manager.
- GRANGE S. CUTHBERT, local sales manager.
- DONALD L. MOODY, production & promotion manager.
- WALTER NELSON, engineering director.
- BEAMON MEARES, assistant chief engineer.
- ED WEBB, news director.
- WES FERNS, film director.

DIGEST OF RATE CARD NO. 9—(Aug. 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.	\$400.00	\$210.00	\$140.00	\$100.00	\$50.00
NETWORK BASE HOURLY RATE:	\$500.				

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	SOUTH CAROLINA			
	BEAUFORT	11,100	10,000	90
	BERKELEY	12,800	11,100	87
	CALHOUN	2,500	2,100	82
	CHARLESTON	65,900	60,900	92
	CLARENDON	6,000	4,600	77

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLLETON	7,200	5,900	83
	DORCHESTER	6,400	5,700	90
	GEORGETOWN	8,600	7,400	86
	HAMPTON	4,100	3,400	83
	WILLIAMSBURG	8,500	6,900	81
25-50 O/O	SOUTH CAROLINA			
	ALLENDALE	2,800	2,200	81
	BAMBERG	3,700	3,100	85
	FLORENCE	21,800	19,900	91
	HORRY	18,300	16,100	88
	JASPER	3,100	2,600	82
	ORANGEBURG	16,800	14,100	84
5-24 O/O	GEORGIA			
	APPLING	3,300	2,700	83
	BULLOCH	6,500	5,800	89
	EFFINGHAM	2,800	2,500	89
	JEFF DAVIS	2,200	1,900	85
	LONG	1,200	1,000	85
	MC INTOSH	1,800	1,500	85
	MONTGOMERY	1,300	1,000	78
	SCREVEN	3,300	2,800	84
	TATNALL	3,700	3,300	88
	TELFAIR	2,800	2,200	79
	TOOMBS	4,600	3,800	82
	TREUTLEN	1,400	1,200	82
	WHEELER	1,100	900	79
	SOUTH CAROLINA SUMTER	20,300	18,000	89

STATION TOTALS	255,900	224,600	88
NET WEEKLY CIRCULATION (MARCH 1966)	149,400		
AVERAGE DAILY CIRCULATION (MARCH 1966)	98,400		

South Carolina—Columbia



WIS-TV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1546-ft. above av. terrain, 1526-ft. above ground, 1877-ft. above sea level.

Latitude 34° 07' 27"
Longitude 80° 45' 25"

Transmitter: State Hwy. 12, 20-mi. NE of city.

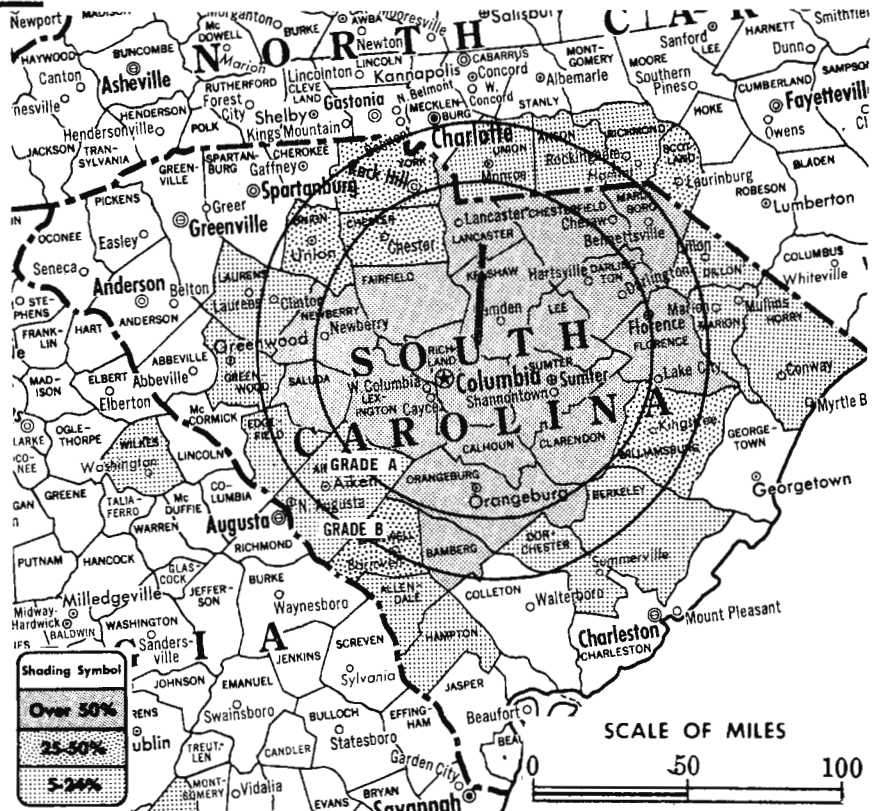
TV tape: Recording facilities.

AM Affiliate: WIS, 5-kw, 560 kc (NBC).

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



WIS-TV Ref: FCC File No. BMPCT-5228 Granted 12/12/58

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WIS-TV

Licensee: Cosmos Broadcasting Corp., 1111 Bull St. (29202).

Studio: 1111 Bull St.

Telephone: 803-253-6431. TWX No.: 803-733-1184.

Ownership: B. Calhoun Hipp, chairman, 11.8%; G. Richard Shafto, pres., 5.7%; Francis M. Hipp, v.p.-treas., 12.19%; Herman N. Hipp, v.p., 12.39%; Charles A. Batson, v.p., 0.5%; Dorothy Hipp Gunther, 10.08%; Frances M. McCreery, 8.88%; Carter Hardwick, v.p., .08%; no others with as much as 4%. Cosmos Bcstg. Corp. also owns WSFA-TV, Montgomery, Ala.; WTOL-TV, Toledo, O.; operates CATV systems in Florence & Sumter, S.C., and has systems under construction in Darlington, N. Augusta & Marion, S.C.

Began Operation: Nov. 7, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

G. RICHARD SHAFTO, president.
CARTER HARDWICK, senior vice president & general manager.
BRUCE COPELAND, administrative assistant.
LAW EPPS, sales manager & senior administrator.
H. HAROLD POWELL, national sales manager.
ROBERT C. WISNEWSKI, program director & film buyer.
SIDNEY PALMER, program operations manager.
REYNARD CORLEY, promotion & public relations manager.
CHARLES CATON, news & public affairs director.
JOSEPH P. GILL JR., chief engineer.

DIGEST OF RATE CARD NO. 9

(July 15, 1965)

Hour	30 Min.	15 Min.	Min. or 30 Sec.*	20 Sec.*	ID*	
Class AA—6:30-10 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.	\$700.00	\$420.00	\$280.00	\$225.00	\$170.00	\$110.00

*Class AAA—6:59-9:01 p.m., Mon.-Fri.; 7:29-11:01 p.m., Sat.; 6:59-10:01 p.m., Sun.

NETWORK BASE HOURLY RATE: \$650.

628-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	SOUTH CAROLINA			
	BAMBERG	3,700	3,100	85
	CALHOUN	2,500	2,100	82
	CHESTERFIELD	8,400	7,300	87
	CLARENDON	6,000	4,600	77
	DARLINGTON	13,400	12,000	90
	FAIRFIELD	4,600	3,900	84
	FLORENCE	21,800	19,900	91
	KERSHAW	8,600	7,600	88
	LANCASTER	10,600	9,800	93
	LEE	4,500	3,700	82
	LEXINGTON	19,100	17,300	90
	MARLBORO	6,500	5,600	87
	NEWBERRY	8,000	7,200	90
	ORANGEBURG	16,800	14,100	84
	RICHLAND	55,500	50,700	91
	SALUDA	3,400	3,000	88
	SUMTER	20,300	18,000	89
25-50 O/O	NORTH CAROLINA			
	SCOTLAND	6,000	5,300	89
	SOUTH CAROLINA			
	BARNWELL	4,600	4,000	87
	CHESTER	7,900	7,200	91
	UNION	7,900	7,300	92
	WILLIAMSBURG	8,500	6,900	81
	YORK	21,400	19,600	92
5-24 O/O	GEORGIA			
	WHEELER	1,100	900	79
	WILKES	2,900	2,400	81

(Continued on page 637-b)

STATION TOTALS	417,800	372,600	89
NET WEEKLY CIRCULATION (MARCH 1966)		223,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		164,400	

TV Factbook No. 37

If You Are A Food or Drug Advertiser In the Columbia, S. C. Television Market...

you should be aware of the exact amount of shelf space your product is receiving at the hands of the grocery retailer. In 1966, WIS Television published its 2nd consecutive annual In-Store Brand Audit Product Census of supermarkets in the Carolina Complex. This report includes 64 selected product categories, and shows the number of linear feet, percentage; total area, vertically and horizontally, percentage; number of stores stocking and

percentage, by brand, in each category.

Meaningful research such as this is just one more reason why WIS Television is a respected, influential advertising medium in the 26-county Carolina Complex it serves.

Copies of the WIS Television 1966 Brand Audit are available by writing Mr. Law Epps, General Sales Manager, WIS-TV, Columbia, S. C. 29202.

WIS TELEVISION

CHANNEL 10 NBC/COLUMBIA, S. C.

CARTER HARDWICK

Senior Vice President and General Manager

Represented by Peters, Griffin, Woodward, Inc.



BROADCASTING CORPORATION

G. RICHARD SHAFTO, PRESIDENT

South Carolina—Columbia

WVOK-TV Ch. 19

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 244-kw maximum and 214-kw horizontal visual, 24.4-kw maximum and 21.4-kw horizontal aural. Antenna: 640-ft. above av. terrain, 550-ft. above ground, 930-ft. above sea level.

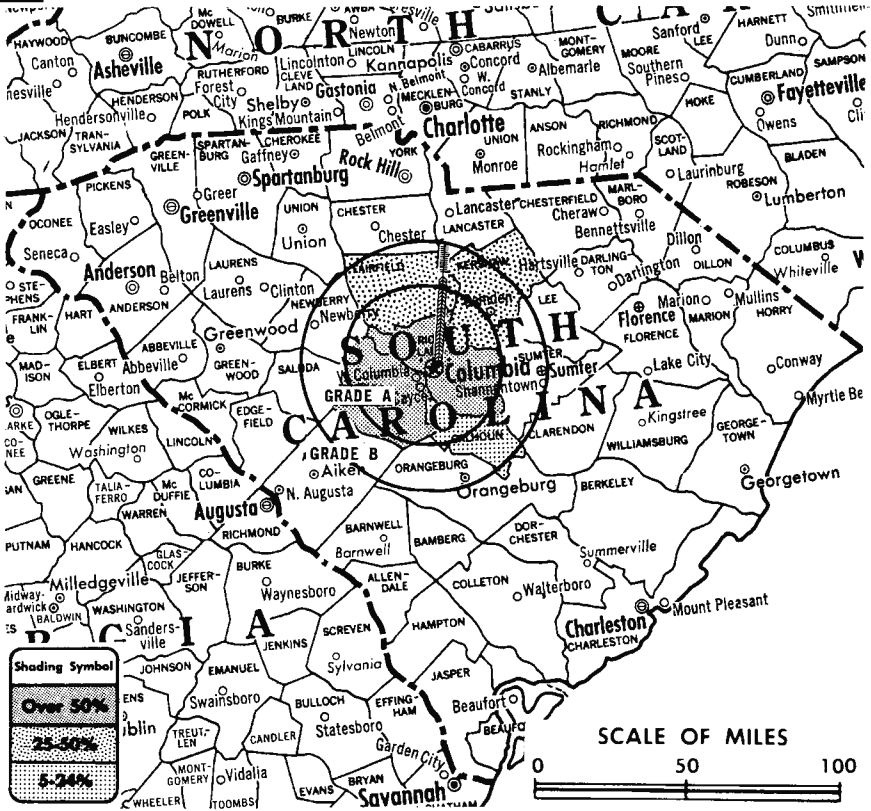
Latitude 34° 02' 41"
Longitude 80° 59' 51"

Transmitter: Cushman Rd., .25-mi. W of U.S. Hwy. 1.

AM Affiliate: WVOK, 1-kw, 1230 kc.
FM Affiliate: WVOK-FM, 3.4-kw, 104.7 mc (No. 284), 450-ft.

Color: Network, film & slide.
News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WVOK-TV Ref: FCC File No. BMPCT-4915 Granted 11/25/57 ©American Map Co., Inc., N.Y., No. 14244

WVOK-TV

Licensee: Palmetto Radio Corp., Box 5307 (29205).

Studio: 6027 Devine St.

Telephone: 803-252-7737. TWX No.: 803-733-1131.

Ownership: Irwin Kahn, pres., 31.2%; H. Moody McElveen Jr., exec. v.p., 6.5%; W. Croft Jennings, v.p., 6.1%; J. W. Lindau III, v.p., 10.4%; Carlisle Roberts, secy., 4.8%; Samuel Litman, treas., 9.7%; Gen. Lewis G. Merritt, 3.1%; 51 other stockholders, none with more than 1.5%.

Begin Operation: Sept. 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961.

Represented (sales) by Adam Young Inc.; James S. Ayers Co. Inc. (Southeast).

Represented (legal) by Covington & Burling.

Represented (engineering) by Jansky & Bailey.

Personnel:

- H. MOODY McELVEEN JR., executive vice president.
- RICHARD T. LAUGHRIDGE, sales manager.
- TOM FRICK, program manager & film buyer.
- GENE PARKER, director of technical operations.

DIGEST OF RATE CARD NO. 4 (Nov. 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.						
\$250.00	\$170.00	\$100.00	\$75.00	\$71.00*	\$53.00*	\$30.00*
*Class AA—7:29-10:31 p.m., daily.						
NETWORK BASE HOURLY RATE: \$200.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	SOUTH CAROLINA LEXINGTON RICHLAND	19,100 55,500	17,300 50,700	90 91
25-50 O/O	SOUTH CAROLINA FAIRFIELD KERSHAW	4,600 8,600	3,900 7,600	84 88
5-24 O/O	SOUTH CAROLINA CALHOUN	2,500	2,100	82
STATION TOTALS		90,300	81,600	90
NET WEEKLY CIRCULATION (MARCH 1966)			73,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			50,400	

For Index to Contents
See Services Volume

South Carolina—Columbia



WOLO-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 174-kw visual, 25.7-kw aural. Antenna: 924-ft. above av. terrain, 522-ft. above ground, 924-ft. above sea level.

Latitude 34° 03' 23"
Longitude 80° 58' 49"

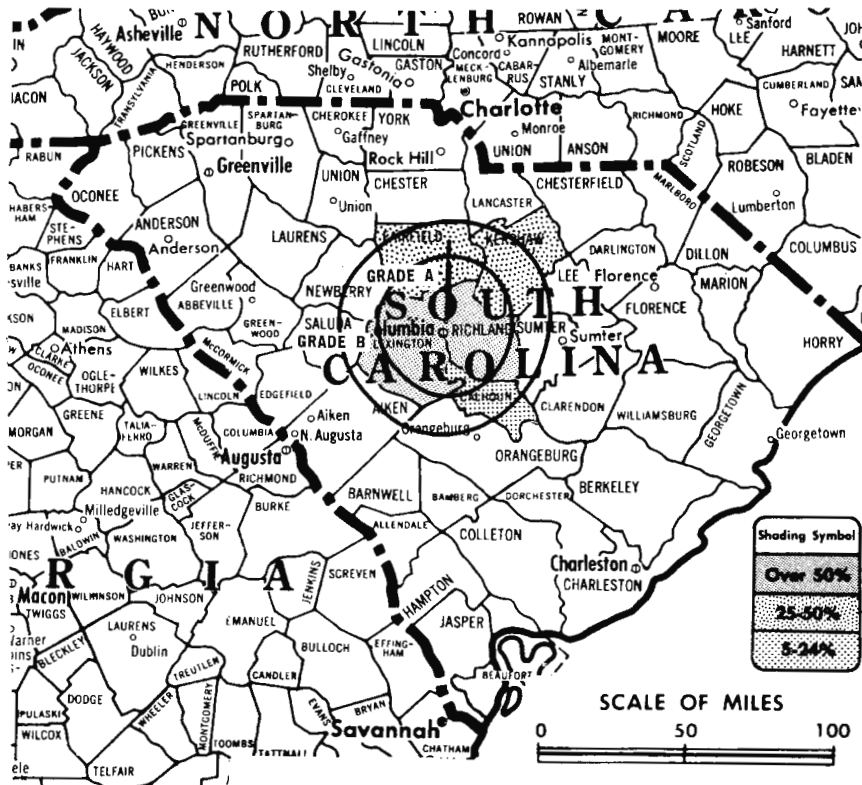
Holds CP for change to 550.9-kw max. and 399.2-kw horizontal visual, 55-kw max. and 39.9-kw horizontal aural, 617-ft. above av. terrain, 528-ft. above ground, 930-ft. above sea level. BPCT—3833.

Transmitter: 5807 Shakespeare Rd.

Color: Network.

News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WOLO-TV Ref: FCC File No. BMPCT—5636 Granted 9/8/61

©American Map Co., Inc., N.Y., No. 14244

WOLO-TV

Licensee: Columbia TV Broadcasters Inc., Box 4217 (29204).

Studio: 5807 Shakespeare Rd. (29204).

Telephone: 803-782-2525.

Ownership: Mississippi Telecasting Co. Inc., 100%. All stock voted by Cy N. Bahakel. For other interests, see WCCB-TV, Charlotte, N.C.

Began Operation: Oct. 1, 1961. Sale to present owner by First Carolina Corp. approved May 5, 1964 by FCC (Television Digest, Vol. 4:14).

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Raymond E. Rohrer & Associates.

Personnel:

HENRY HUGHES, station & sales manager.

PAUL REECE, operations director.

CARROLL SCARBOROUGH, chief engineer.

DIGEST OF RATE CARD NO. 7 (Aug. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:29-11:01 p.m., daily.	\$200.00	\$120.00	\$67.50	\$49.50	\$40.00*	\$30.00*
7:29-11:01 p.m., daily.						\$20.00

NETWORK BASE HOURLY RATE: \$200.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	SOUTH CAROLINA LEXINGTON RICHLAND	19,100 55,500	17,300 50,700	90 91
25-50 O/O	SOUTH CAROLINA FAIRFIELD KERSHAW	4,600 8,600	3,900 7,600	84 88
5-24 O/O	SOUTH CAROLINA CALHOUN	2,500	2,100	82
STATION TOTALS		90,300	81,600	90
NET WEEKLY CIRCULATION (MARCH 1966)				67,600
AVERAGE DAILY CIRCULATION (MARCH 1966)				37,700

For Color Set Penetration by Market

See Services Volume

South Carolina—Florence



WBTW



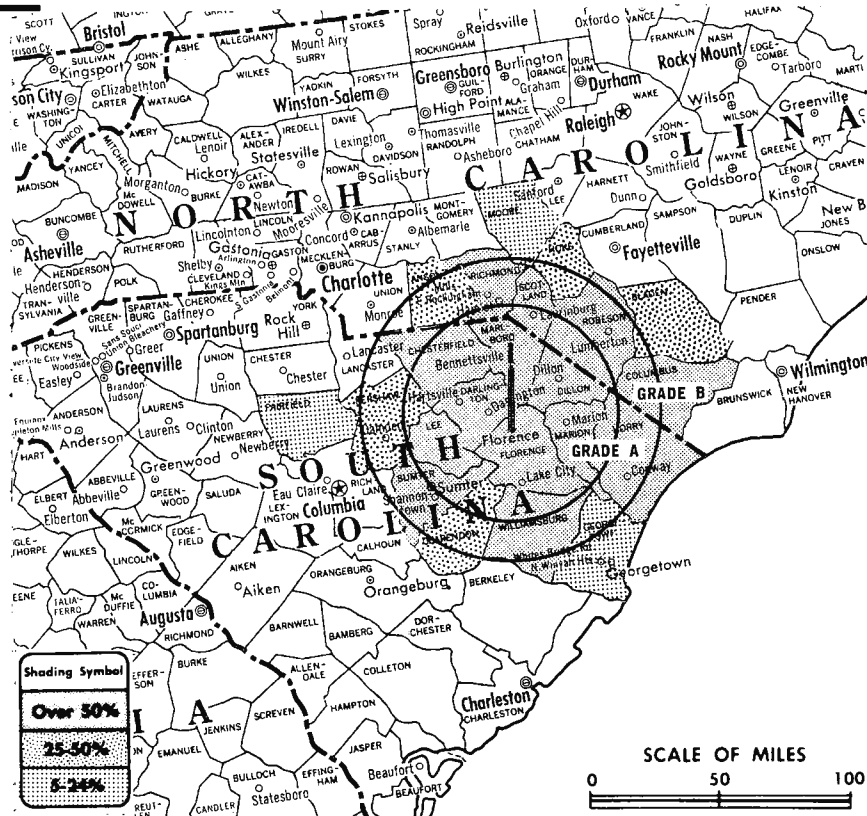
Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 790-ft. above av. terrain, 824-ft. above ground, 923-ft. above sea level.

Latitude 34° 16' 13"
Longitude 79° 43' 39"

Transmitter: N. Irby St., Extension.
Studio: N. Irby St., Extension.
TV tape: Recording facilities.
Color: Network, film & slide.
News Wire Service: UPI.
Facsimile Service: UPI.
Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.
Represented (engineering) by A. D. Ring & Assoc.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WBTW Ref: FCC File No. BPC2-1841 Granted 11/25/53

©American Map Co., Inc., N.Y., No. 14244

WBTW

Network Service: CBS, ABC and NBC on per program basis.
Licensee: Jefferson Standard Bcstg. Co., Box 630.
Telephone: 803-662-1565. TWX No.: 803-662-1312.
Ownership: Jefferson Standard Life Insurance Co., 100%. Charles H. Crutchfield, pres., Jefferson Standard Bcstg. For other interests, see WBTW, Charlotte, N.C.
Began Operation: Oct. 18, 1954.
Represented (sales) by Blair Television Associates.
Personnel:
CHARLES H. CRUTCHFIELD, pres. & general manager (WBTW, Charlotte).
J. WILLIAM QUINN, assistant v.p. & managing director.
GEORGE B. BURNETTE, program-production.
JOSEPH B. FOSTER, sales manager.
WILLIAM P. ELLERBE JR., promotion & publicity manager.
EVERETTE L. HAYES, film supervisor.
EDWARD L. YOUNG, farm advisor.
EMIL A. SELLARS, engineering & gen. services manager.

DIGEST OF RATE CARD NO. 10—(March 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., daily.
\$460.00 \$276.00 \$184.00 \$138.00 \$140.00* \$110.00* \$65.00*

*Class AA—7:29-9:31 p.m., Sun.-Fri.; 7:29-10:01 p.m., Sat.

NETWORK BASE HOURLY RATE: \$575 (ABC, CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA COLUMBUS RICHMOND	12,200 10,800	10,700 9,800	87 91

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ROBESON SCOTLAND	21,000 6,000	18,300 5,300	87 89
	SOUTH CAROLINA CHESTERFIELD DARLINGTON DILLON FLORENCE HORRY LEE MARION MARLBORO SUMTER WILLIAMSBURG	8,400 13,400 7,000 21,800 18,300 4,500 7,400 6,500 20,300 8,500	7,300 12,600 6,100 19,900 16,100 3,700 6,300 5,600 18,000 6,900	87 90 87 91 88 82 85 87 89 81
25-50 O/O	NORTH CAROLINA ANSON BLADEN HOKE	6,100 6,700 3,600	5,300 5,600 3,100	87 83 86
	SOUTH CAROLINA CLARENDON KERSHAW	6,000 8,600	4,600 7,600	77 88
5-24 O/O	NORTH CAROLINA MOORE	10,900	9,600	89
	SOUTH CAROLINA FAIRFIELD GEORGETOWN	4,600 8,600	3,900 7,400	84 86
STATION TOTALS		221,200	193,100	87
NET WEEKLY CIRCULATION (MARCH 1966)				144,600
AVERAGE DAILY CIRCULATION (MARCH 1966)				110,400

South Carolina—Greenville-Spartanburg & Asheville, N.C.



WBFC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 2000-ft. above av. terrain, 892-ft. above ground, 3978-ft. above sea level.

Latitude 35° 06' 40"
Longitude 82° 36' 17"

Transmitter: Caesar's Head.
Studio: WBFC Building, 505 Rutherford St. (29602).

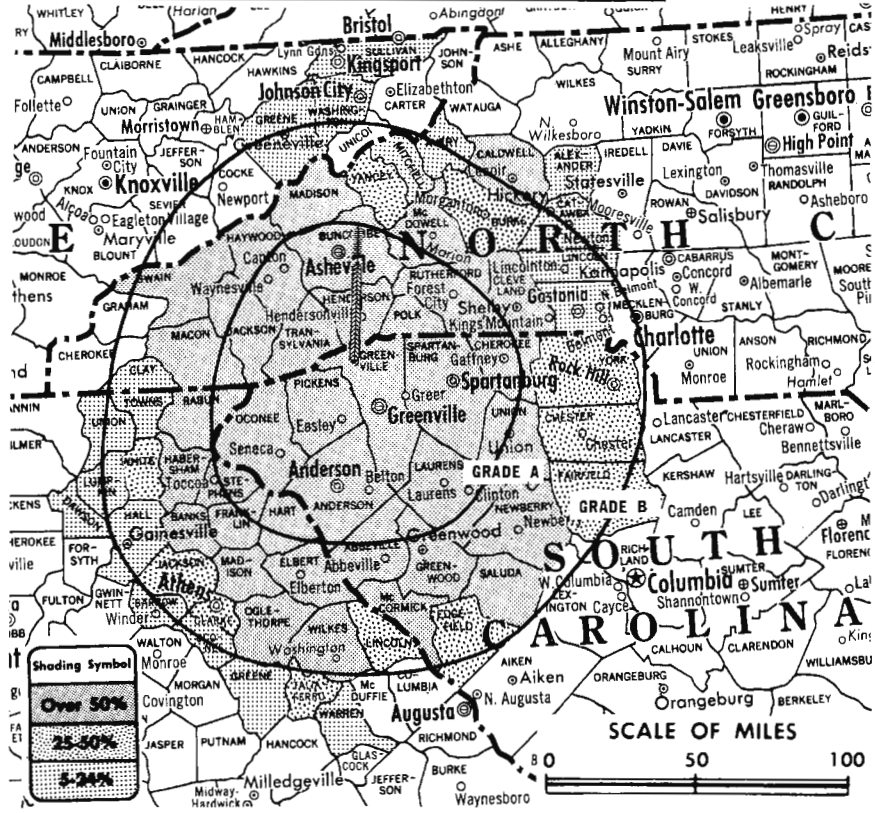
TV tape: Recording facilities.
AM Affiliate: WFBC, 5-kw, 1330 kc (NBC). FM Affiliate: WFBC-FM, 7.8-kw, 93.7 mc (No. 229), 1850-ft.

O & O Translators: W11AH, Columbus-Tryon, N. C.-Landrum, S.C.; W02AF, Sylva, N.C.; W05AG, Bryson City, N.C.; W06AE, Clayton, Dillard & Mountain City, Ga.; W02AI, Bryson City, N.C.; W06AI, Marion, N.C.; W10AF, Canton, N.C.

Color: Network, live, film, slide & tape.

News Wire Service: AP. Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ABB study.



WBFC-TV Ref: FCC File No. BPCT-2395 Granted 11/18/57

©American Map Co., Inc., N.Y., No. 14244

WBFC-TV

Licensee: Southeastern Broadcasting Corp., Box 788 (29602).

Telephone: 803-239-1321. TWX No.: 803-282-1008.

Ownership: Greenville News-Piedmont, 49.9%; Roger C. Peace, chairman (votes Greenville News-Piedmont stock); Robert A. Jolley, pres., 14.63% (with family); James E. Jolley, secy.-dir., 3.56%; Wilson C. Wearn, exec. v.p.-dir., 1.1%; James D. Poag, dir., 6.24% (with family); Robert A. Jolley Jr., dir., 3.46%; Mamie Jolley Bruce, 3.54%; estate of Noland Meyers (with Mrs. Meyers), 2.44%; Alester G. Furman Jr., dir., 2.2%; Alester G. Furman III, 1.01%; remainder held by more than 100 others, none with as much as 1%. Executive committee: Robert A. Jolley, Roger Peace, J. Kelly Sisk, treas. & dir. (pres. of Greenville News-Piedmont Co. & Asheville Citizen-Times), Wilson C. Wearn and James E. Jolley. Southeastern Bcstg. Corp. also owns WBIR-TV, Knoxville, Tenn. (WBIR & FM) and WMAZ-TV, Macon, Ga. (WMAZ & FM). Greenville News-Piedmont Co. also owns Asheville Citizen-Times and radio WWNC.

Began Operation: Dec. 31, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

- WILSON C. WEARN, executive vice president & manager.
- NORVIN C. DUNCAN JR., asst. mgr., program dir. & film buyer.
- WILLIAM R. MALENDOSKI, production director.
- DOUGLAS A. SMITH, general sales manager.
- R. Q. GLASS JR., director, sales development.
- H. A. SCOTT JR., operations manager.
- EDNA L. SEAMAN, promotion & public relations director.
- BEN LEONARD, farm director.
- W. E. GARRISON, chief engineer.

DIGEST OF RATE CARD NO. 14—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-10 p.m., daily.

\$950.00 \$570.00 \$380.00 \$285.00 Graded rates apply*

*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	GEORGIA			
	BANKS	1,600	1,400	86
	ELBERT	5,000	4,600	92
	FRANKLIN	3,800	3,500	93
	HABERSHAM	5,400	4,800	89
	HART	4,500	4,200	92
	MADISON	2,800	2,500	89
	OGLETHORPE	1,600	1,400	86
	RABUN	2,100	1,800	87
	STEPHENS	5,800	5,200	90
	WILKES	2,900	2,400	81

	NORTH CAROLINA			
	BUNCOMBE	42,000	38,500	92
	CALDWELL	14,400	13,500	93
	CLEVELAND	18,400	17,100	93
	HAYWOOD	12,000	10,800	90
	HENDERSON	12,000	10,900	91
	JACKSON	4,200	3,600	84
	MC DOWELL	7,700	7,000	91
	MACON	4,200	3,400	81
	MADISON	4,100	3,400	82
	POLK	3,400	3,000	87
	RUTHERFORD	13,000	12,200	94
	SWAIN	1,800	1,400	77
	TRANSYLVANIA	4,800	4,300	89

	SOUTH CAROLINA			
	ABBEVILLE	5,400	4,800	88
	ANDERSON	29,800	27,700	93
	CHEROKEE	9,500	8,800	92
	GREENVILLE	65,800	61,900	94
	GREENWOOD	13,300	12,300	93
	LAURENS	12,500	11,500	92
	MC CORMICK	1,800	1,500	86

(Continued on page 623-b)

STATION TOTALS 668,400 614,300 92

NET WEEKLY CIRCULATION (MARCH 1966) 396,000

AVERAGE DAILY CIRCULATION (MARCH 1966) 282,900

South Carolina—Greenville-Spartanburg & Asheville, N.C.



WLOS-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 121-kw visual, 18.7-kw aural. Antenna: 2830-ft. above av. terrain, 339-ft. above ground, 6089-ft. above sea level.

Latitude 35° 25' 32.41"
Longitude 82° 45' 25.02"

Transmitter: Mt. Pisgah.

TV tape: Recording facilities.

AM Affiliate: WLOS, 5-kw (1-kw night), 1380 kc.

FM Affiliate: WLOS-FM, 27-kw, 99.9 mc (No. 260), 160-ft. antenna height.

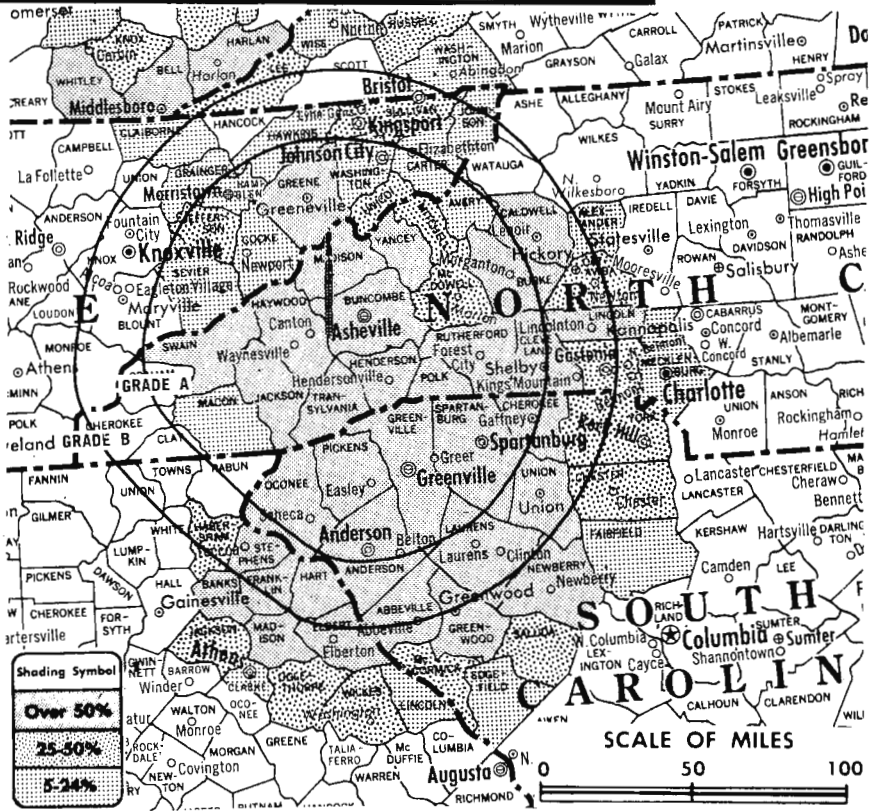
0 & O Translators: W08AN, Bryson City; W05AF, Cherokee; W02AD, Hazelwood & Waynesville; W06AD, Spruce Pine; W05AE, Sylva all N.C.; W05AC, Tryon, N.C.-Lan-drum, S.C.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WLOS-TV Ref: FCC File No. BPCT-809 Granted 12/9/53

©American Map Co., Inc., N.Y., No. 14244

WLOS-TV

Licensee: Skyway Bcstg. Co., Box 2150, Asheville, N.C. (28802).

Studios: Battle House, 288 Macon Ave., Asheville, N.C. (28804); Poinsett Hotel, Greenville, S.C.

Telephones: 704-254-4321, Asheville; 803-239-8471, Greenville.

TWX No.: 510-933-6466 (Asheville).

Ownership: Wometco Enterprises, 96.22%; 28 others owning total of 3.78%. For Wometco Enterprises ownership and interests, see WTVJ, Miami, Fla.

Began Operation: Sept. 18, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by John Creutz.

Personnel:

- MITCHELL WOLFSON, president.
- LOUIS WOLFSON, vice president.
- BILL BRAZZIL, v.p. sales, Wometco bcst. division.
- MORTON S. COHN, v.p., general manager & film buyer.
- TOM BURKHART, v.p., general sales manager.
- TOM BARRETT, national sales manager.
- LOYD B. LEONARD, retail sales manager.
- DAVE DeARMOND, regional sales manager.
- KAY JENKINS, program sales supervisor.
- GLENN ADKINS JR., operations supervisor.
- JACK BELT, news director.
- BILL PFEIFFER, promotion manager.
- GEORGE SPRAGUE, chief engineer.
- BRUCE FREY, business & credit manager.
- BILL JENKINS, Greenville operations supervisor.

DIGEST OF RATE CARD NO. 16 (Sept. 11, 1966)

Hour	30 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$1000.00	\$600.00	\$320.00*	\$320.00*
				\$160.00*

*Class AA—7-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	GEORGIA			
	BANKS	1,600	1,400	86
	ELBERT	5,000	4,600	92
	FRANKLIN	3,800	3,500	93
	HART	4,500	4,200	92
	MADISON	2,800	2,500	89
	STEPHENS	5,800	5,200	90

	KENTUCKY			
	BELL	7,400	6,100	83
	HARLAN	10,700	8,800	82
	WHITLEY	6,300	5,300	83

	NORTH CAROLINA			
	BUNCOMBE	42,000	38,500	92
	BURKE	15,000	14,000	93
	CALDWELL	14,400	13,500	93
	CLEVELAND	18,400	17,100	93
	HAYWOOD	12,000	10,800	90
	HENDERSON	12,000	10,900	91
	JACKSON	4,200	3,600	84
	LINCOLN	8,200	7,800	95
	MADISON	4,100	3,400	82
	POLK	3,400	3,000	87
	RUTHERFORD	13,000	12,200	94
	SWAIN	1,800	1,400	77
	TRANSYLVANIA	4,800	4,300	89
	YANCEY	3,300	2,700	81

	SOUTH CAROLINA			
	ABBEVILLE	5,400	4,800	88
	ANDERSON	29,800	27,700	93
	CHEROKEE	9,500	8,800	92
	GREENVILLE	65,800	61,900	94
	GREENWOOD	13,300	12,300	93

(Continued on page 637-b)

STATION TOTALS	876,700	797,000	91
NET WEEKLY CIRCULATION (MARCH 1966)			431,200
AVERAGE DAILY CIRCULATION (MARCH 1966)			277,100

BUY the station to MATCH the Market!

Only WLOS-TV Penetrates
the Entire 'CAROLINA TRIAD' . . .
76 counties in 6 states* . . .
the "Industrially Active"
GREENVILLE-ASHEVILLE-
SPARTANBURG Market.

#		MARKETING AREA**		TV HOMES**
		Counties	States	
# 1	WLOS-TV	76	6	790,400
	Station 'B'	55	3	648,000
	Station 'C'	66	4	613,300

#		FOOD & DRUG SALES***	TOTAL RETAIL SALES***
		# 2	WLOS-TV
	Station 'B'	836,592,000	2,957,542,000
	Station 'C'	774,131,000	2,669,684,000

MATCH your Commercial Exposure
to the MARKET'S TOTAL POTENTIAL
... BUY WLOS-TV!



Represented Nationally by

PETERS, **G**RIFFIN, **W**OODWARD, INC.

Serving

GREENVILLE — ASHEVILLE — SPARTANBURG

A Division of Wometco Enterprises, Inc.

*ARB 1965 Coverage Study—WLOS-TV viewing area. **ARB 1965 Coverage Study—survey area each station.

***Sales Mgmt. 'Survey of Buying Power' June 10, 1966—survey area each station.

"Audience measurement data of all media are estimates only—subject to defects and limitations of source material and methods. Hence they may not be accurate measures of the true audience."

South Carolina—Greenville-Spartanburg & Asheville, N.C.



WSPA-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 2000-ft. above av. terrain, 254-ft. above ground, 3465-ft. above sea level.

Latitude 35° 10' 12"
Longitude 82° 17' 27"
Transmitter: Hogback Mt., 25-mi. NW of Spartanburg.

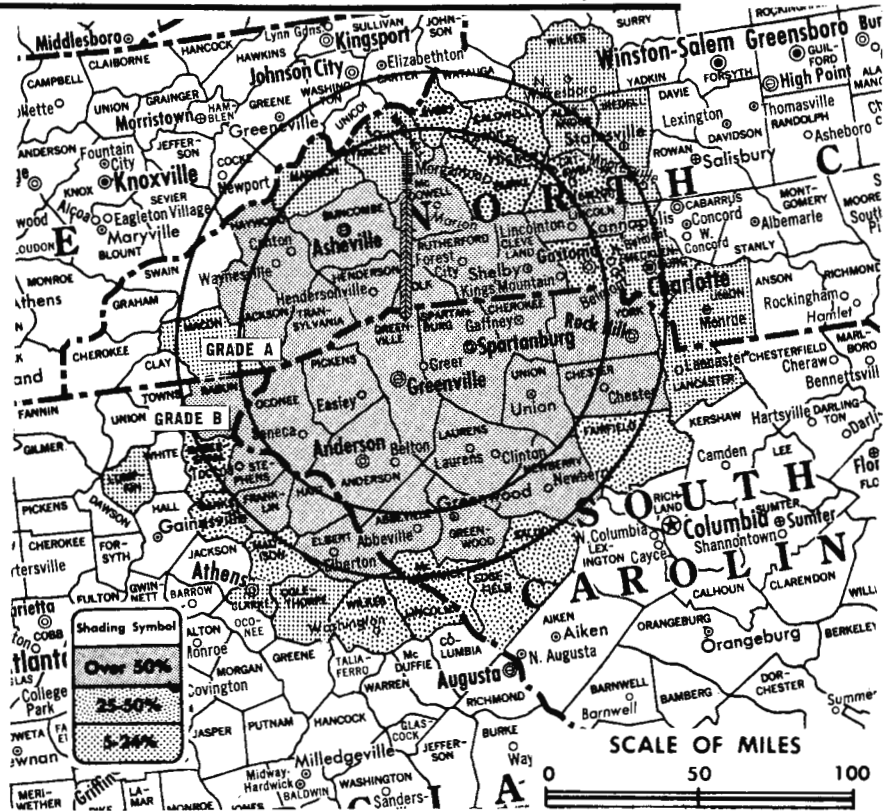
AM Affiliate: WSPA, 5-kw, 950 kc (CBS). FM Affiliate: WSPA-FM, 100-kw, 98.9 mc (No. 255), 1910-ft.

0 & 0 Translators: W10AD, Black Mountain, Montreat, Ridgecrest & Swannanoa; W02AG, Brevard; W08AO, Canton, Lake Junaluska & Maggie Valley; W09AD, Waynesville; W09AF, Cullowhee, Dillsboro, Love Field, Sylva & Webster; W02AH, Mars Hill; W11AN, Alarka; W08AJ, Cherokee & Soco Valley, all N.C.; W09AE, Clayton & Mountain City, Ga.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI. News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation © 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WSPA-TV Ref: FCC File No. BPCT-1216 and BPCT-5883 Granted 11/25/53 and 9/24/63

©American Map Co., Inc., N.Y., No. 14244

WSPA-TV

Licensee: Spartan Radiocasting Co., 123 N. Converse St., Spartanburg.

Studio: 123 N. Converse St., Spartanburg (29301).

Telephones: 803-585-7777, Spartanburg; 803-233-7777, Greenville; 803-684-3771, Asheville. TWX No.: 803-585-5376.

Ownership: Walter J. Brown, pres., 54.68% (with son); D. S. Burnside, secy.-treas., 4.3%; over 50 others.

Began Operation: April 29, 1956.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Covington & Burling.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

- WALTER J. BROWN, president.
- CHARLES R. SANDERS, v.p. & general manager.
- ROGER SHAFFER, station manager.
- VIC LUDINGTON, general sales manager.
- JAMES B. ANDERSON, local & regional sales manager.
- CHARLES NEWCOMB, program director.
- LARRY WILSON, operations director.
- GENE GIBSON, chief studio engineer.

DIGEST OF RATE CARD NO. 14 (May 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$750.00	\$450.00	\$300.00	\$190.00	\$175.00*	\$150.00* \$75.00*

*Class AA—7:29-10:29 p.m., daily.

NETWORK BASE HOURLY RATE: \$675.

For Color Set Penetration by Market
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER-50 O/D	GEORGIA			
	ELBERT	5,000	4,600	92
	FRANKLIN	3,800	3,500	93
	HART	4,500	4,200	92
	RABUN	2,100	1,800	87
	STEPHENS	5,800	5,200	90
	NORTH CAROLINA			
	BUNCOMBE	42,000	38,500	92
	CLEVELAND	18,400	17,100	93
	HAYWOOD	12,000	10,800	90
	HENDERSON	12,000	10,900	91
	JACKSON	4,200	3,600	84
	LINCOLN	8,200	7,800	95
	MC DOWELL	7,700	7,000	91
	POLK	3,400	3,000	87
	RUTHERFORD	13,000	12,200	94
	TRANSYLVANIA	4,800	4,300	89
	SOUTH CAROLINA			
	ABBEVILLE	5,400	4,800	88
	ANDERSON	29,800	27,700	93
	CHEROKEE	9,500	8,800	92
	CHESTER	7,900	7,200	91
	GREENVILLE	65,800	61,900	94
	GREENWOOD	13,300	12,300	93
	LAURENS	12,500	11,500	92
	NEWBERRY	8,000	7,200	90
	OCONEE	10,800	10,100	93
	PICKENS	14,000	12,700	91
	SPARTANBURG	45,300	42,400	93
	UNION	7,900	7,300	92
	YORK	21,400	19,600	92

(Continued on next page)

STATION TOTALS	703,200	649,700	92
NET WEEKLY CIRCULATION (MARCH 1966)		391,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		247,900	

WLOS-TV, Greenville
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
SOUTH CAROLINA—(Continued)				
OVER	LAURENS	12,500	11,500	92
50 O/O	NEWBERRY	8,000	7,200	90
	UCONEE	10,800	10,100	93
	PICKENS	14,000	12,700	91
	SPARTANBURG	45,300	42,400	93
	UNION	7,900	7,300	92
	TENNESSEE GREENE	12,700	11,200	88

25-50 O/O	GEORGIA			
	HABERSHAM	5,400	4,800	89
	JACKSON	5,200	4,800	91
	OGLETHORPE	1,600	1,400	86
	WILKES	2,900	2,400	81
	KENTUCKY			
	KNOTT	3,500	2,500	69
	KNOX	5,800	4,400	76
	LESLIE	1,700	1,000	61
	NORTH CAROLINA			
	CATAWBA	22,900	21,900	95
	GASTON	38,800	36,600	94
	MC DOWELL	7,700	7,000	91
	MITCHELL	3,600	3,200	88
	SOUTH CAROLINA			
	CHESTER	7,900	7,200	91
	MC CORMICK	1,800	1,500	86
	SALUDA	3,400	3,000	88
	YORK	21,400	19,600	92
	TENNESSEE			
	JEFFERSON	6,500	5,800	89
	SULLIVAN	36,900	34,300	93
	UNICOI	4,400	3,800	87
	VIRGINIA			
	LEE	5,600	4,700	84
	RUSSELL	6,700	5,800	87

5-24 O/O	GEORGIA			
	CLARKE	14,700	13,300	91
	LINCOLN	1,300	1,200	88
	KENTUCKY			
	LAUREL	6,800	5,400	79
	PERRY	6,800	5,000	74
	NORTH CAROLINA			
	ALEXANDER	4,700	4,300	92
	AVERY	2,900	2,400	85
	MACON	4,200	3,400	81
	MECKLENBURG	90,500	85,700	95
	SOUTH CAROLINA			
	EDGEFIELD	3,600	3,200	88
	FAIRFIELD	4,600	3,900	84
	TENNESSEE			
	CARTER	11,900	10,600	89
	CLAIBORNE	4,200	3,200	78
	COCKE	6,700	5,600	83
	GRAINGER	3,400	2,700	80
	HAMBLEN	11,400	10,000	88
	HAWKINS	8,700	7,300	84
	JOHNSON	2,700	2,300	84
	SEVIER	7,200	6,100	84
	WASHINGTON	19,200	17,800	92
	VIRGINIA			
	WASHINGTON	16,100	14,800	92
	WISE	11,900	10,400	88

South Carolina

WSPA-TV, Greenville
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	GEORGIA			
	BANKS	1,600	1,400	86
	HABERSHAM	5,400	4,800	89
	LINCOLN	1,300	1,200	88
	MADISON	2,800	2,500	89
	WILKES	2,900	2,400	81
	NORTH CAROLINA			
	AVERY	2,900	2,400	85
	BURKE	15,000	14,000	93
	CALDWELL	14,400	13,500	93
	CATAWBA	22,900	21,900	95
	GASTON	38,800	36,600	94
	SOUTH CAROLINA			
	EDGEFIELD	3,600	3,200	88
	FAIRFIELD	4,600	3,900	84
	MC CORMICK	1,800	1,500	86
	SALUDA	3,400	3,000	88

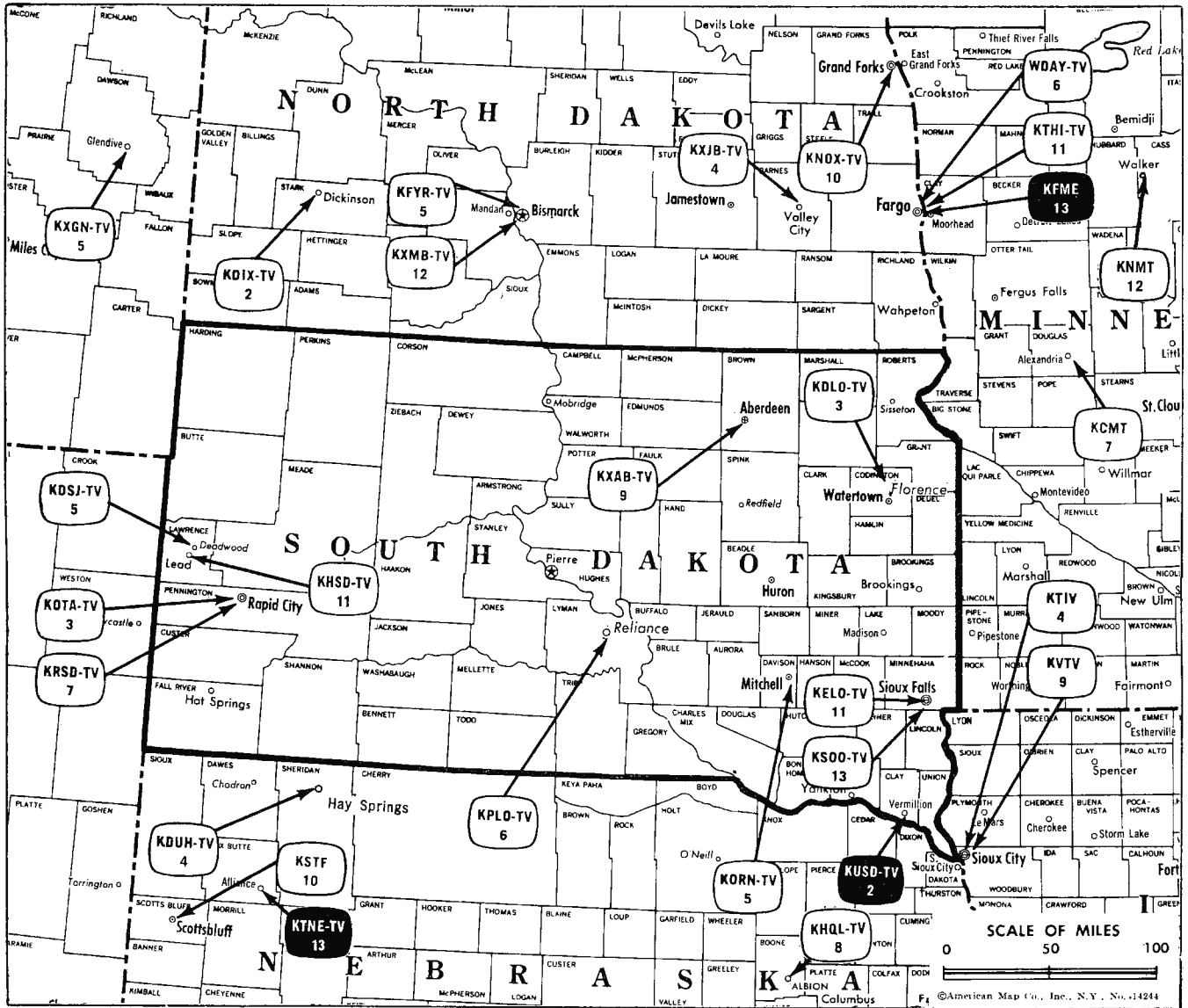
5-24 O/O	GEORGIA			
	CLARKE	14,700	13,300	91
	LUMPKIN	2,000	1,800	92
	OGLETHORPE	1,600	1,400	86
	NORTH CAROLINA			
	ALEXANDER	4,700	4,300	92
	IREDELL	19,100	17,800	93
	MACON	4,200	3,400	81
	MADISON	4,100	3,400	82
	MECKLENBURG	90,500	85,700	95
	MITCHELL	3,600	3,200	88
	UNION	12,600	11,500	91
	WILKES	12,300	11,100	90
	YANCEY	3,300	2,700	81
	SOUTH CAROLINA			
	LANCASTER	10,600	9,800	93

WIS-TV, Columbia
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	NORTH CAROLINA			
	ANSON	6,100	5,300	87
	RICHMOND	10,800	9,800	91
	UNION	12,600	11,500	91
	SOUTH CAROLINA			
	AIKEN	26,100	24,600	94
	ALLENDALE	2,800	2,200	81
	BERKELEY	12,800	11,100	87
	DILLON	7,000	6,100	87
	DORCHESTER	6,400	5,700	90
	EDGEFIELD	3,600	3,200	88
	GREENWOOD	13,300	12,300	93
	HAMPTON	4,100	3,400	83
	HORRY	18,300	16,100	88
	LAURENS	12,500	11,500	92
	MARION	7,400	6,300	85

For ARB and Nielsen
County-by-County Data
See Services Volume

South Dakota



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Sioux Falls	210,000	92	304,800	102	277,600	103
Rapid City	53,500	186	72,900	195	64,900	196
Aberdeen	41,400	196	75,300	194	68,700	193
Mitchell	25,300	209	50,600	207	44,800	207

South Dakota Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
□ Commercial Television Stations	10	0	10
● Educational Television Stations	1	0	1
			11

Educational Technical Facilities and State Cross References are on page for KDSJ-TV, Deadwood-Lead, S.D.

South Dakota—Aberdeen

NBC abc KXAB-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 295-kw visual, 47.5-kw aural. Antenna: 1390-ft. above av. terrain, 1288-ft. above ground, 3048-ft. above sea level.

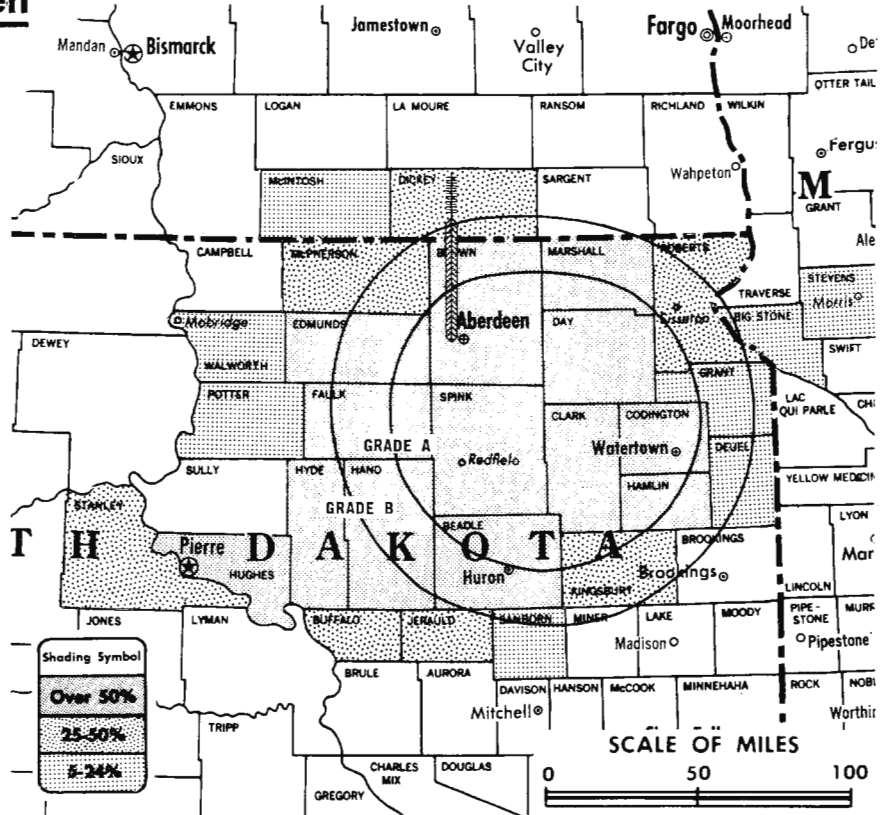
Latitude 45° 06' 32"
Longitude 97° 53' 30"

Transmitter: 3-mi. S and 3-mi. E of Crandall, S.D.

Color: Network only.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

KXAB-TV Ref: FCC File No. BMPCT-5138 Granted 9/23/58
CP: BPC-2888 Granted 1/16/62

©American Map Co., Inc., N.Y., No. 14244

KXAB-TV

Network Service: NBC.

Licensee: South Dakota Television Inc., Country Club Rd. (57401).

Mailing Address: Box 118, Aberdeen (57401).

Studio: Country Club Road, Aberdeen.

Telephone: 605-225-4350.

Ownership: See KXJB-TV, Valley City, N.D.

Began Operation: Nov. 27, 1958.

Represented (sales) by Young Television; Bill Hurley (Minneapolis); Soderlund Co. (Omaha).

Represented (legal) by Prince & Paul.

Personnel:

JOHN W. BOLER, president.
FRANK M. LOKEY JR., station & sales manager.
IRVING IVERS, national sales manager.
ART CHRIST, production manager.
EUGENE SCHULTZ, chief engineer.

DIGEST OF RATE CARD NO. 2 (June 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-10 p.m., daily.	\$175.00	\$105.00	\$70.00	\$58.50	\$43.75	\$36.25

NETWORK BASE HOURLY RATE: \$175 (ABC), \$175 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	SOUTH DAKOTA			
	BEADLE	7,000	6,300	90
	BROWN	10,600	10,100	96
	CLARK	2,000	1,900	93
	CODDINGTON	6,400	6,100	95
	DAY	2,900	2,700	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	EDMUNDS	1,300	1,200	87
	FAULK	1,300	1,200	89
	HAMLIN	1,800	1,600	92
	HANO	1,900	1,700	93
	HUGHES	4,500	4,200	93
	HYDE	700	700	94
	MARSHALL	1,800	1,600	86
	SPINK	3,300	3,100	94
25-50 O/O	NORTH DAKOTA			
	DICKEY	2,100	1,900	89
	SOUTH DAKOTA			
	BUFFALO	400	200	69
	JERAULD	1,200	1,100	90
	KINGSBURY	2,900	2,700	93
	MC PHERSON	1,300	1,100	86
	ROBERTS	3,400	3,000	89
	STANLEY	1,400	1,200	87
5-24 O/O	MINNESOTA			
	BIG STONE	2,400	2,200	92
	STEVENS	3,100	2,800	91
	NORTH DAKOTA			
	MC INTOSH	1,700	1,400	85
	SOUTH DAKOTA			
	DEUEL	1,800	1,700	91
	GRANT	2,900	2,600	90
	POTTER	1,400	1,200	90
	SANBORN	1,200	1,000	88
	WALWORTH	2,600	2,200	84
STATION TOTALS		75,300	68,700	91
NET WEEKLY CIRCULATION (MARCH 1966)			41,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)			27,700	

South Dakota—Deadwood-Lead



KDSJ-TV

Ch. 5

[Satellite of KRSD-TV,
Rapid City, S.D.]

Technical Facilities: Channel No. 5
(76-83 mc). Authorized power:
24-kw visual, 12.6-kw aural.
Antenna: 430-ft. above av. ter-
rain, 219-ft. above ground, 5789-
ft. above sea level.

Latitude 44° 21' 15"
Longitude 103° 46' 10"

Transmitter: Crusher Hill, Lead, S.D.

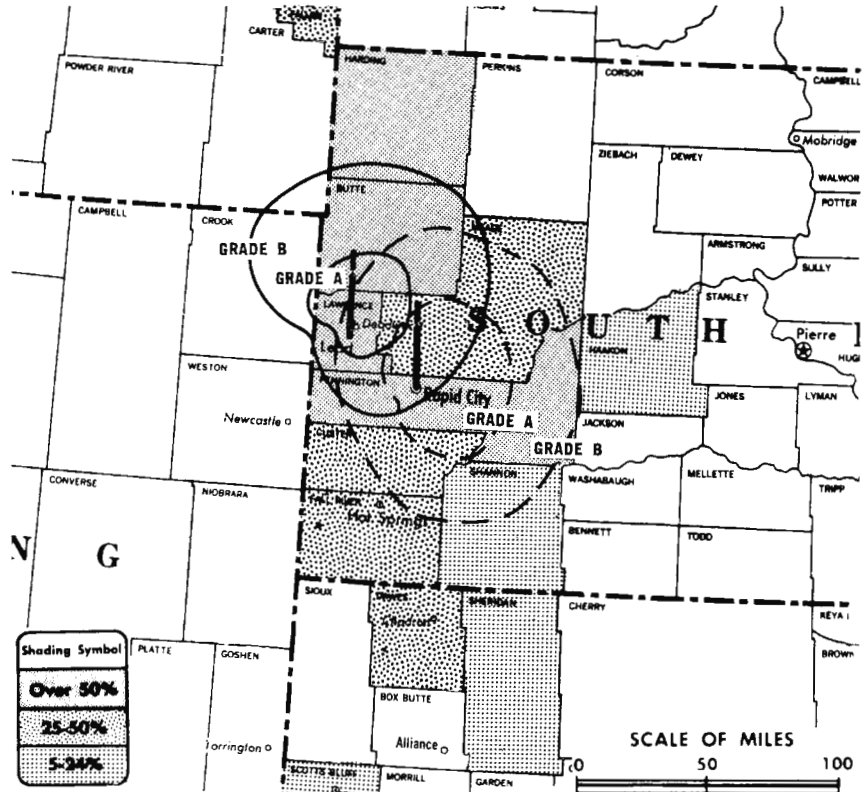
AM Affiliate: KDSJ, 1-kw, 980 kc.

Color: Network.

News Wire Service: UPI.

News Film Service: UPI.

Represented (legal) by Samuel Miller.



County coverage (shaded area) based on 1965
ARB study.

KDSJ-TV Ref: FCC File No. BMPCT-5212 Granted 5/27/59

©American Map Co., Inc., N.Y., No. 14244

KDSJ-TV

Network Service: NBC, same as KRSD-TV, Rapid City.

Licensee: The Heart of the Black Hills Stations, 1438 Mountain
View Rd., Rapid City, S.D. (57704).

Studio: Crusher Hill, Lead, S.D.

Telephone: 605-342-6050, Rapid City.

TWX No.: 605-821-0185, Rapid City.

Ownership: See KRSD-TV, Rapid City.

Began Operation: Jan. 6, 1960.

Represented (sales) by Jack Masla & Co. Inc.

Personnel:

HARRY DANIELS, resident manager.

Rates: Sold only in combination with KRSD-TV, Rapid City, S.D.

NETWORK BASE HOURLY RATE: Bonus to KRSD-TV, Rapid City.

ARB Data for this station included with report
for Parent KRSD-TV, Rapid City, S.D. The above
map includes coverage of both Parent & Satellite.

For Color Set Penetration by Market

See Services Volume

State Educational Technical Facilities (Complete Data in Educational Directory)

KUSD-TV Vermillion

Ch. 2

Non-Commercial Educational Station

Grantee: State University of South Dakota, Vermillion.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power:
0.42-kw visual, 0.083-kw aural. Antenna: 188-ft. above av. ter-
rain, 184-ft. above ground, 1864-ft. above sea level.

Latitude 42° 47' 04"
Longitude 95° 55' 26"

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KDSJ-TV
Lead
(See Deadwood, S.D.)

KDLO-TV
Watertown
(See Florence, S.D.)

South Dakota—Florence-Watertown



KDLO-TV



Ch. 3

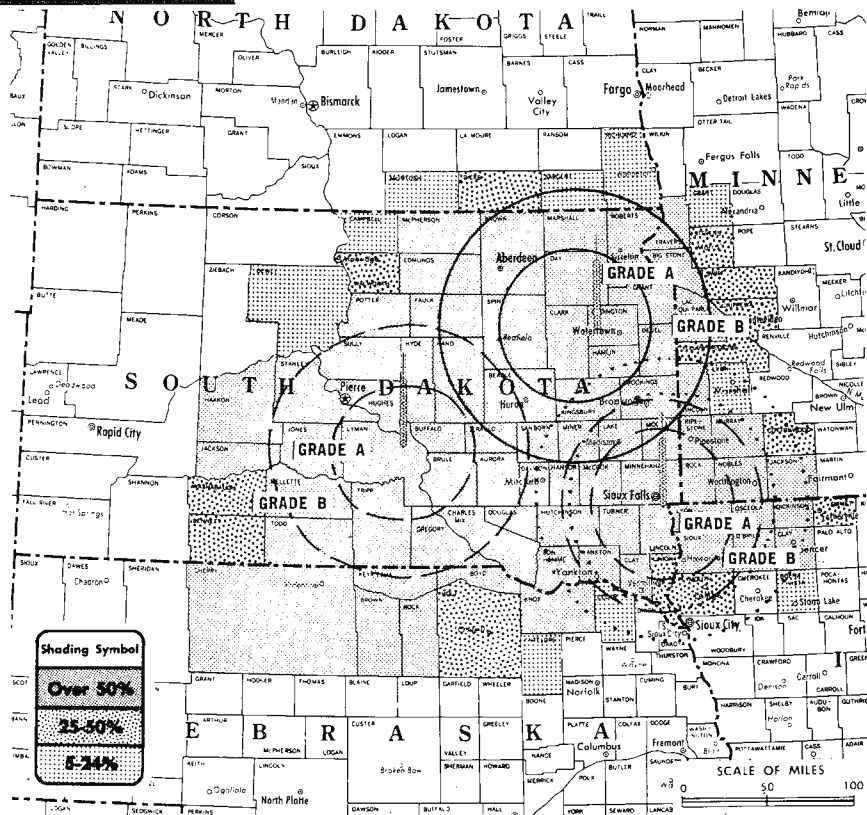
[Satellite of KELO-TV,
Sioux Falls, S.D.]

Technical Facilities: Channel No. 3
(60-66 mc). Authorized power:
100-kw visual, 20-kw aural. An-
tenna: 1393-ft. above av. terrain,
1403-ft. above ground, 3250-ft.
above sea level.

Latitude 44° 58' 30"
Longitude 97° 34' 28"

Transmitter: Garden City, S.D.

Color: Network & tape.



County coverage (shaded area) based on 1965
ARB study.

KDLO-TV Ref: FCC File No. BLCT-1339 Granted 5/27/64

©American Map Co., Inc., N.Y., No. 14244

KDLO-TV

Network Service: ABC, CBS, same as KELO-TV, Sioux Falls, S.D.

Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St.,
Sioux Falls, S.D.

Studio: Garden City, S.D. (57236).

Telephone: 605-336-1100 (Sioux Falls). TWX No.: 605-331-2251

Ownership: See KELO-TV, Sioux Falls, S.D.

Began Operation: Sept. 24, 1955.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc.
(Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

JOE FLOYD, president.
EVANS NORD, v.p. & general manager.
BART KULL, resident manager.
ROY THORSON, chief engineer.

Rates: Sold in combination with KELO-TV, Sioux Falls and KPLO-
TV, Reliance, with rates applying to simultaneous telecasts on
all stations.

NETWORK BASE HOURLY RATE: Bonus to KELO-TV, Sioux Falls.

ARB Data for this station included with report
of Parent KELO-TV, Sioux Falls, S.D. Above map
Reflects Coverage of Parent & Satellites KDLO-TV
& KPLO-TV, Reliance, S.D.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

South Dakota—Lead

abc KHSD-TV

Ch. 11

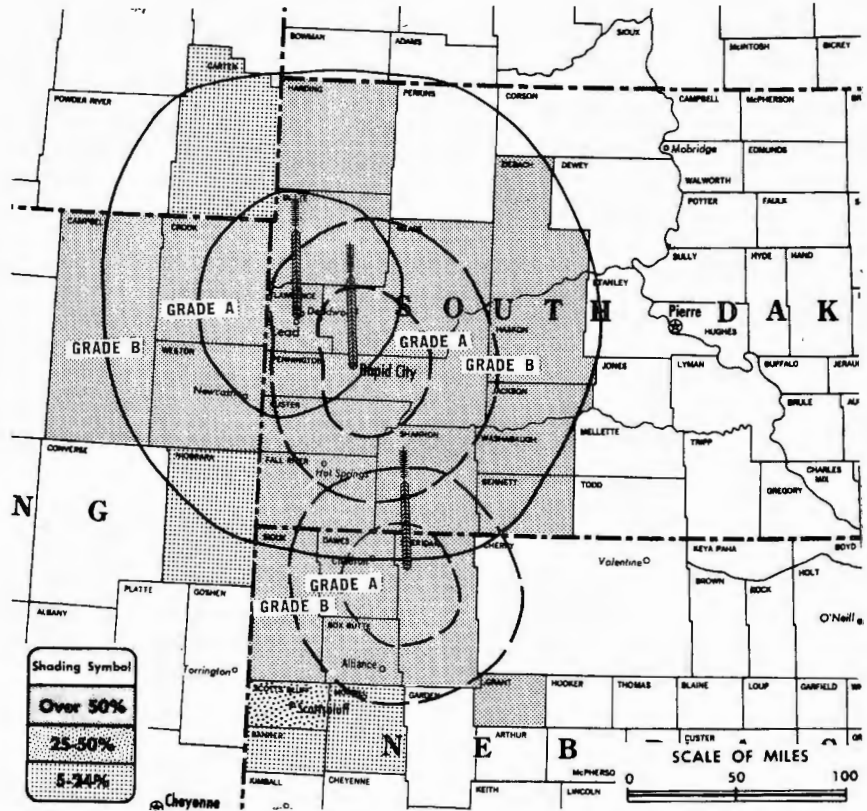
[Satellite of KOTA-TV, Rapid City, S.D.]

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 50-kw visual, 7.5-kw aural. Antenna: 1890-ft. above av. terrain, 605-ft. above ground, 7579-ft. above sea level.

Latitude 44° 19' 36"
Longitude 103° 50' 12"

Holds CP for change to 85.2-kw visual, 8.52-kw aural. BPCT—3906.

Transmitter: Terry Peak.



KHSD-TV Ref: FCC File No. BPCT-3689 Granted 6/29/66

© American Map Co., Inc., N.Y., No. 14244

KHSD-TV

Network Service: CBS & ABC, same as KOTA-TV, Rapid City.

Grantee: Duhamel Bcstg. Enterprises, Box 1752, Rapid City, S.D. (57702).

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Nov. 2, 1966.

Represented (sales) by Eastman TV Inc.; Wayne Evans & Associates (Minneapolis); The Soderlund Co. (Omaha-Lincoln).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

WILBUR STONEFELDT, resident engineer.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: Bonus to KOTA-TV, Rapid City, S.D.

ARB Data for this Station not available since it was not in operation when the survey was made. Map reflects coverage of parent KOTA-TV, Rapid City and its satellite KDUH-TV, Hay Springs, Neb. before KOTA-TV changed its facilities.

BLACKBURN

& Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
333-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
John G. Williams
Mony Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Collin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

South Dakota—Mitchell



KORN-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 22.9-kw visual, 4.57-kw aural. Antenna: 570-ft. above av. terrain, 569-ft. above ground, 1915-ft. above sea level.

Latitude 43° 41' 25"
Longitude 98° 00' 27"

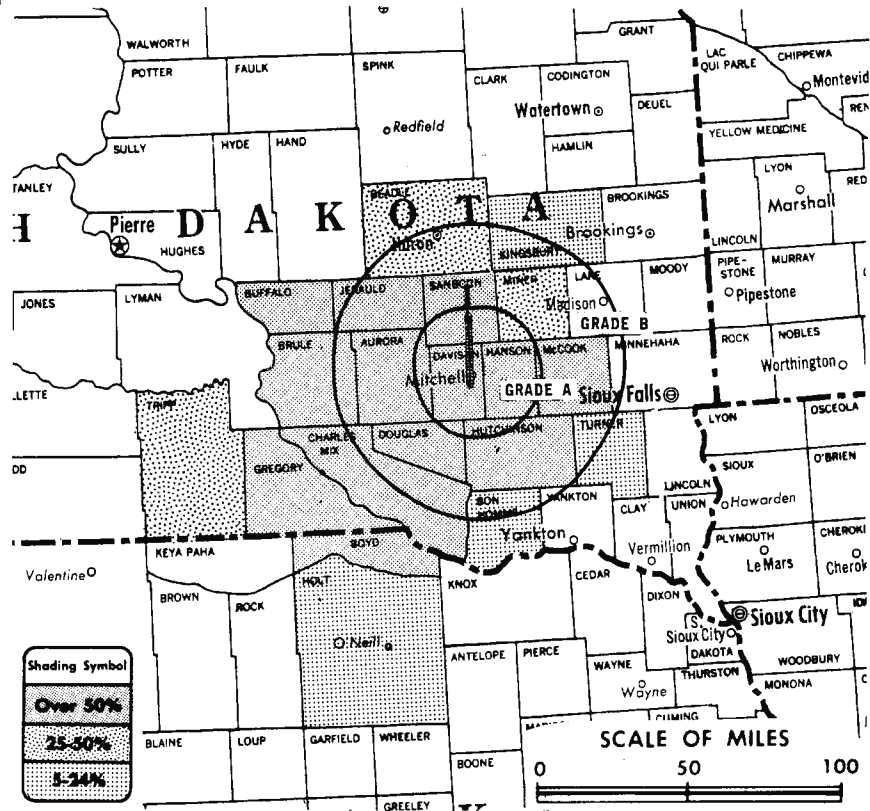
Transmitter: .5-mi. SE of Mitchell on Hwy. 37.

AM Affiliate: KORN, 1-kw (.25-kw, night), 1490 kc (MBS).

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

KORN-TV Ref: FCC File No. BPC-2378 Granted 11/18/67

© American Map Co., Inc., N.Y., No. 14244

KORN-TV

Licensee: Mitchell Broadcasting Association Inc., Box 908, Mitchell, S.D. (57301).

Studio: .5-mi. SE of Mitchell on Hwy. 37.

Telephone: 605-996-5621.

Ownership: R. V. Eppel, pres. & treas., 98%; Charles N. Rozum, v.p., 1%; H. T. Fuller, secy., 1%.

Began Operation: June 12, 1960.

Represented (sales) by The Soderlund Co. (Omaha); The Devney Organization Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Gautney & Jones.

Personnel:

R. V. EPPEL, president & general manager.
M. A. JOHNSON, commercial manager.
ARNOLD MONDAY, chief engineer.

DIGEST OF RATE CARD NO. 1 (June 6, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID
Class AA—6:30-10:30 p.m., daily.
\$150.00 \$90.00 \$60.00 \$50.00 \$37.50 \$30.00 \$22.50 \$11.25

Combination Rates: See KS00-TV, Sioux Falls, S.D.

For South Dakota CATV Systems

See CATV Directory

In Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	NEBRASKA BOYD	1,400	1,200	87
	SOUTH DAKOTA			
	AURORA	1,300	1,200	86
	BRULE	2,000	1,800	91
	BUFFALO	400	200	69
	CHARLES MIX	2,700	2,300	83
	DAVISON	5,400	4,800	89
	DOUGLAS	1,300	1,100	86
	GREGORY	2,100	1,800	89
	HANSON	1,200	1,100	91
	HUTCHINSON	3,600	3,200	89
	JERAULD	1,200	1,100	90
	MC COOK	2,400	2,300	96
	SANBORN	1,200	1,000	88
	SOUTH DAKOTA			
25-50 O/D	BEADLE	7,000	6,300	90
	MINER	1,400	1,200	91
	TRIPP	2,500	2,300	91
	NEBRASKA			
5-24 O/D	HOLT	4,100	3,300	80
	SOUTH DAKOTA			
	BON HOMME	2,900	2,500	87
	KINGSBURY	2,900	2,700	93
	TURNER	3,600	3,400	93
STATION TOTALS		50,600	44,800	89
NET WEEKLY CIRCULATION (MARCH 1966)			25,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			17,800	

South Dakota—Rapid City



KOTA-TV



Ch. 3

[Also operates affiliated KDUH-TV, Hay Springs, Neb. & KHSD-TV, Lead, S.D.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 659-ft. above av. terrain, 604-ft. above ground, 4364-ft. above sea level.

Latitude 44° 04' 05"
Longitude 103° 15' 03"

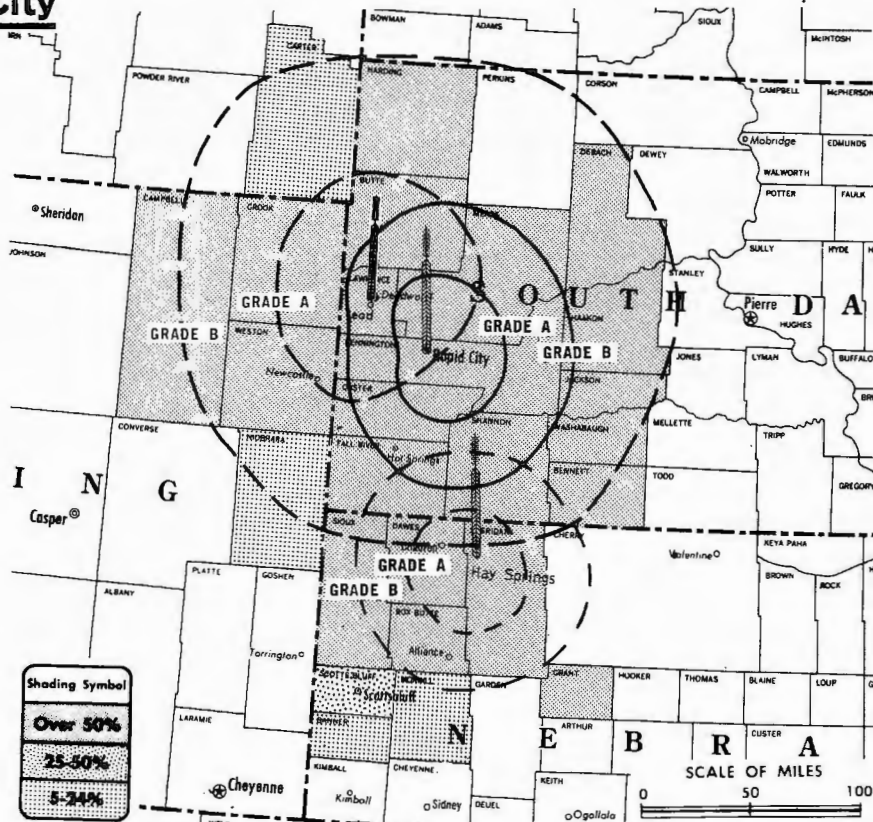
Transmitter: Skyline Dr.

AM Affiliate: KOTA, 5-kw, 1380 kc. (CBS).

News Wire Service: AP.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made. The data includes satellite KDUH-TV, Hay Springs, Neb.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KOTA-TV ref: FCC File No. BMPCT-5990 Granted 8/25/64.
KDUH-TV Ref: FCC File No. BPCT-2350 Granted 8/1/57

©American Map Co., Inc., N.Y., No. 14244

KOTA-TV

Network Service: CBS; also ABC, on per program basis.

Licensee: Duhamel Broadcasting Enterprises, Box 1752 (57701).

Studio: Duhamel Bldg., 6th & St. Joe Streets.

Telephone: 605-342-2000. TWX No.: 605-921-0184.

Ownership: Helen S. Duhamel, pres., 66.7%; William F. Duhamel, sr. v.p., 6.6%; Clifton J. Woodhouse, treas., 3.3%; John N. Heffron, Helen Kathleen Tarrant, Dr. Peter A. Duhamel, Marguerite D. Heffron, Jacqueline Duhamel, Lois G. Duhamel, Francis A. Duhamel, all 3.3%. Duhamel Broadcasting Enterprises also operates satellite KDUH-TV, Hay Springs, Neb. and KHSD-TV, Lead, S.D.

Began Operation: May 29, 1955.

Represented (sales) by Eastman TV Inc.; Minneapolis, Wayne Evans & Associates; Omaha-Lincoln, The Soderlund Company.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- HELEN S. DUHAMEL, president & general manager.
- WILLIAM F. DUHAMEL, vice president.
- DAN LESMEISTER, sales & program director.
- JAMES NEAL, news director.
- ARLYNE MORGAN, operations manager.
- ELMER NELSON, chief engineer.
- ELMA JOHNSON, chief accountant.
- VERNE SHEPPARD, farm director.
- POLLY WEEDMAN, women's director.
- DICK SHILVOCK, sports director.

DIGEST OF RATE CARD NO. 8—(May 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—5-10 p.m., daily.
\$375.00 \$250.00 \$150.00 \$95.00 \$75.00* \$70.00* \$45.00*

*Class AA—Rates include affiliated KDUH-TV, Hay Springs, Neb.

NETWORK BASE HOURLY RATE: \$300 (CBS and ABC).

644-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/C	NEBRASKA			
	BOX BUTTE	3,600	3,300	91
	DAWES	2,900	2,500	86
	GRANT	300	300	77
	SHERIDAN	2,700	2,400	90
	STIOUX	800	700	88

	SOUTH DAKOTA			
	BENNETT	800	600	82
	BUTTE	2,800	2,500	90
	CUSTER	1,300	1,100	87
	FALL RIVER	3,600	3,100	88
	HAAKON	1,100	900	89
	HARDING	600	500	85
	JACKSON	500	400	82
	LAWRENCE	5,400	4,900	90
	MEADE	3,600	3,200	90
	PENNINGTON	20,700	19,400	94
	SHANNON	1,200	800	64
	WASHABAUGH	100	100	78
	ZIEBACH	600	400	67

	WYOMING			
	CAMPBELL	1,900	1,600	85
	CROOK	1,300	1,100	81
	WESTON	2,400	2,100	85

25-50 O/O	NEBRASKA			
	SCOTTS BLUFF	10,700	9,700	91

5-24 O/O	MONTANA			
	CARTER	600	400	79

(Continued on page 649-b)

STATION TOTALS		72,900	64,900	89
----------------	--	--------	--------	----

NET WEEKLY CIRCULATION (MARCH 1966)	53,500
AVERAGE DAILY CIRCULATION (MARCH 1966)	46,400

TV Factbook No. 37

South Dakota—Rapid City



KRSD-TV

Ch. 7

[Also operates satellite KDSJ-TV,
Deadwood, S.D.]

Technical Facilities: Channel No. 7
(174-180 mc). Authorized power:
25.7-kw visual, 12.9-kw aural.
Antenna: 540-ft. above av. ter-
rain, 422-ft. above ground, 4191-
ft. above sea level.

Latitude 44° 04' 17"
Longitude 103° 15' 07"

Transmitter: Skyline Dr.

AM Affiliate: KRSD, .25-kw, 1340 kc.

Color: Network.

News Wire Service: UPI.

ARB Data: The figures for this sta-
tion include satellite KDSJ-TV,
Deadwood, S.D.

Total Households: © SRDS

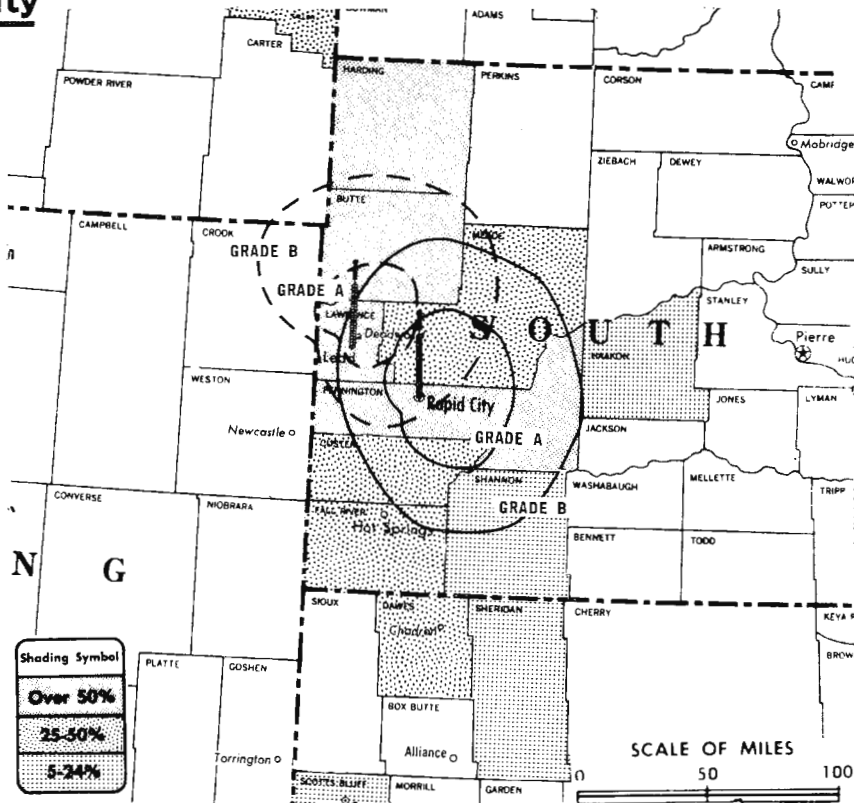
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KRSD-TV Ref: FCC File No. BMPCT-4766 Granted 8/21/57
KDSJ-TV Ref: FCC File No. BMPCT-5212 Granted 5/27/59

©American Map Co., Inc., N.Y., No. 14244

KRSD-TV

Licensee: The Heart of the Black Hills Stations.

Studio: 1438 Mountain View Rd. (57704).

Telephone: 605-342-6050. TWX No.: 605-921-0184.

Ownership: Eli Daniels, 50%; Harry Daniels, 50%. They also own
equal amounts of satellite KDSJ-TV, Deadwood, S.D., and radio
stations KRSD and KDSJ.

Began Operation: Jan. 16, 1958

Represented (sales) by Jack Masla & Co. Inc.

Represented (legal) by Samuel Miller.

Personnel:

ELI DANIELS, president & general manager.

I. HUNT, operation director.

GARY TAYLOR, program director.

DIGEST OF RATE CARD NO. 2

(Nov. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6-10:30 p.m., daily.	\$145.00	\$80.00	\$42.00	\$35.00	\$33.00	\$22.00 \$14.00

NETWORK BASE HOURLY RATE: \$100.

For South Dakota Translators

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	SOUTH DAKOTA			
	BUTTE	2,800	2,500	90
	HARDING	600	500	85
	LAWRENCE	5,400	4,900	90
	PENNINGTON	20,700	19,400	94
25-50 O/O	MONTANA			
	FALLON	1,200	1,000	86
	NEBRASKA			
	DAWES	2,900	2,500	86
	SOUTH DAKOTA			
	CUSTER	1,300	1,100	87
	FALL RIVER	3,600	3,100	88
	MEADE	3,600	3,200	90
5-24 O/O	NEBRASKA			
	SCOTTS BLUFF	10,700	9,700	91
	SHERIDAN	2,700	2,400	90
	SOUTH DAKOTA			
	HAAKON	1,100	900	89
	SHANNON	1,200	800	64
STATION TOTALS		57,800	52,000	90
NET WEEKLY CIRCULATION (MARCH 1966)				23,100
AVERAGE DAILY CIRCULATION (MARCH 1966)				12,200

South Dakota—Reliance



KPLO-TV



Ch. 6

[Satellite of KELO-TV, Sioux Falls, S.D.]

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1112-ft. above av. terrain, 711-ft. above ground, 2877-ft. above sea level.

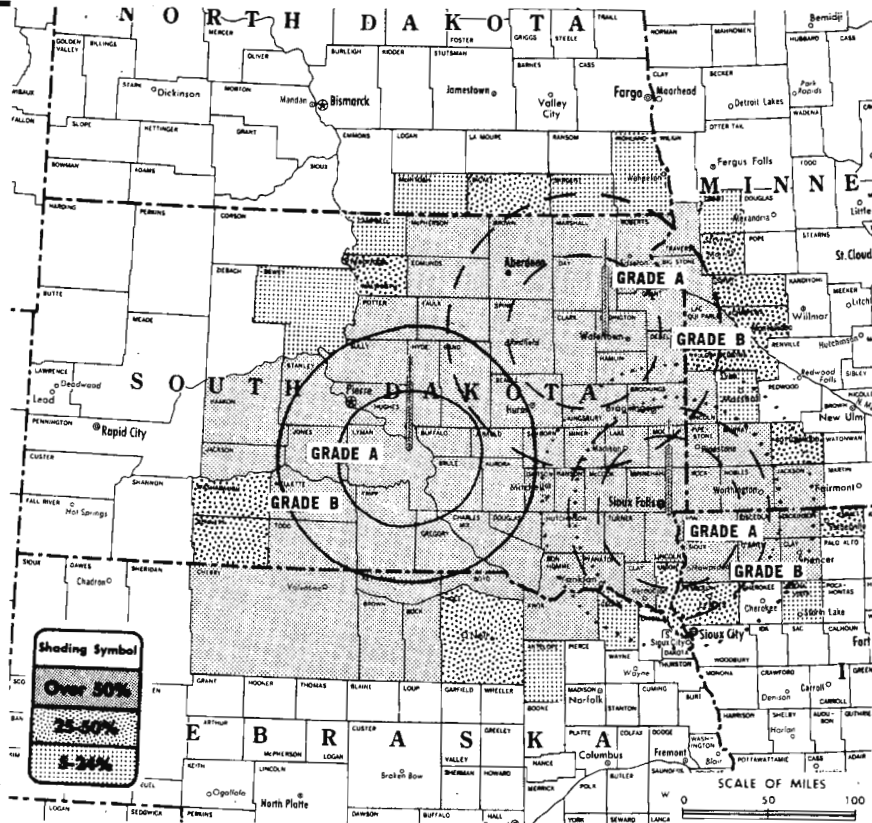
Latitude 43° 57' 55"
Longitude 99° 36' 11"

Transmitter: Medicine Butte, 6-mi. N of Reliance.

Color: Network & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



County coverage (shaded area) based on 1965 ARB study.

KPLO-TV Ref: FCC File No. BPCT-2489 Granted 5/15/68

©American Map Co., Inc., N.Y., No. 14244

KPLO-TV

Network Service: ABC, CBS, same as KELO-TV, Sioux Falls.

Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St., Sioux Falls, S.D.

Studio: Medicine Butte, 6-mi. N of Reliance.

Ownership: See KELO-TV, Sioux Falls.

Began Operation: July 15, 1957.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

JOE FLOYD, president.
EVANS A. NORD, v.p. & general manager.
DALE LARSON, resident manager.
DARREL HOUSE, chief engineer.

Rates: Sold only in combination with KELO-TV, Sioux Falls and other satellite KDLO-TV, Florence, S.D.

NETWORK BASE HOURLY RATE: Bonus to KELO-TV, Sioux Falls, S.D.

ARB Data for this station included with report of Parent KELO-TV, Sioux Falls, S.D. Above map Reflects Coverage of Parent and Satellites KPLO-TV & KDLO-TV, Florence, S.D.

President
Hugh Ben LaRue
La Rue Media Brokers Inc.

Area Code 212
265-3430

Radio Television CATV

Recent Sales

Radio Maryland \$250,000

Radio Massachusetts \$300,000

116 Central Park South
New York, N.Y.

South Dakota—Sioux Falls



KELO-TV



Ch. 11

[Also operates satellites KDLO-TV, Florence and KPLO-TV, Reliance, S.D.]

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 66.1-kw aural. Antenna: 980-ft. above av. terrain, 1032-ft. above ground, 2442-ft. above sea level.

Latitude 43° 29' 19"
Longitude 96° 38' 09"

Holds CP for change to 288-kw visual, 42.7-kw aural, 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level, lat. 43° 31' 07", long. 96° 32' 04"; transmitter to 1.1-mi. E of Rowena, S.D. BPCT—3821.

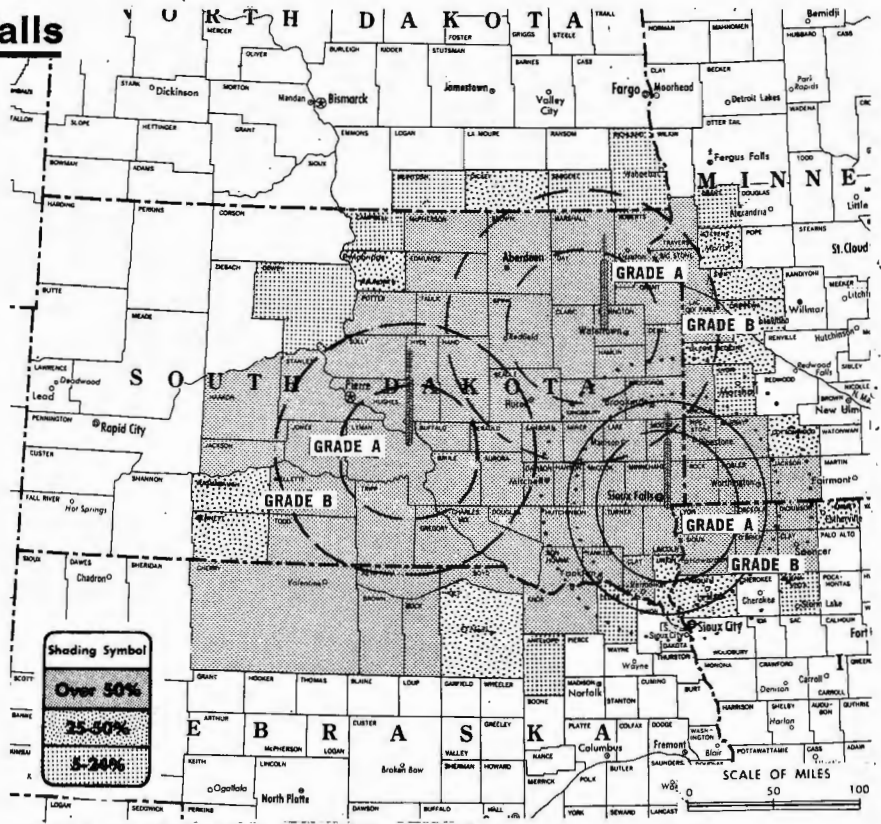
AM Affiliate: KELO, 5-kw, 1320 kc (NBC).

FM Affiliate: KELO-FM, 38-kw, 92.5 mc (No. 223), 165-ft.

Color: Network, film, slide & tape. News Wire Service: AP, UPI. Facsimile Service: UPI.

ARB Data: The figures below include satellites KDLO-TV, Florence and KPLO-TV, Reliance, S.D.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KELO-TV Ref: FCC File No. BMPCT—3711 Granted 2/24/66
CP: BPCT—3821 Granted 10/21/66
KPLO-TV Ref: FCC File No. BPCT—2489 Granted 5/15/58
KDLO-TV Ref: FCC File No. BLCT—1339 Granted 5/27/64

©American Map Co., Inc., N.Y., No. 14244

KELO-TV

Network Service: ABC, CBS.

Licensee: Midcontinent Broadcasting Co., 13th St. & Phillips Ave.

Studio: 13th St. & Phillips Ave.

Telephone: 605-336-1100. TWX No.: 910-660-0552.

Ownership: Joseph L. Floyd, pres., 33 1/3%; N. L. Bentson, v.p., 33 1/3%; Edmund R. Ruben, secy.-treas., 33 1/3%. Same interests own KDLO-TV (Ch. 3), Florence, and KPLO-TV (Ch. 6), Reliance, S.D. operated in conjunction with KELO-TV; they also own radio station WLOL AM & FM, Minneapolis. Midcontinent also owns WKOW-TV & WKOW-AM, Madison, Wis. (Television Digest, Vol. 16:24) and WAOW-TV, Wausau, Wis.

Began Operation: May 12, 1953.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

JOE FLOYD, president & film buyer.
EVANS A. NORD, v.p. & general manager.
TOM SHEELEY, operations manager.
RUSS ARTUS, technical director.
LES FROKE, chief engineer.
JIM UNZICKER, production manager.
JACK TOWNSEND, promotion manager.
LES HARDING, farm director.
LEO HEISEL, director of engineering.

DIGEST OF RATE CARD NO. 12C—(July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Prime—7-10 p.m., daily.
\$1050.00 \$600.00 \$325.00 \$225.00 \$200.00 \$100.00

Sold only in combination with KDLO-TV, Florence, and KPLO-TV, Reliance, S.D., with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: \$1050 (ABC), \$1050 (CBS).

1967 Edition

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50	IOWA			
0/0	CLAY	5,600	5,100	91
	DICKINSON	3,900	3,500	90
	LYON	4,100	3,800	92
	O BRIEN	5,700	5,500	95
	OSCEOLA	2,900	2,700	92
	SIoux	7,400	6,500	89

	MINNESOTA			
	BIG STONE	2,400	2,200	92
	JACKSON	4,100	3,700	90
	LAC QUI PARL	3,500	3,200	90
	LINCOLN	2,900	2,600	90
	MURRAY	3,700	3,400	93
	NOBLES	6,700	6,300	95
	PIPESTONE	3,900	3,600	93
	ROCK	3,400	3,200	96
	TRAVERSE	1,900	1,800	92

	NEBRASKA			
	BOYD	1,400	1,200	87
	BROWN	1,300	1,100	83
	CHERRY	2,400	2,200	89
	KEYA PAHA	500	500	89
	KNOX	3,900	3,300	84
	ROCK	800	700	88

	SOUTH DAKOTA			
	AURORA	1,300	1,200	86
	BEADLE	7,000	6,300	90
	BON HOMME	2,900	2,500	87
	BROOKINGS	6,300	5,800	92
	BROWN	10,600	10,100	96
	BRULE	2,000	1,800	91
	BUFFALO	400	200	69

(Continued on page 649-b)

STATION TOTALS	304,800	277,600	91
NET WEEKLY CIRCULATION (MARCH 1966)		210,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)		166,500	

647-b

South Dakota—Sioux Falls



KS00-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1060-ft. above av. terrain, 1117-ft. above ground, 2745-ft. above sea level.

Latitude 43° 59' 05"
Longitude 96° 28' 45"

Holds CP for change to 39.8-kw aural, 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level, lat. 43° 31' 07", long. 96° 32' 04"; transmitter to Rowena, 9-mi. E of Sioux Falls. BPCT—3802.

Transmitter: 7.5-miles SE of Flan-dreau, S.D.

Color: Network, film, slide & tape.

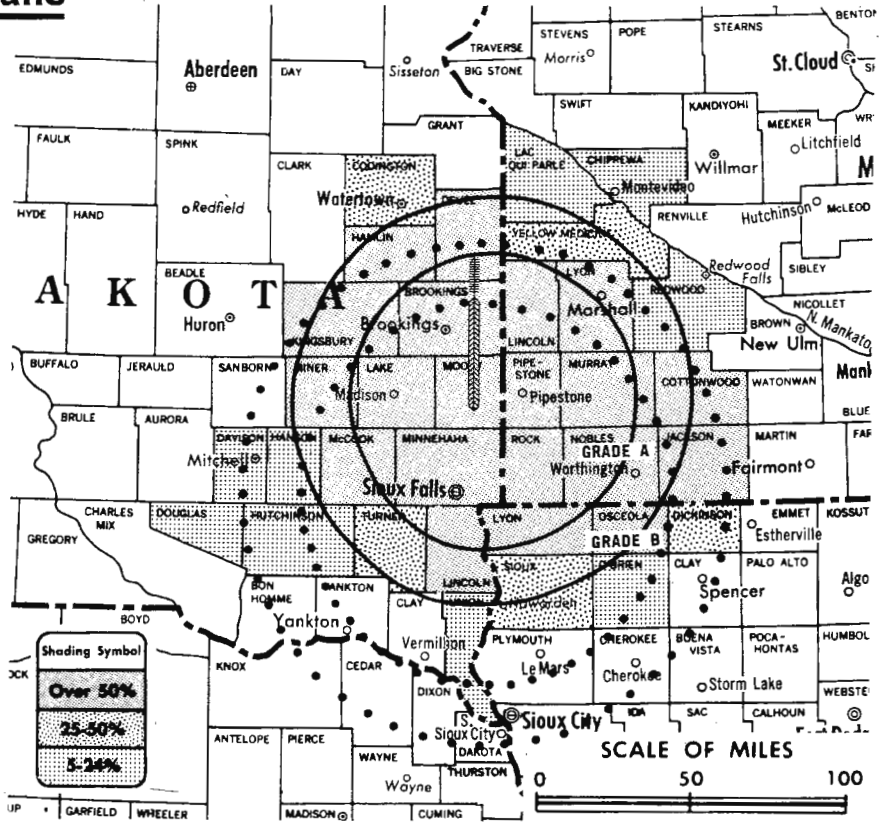
News Wire Service: AP.

AM Affiliate: KS00, 10-kw (5-kw night), 1140 kc (ABC).

0 & 0 Translator: K07FJ, Sioux Falls, S.D.

Represented (legal) Robert A. Mar-met.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KS00-TV Ref: FCC File No. BNPCT-5168 Granted 10/7/69

©American Map Co., Inc., N.Y., No. 14244

KS00-TV

Licensee: KS00-TV Inc., 205 N. Phillips Ave. (57102).

Studio: 205 N. Phillips.

Telephone: 605-336-1300.

TWX No.: 605-331-2252.

Ownership: Gordon H. Ritz, chmn. & chief exec. officer, 36.5%; Morton H. Henkin, pres. & gen. mgr., 10%; Wheelock Whitney (including members of his family), 26%; Thomas M. Reardon, dir., 5%; Edmund J. Phelps, dir., Harold W. Bangert, treas, 5%; Tom Barnes, 5%; Mrs. Edmund J. Phelps, 5%; Louis H. Polk Jr., 2.5%; Scott Donaldson, 2.5%; William L. Waldron, 2.5%; Sylvia H. Henkin, secy. Barnes owns 26% of KCMT (TV), Alexandria, Minn. KS00-TV inc. is applicant for Ch. 12, Huron, S.D.

Began Operation: July 31, 1960. Sale of control to Gordon H. Ritz and Wheelock Whitney by former owners approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:35).

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis); The Soderlund Co. (Omaha).

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

GORDON H. RITZ, chairman & chief executive officer.
MORTON H. HENKIN, president & general manager.
WADE S. PATTERSON, station & sales manager.
MAX PIERCE, director of engineering.
JOE COOPER, production director.
MEL HEATH, film director.

DIGEST OF RATE CARD NO. 6A (Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7:30-10 p.m., daily.
\$450.00 \$300.00 \$200.00 \$130.00 \$80.00* \$75.00* \$40.00*

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$450.

Combination Rates with KORN-TV, Mitchell, S.D.

648-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	IOWA			
	LYON	4,100	3,800	92
	OSCEOLA	2,900	2,700	92

	MINNESOTA			
	COTTONWOOD	4,800	3,800	80
	JACKSON	4,100	3,700	90
	LINCOLN	2,900	2,600	90
	LYON	6,300	5,600	88
	MURRAY	3,700	3,400	93
	NOBLES	6,700	6,300	95
	PIPESTONE	3,900	3,600	93
	ROCK	3,400	3,200	96

	SOUTH DAKOTA			
	BROOKINGS	6,300	5,800	92
	DEUEL	1,800	1,700	91
	HAMLIN	1,800	1,600	92
	KINGSBURY	2,900	2,700	93
	LAKE	3,700	3,500	94
	LINCOLN	4,000	3,700	94
	MC COOK	2,400	2,300	96
	MINER	1,400	1,200	91
	MINNEHAHA	28,600	27,700	97
	MOODY	2,500	2,300	93

25-50 O/O	IOWA			
	DICKINSON	3,900	3,500	90
	SIOUX	7,400	6,500	89

	MINNESOTA			
	YELLOW MDCIN	4,200	3,400	80

(Continued on next page)

STATION TOTALS		158,400	145,400	92
----------------	--	---------	---------	----

NET WEEKLY CIRCULATION (MARCH 1966)	92,900
AVERAGE DAILY CIRCULATION (MARCH 1966)	59,900

TV Factbook No. 37

KELO-TV, Sioux Falls

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
SOUTH DAKOTA—(Continued)				
OVER	CHARLES MIX	2,700	2,300	83
50 O/O	CLARK	2,000	1,900	93
	CLAY	3,300	3,000	94
	CODINGTON	6,400	6,100	95
	DAVISON	5,400	4,800	89
	DAY	2,900	2,700	93
	DEUEL	1,800	1,700	91
	DOUGLAS	1,300	1,100	86
	EDMUNDS	1,300	1,200	87
	FAULK	1,300	1,200	89
	GRANT	2,900	2,600	90
	GREGORY	2,100	1,800	89
	HAAKON	1,100	900	89
	HAMLIN	1,800	1,600	92
	HAND	1,900	1,700	93
	HANSON	1,200	1,100	91
	HUGHES	4,500	4,200	93
	HUTCHINSON	3,600	3,200	89
	HYDE	700	700	94
	JACKSON	500	400	82
	JERARD	1,200	1,100	90
	JONES	500	500	89
	KINGSBURY	2,900	2,700	93
	LAKE	3,700	3,500	94
	LINCOLN	4,000	3,700	94
	LYMAN	1,200	1,100	94
	MC COOK	2,400	2,300	96
	MC PHERSON	1,300	1,100	86
	MARSHALL	1,800	1,600	86
	MELLETTTE	600	500	81
	MINER	1,400	1,200	91
	MINNEHAHA	28,600	27,700	97
	MOODY	2,500	2,300	93
	POTTER	1,400	1,200	90
	ROBERTS	3,400	3,000	89
	SANBORN	1,200	1,000	88
	SPINK	3,300	3,100	94
	STANLEY	1,400	1,200	87
	SULLY	700	700	93
	TODD	1,000	700	72
	TRIPP	2,500	2,300	91
	TURNER	3,600	3,400	93
	YANKTON	5,100	4,700	92

25-50 O/O	IOWA			
	EMMET	4,400	3,800	87
	PLYMOUTH	6,700	6,400	95
	MINNESOTA			
	CHIPPEWA	4,700	4,100	88
	COTTONWOOD	4,800	3,800	80
	STEVENS	3,100	2,800	91
	SWIFT	3,900	3,500	90
	YELLOW MDCIN	4,200	3,400	80
	NEBRASKA			
	HOLT	4,100	3,300	80
	NORTH DAKOTA			
	DICKEY	2,100	1,900	89
	SOUTH DAKOTA			
	BENNETT	800	600	82
	UNION	3,200	3,100	97
	WALWORTH	2,600	2,200	84
	WASHABAUGH	100	100	78

5-24 O/O	IOWA			
	BUENA VISTA	6,500	6,100	94
	MINNESOTA			
	GRANT	2,400	2,200	94
	LYON	6,300	5,600	88
	NEBRASKA			
	ANTELOPE	2,800	2,500	87
	CEDAR	3,700	3,500	94

South Dakota

KELO-TV—(Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	NORTH DAKOTA			
	MC INTOSH	1,700	1,400	85
	RICHLAND	5,300	4,900	93
	SARGENT	1,900	1,800	94
	SOUTH DAKOTA			
	CAMPBELL	900	800	83
	DEWEY	1,300	1,000	76

KSOO-TV, Sioux Falls

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	SOUTH DAKOTA			
	CODINGTON	6,400	6,100	95
	TURNER	3,600	3,400	93
5-24 O/O	IOWA			
	O BRIEN	5,700	5,500	95
	MINNESOTA			
	CHIPPEWA	4,700	4,100	88
	LAC QUI PARL	3,500	3,200	90
	REDWOOD	6,100	5,200	85
	SOUTH DAKOTA			
	DAVISON	5,400	4,800	89
	DOUGLAS	1,300	1,100	86
	HANSON	1,200	1,100	91
	HUTCHINSON	3,600	3,200	89
	UNION	3,200	3,100	97

KOTA-TV, Rapid City

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	NEBRASKA			
	BANNER	400	300	94
	MORRILL	1,900	1,600	87
	WYOMING			
	NIOBRARA	1,100	1,000	88

MORTON FLOM, ENG.

CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter

Briefs, Feasibility Tests

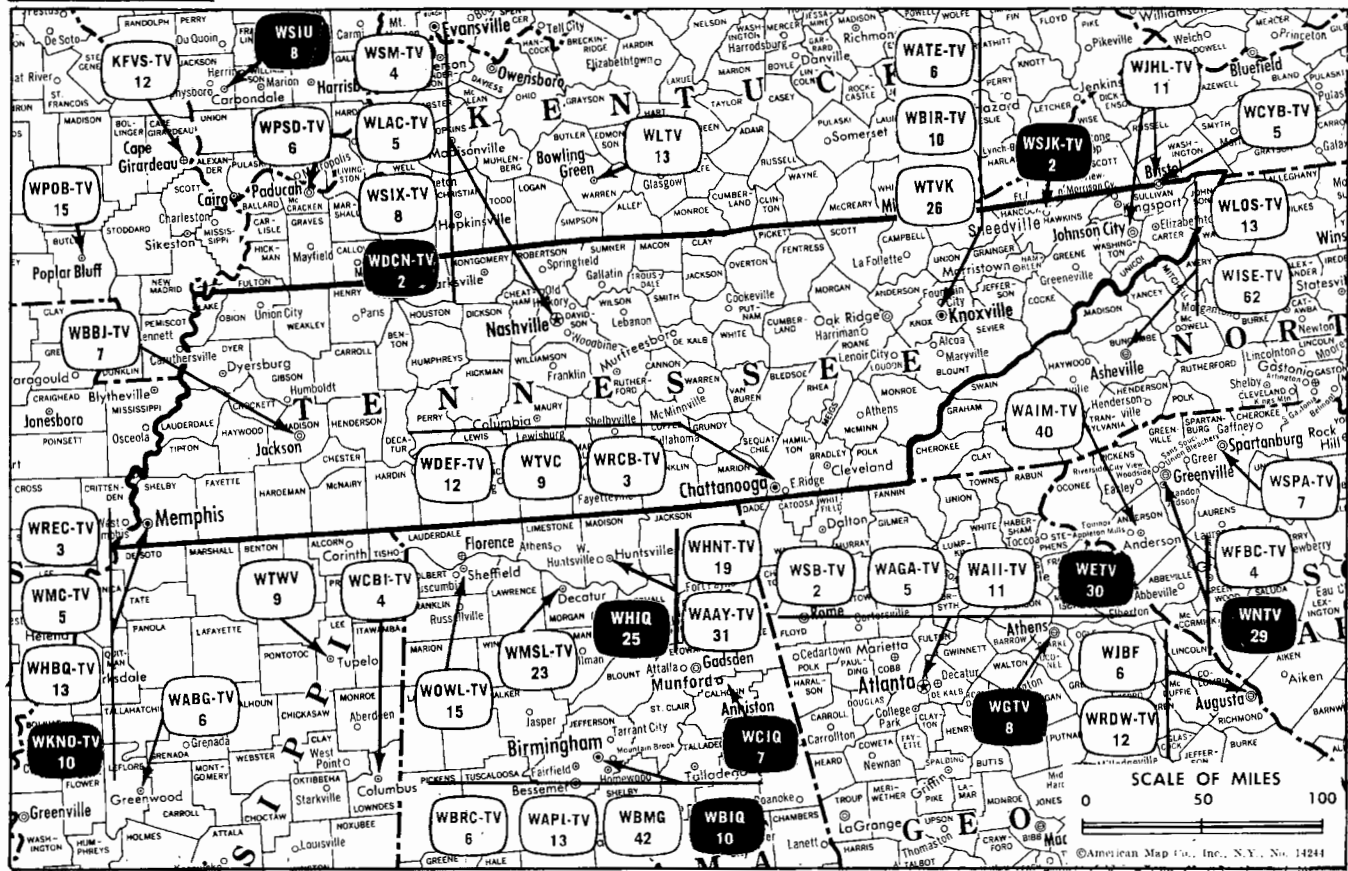
Analysis, Design, Projection and

Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Tennessee



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Memphis	453,900	35	697,800	41	594,000	45
Nashville	425,000	44	644,800	46	568,700	48
Knoxville	247,000	78	457,800	65	396,000	73
Chattanooga	216,400	87	352,000	95	317,700	94
Bristol-Johnson City	179,400	102	362,200	90	321,200	93
Jackson	55,100	184	122,900	175	104,900	176

Tennessee Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	13	1	14
Educational Television Stations	2	0	2
			16

LET VIKING TURN YOU ON
DON'T SIGN A TURNKEY CONTRACT UNTIL YOU CHECK WITH
viking
 400 Ninth Street Hoboken, N.J.
 Call Collect: (201) 656-2020

State Educational Technical Facilities
(Complete Data in Educational Directory)

WKNO-TV

Memphis

Ch. 10

Non-Commercial Educational Station

Licensee: Memphis Community Television Foundation, Memphis State U.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 74.1-kw visual, 14.8-kw aural. Antenna: 648-ft. above av. terrain, 637-ft. above ground, 972-ft. above sea level.

Latitude 35° 09' 17"
Longitude 89° 49' 20"

WDCN-TV

Nashville

Ch. 2

Non-Commercial Educational Station

Licensee: Metropolitan Board of Education, Box 6188, Nashville, Tenn.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 680-ft. above av. terrain, 574-ft. above ground, 1280-ft. above sea level.

Latitude 36° 07' 48"
Longitude 86° 47' 28"

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WCYB-TV

Bristol

(See Bristol, Va.)

WCYB-TV

Johnson City

(See Bristol, Va.)

WJHL-TV

Bristol

(See Johnson City, Tenn.)

WJHL-TV

Kingsport

(See Johnson City, Tenn.)

Tennessee

WMC-TV, Memphis

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
MISSISSIPPI—(Continued)				
OVER 50 O/O	UNION YALOBUSHA	5,700 3,000	5,200 2,200	90 75
	MISSOURI			
	DUNKLIN	10,500	9,200	87
	PEMISCOT	9,000	7,700	86
	TENNESSEE			
	CHESTER	2,500	2,100	86
	CROCKETT	3,900	3,400	87
	DYER	8,700	7,600	88
	FAYETTE	5,100	3,800	76
	GIBSON	13,800	12,000	87
	HARDEMAN	4,800	4,000	82
	HARDIN	5,100	4,000	79
	HAYWOOD	5,300	4,300	81
	LAKE	2,300	1,900	84
	LAUDERDALE	5,600	4,800	87
	MC NAIRY	4,900	4,100	83
	MADISON	19,100	16,800	88
	SHELBY	209,300	192,400	92
	TIPTON	7,500	6,400	85

25-50 O/O	ARKANSAS SHARP	1,600	1,200	72
	MISSISSIPPI			
	CHICKASAW	4,500	3,600	79
	ITAWAMBA	4,200	3,500	84
	LEFLORE	12,400	9,300	75
	SUNFLOWER	10,000	6,800	68
	MISSOURI			
	OREGON	2,700	1,900	70
	RIPLEY	2,400	1,700	72
	TENNESSEE			
	HENDERSON	4,900	4,100	84
	WEAKLEY	7,200	6,200	86

5-24 O/O	ARKANSAS			
	FULTON	1,700	1,200	70
	INDEPENDENCE	6,600	5,700	86
	MONROE	5,100	4,000	78
	WOODRUFF	3,500	2,900	82
	KENTUCKY			
	FULTON	3,200	2,800	88
	MISSISSIPPI			
	CARROLL	2,200	1,500	66
	CLAY	5,700	4,600	81
	MONROE	9,800	8,300	85
	MONTGOMERY	3,700	2,700	73
	OKTIBBEHA	6,900	5,200	76
	WEBSTER	2,900	2,300	77
	MISSOURI			
	HOWELL	6,800	5,200	77
	NEW MADRID	7,100	6,200	87
	SHANNON	1,800	1,200	69
	TENNESSEE			
	CARROLL	6,900	5,800	84
	OBION	8,500	7,600	89

Tennessee—Chattanooga



WDEF-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 1260-ft. above av. terrain, 641-ft. above ground, 2549-ft. above sea level.

Latitude 35° 08' 06"
Longitude 85° 19' 25"

TV tape: Recording facilities.

Transmitter: Atop Signal Mt.

AM Affiliate: WDEF, 5-kw, 1370 kc (NBC).

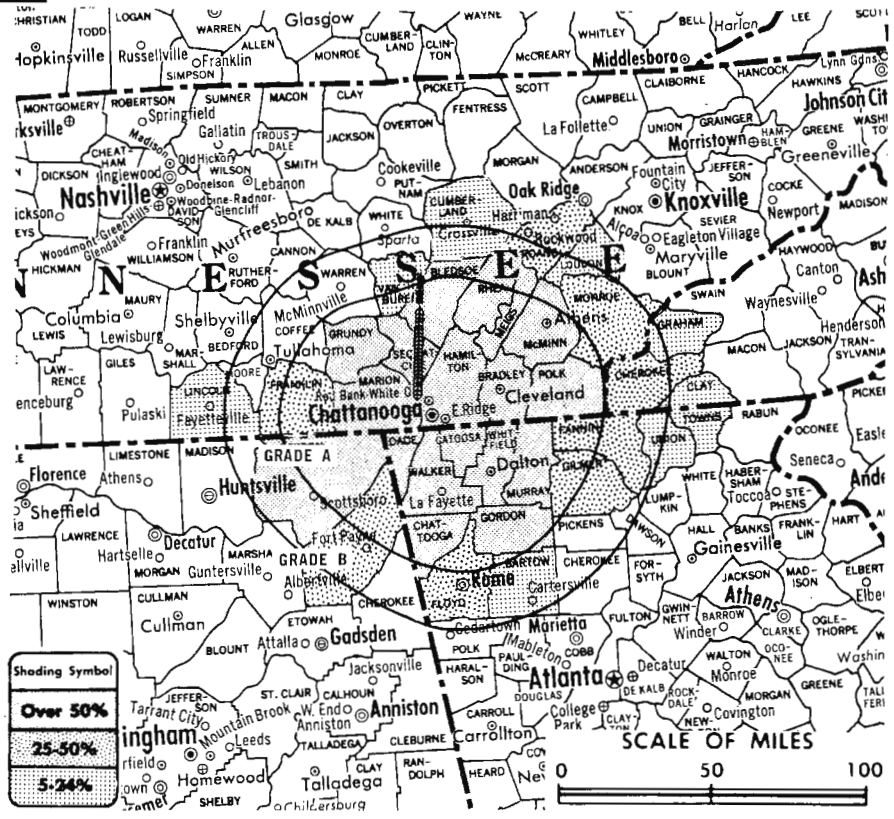
FM Affiliate: WDEF-FM, 100-kw, 92.3 mc (No. 222), 900-ft. antenna height.

O & O Translators: W07AE, Lookout Mt., Tenn. & Fairyland, Ga.; W07AR, Murphy & Marble-Andrews, N.C.

Color: Network, film & slide.

News Wire Service: AP. News Film Service: CBS. Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WDEF-TV Ref: FCC File No. BPC-3689 Granted 4/11/68

©American Map Co., Inc., N.Y., No. 14244

WDEF-TV

Licensee: Roy H. Park Bcstg. of Tennessee Inc.

Studio: Broadcast Center, Chattanooga.

Telephone: 615-267-3392.

TXW No.: 810-573-5207.

Ownership: Roy H. Park, 100%. For other interests see WNCT-TV, Greenville, N.C.

Began Operation: April 15, 1954. Sale to Roy Park firm by Carter M. Parham group approved by FCC Feb. 28, 1964 (Television Digest, Vol. 4:7).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

KEN FLENNIKEN, exec. v.p. & general manager.
BILL GRIBBEN, national & regional sales.
MRS. LELA GADDIS, national sales service.
MORRIS QUAVE, operations manager & film buyer.
BILL WILSON, production manager.
STEVE CONRAD, news director.
B. A. YOUNG, chief transmitter engineer.
ROBERT BRISCOE, chief studio engineer.

DIGEST OF RATE CARD NO. 9B (Sept. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$500.00 \$300.00 \$200.00 \$125.00 \$120.00 \$70.00
NETWORK BASE HOURLY RATE: \$500.

ARB Data: Figures do not reflect present coverage since the station changed its facilities after the survey was made.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	ALABAMA JACKSON	9,600	8,200	86
	GEORGIA			
	CATHOOSA	7,100	6,800	96
	CHATTOOGA	5,900	5,400	92
	DADE	2,500	2,300	92
	GORDON	5,900	5,400	93
	MURRAY	2,900	2,600	88
	WALKER	14,700	13,900	94
	WHITFIELD	13,600	12,800	94
	TENNESSEE			
	BLED SOE	1,800	1,500	81
	BRADLEY	12,300	11,300	92
	GRUNDY	2,900	2,400	81
	HAMILTON	79,600	74,300	93
	MCMINN	10,300	9,200	90
	MARION	5,900	5,300	91
	MEIGS	1,100	1,000	89
	POLK	3,000	2,600	86
	RHEA	4,500	3,800	85
	SEQUATCHIE	1,600	1,400	87

25-50	ALABAMA DE KALB	11,500	10,000	87
O/O	GEORGIA			
	FANNIN	3,600	3,100	87
	FLOYD	22,000	20,500	93
	GILMER	2,300	2,000	86

(Continued on page 657-b)

STATION TOTALS	288,700	262,200	91
NET WEEKLY CIRCULATION (MARCH 1966)	192,300		
AVERAGE DAILY CIRCULATION (MARCH 1966)	137,900		

In Chattanooga . . .

WDEF

has the Big Stick

THE NEW WDEF-TV tower rises majestically to almost twice the height of the old. At 2,549 feet, it is one of the highest above sea level in the entire country, highest in the Chattanooga market.

WDEF's new tower teams with the latest RCA traveling wave antenna — specially designed for mountainous terrain — promising to deliver an estimated 20% more coverage.

WTVR-TV RICHMOND, VA. "The South's First Television Station" leads the way with audience. Local early evening news delivers more than twice as many homes as any competing local or network newscast. Represented by Blair.

WNCT-TV GREENVILLE, N.C. "Covering North Carolina from the capital to the coast" WNCT serves a market well up in the strong top 100. Not even the giant stations can equal WNCT's 31,200 homes at 7:00 a.m. weekdays! Represented by Hollingbery.

WJHL-TV JOHNSON CITY, TENN. WJHL builds its selling strength around strong personalities and an active civic role in the rich Tri-Cities area of Johnson City, Kingsport, and Bristol, Tenn. Represented by Hollingbery.

WDEF-TV CHATTANOOGA, TENN. WDEF's NEW TALL TOWER — NEW PICTURE POWER — Just one more example of Park Broadcasting Leadership — First in every area. Represented by Hollingbery.



Park Broadcasting stations are not only first in every area, but also are all affiliated with the country's most effective television network, CBS.



Park BROADCASTING, INC.

ARB March '66. Audience measurements are estimates only based on data supplied by indicated sources and subject to the strengths and limitations thereof.

Tennessee—Chattanooga



WRCB-TV

Ch. 3

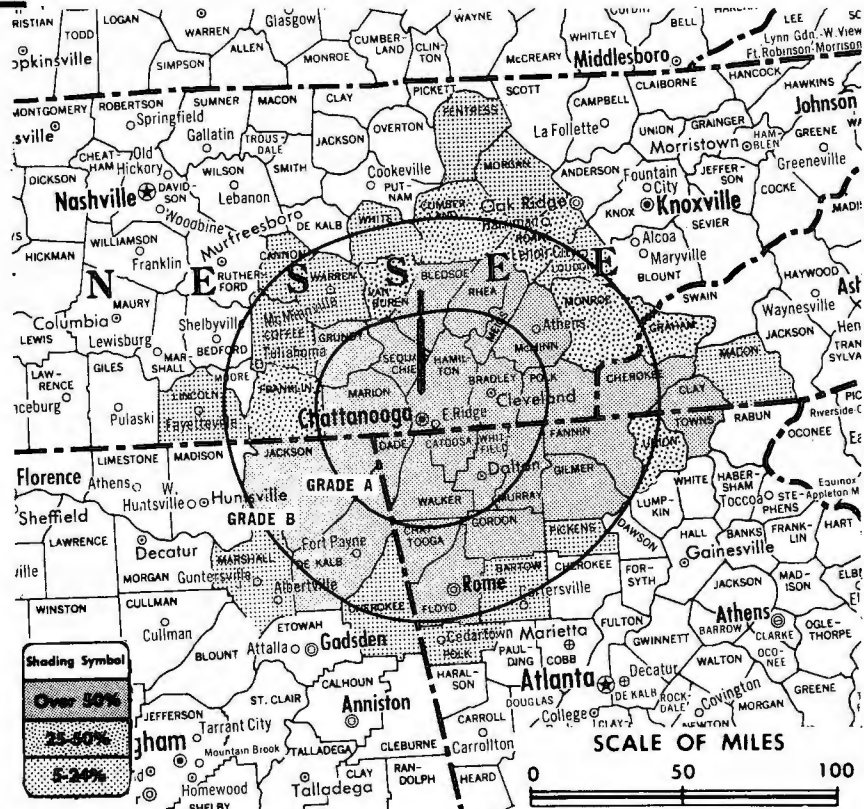
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1070-ft. above av. terrain, 300-ft. above ground, 2331-ft. above sea level.

Latitude 35° 09' 39"
Longitude 85° 18' 53"

Transmitter: Atop Signal Mountain.
Studio: 1214 McCallie Ave. (37404).
Telephone: 615-698-1505. TWX No.: 615-867-3831.

TV tape: Recording facilities.

Color: Network, film & slide.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WRCB-TV Ref: FCC File No. BPCT-882 Granted 2/8/56

©American Map Co., Inc., N.Y., No. 14244

WRCB-TV

Licensee: Rust-Craft Broadcasting of Tenn. Inc., Steubenville, Ohio.

Ownership: Rust Craft Greeting Cards Inc., 100%. See WSTV-TV, Steubenville, Ohio.

Began Operation: May 6, 1956. Sale of 70% to WSTV Inc. by Ramon G. & Helen Patterson approved Nov. 25, 1959 by FCC (Television Digest, Vol. 15:43, 48). Follansbee Steel (interlocking ownership with WSTV Inc.) acquired 30% from H-R Television Inc. early in 1959 for undisclosed amount. For transfer of WSTV Inc. properties to United Printers & Publishers Inc. (name changed to Rust Craft Greeting Cards Inc.), see WSTV-TV, Steubenville, Ohio.

Represented (sales) by The Katz Agency Inc.

Personnel:

JACK N. BERKMAN, president.
HARRY D. BURKE, v.p., general manager & film buyer.
GEORGE MOORE, v.p. & sales manager.
REG STAGMAIER, promotion manager.
GENE MILLER, chief engineer.

DIGEST OF RATE CARD NO. A8 (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., daily.
\$550.00 \$330.00 \$220.00 \$175.00 \$150.00 \$130.00 \$65.00
NETWORK BASE HOURLY RATE: \$625.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA			
	DE KALB	11,500	10,000	87
	JACKSON	9,600	8,200	86
	GEORGIA			
	CATTOOSA	7,100	6,800	96
	CHATTOOGA	5,900	5,400	92
	DADE	2,500	2,300	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	FANNIN	3,600	3,100	87
	FLOYD	22,000	20,500	93
	GILMER	2,300	2,000	86
	GORDON	5,900	5,400	93
	MURRAY	2,900	2,600	88
	TOWNS	1,200	1,100	90
	WALKER	14,700	13,900	94
	WHITFIELD	13,600	12,800	94
	NORTH CAROLINA			
	CHEROKEE	4,200	3,600	86
	CLAY	1,500	1,300	83
	TENNESSEE			
	BLEDSCOE	1,800	1,500	81
	BRADLEY	12,300	11,300	92
	GRUNDY	2,900	2,400	81
	HAMILTON	79,600	74,300	93
	MCMINN	10,300	9,200	90
	MARION	5,900	5,300	91
	MEIGS	1,100	1,000	89
	POLK	3,000	2,600	86
	RHEA	4,500	3,800	85
	SEQUATCHIE	1,600	1,400	87
25-50 O/O	GEORGIA			
	UNION	1,600	1,400	89
	NORTH CAROLINA			
	GRAHAM	1,500	1,300	86

(Continued on page 657-b)

STATION TOTALS	352,000	317,700	90
NET WEEKLY CIRCULATION (MARCH 1966)	216,400		
AVERAGE DAILY CIRCULATION (MARCH 1966)	160,100		

Tennessee—Chattanooga



WTVC



Ch. 9

Technical Facilities: Channel No. 9
(186-192 mc). Authorized power:
316-kw visual, 63.2-kw aural. An-
tenna: 1040-ft. above av. terrain,
275-ft. above ground, 2353-ft.
above sea level.

Latitude 35° 09' 41"
Longitude 85° 19' 03"

Transmitter: Taft Hwy., near Bach-
man School.

Studio: Golden Gateway Shopping
Center.

TV tape: Recording facilities.

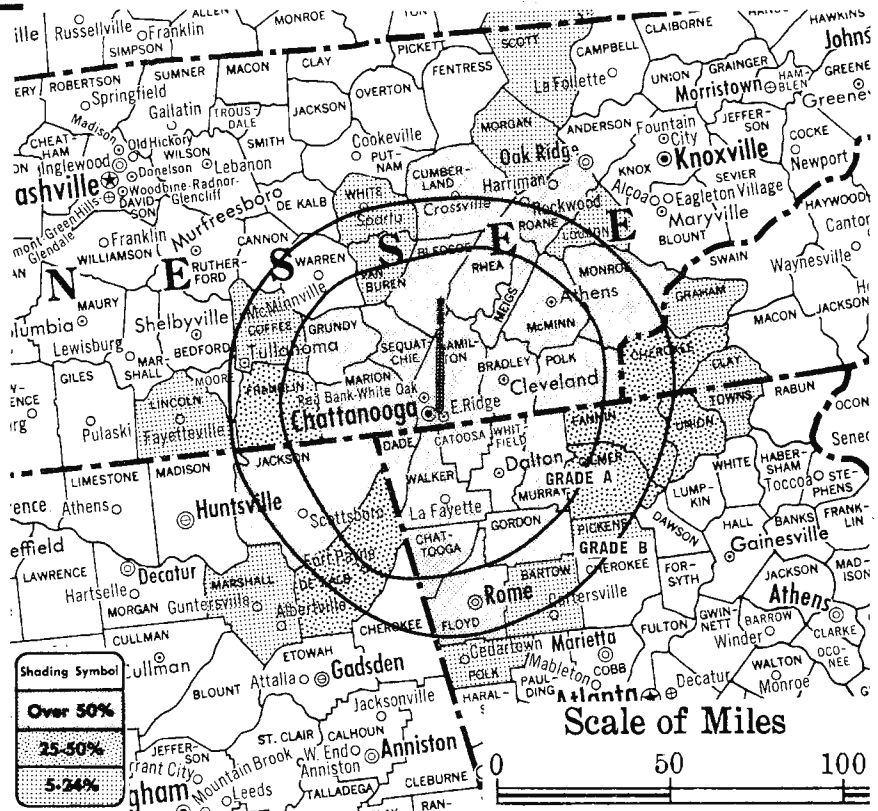
Telephone: 615-266-4151.

AM Affiliate: WAPO, 5-kw, 1150 kc
(ABC).

Color: Network, live, film, slide &
tape.

News Wire Service: UPI.

Total Households: SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1967 American Research Bureau.
County coverage (shaded area) based on 1965
ARB study.



WTVC Ref: FCC File No. BMMPT-4945 Granted 1/30/58

©American Map Co., Inc., N.Y., No. 14244

WTVC

Licensee: Martin Theatres of Georgia Inc., Box 1150 (37401).

Ownership: Martin Theatres of Georgia Inc. For owners and other
interests, see WTVM, Columbus, Ga.

Began Operation: June 15, 1953 as WROM-TV, Rome, Ga. but quit
air Dec. 5, 1957. Moved to Chattanooga and resumed operation
Feb. 11, 1958 after transfer to present owner by Dean Covington
and associates was approved Oct. 30, 1957 by FCC (Television
Digest, Vol. 13:40, 44).

Represented (sales) by Blair TV.

Represented (legal) by Cohn & Marks

Personnel:

REEVE OWEN, v.p., general manager & film buyer.
LEON WEBB, station manager.
TOMMY REYNOLDS, program director.
JACK SAUSMAN, commercial manager.
GLORIA GALLION, promotion manager.
CHARLES STEPHENSON, chief engineer.

DIGEST OF RATE CARD NO. 7—(June 1, 1964)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.				
\$500.00	\$300.00	\$180.00	\$140.00	\$65.00
NETWORK BASE HOURLY RATE: \$550.				

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ALABAMA JACKSON	9,600	8,200	86
	GEORGIA			
	CATDOSA	7,100	6,800	96
	CHATTOOGA	5,900	5,400	92
	DADE	2,500	2,300	92
	FLOYD	22,000	20,500	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	GORDON	5,900	5,400	93
	MURRAY	2,900	2,600	88
	WALKER	14,700	13,900	94
	WHITFIELD	13,600	12,800	94
	TENNESSEE			
	BLEDSOE	1,800	1,500	81
	BRADLEY	12,300	11,300	92
	CUMBERLAND	5,100	4,100	81
	GRUNDY	2,900	2,400	81
	HAMILTON	79,600	74,300	93
	MCMINN	10,300	9,200	90
	MARION	5,900	5,300	91
	MEIGS	1,100	1,000	89
	MONROE	5,900	5,000	85
	POLK	3,000	2,600	86
	RHEA	4,500	3,800	85
	ROANE	12,400	11,100	89
	SEQUATCHIE	1,600	1,400	87
25-50 O/O	ALABAMA			
	DE KALB	11,500	10,000	87
	GEORGIA			
	FANNIN	3,600	3,100	87
	GILMER	2,300	2,000	86
	UNION	1,600	1,400	89
	NORTH CAROLINA			
	CHEROKEE	4,200	3,600	86
	TENNESSEE			
	FRANKLIN	7,400	6,600	89

(Continued on page 657-b)

STATION TOTALS	337,100	304,700	90
NET WEEKLY CIRCULATION (MARCH 1966)	201,800		
AVERAGE DAILY CIRCULATION (MARCH 1966)	138,200		

Tennessee—Jackson

abc **WBBJ-TV**
(formerly WDXI-TV)
Ch. 7

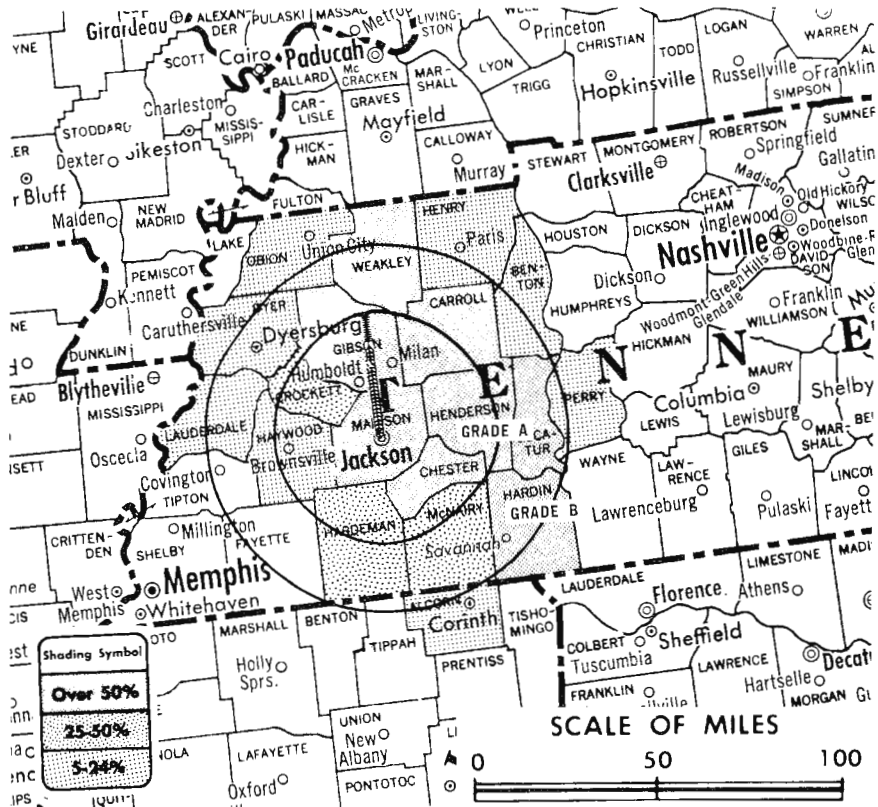
Technical Facilities: Channel No. 7
(174-180 mc). Authorized power:
83.2-kw visual, 41.7-kw aural. An-
tenna: 630-ft. above av. terrain,
560-ft. above ground, 1080-ft.
above sea level.

Latitude 35° 38' 32"
Longitude 88° 48' 27"

Transmitter: Muse St. at city limits.

News Wire Service: UPI.

Color: Network.



Total Households: \odot SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965
ARB study.

WBBJ-TV Ref: FCC File No. BIMPCT-2518 Granted 10/21/54

©American Map Co., Inc., N.Y., No. 1424

WBBJ-TV

Network Service: ABC, CBS.

Licensee: Jackson Telecasters Inc., Williams Bldg., Box 2387
(38301).

Studio: Williams Bldg.

Telephone: 901-424-4515.

Ownership: Cy N. Bahakel, 100%. For other interest, see WCCB-
TV, Charlotte, N.C.

Began Operation: March 6, 1955. Sale to present owner by Dixie
Bcstg. (estate of Aaron B. Robinson, majority owner) approved
Aug. 17, 1966 by FCC (Television Digest, Vol. 6:17, 34).

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

GERRY QUICK, gen. mgr., natl. & regional sales mgr.
CAROLE COOPER, traffic director.
JACK MAYER, local sales manager.
JAMES WELCH, program director.
WES BELL, director of engineering.

DIGEST OF RATE CARD NO. 5 (March 10, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$250.00	\$150.00	\$100.00	\$88.00	\$63.00	\$50.00

NETWORK BASE HOURLY RATE: \$200 (ABC and CBS).

For Color Set Penetration by Markets,
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TENNESSEE			
	CARROLL	6,900	5,800	84
	CHESTER	2,500	2,100	86
	DECATUR	2,200	1,800	82
	GIBSON	13,800	12,000	87
	HARDIN	5,100	4,000	79
	HENDERSON	4,900	4,100	84
	MADISON	19,100	16,800	88
	WEAKLEY	7,200	6,200	86
25-50 O/O	TENNESSEE			
	CROCKETT	3,900	3,400	87
	HARDEMAN	4,800	4,000	82
	MC NAIRY	4,900	4,100	83
5-24 O/O	MISSISSIPPI			
	ALCORN	7,800	6,400	83
	TENNESSEE			
	BENTON	3,400	2,900	86
	DYER	8,700	7,600	88
	HAYWOOD	5,300	4,300	81
	HENRY	7,100	6,000	84
	LAUDERDALE	5,600	4,800	87
	OBION	8,500	7,600	89
	PERRY	1,200	1,000	86
STATION TOTALS		122,900	104,900	85
NET WEEKLY CIRCULATION (MARCH 1966)			55,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			37,300	

WDEF-TV, Chattanooga

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	NORTH CAROLINA CHEROKEE	4,200	3,600	86
	TENNESSEE FRANKLIN	7,400	6,600	89
	MONROE ROANE	5,900 12,400	5,000 11,100	85 89
5-24 0/0	GEORGIA BARTOW	8,500	7,900	93
	TOWNS	1,200	1,100	90
	UNION	1,600	1,400	89
	NORTH CAROLINA CLAY	1,500	1,300	83
	GRAHAM	1,500	1,300	86
	TENNESSEE CUMBERLAND	5,100	4,100	81
	LINCOLN	6,700	5,700	85
	LOUDON	7,200	6,600	92
	VAN BUREN	900	700	77

WRCB-TV, Chattanooga

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	TENNESSEE CUMBERLAND	5,100	4,100	81
	FRANKLIN	7,400	6,600	89
	MONROE	5,900	5,000	85
	ROANE	12,400	11,100	89
	VAN BUREN	900	700	77
5-24 0/0	ALABAMA CHEROKEE	4,100	3,600	86
	MARSHALL	14,500	12,900	89
	GEORGIA BARTOW	8,500	7,900	93
	PICKENS	2,600	2,400	91
	POLK	7,900	7,300	92
	NORTH CAROLINA MACUN	4,200	3,400	81
	TENNESSEE CANNON	2,500	2,100	87
	COFFEE	9,500	8,700	92
	FENTRESS	2,900	2,300	78
	LINCOLN	6,700	5,700	85
	LOUDON	7,200	6,600	92
	MORGAN	3,200	2,700	84
	WARREN	7,200	6,100	85
	WHITE	4,700	4,000	85

Tennessee

WTVC, Chattanooga

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	ALABAMA MARSHALL	14,500	12,900	89
	GEORGIA BARTOW	8,500	7,900	93
	PICKENS	2,600	2,400	91
	POLK	7,900	7,300	92
	TOWNS	1,200	1,100	90
	KENTUCKY MC CREARY	2,500	1,800	73
	NORTH CAROLINA CLAY	1,500	1,300	83
	GRAHAM	1,500	1,300	86
	TENNESSEE COFFEE	9,500	8,700	92
	LINCOLN	6,700	5,700	85
	LOUDON	7,200	6,600	92
	MORGAN	3,200	2,700	84
	SCOTT	3,500	2,700	77
	VAN BUREN	900	700	77
	WHITE	4,700	4,000	85

WJHL-TV, Johnson City

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	KENTUCKY BELL	7,400	6,100	83
	CLAY	4,300	3,100	71
	LEE	1,700	1,100	64
	LETCHER	6,100	4,600	76
	OWSLEY	1,000	600	57
	WOLFE	1,400	1,000	69
	NORTH CAROLINA ALLEGHANY	2,000	1,800	86
	HAYWOOD	12,000	10,800	90
	MITCHELL	3,600	3,200	88
	WATAUGA	4,500	4,000	88
	YANCEY	3,300	2,700	81
	TENNESSEE GRAINGER	3,400	2,700	80
	HANCOCK	1,700	1,300	80
	JEFFERSON	6,500	5,800	89
	VIRGINIA TAZEWELL	11,800	10,700	91

Tennessee—Johnson City-Bristol-Kingsport



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1495-ft. above av. terrain, 332-ft. above ground, 3537-ft. above sea level.

Latitude 36° 16' 07"
Longitude 82° 20' 21"

Transmitter: Buffalo Mountain.

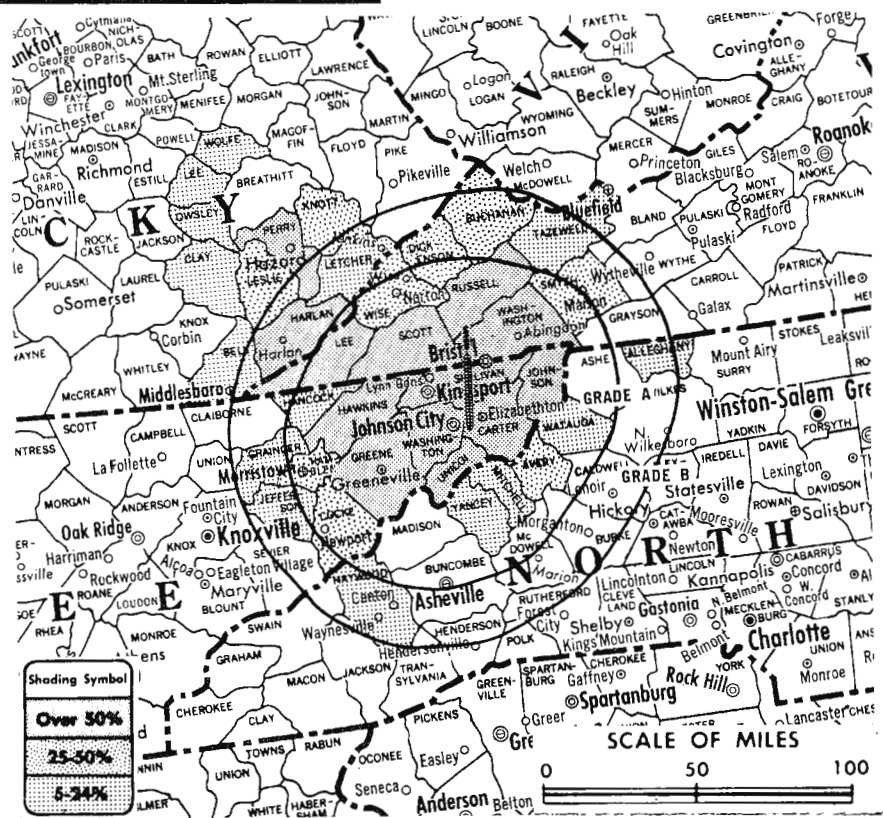
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

O & O Translator: W13AR, Marion, Va.

Represented (engineering) by Jansky & Bailey.



WJHL-TV Ref: FCC File No. BPC7-2521 Granted 7/28/58

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

WJHL-TV

Network Service: ABC, CBS.

Licensee: Roy H. Park Bcstg. of Tri-Cities Inc., 137-145 W. Main St., Johnson City (37602).

Studios: 137-145 W. Main St., Johnson City; 306 Cherokee St., Kingsport.

Telephone: 615-926-2151. TWX No.: 810-575-8551.

Ownership: Roy H. Park, 100%. For other interests, see WNCT (TV), Greenville, N.C.

Began Operation: Oct. 26, 1953. Sale to present owner by W. H. Lancaster Sr. & Jr. was approved June 8, 1964 by FCC (Television Digest, Vol. 4:11, 24).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by McKenna & Wilkinson.

Personnel:

- W. H. LANCASTER JR., exec. vice president & general mgr.
- J. WILL HALL, sales manager.
- ALFRED GREGORY, program director & film buyer.
- W. L. LANCASTER III, production director.
- GLENN McDONALD, chief engineer.

DIGEST OF RATE CARD NO. 9 (Sept. 15, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—7:29-10:01 p.m., daily.
\$500.00 \$300.00 \$200.00 \$150.00 \$115.00 \$100.00 \$60.00
NETWORK BASE HOURLY RATE: \$475 (ABC), \$475 (CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TENNESSEE			
	CARTER	11,900	10,600	89
	GREENE	12,700	11,200	88
	HAWKINS	8,700	7,300	84
	JOHNSON	2,700	2,300	84
	SULLIVAN	36,900	34,300	93
	UNICOI	4,400	3,800	87
	WASHINGTON	19,200	17,800	92
	VIRGINIA			
	LEE	5,600	4,700	84
	RUSSELL	6,700	5,800	87
	SCOTT	6,600	5,600	84
	WASHINGTON	16,100	14,800	92

25-50 O/O	KENTUCKY			
	KNOTT	3,500	2,500	69
	LESLIE	1,700	1,000	61
	NORTH CAROLINA			
	AVERY	2,900	2,400	85
	TENNESSEE			
	COCKE	6,700	5,600	83
	HAMBLEN	11,400	10,000	88
	VIRGINIA			
	BUCHANAN	8,700	7,300	84
	DICKENSON	4,400	3,900	89
	SMYTH	8,500	7,800	92
	WISE	11,900	10,400	88

(Continued on page 657-b)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KENTUCKY			
	HARLAN	10,700	8,800	82
	PERRY	6,800	5,000	74

STATION TOTALS	279,400	242,400	87
NET WEEKLY CIRCULATION (MARCH 1966)	149,700		
AVERAGE DAILY CIRCULATION (MARCH 1966)	114,400		

Tennessee—Knoxville



WATE-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 994-ft. above av. terrain, 649-ft. above ground, 2049-ft. above sea level.

Latitude 36° 00' 13"
Longitude 83° 56' 35"

Transmitter: Sharps Ridge Memorial Rd.

Studio: 1306 Broadway, N.E.

AM Affiliate: WATE, 5-kw, 620 kc (NBC).

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Commercial Radio Equipment Co.

Total Households: © SBDS

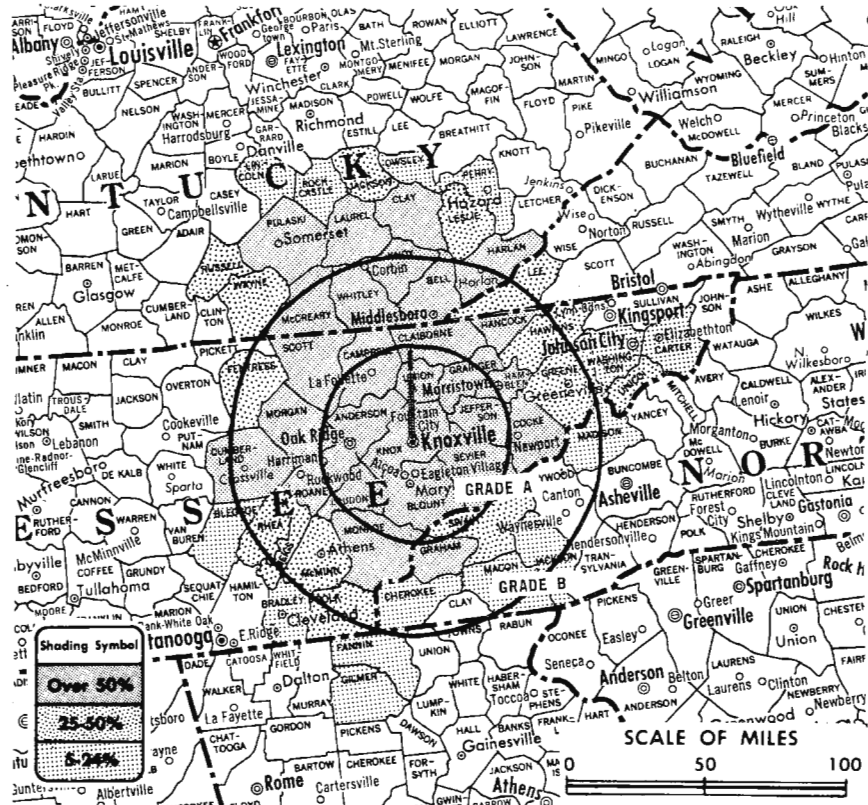
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WATE-TV Ref: FCC File No. BMPCT—2088 Granted 7/6/54

©American Map Co., Inc., N.Y., No. 14244

WATE-TV

Licensee: Nationwide Communications Inc., 1306 Broadway N.E., Knoxville (37917).

Telephone: 615-524-4651. TWX No.: 615-546-0023.

Ownership: A subsidiary of Nationwide Mutual Insurance Co. Bowman Doss, pres.; George Campbell Jr., v.p. Also owns radios WRFD, Worthington, O. and WGAR, Cleveland, O.

Began Operation: Oct. 1, 1953. Sale to present owner by Paul Mountcastle and associates approved April 8, 1965 by FCC (Television Digest, Vol. 5:9, 15).

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

JOHN T. McCLOUD, general manager.

JACK WIEDEMANN, production director.

DON E. WATKINS, director of engineering.

JOHN REESE, v.p., dir. of programming & film buyer.

RUSSELL W. HILLIS, national sales manager.

DIGEST OF RATE CARD NO. 12

(July 17, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:29-10:29 p.m., Mon.-Fri.; 7:29-10:59 p.m., Sat. & Sun.

\$800.00 \$500.00 \$315.00 \$200.00 \$180.00 \$175.00 \$80.00

NETWORK BASE HOURLY RATE: \$925.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KENTUCKY			
	BELL	7,400	6,100	83
	CLAY	4,300	3,100	71
	HARLAN	10,700	8,200	82
	KNOX	5,800	4,400	76

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LAUREL	6,800	5,400	79
	MC CREARY	2,500	1,800	73
	PULASKI	9,400	7,000	75
	WHITLEY	6,300	5,300	83
	NORTH CAROLINA			
	GRAHAM	1,500	1,300	86
	TENNESSEE			
	ANDERSON	17,400	16,000	92
	ELOUNT	17,000	15,500	91
	CAMPBELL	6,700	5,500	81
	CLAIBORNE	4,200	3,200	78
	COCKE	6,700	5,600	83
	CUMBERLAND	5,100	4,100	81
	GRAINGER	3,400	2,700	80
	HAMBLÉN	11,400	10,000	88
	HANCOCK	1,700	1,300	80
	JEFFERSON	6,500	5,800	89
	KNOX	82,000	75,500	92
	LOUDON	7,200	6,600	92
	MONROE	5,900	5,000	85
	MORGAN	3,200	2,700	84
	ROANE	12,400	11,100	89
	SCOTT	3,500	2,700	77
	SEVIER	7,200	6,100	84
	UNION	2,300	1,800	80
25-50 O/O	KENTUCKY			
	JACKSON	2,400	1,500	63
	LESLIE	1,700	1,000	61
	RUSSELL	2,700	2,200	79
	WAYNE	3,700	2,400	66

(Continued on page 663-b)

STATION TOTALS	407,000	350,400	86
NET WEEKLY CIRCULATION (MARCH 1966)	239,100		
AVERAGE DAILY CIRCULATION (MARCH 1966)	187,100		

Tennessee—Knoxville



WBIR-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 58.9-kw aural. Antenna: 1870-ft. above av. terrain, 1751-ft. above ground, 3049-ft. above sea level.

Latitude 36° 08' 06"
Longitude 83° 43' 29"

Transmitter: 2-mi. SW of Blaine, Tenn.

TV tape: Recording facilities.

AM Affiliate: WBIR, 1-kw, 1240 kc (ABC).

FM Affiliate: WBIR-FM, 25.5-kw 103.5 mc (No. 227), 1720-ft.

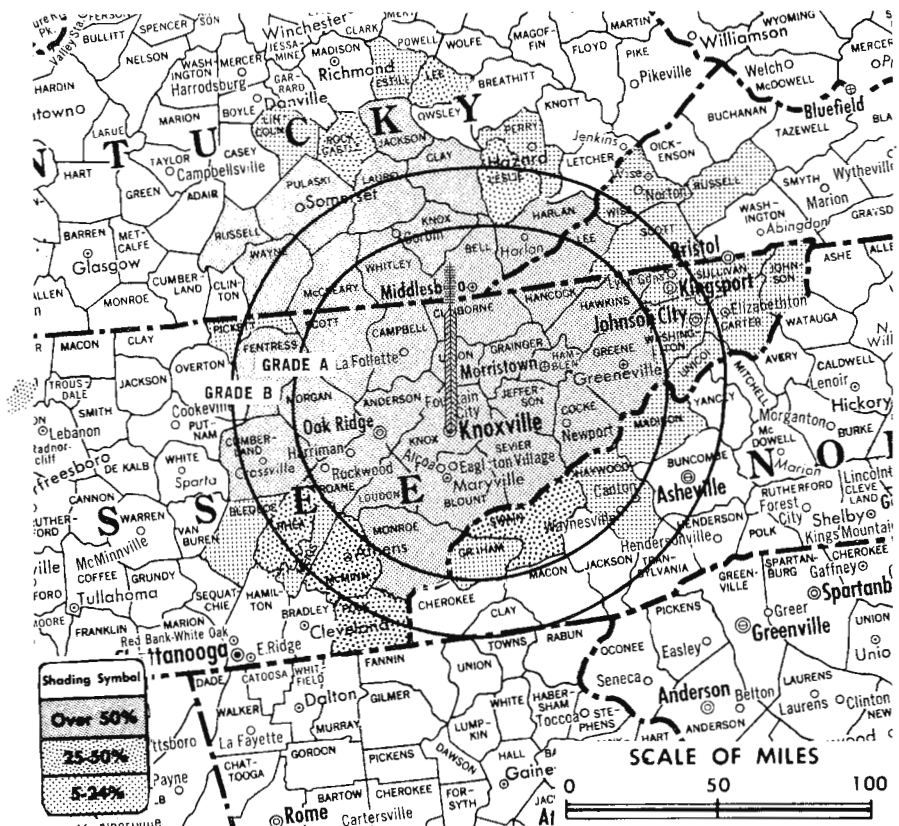
O & O Translators: W04AH, Middleboro, Ky.; W07AM, Coalfield, Fork Mt., Petros & Wartburg, Tenn.; W07AO, Crossville, Tenn.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: (C) SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WBIR-TV Ref: FCC File No. BMPCT—5850 Granted 6/17/63

©American Map Co., Inc., N.Y., No. 14244

WBIR-TV

Licensee: Southeastern Bcstg. Corp., 1513 Hutchison Ave.

Studio: 1513 Hutchison Ave. (37917).

Telephone: 615-525-8101. TWX No.: 810-583-0172.

Ownership: See WFBC-TV, Greenville, S.C.

Began Operation: Aug. 12, 1956. Sale to WMRC Inc. by Taft Bcstg. Co. approved Nov. 16, 1960 by FCC (Television Digest, Vol. 16:39, 47). Sale of 70% by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe & John P. Hart to Taft Bcstg. Co., which previously had held other 30%, was approved Oct. 29, 1959 by FCC (Vol. 15:41, 44).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

- JOHN P. HART, vice president & general manager.
- NEAL W. BRANCH, sales manager.
- PETER N. FENNELLY, program director & film buyer.
- WALT H. MARTIN, promotion director.
- J. REX HORTON, chief engineer.
- JAMES EARLY, news director.

DIGEST OF RATE CARD NO. 12A (Aug. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7:30-10:30 p.m., daily.
\$800.00 \$500.00 \$320.00 \$250.00 Graded rates apply*

*Highest rate: \$276.

NETWORK BASE HOURLY RATE: \$750.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOME'S	O/O
OVER	KENTUCKY			
50 O/O	BELL	7,400	6,100	83
	CLAY	4,300	3,100	71

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	HARLAN	10,700	8,800	82
50 O/O	JACKSON	2,400	1,500	63
	KNOX	5,800	4,400	76
	LAUREL	6,800	5,400	79
	MC CREARY	2,500	1,800	73
	PULASKI	9,400	7,000	75
	RUSSELL	2,700	2,200	79
	WAYNE	3,700	2,400	66
	WHITLEY	6,300	5,300	83
TENNESSEE				
	ANDERSON	17,400	16,000	92
	BLOUNT	17,000	15,500	91
	CAMPBELL	6,700	5,500	81
	CLAIBORNE	4,200	3,200	78
	COCKE	6,700	5,600	83
	CUMBERLAND	5,100	4,100	81
	FENTRESS	2,900	2,300	78
	GRAINGER	3,400	2,700	80
	GREENE	12,700	11,200	88
	HAMLEN	11,400	10,000	88
	HANCOCK	1,700	1,300	80
	HAWKINS	8,700	7,300	84
	JEFFERSON	6,500	5,800	89
	KNOX	82,000	75,500	92
	LOUDON	7,200	6,600	92
	MONROE	5,900	5,000	85
	MORGAN	3,200	2,700	84
	ROANE	12,400	11,100	89
	SCOTT	3,500	2,700	77
	SEVIER	7,200	6,100	84
	UNION	2,300	1,800	80
VIRGINIA				
	LEE	5,600	4,700	84

(Continued on page 663-b)

STATION TOTALS	457,800	396,000	87
NET WEEKLY CIRCULATION (MARCH 1966)		247,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)		184,400	

Tennessee—Knoxville



WTVK

Ch. 26

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 1000-kw max. and 813-kw horizontal visual, 200-kw max. and 162-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1070-ft. above ground, 2328-ft. above sea level.

Latitude 36° 00' 36"
Longitude 82° 55' 57"

Transmitter: Sharps Ridge Memorial Park Rd.

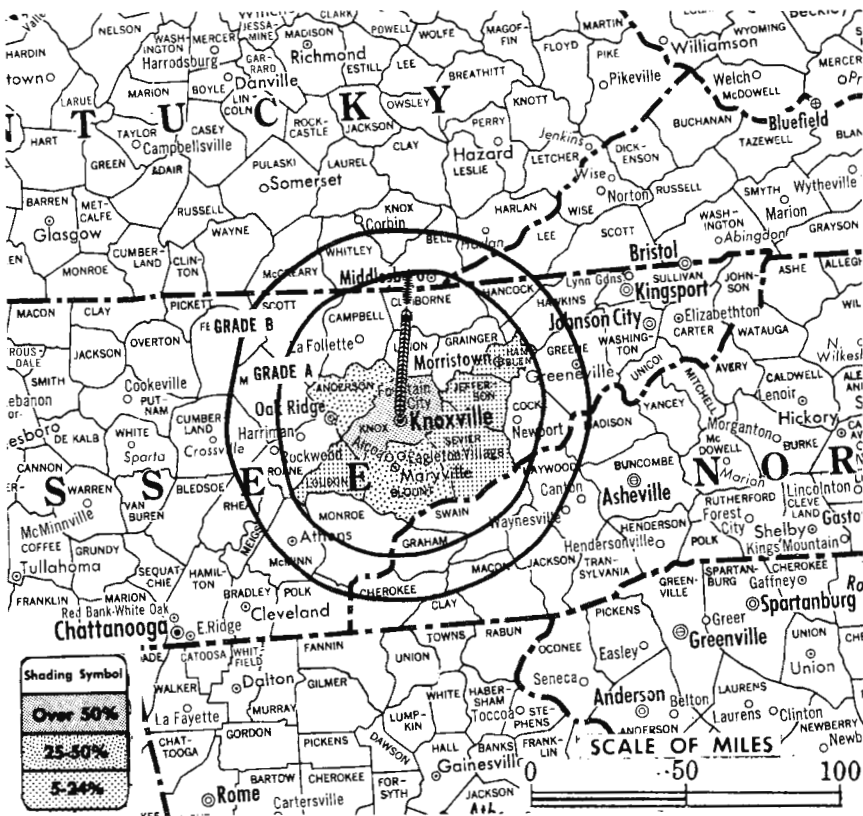
Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WCAS, 37-kw, 97.5 mc (No. 248), 1140-ft. antenna height.

ARB Data: Figures do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: (C) SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WTVK Ref: FCC File No. BPCT-3669 Granted 4/14/66

©American Map Co., Inc., N.Y., No. 14244

WTVK

Licensee: South Central Bcstg. Corp., Box 1388 (37901).

Studio: Sharps Ridge Memorial Park Rd.

Telephone: 615-687-2312.

Ownership: John A. & Bettie G. Engelbrecht, 59.6%; George F. Stoltz, 39.6%; Leighman D. Groves, .3%; Eileen O. Stoltz, .5%. South Central also operates radio WIKY, Evansville, Ind. and owns WEZI(TV), Louisville, Ky.

Began Operation: Oct. 1, 1953. Sale to present owners approved by FCC July 28, 1954. (Television Digest, Vol. 10:23, 31).

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Jansky & Bailey.

Personnel:

JOHN A. ENGELBRECHT, president & general manager.
WILLIAM E. ECKSTEIN, station manager.
GUY SMITH, sales manager.
JAMES McGEE, production manager.
CARL LAWSON, chief engineer.

DIGEST OF RATE CARD NO. 4
(April 11, 1957)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$100.00	\$80.00
NETWORK BASE HOURLY RATE:	\$300.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TENNESSEE KNOX	82,000	75,500	92
25-50 O/O	TENNESSEE ANDERSON BLOUNT	17,400 17,000	16,000 15,500	92 91
5-24 O/O	TENNESSEE HAMBLLEN JEFFERSON LOUDON SEVIER	11,000 6,500 7,200 7,200	10,000 5,800 6,600 6,100	88 89 92 84
STATION TOTALS		148,700	135,500	91
NET WEEKLY CIRCULATION (MARCH 1966)				61,100
AVERAGE DAILY CIRCULATION (MARCH 1966)				29,500

For Color Set Penetration by Market
See Services Volume

Tennessee—Memphis



WHBQ-TV

Ch. 13

Technical Facilities: Channel No. 13
(210-216 mc). Authorized power:
316-kw visual, 63.2-kw aural. Antenna:
1013-ft. above av. terrain,
1073-ft. above ground, 1333-ft.
above sea level.

Latitude 35° 10' 32"
Longitude 89° 50' 43"

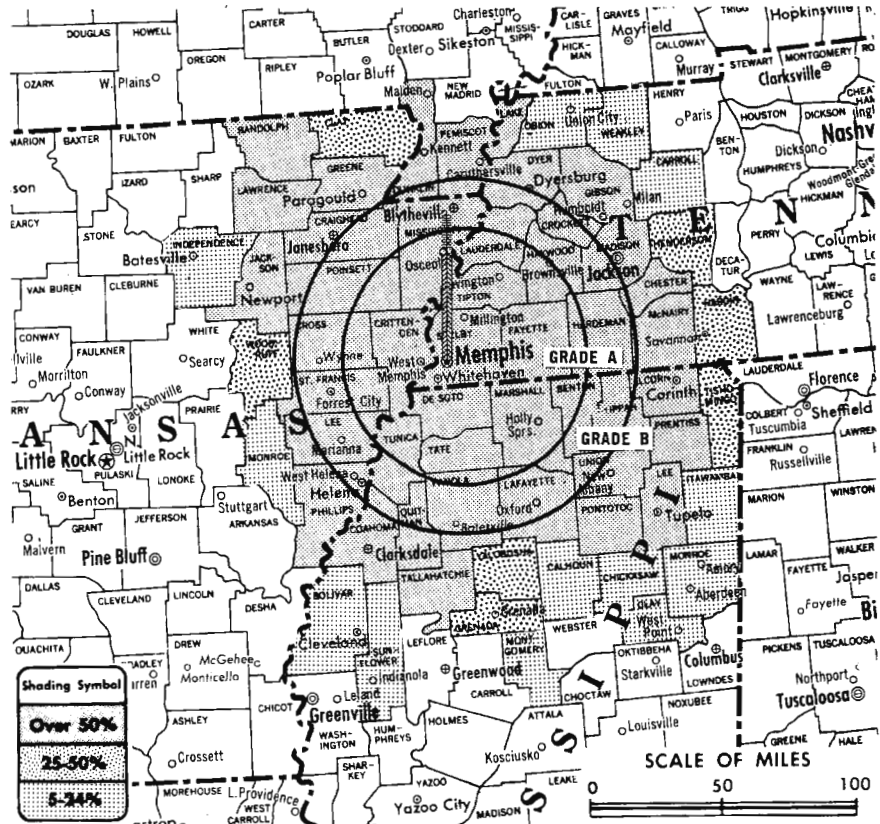
Transmitter: Raleigh-La Grange Rd.
TV tape: Recording facilities.

AM Affiliate: WHBQ, 5-kw (1-kw
night), 560 kc.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



WHBQ-TV Ref: FCC File No. BMPCT-1046 Granted 4/30/53

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965
ARB study.

WHBQ-TV

Licensee: RKO General Inc., Box 11407, 485 S. Highland, Memphis
(38111). Studio: Box 11407, 485 S. Highland.

Telephone: 901-323-7661. Telex No.: 053884.

Ownership: See WOR-TV, New York.

Began Operation: Sept. 27, 1953. Leased to present owners by
Harding College Jan. 30, 1954 (Television Digest, Vol. 10:5, 11).

Represented (sales) by RKO General Broadcasting/National Sales.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

D. A. NOEL, division director & general manager.
ALEX BONNER, general sales manager.
JACK BOLTON, local sales manager.
LANCE RUSSELL, program director & film buyer.
SAM McCULLOUGH, promotion director.
DON STEVENS, news director.
WILLIAM J. KEY, controller.
JACK STARR, sales service director.
WELTON M. ROY, chief engineer.

DIGEST OF RATE CARD NO. 13 (May 1, 1966)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$1200.00 \$720.00 \$400.00 \$350.00 \$280.00* \$250.00* \$125.00*

*Class AAA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1200.

For Index to Contents

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARKANSAS			
	CRAIGHEAD	15,500	14,200	92
	CRITTENDEN	13,900	11,700	84
	CROSS	5,100	4,400	87
	GREENE	8,000	7,200	89
	JACKSON	7,100	6,100	86
	LAWRENCE	5,000	4,200	84
	LEE	5,700	4,400	78
	MISSISSIPPI	18,900	16,700	88
	PHILLIPS	13,600	10,900	80
	POINSETT	7,900	7,100	89
	RANDOLPH	3,600	3,000	82
	ST FRANCIS	9,100	7,500	83
	MISSISSIPPI			
	ALCORN	7,800	6,400	83
	BENTON	1,900	1,500	80
	COAHOMA	12,600	9,200	73
	DE SOTO	6,100	4,800	78
	LAFAYETTE	5,400	4,500	83
	LEE	13,200	11,300	86
	MARSHALL	5,700	4,500	79
	PANOLA	7,500	6,100	82
	PONTOTOC	4,900	4,100	83
	PRENTISS	5,100	4,300	84
	QUITMAN	4,600	3,500	76
	TALLAHATCHIE	5,400	3,700	69
	TATE	4,600	3,700	81
	TIPPAH	4,100	3,500	86
	TUNICA	3,500	2,600	74
	UNION	5,700	5,200	90
	MISSOURI			
	DUNKLIN	10,500	9,200	87
	PEMISCOT	9,000	7,700	86
	(Continued on next page)			

STATION TOTALS 646,100 554,300 86

NET WEEKLY CIRCULATION (MARCH 1966) 418,500
AVERAGE DAILY CIRCULATION (MARCH 1966) 286,500

WHBQ-TV, Memphis
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TENNESSEE				
OVER 50	CHESTER	2,500	2,100	86
0/0	CROCKETT	3,900	3,400	87
	DYER	8,700	7,600	88
	FAYETTE	5,100	3,800	76
	GIBSON	13,800	12,000	87
	HARDEMAN	4,800	4,000	82
	HAYWOOD	5,300	4,300	81
	LAKE	2,300	1,900	84
	LAUDERDALE	5,600	4,800	87
	MC NAIRY	4,900	4,100	83
	MADISON	19,100	16,800	88
	SHELBY	209,300	192,400	92
	TIPTON	7,500	6,400	85
25-50				
0/0	ARKANSAS			
	CLAY	6,500	5,600	86
	WOODRUFF	3,500	2,900	82
	MISSISSIPPI			
	GRENADA	5,400	4,200	77
	TISHOMINGO	4,100	3,200	79
	YALOBUSHA	3,000	2,200	75

Tennessee

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50				
0/0	TENNESSEE			
	HARDIN	5,100	4,000	79
	HENDERSON	4,900	4,100	84
5-24				
0/0	ARKANSAS			
	INDEPENDENCE	6,600	5,700	86
	MONROE	5,100	4,000	78
	MISSISSIPPI			
	BOLIVAR	13,300	9,000	68
	CALHOUN	4,300	3,500	80
	CHICKASAW	4,500	3,600	79
	CLAY	5,700	4,600	81
	ITAWAMBA	4,200	3,500	84
	MONROE	9,800	8,300	85
	MONTGOMERY	3,700	2,700	73
	SUNFLOWER	10,000	6,800	68
	TENNESSEE			
	CARROLL	6,900	5,800	84
	OBION	8,500	7,600	89
	WEAKLEY	7,200	6,200	86

WBIR-TV, Knoxville
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50				
0/0	KENTUCKY			
	LEE	1,700	1,100	64
	LESLIE	1,700	1,000	61
	ROCKCASTLE	3,000	2,100	69
	NORTH CAROLINA			
	SWAIN	1,800	1,400	77
	TENNESSEE			
	MCMINN	10,300	9,200	90
	POLK	3,000	2,600	86
	RHEA	4,500	3,800	85
5-24				
0/0	KENTUCKY			
	ESTILL	3,200	2,200	69
	LINCOLN	4,400	3,600	80
	PERRY	6,800	5,000	74
	NORTH CAROLINA			
	GRAHAM	1,500	1,300	86
	HAYWOOD	12,000	10,800	90
	MADISON	4,100	3,400	82
	TENNESSEE			
	BLED SOE	1,800	1,500	81
	CARTER	11,900	10,600	89
	JOHNSON	2,700	2,300	84
	MEIGS	1,100	1,000	89
	PICKETT	900	700	80
	SULLIVAN	36,900	34,300	93
	UNICOI	4,400	3,800	87
	WASHINGTON	19,200	17,800	92
	VIRGINIA			
	RUSSELL	6,700	5,800	87
	SCOTT	6,600	5,600	84
	WISE	11,900	10,400	88

WATE-TV, Knoxville
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50				
0/0	NORTH CAROLINA			
	SWAIN	1,800	1,400	77
	TENNESSEE			
	FENTRESS	2,900	2,300	78
	GREENE	12,700	11,200	88
	HAWKINS	8,700	7,300	84
	MCMINN	10,300	9,200	90
	MEIGS	1,100	1,000	89
	POLK	3,000	2,600	86
	RHEA	4,500	3,800	85
	UNICOI	4,400	3,800	87
	VIRGINIA			
	LEFF	5,600	4,700	84
5-24				
0/0	GEORGIA			
	FANNIN	3,600	3,100	87
	GILMER	2,300	2,000	86
	KENTUCKY			
	LINCOLN	4,400	3,600	80
	OWSLEY	1,000	600	57
	PERRY	6,800	5,000	74
	ROCKCASTLE	3,000	2,100	69
	NORTH CAROLINA			
	CHEROKEE	4,200	3,600	86
	JACKSON	4,200	3,600	84
	MACON	4,200	3,400	81
	MADISON	4,100	3,400	82
	TENNESSEE			
	BLED SOE	1,800	1,500	81
	BRADLEY	12,300	11,300	92
	CARTER	11,900	10,600	89
	WASHINGTON	19,200	17,800	92

Tennessee—Memphis



WMC-TV



(formerly WMCT)

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level.

Latitude 35° 10' 09"
Longitude 89° 53' 12"

Transmitter: 5317 Crestview Drive, U.S. 70 & Macon Rd.

TV tape: Recording facilities.

AM Affiliate: WMC, 5-kw, 790 kc (NBC).

FM Affiliate: WMC-FM, 300-kw, 99.7 mc (No. 259), 910-ft. antenna height above average terrain.

Color: Network, live, film, slide & tape.

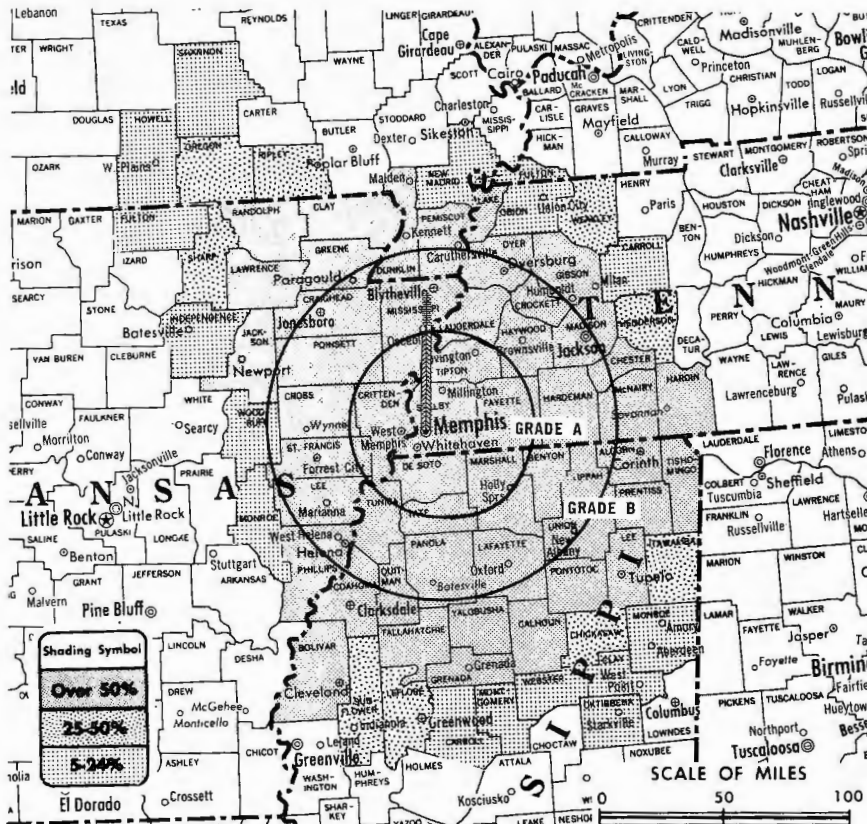
News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

O & O Translators: See below.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965
ARB study.



WMC-TV Ref: FCC File No. B1MPCT-1450 Granted 10/30/58

©American Map Co., Inc., N.Y., No. 14244

WMC-TV

Licensee: Scripps-Howard Broadcasting Co., P.O. Box 4420 (38104).

Studio: 1960 Union Ave.

Telephone: 901-274-8515.

Ownership: Scripps-Howard also operates WCPO-TV, Cincinnati; TV stations WEWS, Cleveland and WPTV, Palm Beach, radio station WNOX, Knoxville, WMC & FM, Memphis. For Scripps-Howard newspapers, see WEWS, Cleveland.

Began Operation: Dec. 11, 1948.

Represented (sales) by Blair TV.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

MORRIS E. GREINER JR., general manager.

EDW. F. GREANEY JR., program director & film buyer.

ROBERT A. FRASE, technical director.

PHILIP SLAVICK, production manager.

DEREK ROOKE, farm director.

NORM BREWER, news director.

JAMES A. McDEARMAN JR., promotion manager.

J. P. TUCKER, sales manager.

RAY GILL, national advertising manager.

DIGEST OF RATE CARD NO. 19

(Sept. 11, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID	
Class AA—6:30-10 p.m., daily.	\$1300.00	\$720.00	\$400.00	\$350.00	\$285.00	\$280.00	\$135.00

NETWORK BASE HOURLY RATE: \$1275.

O & O Translators: K09HF, Forest City, Ark.; K11HG, Jonesboro-Nettleton, Ark.; K08FG, Helena, Ark.; K11HH, Paragould, Ark.; K09HE, West Helena, Ark.; W09AL, Dyersburg, Tenn.; W09AK, Humboldt, Tenn.; W07AQ, Oxford, Miss.; W09AM, Jackson, Tenn.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50%	ARKANSAS			
50 O/O	CLAY	6,500	5,600	86
	CRAIGHEAD	15,500	14,200	92
	CRITTENDEN	13,900	11,700	84
	CROSS	5,100	4,400	87
	GREENE	8,000	7,200	89
	JACKSON	7,100	6,100	86
	LAWRENCE	5,000	4,200	84
	LEE	5,700	4,400	78
	MISSISSIPPI	18,900	16,700	88
	PHILLIPS	13,600	10,900	80
	POINSETT	7,900	7,100	89
	RANDOLPH	3,600	3,000	82
	ST FRANCIS	9,100	7,500	83

	MISSISSIPPI			
	ALCORN	7,800	6,400	83
	BENTON	1,900	1,500	80
	BOLIVAR	13,300	9,000	68
	CALHOUN	4,300	3,500	80
	COAHOMA	12,600	9,200	73
	DE SOTO	6,100	4,800	78
	GRENADA	5,400	4,200	77
	LAFAYETTE	5,400	4,500	83
	LEE	13,200	11,300	86
	MARSHALL	5,700	4,500	79
	PANOLA	7,500	6,100	82
	PONTOTOC	4,900	4,100	83
	PRETISS	5,100	4,300	84
	QUITMAN	4,600	3,500	76
	TALLAHATCHIE	5,400	3,700	69
	TATE	4,600	3,700	81
	TIPPAH	4,100	3,500	86
	TISHOMINGO	4,100	3,200	79
	TUNICA	3,500	2,600	74

(Continued on page 651-b)

STATION TOTALS	697,800	594,000	85
NET WEEKLY CIRCULATION (MARCH 1966)	453,900		
AVERAGE DAILY CIRCULATION (MARCH 1966)	315,400		

Translator Directory Is In Services Volume

Tennessee—Memphis



WREC-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft above av. terrain, 1077-ft. above ground, 1349-ft. above sea level.

Latitude 35° 10' 52.19"
Longitude 89° 49' 56.11"

Transmitter: 2.75-mi. SE of Bartlett.

Studio: Hotel Peabody Bldg.

AM Affiliate: WREC, 5-kw, 600 kc (CBS).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

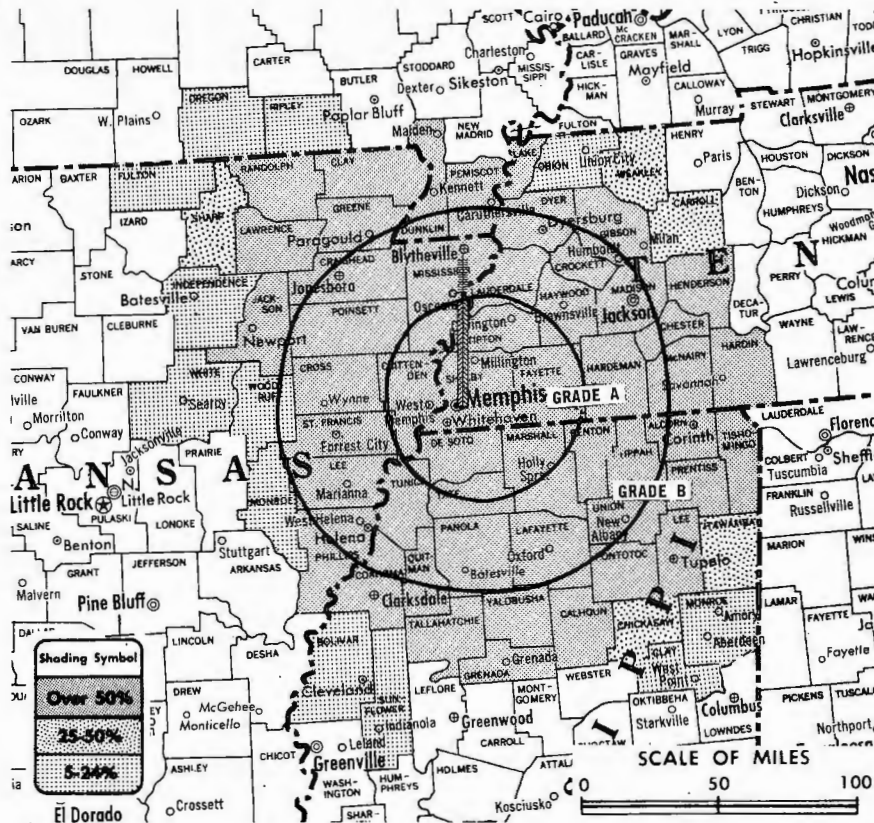
Total Households: © SRDS

Consumer Market Data as of 1/1/87.

TV Homes: TV% and Circulation

© 1985 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WREC-TV Ref: FCC File No. BPCT-452 Granted 5/28/55

©American Map Co., Inc., N.Y., No. 14244

WREC-TV

Licensee: Cowles Broadcasting Service Inc., Hotel Peabody Bldg., Memphis (38101).

Telephone: 901-525-1313. TWX No.: 901-278-1469.

Ownership: See KRNT-TV, Des Moines, Ia.

Began Operation: Jan. 1, 1956. Sale to present owner by Hoyt B. Wooten approved by FCC April 24, 1963 (Television Digest, Vol. 3:1, 17).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Robert A. Marmet.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

HOYT B. WOOTEN, chairman.
CHARLES BRAKEFIELD, president & general manager.
JACK MICHAEL, v.p., program director & film buyer.
RUSS HODGE, news director.
KITTY KELLY, women's director.
WILSON RANEY, chief engineer.
BERNARD COHN, operations manager.

DIGEST OF RATE CARD NO. 11
(June 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.	
Class AA—7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.	\$1300.00	\$720.00	\$400.00	\$300.00*	\$260.00*	\$130.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1300.

For Color Set Penetration by Markets

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ARKANSAS			
	CLAY	6,500	5,600	86
	CRAIGHEAD	15,500	14,200	92
	CRITTENDEN	13,900	11,700	84
	CROSS	5,100	4,400	87
	GREENE	8,000	7,200	89
	JACKSON	7,100	6,100	86
	LAWRENCE	5,000	4,200	84
	LEE	5,700	4,400	78
	MISSISSIPPI	18,900	16,700	88
	PHILLIPS	13,600	10,900	80
	POINSETT	7,900	7,100	89
	RANDOLPH	3,600	3,000	82
	ST FRANCIS	9,100	7,500	83
	MISSISSIPPI			
	ALCORN	7,800	6,400	83
	BENTON	1,900	1,500	80
	CALHOUN	4,300	3,500	80
	COAHOMA	12,600	9,200	73
	DE SOTO	6,100	4,800	78
	GRENADA	5,400	4,200	77
	LAFAYETTE	5,400	4,500	83
	LEE	13,200	11,300	86
	MARSHALL	5,700	4,500	79
	PANOLA	7,500	6,100	82
	PONTOTOC	4,900	4,100	83
	PRENTISS	5,100	4,300	84
	QUITMAN	4,600	3,500	76
	TALLAHATCHIE	5,400	3,700	69
	TATE	4,600	3,700	81
	TIPPAH	4,100	3,500	86
	TISHOMINGO	4,100	3,200	79

(Continued on page 667-b)

STATION TOTALS	661,300	566,900	86
NET WEEKLY CIRCULATION (MARCH 1966)			443,000
AVERAGE DAILY CIRCULATION (MARCH 1966)			340,100

Tennessee—Nashville



WLAC-TV

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1367-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"
Longitude 86° 47' 18"

Transmitter: Brick Church Pike & Old Hickory Blvd.

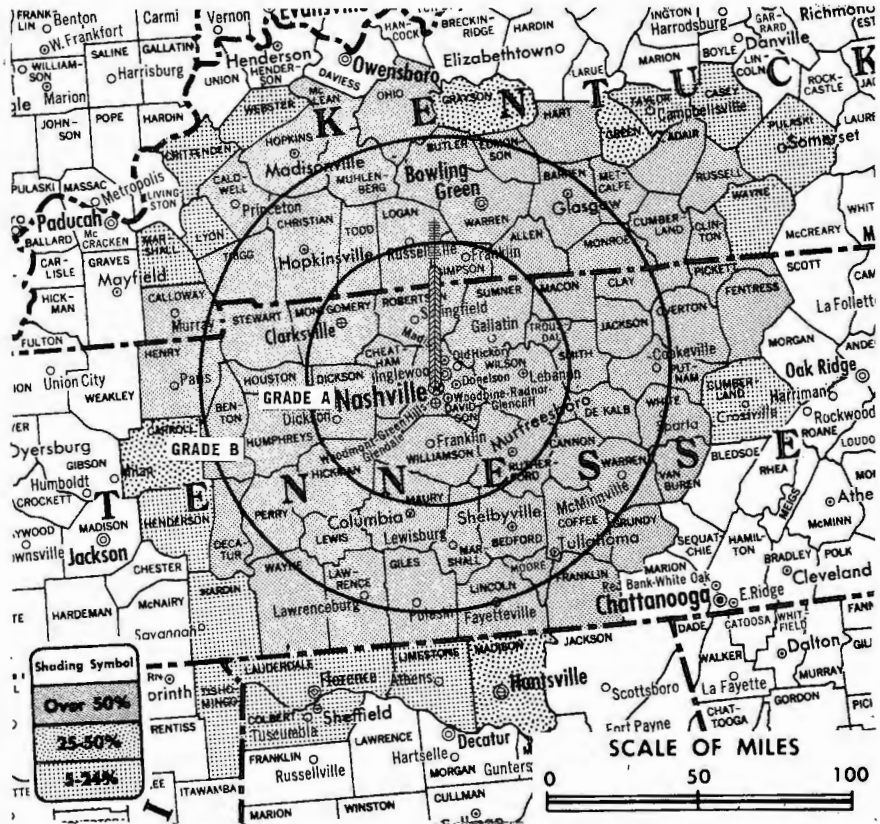
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WLAC-TV Ref: FCC File No. BMPCT-1702 Granted 1/21/54

©American Map Co., Inc., N.Y., No. 14244

WLAC-TV

Licensee: WLAC-TV Inc., 159 Fourth Ave. N., Nashville (37219).

Studio: 159 Fourth Ave. N.

Telephone: 615-242-4331.

TWX No.: 810-371-1168.

Ownership: Life & Casualty Insurance Co., 50%; T. B. Baker Jr., 25%; A. G. Beaman, 25%. WLAC-TV officers: Paul Mountcastle, chairman; Guilford Dudley Jr., pres.; T. B. Baker Jr., exec. v.p.; A. G. Beaman, secy.-treas.; approximately 14% of Life & Casualty is owned by American General Insurance Co. Radios WLAC & FM are operated as separate entities.

Began Operation: Aug. 6, 1954. Working control of Life & Casualty Insurance Co. was acquired in 1958 by John D. & Clint W. Murchison Jr., but FCC didn't approve this transfer of control until July 29, 1959 (Television Digest, Vols. 14:35; 15:30). Note: American General Insurance Co. acquired Murchisons' interest in 1966.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

T. B. BAKER JR., exec. v.p. & general manager.
RUTH C. TALLEY, v.p. & executive assistant.
HAROLD C. CRUMP, v.p. & director of sales.
ROY A. SMITH, v.p. & director of operations.
RALPH L. HUCABY, v.p. & director of engineering.

DIGEST OF RATE CARD NO. A14a
(Oct. 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*
Class AA—7-10 p.m., daily.	\$1175.00	\$700.00	\$375.00	\$300.00	\$260.00	\$250.00
*Class AAA—6:59-9:31 p.m., daily.						

*Class AAA—6:59-9:31 p.m., daily.

NETWORK BASE HOURLY RATE: \$1125.

For State's CATV Systems, see the CATV Directory

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50%	KENTUCKY			
25-50%	ADAIR	3,800	2,800	75
5-24%	ALLEN	3,700	3,200	87
	BARREN	8,800	7,800	89
	BUTLER	2,400	2,000	85
	CALDWELL	4,400	3,600	82
	CALLOWAY	7,000	6,300	90
	CHRISTIAN	17,000	15,300	90
	CLINTON	2,000	1,600	79
	CUMBERLAND	1,800	1,400	76
	EDMONSON	2,000	1,600	79
	HART	4,200	3,700	88
	HOPKINS	12,300	10,700	87
	LOGAN	6,400	5,600	89
	MC LEAN	3,000	2,600	89
	METCALFE	2,300	1,900	84
	MONROE	3,100	2,700	88
	MUHLENBERG	7,500	6,600	89
	OHIO	5,000	4,300	86
	RUSSELL	2,700	2,200	79
	SIMPSON	3,700	3,200	89
	TODD	3,100	2,700	88
	TRIGG	2,700	2,400	89
	WARREN	14,700	13,100	89

TENNESSEE				
	BEDFORD	7,200	6,500	90
	BENTON	3,400	2,900	86
	CANNON	2,500	2,100	87
	CHEATHAM	2,800	2,600	91
	CLAY	1,700	1,300	80
	COFFEE	9,500	8,700	92
	DAVIDSON	134,800	127,400	95
	DECATUR	2,200	1,800	82
	DE KALB	3,200	2,700	85

(Continued on next page)

STATION TOTALS 644,800 568,300 88

NET WEEKLY CIRCULATION (MARCH 1966) 425,000
AVERAGE DAILY CIRCULATION (MARCH 1966) 340,800

WLAC-TV, Nashville
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TENNESSEE—(Continued)				
OVER 50 O/O	DICKSON	5,800	5,300	92
	FENTRESS	2,900	2,300	78
	FRANKLIN	7,400	6,600	89
	GILES	6,000	5,000	83
	GRUNDY	2,900	2,400	81
	HENRY	7,100	6,000	84
	HICKMAN	3,200	2,800	88
	HOUSTON	1,200	1,000	83
	HUMPHREYS	3,600	3,300	91
	JACKSON	2,200	1,800	81
	LAWRENCE	8,100	7,000	86
	LEWIS	2,000	1,700	85
	LINCOLN	6,700	5,700	85
	MACON	3,500	3,100	87
	MARSHALL	5,100	4,600	90
	MAURY	13,200	11,900	90
	MONTGOMERY	16,600	15,400	93
	MOORE	800	600	84
	OVERTON	3,600	2,900	81
	PERRY	1,200	1,000	86
	PICKETT	900	700	80
	PUTNAM	8,400	7,300	87
	ROBERTSON	8,400	7,700	91
	RUTHERFORD	16,400	15,100	92
	SMITH	3,500	3,100	89
	STEWART	1,900	1,700	88
	SUMNER	11,700	10,600	91
	TROUSDALE	1,200	1,000	88
	VAN BUREN	900	700	77
	WARREN	7,200	6,100	85
	WAYNE	3,000	2,200	75
	WHITE	4,700	4,000	85
	WILLIAMSON	7,400	6,600	89
	WILSON	8,900	8,100	91
<hr/>				
25-50 O/O	ALABAMA MADISON	51,800	45,500	88
	KENTUCKY GRAYSON	4,600	3,800	82
	GREEN	3,500	2,900	83
	TENNESSEE CARROLL	6,900	5,800	84
<hr/>				
5-24 O/O	ALABAMA COLBERT	14,300	12,200	85
	LAUDERDALE	18,800	15,700	84
	LIMESTONE	10,900	9,100	84
	KENTUCKY CASEY	3,400	2,600	75
	CRITTENDEN	2,300	2,000	85
	LYON	1,300	1,100	85
	MARSHALL	6,000	5,600	93
	PULASKI	9,400	7,000	75
	TAYLOR	5,400	4,600	84
	WAYNE	3,700	2,400	66
	WEBSTER	4,800	4,000	84
	MISSISSIPPI TISHOMINGO	4,100	3,200	79
	TENNESSEE CUMBERLAND	5,100	4,100	81
	HARDIN	5,100	4,000	79
	HENDERSON	4,900	4,100	84

Tennessee

WREC-TV, Memphis
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
MISSISSIPPI—(Continued)				
OVER 50 O/O	TUNICA	3,500	2,600	74
	UNION	5,700	5,200	90
	YALOBUSHA	3,000	2,200	75
	MISSOURI DUNKLIN	10,500	9,200	87
	PEMISCOT	9,000	7,700	86
	TENNESSEE CHESTER	2,500	2,100	86
	CROCKETT	3,900	3,400	87
	DYER	8,700	7,600	88
	FAYETTE	5,100	3,800	76
	GIBSON	13,800	12,000	87
	HARDEMAN	4,800	4,000	82
	HARDIN	5,100	4,000	79
	HAYWOOD	5,300	4,300	81
	HENDERSON	4,900	4,100	84
	LAKE	2,300	1,900	84
	LAUDERDALE	5,600	4,800	87
	MC NAIRY	4,900	4,100	83
	MADISON	19,100	16,800	88
	SHELBY	209,300	192,400	92
	TIPTON	7,500	6,400	85
<hr/>				
25-50 O/O	ARKANSAS SHARP	1,600	1,200	72
	MISSISSIPPI CHICKASAW	4,500	3,600	79
	ITAWAMBA	4,200	3,500	84
	TENNESSEE CARROLL	6,900	5,800	84
	WEAKLEY	7,200	6,200	86
<hr/>				
5-24 O/O	ARKANSAS FULTON	1,700	1,200	70
	INDEPENDENCE	6,600	5,700	86
	MONROE	5,100	4,000	78
	WHITE	10,500	9,300	89
	WOODRUFF	3,500	2,900	82
	MISSISSIPPI BOLIVAR	13,300	9,000	68
	CLAY	5,700	4,600	81
	MONROE	9,800	8,300	85
	SUNFLOWER	10,000	6,800	68
	MISSOURI OREGON	2,700	1,900	70
	RIPLEY	2,400	1,700	72
	TENNESSEE OBION	8,500	7,600	89

For Index to Contents
See Services Volume

Tennessee—Nashville



WSIX-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1353-ft. above av. terrain, 940-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 50"
Longitude 86° 49' 49"

Transmitter: Old Hickory Blvd. and Granny White Pike, 8-mi. S of Nashville.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

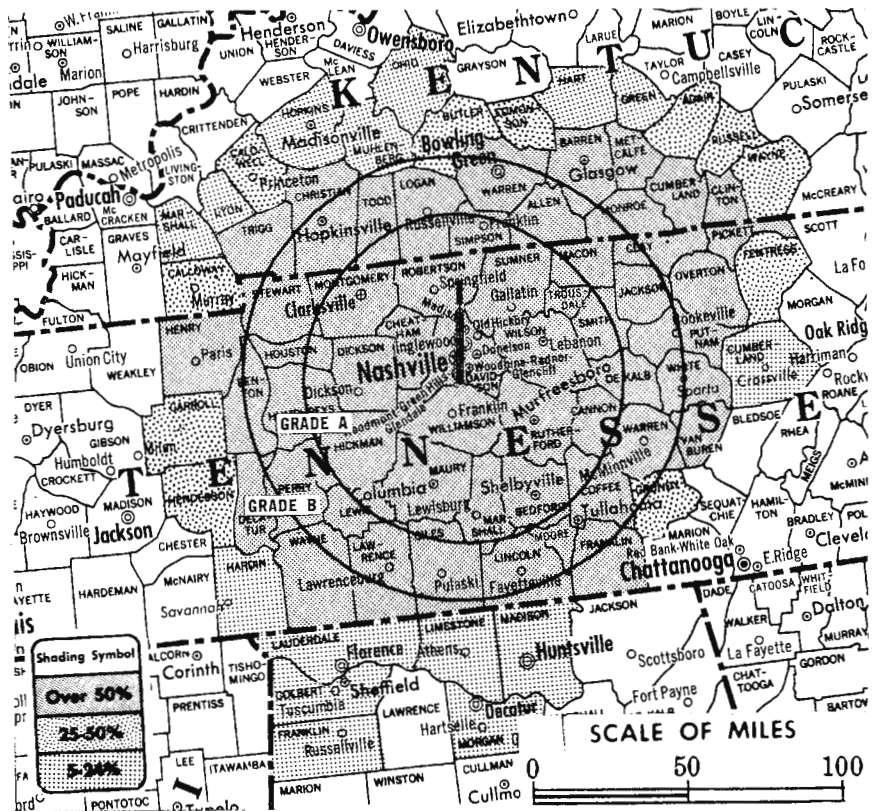
News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WSIX, 5-kw, 980 kc (ABC).

FM Affiliate: WSIX-FM, 100-kw, 97.9 mc (No. 250), 1110-ft. antenna height.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



WSIX-TV Ref: FCC File No. BPCT-2418 Granted 12/3/57

©American Map Co., Inc., N.Y., No. 14244

WSIX-TV

Licensee: General Electric Broadcasting Co. Inc., 441 Murfreesboro Rd. (37210).

Studio: 441 Murfreesboro Rd.

Telephone: 615-255-5431. TWX No.: 810-371-1943.

Ownership: See WRGB(TV), Schenectady-Albany-Troy, N.Y.

Began Operation: Nov. 28, 1953. Sale to present owner by Louis R. Draughon & associates approved April 6, 1966 by FCC (Television Digest, Vols. 5:41, 6:15).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

A. DONOVAN FAUST, vice president & general manager.
JACK C. LONG, sales manager.
RAY J. SHOUSE, program manager.
ROLAND C. WOLFE, news director.
RICHARD H. ZEIGLER, director of engineering.

DIGEST OF RATE CARD NO. 9 (March 15, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:31-9:59 p.m., daily.
\$1000.00 \$600.00 \$300.00 \$290.00 \$225.00 \$225.00 \$112.50
NETWORK BASE HOURLY RATE: \$950.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KENTUCKY			
	ALLEN	3,700	3,200	87
	BARREN	8,800	7,800	89
	CHRISTIAN	17,000	15,300	90
	CLINTON	2,000	1,600	79
	CUMBERLAND	1,800	1,400	76
	LOGAN	6,400	5,600	89

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	METCALFE	2,300	1,900	84
	MONROE	3,100	2,700	88
	SIMPSON	3,700	3,200	89
	TODD	3,100	2,700	88
	TRIGG	2,700	2,400	89
	WARREN	14,700	13,100	89

TENNESSEE	TOTAL HOUSEHOLDS	TV HOMES	O/O
BEDFORD	7,200	6,500	90
BENTON	3,400	2,900	86
CANNON	2,500	2,100	87
CHEATHAM	2,800	2,600	91
CLAY	1,700	1,300	80
COFFEE	9,500	8,700	92
DAVIDSON	134,800	127,400	95
DECATUR	2,200	1,800	82
DE KALB	3,200	2,700	85
DICKSON	5,800	5,300	92
FRANKLIN	7,400	6,600	89
GILES	6,000	5,600	83
HENRY	7,100	6,000	84
HICKMAN	3,200	2,800	88
HOUSTON	1,200	1,000	83
HUMPHREYS	3,600	3,300	91
JACKSON	2,200	1,800	81
LAWRENCE	8,100	7,000	86
LEWIS	2,000	1,700	85
LINCOLN	6,700	5,700	85
MACON	3,500	3,100	87
MARSHALL	5,100	4,600	90
MAURY	13,200	11,900	90
MONTGOMERY	16,600	15,400	93
MOORE	800	600	84
OVERTON	3,600	2,900	81
PERRY	1,200	1,000	86

(Continued on page 670-b)

STATION TOTALS	632,600	559,900	89
NET WEEKLY CIRCULATION (MARCH 1966)		370,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)		243,300	

Tennessee—Nashville



WSM-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 1408-ft. above av. terrain, 1369-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27"
Longitude 86° 51' 56"

Transmitter: Watts Lane.

Studio: 5700 Knob (37209).

TV tape: Recording facilities.

AM Affiliate: WSM, 50-kw, 650 kc (NBC).

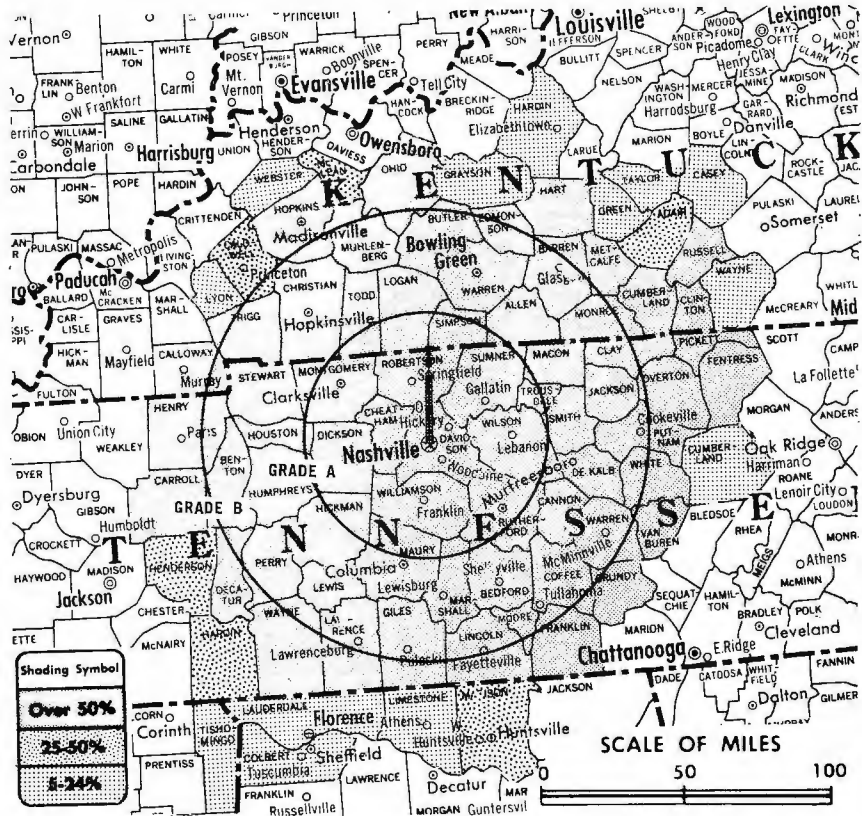
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965
ARB study.



WSM-TV Ref: FCC File No. BMPCT-4658 Granted 5/21/67

©American Map Co., Inc., N.Y., No. 14244

WSM-TV

Licensee: WSM Inc., National Life Bldg.
Telephone: 615-291-4975. TWX No.: 615-244-1064.
Ownership: 100% subsidiary of National Life & Accident Insurance Co.
Began Operation: Sept. 30, 1950.
Represented (sales) by Edward Petry & Co. Inc.
Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.
Personnel:
J. H. DeWITT JR., president.
IRVING WAUGH, v.p. & general manager.
HI BRAMHAM, commercial manager.
BRAD CRANDALL, operations manager & film buyer.
ELMER ALLEY, production manager.
AARON SHELTON, chief engineer.
BOB CONNOLLY, promotion manager.

DIGEST OF RATE CARD NO. I—(Sept. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6-10 p.m., daily.
\$1125.00 \$670.00 \$450.00 \$300.00 Graded rates apply*

*Highest rate: \$512.

NETWORK BASE HOURLY RATE: \$1125.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KENTUCKY			
	ALLEN	3,700	3,200	87
	BARREN	8,800	7,800	89
	BUTLER	2,400	2,000	85
	CALLOWAY	7,000	6,300	90
	CHRISTIAN	17,000	15,300	90
	CLINTON	2,000	1,600	79
	CUMBERLAND	1,800	1,400	76
	EDMONSON	2,000	1,600	79

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	HART	4,200	3,700	88
	HOPKINS	12,300	10,700	87
	LOGAN	6,400	5,600	89
	METCALFE	2,300	1,900	84
	MONROE	3,100	2,700	88
	MUHLENBERG	7,500	6,600	89
	OHIO	5,000	4,300	86
	RUSSELL	2,700	2,200	79
	SIMPSON	3,700	3,200	89
	TODD	3,100	2,700	88
	TRIGG	2,700	2,400	89
	WARREN	14,700	13,100	89
	TENNESSEE			
	BEDFORD	7,200	6,500	90
	BENTON	3,400	2,900	86
	CANNON	2,500	2,100	87
	CARROLL	6,900	5,800	84
	CHEATHAM	2,800	2,600	91
	CLAY	1,700	1,300	80
	COFFEE	9,500	8,700	92
	DAVIDSON	134,800	127,400	95
	DECATUR	2,200	1,800	82
	DE KALB	3,200	2,700	85
	DICKSON	5,800	5,300	92
	FENTRESS	2,900	2,300	78
	FRANKLIN	7,400	6,600	89
	GILES	6,000	5,000	83
	GRUNDY	2,900	2,400	81
	HENRY	7,100	6,000	84
	HICKMAN	3,200	2,800	88
	HOUSTON	1,200	1,000	83
	HUMPHREYS	3,600	3,300	91
	JACKSON	2,200	1,800	81
	LAWRENCE	8,100	7,000	86

(Continued on next page)

STATION TOTALS	643,300	568,700	88
NET WEEKLY CIRCULATION (MARCH 1966)		411,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)		320,300	

Tennessee—Nashville

WSIX-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TENNESSEE—(Continued)				
OVER 50 O/O	PICKETT	900	700	80
	PUTNAM	8,400	7,300	87
	ROBERTSON	8,400	7,700	91
	RUTHERFORD	16,400	15,100	92
	SMITH	3,500	3,100	89
	STEWART	1,900	1,700	88
	SUMNER	11,700	10,600	91
	TROUSDALE	1,200	1,000	88
	VAN BUREN	900	700	77
	WARREN	7,200	6,100	85
	WAYNE	3,000	2,200	75
	WHITE	4,700	4,000	85
	WILLIAMSON	7,400	6,600	89
	WILSON	8,900	8,100	91

25-50 O/O	KENTUCKY			
	ADAIR	3,800	2,800	75
	BUTLER	2,400	2,000	85
	CALDWELL	4,400	3,600	82
	CALLOWAY	7,000	6,300	90
	EDMONSON	2,000	1,600	79
	RUSSELL	2,700	2,200	79
	WAYNE	3,700	2,400	66
	TENNESSEE			
	CARROLL	6,900	5,800	84
	FENTRESS	2,900	2,300	78
	GRUNDY	2,900	2,400	81
	HENDERSON	4,900	4,100	84

5-24 O/O	ALABAMA			
	COLBERT	14,300	12,200	85
	FRANKLIN	5,800	4,800	83
	LAUDERDALE	18,800	15,700	84
	LIMESTONE	10,900	9,100	84
	MADISON	51,800	45,500	88
	MORGAN	19,000	16,600	88
	KENTUCKY			
	GREEN	3,500	2,900	83
	HART	4,200	3,700	88
	HOPKINS	12,300	10,700	87
	LYON	1,300	1,100	85
	MARSHALL	6,000	5,600	93
	MUHLENBERG	7,500	6,600	89
	OHIO	5,000	4,300	86
	TENNESSEE			
	CUMBERLAND	5,100	4,100	81
	HARDIN	5,100	4,000	79

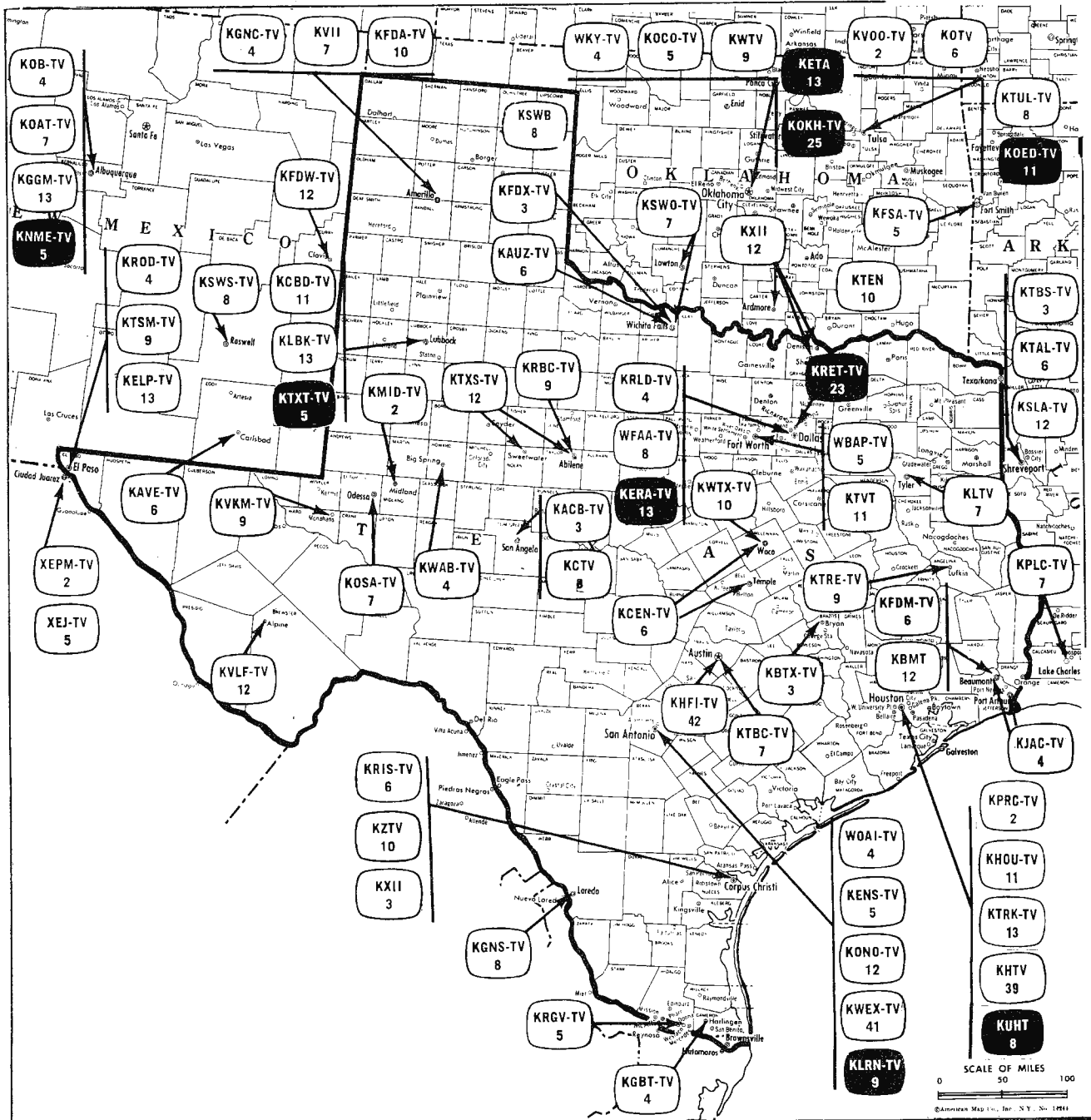
WSM-TV

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TENNESSEE—(Continued)				
OVER 50 O/O	LEWIS	2,000	1,700	85
	LINCOLN	6,700	5,700	85
	MACON	3,500	3,100	87
	MARSHALL	5,100	4,600	90
	MAURY	13,200	11,900	90
	MONTGOMERY	16,600	15,400	93
	MOORE	800	600	84
	OVERTON	3,600	2,900	81
	PERRY	1,200	1,000	86
	PICKETT	900	700	80
	PUTNAM	8,400	7,300	87
	ROBERTSON	8,400	7,700	91
	RUTHERFORD	16,400	15,100	92
	SMITH	3,500	3,100	89
	STEWART	1,900	1,700	88
	SUMNER	11,700	10,600	91
	TROUSDALE	1,200	1,000	88
	VAN BUREN	900	700	77
	WARREN	7,200	6,100	85
	WAYNE	3,000	2,200	75
	WHITE	4,700	4,000	85
	WILLIAMSON	7,400	6,600	89
	WILSON	8,900	8,100	91

25-50 O/O	ALABAMA			
	MADISON	51,800	45,500	88
	KENTUCKY			
	ADAIR	3,800	2,800	75
	CALDWELL	4,400	3,600	82
	MC LEAN	3,000	2,600	89
	TENNESSEE			
	HARDIN	5,100	4,000	79
	HENDERSON	4,900	4,100	84

5-24 O/O	ALABAMA			
	COLBERT	14,300	12,200	85
	LAUDERDALE	18,800	15,700	84
	LIMESTONE	10,900	9,100	84
	KENTUCKY			
	CASEY	3,400	2,600	75
	GRAYSON	4,600	3,800	82
	GREEN	3,500	2,900	83
	HARDIN	16,200	15,000	93
	LYON	1,300	1,100	85
	TAYLOR	5,400	4,600	84
	WAYNE	3,700	2,400	66
	WEBSTER	4,800	4,000	84
	MISSISSIPPI			
	TISHOMINGO	4,100	3,200	79
	TENNESSEE			
	CUMBERLAND	5,100	4,100	81



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Dallas-Ft. Worth	769,300	15	982,300	22	908,400	22
Houston	569,000	25	690,800	43	631,200	42
San Antonio	323,300	57	468,700	63	414,900	67
Beaumont-Port Arthur	164,600	107	232,900	124	212,400	124
Waco-Temple	146,500	119	265,200	115	237,100	114
Austin	140,300	123	226,500	128	200,200	128

(Continued on next page)

ANACONDA
astrodata
 ■ BOX 3772 ■ ANAHEIM, CALIF
 ■ (714) 635-0150

BROAD NEW PERSPECTIVE IN CATV

Total Capability ! Electronic Equipment ■ Test Instruments
 Coaxial Cable ■ System Design ■ Financing
 Engineer, Furnish and Install

Texas

Market	ARB Net Weekly		Total Homes	Rank	TV	
	Circulation	Rank			Households	Rank
Amarillo	139,300	124	161,800	155	149,900	153
Wichita Falls-Lawton	134,800	127	204,000	135	189,100	134
El Paso	121,200	136	139,100	167	128,300	166
Lubbock	116,100	140	166,400	154	155,100	150
Corpus Christi	113,100	142	149,700	163	133,000	163
Odessa-Midland	109,500	148	144,400	164	133,600	162
Abilene-Sweetwater	96,900	155	127,500	173	115,200	170
Tyler	92,700	159	159,000	157	138,700	160
Lower Rio Grande Valley (Harlingen-Weslaco)	83,600	163	96,600	182	85,200	182
Lufkin	32,300	204	82,100	187	69,300	192
San Angelo	28,700	207	40,100	209	35,500	209
Laredo	14,700	217	17,700	219	15,200	219

Texas Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	44	2	46
● Educational Television Stations	4	1	5
			51

State Educational Technical Facilities (Complete Data in Educational Directory)

KERA-TV

Dallas

Ch. 13

Non-Commercial Educational Station

Licensee: Area Educational TV Foundation Inc., 3000 Harry Hines Blvd., Dallas (75201).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 107-kw visual, 10.7-kw aural. Antenna: 330-ft. above av. terrain, 380-ft. above ground, 851-ft. above sea level.

Latitude 32° 47' 44"
Longitude 96° 48' 37"

KUHT

Houston

Ch. 8

Non-Commercial Educational Station

Licensee: University of Houston, 4513 Cullen Blvd., Houston.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 1160-ft. above av. terrain, 1196-ft. above ground, 1235-ft. above sea level.

Latitude 29° 27' 57"
Longitude 95° 13' 23"

KTXT-TV

Lubbock

Ch. 5

Non-Commercial Educational Station

Licensee: Texas Technological College, Tech. Station Box 4408.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.7-kw visual, 5.13-kw aural. Antenna: 440-ft. above av. terrain, 452-ft. above ground, 3677-ft. above sea level.

Latitude 33° 34' 52"
Longitude 101° 53' 07"

KRET-TV

Richardson

Ch. 23

Non-Commercial Educational Station

Grantee: Richardson Independent School District, 400 S. Greenville Ave., Richardson (75080).

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 2.9-kw visual, .513-kw aural. Antenna: 220-ft. above av. terrain, 108-ft. above ground, 758-ft. above sea level.

Latitude 32° 56' 20"
Longitude 96° 43' 15"

KLRN-TV

San Antonio-Austin

Ch. 9

Non-Commercial Educational Station

Licensee: Southwest Texas Educational Television Council.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 58.9-kw aural. Antenna: 1108-ft. above av. terrain, 1016-ft. above ground, 2047-ft. above sea level.

Latitude 29° 49' 40"
Longitude 98° 07' 03"

XEFE-TV

Laredo (Nuevo Laredo, Mexico)

Ch. 2

Licensee: Rafael Tijerina Carranza, Box 1484, Laredo, Tex.

Telephones: 2-21-82; 2-17-00, Nuevo Laredo, Mex.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 2-kw visual, 1-kw aural. Antenna: 550-ft. above av. terrain, 222-ft. above ground. Note: Additional technical data not available.

Ownership: Rafael Tijerina Carranza, 100%.

Began Operation: Oct. 1, 1962.

Represented (sales) by Spanish International Network Sales Inc.

Personnel:

RAMONCITA ESPARZA G. (Miss), general manager.
ENRIQUE ESPARZA, sales manager.
RUBEN LOPEZ RUBIO, chief engineer.
ARTURO ESPARZA G., program manager.

DIGEST OF DATE CARD NO. 3

(Aug. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AAA—5-11 p.m.
\$105.60 \$60.00 \$40.00 \$30.00 \$30.00 \$18.00 \$12.00

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KGBT-TV & KRGV-TV

Brownsville

(See Harlingen & Weslaco, Tex.)

WBAP-TV & KTVT

Dallas

(See Fort Worth, Tex.)

KXII

Denison

(See Ardmore, Okla.)

KRLD-TV & WFAA-TV

Fort Worth

(See Dallas, Tex.)

KRGV-TV

Harlingen

(See Weslaco, Tex.)

KLTV

Longview

(See Tyler, Tex.)

KOSA-TV

Midland & Monahans

(See Odessa, Tex.)

KMID-TV

Odessa

(See Midland, Tex.)

KVKM-TV

Odessa

(See Monahans, Tex.)

KJAC-TV

Port Arthur

(See Beaumont, Tex.)

KFDM-TV

Port Arthur

(See Beaumont, Tex.)

KXII

Sherman

(See Ardmore, Okla.)

KTXS-TV

Sweetwater

(See Abilene, Tex.)

KWTX-TV

Temple

(See Waco, Tex.)

KTAL-TV

Texarkana

(See Shreveport, La.)

KCEN-TV

Waco

(See Temple, Tex.)

KGBT-TV

Weslaco

(See Harlingen, Tex.)

KSWO-TV

Wichita Falls

(See Lawton, Okla.)

KRBC-TV, Abilene

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24	TEXAS			
0/0	COMANCHE	3,400	2,700	82
	KENT	400	400	94
	KNOX	1,900	1,700	88



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Texas—Abilene



KRBC-TV



Ch. 9

[Also operates satellite KACB-TV, San Angelo, Tex.]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 850-ft. above av. terrain, 537-ft. above ground, 2887-ft. above sea level.

Latitude 32° 17' 13"
Longitude 99° 44' 20"

Transmitter: Cedar Gap Mt.

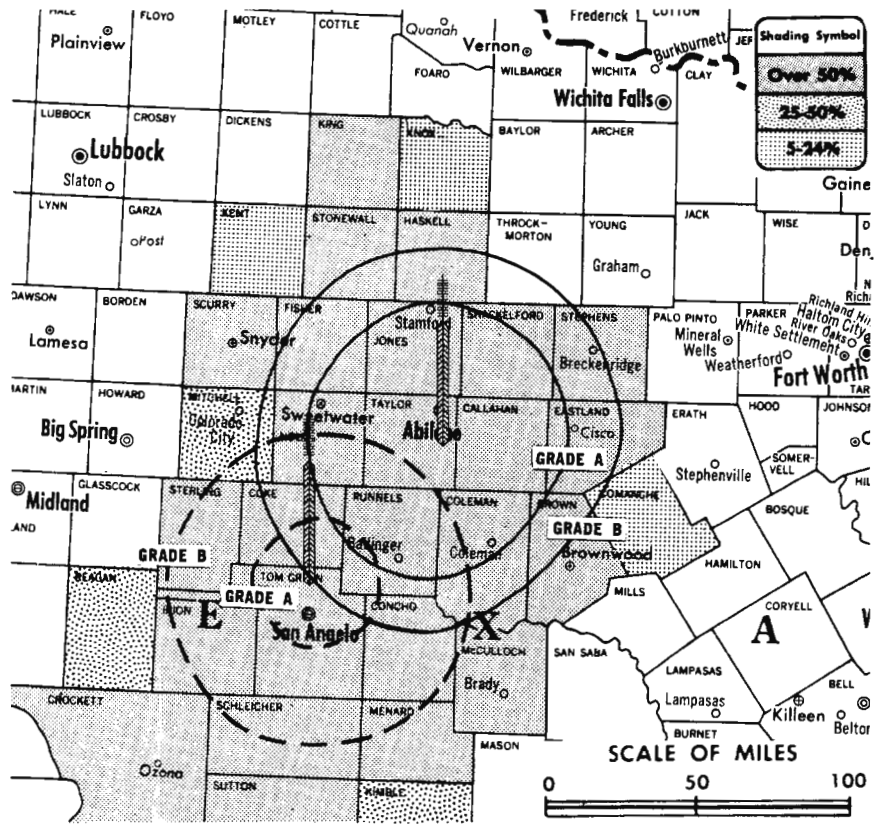
Studio: 4510 S. 14th St.

AM Affiliate: KRBC, 5-kw (1-kw night), 1470 kc (ABC).

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KRBC-TV Ref: FCC File No. BPCT-3492 Granted 4/18/66
KACB-TV Ref: FCC File No. BLCT-1171 Granted 8/22/62

© American Map Co., Inc., N.Y., No. 14244

KRBC-TV

Licensee: Abilene Radio & Television Co., 4510 S. 14th St. (79605).

Telephone: 915-692-4242. TWX No.: 915-492-9210.

Ownership: Dale Ackers, pres., 29.17%; Christine Ackers Cagle, v.p., 20%; Jack Andrews, secy.-treas., 29.17%; Mrs. Lewis J. Ackers, 12.5%; Carol Cagle trust, 9.17%. Abilene Radio & Television also owns satellite KACB-TV, San Angelo, Tex.

Began Operation: Aug. 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (Television Digest, Vol. 9:35, 38).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

DALE ACKERS, president & general manager.
WILLIAM TERRY, station & sales manager.
NORMAND MANN, program director.
BRYAN MUNDY, production director.
LARRY FITZGERALD, news director.
TROY MALLON, chief engineer.

DIGEST OF RATE CARD NO. 11

(July 15, 1966)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., daily.
\$400.00 \$260.00 \$180.00 \$140.00 \$120.00* \$100.00* \$60.00*

*Class AA—6:31-8:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$425.

ARB Data: Figures include Satellite KACB-TV, San Angelo, Tex. but do not reflect present coverage since KRBC-TV changed its facilities after the survey was made.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	BROWN	7,800	6,600	85
	CALLAHAN	2,300	2,100	92
	COKE	900	800	91
	COLEMAN	3,700	3,400	91
	CONCHO	700	600	90
	CROCKETT	1,200	1,000	83
	EASTLAND	6,200	5,400	87
	FISHER	1,800	1,600	89
	HASKELL	3,100	2,800	89
	IRION	400	300	83
	JONES	5,800	5,400	93
	KING	200	200	79
	MC CULLOCH	2,300	1,800	78
	MENARD	700	400	64
	NOLAN	6,000	5,600	93
	RUNNELS	4,300	3,900	91
	SCHLEICHER	900	700	87
	SCURRY	5,500	5,000	92
	SHACKELFORD	1,000	900	89
	STEPHENS	2,600	2,300	88
	STERLING	400	300	86
	STONEWALL	700	700	95
	SUTTON	1,100	800	74
	TAYLOR	35,900	33,800	94
	TOM GREEN	21,200	19,600	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	TEXAS			
	KIMBLE	1,200	800	73
	MITCHELL	2,800	2,500	90
	REAGAN	1,100	1,100	97

(Continued on page 673-b)

STATION TOTALS	127,500	115,200	90
NET WEEKLY CIRCULATION (MARCH 1966)			96,900
AVERAGE DAILY CIRCULATION (MARCH 1966)			81,300

Texas—Sweetwater-Abilene



KTXS-TV

(formerly KPAR-TV)

Ch. 12

[Affiliated with KLBK-TV, Lubbock, & semi-satellite KWAB-TV, Big Spring, Tex.]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 154-kw visual, 30.7-kw aural. Antenna: 930-ft. above av. terrain, 568-ft. above ground, 3045-ft. above sea level.

Latitude 32° 24' 47.7"
Longitude 100° 06' 24.8"

Transmitter: 6.8-mi. SW of Merkel off U.S. 80.

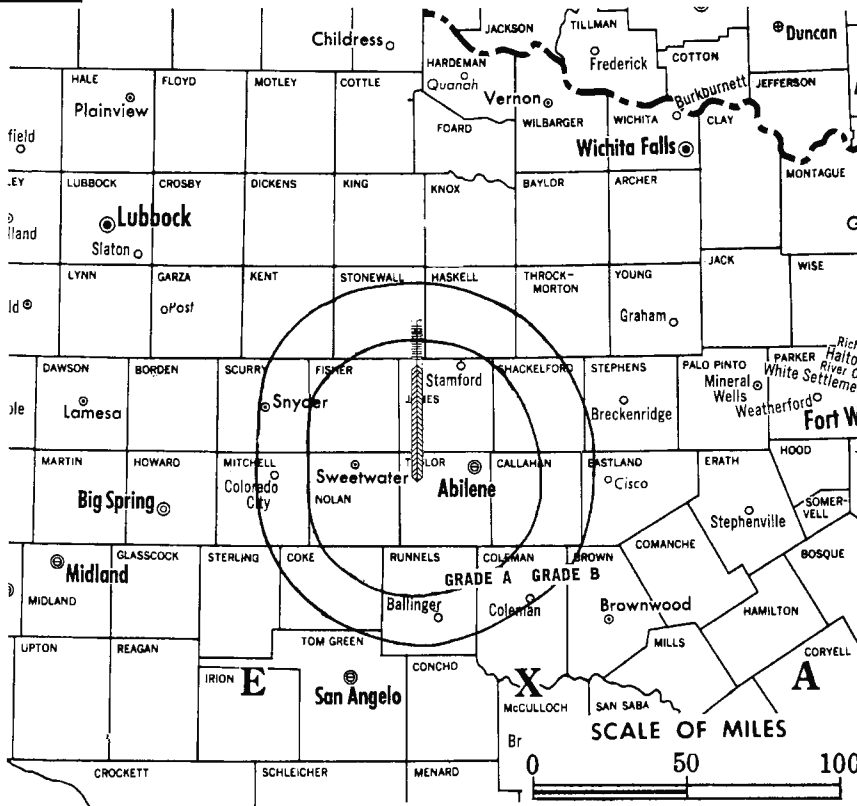
Telephones: 915-692-2222 (Abilene); 915-234-4895 (Sweetwater).

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: CBS.



KTXS-TV Ref: FCC File No. BMPCT-5021 Granted 4/25/58

©American Map Co., Inc., N.Y., No. 14244

KTXS-TV

Licensee: Texas Key Broadcasters Inc., P.O. Box 2997, Abilene, Tex. (79604).

Studio: E. Hwy. 80, Sweetwater. Abilene Studios: Westgate Shopping Capital.

TWX No.: 910-896-4321.

Ownership: Grayson Enterprises (KLBK-TV, Lubbock), 100%.

Began Operation: Jan. 30, 1956. Operation by former owners A. R. Elam & associates as Texas Key Bcstrs. Inc. (to whom Grayson Enterprises leased equipment) was terminated when transfer of all Texas Key stock to Grayson Enterprises was approved June 15, 1966 by FCC (Television Digest, Vol. 6:25).

Represented (sales) by National Television Sales Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

WALTER M. WINDSOR, executive vice president & general mgr.
WILLIAM F. de TOURNILLON, station manager.
JOHN VERA, national sales manager.
JAMES HALLMARK, operations director.
J. T. ALLEN, chief engineer.

DIGEST OF RATE CARD NO. C-1—(Sept. 15, 1966)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$105.00	Graded rates apply*	

*Average rate: \$72.

Combination Rate: Sold in combination with KWAB-TV, Big Spring, Tex. Also combination rate with KBLK-TV, Lubbock & KCTV, San Angelo, Tex. (West Texas Television Network).

NETWORK BASE HOURLY RATE: \$225.

ARB Data: Figures reflecting present coverage are not available since KWAB-TV, Big Spring was not operating as a satellite of this station at the time the survey was made.

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers - Appraisers - Consultants - Management

THE DANIELS BUILDING

THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

Texas—Amarillo



KFDA-TV



Ch. 10

[Also operates satellites KFDW-TV, Clovis, N.M. & KFDO-TV, Sayre, Okla.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 302-kw visual, 41.7-kw aural. Antenna: 800-ft. above av. terrain, 725-ft. above ground, 4298-ft. above sea level.

Latitude 35° 17' 33"
Longitude 101° 50' 48"

Transmitter: Broadway & Cherry Ave.
TV tape: Recording facilities.

O & O Translator: K06DF, Pampa, Tex.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

ARB Data: Data for this station includes satellite KFDW-TV, Clovis, N.M. but does not reflect present coverage since KFDW-TV, Sayre was not in operation as a satellite when the survey was made.

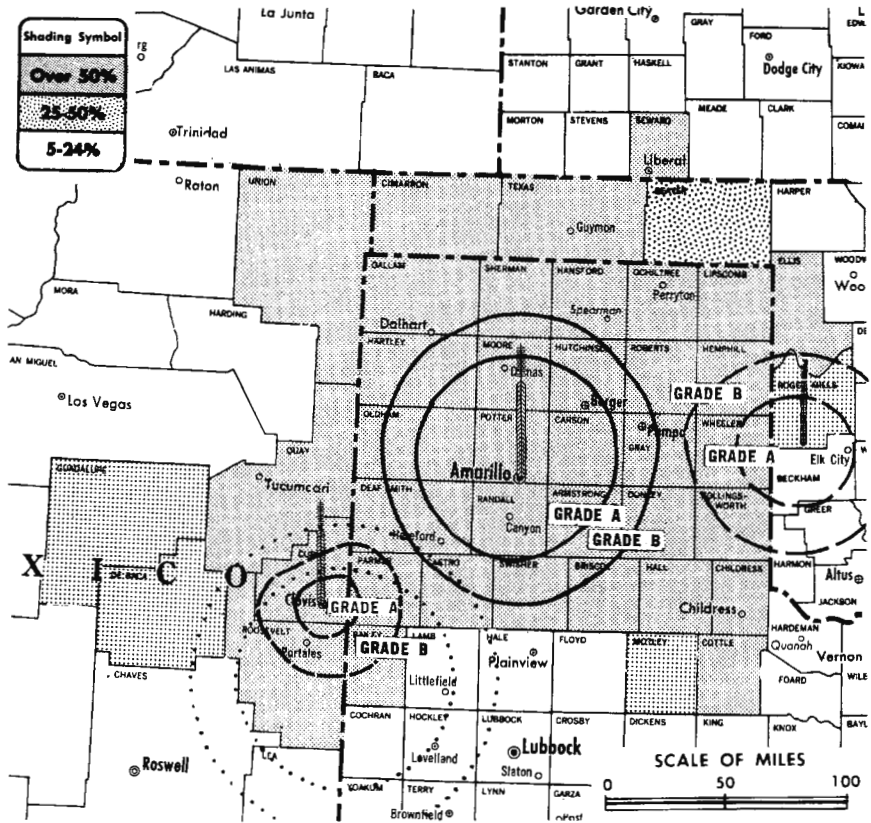
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KFDA-TV Ref: FCC File No. BPCT-2453 Granted 2/21/58

©American Map Co., Inc., N.Y., No. 14244

KFDA-TV

Licensee: Bass Broadcasting Co., Broadway at Cherry Ave., Box 1400.

Studio: Broadway at Cherry Ave. (79105).

Telephone: 806-383-2226. TWX No.: 806-376-5751.

Ownership: Bass Bcstg. Co. owners: Perry R. Bass, 51.58%; Bass Brothers Enterprises Inc., 39.96%; 8 other stockholders, 8.46%. Bass Bcstg. also owns KFDW-TV, Clovis, N.M. and KFDO-TV, Sayre, Okla.

Began Operation: April 4, 1953. Sale of 61% by Sid W. Richardson Foundation to Bass Bcstg. and subsequent transfer of 19.6% by Gene L. Cagle was approved by FCC Feb. 2, 1966.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

BILL E. COOK, vice president & general manager.

ALLEN GRANT, program manager & film buyer.

LEE WEBB, director of news & public affairs.

BILL CANADY, chief engineer.

EDDIE BELTER, film director.

GEORGE FINNEGAN, local, regional & national sales.

DIGEST OF RATE CARD NO. 12—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—7-10 p.m., daily.						
	\$500.00	\$300.00	\$200.00	\$135.00	\$120.00	\$65.00

NETWORK BASE HOURLY RATE: \$425.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KANSAS SEWARD	5,700	5,200	91

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW MEXICO			
	CURRY	10,300	9,500	92
	QUAY	3,000	2,600	86
	ROOSEVELT	4,500	4,100	91
	UNION	1,300	1,100	80
	OKLAHOMA			
	CIMARRON	1,400	1,200	83
	ELLIS	1,400	1,100	79
	TEXAS	4,700	4,200	90
	TEXAS			
	ARMSTRONG	400	400	92
	BAILEY	3,000	2,800	92
	BRISCOE	1,100	1,000	92
	CARSON	2,400	2,300	97
	CASTRO	2,800	2,500	89
	CHILDRESS	1,900	1,700	89
	COLLINGSWORTH	1,400	1,100	78
	COTTLE	800	700	85
	DALLAM	1,600	1,400	89
	DEAF SMITH	4,400	4,100	93
	DONLEY	1,000	900	85
	GRAY	11,500	10,900	95
	HALL	1,500	1,200	81
	HANSFORD	2,200	2,100	95
	HARTLEY	700	600	95
	HEMPHILL	600	600	90
	HUTCHINSON	11,100	10,600	96
	LIPSCOMB	800	700	81
	MOORE	4,500	4,300	95
	OCHILTREE	3,300	3,100	92
	OLDHAM	500	500	92
	PARMER	3,400	3,100	91
	POTTER	42,000	39,800	95
	RANDALL	14,100	13,700	98

(Continued on page 693-b)

STATION TOTALS	161,800	149,900	93
NET WEEKLY CIRCULATION (MARCH 1966)			139,300
AVERAGE DAILY CIRCULATION (MARCH 1966)			114,700

Texas—Amarillo



KGNC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 780-ft. above av. terrain, 837-ft. above ground, 4299-ft. above sea level.

Latitude 35° 18' 52"
Longitude 101° 50' 47"

Transmitter: U.S. Hwy. 287.

Studio: 2000 N. Polk St. (79107).

TV tape: Recording facilities.

AM Affiliate: KGNC, 10-kw, 710 kc (NBC). FM Affiliate: KGNC-FM, 14.1-kw, 93.1 mc (No. 226), 477-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS

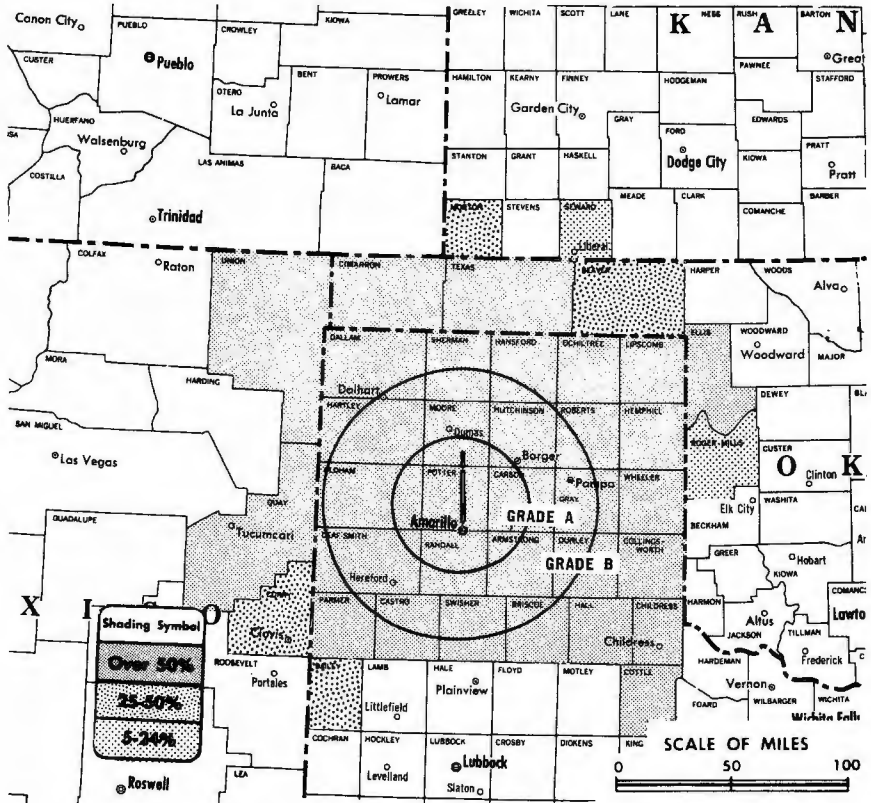
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KGNC-TV Ref: FCC File No. BPC-789 Granted 10/8/52

©American Map Co., Inc., N.Y., No. 14244

KGNC-TV

Licensee: Stauffer Publications Inc., 2000 N. Polk St., Box 751.

Telephone: 806-383-3321. TWX No.: 806-376-5804.

Ownership: For other interests see WIBW-TV, Topeka, Kan.

Began Operation: March 18, 1953. Sale to present owner by Globe News Publishing Co. approved Jan. 12, 1966 by FCC (Television Digest, Vols. 5:42, 6:3).

Represented (sales) by Avery-Knodel.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Earl Cullum & Associates.

Personnel:

BOB WATSON, general manager & film buyer.

BILL TORBERT, operations manager.

ROSS NEWBY, sales manager.

CALVIN HANDY, business manager.

MARVIN ARMSTRONG, television supervisor.

BOB NATHO, control room supervisor.

MARY EDWARDS, film editor.

DAVID GRANT, promotion manager.

DIGEST OF RATE CARD NO. 15C—(Dec. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$400.00 \$240.00 \$160.00 \$110.00 \$110.00* \$95.00* \$47.00*

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$425.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW MEXICO			
	QUAY	3,000	2,600	86
	UNION	1,300	1,100	80
	OKLAHOMA			
	CIMARRON	1,400	1,200	83
	ELLIS	1,400	1,100	79
	TEXAS	4,700	4,200	90

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	ARMSTRONG	400	400	92
	BRISCOE	1,100	1,000	92
	CARSON	2,400	2,300	97
	CASTRO	2,800	2,500	89
	CHILDRESS	1,900	1,700	89
	COLLINGSWORTH	1,400	1,100	78
	COTTLE	800	700	85
	DALLAM	1,600	1,400	89
	DEAF SMITH	4,400	4,100	93
	DONLEY	1,000	900	85
	GRAY	11,500	10,900	95
	HALL	1,500	1,200	81
	HANSFORD	2,200	2,100	95
	HARTLEY	700	600	95
	HEMPHILL	600	600	90
	HUTCHINSON	11,100	10,600	96
	LIPSCOMB	800	700	81
	MOORE	4,500	4,300	95
	OCHILTREE	3,300	3,100	92
	OLDHAM	500	500	92
	PARMER	3,400	3,100	91
	POTTER	42,000	39,800	95
	RANDALL	14,100	13,700	98
	ROBERTS	400	300	97
	SHERMAN	800	700	92
	SWISHER	3,600	3,400	96
	WHEELER	2,100	1,700	81
25-50 O/O	KANSAS			
	MORTON	1,100	900	89
	NEW MEXICO			
	CURRY	10,300	9,500	92

(Continued on page 693-b)

STATION TOTALS	156,200	144,900	93
NET WEEKLY CIRCULATION (MARCH 1966)		127,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		101,900	

Texas—Amarillo



KVII-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 840-ft. above av. terrain, 830-ft. above ground, 4295-ft. above sea level.

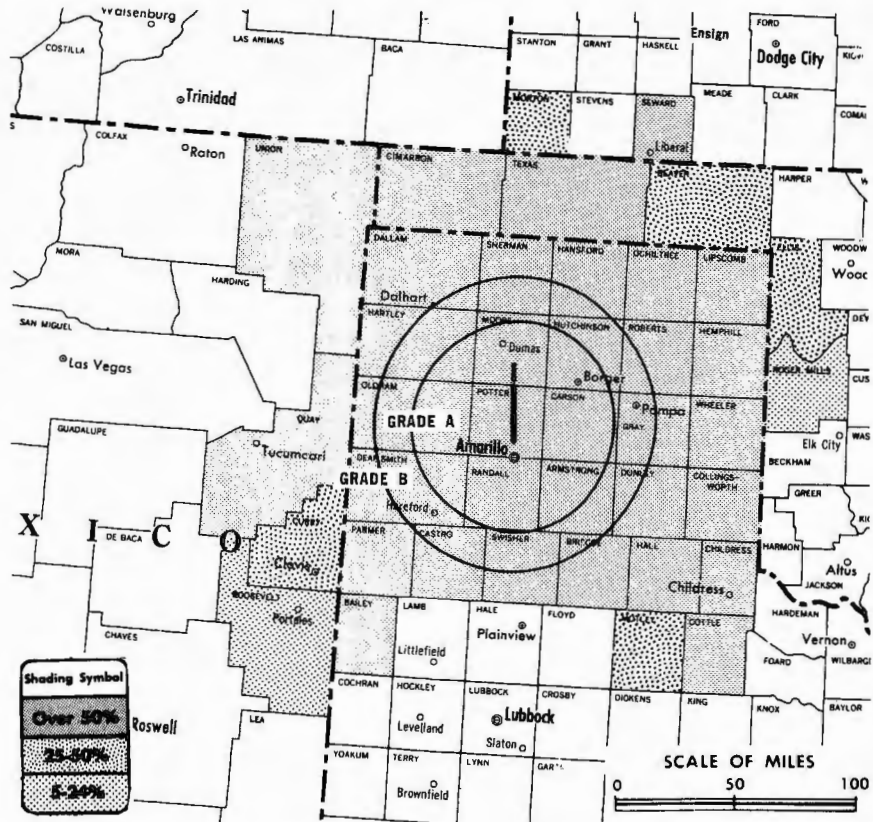
Latitude 35° 18' 55"
Longitude 101° 50' 03"

Transmitter: U.S. Hwy. 287.

FM Affiliate: KVII-FM, 5.3-kw, 94.1 mc (No. 231), 240-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ABB study.

KVII-TV Ref: FCC File No. BPCT-2545 Granted 9/15/58

©American Map Co., Inc., N.Y., No. 14244

KVII-TV

Licensee: John B. Walton Jr., Vaughn Bldg., P.O. Box 925.

Studio: Vaughn Bldg., 4th & Polk Sts. (79101).

Telephone: 806-373-1787. TWX No.: 806-376-5785.

Ownership: John B. Walton Jr., 100%. For other interests, see KVKM-TV, Monahans, Tex.

Began Operation: Dec. 21, 1957. Sale to John B. Walton Jr. by Southwest States approved Nov. 12, 1963 by FCC (Television Digest, Vol. 3:46). Sale of control to TV Properties (Southwest States) approved July 16, 1958 by FCC (Vol. 14:24, 26, 29).

Represented (sales) by Venard, Torbet & McConnell.

Represented (legal) by Cohn & Marks.

Personnel:

CHARLIE KEYS, general manager.
T. D. AUSTIN, chief engineer.
AL GOODNIGHT, operations manager.

DIGEST OF RATE CARD NO. 6 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-10 p.m., daily.					
\$450.00	\$260.00	\$180.00	\$135.00	Graded rates apply*	

*Highest rate: \$75.00.

NETWORK BASE HOURLY RATE: \$325.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KANSAS SEWARD	5,700	5,200	91
	NEW MEXICO QUAY	3,000	2,600	86
	UNION	1,300	1,100	80

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OKLAHOMA CIMARRON	1,400	1,200	83
	TEXAS	4,700	4,200	90
	TEXAS			
	ARMSTRONG	400	400	92
	BAILEY	3,000	2,800	92
	BRISCOE	1,100	1,000	92
	CARSON	2,400	2,300	97
	CASTRO	2,800	2,500	89
	CHILDRESS	1,900	1,700	89
	COLLINGSWORTH	1,400	1,100	78
	COTTLE	800	700	85
	DALLAM	1,600	1,400	89
	DEAF SMITH	4,400	4,100	93
	DONLEY	1,000	900	85
	GRAY	11,500	10,900	95
	HALL	1,500	1,200	81
	HANSFORD	2,200	2,100	95
	HARTLEY	700	600	95
	HEMPHILL	600	600	90
	HUTCHINSON	11,100	10,600	96
	LIPSCOMB	800	700	81
	MOORE	4,500	4,300	95
	OCHILTREE	3,300	3,100	92
	OLDHAM	500	500	92
	PARMER	3,400	3,100	91
	POTTER	42,000	39,800	95
	RANDALL	14,100	13,700	98
	ROBERTS	400	300	97
	SHERMAN	800	700	92
	SWISHER	3,600	3,400	96
	WHEELER	2,100	1,700	81

(Continued on page 685-b)

STATION TOTALS	161,200	149,400	93
NET WEEKLY CIRCULATION (MARCH 1966)			126,200
AVERAGE DAILY CIRCULATION (MARCH 1966)			77,900

Texas—Austin

KHFI-TV

Ch. 42

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 562-kw max. and 468-kw horizontal visual, 104-kw max. and 85.1-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1199-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 33"
Longitude 97° 47' 58"

Transmitter: Trail of Madrones Rd.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

AM Affiliate: KHFI, 1-kw, 970 kc.

FM Affiliate: KHFI-FM, 1.3-kw, 98.3 mc (No. 252), 419-ft. antenna height.

Total Households: © SRDS

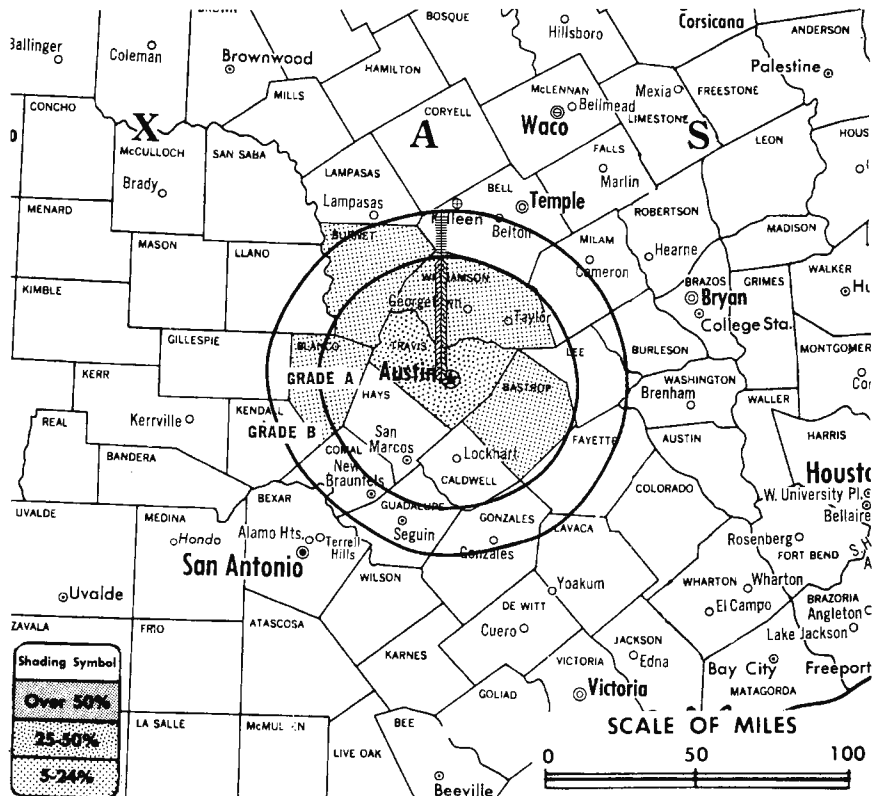
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KHFI-TV Ref: FCC File No. BMPCT-5985 Granted 8/20/64

© American Map Co., Inc., N.Y. No. 14244

KHFI-TV

Network Service: ABC, CBS, NBC.

Licensee: Southwest Republic Corp., P.O. Box 490 (78767).

Studio: 908 West 19th St. (78701).

Telephone: 512-476-4611.

TWX No.: 910-874-1370.

Ownership: Fred W. Adams, chairman of the board, 3.7%; John R. Kingsbery, pres., 10.8%; Dan Love, exec. v.p. & gen. mgr., 2.7%; Ralph E. Janes Jr., v.p., 10.8%; Roderick E. Kennedy, v.p., 4.1%; Marion B. Findlay, secy., 4.0%; Dan O'Laurie, 13.6%; E. G. Kingsbery, 11.0%; John W. Stayton, 7.0%; Victor L. Brooks Jr., 6.1%; Ruth C. Collins, 7.0%; 11 others, none holding as much as 4%. Southwest Republic Corp. holds 51% of Ch. 6 applicant for San Angelo, Tex.

Began Operation: Feb. 12, 1965.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by William B. Carr.

Represented (sales) by Eastman TV Inc.

Personnel:

JOHN R. KINGSBERY, president.
DAN LOVE, executive vice president & general manager.
GEORGE ELLIOTT, national sales manager.
RIDGE RADNEY, program-production director.
ALFRED BECK, chief engineer.
LARRY TODD, news director.

DIGEST OF RATE CARD NO. 4 (Nov. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
	\$300.00	\$240.00	\$120.00	\$90.00	\$75.00	\$37.50
NETWORK BASE HOURLY RATE:	\$125 (ABC), \$125 (NBC), \$80 (CBS).					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	D/O
25-50 0/0	TEXAS TRAVIS	70,000	64,500	92
5-24 0/0	TEXAS BASTROP BLANCO BURNET WILLIAMSON	4,800 1,200 2,700 10,200	4,100 1,000 2,500 9,100	84 87 92 89
STATION TOTALS		88,900	81,200	91
NET WEEKLY CIRCULATION (MARCH 1966)			44,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)			27,600	

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Texas—Austin



KTBC-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 29.5-kw aural. Antenna: 1280-ft. above av. terrain, 1137-ft. above ground, 2049-ft. above sea level.

Latitude 30° 18' 35"
Longitude 97° 47' 33"

Transmitter: 3.8-mi NW of State Capitol.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KTBC, 5-kw, (1-kw night), 590 kc (CBS).

FM Affiliate: KTBC-FM, 94-kw, 93.7 mc (No. 229), 1060-ft. antenna.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

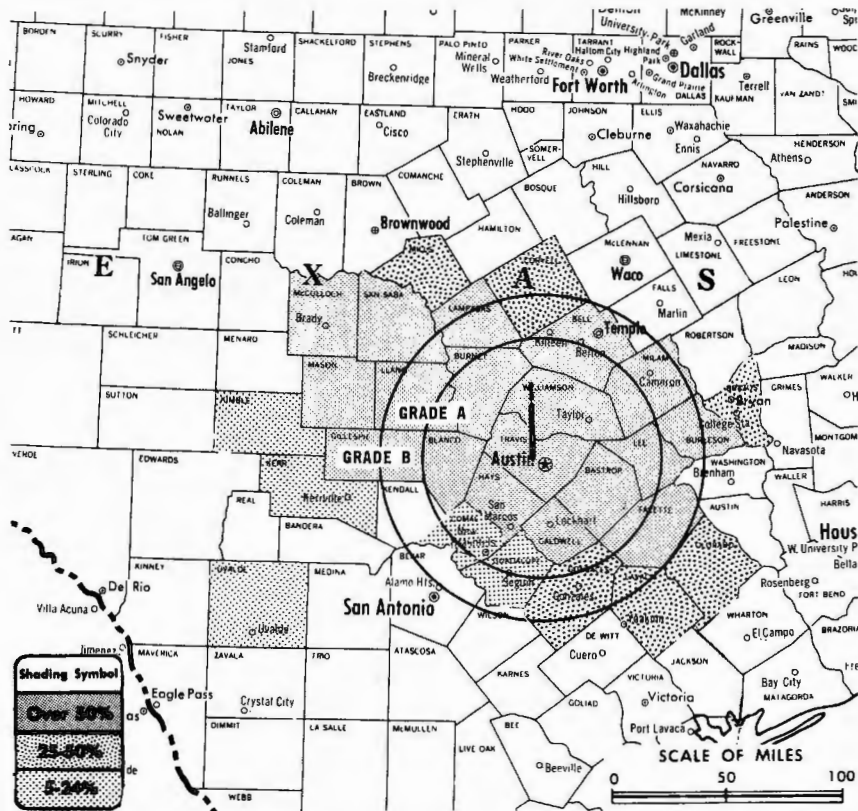
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KTBC-TV Ref: FCC File No. BMPCT-4016 Granted 7/27/66

© American Map Co., Inc., N.Y., No. 14244

KTBC-TV

Network Service: ABC, CBS, NBC.

Licensee: Texas Bcstg. Corp., Tenth & Brazos Sts., Austin (78767).

Studio: Tenth & Brazos Sts., Box 1209 (78767).

Telephone: 512-472-2424. TWX No.: 512-476-7259.

Ownership: A. W. Moursund and J. W. Bullion, as trustees, 52%.

Began Operation: Nov. 27, 1952.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Personnel:

- J. C. KELLAM, president & general manager.
- O. P. (BOB) BOBBITT, senior v.p. & general sales manager.
- ELMO BROWN, administrative asst., operations dir. & film buyer.
- RICHARD (CACTUS) PRYOR, program manager.
- JOHN O'BRIEN, sales promotion manager.
- CHARLES L. HOWELL, v.p. & station manager.
- PAUL BOLTON, v.p. & news director.
- NEAL SPELCE, news editor.
- BEN HEARN, chief engineer.
- JEAN BOONE, women's editor.

DIGEST OF RATE CARD NO. 9 (Sept. 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-10 p.m., daily.

\$625.00 \$375.00 \$250.00 \$190.00 \$150.00 \$135.00 \$75.00

NETWORK BASE HOURLY RATE: \$625 (ABC), \$625 (CBS), \$625 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	BASTROP	4,800	4,100	84
	BELL	29,600	27,600	93
	BLANCO	1,200	1,000	87

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	BURLESON	3,100	2,400	79
	BURNET	2,700	2,500	92
	CALDWELL	4,700	4,100	87
	FAYETTE	6,300	4,300	69
	GILLESPIE	3,200	2,500	78
	HAYS	5,600	5,000	89
	LAMPASAS	2,900	2,600	91
	LEE	2,400	2,000	84
	LLANO	1,900	1,700	87
	MC CULLOCH	2,300	1,800	78
	MASON	1,000	800	75
	MILAM	6,900	5,900	85
	SAN SABA	1,500	1,300	86
	TRAVIS	70,000	64,500	92
	WILLIAMSON	10,200	9,100	89
25-50 O/O	TEXAS			
	BRAZOS	13,600	12,200	90
	COLORADO	6,000	5,000	84
	CORYELL	7,100	6,500	93
	GONZALES	4,900	4,200	86
	LAVACA	5,900	4,400	73
	MILLS	1,100	900	83
5-24 O/O	TEXAS			
	COMAL	6,600	6,000	91
	GUADALUPE	9,100	8,000	88
	KERR	5,800	4,900	84
	KIMBLE	1,200	800	73
	UVALDE	4,900	4,100	83
STATION TOTALS		226,500	200,200	88
NET WEEKLY CIRCULATION (MARCH 1966)			140,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			103,200	

Texas—Beaumont



KBMT

Ch. 12



Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1000-ft. above av. terrain, 1022-ft. above ground, 1049-ft. above sea level.

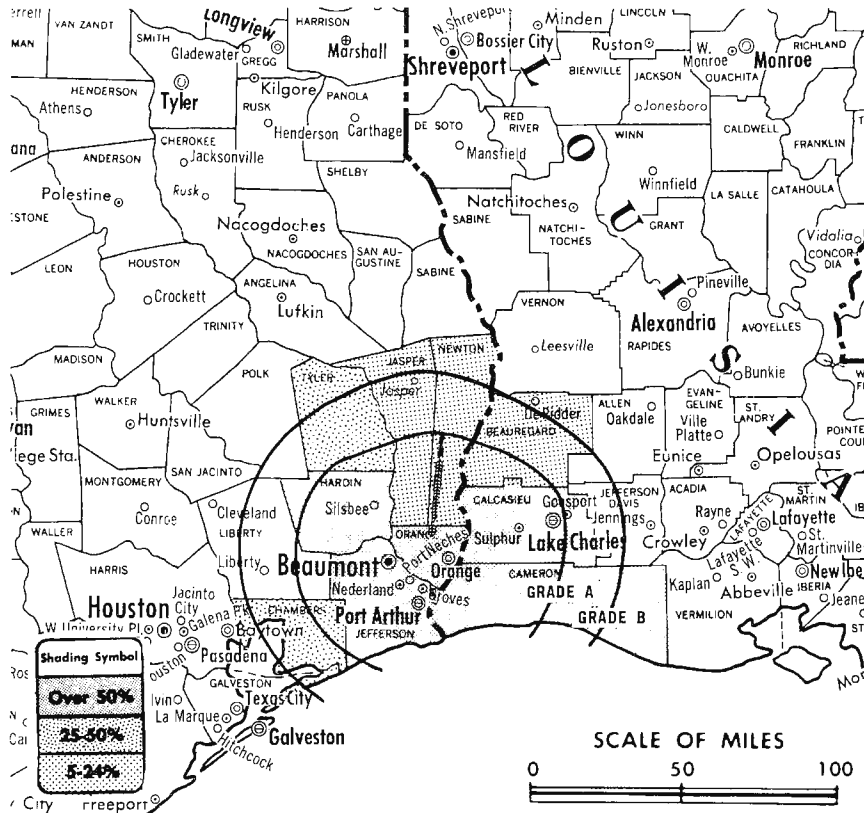
Latitude 30° 11' 26"
Longitude 93° 53' 08"

Transmitter: 2-mi. W of Mauriceville, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

KBMT Ref: FCC File No. BPT-3266 Granted 1/8/65

© American Map Co., Inc., N.Y., No. 14244

KBMT

Licensee: Essex Corp., 1420 Calder, Beaumont.

Studio: 1420 Calder Ave. (77701).

Ownership: John W. Nichols, 12%; John E. Kirkpatrick, 8%; Franklin E. Bernsen, 4%; Dr. Don O'Donoghue, 3%; H. Campbell Stuckeman, 9%; N. D. Williams, 9%; Leonard Savage, 7%; 127 others, none owning as much as 3%. Kirkpatrick has 10.15% of KOCO-TV, Oklahoma City; Nichols has 5.076% of KOCO-TV, Savage, 9.52%; Savage also has 1/3 of KOFM(FM), Oklahoma City.

Began Operation: June 18, 1961.

Represented (sales) by John Blair Co.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Kear & Kennedy.

Personnel:

BEN K. WEST, president.
ROBERT C. CURRIE JR., v.p., general manager & film buyer.
DOUG THOMPSON, station & general sales manager.
JEFF PEMBERTON, program director.
JERRY NIXON, production director.
DAVE HENDRICKS, chief engineer.

DIGEST OF RATE CARD NO. 5

(Oct. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6:30-10 p.m., daily.	\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$70.00
NETWORK BASE HOURLY RATE:	\$350.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LOUISIANA			
	CALCASIEU	47,600	44,400	93
	CAMERON	1,900	1,700	89
25-50 O/O	TEXAS			
	HARDIN	8,300	7,400	89
	JEFFERSON	83,800	79,500	95
	ORANGE	19,900	18,700	94
5-24 O/O	TEXAS			
	CHAMBERS	3,500	3,300	93
	TYLER	3,100	2,600	82
5-24 O/O	LOUISIANA			
	BEAUREGARD	5,500	4,600	83
	TEXAS			
	JASPER	7,000	6,100	87
	NEWTON	2,700	2,200	80
STATION TOTALS		183,300	170,500	93
NET WEEKLY CIRCULATION (MARCH 1966)			128,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			76,900	

Texas—Beaumont



KFDN-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 960-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 30° 08' 24"
Longitude 93° 58' 44"

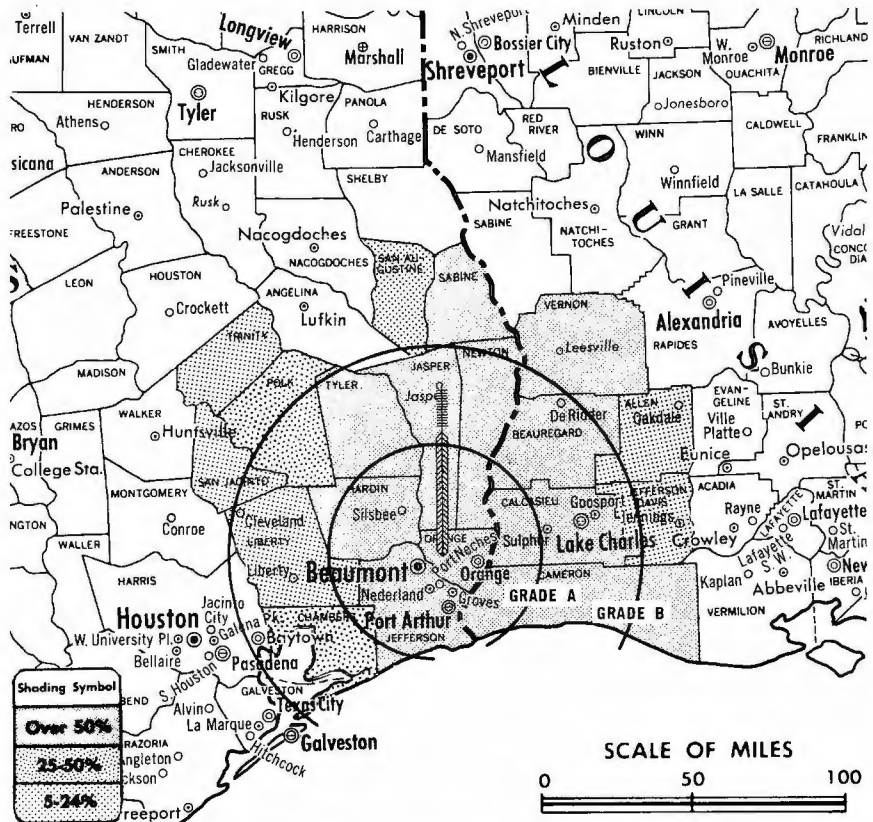
Transmitter: U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, Tex.

Studio: 2955 Interstate 10 East (77706).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

KFDN-TV Ref: FCC File No. BPCT-3107 Granted 1/30/63

©American Map Co., Inc., N.Y., No. 14244

KFDN-TV

Licensee: Beaumont Television Corp., P.O. Box 5566 (77706).

Telephone: 713-892-6622. TWX No.: 713-892-7652.

Ownership: Beaumont Bcstg. Corp., 71.05%; W. P. Hobby, 28.95% (also owns Houston Post and KPRC-TV & KPRC there); Officers: D. A. Cannan, chairman; C. B. Locke, pres.; D. A. Cannan Jr., v.p.; Howard H. Fry, secy.-treas. Beaumont Bcstg. principals are D. A. Cannan, 20.64%; C. B. Locke, 25.18%.

Began Operation: April 24, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Robb, Porter, Kistler & Parkinson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

C. B. LOCKE, president.
MOTT M. JOHNSON, general manager.
BOB McMANUS, production manager.
HAROLD BARTLETT, chief engineer.

DIGEST OF RATE CARD NO. 7-A (Sept. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$120.00	\$100.00	\$60.00	

NETWORK BASE HOURLY RATE: \$550.

For Color Set Penetration by Market

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LOUISIANA			
	BEAUREGARD	5,500	4,600	83
	CALCASIEU	47,600	44,400	93
	CAMERON	1,900	1,700	89
	VERNON	5,100	4,200	83
	TEXAS			
	HARDIN	8,300	7,400	89
	JASPER	7,000	6,100	87
	JEFFERSON	83,800	79,500	95
	NEWTON	2,700	2,200	80
	ORANGE	19,900	18,700	94
	SABINE	1,800	1,400	77
	TYLER	3,100	2,600	82
25-50 O/O	TEXAS			
	CHAMBERS	3,500	3,300	93
	PDLK	3,600	3,000	82
5-24 O/O	LOUISIANA			
	ALLEN	5,600	4,800	86
	JEFF DAVIS	8,600	7,700	89
	TEXAS			
	LIBERTY	10,300	9,000	88
	SAN AUGUSTINE	1,900	1,500	78
	SAN JACINTO	1,500	1,100	73
	TRINITY	1,900	1,400	76
STATION TOTALS		223,600	204,600	92
NET WEEKLY CIRCULATION (MARCH 1966)			164,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			132,100	

Texas—Port Arthur-Beaumont



KJAC-TV



(formerly KPAC-TV)

Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 1025-ft. above ground, 1046-ft. above sea level.

Latitude 30° 12' 58"
Longitude 93° 46' 05"

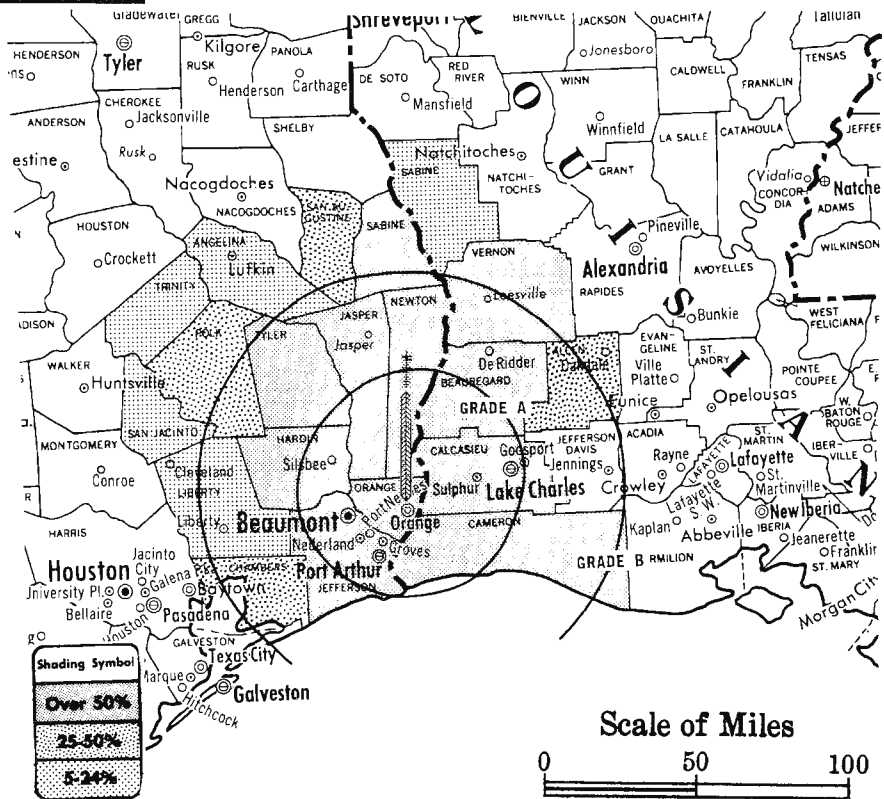
Transmitter: Hwy. 87, 8-mi. N of Orange, Tex.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KJAC-TV Ref: FCC File No. BLCT—1152 Granted 8/1/62

©American Map Co., Inc., N.Y., No. 14244

KJAC-TV

Licensee: Texas Goldcoast TV Inc., P.O. Box 3257, Port Arthur, Tex. (77640).

Studio: 17th & Woodworth Blvd., Port Arthur.

Telephone: 713-985-5557. TWX No.: 910-886-5307.

Ownership: Jefferson Amusement Co., 100%. Texas Goldcoast officers are: Carl D. Levy, exec. v.p. (Jefferson Amusement); Roy D. Shotts, v.p. Sale to Texas Goldcoast approved June 27, 1957 (Television Digest, Vol. 13:22, 26).

Began Operation: Oct. 22, 1957 as equally-owned by Port Arthur College & Jefferson Amusement Co. Sale of its 50% by Port Arthur College to Jefferson Amusement approved by FCC Nov. 15, 1965 (Television Digest, Vol. 5:43, 47).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by David Steel & Assoc.

Personnel:

ROY D. SHOTTS, vice president & general manager.

ARCHIE JONES, chief engineer.

JACK DAHMER, sales manager.

DIGEST OF RATE CARD NO. 8
(June 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID
Class A—6:30-10 p.m., daily.
\$500.00 \$300.00 \$200.00 \$120.00 \$110.00 \$90.00 \$55.00
NETWORK BASE HOURLY RATE: \$560.

For Index to Contents

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	LOUISIANA			
	BEAUREGARD	5,500	4,600	83
	CALCASIEU	47,600	44,400	93
	CAMERON	1,900	1,700	89
	VERNON	5,100	4,200	83
	TEXAS			
	HARDIN	8,300	7,400	89
	JASPER	7,000	6,100	87
	JEFFERSON	83,800	79,500	95
	NEWTON	2,700	2,200	80
	ORANGE	19,900	18,700	94
	SABINE	1,800	1,400	77
	TYLER	3,100	2,600	82
25-50 O/O	LOUISIANA			
	ALLEN	5,600	4,800	86
	TEXAS			
	CHAMBERS	3,500	3,300	93
	POLK	3,600	3,000	82
	SAN AUGUSTINE	1,900	1,500	78
5-24 O/O	LOUISIANA			
	SABINE	4,700	3,600	77
	TEXAS			
	ANGELINA	13,200	11,900	90
	LIBERTY	10,300	9,000	88
	SAN JACINTO	1,500	1,100	73
	TRINITY	1,900	1,400	76
STATION TOTALS		232,900	212,400	91
NET WEEKLY CIRCULATION (MARCH 1966)			157,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			116,900	

Texas—Big Spring

abc KWAB-TV

Ch. 4

[Affiliated with KLBK-TV, Lubbock, & operated as a semi-satellite of KTXS-TV, Sweetwater-Abilene]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 12.75-kw visual, 2.51-kw aural. Antenna: 380-ft. above av. terrain, 497-ft. above ground, 2957-ft. above sea level.

Latitude 32° 15' 14"
Longitude 101° 26' 44"

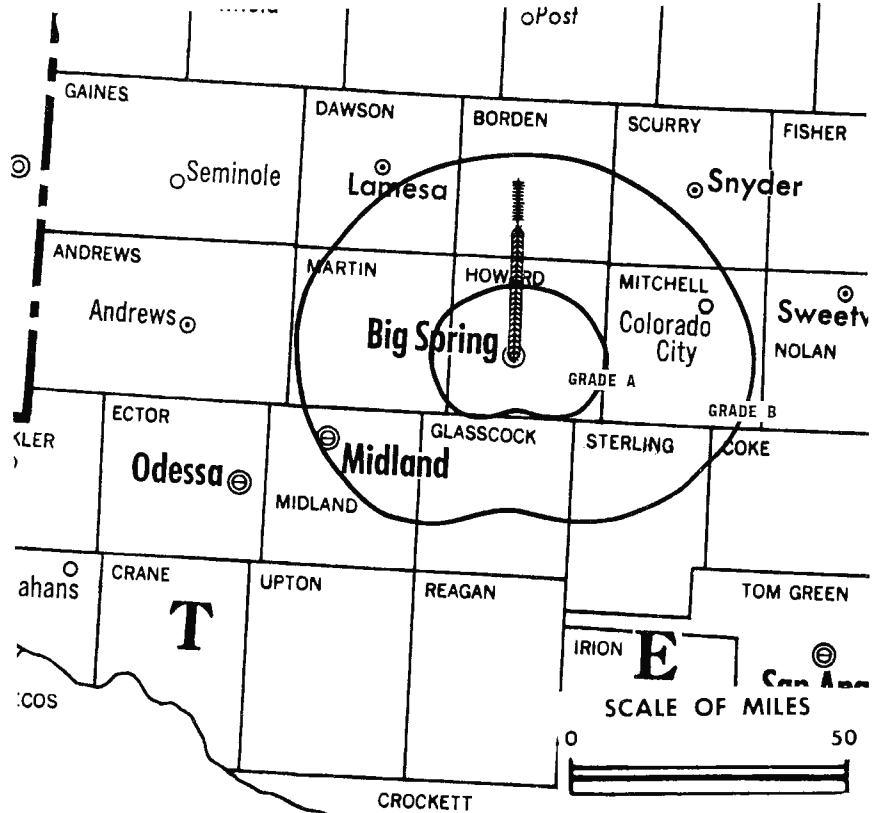
Transmitter: 2500 Kentucky Way, Big Spring.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: CBS.



KWAB-TV Ref: FCC File No. BMPCT-3267 Granted 8/8/55

©American Map Co., Inc., N.Y., No. 14244

KWAB-TV

Licensee: Grayson Enterprises Inc., Box 1559, Lubbock, Tex. (79408).

Studio: 2500 Kentucky Way, Big Spring, Tex. (79720).

Telephone: 915-267-6325.

TWX No.: 910-896-4321.

Ownership: See KLBK-TV, Lubbock.

Began Operation: Jan. 15, 1956.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

WALTER M. WINDSOR, executive v.p. & general manager.

ROBERT S. GALBRAITH JR., station manager.

BOB LINDLEY, program director.

Combination Rate: See KTXS-TV, Sweetwater-Abilene. Also sold in combination with KLBK-TV, Lubbock and KCTV, San Angelo (West Texas Television Network).

For Texas CATV Systems
see Services Volume

ARB Data: Figures reflecting present coverage are not available since KWAB-TV was not operating as a satellite of KTXS-TV, Sweetwater-Abilene at the time the survey was made.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Maryland \$250,000

Radio Massachusetts \$300,000

116 Central Park South
New York, N.Y.

Texas—Bryan

abc **KBTX-TV**

Ch. 3

[Affiliated with KWTX-TV, Waco, with which it has microwave hookup.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 60.3-kw visual, 8.13-kw aural. Antenna: 410-ft. above av. terrain, 482-ft. above ground, 764-ft. above sea level.

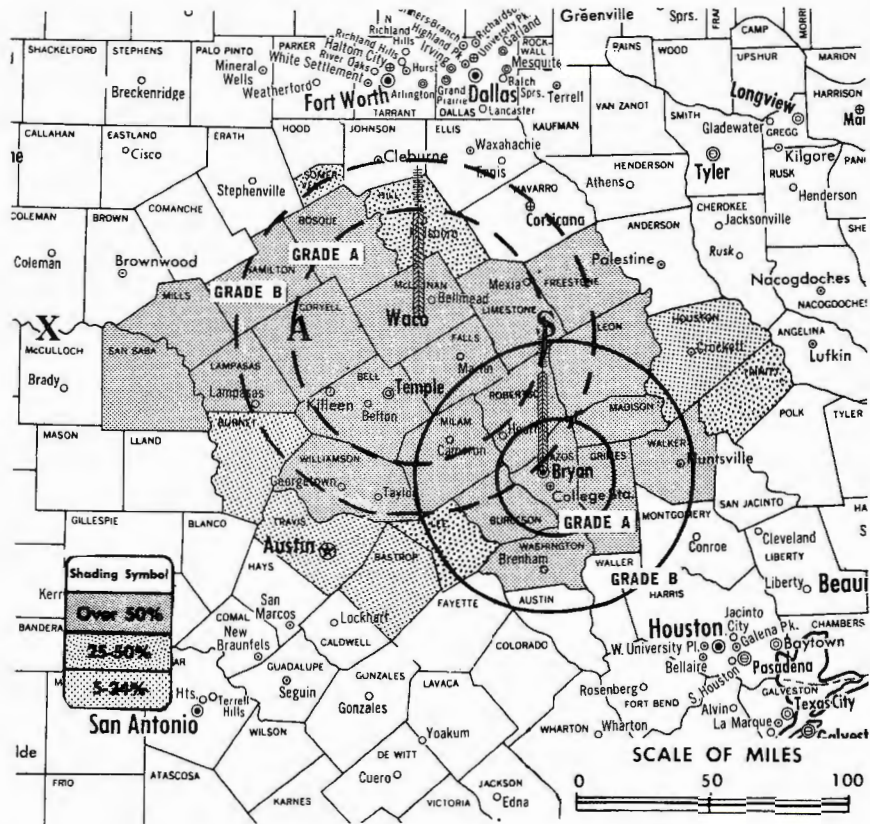
Latitude 30° 38' 39"
Longitude 96° 19' 46"

Transmitter: 29th St. near Villa Maria Rd.

Color: Network only.

News Wire Service: UPI.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.



County coverage (shaded area) based on 1965 ARB study.

KBTX-TV Ref: FCC File No. BPCT-2210 Granted 11/8/56

©American Map Co., Inc., N.Y., No. 14244

KBTX-TV

Network Service: ABC CBS (EMP).

Licensee: Brazos Broadcasting Co., Box 3237, Ridgcrest Station. (77803).

Studio: 29th St., near Villa Maria Rd. (77803).

Telephone: 713-846-7777.

Ownership: KWTX Bcstg. Co., 50% (owns KWTX-TV-AM, Waco; 79% of radio KNAL, Victoria; KXII-TV, Ardmore, Okla.); Frank B. Seale, chmn., 10%; M. N. Bostick, pres. & gen. mgr., 10% (also 9% owner of KWTX-TV-AM; 15.10% of KXII-TV; 21.053% of KNAL); Harry L. Gillam, v.p. & station mgr., 5%; John M. Lawrence III, secy.-treas., 5%; W. C. Mitchell, dir., 10%; Brazas A. Varisco, dir., 10%.

Began Operation: May 22, 1957.

Represented (sales) by Avery-Knodel Inc.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

M. N. BOSTICK, president, general manager & film buyer.
HARRY LEE GILLAM, v.p. & station manager.
WOODY COX, chief engineer.

Rates: For national rate see KWTX-TV, Waco.

NETWORK BASE HOURLY RATE: Bonus to KWTX-TV, Waco (ABC). \$130 (CBS). \$555 combination rate with KWTX-TV (CBS).

For Translator Station Directory
See Services Volume

ARB Data for this station included with report for Parent KWTX-TV, Waco, Texas. Above map reflects coverage of both parent & satellite.

KVII-TV, Amarillo (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	KANSAS			
	MORTON	1,100	900	89
	NEW MEXICO			
	CURRY	10,300	9,500	92
	OKLAHOMA			
	BEAVER	2,200	1,900	90
	ELLIS	1,400	1,100	79
	TEXAS			
	MOTLEY	500	400	77
5-24 O/O	NEW MEXICO			
	ROOSEVELT	4,500	4,100	91
	OKLAHOMA			
	ROGER MILLS	1,200	1,000	83

Texas—Corpus Christi



KIII
Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 860-ft. above av. terrain, 899-ft. above ground, 949-ft. above sea level.

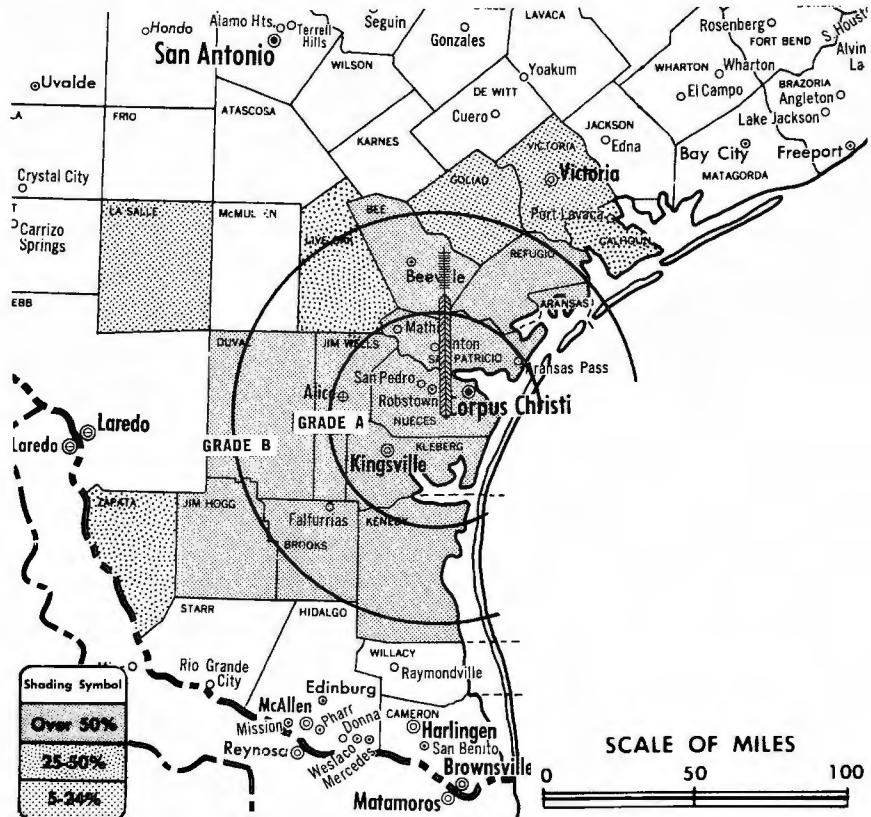
Latitude 27° 39' 29"
Longitude 97° 36' 04"

Transmitter: Near Petronilla, 15-mi. SW of Corpus Christi.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

KIII Ref: FCC File No. BMPCT-5945 Granted 11/7/63

© American Map Co., Inc., N.Y. No. 14244

KIII

Licenses: South Texas Telecasting Co. Inc., 4750 S. Padre Island Dr.

Studio: S. Padre Island Dr. & Everhart Rd. (78411).

Telephone: 512-853-0433.

Ownership: Dr. Jose Antonio Garcia, pres., 4.7%; Clinton D. McKinnon, exec. v.p., 77.7%; Joe Garza, v.p., 1.5%; Gabriel Lozano, secy., 1.5%; Celso Cuzman, treas., 1.5%; Jean H. Cyris, 3.9%; E. J. Healey, 3.1%; Francis Walker, 2.3%; Nestor Cuestra Jr., 1.5%; Juan C. Gonzales, 1.5%; Henry Lozano, 0.8%. McKinnon also is director of radios KSON & KSEA-FM, San Diego, Cal.

Began Operation: May 4, 1964 on Ch. 3. Prior to transfer of control to Clinton D. McKinnon, station operated as KVDO-TV on Ch. 22 from June 9, 1954 until it left the air Aug. 19, 1957 and later was granted change to Ch. 3.

Represented (sales) by Eastman TV.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

MICHAEL D. MCKINNON, general manager.
T. MARSHALL WEAVER, v.p., sales.
CARY FITCH, chief engineer.
PAT HALES, operation director.

DIGEST OF RATE CARD NO. 2B

(Feb. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-9:59 p.m., daily.						
\$300.00	\$240.00	\$120.00	\$90.00	\$85.00	\$75.00	\$40.00
NETWORK BASE HOURLY RATE: \$350.						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	ARANSAS	2,600	2,400	93
	BEE	7,000	6,000	86
	BROOKS	2,000	1,700	86
	DUVAL	3,000	2,300	78
	JIM HOGG	1,300	1,000	77
	JIM WELLS	9,900	8,600	86
	KENEDY	200	200	89
	KLEBERG	8,900	8,000	90
	NUECES	67,700	62,100	92
	REFUGIO	3,200	2,900	92
	SAN PATRICIO	12,800	11,300	88
25-50 O/O	TEXAS			
	CALHOUN	5,300	4,700	87
	LIVE OAK	1,800	1,500	87
	ZAPATA	1,100	700	69
5-24 O/O	TEXAS			
	GOLIAD	1,500	1,200	82
	LA SALLE	1,200	900	77
	VICTORIA	15,700	13,700	87

STATION TOTALS	145,200	129,200	89
NET WEEKLY CIRCULATION (MARCH 1966)	110,800		
AVERAGE DAILY CIRCULATION (MARCH 1966)	81,800		

Texas—Corpus Christi



KRIS-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 748-ft. above sea level.

Latitude 27° 46' 46"
Longitude 97° 37' 31"

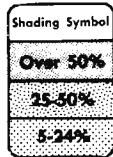
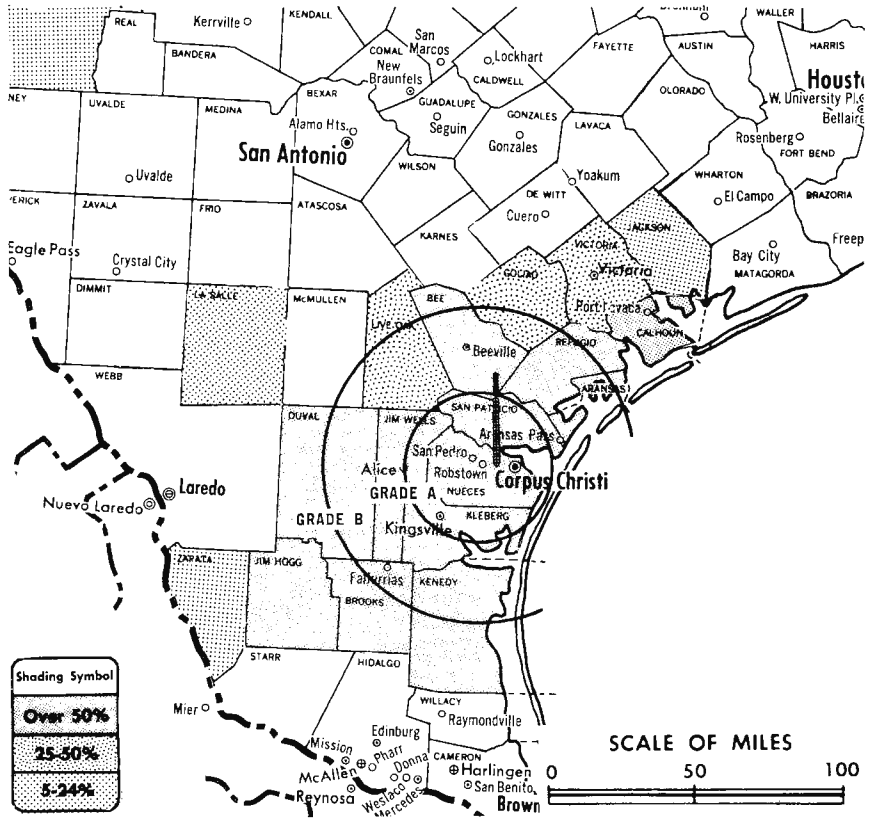
Transmitter: Near Robstown, Tex., 13.5-mi. W of Corpus Christi.

Studio: 409 South Staples (78401).

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

KRIS-TV Ref: FCC File No. BPCT-723 Granted 12/7/55

©American Map Co., Inc., N.Y., No. 14244

KRIS-TV

Licensee: Gulf Coast Broadcasting Co., Box 840 (78403).

Telephone: 512-883-6511. TWX No.: 512-883-0965.

Ownership: T. Frank Smith, 100%.

Began Operation: May 25, 1956.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

T. FRANK SMITH, president & general manager.
W. M. (IKE) EIKNER, v.p. in charge of sales.
VAN JOHNSON (Miss), v.p., natl. spot sales, station network clearance & film buyer.
T. FRANK SMITH JR., v.p.-asst. to president.
CHARLES NETHERY, v.p. in charge of programs.
WILLIAM CULBERTSON, v.p., chief engineer.

DIGEST OF RATE CARD NO. 6—(July 5, 1965)

30 Sec.

Hour 30 Min. 15 Min. 10 Min. 5 Min. or more 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$400.00 \$225.00 \$150.00 \$110.00 \$90.00 \$45.00

NETWORK BASE HOURLY RATE: \$385.

For Color Set Penetration by Market

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50% TEXAS				
50 O/O	ARANSAS	2,600	2,400	93
	BEE	7,000	6,000	86
	BROOKS	2,000	1,700	86
	CALHOUN	5,300	4,700	87
	DUVAL	3,000	2,300	78
	JIM HOGG	1,300	1,000	77
	JIM WELLS	9,900	8,600	86
	KENEDY	200	200	89
	KLEBERG	8,900	8,000	90
	NUECES	67,700	62,100	92
	REFUGIO	3,200	2,900	92
	SAN PATRICIO	12,800	11,300	88
25-50% TEXAS				
0/O	GOLIAD	1,500	1,200	82
	LIVE OAK	1,800	1,500	87
	VICTORIA	15,700	13,700	87
5-24% TEXAS				
0/O	EDWARDS	400	300	74
	JACKSON	4,100	3,500	85
	LA SALLE	1,200	900	77
	ZAPATA	1,100	700	69
STATION TOTALS		149,700	133,000	89
NET WEEKLY CIRCULATION (MARCH 1966)			112,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			81,800	

Texas—Corpus Christi



KZTV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 982-ft. above ground, 1049-ft. above sea level.

Latitude 27° 46' 50"
Longitude 97° 38' 03"

Transmitter: State Hwy. 44, 1.7-mi. E of Robstown, Tex.

Office: Show Room Bldg.

TV tape: Recording facilities.

AM Affiliate: KSIX, 1-kw, (.25-kw night), 1230 kc (CBS).

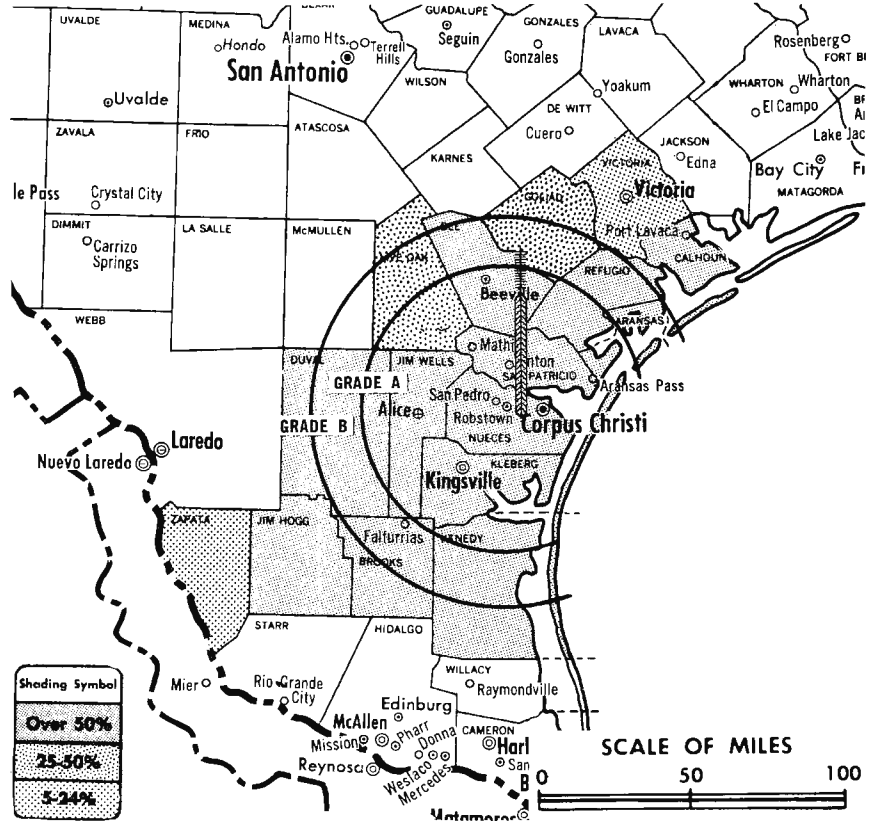
Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KZTV Ref: FCC File No. BPCT-3299 Granted 3/17/64

©American Map Co., Inc., N.Y., No. 14244

KZTV

Network Service: CBS.

Licensee: K-SIX Television Inc., Show Room Bldg.

Telephone: 512-884-1616.

Ownership: Corpus Christi Bcstg. Co. Inc. (KSIX), 54.266%; Vann M. Kennedy, pres., 10.4%; Guy I. Warren, v.p., 13.33%; Charles R. Manning, v.p., .66%; Cecil E. Burney, secy., 4.033%; Lillian R. Burney, treas.; remainder of stock held by 32 others, none with more than 3%. Kennedy owns 51%, Manning 12%, and Cecil E. Burney, 25% of KSIX. Firm also holds CP for KVER, Ch. 13, Laredo, Tex.

Began Operation: Sept. 30, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

VANN M. KENNEDY, president, gen. mgr. & film buyer.
BOB PAYNE, commercial manager.
GENE LOOPER, program manager.
DALE TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. E-1—(Aug. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—6:59-9:59 p.m., daily.
\$400.00 \$220.00 \$150.00 \$115.00 \$96.00 \$88.00 \$48.00
NETWORK BASE HOURLY RATE: \$375 (CBS).

For State's CATV Systems, see the CATV Directory

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	TEXAS			
50 O/U	ARANSAS	2,600	2,400	93
	BEE	7,000	6,000	86
	BROOKS	2,000	1,700	86
	CALHOUN	5,300	4,700	87
	DUVAL	3,000	2,300	78
	JIM HOGG	1,300	1,000	77
	JIM WELLS	9,900	8,600	86
	KENEDY	200	200	89
	KLEBERG	8,900	8,000	90
	NUECES	67,700	62,100	92
	REFUGIO	3,200	2,900	92
	SAN PATRICIO	12,800	11,300	88
25-50	TEXAS			
O/O	GOLIAD	1,500	1,200	82
	LIVE OAK	1,800	1,500	87
5-24	TEXAS			
O/O	VICTORIA	15,700	13,700	87
	ZAPATA	1,100	700	69
STATION TOTALS		144,000	128,300	89
NET WEEKLY CIRCULATION (MARCH 1966)			113,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			89,900	

Texas—Dallas-Ft. Worth



KRLD-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Transmitter: 1-mi. W of Cedar Hill, Tex.

Studio: 400 N. Griffin (75202).

TV tape: Recording facilities.

AM Affiliate: KRLD, 50-kw, 1080 kc (CBS).

FM Affiliate: KRLD-FM, 100-kw, 92.5 mc (No. 223), 1680-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

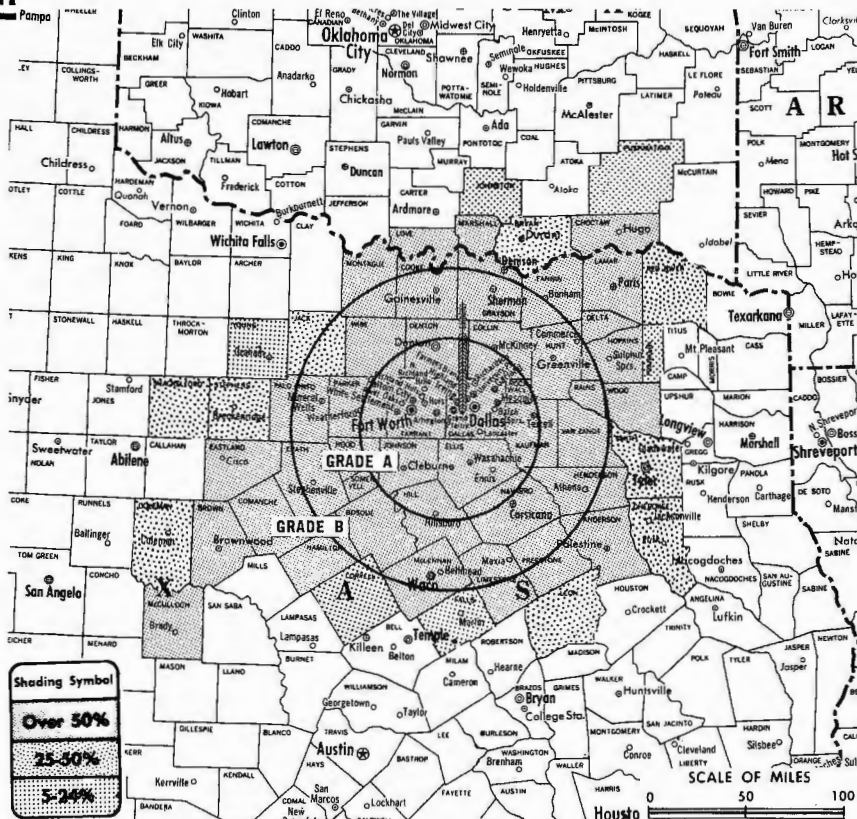
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KRLD-TV Ref: FCC File No. BPCT-1857 Granted 4/2/54

©American Map Co., Inc., N.Y., No. 14244

KRLD-TV

Licensee: Times Herald Printing Co., Herald Square, Dallas.

Telephone: 214-742-5711. TWX No.: 214-899-8072.

Ownership: Same as Dallas Times-Herald; Clyde W. Rembert, pres.

Began Operation: Dec. 3, 1949.

Represented (sales) by H-R Television Inc.

Represented (legal) by Booth & Lovett.

Represented (engineering) by Lohnes & Culver.

Personnel:

CLYDE W. REMBERT, president & managing director.

ROY M. FLYNN, v.p. & adm. asst. to president.

VES BOX, v.p. & general manager.

BILL BAKER, asst. general manager.

GENE CUNY, general sales manager.

BILL SELAH, local sales manager.

FRITZ KULER, program manager.

NEVIN LYERLY, operations director.

RAY McFARLAND, promotion manager.

EDDIE BARKER, news director.

A. B. JOLLY, farm director.

NICK MUELLER, manager film dept.

WILLIAM B. HONEYCUTT, chief engineer.

DIGEST OF RATE CARD NO. E-2—(Jan. 4, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class AAA—7-10 p.m., Mon.-Fri.;						
6:30-10 p.m., Sat. & Sun.						
\$2300.00	\$1380.00	\$920.00	\$690.00	Graded rates apply*		

*Highest rate: \$1070.

NETWORK BASE HOURLY RATE: \$1950.

For Other Publishers with TV Station

Ownership, see Newspaper Ownership Section.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OKLAHOMA			
	CHOCTAW	4,300	3,200	76
	LOVE	1,400	1,300	88
	MARSHALL	2,300	2,100	92
	TEXAS			
	ANDERSON	8,200	7,200	87
	BOSQUE	3,500	3,100	89
	BROWN	7,800	6,600	85
	COLLIN	16,100	14,800	92
	COMANCHE	3,400	2,700	82
	COOKE	7,500	6,900	92
	DALLAS	355,600	337,200	95
	DELTA	1,400	1,200	84
	DENTON	17,600	16,500	94
	EASTLAND	6,200	5,400	87
	ELLIS	14,100	12,900	91
	ERATH	5,200	4,800	92
	FANNIN	7,000	6,000	86
	FREESTONE	3,400	2,800	84
	GRAYSON	24,800	22,700	91
	HAMILTON	2,500	2,100	87
	HENDERSON	6,600	5,700	87
	HILL	6,600	5,900	90
	HOOD	1,900	1,800	92
	HOPKINS	5,400	4,800	88
	HUNT	12,500	11,200	90
	JOHNSON	12,100	11,300	94
	KAUFMAN	8,500	7,500	89
	LAMAR	9,800	7,600	78
	LIMESTONE	5,300	4,500	85
	MC CULLOCH	2,300	1,800	78
	MC LENNAN	50,700	47,100	93
	MONTAGUE	4,700	4,300	92
	NAVARRO	10,600	9,200	87

(Continued on page 693-b)

STATION TOTALS	950,900	879,500	92
NET WEEKLY CIRCULATION (MARCH 1966)			769,300
AVERAGE DAILY CIRCULATION (MARCH 1966)			562,100

Texas—Dallas-Ft. Worth



WFAA-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 1680-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Transmitter: 1-mi. W of Cedar Hill, Tex.

TV tape: Recording facilities.

AM Affiliate: WFAA, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABC). Shares time on both frequencies with WBAP, Ft. Worth.

FM Affiliate: WFAA-FM, 57-kw, 97.9 mc.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

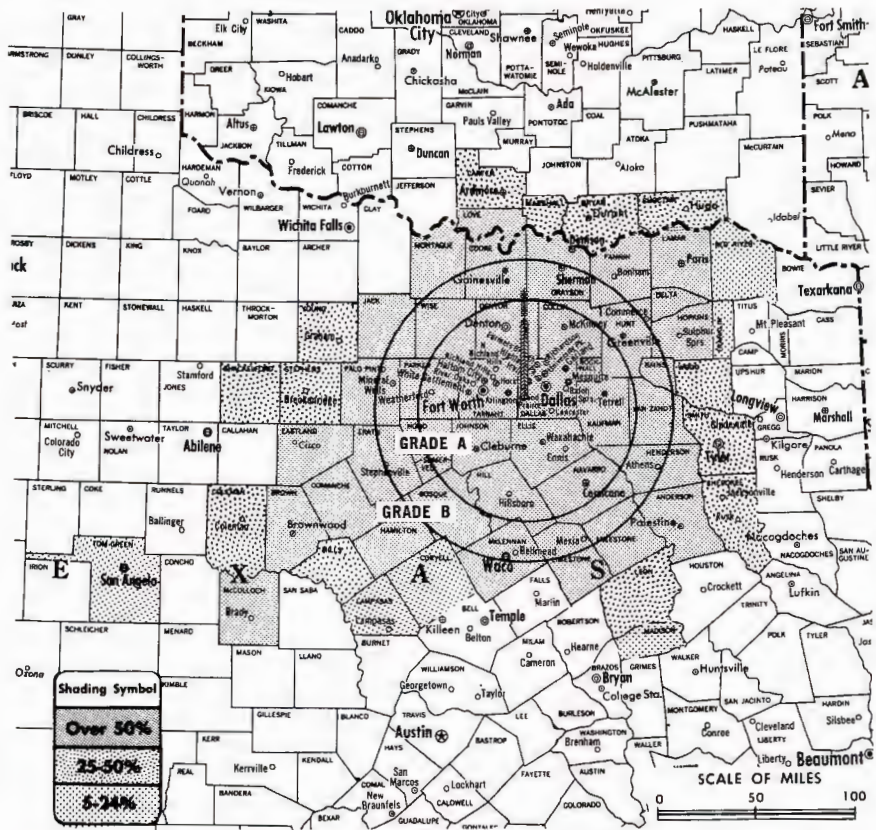
Total Households: © SRDS

Consumer Market Data as of 1/1/87.

TV Homes: TV % and Circulation

© 1985 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WFAA-TV Ref: FCC File No. BMPCT-1919 Granted 11/18/54

©American Map Co., Inc., N.Y., No. 14244



WFAA-TV

Licensee: A. H. Belo Corp., Communications Center, Dallas, Tex. (75202).

Studio: Communications Center.

Telephone: 214-748-9631. TWX No.: 214-899-8413.

Ownership: Same as Dallas Morning News; James M. Moroney Sr., chairman; Joseph M. Dealey, pres.

Began Operation: Sept. 17, 1949 as KBTB. Sold to present licensee February 1950 (Television Digest, Vol. 6:4, 11).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

MIKE SHAPIRO, general manager, TV-radio.
 ED PFEIFFER, station manager.
 JACK HAUSER, general sales manager.
 JACK DIX, assistant general sales manager.
 WARD HUEY, regional sales manager.
 GEORGE MILNER, program manager.
 JIM PRATT, production & operations manager.
 CASEY COHLMIA, promotion director.
 CHRIS IRBY, chief engineer.

DIGEST OF RATE CARD NO. I—(Jan. 1, 1964)

				Min. or		
Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.						
\$2000.00	\$1200.00	\$800.00	\$600.00	Graded rates apply*		

*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1600.

For Color Set Penetration by Markets
 see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OKLAHOMA LOVE	1,400	1,300	88
	TEXAS			
	ANDERSON	8,200	7,200	87
	BOSQUE	3,500	3,100	89
	BROWN	7,800	6,600	85
	COLLIN	16,100	14,800	92
	COMANCHE	3,400	2,700	82
	COOKE	7,500	6,900	92
	DALLAS	355,600	337,200	95
	DEL TA	1,400	1,200	84
	DENTON	17,600	16,500	94
	EASTLAND	6,200	5,400	87
	ELL IS	14,100	12,900	91
	ERATH	5,200	4,800	92
	FANNIN	7,000	6,000	86
	FREESTONE	3,400	2,800	84
	GRAYSON	24,800	22,700	91
	HAMILTON	2,500	2,100	87
	HENDERSON	6,600	5,700	87
	HILL	6,600	5,900	90
	HOOD	1,900	1,800	92
	HOPKINS	5,400	4,800	88
	HUNT	12,500	11,200	90
	JACK	2,300	2,200	93
	JOHNSON	12,100	11,300	94
	KAUFMAN	8,500	7,500	89
	LAMAR	9,800	7,600	78
	LIMESTONE	5,300	4,500	85
	MC CULLOCH	2,300	1,800	78

(Continued on page 693-b)

STATION TOTALS	981,000	907,500	93
NET WEEKLY CIRCULATION (MARCH 1966)			754,900
AVERAGE DAILY CIRCULATION (MARCH 1966)			511,400



*If you had the
 Quality touch*

You'd enjoy the luxurious feeling of an Aladdin with an all-powerful lamp. You could wish for full color facilities to fulfill your fondest dreams of complete program, commercial and remote production. Presto! Almost as easily as rubbing a lamp, at your command would be eight live color cameras, two complete color film chains, six color videotape recorders. Get that Quality Touch of an Aladdin... Call our Operations Manager Jim Pratt or your Petryman for the colorful details.

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

Channel 8, Communications Center /
 Broadcast Services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

Texas—El Paso



KELP-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 209-kw visual, 20.9-kw aural. Antenna: 820-ft. above av. terrain, 289-ft. above ground, 4909-ft. above sea level.

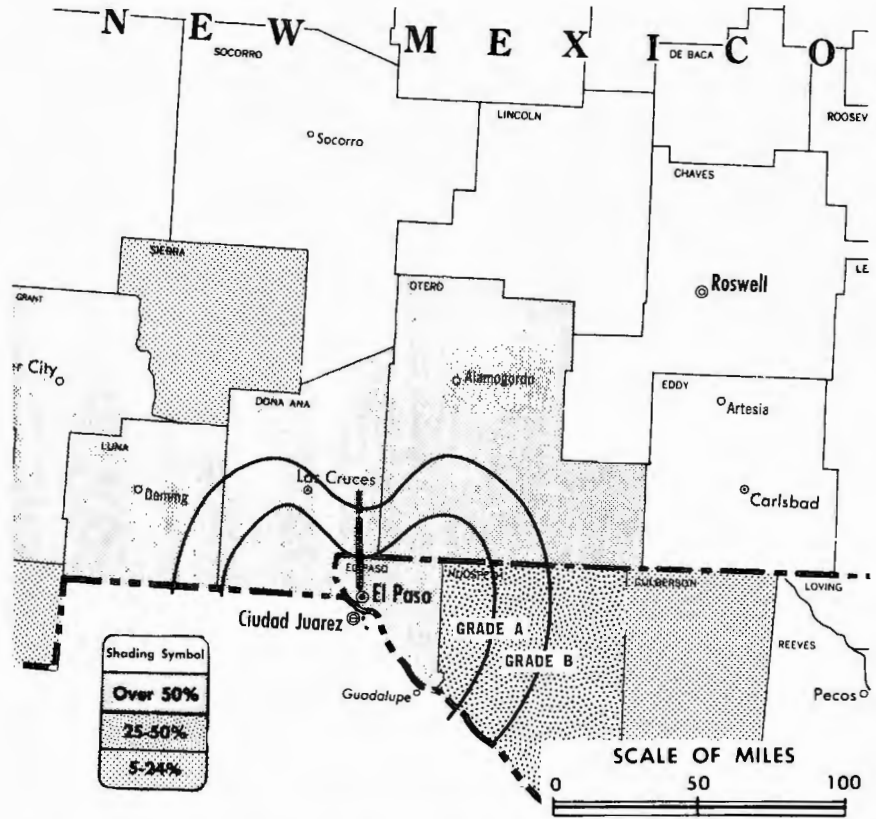
Latitude 31° 47' 17"
Longitude 106° 28' 46"

Transmitter: S slope of Comanche Peak, .4-mi. N of Scenic Dr. near El Paso.

Studio: 4530 Delta St.

AM Affiliate: KELP, 1-kw (.5-kw night), 920 kc.

Color: Network & tape.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV₇ and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965
ARB study.

KELP-TV Ref: FCC File No. BPCT-2762 Granted 4/9/60

©American Map Co., Inc., N.Y., No. 14244

KELP-TV

Licensee: John B. Walton Jr., 4530 Delta St., Box 9924 (79989).

Studio: 4530 Delta St.

Telephone: 915-533-5911.

Ownership: John B. Walton Jr., 100%. For other interests see KVKM-TV, Monahans, Tex.

Began Operation: Sept. 1, 1956. Sale to present owner by Joseph Harris & Norman Alexander approved Jan. 19, 1966 by FCC (Television Digest, Vol. 6:4). Sale to Harris & Alexander by McLendon Investment Corp. approved March 20, 1957 (Vol. 13:12).

Represented (sales) by Venard, Torbet & McConnell.

Represented (legal) by Cohn & Marks.

Represented (engineering) by James C. McNary.

Personnel:

GENE ROTH, general manager & film buyer.
WELDON DONALDSON, sales manager.
BOB HANSON, operations manager.
MICHAEL GAGLIO, chief engineer.

DIGEST OF RATE CARD NO. S-1
(Oct. 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.
Class AA—7-9:30 p.m., daily.
\$400.00 \$240.00 \$160.00 \$140.00 \$120.00 \$80.00 \$40.00
NETWORK BASE HOURLY RATE: \$250.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	NEW MEXICO			
0/0	DONA ANA	16,800	15,200	90
	GRANT	4,300	3,700	85
	LUNA	2,900	2,600	89
	OTERO	12,200	11,300	93
	TEXAS			
	EL PASO	95,700	89,800	94
25-50	TEXAS			
0/0	HUDSPETH	600	400	76
5-24	NEW MEXICO			
0/0	HIDALGO	1,300	1,100	82
	SIERRA	1,900	1,600	82
	TEXAS			
	CULBERSON	800	700	83
STATION TOTALS		136,500	126,400	93
NET WEEKLY CIRCULATION (MARCH 1966)			107,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			61,600	

WFAA-TV, Dallas
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TEXAS—(Continued)				
OVER 50 O/O	MC LENNAN	50,700	47,100	93
	MONTAGUE	4,700	4,300	92
	NAVARRO	10,600	9,200	87
	PALO PINTO	7,800	7,000	89
	PARKER	7,800	7,300	93
	RAINS	800	700	87
	ROCKWALL	1,600	1,400	89
	SOMERVELL	900	800	92
	TARRANT	198,100	187,700	95
	VAN ZANDT	6,000	5,200	87
	WISE	5,900	5,500	93

25-50 O/O	OKLAHOMA			
	BRYAN	7,800	6,700	85
	CARTER	14,200	12,900	91
	CHOCTAW	4,300	3,200	76
	MARSHALL	2,300	2,100	92

TEXAS				
	CHEROKEE	9,000	7,600	84
	COLEMAN	3,700	3,400	91
	LEON	2,700	2,000	77
	MILLS	1,100	900	83
	SHACKELFORD	1,000	900	89
	SMITH	29,100	26,400	91
	STEPHENS	2,600	2,300	88
	WOOD	5,000	4,500	89
	YOUNG	6,100	5,600	92

5-24 O/O	TEXAS			
	CORYELL	7,100	6,500	93
	FRANKLIN	1,300	1,100	84
	LAMPASAS	2,900	2,600	91
	MADISON	1,700	1,300	80
	RED RIVER	4,000	3,200	79
	TOM GREEN	21,200	19,600	92

KRLD-TV, Dallas
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TEXAS—(Continued)				
OVER 50 O/O	PALO PINTO	7,800	7,000	89
	PARKER	7,800	7,300	93
	RAINS	800	700	87
	ROCKWALL	1,600	1,400	89
	SOMERVELL	900	800	92
	TARRANT	198,100	187,700	95
	VAN ZANDT	6,000	5,200	87
	WISE	5,900	5,500	93
	WOOD	5,000	4,500	89

25-50 O/O	OKLAHOMA			
	BRYAN	7,800	6,700	85

TEXAS				
	CHEROKEE	9,000	7,600	84
	COLEMAN	3,700	3,400	91
	JACK	2,300	2,200	93
	LEON	2,700	2,000	77
	RED RIVER	4,000	3,200	79
	SHACKELFORD	1,000	900	89
	SMITH	29,100	26,400	91
	STEPHENS	2,600	2,300	88

5-24 O/O	OKLAHOMA			
	JOHNSTON	2,500	2,100	85
	PUSHMATAHA	2,700	2,200	80

Texas

KRLD-TV—(Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	TEXAS			
	CORYELL	7,100	6,500	93
	FALLS	5,800	5,000	87
	FRANKLIN	1,300	1,100	84
	YOUNG	6,100	5,600	92

KFDA-TV, Amarillo
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TEXAS—(Continued)				
OVER 50 O/O	ROBERTS	400	300	97
	SHERMAN	800	700	92
	SWISHER	3,600	3,400	96
	WHEELER	2,100	1,700	81

25-50 O/O	OKLAHOMA			
	BEAVER	2,200	1,900	90

5-24 O/O	NEW MEXICO			
	DE BACA	700	600	89
	GUADALUPE	1,000	800	82

	OKLAHOMA			
	ROGER MILLS	1,200	1,000	83

	TEXAS			
	MOTLEY	500	400	77

KGNC-TV, Amarillo
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	OKLAHOMA			
	BEAVER	2,200	1,900	90
	TEXAS			
	BAILEY	3,000	2,800	92

5-24 O/O	KANSAS			
	SEWARD	5,700	5,200	91

	OKLAHOMA			
	ROGER MILLS	1,200	1,000	83

MORTON FLOM, ENG.
CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Texas—El Paso



KROD-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 61.7-kw visual, 6.76-kw aural. Antenna: 1150-ft. above av. terrain, 285-ft. above ground, 5285-ft. above sea level.

Latitude 31° 47' 34"
Longitude 106° 28' 47"

Transmitter: Atop Mount Franklin.

TV tape: Recording facilities.

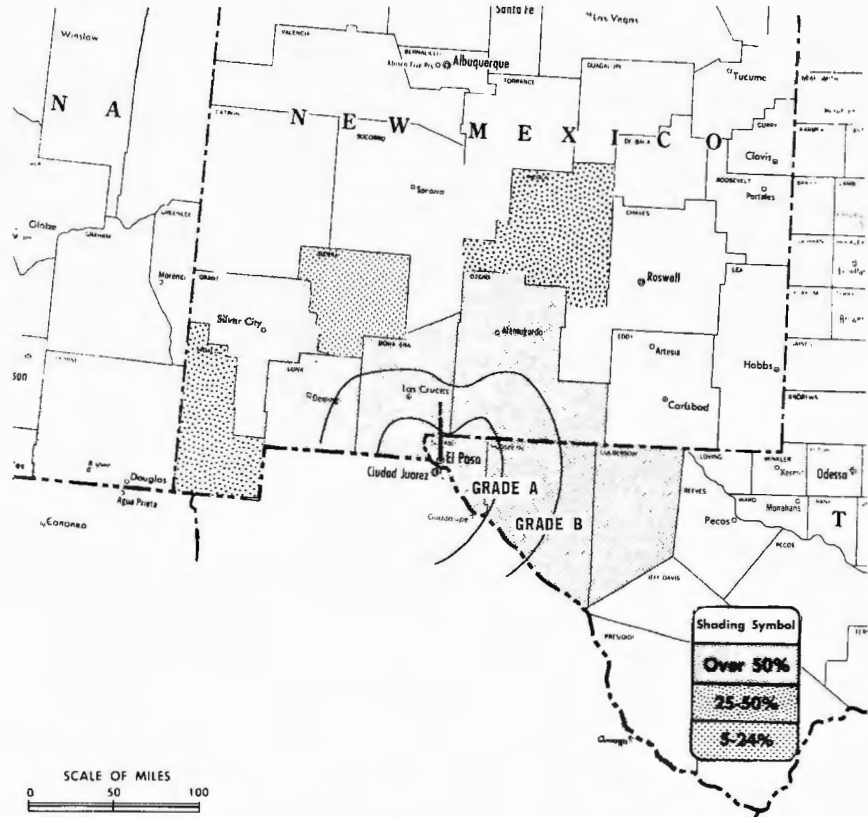
AM Affiliate: KROD, 5-kw, 600 kc.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Facsimile Service: AP.



Total Households: ① SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV_h and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.

KROD-TV Ref: FCC File No. BPCT-873 Granted 7/30/52

©American Map Co., Inc., N.Y., No. 14244

KROD-TV

Licensee: Doubleday Broadcasting Co. Inc., 2201 Wyoming Ave., El Paso, Tex. (79903).

Studio: 2201 Wyoming Ave. (79903).

Telephone: 915-532-6551. TWX No.: 910-964-1323.

Ownership: Doubleday also owns KOSA-TV, Odessa, Tex.; CP for KDTV, Dallas; radios KRNO, San Bernardino, Cal.; KHOW, Denver, Colo.; KITE, Terrell Hills, Tex. (KITE-FM, San Antonio); KDEF & FM, Albuquerque, N.M. Officers: Nelson Doubleday, chairman; Cecil L. Trigg, pres.; John W. O'Donnell, v.p. & secy-treas.

Began Operation: Dec. 14, 1952. Sale of Trigg-Vaughn station group to present owner approved Feb. 1, 1967 (Television Digest, Vol. 6:44, 7:6). Sale of KROD-TV & AM to Trigg-Vaughn interests by Dorrance Roderick and family, publisher of El Paso Times, approved Oct. 29, 1959 by FCC (Vol. 15:36, 44).

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

CECIL L. TRIGG, president.
SHELDON TURNER, vice president & general manager.
ERIC NELSON, program director & film buyer.
JIM SUGGS, national sales manager.
FRANK JORDAN, chief engineer.

DIGEST OF RATE CARD NO. C-2A

(Nov. 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.
\$495.00 \$297.00 \$198.00 \$123.75 \$130.00 \$104.00 \$65.00

NETWORK BASE HOURLY RATE: \$425.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 0/0	NEW MEXICO			
	DONA ANA	16,800	15,200	90
	GRANT	4,300	3,700	85
	LUNA	2,900	2,600	89
	OTERO	12,200	11,300	93
	TEXAS			
	CULBERSON	800	700	83
	EL PASO	95,700	89,800	94
HUDSPETH	600	400	76	
25-50 0/0	NEW MEXICO			
	HIDALGO	1,300	1,100	82
	LINCOLN	2,200	1,900	87
5-24 0/0	NEW MEXICO			
	SIERRA	1,900	1,600	82
STATION TOTALS		138,700	128,300	93
NET WEEKLY CIRCULATION (MARCH 1966)			121,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			100,500	

For Index to Contents
See Services Volume

Texas—El Paso



KTSM-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: 1910-ft. above av. terrain, 370-ft. above ground, 5993-ft. above sea level.

Latitude 31° 48' 18.5"
Longitude 106° 28' 57.0"

Transmitter: Ranger Peak, Franklin Mts., 1-mi. NW of El Paso.

TV tape: Recording facilities.

AM Affiliate: KTSM, 5-kw, (.5-kw night), 1380 kc (NBC).

FM Affiliate: KTSM-FM, 27-kw, 99.9 mc.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

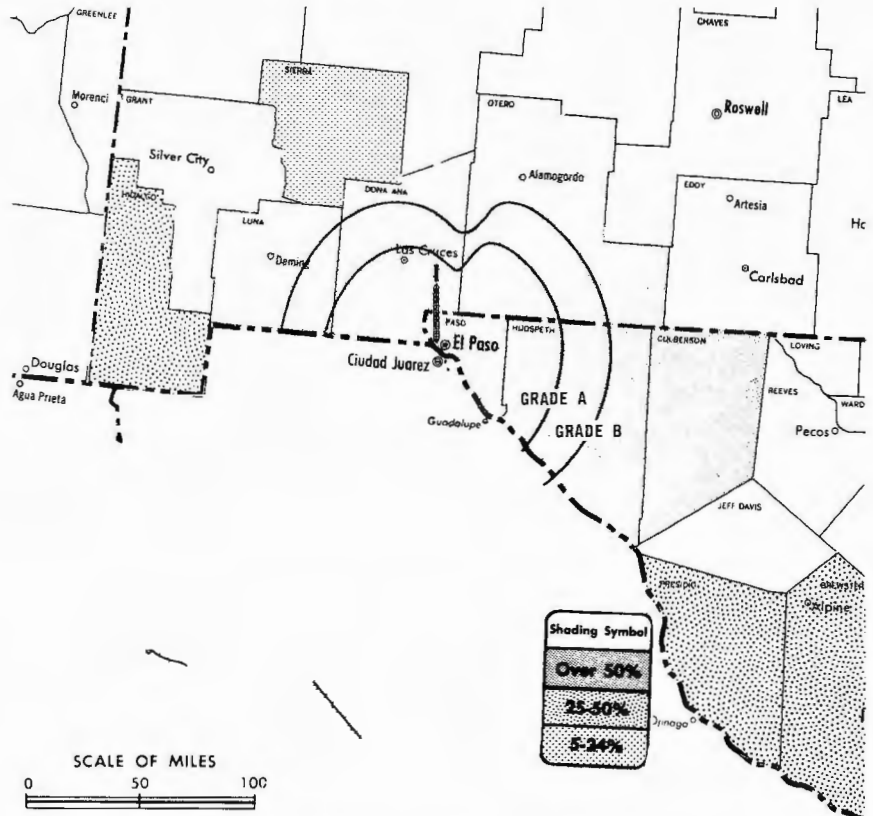
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KTSM-TV Ref: FCC File No. BMPCT-5252 Granted 2/9/59

©American Map Co., Inc., N.Y., No. 14244

KTSM-TV

Licensee: Tri-State Broadcasting Co. Inc., 801 N. Oregon St.

Studio: 801 N. Oregon St. (79902).

Telephone: 915-532-5423.

TWX No.: 915-544-1963.

Ownership: Karl O. Wyler, pres., 55%; Karl O. Wyler Jr., 30%; Jack B. Chapman, v.p.; F. L. Koons, 10%; W. C. Bailey, 5%; Jack Rye, v.p.

Began Operation: Jan. 4, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

KARL O. WYLER, president & general manager.

JACK B. CHAPMAN, v.p. in charge of program administration & film buyer.

JACK RYE, v.p. in charge of production.

TED BENDER, director dept. of news & public affairs.

W. T. MCGILL, chief engineer.

JOHN PHELAN, sales manager.

DIGEST OF RATE CARD NO. 10 (July 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-9:59 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$120.00	\$125.00	\$100.00	\$62.00

NETWORK BASE HOURLY RATE: \$400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW MEXICO			
	DONA ANA	16,800	15,200	90
	GRANT	4,300	3,700	85
	LUNA	2,900	2,600	89
	OTERO	12,200	11,300	93
	TEXAS			
	CULBERSON	800	700	83
	EL PASO	95,700	89,800	94
	HUDSPETH	600	400	76
25-50 O/O	NEW MEXICO			
	HIDALGO	1,300	1,100	82
	TEXAS			
	BREWSTER	1,500	1,100	76
	PRESIDIO	1,100	800	70
5-24 O/O	NEW MEXICO			
	SIERRA	1,900	1,600	82
STATION TOTALS		139,100	128,300	92
NET WEEKLY CIRCULATION (MARCH 1966)			121,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			96,100	

Texas—El Paso (Juarez, Mexico)

XEJ-TV

Ch. 5

[Spanish-language outlet]

Technical Facilities: Channel No. 5 (86-82 mc). Authorized power: 6.3-kw visual, 3-kw aural. **Note:** Additional data unavailable.
Transmitter: Penon Mountain.
Studio: Edificio XEJ, Apartoda 271, Juarez, Mexico.
AM Affiliate: XEJ, 10-kw (5-kw night), 970 kc.

XEPM-TV

Ch. 2

[Spanish-language outlet]

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 6.3-kw visual, 3.15-kw aural. **Antenna:** 1150-ft. above av. terrain.
Note: Additional data unavailable.

XEJ-TV

Network Service: None, independent Spanish-language outlet.
Licensee: Television de la Frontera, S.A., Box 9555, El Paso, Tex.
Telephones: JUA. 2-2910, 2-2911, 2-0248, 2-5156.
Ownership: Pedro Meneses Hoyos, owner; also owner of radio XEJ and of XEPM-TV, Juarez.
Began operation: May 17, 1954.
Represented (sales) by: National Time Sales (N.Y. and Chicago); Harlan Oakes (Los Angeles and San Francisco).
Personnel:
 PEDRO MENESES HOYOS, general manager.
 RALPH FITZMAURICE, sales manager.
 JOHN GAYTON, film buyer.
 STEVE GUERRERO, chief engineer.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—5-11 p.m., daily.	\$240.00	\$144.00	\$96.00	\$72.00	\$70.00	\$42.00 \$28.00

XEPM-TV

Network Service: None, independent Spanish-language outlet.
Licensee: XEPM-TV Television Inc., Apdo. No. 1222, Juarez.
Business Office: Box 9554, El Paso (79985).
Telephone: Juarez 2-2222.
Ownership: Pedro Meneses Jr., also owner of XEJ-TV & XEJ, also Juarez-El Paso.
Began Operation: Jan. 16, 1961.
Represented (sales) by: National Time Sales (N.Y. & Chicago); Harlan G. Oakes & Associates (Los Angeles & San Francisco).
Personnel:
 M. D. HEREDIA, general manager.
 SERGIO D. MOLINAR JR., sales manager.
 JUAN GAYTAN MURUATO, film buyer.
 MIGUEL GARCIA, program director.

DIGEST OF RATE CARD NO. 1 (Nov. 15, 1960)

Hour	30 Min.	15 Min.	Min.	40 Sec.	20 Sec.	10 Sec.
Class A—2-8 p.m., daily.	\$100.00	\$65.00	\$36.00	\$20.00	\$17.00	\$15.00 \$13.00

Texas—Fort Worth-Dallas

KTVT



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1669-ft. above av. terrain, 1553-ft. above ground, 2349-ft. above sea level.

Latitude 32° 34' 43"
Longitude 96° 57' 12"

Transmitter: Approx. 0.7-mi. S of Cedar Hill, Tex.

Telephone: 817-738-1951.

TXW No.: 910-893-5051. TV tape: Recording facilities.

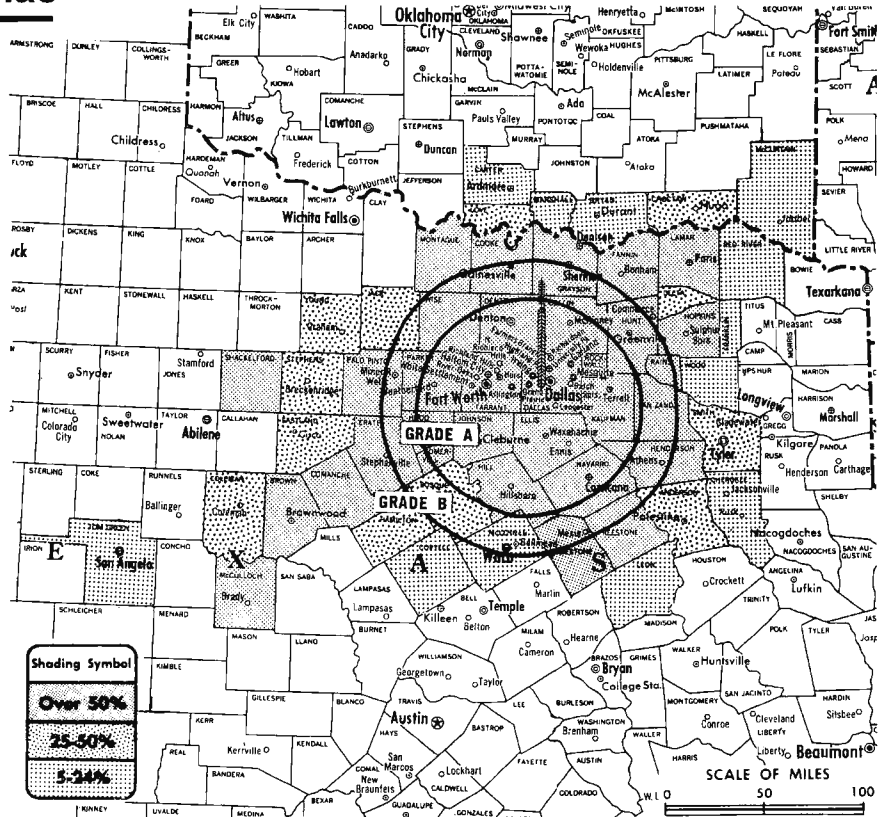
Color: Network, live, film, slide & tape.

News Wire Service: AP. Facsimile Service: UPI.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Assoc.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KTVT Ref: FCC File No. BPCT-3268 Granted 3/26/64

©American Map Co., Inc., N.Y., No. 14244

KTVT

Network Service: None, independent.

Licensee: WKY Television System Inc., Oklahoma City, Okla.

Studios: 4801 W. Freeway, P.O. Box 2495, Ft. Worth (76107); 10111 N. Central Expressway, Dallas, Tex. (75231).

Ownership: See WKY-TV, Oklahoma City.

Began Operation: Sept. 11, 1955. Sale to present owner by NAFI Telecasting approved Aug. 1, 1962 (Television Digest, Vol. 2:11, 32). Sale to NAFI Telecasting by Texas State Network approved July 27, 1960 by FCC (Vol. 16:21, 31).

Represented (sales) by The Katz Agency Inc.

Personnel:

JIM TERRELL, station manager.
JACK BERNING, assistant manager.
DARRELL JONES, program manager & film buyer.
BILL KESSEL, chief engineer.
BILL CAMFIELD, promotion-merchandising dir.

DIGEST OF RATE CARD NO. A15—(July 1, 1966)

			Min. or	
Hour	30 Min.	15 Min.	10 Min.	5 Min.
			20 Sec.	10 Sec.
Class A—	6:30 p.m.-sign-off, Mon.-Fri.;	6 p.m.-sign-off, Sat.;		
	3:30 p.m.-sign-off, Sun.			
\$700.00	\$400.00		\$350.00	\$175.00

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers - Appraisers - Consultants - Management

THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	BROWN	7,800	6,600	85
	COLLIN	16,100	14,800	92
	COMANCHE	3,400	2,700	82
	COOKE	7,500	6,900	92
	DALLAS	355,600	337,200	95
	DENTON	17,600	16,500	94
	ELLIS	14,100	12,900	91
	ERATH	5,200	4,800	92
	FANNIN	7,000	6,000	86
	FREESTONE	3,400	2,800	84
	GRAYSON	24,800	22,700	91
	HENDERSON	6,600	5,700	87
	HILL	6,600	5,900	90
	HOOD	1,900	1,800	92
	HOPKINS	5,400	4,800	88
	HUNT	12,500	11,200	90
	JOHNSON	12,100	11,300	94
	KAUFMAN	8,500	7,500	89
	LAMAR	9,800	7,600	78
	LIMESTONE	5,300	4,500	85
	MC CULLOCH	2,300	1,800	78
	MONTAGUE	4,700	4,300	92
	NAVARRO	10,600	9,200	87
	PALO PINTO	7,800	7,000	89
	PARKER	7,800	7,300	93
	RAINS	800	700	87
	ROCKWALL	1,600	1,400	89
	SHACKEL FORD	1,000	900	89
	SOMERVELL	900	800	92
	TARRANT	198,100	187,700	95
	VAN ZANDT	6,000	5,200	87
	WISL	5,900	5,500	93

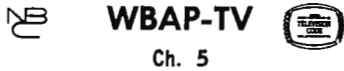
(Continued on page 707-b)

STATION TOTALS 982,300 908,400 92

NET WEEKLY CIRCULATION (MARCH 1966) 608,700

AVERAGE DAILY CIRCULATION (MARCH 1966) 333,500

Texas—Fort Worth-Dallas



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural, 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Transmitter: Mansfield & Beltline Rds., Cedar Hill, Dallas County.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

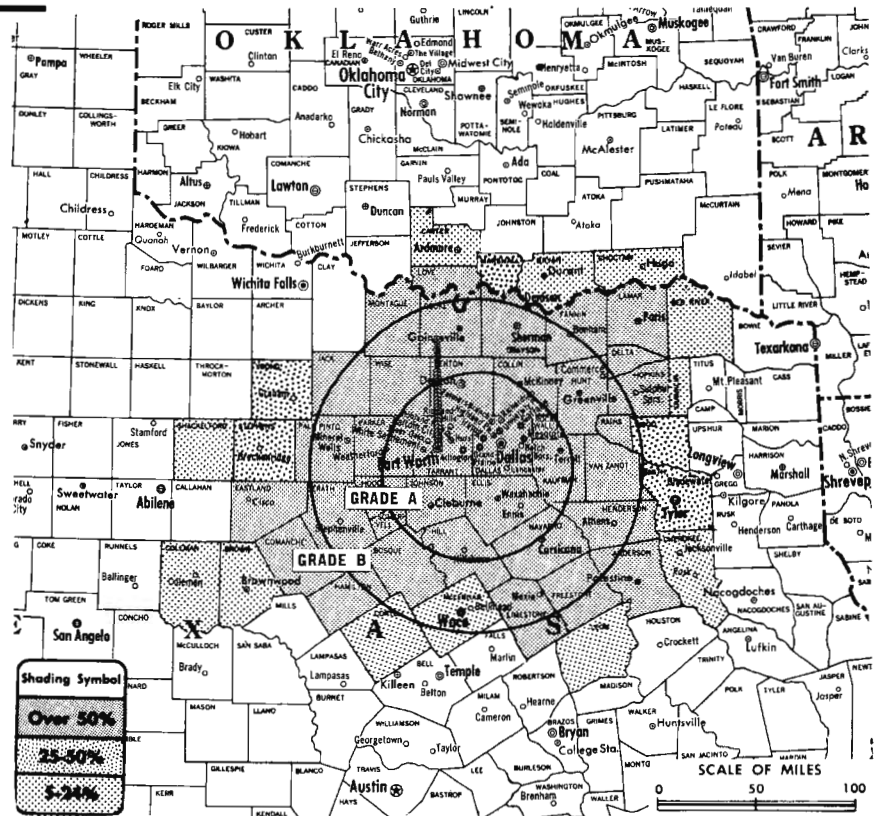
News Wire Service: AP.

News Film Service: NBC.

AM Affiliate: WBAP, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABC). Shares frequencies with WFAA, Dallas.

FM Affiliate: WBAP-FM, 88-kw, 96.3 mc (No. 242), 1440-ft. above av. terrain.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WBAP-TV Ref: FCC File No. BPCT—3233 Granted 3/24/64

©American Map Co., Inc., N.Y., No. 14244

WBAP-TV

Licensee: Carter Publications Inc., 3900 Barnett St., Fort Worth.

Studio: 3900 Barnett St., Fort Worth (76103).

Mailing Address: Box 1780, Fort Worth (76101).

Telephone: 817-536-1981. TWX No.: 817-891-8049.

Ownership: Same as Fort Worth Star-Telegram; Amon G. Carter Jr., pres.; B. N. Honea, v.p.; J. Lee Johnson III, v.p.

Began Operation: Sept. 29, 1948.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

- ROY BACUS, general manager.
- L. F. BROYLES, sales manager.
- ROBERT GOULD, program director & film buyer.
- PHIL WYGANT, promotion director.
- RUPERT BOGAN, engineering director.
- JAMES A. BYRON, news director.
- BOB WALSH, farm director.
- JETT JAMISON, commercial film producer.
- FRANK MILLS, director of public affairs.

DIGEST OF RATE CARD NO. 20G (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., Mon.-Fri.; 10-10:30 p.m., Sat. & Sun.
\$2000.00 \$1250.00 \$720.00 \$600.00 \$500.00 \$450.00 \$325.00

NETWORK BASE HOURLY RATE: \$1550.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OKLAHOMA LOVE	1,400	1,300	88

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O TEXAS				
	ANDERSON	8,200	7,200	87
	BOSQUE	3,500	3,100	89
	COLLIN	16,100	14,800	92
	COMANCHE	3,400	2,700	82
	COOKE	7,500	6,900	92
	DALLAS	355,600	337,200	95
	DELTA	1,400	1,200	84
	DENTON	17,600	16,500	94
	EASTLAND	6,200	5,400	87
	ELLIS	14,100	12,900	91
	ERATH	5,200	4,800	92
	FANNIN	7,000	6,000	86
	FREESTONE	3,400	2,800	84
	GRAYSON	24,800	22,700	91
	HAMILTON	2,500	2,100	87
	HENDERSON	6,600	5,700	87
	HILL	6,600	5,900	90
	HOOD	1,900	1,800	92
	HOPKINS	5,400	4,800	88
	HUNT	12,500	11,200	90
	JACK	2,300	2,200	93
	JOHNSON	12,100	11,300	94
	KAUFMAN	8,500	7,500	89
	LAMAR	9,800	7,600	78
	LIMESTONE	5,300	4,500	85
	MONTAGUE	4,700	4,300	92
	NAVARRO	10,600	9,200	87
	PALO PINTO	7,800	7,000	89
	PARKER	7,800	7,300	93
	RAINS	800	700	87
	ROCKWALL	1,600	1,400	89
	SOMERVELL	900	800	92
	TARRANT	198,100	187,700	95
	VAN ZANDT	6,000	5,200	87
	WISE	5,900	5,500	93

(Continued on page 707-b)

STATION TOTALS	951,800	881,300	93
NET WEEKLY CIRCULATION (MARCH 1966)		718,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)		481,300	

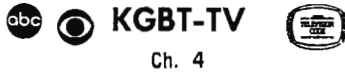


WBAP-TV NBC

FORT WORTH—DALLAS

THE ONLY TELEVISION STATION IN THE WORLD
COMPLEMENTING YOUR SALES MESSAGE WITH
TOTAL DESIGN DISCIPLINE THROUGH IKONOGENICS.

Texas—Harlingen



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 18.7-kw aural. Antenna: 990-ft. above av. terrain, 991-ft. above ground, 1046-ft. above sea level.

Latitude 26° 08' 56"
Longitude 97° 49' 19"

Transmitter: 1/8-mi. S of La Feria, Tex.

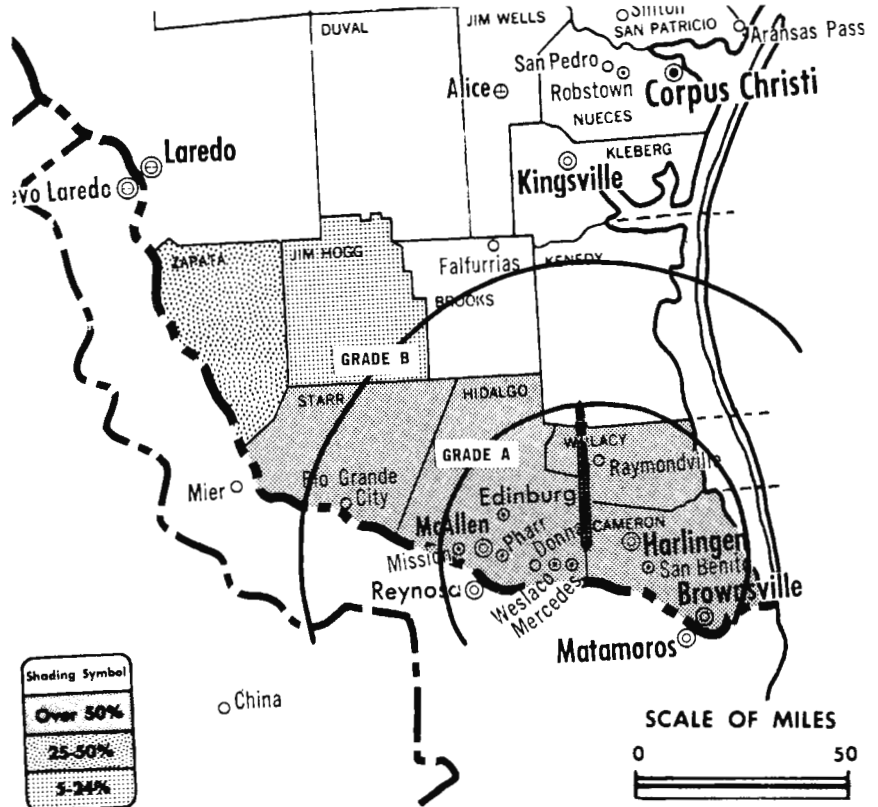
TV tape: Recording facilities.

AM Affiliate: KGBT, 50-kw (10-kw night), 1530 kc (CBS).

FM Affiliate: KELT, 3.1-kw, 94.5 mc (No. 233), 700-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1965 ABB study.

KGBT-TV Ref: FCC File No. BPCT-2280 Granted 3/15/57

©American Map Co., Inc., N.Y., No. 14244

KGBT-TV

Network Service: ABC, CBS.

Licensee: Harbenito Bcstg. Co. Inc., Box 711 (78551).

Studio: 1519 W. Harrison St. (78550).

Telephone: 512-423-3910. TWX No.: 512-423-8990.

Ownership: McHenry Tichenor, chairman of the board, 52.68%; James Cullen Looney, v.p., 19.66%. J. C. Looney owns 2%, McHenry Tichenor, 21.5% of KUNO, Corpus Christi. Looney also owns 40%, Tichenor 29.2% of KIFN, Phoenix, Ariz.

Began Operation: Sept. 17, 1953.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

McHENRY TICHENOR, chairman.
McHENRY T. TICHENOR, president.
MAL KASANOFF, vice president & general manager.
DAVID LYKES, v.p. & commercial manager.
JOHNNY GOODMAN, promotion manager.
JIM MATTISON, chief engineer.

DIGEST OF RATE CARD NO. GT-12
(March 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$450.00	\$270.00	\$180.00	\$112.00	\$85.00	\$68.00 \$43.00
NETWORK BASE HOURLY RATE:	\$400 (ABC), \$400 (CBS).					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	CAMERON	40,500	36,500	90
	HIDALGO NO	40,200	35,500	88
	HIDALGO SO	4,800	4,200	88
	STARR	4,200	3,300	79
	WILLACY	4,500	4,000	89
25-50 O/O	TEXAS			
	ZAPATA	1,100	700	69
5-24 O/O	TEXAS			
	JIM HOGG	1,300	1,000	77
STATION TOTALS		96,600	85,200	88
NET WEEKLY CIRCULATION (MARCH 1966)				82,800
AVERAGE DAILY CIRCULATION (MARCH 1966)				72,600

For Color Set Penetration by Markets
See Services Volume

Texas—Houston



KHOV-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 1441-ft. above av. terrain, 1473-ft. above ground, 1549-ft. above sea level.

Latitude 29° 33' 25"
Longitude 95° 30' 04"

Transmitter: 3101 Senior Rd., 3-mi. E. of De Walt, Tex.

Studios: 1945 Allen Parkway, Houston; auxiliary studios, Galveston.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Represented (engineering) by A. D. Ring & Assoc.

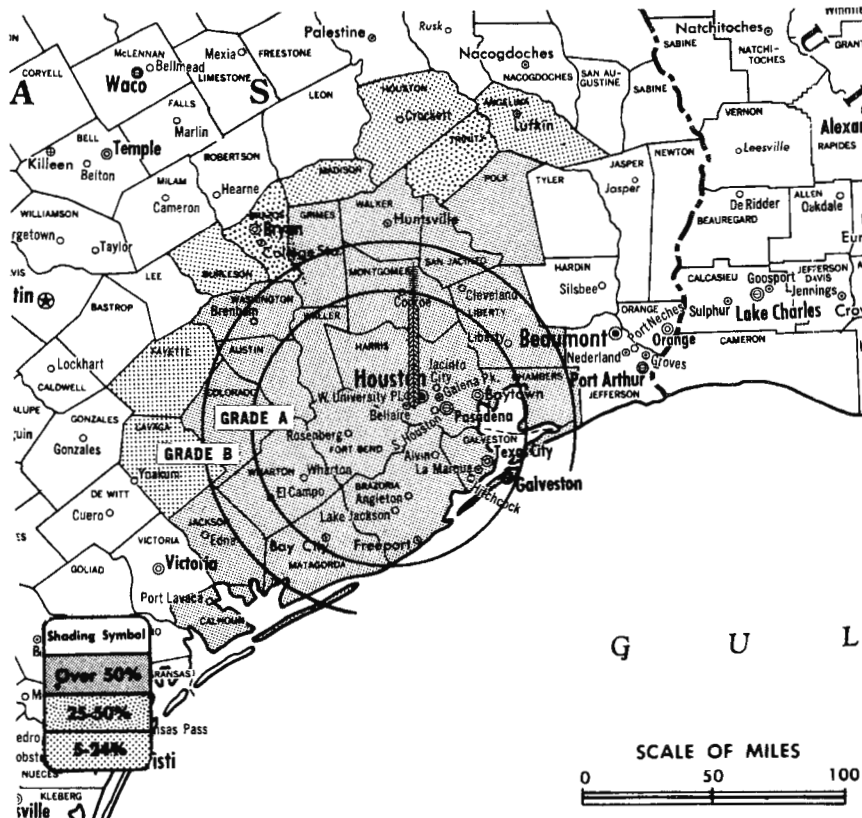
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KHOV-TV Ref: FCC File No. BPCT-3212 Granted 9/9/63

©American Map Co., Inc., N.Y., No. 14244

KHOV-TV

Licensee: Gulf Television Corp., P.O. Box 11, Houston (77001).

Telephones: 713-529-4811, Houston; 713-763-1607, Galveston.

TWX No.: 713-571-1222.

Ownership: Corinthian Broadcasting Corp., 86%; nine other stockholders, none of whom own more than 4%. For other interests see KOTV, Tulsa, Okla.

Began Operation: March 22, 1953. Transfer of control to present owners by Paul E. Taft, et al., approved July 11, 1956 by FCC (Television Digest, Vol. 12:19, 28).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

C. WREDE PETERSMEYER, president.

JAMES C. RICHDALÉ JR., v.p. & general manager.

ROBERT O. PAXSON, commercial manager.

DEAN BORBA, program manager & film buyer.

JIM EVERHART, dir., advertising & promotion.

ART BIGGS, chief engineer.

GENE BRAUDRICK, Galveston sales manager.

JACK HOLTÓN, office manager.

DIGEST OF RATE CARD NO. 10 (Sept. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID

Class AA—7-10 p.m., daily.

\$1500.00 \$900.00 \$600.00 \$450.00 \$560.00 \$560.00 \$336.00

NETWORK BASE HOURLY RATE: \$1425.

For Texas CATV Systems

See Directory in Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	AUSTIN	4,300	3,500	82
	BRAZORIA	25,700	24,100	94
	CALHOUN	5,300	4,700	87
	CHAMBERS	3,500	3,300	93
	COLORADO	6,000	5,000	84
	FORT BEND	12,000	10,800	90
	GALVESTON	48,600	44,900	92
	GRIMES	3,400	2,800	81
	HARRIS	443,700	416,000	94
	JACKSON	4,100	3,500	85
	LIBERTY	10,300	9,000	88
	MATAGORDA	8,500	7,400	88
	MONTGOMERY	8,700	7,600	87
	POLK	3,600	3,000	82
	SAN JACINTO	1,500	1,100	73
	WALKER	5,400	4,300	79
	WALLER	3,300	2,800	85
	WASHINGTON	6,000	4,600	77
	WHARTON	11,400	9,900	87

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	TEXAS			
	BRAZOS	13,600	12,200	90
	TRINITY	1,900	1,400	76

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	TEXAS			
	ANGELINA	13,200	11,900	90
	BURLESON	3,100	2,400	79
	FAYETTE	6,300	4,300	69
	HOUSTON	5,000	4,000	79
	LAVACA	5,900	4,400	73
	MADISON	1,700	1,300	80

STATION TOTALS 666,000 610,200 92

NET WEEKLY CIRCULATION (MARCH 1966) 561,900

AVERAGE DAILY CIRCULATION (MARCH 1966) 430,600

Texas—Houston

KHTV

Ch. 39

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 2570-kw max. and 1170-kw horizontal visual, 257-kw max. and 117-kw horizontal aural. Antenna: 1450-ft. above av. terrain, 1473-ft. above ground, 1549-ft. above sea level.

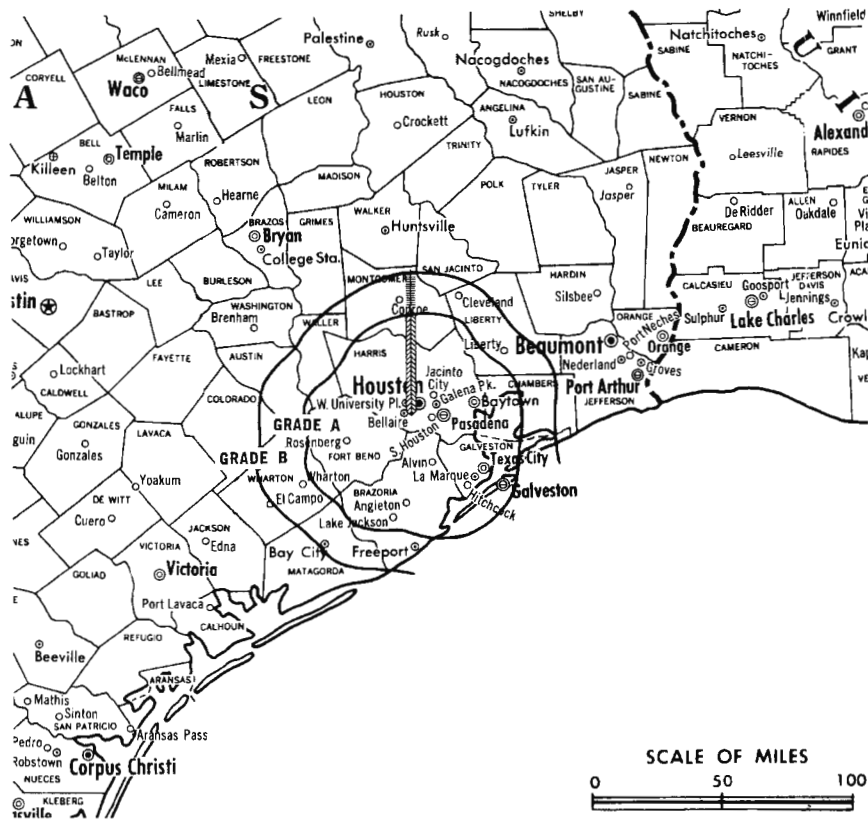
Latitude 29° 45' 32"
Longitude 95° 20' 21"

Transmitter: 3101 Senior Rd., 3-mi. E. of De Walt, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



KHTV Ref: FCC File No. BMPCT—6337 Granted 9/15/66

© American Map Co., Inc., N.Y., No. 14244

KHTV

Network Service: None, independent.

Licensee: WKY TV System Inc., 7700 Westpark Dr., Houston (77042).

Studio: 7700 Westpark Dr.

Telephone: 713-781-3930.

Ownership: See WKY-TV, Oklahoma City.

Began Operation: Oct. 10, 1953 as KNUZ-TV, but quit air June 25, 1954. Sale of 80% to WKY-TV by KNUZ Television Co. approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:21, 42). Transfer of remaining 20% approved June 17, 1966 (Vol. 6:26). Resumed operation Jan. 6, 1967.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David Steel & Associates.

Personnel:

CRAWFORD P. RICE, manager.
GENE R. JACOBSEN, assistant manager.
HARRY APEL, sales manager.
CHARLES ROGERS, production manager.
JACK H. TUDOR, chief engineer.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.	
Class A—7-11 p.m., daily.	\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$30.00

ARB Data for this Station is not available since it was not in operation when the survey was made.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Texas—Houston



KPRC-TV



Ch. 2

[Affiliated with separately-owned
KTRE-TV, Lufkin, Texas]

Technical Facilities: Channel No. 2
(54-60 mc). Authorized power:
100-kw visual, 10-kw aural. An-
tenna: 1430-ft. above av. terrain,
1473-ft. above ground, 1549-ft.
above sea level.

Latitude 29° 33' 25"
Longitude 95° 30' 04"

Transmitter: 1.6-mi. S. of Farm Rd.

TV tape: Recording facilities.

AM Affiliate: KPRC, 5-kw, 950 kc
(NBC).

Color: Network, live, film, slide &
tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

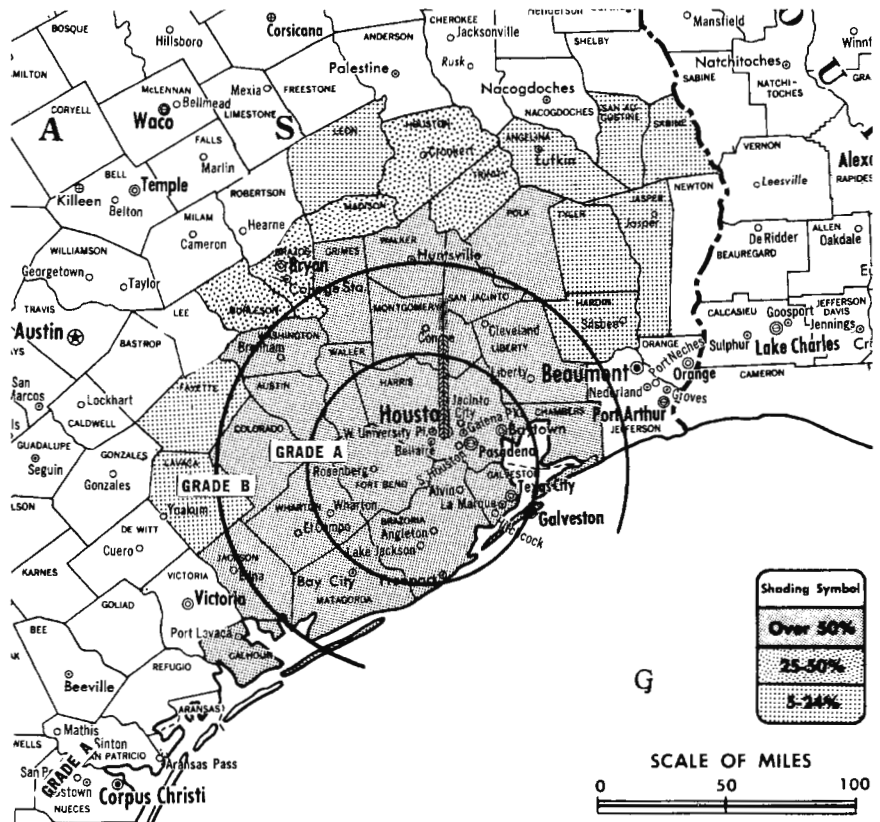
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965
ARB study.



KPRC-TV Ref: FCC File No. BMPCT-5984 Granted 6/30/64

© American Map Co., Inc., N.Y., No. 14244

KPRC-TV

Licensee: Houston Post Co., 2318 Polk Ave. (77003).

Studio: 3014 Post Oak Rd., Houston.

Telephone: 713-622-2950. TWX No.: 713-571-3084.

Ownership: Same as Houston Post; Mrs. Oveta Culp Hobby, pres.
Same interests own 32.5% of KFDM-TV, Beaumont. The Hous-
ton Post Co. also owns the Galveston Daily News and Tribune
and the Texas City Sun (Galveston).

Began Operation: Jan. 1, 1949 as KLEE-TV. Sold to present licen-
see May 1950 (Television Digest, Vol. 6:13, 21).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engi-
neers.

Personnel:

JACK HARRIS, president & general manager.
JACK MCGREW, station manager.
JACK HEALEY, local sales manager.
PAUL HUHNDORFF, operations manager.
TOM REIFF, program manager.
MARK DAVIS, production manager.
KIRT HARRISS, promotion & merchandising manager.
ROBERT STALLWORTH, film operation manager.
GEORGE ROESNER, farm director.
KATHRYN ESTES, traffic.

DIGEST OF RATE CARD NO. 18J
(Oct. 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID

Class AA—6:59-9:59 p.m., daily.

\$1500.00 \$900.00 \$600.00 \$450.00 \$512.00 \$512.00 \$307.00

NETWORK BASE HOURLY RATE: \$1500.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	AUSTIN	4,300	3,500	82
	BRAZORIA	25,700	24,100	94
	CALHOUN	5,300	4,700	87
	CHAMBERS	3,500	3,300	93
	COLORADO	6,000	5,000	84
	FORT BEND	12,000	10,800	90
	GALVESTON	48,600	44,900	92
	GRIMES	3,400	2,800	81
	HARRIS	443,700	416,000	94
	JACKSON	4,100	3,500	85
	LIBERTY	10,300	9,000	88
	MATAGORDA	8,500	7,400	88
	MONTGOMERY	8,700	7,600	87
	POLK	3,600	3,000	82
	SAN JACINTO	1,500	1,100	73
	WALKER	5,400	4,300	79
	WALLER	3,300	2,800	85
	WASHINGTON	6,000	4,600	77
	WHARTON	11,400	9,900	87

25-50 O/O	TEXAS			
	BRAZOS	13,600	12,200	90
	BURLESON	3,100	2,400	79
	HOUSTON	5,000	4,000	79
	MADISON	1,700	1,300	80
	TRINITY	1,900	1,400	76

(Continued on page 707-b)

STATION TOTALS	690,800	631,200	91
NET WEEKLY CIRCULATION (MARCH 1966)		555,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		405,300	

Texas—Houston



KTRK-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 960-ft. above av. terrain, 978-ft. above ground, 1049-ft. above sea level.

Latitude 29° 34' 25"
Longitude 95° 28' 31"

Transmitter: Almeda, Tex.

Studio: 3310 Bissonnet.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: ABC.

AM Affiliate: See Ownership, below.

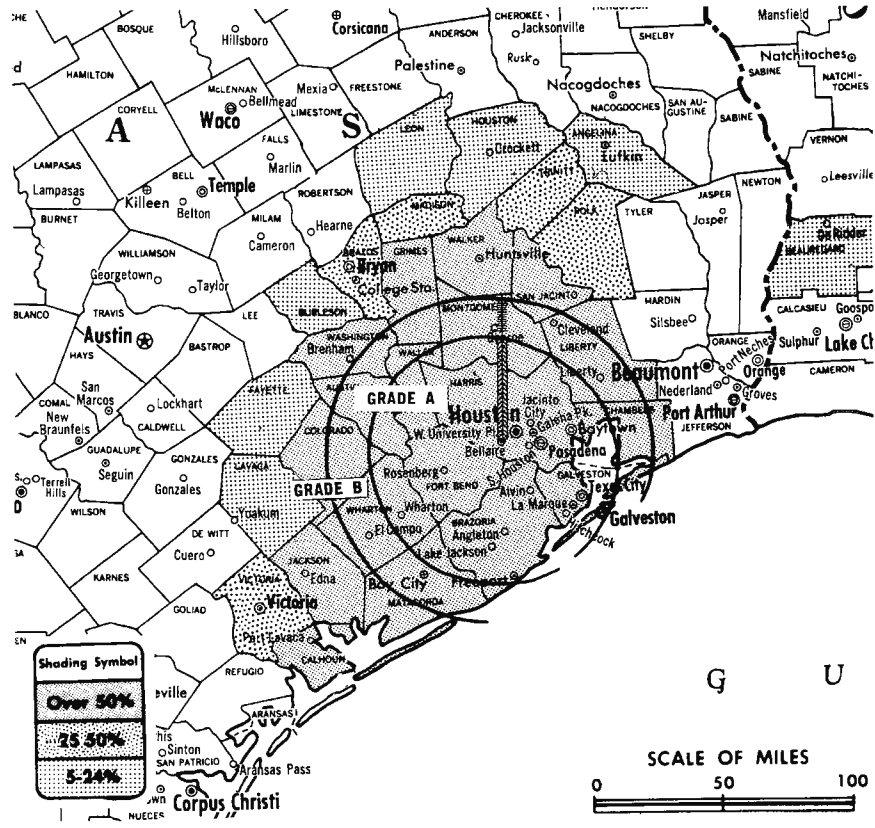
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KTRK-TV Ref: FCC File No. BMPCT—2240 Granted 7/7/54

©American Map Co., Inc., N.Y., No. 14244

KTRK-TV

Licensee: Houston Consolidated TV Co., P.O. Box 12, Houston (77001).

Telephone: 713-666-0713. TWX No.: 910-881-1511.

Ownership: John T. Jones Jr., 31.7%; Roy Hofheinz, 15.6%; A. J. Farfel, 3%; Willard E. Walbridge, 2.53%; remainder owned by 59 individuals & estates, none owning more than 3%. KTRK officers: Wright Morrow, chairman; John T. Jones Jr., pres.; Willard E. Walbridge, exec. v.p.; Roy Hofheinz, v.p.; B. F. Orr, secy.; George S. Bruce Jr., treas. Mr. Jones & Mr. Walbridge are pres. & v.p. of Rusk Corp., owner of KTRH; Mr. Hofheinz owns KBAT, San Antonio. Note: Sale to Capital Cities pending (Television Digest, Vol. 6:48).

Began Operation: Nov. 20, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George Davis.

Personnel:

JOHN T. JONES JR., president.
WILLARD E. WALBRIDGE, exec. v.p. & general manager.
WILLIAM F. BENNETT, commercial manager.
HOWARD FINCH, program manager.
EARL SCHOLTON, business manager.
JESS MITCHELL, chief studio engineer.
ROBERT SUTTON, chief transmitter engineer.
RAY CONAWAY, news director.
M. B. JOHNSON, film director & buyer.
WAYNE THOMAS, production director.
LILA GORDON, public relations director.
PAUL MONTAGUE, art & advertising director.
MARY PETERSON, public service director.

DIGEST OF RATE CARD NO. 14 (July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—6:30-10 p.m., daily.
\$1700.00 \$1020.00 \$520.00 \$450.00 \$600.00* \$450.00* \$300.00*

*Class AAA—6:59-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1550.

704-b

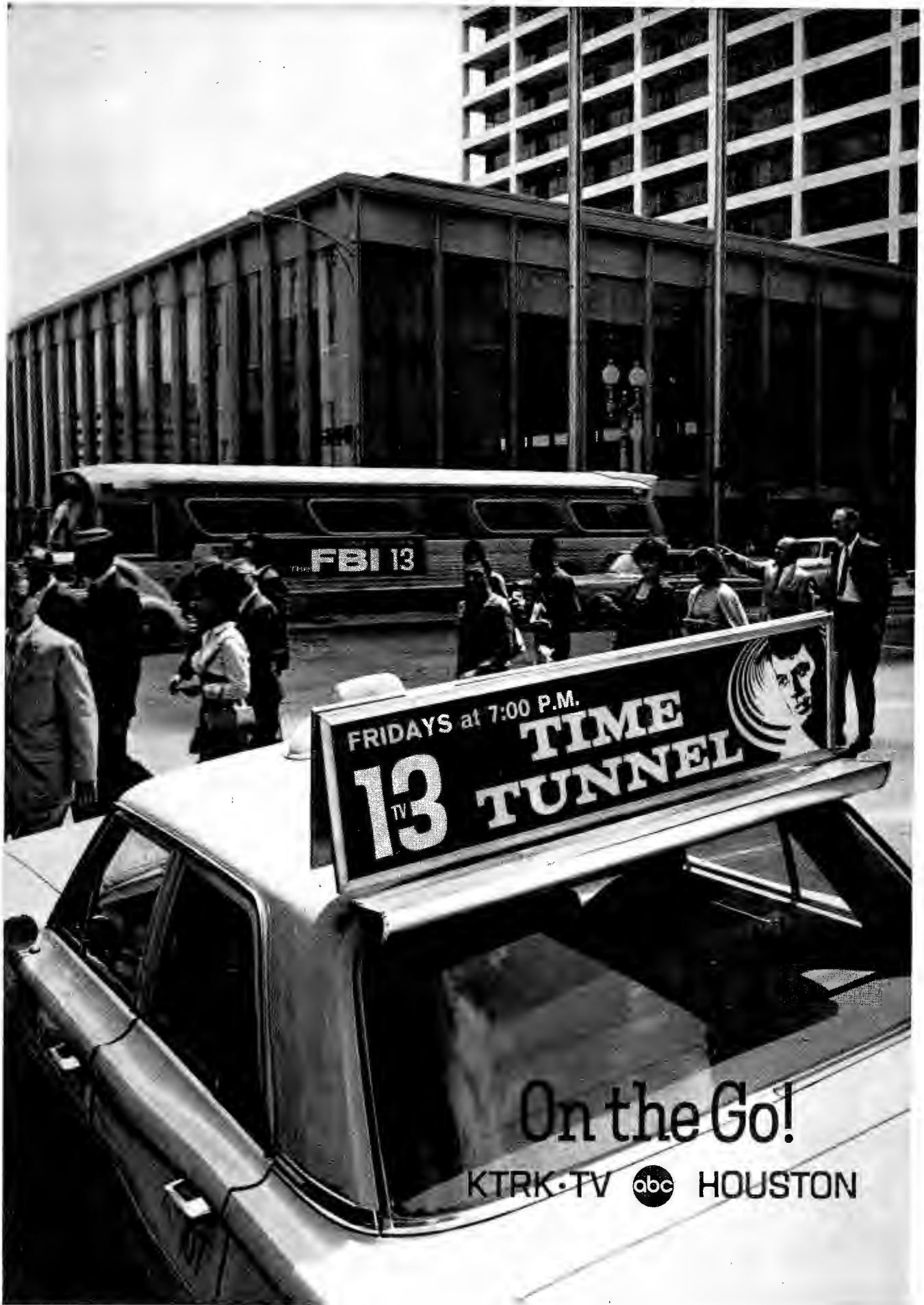
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	AUSTIN	4,300	3,500	82
	BRAZORIA	25,700	24,100	94
	CALHOUN	5,300	4,700	87
	CHAMBERS	3,500	3,300	93
	COLORADO	6,000	5,000	84
	FORT BEND	12,000	10,800	90
	GALVESTON	48,600	44,900	92
	GRIMES	3,400	2,800	81
	HARRIS	443,700	416,000	94
	JACKSON	4,100	3,500	85
	LIBERTY	10,300	9,000	88
	MATAGORDA	8,500	7,400	88
	MONTGOMERY	8,700	7,600	87
	SAN JACINTO	1,500	1,100	73
	WALKER	5,400	4,300	79
	WALLER	3,300	2,800	85
	WASHINGTON	6,000	4,600	77
	WHARTON	11,400	9,900	87
25-50 O/O	TEXAS			
	BRAZOS	13,600	12,200	90
	MADISON	1,700	1,300	80
	POLK	3,600	3,000	82
	TRINITY	1,900	1,400	76
	VICTORIA	15,700	13,700	87

(Continued on page 707-b)

STATION TOTALS	689,900	630,500	91
NET WEEKLY CIRCULATION (MARCH 1966)	569,000		
AVERAGE DAILY CIRCULATION (MARCH 1966)	430,200		

For ARB County-by-County Data,
see Services Volume.

TV Factbook No. 37



Texas—Laredo

abc **KGNS-TV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 6-kw visual, .71-kw aural. Antenna: 170-ft. above av. terrain, 241-ft. above ground, 656-ft. above sea level.

Latitude 37° 30' 23"
Longitude 99° 30' 30"

Holds CP for 211-kw visual, 42.2-kw aural, 1020-ft. above av. terrain, 1049-ft. above ground, 1549-ft. above sea level, lat. 27° 40' 22", long. 99° 39' 23"; transmitter to U.S. Hwy. 0.8-mi. N of Isllitas, Tex. BMPCT—6319.

Transmitter: Convent & Houston Sts.

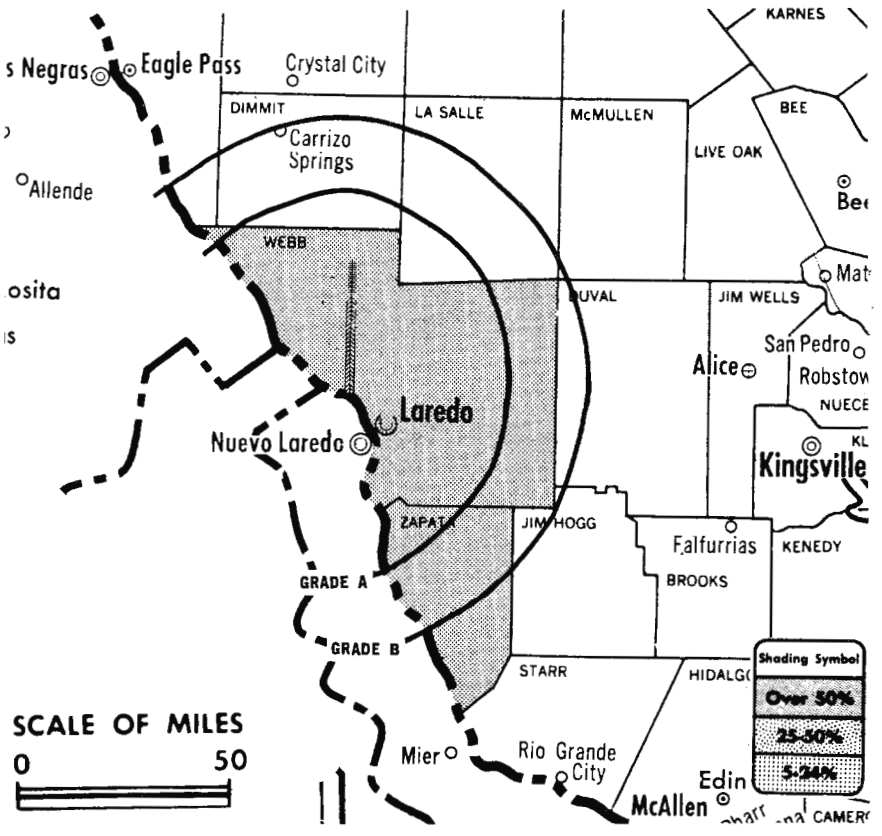
Color: Network only.

News Wire Service: UPI.

Telephone: 512-723-7457.

Map Note: Contours reflect proposed facilities.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KGNS-TV Ref: FCC File No. BMPCT—5388 Granted 8/27/59
CP: BMPCT—6319 Granted 9/30/66

©American Map Co., Inc., N.Y., No. 14244

KGNS-TV

Network Service: ABC, CBS (EMP), NBC.
Licensee: Southwestern Operating Co., Box 1378 (78041).
Studio: Convent & Houston Sts. (78040).
Ownership: Donald W. Reynolds owns Southwestern Operating Co.; for other interests, see KORK-TV, Las Vegas.
Began Operation: Jan. 5, 1956. Transfer from partners H. C. Avery Jr. and David H. Cole to present owner under 5-year lease approved July 30, 1958 by FCC (Television Digest, Vol. 14:28, 32).
Represented (sales) by National Television Sales Inc.
Represented (legal) by Haley, Bader & Potts.
Represented (engineering) by Hammett & Edison.
Personnel:
DONALD W. REYNOLDS, president.
PATRICK M. MILLER, vice president & general manager.
LARRY CARTER, operations manager.
IRVEN SIMPSON, chief engineer.

DIGEST OF RATE CARD NO. 8—(April 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—6:30-10 p.m., daily.
\$200.00 \$120.00 \$80.00 \$70.00 \$60.00 \$60.00 \$50.00 \$35.00
NETWORK BASE HOURLY RATE: \$100 (ABC), \$50 (CBS), \$100 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50	TEXAS			
	WEBB	16,600	14,500	87
	ZAPATA	1,100	700	69
STATION TOTALS		17,700	15,200	86
NET WEEKLY CIRCULATION (MARCH 1966)			14,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			13,100	

KTVT, Fort Worth
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	OKLAHOMA CHOCTAW	4,300	3,200	76
	LOVE	1,400	1,300	88
TEXAS				
	ANDERSON	8,200	7,200	87
	BOSQUE	3,500	3,100	89
	COLEMAN	3,700	3,400	91
	DELTA	1,400	1,200	84
	EASTLAND	6,200	5,400	87
	HAMILTON	2,500	2,100	87
	JACK	2,300	2,200	93
	SMITH	29,100	26,400	91
	STEPHENS	2,600	2,300	88
	YOUNG	6,100	5,600	92

5-24 0/0	OKLAHOMA BRYAN	7,800	6,700	85
	CARTER	14,200	12,900	91
	MC CURTAIN	7,000	5,700	82
	MARSHALL	2,300	2,100	92
TEXAS				
	CHEROKEE	9,000	7,600	84
	CORYELL	7,100	6,500	93
	FRANKLIN	1,300	1,100	84
	LEON	2,700	2,000	77
	MC LENNAN	50,700	47,100	93
	RED RIVER	4,000	3,200	79
	TOM GREEN	21,200	19,600	92
	WOOD	5,000	4,500	89

WBAP-TV, Fort Worth
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	OKLAHOMA MARSHALL	2,300	2,100	92
	TEXAS			
	SMITH	29,100	26,400	91
	STEPHENS	2,600	2,300	88
	WOOD	5,000	4,500	89
	YOUNG	6,100	5,600	92

5-24 0/0	OKLAHOMA BRYAN	7,800	6,700	85
	CARTER	14,200	12,900	91
	CHOCTAW	4,300	3,200	76
	TEXAS			
	BROWN	7,800	6,600	85
	CHEROKEE	9,000	7,600	84
	COLEMAN	3,700	3,400	91
	CORYELL	7,100	6,500	93
	FRANKLIN	1,300	1,100	84
	LEON	2,700	2,000	77
	MC LENNAN	50,700	47,100	93
	RED RIVER	4,000	3,200	79
	SHACKELFORD	1,000	900	89

Texas

KPRC-TV, Houston
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	TEXAS ANGELINA	13,200	11,900	90
	FAYETTE	6,300	4,300	69
	HARDIN	8,300	7,400	89
	JASPER	7,000	6,100	87
	LAVACA	5,900	4,400	73
	LEON	2,700	2,000	77
	SABINE	1,800	1,400	77
	SAN AUGUSTINE	1,900	1,500	78
	TYLER	3,100	2,600	82

KTRK-TV, Houston
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	LOUISIANA BEAUREGARD	5,500	4,600	83
	TEXAS			
	ANGELINA	13,200	11,900	90
	BURLESON	3,100	2,400	79
	FAYETTE	6,300	4,300	69
	HOUSTON	5,000	4,000	79
	LAVACA	5,900	4,400	73
	LEON	2,700	2,000	77

BLACKBURN

& Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
333-9270

CHICAGO
H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
346-6460

ATLANTA
Clifford B. Marshall
John G. Williams
Mony Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS
Collin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Texas—Lubbock

abc KLBK-TV

Ch. 13

[Also operates West Texas TV Network, with KLBK-TV as originating station for its affiliated KTXS-TV, Sweetwater - Abilene, KWAB-TV, Big Spring.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 31.9-kw aural. Antenna: 830-ft. above av. terrain, 859-ft. above ground, 4085-ft. above sea level.

Latitude 33° 31' 35"
Longitude 101° 52' 12"

Transmitter: 7400 College Ave.

Studio: 7400 College Ave. (79408).

TV tape: Recording facilities.

AM Affiliate: KLBK, 1-kw, 1340 kc.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

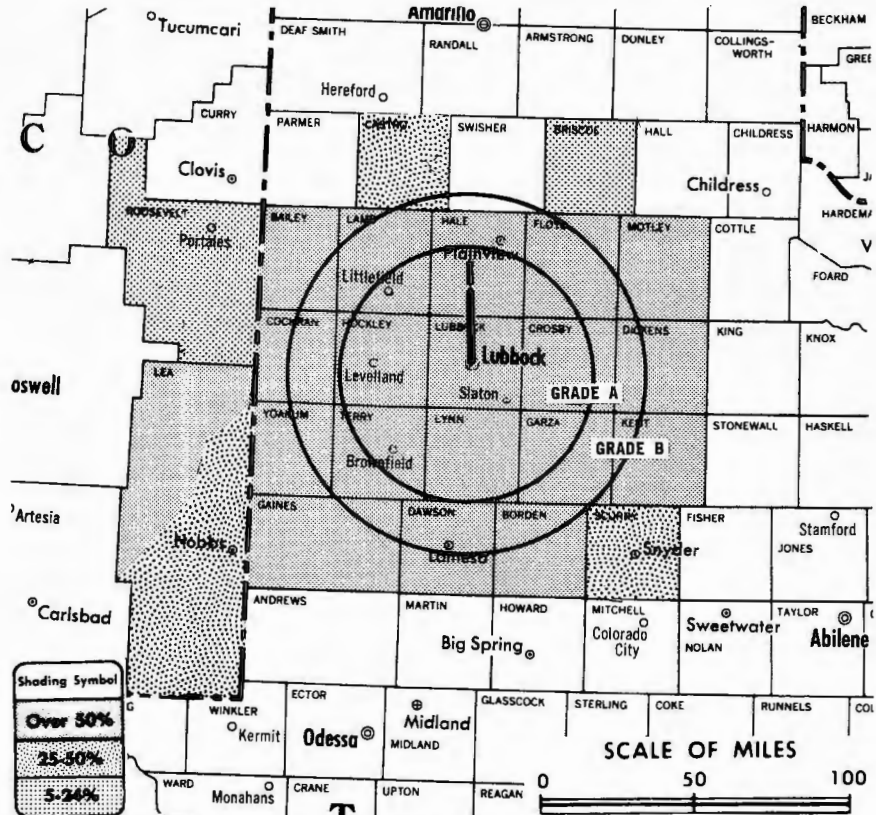
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KLBK-TV

Licensee: Grayson Enterprises Inc., Box 1559, Lubbock, Tex. (79408).

Telephone: 806-744-2345.

TWX No.: 910-896-4321.

Ownership: Theodore Shanbaum, 1/3; Dr. Ellis Carp, 1/3; Lee Optical and associated companies pension plan trust, 1/3. Also operate KWAB-TV, Big Spring, Tex. and KTXS-TV, Sweetwater-Abilene, Tex.

Began Operation: Nov. 13, 1952. Sale of control to present owners by Sidney Grayson and associates, whereby Shanbaum, Carp & Lee Optical increased holdings to 1/3 each was approved March 25, 1964 by FCC (Addenda 34-G). Sale by W. D. (Dub) Rogers and associates to Grayson Enterprises approved Oct. 11, 1961 (Television Digest, Vols. 17:27, 1:5).

Represented (sales) by National Television Sales Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

WALTER M. WINDSOR, exec. v.p. & general manager.
JOHN VERA, national sales manager.
FORD ROBERTSON, local sales manager.
DON A. MOORE, program director.
T. F. EVANS, chief engineer.
DUNCAN ELLISON, news director.

DIGEST OF RATE CARD NO. 10R—(Feb. 14, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—6:30-10 p.m., daily.
\$500.00 \$300.00 \$200.00 \$140.00 \$130.00* \$110.00* \$65.00*

*Class AA—6:59-9:59 p.m., daily.

Combination Rates: West Texas TV Network, KTXS-TV, Sweetwater-Abilene; KWAB-TV, Big Spring and KCTV, San Angelo also available.

NETWORK BASE HOURLY RATE: \$550.

See CATV Directory for Texas Systems.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW MEXICO LEA NORTH	5,000	4,600	93
	TEXAS			
	BAILEY	3,000	2,800	92
	BORDEN	300	300	88
	COCHRAN	1,800	1,700	92
	CROSBY	3,000	2,900	94
	DAWSON	5,700	5,100	90
	DICKENS	1,000	900	91
	FLOYD	4,000	3,700	94
	GAINES	4,000	3,800	94
	GARZA	2,000	1,800	92
	HALE	12,300	11,300	92
	HOCKLEY	6,800	6,500	96
	KENT	400	400	94
	LAMB	7,000	6,500	94
	LUBBOCK	54,700	51,500	94
	LYNN	3,100	2,900	92
	MOTLEY	500	400	77
	TERRY	5,300	4,900	92
	YOAKUM	3,000	2,800	95
25-50 O/O	NEW MEXICO LEA SOUTH	12,900	11,900	93
	TEXAS			
	CASTRO	2,800	2,500	89
	SCURRY	5,500	5,000	92
5-24 O/O	NEW MEXICO ROOSEVELT	4,500	4,100	91
	TEXAS BRISCOE	1,100	1,000	92
STATION TOTALS		149,700	139,300	93
NET WEEKLY CIRCULATION (MARCH 1966)				116,100
AVERAGE DAILY CIRCULATION (MARCH 1966)				94,700

TV Factbook No. 37

A COMBINATION BUY AT A COMBINATION RATE!

THE WEST TEXAS TELEVISION NETWORK GIVES YOU...



TEXAS 4th TV MARKET!



KLBK-TV
LUBBOCK

KTXS-TV
ABILENE-
SWEETWATER

KWAB-TV
BIG SPRING

ARB WEEKLY
CIRCULATION

194,700*

TV HOMES IN
COVERAGE AREA

265,900*



CONTACT
NATIONAL TELEVISION SALES
NATIONAL REPRESENTATIVES

* TV FACTBOOK-1967

THE WEST TEXAS TELEVISION NETWORK

- ★ KLBK-TV LUBBOCK
- ★ KTXS-TV ABILENE -SWEETWATER
- ★ KWAB-TV BIG SPRING
- ★ KLBK-AM RADIO LUBBOCK
- ★ KLBK-FM RADIO LUBBOCK

Texas—Lubbock



KCBD-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 760-ft. above av. terrain, 814-ft. above ground, 4014-ft. above sea level.

Latitude 33° 32' 32"
Longitude 101° 50' 14"

Transmitter: U.S. Hwy. 87 between 50th & 66th Sts.

Studio: 5600 Ave. A, Box 1507 (79408).

Telephone: 806-744-1414.

TWX No.: 806-747-3893.

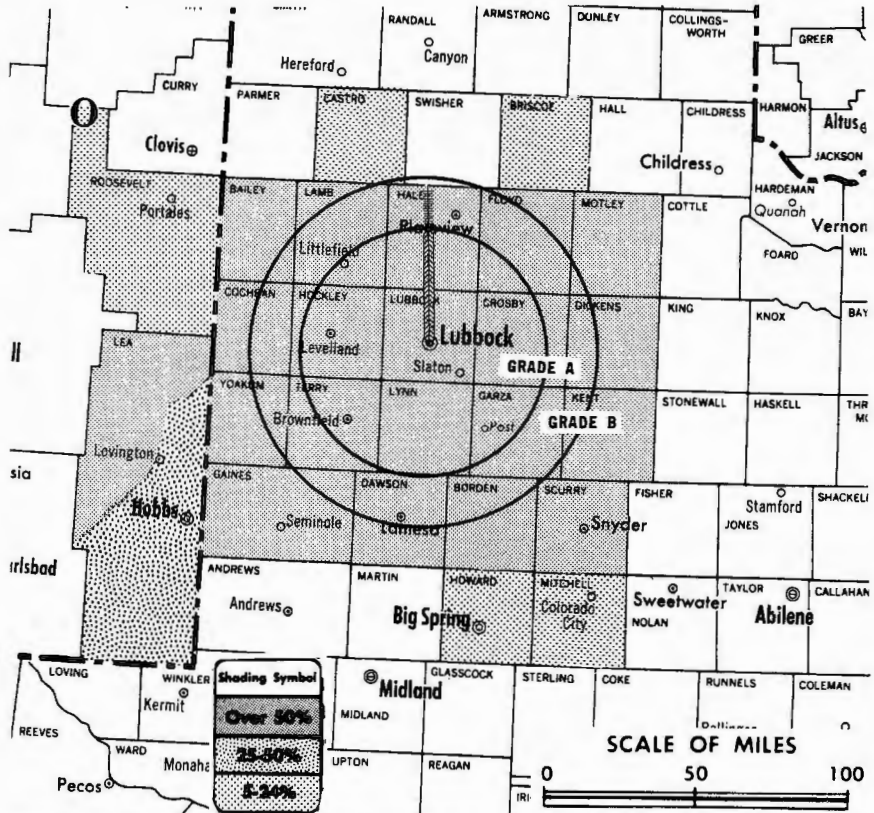
AM Affiliate: KCBD, 1-kw, 1590 kc (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
(County coverage (shaded areas) based on 1965 ARB study.)



KCBD-TV Ref: FCC File No. BMPCT-5814 Granted 2/1/63 ©American Map Co., Inc., N.Y., No. 14244

KCBD-TV

Licensee: Bryant Radio & Television Inc., Box 1507 (79408).

Ownership: Caprock Bcstg. Co., 65%; J. D. Leftwich, 20%; several others, none with over 5%; Joe H. Bryant, pres. (also pres. & 57.4% owner of Caprock Bcstg. Co.).

Began Operation: May 10, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JOE H. BRYANT, president.
- ROBERT L. SNYDER, secretary-treasurer.
- GEORGE L. TARTER, v.p. for sales & film buyer.
- RAY POINDEXTER, national sales.
- FRANK LEE, chief engineer.
- BILL TAYLOR, program director.
- C. W. RATLIFF, news director.

DIGEST OF RATE CARD NO. 8A (Feb. 14, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.	\$500.00	\$300.00	\$225.00	\$200.00	\$180.00	\$110.00 \$66.00

NETWORK BASE HOURLY RATE: \$500.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW MEXICO LEA NORTH	5,000	4,600	93
	TEXAS			
	BAILEY	3,000	2,800	92
	BORDEN	300	300	88
	COCHRAN	1,800	1,700	92
	CROSBY	3,000	2,900	94

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	DAWSON	5,700	5,100	90
	DICKENS	1,000	900	91
	FLOYD	4,000	3,700	94
	GAINES	4,000	3,800	94
	GARZA	2,000	1,800	92
	HALE	12,300	11,300	92
	HOCKLEY	6,800	6,500	96
	KENT	400	400	94
	LAMB	7,000	6,500	94
	LUBBOCK	54,700	51,500	94
	LYNN	3,100	2,900	92
	MOTLEY	500	400	77
	SCURRY	5,500	5,000	92
	TERRY	5,300	4,900	92
	YOAKUM	3,000	2,800	95
25-50 O/O	NEW MEXICO LEA SOUTH	12,900	11,900	93
5-24 O/O	NEW MEXICO ROOSEVELT	4,500	4,100	91
	TEXAS			
	BRISCOE	1,100	1,000	92
	CASTRO	2,800	2,500	89
	HOWARD	13,900	13,300	96
	MITCHELL	2,800	2,500	90

STATION TOTALS 166,400 155,100 93

NET WEEKLY CIRCULATION (MARCH 1966) 115,300
AVERAGE DAILY CIRCULATION (MARCH 1966) 93,500

For Translator Stations, see Services Volume

Texas—Lufkin

NBC abc **KTRE-TV**



Ch. 9

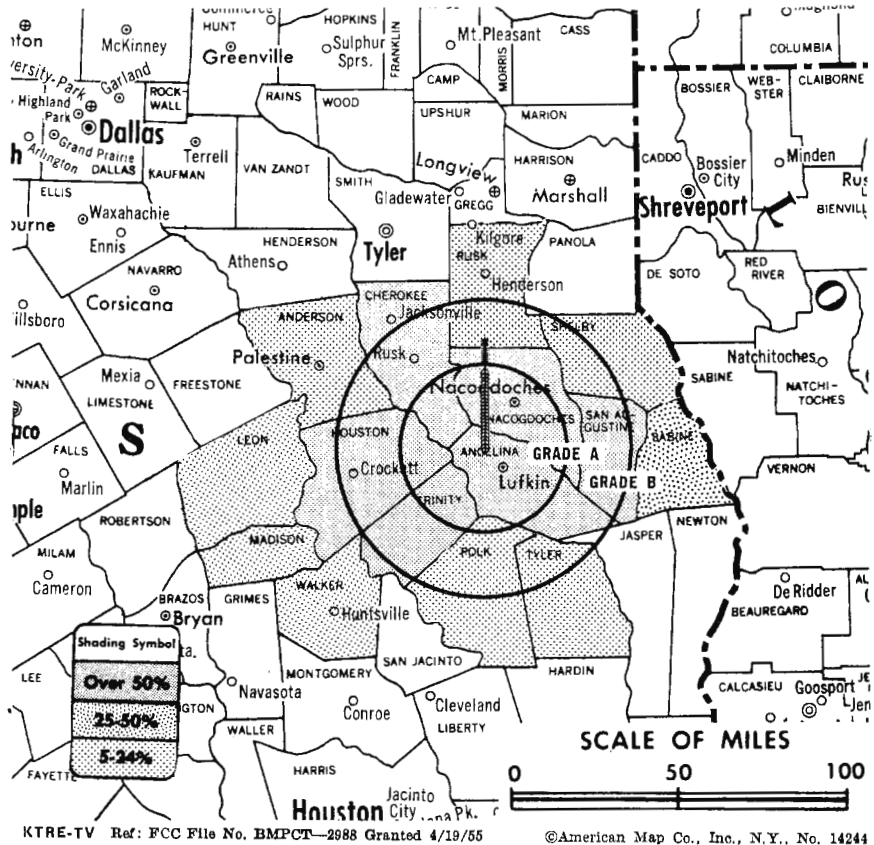
Technical Facilities: Channel No. 9
(186-192 mc). Authorized power:
27.5-kw visual, 5.5-kw aural.
Antenna: 650-ft. above av. ter-
rain, 540-ft. above ground, 950-
ft. above sea level.

Latitude 31° 25' 09"
Longitude 94° 48' 02"

Transmitter: 1.4-mi. NW of Clawson.
AM Affiliate: KTRE, 1-kw, 1420 kc
(MBS).

Color: Network only.

News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965
ARB study.

KTRE-TV Ref: FCC File No. BMPCT-2988 Granted 4/19/55

©American Map Co., Inc., N.Y., No. 14244

KTRE-TV

Network Service: NBC, ABC, CBS.

Licensee: Forest Capital Communications Corp., Box 729 (75901).

Studio: 1.4-mi. NW of Clawson.

Telephone: 713-634-7771. TWX No.: 713-632-3107.

Ownership: Lucille Buford, 36.75%; Marshall H. Pengra, 15%;
Delila G. Lewin, 12.5%; Fred C. Hill, 12.5%; Robert Buford,
7.5%; Gerald Buford, 7.5%; Geoffrey Buford, 7.5%. Same in-
terests also own KLTU, Tyler, Tex.

Began Operation: Aug. 17, 1955. Sale to present owners by R. W.
Wortham Jr. and associates approved by FCC July 18, 1962
(Television Digest, Vol. 2:31).

Represented (sales) by Venard, Torbet & McConnell Inc.; Clyde
Melville Co. (Southwest).

Personnel:

FRED C. HILL, president, general manager.
BILL CARTER, program director.
ROYCE CHRISTENSON, director of sales.
MARY ANN CHRISTOPHER, promotion manager.
FRED HILL, chief engineer.
HAZEL STEPHERSON, traffic manager.

DIGEST OF RATE CARD NO. G-5—(Jan. 1, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID
Class A—6:29-10:01 p.m., Mon.-Fri.; 4:59-10:31 p.m., Sat. & Sun.
\$250.00 \$150.00 \$100.00 \$87.50 \$75.00 \$60.00 \$50.00 \$25.00
NETWORK BASE HOURLY RATE: \$200 (ABC), \$125 (CBS), \$200
(NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	ANGELINA	13,200	11,900	90
	CHEROKEE	9,000	7,600	84
	HOUSTON	5,000	4,000	79
	NACOGDOCHES	8,300	6,900	83
	SAN AUGUSTINE	1,900	1,500	78
	TRINITY	1,900	1,400	76
25-50 O/O	TEXAS			
	SABINE	1,800	1,400	77
5-24 O/O	TEXAS			
	ANDERSON	8,200	7,200	87
	LEON	2,700	2,000	77
	MADISON	1,700	1,300	80
	POLK	3,600	3,000	82
	RUSK	10,400	9,300	89
	SHELBY	5,900	4,900	83
	TYLER	3,100	2,600	82
	WALKER	5,400	4,300	79
STATION TOTALS		82,100	69,300	84
NET WEEKLY CIRCULATION (MARCH 1966)			32,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)			23,400	

Texas—Midland & Odessa



KMID-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1052-ft. above av. terrain, 1137-ft. above ground, 4049-ft. above sea level.

Latitude 32° 05' 14"
Longitude 102° 17' 12"

Transmitter: 13.5-mi. NW of Midland.

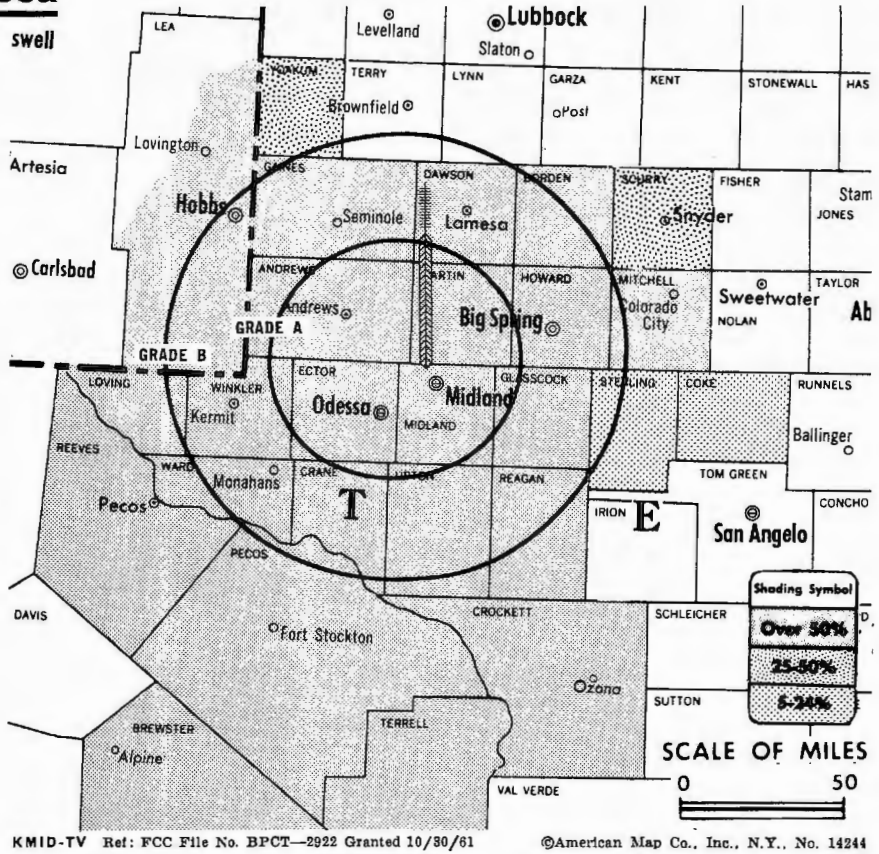
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KMID-TV

Licensee: Midessa Television Co. Inc., Midland.

Studio: Midland-Odessa Air Terminal (79705).

Telephone: 915-563-2222, Midland. TWX No.: 915-563-1759.

Ownership: J. Conrad Dunagan, pres., 10.5%; W. D. Noel, v.p., 12.3%; Donald M. Oliver, secy.-treas., 5.2%; R. H. Drewry, director, 29%; T. R. Warkentin heirs, 18.4%; Paul Davis, 5.2%; E. G. Rodman, 12.3%; 4 other stockholders, none owns over 5.2%. R. H. Drewry and Warkentin heirs are stockholders in KSWO-TV and KSWO, Lawton, Okla., and radio KRHD, Duncan and KGWA, Enid, both Okla.

Began Operation: Dec. 18, 1953.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

RAY HERNDON, general manager & film buyer.
JERRY BLAIR, sales manager.

DIGEST OF RATE CARD NO. 5N (July 15, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	8 Sec.
Class A—6:30-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$90.00 \$48.00

*Also has a 20 Sec. rate: Class A \$80.

NETWORK BASE HOURLY RATE: \$375.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW MEXICO LEA SOUTH	12,900	11,900	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	ANDREWS	5,400	4,900	92
	BORDEN	300	300	88
	BREWSTER	1,500	1,100	76
	CRANE	1,600	1,500	96
	CROCKETT	1,200	1,000	83
	DAWSON	5,700	5,100	90
	ECTOR	32,200	30,400	94
	GAINES	4,000	3,800	94
	GLASSCOCK	400	300	96
	HOWARD	13,900	13,300	96
	LOVING	100	100	97
	MARTIN	1,500	1,400	94
	MIDLAND	25,200	23,900	95
	MITCHELL	2,800	2,500	90
	PECOS	3,700	3,300	89
	REAGAN	1,100	1,100	97
	REEVES	5,700	5,100	89
	TERRELL	600	400	74
	UPTON	1,900	1,700	90
	WARD	4,500	4,200	93
	WINKLER	4,700	4,300	92

25-50 O/O	TEXAS			
	SCURRY	5,500	5,000	92
	YOAKUM	3,000	2,800	95

5-24 O/O	TEXAS			
	COKE	900	800	91
	STERLING	400	300	86

STATION TOTALS		140,700	130,500	93
NET WEEKLY CIRCULATION (MARCH 1966)			109,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			80,300	

Texas—Monahans & Odessa



KVKM-TV

Ch. 9

[Also operates satellite KAVE-TV, Carlsbad, N.M.]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 240-kw visual, 45.7-kw aural, 1270-ft. above av. terrain, 1080-ft. above ground, 4490-ft. above sea level.

Latitude 31° 59' 17"
Longitude 102° 51' 59"

Transmitter: 17-mi. ENE of Kermit, Tex.

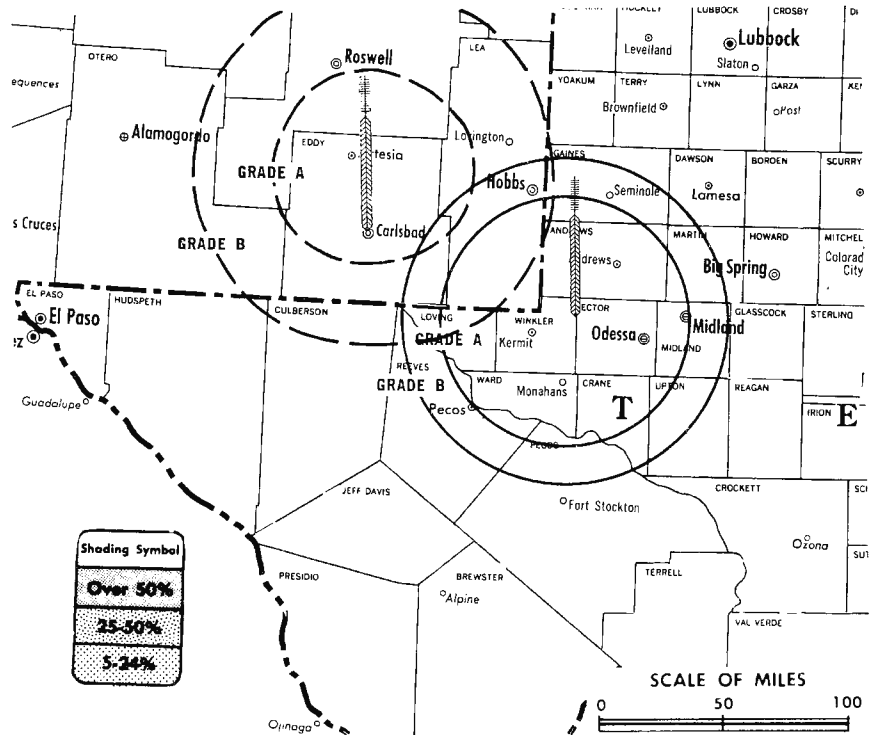
AM Affiliate: KVKM, 5-kw, 1330 kc (MBS).

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Represented (engineering) Jules Cohen & Assoc.



KVKM-TV

Licensee: Tri-Cities Bcstrs., Drawer K, Monahans (79756).

Studio: 1-mi. north of Monahans, Drawer K.

Telephone: 915-943-3231.

TWX No.: 915-943-4802.

Ownership: John B. Walton, 100%. He also owns KVII-TV & FM, Amarillo, Tex.; KELP-TV, El Paso, Tex. (KELP); KAVE-TV, Carlsbad, N.M. and radios KVOD, Albuquerque, N.M.; KFIF, Tucson, Ariz.; KBUY, Amarillo; KCUL & FM, Fort Worth; controls KVKM, Monahans, Tex.; he also holds CP for Ch. 26, Lubbock, Tex.

Began Operation: Dec. 1, 1958. Moved to new site and higher power Feb. 1, 1963.

Represented (sales) by Venard, Torbet & McConnell.

Represented (legal) by Cohn & Marks.

Personnel:

J. ROSS RUCKER, general manager & film buyer.
LLOYD BRUMMET, commercial manager.
BARBARA WEYERTS, continuity & traffic.
ED MATEO, chief engineer.

DIGEST OF RATE CARD NO. 2
(Sept. 1, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10:01 p.m., daily.
\$350.00 \$225.00 \$150.00 \$125.00 \$110.00 \$90.00 \$72.00 \$45.00
NETWORK BASE HOURLY RATE: \$200.

ARB Data: Figures reflecting present coverage are not available since KAVE-TV, Carlsbad, N.M. was not operating as a satellite of this station at the time the survey was made.

Every Monday morning

a CATV Operator

reads Television Digest.

Why? See page 803-b

Texas—Odessa



KOSA-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 740-ft. above av. terrain, 726-ft. above ground, 3856-ft. above sea level.

Latitude 31° 51' 50.5"
Longitude 102° 34' 41"

Transmitter: Farm Rd. No. 866, 11-mi. W of Odessa.

TV tape: Recording facilities.

AM Affiliate: KOSA, .25-kw, 1230 kc.

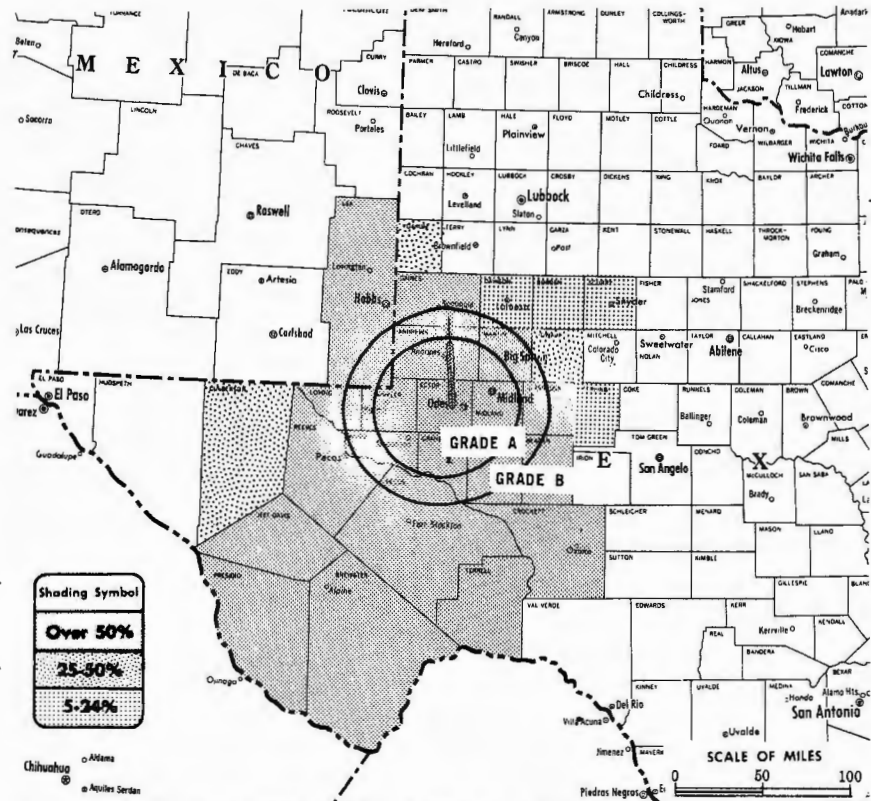
Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KOSA-TV Ref: FCC File No. BMPCT-4360 Granted 11/26/56

©American Map Co., Inc., N.Y., No. 14244

KOSA-TV

Licensee: Doubleday Broadcasting Co. Inc., 2201 Wyoming Ave., El Paso, Tex. (79903).

Studio: 1211 N. Whitaker.

Telephone: 915-337-8301. TWX No.: 915-332-0051.

Ownership: See KR0D-TV, El Paso, Tex.

Began Operation: Jan. 1, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

CECIL TRIGG, president.
JOHN VACCA, v.p., general manager & film buyer.
ED COSTELLO, v.p., station & sales manager.
GEORGE C. COLLIE, v.p. & national sales manager.
AL HELTON, program manager.
WM. R. SCHOCK, chief engineer.

DIGEST OF RATE CARD NO. 7

(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$400.00 \$240.00 \$160.00 \$120.00 \$90.00 \$80.00 \$48.00

NETWORK BASE HOURLY RATE: \$375.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NEW MEXICO			
	LEA NORTH	5,000	4,600	93
	LEA SOUTH	12,900	11,900	93

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TEXAS				
OVER 50 O/O	ANDREWS	5,400	4,900	92
	BREWSTER	1,500	1,100	76
	CRANE	1,600	1,500	96
	CROCKETT	1,200	1,000	83
	ECTOR	32,200	30,400	94
	GAINES	4,000	3,800	94
	GLASSCOCK	400	300	96
	JEFF DAVIS	500	300	71
	LOVING	100	100	97
	MARTIN	1,500	1,400	94
	MIDLAND	25,200	23,900	95
	PECOS	3,700	3,300	89
	PRESIDIO	1,100	800	70
	REAGAN	1,100	1,100	97
	REEVES	5,700	5,100	89
	TERRELL	600	400	74
	UPTON	1,900	1,700	90
	WARD	4,500	4,200	93
	WINKLER	4,700	4,300	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TEXAS				
25-50 O/O	CULBERSON	800	700	83
	HOWARD	13,900	13,300	96
	YOAKUM	3,000	2,800	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
TEXAS				
5-24 O/O	BORDEN	300	300	88
	DAWSON	5,700	5,100	90
	SCURRY	5,500	5,000	92
	STERLING	400	300	86

STATION TOTALS	144,400	133,600	93
NET WEEKLY CIRCULATION (MARCH 1966)	98,200		
AVERAGE DAILY CIRCULATION (MARCH 1966)	76,100		

Texas—San Angelo



KACB-TV



Ch. 3

[Satellite of KRBC-TV, Abilene]

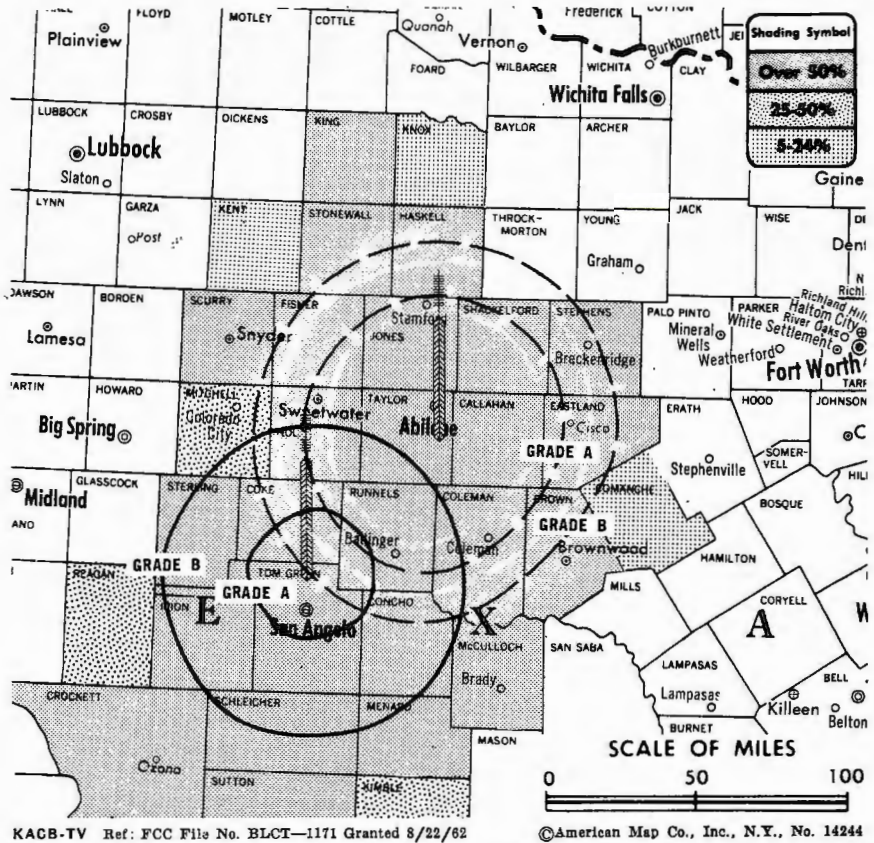
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 17.87-kw visual, 3.55-kw aural. Antenna: 596-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

Latitude 31° 37' 22"
Longitude 100° 26' 14"

Transmitter: 7.7-mi. N of San Angelo, .4-mi. W of State Hwy. 208.

Color: Network, film, slide & tape.

News Wire Service: AP.



County coverage (shaded area) based on 1965 ARB study.

KACB-TV

Licensee: Abilene Radio & TV Co., 4510 14th St., Abilene (79605).

Studio: 4510 S. 14th St., Abilene.

Telephone: 915-692-4242. TWX No.: 915-492-9210.

Ownership: See KRBC-TV, Abilene.

Began Operation: Feb. 8, 1962.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

DALE ACKERS, president and general manager.
WILLIAM TERRY, station & sales manager.
NORMAND MANN, program director.
TROY MALLON, chief engineer.

Rates: Sold only in combination with KRBC-TV, Abilene.

NETWORK BASE HOURLY RATE: Combination rate with KRBC-TV \$425.

ARB Data for this Station Included with Parent KRBC-TV, Abilene. Above map Reflects Coverage of both Parent & Satellite.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio TV Texas	\$2,300,000
TV Honolulu	\$2,800,000

116 Central Park South
New York, N.Y.

Texas—San Angelo



KCTV

Ch. 8



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 26.9-kw visual, 5.30-kw aural. Antenna: 420-ft. above av. terrain, 443-ft. above ground, 2331-ft. above sea level.

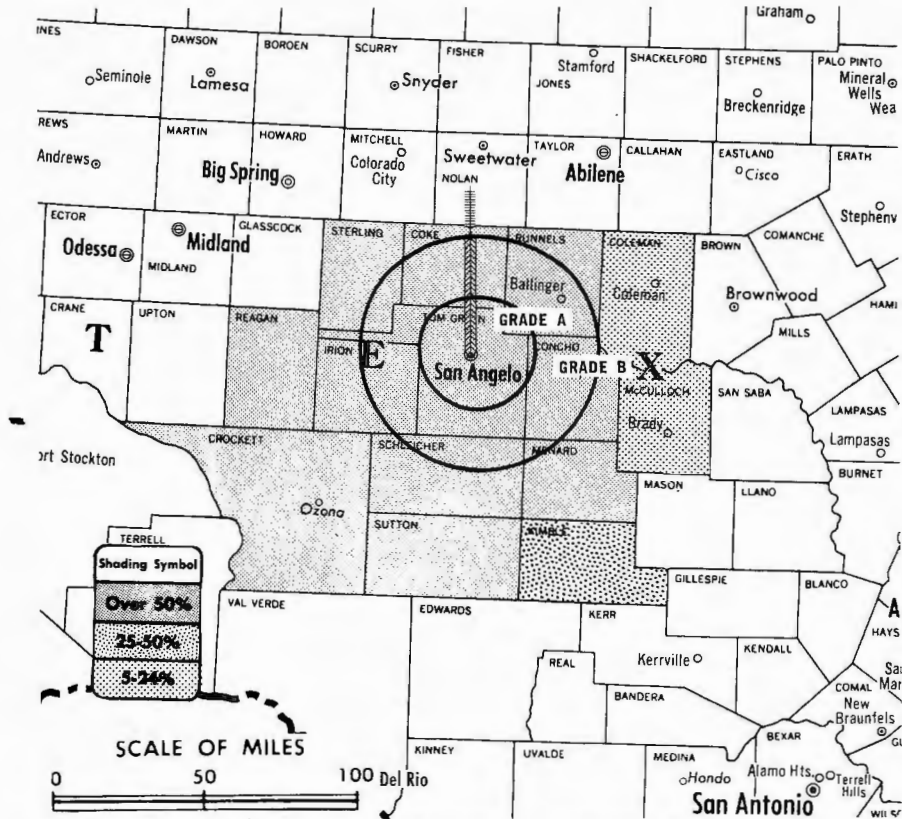
Latitude 31° 29' 29"
Longitude 100° 26' 03"

Transmitter: 1011 E. 28th St.

Color: Network only.

News Wire Service: UPI.

Represented (legal) by Arnold & Porter.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KCTV Ref: FCC File No. BMPCT-1052 Granted 4/10/53

©American Map Co., Inc., N.Y., No. 14244

KCTV

Licensee: Westex Television Co., 1011 E. 28th St. (76901).

Studio: 1011 E. 28th St.

Telephone: 915-655-7383.

TWX No.: 915-655-6612.

Ownership: Houston H. Harte, pres., 48.32%; Edward H. Harte, v.p., 48.32%; A. L. Hall, secy., 3.36%. Edward H. & Houston H. Harte also have an interest in San Angelo Standard Times and Affiliated Newspapers Inc., which own control of Express Publishing Co., licensee of KENS-TV, San Antonio, Tex.

Began Operation: June 26, 1953. Transfer of 74% to KGKL and R. H. Simmons approved March 13, 1957 by FCC (Television Digest, Vol. 13:2, 11). Transfer of 49% from KGKL to Big Spring Bcstg. Co. effective March 25, 1959. Transfer to present owners approved by FCC Dec. 4, 1962 (BPTC-4160).

Represented (sales) by National Television Sales Inc.

Personnel:

HAL ATKINS JR., general manager & film buyer.
JOHN FULLER, local sales manager.
AL COBB, program director.
LARRY CHARLESWORTH, chief engineer.
FRANCES HENSON, bookkeeper.
LEE ALEXANDER, news director.

DIGEST OF RATE CARD NO. 5 (July 1, 1963)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-10 p.m., daily.
\$200.00 \$130.00 \$90.00 \$70.00 \$50.00 \$40.00 \$32.00 \$16.00

Combination rate with KTXS-TV, Sweetwater-Abilene also available.

NETWORK BASE HOURLY RATE: \$200 (CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	COKE	900	800	91
	CONCHO	700	600	90
	CROCKETT	1,200	1,000	83
	IRION	400	300	83
	MENARD	700	400	64
	REAGAN	1,100	1,100	97
	RUNNELS	4,300	3,900	91
	SCHLEICHER	900	700	87
	STERLING	400	300	86
	SUTTON	1,100	800	74
	TOM GREEN	21,200	19,600	92
25-50 O/O	TEXAS			
	KIMBLE	1,200	800	73
5-24 O/O	TEXAS			
	COLEMAN	3,700	3,400	91
	MC CULLOCH	2,300	1,800	78
STATION TOTALS		40,100	35,500	89
NET WEEKLY CIRCULATION (MARCH 1966)			28,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			23,400	

For Color Set Penetration by Markets
See Services Volume

Texas—San Antonio



KENS-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1392-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 07"
Longitude 98° 15' 55"

Transmitter: Stewart Rd., 4-mi. NE of Elmendorf, Tex.

Studio: Ave. E & Fourth St.

Telephone: 512-225-7411.

TXW No.: 512-571-0951.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Arnold & Porter.

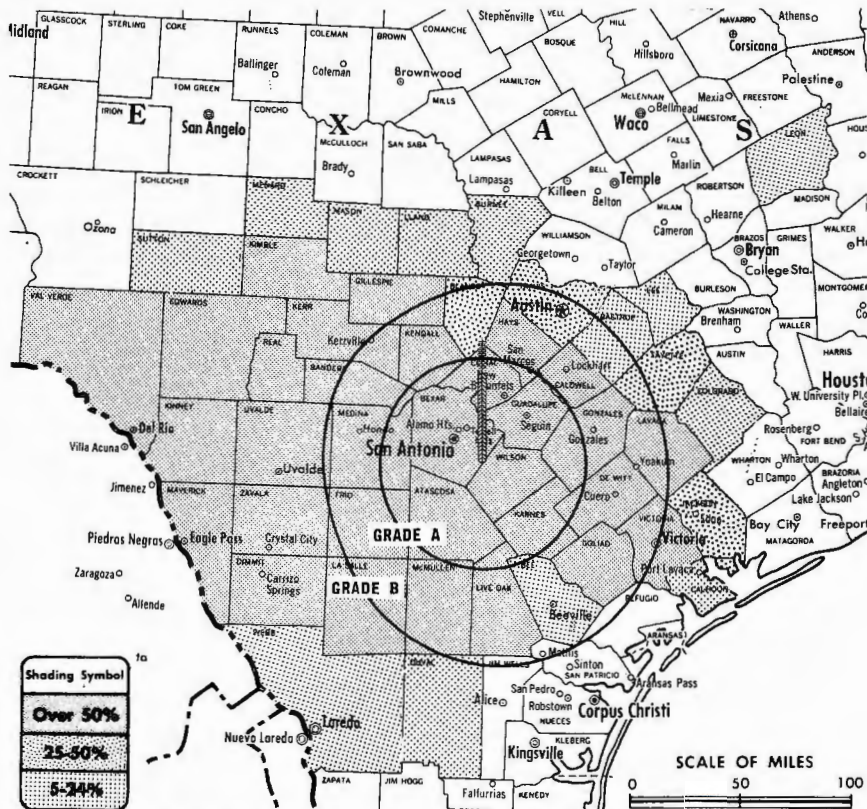
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KENS-TV Ref: FCC File No. BPCT-2306 Granted 8/1/57

©American Map Co., Inc., N.Y., No. 14244

KENS-TV

Licensee: Express Communications Inc., Ave. E & Fourth St. (78205).

Ownership: Express Publishing Co., 99.2% of stock held by Corpus Christi Caller and Times, Abilene Reporter-News, San Angelo Standard-Times and Affiliated Newspapers Inc. (35.8% owner of San Antonio Express and News). These are all Harte-Hanks newspapers. Houston H. and Edward H. Harte own 48.32% each of KCTV, San Angelo, Tex.

Began Operation: Feb. 15, 1950. Transfer to present owners from owners of San Antonio Express and News approved by FCC July 3, 1962. Sale to San Antonio Express and News by Storer Bcstg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954 (Television Digest, Vol. 7:30, 41; 10:15, 22, 26, 44).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (engineering) by W. G. Edgerton.

Personnel:

WAYNE KEARL, president & general manager.
BILL LYDLE, asst. manager & general sales manager.
KENT O. MOORE, director of operations.
RAY McMILLAN, chief engineer.

DIGEST OF RATE CARD NO. 17

(Jan. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—6:30-10 p.m., daily.
\$900.00 \$600.00 \$250.00 \$240.00 \$120.00

NETWORK BASE HOURLY RATE: \$850.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	TEXAS			
50 O/O	ATASCOSA	4,900	4,200	86
	BANDERA	1,200	1,100	91
	BEXAR	212,800	195,900	92

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	CALDWELL	4,700	4,100	87
50 O/O	COMAL	6,600	6,000	91
	DE WITT	6,000	5,000	82
	DIMITT	2,200	1,500	70
	EDWARDS	400	300	74
	FRIO	2,500	2,000	80
	GILLESPIE	3,200	2,500	78
	GOLIAD	1,500	1,200	82
	GONZALES	4,900	4,200	86
	GUADALUPE	9,100	8,000	88
	HAYS	5,600	5,000	89
	KARNES	3,500	3,000	85
	KENDALL	2,000	1,600	83
	KERR	5,800	4,900	84
	KIMBLE	1,200	800	73
	KINNEY	500	300	67
	LA SALLE	1,200	900	77
	LAVACA	5,900	4,400	73
	LIVE OAK	1,800	1,500	87
	MCMULLEN	400	300	86
	MAVERICK	3,700	2,500	67
	MEDINA	5,400	4,700	86
	REAL	400	300	67
	UVALDE	4,900	4,100	83
	VAL VERDE	7,600	6,000	79
	VICTORIA	15,700	13,700	87
	WILSON	3,200	2,600	83
	ZAVALA	3,100	2,200	71

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50	TEXAS			
O/O	BLANCO	1,200	1,000	87
	FAYETTE	6,300	4,300	69
	JACKSON	4,100	3,500	85
	TRAVIS	70,000	64,500	92

(Continued on page 727-b)

STATION TOTALS	468,700	414,900	89
NET WEEKLY CIRCULATION (MARCH 1966)	323,300		
AVERAGE DAILY CIRCULATION (MARCH 1966)	239,000		

Texas—San Antonio



KONO-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1483-ft. above av. terrain, 1505-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 11"
Longitude 98° 15' 31"

Transmitter: 4.5-mi. ENE of Elmen-dorf, Tex.

Studio: 1408 N. St. Mary's St.

Telephone: 512-226-7611.

TWX No.: 910-871-1022.

TV tape: Recording facilities.

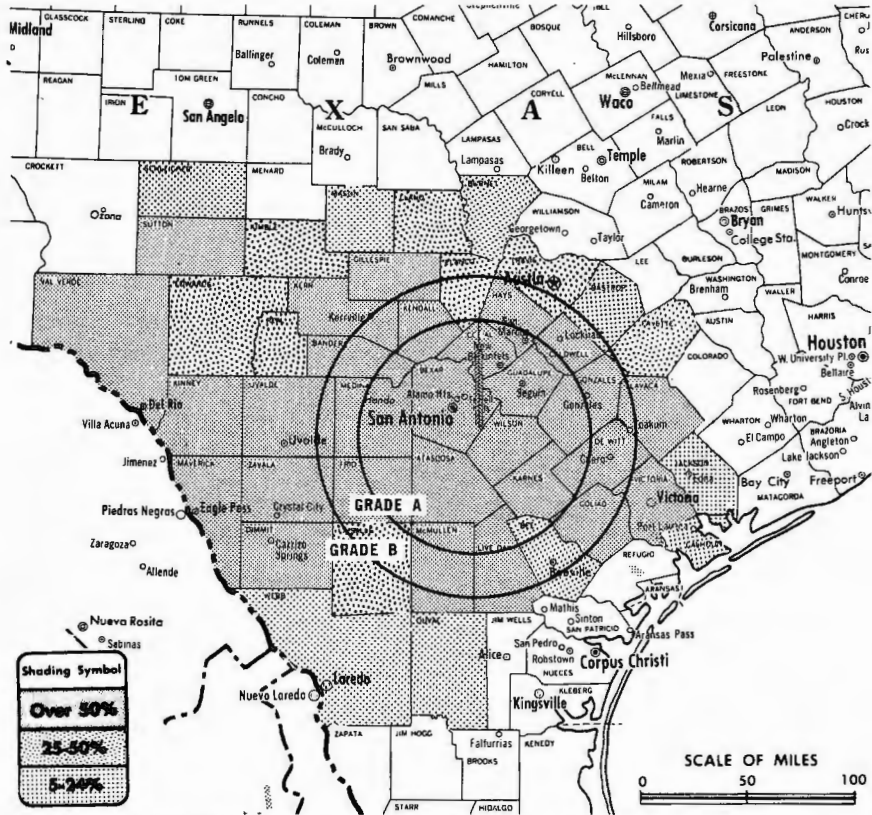
AM Affiliate: KONO, 5-kw (1-kw night), 860 kc.

FM Affiliate: KITY, 19-kw, 92.9 mc (No. 225), 450-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KONO-TV Ref: FCC File No. BPCT-2892 Granted 9/27/61

©American Map Co., Inc., N.Y., No. 14244

KONO-TV

Licensee: Mission Telecasting Corp., 1408 N. St. Mary's St., San Antonio, Tex. (78215).

Ownership: Mission Broadcasting Co., 100%. Mission is owned by: Bob A. Roth, 41.1%; Jack Roth, 41.1%; James M. Brown, 12.3%; Eugene J. Roth, 5.5%.

Began Operation: Jan. 21, 1957.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

BOB A. ROTH, president & commercial manager.
EUGENE J. ROTH, chairman of the board.
JAMES M. BROWN, v.p. & general manager.
JACK ROTH, asst. general manager.
CLYDE FORMBY, program manager.
KATIE FERGUSON, program coordinator.
JIM LOGAN, news director.
GEORGE W. ING, engineering director.
FRANK MAXWELL, merchandising director.

DIGEST OF RATE CARD NO. A13

(Oct. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.	\$900.00	\$540.00		\$220.00	\$110.00

NETWORK BASE HOURLY RATE: \$925.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	ATASCOSA	4,900	4,200	86
	BANDERA	1,200	1,100	91
	BEXAR	212,800	195,900	92
	CALDWELL	4,700	4,100	87
	COMAL	6,600	6,000	91

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	DE WITT	6,000	5,000	82
	DIMITT	2,200	1,500	70
	FRIO	2,500	2,000	80
	GILLESPIE	3,200	2,500	78
	GOLIAD	1,500	1,200	82
	GONZALES	4,900	4,200	86
	GUADALUPE	9,100	8,000	88
	HAYS	5,600	5,000	89
	KARNES	3,500	3,000	85
	KENDALL	2,000	1,600	83
	KERR	5,800	4,900	84
	KINNEY	500	300	67
	LAVACA	5,900	4,400	73
	LIVE OAK	1,800	1,500	87
	MCMULLEN	400	300	86
	MAVERICK	3,700	2,500	67
	MEDINA	5,400	4,700	86
	SUTTON	1,100	800	74
	UVALDE	4,900	4,100	83
	VAL VERDE	7,600	6,000	79
	VICTORIA	15,700	13,700	87
	WILSON	3,200	2,600	83
	ZAVALA	3,100	2,200	71

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	TEXAS			
	BLANCO	1,200	1,000	87
	EDWARDS	400	300	74
	FAYETTE	6,300	4,300	69
	KIMBLE	1,200	800	73
	LA SALLE	1,200	900	77
	LLANO	1,900	1,700	87
	REAL	400	300	67
	TRAVIS	70,000	64,500	92

(Continued on page 727-b)

STATION TOTALS 457,800 406,200 89

NET WEEKLY CIRCULATION (MARCH 1966) 311,900
AVERAGE DAILY CIRCULATION (MARCH 1966) 230,300

Texas—San Antonio

KWEX-TV

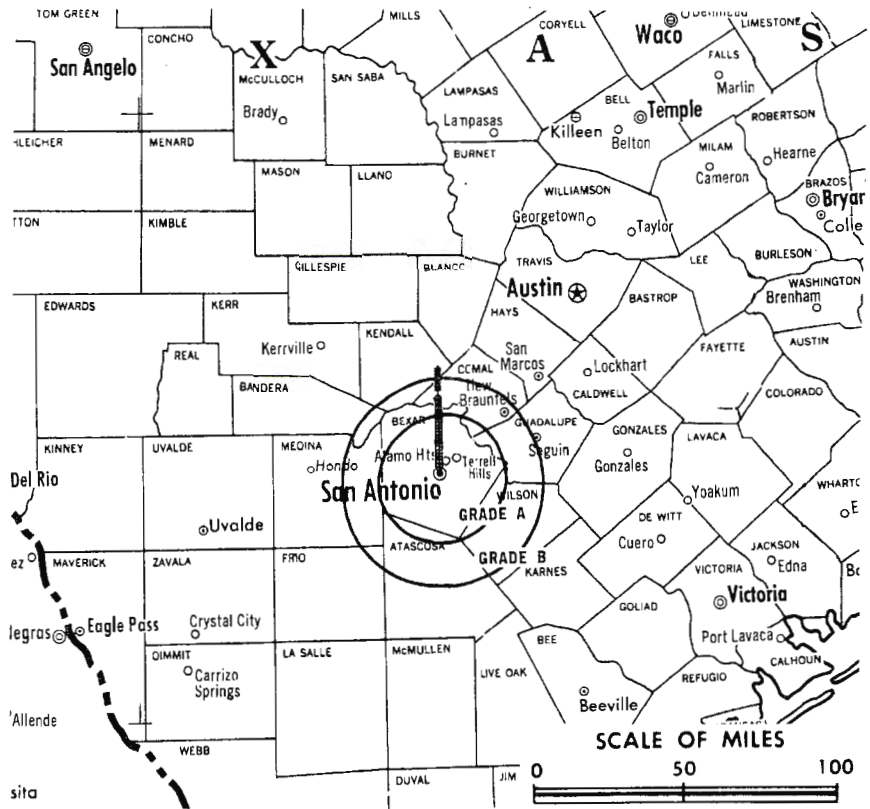
Ch. 41

[Spanish language outlet]

Technical Facilities: Channel No. 41 (632-638 mc). Authorized power: 170-kw max. and 129-kw horizontal visual, 35.8-kw max. and 25.7-kw horizontal aural. Antenna: 500-ft. above av. terrain, 598-ft. above ground, 1218-ft. above sea level.

Latitude 29° 25' 03"
Longitude 98° 29' 26"

Transmitter: 111 Martinez St.



Circulation © 1966 American Research Bureau.

KWEX-TV Ref: FCC File No. BPCT-3573 Granted 7/12/65

©American Map Co., Inc., N.Y. No. 14244

KWEX-TV

Network Service: None, independent. Spanish language outlet (Spanish International Broadcasting Network).

Licensee: Spanish International Bcstg. Corp., 111 Martinez St.

Studio: 111 Martinez St. Telephone: 512-227-4141.

Ownership: Frank Fouce, 20%; Rene Anselmo, v.p., 35%; Edward J. Noble, 20%; Emilio Azcarraga, 20%; Julian M. Kaufman, 5%. Also owns KMEX-TV, Los Angeles, Cal. Spanish International Bcstg. also is Ch. 28 applicant for satellite in Corpus Christi.

Began Operation: June 2, 1955. Sale as KUAL-TV to present owner by Raoul A. Cortez and associates approved by FCC Dec. 6, 1961 (Television Digest, Vol. 17:35, 2:1).

Represented (sales) by Spanish International Network Sales Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguñe.

Personnel:

FRANK FOUCE, president.
RENE ANSELMO, vice president.
JULIAN KAUFMAN, vice president.
EMILIO NICOLAS, general manager.
LEONARDO GARCIA, station manager.
J. MANUEL CALVO, business manager.
FELIX MAJUL, sales manager.
VAN DRYER, chief engineer.
ISABEL JIMENEZ, women's program director.

DIGEST OF RATE CARD NO. 5
(July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$96.00	\$80.00	\$48.00
					\$48.00	\$32.00

ARB County-by-County Data Not Available.

Net Weekly Circulation (March 1966)	22,500
Average Daily Circulation (March 1966)	9,300

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Texas—San Antonio



WOAI-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 4.27-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 10"
Longitude 98° 15' 55"

Transmitter: Stewart Rd., NE of Elmendorf, Texas.

Studio: 1031 Navarro St.

TV tape: Recording facilities.

AM Affiliate: WOAI, 50-kw, 1200 kc (NBC).

Color: Network, film & slide.

News Wire Service: AP, UPI.

Represented (engineering) by A. D. Ring & Assoc.

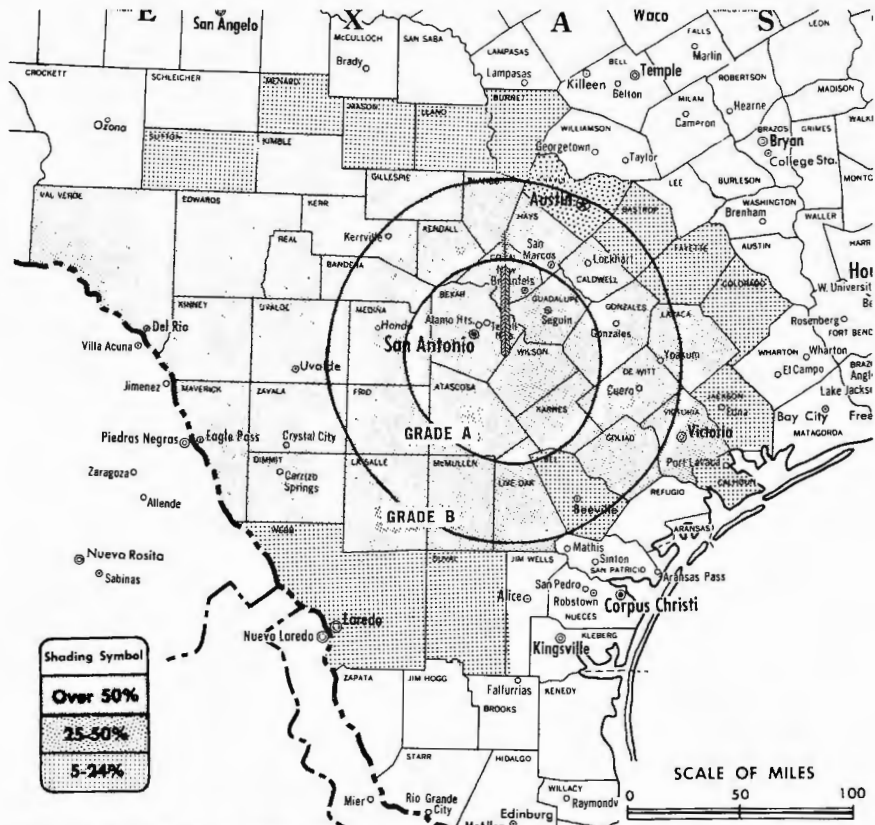
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WOAI-TV Ref: FCC File No. BPCT—2297 Granted 8/1/57

©American Map Co., Inc., N.Y., No. 14244

WOAI-TV

Licensee: Avco Broadcasting Corp., 1031 Navarro St., San Antonio (78205).

Telephone: 512-227-4221. TWX No.: 512-571-0920.

Ownership: See WLW-T, Cincinnati, Ohio.

Began Operation: Dec. 11, 1949. Sale to present owner by Hugh Halff Jr. and associates approved Sept. 15, 1965 by FCC (Television Digest, Vol. 5:22, 38).

Represented (sales) by Broadcast Communications Group Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

- EDWARD V. CHEVIOT, vice president & general manager.
- JOHN R. STUART, general sales manager.
- SAM P. SPIVEY JR., program director.
- CHARLES LARKINS, promotion & publicity director.
- HAROLD BAKER, news director.
- CHARLES L. JEFFERS, director of engineering.
- RAY LAUBE, production manager.
- FAYE KEMPER, film director.

DIGEST OF RATE CARD NO. I—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class AA—6:30-10 p.m., daily.	\$925.00	\$600.00	\$325.00	\$260.00	\$260.00	\$130.00

Color—rates on request.

NETWORK BASE HOURLY RATE: \$925.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	BLANCO	1,200	1,000	87
	CALDWELL	4,700	4,100	87
	COMAL	6,600	6,000	91
	DE WITT	6,000	5,000	82
	DIMMIT	2,200	1,500	70
	EDWARDS	400	300	74
	FRIO	2,500	2,000	80
	GILLESPIE	3,200	2,500	78
	GOLIAD	1,500	1,200	82
	GONZALES	4,900	4,200	86
	GUADALUPE	9,100	8,000	88
	HAYS	5,600	5,000	89
	KARNES	3,500	3,000	85
	KENDALL	2,000	1,600	83
	KERK	5,800	4,900	84
	KIMBLE	1,200	800	73
	KINNEY	500	300	67
	LA SALLE	1,200	900	77
	LAVACA	5,900	4,400	73
	LIVE OAK	1,800	1,500	87
	MCMULLEN	400	300	86
	MAVERICK	3,700	2,500	67
	MEDINA	5,400	4,700	86
	REAL	400	300	67
	UVALDE	4,900	4,100	83
	VAL VERDE	7,600	6,000	79
	VICTORIA	15,700	13,700	87
	WILSON	3,200	2,600	83
	ZAVALA	3,100	2,200	71

25-50 O/O	TEXAS			
	TRAVIS	70,000	64,500	92

(Continued on page 727-b)

STATION TOTALS	463,600	410,900	89
----------------	---------	---------	----

NET WEEKLY CIRCULATION (MARCH 1966)	317,600
AVERAGE DAILY CIRCULATION (MARCH 1966)	222,200

Texas—Tyler-Longview



KLTV

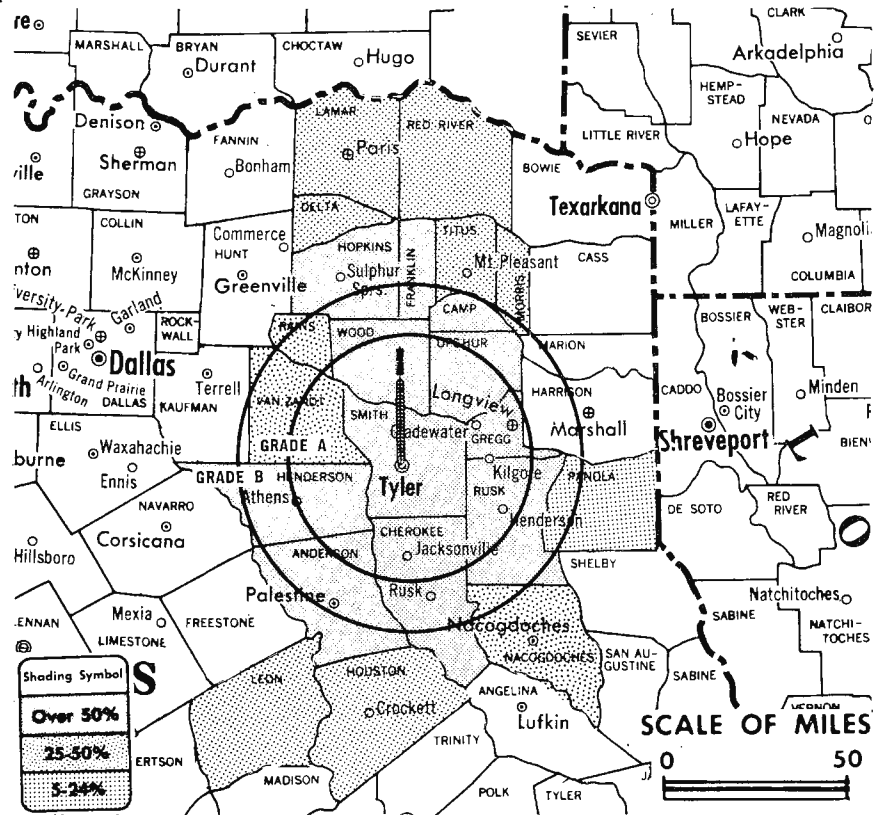
Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 520-ft above av. terrain, 495-ft. above ground, 1050-ft. above sea level.

Latitude 32° 21' 06"
Longitude 95° 16' 00"

Transmitter: Kilgore Hwy. East.
Studio: Kilgore Hwy. East.
Color: Network.
News Wire Service: AP.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KLTV Ref: FCC File No. BPCT-2172 Granted 8/30/56

©American Map Co., Inc., N.Y., No. 14244

KLTV

Network Service: ABC, NBC.

Licensee: Channel 7 Inc., P.O. Box 957, Tyler (75702).

Telephone: 214-592-3873. TWX No.: 214-592-3898.

Ownership: Lucille Buford, 49%; Marshall Pengra, 20%; Robert Paschal Buford, 10%; Gerald Barber Buford, 10%; Geoffrey Ross Buford, 10%; John Lenox, .5%; Hudson Collins, .5%. Same interests also own KTRE-TV, Lufkin, Tex. (KTRE).

Began Operation: Oct. 14, 1954.

Represented (sales) by Avery-Knode! Inc.

Personnel:

MARSHALL H. PENGRA, general manager & film buyer.
JOHN LENOX, director national sales.
BONNIE LENOX, program director.
JIM MITCHELL, news director.
CHARLES BOWKER, sales manager.
HUDSON COLLINS, technical director.
BOB DELK, production director.
LINDA DELK, traffic director.

DIGEST OF RATE CARD NO. 5 (June 1, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—6:30-9:30 p.m., daily.
\$350.00 \$210.00 \$140.00 \$105.00 \$75.00* \$70.00* \$44.00*

*Class AA—6:29-9:59 p.m., Mon.-Fri.; 6:29-9:31 p.m., Sat. & Sun.

NETWORK BASE HOURLY RATE: \$325 (ABC), \$325 (NBC).

For Index to Contents
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	ANDERSON	8,200	7,200	87
	CAMP	2,200	1,800	83
	CHEROKEE	9,000	7,600	84
	FRANKLIN	1,300	1,100	84
	GREGG	23,700	21,700	91
	HENDERSON	6,600	5,700	87
	HOPKINS	5,400	4,800	88
	RUSK	10,400	9,300	89
	SMITH	29,100	26,400	91
	UPSHUR	5,900	5,300	89
	WOOD	5,000	4,500	89
25-50 O/O	TEXAS			
	NACOGDOCHES	8,300	6,900	83
	RAINS	800	700	87
	VAN ZANDT	6,000	5,200	87
5-24 O/O	TEXAS			
	DELTA	1,400	1,200	84
	HOUSTON	5,000	4,000	79
	LAMAR	9,800	7,600	78
	LEON	2,700	2,000	77
	MORRIS	4,100	3,700	90
	PANOLA	4,600	4,000	87
	RED RIVER	4,000	3,200	79
	TITUS	5,500	4,800	87

STATION TOTALS 159,000 138,700 87

NET WEEKLY CIRCULATION (MARCH 1966) 92,700
AVERAGE DAILY CIRCULATION (MARCH 1966) 60,500

Texas—Waco



Ch. 10

[Affiliated with KBTX-TV,
Bryan, Texas]

Technical Facilities: Channel No. 10
(192-198 mc). Authorized power:
255-kw visual, 51.3-kw aural. An-
tenna: 1140-ft. above av. terrain,
1080-ft. above ground, 1749-ft.
above sea level.

Latitude 31° 24' 15"

Longitude 97° 12' 26"

Transmitter: 1.4-mi. NNE of Lorena,
Tex.

Studio: 4520 Bosque Blvd. (76710).

AM Affiliate: KWTX, .25-kw, 1230 kc
(MBS).

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: Figures for this station
include satellite KBTX-TV, Bryan,
Tex.

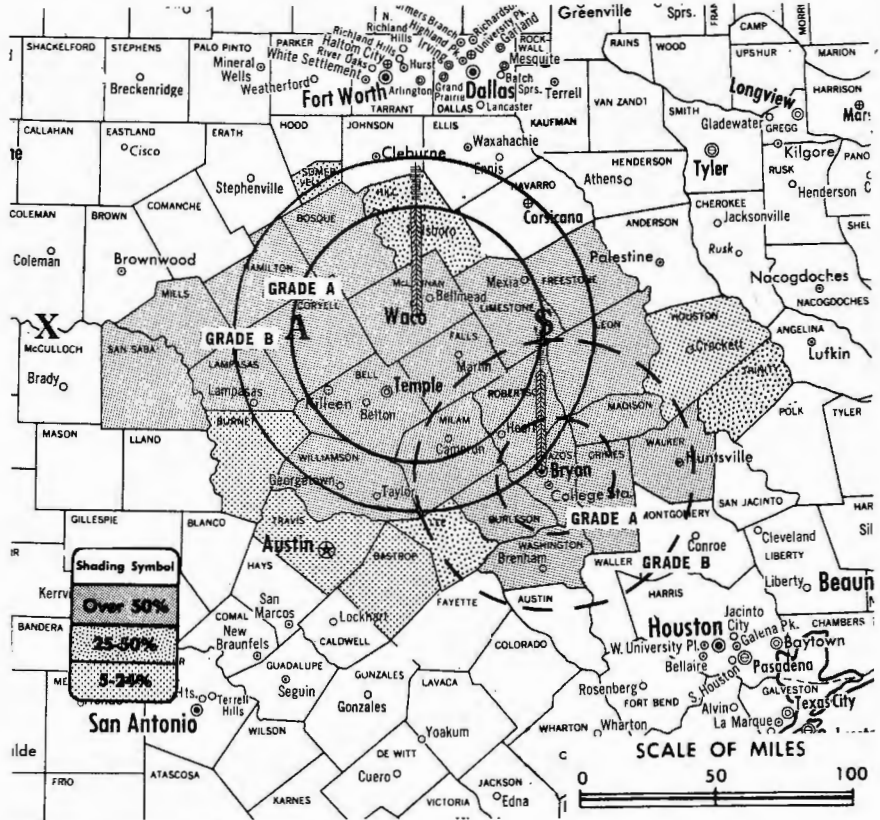
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965
ARB study.



KWTX-TV Ref: FCC File No. BPCT—2868 Granted
KBTX-TV Ref: FCC File No. BPCT—2210 Granted 11/8/58

©American Map Co., Inc., N.Y., No. 14244

KWTX-TV

Network Service: ABC, CBS.

Licensee: KWTX Broadcasting Co., Box 7128 (76710).

Telephone: 817-756-4451. TWX No.: 817-756-4420.

Ownership: M. N. Bostick, pres., 12.465%; Hilton E. Howell,
12.465%; Ross M. Sams, 12.465%; W. W. Callan, Sr., 9.78%;
Robert Levy, 8.643%; W. Woody Callan Jr., 1.342%; Diana C.
Braswell, 1.343%; Thomas D. Stribling, 7.972%; George & E. S.
Chase, 4.493%; Texas Bcstg. Corp. (KTBC-TV, Austin, Tex.)
29.032%. Note: KWTX Broadcasting Co. owns 50% of KBTX-
TV, Bryan; 75% radio KNAL, Victoria; 80% KXII, Ardmore,
Okla. M. N. Bostick is also 10% owner of KBTX-TV, Bryan;
20% owner KXII, KLFY-TV, Lafayette, La. & radio KNAL.
KWTX Bcstg. owns 80% of Texhoma Bcstrs. Inc., which owns
KLFY-TV, Lafayette, La.

Began Operation: April 3, 1955.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by A. Earl Cullum Consulting Engineer.

Personnel:

M. N. (BUDDY) BOSTICK, pres., gen. mgr. & film buyer.

PETE McNEE, national & regional sales manager.

RALPH WEBB, program director.

JOHN WATKINS, farm & garden editor.

MARVEL RUSSELL, woman's editor.

RAY DEAVER, production manager.

DIGEST OF RATE CARD NO. 6

(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$425.00	\$255.00	\$170.00	\$106.25	\$100.00	\$90.00	\$45.00

This rate includes bonus station KBTX-TV, Bryan, Tex.

NETWORK BASE HOURLY RATE: \$425 (ABC), \$425 (CBS). Com-
bination rate with KBTX-TV, Bryan \$555 (CBS).

For ARB County-by-County Data
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	BELL	29,600	27,600	93
	BOSQUE	3,500	3,100	89
	BRAZOS	13,600	12,200	90
	BURLESON	3,100	2,400	79
	CORYELL	7,100	6,500	93
	FALLS	5,800	5,000	87
	FREESTONE	3,400	2,800	84
	GRIMES	3,400	2,800	81
	HAMILTON	2,500	2,100	87
	LAMPASAS	2,900	2,600	91
	LEON	2,700	2,000	77
	LIMESTONE	5,300	4,500	85
	MC LENNAN	50,700	47,100	93
	MADISON	1,700	1,300	80
	MILAM	6,900	5,900	85
	MILLS	1,100	900	83
	ROBERTSON	4,500	3,800	86
	SAN SABA	1,500	1,300	86
	WALKER	5,400	4,300	79
	WASHINGTON	6,000	4,600	77
	WILLIAMSON	10,200	9,100	89
25-50 O/O	TEXAS			
	HILL	6,600	5,900	90
	LEE	2,400	2,000	84
	TRINITY	1,900	1,400	76
5-24 O/O	TEXAS			
	BASTROP	4,800	4,100	84
	BURNET	2,700	2,500	92
	HOUSTON	5,000	4,000	79
	SOMERVELL	900	800	92
	TRAVIS	70,000	64,500	92
STATION TOTALS		265,200	237,100	89
NET WEEKLY CIRCULATION (MARCH 1966)			146,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			112,100	

Texas—Temple-Waco



KCEN-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 830-ft. above av. terrain, 833-ft. above ground, 1549-ft. above sea level.

Latitude 31° 17' 06"
Longitude 97° 15' 34"

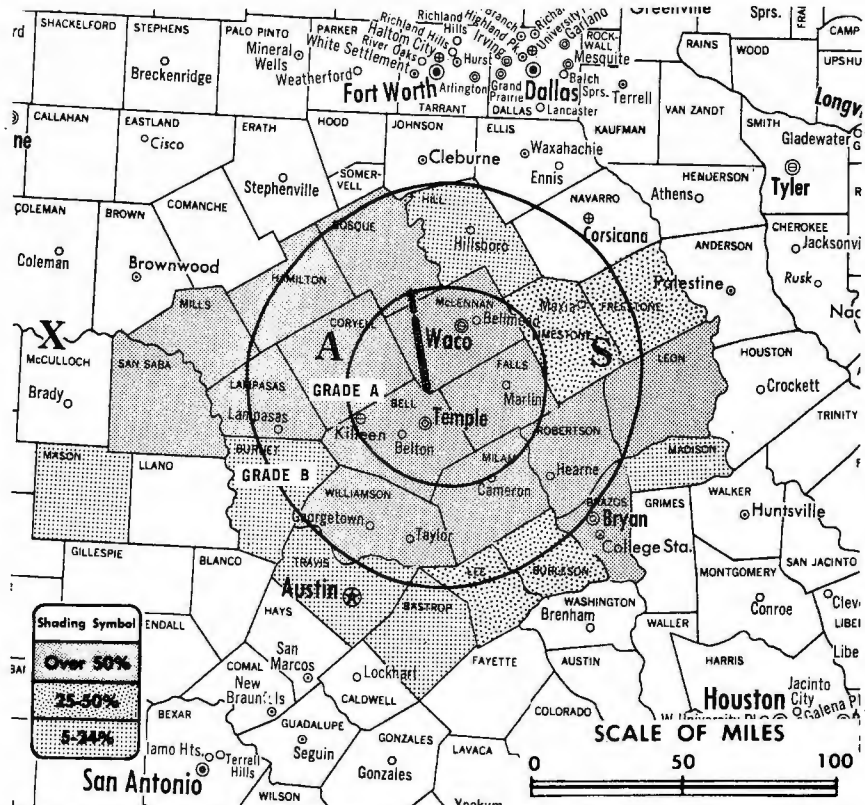
Transmitter: Hwy. 81, Eddy, Tex., 14-mi. N of Temple.

Studio: Hwy. 81, Eddy, Tex., 14-mi. N of Temple.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ABB study.

KCEN-TV Ref: FCC File No. BNPCT-1085 Granted 5/19/53

©American Map Co., Inc., N.Y., No. 14244

KCEN-TV

Licensee: Channel 6 Inc., Box 188, 17 Third St., Temple (76501).
Waco Office: 506 Professional Bldg. Telephone: 817-756-0332.
Telephones: 817-773-6868, Temple; 817-752-4331, Waco.
TWX No.: 817-467-5429.

Ownership: Frank W. Mayborn, pres & 95% owner of Channel 6 Inc., is pres. and 95% owner of Bell Publishing Co. (Temple Daily Telegram); pres. & 90% owner of Bell Broadcasting Co. (licensee of KTEM, Temple); Red River Valley Publishing (Sherman Democrat) & Realty Companies, Sherman; Killeen Publishing Co. (Killeen Herald); Taylor Newspapers Inc. (Taylor Press and Times). C. A. Schulz owns 5% of Bell Publishing.

Began Operation: Nov. 1, 1953.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by W. G. Egerton.

Personnel:

FRANK W. MAYBORN, president.
BOB LUNQUIST, vice president & general manager.
CURTIS CASEY, chief engineer.

DIGEST OF RATE CARD NO. 9 (June 1, 1965)

Hour 30 Min. 15-Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.

\$500.00 \$300.00 \$180.00 \$115.00 \$110.00 \$100.00 \$50.00

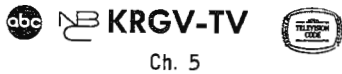
NETWORK BASE HOURLY RATE: \$450.

For Color Set Penetration by Markets

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	BELL	29,600	27,600	93
	BOSQUE	3,500	3,100	89
	BRAZOS	13,600	12,200	90
	CORYELL	7,100	6,500	93
	FALLS	5,800	5,000	87
	HAMILTON	2,500	2,100	87
	LAMPASAS	2,900	2,600	91
	LEON	2,700	2,000	77
	MC LENNAN	50,700	47,100	93
	MILAM	6,900	5,900	85
	MILLS	1,100	900	82
	ROBERTSON	4,500	3,800	86
	SAN SABA	1,500	1,300	86
	WILLIAMSON	10,200	9,100	89
25-50 O/O	TEXAS			
	BURLESON	3,100	2,400	79
	FREESTONE	3,400	2,800	84
	LEE	2,400	2,000	84
	LIMESTONE	5,300	4,500	85
5-24 O/O	TEXAS			
	BASTROP	4,800	4,100	84
	BURNET	2,700	2,500	92
	HILL	6,600	5,900	90
	MADISON	1,700	1,300	80
	MASON	1,000	800	75
	TRAVIS	70,000	64,500	92
STATION TOTALS		243,600	220,000	90
NET WEEKLY CIRCULATION (MARCH 1966)				137,400
AVERAGE DAILY CIRCULATION (MARCH 1966)				97,500

Texas—Weslaco



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 19.1-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1049-ft. above sea level.

Latitude 26° 09' 54"
Longitude 97° 48' 45"

Transmitter: La Feria, Tex., 7-mi. SW of Harlingen.

TV tape: Recording facilities.

AM Affiliate: KRGV, 5-kw, 1290 kc (NBC).

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: NBC.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.

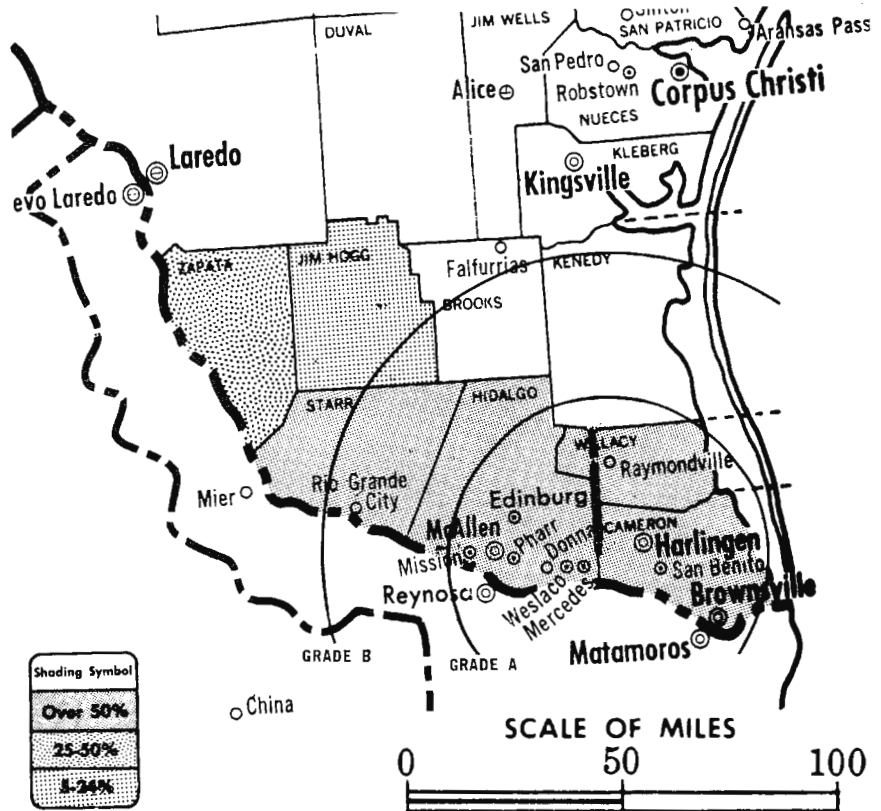
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KRGV-TV Ref: FCC File No. BPCT-3788 Granted 8/18/66

©American Map Co., Inc., N.Y., No. 14244

KRGV-TV

Network Service: ABC, NBC.

Licensee: Mobile Video Tapes, Box 626, Weslaco (78596).

Studio: 309 S. Missouri St.

Telephone: 512-968-3131. TWX No.: 512-968-3086.

Ownership: Douglas L. Manship, 50%; Charles P. Manship Jr., 50%. For other interests, see WBRZ, Baton Rouge, La.

Began Operation: April 10, 1954. Sale to present owners by Kenco Enterprises approved Jan. 28, 1964 by FCC. (Television Digest, Vol. 4:5). Sale to Kenco Enterprises by LBJ Co. approved by FCC Oct. 18, 1961. (Television Digest, Vol. 17:35, BALCF-167). LBJ Co. acquired full control of TV and radio when FCC approved sale of remaining 50% by O. L. Taylor (Vol. 14:12, 14). Original 50% of TV acquired by LBJ from Taylor after FCC approved transfer April 4, 1956 (Vol. 12:11, 14), with LBJ exercising option April 1, 1957 on 50% of radio.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Cohn & Marks.

Personnel:

CHARLES L. BROOKS, general manager.
EARL NOEL, station manager.
QUITMAN HENLEY, sales manager.
DON FORBES, director of engineering.

DIGEST OF RATE CARD NO. 7 (Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-9:30 p.m., daily.
\$430.00 \$258.00 \$172.00 \$116.00 \$80.00* \$64.00* \$40.00*

*Section 1.

NETWORK BASE HOURLY RATE: \$400 (ABC), \$400 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TEXAS			
	CAMERON	40,500	36,500	90
	HIDALGO NO	40,200	35,500	88
	HIDALGO SO	4,800	4,200	88
	STARR	4,200	3,300	79
	WILLACY	4,500	4,000	89
25-50 O/O	TEXAS			
	ZAPATA	1,100	700	69
5-24 O/O	TEXAS			
	JIM HOGG	1,300	1,000	77
STATION TOTALS		96,600	85,200	88
NET WEEKLY CIRCULATION (MARCH 1966)			83,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			68,800	

For Texas CATV Systems

See Services Volume

Texas—Wichita Falls



KAUZ-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1021-ft. above av. terrain, 1028-ft. above ground, 2046-ft. above sea level.

Latitude 33° 54' 04"
Longitude 98° 32' 21"

Transmitter: Seymour St., 2.5-mi. W of center of Wichita Falls.

TV tape: Recording facilities.

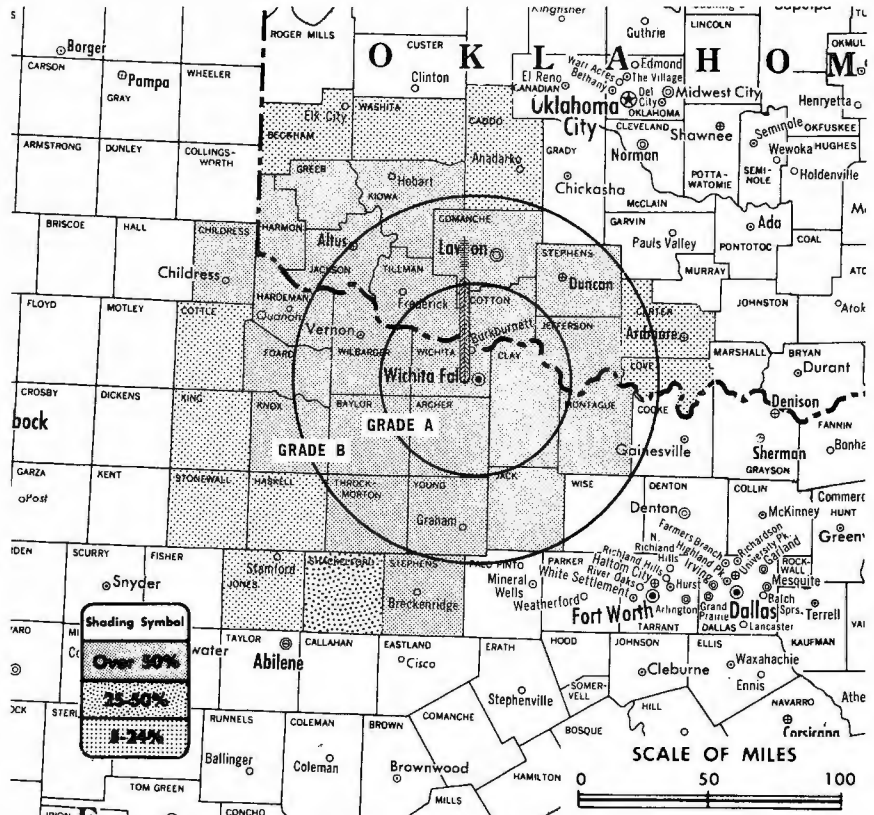
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (legal) by Hogan & Hartson.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KAUZ-TV Ref: FCC File No. BPC7-2553 Granted 1/11/59 American Map Co., Inc., N.Y., No. 14244

KAUZ-TV

Licensee: Mid-Texas Bcstg. Corp., Box 2130 (76307).

Studio: Seymour St., 2.5-mi. W of center of Wichita Falls.

Telephone: 817-322-6957. TWX No.: 910-890-5836.

Ownership: Same as WKTV, Utica, N.Y.

Began Operation: March 1, 1953 as KWFT-TV. Sale to present owner by Sidney A. Grayson and associates approved March 13, 1963 by FCC (Television Digest, Vol. 3:11). Transfer to Sidney A. Grayson group by E. H. Rowley theater chain family and 1/3 owner Kenyon Brown approved Jan. 11, 1956 by FCC (Vol. 11:46, 48 & 12:2).

Represented (sales) by H-R Television Inc.

Personnel:

WILLIAM E. HOBBS, pres. & general manager.
JOHN SITLER, national sales coordinator.
AMY HARMON, traffic manager.
HERBERT WILEY, chief engineer.
MARY NORWOOD, promotion manager.

DIGEST OF RATE CARD NO. E-1
(Feb. 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA	6:30-10 p.m., daily.					
\$500.00	\$300.00	\$160.00		\$100.00	\$100.00	\$60.00

NETWORK BASE HOURLY RATE: \$425.

For Color Set Penetration by Markets

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OKLAHOMA			
	COMANCHE	29,400	27,600	94
	COTTON	2,100	1,900	93
	GREER	2,400	2,000	85
	HARMON	1,400	1,300	88
	JACKSON	11,100	10,300	93
	JEFFERSON	2,300	2,100	91
	KIOWA	4,500	4,100	91
	STEPHENS	13,800	12,900	94
	TILLMAN	4,500	4,100	92
	TEXAS			
	ARCHER	1,600	1,500	96
	BAYLOR	1,600	1,500	95
	CHILDRESS	1,900	1,700	89
	CLAY	2,400	2,300	94
	FOARD	700	700	93
	HARDEMAN	2,200	1,900	87
	JACK	2,300	2,200	93
	KNOX	1,900	1,700	88
	MONTAGUE	4,700	4,300	92
	STEPHENS	2,600	2,300	88
	THROCKMORTON	500	500	86
	WICHITA	41,400	39,700	96
	WILBARGER	5,200	5,000	96
	YOUNG	6,100	5,600	92
25-50 O/O	TEXAS			
	SHACKEL FORD	1,000	900	89

(Continued on page 727-b)

STATION TOTALS	193,500	179,900	93
NET WEEKLY CIRCULATION (MARCH 1966)	133,600		
AVERAGE DAILY CIRCULATION (MARCH 1966)	103,500		

Texas—Wichita Falls



KFDX-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 997-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude 33° 53' 24"
Longitude 98° 33' 26"

Transmitter: Old Seymour Rd.

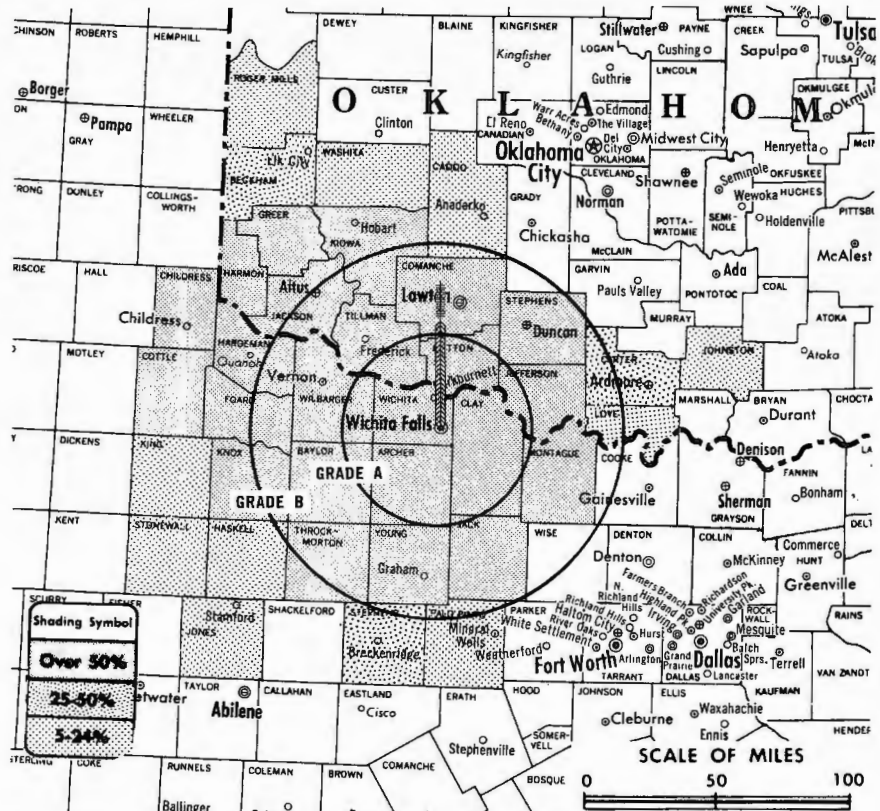
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Represented (legal) by Miller & Schroeder.



KFDX-TV Ref: FCC File No. BPCT-2546 Granted 1/8/59

©American Map Co., Inc., N.Y., No. 14244

KFDX-TV

Licensee: Wichtex Radio & Television Co., Box 2040 (76307).

Studio: Seymour Highway.

Telephone: 817-692-4530. TWX No.: 817-692-4881.

Ownership: Darrold A. Cannan, pres., 52.5%; Howard H. Fry, v.p., 20%; Darrold A. Cannan Jr., v.p., 20%; Mayme Kuhfuss, secy.-treas., .83%; 8 others, none holding as much as 3.33%. D. A. Cannan owns stock in KFDM-TV, Beaumont, Tex.

Began Operation: March 29, 1953.

Represented (sales) by Peters, Griffin, Woodward, Inc.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

DARROLD A. CANNAN, president.
HOWARD H. FRY, v.p., sales mgr. & film buyer.
D. A. CANNAN JR., v.p.
BILL ENLOE, chief engineer.
TOM CRANE, program director.

DIGEST OF RATE CARD NO. 16

(Aug. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 20 Sec. 10 Sec.
Class AA—6:29-9:59 p.m., daily.
\$500.00 \$300.00 \$160.00 \$100.00 \$100.00 \$50.00
NETWORK BASE HOURLY RATE: \$425.

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers - Appraisers - Consultants - Management

THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OKLAHOMA			
	COMANCHE	29,400	27,600	94
	COTTON	2,100	1,900	93
	GREER	2,400	2,000	85
	HARMON	1,400	1,300	88
	JACKSON	11,100	10,300	93
	JEFFERSON	2,300	2,100	91
	KIOWA	4,500	4,100	91
	STEPHENS	13,800	12,900	94
	TILLMAN	4,500	4,100	92

TEXAS

ARCHER	1,600	1,500	96
BAYLOR	1,600	1,500	95
CHILDRESS	1,900	1,700	89
CLAY	2,400	2,300	94
COTTLE	800	700	85
FOARD	700	700	93
HARDEMAN	2,200	1,900	87
JACK	2,300	2,200	93
KNOX	1,900	1,700	88
MONTAGUE	4,700	4,300	92
THROCKMORTON	500	500	86
WICHITA	41,400	39,700	96
WILBARGER	5,200	5,000	96
YOUNG	6,100	5,600	92

25-50 O/O	OKLAHOMA			
	BECKHAM	5,600	4,800	86
	CARTER	14,200	12,900	91

TEXAS

STEPHENS	2,600	2,300	88
----------	-------	-------	----

(Continued on next page)

STATION TOTALS 204,000 189,100 93

NET WEEKLY CIRCULATION (MARCH 1966) 134,800
AVERAGE DAILY CIRCULATION (MARCH 1966) 105,500

KENS-TV, San Antonio
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
5-24	TEXAS			
0/0	BASTROP	4,800	4,100	84
	BEE	7,000	6,000	86
	BURNET	2,700	2,500	92
	CALHOUN	5,300	4,700	87
	COLORADO	6,000	5,000	84
	DUVAL	3,000	2,300	78
	LEE	2,400	2,000	84
	LEON	2,700	2,000	77
	LLANO	1,900	1,700	87
	MASON	1,000	800	75
	MENARD	700	400	64
	SUTTON	1,100	800	74
	WEBB	16,600	14,500	87

KONO-TV, San Antonio
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
5-24	TEXAS			
0/0	BASTROP	4,800	4,100	84
	BEE	7,000	6,000	86
	BURNET	2,700	2,500	92
	CALHOUN	5,300	4,700	87
	DUVAL	3,000	2,300	78
	JACKSON	4,100	3,500	85
	MASON	1,000	800	75
	SCHLEICHER	900	700	87
	WEBB	16,600	14,500	87

WOAI-TV, San Antonio
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
5-24	TEXAS			
0/0	BASTROP	4,800	4,100	84
	BEE	7,000	6,000	86
	BURNET	2,700	2,500	92
	CALHOUN	5,300	4,700	87
	COLORADO	6,000	5,000	84
	DUVAL	3,000	2,300	78
	FAYETTE	6,300	4,300	69
	JACKSON	4,100	3,500	85
	LLANO	1,900	1,700	87
	MASON	1,000	800	75
	MENARD	700	400	64
	SUTTON	1,100	800	74
	WEBB	16,600	14,500	87

Texas

KAUZ-TV, Wichita Falls
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
5-24	OKLAHOMA			
0/0	BECKHAM	5,600	4,800	86
	CADDO	8,500	7,800	91
	CARTER	14,200	12,900	91
	LOVE	1,400	1,300	88
	WASHITA	5,600	5,200	93
	TEXAS			
	COTTLE	800	700	85
	HASKELL	3,100	2,800	89
	JONES	5,800	5,400	93
	KING	200	200	79
	STONEWALL	700	700	95

KFDX-TV, Wichita Falls
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	C/O
5-24	OKLAHOMA			
0/0	CADDO	8,500	7,800	91
	JOHNSTON	2,500	2,100	85
	LOVE	1,400	1,300	88
	ROGER MILLS	1,200	1,000	83
	WASHITA	5,600	5,200	93
	TEXAS			
	HASKELL	3,100	2,800	89
	JONES	5,800	5,400	93
	KING	200	200	79
	PALO PINTO	7,800	7,000	89
	STONEWALL	700	700	95



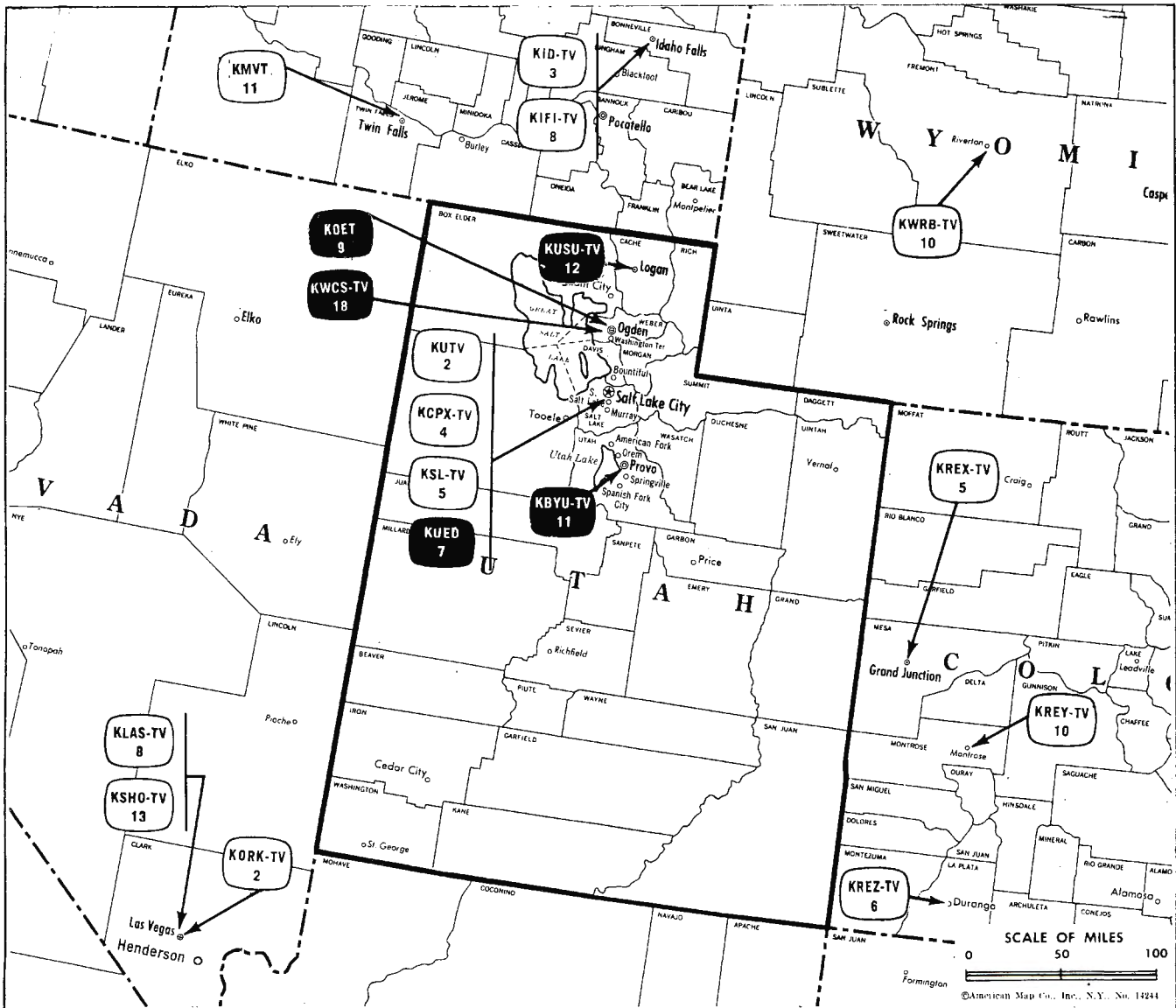
MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Utah



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Salt Lake City-Ogden-Provo	304,200	61	437,800	73	407,600	70

Utah Station Status as of Jan. 1, 1967

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
4	1	5
		8

For State Educational Facilities, see next page

Utah Educational Technical Facilities

(Complete Data in Educational Directory)

KUSU-TV

Logan

Ch. 12

Non-Commercial Educational Station

Licensee: Utah State U. of Agriculture & Applied Science, Logan.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 31.1-kw visual, 6.24-kw aural. Antenna: minus 570-ft. above av. terrain, 260-ft. above ground, 5053-ft. above sea level.

Latitude 41° 44' 49"
Longitude 111° 48' 24"

KOET

Ogden

Ch. 9

Non-Commercial Educational Station

Licensee: Board of Education of Ogden City.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 24.4-kw visual, 4.28-kw aural. Antenna: 750-ft. above av. terrain, 337-ft. above ground, 5007-ft. above sea level.

Latitude 41° 15' 17"
Longitude 112° 14' 14"

KWCS-TV

Ogden

Ch. 18

Non-Commercial Educational Station

Grantee: Weber County School Dist., 1122 Washington Blvd.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 10-kw visual, 2-kw aural. Antenna: minus 850-ft. above av. terrain, 113.7-ft. above ground, 4410-ft. above sea level.

Latitude 41° 14' 44"
Longitude 111° 58' 07"

KBYU-TV

Provo

Ch. 11

Non-Commercial Educational Station

Licensee: Brigham Young University, Provo.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 49-kw visual, 9.8-kw aural. Antenna: 2890-ft. above av. terrain, 99-ft. above ground, 8557-ft. above sea level.

Latitude 40° 36' 28"
Longitude 112° 09' 22"

KUED

Salt Lake City

Ch. 7

Non-Commercial Educational Station

Licensee: University of Utah, Salt Lake City (84112).

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 138-kw visual, 25.1-kw aural. Antenna: 3050-ft. above av. terrain, 202-ft. above ground, 8633-ft. above sea level.

Latitude 40° 36' 29.5"
Longitude 112° 09' 36.0"

Utah

KCPX-TV, Salt Lake City

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
UTAH—(Continued)				
OVER	SEVIER	2,800	2,700	95
50 O/O	SUMMIT	1,400	1,300	95
	TOOELE	5,400	5,200	97
	UINTAH	3,200	2,900	89
	UTAH	30,400	28,800	95
	WASATCH	1,400	1,200	91
	WAYNE	500	400	94
	WEBER	35,400	34,000	96
WYOMING				
	SWEETWATER	4,900	4,300	88
	UINTA	2,000	1,700	90
25-50 O/O				
MONTANA				
	BEAVERHEAD	2,300	1,900	82
	CUSTER	4,200	3,500	83
	GALLATIN	8,500	7,600	89
	PARK	4,500	4,000	89
	SWEET GRASS	900	700	80
	VALLEY	5,500	4,700	85
NEVADA				
	EUREKA	300	200	71
	LANDER	500	400	78
UTAH				
	DAGGETT	400	300	77
WYOMING				
	LINCOLN	2,700	2,300	86
	SHERIDAN	5,800	4,900	85
5-24 O/O				
IDAHO				
	BANNOCK	15,700	14,700	93
	CASSIA	4,900	4,600	95
	JEROME	3,300	3,100	95
	TWIN FALLS	13,200	12,600	95
MONTANA				
	CASCADE	26,100	24,700	95
	DEER LODGE	5,200	4,900	94
	SILVER BOW	15,300	14,300	93
WYOMING				
	FREMONT	8,400	7,600	92
	HOT SPRINGS	2,100	1,800	86
	PARK	5,200	4,500	87
	SUBLETTE	1,400	1,200	84

Every Monday morning

a Station Manager

reads Television Digest.

Why? See page 803-b

Utah—Salt Lake City



KCPX-TV



Ch. 4

Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
27.15-kw visual, 5.02-kw aural.
Antenna: 3030-ft. above av. ter-
rain, 186-ft. above ground, 8684-
ft. above sea level.

Latitude 40° 36' 30.5"
Longitude 112° 09' 34"

Transmitter: Mt. Vision.

Studio: 130 Social Hall Ave.

TV tape: Recording facilities.

AM Affiliate: KCPX, 5-kw, 1320 kc.

FM Affiliate: KCPX-FM, 1.2-kw, 98.7
mc (No. 254), 2970-ft. antenna
height.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

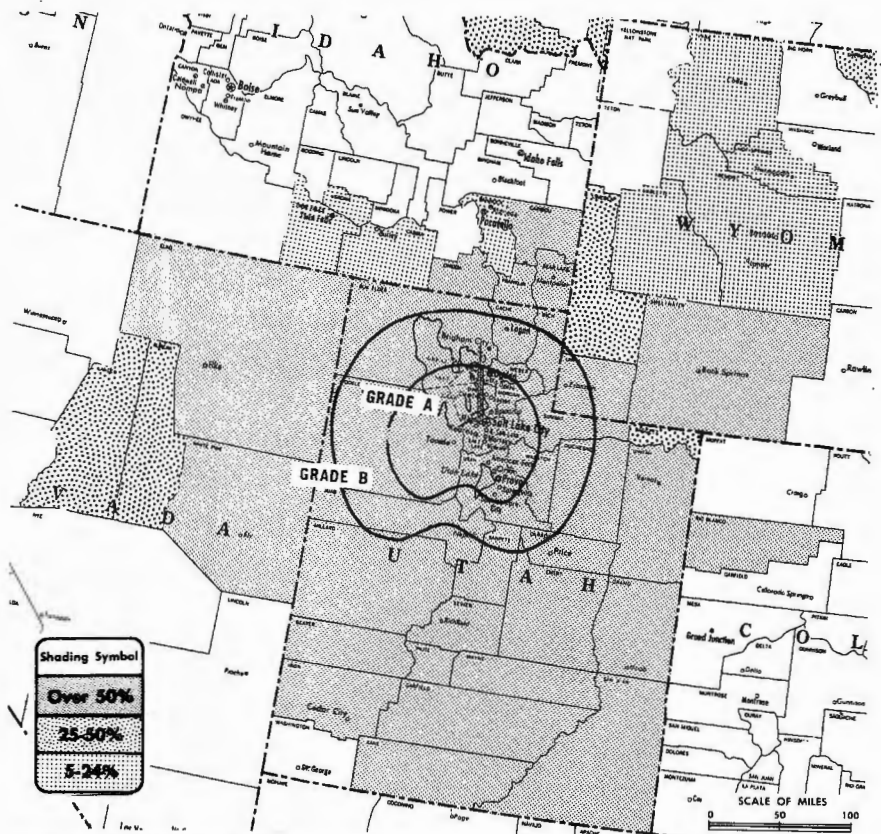
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965
ARB study.



KCPX-TV Ref: FCC File No. BNPCT-1172 Granted 7/22/53

©American Map Co., Inc., N.Y., No. 14244

KCPX-TV

Licensee: Screen Gems Broadcasting of Utah Inc., 130 Social Hall
Ave., Salt Lake City (84111).

Telephone: 801-322-5681. TWX No.: 801-521-2365.

Ownership: Screen Gems Inc., 100%. Screen Gems owns WVUE-
TV, New Orleans and WAPA-TV, San Juan, P.R., which in turn
owns 1/3 of WOLE-TV, Aguadilla, P.R. Note: Transfer from
Columbia Pictures to Screen Gems Inc. approved Jan. 23, 1963
by FCC.

Begin Operation: July 1, 1948. Sale to present owners by TLF
Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 by FCC (Tele-
vision Digest, Vol. 15:30, 45). Sale to Time Inc. by Intermountain
Bcstg. & Television Corp. (S. S. Fox, et al.) approved by FCC
June 24, 1953 (Vol. 9:14, 26).

Represented (sales) by Metro TV Sales.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVAU, president.
HAROLD (HACK) WOOLLEY, general manager.
L. BOYD MULLINS, director of sales.
CHARLES JENNINGS, business manager.
GEORGE SMITH, promotion director.
CHARLES HALFORD, art director.
DAN RAINGER, program director, film supervisor & buyer.
WALLY LAMBOURNE, director of engineering.
ROY GIBSON, news & special events director.

DIGEST OF RATE CARD NO. A25—(June 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.					
\$760.00	\$380.00	\$280.00	\$260.00	\$250.00*	\$110.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$800.

For Color Set Penetration by Markets
see Services Volume.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	G/O
OVER 50 G/O	COLORADO RIO BLANCO	1,700	1,500	89
	IDAHO BEAR LAKE	2,000	1,800	91
	CARIBOU	1,600	1,500	91
	FRANKLIN	2,000	1,800	93
	ONEIDA	1,000	900	94
	MONTANA FERGUS	4,000	3,400	85
	NEVADA ELKO	4,300	3,400	80
	WHITE PINE	3,400	3,000	90
	UTAH			
	BEAVER	1,000	900	92
	BOX ELDER	7,700	7,400	96
	CACHE	10,600	9,800	93
	CARBON	5,300	4,900	92
	DAVIS	19,800	19,200	97
	DUCHESNE	1,400	1,200	86
	EMERY	1,300	1,200	93
	GARFIELD	800	600	77
	GRAND	2,500	2,000	77
	IRON	3,300	2,800	84
	JUAB	900	900	93
	KANE	800	500	71
	MILLARD	1,700	1,500	92
	MORGAN	800	700	92
	PIUTE	200	200	89
	RICH	500	400	88
	SALT LAKE	129,900	124,400	96
	SAN JUAN	2,600	2,000	77
	SANPETE	2,900	2,700	93

(Continued on page 729-b)

STATION TOTALS	437,800	407,600	93
NET WEEKLY CIRCULATION (MARCH 1966)		304,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)		219,500	

Utah—Salt Lake City



KSL-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 33.1-kw visual, 18.2-kw aural. Antenna: 3660-ft. above av. terrain, 90-ft. above ground, 9137-ft. above sea level.

Latitude 40° 39' 35"
Longitude 112° 12' 05"

Holds CP for 33.9-kw visual, 6.78-kw aural, 3730-ft. above av. terrain, 168-ft. above ground, 9215-ft. above sea level. BPCT—3673.

Transmitter: Coon Peak, Oquirrh Range.

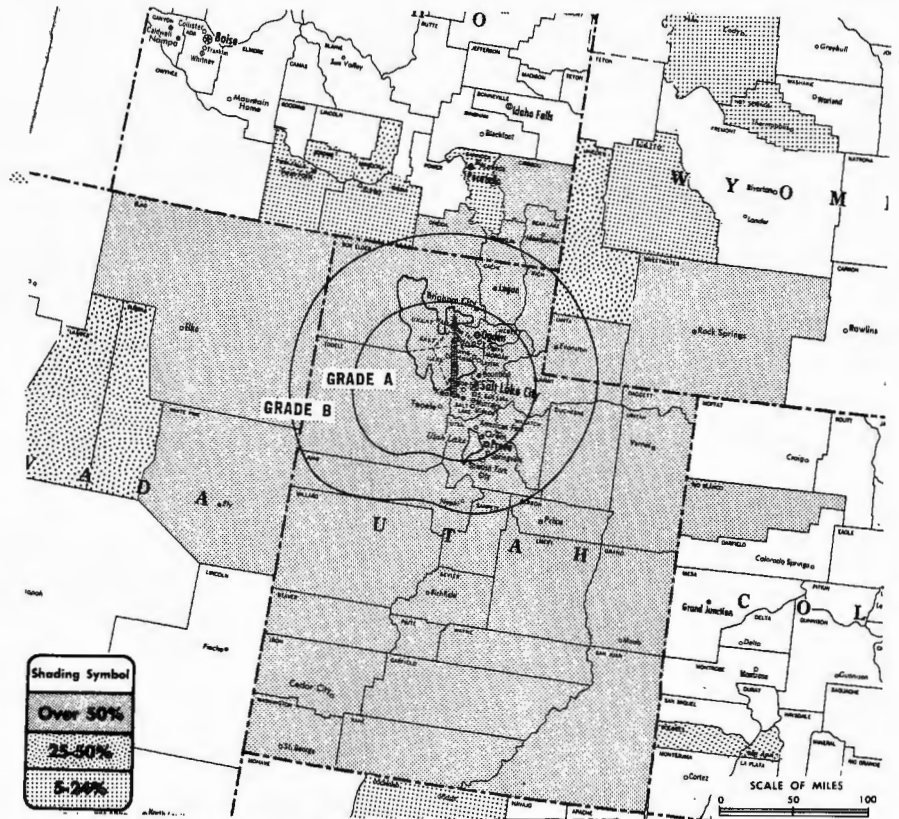
TV tape: Recording facilities.

AM Affiliate: KSL, 50-kw, 1160 kc (CBS). FM Affiliate: KSL-FM, 4-kw, 100.3 mc (No. 262), 3620-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. News Film Service: CBS. Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KSL-TV Ref: FCC File No. BMPCT—2506 Granted 10/11/54

©American Map Co., Inc., N.Y., No. 14244

KSL-TV

Licensee: KSL Inc., 145 Social Hall Ave. (84111).

Studio: 145 Social Hall Ave.

Telephone: 801-355-4641. TWX No.: 910-925-5822.

Ownership: Bonneville International Corp., 85.78%. Bonneville International is owned by the Church of Jesus Christ of Latter Day Saints (Mormon). Also 23.3% interest in KID-TV, Idaho Falls, Ida. (KID), 12.5% of KBOI-TV, Boise, Ida. (KBOI), and 99.81% of KIRO-TV, Seattle (KIRO & FM). Also 100% of international radio WRUL and FM radio WRFM, New York, N.Y. Note: Bonneville is buying KMBC & FM, Kansas City.

Began Operation: June 1, 1949.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bob Hix Co. Inc. (Mountain states); KIRO (Pacific northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

ARCH L. MADSEN, president.
L. H. CURTIS, executive vice president & general manager.
JAY W. LLOYD, assistant general manager.
JAMES E. SCHULTZ, general sales manager.
J. FIELDING NELSON, director of sales development.
FRED OPPENHEIMER, director of programming & production.
CLIFTON B. THOMAS, promotion director.
VINCENT E. CLAYTON, director of engineering.

DIGEST OF RATE CARD NO. 16—(Feb. 11, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:31-10:29 p.m., Mon.-Fri.; 6:31-9:59 p.m., Sat.-Sun.
\$850.00 \$500.00 \$350.00 \$300.00 \$230.00 \$220.00 \$115.00

NETWORK BASE HOURLY RATE: \$700.

0 & 0 Translator: K73BF, Frisco & Newcastle, Utah.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	Q/D
OVER 50 Q/D	COLORADO			
	RIO BLANCO	1,700	1,500	89
	IDAHO			
	BEAR LAKE	2,000	1,800	91
	CARIBOU	1,600	1,500	91
	FRANKLIN	2,000	1,800	93
	ONEIDA	1,000	900	94
	NEVADA			
	ELKO	4,300	3,400	80
	WHITE PINE	3,400	3,000	90
	UTAH			
	BEAVER	1,000	900	92
	BOX ELDER	7,700	7,400	96
	CACHE	10,600	9,800	93
	CARBON	5,300	4,900	92
	DAGGETT	400	300	77
	DAVIS	19,800	19,200	97
	DUCHESNE	1,400	1,200	88
	EMERY	1,300	1,200	93
	GARFIELD	800	600	77
	GRAND	2,500	2,000	77
	IRON	3,300	2,800	84
	JUAB	900	900	93
	KANE	800	500	71
	MILLARD	1,700	1,500	92
	MORGAN	800	700	92
	PIUTE	200	200	89
	RICH	500	400	88
	SALT LAKE	129,900	124,400	96
	SAN JUAN	2,600	2,000	77
	SANPETE	2,900	2,700	93

(Continued on page 733-b)

STATION TOTALS	410,000	380,300	93
NET WEEKLY CIRCULATION (MARCH 1966)		299,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)		229,700	

Utah—Salt Lake City



KUTV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 45.7-kw visual, 9.12-kw aural. Antenna: 3060-ft. above av. terrain, 229-ft. above ground, 8709-ft. above sea level.

Latitude 40° 36' 23"
Longitude 112° 09' 47"

Transmitter: Pix Peak.

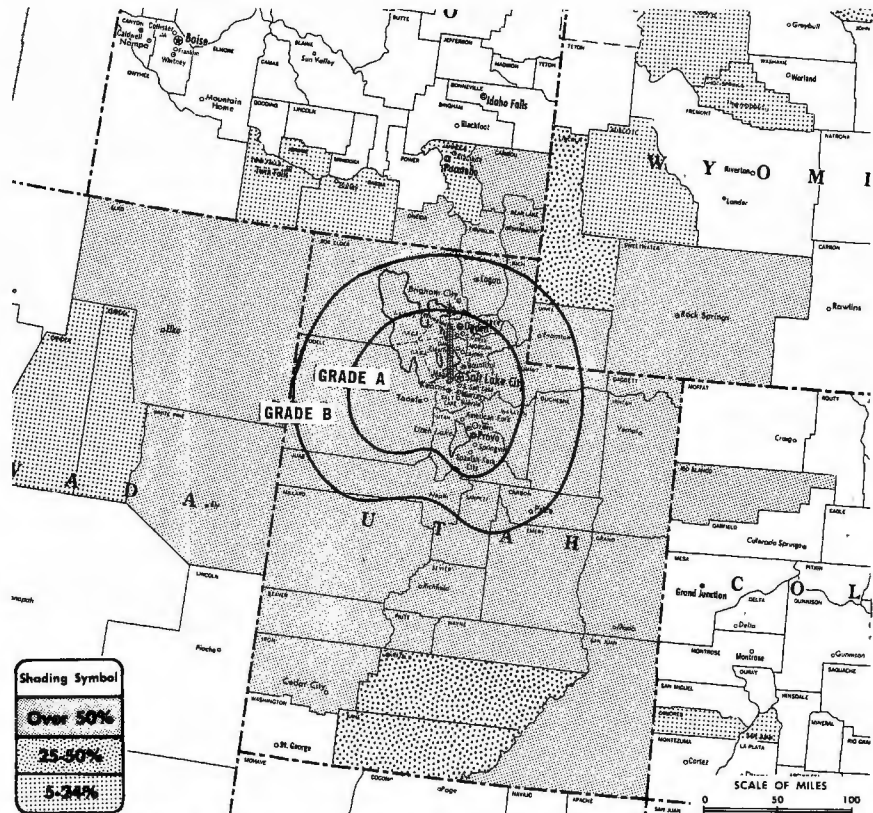
TV tape: Recording facilities.

AM Affiliate: KALL, 5-kw (1-kw night), 910 kc (ABC).

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



KUTV Ref: FCC File No. BMPCT—2149 Granted 6/18/54

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KUTV

Licensee: KUTV Inc., 179 Social Hall Ave. (84111).

Studio: 179 Social Hall Ave.

Telephone: 801-322-2505.

Ownership: The Standard Corp. (publisher of Ogden Standard Examiner), 51%; Kearns-Tribune Corp., Salt Lake Tribune, 35%; Salt Lake City Bcstg. Co. Inc. (KALL), 14%; A. L. Glasmann, chmn.; George C. Hatch, pres.; John W. Gallivan, secy.; Ogden Standard Examiner is owned by A. L. Glasmann family, which also operates KMTV, Twin Falls, Ida.; KGMB-TV & KGMB, Honolulu; KPUA-TV & KPUA, Hilo, Hawaii. Salt Lake City Bcstg. Co. Inc. (owned by George C. & Wilda Gene Hatch) operates KALL, Salt Lake City; KGHL, Billings, Mont., and KGEM, Boise, Ida.

Began Operation: Sept. 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Kearns-Tribune Corp., approved March 7, 1956 (Television Digest, Vol. 11:31, 38 & 12:10).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

GEORGE C. HATCH, president.
ROBERT TEMPLE, station manager & general sales manager.
ALAN BRANCH, national sales service.
HAL ZOGG, local sales manager.
REID CARPENTER, engineering manager.
DENNIS GUIVER, promotion manager.
JACK IVERS, film manager.
LA MAR SMITH, program manager.
DICK CARDWELL, production manager.

DIGEST OF RATE CARD NO. 1B (March 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA—6:30-10 p.m., daily.	\$825.00	\$450.00	\$250.00	\$162.00	\$200.00*	\$100.00*

*Class AA—6:59-10:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$925.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO RIO BLANCO	1,700	1,500	89
	IDAHO BEAR LAKE	2,000	1,800	91
	CARBIDOU	1,600	1,500	91
	FRANKLIN	2,000	1,800	93
	ONEIDA	1,000	900	94
	MONTANA FERGUS	4,000	3,400	85
	NEVADA ELKO	4,300	3,400	80
	WHITE PINE	3,400	3,000	90
	UTAH BEAVER	1,000	900	92
	BOX ELDER	7,700	7,400	96
	CACHE	10,600	9,800	93
	CARBON	5,300	4,900	92
	DAGGETT	400	300	77
	DAVIS	19,800	19,200	97
	DUCHESNE	1,400	1,200	88
	EMERY	1,300	1,200	93
	GRAND	2,500	2,000	77
	IRON	3,300	2,800	84
	JUAB	900	900	93
	MILLARD	1,700	1,500	92
	MORGAN	800	700	92
	PIUTE	200	200	89
	RICH	500	400	88
	SALT LAKE	129,900	124,400	96

(Continued on next page)

STATION TOTALS	404,200	375,900	93
NET WEEKLY CIRCULATION (MARCH 1966)	298,600		
AVERAGE DAILY CIRCULATION (MARCH 1966)	218,400		

KSL-TV, Salt Lake City

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/C
UTAH—(Continued)				
OVER 50 O/O	SEVIER	2,800	2,700	95
	SUMMIT	1,400	1,300	95
	TOOELE	5,400	5,200	97
	UINTAH	3,200	2,900	89
	UTAH	30,400	28,800	95
	WASATCH	1,400	1,200	91
	WASHINGTON	3,000	2,500	84
	WAYNE	500	400	94
	WEBER	35,400	34,000	96
	WYOMING			
	SWEETWATER	4,900	4,300	88
	UINTA	2,000	1,700	90

25-50 O/O	IDAHO			
	MINIDOKA	4,700	4,300	93
	MONTANA			
	BEAVERHEAD	2,300	1,900	82
	GALLATIN	8,500	7,600	89
	PARK	4,500	4,000	89
	SWEET GRASS	900	700	80
	NEVADA			
	EUREKA	300	200	71
	LANDER	500	400	78
WYOMING				
	LINCOLN	2,700	2,300	86

5-24 O/O	ARIZONA			
	COCONINO	13,600	10,700	78
	COLORADO			
	DOLORES	700	500	69
	SAN JUAN	200	100	90
	IDAHO			
	BANNOCK	15,700	14,700	93
	CASSIA	4,900	4,600	95
	JEROME	3,300	3,100	95
	TWIN FALLS	13,200	12,600	95
	MONTANA			
	DEER LODGE	5,200	4,900	94
	FERGUS	4,000	3,400	85
	SILVER BOW	15,300	14,300	93
	WYOMING			
	HOT SPRINGS	2,100	1,800	86
	PARK	5,200	4,500	87
	SUBLETTE	1,400	1,200	84

KCPX-TV ARB Data Continued on page 729-b

Utah

KUTV

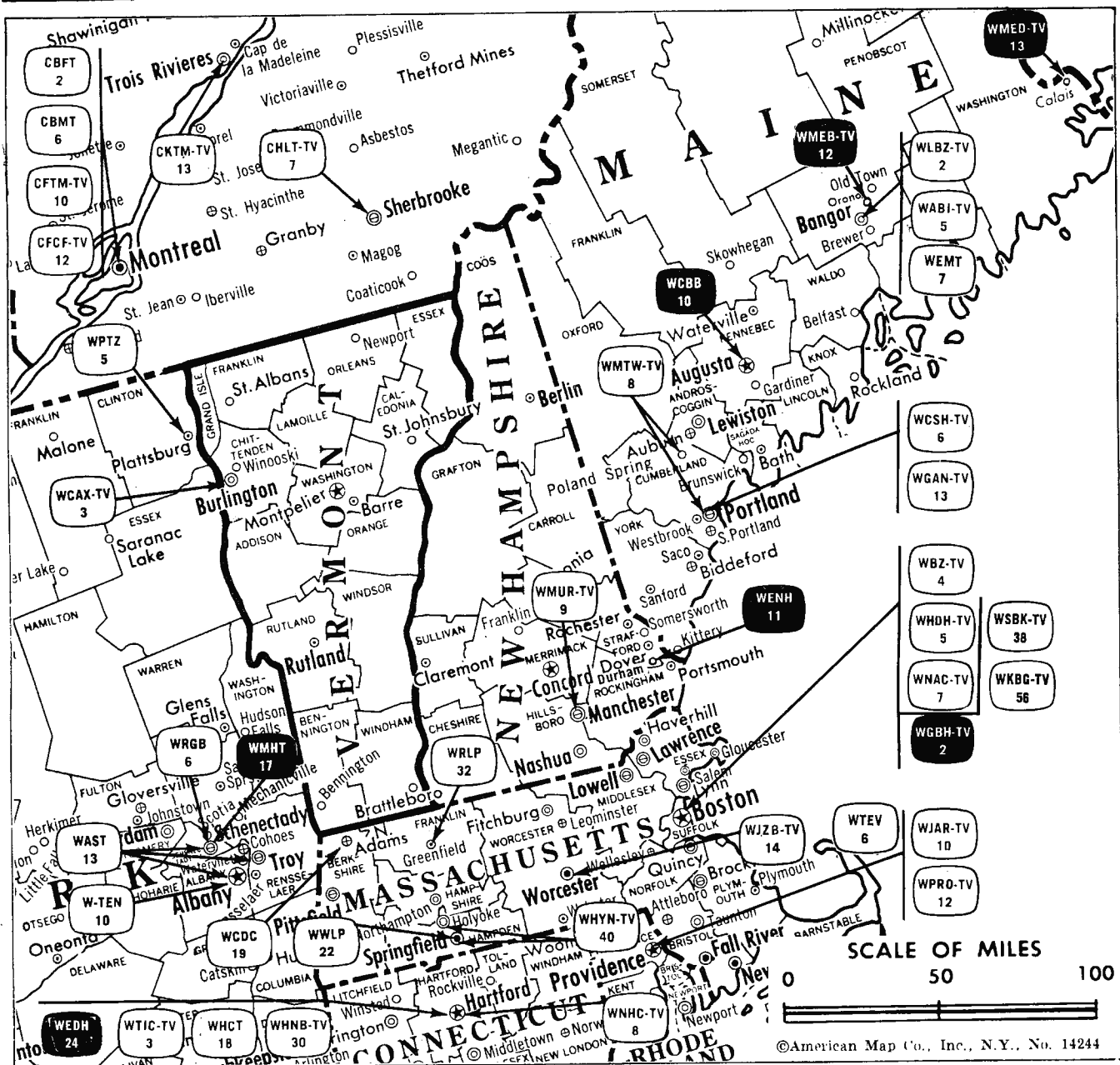
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
UTAH—(Continued)				
OVER 50 O/O	SAN JUAN	2,600	2,000	77
	SANPETE	2,900	2,700	93
	SEVIER	2,800	2,700	95
	SUMMIT	1,400	1,300	95
	TOOELE	5,400	5,200	97
	UINTAH	3,200	2,900	89
	UTAH	30,400	28,800	95
	WASATCH	1,400	1,200	91
	WAYNE	500	400	94
	WEBER	35,400	34,000	96
WYOMING				
	SWEETWATER	4,900	4,300	88
	UINTA	2,000	1,700	90

25-50 O/O	MONTANA			
	BEAVERHEAD	2,300	1,900	82
	GALLATIN	8,500	7,600	89
	PARK	4,500	4,000	89
	SWEET GRASS	900	700	80
	VALLEY	5,500	4,700	85
	UTAH			
	GARFIELD	800	600	77
	KANE	800	500	71
	WYOMING			
	LINCOLN	2,700	2,300	86
	SHERIDAN	5,800	4,900	85

5-24 O/O	COLORADO			
	DOLORES	700	500	69
	SAN JUAN	200	100	90
	IDAHO			
	BANNOCK	15,700	14,700	93
	CASSIA	4,900	4,600	95
	JEROME	3,300	3,100	95
	TWIN FALLS	13,200	12,600	95
	MONTANA			
	CUSTER	4,200	3,500	83
DEER LODGE	5,200	4,900	94	
SILVER BOW	15,300	14,300	93	
NEVADA				
EUREKA	300	200	71	
LANDER	500	400	78	
WYOMING				
HOT SPRINGS	2,100	1,800	86	
PARK	5,200	4,500	87	
SUBLETTE	1,400	1,200	84	

Vermont



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Burlington-Plattsburgh	159,500	109	243,200	121	229,100	117

Vermont Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
Commercial Television Stations	1	0	1
Educational Television Stations	0	0	0
			1

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WRLP, Brattleboro
(See Greenfield, Mass.)

WPTZ, Burlington
(See Plattsburgh, N.Y.)

Vermont—Burlington

WCAX-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"
Longitude 72° 48' 57"

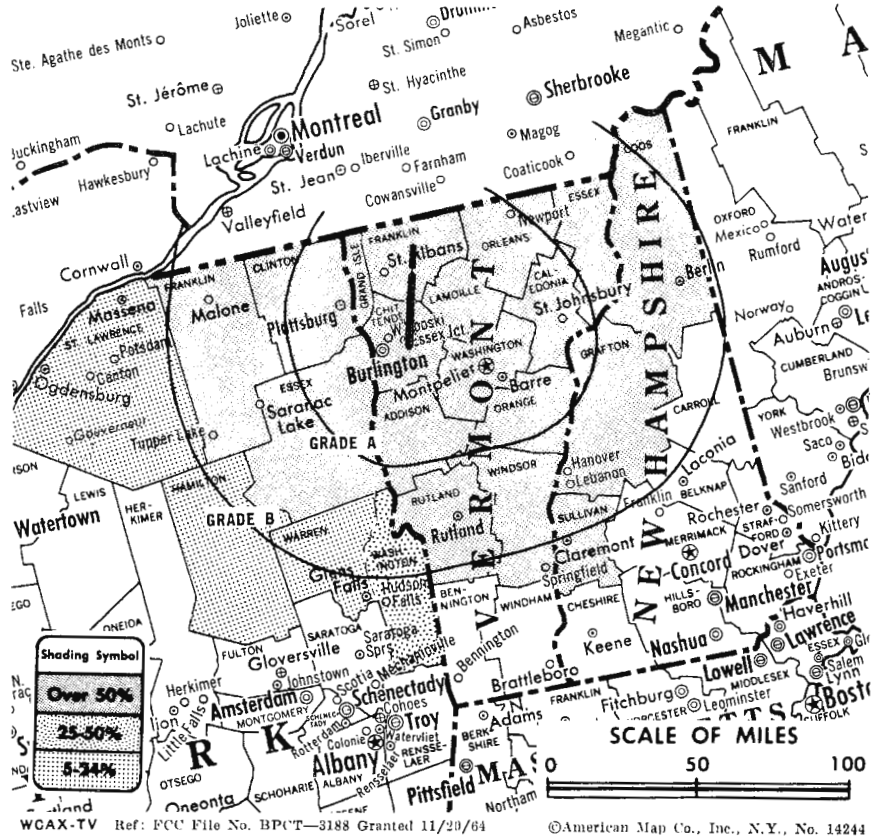
Transmitter: Atop Mt. Mansfield.

Color: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WCAX-TV

Licensee: Mt. Mansfield Television Inc., 100 Market Square.

Studio: 100 Market Sq. (05451).

Telephone: 802-282-5761.

TWX No.: 802-862-2552.

Ownership: C. P. Hasbrook, chmn. of board-dir., 66.625%; S. T. Martin, pres., dir. & gen. mgr., 20.625%; John A. Dobson, 12.5%; A. Pearley Feen, dir., .125%; Marcia B. Hasbrook, .125%.

Began Operation: Sept. 3, 1954.

Represented (sales) by Avery-Knodel Inc. (U.S.); Radio-Television Representatives Ltd. (Canada).

Represented (legal) by Booth & Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

STUART T. MARTIN, president & general manager.
PHILIP WATERMAN, general sales manager.
STUART HALL, production manager.
RICHARD GALLAGHER, news editor.
A. S. RUTTER, film manager & buyer.
JAMES W. TIERNEY, chief engineer.

DIGEST OF RATE CARD NO. 10 (June 15, 1965)

Hour	30 Min.	Min.	20 Sec.	ID	
Class A—6:30-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat.-Sun.	\$660.00	\$396.00	\$160.00	\$146.00	\$73.00

NETWORK BASE HOURLY RATE: \$600.

For Color Set Penetration by Markets

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	NEW HAMPSHIRE			
	COOS	11,700	11,200	95
	GRAFTON	15,200	13,800	91
	SULLIVAN	9,300	8,400	91

	NEW YORK			
	CLINTON	21,600	20,900	97
	ESSEX	10,700	10,200	95
	FRANKLIN	13,300	12,400	93

	VERMONT			
	ADDISON	5,400	5,000	92
	CALEDONIA	6,900	6,400	94
	CHITTENDEN	21,900	20,800	95
	ESSEX	1,700	1,600	95
	FRANKLIN	8,300	8,000	97
	GRAND ISLE	800	800	98
	LAMOILLE	3,000	2,900	95
	ORANGE	4,400	4,100	92
	URLEANS	5,700	5,400	95
	RUTLAND	13,800	12,800	93
	WASHINGTON	12,600	11,900	95
	WINDSOR	13,000	11,900	92

25-50 O/O	NEW YORK			
	WASHINGTON	14,800	14,100	95

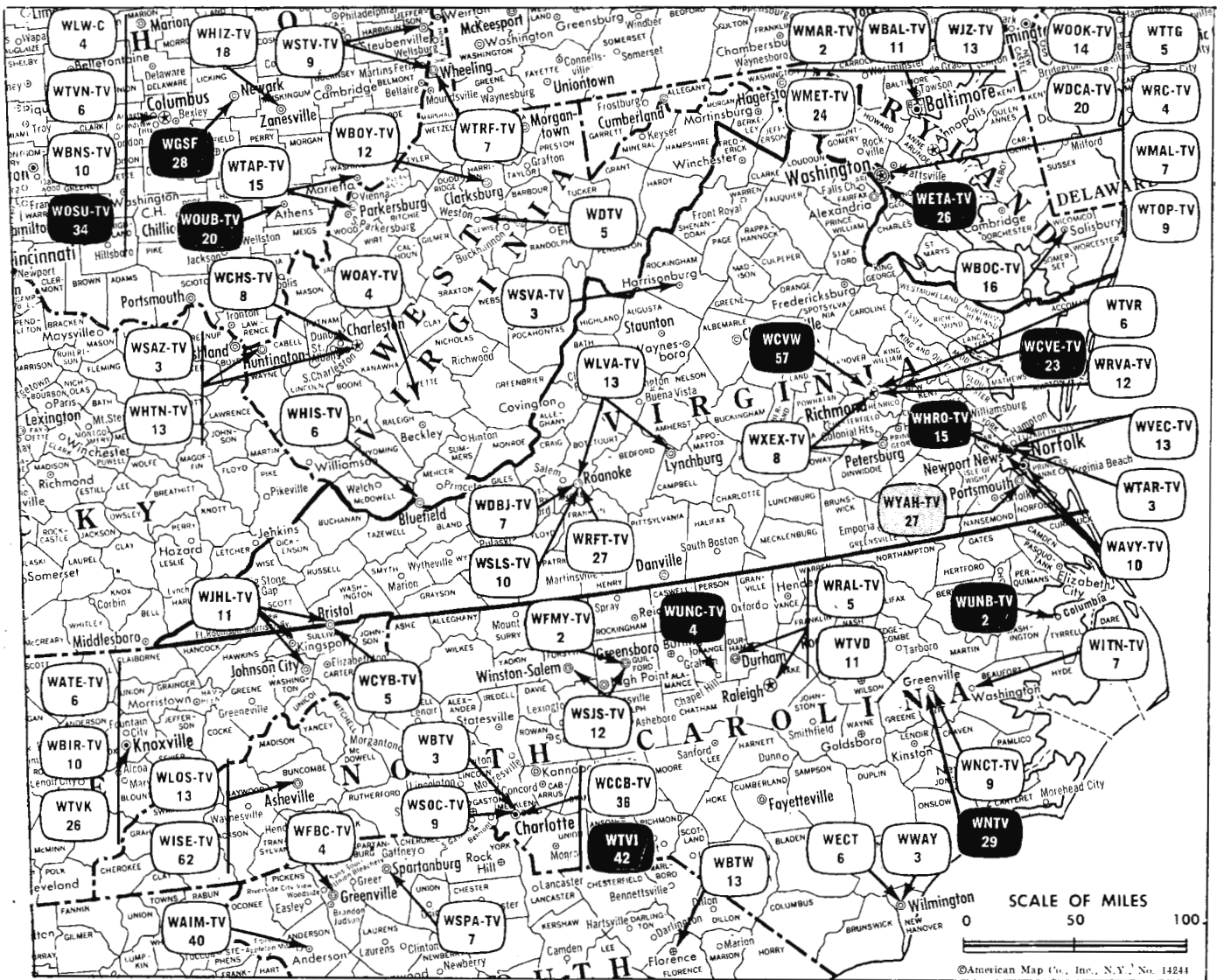
5-24 O/O	NEW YORK			
	HAMILTON	1,400	1,300	92
	ST LAWRENCE	32,600	31,000	95
	WARREN	15,100	14,200	94

STATION TOTALS		243,200	229,100	94
----------------	--	---------	---------	----

NET WEEKLY CIRCULATION (MARCH 1966)	159,500
AVERAGE DAILY CIRCULATION (MARCH 1966)	130,400

(Station also received in Canadian markets)

Virginia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Norfolk-Portsmouth- Newport News-Hampton	343,500	54	445,300	68	410,400	69
Roanoke	298,500	64	618,300	47	567,900	49
Richmond	292,000	67	518,300	57	474,500	60
Bristol-Johnson City	179,400	102	362,200	90	321,200	93
Harrisonburg	75,300	167	200,000	136	182,000	137

For Other State Data, see next page.

Virginia Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	11	1	12
◐ Non-commercial TV Stations	0	1	1
● Educational Television Stations	0	2	2
			15

WYAH-TV
Portsmouth, Va.
 Ch. 27

Non-Commercial Station

Network Service: None, operated as non-commercial religious outlet
 Grantee: Christian Broadcasting Network Inc., 1318 Spratley St., Box 111.

Studio: 1318 Spratley St.

Transmitter: 1318 Spratley St.

Telephone: 393-6001.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 17.4-kw visual, 9.3-kw aural. Antenna: 380-ft. above av. terrain, 410-ft. above ground, 415-ft. above sea level.

Latitude	36°	50'	40"
Longitude	76°	18'	57"

Requests change to 175-kw visual, 31-kw aural. BPCT—3855.

News Wire Service: AP.

FM Affiliate: WXRI, Norfolk, 50-kw, 105.3 mc (No. 287), 340-ft. antenna height.

Ownership: Non-stock corporation. M. G. Robertson, pres. & treas.

Began Operation: Oct. 1, 1961.

Personnel:

M. G. ROBERTSON, president & general manager.

JAY ARLAN, station manager.

W. T. GREGORY JR., chief engineer.

WILLIAM GARTHWAITE, production manager & film buyer.

Rates: Rates for religious broadcasters on request.

State Educational Technical Facilities
 (Complete Data in Educational Directory)

WHRO-TV
Hampton-Norfolk

Ch. 15

Non-Commercial Educational Station

Licensee: Hampton Roads Educational TV Assn., c/o W. E. Campbell, 402 E. Charlotte St., Norfolk (23510).

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 480-ft. above av. terrain, 503-ft. above ground, 513-ft. above sea level.

Latitude	37°	02'	20"
Longitude	76°	18'	30"

WCVE-TV
Richmond

Ch. 23

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Richmond (23235).

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 975.2-kw max. and 510-kw horizontal visual, 123-kw aural. Antenna: 771-ft. above av. terrain, 695-ft. above ground, 1045-ft. above sea level.

Latitude	37°	30'	46"
Longitude	77°	36'	06"

(Continued in next column)

Virginia

WCVW
Richmond
 Ch. 57

Non-Commercial Educational Station

Grantee: Central Virginia Educational TV Corp., Box 3237, Richmond (23235).

Technical Facilities: Channel No. 54 (728-734 mc). Authorized power: 1120-kw max. and 513-kw horizontal visual, 219-kw max. and 102-kw horizontal aural. Antenna: 650-ft. above av. terrain, 695-ft. above ground, 1045-ft. above sea level.

Latitude	37°	30'	46.6"
Longitude	77°	36'	06.6"

State Cross Reference List
 Communities That Receive Programs of
 Stations That Are Located Elsewhere

WJHL-TV

Bristol

(See Johnson City, Tenn.)

WVEC-TV

Hampton

(See Norfolk, Va.)

WSLS-TV

Lynchburg

(See Roanoke, Va.)

WXEX-TV

Petersburg

(See Richmond, Va.)

WLVA-TV

Roanoke

(See Lynchburg, Va.)

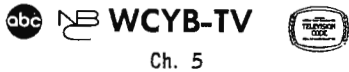
Every Monday morning

a Lawyer

reads Television Digest.

Why? See page 803-b

Virginia—Bristol-Kingsport & Johnson City, Tennessee



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 85.1-kw visual, 17-kw aural. Antenna: 2220-ft. above av. terrain, 125.5-ft. above ground, 4360-ft. above sea level.

Latitude 36° 26' 57"
Longitude 82° 06' 31"

Transmitter: Rye Patch Knob, Cherokee National Forest.

Studio: 516 Cumberland St.

TV tape: Recording facilities.

AM Affiliate: WCYB, 10-kw, 690 kc (ABC).

Color: Network live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WCYB-TV Ref: FCC File No. BMPCT-4520 Granted 3/12/67

©American Map Co., Inc., N.Y., No. 14244

WCYB-TV

Network Service: NBC, ABC.

Licensee: Appalachian Bcstg. Corp., Cumberland St. (24201).

Telephone: 703-669-4161. TWX No.: 703-669-4313.

Ownership: Robert H. Smith, pres., 25%; J. Fey Rogers, v.p., 25%; Charles M. Gore, secy., 25%; Harry M. Daniel, v.p., 25%.

Began Operation: Aug. 13, 1956.

Represented (sales) by The Meeker Co. Inc.; James S. Ayers Co. Inc. (South).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

ROBERT H. SMITH, president, gen. mgr. & film buyer.
J. FEY ROGERS, v.p. & sales manager.
WALTER CROCKETT, news editor.
JIM EVANS, production manager.
RUSSELL ROBINSON, chief engineer.
CHARLES LINEBERGER, program operations manager.

DIGEST OF RATE CARD NO. 5—(May 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min.* 20 Sec.* 8 Sec.*

Class AA—6:30-10 p.m., daily.

\$500.00 \$300.00 \$200.00 \$150.00 \$120.00 \$105.00 \$60.00

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$575 (NBC), \$575 (ABC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	TENNESSEE			
	CARTER	11,900	10,600	89
	GREENE	12,700	11,200	88
	HAMBLÉN	11,400	10,000	88
	HAWKINS	8,700	7,300	84
	JOHNSON	2,700	2,300	84
	SULLIVAN	36,900	34,300	93
	UNICOI	4,400	3,800	87
	WASHINGTON	19,200	17,800	92
	VIRGINIA			
	BUCHANAN	8,700	7,300	84
	DICKENSON	4,400	3,900	89
	LEE	5,600	4,700	84
	RUSSELL	6,700	5,800	87
	SCOTT	6,600	5,600	84
	SMYTH	8,500	7,800	92
	WASHINGTON	16,100	14,800	92
	WISE	11,900	10,400	88
25-50 O/O	KENTUCKY			
	HARLAN	10,700	8,800	82
	NORTH CAROLINA			
	ALLEGHANY	2,000	1,800	86
	ASHE	4,900	4,200	85
	WATAUGA	4,500	4,000	88
	YANCEY	3,300	2,700	81
	TENNESSEE			
	COCKE	6,700	5,600	83
	HANCOCK	1,700	1,300	80

(Continued on page 743-b)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KENTUCKY			
	LESLIE	1,700	1,000	61
	LETCHER	6,100	4,600	76
	PERRY	6,800	5,000	74
	NORTH CAROLINA			
	AVERY	2,900	2,400	85

STATION TOTALS	368,200	321,200	87
NET WEEKLY CIRCULATION (MARCH 1966)		179,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		127,600	

Virginia—Harrisonburg



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 8.32-kw visual, 1.66-kw aural (maximum power permitted by FCC, 100-kw equivalent for antenna height). Antenna: 2130-ft. above av. terrain, 349-ft. above ground, 3304-ft. above sea level.

Latitude 38° 36' 05"
Longitude 78° 37' 57"

Transmitter: Big Mt., Endless Caverns, New Market, Va.

Studio: Rawley Pike.

AM Affiliate: WWSA, 5-kw (1-kw night), 550 kc (NBC).

FM Affiliate: WWSA-FM, 7.2-kw, 100.7 mc (No. 264), 345-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP.

Total Households: © SRDS

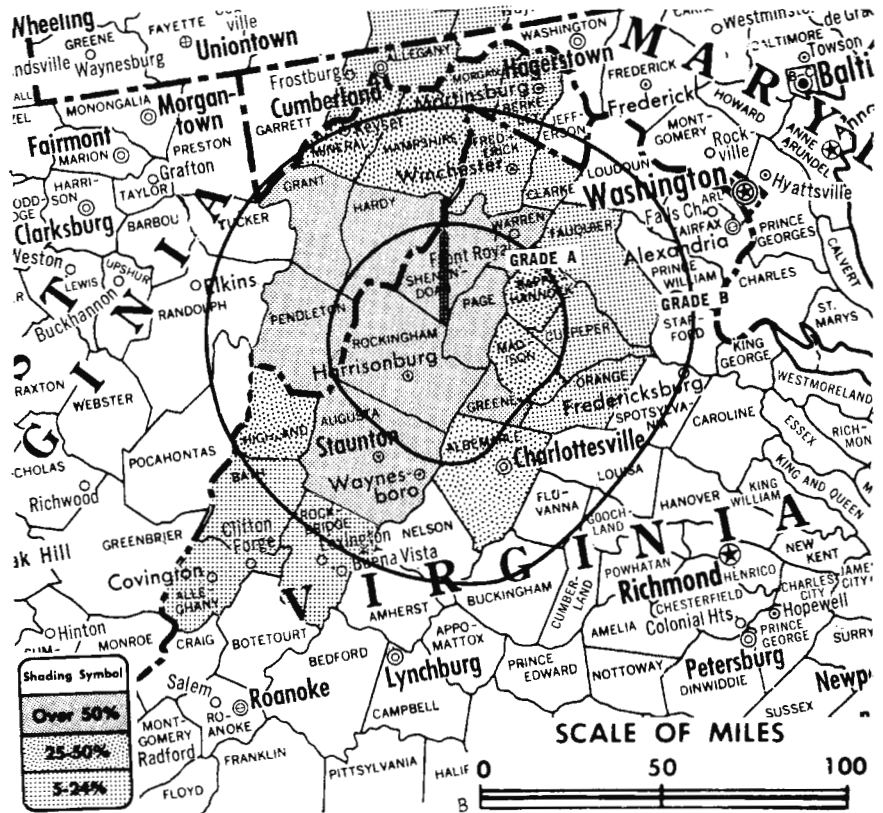
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WWSA-TV Ref: FCC File No. BMPCT-1171 Granted 7/28/58

©American Map Co., Inc., N.Y., No. 14244

WWSA-TV

Network Service: NBC, ABC, CBS.

Licensee: Gilmore Broadcasting Corp. of Va., Rawley Pike (22801).

Telephone: 703-434-4431.

TWX No.: 703-434-6345.

Ownership: See KODE-TV, Joplin, Mo.

Began Operation: Oct. 9, 1953. Sale to Gilmore Bcstg. by Evening Star and Hamilton Shea approved Aug. 9, 1965 by FCC (Television Digest, Vol. 5:23, 33). Previous sale of 50% by Transcontinent Corp. and 1% by Hamilton Shea to the Evening Star Broadcasting Co. approved Sept. 23, 1959 by FCC (Television Digest, Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Allman approved May 29, 1956 by FCC (Vol. 12:15, 22).

Represented (sales) by Eastman TV Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Jansky & Bailey.

Personnel:

J. S. GILMORE JR., president.
HAMILTON SHEA, exec. vice president.
J. HARRY ABBOTT, general manager.
ALVIN MULLENAX, asst. gen. mgr., marketing.
ROBERT E. LEE, asst. gen. mgr., station operations.
JOHN T. McNAMARA, national sales manager.
ROBERT MacNEIL, director, program operations.
LOUIS E. FARRAYE, manager, promotion affairs.
JIM MacNEIL, manager, public affairs.
FRAN ROLLER, women's director.

DIGEST OF RATE CARD NO. 10—(Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-10 p.m., daily.
\$310.00 \$210.00 \$150.00 \$100.00 \$70.00* \$70.00* \$40.00*

*Class A—6-10 p.m., Mon.-Fri.; 7-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$300 (CBS), \$300 (ABC), \$300 (NBC)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	VIRGINIA			
0/0	AUGUSTA	23,100	21,200	92
	GREENE	1,200	900	76
	PAGE	4,700	4,500	96
	ROCKINGHAM	16,300	15,000	92
	SHENANDOAH	7,000	6,500	93
	WARREN	4,400	4,000	89
	WEST VIRGINIA			
	GRANT	2,200	1,700	81
	HARDY	2,300	1,700	78
	PENDELTON	1,800	1,500	84
25-50	VIRGINIA			
0/0	ALBEMARLE	19,900	17,400	87
	HIGHLAND	500	500	90
	MADISON	2,300	1,900	85
	RAPPAHANNOCK	1,300	1,100	88
	WEST VIRGINIA			
	HAMPSHIRE	3,000	2,600	85
	MINERAL	6,400	5,700	91
5-24	MARYLAND			
0/0	ALLEGANY	25,800	24,200	94
	PENNSYLVANIA			
	BEDFORD	12,200	11,300	93
	FULTON	2,900	2,600	88

(Continued on page 743-b)

STATION TOTALS	200,000	182,000	91
NET WEEKLY CIRCULATION (MARCH 1966)			75,300
AVERAGE DAILY CIRCULATION (MARCH 1966)			49,600

Virginia—Norfolk



WTAR-TV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 56"
Longitude 76° 28' 00"

Transmitter: Old Suffolk Rd. near Driver, Va.

TV tape: Recording facilities.

AM Affiliate: WTAR, 5-kw, 790 kc (CBS).

FM Affiliate: WTAR-FM, 15-kw, 95.7 mc (No. 239), 881-ft. antenna.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS

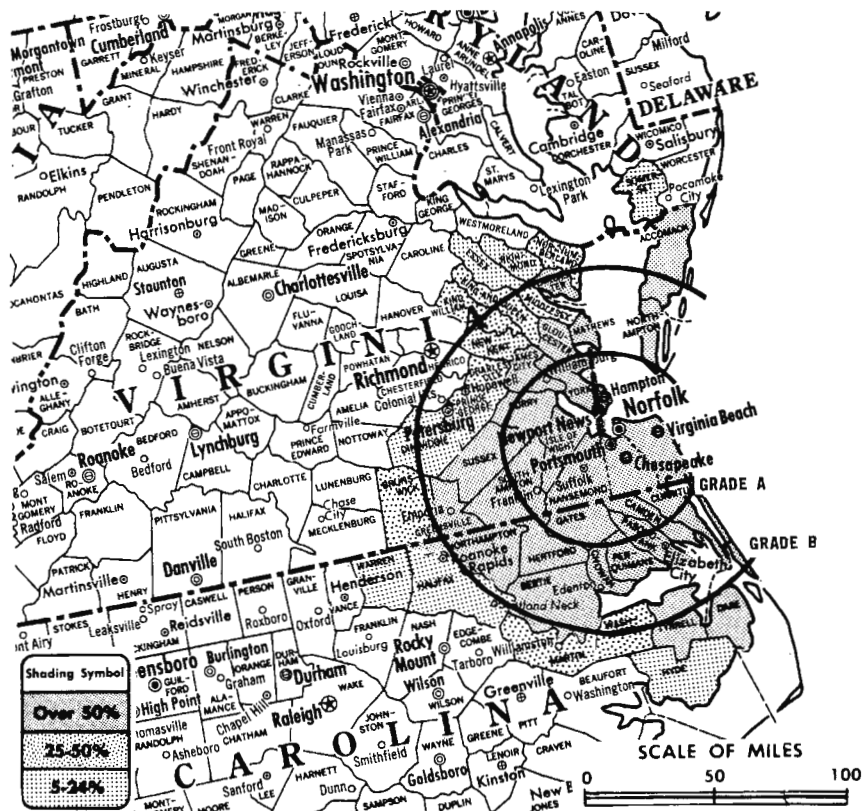
Consumer Market Data as of 1/1/67.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WTAR-TV Ref: FCC File No. BMPCT-1051 Granted 4/7/53

©American Map Co., Inc., N.Y., No. 14244

WTAR-TV

Licensee: WTAR Radio-TV Corp., 720 Boush St. (23510).

Studio: 720 Boush St.

Telephone: 703-625-6711. TWX No.: 703-625-8148.

Ownership: WTAR Radio-TV Corp. Subsidiary of Landmark Communications Inc. It also owns WFMY-TV, Greensboro, N.C. and Greensboro News & Record.

Began Operation: April 2, 1950.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

- ROBERT M. LAMBE, president & general manager.
- RICHARD D. ROBERTS, assistant to president.
- RONALD W. PHILIPS, general sales manager.
- HAROLD SOLDINGER, v.p. & assistant general manager.
- KARL R. NELSON, national sales manager.
- JOSEPH C. PERKINS, program director.
- JAMES W. EVANS, dir. advertising & promotion.
- JOHN GRIFFIN, news director.
- JOEL F. CARLSON, manager of public affairs & news.
- RICHARD L. LINDELL, chief engineer.
- HARRY NICHOLAS, film director.

DIGEST OF RATE CARD NO. 2—(June 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.

Class AAA—8-10 p.m., daily.
\$1000.00 \$600.00 \$420.00 \$320.00 \$260.00 Graded rates apply*

*Highest rate: \$408.

NETWORK BASE HOURLY RATE: \$1050.

For Color Set Penetration by Markets

see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	BERTIE	5,500	4,600	84
	CAMDEN	1,500	1,400	93
	CHOWAN	2,800	2,500	90
	CURRITUCK	1,900	1,600	85
	DARE	1,900	1,600	84
	GATES	2,200	1,800	85
	HERTFORD	5,700	5,100	90
	NORTHAMPTON	6,100	5,200	85
	PASQUOTANK	7,300	6,600	91
	PERQUIMANS	2,400	2,200	91
	TYRRELL	900	800	85
	VIRGINIA			
	ACCOMACK	9,500	8,100	85
	CHESAPEAKE	152,900	144,300	94
	GLOUCESTER	4,000	3,700	92
	GREENSVILLE	4,200	3,700	88
	HMPT-NPT NWS	66,300	63,200	95
	ISL OF WIGHT	5,000	4,600	91
	JAMES CITY	5,100	4,700	92
	LANCASTER	2,900	2,600	89
	MATHEWS	2,400	2,100	89
	NANSEMOND	13,500	12,000	89
	NORTHAMPTON	5,100	4,500	88
	SOUTHAMPTON	7,200	6,300	88
	SURRY	1,600	1,400	87
	SUSSEX	3,000	2,500	83
	VIRGINIA BCH	35,200	33,700	96
	YORK	7,700	7,300	94
25-50 O/O	NORTH CAROLINA			
	MARTIN	6,500	5,900	91
	WASHINGTON	3,500	3,100	89

(Continued on page 743-b)

STATION TOTALS	445,300	410,400	92
NET WEEKLY CIRCULATION (MARCH 1966)		343,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)		270,100	

Virginia—Hampton-Norfolk



WVEC-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 245-kw visual, 24.5-kw aural. Antenna: 980-ft. above av. terrain, 1028-ft. above ground, 1049-ft. above sea level.

Latitude 36° 49' 00"
Longitude 76° 28' 05"

Transmitter: Old Suffolk Rd., 0.2-mi. SSE of Shoulders Hill, Va.

TV tape: Recording facilities.

AM Affiliate: WVEC, 1-kw, 1490 kc (ABC).

FM Affiliate: See below.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS

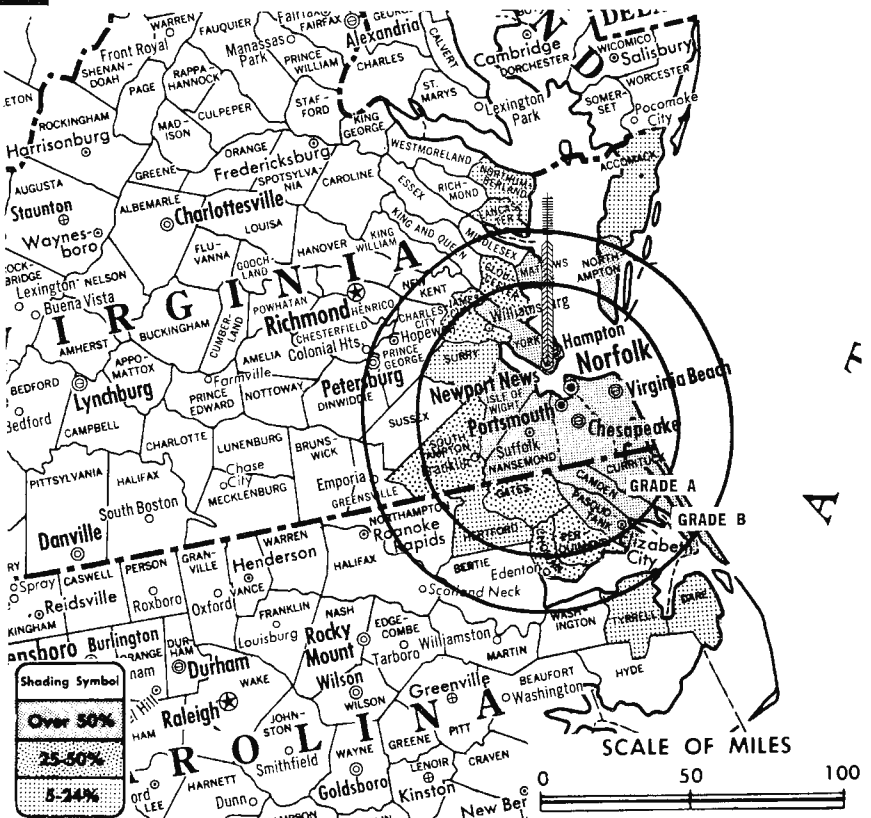
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WVEC-TV Ref: FCC File No. BPCT-3279 Granted 7/29/64

©American Map Co., Inc., N.Y., No. 14244

WVEC-TV

Licensee: Peninsula Bcstg. Corp., Box 481, Hampton (23369).

Studios: 110 Third St., Norfolk (23510); 1930 E. Pembroke Ave., Hampton (23364).

Telephones: 703-625-0553, Norfolk; 703-722-6331, Hampton.

TWX No.: 703-722-2960.

FM Affiliate: 28-kw, 101.3 mc (ABC).

Ownership: Thomas P. Chisman, pres., 17.7%; Harrol A. Brauer Jr., v.p. 8.6%; Charles F. Tucker, trustee for James E. Swafford, 10.2%; J. W. Chisman, secy.-treas., 16.5%; other stockholders, none with more than 4.1%.

Began Operation: Aug. 15, 1953 on Ch. 15. Nov. 13, 1959 it switched to Ch. 13.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

THOMAS P. CHISMAN, president, gen. mgr. & film buyer.

HARROL A. BRAUER JR., v.p. sales.

L. W. KLIEWER, v.p. operations.

CHARLES L. COKER, 2nd v.p., sales.

LINDSAY TUCKER, operations manager.

GIL MacLEOD, news director.

FRANK HANNAH, graphics director.

JAMES O. GRAY, merchandise & promotion director.

DIGEST OF RATE CARD NO. A13

(April 10, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$850.00	\$510.00	\$300.00	\$220.00	\$175.00	\$175.00 \$90.00

NETWORK BASE HOURLY RATE: \$850.

For Virginia CATV Systems
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	CAMDEN	1,500	1,400	93
	CURRITUCK	1,900	1,600	85
	PASQUOTANK	7,300	6,600	91
	VIRGINIA			
	CHESAPEAKE	152,900	144,300	94
	HMPT-NPT NWS	66,300	63,200	95
	ISL OF WIGHT	5,000	4,600	91
	MATHEWS	2,400	2,100	89
	NANSEMOND	13,500	12,000	89
	NORTHAMPTON	5,100	4,500	88
	VIRGINIA BCH	35,200	33,700	96
	YORK	7,700	7,300	94
25-50 O/O	NORTH CAROLINA			
	CHOWAN	2,800	2,500	90
	GATES	2,200	1,800	85
	PERQUIMANS	2,400	2,200	91
	VIRGINIA			
	GLOUCESTER	4,000	3,700	92
	JAMES CITY	5,100	4,700	92
	SOUTHAMPTON	7,200	6,300	88
5-24 O/O	NORTH CAROLINA			
	DARE	1,900	1,600	84
	HERTFORD	5,700	5,100	90
	TYRRELL	900	800	85
	VIRGINIA			
	ACCOMACK	9,500	8,100	85
	LANCASTER	2,900	2,600	89
	NORTHUMBRLND	3,000	2,700	90
	SURRY	1,600	1,400	87
STATION TOTALS		348,000	324,800	93
NET WEEKLY CIRCULATION (MARCH 1966)			305,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			231,700	

Virginia—Portsmouth-Norfolk-Newport News



WAVY-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 48.8-kw aural. Antenna: 990-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level.

Latitude 36° 49' 14"
Longitude 76° 30' 41"

Transmitter: Kings Hwy., Driver, Va.
TV tape: Recording facilities.

Studio: 801 Middle St.

AM Affiliate: WAVY, 5-kw, 1350 kc.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WAVY-TV Ref: FCC File No. BPCT-1780 Granted 5/29/58

©American Map Co., Inc., N.Y., No. 14244

WAVY-TV

Licensee: Tidewater Teleradio Inc., 801 Middle St., Portsmouth (23705); P.O. Box 1600, Norfolk, Va. (23501).

Telephones: 703-627-2345, Norfolk; 703-393-7331, Portsmouth; 703-245-3888, Newport News.

TWX No.: 710-882-3271.

Ownership: More than 50 stockholders; Hunter C. Phelan, 10.4%; no others with as much as 10%. Officers: J. Glen Taylor, pres. & gen. mgr., 9%; George T. McLean, v.p., 8%; Richard B. Spindle III, secy., less than 1%; Clifford A. Frohnhoefer, treas.

Began Operation: Sept. 1, 1957.

Represented (sales) by H-R Television Inc.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

J. GLEN TAYLOR, president & general manager.
CLIFFORD FROHNHOEFER, treasurer, controller & asst. secy.
E. J. HENNESSY, v.p., TV sales.
ED BONHAM, local sales manager.
J. T. GOSWICK, national sales coordinator.
A. R. VAN CANTFORT, program manager & film buyer.
DICK PAUL, promotion-publicity, merchandising director.
LLOYD DOBYNS, news director.
ANDREW JACKSON, chief engineer.

DIGEST OF RATE CARD NO. 6

(Feb. 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$850.00 \$510.00 \$340.00 \$210.00 \$200.00 \$180.00 \$90.00

NETWORK BASE HOURLY RATE: \$900.

For Index to Contents
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	CAMDEN	1,500	1,400	93
	CHOWAN	2,800	2,500	90
	CURRITUCK	1,900	1,600	85
	DARE	1,900	1,600	84
	GATES	2,200	1,800	85
	HERTFORD	5,700	5,100	90
	NORTHAMPTON	6,100	5,200	85
	PASQUOTANK	7,300	6,600	91
	PERQUIMANS	2,400	2,200	91
	TYRRELL	900	800	85
	VIRGINIA			
	ACCOMACK	9,500	8,100	85
	CHESAPEAKE	152,900	144,300	94
	GLOUCESTER	4,000	3,700	92
	HMPT-NPT NWS	66,300	63,200	95
	ISL OF WIGHT	5,000	4,600	91
	JAMES CITY	5,100	4,700	92
	MATHEWS	2,400	2,100	89
	NANSEMOND	13,500	12,000	89
	NORTHAMPTON	5,100	4,500	88
	SOUTHAMPTON	7,200	6,300	88
	SURRY	1,600	1,400	87
	VIRGINIA BCH	35,200	33,700	96
	YORK	7,700	7,300	94
25-50 O/O	NORTH CAROLINA			
	BERTIE	5,500	4,600	84
	VIRGINIA			
	LANCASTER	2,900	2,600	89
	SUSSEX	3,000	2,500	83

(Continued on next page)

STATION TOTALS	431,900	398,900	92
NET WEEKLY CIRCULATION (MARCH 1966)			325,800
AVERAGE DAILY CIRCULATION (MARCH 1966)			218,600

WCYB-TV, Bristol
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	VIRGINIA TAZEWELL	11,800	10,700	91
5-24 0/0	KENTUCKY			
	BELL	7,400	6,100	83
	JOHNSON	4,800	4,000	84
	KNOTT	3,500	2,500	69
	KNOX	5,800	4,400	76
	LEE	1,700	1,100	64
	PIKE	15,300	12,800	84
	NORTH CAROLINA			
	BURKE	15,000	14,000	93
	HAYWOOD	12,000	10,800	90
	MITCHELL	3,600	3,200	88
	WILKES	12,300	11,100	90
	YADKIN	6,700	6,100	91
	TENNESSEE			
	CLAIBORNE	4,200	3,200	78
	GRAINGER	3,400	2,700	80
	JEFFERSON	6,500	5,800	89
	VIRGINIA			
	BLAND	1,500	1,200	80
	GRAYSON	7,000	6,200	89
	WEST VIRGINIA			
	RALEIGH	18,000	16,300	91

WSVA-TV, Harrisonburg
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	VIRGINIA			
	ALLEGHANY	8,800	8,200	93
	BATH	1,300	1,200	90
	CLARKE	2,500	2,400	94
	CULPEPER	4,600	4,300	92
	FAUQUIER	7,200	6,600	91
	FREDERICK	12,500	11,600	93
	ORANGE	3,900	3,300	86
	ROCKBRIDGE	8,800	7,900	90
	WEST VIRGINIA			
	BERKELEY	10,500	9,900	94
	MORGAN	2,600	2,300	91

Virginia

WTAR-TV, Norfolk
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	VIRGINIA			
	BRUNSWICK	4,100	3,500	86
	CHARLES CITY	1,300	1,100	83
	KING + QUEEN	1,500	1,300	84
	KING WILLIAM	2,000	1,900	92
	MIDDLESEX	1,900	1,700	89
	NORTHUMBRLND	3,000	2,700	90
5-24 0/0	MARYLAND			
	SOMERSET	5,500	4,800	88
	NORTH CAROLINA			
	HALIFAX	14,700	12,600	86
	HYDE	1,200	1,000	80
	WARREN	4,000	3,400	85
	VIRGINIA			
	DINWIDDIE	16,800	15,100	90
	ESSEX	1,800	1,500	86
	NEW KENT	1,100	1,000	90
	PRINCE GEORG	10,800	10,100	94
	RICHMOND	1,800	1,600	89

WAVY-TV, Norfolk
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	MARYLAND			
	SOMERSET	5,500	4,800	88
	WORCESTER	7,300	6,500	88
	NORTH CAROLINA			
	HALIFAX	14,700	12,600	86
	WASHINGTON	3,500	3,100	89
	VIRGINIA			
	DINWIDDIE	16,800	15,100	90
	GREENSVILLE	4,200	3,700	88
	KING + QUEEN	1,500	1,300	84
	KING WILLIAM	2,000	1,900	92
	MIDDLESEX	1,900	1,700	89
	NEW KENT	1,100	1,000	90
	NORTHUMBRLND	3,000	2,700	90
	PRINCE GEORG	10,800	10,100	94

Virginia—Richmond



WRVA-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level.

Latitude 37° 30' 22.5"
Longitude 77° 30' 11.95"

Transmitter: 5710 Midlothian Pike.

TV tape: Recording facilities.

Color: Network, film & slide.

AM Affiliate: WRVA, 50-kw, 1140 kc (NBC).

FM Affiliate: WRVA-FM, 200-kw, 94.5 mc.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS

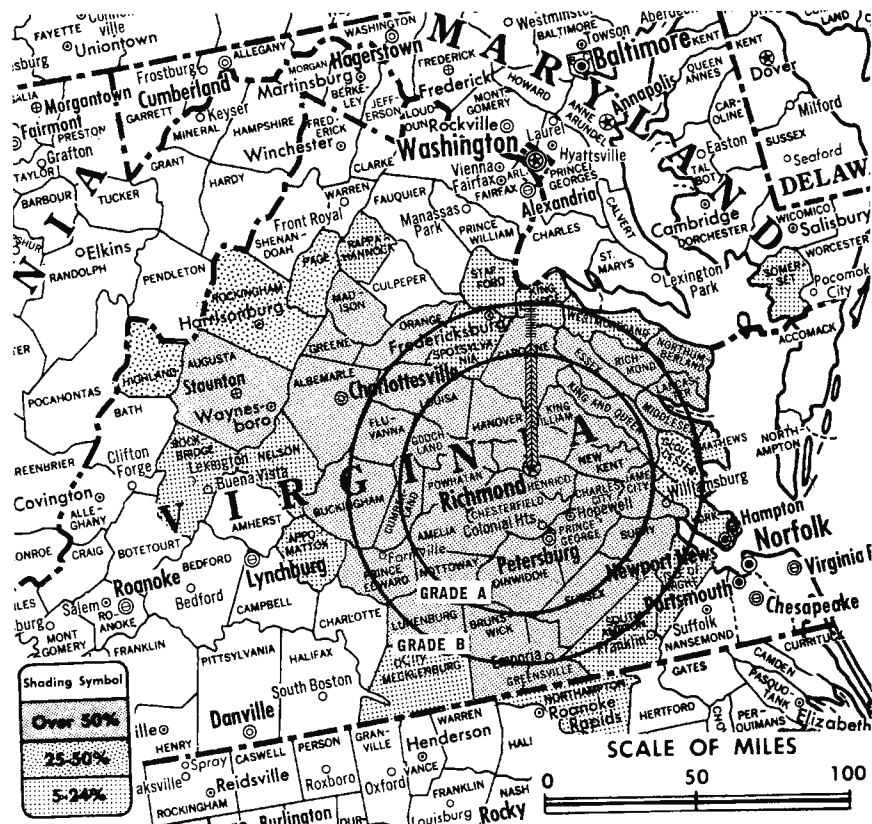
Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WRVA-TV Ref: FCC File No. BPCT-1622 Granted 11/30/55

©American Map Co., Inc., N.Y., No. 14244

WRVA-TV

Licensee: Richmond Television Corp., 5710 Midlothian Pike, P.O. Box 2370 (23218).

Studio & Offices: 5710 Midlothian Pike, Box 2370.

Telephone: 703-233-5461. TWX No.: 703-232-7021.

Ownership: Larus & Brother Co. Inc., 95.52%; 15 other stockholders, none with more than 2%. Officers: W. Brooks George, chairman of the board; William R. Preston, pres.; Barron Howard, v.p.; Samuel S. Carey, v.p.; James D. Clark Jr., v.p.; Raymond Warren, secy.; W. H. Goodwyn, treas.

Began Operation: April 29, 1956.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Paul Godley Co.

Personnel:

BARRON HOWARD, special assistant to president.
SAMUEL S. CAREY, general manager.
JAMES D. CLARK JR., sales manager.
BILL CHRISTIAN, local sales manager.
PEG SINCLAIR, promotion manager.
DOUGLAS FREEMAN, operations manager.
CAROLINE BIDWELL, traffic manager.
S. T. TERRY JR., chief engineer.

DIGEST OF RATE CARD NO. A15—(April 29, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-10 p.m., daily.

\$750.00 \$450.00 \$300.00 \$225.00 \$170.00 \$150.00 \$75.00

NETWORK BASE HOURLY RATE: \$750.

For Virginia Translator Stations

See Directory In Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER VIRGINIA				50 O/O
	ALBEMARLE	19,900	17,400	87
	AMELIA	2,000	1,600	82
	AUGUSTA	23,100	21,200	92
	BRUNSWICK	4,100	3,500	86
	BUCKINGHAM	2,500	2,100	84
	CAROLINE	3,200	2,800	89
	CHARLES CITY	1,300	1,100	83
	CHESTERFIELD	28,800	27,700	96
	CUMBERLAND	1,500	1,200	83
	DINWIDDIE	16,800	15,100	90
	ESSEX	1,800	1,500	86
	FLUVANNA	1,900	1,600	87
	GOOCHLAND	2,200	1,900	88
	GREENE	1,200	900	76
	GREENSVILLE	4,200	3,700	88
	HANDOVER	8,500	7,700	90
	HENRICO	112,500	105,900	94
	JAMES CITY	5,100	4,700	92
	KING + QUEEN	1,500	1,300	84
	KING WILLIAM	2,000	1,900	92
	LANCASTER	2,900	2,600	89
	LOUISA	3,600	3,100	84
	LUNENBURG	3,300	2,900	89
	MADISON	2,300	1,900	85
	MIDDLESEX	1,900	1,700	89
	NEW KENT	1,100	1,000	90
	NORTHUMBRLND	3,000	2,700	90
	NOTTOWAY	4,300	3,900	90
	ORANGE	3,900	3,300	86
	POWHATAN	1,700	1,500	90
	PRINCE EDWRD	3,600	3,100	88
	PRINCE GEORG	10,800	10,100	94
	RICHMOND	1,800	1,600	89
	SURRY	1,600	1,400	87
	SUSSEX	3,000	2,500	83

(Continued on page 747-b)

STATION TOTALS	396,200	361,200	91
NET WEEKLY CIRCULATION (MARCH 1966)			255,200
AVERAGE DAILY CIRCULATION (MARCH 1966)			168,400

Virginia—Richmond



WTVR-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level.

Latitude 37° 34' 00"
Longitude 77° 28' 36"

Transmitter: Tilden St. & Cutshaw Ave.

TV tape: Recording facilities.

AM Affiliate: WTVR, 5-kw, 1380 kc (ABC).

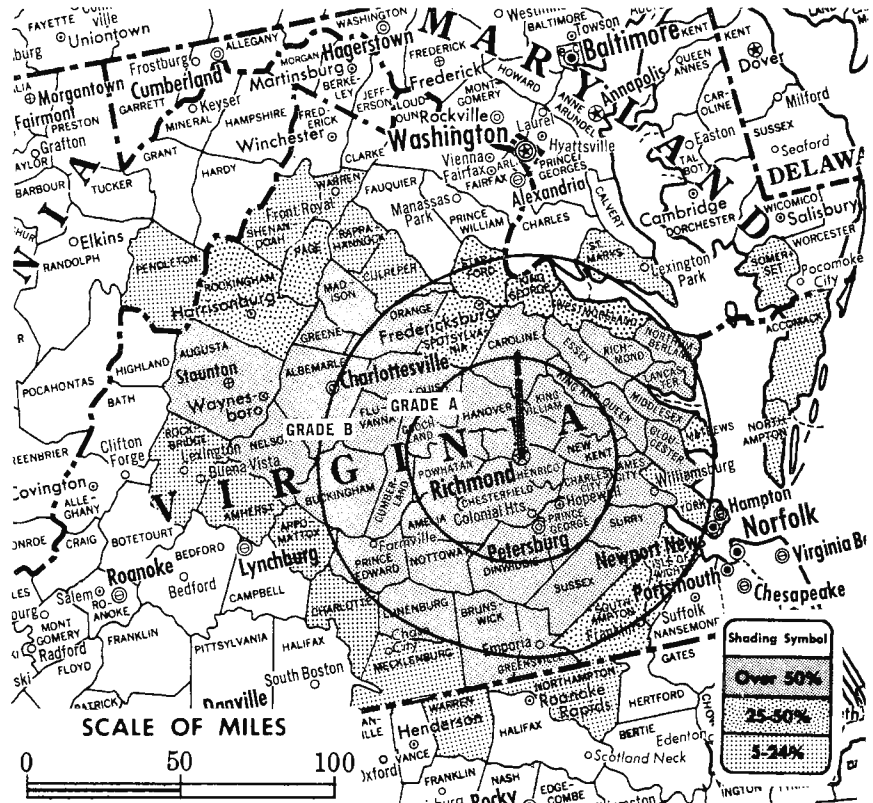
FM Affiliate: WTVR-FM, 50-kw, 98.1 mc (No. 251), 844-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTVR-TV Ref: FCC File No. BMPCT-882 Granted 12/12/52

© American Map Co., Inc., N.Y., No. 14244

WTVR-TV

Licensee: Roy H. Park Bcstg. of Va. Inc., P.O. Box 11064 (23230).

Studio: 3301 W. Broad St. (23230).

Telephone: 703-355-8611.

TWX No.: 710-956-0178.

Ownership: Park Bcstg., for other interests see WNCT-TV, Greenville, N.C.

Began Operation: April 15, 1948. Sale to Park Bcstg. by Wilbur M. Havens approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:42).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by John H. Midlen.

Represented (engineering) by James C. McNary.

Personnel:

EDWARD J. FRECH, executive vice president & general manager.
W. A. BOWRY, assistant manager.
GERALDINE BRUMSEY, local sales service.
JOHN V. SHAND, program director.
G. C. RIANHARD JR., film director.
JOHN KELLOG, director of continuity.
W. J. FILER, promotion and merchandise dept.
WILLIAM KEMPLE, coordinator of national sales.
JAMES W. KYLE, chief engineer.

DIGEST OF RATE CARD NO. 4 (July 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	ID
Class AA	7:30-11 p.m., daily.					
	\$525.00*				\$190.00	\$95.00

*Quotation for time in excess of or under 30 minutes upon request.

NETWORK BASE HOURLY RATE: \$750.00.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
------------------	----------------	------------------	----------	-----

OVER 50 O/D	VIRGINIA	19,900	17,400	87
	ALBEMARLE	2,000	1,600	82
	AMELIA	23,100	21,200	92
	AUGUSTA	4,100	3,500	86
	BRUNSWICK	2,500	2,100	84
	BUCKINGHAM	3,200	2,800	89
	CAROLINE	1,300	1,100	83
	CHESTERFIELD	28,800	27,700	96
	CUMBERLAND	1,500	1,200	83
	DINWIDDIE	16,800	15,100	90
	ESSEX	1,800	1,500	86
	FLUVANNA	1,900	1,600	87
	GLOUCESTER	4,000	3,700	92
	GOOCHLAND	2,200	1,900	88
	GREENE	1,200	900	76
	GREENSVILLE	4,200	3,700	88
	HANOVER	8,500	7,700	90
	HENRICO	112,500	105,900	94
	JAMES CITY	5,100	4,700	92
	KING + QUEEN	1,500	1,300	84
	KING WILLIAM	2,000	1,900	92
	LANCASTER	2,900	2,600	89
	LOUISA	3,600	3,100	84
	LUNENBURG	3,300	2,900	89
	MADISON	2,300	1,900	85
	MIDDLESEX	1,900	1,700	89
	NELSON	3,300	2,800	85
	NEW KENT	1,100	1,000	90
	NORTHUMBRLND	3,000	2,700	90
	NOTTOWAY	4,300	3,900	90

(Continued on page 747-b)

STATION TOTALS	518,300	474,500	92
NET WEEKLY CIRCULATION (MARCH 1966)		292,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)		223,300	

Virginia—Richmond-Petersburg



WXEX-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 940-ft. above av. terrain, 979-ft. above ground, 1049-ft. above sea level.

Latitude 37° 20' 30"
Longitude 77° 18' 19"

Transmitter: Hundred Rd., 12-mi. S of Richmond.

TV tape: Recording facilities.

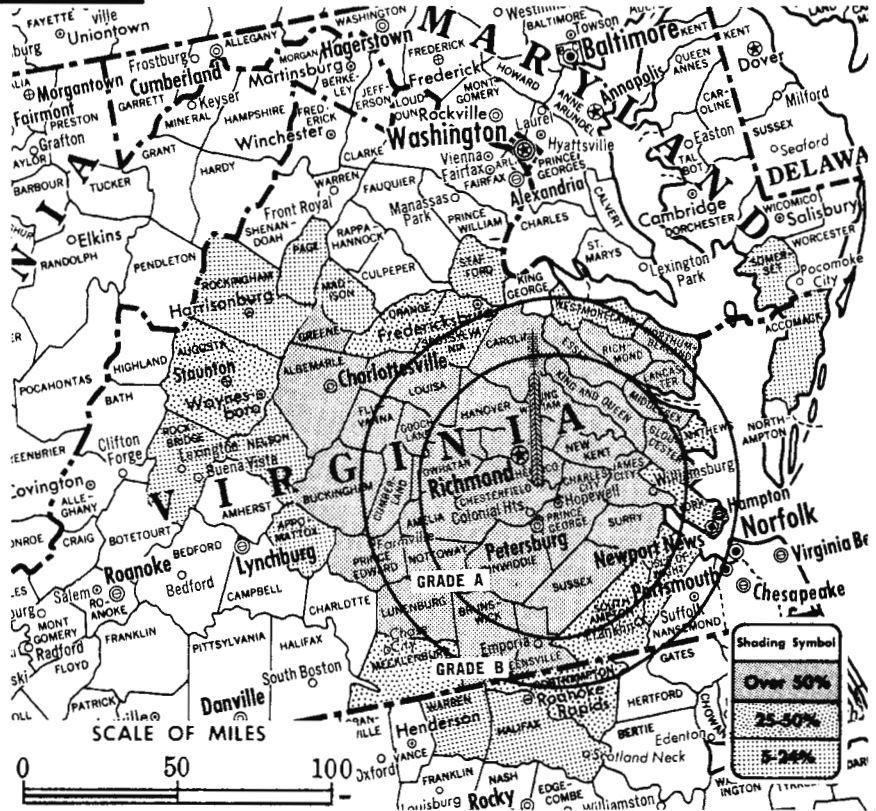
AM Affiliate: WLEE, Richmond, 5-kw, 1480 kc (MBS).

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WXEX-TV Ref: FCC File No. BPC-1772 Granted 9/29/54

© American Map Co., Inc., N.Y., No. 14244

WXEX-TV

Licensee: Petersburg Television Corp., Box 8765, Richmond, Va.
Business Offices: 124 W. Tabb St., Petersburg; 6200 Broad Street Road, Richmond (23226).
Studio: 124 W. Tabb St., Petersburg (23803).
Telephones: 703-733-7876, Petersburg; 703-288-2835, Richmond.
TWX No.: 703-732-0707.
Ownership: Thomas G. Tinsley Jr., pres., 43.5% (held by WLEE, Richmond, which he owns); Irvin G. Abeloff, v.p., 6.51%; 10 other stockholders, none owns more than 3%. Tinsley also owns radio WITH, Baltimore.
Began Operation: Aug. 15, 1955.
Represented (sales) by Eastman TV Inc.; James S. Ayers Co. Inc. (South).
Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.
Represented (engineering) by Jansky & Bailey.
Personnel:
THOMAS G. TINSLEY JR., president.
IRVIN G. ABELOFF, v.p., managing director & film buyer.
LAWRENCE SLON, station manager & sales director.
M. LARRY BLUM, sales manager.
N. NEIL KUVIN, operations manager.
WILLIAM BOWMAN, production manager.
ROGER OTTENBACH, merchandising & promotion manager.
GEORGE McGUIGAN, chief engineer.

DIGEST OF RATE CARD NO. 11
(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$750.00 \$450.00 \$300.00 \$225.00 \$175.00 \$150.00 \$75.00
NETWORK BASE HOURLY RATE: \$750.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	VIRGINIA			
	ALBEMARLE	19,900	17,400	87
	AMELIA	2,000	1,600	82
	BRUNSWICK	4,100	3,500	86
	BUCKINGHAM	2,500	2,100	84
	CAROLINE	3,200	2,800	89
	CHARLES CITY	1,300	1,100	83
	CHESTERFIELD	28,800	27,700	96
	CUMBERLAND	1,500	1,200	83
	DINWIDDIE	16,800	15,100	90
	ESSEX	1,800	1,500	86
	FLUVANNA	1,900	1,600	87
	GLOUCESTER	4,000	3,700	92
	GOOCHLAND	2,200	1,900	88
	GREENE	1,200	900	76
	GREENSVILLE	4,200	3,700	88
	HANOVER	8,500	7,700	90
	HENRICO	112,500	105,900	94
	JAMES CITY	5,100	4,700	92
	KING + QUEEN	1,500	1,300	84
	KING WILLIAM	2,000	1,900	92
	LANCASTER	2,900	2,600	89
	LOUISA	3,600	3,100	84
	LUNENBURG	3,300	2,900	89
	MIDDLESEX	1,900	1,700	89
	NEW KENT	1,100	1,000	90
	NORTHUMBRLND	3,000	2,700	90
	NOTTOWAY	4,300	3,900	90
	POWHATAN	1,700	1,500	90
	PRINCE EDWRD	3,600	3,100	88
	PRINCE GEORG	10,800	10,100	94
	RICHMOND	1,800	1,600	89
	SURRY	1,600	1,400	87
	SUSSEX	3,000	2,500	83

(Continued on next page)

STATION TOTALS	486,800	445,000	91
NET WEEKLY CIRCULATION (MARCH 1966)		262,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		176,700	

WRVA-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50	VIRGINIA			
0/0	GLOUCESTER	4,000	3,700	92
	HIGHLAND	500	500	90
	PAGE	4,700	4,500	96
	ROCKINGHAM	16,300	15,000	92
5-24	MARYLAND			
0/0	SOMERSET	5,500	4,800	88
	NORTH CAROLINA			
	NORTHAMPTON	6,100	5,200	85
	VIRGINIA			
	APPOMATTOX	2,600	2,300	91
	ISL OF WIGHT	5,000	4,600	91
	KING GEORGE	2,100	1,900	92
	MATHEWS	2,400	2,100	89
	MECKLENBURG	8,100	7,000	87
	NELSON	3,300	2,800	85
	RAPPAHANNOCK	1,300	1,100	88
	ROCKBRIDGE	8,800	7,900	90
	SOUTHAMPTON	7,200	6,300	88
	SPOTSYLVANIA	8,600	7,900	92
	STAFFORD	5,700	5,300	93
	WESTMORELAND	3,400	2,900	85
	YORK	7,700	7,300	94

WXEX-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50	NORTH CAROLINA			
0/0	NORTHAMPTON	6,100	5,200	85
	VIRGINIA			
	AUGUSTA	23,100	21,200	92
	ISL OF WIGHT	5,000	4,600	91
	MATHEWS	2,400	2,100	89
	MECKLENBURG	8,100	7,000	87
	ORANGE	3,900	3,300	86
	SOUTHAMPTON	7,200	6,300	88
	YORK	7,700	7,300	94
5-24	MARYLAND			
0/0	SOMERSET	5,500	4,800	88
	NORTH CAROLINA			
	HALIFAX	14,700	12,600	86
	WARREN	4,000	3,400	85
	VIRGINIA			
	ACCOMACK	9,500	8,100	85
	APPOMATTOX	2,600	2,300	91
	HMPT-NPT NWS	66,300	63,200	95
	MADISON	2,300	1,900	85
	NELSON	3,300	2,800	85
	PAGE	4,700	4,500	96
	ROCKBRIDGE	8,800	7,900	90
	ROCKINGHAM	16,300	15,000	92
	SPOTSYLVANIA	8,600	7,900	92
	STAFFORD	5,700	5,300	93
	WESTMORELAND	3,400	2,900	85

For ARB & Nielsen Regional Comparisons
See Services Volume

Virginia—Richmond

WTVR-TV
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
VIRGINIA—(Continued)				
OVER	ORANGE	3,900	3,300	86
50 0/0	POWHATAN	1,700	1,500	90
	PRINCE EDWRD	3,600	3,100	88
	PRINCE GEORG	10,800	10,100	94
	RICHMOND	1,800	1,600	89
	SURRY	1,600	1,400	87
	SUSSEX	3,000	2,500	83
25-50	VIRGINIA			
0/0	ISL OF WIGHT	5,000	4,600	91
	KING GEORGE	2,100	1,900	92
	MATHEWS	2,400	2,100	89
	PAGE	4,700	4,500	96
	ROCKINGHAM	16,300	15,000	92
	SOUTHAMPTON	7,200	6,300	88
	SPOTSYLVANIA	8,600	7,900	92
	STAFFORD	5,700	5,300	93
	WESTMORELAND	3,400	2,900	85
5-24	MARYLAND			
0/0	ST MARYS	10,400	9,900	95
	SOMERSET	5,500	4,800	88
	NORTH CAROLINA			
	NORTHAMPTON	6,100	5,200	85
	WARREN	4,000	3,400	85
	VIRGINIA			
	ACCOMACK	9,500	8,100	85
	AMHERST	5,900	5,200	89
	APPOMATTOX	2,600	2,300	91
	CHARLOTTE	3,600	3,200	88
	CULPEPER	4,600	4,300	92
	HMPT-NPT NWS	66,300	63,200	95
	MECKLENBURG	8,100	7,000	87
	NORTHAMPTON	5,100	4,500	88
	RAPPAHANNOCK	1,300	1,100	88
	ROCKBRIDGE	8,800	7,900	90
	SHENANDOAH	7,000	6,500	93
	WARREN	4,400	4,000	89
	YORK	7,700	7,300	94
	WEST VIRGINIA			
	PENDELTON	1,800	1,500	84

President
Hugh Ben LaRue

Area Code 212
265-3430

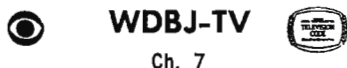
La Rue Media Brokers Inc.
Radio Television CATV

Recent Sales

Radio Virginia \$210,000
CATV Pennsylvania \$850,000

116 Central Park South
New York, N.Y.

Virginia—Roanoke



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 2000-ft. above av. terrain, 146-ft. above ground, 3936-ft. above sea level.

Latitude 37° 11' 42"
Longitude 80° 09' 22"

Transmitter: On Poor Mt.; 13-mi SW of city.

O & O Translator: W04AG, Garden City, Hidden Valley, S. Salem & Sugar Loaf, Va.

TV tape: Recording facilities.

AM Affiliate: WDBJ, 5-kw, 960 kc (CBS).

FM Affiliate: WDBJ-FM, 14.35-kw, 94.9 mc (No. 235), 2000-ft.

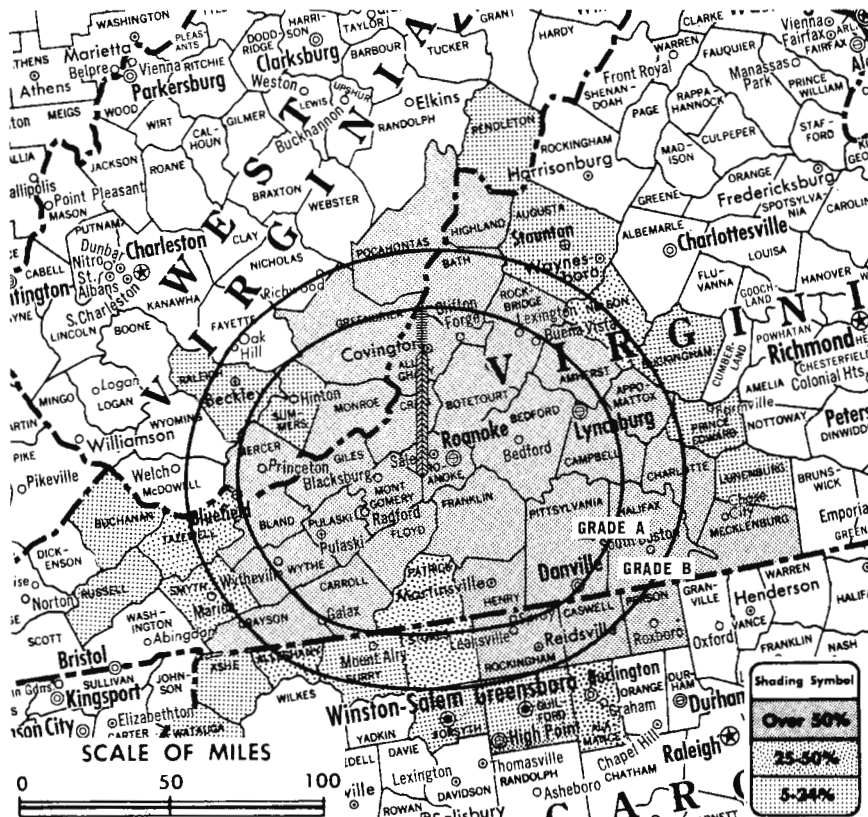
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by George C. Davis Consulting Engineers.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WDBJ-TV Ref: FCC File No. BMPCT-3023 Granted 4/4/56

©American Map Co., Inc., N.Y., No. 14244

WDBJ-TV

Licensee: Times-World Corp., Box 227, Roanoke (24002).

Studio: 2001 Colonial Ave. S.W.

Telephone: 703-343-8031. TWX No.: 703-342-5725.

Ownership: Times-World Corp. Principal stockholders: Estates of J. P. Fishburn (25.98%) and J.B. Fishburn (38%) now held in fiduciary capacity as Trustee by The First National Exchange Bank of Virginia; Robert N. Fishburn (12.52%); Sally F. Fulton (12.5%). Four officers of the Times-World Corp. and six members of the Fishburn family own 11%. Time-World Corp. publishes The Roanoke Times and The Roanoke World-News.

Began Operation: Oct. 3, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Munter, Adams, Thomson & Bastian.

Personnel:

- JOHN W. HARKRADER, v.p. & manager.
- PAUL E. REYNOLDS, asst. manager & film buyer.
- BLAKE H. BROWN, general sales manager.
- CHARLES A. BALLOU, program director.
- WENDELL H. SILER, operations manager.
- DON MURRAY, news director.
- BOONE BOGGS, director, creative services.
- J. EDWARD NEWMAN, chief engineer.
- FRANK MARTIN, director, promotion & research.

DIGEST OF RATE CARD NO. 7—(June 15, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.	\$800.00	\$450.00	\$300.00	\$225.00	\$250.00*	\$200.00*
					\$200.00*	\$100.00*

*Class AA—8-10 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.

NETWORK BASE HOURLY RATE: \$775.

For Color Set Penetration by Markets
see Services Volume.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	CASWELL	4,500	4,000	90
	PERSON	7,100	6,500	91
	ROCKINGHAM	21,000	19,700	94
	VIRGINIA			
	ALLEGHANY	8,800	8,200	93
	AMHERST	5,900	5,200	89
	APPOMATTOX	2,600	2,300	91
	BATH	1,300	1,200	90
	BEDFORD	9,000	8,200	90
	BLAND	1,500	1,200	80
	BOTETOURT	5,000	4,700	93
	CAMPBELL	28,500	26,500	93
	CARROLL	6,000	5,200	87
	CHARLOTTE	3,600	3,200	88
	CRAIG	1,000	900	86
	FLOYD	2,900	2,600	89
	FRANKLIN	7,300	6,500	90
	GILES	4,500	4,200	93
	GRAYSON	7,000	6,200	89
	HALIFAX	10,300	9,000	88
	HENRY	18,200	16,800	93
	HIGHLAND	500	500	90
	MECKLENBURG	8,100	7,000	87
	MONTGOMERY	12,400	11,500	93
	PITTSYLVANIA	31,000	28,200	91
	PULASKI	7,700	7,100	92
	ROANOKE	54,300	51,500	95
	ROCKBRIDGE	8,800	7,900	90
	WYTHE	6,000	5,200	88
	WEST VIRGINIA			
	GREENBRIER	8,600	7,500	88
	MERCER	18,000	16,600	92
	MONROE	2,600	2,000	78
	POCAHONTAS	2,300	1,700	72

(Continued on page 752-b)

STATION TOTALS	618,300	567,900	92
NET WEEKLY CIRCULATION (MARCH 1966)	298,500		
AVERAGE DAILY CIRCULATION (MARCH 1966)	224,700		

Virginia—Roanoke



WRFT-TV

Ch. 27

Technical Facilities: Channel No. 27
(548-554 mc). Authorized power:
21.4-kw visual, 2.14-kw aural. An-
tenna: 410-ft. above av. terrain,
110-ft. above ground, 2019-ft.
above sea level.

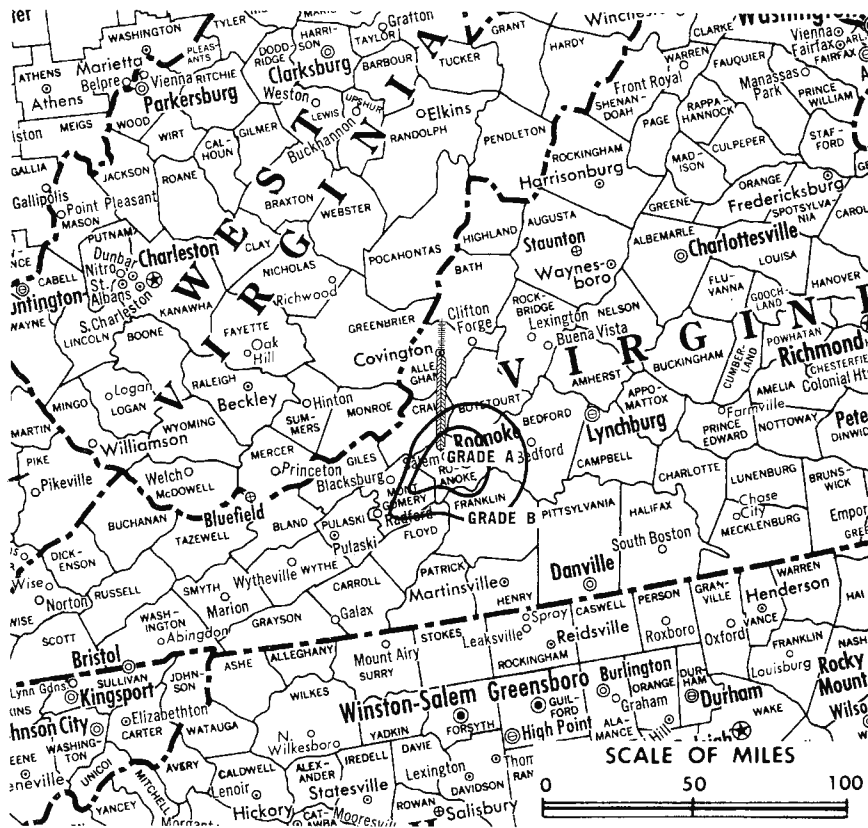
Latitude 37° 18' 12"
Longitude 80° 05' 43"

Transmitter: Little Brushy Mt., 2-mi.
NW of Salem, Va.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.



WRFT-TV Ref: BPCT—3553 Granted 7/2/65

American Map Co., Inc., N.Y., No. 14244

WRFT-TV

Grantee: Roanoke Telecasting Corp., Mountain Trust Bank Bldg.,
302 S. Jefferson St., Roanoke.

Studio: Little Brushy Mt.

Telephone: 703-342-7863.

Ownership: Frank Tirico, pres.-treas., 25%; Roy R. Pollard Jr.,
v.p., 10%; Cabell Brand, 10%; Alexander N. Apostolou, 10%;
several other stockholders, none with as much as 10%.

Began Operation: March 4, 1966.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by John Creutz.

Personnel:

FRANK TIRICO, president & general manager.

DICK BURTON, station manager.

MICHAEL KAVANAUGH, chief engineer.

DIGEST OF RATE CARD NO. 1

(Jan. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$62.50	\$50.00	\$25.00

ARB Data not available since the station was not
in operation when the survey was made.

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Virginia—Roanoke



WLS-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 1973-ft. above av. terrain, 174-ft. above ground, 3934-ft. above sea level.

Latitude 37° 11' 50"
Longitude 80° 09' 11"

Transmitter: Poor Mt.

TV tape: Recording facilities.

AM Affiliate: WLS, 5-kw, (1-kw night), 610 kc (NBC).

FM Affiliate: WLS-FM, 20.2-kw, 99.1 mc (No. 256), 1892-ft. antenna height.

O & O Translator: W02AE, Garden City, Hidden Valley, S. Salem & Sugar Loaf, Va.

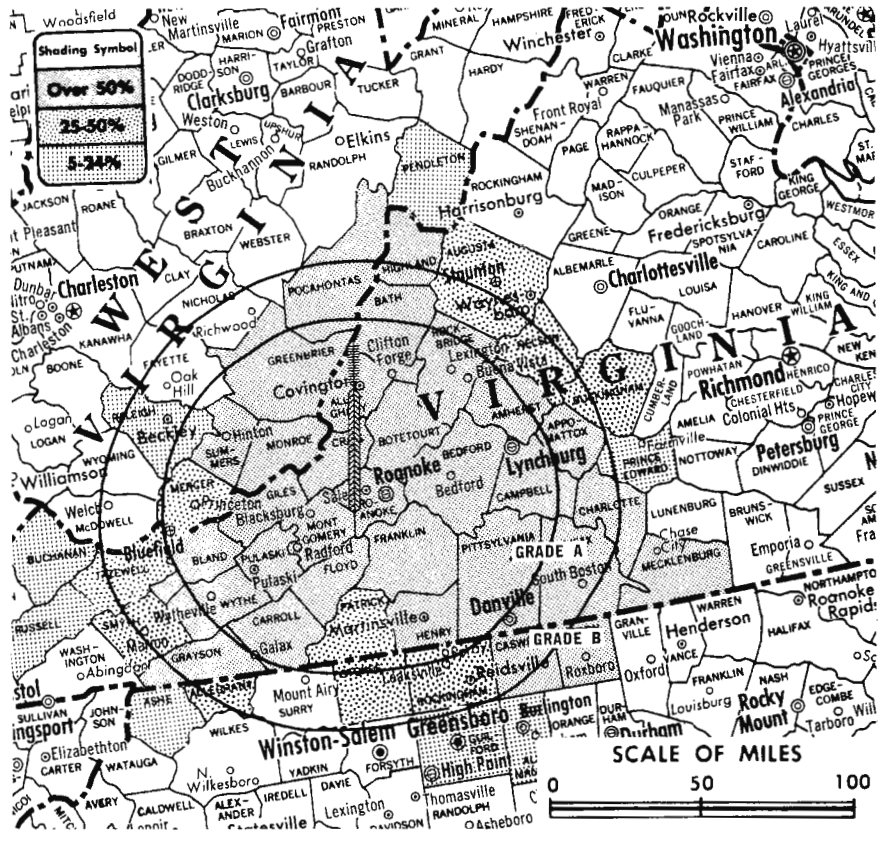
Color: Network, live, film & slide.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



WLS-TV Ref: FCC File No. BMPCT-1035 Granted 4/20/53

©American Map Co., Inc., N.Y., No. 14244

WLS-TV

Licensee: Shenandoah Life Stations Inc., Church Ave. at 3d St.

Studio: Church Ave. at 3d St.

Telephone: 703-344-9226.

TWX No.: 710-870-0428.

Ownership: Shenandoah Life Insurance Co., 100%.

Began Operation: Dec. 10, 1952.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Booth & Lovett.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

- JAMES H. MOORE, president.
- HORACE FITZPATRICK, v.p., manager & film buyer.
- A. S. TREVILIAN, national sales manager.
- J. P. BRIGGS, manager for engineering.
- MEL LINKOUS, program director.
- CARROLL HARRISON, promotion director.

DIGEST OF RATE CARD NO. 17
(Sept. 14, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$750.00	\$450.00	\$300.00	\$225.00*	\$165.00*	\$85.00*

*Class AAA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

For Our Translator Directory

See Services Volume.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	NORTH CAROLINA			
	CASWELL	4,500	4,000	90
	PERSON	7,100	6,500	91
	VIRGINIA			
	ALLEGHANY	8,800	8,200	93
	AMHERST	5,900	5,200	89
	APPOMATTOX	2,600	2,300	91
	BATH	1,300	1,200	90
	BEDFORD	9,000	8,200	90
	BLAND	1,500	1,200	80
	BOTETOURT	5,000	4,700	93
	CAMPBELL	28,500	26,500	93
	CARROLL	6,000	5,200	87
	CHARLOTTE	3,600	3,200	88
	CRAIG	1,000	900	86
	FLOYD	2,900	2,600	89
	FRANKLIN	7,300	6,500	90
	GILES	4,500	4,200	93
	GRAYSON	7,000	6,200	89
	HALIFAX	10,300	9,000	88
	HENRY	18,200	16,800	93
	HIGHLAND	500	500	90
	MECKLENBURG	8,100	7,000	87
	MONTGOMERY	12,400	11,500	93
	PITTSYLVANIA	31,000	28,200	91
	PULASKI	7,700	7,100	92
	ROANOKE	54,300	51,500	95
	ROCKBRIDGE	8,800	7,900	90
	WYTHE	6,000	5,200	88
	WEST VIRGINIA			
	GREENBRIER	8,600	7,500	88
	MONROE	2,600	2,000	78
	POCAHONTAS	2,300	1,700	72
	SUMMERS	3,600	3,000	81

(Continued on page 752-b)

STATION TOTALS	533,400	488,700	92
NET WEEKLY CIRCULATION (MARCH 1966)		286,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)		209,500	

Virginia—Lynchburg-Roanoke



WLVA-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1095-ft. above av. terrain, 574-ft. above ground, 1902-ft. above sea level.

Latitude 37° 11' 50"
Longitude 79° 21' 07"

Requests change to 240-kw visual, 48-kw aural, 2348-ft. above av. terrain, 1502-ft. above ground, 3445-ft. above sea level, lat. 37° 18' 52", long. 79° 38' 02"; transmitter to 2.8-mi. SSW of Thaxton on Flat Top Mt. BPCT—3880.

Transmitter: Johnson Mt., 30-mi. E of Roanoke.

AM Affiliate: WLVA, 1-kw, 590 kc (ABC).

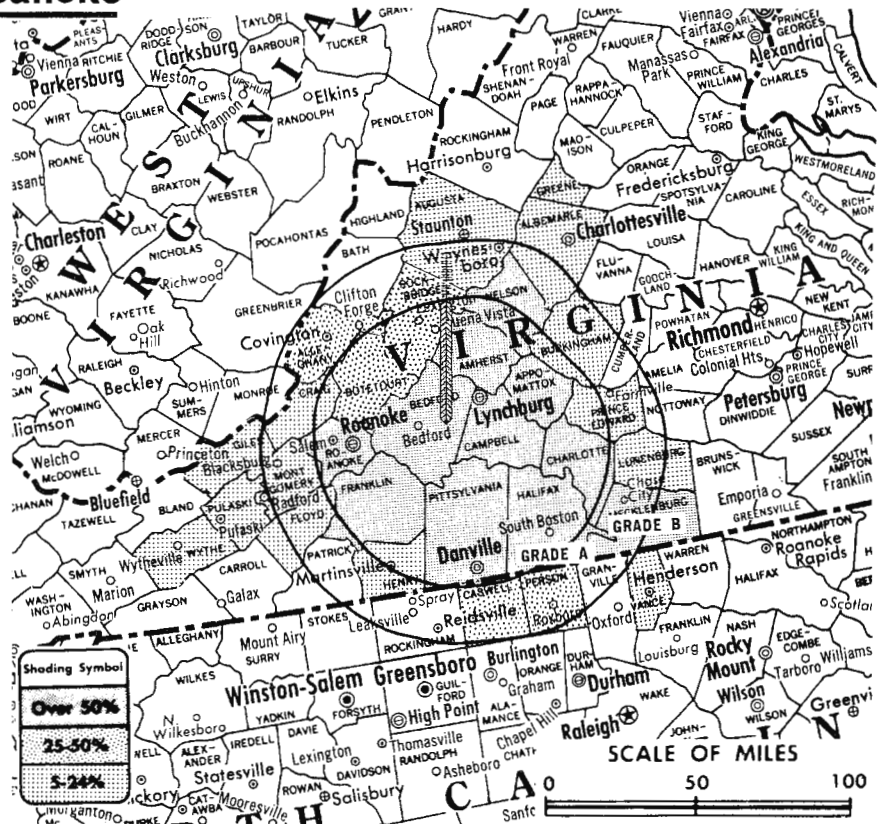
O & O Translator: W05AA, Roanoke.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP. News Film Service: ABC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WLVA-TV Ref: FCC File No. BMPCT—2488 Granted 9/10/54

©American Map Co., Inc., N.Y., No. 14244

WLVA-TV

Licensee: WLVA Inc., 2320 Langhorne Rd., Lynchburg, Va. (24501).

Studio: 2320 Langhorne Rd.

Telephone: 703-845-1242. TWX No.: 710-871-1525.

Ownership: See WMAL-TV, Washington, D.C.

Began Operation: Feb. 8, 1953. Sale to present owner by Lynchburg Bcstg. Co. approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:25, 35).

Represented (sales) by H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

- THOMAS N. WALLER, general manager.
- JOHN T. ORTH, chief engineer.
- TOM TURNER, sales manager.
- WARREN UTTAL, program, promotion, director & film buyer.
- WAYNE TYLER, farm director.
- JON COOPER, production manager.
- J. HART SNYDER, public affairs manager.
- JAMES H. GALLANT, news manager.

DIGEST OF RATE CARD NO. 8—(Sept. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.

Class AA—7:30-10:30 p.m., daily.
\$350.00 \$210.00 \$140.00 \$122.50 \$87.50 Graded rates apply*

*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$350.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	VIRGINIA			
	AMHERST	5,900	5,200	89
	APPOMATTOX	2,600	2,300	91
	BEDFORD	9,000	8,200	90
	CAMPBELL	28,500	26,500	93
	CHARLOTTE	3,600	3,200	88
	FRANKLIN	7,300	6,500	90

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	HALIFAX	10,300	9,000	88
	MECKLENBURG	8,100	7,000	87
	NELSON	3,300	2,800	85
	PITTSYLVANIA	31,000	28,200	91
	ROANOKE	54,300	51,500	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	NORTH CAROLINA			
	CASWELL	4,500	4,000	90
	PERSON	7,100	6,500	91

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	VIRGINIA			
	ALLEGHANY	8,800	8,200	93
	BOTETOURT	5,000	4,700	93
	ROCKBRIDGE	8,800	7,900	90

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	NORTH CAROLINA			
	VANCE	8,400	7,700	91

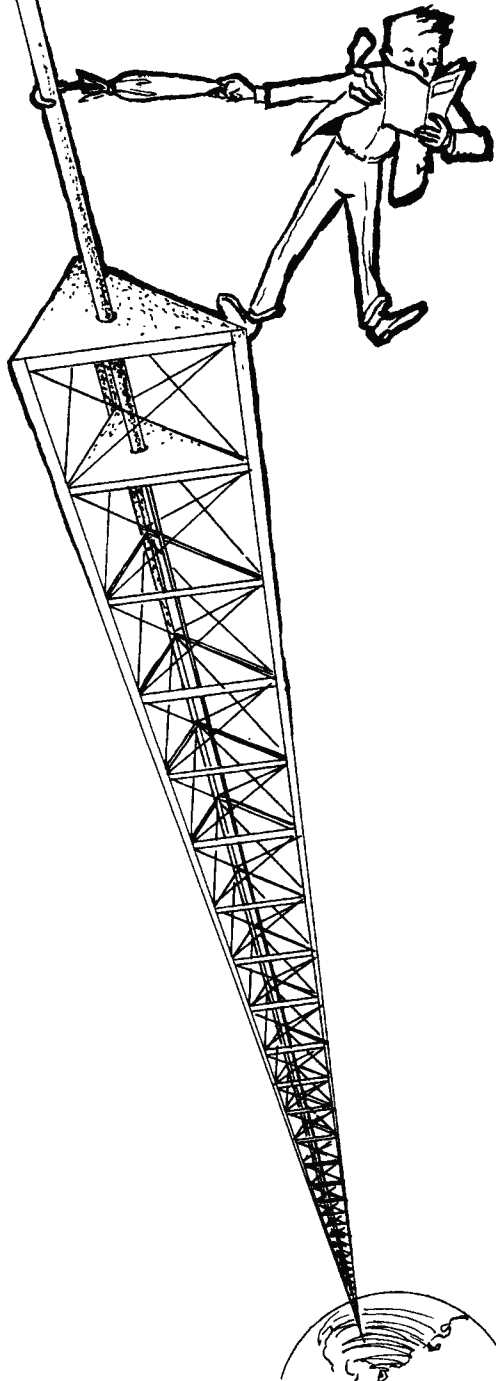
NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	VIRGINIA			
	ALBEMARLE	19,900	17,400	87
	AUGUSTA	23,100	21,200	92
	BUCKINGHAM	2,500	2,100	84
	CRAIG	1,000	900	86
	FLOYD	2,900	2,600	89
	GILES	4,500	4,200	93
	GREENE	1,200	900	76
	HENRY	18,200	16,800	93
	LUNENBURG	3,300	2,900	89
	MONTGOMERY	12,400	11,500	93
	PRINCE EDWARD	3,600	3,100	88
	PULASKI	7,700	7,100	92
	WYTHE	6,000	5,200	88

STATION TOTALS 312,800 285,300 91

NET WEEKLY CIRCULATION (MARCH 1966) 151,900
AVERAGE DAILY CIRCULATION (MARCH 1966) 94,300

STAY ON TOP OF THE INDUSTRY

with
Television Digest



See page 803-b for details.

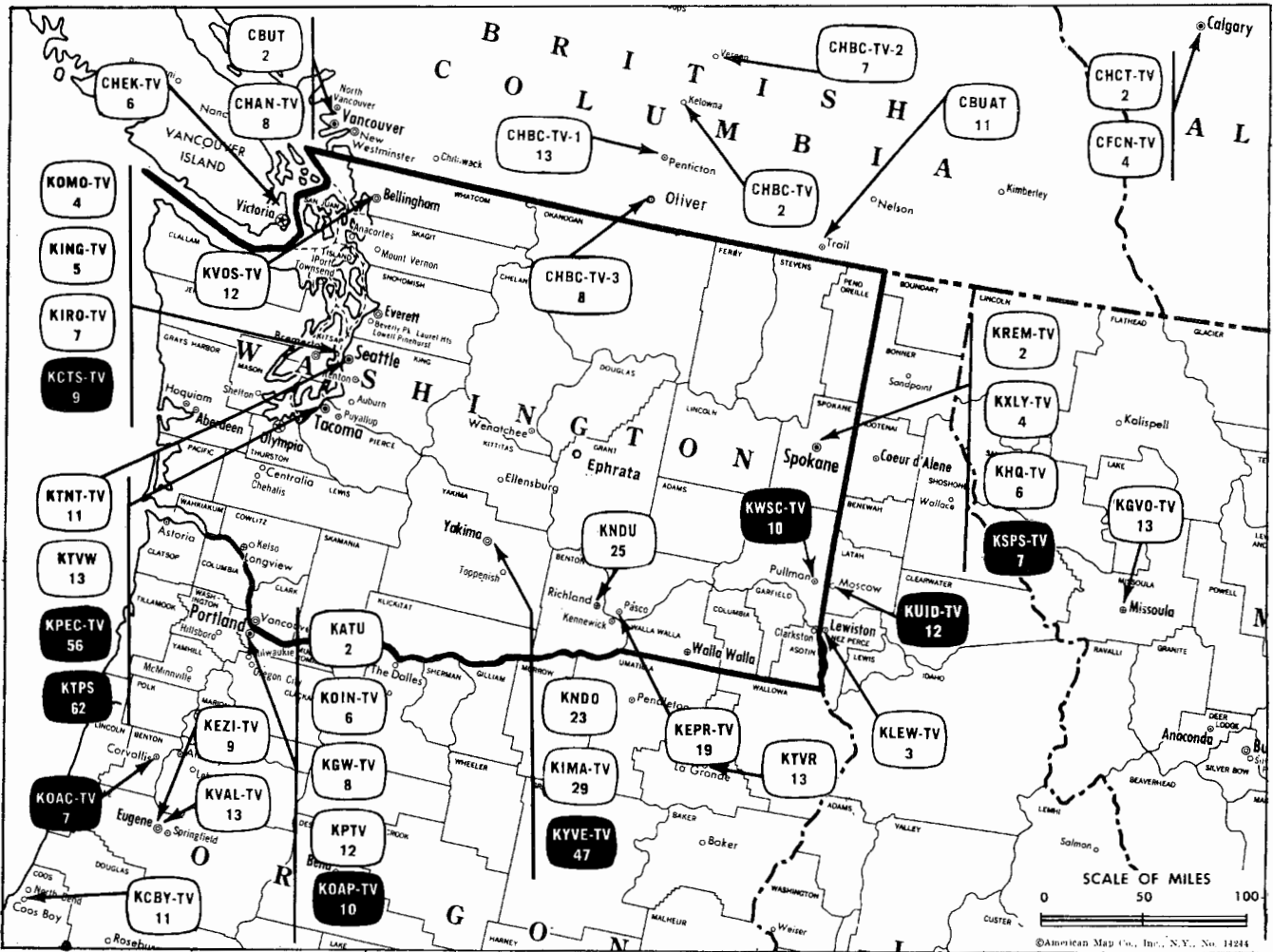
WDBJ-TV, Roanoke, Va. (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	NORTH CAROLINA			
	ALAMANCE	27,200	25,800	95
	ALLEGHANY	2,000	1,800	86
	STOKES	6,300	5,800	92
	VIRGINIA			
	NELSON	3,300	2,800	85
	PATRICK	4,300	3,800	87
	SMYTH	8,500	7,800	92
	TAZEWELL	11,800	10,700	91
	5-24 0/0	NORTH CAROLINA		
ASHE		4,900	4,200	85
FORSYTH		62,800	59,200	94
GUILFRD INNR		39,200	37,200	95
GUILFRD OUTR		41,600	39,500	95
SURRY		14,300	13,100	92
WATAUGA		4,500	4,000	88
VIRGINIA				
AUGUSTA		23,100	21,200	92
BUCHANAN		8,700	7,300	84
BUCKINGHAM		2,500	2,100	84
LUNENBURG		3,300	2,900	89
PRINCE EDWRD		3,600	3,100	88
RUSSELL		6,700	5,800	87
WEST VIRGINIA				
PENDELTON		1,800	1,500	84
RALEIGH		18,000	16,300	91
SUMMERS	3,600	3,000	81	

WSLS-TV, Roanoke, Va. (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	NORTH CAROLINA			
	ALLEGHANY	2,000	1,800	86
	ROCKINGHAM	21,000	19,700	94
	STOKES	6,300	5,800	92
	VIRGINIA			
	AUGUSTA	23,100	21,200	92
	BUCKINGHAM	2,500	2,100	84
	NELSON	3,300	2,800	85
	PATRICK	4,300	3,800	87
	SMYTH	8,500	7,800	92
TAZEWELL	11,800	10,700	91	
5-24 0/0	WEST VIRGINIA			
	MERCER	18,000	16,600	92
	NORTH CAROLINA			
	ALAMANCE	27,200	25,800	95
	ASHE	4,900	4,200	85
	GUILFRD INNR	39,200	37,200	95
	GUILFRD OUTR	41,600	39,500	95
	VIRGINIA			
	BUCHANAN	8,700	7,300	84
	PRINCE EDWRD	3,600	3,100	88
RUSSELL	6,700	5,800	87	
WEST VIRGINIA	PENDELTON	1,800	1,500	84
	RALEIGH	18,000	16,300	91

For Color Set Penetration by Markets
See Services Volume



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Seattle-Tacoma	597,400	21	706,200	38	655,900	40
Spokane	255,400	76	372,100	89	340,300	88
Yakima	111,700	147	154,600	159	139,900	158
Bellingham	58,900	179	122,900	175	114,500	173

Washington Station Status as of Jan. 1, 1967

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
9	4	13
2	3	5
		18

Note: For Station Cross-References Indicating Markets Served, see next page.



LET VIKING TURN YOU ON
DON'T SIGN A TURNKEY CONTRACT UNTIL YOU CHECK WITH
viking

400 Ninth Street Hoboken, N.J.
 Call Collect: (201) 656-2020

Washington

State Educational Technical Facilities (Complete Data in Educational Directory)

KWSC-TV

Pullman

Ch. 10

Non-Commercial Educational Station

Licensee: Washington State University, Pullman.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 3.41-kw visual, .331-kw aural. Antenna: 112-ft. above av. terrain, 129-ft. above ground, 2699-ft. above sea level.

Latitude 46° 43' 51"
Longitude 117° 10' 00"

KCTS-TV

Seattle

Ch. 9

Non-Commercial Educational Station

Licensee: University of Washington, Seattle (98105).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 275-kw visual, 55-kw aural. Antenna: 830-ft. above av. terrain, 587-ft. above ground, 1000-ft. above sea level.

Latitude 47° 36' 57"
Longitude 122° 18' 27"

KSPS-TV

Spokane

Ch. 7

Non-Commercial Educational Station

(Due to Begin Operation by Spring)

Grantee: Spokane School District No. 81, West 825 Trent Ave., Spokane (99201).

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 51.3-kw visual, 8.2-kw aural. Antenna: 1830-ft. above av. terrain, 595-ft. above ground, 4225-ft. above sea level.

Latitude 47° 34' 34"
Longitude 117° 17' 58"

KPEC-TV

Tacoma

Ch. 56

Non-Commercial Educational Station

Licensee: Clover Park School District No. 400, 5214 Steilacoom Blvd.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 21.4-kw visual, 4.27-kw aural. Antenna: 210-ft. above av. terrain, 198-ft. above ground, 470-ft. above sea level.

Latitude 47° 10' 31"
Longitude 122° 29' 37"

KTPS

Tacoma

Ch. 62

Non-Commercial Educational Station

Licensee: Tacoma School District No. 10, P.O. Box 1357, Tacoma (98401).

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 16.2-kw visual, 3.16-kw aural. Antenna: 420-ft. above av. terrain, 350.7-ft. above ground, 651.5-ft. above sea level.

Latitude 47° 15' 08"
Longitude 122° 26' 46"

Holds CP for 338-kw visual, 50-kw aural.

KYVE-TV

Yakima

Ch. 47

Non-Commercial Educational Station

Licensee: Yakima School Dist. No. 7, 1105 S. 15th Ave., Yakima (98902).

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 19.1-kw visual, 3.8-kw aural. Antenna: 860-ft. above av. terrain, 78-ft. above ground, 2050-ft. above sea level.

Latitude 46° 31' 58"
Longitude 120° 30' 33"

State Cross Reference List Communities That Receive Programs of Stations That Are Located Elsewhere

KEPR-TV

Kennewick

(See Pasco, Wash.)

KNDU

Kennewick

(See Richland, Wash.)

KNDU

Pasco

(See Richland, Wash.)

KEPR-TV

Richland

(See Pasco, Wash.)

KTNT-TV & KTVW

Seattle

(See Tacoma, Wash.)

Washington—Bellingham



KVOS-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

Latitude 48° 40' 40"
Longitude 122° 49' 48"

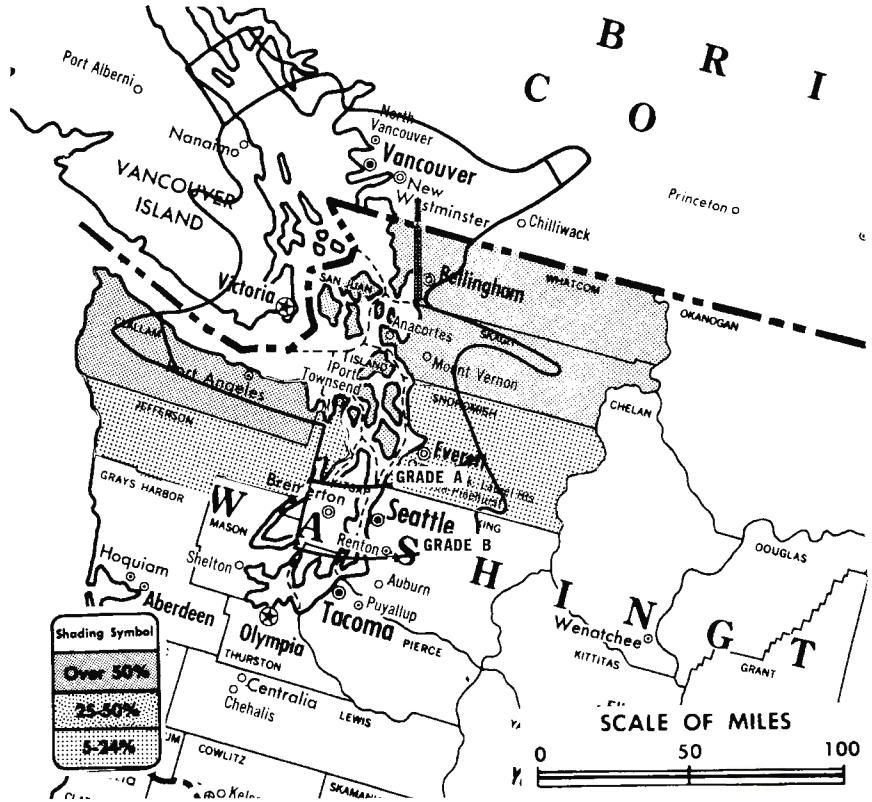
Requests 234-kw visual, 46.8-kw aural.

Transmitter: Mt. Constitution, Orcas Island, Wash.

Color: Network, film, slide & tape.

News Wire Service: AP, Canadian Press.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KVOS-TV Ref: FCC File No. BMPCT-3099 Granted 7/24/56

©American Map Co., Inc., N.Y., No. 14244

KVOS-TV

Grantee (STA): KVOS Television Corporation, 1151 Ellis St.

Studio: 1151 Ellis St. (98225).

Telephone: 206-734-4101.

Ownership: Wometco Enterprises Inc., 100%. For officers and other interests, see WTVJ, Miami, Fla.

Began Operation: May 23, 1953. Sale to present owner by Rogan Jones and associates approved March 29, 1961 by the FCC (Television Digest, Vol. 16:48, 17:14).

Represented (sales) by E. S. Sumner Inc. (New York); Peters, Griffin, Woodward Inc. (balance of U.S.); Stovin-Byles Ltd. (Canada).

Represented (legal) by Cohn & Marks.

Personnel:

DAVID MINTZ, v.p. & manager.
ANDY ANDERSON, film buyer.
JOHN PRICE, chief engineer.
FRED ELSETHAGEN, sales manager.

DIGEST OF RATE CARD NO. 13 (Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.
..... \$725.00 \$300.00 \$265.00* \$210.00* \$105.00*

*Class AA—6:30-11:01 p.m., Mon.-Fri.; 6-11:01 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$300.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	WASHINGTON CLALLAM ISLAND SAN JUAN SKAGIT WHATCOM	9,900 7,000 800 17,200 23,300	9,000 6,700 700 15,900 21,300	91 95 92 92 91
5-24 O/O	WASHINGTON JEFFERSON SNOWHOMISH	2,400 62,300	2,200 58,700	91 94
STATION TOTALS		122,900	114,500	93
NET WEEKLY CIRCULATION (MARCH 1966)			58,900	
AVERAGE DAILY CIRCULATION (MARCH 1966)			35,200	

For Color Set Penetration by Market

see Services Volume.

Washington—Pasco-Kennewick-Richland

abc KEPR-TV

Ch. 19

[Associated with KIMA-TV, Yakima]

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 155-kw max. and 97.7-kw horizontal visual, 15.5-kw max. and 9.77-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level.

Latitude 46° 05' 48"
Longitude 119° 11' 36"

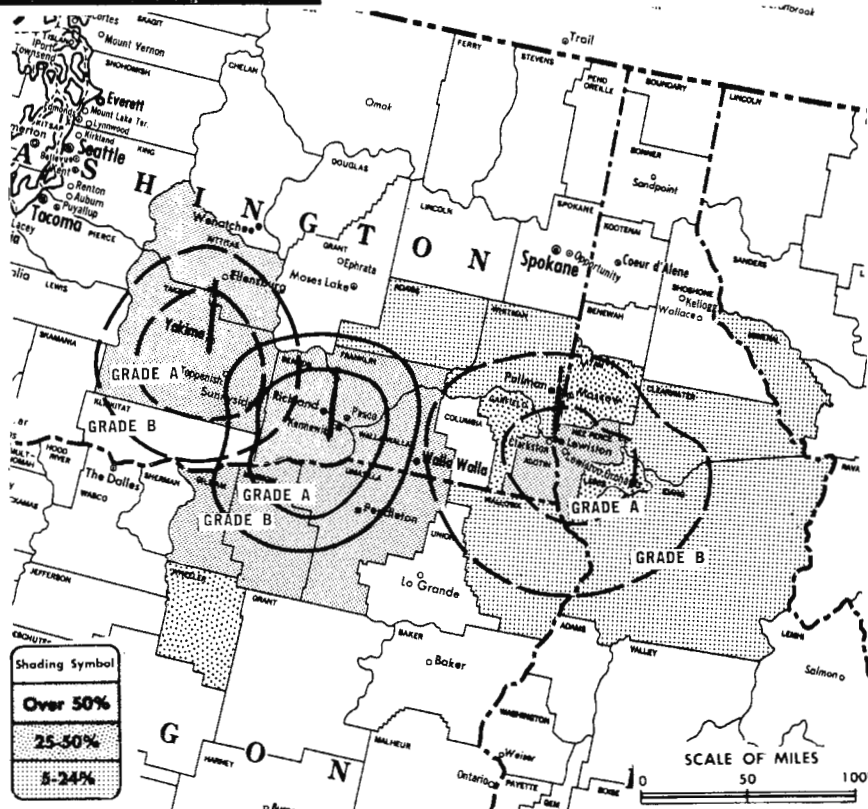
Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

TV tape: Recording facilities.

AM Affiliate: KEPR, 5-kw, 610 kc (ABC).

Color: Network, film & slide.

News Wire Service: AP.



County coverage (shaded areas) based on 1965 ARB study.

KEPR-TV Ref: FCC File No. BPCT-2322 Granted 9/1/57

©American Map Co., Inc., N.Y., No. 14244

KEPR-TV

Network Service: CBS, ABC, same as KIMA-TV.

Licensee: Cascade Bcstg. Co. Inc., Box 702, Yakima, Wash. (98901).

Studio: 2807 W. Lewis, Pasco (99301).

Ownership: See KIMA-TV.

Began Operation: Dec. 28, 1954

Represented (sales) by Adam Young Inc.; Art Moore & Associates (Pacific Northwest).

Represented (legal) by Smith & Pepper.

Represented (engineering) by Hammett & Edison.

Personnel:

DICK EDWARDS, manager.

T. J. CLOSE, news director.

MIKE RASTOVICH, chief engineer.

Rates: Sold only in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$250 (CBS, EMP). Bonus to KIMA-TV, Yakima (CBS & ABC).

ARB Data for this Station included with Report of Parent KIMA-TV, Yakima, Wash. The above map reflects coverage of Parent and Satellite KLEW-TV, Lewiston, Ida.



MALARKEY, TAYLOR & ASSOCIATES

CATV
Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Washington—Richland-Pasco-Kennewick



KNDU

Ch. 25

[Associated with KNDO, Yakima, Wash.]

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 166-kw visual, 16.6-kw aural. Antenna: 1271-ft. above av. terrain, 142-ft. above ground, 2330-ft. above sea level.

Latitude 46° 06' 11"
Longitude 119° 07' 47"

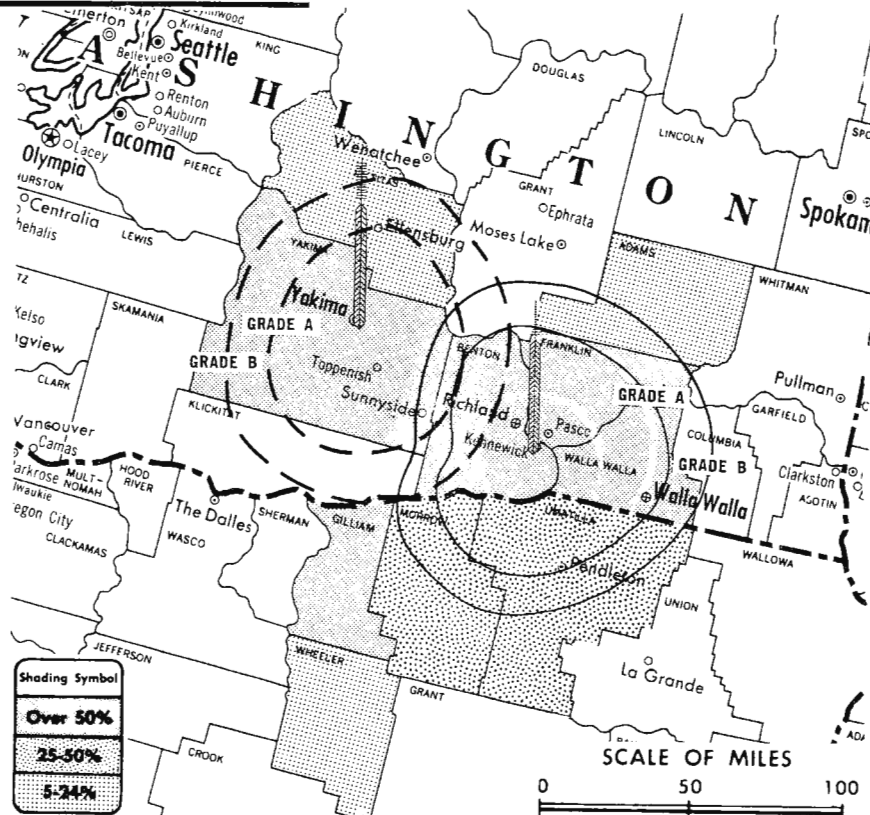
Transmitter: Jumpoff Joe Butte, S of Kennewick, Wash.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



County coverage (shaded areas) based on 1965 ARB study.

KNDU Ref: FCC File No. BPCT-3620 Granted 10/22/65

©American Map Co., Inc., N.Y., No. 14244

KNDU

Network Service: NBC, same as KNDO, Yakima, Wash.

Licensee: Columbia Empire Broadcasting Corp., 23 S. First St., Yakima, Wash. (98901).

Studio: 919 W. Court St., Pasco, Wash. (99301).

Telephone: 509-547-8825.

Ownership: Same as KNDO, Yakima.

Began Operation: Oct. 10, 1961.

Represented (sales) by Avery-Knodel Inc.; William L. Simpson Associates (Seattle).

Represented (legal) by Haley, Bader & Potts.

Personnel:

- HUGH E. DAVIS, president.
- BEN SHROPSHIRE, general manager.
- BRUCE A. GLENN, resident manager & sales manager.
- WAYNE WHITAKER, chief engineer.
- DON MEIGHAN, news director.

Rates: Sold in combination with KNDO, Yakima.

NETWORK BASE HOURLY RATE: Bonus to KNDO, Yakima.

ARB Data for this Station included with Report of Parent KNDO, Yakima, Wash. The above map reflects coverage of both Parent & Satellite.

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers - Appraisers - Consultants - Management
THE DANIELS BUILDING • THIRD AT MILWAUKEE
 Denver, Colorado 80206
 (303) 388-5888

Washington—Seattle



KING-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 820-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level.

Latitude 47° 37' 55"
Longitude 122° 20' 59"

Transmitter: 301 Galer St.

TV tape: Recording facilities.

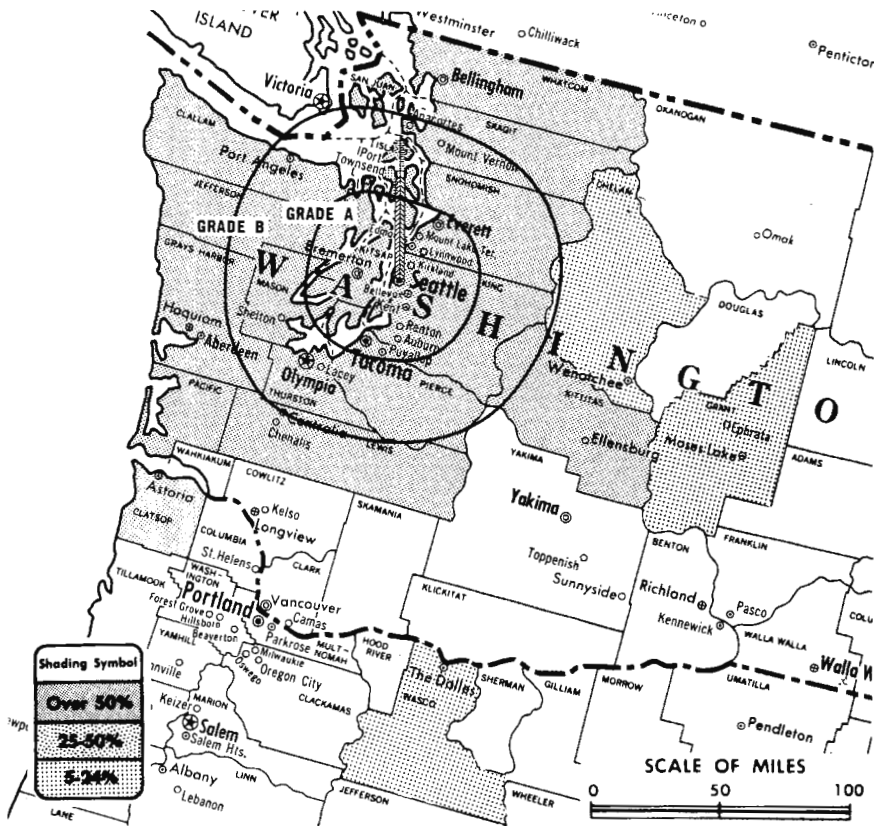
AM Affiliate: KING, 50-kw, 1090 kc (NBC).

FM Affiliate: KING-FM, 15-kw, 98.1 mc (No. 251), 410-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

KING-TV Ref: FCC File No. BPCT-732 Granted 1/14/53

©American Map Co., Inc., N.Y., No. 14214

KING-TV

Licensee: King Broadcasting Co., 320 Aurora Ave. N., Seattle (98109).

Studio: Television Center, 320 Aurora Ave. North.

Telephone: 206-682-3555.

TWX No.: 910-444-2010.

Ownership: Harriet B. Brewster, 18.8%; Dorothy S. Bullitt, 17%; Stimson Bullitt, 16.51%; Priscilla B. Collins, 14.82%; Bullitt Co., 12.35%; The Bullitt Foundation Inc., 3.37%; 28 others, none with as much as 2%. King Bcstg. also operates KREM-TV, Spokane, Wash. (KREM) and KGW-TV, Portland, Ore. (KGW).

Began Operation: Nov. 25, 1948, as KRSC-TV. Sold to present licensee August 1949 (Television Digest, Vol. 5:20, 23, 30).

Represented (sales) by Blair TV.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

OTTO P. BRANDT, executive vice president, broadcasting.
THOMAS R. DARGAN, station manager.
JACK FEAREY, director of programming & film buyer.
TIMOTHY F. MOORE, general sales manager.
DEACON ANDERSON, managing director of news.
LARRY S. CURD, chief engineer.
G. WILLIAM PARKER, merchandising manager.
CARROL ELLERBE, production manager.
CHARLES SNYDER, program operations manager.
WILLIAM CLARKE, promotion & publicity manager.

DIGEST OF RATE CARD NO. 23—(Dec. 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class AA—7:30-10:59 p.m., daily.					
\$1500.00	\$900.00	\$560.00		\$525.00	\$262.50
NETWORK BASE HOURLY RATE: \$1550.					

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OREGON CLATSOP	8,700	7,700	88
	WASHINGTON			
	CLALLAM	9,900	9,000	91
	GRAYS HARBOR	18,100	15,800	87
	ISLAND	7,000	6,700	95
	JEFFERSON	2,400	2,200	91
	KING	337,500	313,200	93
	KITSAP	27,500	26,100	95
	KITTITAS	6,000	5,300	88
	LEWIS	13,200	11,900	90
	MASON	5,500	5,200	94
	PACIFIC	4,500	4,000	87
	PIERCE	104,900	99,400	95
	SAN JUAN	800	700	92
	SKAGIT	17,200	15,900	92
	SNOHOMISH	62,300	58,700	94
	THURSTON	19,400	18,300	94
	WHATCOM	23,300	21,300	91

5-24 O/O	OREGON WASCO	7,100	6,300	88
	WASHINGTON			
	CHELAN	13,800	12,600	91
	GRANT	16,300	14,900	92

STATION TOTALS 705,400 655,200 93

NET WEEKLY CIRCULATION (MARCH 1966) 597,400
AVERAGE DAILY CIRCULATION (MARCH 1966) 447,200

For Index to Contents
See Services Volume

Washington—Seattle



KIRO-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 820-ft. above av. terrain, 599-ft. above ground, 1007-ft. above sea level.

Latitude 47° 38' 01"
Longitude 122° 21' 20"

Transmitter: 1530 Queen Anne Ave. N.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: KIRO, 50-kw, 710 kc (CBS).

FM Affiliate: KIRO-FM, 16.5-kw, 100.7 mc (No. 264), 750-ft. antenna height.

News Wire Service: AP, UPI.

Facsimile Service: AP.

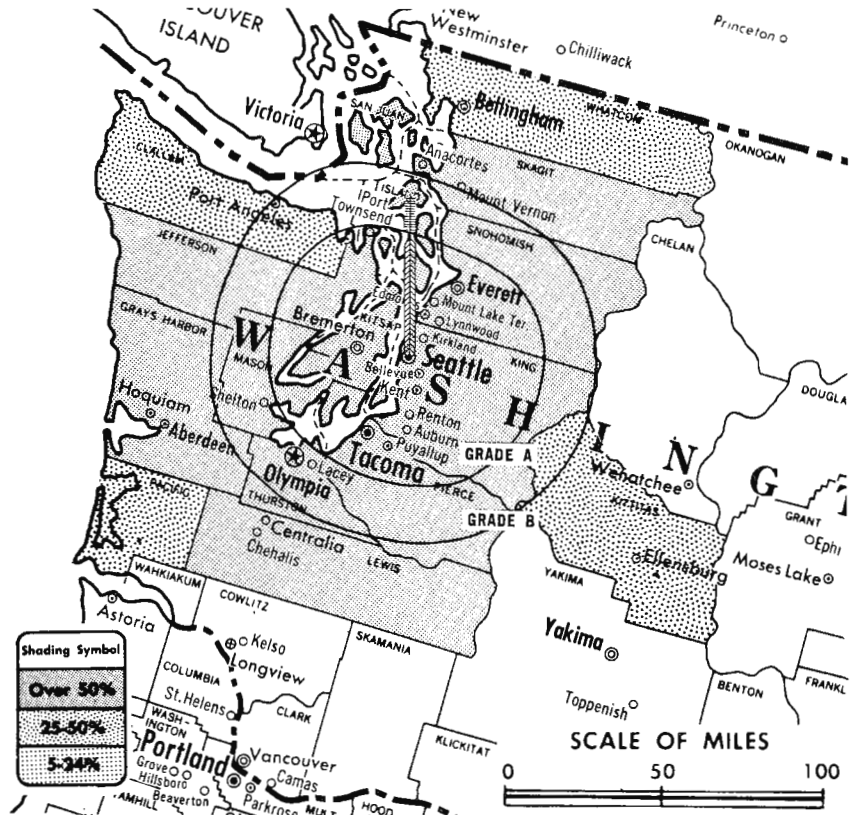
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KIRO-TV Ref: FCC File No. BPCT-453 Granted 7/25/57

©American Map Co., Inc., N.Y., No. 14244

KIRO-TV

Licensee: KIRO Inc., 1530 Queen Anne Ave., N. (98109).

Studio: 1530 Queen Anne Ave., N.

Telephone: 206-283-9800. TWX No.: 910-444-2233.

Ownership: Bonneville International Corp., 99.8%. Bonneville International is owned by the Church of Jesus Christ of Latter-Day Saints (Mormon). There are approx. 6 other stockholders, none owning as much as 1%. For other interests, see KSL-TV, Salt Lake City.

Began Operation: Feb. 8, 1958. Sale of control to present owner by Saul Haas and associates approved Dec. 17, 1963 by FCC (Television Digest, Vol. 3:51).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

ARCH L. MADSEN, president.
LLOYD E. COONEY, executive vice president & general manager.
KENNETH L. HATCH, general sales manager.
ROBERT H. GLASSBURN, dir. of station programming.
JIM TOPPING, news director.
CHARLES MORRIS, engineering director.
VEL WRIGHT, promotion director.

DIGEST OF RATE CARD NO. 8 (Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—7:30-10:59 p.m., daily.
\$1500.00 \$875.00 \$500.00 \$375.00 \$400.00 \$375.00 \$200.00
NETWORK BASE HOURLY RATE: \$1100.

For Translator Directory
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	WASHINGTON			
	GRAYS HARBOR	18,100	15,800	87
	ISLAND	7,000	6,700	95
	JEFFERSON	2,400	2,200	91
	KING	337,500	313,200	93
	KITSAP	27,500	26,100	95
	LEWIS	13,200	11,900	90
	MASON	5,500	5,200	94
	PIERCE	104,900	99,400	95
	SAN JUAN	800	700	92
	SKAGIT	17,200	15,900	92
	SNOHOMISH	62,300	58,700	94
	THURSTON	19,400	18,300	94

25-50 O/O	WASHINGTON			
	CLALLAM	9,900	9,000	91
	KITTITAS	6,000	5,300	88
	PACIFIC	4,500	4,000	87
	WHATCOM	23,300	21,300	91

STATION TOTALS 659,500 613,700 93

NET WEEKLY CIRCULATION (MARCH 1966) 562,400
AVERAGE DAILY CIRCULATION (MARCH 1966) 389,500

O & O Translators: K72CI, Everett; K78BM, Point Pulley & Puget Sound; K70DG, Port Angeles; K80BW, Bremerton; K80BV, Lake Hills area; K78BQ, Edmonds & Seattle (Richmond Beach); K79BD, Kenndale & Renton; K79BE, Puyallup; K79BF, Olympia; K02EC, Shelton, K78BU, Centralia & Chehalis, all Wash.

Washington—Seattle



KOMO-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 15.5-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level.

Latitude 47° 37' 55"
Longitude 122° 21' 09"

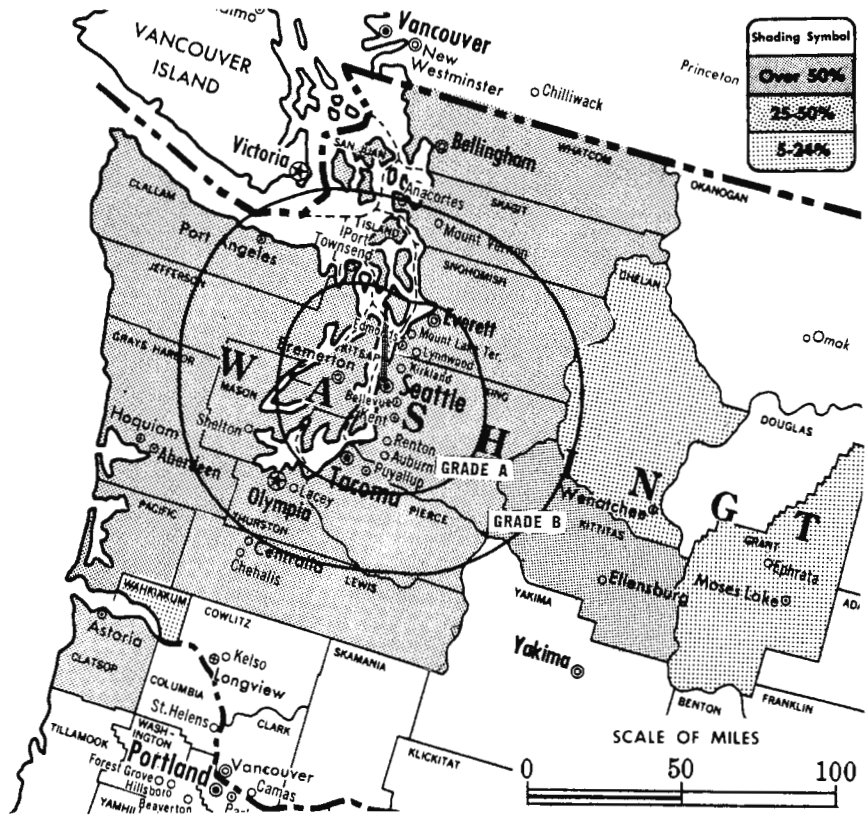
Transmitter: 157 Galer St.
Studio: 100 4th Ave. N.
Telephone: 206-624-6000. TWX No.: 206-998-0751.

TV tape: Recording facilities.
AM Affiliate: KOMO, 50-kw, 1000 kc (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.
News Film Service: ABC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KOMO-TV Ref: FCC File No. BPCT-407 Granted 6/10/53

©American Map Co., Inc., N.Y., No. 14244

KOMO-TV

Licensee: Fisher's Blend Station Inc., 100 4th Ave. N, Seattle (98109).

Ownership: Fisher's Blend Station Inc., 100%. Fisher's Blend Station also owns 80% of Fisher Bcstg. Co., licensee of KATU, Portland, Ore.

Began Operation: Dec. 10, 1953. Sale of 1/3 to Fisher's Blend Station (making it 100% owner) by Theodore Gamble & C. Howard Lane consummated in April 1959 (Television Digest, Vol. 15:16).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

- W. W. WARREN, president & general manager.
- MAITLAND JORDAN, vice president, television sales.
- PAUL SWIMELAR, local sales manager.
- F. W. HAGERTY, sales service & merchandising manager.
- DAVE CROCKETT, v.p. television programming & film buyer.
- ED LACKNER, television program manager.
- ARTHUR GERBEL, public affairs manager.
- JOHN KOMEN, director, news operations.
- GEORGE RAY, sports & special events director.
- C. E. MILLER, v.p., engineering.
- AL STEWART, TV production manager.

DIGEST OF RATE CARD NO. A15—(June 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AAA—7:30-10:30 p.m., daily.					
\$1500.00	\$900.00	\$600.00	\$480.00	\$430.00	\$215.00

NETWORK BASE HOURLY RATE: \$1600.

For ARB County-by-County Data, see Services Volume.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	OREGON CLATSOP	8,700	7,700	88
	WASHINGTON			
	CLALLAM	9,900	9,000	91
	GRAYS HARBOR	18,100	15,800	87
	ISLAND	7,000	6,700	95
	JEFFERSON	2,400	2,200	91
	KING	337,500	313,200	93
	KITSAP	27,500	26,100	95
	KITTITAS	6,000	5,300	88
	LEWIS	13,200	11,900	90
	MASON	5,500	5,200	94
	PACIFIC	4,500	4,000	87
	PIERCE	104,900	99,400	95
	SAN JUAN	800	700	92
	SKAGIT	17,200	15,900	92
	SNOHOMISH	62,300	58,700	94
	THURSTON	19,400	18,300	94
	WHATCOM	23,300	21,300	91
25-50 O/D	OREGON WASCO	7,100	6,300	88
5-24 O/D	WASHINGTON			
	CHELAN	13,800	12,600	91
	GRANT	16,300	14,900	92
	WAHKIAKUM	800	700	89
STATION TOTALS		706,200	655,900	93
NET WEEKLY CIRCULATION (MARCH 1966)			596,200	
AVERAGE DAILY CIRCULATION (MARCH 1966)			470,800	

Washington—Spokane



KHQ-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: 2150-ft. above av. terrain, 904-ft. above ground, 4549-ft. above sea level.

Latitude 47° 34' 52"
Longitude 117° 17' 47"

Transmitter: Tower Mountain, 3.25-mi. SE of Spokane.

TV tape: Recording facilities.

AM Affiliate: KHQ, 5-kw, 590 kc (NBC). FM Affiliate: KHQ-FM, 47-kw, 98.1 mc (No. 243), 2031-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Represented (engineering) by George C. Davis Consulting Engineers.

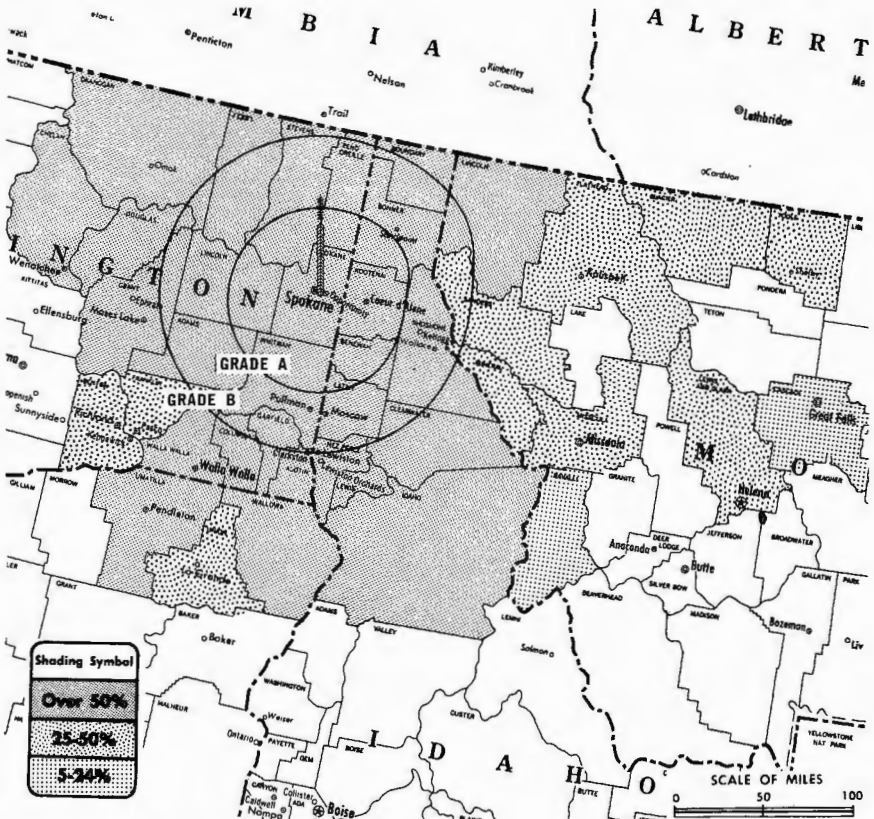
Total Households: © SRDS

Consumer Market Data as of 1/1/87.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KHQ-TV Ref: FCC File No. BPT-2713 Granted 11/18/59

©American Map Co., Inc., N.Y., No. 1424

KHQ-TV

Licensee: KHQ Inc., 4202 South Regal St., Spokane (99203).

Studio: 4202 S Regal.

Telephone: 509-534-0511. TWX No.: 509-328-6066.

Ownership: Spokane Chronicle Co. (Spokane Chronicle). KHQ Inc. officers: R. O. Dunning, pres.; William B. Hyde, secy.; Milton O. Fritsch, asst. secy. & treas.

Began Operation: Dec. 20, 1952.

Represented (sales) by The Katz Agency Inc.; Art Moore & Associates Inc. (Seattle, Wash., Portland, Ore.).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

R. O. DUNNING, president & general manager.
M. O. FRITSCH, assistant secy. & treasurer.
J. BIRNEY BLAIR, commercial manager.
ROD CLEFTON, program director & film buyer.
IRV SMITH, promotion manager.
WEYMETH SIMPSON, farm director.
DEE WAYMIRE, engineering director.
ROL HERRIGES, news director.

DIGEST OF RATE CARD NO. A20
(Feb. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—5:45-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.
\$750.00 \$375.00 \$242.00 \$200.00 \$225.00* \$200.00* \$100.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$825.

For Other Newspapers
with TV Station Holdings
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IDAHO			
	BENEWAH	1,900	1,700	92
	BONNER	5,100	4,600	91
	BOUNDARY	1,600	1,400	87
	CLEARWATER	2,600	2,300	90
	IDAHO	4,500	3,800	86
	KOOTENAI	10,400	9,900	95
	LATAH	6,400	5,700	90
	LEWIS	1,400	1,300	93
	NEZ PERCE	9,500	8,800	93
	SHOSHONE	6,100	5,700	93
	MONTANA			
	LINCOLN	4,200	3,700	88
	OREGON			
	UMATILLA	13,900	12,200	87
	WALLOWA	2,300	1,900	85
	WASHINGTON			
	ADAMS	3,300	3,100	94
	ASOTIN	4,600	4,400	94
	CHELAN	13,800	12,600	91
	COLUMBIA	1,500	1,300	85
	DOUGLAS	4,900	4,600	93
	FERRY	1,000	900	86
	GARFIELD	700	600	89
	GRANT	16,300	14,900	92
	LINCOLN	3,400	3,200	95
	OKANOGAN	7,300	6,400	87
	PEND OREILLE	2,000	1,800	91
	SPokane	95,600	89,300	93
	STEVENS	5,300	4,700	89
	WALLA WALLA	13,300	11,600	87
	WHITMAN	8,700	7,900	92

(Continued on page 767-b)

STATION TOTALS 358,600 328,400 92

NET WEEKLY CIRCULATION (MARCH 1966) 250,600
AVERAGE DAILY CIRCULATION (MARCH 1966) 189,200

Washington—Spokane



KREM-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 84.7-kw visual, 15.5-kw aural. Antenna: 2203-ft. above av. terrain, 969-ft. above ground, 4549-ft. above sea level.

Latitude 47° 35' 42"
Longitude 117° 17' 54"

Transmitter: 7 mi. SE of center of Spokane.

TV tape: Recording facilities.

AM Affiliate: KREM, 5-kw, (1-kw night), 970 kc.

FM Affiliate: KREM-FM, 4.8-kw, 92.9 mc (No. 225), 727-ft. antenna height.

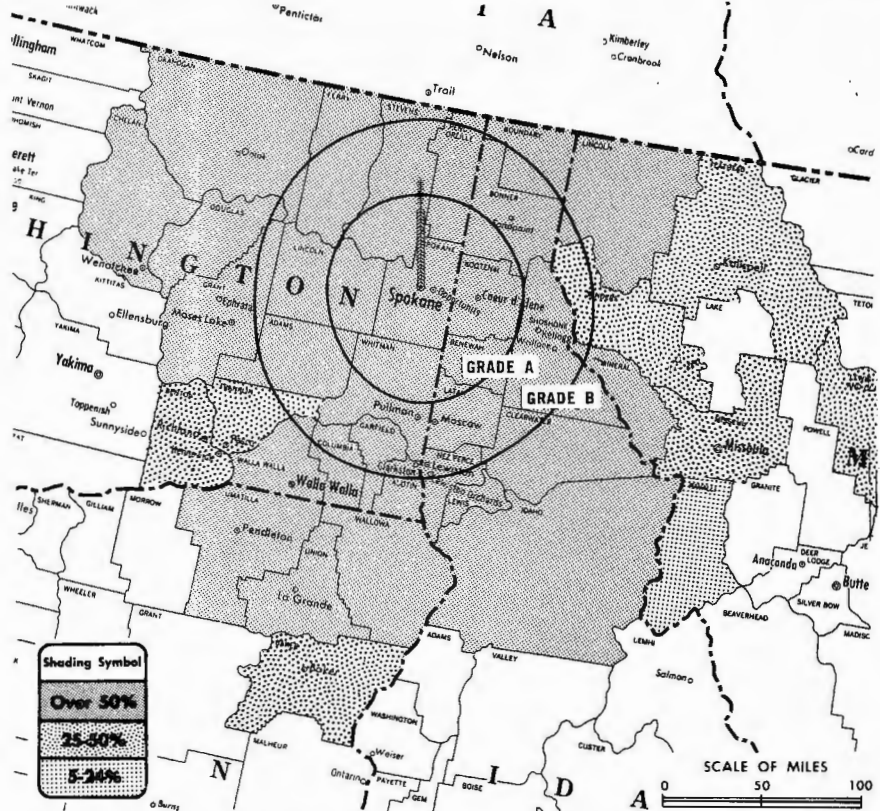
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KREM-TV Ref: FCC File No. BPCT-3209 Granted 7/9/63

©American Map Co., Inc., N.Y., No. 14244

KREM-TV

Licensee: KING Broadcasting Co., 4103 S. Regal St., Spokane (99203).

Studio: 4103 S. Regal St.

Telephone: 509-534-0423. TWX No.: 509-328-0848.

Ownership: King Broadcasting Co. also operates KING-TV, KING & FM, Seattle, Wash. and KGW-TV & KGW, Portland, Ore.

Began Operation: Oct. 29, 1954. Sale to present owners by founder Louis Wasmer approved Sept. 25, 1957 by FCC (Television Digest, Vol. 13:28, 39, 51).

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Bader & Potts.

Personnel:

STIMSON BULLITT, president.
ALEXANDER P. HUNTER, general manager.
GENE RAY, national sales manager.
WALTER SCHAAR, program manager & film buyer.
CHUCK CROMWELL, production manager.
IVAN SMITH, news service director.
WARREN PRITCHARD, chief engineer.

DIGEST OF RATE CARD NO. 12 (June 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun.
\$800.00 \$480.00 \$320.00 \$200.00 \$240.00 \$230.00 \$115.00
NETWORK BASE HOURLY RATE: \$650.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IDAHO			
	BENEAH	1,900	1,700	92
	BONNER	5,100	4,600	91
	BOUNDARY	1,600	1,400	87
	CLEARWATER	2,600	2,300	90

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IDAHO	4,500	3,800	86
	KOOTENAI	10,400	9,900	95
	LATAH	6,400	5,700	90
	LEWIS	1,400	1,300	93
	NEZ PERCE	9,500	8,800	93
	SHOSHONE	6,100	5,700	93
	MONTANA			
	LINCOLN	4,200	3,700	88
	MINERAL	1,000	900	92
	OREGON			
	UMATILLA	13,900	12,200	87
	UNION	5,900	5,100	86
	WALLOWA	2,300	1,900	85
	WASHINGTON			
	ADAMS	3,300	3,100	94
	ASOTIN	4,600	4,400	94
	CHELAN	13,800	12,600	91
	COLUMBIA	1,500	1,300	85
	DOUGLAS	4,900	4,600	93
	FERRY	1,000	900	86
	GARFIELD	700	600	89
	GRANT	16,300	14,900	92
	LINCOLN	3,400	3,200	95
	OKANOGAN	7,300	6,400	87
	PEND OREILLE	2,000	1,800	91
	SPOKANE	95,600	89,300	93
	STEVENS	5,300	4,700	89
	WALLA WALLA	13,300	11,600	87
	WHITMAN	8,700	7,900	92

(Continued on page 767-b)

IDAHO

STATION TOTALS	358,800	328,600	92
NET WEEKLY CIRCULATION (MARCH 1966)		251,300	
AVERAGE DAILY CIRCULATION (MARCH 1966)		170,900	

Washington—Spokane



KXLY-TV



Ch. 4

[Also has programs repeated by separately-owned satellites CKFB-TV-1, Balfour; CJAL-TV-1, Nakusp; CHMS-TV-1, Crescent Valley; CHMS-TV-2, Passmore and CHMS-TV-3, Perrys, all B.C.]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 48-kw visual, 9.55-kw aural. Antenna: 3060-ft. above av. terrain, 153-ft. above ground, 6030-ft. above sea level.

Latitude 47° 55' 18"
Longitude 117° 06' 48"

Transmitter: Top of Mount Spokane.

TV tape: Recording facilities.

AM Affiliate: KXLY, 5-kw, 920 kc.

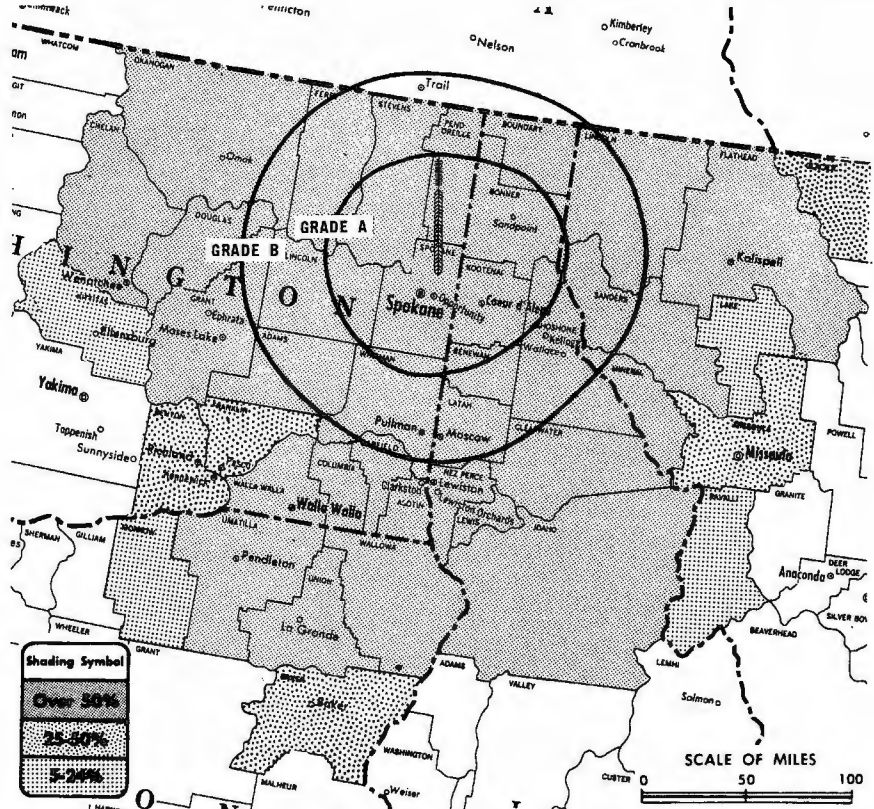
FM Affiliate: KXLY-FM, 8.2-kw, 99.9 mc (No. 260), 3008-ft. antenna.

O & O Translators: K11GD, N. Spokane; K09FZ, NE Spokane; K09FO, NW Spokane; K13HE, W. Spokane.

Color: Network, live, film & slide.

News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KXLY-TV Ref: FCC File No. BMPCT-906 Granted 10/17/62

©American Map Co., Inc., N.Y., No. 14244

KXLY-TV

Licensee: Spokane TV Inc., West 500 Boone Ave., Spokane (99201).

Studio: West 500 Boone Ave. Telephone: 509-328-9084.

Ownership: Evening Telegram Co. (Morgan Murphy) owns 80%; Manitowoc Newspapers Inc., 20%. Evening Telegram owns Apple Valley Bcstg., Ch. 35 applicant for Yakima, Wash.

Began Operation: Jan. 16, 1953. Sale to present owners by Joseph Harris and Norman E. Alexander approved by FCC Jan. 17, 1962 (Television Digest, Vol. 17:34, 2:4, 6-7). Sale to Harris and Alexander by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved by FCC Jan. 6, 1954 (Vol. 9:49, 10:2).

Represented (sales) by Peters, Griffin, Woodward Inc.; Del Day (Seattle); Feltis, Dove, Croghan Inc. (Portland).

Represented (legal) by Arthur Stambler.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- WAYNE McNULTY, general manager & film buyer.
- BOB WEITZE, national & local sales manager.
- DON FLINDERS, operations manager.
- T. O. JORGENSEN, director of engineering.
- FRANK SCHULZ, promotion manager.

DIGEST OF RATE CARD NO. 18—(Feb. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:31-9:59 p.m., daily.
\$825.00 \$480.00 \$320.00 \$260.00 \$240.00 \$120.00
NETWORK BASE HOURLY RATE: \$625.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IDAHO			
	BENEWAH	1,900	1,700	92
	BONNER	5,100	4,600	91
	BOUNDARY	1,600	1,400	87
	CLEARWATER	2,600	2,300	90

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IDAHO	4,500	3,800	86
	KOOTENAI	10,400	9,900	95
	LATAH	6,400	5,700	90
	LEWIS	1,400	1,300	93
	NEZ PERCE	9,500	8,800	93
	SHOSHONE	6,100	5,700	93
	MONTANA			
	FLATHEAD	10,500	9,500	91
	LINCOLN	4,200	3,700	88
	MINERAL	1,000	900	92
	SANDERS	2,100	1,700	81
	OREGON			
	UMATILLA	13,900	12,200	87
	UNION	5,900	5,100	86
	WALLOWA	2,300	1,900	85
	WASHINGTON			
	ADAMS	3,300	3,100	94
	ASOTIN	4,600	4,400	94
	CHELAN	13,800	12,600	91
	COLUMBIA	1,500	1,300	85
	DOUGLAS	4,900	4,600	93
	FERRY	1,000	900	86
	GARFIELD	700	600	89
	GRANT	16,300	14,900	92
	LINCOLN	3,400	3,200	95
	OKANOGAN	7,300	6,400	87
	PEND OREILLE	2,000	1,800	91
	SPOKANE	95,600	89,300	93
	STEVENS	5,300	4,700	89
	WALLA WALLA	13,300	11,600	87
	WHITMAN	8,700	7,900	92

(Continued on page 767-b)

STATION TOTALS	372,100	340,300	92
NET WEEKLY CIRCULATION (MARCH 1966)		255,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		198,100	

Washington—Tacoma-Seattle

KTNT-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 801-ft. above av. terrain, 580-ft. above ground, 1000-ft. above sea level.

Latitude 47° 28' 43"
Longitude 122° 32' 32"

Transmitter: 7-mi. SW of Seattle.

TV tape: Recording facilities.

AM Affiliate: KTNT, 1-kw, 1400 kc.

FM Affiliate: KTNT-FM, 10.5-kw, 97.3 mc (No. 247), 410-ft. antenna height.

O & O Translator: K02CU, Seattle, Wash.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

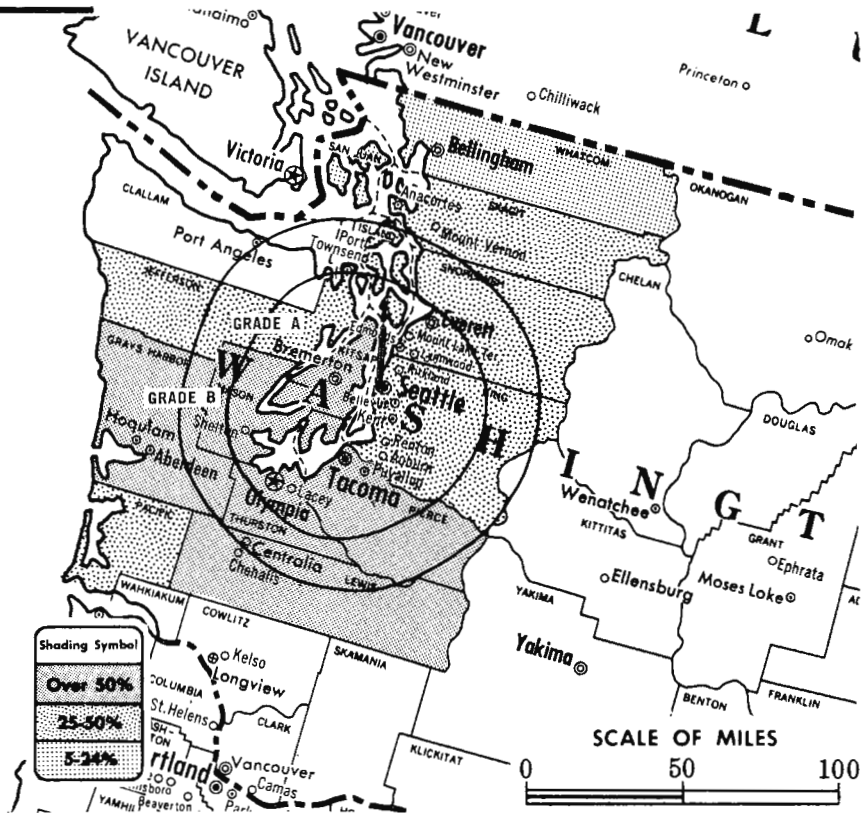
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KTNT-TV Ref: FCC File No. BMPCT-1738 Granted 2/18/54

©American Map Co., Inc., N.Y., No. 14244

KTNT-TV

Network Service: None, independent.

Licensee: Tribune Publishing Co., Tacoma.

Studios & Offices: S. 11th & Grant Sts., Tacoma (98405); Grosvenor House, 500 Wall St., Seattle (98121).

Telephones: 206-383-2561, Tacoma; 206-682-0550, Seattle.

TWX Nos.: 206-475-3514, Tacoma; 206-998-0426, Seattle.

Ownership: Same as Tacoma News Tribune. Alton F. Baker Trust which owns 12.46% of Tribune Publishing Co., also owns Eugene (Ore.) Register-Guard (KERG).

Begin Operation: February 22, 1953.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Cuiver.

Personnel:

MAX BICE, general manager.

ART HOWARD, national sales manager.

JOHN UPHAM, local sales manager.

DELL SPENCER, program director & film buyer.

DICK ENGH, chief engineer.

BOB ROBERTSON, sports director.

LEN HIGGINS, news director.

DIGEST OF RATE CARD NO. 12—(Sept. 5, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6-8 p.m., Mon.-Sat.; 4-8 p.m., Sun.

\$625.00 \$350.00 \$250.00 \$160.00 \$230.00 \$230.00 \$115.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50	WASHINGTON			
0/0	GRAYS HARBOR	18,100	15,800	87
	KITSAP	27,500	26,100	95
	LEWIS	13,200	11,900	90
	MASON	5,500	5,200	94
	PIERCE	104,900	99,400	95
	THURSTON	19,400	18,300	94
25-50	WASHINGTON			
0/0	ISLAND	7,000	6,700	95
	JEFFERSON	2,400	2,200	91
	KING	337,500	313,200	93
	PACIFIC	4,500	4,000	87
	SKAGIT	17,200	15,900	92
	SNOHOMISH	62,300	58,700	94
5-24	WASHINGTON			
0/0	SAN JUAN	800	700	92
	WHATCOM	23,300	21,300	91

STATION TOTALS 643,600 599,400 93

NET WEEKLY CIRCULATION (MARCH 1966) 357,900

AVERAGE DAILY CIRCULATION (MARCH 1966) 160,200

CATV Directory is in Services Volume

Washington—Tacoma

KTVW

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 214-kw visual, 31.6-kw aural. Antenna: 780-ft. above av. terrain, 533-ft. above ground, 950-ft. above sea level.

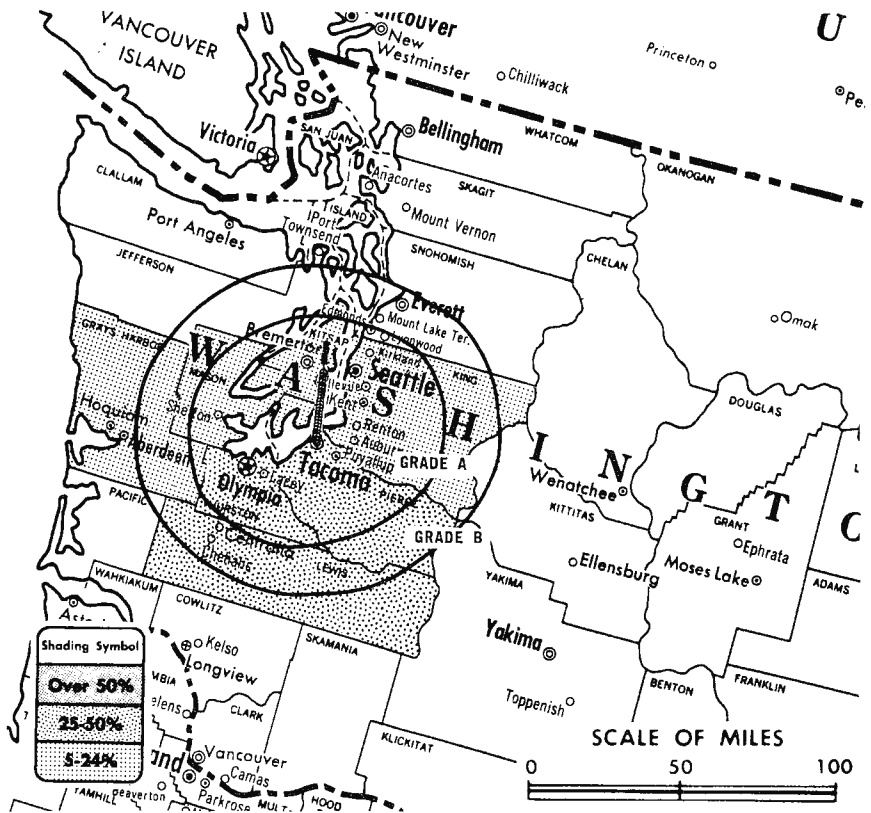
Latitude 47° 16' 41"
Longitude 122° 30' 42"

Transmitter: 5544 N. 35th St.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SBDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KTVW Ref: FCC File No. BPCT-2695 Granted 6/30/60

©American Map Co., Inc., N.Y., No. 14244

KTVW

Network Service: None, independent.

Licensee: KTVW Inc., 5544 N. 35th St., Tacoma (98407).

Studio: 5544 N. 35th St., Tacoma.

Telephones: 206-752-3544, Tacoma; 206-623-8822, Seattle.

Ownership: J. Elroy McCaw, pres., 100%. Mr. McCaw also owns 45% of radio KIXI & FM, Seattle; CATV systems in Chehalis & Centralia, Wash. He is buying radio KYMN, Oregon City, Ore.

Began Operation: Aug. 2, 1953 as KMO-TV; sold to present owner by Carl E. Haymond, Sept. 15, 1954 (Television Digest, Vol. 10:28, 34, 38).

Represented (sales) by Jack Masla & Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

JAMES AGOSTINO, general manager & film buyer.
HARRY HOLLAND, news, operations & program director.
RAY SWALLEY, director of engineering.

DIGEST OF RATE CARD NO. 4 (Dec. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 P.M., daily.	\$425.00	\$255.00	\$170.00	\$127.50	\$60.00	\$42.00 \$36.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	WASHINGTON			
	LEWIS	13,200	11,900	90
	PIERCE	104,900	99,400	95
	THURSTON	19,400	18,300	94
5-24 0/0	WASHINGTON			
	GRAYS HARBOR	18,100	15,800	87
	KING	337,500	313,200	93
	KITSAP	27,500	26,100	95
	MASON	5,500	5,200	94
STATION TOTALS		526,100	489,900	93
NET WEEKLY CIRCULATION (MARCH 1966)				93,400
AVERAGE DAILY CIRCULATION (MARCH 1966)				22,400

For Color Set Penetration by Markets

See Services Volume

Washington—Yakima



Ch. 29

[Also operates associated stations KEPR-TV, Pasco; KLEW-TV, Lewiston, Ida.]

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 191-kw max. and 105-kw horizontal visual, 19.1-kw max. and 10.5-kw horizontal aural. Antenna: 970-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level.

Latitude 46° 31' 58"
Longitude 120° 30' 33"

Transmitter: Ahtanum Ridge.

TV tape: Recording facilities.

AM Affiliate: KIMA, 5-kw, 1460 kc (NBC).

Color: Network, film & slide.

News Wire Service: AP.

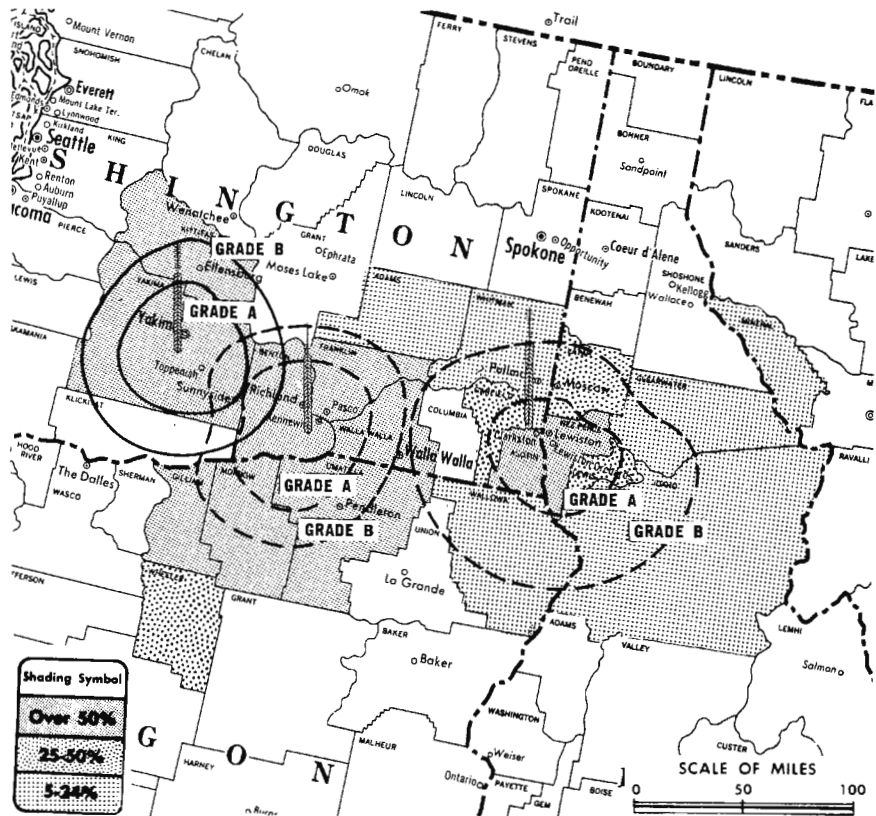
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KIMA-TV Ref: FCC File No. BMPCT—3152 Granted 7/15/53
KEPR-TV Ref: FCC File No. BPCT—2322 Granted 9/1/57
KLEW-TV Ref: FCC File No. BMPCT—3459 Granted 10/8/55

© American Map Co., Inc., N.Y., No. 14244

KIMA-TV

Network Service: CBS, ABC.

Licensee: Cascade Broadcasting Co., Radio & Television Center, Box 702 (98901). Telephone: 509-452-9111. TWX No.: 510-777-5356.

Studio: Radio & Television Center.

Ownership: Thomas C. Bostic, pres., 58%; John H. Reber, 15%; William F. Grogan, 15%; James W. Nolan, 5%; Robert W. Anderson, 3%; others. Cascade operates KEPR-TV, Pasco, Wash. (Ch. 19), KLEW-TV, Lewiston, Ida. (Ch. 3); also owns radio station KEPR, Kennewick-Pasco, Wash.

Began Operation: July 19, 1953. Sale to Cascade Bcstg. by A. W. Talbot and Ralph Sundquist et al. approved by FCC Feb. 21, 1962 (Television Digest, Vol. 1:14). BTC-3934.

Represented (sales) by Adam Young Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Smith & Pepper.

Represented (engineering) by Hammett & Edison.

Personnel:

TOM BOSTIC, president.
JACK REBER, vice president & general manager.
BILL GROGAN, vice president, sales.
JIM NOLAN, v.p., programs & film buyer.
DICK GASSAWAY, general sales manager.
DALE HAZEN, sales manager.
BOB HORN, promotion director.
BOB ANDERSON, v.p. operations.
MEL BURRILL, director of engineering.
DOW LAMBERT, TV chief engineer.
JIM HUGHES, news director.

DIGEST OF RATE CARD NO. 9—(June 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6-10 p.m., daily.
\$650.00 \$450.00 \$325.00 \$200.00 \$150.00 \$140.00 \$75.00

Note: Above rates include KEPR-TV, Pasco and KLEW-TV, Lewiston.

NETWORK BASE HOURLY RATE: \$650.

766-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IDAHO			
	NEZ PERCE	9,500	8,800	93
	OREGON			
	GILLIAM	1,000	800	87
	MORROW	1,500	1,300	85
	UMATILLA	13,900	12,200	87
	WASHINGTON			
	ASOTIN	4,600	4,400	94
	BENTON	19,100	17,900	94
	FRANKLIN	8,300	7,800	94
KITTITAS	6,000	5,300	88	
WALLA WALLA	13,300	11,600	87	
YAKIMA	45,900	41,800	91	
25-50 O/O	IDAHO			
	LATAH	6,400	5,700	90
	LEWIS	1,400	1,300	93
	OREGON			
WHEELER	600	500	88	
WASHINGTON				
GARFIELD	700	600	89	
(Continued on next page)				
STATION TOTALS		154,600	139,900	90
NET WEEKLY CIRCULATION (MARCH 1966)			111,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)			86,700	

ARB Data for this Station Includes Satellites KEPR-TV, Pasco, Wash. & KLEW-TV, Lewiston, Ida.

KHQ-TV, Spokane
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MONTANA			
	FLATHEAD	10,500	9,500	91
	GLACIER	3,400	2,800	85
	LEWIS + CLRK	9,500	8,500	90
	MINERAL	1,000	900	92
	MISSOULA	15,200	13,700	90
	SANDERS	2,100	1,700	81
	TOOLE	2,300	2,200	92
	OREGON			
	UNION	5,900	5,100	86
WASHINGTON	BENTON	19,100	17,900	94
	FRANKLIN	8,300	7,800	94

5-24 0/0	MONTANA			
	CASCADE	26,100	24,700	95
	RAVALLI	3,600	3,300	90

KREM-TV, Spokane
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MONTANA			
	FLATHEAD	10,500	9,500	91
	LEWIS + CLRK	9,500	8,500	90
	MISSOULA	15,200	13,700	90
	SANDERS	2,100	1,700	81
OREGON	BAKER	5,900	5,200	88
WASHINGTON	BENTON	19,100	17,900	94
	FRANKLIN	8,300	7,800	94

5-24 0/0	MONTANA			
	CASCADE	26,100	24,700	95
	RAVALLI	3,600	3,300	90

Washington

KXLY-TV, Spokane
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 0/0	MONTANA			
	GLACIER	3,400	2,800	85
	HILL	6,000	5,400	91
	MISSOULA	15,200	13,700	90
	TOOLE	2,300	2,200	92
	OREGON			
	BAKER	5,900	5,200	88
WASHINGTON	BENTON	19,100	17,900	94
	FRANKLIN	8,300	7,800	94

5-24 0/0	MONTANA			
	CASCADE	26,100	24,700	95
	LAKE	3,600	3,200	91
	RAVALLI	3,600	3,300	90
OREGON	MORROW	1,500	1,300	85
WASHINGTON	KITTITAS	6,000	5,300	88

KIMA-TV, Yakima
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 0/0	IDAHO			
	CLEARWATER	2,600	2,300	90
	IDAHO	4,500	3,800	86
MONTANA	MINERAL	1,000	900	92
OREGON	WALLOWA	2,300	1,900	85
WASHINGTON	ADAMS	3,300	3,100	94
	WHITMAN	8,700	7,900	92

Washington—Yakima



KNDO

Ch. 23

[Also operates associated station KNDU, Richland, Wash.]

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 250-kw visual, 32-kw aural. Antenna: 950-ft. above av. terrain, 144-ft. above ground, 2150-ft. above sea level.

Latitude 46° 31' 59"
Longitude 120° 30' 26"

TV tape: Recording facilities.

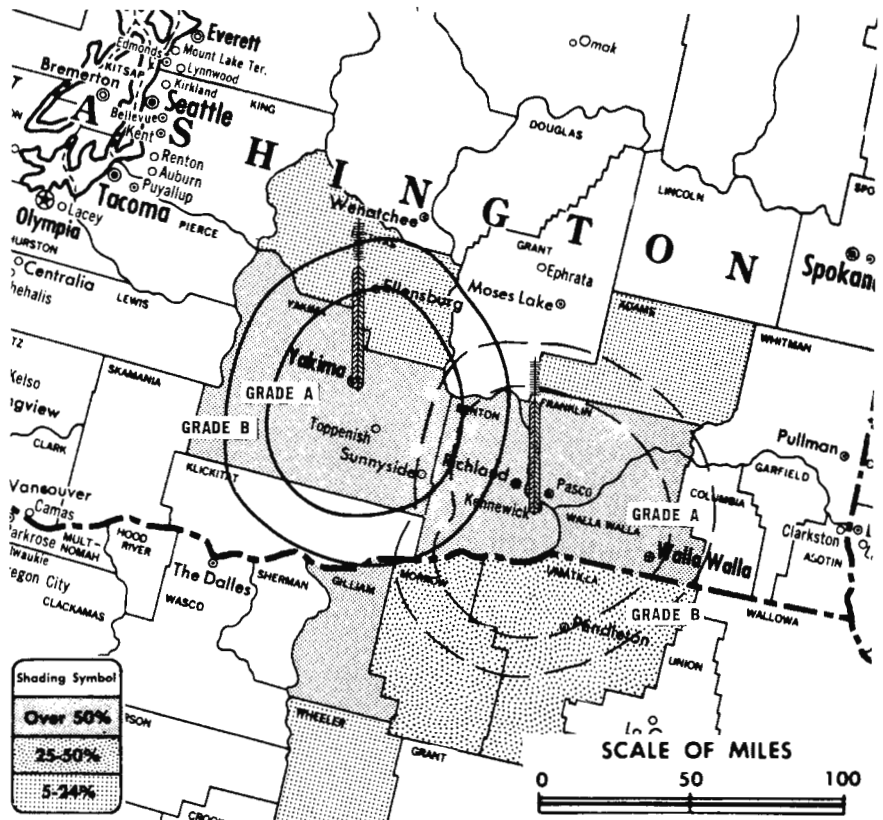
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: The figures for this station include Satellite KNDU, Richland, Wash. but does not reflect present coverage since KNDU changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



KNDO Ref: FCC File No. BPCT-3105 Granted 2/6/63

©American Map Co., Inc., N.Y., No. 14244

KNDO

Licensee: Columbia Empire Broadcasting Corp., 23 South First St.

Transmitter: Ahtanum Ridge, S of Yakima.

Studio: 23 South First St. (98901). Telephone: 509-248-2300.

Ownership: Hugh E. Davis, pres., 100%. Also owns associated station KNDU, Richland, Washington.

Began Operation: Oct. 15, 1959. Sale to present owners by Ralph Tronsrud approved by FCC Feb. 1, 1961 (Television Digest, Vol. 16:34; 17:6).

Represented (sales) by Avery-Knodel; William L. Simpson & Assoc. (Northwest).

Represented (legal) by Haley, Bader & Potts.

Personnel:

HUGH DAVIS, president, program director & film buyer.
BEN SHROPSHIRE, general & commercial manager.
KEN BURFORD, production manager.
RON KROUS, engineering & operations manager.
FRANK ROBERTS, news director.

DIGEST OF RATE CARD NO. 7*—(June 1, 1966)

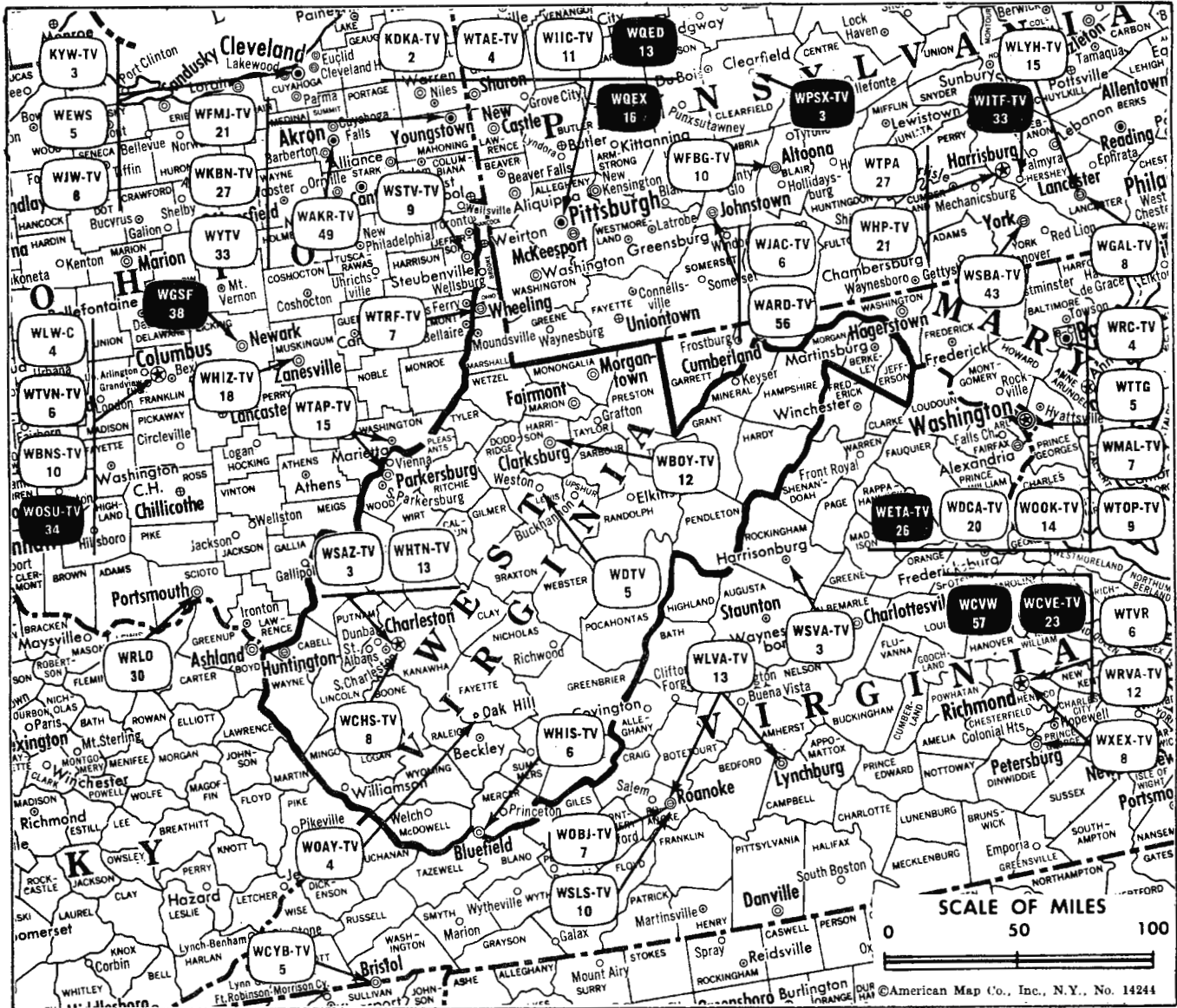
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—7-10 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$160.00	\$140.00	\$90.00	\$75.00

*Includes KNDU, Richland, Wash.

NETWORK BASE HOURLY RATE: \$500.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	OREGON GILLIAM	1,000	800	87
	WASHINGTON BENTON	19,100	17,900	94
	FRANKLIN	8,300	7,800	94
	WALLA WALLA	13,300	11,600	87
	YAKIMA	45,900	41,800	91
25-50 O/O	OREGON MORROW UMATILLA	1,500 13,900	1,300 12,200	85 87
5-24 O/O	OREGON WHEELER	600	500	88
	WASHINGTON ADAMS KITITITAS	3,300 6,000	3,100 5,300	94 88
STATION TOTALS		112,900	102,300	91
NET WEEKLY CIRCULATION (MARCH 1966)				86,100
AVERAGE DAILY CIRCULATION (MARCH 1966)				64,000

West Virginia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Wheeling-Steubenville	477,500	33	1,555,900	14	1,490,500	14
Charleston-Huntington	408,800	46	555,100	54	501,600	55
Bluefield	124,400	135	260,600	116	232,500	116
Oak Hill	81,400	165	248,100	120	226,700	119
Clarksburg-Fairmont	68,400	172	180,300	143	164,700	142
Parkersburg	24,800	210	47,100	208	43,800	208

For additional state data, see next page

FUTURA

100% MODULAR SOLID STATE AMPLIFIERS

Viking introduces the newest advance in the development of simplified CATV construction. With a simple change of modules, the amplifier adapts to suit the needs of your particular system. (At extremely low cost).

viking

400 Ninth Street, Hoboken, N.J. • N.Y.: (212)943-5793; N.J.: (201)656-2020



West Virginia

West Virginia Station Status as of Jan. 1, 1967

	VHF	UHF	TOTAL
○ Commercial Television Stations	8	1	9
● Educational Television Stations	0	0	0
			9

State Cross Reference List
Communities That Receive Programs of Stations That Are Located Elsewhere

WHTN-TV

Charleston

(See Huntington, W. Va.)

WSAZ-TV

Charleston

(See Huntington, W. Va.)

WDTV

Clarksburg

(See Weston, W. Va.)

WCHS-TV

Huntington

(See Charleston, W. Va.)

WBOY-TV

Weston

(See Clarksburg, W. Va.)

WSTV-TV

Wheeling

(See Steubenville, Ohio)

WDTV, Weston (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24 O/D	WEST VIRGINIA			
	CLAY	2,200	1,900	87
	MONONGALIA	14,900	13,500	91
	NICHOLAS	6,100	5,500	91
	PENDELTON	1,800	1,500	84
	PLEASANTS	2,000	1,900	92
	POCAHONTAS	2,300	1,700	72
	PRESTON	6,400	5,700	89
	ROANE	3,600	3,200	88
	WETZEL	5,300	4,900	93
	WIRT	1,000	800	89

WHIS-TV, Bluefield (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
5-24 O/D	KENTUCKY			
	LETCHER	6,100	4,600	76
	NORTH CAROLINA			
	ALLEGHANY	2,000	1,800	86
	VIRGINIA			
	ALLEGHANY	8,800	8,200	93
	GRAYSON	7,000	6,200	89
	HIGHLAND	500	500	90
	MONTGOMERY	12,400	11,500	93
	PULASKI	7,700	7,100	92
	SMYTH	8,500	7,800	92
	WASHINGTON	16,100	14,800	92
	WEST VIRGINIA			
	BOONE	6,500	6,000	92
	NICHOLAS	6,100	5,500	91

WHTN-TV, Huntington (ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
WEST VIRGINIA—(Continued)				
OVER 50 O/D	MINING	8,500	7,500	89
	NICHOLAS	6,100	5,500	91
	PUTNAM	6,800	6,400	95
	RALEIGH	18,000	16,300	91
	ROANE	3,600	3,200	88
	SUMMERS	3,600	3,000	81
	WAYNE	10,800	10,000	92
	WOOD	25,900	24,200	93
	WYOMING	7,800	6,900	88
25-50 O/D	KENTUCKY			
	LETCHER	6,100	4,600	76
	MAGOFFIN	2,400	1,800	77
	MENIFEE	900	700	78
	PERRY	6,800	5,000	74
	VIRGINIA			
	BUCHANAN	8,700	7,300	84
	DICKENSON	4,400	3,900	89
	WEST VIRGINIA			
	BRAXTON	3,500	2,900	83
	CALHOUN	1,600	1,400	87
	PLEASANTS	2,000	1,900	92
	WEBSTER	2,700	2,300	85
	WIRT	1,000	800	89

5-24 O/D	KENTUCKY			
	BATH	2,500	1,900	78
	BREATHITT	3,100	1,900	62
	KNOTT	3,500	2,500	69
	WOLFE	1,400	1,000	69
	OHIO			
	ADAMS	5,500	4,900	88
	HOCKING	5,900	5,500	94
	MORGAN	3,500	3,200	91
	VIRGINIA			
	TAZEWELL	11,800	10,700	91
	WEST VIRGINIA			
	GREENBRIER	8,600	7,500	88
	MERCER	18,000	16,600	92
	RITCHIE	2,700	2,400	86

West Virginia—Bluefield



WHIS-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 50-kw visual, 6.03-kw aural (maximum permitted for altitude). Antenna: 1220-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level.

Latitude 37° 15' 21.31"
Longitude 81° 10' 55.43"

Transmitter: Top of East River Mt.

TV tape: Recording facilities.

AM Affiliate: WHIS, 5-kw (.5-kw night), 1440 kc (NBC).

FM Affiliate: WHIS-FM, 5.9-kw, 104.5 mc (No. 283), 1170-ft.

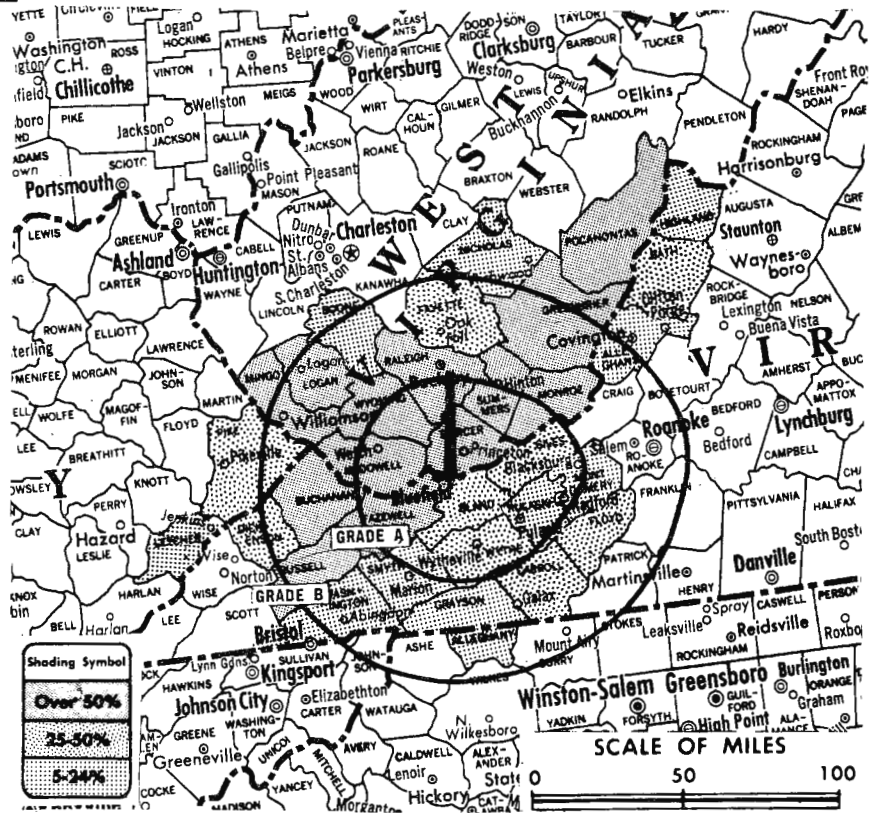
Represented (engineering) by A. D. Ring & Assoc.

Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WHIS-TV Ref: FCC File No. BPCT-1515 Granted 10/28/54

©American Map Co., Inc., N.Y., No. 14242

WHIS-TV

Licensee: Daily Telegraph Printing Co., Bland St.

Studio: E. Cumberland Rd., near Bluefield.

Offices: Municipal Bldg. (24701).

Telephone: 304-327-7115. TWX No.: 304-325-6966.

Ownership: Same as Bluefield Daily Telegraph and Sunset News-Observer. Hugh Shott, pres., 33.27%; Ned Shott, v.p., .18%; John C. Shott, secy.-treas., .18%; Jim H. Shott Estate, 33.10%; G. Clark Brant, 15.78%; Mrs. B. L. Early, .34%; Daily Telegraph Printing Co. Employees Pension Trust, 17.15%.

Began Operation: July 31, 1955.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

HUGH I. SHOTT JR., president.
JOHN SHOTT, general manager & film buyer.
SCOTT SHOTT, station manager.
JEAN BALL, program director.
KENNETH DICK, chief engineer.

DIGEST OF RATE CARD NO. 8 (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-10 p.m., daily.
\$350.00 \$210.00 \$140.00 \$105.00 \$90.00* \$80.00* \$40.00*

*Class AA

NETWORK BASE HOURLY RATE: \$350.

For Other Publishers Owning TV Stations,
see Newspaper Ownership Section.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	VIRGINIA			
	BUCHANAN	8,700	7,300	84
	RUSSELL	6,700	5,800	87
	TAZEWELL	11,800	10,700	91
	WEST VIRGINIA			
	GREENBRIER	8,600	7,500	88
	LOGAN	12,800	11,900	93
	MC DOWELL	14,000	12,400	88
	MERCER	18,000	16,600	92
	MINGO	8,500	7,500	89
	MONROE	2,600	2,000	78
	POCAHONTAS	2,300	1,700	72
	RALEIGH	18,000	16,300	91
	SUMMERS	3,600	3,000	81
	WYOMING	7,800	6,900	88
25-50 O/D	KENTUCKY			
	PIKE	15,300	12,800	84
	VIRGINIA			
	BATH	1,300	1,200	90
	BLAND	1,500	1,200	80
	CARROLL	6,000	5,200	87
	DICKENSON	4,400	3,900	89
	FLOYD	2,900	2,600	89
	GILES	4,500	4,200	93
	WYTHE	6,000	5,200	88
	WEST VIRGINIA			
	FAYETTE	13,600	12,600	93

(Continued on page 770-b)

STATION TOTALS	260,600	232,500	89
NET WEEKLY CIRCULATION (MARCH 1966)		124,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)		89,000	

West Virginia—Charleston-Huntington



WCHS-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 158-kw visual, 19.1-kw aural. Antenna: 1240-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 38° 24' 27.9"
Longitude 81° 54' 13.3"

Transmitter: Coal Mt., 3.5-mi. W of St. Albans, W. Va.

Studio: 1111 Virginia St. E., Charleston.

TV tape: Recording facilities.

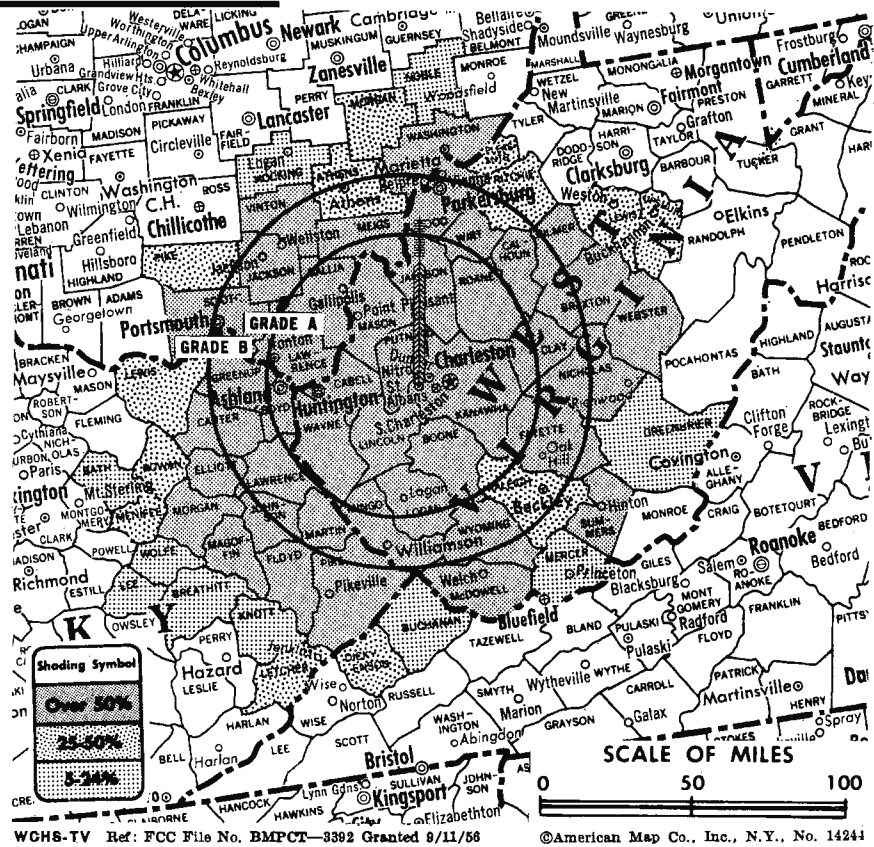
AM Affiliate: WCHS, 5-kw, 580 kc (CBS).

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WCHS-TV Ref: FCC File No. B1PCT-8392 Granted 8/11/58

© American Map Co., Inc., N.Y., No. 14244

WCHS-TV

Licensee: WCHS-AM-TV Corp., 1111 Virginia St. E. (25324).

Telephone: 304-346-5358.

TWX No.: 304-666-8839.

Ownership: Rollins Inc., 100%. For other interests, see WPTZ, Plattsburgh, N.Y.

Began Operation: Aug. 16, 1954. Sale to present owner by Tierney Co. approved Sept. 28, 1960 by FCC (Television Digest, Vol. 16:29, 40).

Represented (sales) by Blair Television Associates.

Represented (legal) by Cohn & Marks.

Represented (engineering) by G. Russell Chambers.

Personnel:

O. WAYNE ROLLINS, president.
R. RANDALL ROLLINS, executive vice president.
WILLIAM G. RHODES, asst. to exec. vice president.
PHILIP D. MARELLA, general manager.
JAMES R. DEITSCH, regional sales manager.
CURTIS W. BUTLER, local sales manager.
CHARLES N. MOYER, operations manager.
GENE R. BRICK, chief engineer.
ROBERT FRANKEN, news director.
RICHARD JOHNSON, chief photographer.

DIGEST OF RATE CARD NO. 12

(June 6, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:30-11 p.m., Mon.-Sat.; 6:30-11 p.m., Sun.	\$1500.00	\$900.00	\$550.00	\$260.00	\$220.00	\$110.00

NETWORK BASE HOURLY RATE: \$1000.

For Other Owners of Two or More TV Stations, see Group Ownership Section.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
------------------	----------------	------------------	----------	-----

OVER 50 O/O	KENTUCKY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	BOYD	16,400	15,600	95
	CARTER	5,400	4,600	85
	ELLIOTT	1,400	1,200	88
	FLOYD	8,700	7,300	84
	GREENUP	8,900	8,200	92
	JOHNSON	4,800	4,000	84
	LAWRENCE	2,900	2,500	88
	MAGOFFIN	2,400	1,800	77
	MARTIN	2,100	1,600	77
	MORGAN	2,600	2,000	78
	PIKE	15,300	12,800	84

OHIO	TOTAL HOUSEHOLDS	TV HOMES	O/O
GALLIA	6,700	6,200	92
JACKSON	8,500	8,000	94
LAWRENCE	16,200	15,400	95
MEIGS	6,100	5,700	93
SCIOTO	24,700	23,300	94
VINTON	2,600	2,400	93
WASHINGTON	15,700	14,500	92

WEST VIRGINIA	TOTAL HOUSEHOLDS	TV HOMES	O/O
BOONE	6,500	6,000	92
BRAXTON	3,500	2,900	83
CABELL	34,500	32,900	95
CALHOUN	1,600	1,400	87
CLAY	2,200	1,900	87
FAYETTE	13,600	12,600	93
GILMER	1,700	1,500	87
JACKSON	5,600	5,300	95
KANAWHA	77,600	73,800	95
LINCOLN	4,500	4,100	91
LOGAN	12,800	11,900	93
MC DOWELL	14,000	12,400	88
MASON	6,800	6,500	95

(Continued on page 777-b)

STATION TOTALS	541,800	492,100	91
NET WEEKLY CIRCULATION (MARCH 1966)		356,700	
AVERAGE DAILY CIRCULATION (MARCH 1966)		254,700	

West Virginia—Huntington-Charleston



WHTN-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 1000-ft. above av. terrain, 844-ft. above ground, 1784-ft. above sea level.

Latitude 38° 30' 21"
Longitude 82° 12' 30"

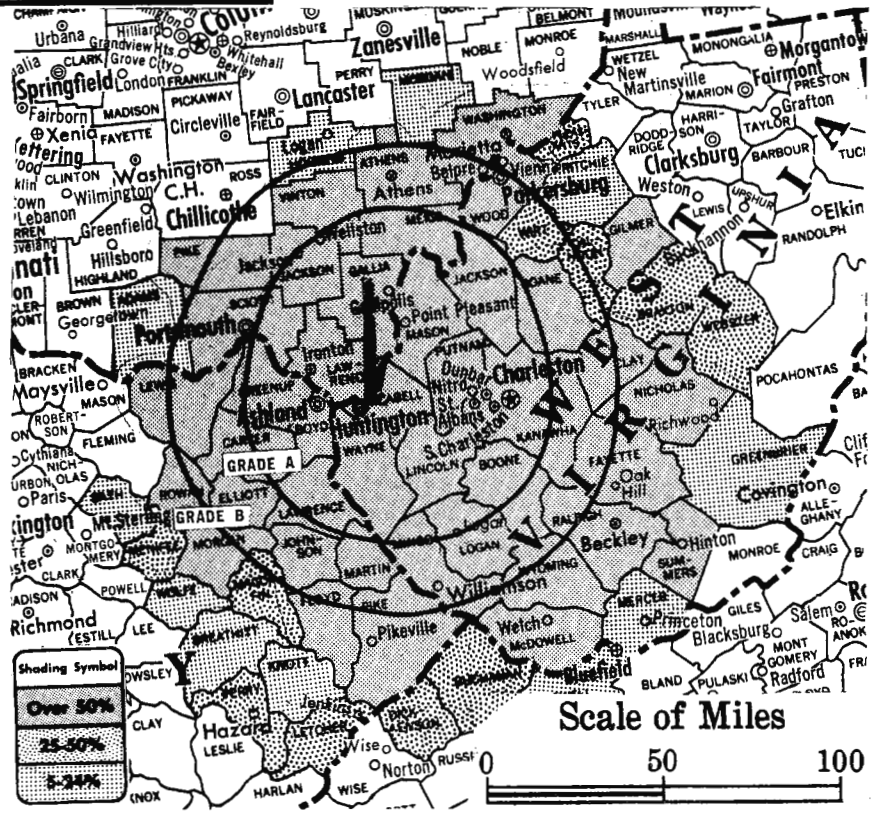
Transmitter: Barker's Ridge Rd., Huntington.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

O & O Translator: W11AM, Charleston, W. Va.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WHTN-TV Ref: FCC File No. BMLCT-100 Granted 6/9/61

©American Map Co., Inc., N.Y., No. 14244

WHTN-TV

Licensee: Reeves Broadcasting Corp., 625 Fourth Ave. (25701).

Studio: 625 4th Ave., Huntington.

Telephone: 304-525-7661.

TXW No.: 304-522-7730.

Ownership: Reeves Bcstg. Corp., see WUSN-TV, Charleston, S.C.

Began Operation: Oct. 2, 1955. Sale to present owner by Cowles Bcstg. Co. approved Dec. 21, 1960 by FCC (Television Digest, Vol. 16:43, 52). Sale to Cowles by S. J. Hyman theater interests approved June 20, 1956 by FCC (Vol. 12:18, 25).

Represented (sales) by Eastman TV.

Represented (legal) by Booth & Lovett.

Represented (engineering) by Lohnes & Culver.

Personnel:

- J. DRAYTON HASTIE, president.
- O. W. MYERS, exec. v.p. & general manager & national sales.
- GEORGE A. MILLER JR., general sales manager.
- JOHN M. HAMER, program director & film buyer.
- EDWARD GURNEY, technical director.
- PHYLLIS KINGERY, traffic.
- CAROLYNN JACOBY, promotion & merchandising.
- DICK RICHMOND, news & special events manager.
- JIM ROBINSON, film director.

DIGEST OF RATE CARD NO. 11 (July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$800.00 \$400.00 \$240.00 \$160.00 \$260.00 \$240.00 \$220.00
NETWORK BASE HOURLY RATE: \$1000.

For Other TV Station Sales,
see Sales and Transfers Section.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	KENTUCKY			
	BOYD	16,400	15,600	95
	CARTER	5,400	4,600	85
	ELLIOTT	1,400	1,200	88
	FLOYD	8,700	7,300	84
	GREENUP	8,900	8,200	92
	JOHNSON	4,800	4,000	84
	LAWRENCE	2,900	2,500	88
	LEWIS	3,600	3,000	82
	MARTIN	2,100	1,600	77
	MORGAN	2,600	2,000	78
	PIKE	15,300	12,800	84
	ROWAN	3,400	2,800	83
	OHIO			
	ATHENS	12,400	11,400	92
	GALLIA	6,700	6,200	92
	JACKSON	8,500	8,000	94
	LAWRENCE	16,200	15,400	95
	MEIGS	6,100	5,700	93
	PIKE	5,700	5,200	92
	SCIOTO	24,700	23,300	94
	VINTON	2,600	2,400	93
	WASHINGTON	15,700	14,500	92
	WEST VIRGINIA			
	BOONE	6,500	6,000	92
	CABELL	34,500	32,900	95
	CLAY	2,200	1,900	87
	FAYETTE	13,600	12,600	93
	GILMER	1,700	1,500	87
	JACKSON	5,600	5,300	95
	KANAWHA	77,600	73,800	95
	LINCOLN	4,500	4,100	91
	LOGAN	12,800	11,900	93
	MC DOWELL	14,000	12,400	88
	MASON	6,800	6,500	95

(Continued on page 770-b)

STATION TOTALS	551,600	500,300	91
NET WEEKLY CIRCULATION (MARCH 1966)	358,800		
AVERAGE DAILY CIRCULATION (MARCH 1966)	269,200		

West Virginia—Huntington-Charleston



WSAZ-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 46.8-kw visual, 6.92-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 34"
Longitude 82° 13' 09"

Transmitter: Barker's Ridge, W. Va.

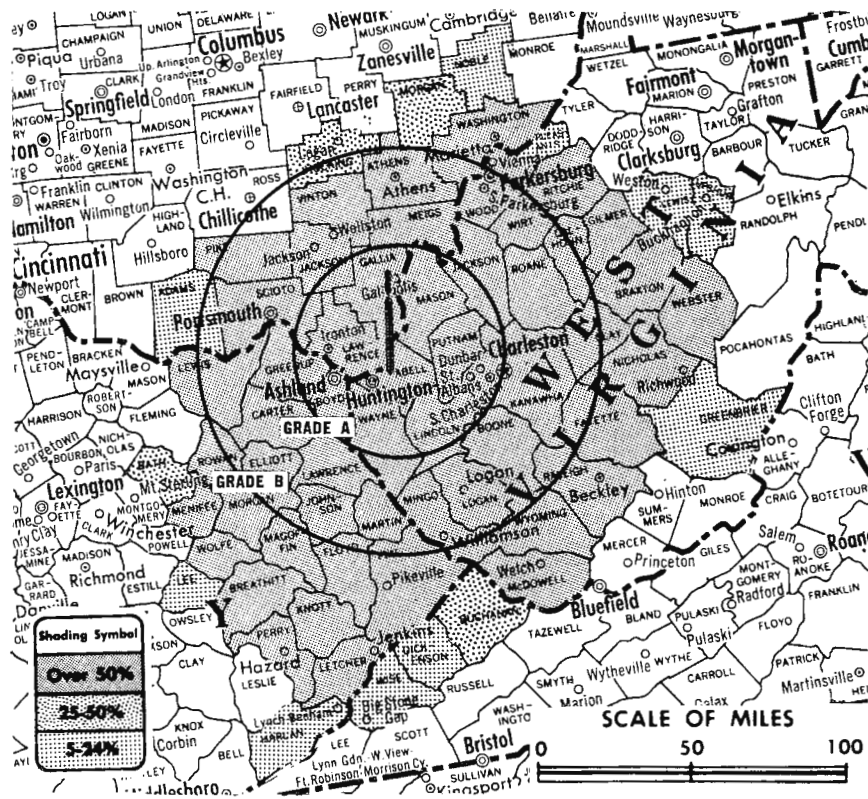
TV tape: Recording facilities.

AM Affiliate: WSAZ, 5-kw (1-kw night), 930 kc (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.



Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1985 ARB study.

WSAZ-TV Ref: FCC File No. BNPCT-1056 Granted 1/11/54

©American Map Co., Inc., N.Y., No. 14214

WSAZ-TV

Licensee: Capital Cities Bcstg. Corp., WSAZ Bldg., 201 Ninth St., Huntington (25701).

Studios: WSAZ Bldg., 201 Ninth St., Huntington (25701); auxiliary studio in Charleston.

Telephones: 304-529-4127, Huntington; 304-344-3521, Charleston. TWX No.: 710-931-8034.

Ownership: See WTEN, Albany, N.Y.

Began Operation: Nov. 15, 1949. Sale to present owner by Goodwill Stations Inc. approved July 29, 1964 by FCC (Television Digest, Vol. 4:9, 4:18-19, 31). Sale to Goodwill Stations by Huntington Publishing Co. & Mrs. Eugene Katz approved by FCC March 20, 1961 (Vol. 17:6, 14).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

JACK W. LEE, v.p. & general manager.
PHILIP BEUTH, general sales manager.
GEORGE R. ANDRICK, local sales manager.
ROBERT HARRIS, co-manager Charleston.
WILLIAM WATTS, co-manager Charleston.
M. S. ROTH, program director & film buyer.
C. BOSWORTH JOHNSON, news director.
GEORGE M. CURRY, promotion manager.
JACK M. WILLIAMS, merchandising director.
JOHN P. CLAY, chief engineer.

DIGEST OF RATE CARD NO. A20—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.

\$1600.00 \$800.00 \$500.00 \$425.00 \$350.00 \$320.00 \$175.00

NETWORK BASE HOURLY RATE: \$1700.

For Index to Contents
see Services Volume.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	KENTUCKY			
	BOYD	16,400	15,600	95
	BREATHITT	3,100	1,900	62
	CARTER	5,400	4,600	85
	ELLIOTT	1,400	1,200	88
	FLOYD	8,700	7,300	84
	GREENUP	8,900	8,200	92
	JOHNSON	4,800	4,000	84
	KNOTT	3,500	2,500	69
	LAWRENCE	2,900	2,500	88
	LETCHER	6,100	4,600	76
	LEWIS	3,600	3,000	82
	MAGOFFIN	2,400	1,800	77
	MARTIN	2,100	1,600	77
	MENIFEE	900	700	78
	MORGAN	2,600	2,000	78
	PERRY	6,800	5,000	74
	PIKE	15,300	12,800	84
	ROWAN	3,400	2,800	83
	WOLFE	1,400	1,000	69
	OHIO			
	ATHENS	12,400	11,400	92
	GALLIA	6,700	6,200	92
	JACKSON	8,500	8,000	94
	LAWRENCE	16,200	15,400	95
	MEIGS	6,100	5,700	93
	PIKE	5,700	5,200	92
	SCIOTO	24,700	23,300	94
	VINTON	2,600	2,400	93
	WASHINGTON	15,700	14,500	92
	WEST VIRGINIA			
	BOONE	6,500	6,000	92
	BRAXTON	3,500	2,900	83
	CABELL	34,500	32,900	95

(Continued on page 777-b)

STATION TOTALS 555,100 501,600 90

NET WEEKLY CIRCULATION (MARCH 1966) 408,800

AVERAGE DAILY CIRCULATION (MARCH 1966) 333,300

West Virginia—Clarksburg

WBOY-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 275-kw maximum and 120-kw horizontal visual, 24-kw aural. Antenna: directional, 862-ft. above av. terrain, 593-ft. above ground, 2045-ft. above sea level.

Latitude 39° 17' 05"
Longitude 80° 19' 47"

Transmitter: Pinnickinnick Mt.

Studio: 912 W. Pike St., Clarksburg, W. Va. (26301).

Telephone: 304-624-7573.

TXW No.: 304-366-2376.

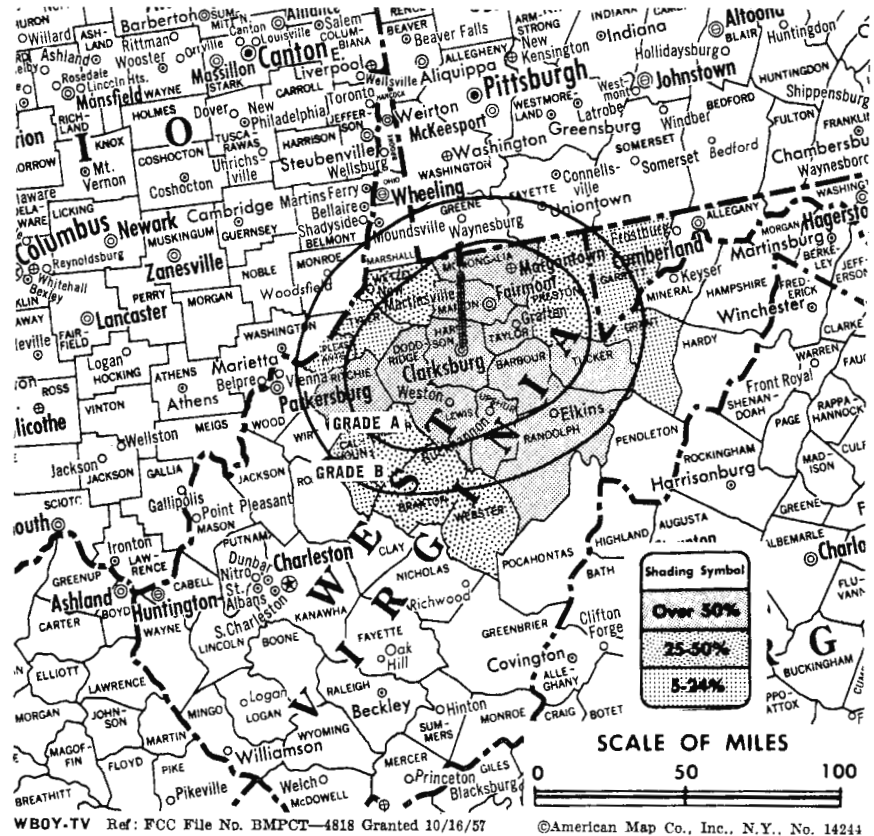
AM Affiliate: WBOY, 1-kw (.25-kw night), 1400 kc (NBC).

Color: Network only.

News Wire Service: UPI.

Represented (legal) by Smith & Pepper.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WBOY-TV Ref: FCC File No. BMPCT-4818 Granted 10/16/57

©American Map Co., Inc., N.Y., No. 14244

WBOY-TV

Network Service: NBC; also available on CBS.

Licensee: Northern West Virginia TV Bcstg. Co., 912 W. Pike St.

Ownership: Fortnightly Corp., 100%. It also publishes The Reporter magazine. Fortnightly owners: Nathan W. Levin, pres. & treas., 10%; Marion R. Ascoli, v.p., 80%; Max Ascoli, v.p., 10%.

Began Operation: Nov. 17, 1957. Sale to present owner by Rust Craft Bcstg. Co. was granted March 11, 1964 by FCC (Television Digest, Vols. 3:12, 46, 4:11). For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WSTV-TV, Steubenville, O.

Represented (sales) by Young Television.

Represented (engineering) by Jules Cohn.

Personnel:

NATHAN W. LEVIN, president.
JOHN J. BORGHI, vice president.
ROGER GARRETT, managing director & film buyer.
PETE LYMAN, promotion director.
BOB TOOTHMAN, program director.
HARRY BROWN, chief engineer.

DIGEST OF RATE CARD NO. 2 (Sept. 15, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$250.00	\$150.00	\$98.00	\$75.00	\$65.00	\$50.00

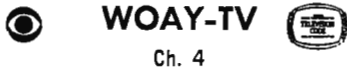
NETWORK BASE HOURLY RATE: \$200 (NBC), \$200 (CBS).

For Color Set Penetration by Markets

See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	WEST VIRGINIA			
	BARBOUR	3,400	3,000	89
	DODDRIDGE	1,500	1,300	88
	HARRISON	22,000	21,000	96
	LEWIS	4,900	4,400	91
	MARION	18,200	17,000	94
	MONONGALIA	14,900	13,500	91
	RANDOLPH	6,200	5,400	88
	RITCHIE	2,700	2,400	86
	TAYLOR	3,800	3,400	90
	TUCKER	1,600	1,400	87
	UPSHUR	4,800	4,300	90
25-50 O/D	WEST VIRGINIA			
	BRAXTON	3,500	2,900	83
	GILMER	1,700	1,500	87
	PRESTON	6,400	5,700	89
	WEBSTER	2,700	2,300	85
	WETZEL	5,300	4,900	93
5-24 O/D	MARYLAND			
	GARRETT	5,200	4,600	89
	WEST VIRGINIA			
	CALHOUN	1,600	1,400	87
	GRANT	2,200	1,700	81
	PLEASANTS	2,000	1,900	92
	TYLER	2,700	2,400	89
STATION TOTALS		117,300	106,400	91
NET WEEKLY CIRCULATION (MARCH 1966)			68,400	
AVERAGE DAILY CIRCULATION (MARCH 1966)			49,600	

West Virginia—Oak Hill



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level.

Latitude 37° 57' 30"
Longitude 81° 09' 03"

Transmitter: U.S. Hwy. 21, .7-mi. S of Oak Hill.

Studio: U.S. Hwy. 21, .7-mi. S of Oak Hill.

TV tape: Recording facilities.

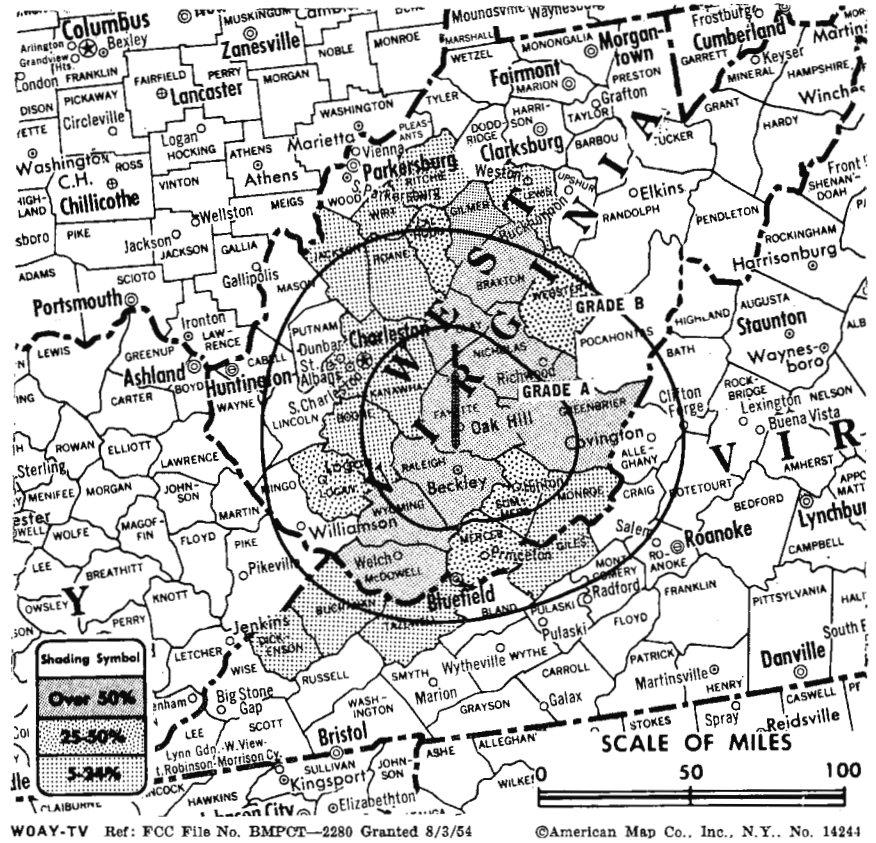
AM Affiliate: WOAY, 10-kw, 860 kc.

FM Affiliate: WOAY-FM, 14.5-kw, 94.1 mc (No. 231), 660-ft. antenna height.

Color: Network.

News Wire Service: AP.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.

WOAY-TV Ref: FCC File No. BMPCT-2280 Granted 8/3/54

©American Map Co., Inc., N.Y., No. 14244

WOAY-TV

Licensee: Robert R. Thomas Jr., Box 251 (25901).

Telephone: 304-469-3361.

Ownership: Robert R. Thomas Jr., 100%.

Began Operation: Dec. 3, 1954.

Represented (sales) by Savalli/Gates National Representatives Inc.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

- ROBERT R. THOMAS JR., general manager.
- ROBERT BROWN, station, commercial manager & film buyer.
- MARGARET SULESKY, production & promotion manager.
- SANDY HIGGINS, news director.
- THOMAS PHILLIPS, chief engineer.
- DON MOYE, assistant chief engineer.

DIGEST OF RATE CARD NO. 2—(March 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID	
Class A—6:30-10:30 p.m., daily.	\$200.00	\$120.00	\$80.00	\$64.00	\$48.00	\$40.00	\$20.00

NETWORK BASE HOURLY RATE: \$175.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	WEST VIRGINIA			
	BRAXTON	3,500	2,900	83
	CLAY	2,200	1,900	87
	FAYETTE	13,600	12,600	93
	GILMER	1,700	1,500	87
	GREENBRIER	8,600	7,500	88

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
	MC DOWELL	14,000	12,400	88
OVER 50 O/O	NICHOLAS	6,100	5,500	91
	RALEIGH	18,000	16,300	91
	WYOMING	7,800	6,900	88

25-50 O/O	WEST VIRGINIA	TOTAL HOUSEHOLDS	TV HOMES	O/O
	CALHOUN	1,600	1,400	87
	LOGAN	12,800	11,900	93
	MERCER	18,000	16,600	92
	SUMMERS	3,600	3,000	81
	WEBSTER	2,700	2,300	85

5-24 O/O	VIRGINIA	TOTAL HOUSEHOLDS	TV HOMES	O/O
	BUCHANAN	8,700	7,300	84
	DICKENSON	4,400	3,900	89
	GILES	4,500	4,200	93
	TAZEWELL	11,800	10,700	91

WEST VIRGINIA	TOTAL HOUSEHOLDS	TV HOMES	O/O
BOONE	6,500	6,000	92
JACKSON	5,600	5,300	95
KANAWHA	77,600	73,800	95
LEWIS	4,900	4,400	91
MONROE	2,600	2,000	78
RITCHIE	2,700	2,400	86
ROANE	3,600	3,200	88
WIRT	1,000	800	89

STATION TOTALS	248,100	226,700	91
NET WEEKLY CIRCULATION (MARCH 1966)			81,400
AVERAGE DAILY CIRCULATION (MARCH 1966)			50,700

WCHS-TV, Charleston
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
WEST VIRGINIA—(Continued)				
	MINGO	8,500	7,500	89
OVER	NICHOLAS	6,100	5,500	91
50 O/O	PUTNAM	6,800	6,400	95
	ROANE	3,600	3,200	88
	SUMMERS	3,600	3,000	81
	WAYNE	10,800	10,000	92
	WEBSTER	2,700	2,300	85
	WIRT	1,000	800	89
	WOOD	25,900	24,200	93
	WYOMING	7,800	6,900	88

25-50 O/O	KENTUCKY			
	LETCHEE	6,100	4,600	76
	LEWIS	3,600	3,000	82
	MENIFEE	900	700	78
	ROWAN	3,400	2,800	83
	OHIO			
	ATHENS	12,400	11,400	92
	MORGAN	3,500	3,200	91
	PIKE	5,700	5,200	92
	VIRGINIA			
	DICKENSON	4,400	3,900	89
	WEST VIRGINIA			
	LEWIS	4,900	4,400	91
	PLEASANTS	2,000	1,900	92
	RALEIGH	18,000	16,300	91
	RITCHIE	2,700	2,400	86
	UPSHUR	4,800	4,300	90

5-24 O/O	KENTUCKY			
	BATH	2,500	1,900	78
	BREATHITT	3,100	1,900	62
	KNOTT	3,500	2,500	69
	LEE	1,700	1,100	64
	WOLFE	1,400	1,000	69
	OHIO			
	HOCKING	5,900	5,500	94
	NOBLE	2,900	2,600	89
	VIRGINIA			
	BUCHANAN	8,700	7,300	84
	WEST VIRGINIA			
	GREENBRIER	8,600	7,500	88
	MERCER	18,000	16,600	92

WSAZ-TV, Huntington
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
WEST VIRGINIA—(Continued)				
	CALHOUN	1,600	1,400	87
OVER	CLAY	2,200	1,900	87
50 O/O	FAYETTE	13,600	12,600	93
	GILMER	1,700	1,500	87
	JACKSON	5,600	5,300	95
	KANAWHA	77,600	73,800	95
	LINCOLN	4,500	4,100	91
	LOGAN	12,800	11,900	93
	MC DOWELL	14,000	12,400	88
	MASON	6,800	6,500	95
	MINGO	8,500	7,500	89
	NICHOLAS	6,100	5,500	91
	PUTNAM	6,800	6,400	95
	RALEIGH	18,000	16,300	91

(Continued on next column)

West Virginia

WSAZ-TV—(Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER	RITCHIE	2,700	2,400	86
50 O/O	ROANE	3,600	3,200	88
	WAYNE	10,800	10,000	92
	WEBSTER	2,700	2,300	85
	WIRT	1,000	800	89
	WOOD	25,900	24,200	93
	WYOMING	7,800	6,900	88

25-50 O/O	KENTUCKY			
	BATH	2,500	1,900	78
	OHIO			
	HOCKING	5,900	5,500	94
	MORGAN	3,500	3,200	91
	VIRGINIA			
	BUCHANAN	8,700	7,300	84

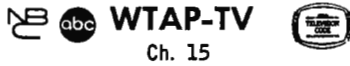
5-24 O/O	KENTUCKY			
	HARLAN	10,700	8,800	82
	LEE	1,700	1,100	64
	OHIO			
	ADAMS	5,500	4,900	88
	NOBLE	2,900	2,600	89
	VIRGINIA			
	DICKENSON	4,400	3,900	89
	WISE	11,900	10,400	88
	WEST VIRGINIA			
	GREENBRIER	8,600	7,500	88
	LEWIS	4,900	4,400	91
	PLEASANTS	2,000	1,900	92
	UPSHUR	4,800	4,300	90

WTRF-TV, Wheeling
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	WEST VIRGINIA			
	BARBOUR	3,400	3,000	89
	DODDRIDGE	1,500	1,300	88
	GILMER	1,700	1,500	87
	LEWIS	4,900	4,400	91
	MARION	18,200	17,000	94
	MONONGALIA	14,900	13,500	91
	PRESTON	6,400	5,700	89
	RITCHIE	2,700	2,400	86
	TAYLOR	3,800	3,400	90
	UPSHUR	4,800	4,300	90

5-24 O/O	MARYLAND			
	GARRETT	5,200	4,600	89
	OHIO			
	MORGAN	3,500	3,200	91
	STARK	106,100	102,500	97
	PENNSYLVANIA			
	ALLEGHENY	490,900	473,600	96
	BUTLER	33,700	32,500	97
	FAYETTE	46,400	43,600	94
	LAWRENCE	33,200	31,800	96
	WEST VIRGINIA			
	WOOD	25,900	24,200	93

West Virginia—Parkersburg-Marietta, O.



Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 19.5-kw visual, 3.89-kw aural. Antenna: 570-ft. above av. terrain, 450-ft. above ground, 1350-ft. above sea level.

Latitude 39° 20' 50"
Longitude 81° 33' 46"

Transmitter: Dole's Knob, Constitution, O.

AM Affiliate: WTAP, 1-kw (.25-kw N), 1230 kc (ABC).

FM Affiliate: WTAP-FM, .720-kw, 103.1 mc (No. 276), 550-ft. antenna height.

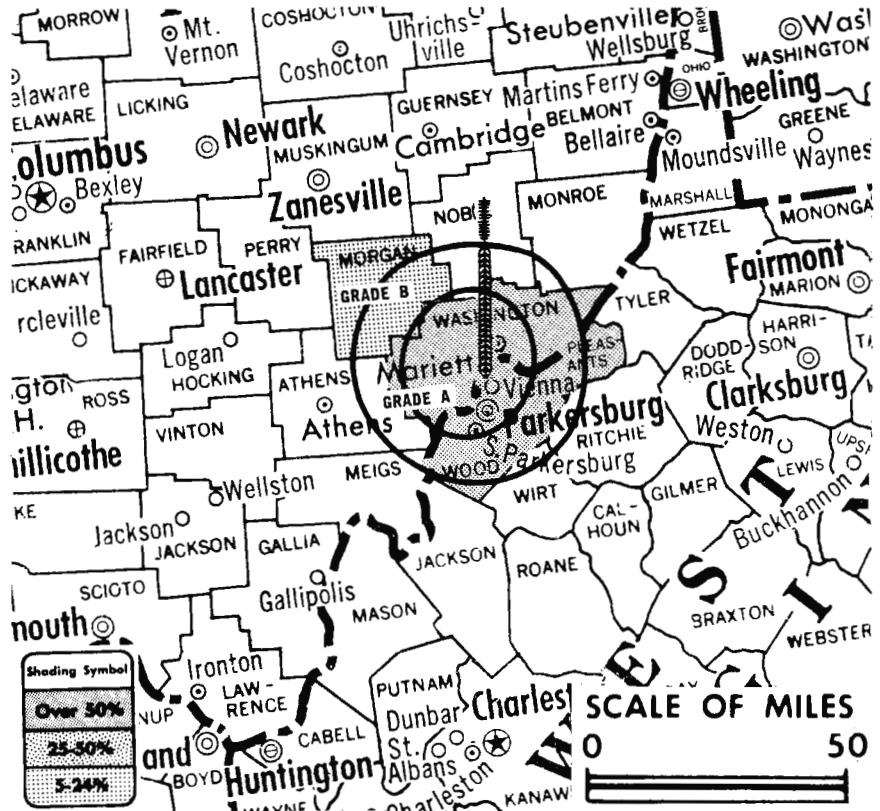
O & O Translator: W70ZD, Marietta, Ohio.

Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ABB study.



WTAP-TV Ref: FCC File No. BPCT-1295 Granted 1/11/53

©American Map Co., Inc., N.Y., No. 14244

WTAP-TV

Network Service: ABC, NBC.

Licensee: T/R Inc., Zanesville, O.

Studio: 121 W. Seventh St., Parkersburg, W. Va. (26102).

Telephone: 304-485-4589.

Ownership: Zanesville Publishing Co.; for other interests see WHIZ-TV, Zanesville, O.

Began Operation: Oct. 8, 1953. Sale to present owners by Frank Baer-Howard Chernoff group approved by FCC March 30, 1955 (Television Digest, Vol. 11:10,14).

Represented (engineering) by Lohnes & Culver.

Represented (sales) by Savalli/Gates National Representatives Inc.

Represented (legal) by Robert F. Jones.

Personnel:

- ALLAN LAND, managing director, Zanesville.
- RON MAINES, general manager.
- WILLIAM A. HUNT SR., chief engineer.
- BILL CLINE, program director.
- GLENN WILSON, news director.
- SAM SLATER, sports director.

DIGEST OF RATE CARD NO. 2 (April 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6:30-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00
NETWORK BASE HOURLY RATE: \$100 (ABC), \$100 (NBC).						

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	D/O
OVER 50	OHIO WASHINGTON	15,700	14,500	92
	WEST VIRGINIA PLEASANTS WOOD	2,000	1,900	92
		25,900	24,200	93
5-24	OHIO MORGAN	3,500	3,200	91
STATION TOTALS		47,100	43,800	93
NET WEEKLY CIRCULATION (MARCH 1966)			24,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			16,900	

For Index to Contents

See Services Volume

West Virginia—Weston-Fairmont



WDTV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 884-ft. above av. terrain, 505-ft. above ground, 2165-ft. above sea level.

Latitude 39° 04' 27"
Longitude 80° 25' 28"

Transmitter: Television Park, Fisher Mt., U.S. Rt. 19, Weston, W. Va.

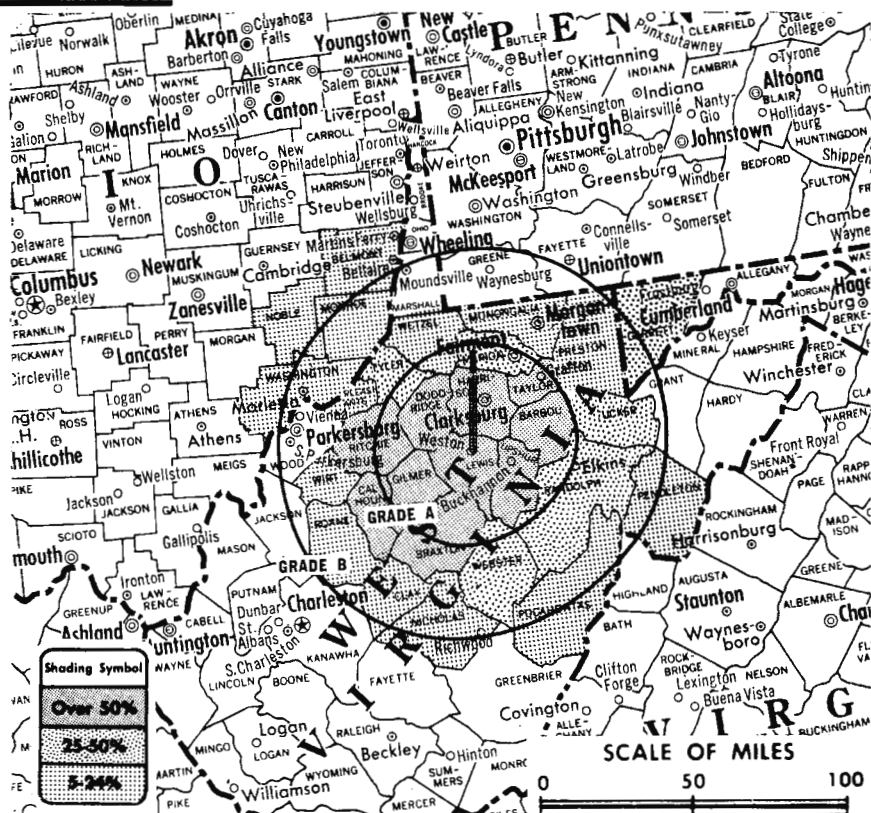
AM Affiliate: WVWV (Grafton), .5-kw, 1260 kc.

Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WDTV Ref: FCC File No. BPCT-2310 Granted 11/4/59

©American Map Co., Inc., N.Y. No. 14244

WDTV

Grantee: WJPB-TV Inc., Broadcast House, 400 Quincy St., Fairmont, W. Va. (26554).

Studios: 400 Quincy St., Fairmont; Television Park, Weston, W. Va.

Telephones: 304-363-0700, Fairmont; 2098, Weston.

Ownership: Medallion Pictures Corp., 100%.

Began Operatlon: June 22, 1960. Sale to present owner by J. Patrick Beacom, Thomas P. Johnson & George W. Eby approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:34, 35).

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

- TOM R. STILLWAGON, vice president & general manager.
- DAVID T. WULF, sales manager.
- NICK PELLEGRIN, program director.
- RAY HERST, promotion director.
- JANE WYNDOM, director women's activities.
- BURK RILEY, news director.
- WAYNE McHENRY, engineering director.
- JAY RANDOLPH, sports director.
- BUD RALPHSNYDER, film director.

DIGEST OF RATE CARD NO. 2

(Jan. 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-11:15 p.m., daily.	\$215.00	\$140.00	\$75.00	\$70.00	\$65.00	\$40.00 \$30.00

NETWORK BASE HOURLY RATE: \$225.

For Translator Directory see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	WEST VIRGINIA			
	BARBOUR	3,400	3,000	89
	BRAXTON	3,500	2,900	83
	CALHOUN	1,600	1,400	87
	DODDRIDGE	1,500	1,300	88
	GILMER	1,700	1,500	87
	HARRISON	22,000	21,000	96
	LEWIS	4,900	4,400	91
	RITCHIE	2,700	2,400	86
	TAYLOR	3,800	3,400	90
	UPSHUR	4,800	4,300	90
25-50 O/O	MARYLAND			
	GARRETT	5,200	4,600	89
	WEST VIRGINIA			
	MARION	18,200	17,000	94
	RANDOLPH	6,200	5,400	88
	TUCKER	1,600	1,400	87
	TYLER	2,700	2,400	89
	WEBSTER	2,700	2,300	85
5-24 O/O	OHIO			
	BELMONT	25,300	24,300	96
	MONROE	4,300	4,000	92
	NOBLE	2,900	2,600	89
	WASHINGTON	15,700	14,500	92

(Continued on page 770-b)

STATION TOTALS	180,300	164,700	91
NET WEEKLY CIRCULATION (MARCH 1966)			56,100
AVERAGE DAILY CIRCULATION (MARCH 1966)			29,200

West Virginia—Wheeling



WTRF-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 30.9-kw aural, with electrical beam tilt. Antenna: 962-ft. above av. terrain, 740-ft. above ground, 2025-ft. above sea level.

Latitude 40° 03' 41"
Longitude 80° 45' 08"

Transmitter: R.D. 1, Kirkwood Heights, Bridgeport, O.

Studio: Ogden Bldg., Wheeling.

TV tape: Recording facilities.

FM Affiliate: WTRF-FM, 12.5-kw, 107.5 mc. (No. 298) 870-ft. antenna height.

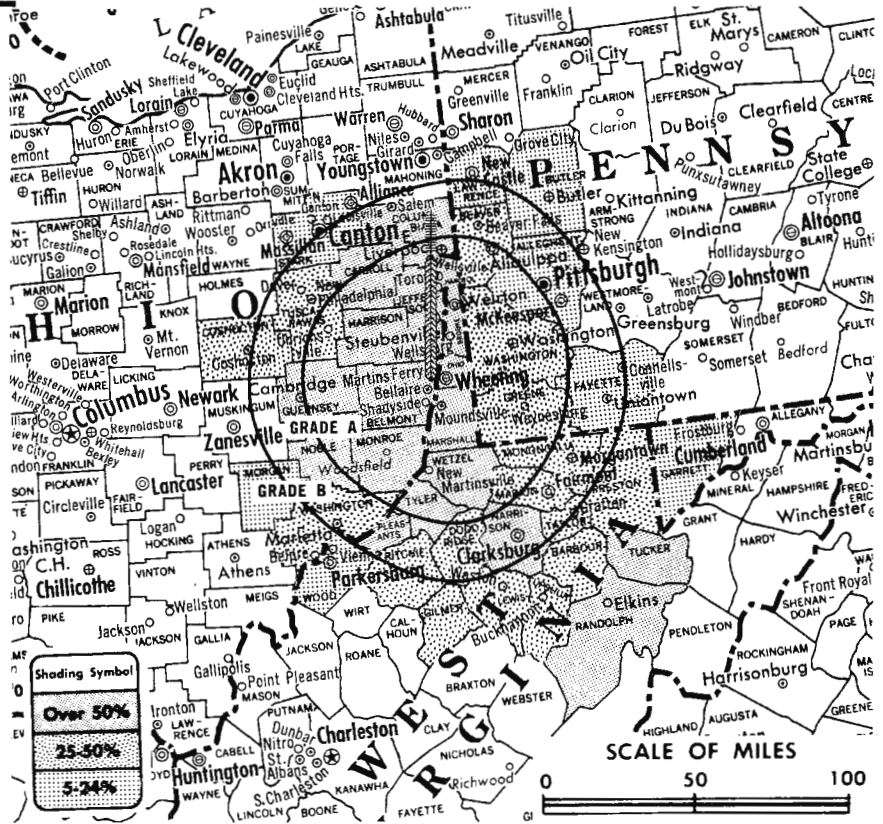
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTRF-TV Ref: FCC File No. BPCT-3111 Granted 1/4/63

©American Map Co., Inc., N.Y., No. 14244

WTRF-TV

Licensee: WTRF-TV Inc., Ogden Bldg., 1329 Market St., Wheeling (26003).

Telephone: 304-232-7777. TWX No.: 304-232-6897.

Ownership: Albert V. Dix, pres., 22.5%; Robert W. Ferguson, exec. v.p., 10%; Robert C. Dix, v.p., 22.5%; Raymond E. Dix, secy., 22.5%; Gordon Dix, treas., 22.5%. Dix family also owns radio stations WRAD, Radford, Va.; WWST, Wooster, O. and WKNT & FM, Kent, O. as well as 5 Ohio newspapers, with Albert Dix being publisher of Martins Ferry-Bellaire Times-Leader; Robert Dix, Ravena-Kent Evening Record; Raymond Dix, Wooster Record; Gordon Dix, Defiance Crescent-News & Ashland Times-Gazette and Frankfort, Ky. State Journal.

Began Operation: Oct. 24, 1953. Dix family increased holdings from 30% to 90% by stock purchases from Wheeling Intelligencer and News Register (30%) and Thomas Bloch family and estate after FCC approved transfer of control Dec. 17, 1958 (Television Digest, Vols. 14:46, 48, 52).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

- ROBERT W. FERGUSON, exec. v.p., general manager.
- GEORGE DIAB, asst. general manager & sales manager.
- CYRIL J. ACKERMANN, national sales manager.
- GARY VORHEES, program manager.
- KIRK JACKSON, regional sales manager.
- GEORGE CARROLL, production manager.
- WESLEY MANLEY, public affairs director.
- MARY NEAL, promotion manager.
- WILLIAM NEY, film manager.
- HOWARD DAUBENMEYER, chief engineer.

DIGEST OF RATE CARD NO. 11—(Jan. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$950.00 \$525.00 \$240.00 \$220.00 \$225.00* \$215.00* \$110.00*

*Class AA—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

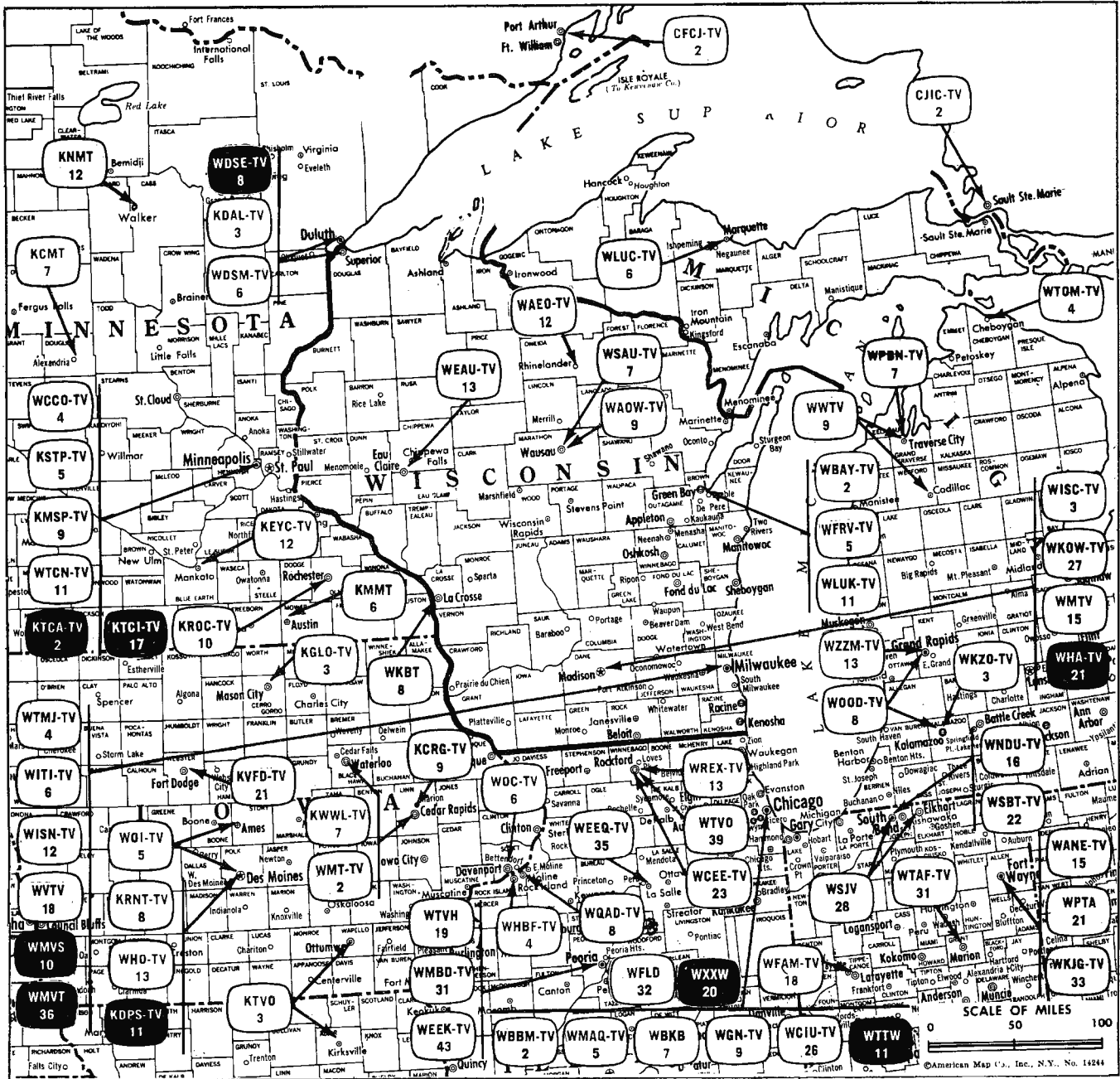
780-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	OHIO			
	BELMONT	25,300	24,300	96
	CARROLL	5,900	5,700	96
	COLUMBIANA	32,400	31,100	96
	GUERNSEY	11,200	10,400	93
	HARRISON	5,000	4,700	95
	JEFFERSON	28,500	27,500	97
	MONROE	4,300	4,000	92
	NOBLE	2,900	2,600	89
	WEST VIRGINIA			
	BROOKE	8,400	8,200	97
	HANCOCK	12,200	12,000	98
	HARRISON	22,000	21,000	96
	MARSHALL	11,500	10,900	96
	OHIO	22,600	21,800	96
	PLEASANTS	2,000	1,900	92
	RANDOLPH	6,200	5,400	88
	FUCKER	1,600	1,400	87
	FYLER	2,700	2,400	89
	WETZEL	5,300	4,900	93
25-50 O/D	OHIO			
	COSHOCTON	9,900	9,100	92
	TUSCARAWAS	23,700	22,400	94
	WASHINGTON	15,700	14,500	92
	PENNSYLVANIA			
	BEAVER	61,100	59,100	97
	GREENE	10,600	9,900	94
	WASHINGTON	64,000	61,500	96

(Continued on page 777-b)

STATION TOTALS	1,202,200	1,149,200	96
NET WEEKLY CIRCULATION (MARCH 1966)		302,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		175,800	

TV Factbook No. 37



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Milwaukee	570,600	24	878,900	28	849,300	27
Green Bay	295,500	65	442,700	69	424,200	63
Madison	230,400	80	500,800	60	475,700	59
Superior-Duluth	150,500	114	195,000	138	178,400	138
LaCrosse-Eau Claire	141,800	122	284,000	107	265,100	105
Wausau-Rhineland	114,800	141	192,700	139	182,500	136

Note: For additional state data, see next page.

Wisconsin

Wisconsin Station Status as of Jan. 1, 1967

- Commercial Television Stations
 Educational Television Stations

VHF	UHF	TOTAL
12	3	15
2	2	4
		19

State Educational Technical Facilities
(Complete Data in Educational Directory)

WHA-TV
Madison

Ch. 21

Non-Commercial Educational Station

Licensee: University of Wisconsin, Radio Hall.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 158-kw visual, 79.4-kw aural. Antenna: 740-ft. above av. terrain, 700-ft. above ground, 1742-ft. above sea level.

Latitude	43°	03'	20"
Longitude	89°	28'	43"

WMVS-TV
Milwaukee

Ch. 10

Non-Commercial Educational Station

Licensee: Board of Vocational & Adult Education, 1015 N. Sixth St., Milwaukee (53203).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 49-kw aural. Antenna: 750-ft. above av. terrain, 1079-ft. above ground, 1432-ft. above sea level.

Latitude	43°	05'	24"
Longitude	87°	53'	47"

For Translator Directory

see Services Volume

WMVT
Milwaukee

Ch. 36

Non-Commercial Educational Station

Licensee: Milwaukee Bd. of Vocational & Adult Education, 1015 N. Sixth St., Milwaukee.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 370-kw max. and 182-kw horizontal visual, 45.7-kw max. and 21.9-kw horizontal aural. Antenna: 440-ft. above av. terrain, 1078-ft. above ground, 1717-ft. above sea level.

Latitude	43°	05'	24"
Longitude	87°	53'	47"

WDSE-TV

Duluth, Minn.-Superior, Wis.

Ch. 8

Non-Commercial Educational Station

Grantee: Duluth-Superior Area Educational TV Corp., c/o George A. Beck, 403 Bradley Bldg., Duluth.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 880-ft. above av. terrain, 585-ft. above ground, 2046-ft. above sea level.

Latitude	46°	47'	21"
Longitude	92°	06'	51"

State Cross Reference List
Communities That Receive Programs of
Stations That Are Located Elsewhere

WFRV & WLUK-TV
Marinette

(See Green Bay, Wis.)

KDAL-TV & WDSM-TV
Superior

(See Duluth, Minn.)

Wisconsin—Eau Claire

abc WEAU-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 195-kw visual, 38.9-kw aural. Antenna: 1990-ft. above av. terrain, 1997-ft. above ground, 3077-ft. above sea level.

Latitude 44° 39' 51"
Longitude 90° 57' 41"

Transmitter: 4.4-mi. N of Fairchild, Wis. on County Rd. "H".

Color: Network, slide & film.

News Wire Service: UPI.

Facsimile Service: UPI.

Studio: 1907 S. Hastings Way.

ARB Data: Figures do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



WEAU-TV Ref: FCC File No. BMPCT-6001 Granted 5/25/65

©American Map Co., Inc., N.Y., No. 14214

WEAU-TV

Network Service: NBC, (ABC on per program basis).

Licensee: WEAU Inc., 2415 S. Hastings Way (54701).

Telephone: 715-832-3474.

TXW No.: 715-221-0559.

Ownership: WEAU Inc. is a wholly owned subsidiary of Post Corp., publisher of Wis. newspapers The Post-Crescent, Appleton, West Allis Star and Neenah-Menasha Twin City News Record. Post Corp. also owns KTVO (TV), Kirksville, Mo.-Ottumwa, Ia.; WLUK-TV, Green Bay, Wis. & WLUC-TV, Marquette, Mich. In addition Post Corp. owns radios WAXX, Chippewa Falls, Wis.; KBIZ, Ottumwa, Ia., WXCO, Wausau, Wis. and WEAU-FM, Eau Claire, Wis. Post Corp. officers: V. I. Minahan, pres.; David L. Nelson, v.p. & treas. in charge of bcst. div.; John B. Torinus, v.p.; Elmo Reed, dir. of engineering.

Began Operation: Dec. 17, 1953. Sale to present owner by Morgan Murphy interests approved by FCC May 16, 1962 (Television Digest, Vol. 2:4, 21).

Represented (sales) by George P. Hollingbery Co. (New York & Chicago); William Hurley (Minneapolis).

Personnel:

LEO HOWARD, general manager.
HOWARD TRICKEY, sales manager & film buyer.
BOB FALLIS, chief engineer.

DIGEST OF RATE CARD NO. 7
(Oct. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class AA—7-9:30 p.m., daily.

\$475.00 \$325.00 \$250.00 \$225.00 \$100.00 \$75.00 \$38.00

NETWORK BASE HOURLY RATE: \$325 (ABC), \$325 (NBC).

For Color Set Penetration
by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	WISCONSIN			
	BARRON	9,700	8,900	92
	BUFFALO	3,900	3,600	94
	CHIPPewa	12,100	11,600	96
	CLARK	8,300	7,600	92
	DUNN	7,000	6,500	94
	EAU CLAIRE	17,400	16,600	95
	JACKSON	4,300	4,000	93
	PEPIN	2,000	1,900	93
	RUSK	3,600	3,300	92
	TAYLOR	4,500	4,200	93
	TREMPEALEAU	6,600	6,100	91
25-50 O/O	MINNESOTA			
	WINONA	11,800	10,700	91
	WISCONSIN			
	LA CROSSE	21,600	20,900	96
	PRICE	3,700	3,300	90
	WOOD	17,300	16,700	96
5-24 O/O	MINNESOTA			
	WABASHA	4,800	4,400	93
	WISCONSIN			
	LINCOLN	6,600	6,300	96
	MONROE	8,100	7,600	93
	PIERCE	6,500	6,200	95
	WASHBURN	2,800	2,700	94
STATION TOTALS		162,600	153,100	94
NET WEEKLY CIRCULATION (MARCH 1966)			84,100	
AVERAGE DAILY CIRCULATION (MARCH 1966)			58,300	

Wisconsin—Green Bay



WBAY-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 33"
Longitude 88° 00' 00"

Transmitter: Town of DePere, Wis.

TV tape: Recording facilities.

AM Affiliate: WBAY, 5-kw, 1360 kc (CBS).

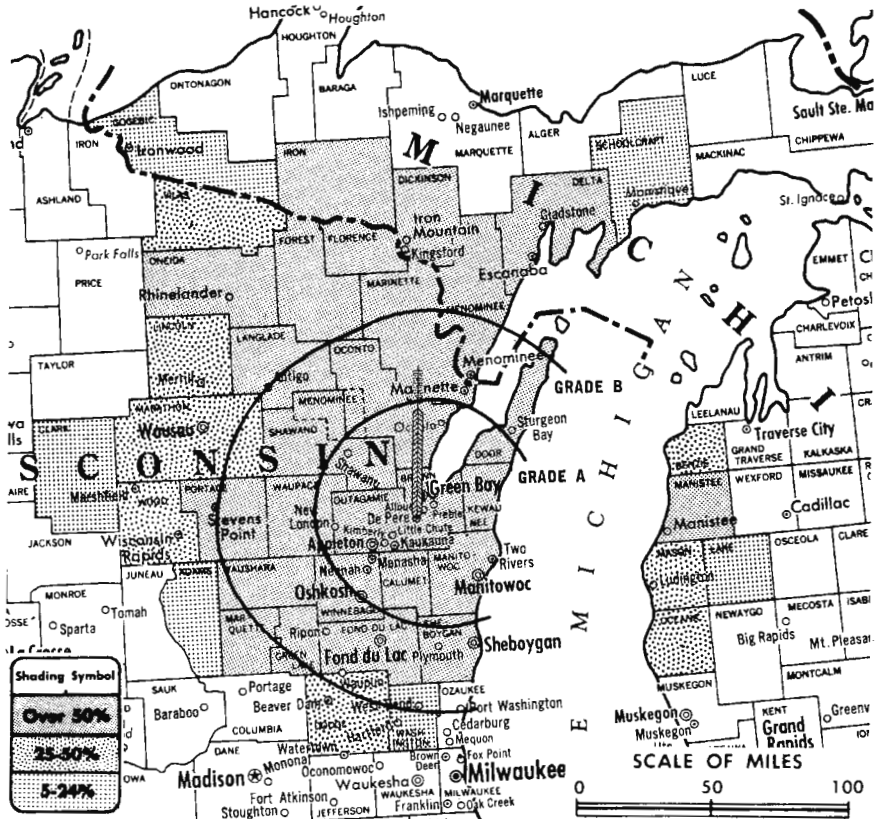
FM Affiliate: WBAY-FM, 89.2-kw, 101.1 mc (No. 266), 1039-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WBAY-TV Ref: FCC File No. BPC2-2851 Granted 8/8/61

©American Map Co., Inc., N.Y. No. 14244

WBAY-TV

Licensee: Norbertine Fathers, 115 South Jefferson St. (54301).

Studio: 115 South Jefferson St.

Telephone: 715-432-3331. TWX No.: 414-498-3444.

Ownership: Norbertine Fathers (St. Norbert College); Rev. S. M. Killeen, pres. Also owns radio WHBY, Appleton, Wis.

Began Operation: March 17, 1953.

Represented (sales) by H-R Television Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Mullin & Connor.

Represented (engineering) by Kear & Kennedy.

Personnel:

- ROBERT C. NELSON, general manager.
- GREG McELRONE, station manager & film buyer.
- EARL HUTH, national sales manager.
- ED AIKEN, promotion director.
- JOHN HRUBESKY, program & production director.
- JIM KASTEN, farm director.

DIGEST OF RATE CARD NO. 10 (Dec. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AAA—6:30-10 p.m., daily.

\$850.00 \$510.00 \$425.00 \$225.00 \$175.00 \$150.00 \$75.00

NETWORK BASE HOURLY RATE: \$850.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
------------------	----------------	------------------	----------	-----

OVER 50 O/D	MICHIGAN DELTA	9,700	9,100	94
	DICKINSON	6,900	6,600	96
	IRON	4,800	4,600	95
	MANISTEE	5,700	5,400	95
	MENOMINEE	6,600	6,300	96

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
------------------	----------------	------------------	----------	-----

WISCONSIN				
OVER 50 O/D	BROWN	37,000	36,200	98
	CALUMET	6,400	6,100	96
	DOOR	6,000	5,800	97
	FLORENCE	800	700	94
	FOND DU LAC	21,900	20,900	95
	FOREST	1,700	1,500	89
	GREEN LAKE	4,800	4,500	94
	KEWAUNEE	5,100	5,000	96
	LANGLADE	5,100	4,800	94
	MANITOWOC	22,500	22,000	98
	MARINETTE	9,700	9,400	97
	MARQUETTE	2,700	2,400	91
	MENOMINEE	500	400	84
	OCNTO	6,700	6,300	95
	ONEIDA	6,700	6,200	93
	OUTAGAMIE	29,700	29,100	98
	PORTAGE	10,100	9,700	95
	SHAWANO	9,100	8,800	96
	SHEBOYGAN	27,100	26,300	97
	WAUPACA	10,400	10,000	96
	WAUSHARA	4,100	3,800	94
	WINNEBAGO	33,500	32,600	97

25-50 O/D	MICHIGAN BENZIE	2,000	1,900	93
	MASON	6,700	6,100	91
	OCEANA	4,600	4,300	92

WISCONSIN				
	DODGE	18,500	17,500	95
	LINCOLN	6,600	6,300	96
	MARATHON	25,300	24,500	97
	VILAS	3,000	2,800	93
	WOOD	17,300	16,700	96

(Continued on page 799-b)

STATION TOTALS	415,200	398,400	96
----------------	---------	---------	----

NET WEEKLY CIRCULATION (MARCH 1966)	286,800
AVERAGE DAILY CIRCULATION (MARCH 1966)	216,900

Wisconsin—Green Bay



WFRV-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1120-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level.

Latitude 44° 24' 21"
Longitude 88° 00' 19"

Transmitter: 3-mi. SE of DePere.

Studio: Mason & Roosevelt Sts.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

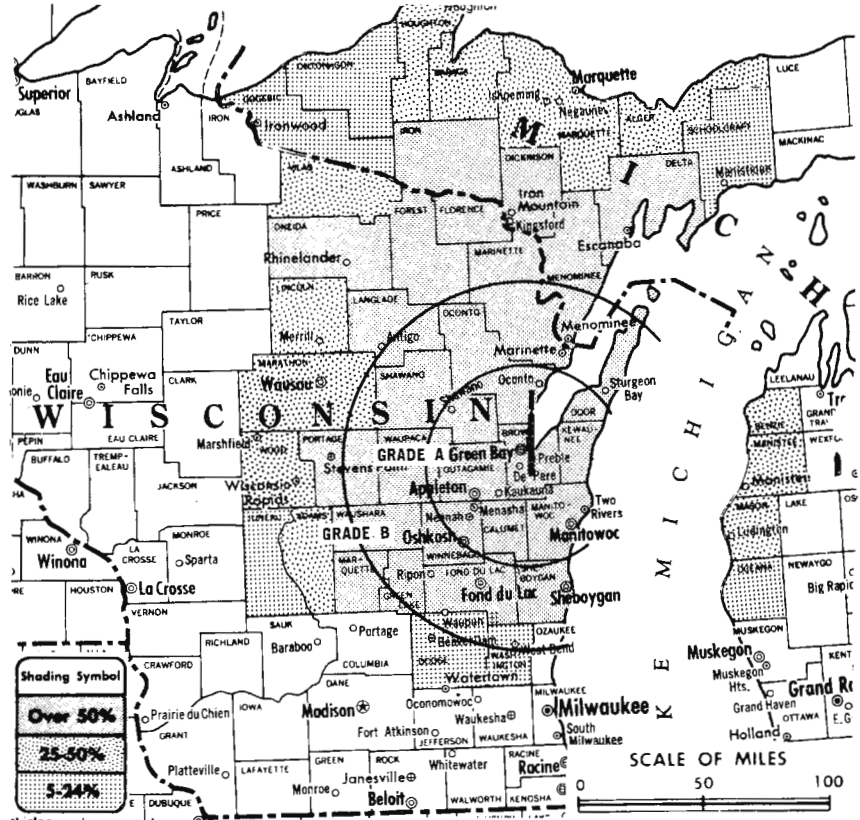
News Wire Service: AP.

Facsimile Service: AP.

Telephone: 414-437-5411.

TWX No.: 910-263-1258.

Total Households: © SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WFRV-TV Ref: FCC File No. BMPCT-4300 Granted 11/2/56

©American Map Co., Inc., N.Y., No. 14244

WFRV-TV

Licensee: WFRV Inc., Mason & Roosevelt Sts. (54301).

Ownership: WFRV Inc., 100% owned by WAVE Inc. For owners & other interests, see WAVE-TV, Louisville, Ky.

Began Operation: May 21, 1955. Sale to present owner by S. N. Pickard group approved Jan. 4, 1961 by FCC (Television Digest, Vol. 16:49; 17:2).

Represented (sales) by The Katz Agency.

Represented (legal) by Covington & Burling.

Personnel:

RALPH S. JACKSON, president.
ROBERT O. SOUTHARD, v.p. & general manager.
T. BALLARD MORTON JR., secretary-treasurer.
JIM OETKEN, general sales manager.
HARRY RIEGERT, program & promotion manager, film buyer.
HARRY HILL, chief engineer.
CARL WENZEL, operations manager.

DIGEST OF RATE CARD NO. A13—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., daily.
\$800.00 \$440.00 \$280.00 \$180.00 \$175.00 \$150.00 \$75.00
NETWORK BASE HOURLY RATE: \$800.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	MICHIGAN			
	DELTA	9,700	9,100	94
	DICKINSON	6,900	6,600	96
	IRON	4,800	4,600	95
	MENOMINEE	6,600	6,300	96
	WISCONSIN			
	BROWN	37,000	36,200	98
	CALUMET	6,400	6,100	96
	DOOK	6,000	5,800	97
	FLORENCE	800	700	94

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	FOND DU LAC	21,900	20,900	95
	FOREST	1,700	1,500	89
	GREEN LAKE	4,800	4,500	94
	KEWAUNEE	5,100	5,000	96
	LANGLADE	5,100	4,800	94
	MANITOWOC	22,500	22,000	98
	MARINETTE	9,700	9,400	97
	MARQUETTE	2,700	2,400	91
	MENOMINEE	500	400	84
	OCONTO	6,700	6,300	95
	ONEIDA	6,700	6,200	93
	OUTAGAMIE	29,700	29,100	98
	PORTAGE	10,100	9,700	95
	SHAWANO	9,100	8,800	96
	SHEBOYGAN	27,100	26,300	97
	WAUPACA	10,400	10,000	96
	WAUSHARA	4,100	3,800	94
	WINNEBAGO	33,500	32,600	97

25-50 O/D	MICHIGAN			
	ALGER	2,300	2,100	93
	BARAGA	1,700	1,600	94
	BENZIE	2,000	1,900	93
	HOUGHTON	9,600	8,700	91
	MANISTEE	5,700	5,400	95
	MARQUETTE	16,200	15,600	96
	MASON	6,700	6,100	91
	WISCONSIN			
	ADAMS	2,400	2,200	91
	LINCOLN	6,600	6,300	96
	MARATHON	25,300	24,500	97
	VILAS	3,000	2,800	93
	WOOD	17,300	16,700	96

(Continued on page 799-b)

STATION TOTALS	442,700	424,200	96
NET WEEKLY CIRCULATION (MARCH 1966)		295,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)		211,500	

Wisconsin—Green Bay



WLUK-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1260-ft. above av. terrain, 1160-ft. above ground, 2046-ft. above sea level.

Latitude 44° 24' 31.4"
Longitude 87° 59' 29"

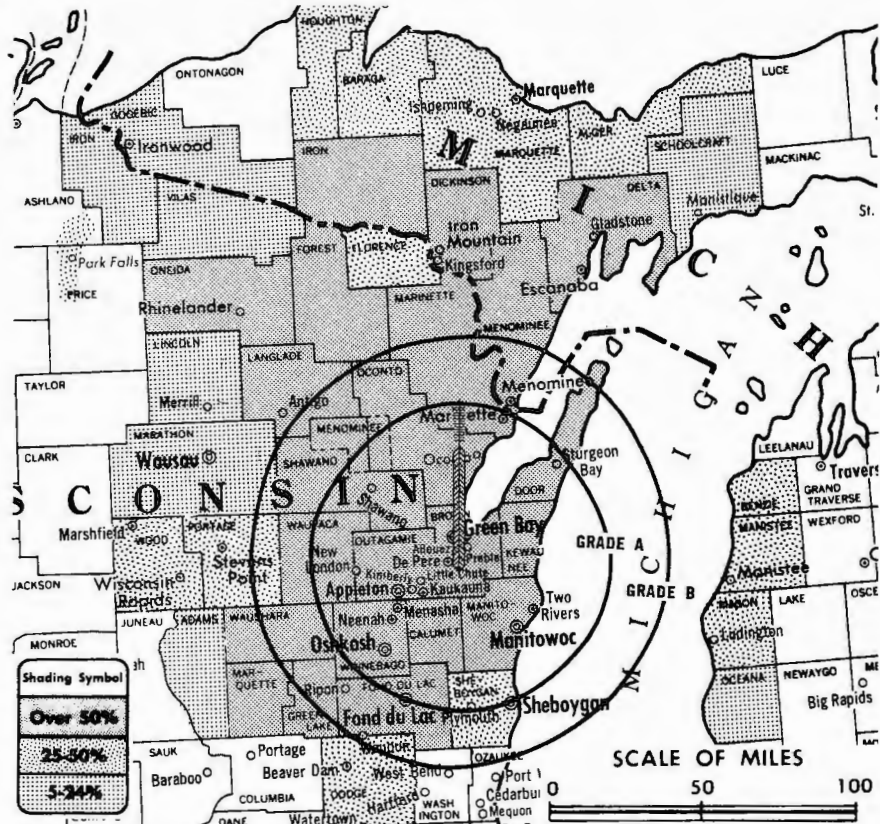
Transmitter: Glenmore Rd., Depere Township.

TV tape: Recording facilities.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.

WLUK-TV Ref: FCC File Bmpct-5591 Granted 8/7/62

©American Map Co., Inc., N.Y., No. 14244

WLUK-TV

Licensee: WLUK Incorporated, P.O. Box 711, Green Bay, Wis. Eau Claire, Wis.

Studio: 787 Highland Ave., Green Bay (54304).

Telephone: 414-494-8711. TWX No.: 414-498-3466.

Ownership: Post Corp., 100%. For other interests see WEAU-TV, Eau Claire, Wis.

Begin Operation: Aug. 9, 1954. Sale to present group by M & M Broadcasting Co. Inc. approved January 6, 1965 by FCC (Television Digest, Vols. 4:41, 5:2). Sale to M & M Bcstg. by W. E. Walker (50%), J. D. Mackin (23.3%) and associates approved March 19, 1958 by FCC (Vols. 13:52; 14:2, 12).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

JAMES L. TOMLIN, general manager.
JOHN B. TORINUS, editor.
MARSHALL WILLIAMSON, chief engineer.
JAMES IRWIN, sports director.
ROY VALITCHKA, news director.
MONTY G. STOCK, promotion director.
KENNETH E. DAVIS, sales manager.
RON ERICKSON, production manager.
ELMO REED, director of engineering.

DIGEST OF RATE CARD NO. 13—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—6:30-10 p.m., daily.
\$800.00 \$475.00 \$260.00 \$170.00 \$225.00 \$175.00 \$100.00
NETWORK BASE HOURLY RATE: \$700.

For Other Sales & Transfers
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	MICHIGAN			
	DELTA	9,700	9,100	94
	DICKINSON	6,900	6,600	96
	IRON	4,800	4,600	95
	MENOMINEE	6,600	6,300	96
	WISCONSIN			
	BROWN	37,000	36,200	98
	CALUMET	6,400	6,100	96
	DOOR	6,000	5,800	97
	FOND DU LAC	21,900	20,900	95
	FOREST	1,700	1,500	89
	GREEN LAKE	4,800	4,500	94
	KEWAUNEE	5,100	5,000	96
	LANGLADE	5,100	4,800	94
	MANITOWOC	22,500	22,000	98
	MARINETTE	9,700	9,400	97
	MARQUETTE	2,700	2,400	91
	MENOMINEE	500	400	84
	ONCONTO	6,700	6,300	95
	ONEIDA	6,700	6,200	93
	OUTAGAMIE	29,700	29,100	98
	SHAWANO	9,100	8,800	96
	WAUPACA	10,400	10,000	96
	WAUSHARA	4,100	3,800	94
	WINNEBAGO	33,500	32,600	97
25-50 O/O	MICHIGAN			
	ALGER	2,300	2,100	93
	BARAGA	1,700	1,600	94
	BENZIE	2,000	1,900	93
	HOUGHTON	9,600	8,700	91
	MANISTEE	5,700	5,400	95
	MARQUETTE	16,200	15,600	96
	MASON	6,700	6,100	91

STATION TOTALS 422,800 405,400 96

NET WEEKLY CIRCULATION (MARCH 1966) 270,300

AVERAGE DAILY CIRCULATION (MARCH 1966) 192,700

(Continued on page 799-b)

Wisconsin—La Crosse



WKBT
Ch. 8



Technical Facilities: Channel No. 8
(180-186 mc). Authorized power:
316-kw visual, 57.5-kw aural. An-
tenna: 1540-ft. above av. terrain,
1625-ft. above ground, 2449-ft.
above sea level.

Latitude 44° 05' 28"
Longitude 91° 20' 15"

Transmitter: Galesville, Wis.

AM Affiliate: WKBH, 5-kw, 1410
kc (NBC).

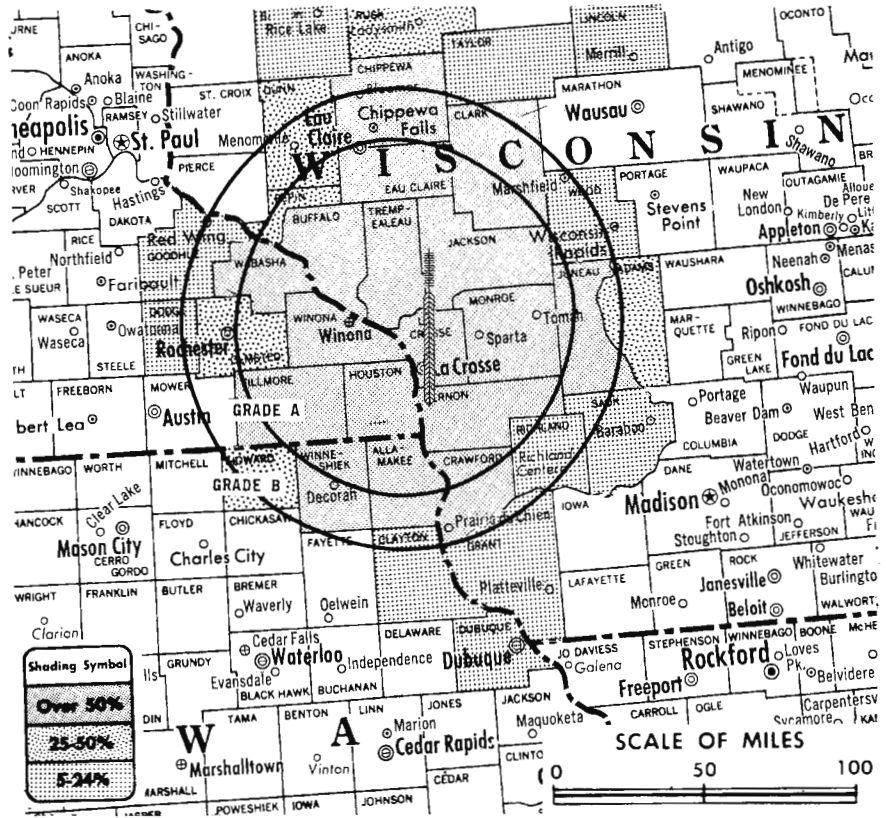
O & O Translator: K12DZ, Prairie du
Chien, Wis. & McGregor, Ia.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965
ARB study.



WKBT Ref: FCC File No. BPCT-2917 Granted 7/25/62

©American Map Co., Inc., N.Y., No. 14244

WKBT

Network Service: ABC, CBS, NBC.

Licensee: WKBH Television Inc., 141 S. 6th St. (54601).

Studio: 141 S. 6th St.

Telephone: 2-4678.

TWX No.: 608-441-8611.

Ownership: La Crosse Tribune, 27.5%; Howard Dahl, 21%; Ken-
neth Dahl, 9.6%; Catherine Dahl Wood and Dorothy Dahl Mar-
tineau, 9.2% each; W. T. Burgess, 10%; following each own-
ing 2%: Charles D. Gellatt, Allan Schilling, Ray Ping, Runge
Sletten, Orval Nelson; following, each owning 1%: Fred Ristow,
E. L. Burgess, Ed Keefe; R. L. Bangsberg, .5%.

Began Operation: Aug. 1, 1954.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co.
(Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

HOWARD DAHL, general manager.
KARL FRIEDLINE, assistant manager.
ROBERT Z. MORRISON, sales manager.
EDWARD HUTCHINGS, program manager & film buyer.
PAUL MORSCH, news director.
AL LEEMAN, chief engineer.

DIGEST OF RATE CARD NO. 9-A (Feb. 28, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:31-10 p.m., daily.
\$500.00 \$300.00 \$200.00 \$130.00 \$120.00 \$105.00 \$55.00
NETWORK BASE HOURLY RATE: \$550 (ABC), \$550 (CBS),
\$550 (NBC).

For Color Set Penetration by Markets
See Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IOWA			
	ALLAMAKEE	4,500	4,200	93
	WINNEBAGO	5,800	5,300	91
	MINNESOTA			
	FILLMORE	6,800	6,300	93
	HOUSTON	4,800	4,400	93
	WABASHA	4,800	4,400	93
	WINONA	11,800	10,700	91
	WISCONSIN			
	BUFFALO	3,900	3,600	94
CHIPPEWA	12,100	11,600	96	
CLARK	8,300	7,600	92	
CRAWFORD	4,000	3,800	94	
EAU CLAIRE	17,400	16,600	95	
JACKSON	4,300	4,000	93	
JUNEAU	4,700	4,200	90	
LA CROSSE	21,600	20,900	96	
MONROE	8,100	7,600	93	
TREMPEALEAU	6,600	6,100	91	
VERNON	6,900	6,400	93	

25-50 O/O	IOWA			
	HOWARD	3,700	3,200	87
	MINNESOTA			
OLMSTED	21,000	19,900	95	
WISCONSIN				
ADAMS	2,400	2,200	91	
DUNN	7,000	6,500	94	
PEPIN	2,000	1,900	93	
RUSK	3,600	3,300	92	

(Continued on page 799-b)

STATION TOTALS	284,000	265,100	93
NET WEEKLY CIRCULATION (MARCH 1966)		141,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)		103,700	

Wisconsin—Madison



WISC-TV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 56.2-kw visual, 11-kw aural. Antenna: 1190-ft. above av. terrain, 1107-ft. above ground, 2227-ft. above sea level.

Latitude 43° 01' 52"
Longitude 89° 30' 18"

Transmitter: Hwy. P.D., 6-mi. WSW of Madison.

Studio: 4801 W. Beltline Hwy.

Telephone: 608-233-9791.

TWX No.: 910-286-2720.

Color: Network, film & slide.

News Wire Service: UPI.

TV tape: Recording facilities.

Represented (engineering) by Jules Cohen & Assoc.

Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WISC-TV Ref: FCC File No. BPCT-2522 Granted 8/1/58

© American Map Co., Inc., N.Y., No. 14241

WISC-TV

Licensee: Television Wisconsin Inc., Communications Center, 4801 W. Beltline Hwy. (53711).

Ownership: Evening Telegraph Co., 34.8%; Ralph M. Immell, pres., 20%; Russell A. Nelson, v.p., 7.5%; Ralph R. O'Connor, secy., 7.5%; H. Kenneth Harley, treas., 7.5%; Morgan Murphy, 15.2%; George H. Johnson, 7.5%. Evening Telegraph Co., owned by Mr. Murphy, publishes Superior Evening Telegram. He also publishes other newspapers and Morgan Murphy interests own KXLY-TV, Spokane, Wash.

Began Operation: June 24, 1956.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Arthur Stambler.

Personnel:

- RALPH O'CONNOR, general manager.
- RICHARD S. NICKESON, sales manager.
- DAN IMHOFF, program director & film buyer.
- WALTER HARIU, chief engineer & operations manager.

DIGEST OF RATE CARD NO. 5

(June 1, 1964)

Hour 30 Min. 15 Min. 5 Min. or More 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$750.00 \$450.00 \$270.00 \$225.00 \$250.00 \$175.00 \$105.00

NETWORK BASE HOURLY RATE: \$700.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	ILLINOIS			
	JO DAVIESS	6,600	6,000	92
	STEPHENSON	15,200	14,400	95
WISCONSIN	ADAMS	2,400	2,200	91
	COLUMBIA	11,100	10,500	94
	DANE	71,900	67,700	94
	DODGE	18,500	17,500	95
	GREEN	8,000	7,500	95

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	IOWA	5,300	4,900	93
	JEFFERSON	15,700	15,100	96
	JUNEAU	4,700	4,200	90
	LAFAYETTE	4,900	4,600	94
	MARQUETTE	2,700	2,400	91
	RICHLAND	4,600	4,200	93
	ROCK	36,700	35,400	97
SAUK	9,900	9,200	93	
25-50 O/O	WISCONSIN			
	CRAWFORD	4,000	3,800	94
	GRANT	12,700	11,700	92
	GREEN LAKE	4,800	4,500	94
	MONROE	8,100	7,600	93
	WALWORTH	16,900	16,200	96
5-24 O/O	ILLINOIS			
	BOONE	6,500	6,200	95
	CARROLL	6,200	5,900	96
	OGLE	12,500	11,900	95
	WINNEBAGO	72,600	69,800	96
IOWA	DUBUQUE	22,500	20,700	92
WISCONSIN	FOND DU LAC	21,900	20,900	95
	LA CROSSE	21,600	20,900	96
	PORTAGE	10,100	9,700	95
	VERNON	6,900	6,400	93
	WAUKESHA	51,200	49,900	97
	WAUSHARA	4,100	3,800	94
STATION TOTALS		500,800	475,700	95
NET WEEKLY CIRCULATION (MARCH 1966)			227,600	
AVERAGE DAILY CIRCULATION (MARCH 1966)			155,300	

Wisconsin—Madison



WKOW-TV

Ch. 27

[Also operates auxiliary outlet WAOW-TV, Wausau, Wis.]

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 222-kw max. and 195.5-kw horizontal visual, 33.3-kw max. and 29.33-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1182-ft. above ground, 2245-ft. above sea level electrically tilted 5°.

Latitude 43° 03' 09"
Longitude 89° 28' 41.6"

Transmitter: Gilbert Rd. (53701).

AM Affiliate: WKOW, 10-kw (5-kw night), 1070 kc (CBS).

Color: Network, film, slide & tape.

News Wire Service: UPI.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WKOW-TV

Network Service: ABC.

Grantee (STA): Midcontinent Broadcasting Co. of Wisconsin Inc., 5727 Tokay Blvd., Madison (53701).

Studio: 5727 Tokay Blvd.

Telephone: 608-238-5891. TWX No.: 608-654-8213.

Ownership: Midcontinent Bcstg. Co., 80%; Wayne H. Williams, 6%; Evans A. Nord, 6%; Anton J. Moe, 6%; Ben Hovel, 1%. For other interests, see KELO-TV, Sioux Falls, S.D.

Began Operation: June 30, 1953. Sale to present owners by Monona Bcstg. Co. approved July 20, 1960 by FCC (Television Digest, Vol. 16:24, 26, 30).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (sales) by H-R Television & Wayne-Evans (Minneapolis).

Represented (engineering) by A. D. Ring & Associates.

Personnel:

N. L. BENTSON, president.
ANTON J. (TONY) MOE, executive v.p. & general manager.
JOSEPH L. FLOYD, vice president.
BEN F. HOVEL, general sales manager.
JOHN SCHERMERHORN, sales promotion manager.
BOB WICKHEM, chief engineer.

DIGEST OF MID/WIS RATE CARD NO. 1 WKOW-TV & WAOW-TV (April 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6:30-10 p.m., daily.	\$750.00	\$460.00	\$300.00	\$220.00	\$165.00* \$125.00*

*Class AA—6:30-10:01 p.m., daily.
Offered in combination with WAOW-TV, Wausau.

NETWORK BASE HOURLY RATE: \$400. Combination rate with WAOW-TV: \$875.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	WISCONSIN			
	COLUMBIA	11,100	10,500	94
	DANE	71,900	67,700	94
	GREEN	8,000	7,500	95
	IOWA	5,300	4,900	93
	RICHLAND	4,600	4,200	93
	SAUK	9,900	9,200	93
25-50 O/O	WISCONSIN			
	JEFFERSON	15,700	15,100	96
	LAFAYETTE	4,900	4,600	94
	ROCK	36,700	35,400	97
5-24 O/O	ILLINOIS			
	JO DAVIESS	6,600	6,000	92
	WISCONSIN			
	MARQUETTE	2,700	2,400	91
	MONROE	8,100	7,600	93
STATION TOTALS		185,500	175,100	94
NET WEEKLY CIRCULATION (MARCH 1966)		230,400		
AVERAGE DAILY CIRCULATION (MARCH 1966)		146,200		

For Index to Contents

See Services Volume

Wisconsin—Madison



WMTV

Ch. 15



Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 950-kw max. and 727-kw horizontal visual, 95-kw max. and 72.7-kw horizontal aural. Antenna: 1163-ft. above av. terrain, 1164-ft. above ground, 2222-ft. above sea level.

Latitude 43° 03' 01"
Longitude 89° 29' 15"

Transmitter: W Beltline Hwy.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WMTV

Licensee: Wisconsin Valley TV Corp., 615 Forward Dr., Madison (53711).

Studio & Business Office: 615 Forward Dr., Box 4269.

Telephone: 608-233-5381. TWX No.: 608-654-8214.

Ownership: Wisconsin Valley TV Corp. (see WSAU-TV, Wausau, Wis.).

Began Operation: July 8, 1953. Sale to present owner by Forward Television Inc. approved May 15, 1963, by FCC (Television Digest, Vol. 3:20). Sale to Forward Television by WTVJ interests (Mitchell Wolfson) approved April 2, 1958 by FCC (Television Digest, Vol. 14:10, 14). Previous sale to WTVJ interests by founding Gerald A. Bartell family approved July 25, 1957 by FCC (Vol. 13:26, 30).

Represented (sales) by The Meeker Co. Inc.; Harry Hyett & Co. (Minneapolis).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Walter F. Kean.

Personnel:

- THOMAS E. BOLGER, general manager.
- ADDISON SPRAGUE, sales manager.
- GEORGE PLENDERLEITH, film director.
- CARL AMES, promotion manager.
- DON SCHMITT, news director.
- NAN FANCHER, women's director.
- L. STANLEY SADLER, chief engineer.
- JACK CROWLEY, program manager.

DIGEST OF RATE CARD NO. 12—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA	—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
.....	\$175.00	\$120.00	\$95.00	\$75.00*	\$75.00*	\$37.50*

*Average.

Note: For combination rates, see WSAU-TV, Wausau.

NETWORK BASE HOURLY RATE: \$400.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
OVER 50 O/O	WISCONSIN COLUMBIA	11,100	10,500	94	
	DANE	71,900	67,700	94	
	GREEN	8,000	7,500	95	
	IOWA	5,300	4,900	93	
	LAFAYETTE	4,900	4,600	94	
	RICHLAND	4,600	4,200	93	
	SAUK	9,900	9,200	93	
25-50 O/O	WISCONSIN JEFFERSON	15,700	15,100	96	
	ROCK	36,700	35,400	97	
5-24 O/O	ILLINOIS JO DAVIESS	6,600	6,000	92	
	WISCONSIN DODGE	18,500	17,500	95	
	GRANT	12,700	11,700	92	
	MARQUETTE	2,700	2,400	91	
	MONROE	8,100	7,600	93	
	STATION TOTALS		216,700	204,300	94
	NET WEEKLY CIRCULATION (MARCH 1966)		132,900		
AVERAGE DAILY CIRCULATION (MARCH 1966)		86,300			

For Group Ownership, see Services Volume

Wisconsin—Milwaukee



WISN-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level.

Latitude 43° 06' 41"
Longitude 87° 55' 38"

Transmitter: 5201 N. Milwaukee River Pkwy.

TV tape: Recording facilities.

AM Affiliate: WISN, 50-kw, 1150 kc (ABC).

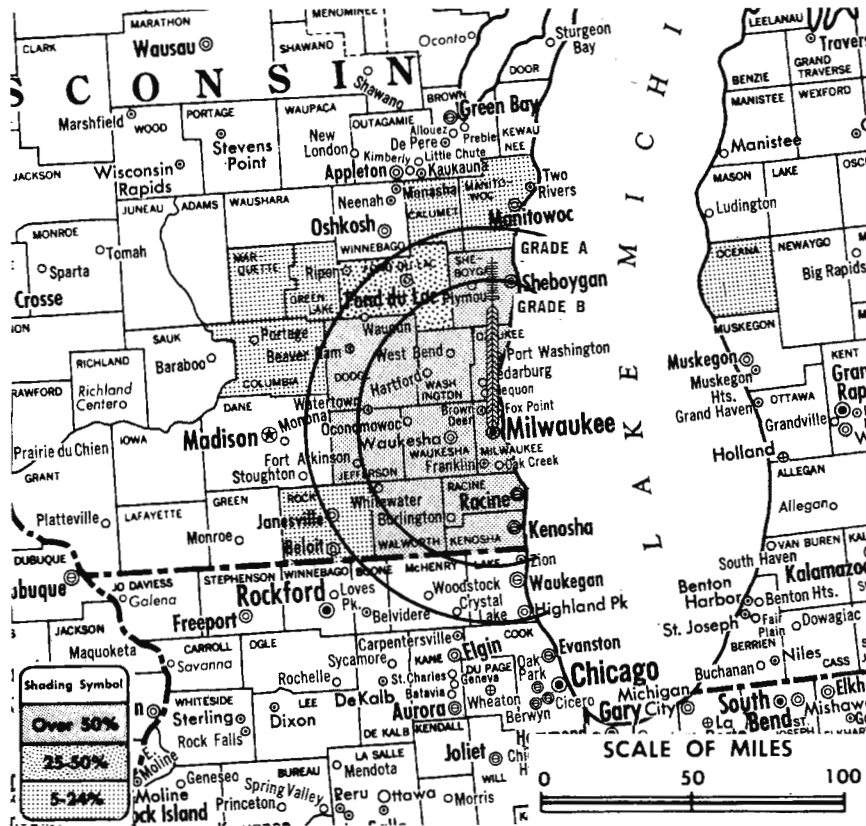
FM Affiliate: WISN-FM, 11.5-kw, 97.3 mc (No. 247), 910-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: SRDS
Consumer Market Data as of 1/1/87.
TV Homes: TV% and Circulation
© 1985 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WISN-TV Ref: FCC File No. BNPCT-3231 Granted 7/20/55 ©American Map Co., Inc., N.Y., No. 14244

WISN-TV

Licensee: Hearst Corp., 759 North 19th St., Milwaukee (53233).

Studio: 19th & Wells Sts.

Telephone: 414-342-3000. TWX No.: 910-262-3417.

Ownership: Hearst Corp. Same interests operate WBAL-TV, Baltimore, WTAE-TV, Pittsburgh, and radio stations WISN, Milwaukee, WBAL, Baltimore, and WTAE & FM, Pittsburgh. It also owns radio WAPA, San Juan, P.R.

Began Operation: October 26, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron Thurwachter approved by FCC March 2, 1955 (Television Digest, Vol. 11:2, 5, 10).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

- JAMES T. BUTLER, vice president & general manager.
- RICHARD FOERSTER, sales manager.
- KENNETH WALIGORSKI, program director & film buyer.
- DAVID A. DOYLE, promotion-publicity director.
- FRED KOESTERING, merchandising & marketing director.
- PATT BARNES, public affairs director.
- JON ESTHER, news director.
- DICK JOHNSON, sports director.
- RALPH KUEHN, production director.
- JERRY LOEBE, film director.
- WAYNE BARRINGTON, chief engineer.

DIGEST OF RATE CARD NO. 14 (March 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$1500.00	\$900.00	\$560.00	\$640.00	\$320.00

NETWORK BASE HOURLY RATE: \$1500.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 50 O/D	WISCONSIN			
	DODGE	18,500	17,500	95
	JEFFERSON	15,700	15,100	96
	KENOSHA	34,600	33,500	97
	MILWAUKEE	344,700	333,100	97
	OZAUKEE	12,300	11,900	97
	RACINE	45,400	44,300	98
	SHEBOYGAN	27,100	26,300	97
	WALWORTH	16,900	16,200	96
	WASHINGTON	14,200	13,800	97
	WAUKESHA	51,200	49,900	97

25-50 O/D	WISCONSIN			
	FOND DU LAC	21,900	20,900	95

5-24 O/D	MICHIGAN			
	OCEANA	4,600	4,300	92
	WISCONSIN			
	CALUMET	6,400	6,100	96
	COLUMBIA	11,100	10,500	94
	GREEN LAKE	4,800	4,500	94
	MANITOWOC	22,500	22,000	98
	MARQUETTE	2,700	2,400	91
	ROCK	36,700	35,400	97

STATION TOTALS		691,300	667,700	97

NET WEEKLY CIRCULATION (MARCH 1966) 547,000
AVERAGE DAILY CIRCULATION (MARCH 1966) 392,600

CATV Directory is in Services Volume

Wisconsin—Milwaukee



WTMJ-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 900-ft. above av. terrain, 1035-ft. above ground, 1672-ft. above sea level.

Latitude 43° 05' 29"
Longitude 87° 54' 07"

Transmitter: 720 E. Capitol Drive, Milwaukee (53211).

TV tape: Recording facilities.

AM Affiliate: WTMJ, 5-kw, 620 kc (NBC).

FM Affiliate: WTMJ-FM, 4.6-kw, 94.5 mc (No. 233), 980-ft. antenna height.

Color: Network, live, film, slide & tape.

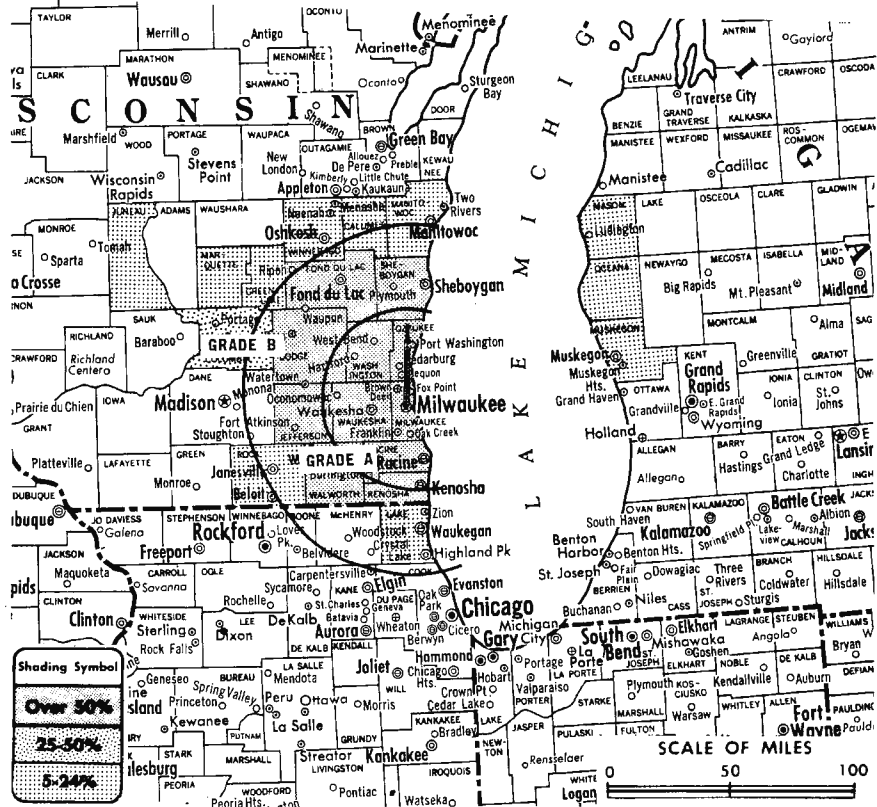
News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: UPI.

Represented (engineering) by Jansky & Bailey.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV % and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WTMJ-TV Ref: FCC File No. BMPCT-869 Granted 7/11/52

©American Map Co., Inc., N.Y., No. 1424

WTMJ-TV

Licensee: The Journal Co., 333 W. State St.

Studio: 720 E. Capitol Drive, Milwaukee, Wis. (53212).

Telephone: 414-271-6000. TWX No.: 414-964-4881.

Ownership: The Journal Co. (Milwaukee Journal). The Journal Co. owns 80% of Teletel Inc. which operates a CATV system in Wausau, Wis.

Began Operation: Dec. 3, 1947.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

- GEORGE COMTE, v.p. & general manager, radio & TV.
- PHILLIP B. LAESER, manager, radio & TV.
- SPRAGUE VONIER, station & national sales manager.
- ROGER MICHELIN, local sales manager.
- ROBERT PETRIE, program manager.
- HUGO BIRMINGHAM, production supervisor.
- JIM FITZGERALD, film editor.
- JACK KRUEGER, manager of news & public affairs.
- ARTHUR OLSZYK, news editor.
- BILL HOEFT, farm director.
- WILLIAM McCORMACK, continuity manager.
- JAMES WULLIMAN, chief engineer, broadcasting.
- EDWIN L. CORDES, chief engineer, research & development.
- RAYMOND HERNDAY, asst. chief engineer, broadcasting.
- ROSS M. BROWENDER, promotion & publicity director.

DIGEST OF RATE CARD NO. 32—(July 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:30-10:30 p.m., daily.	\$1600.00	\$960.00	\$640.00	\$600.00*	\$550.00*	\$300.00*

*Class AAA—6:30-10:30 p.m., Mon.-Fri.; 6:30-11:30 p.m., Sat.

NETWORK BASE HOURLY RATE: \$1800.

For Color Set Penetration by Markets
see Services Volume.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/D
OVER 30% 50 O/O	WISCONSIN			
	DODGE	18,500	17,500	95
	FOND DU LAC	21,900	20,900	95
	JEFFERSON	15,700	15,100	96
	KENOSHA	34,600	33,500	97
	MILWAUKEE	344,700	333,100	97
	OZAUKEE	12,300	11,900	97
	RACINE	45,400	44,300	98
	SHEBOYGAN	27,100	26,300	97
	WALWORTH	16,900	16,200	96
	WASHINGTON	14,200	13,800	97
	WAUKESHA	51,200	49,900	97

25-50 O/O	WISCONSIN			
	COLUMBIA	11,100	10,500	94

5-24 O/O	ILLINOIS			
	LAKE	94,200	92,100	98
	MICHIGAN			
	MASON	6,700	6,100	91
	MUSKEGON	46,200	44,500	96
	OCEANA	4,600	4,300	92
	SCHOOLCRAFT	2,300	2,100	90

	WISCONSIN			
	CALUMET	6,400	6,100	96
	GREEN LAKE	4,800	4,500	94
	JUNEAU	4,700	4,200	90
	MANITOWOC	22,500	22,000	98
	MARQUETTE	2,700	2,400	91
	ROCK	36,700	35,400	97
	WINNEBAGO	33,500	32,600	97

STATION TOTALS 878,900 849,300 97

NET WEEKLY CIRCULATION (MARCH 1966) 570,600
AVERAGE DAILY CIRCULATION (MARCH 1966) 429,900

TV Factbook No. 37



News Information
26.6%



Sports
4.5%

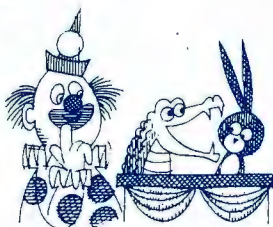


Music/Variety
12.3%



Situation Comedy
Audience Participation
18.0%

**Our well-rounded
programming is
Designed for Milwaukee!
That's why we reach more
homes per week than any
competing station***



Children's 4.5%



Feature Film
14.8%



Drama
Adventure
11.5%

WTMJ-TV knows Milwaukee. Over twenty years of Milwaukee broadcasting experience has expanded our net weekly circulation to 570,600 homes* . . . that's more Milwaukee homes than any competing station reaches! WTMJ-TV programming is designed for Milwaukee, with lots of emphasis on state and local features. And now with our new round color studio it's easier than ever to broadcast programming designed for Milwaukee. Try us and see for yourself . . . we'll put YOU in view in Milwaukee. *American Research Bureau — Television Market Analysis, March, 1966.



WTMJ-TV
COLOR IN MILWAUKEE



Wisconsin—Milwaukee



WITI-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1078-ft. above ground, 1720-ft. above sea level.

Latitude 43° 05' 24"
Longitude 87° 53' 47"

Transmitter: NE corner of Capitol Dr. & Estabrook Pkwy., Shorewood, Wis.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

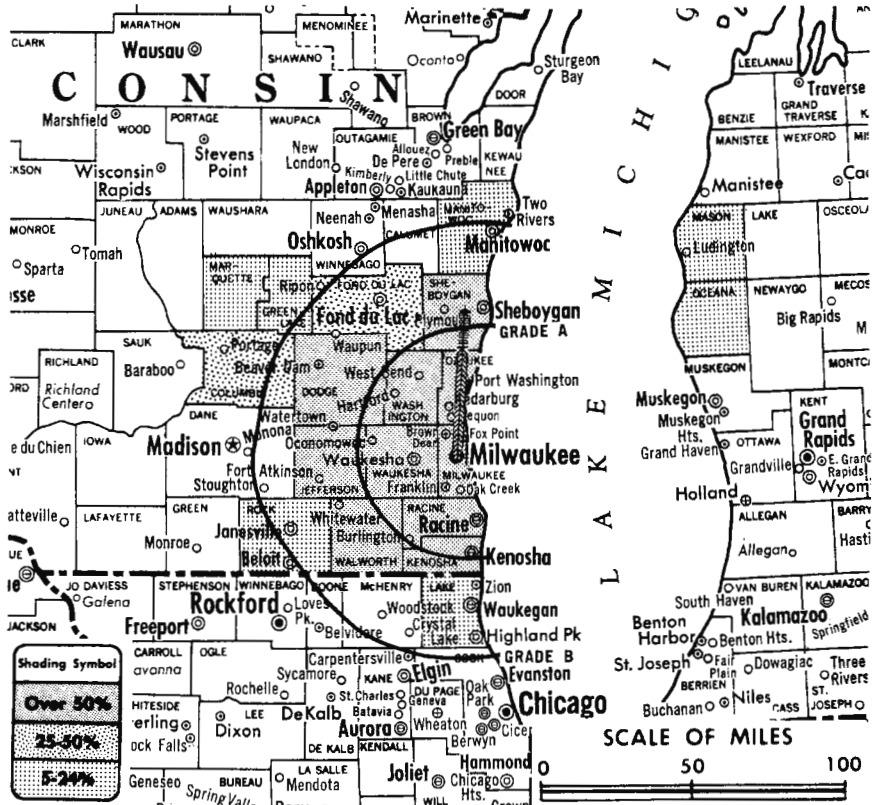
News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WITI-TV Ref: FCC File No. BPCT-2807 Granted 3/29/61

©American Map Co., Inc., N.Y., No. 14244

WITI-TV

Licensee: WITI-TV Inc., Box 6337, Station F, Milwaukee.

Studios: 5445 N. 27th St., Milwaukee, Wis. 53209.

Telephone: 414-462-6666. TWX No.: 910-262-3425.

Ownership: Storer Broadcasting Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see Group Ownership.

Began Operation: May 21, 1956.

Represented (legal) by Warren C. Zwicky.

Represented (sales) by Storer Television Sales Inc.

Personnel:

- STANTON P. KETTLER, president.
- ROGER W. Le GRAND, v.p. & general manager.
- LEE DOLNICK, general sales manager.
- ANDY POTOS, national sales manager.
- ROBERT A. OLIVER, operations manager & film buyer.
- JIM MAJOR, production manager.
- RON PULERA, promotion manager.
- CARL G. ZIMMERMANN, news director.
- ROBERT TRUSCOTT, chief engineer.

DIGEST OF RATE CARD NO. 17—(July 1, 1966)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$1800.00 \$1200.00 \$800.00 \$725.00 \$550.00 \$500.00 \$250.00
NETWORK BASE HOURLY RATE: \$1700.

For Translator Directory

See Services Volume.

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	WISCONSIN			
	DODGE	18,500	17,500	95
	JEFFERSON	15,700	15,100	96
	KENOSHA	34,600	33,500	97
	MILWAUKEE	344,700	333,100	97
	OZAUKEE	12,300	11,900	97
	RACINE	45,400	44,300	98
25-50 O/O	SHEBOYGAN	27,100	26,300	97
	WALWORTH	16,900	16,200	96
	WASHINGTON	14,200	13,800	97
	WAUKESHA	51,200	49,900	97
5-24 O/O	ILLINOIS LAKE	94,200	92,100	98
	MICHIGAN MASON	6,700	6,100	91
	OCEANA	4,600	4,300	92
	WISCONSIN GREEN LAKE	4,800	4,500	94
	MANITOWOC	22,500	22,000	98
	MARQUETTE	2,700	2,400	91
	ROCK	36,700	35,400	97
STATION TOTALS		785,800	759,800	97
NET WEEKLY CIRCULATION (MARCH 1966)			564,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			406,500	

Wisconsin—Milwaukee

WVTV

(formerly WUHF)

Ch. 18



Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 440-kw maximum and 256-kw horizontal visual, 44.0-kw maximum and 25.6-kw horizontal aural. Antenna: 530-ft. above av. terrain, 661-ft. above ground, 1271-ft. above sea level.

Latitude 43° 02' 20"
Longitude 87° 55' 04"

Transmitter: Schroeder Hotel.
TV tape: Recording facilities.
Color: Network, film, slide & tape.
News Wire Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WVTV

Network Service: None, independent.
Licensee: WKY TV System Inc., Parklawn Box 6627, Milwaukee (53216).
Studio: 4041 N. 35th St., Parklawn Box 6627 (53216).
Telephone: 414-442-7050.
Ownership: See WKY-TV, Oklahoma City, Okla.
Began Operation: July 20, 1959. Sale to present owner by Harold & Bernard Sampson approved March 24, 1966 by FCC (Television Digest, Vols. 5:45, 6:13). Previous sale of 51% by Gene Posner to Harold and Bernard Sampson approved Aug. 9, 1962 by FCC (Vol. 2:26).
Represented (engineering) by Raymond Rohrer & Assoc.
Represented (sales) by The Katz Agency Inc.
Represented (legal) by Pierson, Ball & Dowd.
Personnel:
JOHN M. HABERLAN, station & sales manager.
ED HERBERT, operations manager.
TONY BACHMAN, promotion manager & sales development.
WILLIAM WITT, chief engineer.
JAYNE BOYD, film buyer.
JOSEPH LOUGHLIN, director of public affairs.

DIGEST OF RATE CARD NO. 10—(Jan. 1, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—5 p.m.-sign-off, daily.
\$250.00 \$150.00 \$100.00 \$90.00 \$80.00 \$75.00 \$42.00 \$28.00

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	WISCONSIN MILWAUKEE OZAUKEE	344,700 12,300	333,100 11,900	97 97
5-24 O/O	WISCONSIN RACINE WASHINGTON WAUKESHA	45,400 14,200 51,200	44,300 13,800 49,900	98 97 97
STATION TOTALS		467,800	453,000	97
NET WEEKLY CIRCULATION (MARCH 1966)			96,000	
AVERAGE DAILY CIRCULATION (MARCH 1966)			20,800	

Wisconsin—Rhineland (Wausau)



WAEQ-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1650-ft. above av. terrain, 1683-ft. above ground, 3327-ft. above sea level.

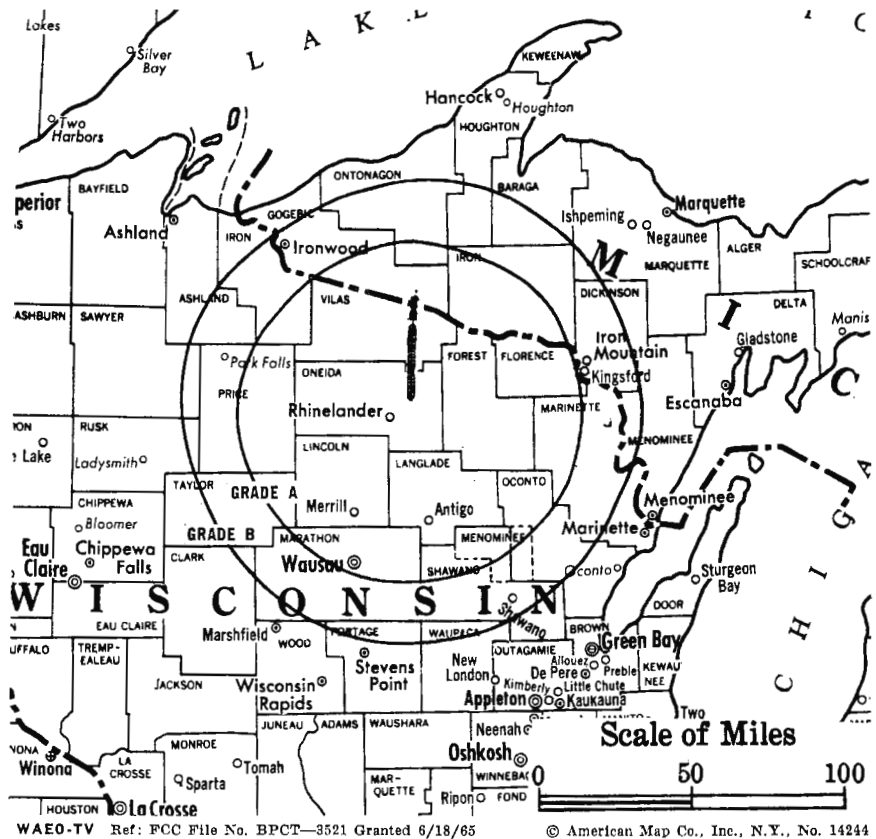
Latitude 45° 40' 02"

Longitude 89° 12' 27"

Transmitter: County Hwy. C at Starks.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.



WAEQ-TV Ref: FCC File No. BPCT-3521 Granted 6/18/65

© American Map Co., Inc., N.Y., No. 14244

WAEQ-TV

Grantee: Northland TV Inc., c/o Rep. Alvin E. O'Konski, House Office Bldg., Washington, D.C.

Studio: County Hwy. C at Starks.

Telephone: 715-362-7800.

Ownership: Alvin E. O'Konski, 100%.

Began Operation: Oct. 20, 1966.

Represented (sales) by Venard, Torbet & McConnell Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by John Creutz.

Personnel:

ALVIN E. O'KONSKI, president & manager.
H. ARTHUR LADIN, asst. manager & film buyer.
LOWELL JOHNSON, sales manager.
JOSEPH CRABTREE, production manager.
WERNER WEISS, chief engineer.

DIGEST OF RATE CARD NO. 1

(Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$275.00	\$165.00	\$110.00	\$72.00	\$70.00	\$56.00	\$28.00

NETWORK BASE HOURLY RATE: \$225.

ARB Data for this Station is not available since it was not in operation when the survey was made.

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

TV Honolulu	\$600,000
Radio Virginia	\$210,000

116 Central Park South
New York, N.Y.

Wisconsin—Wausau



WAOW-TV



Ch. 9

[Auxiliary outlet of WKOW-TV, Madison, Wis.]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 392-ft. above ground, 2289-ft. above sea level.

Latitude 44° 55' 10"
Longitude 89° 41' 12"

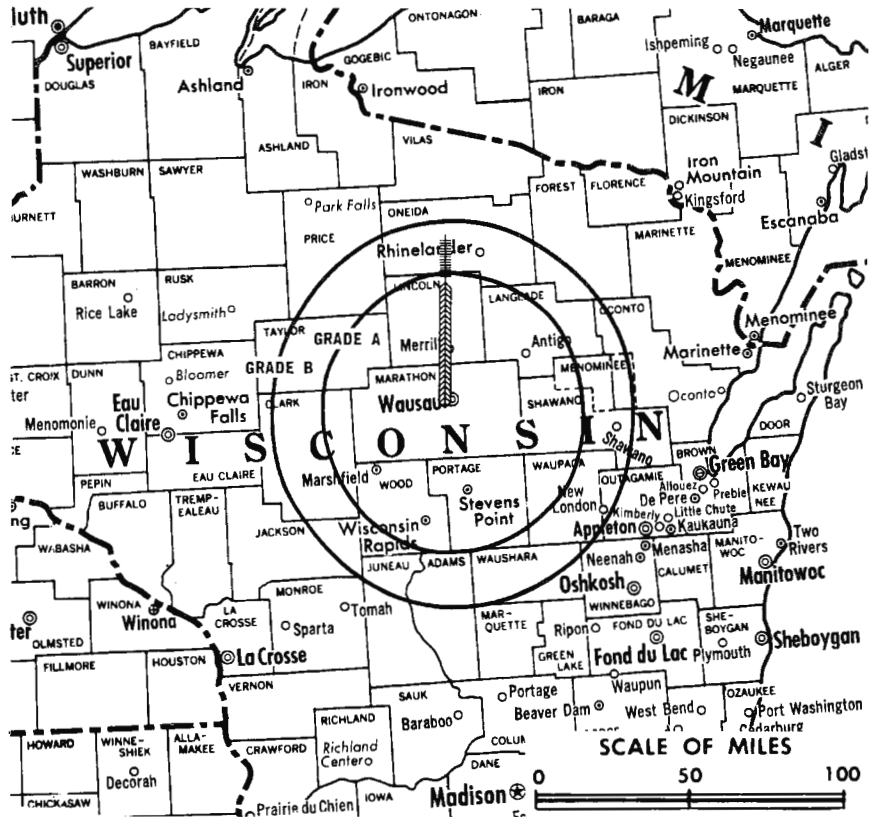
Transmitter: Rib Mountain.

Studio: 1908 Grand Ave., Wausau (54401).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



WAOW-TV Ref: FCC File No. BMPCT-5955 Granted 11/12/64 © American Map Co., Inc., N.Y. No. 14244

WAOW-TV

Network Service: ABC.

Grantee: Midcontinent Broadcasting Co. of Wisconsin Inc.

Telephone: 715-842-2251.

Ownership: Midcontinent Broadcasting Co. For other interests, see KELO-TV, Sioux Falls, S.D.

Began Operation: May 7, 1965.

Represented (sales) by H-R Television; Wayne-Evans (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

- N. L. BENTSON, president.
- ANTON J. (TONY) MOE, executive vice president.
- JOSEPH L. FLOYD, vice president.
- ROBERT JOHNSON, station manager.
- BEN HOVEL, general sales manager.
- JOHN GORT, chief engineer.

Rates: Offered in combination with WKOW-TV, Madison, Wis.; for rates see WKOW-TV.

ARB Data for this Station is not available since it was not in operation when the survey was made.

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Wisconsin—Wausau



WSAU-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 53.7-kw aural. Antenna: 1209-ft. above av. terrain, 645-ft. above ground, 2547-ft. above sea level.

Latitude 44° 55' 10"
Longitude 89° 41' 12"

Transmitter: Rib Mountain.

Studio: 714 Fifth St.

Telephone: 715-845-4211. TWX No.: 715-331-0876.

AM Affiliate: WSAU, 5-kw, 550 kc (NBC). FM Affiliate: WSAU-FM, 100-kw, 95.5 mc (No. 238), 990-ft.

Represented (engineering) by Walter F. Kean.

Color: Network & tape.

News Wire Service: AP & UPI. Facsimile Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1965 ARB study.



WSAU-TV Ref: FCC File No. BFCT-2280 Granted 9/13/67

©American Map Co., Inc., N.Y., No. 14244

WSAU-TV

Licensee: Forward Communications Corp., 714 Fifth St. (54401).

Ownership: Charles Lemke, 27.17%; Wausau Record-Herald, 25.87%; Wisconsin Rapids Tribune, 12.94% (6.47% by its radio WFHR); Marshfield News Herald, 12.94%; Rhinelander News, 8.60%; Merrill Herald, 8.60%; W. F. McCormick, 1.29%; Richard D. Dudley, 1.94%; Thomas E. Bolger, .65%. Wis. Valley TV Corp. officers: John C. Sturtevant, chairman (Wausau Record-Herald); Richard D. Dudley, pres.; Howard A. Quirt, v.p. (Marshfield News-Herald); J. P. Chilsen, v.p. (Merrill Herald); William F. Huffman, v.p. (Wis. Rapids Tribune); O. C. Lemke, v.p.; Gene R. Anderson, v.p., finance; Clifford G. Ferris, secy. (Rhinelander News); W. F. McCormick, treas. & asst. secy.; Richard D. Dudley, asst. treas.; S. F. Staples Jr., asst. secy. Wis. Valley TV Corp. also owns WMTV, Madison, Wis.; KVTU, Sioux City, Ia. & Marshfield News Herald.

Began Operation: Oct. 24, 1954.

Represented (sales) by The Meeker Co. Inc., Harry S. Hyett Co. (Minneapolis).

Represented (legal) by McKenna & Wilkinson.

Personnel:

RICHARD D. DUDLEY, president & general manager.
GENE R. ANDERSON, vice president, finance.
JAMES W. FREY, general sales manager.
BART KELLNHAUSER, program manager & station manager.
ROLAND W. RICHARDT, director of engineering.
DAN ZIEBEL, promotion manager.
FABIAN SHULTA, chief accountant.

DIGEST OF RATE CARD NO. 12—(June 1, 1966)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$400.00	\$250.00	\$175.00	Graded rates apply*		

*Highest rate: \$180.

Combination Rates (The Madison-Wausau Combination)—WMTV, Madison & WSAU-TV, Wausau:

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$500.00	\$300.00	\$225.00	\$180.00	\$140.00	\$70.00

NETWORK BASE HOURLY RATE: \$575 (CBS).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	WISCONSIN			
	ADAMS	2,400	2,200	91
	CLARK	8,300	7,600	92
	FOREST	1,700	1,500	89
	JUNEAU	4,700	4,200	90
	LANGLADE	5,100	4,800	94
	LINCOLN	6,600	6,300	96
	MARATHON	25,300	24,500	97
	ONEIDA	6,700	6,200	93
	PORTAGE	10,100	9,700	95
	PRICE	3,700	3,300	90
	SHAWANO	9,100	8,800	96
	TAYLOR	4,500	4,200	93
	VILAS	3,000	2,800	93
	WAUPACA	10,400	10,000	96
	WOOD	17,300	16,700	96
25-50 O/O	WISCONSIN			
	CHIPPEWA	12,100	11,600	96
	MARQUETTE	2,700	2,400	91
	MENOMINEE	500	400	84
	RUSK	3,600	3,300	92
	WAUSHARA	4,100	3,800	94
5-24 O/O	MICHIGAN			
	DICKINSON	6,900	6,600	96
	IRON	4,800	4,600	95
	WISCONSIN			
	ASHLAND	4,500	4,300	95
	EAU CLAIRE	17,400	16,600	95
	GREEN LAKE	4,800	4,500	94
	JACKSON	4,300	4,000	93
	MONROE	8,100	7,600	93
STATION TOTALS		192,700	182,500	95
NET WEEKLY CIRCULATION (MARCH 1966)			114,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			92,200	

WBAY-TV, Green Bay
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	MICHIGAN			
	GOGEBIC	6,900	6,500	93
	LAKE	1,800	1,600	91
	SCHOOLCRAFT	2,300	2,100	90
	WISCONSIN			
	ADAMS	2,400	2,200	91
	CLARK	8,300	7,600	92
	WASHINGTON	14,200	13,800	97

WFRV-TV, Green Bay
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	MICHIGAN			
	GOGEBIC	6,900	6,500	93
	OCEANA	4,600	4,300	92
	ONTONAGON	3,100	2,800	89
	SCHOOLCRAFT	2,300	2,100	90
	WISCONSIN			
	DODGE	18,500	17,500	95
	JUNEAU	4,700	4,200	90
	WASHINGTON	14,200	13,800	97

WLUK-TV, Green Bay
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O	
25-50 O/O	WISCONSIN				
	DODGE	18,500	17,500	95	
	FLORENCE	800	700	94	
	PORTAGE	10,100	9,700	95	
	SHEBOYGAN	27,100	26,300	97	
	WOOD	17,300	16,700	96	
	5-24 O/O	MICHIGAN			
	GOGEBIC	6,900	6,500	93	
	OCEANA	4,600	4,300	92	
	SCHOOLCRAFT	2,300	2,100	90	
WISCONSIN					
ADAMS	2,400	2,200	91		
IRON	2,100	2,000	95		
LINCOLN	6,600	6,300	96		
MARATHON	25,300	24,500	97		
VILAS	3,000	2,800	93		

Wisconsin

WKBT, LaCrosse
(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
5-24 O/O	IOWA			
	CLAYTON	6,400	5,700	90
	DUBUQUE	22,500	20,700	92
	MINNESOTA			
	DODGE	3,700	3,400	91
	GOODHUE	10,000	9,400	94
	WISCONSIN			
	BARRON	9,700	8,900	92
	GRANT	12,700	11,700	92
	LINCOLN	6,600	6,300	96
RICHLAND	4,600	4,200	93	
SAUK	9,900	9,200	93	
TAYLOR	4,500	4,200	93	
WOOD	17,300	16,700	96	

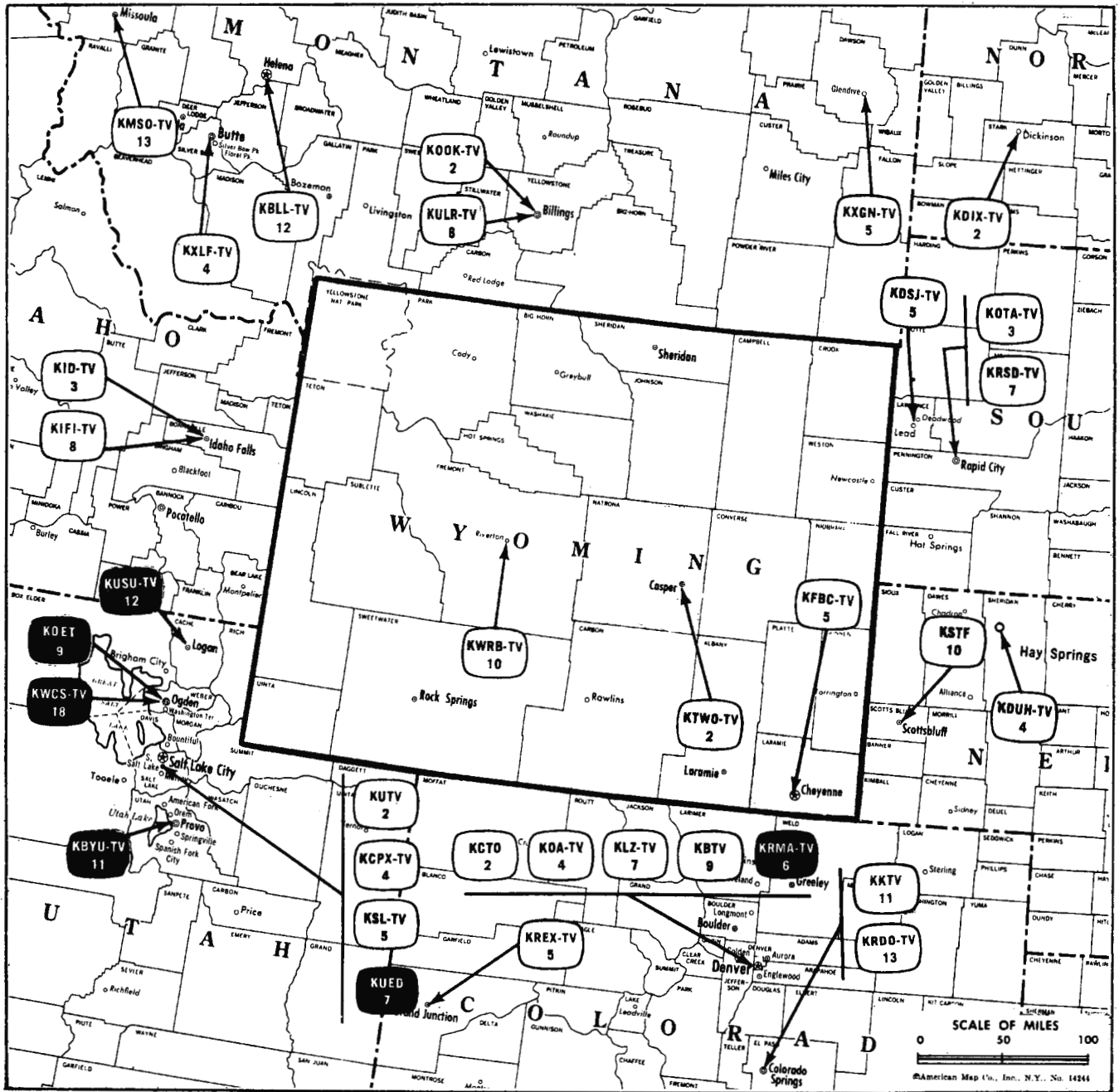
Every Monday morning

a Station Manager

reads Television Digest.

Why? See page 803-b

Wyoming



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Cheyenne	103,800	150	159,900	156	145,300	155
Casper	52,800	187	81,700	188	72,400	190
Riverton	10,500	219	16,300	220	14,600	220

Wyoming Station Status as of Jan. 1, 1967

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
0	0	0
		3

Wyoming—Casper

NBC abc KTWO-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 14.2-kw aural. Antenna: 2000-ft. above av. terrain, 375-ft. above ground, 8485-ft. above sea level.

Latitude 42° 44' 03"
Longitude 106° 20' 00"

Transmitter: 8-mi. S of Casper P.O.
Studio: 4200 E. 2nd St., Casper.
TV tape: Recording facilities.

AM Affiliate: KTWO, 5-kw (1-kw night), 1470 kc (NBC).

O & O Translator: K12FN, Sheridan, Wyo.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

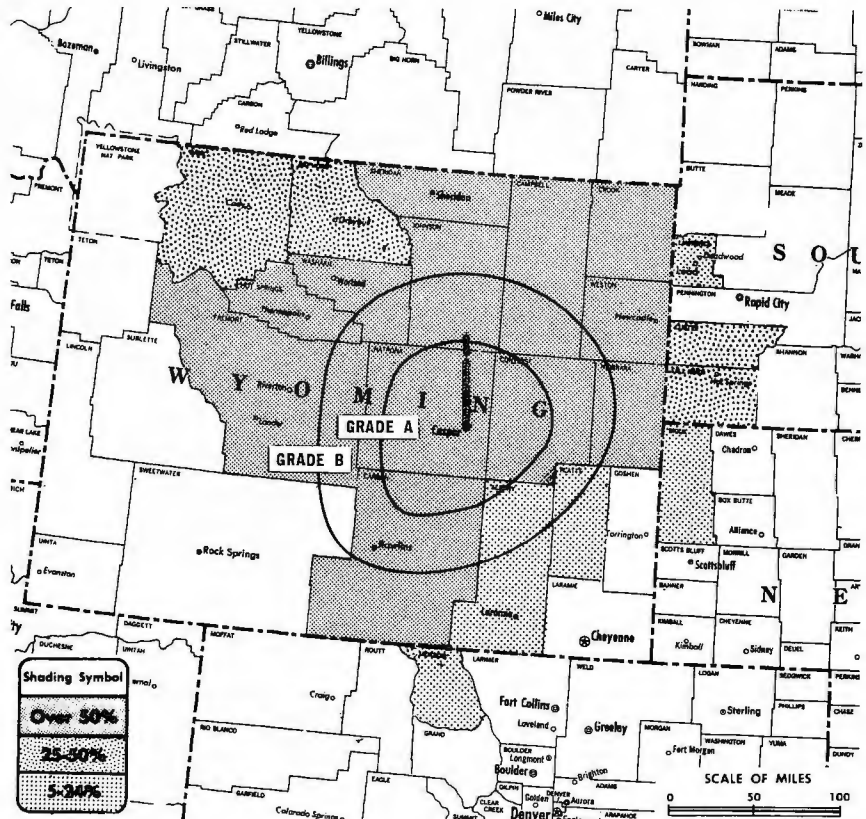
Total Households: © SRDS

Consumer Market Data as of 1/1/67.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KTWO-TV Ref: FCC File No. BPCT-3231 Granted 9/25/63

©American Map Co., Inc., N.Y., No. 14244

KTWO-TV

Network Service: NBC, CBS, ABC.

Licensee: HarriScope Broadcasting Corp., 4200 East Second St., Casper (82601).

Telephone: 307-237-3711. TWX No.: 910-949-4462.

Ownership: For ownership and other interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: March 8, 1957.

Represented (sales) by The Meeke Co. Inc.; John L. McGuire (Denver).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).
YALE ROE, v.p. broadcasting (Chicago).
JACK ROSENTHAL, v.p. & general manager.
RALPH DAVISON, station manager & sales manager.
DICK FRECH, operations manager.
BEN LOCKERD, chief engineer.
ARLEA RUSHIN, office manager.

DIGEST OF RATE CARD NO. 6
(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., Mon.-Fri.; 5-10 p.m., Sat. & Sun.
\$300.00 \$180.00 \$120.00 \$90.00 \$69.00* \$59.00* \$34.00*

*6-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$300 (NBC), \$300 (CBS), \$300 (ABC).

For Translator Directory,
see Services Volume

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50% O/O				
WYOMING				
	CAMPBELL	1,900	1,600	85
	CARBON	4,800	4,100	86
	CONVERSE	2,000	1,700	88
	CROOK	1,300	1,100	81
	FREMONT	8,400	7,600	92
	HOT SPRINGS	2,100	1,800	86
	JOHNSON	1,700	1,400	84
	NATRONA	18,700	17,500	94
	NIOBRARA	1,100	1,000	88
	SHERIDAN	5,800	4,900	85
	WASHAKIE	2,700	2,500	90
	WESTON	2,400	2,100	85
25-50% O/O				
SOUTH DAKOTA				
	CUSTER	1,300	1,100	87
	FALL RIVER	3,600	3,100	88
WYOMING				
	BIG HORN	3,100	2,700	87
	PARK	5,200	4,500	87
5-24% O/O				
COLORADO				
	JACKSON	400	300	90
NEBRASKA				
	SIOUX	800	700	88
SOUTH DAKOTA				
	LAWRENCE	5,400	4,900	90
WYOMING				
	ALBANY	7,000	6,100	87
	PLATTE	2,000	1,700	85
STATION TOTALS		81,700	72,400	89
NET WEEKLY CIRCULATION (MARCH 1966)			52,800	
AVERAGE DAILY CIRCULATION (MARCH 1966)			43,400	

Wyoming—Cheyenne



KFBC-TV



Ch. 5

[Also operates satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo.]

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 620-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level.

Latitude 41° 06' 03"

Longitude 105° 00' 16"

Transmitter: Borie, Wyo., 10.2-mi. WSW of Cheyenne.

AM Affiliate: KFBC, .25-kw 1240 kc (ABC).

O & O Translator: K73AF, Rawlins, Wyo.

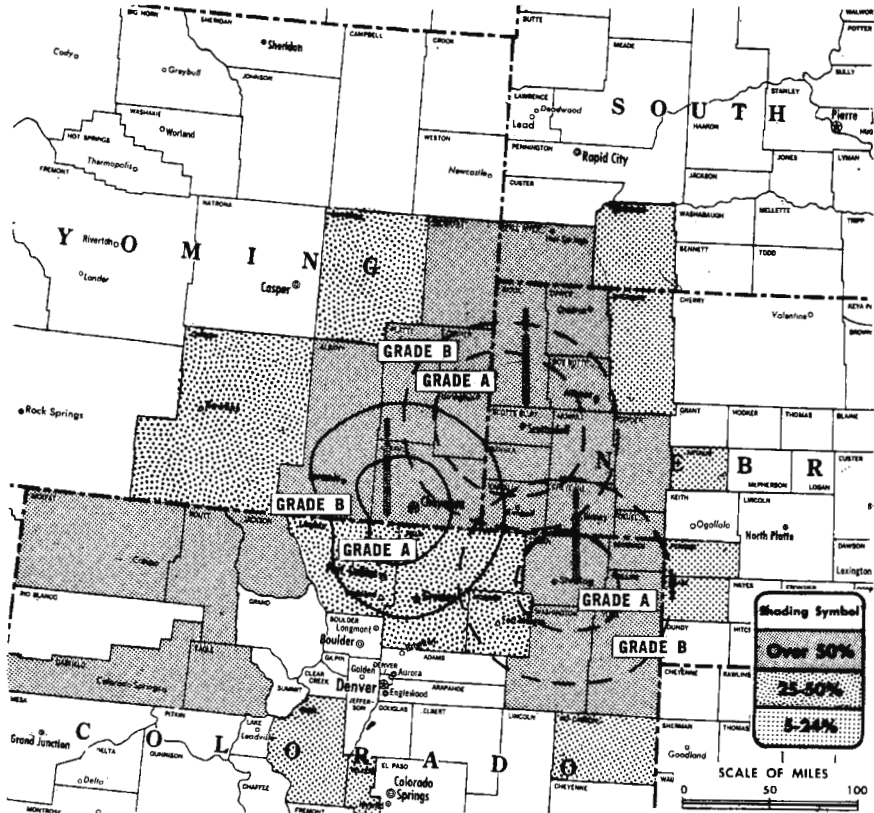
Color: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: The figures below include Satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo.

Total Households: © SRDS Consumer Market Data as of 1/1/67. TV Homes: TV% and Circulation © 1965 American Research Bureau. County coverage (shaded areas) based on 1965 ARB study.



KFBC-TV Ref: FCC File No. BMPCT-1399 Granted 10/2/53
 KSTF Ref: FCC File No. BMPCT-4858 Granted 10/9/57
 KTVS Ref: FCC File No. BPCT-3005 Granted 2/13/63.

©American Map Co., Inc., N.Y., No. 14244

KFBC-TV

Network Service: ABC, CBS, NBC.

Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway (82001).

Studio: 2923 E. Lincolnway.

Telephone: 307-634-4461. TWX No.: 307-632-1759.

Ownership: Robert S. McCracken, pres., 3.6%; William C. Grove, exec. v.p. & treas., 8%; W. A. Corson, v.p., 5.9%; O. B. Koerfer, secy., 3.2%; Cheyenne Newspapers, 26%; F. H. Ricketson Jr., 17%; Lillian D. McCracken, 11.3%; William D. McCracken, 5.7%; D. E. Woodson, 4.7%; Ray List, 4.3%; several others, none with as much as 2%. McCracken family controls Cheyenne Newspapers Inc., publisher of Wyoming Eagle and Wyoming State Tribune. Mr. McCracken and associates also publish Laramie Republican-Boomerang and Bulletin, Rawlins Times, Rock Springs Rocket, World Northern Wyoming News; they also operate satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo., and radio stations KFBC, Cheyenne and KVRs, Rock Springs. Frontier also holds CP for Ch. 11, Rawlins, Wyo.

Began Operation: March 22, 1954.

Represented (sales) by George P. Hollingbery Co.; Soderlund Co. (Omaha); Robert Hix Co. (Denver).

Represented (legal) by Koteen & Burt.

Personnel:

ROBERT S. McCRAKEN, president & film buyer.
 WILLIAM C. GROVE, exec. v.p., general mgr. & chief engineer.
 DOUG REEVES, national sales manager.
 BILL McCRAKEN, program director.

DIGEST OF RATE CARD NO. 8—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class A—5:30-11 p.m., daily.

\$450.00 \$270.00 \$180.00 \$113.00 \$100.00* \$80.00* \$40.00*

*Class AA—6:30-9 p.m., daily.

Note: KSTF & KTVS are sold in combination with KFBC-TV, foregoing rates applying at no additional cost.

NETWORK BASE HOURLY RATE: \$325 (ABC), \$325 (CBS), \$325 (NBC).

802-b

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	COLORADO			
	EAGLE	1,500	1,300	84
	GARFIELD	4,200	3,600	86
	JACKSON	400	300	90
	LOGAN	6,900	6,200	90
	MOFFAT	2,500	2,000	81
	PHILLIPS	1,400	1,300	95
	ROUTT	1,400	1,100	79
	SEDGWICK	900	800	91
	WASHINGTON	1,800	1,500	87
	YUMA	2,500	2,200	88
	NEBRASKA			
	BANNER	400	300	94
	BOX BUTTE	3,600	3,300	91
	CHEYENNE	5,000	4,500	90
	DAWES	2,900	2,500	86
	DEUEL	1,000	1,000	92
	GARDEN	900	800	81
	KIMBALL	2,900	2,800	97
	MORRILL	1,900	1,600	87
	SCOTTS BLUFF	10,700	9,700	91
	SIoux	800	700	88
	SOUTH DAKOTA			
	FALL RIVER	3,600	3,100	88
	WYOMING			
	ALBANY	7,000	6,100	87
	GOSHEN	3,800	3,500	92
	LARAMIE	22,200	21,000	95
	NIOBRARA	1,100	1,000	88
	PLATTE	2,000	1,700	85

(Continued on page 804-b)

STATION TOTALS	159,900	145,300	91
NET WEEKLY CIRCULATION (MARCH 1966)			103,800
AVERAGE DAILY CIRCULATION (MARCH 1966)			74,000

TV Factbook No. 37



Stay on top of all developments in Television, Consumer Electronics and related industries weekly. Subscribe to the most authoritative newsletter and get the Monday morning Television Digest habit. Complete your Television Digest with Consumer Electronics library now.

Television Digest Services

1—Weekly Television Digest with Consumer Electronics

A—Comprehensive, departmentalized news and interpretation in digest form, covering basic television trends and developments, including: Networks, Stations, Advertising, FCC, FTC, Congress, Film & Tape Programming, Manufacturing and Distribution, Foreign developments, ETV, Finance, Technology and Auxiliary Services.

B—Handsome embossed binder for filing your weekly Television Digests.

\$95 per year

\$80 each for 5 or more subscriptions.

2—Full TV and CATV Service

A—The weekly Television Digest

B—The annual Television Factbook

C—Weekly TV Addenda Service, which keeps the Factbook up-to-date and reports on all current FCC decisions, applications, changes, etc.

D—The weekly CATV Addenda Service.

E—Handsome embossed binder

\$125 per year

\$105 each for 5 or more subscriptions.

3—Full TV and CATV plus AM-FM Addenda Service

A—Weekly Television Digest

B—Annual Television Factbook

C—Weekly TV Addenda

D—Weekly AM-FM Addenda Service which reports on all current FCC decisions, applications and changes.

E—Weekly CATV Addenda

F—Handsome embossed binder

\$180 per year

\$145 each for 5 or more subscriptions.

Television Digest, Inc. • 2025 Eye Street, N.W., Washington, D.C. 20006

Wyoming—Riverton



[Also authorized to cover Lander, Thermopolis & Worland, Wyo.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 58.9-kw visual, 8.71-kw aural. Antenna: 1630-ft. above av. terrain, 79-ft. above ground, 7498-ft. above sea level.

Latitude 43° 27' 26"
Longitude 108° 12' 02"

Transmitter: Boysen Peak.

Studio: 500 Broadway, Thermopolis, Wyo. (82443).

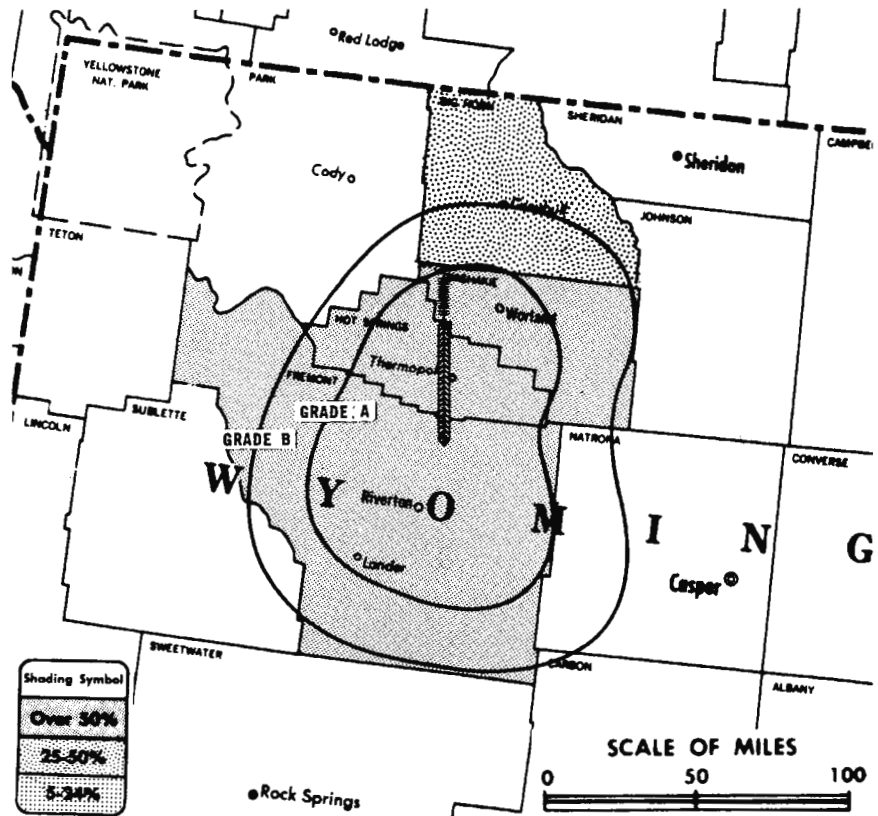
Telephone: 307-864-2351.

TWX No.: 307-864-2489.

Color: Network.

News Wire Service: AP.

Total Households: © SRDS
Consumer Market Data as of 1/1/67.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1965 ARB study.



KWRB-TV Ref: FCC File No. BPCT-2138 Granted 9/28/56

©American Map Co., Inc., N.Y., No. 14244

KWRB-TV

Network Service: ABC, CBS (EMP); also NBC, on per program basis.

Licensee: Chief Washakie TV, 500 Broadway, Thermopolis.

Ownership: Joseph P. and Mildred V. Ernst, 100%. They also own radio stations KWOR, Worland, and KRTR, Thermopolis, all Wyo.

Began Operation: Dec. 22, 1957.

Represented (legal) by McKenna & Wilkinson.

Personnel:

JOSEPH P. ERNST, general manager & chief engineer.
MILDRED V. ERNST, program manager, sales mgr. & film buyer.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1964)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 8 Sec.
Class A—5-11:30 p.m., Mon.-Fri.; 3-11:30 p.m., Sat.; noon-11:30 p.m., Sun.

\$150.00 \$90.00 \$60.00 \$52.00 \$30.00 \$20.00 \$15.00

NETWORK BASE HOURLY RATE: \$100 (ABC), \$50 (CBS), \$100 (NBC).

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
OVER 50 O/O	WYOMING			
	FREMONT	8,400	7,600	92
	HOT SPRINGS	2,100	1,800	86
	WASHAKIE	2,700	2,500	90
25-50 O/O	WYOMING			
	BIG HORN	3,100	2,700	87
STATION TOTALS		16,300	14,600	90
NET WEEKLY CIRCULATION (MARCH 1966)			10,500	
AVERAGE DAILY CIRCULATION (MARCH 1966)			4,900	

KFBC-TV, Cheyenne

(ARB Data Continued)

NET WEEKLY CIRC.	STATE - COUNTY	TOTAL HOUSEHOLDS	TV HOMES	O/O
25-50 O/O	COLORADO			
	LARIMER	19,500	18,200	94
	MORGAN	7,100	6,800	95
	WELD	23,700	22,400	95
	WYOMING			
	CARBON	4,800	4,100	86
	CONVERSE	2,000	1,700	88
5-24 O/O	COLORADO			
	KIT CARSON	1,800	1,500	83
	PARK	500	400	88
	TELLER	800	700	93
	NEBRASKA			
	ARTHUR	200	200	88
	CHASE	1,200	1,100	93
	PERKINS	1,100	1,100	98
	SHERIDAN	2,700	2,400	90
	SOUTH DAKOTA			
	SHANNON	1,200	800	64

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

ARB Does Not Provide Coverage Data for Guam,
Puerto Rico or the Virgin Islands.

GUAM



KUAM-TV

Agana
Ch. 8

Network Service: CBS (EMP), NBC, ABC.

Licensee: Pacific Broadcasting Corp., Box 368, Agana, Guam; 100 California St., San Francisco, Cal.

Studio & Transmitter: 1.9 mi. SE of Agana.

Telephone: 415-982-9933; Guam, 7961. Cable Address: KUAM.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: .229-kw visual, .045-kw aural. Antenna: 100-ft. above av. terrain, 320-ft. above ground, 395-ft. above sea level.

Latitude 13° 26' 53"
Longitude 144° 45' 21.6"

AM Affiliate: KUAM, 1-kw, 610 kc (MBS, NBC).

O & O Translator: K12ER, Andersen AFB.

News Wire Service: UPI.

News Film Service: UPI.

Ownership: H. Scott Killgore, pres., 65%; Samuel N. Rubin, treas., 35%. Killgore also controls KECC-TV (CP), El Centro, Cal. and radios KALI, San Gabriel, Cal.; KOFY & KUFY-FM, San Mateo, Cal.

Began Operation: Aug. 5, 1956. Sale to present owner by Phil Berg approved April 9, 1964 by FCC (Television Digest, Vols. 3:48, 4:16). Previously, 5% sold by John P. Hearne for 4% by William B. Duce to Berg, raising Berg's holdings from 45.5% to 54.5% (Vol. 2:34).

Represented (sales) by Intercontinental Services Ltd.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Gautney & Jones.

Personnel:

W. B. NIELSEN, vice president & general manager.
E. A. OLSON, station manager.

DIGEST OF RATE CARD NO. 2 (Jan. 1, 1963)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—7-10 p.m., daily.

\$144.00 \$86.00 \$57.00 \$51.00 \$43.00 \$29.00 \$21.50 \$14.50

NETWORK BASE HOURLY RATE: \$50 (CBS), \$100 (NBC).

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers - Appraisers - Consultants - Management

THE DANIELS BUILDING

THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

PUERTO RICO

WIPM-TV

Mayaguez

Ch. 3

Non-Commercial Educational Station

Licensee: Department of Education of P.R., Hato Rey, San Juan.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 35.5-kw visual, 5.37-kw aural. Antenna: 590-ft. above av. terrain, 209-ft. above ground, 816-ft. above sea level, lat. 18° 04' 11", long. 67° 08' 03".

(Complete Data In Educational Directory)

WIPR-TV

San Juan

Ch. 6

Non-Commercial Educational Station

Licensee: Department of Education of P.R., Hato Rey, San Juan.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 53.7-kw visual, 5.37-kw aural. Antenna: 2865-ft. above av. terrain, 1089-ft. above ground, 4044-ft. above sea level, lat. 18° 06' 42", long. 66° 03' 05".

(Complete Data In Educational Directory)

WOLE-TV

Aguadilla-Mayaguez

Ch. 12

Network Service: None, independent.

Grantee: Western Broadcasting Corp. of P.R., Box 2050, San Juan.

Studio: 17 Comercio St.

Transmitter: Pico Atalaya, Mt. Rincon, Puerto Rico.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 17.8-kw visual, 3.55-kw aural. Antenna: 1010-ft. above av. terrain, 97-ft. above ground, 1284-ft. above sea level.

Latitude 67° 11' 30"
Longitude 18° 18' 51"

AM Affiliate: See Ownership, below.

Ownership: WAPA-TV Bcstg. Corp., 33 1/3%; Du Art Film Labs Inc., 33 1/3%; Jose Bechara Jr., 16 2/3%; A. Gimenez-Aguayo, 8.33%; Reynaldo Barletta, 8.33%; Bechara owns WKJB, Mayaguez; Gimenez-Aguayo is pres. & 41.4% owner of WPAB, Ponce.

Began Operation: May 10, 1960.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by Hammet & Edison.

Personnel:

NORMAN LOUVAU, president.
CARLOS RIVERA, general manager.
J. W. BYARS, chief engineer.
MARIA E. DE RIVERA, traffic manager.

DIGEST OF RATE CARD NO. 2

(Dec. 13, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:00-9:00 p.m., daily.

\$200.00 \$125.00 \$85.00 \$55.00 \$36.00 \$22.00 \$18.00

For Applications & CPs, see blue Section

Puerto Rico

WORA-TV

Mayaguez

Ch. 5

Grantee (STA): Quality Telecasting Corp., Box 43 (00708).

Studio: Darlington Bldg. Transmitter: 2.2 mi. S of Maricao on Insular Rd. No. 81. Telephone: 809-832-1150. Cable: RACO.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1990-ft. above av. terrain, 141-ft. above ground, 2972-ft. above sea level.

Latitude	18°	09'	02"
Longitude	66°	59'	20"

Requests change to 95.5-kw visual, 19.1-kw aural, 2000-ft. above av. terrain, 237-ft. above ground, 3057-ft. above sea level. BPCT-3910.

AM Affiliate: WORA, 5-kw 760 kc. FM Affiliate: WORA-FM, 5.5-kw, 97.5 mc (No. 248), minus 62-ft. antenna height.

Ownership: Radio Americas Corp. (WORA), 98.89%. Officers: Alfredo R. de Arellano Jr., pres., .56%; Esther Del Valle de R. de Arellano, treas., .44%; Gloria M. R. de Arellano de Vizcarrondo, secy., .11%. Quality also owns WSVI (TV), Christiansted, V.I. Quality Broadcasting Corp., wholly owned subsidiary, owns WKYN and WFQM (FM), San Juan, P.R.

Began Operation: Oct. 1, 1955.

Represented (sales) by Island Network, Box 9986, Santurce (San Juan), P.R. (00908). Phone: 809-723-8088.

Personnel:

ALFREDO R. de ARELLANO JR., president.
GLENN A. TRYON, manager.
JOE DIAZ, program director.
BASILIO SANTIAGO, chief engineer.

DIGEST OF RATE CARD NO. 8—(May 31, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$304.00	\$191.00	\$129.00	\$84.00	\$45.00	\$35.00	\$25.00

WRIK-TV

Ponce

Ch. 7

Licensee: Ponce Television Corp., Darlington Bldg.

Studio: Darlington Bldg. Telephone: 842-0280.

Transmitter: Ponce Intercontinental Hotel.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 63.1-kw visual, 12.6-kw aural. Antenna: minus 80-ft. above av. terrain, 120-ft. above ground, 497-ft. above sea level.

Latitude	18°	01'	20"
Longitude	66°	37'	33"

News Wire Service: AP.

Ownership: Alfredo C. Ramirez de Arellano del Valle, 82.23%; Luis Ferre, 10%; Antonio Ferre & Oscar Girod, 3.33% each; Charles R. Cuprill, 1.11%. Ferre owns 38% of WPRP, Ponce, also is part owner of Ponce El Dia.

Began Operation: Feb. 2, 1958. Sale of 36.67% to Alfredo C. Ramirez, giving him control, approved Dec. 23, 1964 by FCC (Television Digest, Vol. 5:1).

Represented (sales) by Inter-American Publications Inc.

Represented (legal) Wilner, Scheiner & Greeley.

Personnel:

ALFREDO R. DE ARELLANO DEL VALLE, president.
REINALDO ROYO JR., gen. & commercial mgr. & film buyer.
LUIS A. MORALES, program manager.
AMERICO CINTRON, chief engineer.

DIGEST OF RATE CARD NO. 6—(May 31, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$262.00	\$158.00	\$104.00	\$67.00	\$39.00	\$23.00	\$18.00

NETWORK BASE HOURLY RATE: \$50.

806-b

WSUR-TV

Ponce

Ch. 9

Network Service: None, independent.

Grantee: American Colonial Bcstg. Corp., Box 4189, San Juan.

Studio: La Rambla, Ponce. Transmitter: Maravilla Mt., Villalba.

Sales Office: 1000 Ponce de Leon Ave., Ponce.

Phone: 842-4178.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: .83-kw visual, .537-kw aural. Antenna: 2570-ft. above av. terrain, 237-ft. above ground, 4177-ft. above sea level.

Latitude	18°	09'	17"
Longitude	66°	33'	14"

Holds CP for 2.75-kw visual, 1.38-kw aural, minus 230-ft. above av. terrain, 239-ft. above ground, 324-ft. above sea level, lat. 18° 01' 45", long. 66° 35' 56"; transmitter to KM 28, No. 5 Central Rd., La Rambla, 1.5 mi. NE of Ponce.

Requests change to 36.3-kw visual, 7.24-kw aural, 2926-ft. above av. terrain, 350-ft. above ground, 4614-ft. above sea level, lat. 18° 10' 18", long. 66° 34' 30"; transmitter to Mt. Jayuya. BPCT-3899.

Ownership: Ralph Perez Perry, 100%, also owner of WKBM-TV, Caguas-San Juan and radio WKVM, San Juan.

Began Operation: Feb. 20, 1958.

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by Willis C. Beecher.

Personnel:

RALPH PEREZ PERRY, president & station manager.
MANUEL COLON, commercial manager.
LUIS FELIPE RODRIGUEZ, production manager.

DIGEST OF RATE CARD NO. 3

(Aug. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-9:30 p.m., daily.						
\$200.00	\$125.00	\$85.00	\$55.00	\$36.00	\$22.00	\$18.00

WAPA-TV

San Juan

Ch. 4

Licensee: WAPA-TV Broadcasting Corp., Box 2050, San Juan, P.R. Studio: State Rd. 20, Guaynabo, P.R.

Telephone: 783-4440.

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 53.7-kw visual, 8.1-kw aural. Antenna: 2865-ft. above av. terrain, 1094-ft. above ground, 4049-ft. above sea level.

Latitude	18°	06'	42"
Longitude	66°	03'	05"

Color: Film & slide.

News Film Service: UPI.

News Wire Service: UPI.

Ownership: WAPA-TV Bcstg. Corp. (wholly owned subsidiary of Screen Gems Inc.), 100%. Also owns 1/3 of WOLE-TV, Aquadilla-Mayaguez, P.R.

Began Operation: March 5, 1954. Sale to WAPA-TV Bcstg. Corp. by Winston-Salem Bcstg. & Jose R. Quinones approved by FCC April 25, 1962. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 by FCC (Television Digest, Vol. 13:13, 14, 18).

Represented (sales) by Screen Gems Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVAU executive v.p.
HECTOR MODESTTI, general manager.
CARLOS RIVERA, sales manager.
FELIX RODRIGUEZ BAEZ, program director.
JULIO BRITO, chief engineer.

TV Factbook No. 37

DIGEST OF RATE CARD NO. 9—(Jan. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:45-10:30 p.m., daily.					
\$870.00	\$540.00	\$360.00	\$215.00	\$125.00	\$95.00

Spot announcements not subject to frequency discounts.

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (NBC).

WITA-TV

San Juan

Ch. 30

Grantee: El Imparcial Broadcasting Corp., Apartado 2692, San Juan, P.R. (00903).

Studio: 450 Comercio St. (00903).

Transmitter: Rt. 833, 4-mi. SE of Parcelas, Santa Rosa, Guaynabo, P.R.

Telephone: 724-2340.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 625-kw visual, 62.5-kw aural. Antenna: 280-ft. above av. terrain, 407-ft. above ground, 636-ft. above sea level.

Latitude	18°	21'	30"
Longitude	66°	08'	00"

Color: Film & slide.

News Wire Service: UPI. News Film Service: UPI.

Facsimile Service: UPI.

Ownership: Antonio Ayuso Valdivieso, 100%. Iris M. de Ayuso, pres.; Hector Cintron, secy. Also holds CP for Ch. 20, Ponce, and Ch. 22, Mayaguez.

Began Operation: June 12, 1966.

Represented (sales) by International Newspaper Representatives Inc., 501 Madison Ave., New York, N.Y. (10022).

Represented (legal) by Miller & Schroeder.

Personnel:

WILLIAM SOCHUK, program director.
ROBERT BEURKET, chief engineer.

DIGEST OF RATE CARD NO. 1—(Dec. 1, 1965)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$225.00	\$155.00	\$115.00	\$85.00	\$75.00	\$70.00

WKAQ-TV

San Juan

Ch. 2

Grantee (STA): Telemundo Inc., Box 5096, San Juan, P.R.

Studio: Stop 8, Fernandez Juncos, Puerta de Tierra. Box 5096, San Juan.

Transmitter: La Marquesa Mountain, Aguas Buenas, P.R.

Telephone: 723-3800.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1270-ft. above av. terrain, 287-ft. above ground, 1960-ft. above sea level.

Latitude	18°	16'	51"
Longitude	66°	06'	38"

News Wire Service: UPI.

**BLACKBURN
& COMPANY, INC.**

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Puerto Rico

News Film Service: CBS.

Facsimile Service: UPI.

TV tape: Recording facilities.

AM Affiliate: WKAQ, Santurce, 5-kw, 580 kc.

FM Affiliate: WKAQ-FM, .35-kw, 104.7 mc.

Ownership: Angel Ramos estate (foundation trust), 99.9%; also owns newspaper El Mundo.

Began Operation: March 28, 1954.

Represented (sales) by Inter-American Publications Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

RAFAEL RUIZ, general administrator.
E. VALDES PAGES, studio chief engineer.
OSCAR ORZABAL QUINTANA, programming director.

DIGEST OF RATE CARD NO. 9

(April 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$460.00	\$280.00	\$184.00	\$162.00	\$116.00	\$190.00	\$70.00

NETWORK BASE HOURLY RATE: \$250.

WTSJ

San Juan

Ch. 18

[Also operates satellites WMGZ, Mayaguez and WPSJ, Ponce, P.R.]

Network Service: NBC

Licensee: Tele San Juan Inc., Box 1312, San Juan.

Studio: Planta de Purificacion, Guaynabo, P. R.

Transmitter: Aqueduct Hill Rd., 500-ft. NE of Planta de Purificacion, Frailies, P.R.

Telephone: 789-2000.

AM Affiliate: WRSJ, Bayamon-San Juan, 5-kw (.25-kw night), 1560 kc.

FM Affiliate: WRSJ-FM, 20-kw, 100.7 mc (No. 264).

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 302-kw visual, 40-kw aural. Antenna: 260-ft. above av. terrain, 128-ft. above ground, 547-ft. above sea level.

Latitude	18°	22'	42"
Longitude	66°	07'	04"

TV tape: Recording facilities.

News Wire Service: AP.

Facsimile Service: AP.

Ownership: Radio San Juan Inc., owned 100% by Trans Caribbean Airways (O. Roy Chalk). Tele San Juan also holds CP for WMGZ (TV), Mayaguez and WPSJ (TV), Ponce, P. R.

Began Operation: August 25, 1964. Sale to present owner by Julio Morales Ortiz & Clement L. Littauer approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:18, 34-35).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David Steel & Associates.

Personnel:

O. ROY CHALK, president.
DONALD P. ROSENDALE, assistant to the president.
MANUEL S. MARTINEZ, dir. & admin. Caribbean operations.
RAFAEL CRUZ RIVERA, chief engineer.
JACK REILEY, news director.

DIGEST OF RATE CARD NO. 1

(Sept. 1, 1964)

Hour	30 Min.	Min.	40 Sec.	30 Sec.	20 Sec.
Class AA—7:30-11 p.m., daily.					
\$210.00	\$135.00	\$50.00	\$45.00	\$40.00	\$35.00

(Continued on next page)

Puerto Rico & Virgin Islands

WKBM-TV Caguas-San Juan

Ch. 11

Network Service: None, independent.

Grantee: American Colonial Broadcasting Corp., Box 4189, San Juan.

Studio: Condado St., San Juan.

Transmitter: Cerro Marquessa Mt., 6-mi. NW of Caguas.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 133-kw visual, 13.2-kw aural. Antenna: 117-ft. above av. terrain, 237-ft. above ground, 1910-ft. above sea level.

Latitude	18°	16'	54"
Longitude	66°	06'	46"

AM Affiliate: WKVM, San Juan, 25-kw, 810 kc.

Color: Film & slide.

News Wire Service: AP.

Ownership: Ralph Perez Perry, 100%, also owner of WSUR-TV, Ponce and radio WKVM, San Juan.

Began Operation: April 22, 1960.

Represented (legal) by Mallick & Bernton.

Represented (engineering) by Willis C. Beecher.

Personnel:

RALPH PEREZ PERRY, president.
CARMEN JUNCOS, station manager.
HECTOR RODRIGUEZ, studio operations.
VIVIAN PRIETO, accounting.
JOSE RODRIGUEZ, film department.
MYRNA RIVERA, traffic.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1963)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class AA—6:30-10 p.m., daily.						
\$325.00	\$190.00	\$125.00	\$97.00	\$81.00	\$68.00	\$39.00

Every Monday morning

a Station Manager

reads Television Digest.

Why? See page 803-b

VIRGIN ISLANDS



WBNB-TV Charlotte Amalie

Ch. 10

Network Service: ABC, CBS, NBC.

Licensee: Island Teleradio Service Inc., Box 1947, St. Thomas, V.I.

Studio: Mountain Top Estates.

Cable: WBNB.

Telephone: 774-0400 (studio); 774-0300 (office).

Transmitter: Signal Hill, Mountain Top Estates.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 2.5-kw visual, .5-kw aural. Antenna: 1604-ft. above av. terrain, 203-ft. above ground, 1677-ft. above sea level.

Latitude	18°	21'	23"
Longitude	64°	56'	43"

News Wire Service: AP.

News Film Service: CBS.

Ownership: Robert Moss, pres., 42.8%; Robert E. Noble Jr., secy.-treas., 40.9%; Kenneth H. Granger, 9.8%; Faye R. Russell, 6.5%.

Began Operation: July 1, 1961.

Represented (sales) by T.I.E. Sales.

Represented (legal) by McKenna & Wilkinson.

Personnel:

ROBERT MOSS, president.
ROBERT E. NOBLE, secretary-treasurer.

DIGEST OF RATE CARD NO. 3 (April 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-9:30 p.m., daily.						
\$100.00	\$60.00	\$40.00	\$25.00	\$16.00	\$10.00	\$8.00
NETWORK BASE HOURLY RATE: \$50 (ABC), \$50 (CBS), \$100 (NBC).						

WSVI Christiansted Ch. 8

Grantee: Quality Telecasting Corp., Box 43, Mayaguez, P.R.

Studio & Transmitter: Recovery Hill, Christiansted, St. Croix, V.I.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: .665-kw visual, .332-kw aural. Antenna: 727-ft. above av. terrain, 70-ft. above ground, 570-ft. above sea level.

Latitude	17°	44'	10"
Longitude	64°	41'	56"

Requests change to 14.1-kw visual, 2.82-kw aural, 748-ft. above av. terrain, 77-ft. above ground, 830-ft. above sea level. BPCT-3908.

News Wire Service: AP.

Ownership: Quality Telecasting Corp., 100%. Quality Telecasting Corp. also owns WORA-TV, Mayaguez, P. R.

Began Operation: Nov. 10, 1965.

Represented (legal) by Dempsey & Koplovitz.

Represented (sales) by Vic Piano Associates Inc.

Personnel:

ALFRED R. de ARELLANO, president.
DONALD W. HUSTED, station manager.
PAUL BOWEN, chief engineer.
ANN BRONSON, women's director.

Base Hourly Rate: \$71.00

EDUCATIONAL TV STATION DIRECTORY

Personnel, Facilities and Other Data as of March 1, 1967

Including Call Letters and Address of Commercially Operated Outlets*

Plus CP Holders Reported Due to Begin Operation by Spring of 1967.

ALABAMA

WBIQ Birmingham

Ch. 10

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: Auburn University, Auburn; Birmingham Area ETV, Birmingham; University of Alabama, University.

Transmitter: Red Mt.

Telephone: 322-4625, Birmingham.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1050-ft. above av. terrain, 790-ft. above ground, 1797-ft. above sea level.

Latitude	33°	29'	19"
Longitude	86°	47'	57"

TV tape: Recording facilities.

Ownership: State of Alabama. Commission members: Vincent Kilborn, Mrs. Bertha Roberts, Martin J. Darity, Clell L. Hobson, James R. Swedenburg, pres. Commission also operates WAIQ, Montgomery, WCIQ, Mount Cheaha State Park, WDIQ, Dozier, WEIQ, Mobile, WHIQ, Huntsville and is Ch. 57 applicant for Florence, Ala.

Began Operation: April 28, 1955.

Personnel:

RAYMOND HURLBERT, general manager.
MARIANNE B. SHARBEL, director of public information.
AL RENFRO, engineering & technical director.
MADGE LAW, director, records & accounts.
BYRON W. RIGGAN, director of coordination.

WDIQ Dozier

Ch. 2

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: Auburn University, Auburn; Birmingham Area ETV, Birmingham; University of Alabama, University.

Transmitter: Mervillis Mill Rd., Dozier, Ala.

Telephone: 496-3631 Dozier.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 695-ft. above av. terrain, 566-ft. above ground, 1052-ft. above sea level.

Latitude	31°	33'	16"
Longitude	86°	23'	32"

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: Aug. 8, 1956.

Personnel: See WBIQ, Birmingham.

*Note: Tulsa University and Oklahoma A & M each owns 1.52% of KVOO-TV, Tulsa (commercial). Ithaca College operates WICB-TV, Ithaca, N.Y. on local coaxial cable system.

1967 Edition

WHIQ Huntsville Ch. 25

Non-Commercial Educational Station

Grantee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham (35205).

Studios: Auburn University, Auburn; Birmingham Area ETV, Birmingham; University of Alabama, University.

Transmitter: 706 Reed Dr., Huntsville.

Telephone: 536-8450.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 631-kw visual, 126-kw aural. Antenna: 1173-ft. above av. terrain, 339-ft. above ground, 1962-ft. above sea level.

Latitude	34°	44'	16"
Longitude	86°	32'	02"

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: Nov. 15, 1965.

Personnel: See WBIQ, Birmingham.

WEIQ Mobile Ch. 42

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: Auburn University, Auburn; Birmingham Area ETV, Birmingham; University of Alabama.

Transmitter: Near Spanish Fort, 0.6-mi. S of U.S. Hwy. #31.

Telephone: 438-9656.

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 234-kw visual, 23.4-kw aural. Antenna: 600-ft. above av. terrain, 543-ft. above ground, 702-ft. above sea level.

Latitude	30°	39'	33"
Longitude	87°	53'	33"

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: November 18, 1964.

Personnel: See WBIQ, Birmingham.

(Continued on next page)



MALARKEY, TAYLOR & ASSOCIATES

CATV
Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Alabama-Arkansas Educational

WAIQ Montgomery Ch. 26

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: Auburn University, Birmingham Area ETV, Birmingham. University of Alabama, University.

Transmitter: Patterson Field, Montgomery, Alabama.

Telephone: 265-9341, Montgomery.

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 229-kw visual, 22.9-kw aural. Antenna: 600-ft. above av. terrain, 553-ft. above ground, 813-ft. above sea level.

Latitude	32°	22'	52"
Longitude	86°	17'	30"

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: December 18, 1962.

Personnel: See WBIQ.

WCIQ Mount Cheaha State Park Ch. 7

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: Auburn University, Auburn; Birmingham Area ETV, Birmingham; University of Alabama, University.

Transmitter: Mt. Cheaha, near Munford.

Telephone: 322-4625, Birmingham.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 574-ft. above ground, 2981-ft. above sea level.

Latitude	33°	29'	06"
Longitude	85°	48'	32"

TV tape: Recording facilities.

Began Operation: Jan. 7, 1955.

Ownership: See WBIQ, Birmingham.

Personnel: See WBIQ, Birmingham.

ARIZONA

KAET Phoenix Ch. 8

Non-Commercial Educational Station

Grantee: Arizona Board of Regents, Arizona State U., Tempe, Ariz. (85281).

Studio: Bureau of Broadcasting, Engineering Center, Arizona State U., Tempe, Ariz. Transmitter: South Mt., 5-mi. S of Phoenix.

Telephone: 966-3506.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 117-kw visual, 16.2-kw aural. Antenna: 1659-ft. above av. terrain, 174-ft. above ground, 2827-ft. above sea level.

Latitude	33°	19'	54"
Longitude	112°	03'	52"

TV tape: Recording facilities.

News Wire Service: UPI.

Ownership: Operated by Arizona State U. (G. Homer Durham, pres.) for the Board of Regents.

Began Operation: Jan. 30, 1961.

810-b

Personnel:

ROBERT H. ELLIS, director of broadcasting, Arizona State U.
DONALD BURGESS, assistant director of broadcasting.
LYNN E. DRYER, chief engineer.
JEAN H. COLE, traffic supervisor.

KUAT Tucson Ch. 6

Non-Commercial Educational Station

Licensee: Arizona Board of Regents, Herring Hall, Tucson, Ariz. (85700).

Studio & Transmitter: Herring Hall, U. of Arizona campus, Tucson, Ariz. Telephone: 884-1434.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: .933-kw visual, .186-kw aural. Antenna: 110-ft. above av. terrain, 276-ft. above ground, 2703-ft. above sea level.

Latitude	32°	13'	50"
Longitude	110°	57'	00"

Holds CP for change to 35.5-kw visual, 3.55-kw aural, 3630-ft. above av. terrain, 192-ft. above ground, 8722-ft. above sea level, lat. 32° 24' 55", long. 110° 42' 54"; transmitter to Mt. Bigelow NE of Tucson. BPET—209.

TV tape: Recording facilities.

Ownership: University of Arizona, Richard A. Harvill, pres.

Began Operation: March 8, 1959.

Personnel:

FRANK BARRECA, director & general manager.
ARTHUR PAUL, program manager.
JO ANN GOWENS, secretary.
HARRY ATWOOD, film production supervisor.
ALEX HANKOCY, film producer.
HOBART PAINE, chief engineer.
LYLE CLEMANS, engineer.
RICHARD WARD, engineer.
DAVID HICKMAN, engineer.
WILLIAM MORRISON, producer-writer.
STEPHEN KEARNS, producer-writer.
MARC CLARK, producer-writer.
TERRY THURE, producer-writer.

ARKANSAS

KETS Little Rock Ch. 2

Non-Commercial Educational Station

Grantee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark.

Studio: 350 S. Donaghey St., Conway, Ark.

Transmitter: U.S. Hwy. 65, 2-mi. N of Redfield, Barraque Twp.

Telephone: 375-2431, Little Rock.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1780-ft. above av. terrain, 2269-ft. above ground, 1997-ft. above sea level.

Latitude	34°	28'	23"
Longitude	92°	12'	10"

TV tape: Recording facilities.

Ownership: State Commission. Officers: Dr. Silas D. Snow, chairman; Mrs. Jetta Ford Sink, vice chairman; Evelyn Pierce Hammons, secy.; Mrs. Warren Douglas, treas.

Began Operation: Dec. 4, 1966.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

LEE REAVES, director.
FRED H. SCHMUTZ, program manager.
VERNON L. DILLAPLAIN, chief engineer.

TV Factbook No. 37

CALIFORNIA

KCET

Los Angeles

Ch. 28

Non-Commercial Educational Station

Licensee: Community TV of Southern California, 1313 N. Vine St., Hollywood, Cal. (90028).

Studio: 1313 N. Vine St., Hollywood, Cal. (90028).

Transmitter: Mt. Wilson.

Telephone: 213-466-4212. TWX No.: 213-468-1015.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 1200-kw max. and 45.7-kw horizontal visual, 240-kw max. and 9.12-kw horizontal aural. Antenna: Directional, 3050-ft. above av. terrain, 363-ft. above ground, 6,022-ft. above sea level.

Latitude	34°	13'	27''
Longitude	118°	03'	47''

TV tape: Recording facilities.

News Wire Service: AP.

Ownership: Non-profit corp. Officers: Dr. Lee A. DuBridge, chairman; Samuel F. Bowby, pres.; James Robertson, exec. v.p. & gen. mgr.; Harold A. Jones, v.p.; James L. Loper, secy.; Russell Bock, treas.

Began Operation: Sept. 28, 1964.

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

JAMES ROBERTSON, executive v.p. & general manager.
JAMES L. LOPER, asst. general manager.
HAROLD A. JONES, v.p. & director of development.
NORMAN COOK, director of business affairs.
SHERIDAN D. REID, director of program production.
BUD UNTIEDT, director of engineering.
BERT N. SNOW, director of public relations.
CHARLES ALLEN, director of program operations.

KIXE-TV

Redding

Ch. 9

Non-Commercial Educational Station

Licensee: Northern California Educational Television Association Inc., 2410 Larkspur Lane, Box 9. Redding, Cal. (96001).

Main studio (projected): Redding, Cal. Also affiliated studios at Chico State College, Chico, Cal. (95926).

Transmitter: KRCR-TV, Redding, transmitter house, Mt. Shasta-Bally. Telephone: 241-7900.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 31.19-kw visual, 5.89-kw aural. Antenna: 3590-ft. above av. terrain, 99-ft. above ground, 6308-ft. above sea level.

Latitude	40°	36'	08''
Longitude	122°	39'	00''

Ownership: Non-profit association. Garrett L. Starmer, chairman, board of directors.

Began Operation: Oct. 5, 1964.

Personnel:

J. ALLEN LARNER, acting station manager.

California Educational

KVIE

Sacramento

Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6, Sacramento, Cal. (95801).

Studio: Garden Hwy., Sacramento.

Transmitter: 3.5-mi. S of El Dorado.

Telephone: Wabash 2-6563.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 89.1-kw visual, 17.8-kw aural. Antenna: 1020-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level.

Latitude	38°	37'	49''
Longitude	120°	51'	20''

TV tape: Recording facilities.

Ownership: Non-profit corporation. John H. Fabretti, pres.

Began Operation: Feb. 23, 1959.

Represented (legal) by Krieger & Jorgensen.

Personnel:

JOHN C. CRABBE, general manager.
BILL HOPKINS, program director.
BRAD WARNER, production manager.
CHARLES VENTO, director, school telecasts.
DEE BLACK, office manager.
DONNA CHEARS, traffic.
GORMAN BROWN, chief engineer.

(Continued on next page)

KVCR-TV

San Bernardino

Ch. 24

Non-Commercial Educational Station

Licensee: San Bernardino Valley Joint Union Jr. College Dist., 701 S. Mt. Vernon Ave., San Bernardino, Cal. (92403).

Studio & Transmitter: 701 S. Mt. Vernon Ave.

Telephone: 885-0234, Ext. 250, 254, 282.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 5.62-kw visual, 1.12-kw aural. Antenna: minus 290-ft. above av. terrain, 42-ft. above ground, 1178-ft. above sea level.

Latitude	35°	05'	20''
Longitude	117°	18'	44''

FM Affiliate: KVCR-FM, .77-kw, 91.9 mc (No. 220), 240-ft. antenna height. CP for .81-kw, 300-ft. antenna height.

TV tape: Recording facilities.

News Wire Service: UPI.

Ownership: Non-profit organization. William O. Lewis, chairman; J. W. McDaniel, pres.

Began Operation: Sept. 11, 1962.

Personnel:

EDWARD R. ROTHHAAR, general manager.
JAMES CURTISS, chief engineer.
DOROTHY A. HOOVER, program manager.

(Continued on next page)

California-Colorado Educational

KQED San Francisco Ch. 9

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 525 Fourth St., San Francisco, Cal. (94107).

Studio: 525 Fourth St.

Telephone: Sutter 1-8861.

Transmitter: San Bruno Mt., 2.5-mi. NW of South San Francisco.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1210-ft. above av. terrain, 190-ft. above ground, 1415-ft. above sea level.

Latitude	37°	41'	22''
Longitude	122°	26'	10''

TV tape: Recording facilities.

Color: Film & slide.

O&Q Translator: K80BC, Concord & Walnut Creek, Cal.

Ownership: Following are officers: W. P. Fuller Brawner, chairman; Mortimer Fleishhacker Jr., pres.; James Day, v.p.; Melvin B. Lane, secy.; Robert Lurie, treas.

Began Operation: April 2, 1954.

Represented (legal) by Krieger & Jorgensen.

Personnel:

MORTIMER FLEISHHACKER JR., president.
JAMES DAY, general manager.
ROLAND E. FENZ, director of development.
JONATHAN C. RICE, director of program operations.
GERALD MARANS, program director.
RAYMOND L. SMITH, director of school broadcasts.
ALLEN WILLIS, film director & buyer.
RICHARD MOORE, director of special projects.
PAUL WILLIAMS, director of technical services.
ROBERT HEUSTIS, director of engineering.

KTEH San Jose Ch. 54

Non-Commercial Educational Station

Grantee: Office of Education, a Dept. of the County of Santa Clara, 70 W. Hedding St., San Jose, Cal. (95110).

Studio & Transmitter: 2700 Carol Dr.

Telephones: 299-2710 (Studio); 299-3195 (Office).

Technical Facilities: Channel No. 54 (710-716 mc). Authorized power: 22.9-kw visual, 4.68-kw aural. Antenna: minus 30-ft. above av. terrain, 89-ft. above ground, 506-ft. above sea level.

Latitude	37°	17'	18''
Longitude	121°	51'	50''

TV tape: Recording facilities.

Ownership: County institution with following on governing board: Dr. C. R. Timpany, County Supt. of Schools; Ralph L. Harmer, Assoc. County Supt. for Admin. Services; Myron H. Schussman, Asst. County Supt. for Instruction Services.

Began Operation: Oct. 19, 1964.

Personnel:

DR. C. R. TIMPANY, general manager.
WARREN L. WADE, station manager.
ROBERT A. MASON, director of technical & engineering facilities.
JOHN H. ATKINSON, chief engineer.
ROBERT WHALLEY, station technical supervisor.
LEO BLEIER, program director.

KCSM-TV San Mateo Ch. 14

Non-Commercial Educational Station

Licensee: San Mateo Junior College District, 1700 West Hillsdale Blvd., San Mateo, Cal. (94403).

Studio: Library, College of San Mateo.

Transmitter: 1700 W. Hillsdale Blvd., San Mateo, Cal.

Telephones: 341-5686, 341-6161.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 13.8-kw visual, 2.75-kw aural. Antenna: 380-ft. above av. terrain, 143-ft. above ground, 748-ft. above sea level.

Latitude	37°	32'	12''
Longitude	122°	20'	02''

TV tape: Recording facilities.

Ownership: This is a public educational institution; Dr. Julio L. Bortolazzo, pres.; Dr. Jacob H. Wiens, director, College of the Air.

Began Operation: Oct. 12, 1964.

Personnel:

JACOB H. WIENS, general manager.
DOUGLAS B. MONTGOMERY, program manager & film buyer.
DANIEL ODUM, director, music programs.
JOHN M. HUBBARD, publicity director.
FRANCIS J. MORGAN, chief engineer.

COLORADO

KRMA-TV Denver Ch. 6

Non-Commercial Educational Station

Licensee: School District No. 1, City & County of Denver and State of Colorado School District, 414 14th St., Denver (80202).

Studio: Emily Griffith Opportunity School, 13th & Glenarm Sts.

Transmitter: 2.5 mi. NE of center of Golden, Colo. on Lookout Mt.

Telephone: 244-8899, Ext. 66 & 67.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 880-ft. above av. terrain, 210-ft. above ground, 7676-ft. above sea level.

Latitude	39°	43'	47''
Longitude	105°	14'	59''

TV tape: Recording facilities.

Color: Film, slide & tape.

Ownership: Denver Public Schools; Kenneth E. Oberholtzer, supt.

Began Operation: Jan. 30, 1956.

Represented (legal) by Krieger & Jorgensen.

Personnel:

RUSSELL CASEMENT, executive director.
J. A. SCHLAEFLE, program director.
JOHN CULLEN, chief engineer.
DONALD WIENS, studio technical supervisor.
GERALD WILLSEA, director of radio & television activities.
HOWARD T. HANSEN, art supervisor.
DAVE GRIFFITHS, producer-director.
JEROME W. KARSH, producer-director.
WALT F. SCHEUNEMAN, producer-director.
CLELLAN C. RAINS, producer-director.
RICHARD C. SCHMIDT, producer-director.
WILLARD EASTERLY, transmitter engineer.
VERA NOYCE, traffic control manager.

CONNECTICUT

WEDH

Hartford

Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., Ben A. Hudelson, 266 Pearl St., Hartford, Conn. (06103).

Studio: Boardman Hall, Hartford, Conn. (06106).

Transmitter: Deercliff Rd., Avon, Conn.

Telephone: 246-6515 (Studios); 246-7269, (Office).

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 162.2-kw max. and 130.9-kw horizontal visual, 25.1-kw aural. Antenna: 902-ft. above av. terrain, 503-ft. above ground, 1213-ft. above sea level.

Latitude	41°	46'	27''
Longitude	72°	48'	20''

TV tape: Recording facilities.

Ownership: Connecticut Educational TV Corp. (non-profit organization), 100%. Also operates WEDN, Norwich, Conn.

Began Operation: October 1, 1962.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cyril M. Braum.

Personnel:

BEN A. HUDELSON, general manager.
DOUGLAS G. LEONARD, program manager.
SAMUEL C. EDSALL, chief engineer.
JOHN C. LENNHOF, dir. of public relations.

WEDN

Norwich

Ch. 53

Non-Commercial Educational Station

Grantee: Connecticut Educational TV Corp., Ben A. Hudelson, c/o Trinity College, Hartford, Conn. (06106).

Studio: Same as WEDH, Hartford, Conn.

Transmitter: 3.2-mi. S. of Fitchville, Conn.

Telephone: 246-6515 (Hartford).

Technical Facilities: Channel No. 53 (704-710 mc). Authorized power: 563-kw max. and 316-kw horizontal visual, 113-kw max. and 64-kw horizontal aural. Antenna: 680-ft. above av. terrain, 477-ft. above ground, 996-ft. above sea level.

Latitude	41°	31'	11''
Longitude	72°	10'	04''

Ownership: See WEDH, Hartford.

Began Operation: March 5, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WEDH, Hartford.

DELAWARE

WHYY-TV

Wilmington

Ch. 12

Non-Commercial Educational Station

Grantee: WHYY Inc., 4548 Market St., Philadelphia, Pa. (19139).

Studios: Fifth & Scott Sts., Wilmington, Del.; 4548 Market St., Philadelphia, Pa. (19139).

Transmitter: East Stanger Ave., Glassboro, N.J.

Telephones: 302-654-6255, Wilmington; Evergreen 2-9300, Philadelphia. TWX No.: 215-569-9815.

1967 Edition

Connecticut-D.C. Educational

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 900-ft. above av. terrain, 922-ft. above ground, 1049-ft. above sea level.

Latitude	39°	41'	21''
Longitude	75°	05'	22''

TV tape: Recording facilities.

Color: Film, slide & tape.

O&O Translator: W73AG, Milton, Del.

News Wire Service: AP.

Ownership: Same as WUHY-TV, Philadelphia, Pa.

Began Operation: Sept. 12, 1963.

Personnel:

WARREN A. KRAETZER, exec. v.p. & general manager.
IRVIN C. RUBY, business & personnel manager, assistant to the general manager.
ROBERT HALL, director of engineering & tech. services.
BRUCE BEALE, program director, TV.
DAVID KAIGLER, development officer.
SID SHAW, manager, operations, Wilmington.
NORMAN MARCUS, director of department of public information.
RICHARD BACHTEL, traffic director.

Note: Delaware has statewide closed-circuit ETV system originating from studio in Dover and carried to schools via microwave and cable by Diamond State Telephone Co.

DISTRICT OF COLUMBIA

WETA-TV

Washington

Ch. 26

Non-Commercial Educational Station

Licensee: The Greater Washington Educational TV Assn. Inc., 1225 19th St. N.W. at Jefferson Place, Washington, D.C. (20036).

Studio: 2600 Fourth St. N.W., Washington, D.C. (20001).

Transmitter: 5200 River Rd., Bethesda, Md.

Telephone: 387-1300.

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 1100-kw max. and 794-kw horizontal visual, 110-kw max. and 79.4-kw horizontal aural. Antenna: 770-ft. above av. terrain, 817-ft. above ground, 1057-ft. above sea level.

Latitude	38°	57'	49.4''
Longitude	77°	06'	18.2''

TV tape: Recording facilities.

News Wire Service: UPI.

Color: Film, slide & tape.

Ownership: The Greater Washington Educational Television Association Inc., a non-profit corporation composed of the educational and cultural institutions in the Washington, D.C., Virginia, and Maryland area. Dr. Max M. Kampelman, board chairman; Willard M. Kiplinger, Honorary board chairman; Elizabeth P. Campbell, president.

Began Operation: October 2, 1961.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by John H. Mullaney.

Personnel:

WILLIAM J. McCARTER, v.p. & general manager.
CHARLES A. PROHASKA, director of operations & assistant general manager.
ROBERT D. SMITH, director of programming.
JAMES COLDSMITH, director of community and informational services.
DUANE H. BROWN, business manager.
WILLIAM J. CODDING, chief engineer.
J. ALLEN BOWERS, manager, program operations.
JOHN DAVENPORT, producer, public affairs.
GEORGE GEESEY, manager, remote programs.
MARY JANE PHILLIPS, manager, school TV services.
JACK HUNTER, producer, special projects.

813-b

FLORIDA

WUFT Gainesville

Ch. 5

Non-Commercial Educational Station

Licensee: Board of Regents acting for and on behalf of State University of Florida, 226 Administration Bldg., Gainesville, Fla. (32603).

Studio: Stadium, U of Florida, Gainesville, Fla.

Transmitter: Devil's Millhopper, 5.5-mi. NW of city.

Telephone: Franklin 6-3261.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 12.84-kw visual, 2.75-kw aural. Antenna: 480-ft. above av. terrain, 468-ft. above ground, 628-ft. above sea level.

Latitude	29°	42'	34"
Longitude	82°	23'	51"

TV tape: Recording facilities. News Wire Service: AP.

AM Affiliate: WRUF, 5-kw, 850 kc (commercial, NBC).

FM Affiliate: WRUF-FM, 27-kw, 103.7 mc; 360-ft. antenna height.

Ownership: Board of Regents of State of Florida: Chester H. Ferguson, chairman; Dr. J. B. Culpepper, exec. director; Louis C. Murray, Woodrow J. Darden, Henry Kramer, Clarence L. Menser, John C. Pace, Wayne C. McCall, Clifton G. Dyson, Mrs. E. D. Pearce, members U of Florida; also operates radios WRUF and WRUF-FM.

Began Operation: Nov. 17, 1958.

Personnel:

RAE O. WEIMER, dir., School of Journalism & Communications.
KENNETH A. CHRISTIANSEN, director of television.
MARK DAMEN, program manager.
ROWLAND MEDLER, chief engineer.
JOHN W. THORNE, head, film department.

WJCT Jacksonville

Ch. 7

Non-Commercial Educational Station

Licensee: Community Television Inc., 2037 Main St., Jacksonville, Fla. (32206).

Studio: 2037 Main St., Jacksonville, Fla. (32206).

Transmitter: 1070 E. Adams St. Telephone: 904-354-2806.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 14.8-kw visual, 2.75-kw aural. Antenna: 843-ft. above av. terrain, 859-ft. above ground, 863-ft. above sea level.

Latitude	30°	19'	21.6"
Longitude	81°	38'	34.1"

Holds CP for 41.7-kw visual, 8.32-kw aural. BPET—243.

TV tape: Recording facilities.

Ownership: Non-profit corp.

Began Operation: Sept. 10, 1958.

Personnel:

FRED REBMAN, general manager.
JIM RITCHIE, program director.
GENE NAPIER, chief engineer.
DICK HEUER, production manager.
JOHN McLEOD, director of development.

WSEC-TV Miami

Ch. 17

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, Dept. of Radio & TV Education, 1410 N.E. 2nd Ave., Miami, Fla. (33132).

Studio: 1410 N.E. 2nd Ave. Telephone: Franklin 7-4311.

814-b

Transmitter: 3200 S.W. 52nd Ave., Hollywood, Fla.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 38-kw visual, 3.2-kw aural. Antenna: side-mounted on WTHS-TV tower, 600-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

TV tape: Recording facilities.

Ownership: See WTHS-TV.

Began Operation: Sept. 7, 1962.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel: See WTHS-TV.

WTHS-TV Miami

Ch. 2

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, Dept. of Radio & TV Education, 1410 N.E. 2nd Ave., Miami, Fla. (33132).

Studio: 1410 N.E. 2nd Ave. Telephone: Franklin 7-4311.

TWX No.: 305-696-3480.

Transmitter: 3200 S.W. 52nd Ave., Hollywood, Fla.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 670-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

Requests 6.1-kw aural.

TV tape: Recording facilities.

FM Affiliate: WTHS, 5-kw, 91.7 mc (No. 219), 215-ft. antenna.

Ownership: Dade County Board of Public Instruction (Joe Hall, supt.), supported by Community Television Foundation of South Florida Inc. (John B. Turner, pres.). Also operates WSEC-TV, Ch. 17, Miami.

Began Operation: Aug. 12, 1955.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

GEORGE DOOLEY, executive vice president.
ART HAFER, chief engineer.
JOHN FELTON, program director.
ANTHONY RICCIARDI, production manager.

WMFE-TV Orlando

Ch. 24

Non-Commercial Educational Station

Licensee: Florida Central East Coast Educational TV Inc., 2908 West Oak Ridge Rd., Orlando, Fla. (32809).

Studio: 2908 West Oak Ridge Rd. Transmitter: Park Ave. & Story Rd., Winter Garden, Fla. Telephone: 855-3691, 855-3692.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 255-kw visual, 50-kw aural. Antenna: 813-ft. above av. terrain, 829-ft. above ground, 949-ft. above sea level.

Latitude	28°	33'	30.9"
Longitude	81°	35'	37.5"

TV tape: Recording facilities.

Ownership: Non-profit corp. managed by a board of directors elected by board of education of Brevard, Orange, Seminole & Volusia counties. O. R. Davis, pres.; W. J. Darden, v.p.; R. T. Milwee, secy.; Alton Nolle & John Smiley, finance officers.

Began Operation: March 15, 1965.

Personnel:

A. F. EDMUNDS, director of television & gen. manager.
BILL LIEDKE, production manager.
GENE GREENWALT, chief engineer.
JOYCE MILLER, program director.

TV Factbook No. 37

WFSU-TV

Tallahassee

Ch. 11

Non-Commercial Educational Station

Grantee: State Board of Regents of Florida, acting for & on behalf of Fla. State University.

Studios: Campus, Florida State U., Tallahassee, Fla.

Transmitter: 6.9-mi. SW of Holland, Fla. at Apalachicola National Forest Junction.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 777-ft. above av. terrain, 774-ft. above ground, 897-ft. above sea level.

Latitude	30°	21'	29"
Longitude	84°	36'	39"

TV tape: Recording facilities.

News Wire Service: AP.

FM Affiliate: WFSU-FM, 1-kw, 91.5 mc (No. 236), 205-ft. antenna height.

Ownership: Non-profit educational organization.

Began Operation: Sept. 13, 1960.

Personnel:

EDWARD L. HERP, director, University bcstg. services.
 DUANE FRANCESCHI, program-publicity director.
 WILLIAM GRIFFIN, art director.
 RICHARD BROWN, production manager & film director.
 TOM BRASK, chief engineer.

WUSF-TV

Tampa

Ch. 16

Non-Commercial Educational Station

Grantee: Board of Regents acting for and on behalf of University of South Florida, Tampa (33620).

Studio: 4202 Fowler, Tampa.

Transmitter: Boyette Rd., Riverview, Fla.

Telephone: 813-988-4131, ext. 341.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 603-kw visual, 120-kw aural. Antenna: 1010-ft. above av. terrain, 1022-ft. above ground, 1096-ft. above sea level.

Latitude	27°	50'	52.5"
Longitude	82°	15'	48"

FM Affiliate: WUSF, 1.21-kw, 89.7 mc (No. 209), 120-ft.

Ownership: State of Florida.

Began Operation: Sept. 12, 1966.

Personnel:

G. C. EICHHOLZ, general manager.
 RICHARD STECK, program director.
 JOHN RALLE, chief engineer.

President

Hugh Ben LaRue

Area Code 212

265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Virginia \$210,000

CATV Pennsylvania \$850,000

116 Central Park South
New York, N.Y.

Florida-Georgia Educational

WEDU

Tampa-St. Petersburg

Ch. 3

Non-Commercial Educational Station

Licensee: Florida West Coast Educational Television Inc., 908 South 20th St., Tampa, Fla. (33605).

Studios: 908 South 20th St., Tampa (33605); 6605 5th Ave. No., St. Petersburg, Fla. (33710).

Transmitter: Boyette Rd., Riverview, Fla.

Telephone: 248-5751.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 935-ft. above av. terrain, 1021-ft. above ground, 1096-ft. above sea level.

Latitude	27°	50'	52.5"
Longitude	82°	15'	48"

TV tape: Recording facilities.

Color: Film & slide.

Ownership: WEDU officers: William C. MacInnes, pres.; William Wallace, v.p.; Mary Spencer, secy.; Ellwood Johnson, treas.

Began Operation: Oct. 27, 1958.

Represented (legal) by Krieger & Jorgensen.

Personnel:

WILLIAM C. MacINNES, president.
 WILLIAM WALLACE, vice president.
 R. LeROY LASTINGER, general manager.
 H. H. RIDDLEBERGER, asst. mgr. for program development and operations & film buyer.
 RAY ELLIS, manager of business affairs.
 LEO A. FISHER, chief, film & traffic section.
 ORBRA W. HARRELL, chief engineer.

GEORGIA

WGTV

Athens

Ch. 8

Non-Commercial Educational Station

Grantee: Regents of the University System of Georgia, 244 Washington St. S.W., Atlanta, Ga. (30334).

Mailing Address: Dr. William H. Hale Jr., The Ga. Center, U. of Ga., Athens, Ga. (30601).

Studio: Center for Continuing Education, U. of Ga. campus, Athens.

Transmitter: Jacks Creek Mt., 5.2-mi. ENE of Monroe, Ga.

Telephone: 542-3554. TWX No.: 404-548-6516.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 49.3-kw aural. Antenna: 1219-ft. above av. terrain, 1039-ft. above ground, 2049-ft. above sea level.

Latitude	33°	49'	22.3"
Longitude	83°	37'	47.6"

Requests change to 56.43-kw aural, 1132-ft. above av. terrain, 418-ft. above ground, 2046-ft. above sea level, lat. 33° 48' 18.33", long. 84° 08' 39.77"; transmitter to Stone Mt.

TV tape: Recording facilities.

Ownership: State institution. James Dunlap, chairman; George L. Simpson Jr., chancellor.

Began Operation: May 23, 1960.

Represented (legal) by Krieger & Jorgensen.

Personnel:

JAMES DUNLAP, chairman.
 GEORGE L. SIMPSON JR., chancellor.
 DR. WILLIAM HALE JR., general manager.
 DOROTHY D. HASTINGS, assistant manager.
 DAVID G. FISHER, production manager.
 HILL BERMONT, program director & film buyer.
 EDWARD GRAHAM JR., chief engineer.

(Continued on next page)

Georgia Educational

WETV

Atlanta

Ch. 30

Non-Commercial Educational Station

Licensee: Board of Education of City of Atlanta, 224 Central Ave. S.W., Atlanta, Ga. (30303).

Studio & Transmitter: 740 Bismark Rd. NE, Atlanta, Ga. (30324).

Telephone: 873-4471.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 219-kw visual, 40.7-kw aural. Antenna: 400-ft. above av. terrain, 515-ft. above ground, 1374-ft. above sea level.

Latitude	33°	43'	40"
Longitude	84°	21'	50"

TV tape: Recording facilities.

FM Affiliate: WABE, 4.6-kw, 90.1 mc (No. 211), 360-ft. antenna height.

Ownership: Board of Education of the City of Atlanta. Officers: Ed S. Cook Sr., pres.; Fred Shell, v.p.

Began Operation: Feb. 17, 1958.

Represented (legal) by Krieger & Jorgensen.

Personnel:

DR. GILBERT TAUFFNER, executive director of radio & television education.

HASKELL BOYTER, director, radio & television education.

LILLIAN LEE, program director.

DON GILPIN, production manager.

MARGARET KILIAN, radio coordinator.

JACK CURRY, chief engineer.

GEORGE McCURDY, film director.

WCLP-TV

Chatsworth

Ch. 18

Non-Commercial Educational Station

Grantee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1727 Clifton Rd. NE, Atlanta.

Network Control Center: 881 Peachtree St. NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: Cohutta Mt., 3.3-mi. ESE of Chatsworth.

Telephone: 695-2422.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 182-kw visual, 91.2-kw aural. Antenna: 1854-ft. above av. terrain, 330-ft. above ground, 3046-ft. above sea level.

Latitude	34°	45'	06"
Longitude	84°	42'	54"

Ownership: See WXGA-TV, Waycross, Ga.

Began Operation: Jan. 30, 1967.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

W. D. WEATHERLY, chief engineer, P.O. Box 389, Chatsworth, Ga. (30705).

WJSP-TV

Columbus

Ch. 28

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Network Control Center: 881 Peachtree St. NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: Warm Springs, Ga. on Hwy. 85 W., 3½-mi. S. of Warm Springs.

816-b

Telephone: 655-2145.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 144-kw visual, 21.9-kw aural. Antenna: 1510-ft. above av. terrain, 1103-ft. above ground, 2403-ft. above sea level.

Latitude	32°	51'	08"
Longitude	84°	42'	04"

Ownership: State Board of Education. For officers, see WXGA-TV, Waycross.

Began Operation: August 10, 1964.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

See WXGA-TV, Waycross, Ga.

DONALD THOMAS, chief engineer, P.O. Box 5, Warm Springs, Ga. (31830).

WACS-TV

Dawson

Ch. 25

Non-Commercial Educational Station

Grantee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1727 Clifton Rd. NE, Atlanta.

Network Control Center: 881 Peachtree St. NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: 12.7-mi. NNW of Dawson.

Telephone: 623-2253.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 501-kw max. and 363-kw horizontal visual, 50.1-kw max. and 36.3-kw horizontal aural. Antenna: 1078-ft. above av. terrain, 1092-ft. above ground, 1545-ft. above sea level.

Latitude	31°	56'	15"
Longitude	84°	33'	15"

Ownership: See WXGA-TV, Waycross, Ga.

Began Operation: March 6, 1967.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

WILLIAM A. ALLNOCH, chief engineer, P.O. Box 502, Dawson, Ga. (31742).

WABW-TV

Pelham

Ch. 14

Non-Commercial Educational Station

(Repeats programs of WXGA-TV, Waycross, Ga.)

Grantee: Georgia State Board of Education, c/o Jack Nix, State Supt. of Schools, State Office Bldg., Atlanta, Ga.

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Network Control Center: 881 Peachtree St. NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: 3-mi. E of Pelham. Telephone: 294-8313.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 401-kw max. and 363-kw horizontal visual, 40.1-kw max. and 36.3-kw horizontal aural. Antenna: 1242-ft. above av. terrain, 1220-ft. above ground, 1545-ft. above sea level.

Latitude	31°	08'	05"
Longitude	84°	06'	16"

Ownership: See WXGA-TV, Waycross, Ga.

Began Operation: Jan. 2, 1967.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JAMES G. COCHRAN, chief engineer, P.O. Box 249, Pelham, Ga. (31779).

TV Factbook No. 37

WVAN-TV Savannah

Ch. 9

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Network Control Center: 881 Peachtree St., NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: Pembroke, Ga., Bryan County, 36-mi. W. of Savannah.

Telephone: 653-4996.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 34.7-aural. Antenna: 1050-ft. above av. terrain, 1086-ft. above ground, 1181-ft. above sea level.

Latitude	32°	08'	48"
Longitude	81°	37'	05"

TV tape: Recording facilities.

Ownership: State Board of Education. For officers, see WXGA-TV, Waycross.

Began Operation: Sept. 17, 1963.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

JOHN VANCE, chief engineer, P.O. Box 367, Pembroke, Ga. (31321).

WXGA-TV Waycross

Ch. 8

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Network Control Center: 881 Peachtree St., NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: 2.5-mi. S. of Hasty, Ga. Telephone: 283-4838.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1030-ft. above av. terrain, 1059-ft. above ground, 1249-ft. above sea level.

Latitude	31°	13'	17"
Longitude	82°	34'	24"

TV tape: Recording facilities.

Ownership: State Board of Education. Officers: James S. Peters, chmn. of the board; Jack P. Nix, state superintendent of schools. The State Board of Education also operates WVAN-TV, Savannah; WJSP-TV, Columbus and WCLP-TV, Chatsworth, Ga.

Began Operation: November 19, 1961.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

LEE E. FRANKS, executive director of television.
O. MAX WILSON, administrator of utilization.
JOHN R. HANEY, administrator, program development.
HARVEY J. ADERHOLD, director of engineering.
KNOX CARREKER, chief engineer, P.O. Box 842, Waycross, Ga. (31501).

WCES-TV Wrens

Ch. 20

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334). Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Transmitter: 7-mi. NE of Wrens. Telephone: 547-2107.

1967 Edition

Georgia-Hawaii Educational

Network Control Center: 881 Peachtree St., NE, Suite 16, Atlanta, Ga. (30309).

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 387-kw max. and 275-kw horizontal visual, 38.7-kw max. and 25.7-kw horizontal aural. Antenna: 1483-ft. above av. terrain, 1466-ft. above ground, 1896-ft. above sea level.

Latitude	33°	15'	30"
Longitude	82°	17'	00"

Requests 466-kw max. and 336-kw horizontal visual, 46.6-kw max. and 33.6-kw horizontal aural, lat. 33° 15' 33", long. 82° 17' 09".

Ownership: State Board of Education. For officers, see WXGA-TV, Waycross.

Began Operation: Sept. 12, 1966.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

RABUN F. BOBO, chief engineer, P.O. Box 525, Wrens, Ga. (30833).

HAWAII

KHET

Honolulu

Ch. 11

Non-Commercial Educational Station

(Also operates satellite KMEB-TV, Wailuku, Hawaii)

Licensee: University of Hawaii, Honolulu, Hawaii (96822).

Studio: 1776 University Ave. Telephone: 918-921.

Transmitter: 1534 Kapiolani Blvd., Honolulu.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 148-kw visual, 27.5-kw aural. Antenna: minus 82.75-ft. above av. terrain, 436-ft. above ground, 441-ft. above sea level.

Latitude	21°	17'	45.7"
Longitude	157°	50'	35.7"

TV tape: Recording facilities.

Ownership: The university is a state institution. Thomas H. Hamilton, pres.

Began Operation: April 15, 1966.

Represented (legal) by Cohn & Marks.

Represented (engineering) by W. J. Kessler.

Personnel:

ROBERT M. REED, director, educational television broadcasting.
CLIFFORD EBLEN, program manager.
GORDON TUELL, production manager.
HENRY C. CRONIN, chief engineer.

KMEB-TV

Wailuku, Maui

Ch. 10

(Satellite of KHET, Honolulu, Hawaii)

Non-Commercial Educational Station

Grantee: University of Hawaii, 1776 University Ave., Honolulu (96822).

Transmitter: Kole Kole Hill, Haleakala Crater, approx. 20-mi. SE of Wailuku.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 30.9-kw visual, 6.17-kw aural. Antenna: 5940-ft. above av. terrain, 47-ft. above ground, 10,027-ft. above sea level.

Latitude	20°	42'	40"
Longitude	156°	15'	34"

Ownership: See KHET, Honolulu.

Began Operation: Sept. 22, 1966.

817-b

IDAHO

KUID-TV

Moscow

Ch. 12

Non-Commercial Educational Station

Licensee: Regents of the University of Idaho, Moscow, Ida.

Studio: Radio-TV Center, U of Ida.

Transmitter: Paradise Ridge, 3.25-mi. SSE of Moscow.

Telephone: 208-883-0110, Ext. 413.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 115-kw visual, 11.5-kw aural. Antenna: 1050-ft. above av. terrain, 154-ft. above ground, 3853-ft. above sea level.

Latitude	46°	40'	40"
Longitude	116°	58'	33"

TV tape: Recording facilities.

News Wire Service: UPI.

AM Affiliate: None.

FM Affiliate: KUID-FM, 1.18-kw, 91.7 mc (No. 219), —46-ft. antenna height.

Began Operation: Sept. 6, 1965.

Represented (legal) by Weldon Schimke, Moscow.

Represented (engineering) by H. W. Teodtmeier, Boise, Ida.

Personnel:

GORDON LAW, general manager.
PETER A. HAGGART, production & program director.
WILLIAM BYRD, instructional TV coordinator.
C. W. BONDURANT, engineering supervisor.
J. WALTER JOHNSON, chief engineer.
ROY O'BRADY, transmitter engineer.

ILLINOIS

WSIU

Carbondale

Ch. 8

Non-Commercial Educational Station

Licensee: Board of Trustees of Southern Ill. U., Carbondale, Ill. (62903).

Transmitter: U.S. Hwy. 51, approx. 2-mi. S. of Tamaroa, Ill.

Telephone: 618-453-4343.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 859.2-ft. above av. terrain, 903-ft. above ground, 1385-ft. above sea level.

Latitude	38°	06'	15"
Longitude	89°	14'	37"

TV tape: Recording facilities.

News Wire Service: UPI.

AM Affiliate: None.

FM Affiliate: WSIU, 37-kw, 91.9 (No. 220), 290-ft. antenna height.

Ownership: Board of Trustees of Southern Ill. U. Also is Ch. 16 ETV applicant in Olney, Ill.

Began Operation: November 6, 1961.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

BUREN C. ROBBINS, general manager.
DAVE ROCHELLE, operations manager & production supervisor.
MYERS WALKER JR., art and staging director.
CARL PLANINC, coordinator public schools instructional programs.
WILLIAM E. DIXON, chief engineer.
WILLIS SEAMAN, chief transmitter engineer.

WTTW

Chicago

Ch. 11

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago, Ill. (60625).

Studio: Chicago Educational Television Center, 5400 N. St. Louis Ave., Chicago. Telephone: 583-5000.

Transmitter: 1000 Lake Shore Plaza, Chicago.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 720-ft. above av. terrain, 796-ft. above ground, 1384-ft. above sea level.

Latitude	41°	54'	01"
Longitude	87°	37'	28"

TV tape: Recording facilities.

Began Operation: Sept. 5, 1955.

Ownership: CETA officers: Edward L. Ryerson, pres.; Fairfax M. Cone, v.p.; George A. Ranney Jr., v.p.; Paul W. Guenzel, v.p.; Lester Armour, treas.; Robert L. Foote, secy. Also owns WXXW, Ch. 20, Chicago.

Represented (legal) by Sidley, Austin, Burgess & Smith, Chicago.

Personnel:

JOHN W. TAYLOR, executive director.
CLARENCE McINTOSH, production manager.
PHYLLIS ABBOD, recording services sales supervisor.
FRED HENNING, recording services technical supervisor.
JAMES McQUINN, operations supervisor.
DEMETRA PANAGOS, administrative associate.
A. G. FERREIRA, business manager.
EDWARD L. MORRIS, director of programming.
ROBERT FUZY, program manager.
PAUL CARTER, executive producer.
JOHN SOMMERS, executive producer.
J. ALLISON BINFORD, executive producer.
WILLIAM MANSCHOT, executive producer.
THOMAS G. SANBERG, director of development.
GLORIA MICHELS, director of publicity.
ROBERT SEIPP, film supervisor.
WILLIAM WOODS, chief engineer.

WXXW

Chicago

Ch. 20

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago, Ill. (60625).

Studio: 5400 N. St. Louis Ave.

Transmitter: 1000 Lake Shore Plaza.

Telephone: 583-5000.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 457-kw visual, 91.4-kw aural. Antenna: 770-ft. above av. terrain, 796-ft. above ground, 1383-ft. above sea level.

Latitude	41°	54'	1"
Longitude	87°	37'	28"

TV tape: Recording facilities.

Ownership: See WTTW, Chicago.

Began Operation: Sept. 20, 1965.

Represented (legal) by Sidley, Austin, Burgess & Smith, Chicago.

Personnel: Same as for WTTW, Chicago.

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

WILL-TV
Urbana-Champaign
Ch. 12

Non-Commercial Educational Station

Licensee: University of Illinois, Board of Trustees, Urbana, Ill. (61803).

Studio: 302 N. Goodwin, Urbana.

Transmitter: R. R. #2, 5-mi. W of Monticello, Willow Branch Twp.

Telephone: 333-1070, Urbana.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 987-ft. above av. terrain, 1044-ft. above ground, 1734-ft. above sea level.

Latitude	40°	02'	18"
Longitude	88°	40'	10"

TV tape: Recording facilities.

News Wire Service: AP, UPI.

AM Affiliate: WILL, 5-kw, 580 kc.

FM Affiliate: WILL-FM, 300-kw, 90.9 mc (No. 215), 550-ft. antenna height.

Ownership: University of Illinois; David D. Henry, pres.

Began Operation: Aug. 1, 1955.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

FRANK E. SCHOOLEY, director of broadcasting.
ROBERT C. BOSTON, assistant manager.
EMERSON KLEIN, production coordinator.
HENRY W. LIPPOLD JR., news director.
DAVID B. OTTO, program director.
ROB R. BELDON, chief engineer.

INDIANA

WNDU-TV
South Bend
Ch. 16

Licensee: Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

•

WVUT
Vincennes
Ch. 22

Non-Commercial Educational Station

(Due to Begin Operation in 1967)

Grantee: Board of Trustees for Vincennes University, 1002 N. First St.

Studio: 1029 N. 4th St., Vincennes.

Transmitter: SW of Indiana Hwy. 61, 3-mi. SE of Vincennes.

Telephone: 812-882-3350, Ext. 45.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 17.8-kw visual, 1.78-kw aural. Antenna: 540-ft. above av. terrain, 524-ft. above ground, 1024-ft. above sea level.

Latitude	38°	39'	06"
Longitude	87°	28'	37"

TV tape: Recording facilities.

Ownership: Board of 27 trustees, with Curtis G. Shake as pres.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by John Creutz.

Personnel:

ISAAC K. BECKES, president.
ED STEWART, program director.
WAYNE SCHULER, chief engineer.

1967 Edition

IOWA

KDPS-TV
Des Moines
Ch. 11

Non-Commercial Educational Station

Licensee: Des Moines Independent Community School Dist., 1800 Grand Ave., Des Moines, Ia. (50307).

Studio & Transmitter: 1800 Grand Ave., Des Moines, Ia. (50307).

Telephones: 284-7723, studio; 284-7768, manager.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 28.8-kw visual, 5.5-kw aural. Antenna: 320-ft. above av. terrain, 407-ft. above ground, 1233-ft. above sea level.

Latitude	41°	35'	01"
Longitude	93°	38'	28"

TV tape: Recording facilities.

FM Affiliate: KDPS, 5.2-kw, 88.1 mc (No. 201), 285-ft. antenna height.

Ownership: Local school district.

Began Operation: April 27, 1959. Note: Off-air for summer; resumed Sept. 14, 1959.

Represented (legal) by Krieger & Jorgensen.

Personnel:

JOHN A. MONTGOMERY, station manager & director of television education.
ELWIN BASQUIN, program director.
GEORGE SUTTON, film director.
DON SAVERAID, chief engineer.

WOI-TV

Ames—(Des Moines)
Ch. 5

Licensee: Iowa State University of Science & Technology, Ames, Ia.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

KANSAS

KTWU
Topeka
Ch. 11

Non-Commercial Educational Station

Grantee: Washburn University of Topeka, 17th & College Sts.

Studio: 17th & Jewell.

Transmitter: 1.5-mi. W of city limits.

Telephone: 272-8181.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1064-ft. above av. terrain, 949-ft. above ground, 2026-ft. above sea level.

Latitude	39°	03'	51"
Longitude	95°	45'	49"

TV tape: Recording facilities.

Color: Film & slide.

Ownership: This university is a municipal school, directed by a board of 10 regents.

Began Operation: Oct. 21, 1965.

Personnel:

IAN N. WHEELER, manager.
CLAUDE CLEVINGER, chief engineer.
ERNEST HEDGES, asst. chief engineer.
PATSY L. OWENS, traffic director.
CAROLYN RIPPEOE, information director.

(Continued on next page)

819-b

KENTUCKY

WFPK-TV

Louisville

Ch. 15

Non-Commercial Educational Station

Licensee: Board of Trustees, Louisville Free Public Library, 301 Library Place, Louisville, Ky. (40203).

Studios: Jefferson County School Studio, 2301 Clarendon Ave. (40205).

Transmitter: 301 Library Place. Telephone: Juniper 4-4154.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 13.5-kw visual, 1.74-kw aural. Antenna: 310-ft. above av. terrain, 380-ft. above ground, 835-ft. above sea level.

Latitude	38°	14'	40"
Longitude	85°	45'	27"

TV tape: Recording facilities.

FM Affiliate: WFPK, 20-kw, 91.9 mc (No. 220), 245-ft. antenna height. Also: WFPL, .15-kw, 89.3 mc, 360-ft. antenna height.

Ownership: Board officers: Clarence R. Graham, library director; Richard VanHoose, supt. of schools.

Began Operation: Sept. 8, 1958.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Jules Cohen.

Personnel:

K. F. LAM, station manager.
RICHARD VanHOOSE, program manager.
BOB RICHARDSON, production manager.
CHARLES T. LANDERS, chief engineer.

LOUISIANA

WYES-TV

New Orleans

Ch. 8

Non-Commercial Educational Station

Licensee: Greater New Orleans Educational Television Foundation, 916 Navarre Ave., New Orleans, La. (70124).

Studio: 916 Navarre Ave. Transmitter: Hibernia Bank Bldg.

Telephone: Hunter 6-5412.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 400-ft. above av. terrain, 422-ft. above ground, 455-ft. above sea level.

Latitude	29°	57'	05"
Longitude	90°	04'	17"

TV tape: Recording facilities.

Ownership: Non-profit corporation. Officers: Mrs. Moise W. Denery, pres.; T. Sterling Dunn, v.p.; Jimmy Heymann, v.p.; Louis G. Lemle, v.p.; Mrs. Isabel Ewing, secy.; Herman Kohlmeyer, treas.

Began Operation: April 1, 1957.

Represented (legal) by Krieger & Jorgensen.

Personnel:

W. S. HART, general manager, station manager.
VERNON F. COOK, deputy manager, program manager.
ROBERT I. CARSWELL, production manager.

WWL-TV

New Orleans

Ch. 4

Licensee: Loyola University, 6363 St. Charles Ave.

OPERATING COMMERCIALLY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

820-b

MAINE

WCBB

Augusta

Ch. 10

Non-Commercial Educational Station

Licensee: Co-by-Bates-Bowdoin Educational Telecasting Corp., c/o Bates College, Lewiston, Me. (04240).

Studio: Bates College, Lewiston, Me.

Transmitter: 10-mi. ENE of Lewiston, on Danforth Hill.

Telephone: 783-3542.

TWX No.: 267-784-5547.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 310-kw visual, 61.7-kw aural. Antenna: 720-ft. above av. terrain, 369-ft. above ground, 1049-ft. above sea level.

Latitude	44°	09'	16"
Longitude	70°	00'	37"

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP, UPI.

Ownership: Bates College (operator of FM radio WRJR, Lewiston, Me.), 33 1/3%; Colby College, 33 1/3%; Bowdoin College, 33 1/3%.

Began Operation: November 13, 1961.

Represented (legal) by McKenna & Wilkinson.

Personnel:

E. B. LYFORD, director.
ROLAND A. DESJARDINS, chief engineer.
LESTER J. RICHARDS, program manager.
MRS. LAINA HUOTARI, traffic manager.

WMED-TV

Calais

Ch. 13

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono, Me. (04473).

Studio: Alumni Hall, U of Maine, Orono, Me. (04473).

Transmitter: Top of Conant Hill, Meddybemps, Me.

Telephone: 207-866-7551 (Orono). TWX No.: 207-866-4689.

TV tape: Recording facilities (at Orono).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 31.6-kw visual, 6.2-kw aural. Antenna: 430-ft. above av. terrain, 187-ft. above ground, 667-ft. above sea level.

Latitude	45°	01'	44"
Longitude	67°	19'	24"

Ownership: University of Maine, a state institution, see WMEB-TV, Orono, Me.

Began Operation: Sept. 23, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: This station utilizes the staff at WMEB-TV, Orono, Me.

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers - Appraisers - Consultants - Management

THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

TV Factbook No. 37

WMEB-TV

Orono

Ch. 12

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono, Me. (04473).

Studio: Alumni Hall, U of Maine, Orono, Me.

Transmitter: 10-mi. SE of Orono on Blackcap Mt., East Eddington.

Telephone: 866-7551.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 299-kw visual, 30.0-kw aural. Antenna: 990-ft. above av. terrain, 369-ft. above ground, 1346-ft. above sea level.

Latitude 44° 45' 36"
Longitude 68° 33' 59"

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

Ownership: University of Maine, a state institution. It also operates WMEM-TV, Presque Isle, Me., and WMED-TV, Calais, Me.

Began Operation: Oct. 8, 1963.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOHN W. DUNLOP, general manager.
PHILLIP ENGLISH, program director.
KENNETH KRALL, traffic & promotion.
ROGER W. HODGKINS, assistant to general manager.
EDWARD WINCHESTER, chief engineer.
CARL MASON, network transmitter supervisor.

WMEM-TV

Presque Isle

Ch. 10

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall c/o John Dunlop, Orono, Me. (04473).

Studio: Alumni Hall, U of Maine, Orono, Me. (04473).

Transmitter: Mars Hill, 15-mi. S of Presque Isle.

Telephone: 866-7551 (Orono, Me.) TWX No.: 207-866-4689.

TV tape: Recording facilities (at Orono).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 299-kw visual, 30-kw aural. Antenna: 1093-ft. above av. terrain, 155-ft. above ground, 1762-ft. above sea level.

Latitude 46° 33' 05"
Longitude 67° 48' 37"

Ownership: University of Maine, a state institution see WMEB-TV, Orono Me.

Began Operation: Feb. 17, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: This station utilizes the staff at WMEB-TV, Orono, Me.

MASSACHUSETTS

WGBH-TV

Boston

Ch. 2

Non-Commercial Educational Station

(Affiliated with Eastern Educational Network and N.E.T.)

Licensee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Studio: 125 Western Ave., Boston, Mass. (02134).

Transmitter: 350 Cedar St., Needham, Mass.

Telephone: University 4-6400.

1967 Edition

Maine-Michigan Educational

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 50-kw visual, 5-kw aural. Antenna: 1040-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

FM Affiliate: WGBH-FM, 50-kw, 89.7 mc (No. 209), 550-ft. antenna height.

Ownership: Foundation officers: Trustee of the Lowell Institute, President of Harvard University, President of Massachusetts Institute of Technology, Treasurer of Massachusetts Institute of Technology, Treasurer of Harvard University, Chairman of the Board of Trustees of Boston Symphony Orchestra Inc., General Manager of WGBH-TV and WGBH-FM, member of the Board of Trustees of the Twentieth Century Fund. Also holds CP for WGBX (TV), Boston.

Began Operation: May 2, 1955.

Represented (legal) by Covington & Burling.

Personnel:

HARTFORD N. GUNN JR., general manager.
DAVID M. DAVIS, asst. general manager for TV.
DAVID IVES, asst. gen. mgr. for community relations & finance.
RICHARD H. THOMAS, TV production manager.
HENRY MORGENTHAU III, special projects exec. producer.
ROBERT L. LARSEN, TV program manager.
MICHAEL AMBROSINO, TV assistant program manager & film buyer.
TOM KELLER, director of engineering.
JOHN R. HURLEY, director of business affairs.

MICHIGAN

WTVS

Detroit

Ch. 56

Non-Commercial Educational Station

Licensee: Detroit Educational Television Foundation Inc., 26945 W. Eleven Mile Rd., Southfield, Mich. (48075).

Studios: Detroit Public Schools, 9345 Lawton Ave.; Wayne State University; University of Detroit.

Transmitter: W. Eleven Mile Rd., between Franklin & Inkster Rds., Southfield, Mich.

Telephones: 444-4666, 896-6075, (engineering office).

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 575-kw visual, 35.5-kw aural. Antenna: 960-ft. above av. terrain, 1044-ft. above ground, 1744-ft. above sea level.

Latitude 42° 09' 01"
Longitude 83° 18' 44"

TV tape: Recording facilities.

Color: Network.

Ownership: Foundation officials: C. Allen Harlan, pres.; Allen W. Merrell, v.p.; Norman Weston, treas.; Paul B. Rickard, exec. secy. Following are board members: Mrs. Gerard Slattery, Mrs. Bernard J. Becker, Walker L. Cislser, John C. Dancy, William E. Hamilton, Ralph T. McElvenny, E. Harwood Rydholm, Nate S. Shapero, R. T. Johnstone, D. F. Smith, Rev. Celestin J. Steiner, Carl L. Byerly, Ralph Ulveling, Henry D. Brown.

Began Operation: Aug. 8, 1955.

Represented (legal) by Krieger & Jorgensen.

Personnel:

LEONARD W. EDEN, chief engineer.
JIM CHRISTIANSON, dir. of promotion & development.
LOUIS J. SLYKER, operation mgr. & program coordinator.

(Continued on next page)

821-b

Mich.-Minnesota Educational

WCMU-TV

Mt. Pleasant

Ch. 14

Non-Commercial Educational Station

(Due to Begin Operation in 1967)

Grantee: Central Michigan University, Mt. Pleasant.

Studio: Anspach Hall, Mt. Pleasant.

Transmitter: 0.4-mi. W of Blue Grass Rd. & old U.S. Rt. #27.

Telephone: 774-3105.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 39.8-kw visual, 7.94-kw aural. Antenna: 520-ft. above av. terrain, 544-ft. above ground, 547-ft. above sea level.

Latitude	43°	34'	24"
Longitude	84°	46'	21"

TV tape: Recording facilities.

Ownership: State institution.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

WILLIAM J. GRIGALIUNAS, station manager.
FRANK TEFFT, chief engineer.

WMSB

Onondaga-East Lansing

Ch. 10

Non-Commercial Educational Station

Licensee: Board of Trustees, Michigan State University, E. Lansing, Mich. (48823). Studio: 600 Kalamazoo St., East Lansing.

Transmitter: Rossman Rd., Onondaga. Telephone: 355-7440.

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with commercial outlet WILX-TV. Authorized power: 309-kw visual, 174-kw aural. Antenna: 970-ft. above av. terrain, 982.8-ft. above ground, 1946-ft. above sea level.

Latitude	42°	26'	33"
Longitude	84°	34'	21"

Requests 61-kw aural.

TV tape: Recording facilities.

AM Affiliate: WKAR, 5-kw, 870 kc. FM Affiliate: WKAR-FM, 125-kw, 90.5 mc (No. 213), 930-ft. antenna height.

Began Operation: March 15, 1959.

Personnel:

DR. ARMAND L. HUNTER, dir., division broadcasting services.
DR. COLBY LEWIS, station manager.
ROBERT D. PAGE, production & program manager.
DAVID BOUSE, film director.
RAYMOND WILSON, chief engineer.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

WUCM-TV

University Center (Bay City)

Ch. 19

Non-Commercial Educational Station

Grantee: Delta College, University Center (Bay City), Mich. (48710).

Studio: Delta Road, University Center.

Transmitter: .8-mi. NNW of Delta Rd. & Four Mile Rd. intersection.

Telephone: 686-0403.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 234-kw visual, 46.8-kw aural. Antenna: 470-ft. above av. terrain, 498-ft. above ground, 1102-ft. above sea level.

Latitude	43°	33'	42.7"
Longitude	83°	58'	53.7"

TV tape: Recording facilities.

Ownership: Delta College is a community district college with a directing board of trustees. Donald J. Carlyon, acting president.

Began Operation: Oct. 12, 1964.

Represented (legal) by Cohn & Marks.

Personnel:

WILLIAM J. BALLARD, station manager.
RAYMOND A. WOODS, chief engineer.
RONALD A. BLACK, program director.
THOMAS E. HASKELL, operations manager.

MINNESOTA

KWCM-TV

Appleton

Ch. 10

Non-Commercial Educational Station

Licensee: Twin City Area ETV Corp. & West Central Minn. ETV Co., 1640 Como Ave. St. Paul, Minn. (55108).

Studio: 2-mi. SSE of Appleton.

Mailing Address: West Central Minn. ETV, R.R., Appleton, Minn. (56208).

Transmitter: 2-mi. SSE of Appleton.

Telephone: 289-2722.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 480-ft. above av. terrain, 496-ft. above ground, 1526-ft. above sea level.

Latitude	45°	10'	04"
Longitude	95°	59'	54"

Color: Network.

Ownership: Held jointly by Twin City Area ETV Corp. & West Central Minn. ETV Co., both non-profit. Twin City is licensee of KTCA-TV and KTCI-TV, St. Paul-Minneapolis.

Began Operation: Jan. 21, 1966.

Personnel:

W. A. SANDBERG, general manager.
ELMER GOETSCH, resident engineer.
LLOYD RENS, asst. engineer.

WDSE-TV

Duluth-Superior, Wis.

Ch. 8

Non-Commercial Educational Station

Licensee: Duluth-Superior Area Educational TV Corp., c/o George A. Beck, gen. mgr., 403 Bradley Bldg., Duluth, Minn. (55802).

Studio: 921 Tower Ave., Superior, Wis.

Transmitter: 4th Ave. West & 10th St., Duluth, Minn.

Telephone: 727-8734.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 880-ft. above av. terrain, 585-ft. above ground, 2046-ft. above sea level.

Latitude	46°	47'	21"
Longitude	92°	06'	51"

TV tape: Recording facilities.

Ownership: Non-profit corporation. Robert S. Mars Jr., pres.; Arthur C. Josephs, v.p.; Mrs. Thomas M. Spencer, secy.; Earle Andree, treas.

Began Operation: Sept. 1, 1964.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

GEORGE A. BECK, general manager.
JACK E. JENNERJAHN, program director.
EARL L. RICHARDS, chief engineer.

KTCA-TV

St. Paul-Minneapolis

Ch. 2

Non-Commercial Educational Station

Licensee: Twin City Area Educational Television Corp., St. Paul, Minn. (55108). Studio: 1640 Como Ave., St. Paul (55108).

Transmitter: Cleveland & Roselawn Aves., Falcon Heights, Minn.

Telephone: 645-0471.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 620-ft. above av. terrain, 562-ft. above ground, 1549-ft. above sea level.

Latitude	44°	59'	54''
Longitude	93°	11'	17''

TV tape: Recording facilities.

Color: Live, film & slide.

Ownership: Non-profit organization. Officers: George D. Dayton II, pres.; John Myers, v.p.; Leonard Heller, v.p.; Philip H. Nason, v.p.; John Schwarzwald, exec. v.p.; Andrew Scott, secy.; A. A. Heckman, treas. Also operates KTCI-TV, St. Paul and holds 50% of KWCM-TV, Appleton, Minn.

Began Operation: Sept. 3, 1957.

Represented (legal) by Faegre & Benson, Minneapolis.

Personnel:

JOHN C. SCHWARZWALDER, exec. v.p. & general manager.
W. D. DONALDSON, asst. gen. mgr. & program director.
WAYNE MAYER, chief engineer.
ROBERT C. MITCHELL, director of special projects.
W. W. KEMMERER, director of research and development.
VICTOR KERNS, dir. of school programs.
RICHARD J. CARTER, production manager.
JEAN M. LYNES, administrative assistant.
GEORGE L. ARMS, project coordinator.

KTCI-TV

St. Paul

Ch. 17

Non-Commercial Educational Station

Licensee: Twin City Area Educational TV Corp., 1640 Como Ave., St. Paul, Minn. (55108).

Studio: Same as KTCA-TV, St. Paul-Minneapolis.

Transmitter: 2070 W. Roselawn, Falcon Heights, Minn.

Telephone: 645-0471.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 47.9-kw visual, 22.9-kw aural. Antenna: 490-ft. above av. terrain, 556-ft. above ground, 1543-ft. above sea level.

Latitude	44°	59'	54''
Longitude	93°	11'	17''

TV tape: Recording facilities.

Ownership: See KTCA-TV, St. Paul, Minneapolis.

Began Operation: May 4, 1965.

Personnel: KTCA-TV personnel also serve at KTCI-TV.

MISSOURI

KOMU-TV

Columbia

Ch. 8

Licensee: Curators of the University of Missouri.

OPERATING COMMERCIALLY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

KCSD-TV

Kansas City

Ch. 19

Non-Commercial Educational Station

Grantee: School District of Kansas City, 1211 McGee St., Kansas City, Mo. (64106).

Studio: Board of Education Building, 1211 McGee St.

Transmitter: City Hall, 414 E. 12th St.

Telephone: Baltimore 1-6789.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 209.5-kw visual, 41.7-kw aural. Antenna: 510-ft. above av. terrain, 475-ft. above ground, 1394-ft. above sea level.

Latitude	39°	06'	01''
Longitude	94°	34'	39''

TV tape: Recording facilities.

Ownership: Local school district.

Began Operation: March 22, 1961.

Represented (legal) by Dow, Lohnes & Albertson, Washington, D.C.; Caldwell, Eastin, Blackwell & Oliver, Kansas City, Mo.

Personnel:

MRS. TOM J. STUBBS, president of board of education.
JAMES A. HAZLETT, superintendent of schools.
ZOEL PARENTEAU, station manager.
CLYDE HOWE, chief engineer.

KETC

St. Louis

Ch. 9

Non-Commercial Educational Station

Licensee: St. Louis Educational Television Commission, 6996 Millbrook Blvd., St. Louis (63130).

Studio: 6996 Millbrook. Transmitter: Boatman's Bank Bldg.

Telephone: Volunteer 3-0995.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 144-kw visual, 28.8-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 1039-ft. above sea level.

Latitude	38°	37'	40''
Longitude	90°	11'	19''

TV tape: Recording facilities.

Ownership: Commission officers: Richard A. Young, chairman; H. E. Wuertenbaecher Jr., vice chairman; F. W. McCalpin, secy.; Stanley Richman, treas.

Began Operation: Sept. 20, 1954.

Represented (legal) by Grand, Peper & Martin, St. Louis.

Personnel:

ROBERT C. GLAZIER, executive director.
JACK VINES, director of engineering.
WALTER A. ALLEY, director of program operations.
CELIA PRYOR, director of promotion.

(Continued on next page)

NEBRASKA

KTNE-TV

Alliance

Ch. 13

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Grantee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Transmitter: 4½-mi. ESE of Angola, Neb.

Telephones: 736 W, Bridgeport, Neb. (Transmitter); 402-477-6974 (Commission Office).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 288-kw visual, 57.5-kw aural. Antenna: 1550-ft. above av. terrain, 1499-ft. above ground, 5749-ft. above sea level.

Latitude	41°	50'	24"
Longitude	103°	03'	18"

Ownership: Operated as non-profit commission. See KLNE-TV, Lexington, Neb.

Began Operation: Sept. 7, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JACK McBRIDE, secy. & gen. mgr., NETC (based at separately-owned KUON-TV, Lincoln, Neb.)
WILLIAM RAMSAY, director of engineering, NETC, Lincoln.
JOSEPH FAIRFIELD, transmitter supervisor.

KLNE-TV

Lexington

Ch. 3

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Grantee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb. (68508).

Transmitter: 5-mi. SW of Holdrege, Neb., on U.S. Rt. 6.

Telephone: 308-337-2311 (transmitter), 402-477-6974 (Commission office).

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1062-ft. above av. terrain, 1065-ft. above ground, 3449-ft. above sea level.

Latitude	40°	23'	05"
Longitude	99°	27'	30"

Ownership: Operated as non-profit commission; NETC is an agency of the State of Nebraska. It also operates satellites KTNE-TV, Alliance and KPNE-TV, N. Platte, Neb.

Began Operation: Sept. 7, 1965.

Personnel:

JACK McBRIDE, secy. & general manager, NETC (based at separately-owned KUON-TV, Lincoln).
WILLIAM R. RAMSAY, director of engineering, NETC, Lincoln.
ROBERT H. OLSON, transmitter supervisor.

KUON-TV

Lincoln

Ch. 12

Non-Commercial Educational Station

Licensee: University of Nebraska, Lincoln, Neb. (68508).

Studios: University campus, 12th & R Sts.

Transmitter: 1.25-mi. W, 3-mi. N. of Memphis, Neb.

Telephone: 402-477-8711, Ext. 2141.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 820-ft. above av. terrain, 874-ft. above ground, 2049-ft. above sea level.

Latitude	41°	08'	18.1"
Longitude	96°	27'	19.2"

TV tape: Recording facilities.

Began Operation: Nov. 1, 1954.

Represented (legal) by Cline, Williams, Wright & Johnson, Lincoln; Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

JACK McBRIDE, general manager.
BILL OXLEY, program manager.
WM. BOYD ROONEY, production and operations manager.
BETTY MEISINGER DAVIS, traffic and continuity.
JERRY DE PRENGER, in-school TV producer.
ADOLPH R. DVORAK, chief engineer.
LEROY McCOY, film & distribution specialist.

KPNE-TV

North Platte

Ch. 9

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Grantee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Transmitter: Route 25, 10-mi. S of Sutherland, Neb.

Telephones: 308-386-4415 (Transmitter); 402-477-6974 (Commission Office).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1020-ft. above av. terrain, 1006-ft. above ground, 4140-ft. above sea level.

Latitude	41°	01'	16"
Longitude	101°	09'	9.6"

TV tape: Recording facilities.

Ownership: Operated as non-profit commission. See KLNE-TV, Lexington, Neb.

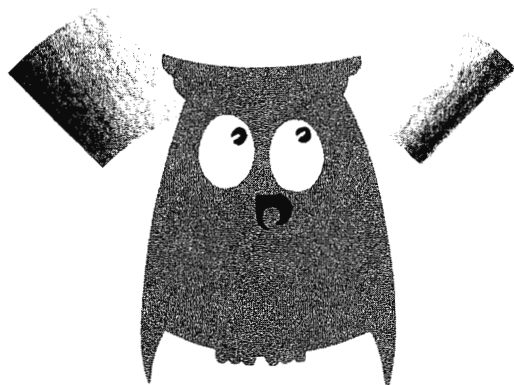
Began Operation: Sept. 12, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

JACK McBRIDE, secy. & gen. mgr., NETC (based at separately-owned KUON-TV, Lincoln, Neb.)
WILLIAM RAMSAY, director of engineering, NETC, Lincoln.
WILLIAM BEALL, transmitter supervisor.
GERALD POWELL, transmitter engineer.



Full Color Coverage

All the color of the television, broadcast and electronics industries, at your fingertips every Monday morning . . . that's Television Digest with Consumer Electronics. Concise, up-to-the-minute, authoritative reporting, tailored to the needs of the busy broadcast and electronics executive. Subscribe today, and save hours each week on your business reading.

See page 803-b for details.

KYNE-TV

Omaha

Ch. 26

Non-Commercial Educational Station

Grantee: Nebraska ETV Commission, 16th & R Sts., Lincoln, Neb. (68508).

Transmitter: U. of Omaha Campus, Omaha, Neb.

Telephones: 402-553-4700 (Studio & transmitter); 402-477-6974 (Commission Office).

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 39.8-kw visual, 7.96-kw aural. Antenna: 431-ft. above av. terrain, 407-ft. above ground, 1559-ft. above sea level.

Latitude	41°	15'	28''
Longitude	96°	00'	32''

Ownership: Operated as a non profit commission.

Began Operation: Oct. 19, 1965.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

JACK G. McBRIDE, secy. & general manager, NETC, Lincoln.
WILLIAM R. RAMSAY, dir. of engineering, NETC, Lincoln.
PAUL BORGE, station manager.
LEON BENSCHOTER, program director.
GEORGE RAGAN, supervising engineer.

NEW HAMPSHIRE

WENH

Durham

Ch. 11

Non-Commercial Educational Station

Licensee: U of New Hampshire, Durham, N.H. (03824).

Studio: Memorial Union Bldg.

Transmitter: Saddleback Mt.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 970-ft. above av. terrain, 436-ft. above ground, 1536-ft. above sea level.

Latitude	43°	10'	34''
Longitude	71°	12'	24''

TV tape: Recording facilities.

News Wire Service: AP, UPI.

Ownership: State of N.H., John W. McConnell, pres., U of N.H. U of N.H. also is applicant for Ch. 15, Hanover, N.H.; Ch. 40, Berlin; Ch. 52, Keene; Ch. 49, Littleton.

Began Operation: July 6, 1959.

Represented (legal) by Covington & Burling.

Personnel:

KEITH J. NIGHBERT, manager.
ALTON S. HOTALING, program manager.
BRUCE ST. GEORGE, production manager.
KARL BLACK, studio engineer supervisor.
WALTER SWENSON, transmitter engineer supervisor.
CHARLES E. TAMM, chief engineer.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

NEW MEXICO

KNME-TV

Albuquerque

Ch. 5

Non-Commercial Educational Station

Licensee: Regents of University of New Mexico and Board of Education of the City of Albuquerque, 1801 Roma N.E. (87106).

Studio: 1801 Roma NE. Transmitter: Sandia Crest.

Telephone: Chapel 2-1283.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28-kw visual, 14-kw aural. Antenna: 4124-ft. above av. terrain, 123-ft. above ground, 10,776-ft. above sea level.

Latitude	35°	12'	44''
Longitude	106°	26'	58''

TV tape: Recording facilities.

Color: Tape.

AM Affiliate: None.

FM Affiliate: None.

Ownership: Equally owned by Regents of the University of New Mexico and Board of Education of the City of Albuquerque.

Began Operation: May 1, 1958.

Personnel:

F. CLAUDE HEMPEN, station manager.
E. WAYNE BUNDY, program manager & film buyer.
JACK RAINES, graphics supervisor.
MONTIE CAST, artist.
ROBERT M. GORDON, director of engineering.
DON MORROW, engineering supervisor.
GERALD CLARY, engineer.
DAVID BOND, studio supervisor.
RICHARD KRAUSE, assistant program manager.
ROBERT MOYE, producer-director.
JOHN T. DUNCAN, producer-director.
TOM SANDENAW, traffic manager.

NEW YORK

WNED-TV

Buffalo

Ch. 17

Non-Commercial Educational Station

Licensee: Western New York Educational TV Association Inc., Lafayette Hotel, Buffalo, N.Y. (14202).

Studio & Transmitter: Lafayette Hotel.

Telephone: 854-4756.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 183-kw max. and 151.3-kw horizontal visual, 30.2-kw aural. Antenna: 350-ft. above av. terrain, 377-ft. above ground, 990-ft. above sea level.

Latitude	42°	53'	05''
Longitude	78°	52'	22''

TV tape: Recording facilities.

Ownership: Non-stock educational corp. Laurence R. Goodyear, chairman.

Began Operation: March 30, 1959 under STA using tower of off-air WBUF (Ch. 17) at 2077 Elmwood Ave. until May 29, 1959. Resumed Oct. 19, 1959, under STA authorizing operation until April 2, 1960.

Personnel:

J. MICHAEL COLLINS, general manager.
GORDON KNAIER, chief engineer.
JOHN L. HUTCHINSON, program manager.
RICHARD W. RUSSELL, director of development.
ANTHONY BUTTINO, director of instructional broadcasting.

(Continued on next page)

New York Educational

WNDT New York

Ch. 13

Non-Commercial Educational Station

Licensee: Educational Bcstg. Corp., 304 West 58th St., New York, N.Y. (10019).

Studios: 55th St. & 9th Ave. and 345 E. 46th St., New York, N.Y.; 1020 Broad St., Newark, N.J. (07114).

Office: 304 W. 58th St., New York, N.Y. (10019).

Transmitter: Empire State Bldg.

Telephone: 581-6000.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 174-kw visual, 34.7-kw aural. Antenna: 1190-ft. above av. terrain, 1200-ft. above ground, 1251-ft. above sea level.

Latitude	40°	44'	54''
Longitude	73°	59'	10''

TV tape: Recording facilities.

Color: Film & slide.

News Wire Services: AP, UPI.

News Film Service: UPI.

Facsimile Service: UPI.

Ownership: Educational Broadcasting Corp. John W. Kiermaier, president.

Began Operation: Sept. 16, 1962.

Personnel:

WILLIAM LAMB, v.p. & treasurer.
LEWIS FREEDMAN, v.p., programming.
HUDSON STODDARD, v.p. of development.
FRANK LEICHT, director of program production.
STEVE deSATNICK, director of engineering & operations.
MRS. SYLVIA SPENCE, director of public information.
HERBERT C. HOMES, production manager.

WNYE-TV

New York

Ch. 25

Non-Commercial Educational Station

(Due to Begin Operation in Spring)

Grantee: Board of Education of City of New York, 110 Livingston St., Brooklyn, N.Y.

Studio: 112 Tillary St., Brooklyn, N.Y. (11201).

Transmitter: 29 Fort Greene Place, Brooklyn.

Telephone: 596-4425.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 661-kw max. and 589-kw horizontal visual, 131-kw max. and 117-kw horizontal aural. Antenna: 577-ft. above av. terrain, 597-ft. above ground, 649-ft. above sea level.

Latitude	40°	41'	21''
Longitude	73°	58'	37''

TV tape: Recording facilities.

FM Affiliate: WNYE, 20-kw, 91.5 mc (No. 218), 415-ft. antenna height.

Ownership: City of New York. Lloyd K. Garrison, pres.; Harold F. Hay, secy.

Represented (legal) by Cohn & Marks.

Personnel:

JAMES F. MACANDREW, director of broadcasting.
MRS. CECIL H. SUFFERN, asst. dir. of broadcasting, programming & production.
HARRY HIRSCH, asst. director, technical.

For Translator Directory,
see Services Volume

WXXI

Rochester

Ch. 21

Non-Commercial Educational Station

Grantee: Rochester Area ETV Association Inc., 410 Alexander St., Rochester (14607).

Studio: 410 Alexander St.

Transmitter: Pinnacle Hill, Brighton, N.Y.

Telephone: 473-4160.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 1480-kw visual, 295-kw aural. Antenna: 435-ft. above av. terrain, 343-ft. above ground, 1026-ft. above sea level.

Latitude	43°	08'	07''
Longitude	77°	35'	02''

TV tape: Recording facilities.

Ownership: Non-profit association. Harold S. Hacker, pres.

Began Operation: Sept. 6, 1966.

Represented (legal) by Krieger & Jorgenson.

Personnel:

JOHN S. PORTER, general manager.
LOUIS MEYER, program director.
DAVIS W. GRIFFITH, community relations director.
GERALDINE McMULLEN, school relations director.
ELMER GRABB, chief engineer.

WMHT

Schenectady

Ch. 17

Non-Commercial Educational Station

Licensee: Mohawk-Hudson Council on Educational TV Inc., Riverside School, Front St., Schenectady, N.Y. (12305).

Studio: Riverside School, Front St., Schenectady.

Transmitter: RD 1, Voorheesville, N.Y. Twp. of New Scotland, N.Y.

Telephone: 377-8517.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 209-kw max. and 186-kw horizontal visual, 42.7-kw max. and 37.1-kw horizontal aural. Antenna: 920-ft. above av. terrain, 216-ft. above ground, 1868-ft. above sea level.

Latitude	42°	38'	12''
Longitude	73°	59'	45''

TV tape: Recording facilities.

Color: Network & live.

O&O Translator: W04AJ, Middleburg & Schoharie, N.Y.

Ownership: Mohawk-Hudson Council on Educational TV Inc., Riverside School, Schenectady, New York.

Began Operation: March 26, 1962.

Represented (legal) by Krieger & Jorgensen.

Personnel:

DONALD E. SCHEIN, gen. manager & executive vice-president.
MILTON R. BASS, program manager.
ERIK VAN de BOGART, manager, school services.
FREDERIC W. CONSTANT, business manager.
ROBERT NISSEN, chief engineer.
WILLARD J. STONE, production manager.

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

WCNY-TV

Syracuse

Ch. 24

Non-Commercial Educational Station

Licensee: ETV Council of Central N.Y. Inc., Old Liverpool Rd., Liverpool, N.Y. (13088).

Studio: Old Liverpool Rd., Liverpool, N.Y.

Transmitter: Sweet & Sevier Rd., Pompey, N.Y.

Telephone: 315-457-0440 (Liverpool).

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 347-kw horizontal visual, 69.2-kw horizontal aural. Antenna: 1380-ft. above av. terrain, 850-ft. above ground, 1111-ft. above sea level.

Latitude	42°	56'	42"
Longitude	76°	01'	28"

TV tape: Recording facilities.

Color: Film & slide.

Ownership: Non-profit corporation.

Began Operation: Dec. 20, 1965.

Personnel:

JOHN MacALLISTER, president.
THOMAS PETRY, v.p. & general manager.
MARLOW G. BURT, director of development.
GRACE KNECHT, program director.
M. ELIZABETH NOCERA, school services coordinator.
S. PAUL BARRON, chief engineer.

NORTH CAROLINA

WUNC-TV

Chapel Hill

Ch. 4

Non-Commercial Educational Station

Licensee: University of North Carolina, Chapel Hill, N.C. (27515).

Studios: Swain Hall, Chapel Hill; WUNC-TV Bldg. Greensboro; WUNC-TV Bldg., Raleigh.

Transmitter: Terrell's Mt., Chatham County, N.C.

Telephones: 919-933-1116, Chapel Hill; 919-274-0052, Greensboro; 919-755-2853, Raleigh.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 798-ft. above ground, 1549-ft. above sea level.

Latitude	35°	52'	07"
Longitude	79°	10'	06"

TV tape: Recording facilities.

News Wire Service: AP, UPI.

FM Affiliate: WUNC, 15.5-kw, 91.5 mc (No. 218), 135-ft. antenna height.

Ownership: University officials: William C. Friday, president; Fred H. Weaver, vice president; John Tyler Caldwell, Chancellor, U.N.C. at Raleigh; J. Carlyle Sittersen, Chancellor, U.N.C. at Chapel Hill; James Ferguson, acting Chancellor, U.N.C. at Greensboro. Also is Ch. 58 applicant, Concord, N.C.; holds CP for Ch. 33 in Asheville, N.C., and Ch. 17 in Linville, N.C. Also operates educational WUNB-TV, Ch. 2, Columbia, N.C.

Began Operation: Jan. 8, 1955.

Personnel:

JOHN YOUNG, director of television, Chapel Hill.
E. W. YOUNG, director of television, Greensboro.
JACK PORTER, director of television, Raleigh.
ALAN B. MacINTYRE, director of engineering.

For Allocations Tables,

see Services Volume

N.Y.-North Carolina Educational

WTVI

Charlotte

Ch. 42

Non-Commercial Educational Station

Grantee: Charlotte-Mecklenburg Board of Education.

Offices, Studio & Transmitter: 42 Coliseum Drive, Charlotte.

Telephone: 704-372-2442.

TWX No.: 704-525-2776.

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 214-kw visual, 42-kw aural. Antenna: 450-ft. above av. terrain, 497-ft. above ground, 1172-ft. above sea level.

Latitude	35°	12'	25"
Longitude	80°	47'	30"

TV tape: Recording facilities.

Ownership: Local school board. Dr. A. Craig Phillips, superintendent.

Began Operation: Aug. 27, 1965.

Personnel:

DONA LEE DAVENPORT, station manager & program manager.
MIKE ZIEGLER, production manager.
VALTS JEGERMANIS, producer-director.
BILL WARD, producer-director.
B. LEE, artist.
GORDON STEWART, promotion.
PAUL HANSIL, engineer.
JAMES ROGERS, engineer.
LEON DRYE, technical assistant.
CARLETON BLACK, technical assistant.
SHEILA TUCKER, traffic.
STEVE WHITE, continuity.
GRIER HADDON, film-tape librarian.

WUNB-TV

Columbia

Ch. 2

Non-commercial Educational Station

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Grantee: University of North Carolina, Chapel Hill N.C. (27515).

Studios: See WUNC-TV, Chapel Hill, N.C.

Transmitter: State Rd. 1117, .3-mi. N of U.S. 64, 5.5-mi. W of Columbia.

Telephones: 919-933-1116; 919-797-4317, transmitter.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 992-ft. above av. terrain, 1035-ft. above ground, 1041-ft. above sea level.

Latitude	35°	53'	59"
Longitude	76°	20'	52"

TV tape: Recording facilities.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 15, 1965.

Personnel: See WUNC-TV, Chapel Hill.

President

Hugh Ben LaRue

Area Code 212

265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Maryland \$250,000

Radio Massachusetts \$300,000

116 Central Park South
New York, N.Y.

NORTH DAKOTA

KFME

Fargo

Ch. 13

Non-Commercial Educational Station

Licensee: North Central Educational TV Inc., Highway 81, South Fargo, N.D. (58102).

Studio & Transmitter: 2.5-mi. S of Fargo on U.S. Hwy. 81.

Telephone: 232-8921.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 105-kw visual, 10.5-kw aural. Antenna: 390-ft. above av. terrain, 426-ft. above ground, 1328-ft. above sea level.

Latitude	46°	49'	03"
Longitude	96°	48'	06"

Holds CP for change to 264-kw visual, 47.5-kw aural. BPET—260.

TV tape: Recording facilities.

Ownership: C. Warner Litten, president of North Central Educational TV.

Began Operation: Jan. 19, 1964.

Represented (legal) by Robert A. Marmet.

Personnel:

DR. CLAIR R. TETTEMER, general manager.
CARLETON BROOKINS, program director.
CARROLL KITTELSON, chief engineer.

OHIO

WOUB-TV

Athens

Ch. 20

Non-Commercial Educational Station

Licensee: Ohio University, Athens, O. (45701).

Studio: Ohio University Campus, Athens, Ohio.

Transmitter: Golf Course Road.

Telephone: 594-6171.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 195-kw visual, 38.9-kw aural. Antenna: 810-ft. above av. terrain, 871-ft. above ground, 1666-ft. above sea level.

Latitude	39°	18'	50"
Longitude	82°	08'	54"

TV tape: Recording facilities.

News Wire Service: UPI.

Ownership: Ohio University.

Began Operation: Dec. 27, 1962.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey.

Personnel:

PRESLEY D. HOLMES, director of broadcasting.
JOSEPH WELLING, administrative assistant.
WESLEY MARSHALL, program director.
THOMAS PAGEL, director of instructional television.
KYLE HILL, assistant news director.
GORDON LAWRENCE, operations manager.
GERTRUDE EYMAN, continuity & publicity.
TOM PSINKA, art director.
LONA BARTO, traffic manager.
DON SMITH, chief engineer.

For Schools Offering Radio-TV Courses
see Services Volume

WBGU-TV

Bowling Green

Ch. 70

Non-Commercial Educational Station

Licensee: Bowling Green State University, Bowling Green, O. (43402).

Studios: South Hall & Troup Ave., Bowling Green University.

Transmitter: Administration Building, Bowling Green University.

Telephone: 353-8411.

Technical Facilities: Channel No. 70 (806-812 mc). Authorized power: 10.2-kw visual, 1.82-kw aural. Antenna: 170-ft. above av. terrain, 153-ft. above ground, 854-ft. above sea level.

Latitude	41°	22'	33.5"
Longitude	83°	38'	33.6"

News Wire Service: UPI.

FM Affiliate: WBGU, 1.35-kw, 88.1 mc (No. 201), 110-ft. antenna height.

Ownership: Non-profit educational organization. William Travers Jerome III, pres.

Began Operation: Feb. 10, 1964.

Personnel:

DR. DUANE E. TUCKER, director of television & general manager.

ROBERT K. CLARK, program director.

WILLIAM LEUTZ, chief engineer.

WCET

Cincinnati

Ch. 48

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 2222 Chickasaw St., Cincinnati, O. (45219).

Studio, Offices & Transmitter: 2222 Chickasaw Street.

Telephone: 381-4033.

TWX No.: 513-577-1780.

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: Mounted on WLWT tower, 583-ft. above av. terrain, 350-ft. above ground, 1411-ft. above sea level.

Latitude	39°	07'	28"
Longitude	84°	31'	18"

TV tape: Recording facilities.

Ownership: Foundation officers: Nelson Schwab Jr. (attorney), pres. & chief exec. officer; Dr. Wendell Pierce, (supt., Cincinnati public schools), chairman; Rev. Herman Kenning, (asst. supt. parochial schools), vice-chairman; Harold Bush (supt. of schools, Wyoming, Ohio), secy.-treas.

Began Operation: June 29, 1954.

Represented (legal) by Robert A. Wood, Cincinnati.

Personnel:

CHARLES W. VAUGHAN, general manager.
VEDA B. SCHALK, administrative assistant.
TED MILLIGAN, program manager & film buyer.
JAMES R. SMITH, community relations director.
R. DAVID GUSHURST, production-operation manager.
GRACE RICHARDSON, program coordinator.
ROBERT STILLWAUGH, acting chief engineer.
DORIS LAWRENCE, traffic and continuity.

WVIZ-TV

Cleveland

Ch. 25

Non-Commercial Educational Station

Grantee: ETV Association of Metropolitan Cleveland.

Studio: 4600 Detroit, Cleveland (44102).

Transmitter: 9466 Ridge Rd., North Royalton, Ohio.

Telephone: 281-6670.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 500-kw visual, 250-kw aural. Antenna: 1000-ft. above av. terrain, 814-ft. above ground, 1944-ft. above sea level.

Latitude 41° 20' 32"
Longitude 81° 44' 22"

TV tape: Recording facilities. Color: Film & slide.

Ownership: Non-profit organization. Executive committee: Louis S. Peirce, chairman; D. James Pritchard, pres.; Ellwood H. Fisher, v.p.; E. W. Sloan Jr., v.p.; Hugh D. Luke, treas.; Mrs. Paul G. Wagner, secy.

Began Operation: Feb. 7, 1965.

Personnel:

BETTY COPE, general manager.
LEROY A. WALLACE, director of engineering.
ALAN STEPHENSON, director of educational services.

●
WOSU-TV

Columbus

Ch. 34

Non-Commercial Educational Station

Licensee: Ohio State University Telecommunications Center, Columbus, O. (43221).

Studio & Transmitter: 2470 N. Star Rd. Telephone: 293-6641.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 219-kw visual, 43.8-kw aural. Antenna: 560-ft. above av. terrain, 593-ft. above ground, 1418-ft. above sea level.

Latitude 40° 00' 28"
Longitude 83° 02' 49"

TV tape: Recording facilities. News Wire Service: UPI.

AM Affiliate: WOSU, 5-kw, 820 kc. **FM Affiliate:** WOSU-FM, 11-kw, 89.7 mc (No. 209), 300-ft. antenna height.

Ownership: Ohio State U. Officers: Jacob E. Davis, chairman, board of trustees; Novice G. Fawcett, pres., Ohio State U.

Began Operation: Feb. 20, 1956.

Personnel:

RICHARD B. HULL, managing director.
WILLIAM H. EWING, assoc. director.
RAYMOND C. GIESE, general manager.
MARTHA HAUEISEN, asst. to director.
WARREN S. PARK, program manager & film buyer.
ROBERT A. JONES, production facilities.
KATHERINE KIENZLE, public relations.
WILLIAM F. JUSTUS JR., chief engineer.

●
WGFS

Newark

Ch. 28

Non-Commercial Education Station

Licensee: Public School District of Newark, 19 N. 5th St., Newark, O. (43055).

Studio & Transmitter: Horn's Hill.

Telephone: 366-5915, transmitter; 326-1521, office.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 15.3-kw visual, 8.6-kw aural. Antenna: 512-ft. above av. terrain, 452-ft. above ground, 1532-ft. above sea level.

Latitude 40° 05' 28"
Longitude 82° 24' 26"

Ownership: City school system; Dr. Harold L. Nichols, superintendent of schools.

Began Operation: March 18, 1963.

Personnel:

LELAND H. HUBBELL, chief engineer.

For CATV Directory
see Services Volume

Ohio Educational

WMUB-TV

Oxford

Ch. 14

Non-Commercial Educational Station

Licensee: Miami University, Oxford, O.

Studio & Transmitter: 810 Oak St., Oxford, O. (45056).

Telephone: 529-3521.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 204-kw visual, 40.7-kw aural. Antenna: 300-ft. above av. terrain, 352-ft. above ground, 1243-ft. above sea level.

Latitude 39° 30' 26"
Longitude 84° 44' 09"

TV tape: Recording facilities.

News Wire Service: UPI.

FM Affiliate: WMUB, .81-kw, 88.5 mc (No. 203), 295-ft. antenna.

Ownership: Miami University. Phillip R. Shriver, pres.

Began Operation: Oct. 14, 1959.

Personnel:

STEPHEN C. HATHAWAY, bcstg. dir., TV manager.
PAUL YEAZELL, operations manager.
JACK R. NEILL, ETV coordinator.
WILLIAM L. UTTER, program director & film buyer.
GORDON BERRY, production director.
ANDREW F. BRUCK, chief engineer.
JEAN SIZELOVE, administrative assistant.

●
WGTE-TV

Toledo

Ch. 30

Non-Commercial Educational Station

Grantee: Greater Toledo ETV Foundation, Manhattan Blvd. at Elm, Toledo, O. (43608).

Studio: Administration Bldg., Toledo Public Schools, Manhattan Blvd. at Elm St.

Transmitter: 2801 W. Bancroft St.

Telephone: 729-1681. Ext. 326.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: .355-kw visual, .057-kw aural. Antenna: 190-ft. above av. terrain, 200-ft. above ground, 819-ft. above sea level.

Latitude 41° 39' 44"
Longitude 83° 36' 52"

Ownership: Foundation officers: Frank Dick, chmn. of the board (supt. of Toledo Public Schools); Prince Smith, secy.-treas.

TV tape: Recording facilities.

Began Operation: October 10, 1960.

Represented (legal) by Krieger & Jorgensen.

Personnel:

HELEN DAVIS, station manager.
SCOTT C. ROBERSON, engineer.

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers-Appraisers-Consultants-Management

THE DANIELS BUILDING ● THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

OKLAHOMA

KETA Oklahoma City Ch. 13

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman, Okla. (73069).

Studios: 1801 N. Ellison, Oklahoma City; The Forum Bldg., Norman. Transmitter: Box 14247, 7301 N. Lincoln Blvd.

Telephones: Victor 3-6730; Norman, Jefferson 6-2260.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 74.2-kw visual, 14.8-kw aural. Antenna: 1450-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude	35°	32'	58"
Longitude	97°	29'	48"

Requests change to 260-kw visual, 37.1-kw aural; transmitter redescribed as 73-1 N. Kelly St. BPET—273.

TV tape: Recording facilities.

Ownership: Statutory corporation established by Oklahoma State Legislature. Dr. C. F. Spencer, chairman. Also operates KOED-TV, Tulsa.

Began Operation: April 13, 1956.

Represented (legal) by Cohn & Marks.

Personnel:

JOHN W. DUNN, director.
FRANK DRAPER, production manager.
GILLIA J. WOOD, chief engineer.

KOKH-TV Oklahoma City Ch. 25

Non-Commercial Educational Station

Licensee: Independent School District No. 89, 900 N. Klein St., Oklahoma City, Okla. (73106).

Studio: 1801 N. Ellison St.

Transmitter: First National Bank Bldg.

Telephone: Central 2-0581, ext. 356.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 275-kw visual, 55-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1690-ft. above sea level.

Latitude	35°	38'	08"
Longitude	97°	30'	58"

Holds CP for change to 251-kw max. and 219-kw horizontal visual, 70-kw max. and 43.6-kw horizontal aural, 1430-ft. above av. terrain, 1596-ft. above ground, 2749-ft. above sea level, lat. 35° 34' 07", long. 97° 29' 20"; transmitter to 1302 E. Britton Rd.

TV tape: Recording facilities.

FM Affiliate: KOKH, 11-kw, 88.9 mc (No. 205), 100-ft. antenna height.

Ownership: Local school board, Dr. Bill Lillard, supt.

Began Operation: Feb. 2, 1959.

Personnel:

DR. BILL LILLARD, superintendent.
DR. MERVEL LUNN, director of broadcasting center.
BART WARD, production manager.
CLYDE MILLER, chief engineer.

KOED-TV

Tulsa

Ch. 11

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman, Okla. (73069). Telephone: Jefferson 6-2260, Norman.

Studio & Transmitter: 6.4-mi. WNW of Tulsa, near Sand Springs.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 14.8-kw visual, 2.95-kw aural. Antenna: 1270-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level.

Latitude	36°	11'	26"
Longitude	96°	05'	50"

Holds CP for change to 259-kw visual, 37-kw aural. BPET—274.

TV tape: Recording facilities.

Ownership: Statutory corporation established by Oklahoma State Legislature. Officers: Dr. C. F. Spencer, chairman; Dr. G. L. Cross, secy.-treas. Also operates KETA, Oklahoma City.

Began Operation: Jan. 12, 1959.

Represented (legal) by Cohn & Marks.

Represented (engineering) by George C. Davis.

Personnel:

JOHN W. DUNN, director
FRANK DRAPER, production manager.
GILLIA J. WOOD, chief engineer.

OREGON

KOAC-TV

Corvallis

Ch. 7

Non-Commercial Educational Station

Licensee: State Board of Higher Education, Box 5175, Eugene, Ore. (97403).

Studios: Oregon State University campus, Corvallis; U. of Oregon campus, Eugene.

Transmitter: 5-mi. true N. of center of Corvallis.

Telephone: 503-754-1311.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 263-kw visual, 26.3-kw aural. Antenna: 1230-ft. above av. terrain, 273-ft. above ground, 1773-ft. above sea level.

Latitude	44°	38'	25"
Longitude	123°	16'	25"

TV tape: Recording facilities.

News Wire Service: UPI.

AM Affiliate: KOAC, 5-kw, 550 kc.

Ownership: State of Oregon. Through and by State Board of Higher Education. Charles R. Holloway, pres.; Roy E. Lieuallen, chancellor; Richard L. Collins, secy.; H. A. Bork, vice chancellor for business affairs. Also owns KOAP-TV, Portland, Ore.

Began Operation: Oct. 7, 1957.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

LUKE F. LAMB, director of educational media.
ROBERT HINZ, general manager, KOAC-AM-TV.
WILLIAM McGRATH, program manager for television.
KENNETH L. WARREN, program manager for radio.
BEN BALLARD, chief engineer.

KOAP-TV

Portland

Ch. 10

Non-commercial Educational Station

Grantee: State Board of Higher Education, Box 5175, Eugene, Ore. (97400).

Studio: 2828 SW Front Ave., Portland.

Transmitter: Healy Heights, Portland.

Telephone: Capitol 6-6601.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 60.3-kw visual, 12-kw aural. Antenna: 950-ft. above av. terrain, 200-ft. above ground, 949-ft. above sea level.

Latitude	45°	29'	25"
Longitude	122°	41'	45"

TV tape: Recording facilities.

FM Affiliate: KOAP-FM, 56-kw, 91.5 mc, 960-ft. antenna height.

Ownership: State of Oregon, thru and by the State Board of Higher Education.

Began Operation: Feb. 6, 1961.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

LUKE F. LAMB, director of educational media.
LESTER G. MOCK, general manager, KOAP-FM-TV.
WILLIAM McGRATH, program manager for television.
BROOKS LEFFLER, production manager.
ANTON H. SCHMIDT, chief engineer.
KENNETH L. WARREN, program manager for radio.

PENNSYLVANIA

WLVT-TV

Allentown-Bethlehem

Ch. 39

Non-Commercial Educational Station

Licensee: Lehigh Valley ETV Corp., South Mountain Dr. West, Bethlehem, Pa. (18015).

Studio: South Mountain Dr. West, Bethlehem, Pa. (18015).

Telephone: 215-867-4677.

Transmitter: Salisbury Twp., S of East Rock Rd., Allentown, Pa.

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 708-kw max. and 617-kw horizontal visual, 140-kw max. and 123-kw horizontal aural. Antenna: 987-ft. above av. terrain, 507-ft. above ground, 1507-ft. above sea level.

Latitude	40°	33'	58"
Longitude	75°	26'	06"

Ownership: Non-profit corp. Officers: C. W. Fuller, v.p. & acting pres.; Rev. H. Colver, secy.; Mrs. E. Buckley, treas.

Began Operation: Sept. 7, 1965.

Personnel:

SHELDON P. SIEGEL, general manager.
DONALD ROBERT, program director & exec. producer.
MICHAEL LIGHTBOURNE, film manager.
LUCIANNE CRIVELLARO, office manager.
JERRY A. RICHARDS, chief engineer.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Oregon-Pennsylvania Educational

WPSX-TV

Clearfield

Ch. 3

Non-Commercial Educational Station

Grantee: Pennsylvania State University, c/o Marlowe Froke, University Park, Pa. (16802).

Studio: 201 Wagner Bldg., Pennsylvania State University.

Transmitter: McGeorge Rd., 7-mi. N of Clearfield.

Telephone: 814-865-9531.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 880-ft. above av. terrain, 539-ft. above ground, 2667-ft. above sea level.

Latitude	41°	07'	21"
Longitude	78°	26'	28"

TV tape: Recording facilities.

AM Affiliate: None.

Ownership: The Pennsylvania State University. Roger W. Rowland, pres. of the board.

Began Operation: March 1, 1965.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

MARLOWE FROKE, director of broadcasting.
PAUL McNICHOL, chief, educational broadcast systems.
H. DENNIS SHERK, instructional services coordinator.
LUTHER KEPLER JR., production supervisor.
WILLIAM JACKSON, public information specialist.
ROBERT DUDLEY, programming.

WITF-TV

Hershey

Ch. 33

Non-Commercial Educational Station

Licensee: South Central Educational Broadcasting Council, Community Center Bldg., Chocolate & Cocoa Aves., Hershey, Pa. (17033).

Studio: Box Z, Hershey, Pa.

Transmitter: Blue Mt., near Harrisburg, Pa.

Telephone: 717-533-9121.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 513-kw visual, 51.3-kw aural. Antenna: 867-ft. above av. terrain, 188-ft. above ground, 1413-ft. above sea level

Latitude	40°	20'	45"
Longitude	76°	53'	06"

TV tape: Recording facilities.

AM Affiliate: None.

Ownership: Non-profit corp. Officers: D. Bruce Conner, pres. (supt. Cumberland County schools); Dr. Harry Gerlach, 1st v.p. (supt. Lancaster County schools); Dr. Gilmore Seavers, 2nd v.p. (admin. asst. to pres., Shippensburg State College); Paul F. Hurley, secy. (supt., Perry County schools); Dr. Woodrow W. Brown, asst. secy. (supt., York City schools); Oscar Lingle, treas. (pres., Pa. Council PTA); Dr. John O. Hershey, asst. treas. (pres., Hershey Estates).

Began Operation: November 22, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

LLOYD KAISER, general manager.
RICHARD LUTZ, asst. manager for programming.
DR. TOM SKINNER, asst. manager for community services.
SARA DRAKE, asst. manager for school services.
WILLIAM HESSE, business manager.
JOHN LASEK, studio engineering supervisor.
SAM SETTINO, transmitter engineering supervisor.

(Continued on next page)

Pennsylvania Educational

WUHY-TV Philadelphia Ch. 35

Non-Commercial Educational Station

Licensee: WHYY Inc.

Studio: 4548 Market St., Philadelphia, Pa. (19139).

Telephone: Evergreen 2-9300 (215).

Transmitter: Architects Bldg., 17th & Sansom Sts.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 141-kw visual, 14.1-kw aural. Antenna: 500-ft. above av. terrain, 585-ft. above ground, 625-ft. above sea level.

Latitude	39°	57'	04"
Longitude	75°	10'	08"

TV tape: Recording facilities.

Color: Film, tape & slide.

News Wire Service: AP.

FM Affiliate: WUHY-FM, 20-kw, 90.9 mc (No. 215), 500-ft. antenna height.

Ownership: Non-profit corporation composed of educational & cultural institutes in the Greater Philadelphia, New Jersey & Delaware areas. Officers: Albert J. Nesbitt, chmn. of the board; William Goldman, pres.; Warren A. Kraetzer, exec. v.p. Also operates WHYY-TV (Ch. 12), Wilmington, Del.

Began Operation: Sept. 16, 1957.

Represented (legal) by Krieger & Jorgensen, Washington D.C.; LaBrum and Doak, Philadelphia.

Personnel:

WARREN A. KRAETZER, executive v.p. & general manager.
IRVIN C. RUBY, business & personnel manager.
BRUCE BEALE, program director.
NORMAN MARCUS, director of public information.
RICHARD BACHTEL, traffic director.
ROBERT HALL, engineering & technical services director.

WQED Pittsburgh Ch. 13

Non-Commercial Educational Station

Licensee: Metropolitan Pittsburgh Educational Television, 4337 Fifth Ave., Pittsburgh, Pa. (15213). Telephone: Museum 3-1300.

Studio: 4337 Fifth Ave. Transmitter: 2850 Berthoud St.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 660-ft. above av. terrain, 543-ft. above ground, 1765-ft. above sea level.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

TV tape: Recording facilities.

Ownership: Officers of this privately financed station are: George L. Follansbee, chairman; M. M. Anderson, vice chairman; Edward D. Eddy Jr., vice chairman; Donald V. Taverner, pres.; Francis B. Nimick Jr., treas.; George R. Craig, secy. Also operates WQEX (Ch. 16), Pittsburgh.

Began Operation: March 19, 1954.

Represented (legal) by Fischer & Willis.

Personnel:

DONALD V. TAVERNER, president & general manager.
JAY RAYVID, executive director of operations.
RHEA SIKES, director of school services.
SAM SILBERMAN, program manager.
DAVID SILVIAN, production manager.
SAM FRANCIS, business manager.
RICHARD STAFFORD, publicity director.
FRED D. EDWARDS, director of engineering services.
CAROL ANN NEFF, program coordinator.

For Schools Offering Radio-TV Courses
see Services Volume

WQEX Pittsburgh Ch. 16

Non-Commercial Educational Station

Licensee: Same as WQED, Pittsburgh.

Studio, Transmitter & Telephone: See WQED.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 138-kw visual, 69.2-kw aural, using .7 degree beam tilt. Antenna: 717-ft. above av. terrain, 597-ft. above ground, 1762-ft. above sea level.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

TV tape: Recording facilities.

Began Operation: March 20, 1959. Left air Nov. 1, 1961, but resumed operation Jan. 18, 1963.

Personnel:

DONALD V. TAVERNER, president WQED & WQEX.
JAY RAYVID, executive director of operations.
RHEA SIKES, director of school services.
SAM SILBERMAN, program manager.
DAVID SILVIAN, production manager.
SAM FRANCIS, business manager.
RICHARD STAFFORD, publicity director.
FRED D. EDWARDS, director of engineering services.
CAROL ANN NEFF, program coordinator.

WVIA-TV

Scranton & Wilkes-Barre Ch. 44

Non-Commercial Educational Station

Grantee: Northeastern Pennsylvania ETV Association, 29 W. Northampton St., Wilkes-Barre, Pa. (18703).

Studio: Penobscott Knob, 2.5-mi. S of Wilkes-Barre.

Transmitter: Penobscott Knob, 2.5-mi. S of Wilkes-Barre.

Telephone: 717-825-3495.

Technical Facilities: Channel No. 44 (650-656 mc). Authorized power: 883-kw max. & 407-kw horizontal visual, 89.1-kw max. & 40.7-kw horizontal aural. Antenna: 1094-ft. above av. terrain, 243-ft. above ground, 2359-ft. above sea level.

Latitude	41°	10'	57"
Longitude	75°	52'	20"

Holds CP for change to 1131-kw max. and 1000-kw horizontal visual, 113.1-kw max. and 100-kw horizontal aural. BMPET—439.

Ownership: Non-profit association. Officers: Walter Wood, chairman; Dr. Richard McNichols, pres.; Thomas Shelburne, exec. v.p.; George Perry, secy.; J. Muir Crosby, treas.

Began Operation: Sept. 26, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by John Creutz.

Personnel:

GEORGE STRIMEL JR., general manager.
GERALD SCHUMACHER, program director.
PAUL EVANOSKY, chief engineer.
R. BRUCE DAVIS, film supervisor.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

SOUTH CAROLINA

WITV Charleston

Ch. 7

Non-Commercial Educational Station
(Satellite of WNTV, Greenville, S.C.)

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Telephone: 803-758-2361, Columbia.

Studio & Transmitter: 15 Charlotte St., Charleston, S.C. (29203).

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 28.8-kw visual, 5.75-kw aural. Antenna: 220-ft. above av. terrain, 234-ft. above ground, 244-ft. above sea level.

Latitude	32°	47'	23''
Longitude	79°	55'	49''

Ownership: Same as WNTV, Greenville, S.C.

Began Operation: Jan. 19, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel: Same as at WNTV, Greenville, S.C.

WRLK-TV Columbia

Ch. 35

Non-Commercial Educational Station
(Satellite of WNTV, Greenville, S.C.)

Grantee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Telephone: 803-758-2361.

Studio: 2712 Millwood Ave., Columbia.

Transmitter: Hard Scrabble Rd., 6-mi. NNE of Columbia.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 513-kw visual, 102-kw aural. Antenna: 1030-ft. above av. terrain, 995-ft. above ground, 1380-ft. above sea level.

Latitude	34°	07'	07''
Longitude	80°	56'	12''

Ownership: Same as WNTV, Greenville, S.C.

Began Operation: Sept. 6, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: Same as at WNTV, Greenville, S.C.

WNTV Greenville

Ch. 29

Non-Commercial Educational Station

(Also operates satellites WITV, Charleston and WRLK-TV, Columbia, S.C.)

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Studio & Transmitter: Altamont Rd., Paris Mt.

Telephone: 803-758-2361 (Columbia, S.C.).

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 339-kw visual, 67.6-kw aural. Antenna: 1142-ft. above av. terrain, 146-ft. above ground, 2181-ft. above sea level.

Latitude	34°	56'	26''
Longitude	82°	24'	38''

TV tape: Recording facilities.

Ownership: Organized under state law to promote educational TV, the commission has no stock. It also operates WITV, Charleston, S.C. & WRLK-TV, Columbia, S.C.

1967 Edition

South Carolina-S.D. Educational

Began Operation: Sept. 29, 1963.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

HENRY J. CAUTHEN, executive director.
DR. GEORGE E. BAIR, director of education.
ROBERT M. FRIERSON, director of production.
CHARLES S. MORRIS, director of technical operations.
CHARLTON W. BOWERS, transmission supervisor.
GENE UPRIGHT, programming & promotions supervisor.
WILLIAM D. HAY, studio supervisor.
JERRY TIEMANN, graphic arts director.
MARGARET KALMBACH, administrative assistant.
JUDITH M. NIELSEN, staff writer.

SOUTH DAKOTA

KUSD-TV Vermillion

Ch. 2

Non-Commercial Educational Station

Grantee: State University of South Dakota, Vermillion, S.D. (57069).

Studio: State University campus. Transmitter: Campus State U. of S.D. Telephone: 667-5270.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 0.42-kw visual, 0.083-kw aural. Antenna: 188-ft. above av. terrain, 184-ft. above ground, 1864-ft. above sea level.

Latitude	42°	47'	04''
Longitude	95°	55'	26''

Requests change to 100-kw visual, 20-kw aural, 757-ft. above av. terrain, 654-ft. above ground, 2164-ft. above sea level, lat. 43° 03' 00'', long. 96° 47' 12''; transmitter to 2-mi. S of Beresford, S. D. BPET—275.

TV tape: Recording facilities.

News Wire Service: UPI.

AM Affiliate: KUSD, 1-kw, 690 kc.

Began Operation: July 5, 1961.

Represented (legal) by Cohn & Marks.

Personnel:

MARTIN BUSCH, director, KUSD-radio-TV-film.
ERNEST PHELPS, TV, operations director.
GAYLORD AYRES, producer-director.
JERRY MILLER, continuity & public relations director.
SANFORD GRAY, film production director.
DAVID DALE, chief announcer.
JAMES PRUSHA, chief engineer.
KENNETH JULIAN, studio engineer.
DOUGLAS PETERSON, studio technician.
HARLAN MAURER, studio technician.

Every Monday morning
a Lawyer
reads Television Digest.
Why? See page 803-b

833-b

TENNESSEE

WKNO-TV

Memphis

Ch. 10

Non-Commercial Educational Station

Licensee: Memphis Community Television Foundation, Memphis State University, P.O. Box 80,000, Memphis, Tenn. (38111).

Studio: Memphis State U. (38111).

Transmitter: 7192 Raleigh-LaGrange Rd.

Telephone: 458-2521.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 74.1-kw visual, 14.8-kw aural. Antenna: 648-ft. above av. terrain, 637-ft. above ground, 972-ft. above sea level.

Latitude	35°	09'	17''
Longitude	89°	49'	20''

TV tape: Recording facilities.

Ownership: Memphis Community Television Foundation; Julian B. Bondurant, pres.; Robert W. Pharr, secy.; Allen Morgan, treas.

Began Operation: June 25, 1956.

Represented (legal) by Robert W. Pharr, Memphis.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

HOWARD D. HOLST, managing director.
FRED WILLIS, program director & film buyer.
JOHN PETERSON, production manager.
ROBERT NOLLNER, chief engineer.
JOANNE DEAN, community relations director.

WDCN-TV

Nashville

Ch. 2

Non-Commercial Educational Station

Licensee: Metropolitan Board of Education, Box 6188, Nashville, Tenn. (37212).

Studio: 15th and Compton, Nashville.

Telephone: 292-6605.

Transmitter: 15th at Compton, Nashville.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 680-ft. above av. terrain, 574-ft. above ground, 1280-ft. above sea level.

Latitude	36°	07'	48''
Longitude	86°	47'	28''

TV tape: Recording facilities.

Ownership: Metropolitan Board of Education.

Began Operation: September 10, 1962.

Personnel:

ROBERT L. SHEPHERD, general manager.
RICHARD L. PARKER, program-production manager.
CARL C. SHIRLEY, chief engineer.
BETTY D. ELDER, publicity director.
LOUIS C. STEINMAN, film director.
JAMES F. STANLEY, art director.

WSJK-TV

Sneedville

Ch. 2

Non-Commercial Educational Station

Grantee: Tennessee State Board of Education, 100-B Cordell Hull Bldg., Nashville, Tenn.

Studio: University of Tennessee, Knoxville, Tenn.

Transmitter: Approx. 10-mi. S of Sneedville.

Telephone: 615-524-2971, Knoxville.

TV tape: Recording facilities.

834-b

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 25-kw aural. Antenna: 1763-ft. above av. terrain, 616-ft. above ground, 3296-ft. above sea level.

Latitude	36°	22'	52''
Longitude	83°	10'	48''

Ownership: State institution. J. H. Warf heads board of 14.

Began Operation: March 15, 1967.

Personnel:

CHESTER HILL, state ETV director.
W. L. HAMILTON, chief engineer, Dept. of Education.
GEORGE GRIFFIN, station manager.
DALE OUZTS, production manager.
CHARLES BUTLER, station engineer.

TEXAS

KERA-TV

Dallas

Ch. 13

Non-Commercial Educational Station

Licensee: Area Educational TV Foundation Inc., 3000 Harry Hines Blvd., Dallas, Tex. (75201).

Studio & Transmitter: 3000 Harry Hines Blvd., Dallas.

Telephone: 214-748-0021.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 107-kw visual, 10.7-kw aural. Antenna: 330-ft. above av. terrain, 380-ft. above ground, 851-ft. above sea level.

Latitude	32°	47'	44''
Longitude	96°	48'	37''

TV tape: Recording facilities.

Ownership: Non-profit educational organization. E. O. Cartwright, president.

Began Operation: Sept. 11, 1960.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by A. E. Cullum Jr.

Personnel:

RAY C. HUFFER, executive director & station manager.
ARTHUR HENDERSON, technical supervisor.

KUHT

Houston

Ch. 8

Non-Commercial Educational Station

Licensee: University of Houston, 4513 Cullen Blvd., Houston, Tex (77004).

Studio: 4513 Cullen Blvd. Transmitter: 3-mi. NNE of Alvin, Texas

Telephone: 713-224-0141.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 1160-ft. above av. terrain, 1196-ft. above ground, 1235-ft. above sea level.

Latitude	29°	27'	57''
Longitude	95°	13'	23''

TV tape: Recording facilities. News Wire Service: AP.

FM Affiliate: KUHF, 9.3-kw, 91.3 mc (No. 217), 320-ft. antenna.

Ownership: University of Houston. Col. W. B. Bates, chairman, Board of Governors.

Began Operation: May 12, 1953.

Personnel:

ROY BARTHOLD, station manager.
C. P. ZIMMERMAN JR., program director.
GEORGE COLLINS, production manager.
AL LEVERICK, chief engineer.

For Allocations Tables,
see Services Volumes

TV Factbook No. 37

KTXT-TV

Lubbock

Ch. 5

Non-Commercial Educational Station

Licensee: Texas Technological College, Tech Station Box 4408, Lubbock, Tex. (79409). Telephone: 762-8811.

Studio & Transmitter: Texas Tech campus. (79409).

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.7-kw visual, 5.13-kw aural. Antenna: 440-ft. above av. terrain, 452-ft. above ground, 3677-ft. above sea level.

Latitude	33°	34'	52"
Longitude	101°	53'	07"

TV tape: Recording facilities.

Ownership: State institution.

Began Operation: Oct. 16, 1962.

Personnel:

D. M. McELROY, dir. of educational television.
WILLIAM M. SHIMER, programming & operations manager.
J. C. VANDENBERG, chief engineer.

KRET-TV

Richardson

Ch. 23

Non-Commercial Educational Station

Grantee: Richardson Independent School District, 400 South Greenville Ave., Richardson, Tex. (75080).

Studio & Transmitter: 109 Mimosa Ave. Telephone: 235-7770.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 2.9-kw visual, .513-kw aural. Antenna: 220-ft. above av. terrain, 108-ft. above ground, 758-ft. above sea level.

Latitude	32°	56'	20"
Longitude	96°	43'	15"

Ownership: Non-profit educational institution accredited by Texas. Jack W. Evans, pres.; James R. Crews, v.p.; Dr. Ben P. McCarley, secy.; J. J. Pearce, supt.

Began Operation: Feb. 29, 1960.

Personnel:

J. J. PEARCE, superintendent.
JOHN ROBERTS, administrative assistant.
BOB RAMSEY, chief engineer.

KLRN-TV

San Antonio-Austin

Ch. 9

Non-Commercial Educational Station

Licensee: Southwest Texas Educational Television Council.

Studios: Radio/Television Bldg., The University of Texas, Austin, Tex. (78712) and 1009 Cambridge Oval, San Antonio.

Transmitter: Star Route 2, New Braunfels, Texas (approx. half-way between San Antonio & Austin).

Telephones: 471-1631, Austin; 826-9563, San Antonio.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 58.9-kw aural. Antenna: 1108-ft. above av. terrain, 1016-ft. above ground, 2047-ft. above sea level.

Latitude	29°	49'	40"
Longitude	98°	07'	03"

TV tape: Recording facilities.

Color: Network, film, slide & tape. News Wire Service: UPI.

Ownership: Southwest Texas Educational Television Council (non-profit organization).

Began Operation: September 10, 1962.

Personnel:

R. F. SCHENKKAN, general manager.
HARVEY HERBST, station manager.
BILL ARHOS, program director.
THOMAS M. DITZEL, instructional coordinator.
N. W. WILLET, chief engineer.

UTAH

KUSU-TV

Logan

Ch. 12

Non-Commercial Educational Station

Licensee: Utah State U. of Agricultural & Applied Science, Logan, Utah (84321).

Studio: University Campus. Transmitter: 745 North 12th East.

Telephone: Skyline 2-4100, Ext. 613-614.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 31.1-kw visual, 6.24-kw aural. Antenna: minus 570-ft. above av. terrain, 260-ft. above ground, 5053-ft. above sea level.

Latitude	41°	44'	49"
Longitude	111°	48'	24"

FM Affiliate: KUSU-FM, 1-kw, 91.5 mc (No. 218), minus 570-ft. antenna height.

TV tape: Recording facilities.

News Wire Service: UPI.

Ownership: Utah State University of Agriculture and Applied Science; Daryl Chase, President.

Began Operation: March 16, 1964.

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

DR. BURRELL F. HANSEN, station manager & film buyer.
BOYD HUMPHERYS, chief engineer.
TED CHRISTENSEN, producer-director.
JERRY ALLEN, producer-director.
JIM RANDALL, extension radio-TV specialist.
L. JAY SMITH, graphics artist.
AARON FARR, technician.
TED HANSEN, film photographer.

KWCS-TV

Ogden

Ch. 18

Non-Commercial Educational Station

Grantee: Weber County School Dist., 1122 Washington Blvd., Ogden, Utah (84404). Telephone: 399-2085.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 10-kw visual, 2-kw aural. Antenna: minus 850-ft. above av. terrain, 113.7-ft. above ground, 4410-ft. above sea level.

Latitude	41°	14'	44"
Longitude	111°	58'	07"

TV tape: Recording facilities.

Ownership: County school system.

Began Operation: Oct. 10, 1960.

Personnel:

BEN VAN SHAAR, station director.
NORMAN BARBER, chief engineer.

(Continued on next page)

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Maryland	\$250,000
Radio Massachusetts	\$300,000
116 Central Park South New York, N.Y.	

Utah-Virginia Educational

KOET

Ogden

Ch. 9

Non-Commercial Educational Station

Licensee: Board of Education of Ogden City.

Studio: 1538 Gibson Ave., Ogden, Utah (84404). **Transmitter:** Little Mt.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 24.4-kw visual, 4.28-kw aural. Antenna: 750-ft. above av. terrain, 337-ft. above ground, 5007-ft. above sea level.

Latitude	41°	15'	17"
Longitude	112°	14'	14"

News Wire Service: AP.

TV tape: Recording facilities.

Began Operation: Dec. 1, 1960 as a commercial outlet. FCC approved transfer from United Bcstg. Co. to present owner Oct. 3, 1962, sale consummated Nov. 19, 1962. (Television Digest, Vol. 2:41).

Personnel:

ROBERT GLEN COLES, manager-director.
LOUISA S. AGREN, program director.
JACQUELINE EVANS, artist-production assistant.
LEON STANGER, production manager.
ROY MILLS, chief engineer.
SAM STEPHENS, studio engineer.
MARVIN COPE, transmitter engineer.

KBYU-TV

Provo

Ch. 11

Non-Commercial Educational Station

Licensee: Brigham Young University, Provo, Utah (84601).

Studio: Brigham Young U., Fine Arts Center.

Transmitter: Mt. Vision, near Kearns, Utah (84601).

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 49-kw visual, 9.8-kw aural. Antenna: 2890-ft. above av. terrain, 99-ft. above ground, 8557-ft. above sea level.

Latitude	40°	36'	28"
Longitude	112°	09'	22"

TV tape: Recording facilities.

Began Operation: Nov. 15, 1965.

News Wire Service: UPI.

Personnel:

EARL J. GLADE JR., director of broadcast services.
JAK LUNDQUIST, station manager.
JOSEPH WHITE, program director.
RICHARD GAILEY, production manager.
FRED BECKER, promotion manager.
RALPH SILVER, chief engineer.

Every Monday morning

a Station Manager

reads Television Digest.

Why? See page 803-b

KUED

Salt Lake City

Ch. 7

Non-Commercial Educational Station

Licensee: University of Utah, Salt Lake City, Utah (84112).

Studio: University campus.

Telephone: 322-6336.

Transmitter: Oquirrh Mts., 17-mi. SSW of Salt Lake City.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 138-kw visual, 25.1-kw aural. Antenna: 3050-ft. above av. terrain, 202-ft. above ground, 8633-ft. above sea level.

Latitude	40°	36'	29.5"
Longitude	112°	09'	36.0"

TV tape: Recording facilities. **News Wire Service:** UPI.

Color: Network & film.

FM Affiliate: KUER, 1.1-kw, 90.1 mc (No. 211), 3000-ft. antenna.

Ownership: University of Utah; James C. Fletcher, pres. Also operates translators K71AU & K74AY, which usually carry own programming, rather than KUED; also translators K70DD, Circleville, Junction & Kingston, Utah; K83BD, Marysvale, Utah. K72CF, Myton; K80BQ, Emery County & Orangeville; K72CG, Richfield & Monroe; K70DC, Torry; K78BY, Garfield county (rural); K71BN, Cannonville, Henrieville & Tropic; K76BU, Enoch & Iron County; K75BP, Washington; K83BC, Virgin; K70DO, Ephraim, Fountain Green & Manti; K75BS, Bryce Flats; K80BY, Kanab & Mt. Caramel; K71BH, Beaver County (rural) & Milford; K83BB, Carbon County, Columbia, Duchesne County (rural) & Emery County; K82BA, Juab & Sanpete Counties (rural); K76BV, Wayne County (rural), all Utah.

Began Operation: Jan. 20, 1958.

Personnel:

REX CAMPBELL, director, radio-TV.
DAIL OGDEN, assistant director, radio-TV.
HERBERT W. HOLTSHOUSE, chief engineer.
BYRON OPENSHAW, program manager.
MAX FORTIE, production manager.
LAVOY TALBOT, film director.

VIRGINIA

WHRO-TV

Hampton-Norfolk

Ch. 15

Non-Commercial Educational Station

Licensee: Hampton Roads Educational TV Assn., c/o W. E. Campbell, Executive Officer, 402 E. Charlotte St., Norfolk, Va. (23510).

Transmitter: Hwy. 168, 1-mi. E. of Hwy. 239, near Hampton.

Studio: 5200 Hampton Blvd., Norfolk.

Telephone: 625-2581.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 480-ft. above av. terrain, 503-ft. above ground, 513-ft. above sea level.

Latitude	37°	02'	20"
Longitude	76°	18'	30"

TV tape: Recording facilities.

Began Operation: October 2, 1961.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen.

Personnel:

RANDOLPH S. BRENT, general manager.
GRACE J. WATERS, director of education.
A. BOYD HARRIER, production manager.
JOHN F. EGAN, program manager.
EDWARD WOOTEN, administrative assistant.
RONALD PULSCH, art director.
SAMUEL EDENS, chief engineer.
ROBERT BLAGG, transmitter supervisor.
LINWOOD HAMMOND, studio supervisor.

WCVE-TV
Richmond
Ch. 23

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Studio: 1904 Old Farm Road, Richmond, Va. (23235).

Transmitter: .41-mi. S of Robious Rd. & .85-mi. SE of Robious village. Telephone: 272-1466.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 975.2-kw max. and 510-kw horizontal visual, 123-kw aural. Antenna: 771-ft. above av. terrain, 695-ft. above ground, 1045-ft. above sea level.

Latitude	37°	30'	46"
Longitude	77°	36'	06"

TV tape: Recording facilities.

Ownership: Non-profit corp. Officers: Thomas C. Boushall, chmn.; Clarence F. Manning, pres.; H. Atwood Hitch, v.p.; J. Sargeant Reynolds, v.p.; Fred D. Thompson, v.p.; H. I. Willett, v.p.; Evans B. Brasfield, secy.; Franklin M. Halsey, treas.

Began Operation: Sept. 10, 1964.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Paul Godley Co.

Personnel:

B. W. SPILLER, vice president & general manager.
MARY ANNE FRANKLIN, program director.
BUD HAILEY, art director.
DONALD T. JOHNSON, production manager.
B. D. STARLING, chief engineer.
A. PRESCOTT ROWE, director of information services.

WCVW
Richmond
Ch. 57

Non-Commercial Educational Station

Grantee: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Transmitter: 1904 Old Farm Rd., Richmond.

Telephone: 272-1466.

Technical Facilities: Channel No. 57 (728-734 mc). Authorized power: 1120-kw max. and 513-kw horizontal visual, 219-kw max. and 102-kw horizontal aural. Antenna: 650-ft. above av. terrain, 695-ft. above ground, 1045-ft. above sea level.

Latitude	37°	30'	46.6"
Longitude	77°	36'	06.6"

Ownership: See WCVE-TV, Richmond.

Began Operation: Dec. 31, 1966.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel: Same as WCVE-TV, Richmond.

WASHINGTON

KWSC-TV
Pullman
Ch. 10

Non-Commercial Educational Station

Licensee: Washington State University, Pullman, Wash. (99164).

Studio & Transmitter: Arts Hall, Wash. State U.

Telephone: 335-5030.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 3.41-kw visual, .331-kw aural. Antenna: 112-ft. above av. terrain, 129-ft. above ground, 2699-ft. above sea level.

Latitude	46°	43'	51"
Longitude	117°	10'	00"

AM Affiliate: KWSC, 5-kw, 1250 kc.

1967 Edition

Va.-Washington Educational

TV tape: Recording facilities.

News Wire Service: AP, UPI.

Began Operation: September 24, 1962.

Represented (legal) by Cohn & Marks.

Represented (engineering) by George M. Frese.

Personnel:

BOB MOTT, manager, radio-TV Services, Washington State U.
CAL WATSON, station manager & film buyer.
BEA FRY, promotion manager.
BOB GESE, film librarian.
JOYCE MEDINA, traffic manager.
DALE BOBBITT, chief engineer.

KCTS-TV
Seattle
Ch. 9

Non-Commercial Educational Station

Licensee: University of Washington, Seattle, Wash. (98105).

Studio: University of Washington campus. Telephone: 543-2000.

Transmitter: 1611 18th Ave.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 275-kw visual, 55-kw aural. Antenna: 830-ft. above av. terrain, 587-ft. above ground, 1000-ft. above sea level.

Latitude	47°	36'	57"
Longitude	122°	18'	27"

TV tape: Recording facilities.

FM Affiliate: KUOW, 86-kw, 94.9 mc (No. 235), 730-ft. antenna.

Ownership: U. of Washington; Dr. Charles E. Odegaard, pres.

Began Operation: Dec. 7, 1954.

Personnel:

LOREN B. STONE, manager.
JOHN BOOR, engineering director.
G. W. MALLY, production manager.
KENNETH YEEND, program director.
JUNE DILWORTH, director, school broadcasting.

KSPS-TV
Spokane
Ch. 7

Non-Commercial Educational Station

(Due to Begin Operation by Spring)

Grantee: Spokane School District No. 81, West 825 Trent Ave., Spokane (99201).

Studio: South 3911 Regal St., Spokane.

Telephone: 509-535-1526.

Transmitter: South end of Krell Hill.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 51.3-kw visual, 8.2-kw aural. Antenna: 1830-ft. above av. terrain, 595-ft. above ground, 4225-ft. above sea level.

Latitude	47°	34'	34"
Longitude	117°	17'	58"

TV tape: Recording facilities.

Ownership: Public school district, governed by board of 5 elected directors.

Personnel:

DR. DEYROL E. ANDERSON, general manager.
MICHAEL PENGRA, program operations manager.
DAVID I. GREEN, chief engineer.

(Continued on next page)

For Color Set Penetration by Markets

See Services Volume

Wash.-Wisconsin Educational

KPEC-TV

Tacoma

Ch. 56

Non-Commercial Educational Station

Licensee: Clover Park School District No. 400, 5214 Steilacoom Blvd., Tacoma, Wash. (98499).

Studio & Transmitter: 4400 Steilacoom Blvd.

Telephone: Juniper 8-5261, Ext. 421 and 422.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 21.4-kw visual, 4.27-kw aural. Antenna: 210-ft. above av. terrain, 198-ft. above ground, 470-ft. above sea level.

Latitude	47°	10'	31"
Longitude	122°	29'	37"

TV tape: Recording facilities.

FM Affiliate: KCPS, .770-kw, 90.9 mc (No. 215), 116-ft. antenna.

Ownership: Local school district. Wallace Hager, pres. of board; T. Olai Hageness, superintendent of schools.

Began Operation: April 1, 1960.

Personnel:

J. ALBERT BREVIK, director of TV education.
WILLIAM EVANS, chief engineer.
JOHN WATSON, program director.
ALEX CREWSDON, operations director.
A. BELANGER, film director.

KTPS

Tacoma

Ch. 62

Non-Commercial Educational Station

Licensee: Tacoma School District No. 10, Central Administration Bldg., P.O. Box 1357, 8th & Tacoma Ave., Tacoma, Wash. (98401).

Studio & Transmitter: 1101 S. Yakima Ave.

Telephone: 383-1811, ext. 295.

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 16.2-kw visual, 3.16-kw aural. Antenna: 420-ft. above av. terrain, 350.7-ft. above ground, 651.5-ft. above sea level.

Latitude	47°	15'	08"
Longitude	122°	26'	46"

Holds CP for change to 338-kw visual, 50-kw aural. BPET-261.

TV tape: Recording facilities.

News Wire Service: AP.

Began Operation: September 25, 1961.

Personnel:

ROBERT P. SLINGLAND, director of TV education.
MERLE KIMBALL, asst. director of TV education.
RICHARD McDONALD, head radio-TV production.
BERT ANDERSEN, chief engineer.

MORTON FLOM, ENG. CONSULTING ENGINEER

**Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies**

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

KYVE-TV

Yakima

Ch. 47

Non-Commercial Educational Station

Licensee: Yakima School Dist. No. 7, 1105 S. 15th Ave., Yakima, Wash. (98902).

Studio: 1105 S. 15th Ave., Yakima.

Transmitter: Ahtanum Ridge Rd., 2-mi. S.W. of Union Gap.

Telephone: 457-8947.

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 19.1-kw visual, 3.8-kw aural. Antenna: 860-ft. above av. terrain, 78-ft. above ground, 2050-ft. above sea level.

Latitude	46°	31'	58"
Longitude	120°	30'	33"

Ownership: Yakima School Dist. No. 7. M. L. Martin, supt. of schools, chmn. of operating committee; Arthur Church, secy.

Began Operation: Nov. 1, 1962.

Personnel:

DALE WILE, general manager.
PERRY OLSON, production manager.
MIDGE HURST, traffic manager.
MARVIN STAINBROOK, chief engineer.

WISCONSIN

WBAY-TV

Green Bay

Ch. 2

Licensee: Norbertine Fathers (St. Norbert College), 115 S. Jefferson St.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

WHA-TV

Madison

Ch. 21

Non-Commercial Educational Station

Licensee: University of Wisconsin, Radio Hall, Madison, Wis. (53706).

Office: 3313 University Ave.

Telephone: 608-262-2720.

TWX No.: 608-654-8275.

Transmitter: 5702 Tokay Blvd.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 158-kw visual, 79.4-kw aural. Antenna: 740-ft. above av. terrain, 700-ft. above ground, 1742-ft. above sea level.

Latitude	43°	03'	20"
Longitude	89°	28'	43"

TV tape: Recording facilities.

Color: Film & slide.

News Wire Service: UPI.

AM Affiliate: WHA, 5-kw, 970 kc. FM Affiliate: WHA-FM, 21.5-kw, 88.7 mc (No. 204), 670-ft. antenna height.

Began Operation: May 3, 1954.

Represented (legal) by Dow, Lohnes and Aibertson.

Represented (engineering) by Glenn Koehler, Madison, Wis.

Personnel:

H. B. McCARTY, executive director.
STEVEN MARKSTROM, general manager.
BORIS FRANK, program & production manager.
CHARLES A. HUBER, engineering supervisor.

WMVS
Milwaukee
Ch. 10

Non-Commercial Educational Station

Licensee: Board of Vocational & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Studio: 1015 N. Sixth St.

Transmitter: 1100 E. Capitol Drive, Shorewood, Wis.

Telephone: 271-4341.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 49-kw aural. Antenna: 750-ft. above av. terrain, 1079-ft. above ground, 1432-ft. above sea level.

Latitude	43°	05'	24"
Longitude	87°	53'	47"

TV tape: Recording facilities.

Color: Film, slide & tape.

Ownership: Board of Vocational & Adult Education. Officers: George A. Parkinson, director; Otto A. Jirikowic, pres.; Ralph E. Bowes, v.p.; Harold Story, secy. Also operates WMVT, Ch. 36, Milwaukee.

Began Operation: Oct. 28, 1957.

Personnel:

GEORGE A. PARKINSON, executive director.
OTTO F. SCHLAAK, station manager.
ROD THOLE, program manager.
JOHN LEMKE, film supervisor & buyer.
HAROLD G. WAGNER, chief engineer.

WMVT
Milwaukee
Ch. 36

Non-Commercial Educational Station

Licensee: Milwaukee Bd. of Vocational & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Studio: 1015 N. 6th Street, Milwaukee.

Transmitter: 1100 E. Capitol Dr.

Telephone: 271-4341.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 379-kw max. and 182-kw horizontal visual, 45.5-kw max. and 21.9-kw horizontal aural. Antenna: 440-ft. above av. terrain, 1078-ft. above ground, 1717-ft. above sea level.

Latitude	43°	05'	24"
Longitude	87°	53'	47"

TV tape: Recording facilities.

Color: Film, slide & tape.

Ownership: Board of Vocational & Adult Education. Officers: George A. Parkinson, director; Otto A. Jirikowic, pres.; Ralph E. Bowes, v.p.; Harold Story, secy. Also operates WMVS, Ch. 10, Milwaukee.

Began Operation: Dec. 20, 1962.

Represented (legal) by John Fleming.

Personnel:

GEORGE A. PARKINSON, executive director.
OTTO SCHLAAK, manager, WMVS & WMVT.
ROD THOLE, program manager.
JOHN LEMKE, film supervisor.
HAROLD G. WAGNER, chief engineer.

For Educational TV Associations,
see Services Volume

PUERTO RICO

WIPM-TV
Mayaguez

Ch. 3

Non-Commercial Educational Station

Licensee: Department of Education of P.R., Hato Rey, San Juan.

Studio: Darlington Apartment Bldg., Mayaguez.

Transmitter: 1.7-mi. SE of Cabo Rojo. Telephone: 832-0164.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 35.5-kw visual, 5.37-kw aural. Antenna: 590-ft. above av. terrain, 209-ft. above ground, 816-ft. above sea level.

Latitude	18°	04'	11"
Longitude	67°	08'	03"

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: UP.

Ownership: See WIPR-TV, San Juan.

Began Operation: March 19, 1961.

Represented (legal) by Arnold & Porter.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

See WIPR-TV, Ch. 6, San Juan.
F. RODRIGUEZ POZZI, resident program manager.
JOSE A. MARTI, resident engineer.

WIPR-TV
San Juan

Ch. 6

Non-Commercial Educational Station

Licensee: Department of Education of Puerto Rico, Hato Rey, San Juan. Telephone: 766-5701.

Studio: Hostos Ave., Hato Rey.

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 53.7-kw visual, 5.37-kw aural. Antenna: 2865-ft. above av. terrain, 1089-ft. above ground, 4044-ft. above sea level.

Latitude	18°	06'	42"
Longitude	66°	03'	05"

TV tape: Recording facilities.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: UPI.

AM Affiliate: WIPR, 10-kw, 940 kc. FM Affiliate: WIPR-FM, 384.0-kw, 91.5 mc (No. 218), 1516-ft. antenna height.

Began Operation: Jan. 6, 1958.

Represented (legal) by Arnold & Porter.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JACK DELANO, general manager & program manager.
ANDRES F. QUINONES, assistant to gen. mgr. & film buyer.
PEDRO LUIS JIMENEZ, chief engineer.
MANUEL MENDEZ SAAVEDRA, assistant program manager.
HECTOR DE JESUS, administrative officer.
JOSE M. ALVAREZ, director, news dept.

Instructional Television (2,500 mc)

Separate Listings of Licensee, Permittees & Applicants

As of March 2, 1967

LICENSEES

- Huntsville, Ala.—KHU-75**, City Board of Education of Huntsville, c/o Dr. Alton C. Crews, city board of education supt., Box 128. Channels D-1-4; to be affiliated with Ala. ETV Network. Transmitter: Site of WHIQ(ETV) Huntsville. Will serve 33 schools. Plant, \$278,300; yearly operating, \$80,000. Equipment: Emcee transmitter & Micro-Link antenna. File: BPIF-73 (granted 6-23-66); BLIF-18 (granted 1-18-67).
- Oxnard, Cal.—KRU-33**, Rio School Dist., 3300 Cortez St. (93032). Channel A-1. Transmitter: 600 Simon Way. Equipment: Adler. File: BPIF-29 (granted 3-18-66); BLIF-13 (granted 3-18-66).
- San Francisco, Cal.—KTB-97**, Regents of U. of Cal. 641 University Hall, Berkeley, Cal. Channel F-4. Transmitter: Moffitt Hospital, San Francisco. Equipment: Emcee. File: BPIF-34 (granted 7-14-65); BLIF-14 (granted 6-8-66).
- Detroit, Mich.—KTB-98**, Board of Education of City of Detroit, 5057 Woodward St. Channels C-2-3. Transmitter: 9345 Lawton Ave. Equipment: Emcee. File: BPIF-37 (granted 7-20-65); BLIF-12 (granted 8-31-66).
- Hempstead, N.Y.—KHD-21**, Central High School Dist. No. 2 of Towns of Hempstead & N. Hempstead, c/o Norman W. Hosler Jr., H. Frank Carey High School, 230 Poppy Ave., Franklin Square, N.Y. (11010). Channel A-2. Transmitter: 230 Poppy Ave., Franklin Sq., N.Y. Equipment: Adler. File: BPIF-2 (granted 3-26-64); BLIF-2 (granted 1-8-65).
- Mineola, L. I., N.Y.—KNZ-71**, Union Free School Dist. No. 10 of Town of N. Hempstead, N.Y. Channels G-1-2. Transmitter: Armstrong Rd. & Madison Ave., Mineola. Equipment: Adler. Counsel: Wilner, Scheiner & Greeley. File: BPIF-11 (granted 7-28-64); BLIF-5 (granted 3-31-65).
- N. Massapequa, N.Y.—KNU-43**, Plainedge Union Free School Dist. No. 18, Plainedge Public Schools, Board of Education Bldg., Plainedge, N.Y. Channels D-1-4. Transmitter: Wyngate & Peony Dr. Equipment: Adler. File: BPIF-3 (granted 5-21-64); BLIF-4 (granted 1-8-65).
- Plainview, L.I., N.Y.—KHC-94**, Plainview-Old Bethpage Public Schools, Central School Dist. No. 4, c/o Dr. Robert F. Savitt, Supt. of Schools, Administration Bldg., Jamaica Ave., Plainview, N.Y. Transmitter: Old Country Rd. & Gerhard Rd. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-1 (granted 2-17-64); BLIF-3 (granted 11-24-65).
- Rochester, N.Y.—KRV-45**, City School Dist. of Rochester. Channel D-1. Transmitter: 1801 Main St. E. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-28 (granted 3-10-65); BLIF-10 (granted 4-15-66). Note: Seeks addition of Channels D-2-3. BPIF-96.
- Parma, O.—KNZ-60**, Parma Board of Education, Parma City School Dist., Parma, O. Channel A-1. Transmitter: 3600 Dentzler Rd. Equipment: Adler. Counsel: Robert W. Healy. File: BPIF-4 (granted 6-26-64); BLIF-1 (granted 1-18-67).
- Houston, Tex.—KRZ-68**, Spring Branch Independent School Dist., 9000 Westview Dr. Channels D-1-2. Transmitter: 9000 Westview Dr. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-33 (granted 4-20-65); BLIF-8 (granted 5-31-66).

PERMITEES

- Anaheim, Cal.—KRX-65**, Anaheim City School Dist., c/o James D. Brier, 412 E. Broadway (92805). Channels B-1 & B-3; to serve over 50,000 students in 22 area schools. Transmitter: 412 E. Broadway. Cost, \$55,900; yearly operating, \$245,300. Equipment: RCA. Consulting engineer: Merlyn D. Ramson. File: BPIF-68 (granted 9-9-66).
- Fresno, Cal.—KVK-21**, Fresno County Schools, c/o Ernest A. Poore, 2314 Mariposa St. Channels G-1-4; for improvement & expansion of present education program in 47 Fresno County parochial & public schools. Transmitter: 2220 Tulare St. Equipment: Micro-Link. Cost, \$353,000; yearly operating, \$60,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-85 (granted 11-16-66).
- Fullerton, Cal.—KVP-26**, North Orange County Jr. College Dist., c/o Allen B. Cuppy, 400 E. Hermosa Dr. Channels C-1-4, F-1-4; to serve more than 100,000 students at 92 schools. Transmitter: Acacia Transmitter Site (lat. 35° 53' 30.8"; long. 117° 54' 04"). Plant, \$1,043,000 (excluding \$249,313 in present facilities); yearly operating, \$200,000. Equipment: RCA. Counsel: Jonathan D. Blake. File: BPIF-72 (granted 1-5-67).
- Los Angeles, Cal.—KSW-92-94**, Archdiocese of Los Angeles Education & Welfare Corp., 1531 W. 9th St., Los Angeles, Cal. (90006). Transmitters: (1) Loyola U. Culver City; (2) Puente Hills, La Habra Heights; (3) Verdugo Mts., Glendale. Equipment: Adler. File: BPIF-26-27 & 30.
- Pasadena, Cal.—KQI-29**, Pasadena Unified School Dist. of Los Angeles County, c/o Allan W. Fink, 351 S. Hudson Ave. Channels E-1-4. Transmitter: 351 S. Hudson Ave. Cost, \$179,993; yearly operating, \$23,750. Equipment: RCA transmitter & Taco antenna. Counsel: Harold W. Kennedy (county counsel, L. A.). Consulting engineer: Martec Corp., L. A. File: BPIF-59 (granted 8-26-66).
- San Francisco, Cal.—KHU-89**, Regents of U. of Cal., 451 University Hall, Berkeley, Cal. Channel F-2; will permit transmission of televised medical demonstrations & lectures originating at San Francisco General Hosp. to U. of Cal., San Francisco Med. Cen. & 3 other teaching hospitals (St. Josephs, Buena Vista & Franklin); also will result in 2-way aural-visual transmission between U. of Cal. Med. Cen. & S. F. Gen. Hosp., latter holding license (KTB-97) for utilization of Channel F-4 serving hospitals in Potero & Pacific Hts. area. Plant, \$41,050; yearly operating, \$20,000. Equipment: Micro-Link. File: BPIF-71 (granted 7-26-66).
- Washington, D.C.—KHU-91**, Patrick A. O'Boyle, Roman Catholic Archbishop of Washington, 1721 Rhode Island Ave. N.W., Washington, D.C. (Correspondence to Msgr. Thomas W. Lyons, Dir. of Education, 1200 17th St. N.W., D.C.). Channels A-1-4; will serve elementary & secondary schools in Washington, D.C. & surrounding Maryland area (121 schools, 59,000 pupils); also contemplates service to a few schools for special students (e.g. Joseph P. Kennedy Jr. Institute) & plans to add receiving sites at schools offering college credit (e.g., Trinity College & Dunbarton College). Main studio & transmitter on Catholic U. campus, with repeaters at Leonardtown & Waldorf, Md. Cost, \$743,261; yearly operating, \$140,000. Equipment: Emcee transmitter & Taco antenna. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: Jules Cohen & Assoc. File: BPIF-53 (granted 7-26-66), BPIF-54-56 pends.
- Ft. Lauderdale, Fla.—KTZ-22**, Bd. of Public Instruction of Broward County, 1320 S.W. 4th St., Ft. Lauderdale, Fla. Channels G-1-4. Transmitter: 3400 S. West 70th Ave. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-40 (granted 10-22-65).
- Miami, Fla.—KRL-41-44**, Coleman F. Carroll, Bishop of Diocese of Miami, c/o William F. McKeever, 6301 Biscayne Blvd., Miami, Fla. (33138). Channels A-1-4, C-1-4, A-1-4, C-1-4. Transmitters: (1) 169 E. Flagler St., Miami; (2) 200 NW 80th Ave., Ft. Lauderdale; (3) 715 NE 8th St., Delray Beach; (4) W. 20th St., Riviera Beach. Equipment: Adler. Counsel: Wilner, Scheiner & Greeley. BPIF-12-15 (granted 12-16-64).
- Miami, Fla.—KTB-84-85**, Bd. of Public Instruction of Dade County, 1410 N.E. 2nd Ave., Miami, Fla. Transmitters: (1) 1410 N.E. 2nd Ave., Miami; (2) 19400 S.W. 97th Ave., Cutler Ridge, Fla. Equipment: Adler. File: BPIF-35-36.
- St. Augustine, Fla.—KTO-88-90 & KTW-39**, Joseph P. Hurley, Bishop of Diocese of St. Augustine, 40 Cathedral Place, St. Augustine, Fla. Channels C-1-4, C-1-4, A-1-4, A-1-4. Transmitters: (1) 1055 Kingman Ave. S. Jacksonville; (2) 4630 N. Rome Ave. NW, Tampa; (3) 6333 9th Ave., N. St. Petersburg; (4) 3950 Edgewater Dr., Orlando. Equipment: Emcee. Counsel: Wilner, Scheiner & Greeley. File: BPIF-41-44 (granted 7-30-65 & 9-29-65).
- W. Palm Beach, Fla.—KHU-90**, Board of Public Instruction of Palm Beach County, c/o William R. Evans (dir. of mass media), Bldg. S-502, 6th St. N. Channels E-1-4. Transmitter: 1.75-mi. W of Boynton Beach. To serve about 51 schools in eastern & southern half of Palm Beach County. Cost, \$729,038; yearly operating, \$160,550. Equipment: Micro-Link. Consulting engineer: William R. Evans. File: BPIF-67 (granted 7-26-66).
- Atlanta, Ga.—KVI-65-66**, Fulton-DeKalb Hospital Authority (operating Grady Memorial Hosp.), c/o J. W. Pinkston Jr., 80 Butler St. S.E. Channels A-1-2. Transmitters: (1) 80 Butler St. S.E.; (2) 1600 Clifton Rd. N.E. Equipment: RCA transmitter & Taco antenna. Plant, \$71,123; yearly operating, \$19,026. Stations will transmit teaching programs initially 20 hr. per wk., integrated with & supplementary to curricula of Emory University Schools of Medicine, Nursing, Medical Tech. & X-Ray Tech.; receiving programs will be Grady Memorial Hosp., Communicable Disease Center, Emory U. Hosp., VA Hosp. & State of Ga. Health Dept. File: BPIF-76-77 (granted 11-9-66).
- Peoria, Ill.—KTZ-30**, Bradley University. Channels A-1-4. Transmitter: 1501 N. Bradley Ave. Equipment: Emcee. Counsel: Wilner, Scheiner & Greeley. File: BPIF-51 (granted 10-26-65).
- Roanoke, Ill.—Unassigned**, Bradley U., c/o Philip Weinberg, Jobst Hall, Peoria, Ill. Channels E-1-4; for establishment of repeater system interconnected with presently operating BPIF-51 & subsequently leased to 8 school districts in Woodford County & surrounding area. Transmitter: 208 W. High St. Equipment: Emcee transmitter & Prodell antenna. Cost, \$170,000 (over 5-yr. period); yearly operating, \$15,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-84 (granted 12-23-66).
- Sterling, Ill.—KVI-62**, Board of Education of Sterling Twp. High School, Dist. No. 300, c/o Dr. Richard P. Klahn, supt., 1608 4th St. (61081). Channel D-1; for classroom programming to 9 area public schools. Equipment: Emcee. Plant, \$41,630; yearly operating, \$32,300. Counsel: Wilner, Scheiner & Greeley. File: BPIF-79 (granted 11-7-66).
- Winnetka, Ill.—KGZ-66**, Board of Education of Twp. High School Dist. No. 203, Cook County, Ill.; Winnetka & Essex Sts., Winnetka, Ill. Channels A-1-4. Transmitter: Winnetka & Essex Sts. Equipment: Micro-Link. File: BPIF-25 (granted 3-9-65).
- Wyoming, Ill.—KVO-29**, Bradley U., c/o Philip Weinberg, Jobst Hall, Peoria, Ill. Channels A-1-4; for establishment of repeater system interconnected with presently operating BPIF-51 & subsequently leased to 13 school districts in Stark County & surrounding area. Transmitter: 7-mi. N of Wyoming. Equipment: Emcee transmitter & Prodell antenna. Cost, \$120,000 (over 5-yr. period); yearly operating, \$10,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-83 (granted 12-23-66).

For Translators, See Services Volume

Montpelier, Ind.—KDI-99, Midwest Program on Airborne TV Instruction Inc., c/o James S. Miles, Purdue University, Lafayette, Ind. Channels F-2-4, H-1-3. Transmitter: Airborne, approx. 10-mi. radius of Montpelier. Equipment: Composite. Counsel: Percy H. Russell. File: BPIF-50 (granted 3-24-66).

Orone, Me.—KVI-60, U. of Maine, c/o John W. Dunlop, Alumni Hall, Channel D-1: for transmission of college level instruction courses; when not programming course materials, facilities will carry WMEB-TV Orono to university community & TV-receiver equipped rooms (3 high schools, one grammar school, 2 campus sites). Transmitter: Fogler Library. Equipment: RCA. Cost, \$21,075; yearly operating, \$5,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-81 (granted 11-7-66).

Portland, Me.—KVI-61, U. of Maine, c/o John W. Dunlop, Alumni Hall, Orono, Me. Channel D-1; for delivery of programming of WMEB-TV Orono to school districts of Portland (U. of Me.), Gorham (Gorham State Teachers College) & Biddleford (St. Francis College). Transmitter: Bonney Hall. Equipment: RCA. Cost, \$19,575; yearly operating, \$5,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-82 (granted 11-7-66).

Baltimore, Md.—KRM-67, Roman Catholic Archbishop of Baltimore. Channels A-1-3. Transmitter: 2401 Violet Ave. Equipment: Adler. Counsel: Wilner, Scheiner & Greeley. File: BPIF-23 (granted 12-29-64).

Boston, Mass.—KVQ-24, Boston Catholic TV Center Inc., c/o Msgr. Flaherty, 25 Granby St. (02215). Channels D-1-4. Transmitter: Prudential Tower Bldg., Boylston St. To deliver educational materials to 135 schools operated by Archdiocese of Boston. Plant, \$427,000; yearly operating, \$200,000. Equipment: RCA. File: BPIF-74 (granted 1-18-67).

Alpena, Mich.—KVK-22, Alpena Public Schools, c/o Clifford R. Roberts, 508 Taylor St. (49707). Channel A-1; to serve all public & private non-profit schools in Alpena County (27 receiving points). Plant, \$102,772; yearly operating, \$17,933. Equipment: Emcee transmitter & Co-Linear antenna. Counsel: Wilner, Scheiner & Greeley. File: BPIF-69 (granted 11-16-66).

Detroit, Mich.—KRX-65, Archdiocese of Detroit. Channel A-1. Transmitter: U. of Detroit TV studios, 3800 Puritan Ave. Equipment: Adler. File: BPIF-31 (granted 4-1-65). Note: Seeks modification to add Channel A-2 (Jerrold equipment). File: BMPIF-94.

Detroit, Mich.—KVP-20, Wayne State U., c/o Dr. James B. Tintera, dir., div. of mass communications, 5035 Woodward Ave. Channels E-1-4; for educational programming to Wayne State School of Nursing & 11 other schools of nursing in Detroit metropolitan area. Equipment: Micro-Link. Plant, \$46,160; yearly operating, \$50,345. Permittee has WDET-FM Detroit, is member of Detroit ETV Foundation (WTVS-TV Detroit). Counsel: Solomon Bienenfeld (Detroit). File: BPIF-80 (granted 1-5-67).

Osseo, Minn.—KVI-64, Independent School Dist. No. 279, c/o LeRoy V. Norsted, 317 2nd Ave. N. Channels A-1-4; for delivery of instructional programming to 12 public schools. Equipment: Jerrold. Plant, \$33,050; yearly operating, \$20,000. File: BPIF-78 (granted 11-8-66).

Brooklyn, N.Y.—KNZ-69-70 & KVS-31, Roman Catholic Diocese of Brooklyn Channels B-1-4, F-1-4. Transmitters: (1) 19th St. & Prospect Park W., Brooklyn; (2) 176-21 Wexford Terrace, Jamaica, N.Y.; (3) 1-15 Monitor St., Brooklyn. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-9-10 (granted 7-28-64), BPIF-95 (granted 2-13-67).

Long Island, N.Y.—KNZ-65-68, Roman Catholic Diocese of Rockville Centre, 53 N. Park Ave., Rockville Centre, N.Y. Channels E-1-4, C-1-4, G-1-4, D-1-4. Transmitters: (1) 253 Sunrise Hwy., Rockville Centre, N.Y.; (2) near intersection of Round Hill Rd. & Albertson Rd., Roslyn Heights, N.Y.; (3) near intersection of Wolf Hill Rd. & Pidgeon Hill Rd., about 1.5-mi. SE of Huntington, N.Y.; (4) intersection of Wheeler Rd. & Motor Parkway (St. John's Cemetery), Central Islip, N.Y. Equipment: Emcee. Counsel: Wilner, Scheiner & Greeley. File: BPIF-5-8 (granted 7-28-64).

Newburg, N.Y.—KGN-66, City School Dist. of Newburgh, 98 Grand Ave., Newburgh, N.Y. Channels D-1-2. Transmitter: Newburgh Free Academy, Fullerton Ave. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-38 (granted 7-28-65).

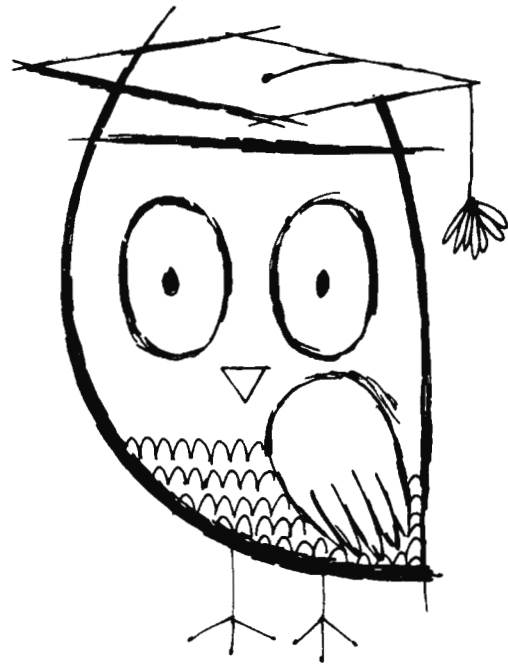
New York, N.Y.—KRS-81-86 & KRW-67, Archdiocese of New York, 451 Madison Ave., New York, N.Y. Channels A-1-3, E-1-3, E-1-3, A-1-3, A-1-3. Transmitters: (1) Empire State Bldg., New York City; (2) St. Francis Seminary, Staten Island, N.Y.; (3) Seminary Ave., Dunwoodie, Yonkers; (4) Cheesecote Mtn., Peekskill; (5) Mt. Beacon, Beacon; (6) 105 Mary's Ave., Kingston; (7) Loomis, 2-mi. W of Liberty. Equipment: RCA. Counsel: McKenna & Wilkinson. File: BPIF-16-22 (granted 1-29-65).

Cleveland, O.—KHP-66-70, Diocese of Cleveland, 1027 Superior Ave. (44114). Channels E-1-4, C-1-4, C-1-4, C-1-4, E-1-4. Transmitters: (1) St. Anthony of Padua School, 6800 State Rd., Parma, O.; (2) St. Peter School, 35749 Center Ridge Rd., N. Ridgeville, O.; (3) 12-mi. W of Romig Rd., .64-mi. S of Akron-Wadsworth Rd., Akron, O.; (4) 25900 Chagrin Blvd., Villa of St. Ann, Beachwood, O.; (5) 24-mi. N of Chardon Rd., 1.42-mi. W of intersection of Chardon Rd. & Ravenna Rd., Chardon, O. Equipment: Adler. File: BPIF-45-49 (granted 4-26-66).

Altoona, Pa.—KVG-25, Altoona Area School Dist., c/o Thomas R. Heslep, 6th Ave. & 15th St. (16602). Channels A-1-4; for transmission of instructional & cultural material to 27 public & 13 parochial schools (13,996 & 4,129 enrollment, respectively). Equipment: Micro-Link. Cost, \$176,800; yearly operating, \$190,000. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: David McPherson (Copiague, N.Y.). File: BPIF-89 (granted 1-18-67).

Lewistown, Pa.—KHU-20-21, Mifflin County Board of School Directors (correspondence to W. Clay Burkholder, County Supt., 35 S. Brown St.). Channels A-1-4, C-1-4; to serve 25 elementary & secondary schools in 11 school dists., Appalachia area. Transmitters: (1) Big Ridge, 1.25-mi. W of center of Lewistown; (2) Jacks Mtn., approx. 4.5-mi. N of Lewistown. Cost, \$274,307; yearly operating, \$80,000. Equipment: Emcee transmitter & Taco antenna. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: John P. Gallagher. File: BPIF-60-61 (granted 6-3-66). Note: KHU-21 requests switch to Channels E-1-4.

(Continued on next page)



Experience is the difference in 2500 Mc instructional television.

2500 Mc I.T.F.S. systems are a prime topic of planning and development in the field of audio-visual instructional aids these days. And when it gets down to the specifics, more and more administrators and instructional materials specialists tend to rely on the experience, technological skills and performance-proven equipment of EMCEE.

Showcase installations in Bradley University, Detroit, University of California Medical Center at Berkeley, Huntsville—to mention just a few—prove the feasibility, reliability and economy of an EMCEE 2500 Mc system.

So when you are considering 2500 Mc I.T.F.S. for your district, be sure to call in the man from EMCEE . . . and let his experience work for you. It's a kind of "built-in extra" that adds nothing to the start-up costs; in fact, it can be worth quite a bit at budget time.

Complete information available upon request.



EMCEE BROADCAST PRODUCTS, a division of
ELECTRONICS, MISSILES & COMMUNICATIONS, INC.
160 E. 3rd Street, Mt. Vernon, N. Y. 10550 TVF-3

VISIT US

at the NAB Chicago Convention and
the DAVI Convention in Atlantic City.



"It's good business to help colleges"

"Business has a direct and pressing need for colleges of high calibre. Carnation recognizes that its success tomorrow depends in large part upon the quality of the college graduates it hires today. We also benefit from the continuing stream of ideas and information which college researchers provide.

"Colleges are faced by the continuing pressure of higher costs due in large part to the demands of a more complex technology. To maintain their standards and to fulfill their crucial role, they need increased support by business.

"Carnation now provides voluntary financial aid to more than 125 colleges and feels that this is one of its best investments for the future."

**H. E. Olson, President
Carnation Company**

A major problem in the education of students is rising costs. If companies wish to insure the availability of college talent, they must help support colleges with financial aid.



SPECIAL TO MANAGEMENT—A new booklet of particular interest if your company has not yet established an aid-to-education program. Write for: "The Rationale of Corporate Giving", Box 36, Times Square Station, New York, N. Y. 10036

**COLLEGE IS
BUSINESS' BEST FRIEND**

Published as a public service in cooperation with The Advertising Council and the Council for Financial Aid to Education



Instructional Television

Continued from page 841-b

PERMITTEES—(Continued)

Freeport, Tex.—KHU-92, Brazosport Independent School Dist., c/o J. R. Jackson, Drawer Z, Channels D-1-2; for delivery to 11 area public schools. Plant, \$108,000; yearly operating, \$31,500. Equipment: Emcee. Counsel: Dow, Lohnes & Albertson. File: BPIF-70 (granted 8-1-66).

Mesquite, Tex.—KHS-78, Mesquite Independent School Dist., 405 E. Davis St. Transmitter: 405 E. Davis St. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-63 (granted 5-26-66).

San Antonio, Tex.—KHS-77, Edgewater Independent School District (correspondence to Bennie F. Steinhauer, superintendent, 6458 W. Commerce St., San Antonio). Channels D-1-3; to serve elementary, junior high & high schools (20 in all). Cost, \$139,175; yearly operating, \$62,000. Equipment: Emcee. Consulting engineer: P. T. Tyler. File: BPIF-58 (granted 5-26-66).

APPLICANTS

San Francisco Cal.—New, Roman Catholic Welfare Corp. of San Francisco, c/o Msgr. Francis A. Quinn, 441 Church St. (94114). Channels G-1-4. Transmitter: 175 Phelan Ave. Channels B-1-4. Transmitter: San Bruno Mt. Channels D-1-4. Transmitter: Mt. Tamalpais. Channels D-1-4. Transmitter: Monument Peak. For instructional programming to 142 parochial schools (60,868 students) & 25 non-parochial schools. Equipment: Micro-Link, Emcee, Adler & Jerrold transmitters; Taco antennas. Cost, \$1,000,000; yearly operating, \$100,000. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: Hammett & Edison (San Francisco). File: BPIF-91-94.

W. Palm Beach, Fla.—New, Board of Public Instruction of Palm Beach County, c/o William R. Evans, Bldg. S-502, 6th St. N. Channels G-1-2. Transmitter: .5-mi. E of State Rt. 809, Riviera Beach. Channels A-1-3. Transmitter: .75-mi. N. of U.S. 441 & 98 in Loxahatchee community. Channels F-1-2. Transmitter: S of U.S. 441 & State Rt. 80, 2.6-mi. E of Belle Glade. For delivery of instructional programming to all Palm Beach County schools. Equipment: Emcee transmitter & Parabolic antenna. Plant, \$45,300; yearly operating, \$38,800. File: BPIF-99-101.

Boston, Mass.—New, Northeastern U., c/o Prof. Roy J. Johnston, Room 6-N, 360 Huntington Ave. (02115). Channels A-3-4; for interconnection of TV production studios on campus to various classrooms on main campus & to suburban campus at Burlington, Mass. Transmitter: Hayden Hall. Equipment: Jerrold transmitter & Taco antenna. Cost, \$235,178; yearly operating, \$80,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-102.

Detroit, Mich.—See "Permittees."

Columbia, Mo.—New, Curators of U. of Missouri, c/o Dale O. Bowling, business mgr., 116 Jesse Hall (65201). Channels C-1-2; for delivery of instructional TV. Transmitter: Jesse Hall. Equipment: Micro-Link. Cost, \$19,400; yearly operating, \$18,600. Applicant currently delivers instructional material via cable; to put in closed circuit completely underground system would cost \$72,000. Applicant also owns KOMU-TV Columbia, KCUR-FM Kansas City, KMSM-FM Rolla & is FM applicant in Columbia. Counsel: Fisher, Wayland, Duvall & Southmayd. File: BPIF-105.

Rochester, N.Y.—See "Licensees."

Cleveland, O.—New, ETV Assn. of Metropolitan Cleveland, c/o Louis S. Peirce, chmn., 4600 Detroit Ave. (44102). Channels G-1-4. Transmitter: 9466 Ridge Rd., 11-mi. S of Cleveland near N. Royalton, O. Equipment: Emcee transmitter & Taco antenna. Cost, \$42,250; yearly operating, \$50,000. Applicant owns & operates WVIZ-TV Cleveland. Counsel: Cohn & Marks. File: BPIF-97.

Edmond, Okla.—New, Central State College, 400 E. Hurd St. (73034). Channel A-1; for in-service training & student teacher internship in 22 schools, plus transmission of educational material on intermittent basis. Transmitter: 400 E. Hurd St. Equipment: Litton. Cost, \$63,062; yearly operating, \$19,500. Applicant owns KCSC(FM) Edmond. File: BPIF-104.

Durant, Okla.—New, Southeastern State College & Durant City School District. Transmitter: Southeastern State College. Equipment, Micro-Link. File: BPIF-52.

Altoona, Pa.—New, Altoona Area School Dist., c/o Thomas R. Heslep, supt., 1417 7th Ave. (16602). Channel G-1; for delivery to headend of CATV system owned by Altoona Video Corp. Transmitter: 1-mi. SE of Buckhorn Twp. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-103.

Milwaukee, Wis.—New, Marquette U., c/o Raymond T. Bedwell Jr., 625 N. 15th St. (53233). Channels A-1-2; for expanded TV services to Marquette Medical School, College of Nursing, School of Dentistry & to neighboring institutions. Transmitter: 716 N. 11th St. Equipment: RCA transmitter & Taco antenna. Cost, \$28,400; yearly operating, \$3,000. File: BPIF-90.

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience
Brokers - Appraisers - Consultants - Management
THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

CANADIAN TELEVISION STATION DIRECTORY

Covering All Commercial Stations in Operation as of January 15, 1967

Plus Those Due to Begin Operation By Spring

For UHF Translators, See the Bottom of This Page.

For Armed Forces Stations in Goose Bay, Labrador and Harmon Field, Newfoundland,
See Armed Forces TV Stations

Note: Coverage Maps and Detailed Data from BBM Bureau of Measurement Are Supplied for Stations in Multiple-Station Markets Only. For Other Stations, Totals Are Shown, Giving Total Households, TV Households and BBM Weekly Reach. For Description of BBM Survey Methods, See Explanatory Section at the Beginning of this Volume.

ALBERTA

CFRN-TV-4

Ashmont

(Ch. 12)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

Network Service: CTV, same as CFRN-TV, Edmonton.

Licensee: Sunwapta Broadcasting Co. Ltd., Broadcast House, Postal Station "E", Edmonton. Transmitter: Ashmont.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 14.6-kw visual, 7.3-kw aural. Antenna: 635-ft. above av. terrain, 629-ft. above ground, 2754-ft. above sea level, lat. 54° 07' 07", long. 111° 36' 16".

Began Operation: Jan. 1, 1966.

Rates: This is an automatic repeater of CFRN-TV, Edmonton, and is included as a bonus with that station.

CBXT-1

Athabasca

(Ch. 8)

(Satellite rebroadcasting station of CBXT, Edmonton, Alta.)

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 3½-mi. NW of Athabasca.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 25.7-kw visual, 12.8-kw aural. Antenna: Directional, 485-ft. above av. terrain, 489-ft. above ground, 2414-ft. above sea level, lat. 54° 45' 36", long. 113° 19' 51".

Began Operation: Sept. 26, 1966.

Rates: This is an automatic repeater of CBXT, Edmonton and is included as a bonus to that station.

CFCN-TV-2

Banff

(Ch. 8)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: Same as CFCN-TV, Calgary.

Licensee: CFCN Television Ltd., Broadcast House, Calgary, Alta.

Transmitter: Timberline Hotel, Banff.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual (peak pedestal), 2.5-watts aural. Antenna: 500-ft. above av. terrain, 50-ft. above ground, 4633-ft. above sea level, lat. 51° 11' 09" long. 115° 35' 20".

Began Operation: Sept. 20, 1962.

Rates: This is an automatic repeater of CFCN-TV, Calgary, and is included as a bonus with that station.

CANADIAN UHF TRANSLATORS

ENDERBY, B.C. (Ch. 72)—CHBC-TV-5, Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C. Input Ch. 2 (CHBC-TV, Kelowna, B.C.).

CLERMONT, QUE. (Ch. 75)—CFV-TV-1, Societe de Video de Clermont. Input Ch. 4 (CFCM-TV, Quebec City).

ESTCOURT, QUE. (Ch. 70)—CJES-TV, La Compagnie de Television Pohenegamook Inc. Input Ch. 3 (CJBR-TV, Rimouski, Que.).

MONT BLANC (Perce), QUE. (Ch. 80)—CJAO-TV-1, Gaspe Television Ltee. Input Ch. 5 (CHAU-TV, Carleton, Que.).

CHCT-TV-2

Banff

(Ch. 13)

(Satellite rebroadcasting station of CHCT-TV, Calgary, Alta.)

Network Service: CBC, same as CHCT-TV, Calgary.

Licensee: Calgary Television Ltd., 955 Rideau Rd., Calgary, Alta.

Transmitter: Banff, Alta.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional: 250-ft. above av. terrain, 20-ft. above ground, 4600-ft. above sea level, lat. 51° 11' 09", long. 115° 35' 20".

Began Operation: Sept. 12, 1966.

Rates: This is an automatic repeater of CHCT-TV, Calgary and is included as a bonus with that station.

CKRD-TV-2

Banff

(Ch. 10)

(Satellite rebroadcasting station of CKRD-TV, Red Deer, Alta.)

Network Service: CBC, same as CHCA-TV, Red Deer.

Licensee: CHCA Television Ltd., Box 668 Red Deer, Alta.

Transmitter: Banff.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: .005-kw visual, .003-kw aural.

Ownership: See CKRD-TV, Red Deer.

Began Operation: March 17, 1961.

Rates: This is an automatic repeater of parent CKRD-TV and is included as a bonus with that station.

CKSA-TV-2

Bonnyville

(Ch. 9)

(Satellite rebroadcasting station of CKSA-TV, Lloydminster, Alta.)

Network Service: CBC, same as CKSA-TV, Lloydminster.

Licensee: CKSA-TV Ltd., 5026 50th St., Lloydminster, Alta.

Transmitter: 8-mi. SW of Bonnyville.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 15.8-kw visual, 7.9-kw aural. Antenna: Directional, 645-ft. above av. terrain, 500-ft. above ground, 2645-ft. above sea level, lat. 54° 11' 54", long. 110° 50' 27".

Began Operation: Oct. 1966.

Rates: This is an automatic repeater of CKSA-TV, Lloydminster and is included as a bonus with that station.



MALARKEY, TAYLOR & ASSOCIATES
CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Alberta

CFCN-TV-3

Brooks

(Ch. 9)

(Satellite rebroadcasting station of CFCN-TV-1, Drumheller, Alta., which repeats CFCN-TV, Calgary, Alta.)

Network Service: CTV, same as CFCN-TV.

Licensee: CFCN Television Ltd., Broadcast House, Calgary, Alta.

Transmitter: Brooks.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 120-ft. above av. terrain, 100-ft. above ground, 2515-ft. above sea level, lat. 50° 32' 00", long. 111° 55' 30".

Began Operation: Sept. 15, 1964.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.); Harlan G. Oakes & Associates (U.S. West Coast); Television Representatives Ltd.

Rates: This is an automatic repeater of CFCN-TV-1 Drumheller and both are included as a bonus with CFCN-TV, Calgary.

CJLH-TV-3

Burmis

(Ch. 3)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJLH-TV, Lethbridge.

Licensee: Lethbridge Television Ltd., 28th St. N, Lethbridge.

Transmitter: Burmis, Alta.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: .356-kw visual, .176-kw aural. Antenna: 4750-ft. above sea level, lat. 49° 31' 54", long. 114° 11' 37".

Ownership: See CJLH-TV, Lethbridge, Alta.

Began Operation: Dec. 1, 1961.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of parent CJLH-TV and is included as a bonus with that station.

CJLH-TV-4

Coleman

(Ch. 12)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJLH-TV, Lethbridge.

Licensee: Lethbridge Television Ltd., 28th St. N, Lethbridge.

Transmitter: Forestry Lookout, Mt. Ironside, Alta.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 3400-ft. above av. terrain, 100-ft. above ground, 6700-ft. above sea level, lat. 49° 34' 05", long. 114° 30' 02".

Began Operation: Nov. 1, 1966.

Rates: This is an automatic repeater of parent CJLH-TV and is included as a bonus with that station.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Money Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

CKRD-TV-1

Coronation

(Ch. 10)

(Satellite rebroadcasting station of CKRD-TV, Red Deer, Alta.)

Network Service: CBC, same as CKRD-TV, Red Deer.

Licensee: CHCA Television Ltd., Box 668, Red Deer, Alta.

Transmitter: Coronation.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 12.4-kw visual, 6.2-kw aural. Antenna: Directional, 687-ft. above av. terrain, 230-ft. above ground, 3236-ft. above sea level, lat. 52° 09' 15", long. 111° 09' 30".

Ownership: See CKRD-TV, Red Deer.

Began Operation: Sept. 11, 1961.

Rates: This is an automatic repeater of parent CKRD-TV and is included as a bonus with that station.

CFCN-TV-1

Drumheller-Hanna

(Ch. 12)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta., which is repeated by rebroadcasting satellite CFCN-TV-3, Brooks, Alta.)

Network Service: Same as CFCN-TV, Calgary.

Licensee: CFCN Television Ltd., Broadcast House, Calgary, Alta.

Transmitter: Hand Hills, 5½-mi. S of Delia.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 1080-ft. above av. terrain, 580-ft. above ground, 3979-ft. above sea level, lat. 51° 34' 00", long. 112° 19' 48".

Began Operation: Sept. 20, 1961 on Ch. 8. Sept. 13, 1964 it shifted to Ch. 12 and boosted power.

Rates: This is an automatic repeater of CFCN-TV, Calgary and is included as a bonus with that station.

CHCT-TV-1

Drumheller

(Ch. 8)

(Satellite rebroadcasting station of CHCT-TV, Calgary, Alta.)

Network Service: Same as CHCT-TV, Calgary.

Licensee: Calgary Television Ltd., 955 Rideau Rd., Calgary, Alta.

Transmitter: Drumheller.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural.

Began Operation: Jan. 1963.

Rates: This is an automatic repeater of CHCT-TV, Calgary and is included as a bonus with that station.

ADDITIONAL DATA UNAVAILABLE

CBXAT

Grande Prairie

(Ch. 10)

(Repeats CBXT, Edmonton, and is repeated by CBXAT-1, Peace River, Alta.)

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Grande Prairie.

Represented (sales) by Weed & Co. (U.S.); CBC National Selective Sales.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 36-kw visual, 18-kw aural. Antenna: 967-ft. above av. terrain, 542-ft. above ground, 3608-ft. above sea level, lat. 55° 29' 20", long. 118° 44' 50".

Began Operation: Oct. 22, 1962.

Rates: This is an automatic repeater of CBXT, Edmonton and is included as a bonus with that station.

(Continued on page 849-b)

Alberta—Calgary

CFCN-TV

(Ch. 4)

(Operates satellite rebroadcasting stations CFCN-TV-1, Drumheller, Alta.; CFCN-TV-2, Banff, Alta.; CFCN-TV-3, Brooks, Alta.; affiliated with separately-owned CFWL-TV-1, Invermere, B.C.; CFWL-TV-2, Parson, B.C.)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: Directional, 700-ft. above av. terrain, 515-ft. above ground, 4440-ft. above sea level.

Latitude 51° 03' 37"
Longitude 114° 10' 13"

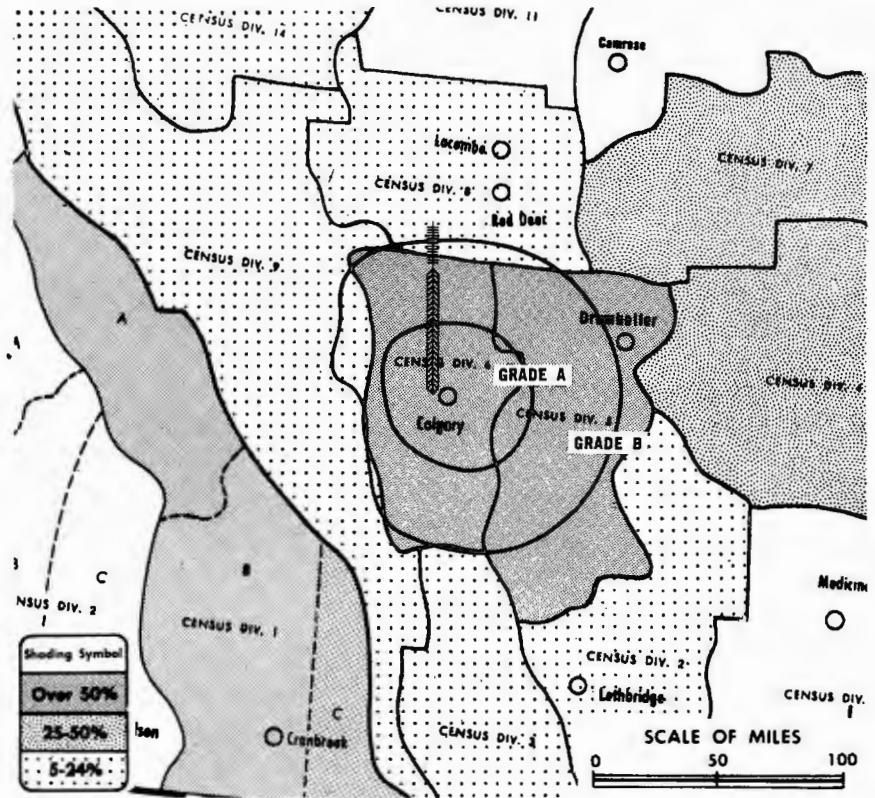
Transmitter: Broadcast House, Calgary.

Color: Network, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Broadcast News.

AM Affiliate: CFCN, 50-kw, 1060 kc.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CFCN-TV Authorized: 8/19/66

CFCN-TV

Network Service: CTV.

Licensee: CFCN Television Ltd., Broadcast House.

Studio: Broadcast House, Calgary.

Telephone: 403-249-9101.

Ownership: MacLean-Hunter Publishing Co. Ltd., principal stockholder.

Began Operation: Sept. 9, 1960.

Represented (sales) by: Canadian Standard Broadcast Sales Inc. (New York, Chicago); Harlan G. Oakes & Associates (Los Angeles, San Francisco); Radio-Television Representatives Ltd.

Personnel:

E. W. (Ted) Chapman, *v.p., television*.
Robert W. Lamb, *v.p., engineering*.
Mrs. Jean Bown, *traffic manager*.
Al Purcell, *program manager*.
Ken Masonchuck, *operations manager*.
Joe Hutton, *news director*.

DIGEST OF RATE CARD NO. 11 (March 1, 1967)

30 Min.	15 Min.	60 Sec.	30 Sec.	20 Sec.	8 Sec.
\$450.00	\$300.00	\$175.00	\$157.50	\$140.00	\$87.50

Class AA—7-11 p.m., Mon.-Sat.; all day Sun.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number %
Over 50 %	1559	Calgary Metro	91,200	84,500 93
	1560	6 (bal.)	11,800	10,600 90
	1540	5	10,000	8,770 88
	1670	1	10,100	8,310 82
Between 25-50 %	1530	4, 7	14,850	12,920 87
	1510	2	22,900	21,100 92
Between 5-24 %	1520	3	7,150	6,380 89
	1580	9, 14	10,860	7,920 73
	1570	8	20,600	18,200 88
	CFCN-TV Station Total			199,460
BBM Weekly Reach			120,300	

For Alberta CATV Systems, see
Canadian CATV Directory

Alberta—Calgary

CHCT-TV

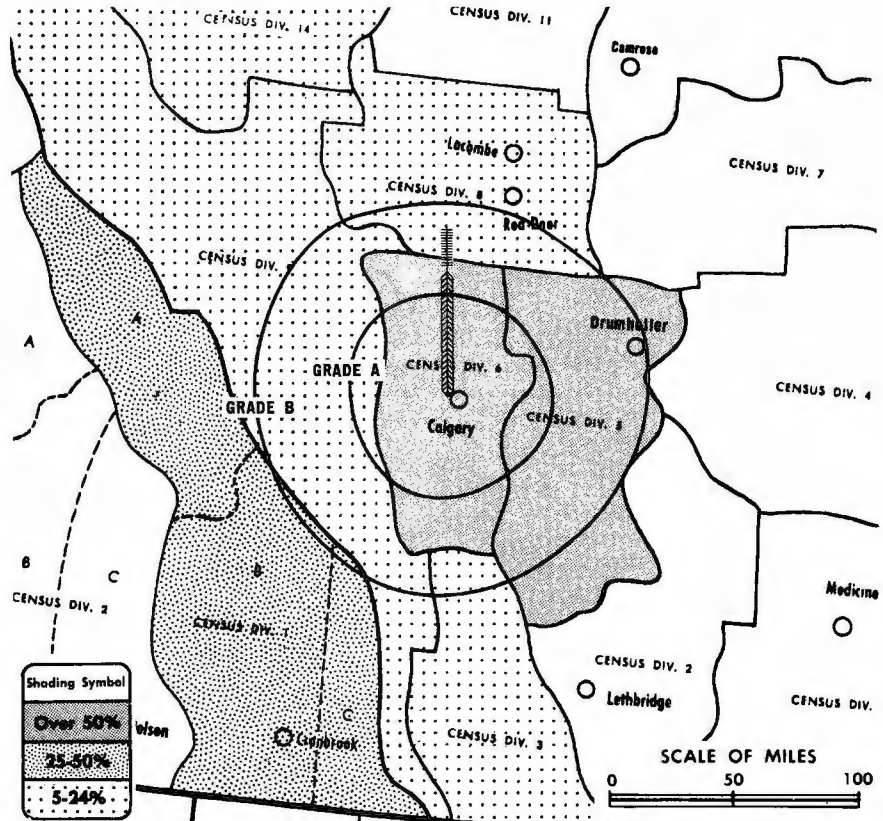
(Ch. 2)

(Operates satellite rebroadcasting station CHCT-TV-1, Drumheller, & CHCT-TV-2, Banff, Alta.)

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 989-ft. above av. terrain, 633-ft. above ground, 4808-ft. above sea level.

Latitude 51° 04' 24"
Longitude 114° 15' 34"

Transmitter: Old Banff Coach Rd.
Color: Network, film, slide & tape.
TV tape: Recording facilities.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CHCT-TV Authorized: 7/19/54

CHCT-TV

Network Service: CBC.

Licensee: Calgary Television Ltd., 955 Rideau Rd.

Studio: 955 Rideau Rd.

Telephone: 403-243-3491.

Ownership: Frederick Shaw, pres., 51%; Southam Press Ltd., Bulletin Printers Ltd., and Selkirk Holdings Ltd., 49%.

Began Operation: Oct. 2, 1954.

Represented (sales) by All-Canada Radio and Television Limited.

Personnel:

J. Norman Inkster, *general manager*.
George A. Brown, *retail sales manager*.
Bruce Northam, *promotion manager*.
Lee Crawley, *chief engineer*.
Gordon Warner, *film editor*.
Frank Braun, *production supervisor*.

DIGEST OF RATE CARD NO. 17 (March 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A —6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$550.00	\$330.00	\$220.00	\$192.00	\$165.00	\$130.00*	\$95.00* \$60.00*

*Class AA—7-10 p.m., Mon.-Thurs.; 7-11 p.m., Fri.-Sat.; 5-10 p.m., Sun.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	1560	6 (bal.)	11,800	10,600	90
	1559	Calgary Metro	91,200	84,500	93
	1540	5	10,000	8,770	88
Between 25-50 %	1670	1	10,100	8,310	82
Between 5-24 %	1580	9, 14	10,860	7,920	73
	1520	3	7,150	6,380	89
	1570	8	20,600	18,200	88
CHCT-TV Station Total			161,710	144,680	89
BBM Weekly Reach			105,600		

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

Alberta—Edmonton

CFRN-TV

(Ch. 3)

(Operates satellite rebroadcasting stations CFRN-TV-3, Whitecourt, Alta.; CFRN-TV-4, Ashmont, Alta.)

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 180.3-kw visual, 90.43-kw aural. Antenna: 481-ft. above av. terrain, 488-ft. above ground, 2720-ft. above sea level.

Latitude 53° 32' 32"
Longitude 113° 38' 28"

Transmitter: Jasper Hwy., 1-mi. W of Edmonton.

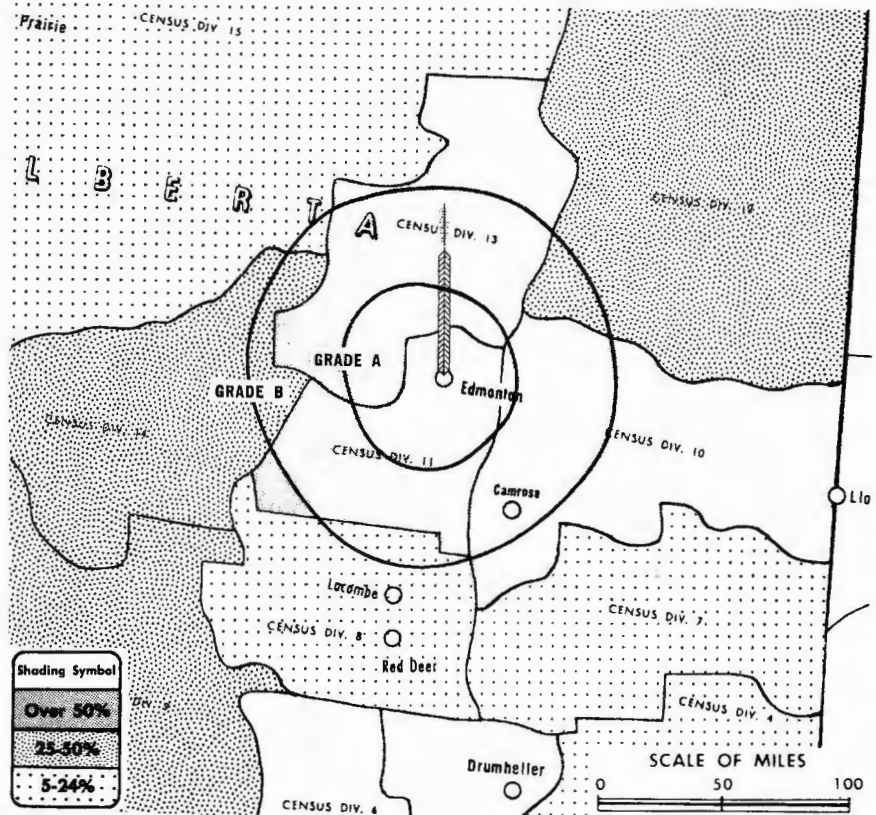
Color: Network, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Broadcast News.

AM Affiliate: CFRN, 50-kw, 1260 kc.

FM Affiliate: CFRN-FM, 16.2-kw, 100.3 mc (No. 262), 375-ft. antenna height.



CFRN-TV Authorized: 4/27/56

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CFRN-TV

Network Service: CTV.

Licensee: Sunwapta Bcstg. Co. Ltd., Broadcast House, Postal Station "E".

Studio: Jasper Hwy., 1-mi. W of Edmonton.

Telephone: 484-3311.

Ownership: Sunwapta Broadcasting Co. Ltd., G. R. A. Rice, pres.

Began Operation: Oct. 17, 1954.

Represented (sales) by: Canadian Standard Broadcast Sales Inc. (N.Y.); Adam Young Inc. (Chicago); Harlan Oakes & Assoc. (Los Angeles & San Francisco); Radio-Television Representatives Ltd. (Canada).

Personnel:

- G. R. A. Rice, *president & general manager.*
- Bruce D. Alloway, *manager.*
- Derek H. Field, *general sales manager.*
- B. W. Hogle, *news & public affairs manager.*
- G. T. Kidd, *program manager & film buyer.*
- Alex Semenluk, *promotion director.*
- T. Wadson, *chief engineer.*

DIGEST OF RATE CARD NO. 16 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	1 Min.	20 Sec.	8 Sec.
Class AAA—7-10 p.m., daily.						
\$700.00	\$466.00	\$408.00	\$350.00	\$260.00	\$200.00	\$100.00

Weekly Reach (BBM)	BBM Area No.	Area Description	TV	
			Total Households	Households Number %
Over 50 %	1620	11 (bal.)	20,000	18,500 92
	1619	Edmonton Metro	104,000	96,500 93
	1640	13	12,000	9,120 76
	1600	10 West	13,700	11,300 82
Between 25-50 %	1630	12	11,000	6,380 58
	1580	9, 14	10,860	7,920 73
Between 5-24 %	1570	8	20,600	18,200 88
	1530	4, 7	14,850	12,920 87
	1650	15 East	11,600	7,800 67
CFRN-TV Station Total			218,610	188,640 86
BBM Weekly Reach			142,100	

For BBM TV Households
Data, See Services Volume

For CBXT, Edmonton, see next page

Alberta—Edmonton

CBXT

(Ch. 5)

(Repeated by CBXT-1, Athabaska, CBXT-2, Whitecourt and CBXAT, Grande Prairie. CBXAT is repeated by CBXAT-1, Peace River and CBXAT-2, High Prairie, all Alta.)

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 318-kw visual, 159-kw aural. Antenna: 669-ft. above av. terrain, omnidirectional.

Latitude 53° 30' 53"
Longitude 113° 17' 07"

Transmitter: Hwy. 17, 8-mi. from Edmonton.

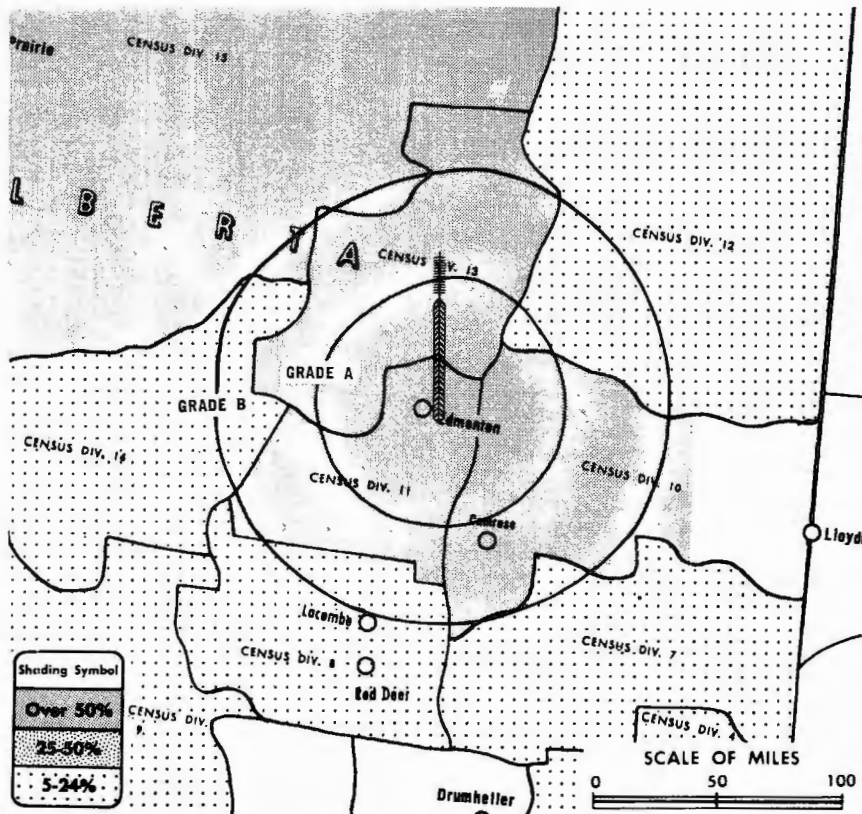
Color: Network, film & slide.

Studio: 8861 75th St., Box 555.

Telephone: 469-2321.

TV tape: Recording facilities.

AM Affiliate: CBX, 50-kw U (DA-2). 740 kc (CBC).



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBXT Authorized: 8/19/60

CBXT

Network Service: CBC.

Licensee: Canadian Broadcasting Corporation (Head office: 1500 Bronson Ave., Ottawa, Ont.).

Began Operation: October 1, 1961.

Represented (sales) by Weed & Co. (U.S.) and CBC National Selective Sales (Canada).

Personnel:

R. Horley, station manager.
Armand Baril, program director.
P. Burgess, technical director.
C. Barr, area sales manager.
D. Adams, news editor-in-chief.
Bob Nebloch, information services representative.

DIGEST OF RATE CARD NO. 8—(March 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.
\$770.00 \$462.00 \$308.00 \$231.00* \$193.00* \$173.00* \$154.00* \$83.00*

*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50%	1619	Edmonton Metro	104,000	96,500	93
	1620	11 (bal.)	20,000	18,500	92
	1600	10 West	13,700	11,300	82
	1660	15 West	7,800	5,700	75
	1640	13	12,000	9,120	76
	1650	15 East	11,600	7,800	67
Between 25-50%	None Between 25-50%				
Between 5-24%	1580	9, 14	10,860	7,920	73
	1630	12	11,000	6,380	58
	1530	4, 7	14,850	12,920	87
	1570	8	20,600	18,200	88
CBXT Station Total			226,210	194,340	86
BBM Weekly Reach			148,600		

CBXAT-2
High Prairie

(Ch. 2)

(Satellite rebroadcasting station of CBXAT, Grande Prairie, Alta., which in turn repeats CBXT, Edmonton, Alta.)

Network Service: CBC, same as CBXT, Edmonton, Alta.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Grouard.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 6.2-kw visual, 3.1-kw aural. Antenna: Directional, 504-ft. above av. terrain, 328-ft. above ground, 2503-ft. above sea level, lat. 55° 32' 26", long. 116° 07' 26".

Began Operation: March 23, 1966.

Rates: This is an automatic repeater of CBXAT, Grande Prairie, Alta., which in turn repeats CBXT, Edmonton, Alta. and both are included as a bonus with CBXT.

CJLH-TV
Lethbridge

(Ch. 7)

(Operates satellite rebroadcasting stations CJLH-TV-3, Burmis, and CJLH-TV-4, Coleman, Alta.; and in affiliation with CJWP-TV-1, Waterton Park, Alta.; and CKVS-TV-1, Moyle, B.C.)

Network Service: CBC.

Licensee: Lethbridge Television Ltd., Lethbridge.

Studio & Transmitter: Northeast city limits. Mailing address, P.O. Box 1120, Lethbridge, Alta.

Telephone: 403-327-1521. Telex: 038-4930.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 96.1-kw visual, 44.9-kw aural. Antenna: 662-ft. above av. terrain, 600-ft. above ground, 3619-ft. above sea level, lat. 49° 42' 55", long. 112° 47' 56".

Alberta

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CJOC, 10-kw (5-kw night), 1220 kc (CBC).

Ownership: Lethbridge Herald, 50%; Lethbridge Bcstg. Ltd. (CJOC), 50%. N. Botterill, pres. & managing director (also CJOC pres.). CJOC is owned by Selkirk Holdings Ltd., which also owns 100% of Interior Bcstrs. Ltd. (CJIB), Vernon, B.C., which owns 33 1/3% of Okanagan Television Ltd. (CHBC-TV, Kelowna, B.C.); 60% of Edmonton Bcstg. Co. Ltd. (CJCA, Edmonton, Alta.); 60% of Calgary Bcstg. Co., Ltd. (CFAC, Calgary, Alta.); 38% of Northern Bcstg. Corp. Ltd. (CFGP, Grande Prairie, Alta.); 13 1/3% of Calgary TV Ltd. (CHCT-TV, Calgary, Alta.); and 27.58% of Wentworth Radio Bcstg. Co. Ltd. (CKOC, Hamilton, Ont.), which owns 25% of Niagara TV Ltd. (CHCH-TV, Hamilton, Ont.).

Began Operation: Nov. 20, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

N. Botterill, *managing director*.

V. Reed, *chief engineer*.

Dan Taylor, *production manager*.

DIGEST OF RATE CARD NO. 5
(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$350.00	\$250.00	\$220.00	\$150.00	\$115.00*	\$80.00*	\$40.00*

*Class AA—6-10 p.m., Sat.-Thurs.; 6-11 p.m., Fri.

Combination Rates: CHAT-TV Medicine Hat & CJLH-TV Lethbridge.

CJHL-TV Total Households, 86,640
TV Households, 83,250; 96%
BBM Weekly Reach (Oct. 1966) 36,300

CBC-TV- THE BIG REACH INTO THE FOOTHILLS MARKET

CBXT Channel 5 EDMONTON

Including Stations—Channel 8—Athabasca, Alta., Channel 9—Whitecourt, Alta., Channel 10—Grande Prairie, Alta., Channel 7—Peace River, Alta., Channel 2—High Prairie, Alta.

Population	788,000	Households	203,000
Urban	474,000	TV Homes	178,000
Rural	314,000	Saturation	88%

Total Retail Sales \$809,348,000

To reach the buying public in the foothills market call CBC-TV first. Toronto 925-3311

Montreal customers call: 868-3211, local 1648. From New York call: Enterprise 6961 (No toll charge).

Alberta

CKSA-TV Lloydminster

(Ch. 2)

(Operates satellite rebroadcasting station CKSA-TV-1, Meadow Lake, Sask. and CKSA-TV-2 Bonnyville, Alta.)

Network Service: CBC.

Licensee: CKSA-TV Ltd., Radio-Television Bldg., 5036 50th St.

Studio: 5036 50th St.

Telephone: 403-875-3321.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 116-kw visual, 58-kw aural. Antenna: 730-ft. above av. terrain, 676-ft. above ground, 2150-ft. above sea level, lat. 53° 17' 00", long. 110° 00' 40".

AM Affiliate: CKSA, 10-kw, 1080 kc.

FM Affiliate: None.

Ownership: Principal stockholders are: Sask.-Alta. Bcstrs. Ltd. (CKSA); Arthur F. Shortell, pres.

Began Operation: Sept. 23, 1960.

Represented (sales) by ABC International; Radio-Television Representatives, Ltd., (Toronto, Montreal, Vancouver); A. J. Messner & Co. (Winnipeg).

Personnel:

Arthur F. Shortell, *general manager*.
James G. Cane, *manager*.
Howard James, *chief engineer*.

DIGEST OF RATE CARD NO. 5 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class AA—6-11 p.m., Mon.-Fri.; Noon-6 p.m., Sat.; sign-on-off, Sun.	\$240.00	\$135.00	\$105.00	\$100.00	\$80.00*	\$52.00*	\$32.00*

*Class AAA—8-10 p.m., daily.

CKSA-TV: Total Households, 68,200
TV Households, 54,360; 80%
BBM Weekly Reach (Oct. 1966) 20,000

CHAT-TV Medicine Hat

(Ch. 6)

(Operates satellite rebroadcasting station CHAT-TV-1, Pivot, Alta.)

Network Service: CBC.

Licensee: Monarch Broadcasting Co. Ltd., 520 First St., Box 760.

Studio & Transmitter: Redcliff, Alberta.

Telephone: 403-548-3911.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5.7-kw visual, 3-kw aural. Antenna: 315-ft. above av. terrain, 270-ft. above ground, 2719-ft. above sea level, lat. 50° 04' 36", long. 110° 47' 40".

Color: Network.

News Wire Service: UPI.

AM Affiliate: CHAT, 10-kw, 1270 kc (CBC).

FM Affiliate: None.

Ownership: J. H. Yuill, pres. and 100% owner. Also owns satellite CHAT-TV-1, Pivot, Alta.

Began Operation: Sept. 14, 1957.

Represented (sales) by All-Canada Radio & Television Ltd. both Canada & United States.

Personnel:

Orville Kope, *general manager*.
Jon Thibert, *operations manager*.
Ian Carson, *national sales manager*.
Vic Schafer, *local sales manager*.
Sid Gaffney, *technical director*.

DIGEST OF RATE CARD NO. 4—(March 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$350.00	\$250.00	\$220.00	\$150.00	\$115.00*	\$90.00*	\$50.00*

*Class AA—6-10 p.m., daily.

CHAT-TV: Total Households, 35,610
TV Households, 31,070; 87%
BBM Weekly Reach (Oct. 1966) 12,600

CBXAT-1 Peace River

(Ch. 7)

(Repeater of CBXAT, Grand Prairie, Alta.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Peace River.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 0.72-kw visual, 0.36-kw aural. Antenna: 411-ft. above av. terrain, 254-ft. above ground, 2091-ft. above sea level, lat. 56° 09' 26", long. 117° 18' 46".

Began Operation: Oct. 26, 1962.

Rates: This is an automatic repeater of CBXAT, Grand Prairie, which picks up CBXT, Edmonton, and both are included as a bonus with CBXT.

CHAT-TV-1

Pivot

(Ch. 4)

(Satellite rebroadcasting station of CHAT-TV, Medicine Hat, Alta.)

Network Service: CBC, same as CHAT-TV.

Licensee: Monarch Bcstg. Co. Ltd., 520 First St., Medicine Hat.

Transmitter: Near Pivot.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 3.75-kw visual, 1.85-kw aural. Antenna: 644-ft. above av. terrain, 500-ft. above ground, 3200-ft. above sea level, lat. 50° 24' 14", long. 110° 03' 07".

Ownership: See CHAT-TV, Medicine Hat.

Began Operation: May 23, 1961.

Rates: This is an automatic repeater of CHAT-TV, Medicine Hat and is included as a bonus with that station.

CKRD-TV

Red Deer

(Ch. 6)

(Also operates satellite rebroadcasting stations CKRD-TV-1, Coronation, Alta. and CKRD-TV-2, Banff, Alta.)

Network Service: CBC.

Licensee: CHCA Television Ltd., P.O. Box 5555.

Studio: CKRD Bldg., 5409 Gaetz Ave.

Transmitter: 4½-mi. E of city limits. Telephone: 347-6681.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 26-kw visual, 13.5-kw aural. Antenna: 714-ft. above av. terrain, 321-ft. above ground, 3697-ft. above sea level, lat. 52° 16' 15", long. 113° 41' 30".

Color: Network.

News Wire Service: Canadian Press.

Facsimile Service: Canadian Press.

Ownership: Central Alberta Broadcasting Ltd., H. L. Flock, pres. Also operates CKRD-TV-1, Coronation, CKRD-TV-2, Banff, CKRD & FM, Red Deer, all Alta.

Began Operation: Dec. 1, 1957.

Represented (sales) by ABC International, U.S.A.; Radio-Television Representatives Ltd., Canada.

Personnel:

H. L. Flock, *president*.
G. E. Spackman, *managing director*.
J. C. Reidy, *commercial manager*.
Wendell Wilks, *production manager*.
Ken Martin, *technical director*.

DIGEST OF RATE CARD NO. 12 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:30-11 p.m., daily.	\$195.00	\$145.00	\$125.00	\$100.00	\$75.00*	\$60.00*	\$37.50*

*Class AAA—8-10 p.m., daily.

CKRD-TV: Total Households, 47,250
TV Households, 41,720; 88%
BBM Weekly Reach (Oct. 1966) 25,800

For Canadian TV Households
see Services Volume

CJWP-TV-1 Waterton Park

(Ch. 12)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: Same as CJLH-TV, Lethbridge.

Licensee: Waterton Park Lions Club.

Transmitter: Waterton Park Townsite.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 280-ft. above av. terrain, 100-ft. above ground, 4505-ft. above sea level, lat. 49° 03' 31", long. 113° 54' 38".

Began Operation: Jan. 15, 1962.

Rates: This is an automatic repeater and is included as a bonus with CJLH-TV, Lethbridge, Alta.

CBXT-2 Whitecourt

(Ch. 9)

(Satellite rebroadcasting station of CBXT, Edmonton, Alta.)

Network Service: CBC, same as CBXT, Edmonton.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 7½-mi. S of Whitecourt.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 9.4-kw visual, 4.7-kw aural. Antenna: Directional, 1348-ft. above av. terrain, 219-ft. above ground, 4059-ft. above sea level, lat. 54° 01' 48", long. 115° 43' 03".

Began Operation: June 20, 1966.

Rates: This is an automatic repeater of CBXT, Edmonton, Alta. and is included as a bonus with that station.

CFRN-TV-3 Whitecourt

(Ch. 12)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

Network Service: CTV, same as CFRN-TV, Edmonton.

Licensee: Sunwapta Broadcasting Co. Ltd., Broadcast House, Postal Station "E," Edmonton.

Transmitter: Whitecourt.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 9.8-kw visual, 4.9 kw aural. Antenna: Directional, 1300-ft. above av. terrain, 200-ft. above ground, 3940-ft. above sea level, lat. 54° 01' 58", long. 115° 43' 03".

Ownership: Same as CFRN-TV, Edmonton.

Began Operation: Nov. 8, 1965.

Rates: This is an automatic repeater of CFRN-TV, Edmonton, and is included as a bonus with that station.

BRITISH COLUMBIA

CFTK-TV-8 Aristazabal Island

(Ch. 5)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Mt. Parizeau.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 400-watts visual, 5-watts aural. Antenna: 828-ft. above av. terrain, 35-ft. above ground, 990-ft. above sea level, lat. 52° 46' 05", long. 129° 13' 55".

Began Operation: May 22, 1966.

Rates: This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

CFCR-TV-2 Ashcroft

(Ch. 10)

(Satellite rebroadcasting station of CFR-TV, Kamloops, B.C.)

Network Service: Same as CFR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Elephant Mt.

1967 Edition

Alta.-British Columbia

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 25 watts visual, 12.5 watts aural. Antenna: 1500-ft. above av. terrain, 50-ft. above ground, 2700-ft. above sea level, lat. 50° 45' 30", long. 121° 17' 48".

Began Operation: Sept. 29, 1961.

Rates: This is an automatic repeater of CFR-TV, Kamloops, and is included as a bonus with that station.

CFCR-TV-13

Avola

(Ch. 3)

(Satellite rebroadcasting station of CFR-TV, Kamloops, B.C.)

Network Service: CBC, same as CFR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Avola Mt.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 4100-ft. above av. terrain, 30-ft. above ground, 6300-ft. above sea level, lat. 51° 47' 05", long. 119° 23' 00".

Began Operation: Aug. 1, 1966.

Rates: This is an automatic repeater of CFR-TV, Kamloops and is included as a bonus with that station.

CKBF-TV-1

Balfour

(Ch. 5)

(Satellite rebroadcasting station of KXLY-TV, Spokane, Wash.)

Network Service: Same as KXLY-TV, Spokane.

Licensee: Yulll Mountain T. V. Cooperative Society, c/o J. S. Walden, R.R. #1, Nelson, B.C.

Transmitter: Yulll Mt.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: .20-watts visual, .10-watts aural. Antenna: 30-ft. above ground, 6500-ft. above sea level, lat. 49° 39' 27", long. 117° 05' 15".

Began Operation: Nov. 9, 1962.

Rates: This is an automatic repeater of KXLY-TV, Spokane, Wash., and does not have its own rate card.

CFCR-TV-9

Boston Bar

(Ch. 5)

(Satellite rebroadcasting station of CFR-TV-1, Lillooet, B.C.)

Network Service: Same as CFR-TV, Kamloops, B.C.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: North Bend B.C.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 50 watts visual, 25 watts aural. Antenna: 2000-ft. above av. terrain, 95-ft. above ground, 3100-ft. above sea level, lat. 49° 48' 40", long. 121° 26' 05".

Began Operation: Oct. 1, 1962.

Rates: This is an automatic repeater of CFR-TV-1, Lillooet, which picks up CFR-TV, Kamloops, and both are included as a bonus with CFR-TV.

MORTON FLOM, ENG.

CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter

Briefs, Feasibility Tests

Analysis, Design, Projection and

Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

British Columbia

CBUT-4 Bowen Island

(Ch. 13)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

(Due to Begin Operation in mid-1967)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 5-watts pedestal power, 2.5-kw aural. Antenna: Directional, 690-ft. above av. terrain, 200-ft. above ground, 1120-ft. above sea level, lat. 49° 23' 50", long. 123° 22' 25".

Rates: This is an automatic repeater of CBUT, Vancouver and is included as a bonus with that station.

CHAN-TV-2 Bowen Island

(Ch. 3)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

(Due to Begin Operation in 1967)

Network Service: CTV, same as CHAN-TV, Vancouver.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver 3, B.C.

Transmitter: Bowen Island.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 662-ft. above av. terrain, 100-ft. above ground, 1500-ft. above sea level, lat. 49° 23' 33", long. 123° 22' 35".

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

CFCR-TV-15 Bralorne

(Ch. 3)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C. via CFCR-TV-6, Mount Timothy, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Green Mt.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 45-watts visual, 22.5-watts aural. Antenna: Directional, 1230-ft. above av. terrain, 40-ft. above ground, 6700-ft. above sea level, lat. 50° 47' 30", long. 122° 54' 30".

Began Operation: Nov. 3, 1965.

Rates: This is an automatic repeater of CFCR-TV, Kamloops via CFCR-TV-6, Mount Timothy, B.C. and is included as a bonus with CFCR-TV.

CJDC-TV-2 Bullhead Mountain

(Ch. 8)

(Satellite rebroadcasting station of CJDC-TV, Dawson Creek, B.C.)

Network Service: CBC, same as CJDC-TV, Dawson Creek.

Licensee: Radio Station CJDC Ltd., 2nd Ave. & 9th St., Dawson Creek, B.C.

Transmitter: Bullhead Mt.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 497-ft. above av. terrain, 100-ft. above ground, 3080-ft. above sea level, lat. 56° 01' 48", long. 122° 06' 15".

Began Operation: Jan. 28, 1966.

Rates: This is an automatic repeater of CJDC-TV, Dawson Creek and is included as a bonus with that station.

CFTK-TV-3 Burns Lake

(Ch. 4)

(Satellite rebroadcasting station of CFTK-TV-10, Houston, B.C.)

Network Service: Same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., Box 1540, Terrace, B.C.

Transmitter: Boer Mt., Burns Lake.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 40-watts visual, 20-watts aural with directional antenna. Antenna: 4850-ft. above av. terrain, 60-ft. above ground, 4075-ft. above sea level, lat. 54° 15' 25", long. 125° 40' 35". Note: This station also provides service to Endako, Decker Lake and Vanderhoof, B.C.

Began Operation: Feb. 8, 1964.

Rates: This is an automatic repeater of CFTK-TV-2, Smithers, which picks up CFTK-TV, Terrace, and both are included as a bonus with CFTK-TV.

CFNV-TV-1 Camp Woss

(Ch. 3)

(Satellite rebroadcasting station of CFKB-TV-1, Newcastle Ridge, B.C. which repeats CHEK-TV, Victoria, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Nimpkish Valley Television Society, c/o Canadian Forest Products Ltd., Englewood Logging Div., Beaver Cove, B.C.

Transmitter: Camp Woss.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 130-ft. above ground, 3000-ft. above sea level, lat. 50° 10' 00", long. 126° 34' 10".

Began Operation: June 15, 1965.

Rates: This is an automatic repeater of CFKB-TV-1, Newcastle Ridge, B.C., which is a satellite of CHEK-TV, Victoria, B.C. and both are included as a bonus with CHEK-TV.

CHBC-TV-8 Canoe

(Ch. 3)

(Satellite rebroadcasting station of CHBC-TV-4, Salmon Arm, B.C., which, in turn, picks up CHBC-TV, Kelowna, B.C. via CHBC-TV-5, Enderby, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Transmitter: Canoe.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 30-ft. above ground, 2100-ft. above sea level, lat. 50° 43' 45", long. 119° 12' 35". Additional data unavailable.

Began Operation: March 11, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, via CHBC-TV-5, Enderby and CHBC-TV-4, Salmon Arm, both B.C., and is included as a bonus with CHBC-TV.

CBUAT-2 Castlegar

(Ch. 3)

(Satellite rebroadcasting station of CBUAT, Trail, B.C.)

Network Service: CBC, same as CBUAT, Trail, B.C.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2½-mi. SE of Castlegar.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 25-ft. above ground, 2030-ft. above sea level, lat. 49° 18' 48", long. 117° 37' 28".

Began Operation: Jan. 31, 1964.

Rates: This is an automatic repeater of CBUAT, Trail, and is included as a bonus with that station.

CHCK-TV-3 Cawston

(Ch. 3)

(Satellite rebroadcasting station of CHCK-TV-1, Keremeos, which repeats CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Keremeos-Cawston Television Society, Keremeos.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 20-ft. above ground, 1650-ft. above sea level, lat. 49° 07' 50", long. 119° 43' 50".

Ownership: See CHKC-TV-1, Keremeos, B.C.

Began Operation: May 18, 1966.

Rates: This is an automatic repeater of CHCK-TV-1, Keremeos, which repeats CHBC-TV, Kelowna and is included as a bonus with CHBC-TV.

CHBC-TV-6 Celista

(Ch. 6)

(Satellite rebroadcasting station of CHBC-TV-4, Salmon Arm, B.C., which repeats CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna, B.C.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Transmitter: Celista.

Technical Facilities: Channel No. 6 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 50-ft. above ground, 2900-ft. above sea level, lat. 50° 57' 12", long. 119° 24' 10".

Began Operation: Feb. 25, 1965

Rates: This is an automatic repeater of CHBC-TV-4, Salmon Arm, and is included as a bonus with that station's parent CHBC-TV, Kelowna, B.C.

CFCR-TV-8 Chase

(Ch. 11)

(Satellite rebroadcasting station of CFRV-TV, Kamloops, B.C.)

Network Services: Same as CFRV-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Adams Hill, B.C.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 25 watts visual, 12.5 watts aural. Antenna: 1800-ft. above av. terrain, 40-ft. above ground, 3400-ft. above sea level, lat. 50° 54' 00", long. 119° 38' 35".

Began Operation: Feb. 1, 1962.

Rates: This is an automatic repeater of CFRV-TV, Kamloops, and is included as a bonus with that station.

CJWR-TV-1 Cherryville

(Ch. 10)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV.

Licensee: Cherryville Community Club.

Transmitter: Near Cherryville, B.C.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 8.9-watts visual, 4.5-watts aural. Antenna: Directional, 350-ft. above av. terrain, 60-ft. above ground, 2900-ft. above sea level, lat. 50° 15' 05", long. 118° 35' 10".

Ownership: Cherryville Community Club.

Began Operation: July 15, 1965.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, B.C. and is included as a bonus with that station.

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers - Appraisers - Consultants - Management
THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

British Columbia

CBUT-2 Chilliwack

(Ch. 3)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Lookout Ridge.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 590-watts visual, 295-watts aural. Antenna: Directional, 702-ft. above av. terrain, 85-ft. above ground, 2345-ft. above sea level, lat. 49° 06' 36", long. 121° 50' 47".

Began Operation: May 12, 1966.

Rates: This is an automatic repeater of CBUT, Vancouver and is included as a bonus with that station.

CHAN-TV-1 Chilliwack

(Ch. 11)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV, same as CHAN-TV, Vancouver.

Licensee: British Columbia Television Bcstg. System Ltd., Box 4700, Vancouver 3.

Transmitter: Vedder Mt.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 1400-ft. above av. terrain, 50-ft. above ground, 2100-ft. above sea level, lat. 49° 04' 10", long. 122° 01' 36".

Ownership: Same as CHAN-TV, Vancouver, B.C.

Began Operation: Nov. 18, 1964.

Represented (sales) by All Canada Radio & Television Ltd.

Rates: This is an automatic repeater of CHAN-TV, Vancouver, and is included as a bonus with that station.

CFCR-TV-10 Clearwater

(Ch. 2)

(Satellite rebroadcasting station of CFRV-TV, Kamloops, B.C.)

Network Service: Same as CFRV-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Clearwater.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 3470-ft. above av. terrain, 40-ft. above ground, 6220-ft. above sea level, lat. 51° 40' 55", long. 120° 12' 05".

Began Operation: Feb. 12, 1963.

Rates: This is an automatic repeater of CFRV-TV, Kamloops, and is included as a bonus with that station.

CFCR-TV-4 Clinton

(Ch. 9)

(Satellite rebroadcasting station of CFRV-TV, Kamloops, B.C.)

Network Service: Same as CFRV-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Lime Mt.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 204-watts visual, 102-watts aural. Antenna: 1800-ft. above av. terrain, 30-ft. above ground, 6400-ft. above sea level, lat. 51° 05' 10", long. 121° 40' 30".

Began Operation: Dec. 10, 1961.

Rates: This is an automatic repeater of CFRV-TV, Kamloops, and is included as a bonus with that station.

For Canadian TV Households

see Services Volume

British Columbia

CBUT-1 Courtenay

(Ch. 9)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Jap Mt., approx. 2-mi. S of Cumberland, near Courtenay.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 0.625-kw visual, 0.332-kw aural. Antenna: 483-ft. above av. terrain, 237-ft. above ground, 1437-ft. above sea level, lat. 49° 35' 44", long. 125° 00' 36".

Began Operation: June 28, 1962.

Rates: This is an automatic repeater of CBUT, Vancouver and is included as a bonus with that station in its CBC English network rate.

CBUBT Cranbrook

(Ch. 10)

(CBC network relay station)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2¾-mi. NW of Cranbrook.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 1.1-kw visual, .505-kw aural. Antenna: 832-ft. above av. terrain, 90-ft. above ground, 4104-ft. above sea level, lat. 49° 32' 45", long. 115° 47' 52".

Began Operation: August 6, 1962.

Rates: This is an automatic repeater and is included as bonus to the CBC network rate.

CBUAT-3 Crawford Bay

(Ch. 5)

(Satellite rebroadcasting station of CBUAT-1, Nelson, B.C., which repeats CBUAT, Trail, B.C.)

(Due to Begin Operation in July)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 468-watts visual, 93-watts aural. Antenna: Directional, minus 440-ft. above av. terrain, 182-ft. above ground, 3403-ft. above sea level, lat. 49° 38' 54", long. 116° 50' 53".

Rates: This is an automatic repeater of CBUAT, Trail, via CBUAT-1, Nelson and is included as a bonus with CBUAT.

CHMS-TV-1 Crescent Valley

(Ch. 5)

(Satellite of KXLY-TV, Spokane, Washington, CHMS-TV-1 operates satellite rebroadcasting stations CHMS-TV-2, Passmore, B.C. and CHMS-TV-3, Perry's, B.C.)

Network Service: CBS-TV, same as KXLY-TV, Spokane, Wash.

Licensee: Mount Sentinel Television Cooperative, c/o Community Video Co., 1146 Cedar, Trail, B.C.

Transmitter: Slocum Ridge, B.C.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 10-ft. above av. terrain, 60-ft. above ground, 5000-ft. above sea level, lat. 49° 29' 18", long. 117° 32' 32".

Began Operation: Feb. 27, 1959.

Personnel:

R. J. Thompson, *general manager*.
Carl Price, *chief engineer*.

Rates: Not available, but probably has no individual rate and may be considered as a bonus to KXLY-TV, Spokane.

Canadian Allocations Table Follows

U.S. Tables in Services Volume

CBUAT-4 Creston

(Ch. 3)

(Satellite rebroadcasting station of CBUAT-3, Crawford Bay, B.C. which repeats CBUAT-1, Nelson, which in turn repeats CBUAT, Trail, B.C.)

(Due to Begin Operation in July)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual pedestal power, 2.5-watts aural. Antenna: Directional, 2011-ft. above av. terrain, 150-ft. above ground, 5850-ft. above sea level, lat. 49° 09' 56", long. 116° 40' 39".

Rates: This is an automatic repeater of CBUAT, Trail, via CBUAT-3, Crawford Bay & CBUAT-1, Nelson, and is included with CBUAT as a bonus to the CBC network rate.

CJDC-TV Dawson Creek

(Ch. 5)

(Operates satellite rebroadcasting stations CJDC-TV-1, Hudson Hope, B.C. & CJDC-TV-2, Bullhead Mt., B.C.)

Network Service: CBC.

Licensee: Radio Station CJDC Ltd., 2nd Ave. & 9th St.

Studio: 901 102nd Ave.

Transmitter: Bear Mountain.

Telephone: Sterling 2-3341.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 10-kw visual, 5-kw aural. Antenna: 1500-ft. above av. terrain, 1525-ft. above ground, 3750-ft. above sea level, lat. 55° 45' 26", long. 120° 13' 32".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CJDC, 1-kw, 1350 kc.

Ownership: H. L. Michaud, pres.

Began Operation: Jan. 15, 1959.

Represented (sales) by Radio-Television Representatives Ltd.

Personnel:

H. L. Michaud, *general manager & film buyer*.
W. E. (Bill) Duncan, *sales manager*.
Ralph Messner, *engineer*.
M. Van Berkel, *traffic manager*.

DIGEST OF RATE CARD NO. 5 (March 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.	\$125.00	\$75.00	\$50.00	\$44.00	\$38.00	\$30.00*	\$24.00*

*Class AAA—8-10 p.m., daily.

CJDC-TV: Total Households, 11,300
TV Households, 9,630; 85%
BBM Weekly Reach (Oct. 1966) 9,900

CFEN-TV-1 Enderby

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Enderby & District TV Syndicate.

Transmitter: Enderby.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 20 watts visual, 2.5 watts aural. Antenna: 400-ft. above av. terrain, 50-ft. above ground, 1900-ft. above sea level, lat. 50° 33' 45", long. 119° 6' 10".

Began Operation: Dec. 13, 1961.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CFWS-TV-1 Falkland

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Falkland-Westwold T. V. Society, Falkland. G. Selody, chmn.; R. Clemitson, H. Culling, T. Elliott, vice chmn.; E. Gotobed, secy.-treas.

Transmitter: Falkland.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 150-ft. above av. terrain, 50-ft. above ground, 2750-ft. above sea level, lat. 50° 30' 32", long. 119° 32' 20".

Began Operation: May 7, 1963.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CKPG-TV-2

Fort St. James & Vanderhoof

(Ch. 6)

(Satellite rebroadcasting station of CKPG-TV, Prince George, B.C.)

Network Service: CBC, same as CKPG-TV, Prince George.

Licensee: CKPG Television, 1220 Sixth Ave., Prince George.

Transmitter: Fraser Mt., Telephone Bldg., Fort Fraser, B.C.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 124-watts visual, 63-watts aural. Antenna: 1700-ft. above av. terrain, 87-ft. above ground, 3758-ft. above sea level, lat. 53° 28' 43", long. 122° 38' 00".

Began Operation: Dec. 8, 1964.

Rates: This is an automatic repeater of CKPG-TV, Prince George, and is included as a bonus with that station.

CBUAT-5 Grand Forks

(Ch. 5)

(Satellite rebroadcasting station of CBUAT, Trail, B.C.)

(Due to Begin Operation in mid-1967)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual pedestal power, 2.5-watts aural. Antenna: Directional, minus 1185-ft. above av. terrain, 110-ft. above ground, 2155-ft. above sea level, lat. 49° 00' 39", long. 118° 23' 25".

Rates: This is an automatic repeater of CBUAT, Trail and is included with that station as a bonus to the CBC network rate.

CKPG-TV-1

Hixon

(Ch. 10)

(Satellite rebroadcasting station of CKPG-TV, Prince George, B.C.)

Network Service: CBC, same as CKPG-TV, Prince George.

Licensee: CKPG Television Ltd., 1220 Sixth Ave., Prince George, B.C.

Transmitter: Hixon.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional.

Began Operation: June 1, 1965.

Represented (sales) by Weed & Co. (U.S.); All-Canada Radio & TV.

Rates: This is an automatic repeater of CKPG-TV, Prince George, and is included as a bonus with that station.

ADDITIONAL DATA ON TECHNICAL FACILITIES UNAVAILABLE

CFTK-TV-10

Houston

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: 2-mi. N of Houston.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 38-watts visual, 19-watts aural. Antenna: 1554-ft. above av. terrain, 60-ft. above ground, 4090-ft. above sea level, lat. 54° 26' 25", long. 126° 39' 50".

Began Operation: June 15, 1966.

Rates: This is an automatic repeater of CFTK-TV, Terrace and is included as a bonus with that station.

British Columbia

CJDC-TV-1

Hudson Hope

(Ch. 11)

(Satellite rebroadcasting station of CJDC-TV, Dawson Creek, B.C.)

Network Service: CBC, same as CJDC-TV, Dawson Creek.

Licensee: Radio Station CJDC Ltd., 2nd Ave. & 9th St., Dawson Creek, B.C.

Transmitter: Hudson Hope, B.C.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 328-ft. above av. terrain, 100-ft. above ground, 2850-ft. above sea level, lat. 56° 01' 42", long. 121° 56' 33".

Began Operation: Jan. 28, 1966.

Rates: This is an automatic repeater of CJDC-TV, Dawson Creek and is included as a bonus with that station.

CFWL-TV-1

Invermere

(Ch. 6)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: Same as CFCN-TV, Calgary.

Licensee: Invermere District T.V. Association, c/o Invermere Hardware.

Transmitter: 7-mi. W of Invermere.

Technical Facilities: Channel No. 6 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 8200-ft. above sea level.

Began Operation: May 24, 1963.

Rates: This is an automatic repeater of CFCN-TV, Calgary, Alta. and is included as a bonus with that station.

ADDITIONAL DATA ON TECHNICAL FACILITIES UNAVAILABLE

CFTK-TV-7

Juskatla

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV-1, Prince Rupert, B.C., which repeats CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P. O. Box 1540, Terrace, B.C.

Transmitter: Juskatla Mt.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 2.5-watts visual, 1.25-watts aural. Antenna: Directional, 1400-ft. above av. terrain, 50-ft. above ground, 1500-ft. above sea level, lat. 53° 34' 55", long. 132° 22' 15".

Began Operation: Aug. 30, 1965.

Rates: This is an automatic repeater of CFTK-TV-1, Prince Rupert, B.C., which in turn repeats CFTK-TV, Terrace, B.C. and both are included as a bonus with CFTK-TV.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

British Columbia

CFCR-TV Kamloops

(Ch. 4)

(Operates satellite rebroadcasting stations CFRV-TV-1, Lillooet, B.C.; CFRV-TV-2, Ashcroft, B.C.; CFRV-TV-3, Merritt, B.C.; CFRV-TV-4, Clinton, B.C.; CFRV-TV-5, Williams Lake, B.C.; CFRV-TV-6, Mount Timothy, B.C., which is repeated by CFRV-TV-14, Valemount, B.C.; CFRV-TV-7, Savona, B.C.; CFRV-TV-8, Chase, B.C.; CFRV-TV-9, Boston Bar, B.C., repeats Lillooet; CFRV-TV-10, Clearwater, B.C.; CFRV-TV-11, Quesnel, B.C.; CFRV-TV-12, Merritt, B.C.; CFRV-TV-13, Avola, B.C.; also CFRV-TV-15, Bralorne and separately owned CJNA-TV-1, Spences Bridge, B.C.)

Network Service: CBC.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Studio & Transmitter: 460 Pemberton Terrace.

Telephone: 372-3322.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 3.7-kw visual, 1.85-kw aural. Antenna: 501-ft. above av. terrain, 100-ft. above ground, 2900-ft. above sea level, lat. 50° 40' 34", long. 120° 19' 51".

Color: Network, film & tape.

Ownership: Ian G. Clark, pres. & gen. mgr., is principal in Twin Cities Radio Ltd., which owns radio CFJC & CFFM-FM.

Began Operation: April 8, 1957.

Represented (sales) All-Canada Radio & Television Ltd.

Personnel:

Ian G. Clark, *general manager*.
Jean C. Ross, *assistant general manager*.
David Clark, *operations manager*.
Walter Harwood, *commercial manager*.

Combination rate: See CHBC-TV, Kelowna, B.C.

CFCR-TV: Total Households, 41,550
TV Households, 34,070; 82%
BBM Weekly Reach (Oct. 1966) 16,100

CHBC-TV Kelowna

(Ch. 2)

(Operates satellite rebroadcasting stations CHBC-TV-1, Penticon; CHBC-TV-2, Vernon; CHBC-TV-3, Oliver-Osoyoos; CHBC-TV-4, Salmon Arm; CHBC-TV-5, Enderby; CHBC-TV-6, Celista; CHBC-TV-8, Canoe, B.C.; CFEN-TV-1, Enderby; CHID-TV-1, Lumby; CKMY-TV-1, Midway; CHGP-TV-1, Princeton; CJNP-TV-1, Nakusp; CHBC-TV-7, Skaha Lake, all B.C.; and is affiliated with these separately owned rebroadcasting stations: CFWS-TV-1, Falkland; CHKC-TV, Keremeos; CHPT-TV-1, Peachland and CFWS-TV-2, Westwood, CFFI-TV-1, Malakwa; CJWR-TV-1, Cherryville; CHPP-TV-1, Mabel Lake; CFQZ-TV-2, Mica Creek, all B.C.)

Network Service: CBC.

Licensee: Okanagan Valley Television Co. Ltd.

Studio: 342 Leon Ave.

Transmitter: Blue Grouse Mt.

Telephone: 762-4535.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 3.7-kw visual, 0.46-kw aural. Antenna: 3000-ft. above av. terrain, 98-ft. above ground, 4300-ft. above sea level, lat. 49° 58' 00", long. 119° 31' 40".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CKOV, 1-kw, 630 kc (CBC).

Ownership: Radio CKOV, Kelowna (J. H. B. Browne & Mrs. J. W. B. Browne), 33.33%; Roy G. Chapman, 33.33%; radio CJIB, Vernon (Selkirk Holdings, Ltd.), 33.33%.

Began Operation: Sept. 21, 1957.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Roy G. Chapman, *president & general manager*.
R. (Dick) Sharp, *asst. manager & sales manager*.
Russ Richardson, *program director & film buyer*.
Tom Wyatt, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-11 p.m., daily.						
\$325.00	\$212.00	\$185.00	\$160.00	\$115.00	\$86.00	\$40.00

Combination Rates (B.C. Interior Television): CHBC-TV, Kelowna & CFRV-TV, Kamloops, B.C.

CHBC-TV: Total Households, 63,820
TV Households, 56,880; 89%
BBM Weekly Reach (Oct. 1966) 32,300

CFTK-TV-5

Kemano

(Ch. 2)

(Satellite of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Mountain 5-mi. from Kemano at end of Gardner Canal.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 10-watts visual, 5-watts aural. Antenna: 2000-ft. above av. terrain, 60-ft. above ground, 2600-ft. above sea level, lat. 53° 34' 09", long. 127° 55' 00".

Began Operation: Aug. 1, 1964.

Rates: This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

CHKC-TV-1

Keremeos

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, Same as CHBC-TV, Kelowna.

Licensee: Keremeos-Cawston Television Society, Keremeos.

Transmitter: Keremeos.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: .015-kw visual, .0075-kw aural. Antenna: Directional, approx. 3000-ft. above av. terrain in favored direction, 50-ft. above ground, 4650-ft. above sea level, lat. 49° 11' 14", long. 119° 41' 35".

Ownership: H. Blakeborough, pres., heads group forming Society, each holding equal number of shares.

Began Operation: Feb. 15, 1960.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CFTK-TV-4

Kildala

(Ch. 5)

(Satellite of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: TV Mt. near Kildala.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 4.7-watts visual, 2.4-watts aural. Antenna: 4000-ft. above av. terrain, 25-ft. above ground, 6000-ft. above sea level, lat. 53° 48' 55", long. 128° 15' 20".

Began Operation: Aug. 1, 1964.

Represented (sales) by ABC International (U.S.); Radio-Television Representatives Ltd.

Rates: This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

CFKB-TV-2

Kokish

(Ch. 9)

(Satellite rebroadcasting station of CFKB-TV-4, Sointula, B.C., which repeats CHEK-TV, Victoria, B.C., by picking it up via CFKB-TV-1, Newcastle Ridge, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Port McNeill, B.C.

Transmitter: Kokish.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 475-ft. above av. terrain, 50-ft. above ground, 500-ft. above sea level, lat. 50° 31' 15", long. 126° 51' 15".

Began Operation: Jan. 25, 1963.

Rates: This is an automatic repeater of CHEK-TV, Victoria, via CFKB-TV-4, Sointula, B.C. and CFKB-TV-1, Newcastle Ridge, B.C., and is included as a bonus with CHEK-TV.

CFCR-TV-1

Lillooet

(Ch. 11)

(Satellite rebroadcasting station of CFRV-TV, Kamloops, B.C.)

(Also serves Lytton, B.C.)

Network Service: Same as CFRV-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Botanie Mt.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 5-watts visual, 2.5-watts aural.

Began Operation: Oct. 4, 1961.

Rates: This is an automatic repeater of CFCR-TV, Kamloops and is included as a bonus with that station.

CHID-TV-1

Lumby

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Services: CBC, Same as CHBC-TV, Kelowna.

Licensee: Lumby & District T.V. Syndicate, Lumby.

Transmitter: Lumby.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25-watts visual, 12-watts aural. Antenna: directional, 1960-ft. above av. terrain, 50-ft. above ground, 3500-ft. above sea level, lat. 50° 12' 35", long. 118° 57' 25".

Ownership: N. R. P. Duke, pres. All stock owned by local residents.

Began Operation: Nov. 12, 1960.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CHPP-TV-1

Mabel Lake

(Ch. 8)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Kingfisher Community Club, c/o Wilfred Simard, Mabel Lake, B.C.

Transmitter: Mabel Lake.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 50-ft. above ground, 1850-ft. above sea level, lat. 50° 37' 15", long. 118° 44' 55".

Began Operation: March 11, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CFFI-TV-1

Malakwa

(Ch. 5)

(Satellite of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, Same as CHBC-TV, Kelowna.

Licensee: Malakwa Farmers' Institute, Malakwa.

Transmitter: 1-mi. N of Cambie, B.C.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 40-ft. above av. terrain, 40-ft. above ground, 3400-ft. above sea level, lat. 50° 54' 35", long. 118° 51' 25".

Ownership: Malakwa Farmers' Institute; Emil H. Erikson, pres.

Began Operation: Dec. 30, 1963.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CFCR-TV-3

Merritt

(Ch. 10)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Iron Mt.

Technical Facilities: Channel No. 10 (192-196 mc). Authorized power: 504-watts visual, 254-watts aural. Antenna: 3000-ft. above av. terrain, 40-ft. above ground, 5556-ft. above sea level, lat. 50° 02' 45", long. 120° 45' 40".

Began Operation: Oct. 4, 1961.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

British Columbia

CFCR-TV-12

Merritt

(Ch. 5)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C. CFCR-TV-12 is repeated by CJNA-TV-1, Spences Bridge, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Promontory Mt.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 60-watts visual, 30-watts aural. Antenna: Directional, 2200-ft. above av. terrain, 50-ft. above ground, 5800-ft. above sea level, lat. 50° 11' 40", long. 120° 58' 15".

Began Operation: Nov. 23, 1965.

Rates: This is an automatic repeater of CFCR-TV, Kamloops and is included as a bonus with that station.

CFZQ-TV-2

Mica Creek Village

(Ch. 5)

(Satellite of CJBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Mica Creek Community Club.

Transmitter: Near Mica Creek, B.C.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 50-ft. above ground, 5500-ft. above sea level, lat. 50° 02' 53", long. 118° 33' 08".

Began Operation: Dec. 15, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CKMY-TV-1

Midway

(Ch. 7)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Midway Community Club, Midway.

Transmitter: Midway.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 14-watts visual, 25-watts aural. Antenna: 1800-ft. above av. terrain, 15-ft. above ground, 4700-ft. above sea level, lat. 49° 03' 05", long. 118° 39' 20".

Began Operation: May 30, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CFCR-TV-6

Mount Timothy

(Ch. 5)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C. via CFCR-TV-4, Clinton, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Timothy Mt.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 980-watts visual, 490-watts aural. Antenna: 1871-ft. above av. terrain, 75-ft. above ground, 5454-ft. above sea level, lat. 51° 54' 30", long. 121° 16' 00".

Began Operation: Dec. 10, 1961.

Rates: This is an automatic repeater of CFCR-TV, Kamloops and is included as a bonus with that station.

For Canadian CATV Systems
see Services Volume

British Columbia

CKVS-TV-1 Moyle & Creston (Ch. 5)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJLH-TV.

Licensee: Kootenay Valley T.V. Society, Creston, B.C.

Transmitter: Moyle Mt.

Technical Facilities: Channel No 5 (57-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 3200-ft. above av. terrain, 25-ft. above ground, 6859-ft. above sea level, lat. 49° 15' 40", long. 115° 45' 55".

Ownership: Creston Valley T.V. Society.

Began Operation: July 24, 1964.

Rates: This is an automatic repeater of CJLH-TV, Lethbridge, and is included as a bonus with that station.

CJNP-TV-1 Nakusp (Ch. 2)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Arrow Lakes T.V. Society, Box 601, Nakusp, B.C.

Transmitter: Saddle Mt., Nakusp.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 3.3-milliwatts visual, 1.5-milliwatts aural. Antenna: 16-ft. above av. terrain, 16-ft. above ground, 7300-ft. above sea level, lat. 50° 10' 30", long. 117° 54' 15".

Began Operation: April 5, 1962.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, and is included as a bonus with that station.

CJNP-TV-2 Nakusp (Ch. 4)

(Satellite rebroadcasting station of KXLY-TV, Spokane, Wash.)

Network Service: Same as KXLY-TV, Spokane.

Licensee: Arrow Lakes T.V. Society, Box 601, Nakusp, B.C. Wallace Ward, pres.; Mrs. H. Ward, secy.

Transmitter: Saddle Mt., Nakusp.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 3.3-milliwatts visual, 1.65-milliwatts aural. Antenna: 5800-ft. above av. terrain, 16-ft. above ground, 7300-ft. above sea level, lat. 50° 10' 30", long. 117° 54' 15".

Began Operation: August, 1963.

Rates: This is an automatic repeater of KXLY-TV, Spokane, Wash., and has no rate card of its own.

CFTK-TV-6 Nass Camp (Ch. 5)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Vetter Peak.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 1.26-watts visual, 0.63-watts aural. Antenna: Directional, 2540-ft. above av. terrain, 30-ft. above ground, 4550-ft. above sea level, lat. 55° 06' 35", long. 129° 05' 40".

Began Operation: June 25, 1965.

Rates: This is an automatic repeater of CFTK-TV, Terrace, B.C. and is included as a bonus with that station.

For Stations with Color Equipment

see Services Volume

CBUAT-1

Nelson

(Ch. 9)

(Repeats CBUAT, Trail, B.C.)

Licensee: Canadian Broadcasting Corporation, 1500 Bronson Ave., Ottawa, Ontario.

Technical Facilities: Channel No. 9 (187.25-191.75 mc). Authorized power: 940-watts visual, 388-watts aural. Antenna: 1377-ft. above av. terrain, 71-ft. above ground, 3111-ft. above sea level, lat. 49° 30' 0", long. 117° 27' 08".

Began Operation: Nov. 26, 1960.

Rates: This is an automatic repeater of CBUAT, Trail and is included as a bonus to the CBC network rate.

CFKB-TV-1 Newcastle Ridge

(Ch. 7)

(Satellite rebroadcasting station of CHEK-TV, Victoria, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Port McNeill, B.C.

Transmitter: Newcastle Ridge.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 300-ft. above av. terrain, 50-ft. above ground, 4100-ft. above sea level, lat. 50° 24' 15", long. 126° 03' 00".

Began Operation: Jan. 6, 1963.

Rates: This is an automatic repeater of CHEK-TV, Victoria, and is included as a bonus with that station.

CFNV-TV-2 Nimkish

(Ch. 6)

(Satellite rebroadcasting station of CFNV-TV-1, Camp Woss-Beaver Cove, B.C., which is a satellite of CFKB-TV-1, Newcastle Ridge, B.C., which repeats CHEK-TV, Victoria, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Nimkish Valley TV Society; see CFNV-TV-1, Camp Woss-Beaver Cove, B.C.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 100-ft. above ground, 620-ft. above sea level, lat. 50° 17' 10", long. 126° 56' 00".

Began Operation: June 15, 1965.

Rates: This is an automatic repeater of CFNV-TV-1, Camp Woss-Beaver Cove, B.C., which repeats CFKB-TV-1, Newcastle Ridge, B.C., a satellite of CHEK-TV, Victoria and all 3 are included as a bonus with CHEK-TV.

CHCK-TV-2 Ocalla

(Ch. 11)

(Satellite rebroadcasting station of CHCK-TV-1, Keremeos, which repeats CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Keremeos-Cawston Television Society, Keremeos.

Technical Facilities: Channel No. 11 (196-204 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 20-ft. above ground, 1800-ft. above sea level, lat. 49° 13' 40", long. 119° 49' 05".

Ownership: See CHCK-TV-1, Keremeos, B.C.

Began Operation: May 18, 1966.

Rates: This is an automatic repeater of CHCK-TV-1, Keremeos, which repeats CHBC-TV, Kelowna and is included as a bonus with CHBC-TV.

CFTK-TV-9 Ocean Falls

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Martin Ridge, Ocean Falls.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 76-watts visual, 38-watts aural. Antenna: 200-ft. above av. terrain, 40-ft. above ground, 1240-ft. above sea level, lat. 52° 21' 20", long. 127° 44' 30".

Began Operation: May 22, 1966.

Rates: This is an automatic repeater of CFTK-TV, Terrace and is included as a bonus with that station.

CHBC-TV-3
Oliver-Osoyoos

(Ch. 8)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C., via CHBC-TV-1, Penticton)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: .220-kw visual; .110-kw aural. Antenna: 1346-ft. above av. terrain, 57-ft. above ground, 2487-ft. above sea level, lat. 49° 06' 00", long. 119° 34' 45".

Ownership: See CHBC-TV, Kelowna.

Began Operation: March 17, 1960.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CHMS-TV-2
Passmore

(Ch. 2)

(Repeats CHMS-TV-1, Crescent Valley, B.C., which is a satellite of KXLY-TV, Spokane, Wash.)

Network Service: CBS-TV, same as KXLY-TV, Spokane, Wash.

Licensee: Mount Sentinel Television Coop., c/o Community Video Co., 1146 Cedar, Trail, B.C.

Transmitter: Passmore.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 150-ft. above av. terrain, 60-ft. above ground, 2000-ft. above sea level, lat. 49° 40' 25", long. 117° 29' 30".

Began Operation: July 1, 1963.

Rates: This is an automatic repeater of KXLY-TV, Spokane, via CHMS-TV-1, Crescent Valley, B.C., and is included as a bonus with that station.

CHPT-TV-1
Peachland

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Corporation of the District of Peachland.

Transmitter: Peachland.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 100-ft. above av. terrain, 50-ft. above ground, 1600-ft. above sea level, lat. 49° 42' 09", long. 119° 44' 52".

Began Operation: Dec. 13, 1961.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CHBC-TV-1
Penticton

(Ch. 13)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley TV Co. Ltd., 342 Leon Ave., Kelowna

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 620-watts visual, 310-watts aural. Antenna: directional, 2732-ft. above av. terrain, 108-ft. above ground, 4408-ft. above sea level, lat. 49° 39' 34", long. 119° 34' 18".

Ownership: See CHBC-TV, Kelowna.

Began Operation: Oct. 12, 1957.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, and is included as a bonus with that station.

CHMS-TV-3
Perrys

(Ch. 5)

(Satellite rebroadcasting station of CHMS-TV-2, Passmore, B.C., which rebroadcasts CHMS-TV-1, Crescent Valley, B.C., which picks up KXLY-TV, Spokane, Wash.)

Network Service: CBS-TV, same as KXLY-TV, Spokane, Wash.

Licensee: Mount Sentinel Television Coop., c/o Community Video Co., 1146 Cedar, Trail, B.C.

Transmitter: Perry Sliding, Mount Sentinel, B.C.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional.

British Columbia

Began Operation: Nov. 10, 1963.

Rates: This is an automatic repeater of CHMS-TV-2, Passmore, B.C. and is included as a bonus with other KXLY-TV repeaters.

ADDITIONAL DATA ON TECHNICAL FACILITIES UNAVAILABLE

CBUT-3
Port Alberni

(Ch. 4)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Port Alberni, B.C.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 5-watts average pedestal power. Antenna: Directional, minus 745-ft. above av. terrain, 120-ft. above ground, 410-ft. above sea level, lat. 49° 14' 28", long. 124° 47' 12".

Began Operation: Dec. 10, 1966.

Rates: This is an automatic repeater of CBUT, Vancouver, and is included as a bonus with that station.

CKPA-TV-1
Port Alice

(Ch. 2)

(Satellite rebroadcasting station of CFXB-TV-4, Sointula, B.C., which repeats CHEK-TV, Victoria, B.C.)

Network Service: CBC, same as CHEK-TV, Victoria, B.C.

Licensee: Kenneth R. Sturdy, Box 361, Port Alice.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: .14-watts visual, .07-watts aural. Antenna: Directional, 30-ft. above ground, 3400-ft. above sea level, lat. 50° 24' 10", long. 127° 32' 05".

Began Operation: Dec. 21, 1965.

Rates: This is an automatic repeater of CHEK-TV, Victoria, via CFXB-TV-4, Sointula, and is included as a bonus with CHEK-TV.

CFKB-TV-3
Port Hardy

(Ch. 3)

Satellite rebroadcasting station of CFKB-TV-1, Newcastle Ridge, B.C., which repeats CHEK-TV, Victoria, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Port McNeill, B.C.

Transmitter: Port Hardy.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural, 70-ft. above av. terrain, 50-ft. above ground, 750-ft. above sea level, lat. 50° 41' 00", long. 127° 31' 10".

Began Operation: June 5, 1963.

Rates: This is an automatic repeater of CFKB-TV-1, Newcastle Ridge, B.C., which is a satellite of CHEK-TV, Victoria, B.C. Both are included as a bonus with CHEK-TV.

BLACKBURN
& Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.

James W. Blackburn

Jack V. Harvey

Joseph M. Sitrick

RCA Building

333-9270

CHICAGO

H. W. Cassill

William B. Ryan

Hub Jackson

333 N. Michigan Ave.

346-6460

ATLANTA

Clifford B. Marshall

John G. Williams

Mony Building

1655 Peachtree Rd. N.E.

873-5626

BEVERLY HILLS

Collin M. Selph

Bank of America Bldg.

9465 Wilshire Blvd.

274-8151

British Columbia

CKPG-TV Prince George

(Ch. 2)

(Operates rebroadcasting satellites CKPG-TV-1, Hixon, B.C. and CKPG-TV-2, Fort Fraser, B.C. CKPG-TV-1 is repeated by separately-owned CKCQ-TV, Quesnel, B.C.)

Network Service: CBC.

Licensee: CKPG Television Ltd.

Studio: 1220 Sixth Ave., Prince George.

Transmitter: Tabor Mountain.

Telephone: Logan 4-8861.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 778-watts visual, 389-watts aural. Antenna: 2000 ft. above av. terrain, 230-ft. above ground, 4090-ft. above sea level, lat. 53° 54' 47", long. 122° 27' 02".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CKPG, 10-kw, 550 kc.

Ownership: Radio Station CKPG Ltd., 100%.

Began Operation: Aug. 20, 1961.

Represented (sales) by All Canada Radio & Television Ltd.

Personnel:

Robert T. Harkins, *pres. & general manager.*
Carole A. Pow, *national sales manager.*
Bob McGavin, *TV director.*

DIGEST OF RATE CARD NO. 4 (Oct. 15, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily; all day Sun.						
\$75.00	\$60.00	\$50.00	\$40.00	\$30.00	\$16.00	\$10.00

CKPG-TV: Total Households, 21,430
TV Households, 16,990; 79%
BBM Weekly Reach (Oct. 1966) 10,600

CFTK-TV-1 Prince Rupert

(Ch. 6)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: Same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd.

Transmitter: Mt. Hayes.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 480-watts visual, 240-watts aural. Antenna: 1870-ft. above av. terrain, 90-ft. above ground, 2410-ft. above sea level, lat. 54° 17' 05", long. 130° 18' 50".

Began Operation: Nov. 27, 1962.

Personnel:

John Gregory, *Prince Rupert manager.*

Rates: This is an automatic repeater of CFTK-TV, Terrace and is included as a bonus with that station.

CHGP-TV-1 Princeton

(Ch. 5)

(Satellite of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Princeton Television Ltd., Princeton, B.C.

Transmitter: Near Princeton.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 40-watts visual, 20-watts aural. Antenna: 50-ft. above ground, 4200-ft. above sea level, lat. 49° 28' 18", long. 120° 33' 57".

Began Operation: On Ch. 72 Nov. 1, 1958, switched to Ch. 5 on Nov. 7, 1963.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CFCR-TV-11 Quesnel

(Ch. 7)

(Satellite rebroadcasting station of CFRV-TV, Kamloops, B.C.)

Network Service: Same as CFRV-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Dragon Mt.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 25-watts visual, 12.5-watts aural. Antenna: 2250-ft. above av. terrain, 50-ft. above ground, 4220-ft. above sea level, lat. 52° 53' 00", long. 122° 20' 05".

Began Operation: Oct. 30, 1962.

Rates: This is an automatic repeater of CFRV-TV, Kamloops, and is included as a bonus with that station.

CKCQ-TV-1 Quesnel

(Ch. 13)

(Satellite rebroadcasting station of CKPG-TV-1, Hixon, B.C., which repeats CKPG-TV, Prince George, B.C.)

Network Service: CBC, same as CKPG-TV, Prince George.

Licensee: Dennis Reid, Quesnel, B.C.

Transmitter: Dragon Mt.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 2000-ft. above av. terrain, 80-ft. above ground, 4204-ft. above sea level, lat. 52° 52' 55", long. 122° 20' 5".

Ownership: British Columbia Telephone Co.

Began Operation: June 1, 1965.

Rates: This is an automatic repeater of CKPG-TV-1, Hixon, B.C., which in turn repeats parent CKPG-TV, Prince George, B.C. and both are included as a bonus with CKPG-TV.

CFCR-TV-7 Savona

(Ch. 8)

(Satellite rebroadcasting station of CFRV-TV, Kamloops, B.C.)

Network Service: Same as CFRV-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Savona.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 50-watts visual, 25-watts aural. Antenna: 120-ft. above av. terrain, 50-ft. above ground, 1350-ft. above sea level, lat. 50° 45' 45", long. 120° 52' 00".

Began Operation: Oct. 1, 1962.

Rates: This is an automatic repeater of CFRV-TV, Kamloops, and is included as a bonus with that station.

CHBC-TV-4 Salmon Arm

(Ch. 9)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C. via Ch. 72, Enderby, B.C. In turn, CHBC-TV-4 is repeated by CHBC-TV-6, Celista, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 238-watts visual, 119-watts aural. Antenna: 155-ft. above av. terrain, 120-ft. above ground, 1800-ft. above sea level, lat. 50° 45' 20", long. 119° 19' 45".

Ownership: See CHBC-TV, Kelowna.

Began Operation: June, 1961.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CHBC-TV-7 Skaha Lake

(Ch. 10)

(Satellite rebroadcasting station of CHBC-TV-1, Penticton, B.C., which repeats CHBC-TV, Kelowna, B.C.)

Network Service: CBC, Same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Studio: None.

Transmitter: Skaha Lake.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 20-ft. above ground, 1800-ft. above sea level, lat. 49° 28' 10", long. 119° 37' 10". Additional data unavailable.

Began Operation: July 19, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, via CHBC-TV-1, Penticton, B.C. and is included as a bonus with CHBC-TV.

**CFTK-TV-2
Smithers**

(Ch. 5)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)
Network Service: Same as CFTK-TV, Terrace.
Licensee: Skeena Broadcasters Ltd., Box 1540, Terrace, B.C.
Transmitter: Tyee Mt., Smithers.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 20-watts visual, 10-watts aural, with directional antenna. Antenna: 3680-ft. above av. terrain, 60-ft. above ground, 3400-ft. above sea level, lat. 54° 44' 25", long. 126° 59' 50". Note: This station also gives service to Telkwa, Hazelton and Houston, B.C.

Began Operation: September 27, 1963.

Personnel: David Forsyth, *Bulkley Valley representative.*

Rates: This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

**CFKB-TV-4
Sointula**

(Ch. 5)

(Satellite rebroadcasting station of CFKB-TV-1, Newcastle Ridge, B.C., which repeats CHEK-TV, Victoria, B.C.; CFKB-TV-4 is repeated by CKPA-TV-1, Port Alice, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Port McNeill, B.C.

Transmitter: Sointula.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 150-ft. above ground, 240-ft. above sea level, lat. 50° 38' 05", long. 127° 03' 00".

Began Operation: Jan. 25, 1963.

Rates: This is an automatic repeater of CHEK-TV, Victoria, and is included as a bonus with that station.

**CJNA-TV-1
Spences Bridge**

(Ch. 3)

(Satellite rebroadcasting station of CFCR-TV-12, Merritt, B.C., which repeats CFCR-TV, Kamloops, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Spences Bridge Community Club, Box 95.

Transmitter: Spences Bridge.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 1-watt visual, 0.5-watt aural. Antenna: Directional, 200-ft. above av. terrain, 30-ft. above ground, 1000-ft. above sea level, lat. 50° 25' 45", long. 121° 19' 10".

Began Operation: Oct. 4, 1966.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, via CFCR-TV-12, Merritt, both B.C. and is included as a bonus with CFCR-TV.

**CBUT-5
Squamish**

(Ch. 11)

(Satellite rebroadcasting station of CBUT-4, Bowen Island, B.C., which repeats CBUT, Vancouver, B.C.)

(Due to Begin Operation in mid-1967)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 5-watts visual pedestal power, 2.5-watts aural. Antenna: Directional, minus 1522-ft. above av. terrain, 80-ft. above ground, 1090-ft. above sea level, lat. 49° 38' 52", long. 123° 12' 34".

Rates: This is an automatic repeater of CBUT, Vancouver, via CBUT-4, Bowen Island and is included as a bonus with CBUT.

**CHAN-TV-3
Squamish**

(Ch. 7)

(Satellite rebroadcasting station of CHAN-TV-2, Bowen Island, B.C., which repeats CHAN-TV, Vancouver, B.C.)

(Due to Begin Operation in 1967)

Network Service: CTV, same as CHAN-TV, Vancouver.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver 3, B.C.

1967 Edition

British Columbia

Transmitter: Squamish.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 706-ft. above av. terrain, 100-ft. above ground, 1080-ft. above sea level, lat. 49° 38' 52", long. 123° 12' 34".

Rates: This is an automatic repeater of CHAN-TV, Vancouver, B.C. via CHAN-TV-2, Bowen Island, B.C. and is included as a bonus with CHAN-TV.

**CHAR-TV-1
Squamish**

(Ch. 7)

(Satellite rebroadcasting station of CHEK-TV, Victoria, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Squamish T.V. Society, P.O. Box 264, Squamish.

Transmitter: Squamish.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 80-ft. above ground, 280-ft. above sea level, lat. 49° 44' 20", long. 123° 07' 15".

Began Operation: Nov. 30, 1962.

Rates: This is an automatic repeater of CHEK-TV, Victoria, and is included as a bonus with that station.

**CFTK-TV
Terrace**

(Ch. 3)

(Also serves Kitimat, B.C.)

(Operates satellite rebroadcasting stations CFTK-TV-1, Prince Rupert; CFTK-TV-2, Smithers; CFTK-TV-3, Burns Lake; CFTK-TV-4, Kildala; CFTK-TV-5, Kemano; CFTK-TV-6, Nass Camp; and CFTK-TV-7, Juskatla, which repeats CFTK-TV-1, Prince Rupert; CFTK-TV-8, Aristazabel Island; CFTK-TV-9, Ocean Falls; CFTK-TV-10, Houston, all B.C.)

Network Service: CBC.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540.

Studio: 3231 Emerson St. Telephone: 843-6316.

Transmitter: Terrace.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 4.1-kw visual, 2.1-kw aural. Antenna: 1783-ft. above av. terrain, 33-ft. above ground, 3320-ft. above sea level, lat. 54° 31' 05", long. 125° 28' 15".

Began Operation: Nov. 1, 1962.

Represented (sales) by Radio-Television Representatives Ltd. (Canada); ABC International Television Inc. (U.S.)

Personnel:

J. Fred Weber, *managing director.*
 G. Wayne Seabrook, *station manager.*
 A. E. Bates, *national sales manager.*
 Gordon Leighton, *program director.*
 Don Hampson, *production manager.*
 John Nance, *chief engineer.*

DIGEST OF RATE CARD NO. 5—(March 1, 1967)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
 Class AA—6-11 p.m., daily.

\$100.00 \$82.00 \$70.00 \$50.00 \$45.00* \$40.50* \$36.00* \$22.50*

*Class AAA—8-10 p.m., daily.

CFTK-TV, CFTK-TV-1 & CFTK-TV-2

Total Households, 36,670

TV Households, 30,510; 83%

BBM Weekly Reach (Oct. 1966) 11,200

President
 Hugh Ben LaRue

Area Code 212
 265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Virginia \$210,000

CATV Pennsylvania \$850,000

116 Central Park South

New York, N.Y.

British Columbia—Vancouver

CBUT

(Ch. 2)

(Also operates satellite rebroadcasting station CBUT-1, Courtenay; CBUT-2, Chilliwack and CBUT-3, Port Alberni, B.C.)

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 89.4-kw maximum and 47.6-kw average visual, 47.8-kw maximum and 25.4-kw average aural. Antenna: 2400-ft. above av. terrain, 190-ft. above ground, 2800-ft. above sea level.

Latitude 49° 21' 18"
Longitude 122° 57' 18"

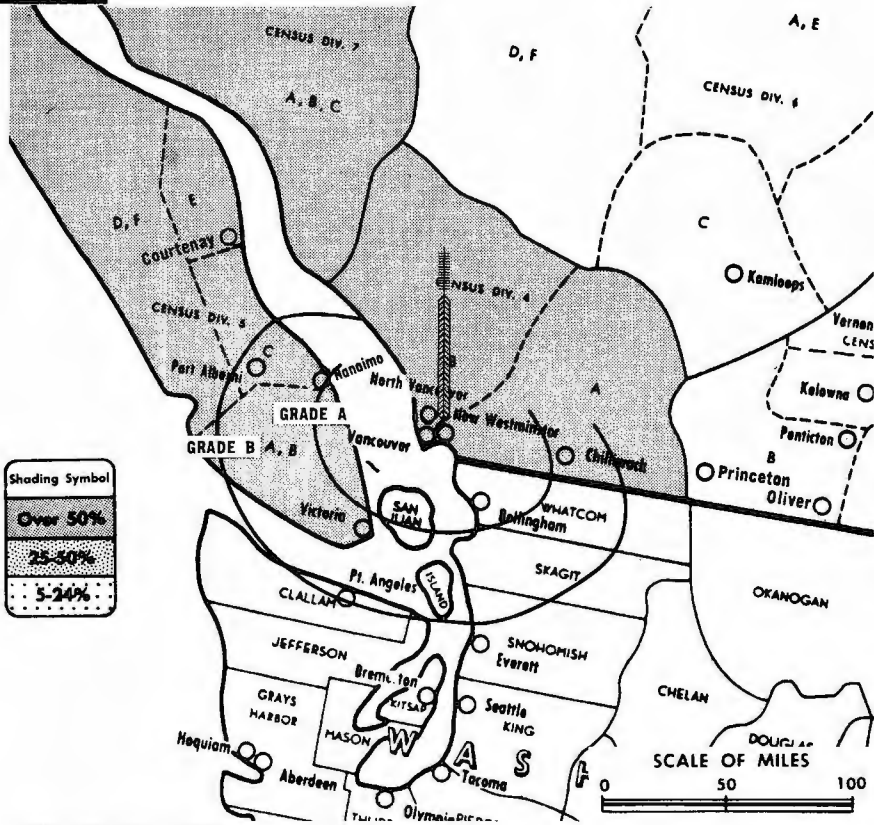
Transmitter: Mt. Seymour.

Color: Network, film & slide.

TV tape: Recording facilities.

AM Affiliate: CBU, 10-kw, 690 kc (CBC).

FM Affiliate: CBU-FM, 100-kw, 105.7 mc (No. 289), 2400-ft. antenna height.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBUT Authorized: 12/8/53

CBUT

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., Head office: 1500 Bronson Ave., Ottawa, Ont. Telephone: Mutual 4-0246.

Studio: 1200-1220 W. Georgia St.

Began Operation: Dec. 16, 1953.

Represented (sales) by Weed and Co. (for U.S.) and CBC National Selective Sales (for Canada).

Personnel:

Hugh Palmer, *director of television.*
Ross L. Whiteside, *technical director.*
K. H. Buhr, *regional sales manager.*
L. Jackson, *news supervisor.*
William Inglis, *program director.*
Stanley Fox, *film director.*
D. J. S. Williams, *design director.*

DIGEST OF RATE CARD NO. 19
(March 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.
\$970.00 \$582.00 \$388.00 \$291.00 \$243.00* \$218.00* \$194.00* \$146.00*

*Class AA—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.

Note: No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

Weekly Reach (BBM)	BBM Area No.	Area Description	TV Households	
			Households	Number %
Over 50 %	1739	Vancouver Metro	253,000	241,000 95
	1770	5C	14,000	13,000 93
	1759	Victoria Metro	52,800	49,200 93
	1780	5D, E, F	19,870	17,780 89
	1760	5A, B (bal.)	10,000	9,300 93
	1740	4 (bal.)	38,080	34,460 90
	1800	7	5,820	4,860 84
Between 25-50 %	None between 25-50%			
Between 5-24 %	None between 5-24%			
CBUT Station Total			393,570	369,600 94
BBM Weekly Reach			319,500	

For the CBC Network Listing
see Services Volume

CBC-TV-THE BIG REACH IN THE B.C. MARKET

CBUT Channel 2 VANCOUVER

Rebroadcasting Stations—Channel 9—Courtenay, B.C. Channel 3—Chilliwack, B.C.
Channel 4—Port Alberni, B.C.

Population	1,325,000	Households	380,000
Urban	1,084,000	TV Homes	356,000
Rural	241,000	Saturation	94%

Total Retail Sales \$1,546,536,000

To reach the buying public in the giant B.C. market call CBC-TV first. **Toronto 925-3311**
Montreal customers call- 868-3211, local 1648. From New York call: Enterprise 6961 (No toll charge).

Why Western Electric rewired its safety program to include training in defensive driving. And why you should too.

Last year, American industry lost over 22,000 trained employees killed in off-the-job traffic accidents. And 1½ billion dollars in lost time and production. But, hundreds of companies—big and small—are doing something about it. Like Western Electric. In the last two years, Western Electric trained 800 employees with the National Safety Council's Defensive Driving Course. And hundreds more are

signed up to take this complete course in new and tested concepts and techniques of defensive driving. You can do the same thing for the employees of your plant, office or facility. The National Safety Council will be glad to tell you how to set up the Defensive Driving Course in your company. And reduce traffic accidents among your employees *significantly*. Mail the coupon today.

Special Projects-Public Information
National Safety Council
425 North Michigan Avenue
Chicago, Illinois 60611

Please mail me full details on the Defensive Driving Course.

Name _____

Title _____

Firm Name _____

Address _____

City _____ State _____ Zip code _____

Published to save lives
in cooperation with
The Advertising Council
and the National Safety Council



British Columbia—Vancouver

CHAN-TV

(Ch. 8)

(Operates satellite rebroadcasting stations CHAN-TV-1, Chilliwack and CHAN-TV-2, Bowen Island, B.C., which is repeated by CHAN-TV-3, Squamish, B.C.)

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 325-kw maximum visual, 129-kw aural. Antenna: Directional, 998-ft. above av. terrain, 150-ft. above ground, 1250-ft. above sea level.

Latitude 49° 16' 31"
Longitude 122° 54' 49"

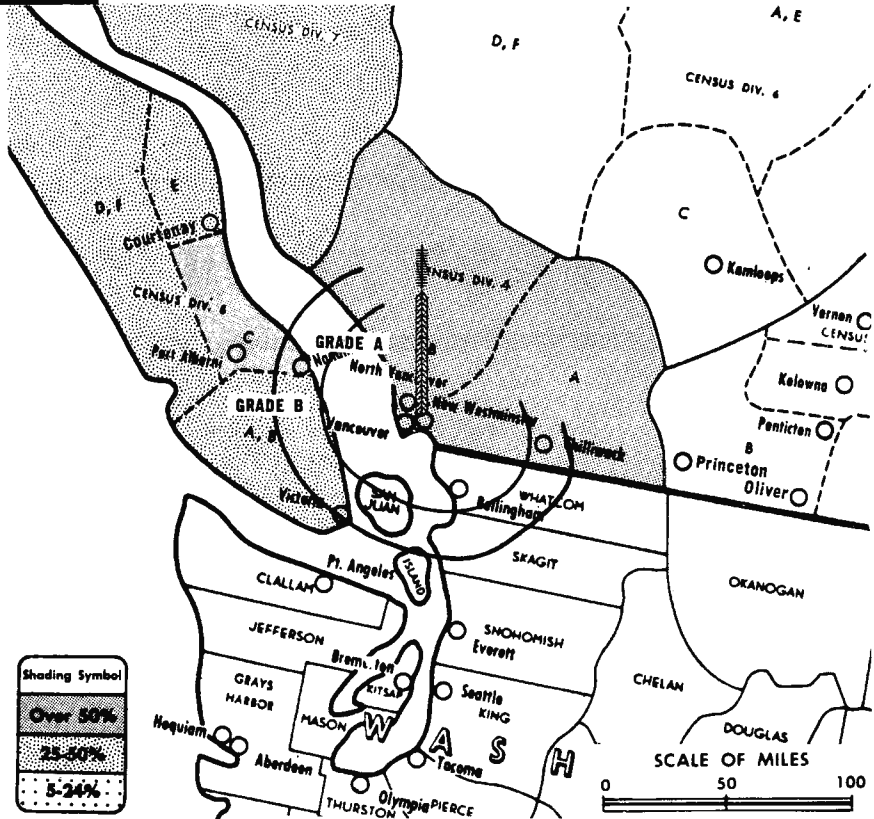
Transmitter: Burnaby Mt.

News Wire Service: UPI.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.



CHAN-TV Authorized: 2/17/60

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CHAN-TV

Network Service: CTV.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver 3.

Studio: 7580 Enterprise St., Burnaby, B.C.

Telephone: 299-7272.

Telex: 004-5215.

Ownership: British Columbia Television Bcstg. System Ltd.; J. R. Peters, president. Also owns CHEK-TV, Victoria, B.C.

Began Operation: Oct. 31, 1960.

Represented (sales) by: All Canada Radio & Television Ltd.

Personnel:

W. C. Elliott, *vice president, production.*
L. D. Colthorp, *vice president, programming.*
E. G. Rose, *vice president, engineering.*
A. H. Collins, *secretary-treasurer.*
D. C. Norman, *national sales manager.*

DIGEST OF RATE CARD NO. 7—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., daily.						
\$600.00	\$400.00	\$330.00	\$290.00	\$220.00	\$155.00	\$66.00
Combination rate with CHEK-TV, Victoria:						
\$800.00	\$525.00	\$430.00	\$375.00	\$265.00	\$185.00	\$80.00

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	1739	Vancouver Metro	253,000	241,000	95
	1770	5C	14,000	13,000	93
	1759	Victoria Metro	52,800	49,200	93
	1740	4 (bal.)	38,080	34,460	90
Between 25-50 %	1780	5D, E, F	19,870	17,780	89
	1760	5A, B (bal.)	10,000	9,300	93
	1800	7	5,820	4,860	84
Between 5-24 %	None between 5-24%				
CHAN-TV Station Total			393,570	369,600	94
BBM Weekly Reach			272,100		

For CTV Network, see Services Volume

British Columbia—Vancouver (Bellingham, Wash.)

KVOS-TV

(Ch. 12)

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 214-kw visual, 53.7-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

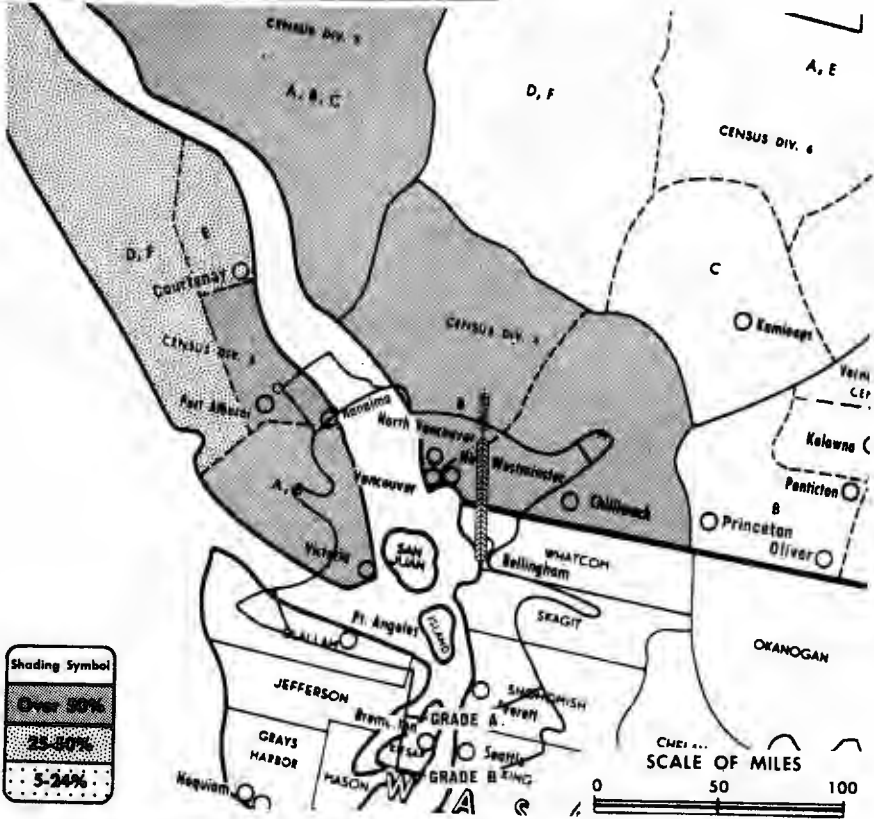
Latitude 48° 40' 40"
Longitude 122° 49' 48"

Transmitter: Mt. Constitution, Orcas Island, Wash.

Represented (engineering) by Kear & Kennedy.

Color: Network, film, slide & tape.

News Wire Service: AP, Canadian Press.



KVOS-TV Ref: FCC File No. BMPCT-3990 Granted 7/24/56

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

KVOS-TV

Network Service: CBS.

Grantee (STA): KVOS Television Corporation.

Studio: 1151 Ellis St., Bellingham, Wash.; 1345 Burrard St., Vancouver 1.

Telephone: 734-4101, Bellingham; 681-1212, Vancouver.

Ownership: Wometco Enterprises Inc., 100%. For officers and other interests, see WTVJ, Miami, Fla.

Began Operation: May 23, 1953. Sale to present owner by Rogan Jones and associates approved March 29, 1961 by the FCC (*Television Digest*, Vol. 16:48, 17:14).

Represented (sales) by E. S. Sumner Inc. (New York); Peters, Griffin, Woodward Inc. (balance of U.S.); Stovin-Byles Ltd. (Canada).

Represented (legal) by Cohn & Marks.

Personnel:

David Mintz, *v.p. & manager*.
Andy Anderson, *film buyer*.
John Price, *chief engineer*.
Fred Elsethagen, *sales manager*.

DIGEST OF RATE CARD NO. 13 (Sept. 1, 1966)

30 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., Mon.-Fri.; 6-11 p.m. Sat. & Sun.					
\$725.00	\$300.00	\$250.00*	\$240.00*	\$210.00*	\$105.00*

*Class AA—6:30-11:01 p.m. Mon.-Fri.; 6-11:01 p.m. Sat. & Sun.

NETWORK BASE HOURLY RATE: \$300.

Weekly Reach (BBM)	BBM Area No.	Area Description	TV	
			Total Households	Households Number %
Over 50%	1759	Victoria Metro	52,800	49,200 93
	1740	4 (bal.)	38,080	34,480 90
	1770	5C	14,000	13,000 93
	1739	Vancouver Metro	253,000	241,000 95
	1800	7	5,820	4,860 84
	1760	5A, B (bal.)	10,000	9,300 93
Between 25-50%	1780	5 D, E, F.	19,870	17,780 89
Between 5-24%	None Between 5-24%			
KVOS-TV Station Total			393,570	369,600 94
BBM Weekly Reach			272,700	

For U.S. and Canadian Sales Reps

see Services Volume

British Columbia—Victoria

CHEK-TV

(Ch. 6)

(Programs are repeated by separately-owned satellite rebroadcasting stations CHAR-TV-1, Squamish; CFKB-TV-1, Newcastle Ridge; CFKB-TV-2, Kokish; CFKB-TV-3, Port Hardy; CFKB-TV-4, Sointula, which is repeated by CKPA-TV-1, Port Alice, B.C.; CFNV-TV-1, Camp Woss; CFNV-TV-2, Nimpkish, all B.C.)

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1555-ft. above av. terrain, 300-ft. above ground, 1600-ft. above sea level.

Latitude 48° 46' 28"
Longitude 123° 10' 10"

Transmitter: Saturna Island, B.C.

Studio: 7580 Enterprise St., Burnaby, B.C.

TV tape: Recording facilities.

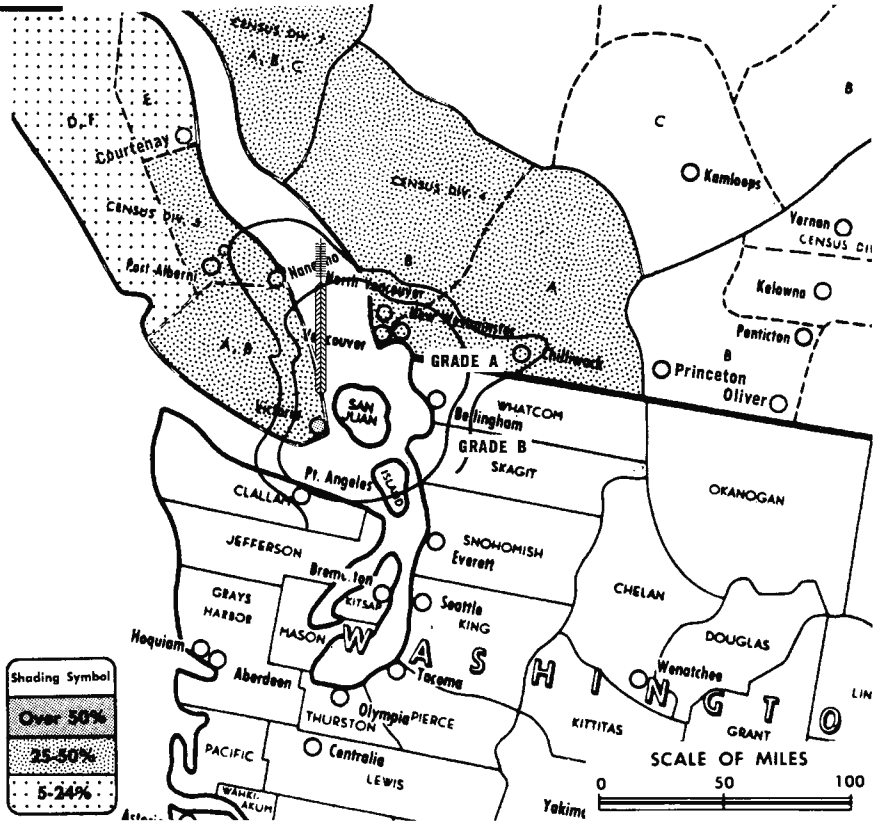
Color: Network, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: CKDA, 10-kw, 1220 kc.

FM Affiliate: CKDA-FM, .37-kw, 98.5 mc (No. 253).

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.



CHEK-TV Authorized: 2/23/60

CHEK-TV

Network Service: CBC.

Licensee: CHEK-TV, Ltd., P.O. Box 927, 3693 Epsom Drive. Telephone: 477-1821.

Ownership: British Columbia Television Broadcasting System Ltd. J. R. Peters, pres. Also owns CHAN-TV, Vancouver, B.C. Note: Purchase of CHAR-TV-1, Squamish, pends.

Began Operation: Dec. 1, 1956.

Represented (sales) by: All-Canada Radio & Television Ltd.

Personnel:

J. R. Peters, *president*.
Frank Bond, *operations manager* (Victoria)
Lloyd Colthorp, *v.p. programming*.
Wm. Elliott, *v.p. production*.
Ernie Rose, *v.p. engineering*.
A. H. Collins, *secretary-treasurer*.
D. C. Norman, *national sales manager*.

DIGEST OF RATE CARD NO. 9—(March 1, 1967)
Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-11 p.m., daily.
\$550.00 \$330.00 \$220.00 \$195.00 \$170.00 \$90.00 \$63.00 \$27.00

Weekly Reach (BBM)	BBM Area No.	Area Description	TV Households		%
			Total Households	Number	
Over 50 %	1759	Victoria Metro	52,800	49,200	93
Between 25-50 %	1760	5A, B (bal.)	10,000	9,300	93
	1770	5C	14,000	13,000	93
	1800	7	5,820	4,860	84
	1739	Vancouver Metro	253,000	241,000	95
Between 5-24 %	1740	4 (bal.)	38,080	34,460	90
	1780	5D, E, F	19,870	17,780	89
CHEK-TV Station Total			393,570	369,600	94
BBM Weekly Reach			139,000		

CBUAT

Trail

(Ch. 11)

(Repeater station of CBC English network; also repeated by CBUAT-1, Nelson and CBUAT-2, Castlegar, B.C.)

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ontario.

Mailing address: c/o CBC regional engineer, 701 Hornby St., Vancouver, B.C.

Transmitter: Monte Cristo Mountain near Rossland, B.C.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 3.34-kw visual, 1.67-kw aural. Antenna: Directional, 762-ft. above av. terrain, 206-ft. above ground, 4456-ft. above sea level, lat. 49° 05' 27", long. 117° 47' 6".

Began Operation: Nov. 3, 1960.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

CBUAT: Total Households, 21,180
TV Households, 18,650; 88%
BBM Weekly Reach (Oct. 1966) 12,500

CFCR-TV-14

Valemont

(Ch. 8)

(Satellite rebroadcasting station of CFCR-TV-6, Mount Timothy, B.C., which repeats CFCR-TV, Kamloops, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Canoe Mountain, B.C.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 6100-ft. above av. terrain, 60-ft. above ground, 8705-ft. above sea level, lat. 52° 42' 20", long. 119° 09' 55".

Began Operation: Dec. 6, 1965.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, via CFCR-TV-6, Mount Timothy, B.C. and is included as a bonus with CFCR-TV.

CHBC-TV-2

Vernon

(Ch. 7)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley TV Co. Ltd., 342 Leon Ave., Kelowna.

Studio: None.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 620-watts visual, 310-watts aural. Antenna: directional, 865-ft. above av. terrain, 112-ft. above ground, 2845-ft. above sea level, lat. 50° 16' 58", long. 119° 19' 09".

AM Affiliate: CJIB, 1-kw, 940 kc (CBC).

Ownership: See CHBC-TV, Kelowna.

Began Operation: Oct. 12, 1957.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CFWS-TV-2

Westwold

(Ch. 12)

(Satellite rebroadcasting station of CFFW-TV-1, Falkland, B.C., which repeats CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna, B.C.

Licensee: Falkland-Westwold T.V. Society, Falkland, B.C.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 100-ft. above av. terrain, 50-ft. above ground, 2100-ft. above sea level, lat. 50° 27' 30", long. 119° 42' 24".

Began Operation: May 7, 1963.

Rates: This is an automatic repeater of CFFW-TV-1, Falkland, B.C., which picks up CHBC-TV, Kelowna, B.C. Both repeaters are included as a bonus with CHBC-TV.

British Columbia-Manitoba

CFCR-TV-5

Williams Lake

(Ch. 8)

(Satellite rebroadcasting station of CFCR-TV-6, Mount Timothy, B.C., which repeats CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops. Transmitter: Williams Lake.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 50-watts visual, 25-watts aural. Antenna: 700-ft. above av. terrain, 50-ft. above ground, 2500-ft. above sea level, lat. 52° 06' 55", long. 122° 11' 10".

Began Operation: Oct. 1 1962.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, picking up signal via CFCR-TV-6, Mount Timothy, and is included as a bonus with CFCR-TV.

MANITOBA

CKX-TV-1

Birtle-Foxwarren

(Ch. 11)

(Satellite rebroadcasting station of CKX-TV, Brandon, Man.)

Network Service: CBC, same as CKX-TV, Brandon.

Licensee: Western Manitoba Bcstrs. Ltd., 2940 Victoria Ave., Brandon.

Transmitter: Junction Hwys. 4 & 83 Foxwarren.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 6.64-kw visual, 3.48-kw aural. Antenna: 270-ft. above av. terrain, 281-ft. above ground, 2031-ft. above sea level, lat. 50° 31' 14", long. 101° 04' 23".

Began Operation: June 25, 1963.

Rates: This is an automatic repeater of CKX-TV, Brandon and is included as a bonus with that station.

CKX-TV

Brandon

(Ch. 5)

(Also operates satellite rebroadcasting stations CKX-TV-1, Birtle-Foxwarren, Man. and CKX-TV-2, Melita, Man.)

Network Service: CBC.

Licensee: Western Manitoba Bcstrs. Ltd., 2940 Victoria Ave.

Studio: 2940 Victoria Ave. Telephone: Parkway 9-5441.

Transmitter: 34th St. & Richmond Ave., Brandon.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 511-ft. above av. terrain, 606-ft. above ground, 1828-ft. above sea level, lat. 49° 49' 42", long. 99° 59' 09".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CKX, 10-kw, (1-kw night), 1150 kc (CBC).

Began Operation: Jan. 28, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

John B. Craig, *president & general manager.*

Archie Olson, *sales manager.*

Stuart Craig, *vice president & operations manager.*

J. T. Stacey, *engineer.*

Ron Katzin, *production manager.*

DIGEST OF RATE CARD NO. 11—(March 1, 1967)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 8 Sec.

Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.

\$240.00 \$190.00 \$170.00 \$100.00 \$85.00* \$60.00* \$60.00* \$25.00*

*Class AA—7-10 p.m., daily.

CKX-TV: Total Households, 54,080

TV Households, 48,290; 89%

BBM Weekly Reach (Oct. 1966) 36,800

Manitoba—Winnipeg

CBWT

(Ch. 6)

(English Outlet)

(Repeated by CBWT-1, Fisher Branch, Man.; CBWAT, Kenora, Ont. which is repeated by CBWAT-1 Dryden; CBWAT-2, Sioux Lookout and CBWCT, Fort Frances. CBWCT is repeated by CBWCT-1, Atikokan and CBWAT-3, Red Lake, all Ont.)

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1027-ft. above av. terrain, 1064-ft. above ground, 1849-ft. above sea level.

Latitude 49° 46' 15"
Longitude 97° 30' 35"

Transmitter: 6-mi. E of Starbuck, Man. on Hwy. 2.

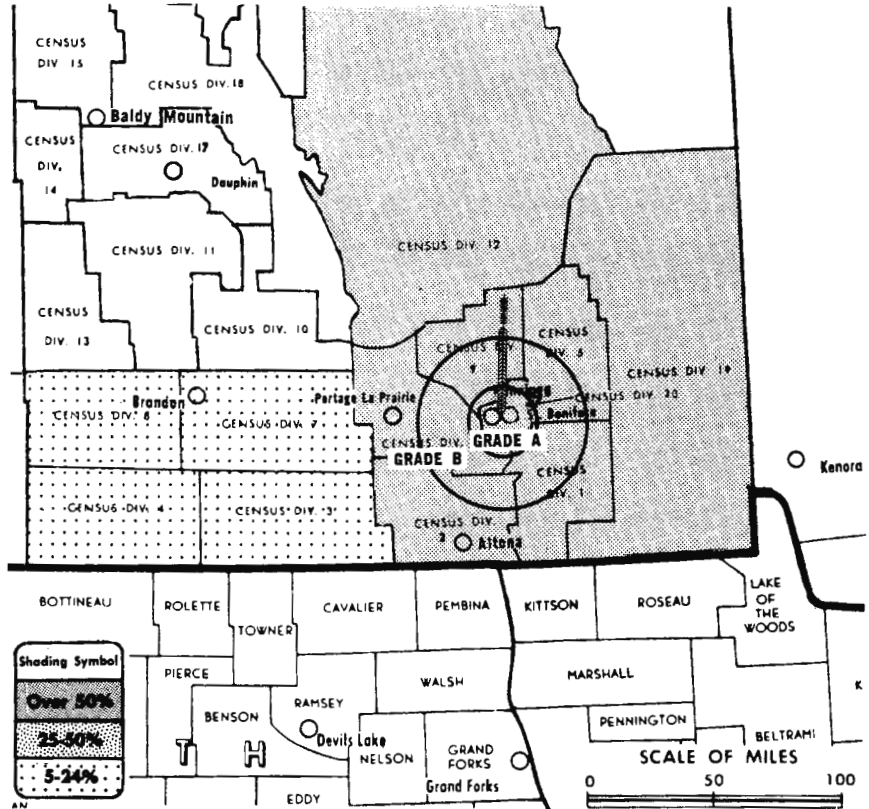
Color: Network, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Canadian Press, UPI & Broadcast News.

AM Affiliate: CBW, 50-kw, 990 kc (CBC).

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.



CBWT

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., Head office: 1500 Bronson Ave., Ottawa, Ont.

Telephone: 774-2541.

Studio: 541 Portage Ave. W., Box 160.

Began Operation: May 31, 1954.

Represented (sales) by Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).

Personnel:

Dan E. Cameron, regional program director.
G. W. Thompson, regional sales manager.
B. D. Macpherson, operations manager, CBW, CBWT.
J. Gibbon, TV technical director.
Stan Langtry, design director.
H. Harrison, film buyer.
D. H. O'Neill, supervisor information services.

DIGEST OF RATE CARD NO. 16 (March 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6-11:30 p.m., Mon.-Sat.; 5-11:30 p.m., Sun.
\$770.00 \$462.00 \$308.00 \$231.00 \$193.00* \$173.00* \$154.00* \$83.00*

*Class AA—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.

Note: No announcements on Good Friday, Easter Sunday or Christmas day.

Other Area Stations on pages 870-b-872-b

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number %
Over 50 %	1260	6	7,170	6,850 93
	1249	Winnipeg Metro (Cens. Div. 20)	137,000	129,000 94
	1251	5, 19	13,290	12,080 91
	1270	9, 12	9,920	8,580 86
	1231	1, 2	15,260	11,300 74
Between 25-50 %	None between 25-50%			
Between 5-24 %	1280	3, 4	9,850	8,950 91
	1290	7, 8	19,090	18,040 94
CBWT Station Total			211,580	194,600 92
BBM Weekly Reach			158,400	

Every Monday morning
a Lawyer
reads Television Digest.
Why? See page 803-b

CKSS-TV

Dauphin

(Ch. 8)

(Satellite rebroadcasting station of CKOS-TV, Yorkton, Sask.)

Network Service: CBC, same as CKOS-TV, Yorkton.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton, Sask. Regional Sales Office: Dauphin & Swan River.

Studio: None.

Transmitter: Baldy Mt.

Telephone: 638-3810.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 57-kw visual, 28-kw aural. Antenna: Directional, 1032-ft. above av. terrain, 530-ft. above ground, 3257-ft. above sea level, lat. 51° 28' 17", long. 100° 43' 18".

Given recommendation May 9, 1966 for change to 120-kw visual, 12-kw aural, no change in antenna height.

Ownership: See CKOS-TV, Yorkton, Sask.

Color: Network.

Began Operation: June 19, 1960.

Represented (sales) by ABC International Television Inc. (U.S.A.); Stovin-Byles Television Ltd. (Canada).

Rates: This is an automatic repeater of CKOS-TV, Yorkton and is included as a bonus with that station.

CBWT-1

Fisher Branch

(Ch. 10)

(Satellite rebroadcasting station of CBWT, Winnipeg, Man.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 1-mi. W of Fisher Branch.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 27.4-kw visual, 13.7-kw aural. Antenna: Directional, 559-ft. above av. terrain, 598-ft. above ground, 1368-ft. above sea level, lat. 51° 04' 50", long. 97° 38' 55".

Began Operation: Jan. 31, 1967.

Rates: This is an automatic repeater of CBWT, Winnipeg and is included as a bonus to that station.

Manitoba

CBWBT

Flin Flon

(Ch. 10)

(Also operates rebroadcasting station CBWBT-1, Le Pas, Man.)

Network Service: CBC films.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Telephone: Madison 3-2550.

Studio: None, programmed by film only. Transmitter: Flin Flon.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 6.8-kw visual, 3.4-kw aural. Antenna: 335-ft. above av. terrain, 275-ft. above ground, 1355-ft. above sea level, lat. 54° 47' 30", long. 101° 52' 00".

Began Operation: June 8, 1962.

Personnel: Technical maintenance staff only.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

CBWBT: Total Households, 11,300
TV Households, 7,980; 71%
BBM Weekly Reach (Oct. 1966) 7,000

CBWBT-1

The (Les) Pas

(Ch. 7)

(Satellite rebroadcasting station of CBWBT, Flin Flon, Man.)

Network Service: CBC films, repeated from CBWBT, Flin Flon.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: The Pas, Man.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 26-kw visual, 0.13-kw aural. Antenna: 135-ft. above av. terrain, 120-ft. above ground, 1001-ft. above sea level, lat. 53° 50' 09", long. 101° 15' 20".

Began Operation: June 15, 1962.

Rates: This is an automatic repeater of CBWBT, Flin Flon and is included with that station as a bonus to the CBC network rate.

CBC-TV-THE BIG REACH IN THE PRAIRIE MARKET

CBWT Channel 6 WINNIPEG

Including Stations—Channel 10—Fisher Branch, Man., Channel 8—Kenora, Ont., Channel 9—Dryden, Ont., Channel 12—Sioux Lookout, Ont., Channel 5—Fort Frances, Ont., Channel 7—Atikokan, Ont., Channel 10—Red Lake, Ont.

Population	813,000	Households	215,000
Urban	573,000	TV Homes	199,000
Rural	240,000	Saturation	93%

Total Retail Sales \$833,383,000

To reach the buying public in the Prairie market call CBC-TV first. Toronto 925-3311
Montreal customers call: 868-3211, local 1648. From New York call: Enterprise 6961 (No toll charge).

Manitoba—Winnipeg

CBWFT

(Ch. 3)

(French Outlet)

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 59-kw visual, 35.2-kw aural. Antenna: 930-ft. above av. terrain, 1064-ft. above ground, 1849-ft. above sea level.

Latitude 49° 46' 15"
Longitude 97° 30' 35"

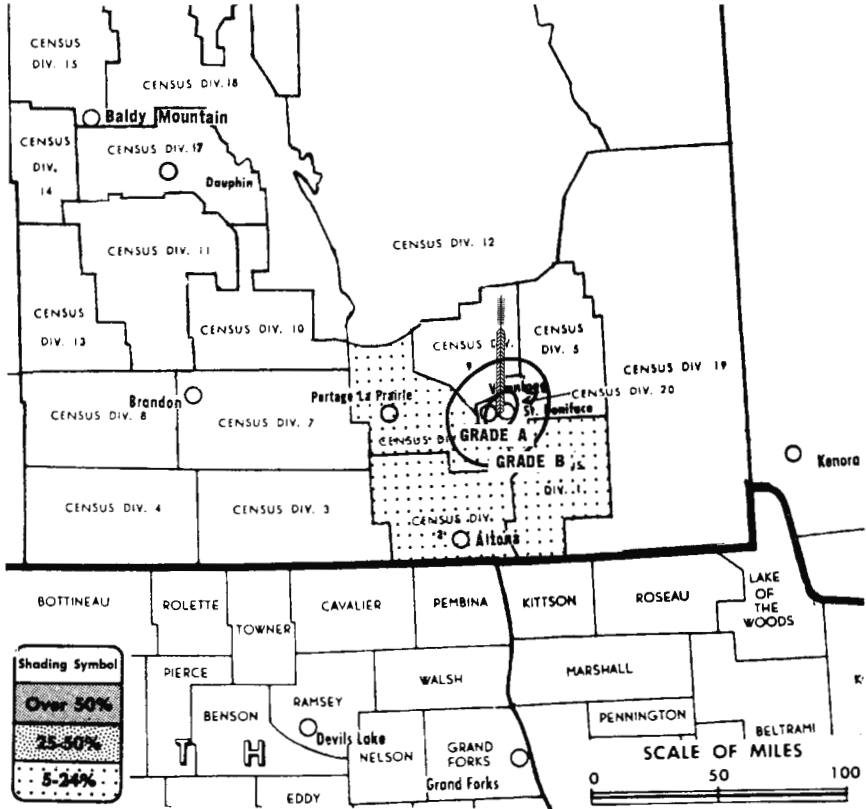
Transmitter: Hwy. 2 near Starbuck, man.

Color: Network, film, slide & tape.

Studio: 541 Portage Ave.

Telephone: 774-2541.

TV tape: Recording facilities.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBWFT Authorized: 7/29/59

CBWFT

Network Service: CBC (French).

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Began Operation: April 24, 1960.

Represented (sales) by: CBC National Selective Sales (French).

Personnel:

J. R. Finlay, *director, Prairie Provinces.*
M. Desaulniers, *program director.*

DIGEST OF RATE CARD NO. 9—(March 1, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—5-11 p.m., Sun.; 6-11 p.m., Mon.-Sat.
\$100.00 \$60.00 \$40.00 \$35.00 \$30.00 \$25.00* \$23.00* \$20.00* \$15.00*

*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	None	Over 50%			
Between 25-50 %	None	Between 25-50%			
Between 5-24 %	1260	6	7,170	6,650	93
	1231	1, 2	15,260	11,300	74
CBWFT Station Total			22,430	17,950	80
BBM Weekly Reach			8,700		

Manitoba—Winnipeg

CJAY-TV

(Ch. 7)

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1003-ft. above av. terrain, 1003-ft. above ground, 1778-ft. above sea level.

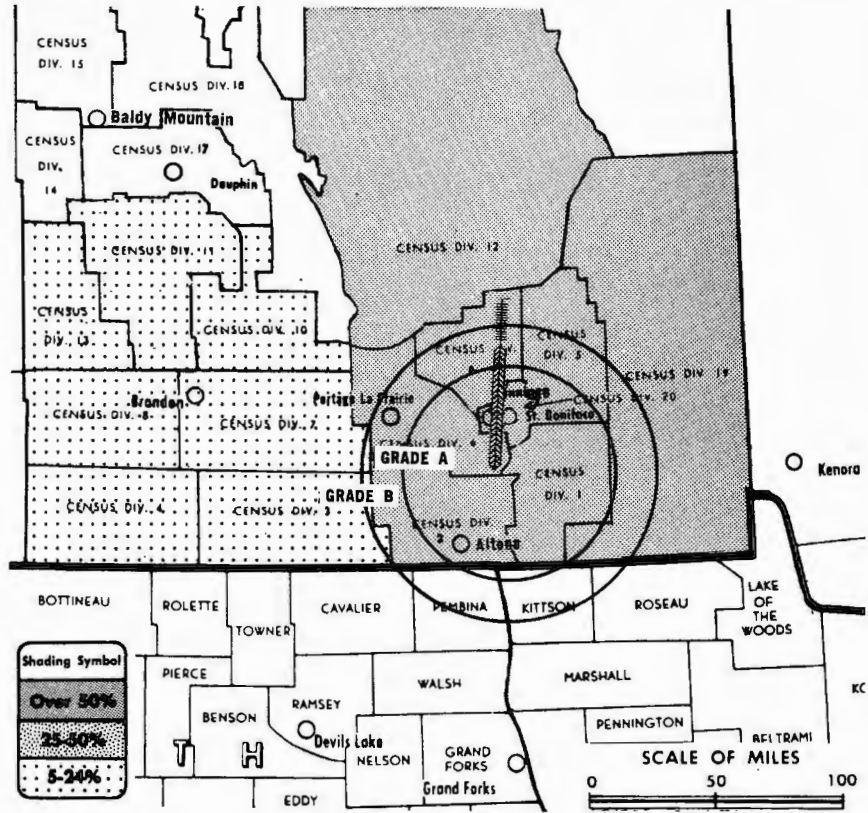
Latitude 49° 34' 46"
Longitude 97° 10' 17"

Transmitter: St. Agathe.

Color: Network, film, slide & tape.

News Wire Service: AP.

TV tape: Recording facilities.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CJAY-TV Authorized: 2/17/60

CJAY-TV

Network Service: CTV.

Licensee: Channel Seven Television Ltd., Polo Park, Winnipeg 10.

Studio: Polo Park.

Telephone: 775-0371.

Ownership: Principal stockholders and officers: Ralph S. Misener, pres.; R. L. Moffat, v.p.; Campbell Haig, secy.

Began Operation: Nov. 12, 1960.

Represented (sales) by E. S. Sumner Corp. (for U.S.); Stovin-Byles Ltd. (Canada).

Personnel:

Ralph S. Misener, *president*.
R. L. Moffat, *v.p.*
Campbell Haig, *secretary*.
Jack M. Davidson, *general manager*.
R. L. McGhee, *national sales manager, Toronto*.
Jim Purvis, *director of programs & asst. manager*.
A. G. Cobb, *director of engineering*.
Al Johnson, *promotion manager*.
Ian Lillie, *local sales manager*.
I. K. Sexsmith, *controller*.
Carlyle Allison, *editorial & public affairs director*.

DIGEST OF RATE CARD NO. 9 (March 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$550.00	\$370.00	\$320.00	\$275.00	\$225.00*	\$175.00*	\$90.00*

*Class AA—6:30-11 p.m., daily.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number %
Over 50 %	1260	6	7,170	6,650 93
	1249	Winnipeg Metro (Cens. Div. 20)	137,000	129,000 94
	1251	5, 19	13,290	12,080 91
	1231	1, 2	15,260	11,300 74
	1270	9, 12	9,920	8,580 86
Between 25-50 %		None between 25-50%		
Between 5-24 %	1280	3, 4	9,850	8,950 91
	1290	7, 8	19,090	18,040 94
	1300	10, 11, 13	12,740	11,300 89
CJAY-TV Station Total			224,320	205,900 92
BBM Weekly Reach			158,900	

For BBM Bureau of Measurement
Canadian Household Data
see Services Volume

Manitoba—Winnipeg-Pembina, North Dakota

KCND-TV

(Ch. 12)

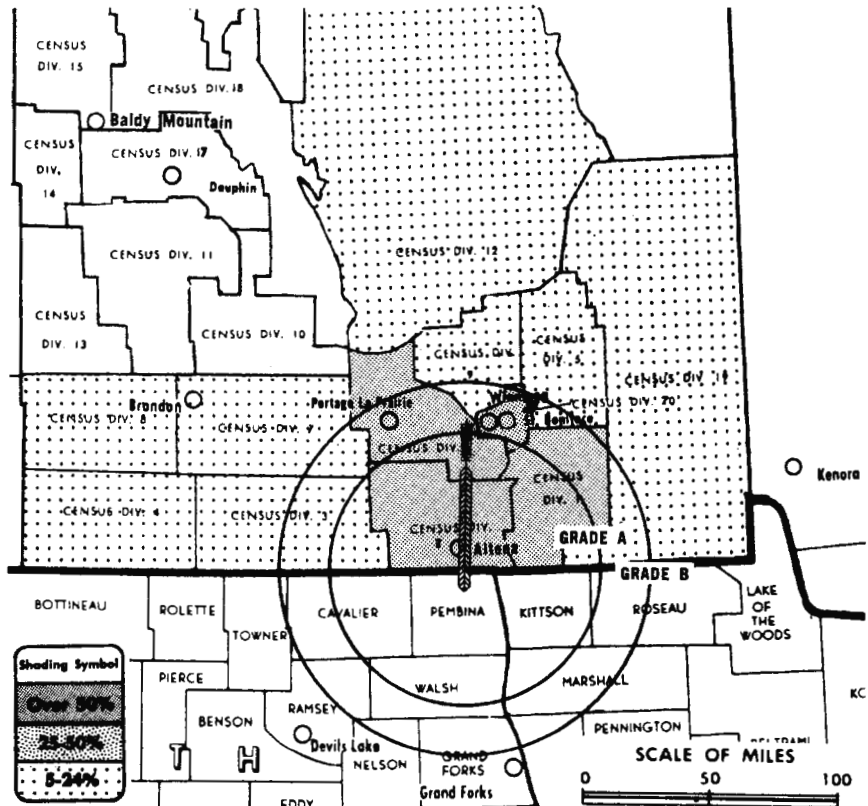
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 288-kw visual, 43.6-kw aural. Antenna: 1400-ft. above av. terrain, 1457-ft. above ground, 2253-ft. above sea level.

Latitude 48° 59' 42"
Longitude 97° 24' 28"

Transmitter: 7-mi. W of Pembina.

Color Facilities: Network.

News Wire Service: AP, Broadcast News, Canadian Press.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

KCND-TV Ref: FCC File No. BMPCT-5394 Granted 4/13/80

KCND-TV

Network Service: ABC.

Grantee: McLendon Corp., 2008 Jackson St., Dallas, Tex. (75201). Telephone: 214-747-9311.

Studio: Stutsman & Fifth, Pembina; 468 Academy Rd., Winnipeg. Telephone: Taylor 5-6292, Pembina; 474-2381, Winnipeg.

Ownership: Producers Inc. & Associates. Operated by McLendon Corp. on lease purchase agreement. McLendon Corp. also owns radios KLIF & KNUS(FM), Dallas; KILT & KOST(FM), Houston; WYSL & FM, Buffalo, N.Y.; KABL & FM, Oakland-San Francisco; WNUS & FM, Chicago.

Began Operation: Nov. 7, 1960. Sale to present owner by Pembina Bcstg. Co. (Producers Inc., majority owner) approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:34,35). Previous sale to Pembina Bcstg. by Harry Rice, Robert Lukkason, Arthur Tweet and associates approved by FCC July 25, 1962 (Vol. 2:20).

Represented (sales) by National Television Sales (U.S.); Radio-Television Representatives Ltd. (Toronto); Channel 12 Manitoba Ltd. (Winnipeg).

Represented (legal) by Cohn & Marks.

Represented (engineering) by George C. Davis.

Personnel:

Gordon McLendon, *president*.
G. O. Johnson, *general manager*.
Richard Vincent, *manager, Pembina*.
Bill Girling, *sales manager*.
Len Gzebb, *operations director*.
A. C. Headley, *chief engineer*.

DIGEST OF RATE CARD NO. 6

(Feb. 1, 1966)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.						
\$550.00	\$400.00	\$300.00	\$90.00	\$81.00	\$75.00	\$45.00

Weekly Reach (BBM)	BBM Area		TV Households	
	No.	Area Description	Households	Number %
Over 50%	1231	1, 2	15,260	11,300 74
	1280	6	7,170	6,650 93
	1249	Winnipeg Metro (Cens. Div. 20)	137,000	129,000 94
Between 25-50%	None Between 25-50%			
Between 5-24%	1280	3, 4	9,850	8,950 91
	1251	5, 19	13,290	12,080 91
	1270	9, 12	9,920	8,580 86
	1290	7, 8	19,090	18,040 94
KCND-TV Station Total			211,580	194,600 92
BBM Weekly Reach			91,300	

MARITIME PROVINCES

CKX-TV-2 Melita, N.B.

(Ch. 9)

(Satellite rebroadcasting station of CKX-TV, Brandon, Man.)

Network Service: CBC, same as CKX-TV, Brandon.

Licensee: Western Manitoba Broadcasters Ltd. 2940 Victoria Ave., Brandon.

Transmitter: Hwy. 83, Melita.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 118-watts visual, 94-watts aural. Antenna: 212-ft. above av. terrain, 221-ft. above ground, 1475-ft. above sea level, lat. 49° 16' 50", long. 100° 59' 12".

Began Operation: June 28, 1963.

Rates: This is an automatic repeater of CKX-TV, Brandon and is included as a bonus with that station.

CHSJ-TV-1 Bon Accord, N.B.

(Ch. 6)

(Satellite rebroadcasting station of CHSJ-TV, Saint John, N.B.)

Network Service: Same as CHSJ-TV, Saint John.

Licensee: New Brunswick Broadcasting Co. Ltd., 14 Church St., St. John, N.B.

Transmitter: Bon Accord, N.B.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 54.7-kw visual, 27.3-kw aural. Antenna: 1086-ft. above av. terrain, 470-ft. above ground, 1970-ft. above sea level, lat. 46° 38' 57.25", long. 67° 35' 35".

Began Operation: Oct. 15, 1961.

Rates: This is an automatic repeater of CHSJ-TV, Saint John, and is included as a bonus with that station.

CKCD-TV Campbellton, N.B.

(Ch. 7)

(Satellite rebroadcasting station of CKAM-TV, North Shore, N.B.)

Licensee: Moncton Broadcasting Ltd., Box 1220, Moncton, N.B.

Transmitter: Harrison Brook, P.Q.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 365-kw visual, 433-kw aural. Antenna: 640-ft. above av. terrain, 75-ft. above ground, 875-ft. above sea level, lat. 48° 04' 66", long. 66° 34' 54".

Color: Network.

Ownership: Same as CKCW-TV, Moncton, N.B.

Began Operation: March 20, 1961.

Rates: This is an automatic repeater of CKAM-TV, North Shore and is included as a bonus with that station.

CJBR-TV-1 Edmundston, N.B.

(Ch. 13)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: Same as CJBR-TV, Rimouski.

Licensee: Lower St. Lawrence Radio Inc., 13 St. Jean Baptiste, Rimouski, Que.

Transmitter: Power Road.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 1.43-kw visual, .714-kw aural. Antenna: Directional, 856-ft. above av. terrain, 545-ft. above ground, 1720-ft. above sea level, lat. 47° 23' 25", long. 68° 18' 59".

Began Operation: Feb. 20, 1962.

Rates: This is an automatic repeater of CJBR-TV, Rimouski and is included as a bonus with that station.

Maritime Provinces

CHAU-TV-2 Kedgwick-St. Quentin, N.B.

(Ch. 10)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: St. Quentin, N.B.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 500-ft. above av. terrain, 102-ft. above ground, 1502-ft. above sea level, lat. 47° 30' 45", long. 67° 17' 0".

Ownership: See CHAU-TV, Carleton.

Began Operation: Sept. 11, 1963.

Rates: This is an automatic repeater of CHAU-TV, Carleton, and is included as a bonus with that station.

CBAFT Moncton, N.B.

(Ch. 11)

(French Outlet)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp.: 1500 Bronson Ave., Ottawa, Ont.

Studio: 232 St. George St.

Transmitter: Lutz Mountain. Telephone: 384-3368.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 10,060-kw visual, 5,030-kw aural. Antenna: 516-ft. above av. terrain, 157-ft. above ground, 773-ft. above sea level, lat. 46° 08' 27", long. 64° 54' 16".

Note: Holds recommendation for 163-kw visual, 33-kw aural, 781-ft. above av. terrain.

AM Affiliate: CBAF, 5-kw, 1300 kc (CBC).

Began Operation: Nov. 7, 1961.

Represented (sales) by CBC National Selective Sales.

Personnel:

S. R. Kennedy, *director of Maritime Region (Halifax)*.

Guy Theriault, *manager*.

Nil D'Entremont, *supervisor of technical operations*.

Robert Beaulieu, *sales representative*.

DIGEST OF RATE CARD NO. 10—(March 1, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.

\$75.00 \$45.00 \$30.00 \$26.00 \$23.00 \$19.00* \$17.00* \$15.00* \$11.00*

*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.

Note: No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

CBAFT: Total Households, 50,730
TV Households, 46,080; 91%
BBM Weekly Reach (Oct. 1966) 8,900

(Continued on next page)

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Maritime Provinces

CKCW-TV Moncton, N.B.

(Ch. 2)

(Operates rebroadcasting station CKAM-TV, North Shore, N.B., which in turn, has satellites CKCD-TV, Campbellton, N.B., and CKAM-TV-1, Newcastle, N.B. Also separately-owned CFGW-TV-1, Gaspé West, Que., CFGW-TV-2, Gaspé South, Que. and CKMU-TV, Murdochville, Que. repeat CKAM-TV.)

Network Service: CBC.

Licensee: Moncton Bcstg. Ltd., P.O. Box 1220.

Studio: Halifax St. Telephone: 389-9601.

Transmitter: Caledonia Mt., near Rosevale.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 25-kw visual, 15-kw aural. Antenna: 900-ft. above terrain, 326-ft. above ground, 1656-ft. above sea level, lat. 45° 50' 56", long. 64° 48' 44".

Color: Network.

Facsimile Service: UPI.

News Film Service: Broadcast News.

AM Affiliate: CKCW, 10-kw, 1220 kc.

Ownership: F. A. Lynds, pres.; Hon. L. G. DesBrisay, v.p.; C. E. Leger, v.p.; Helen M. Lynds, secy.-treas.; C. L. Peters, director. Also owns satellites CKAM-TV, North Shore, N.B.; CKAM-TV-1, Newcastle, N.B.; and CKCD-TV, Campbellton, N.B.

Began Operation: Nov. 30, 1954.

Represented (sales) by Paul Mulvihill & Co. Ltd. (Toronto, Montreal), A. J. Messner & Co. Ltd. (Winnipeg), Scharf Broadcast Sales Ltd. (Vancouver) & Canadian Standard Broadcast Sales Inc. (for U.S.).

Personnel:

F. A. Lynds, *president & managing director.*

Hubert Button, *general manager.*

Frank Paterson, *commercial manager.*

Joe Irvine, *program director & film buyer.*

DIGEST OF RATE CARD NO. 11—(March 1, 1967)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6:30-11 p.m., Sun.					
\$375.00	\$245.00	\$160.00	\$140.00	\$112.00	\$70.00

CKCW-TV: Total Households, 193,050
TV Households, 175,300; 91%
BBM Weekly Reach (Oct. 1966) 87,100

CKAM-TV-1 Newcastle, N.B.

(Ch. 7)

(Satellite rebroadcasting station of CKAM-TV, North Shore, N.B.)

Network Service: CBC.

Licensee: Moncton Bcstg. Ltd., Box 1220, Moncton, N.B.

Technical Facilities: Channel 7 (174-180 mc). Authorized power: 16.8-watts visual, 10-watts aural. Antenna: 500-ft. above av. terrain, 292-ft. above ground, 542-ft. above sea level, lat. 47° 00' 08", long. 65° 35' 08".

Ownership: Same as CKCW-TV, Moncton, N.B.

Began Operation: December 29, 1961.

Rates: This is an automatic repeater of CKAM-TV, North Shore and is included as a bonus with that station.

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers-Appraisers-Consultants-Management

THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

CKAM-TV North Shore, N.B.

(Ch. 12)

(Rebroadcasting station for CKCW-TV, Moncton, N.B. In addition CKCD-TV, Campbellton, N.B.; CKAM-TV-1, Newcastle, N.B. and separately-owned CFGW-TV-1, Gaspé West, Que., CFGW-TV-2, Gaspé South, Que. & CKMU-TV-1, Murdochville, Que. are satellites of CKAM-TV.)

Network Service: CBC, same as CKCW-TV, Moncton.

Licensee: Moncton Bcstg. Ltd., Knights of Pythias Bldg., Moncton.

Transmitter: near Upsalequich Lake, N.B.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 141-kw visual, 77-kw aural. Antenna: 1331-ft. above av. terrain, 775-ft. above ground, 2800-ft. above sea level.

Color: Network.

Ownership: Same as CKCW-TV, Moncton.

Began Operation: Sept. 27, 1960.

Represented (sales) by Canadian Standard Broadcast Sales (for U.S.); Stovin-Byles Ltd. (Canada).

Rates: This is an automatic repeater of CKCW-TV, Moncton and is included as a bonus with that station.

CHSJ-TV Saint John, N.B.

(Ch. 4)

(Operates satellite rebroadcasting station CHSJ-TV-1, Bon Accord, N.B.)

Network Service: CBC.

Licensee: New Brunswick Bcstg. Co. Ltd., Crown & Union Sts.

Studio: 14 Church St. Requests change to studio site on Sydney St.

Transmitter: Mt. Champlain. Telephone: 657-3410.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1200-ft. above av. terrain 82-ft. above ground, 1542-ft. above sea level, lat. 45° 28' 40", long. 66° 13' 55".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CHSJ, 10-kw, 1150 kc (CBC).

Ownership: New Brunswick Bcstg. Co. Ltd. L. F. Daley, pres.

Began Operation: March 22, 1954.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

George A. Cromwell, *general manager.*

Wm. Stewart, *operations manager.*

Jack Bishop, *chief engineer.*

DIGEST OF RATE CARD NO. 13—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$400.00	\$280.00	\$240.00	\$200.00	\$150.00*	\$110.00*	\$100.00*	\$55.00*

*Class AA—6:30-10 p.m., daily.

CHSJ-TV: Total Households, 172,250
TV Households, 159,350; 93%
BBM Weekly Reach (Oct. 1966) 84,700

CJCH-TV-3 Amherst, N.S.

(Ch. 8)

(Satellite rebroadcasting station of CJCH-TV, Halifax, N.S.)

Network Service: CTV, same as CJCH-TV.

Licensee: CJCH Ltd., 2885 Robie St., Halifax.

Transmitter: The Interprovincial School for the Deaf, Amherst.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 100-ft. above av. terrain, 85-ft. above ground, 250-ft. above sea level, lat. 45° 49' 51.5", long. 64° 11' 20".

Ownership: See CJCH-TV, Halifax, N.S.

Began Operation: Aug. 2, 1962.

Rates: This is an automatic repeater of CJCH-TV, Halifax and is included as a bonus with that station.

CJCB-TV-2 Antigonish, N.S.

(Ch. 9)

(Separately-owned satellite of CJCB-TV, Sydney, N.S.)

Network Service: CBC.

Licensee: Cape Breton Bcstrs. Ltd., 318 Charlotte St.

Studio & Transmitter: P.O. Box 970, Sydney, N.S.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 133-kw visual, 79.8-kw aural. Antenna: Directional, 904-ft. above av. terrain, 500-ft. above ground, 1500-ft. above sea level, lat 45° 32' 45", long. 62° 15' 39".

Began Operation: June 26, 1961.

Personnel:

Same as CJCB-TV, Sydney, N.S.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: Included as a bonus with CJCB-TV, Sydney, and CJCB-TV-1, Inverness.

•

CJCH-TV-1 Canning, N.S.

(Ch. 10)

(Satellite rebroadcasting station for CJCH-TV, Halifax, N.S.)

Network Service: CTV, same as CJCH-TV.

Licensee: CJCH Ltd., 2885 Robie St., Halifax.

Transmitter: The New Look-off.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 18.1-kw visual, 9.05-kw aural. Antenna: 886-ft. above av. terrain, 300-ft. above ground, 1015-ft. above sea level, lat. 45° 12' 12", long. 64° 24' 06".

Color: Network, film, slide & tape.

Ownership: See CJCH-TV, Halifax, N.S.

Began Operation: Dec. 17, 1961.

Rates: This is an automatic repeater of CJCH-TV, Halifax and is included as a bonus with that station.

•

CBFCT Cheticamp, N.S.

(Ch. 10)

(French Outlet)

(Repeater station of CBC French network; it also has satellite CBFCT-1, Magdalen Islands, P.Q.)

Network Service: CBC French network.

Licensee: Canadian Broadcasting Corp. Head office: 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Cheticamp, N.S.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 7.9-kw visual, 4-kw aural. Antenna: Directional, 786-ft. above av. terrain, 354-ft. above ground, 1504-ft. above sea level, lat. 46° 34' 39", long. 60° 59' 10".

Began Operation: Nov. 2, 1964.

Rates: This is an automatic repeater of CBC French network and is included as a bonus with the network rate.

CBFCT: Total Households, 16,390
TV Households, 14,820; 90%
BBM Weekly Reach (Oct. 1966) 1,800

CJCH-TV-2 Digby, N.S.

(Ch. 6)

(Satellite rebroadcasting station for CJCH-TV, Halifax, N.S.)

Network Service: CTV, same as CJCH-TV.

Licensee: CJCH Ltd., 2885 Robie St., Halifax.

Transmitter: Bayview, N.S.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 212-ft. above ground, 777-ft. above sea level, lat. 44° 30' 30", long. 65° 46' 10".

Ownership: See CJCH-TV, Halifax, N.S.

Began Operation: Aug. 2, 1962.

Rates: This is an automatic repeater of CJCH-TV, Halifax and is included as a bonus with that station.

Halifax Stations Start on page 800-b

CJCB-TV-1 Inverness, N.S.

(Ch. 6)

(Satellite rebroadcasting station of CJCB-TV, Sydney, N.S.)

Network Service: CBC.

Licensee: Cape Breton Broadcasters Ltd., Sydney, N.S.

Transmitter: Inverness, N.S.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power 9.4-kw visual, 4.7-kw aural. Antenna: 982-ft. above av. terrain, 141-ft. above ground, 1291-ft. above sea level, lat. 46° 10' 15" long. 61° 21' 45".

Maritime Provinces

Ownership: See CJCB-TV, Sydney, N.S.

Began Operation: Nov. 8, 1959.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

J. Marven Nathanson, *manager & film buyer.*
Mrs. M. C. MacQuarrie, *program manager.*
Wallace Robert, *chief engineer.*

Rates: This is an automatic repeater of CJCB-TV, Sydney and is included as a bonus with that station.

•

CBHT-1 Liverpool, N.S.

(Ch. 12)

(Satellite rebroadcasting station of CBHT, Halifax, N.S.)

Network Service: CBC, same as CBHT, Halifax.

Licensee: Canadian Broadcasting Corp., Head office: 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Great Hill, 1 mi. E of Liverpool on Hwy. No. 3.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 426-kw visual, 256-kw aural. Antenna: Directional, 647-ft. above av. terrain, 100-ft. above ground, 400-ft. above sea level, lat. 44° 03' 59", long. 64° 43' 00".

Began Operation: Nov. 24, 1958.

Rates: This is an automatic repeater of CBHT, Halifax and is included as a bonus with that station.

•

CFCY-TV-1 New Glasgow, N.S.

(Ch. 7)

(Satellite rebroadcasting station of CFCY-TV, Charlottetown, P. E. I.)

Network Service: CBC same as CFCY-TV.

Licensee: Island Radio Broadcasting Co. Ltd., 35 Kent St., Charlottetown, P. E. I.

Transmitter: New Glasgow. Telephone: 7347 (Charlottetown).

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 209-kw visual, 104-kw aural. Antenna: Directional, 424-ft. above av. terrain, 160-ft. above ground, 715-ft. above sea level, lat. 45° 32' 00", long. 62° 38' 14".

Ownership: See CFCY-TV, Charlottetown, P. E. I.

Began Operation: Jan. 23, 1960.

Rates: This is an automatic repeater of CFCY-TV, Charlottetown and is included as a bonus with that station.

•

CBHT-4 Sheet Harbour, N.S.

(Ch. 11)

(Satellite rebroadcasting station of CBHT, Halifax, N.S.)

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 0.66-kw visual, 0.33-kw aural. Antenna: 368-ft. above av. terrain, 243-ft. above ground, 493-ft. above sea level, lat. 44° 55' 29", long. 62° 29' 55".

Began Operation: Feb. 19, 1964.

Rates: This is an automatic repeater of CBHT, Halifax, and is included as a bonus with that station.

•

CBHT-2 Shelburne, N.S.

(Ch. 8)

(Satellite rebroadcasting station of CBHT, Halifax, N.S.)

Licensee: Canadian Broadcasting Corp., Head office: 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2 mi. NE of Shelburne, near Hwy. No. 3.

Technical Facilities: Channel No. 8 (104-210 mc). Authorized power: 423-kw visual, 254-kw aural. Antenna: 449-ft. above av. terrain, 313-ft. above ground, 581-ft. above sea level, lat. 43° 46' 35", long. 65° 18' 29".

Began Operation: Nov. 24, 1958.

Rates: This is an automatic repeater of CBHT, Halifax and is included as a bonus with that station.

(Continued on page 877-b)

Maritime Provinces—Halifax, N.S.

CBHT

(Ch. 3)

(Operates satellite rebroadcasting stations CBHT-1, Liverpool; CBHT-2, Shelburne; CBHT-3, Yarmouth, N.S. & CBHT-4, Sheet Harbour, N.S.)

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw maximum and 56-kw average visual, 60-kw maximum and 34-kw average aural. Antenna: 680-ft. above av. terrain, 496-ft. above ground, 1176-ft. above sea level.

Latitude 44° 39' 01"
Longitude 63° 39' 27"

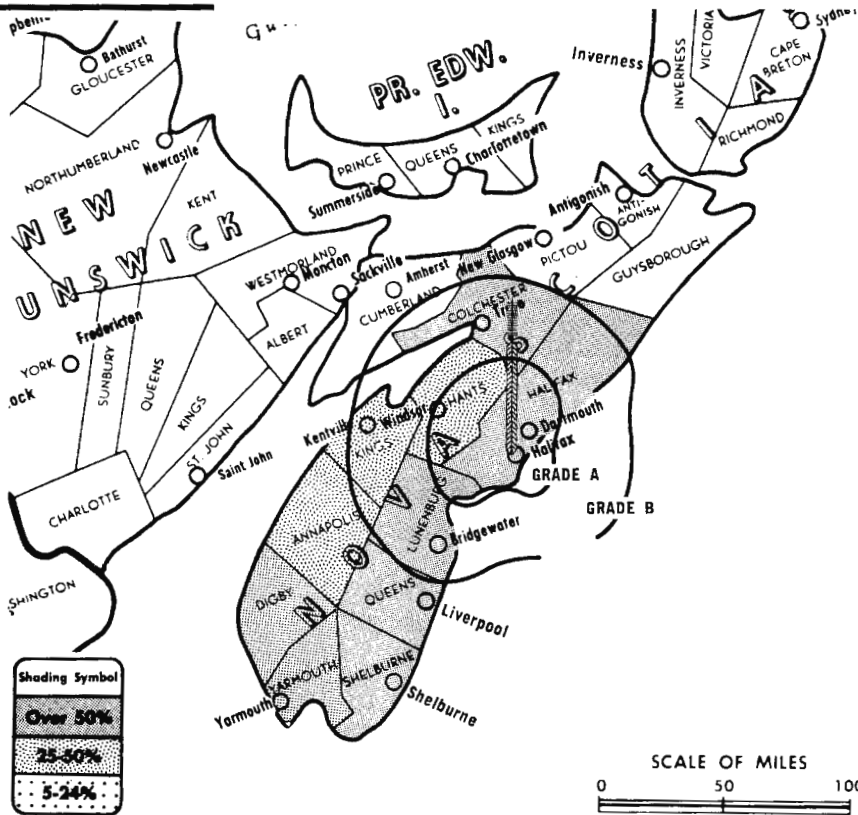
Transmitter: Geizer's Hill, NW of city.

Color: Network, film & slide.

TV tape: Recording facilities.

News Wire Service: Canadian Press, Broadcast News.

AM Affiliate: CBA, 50-kw, 1070 kc (CBC).



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBHT Authorized: 12/20/54

CBHT

Network Service: CBC.

Licensee: Canadian Bestg. Corp., Head office: 1500 Bronson Ave., Ottawa, Ont.

Studio: 1840 Bell Rd.

Telephone: 422-8311.

Began Operation: Dec. 20, 1954.

Represented (sales) by Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).

Personnel:

- J. Simonsen, *director of TV operations.*
- D. Nicolle, *supervisor, information services.*
- H. K. Urbach, *Maritime regional engineer.*
- A. P. Lumsden, *production manager.*
- W. G. Allen, *news supervisor.*
- E. G. Spicer, *film operations manager.*
- Don LeBlanc, *regional sales manager.*
- Jack Brannen, *design director.*

DIGEST OF RATE CARD NO. 15 (March 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$420.00	\$252.00	\$168.00	\$126.00	\$105.00*	\$95.00*	\$84.00*

*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	139	Halifax Metro	45,000	43,100	96
	150	Lunenburg, Queens, Shelburne	17,400	15,530	89
	180	Colchester	9,060	8,190	90
	140	Halifax (bal.)	10,400	9,900	95
	160	Digby, Yarmouth	11,430	10,160	89
Between 25-50 %	170	Annapolis, Hants, Kings	23,800	21,680	91
Between 5-24 %	None Between 5-24%				
CBHT Station Total			117,090	108,560	93
BBM Weekly Reach			88,900		

For Canadian CATV Systems
see Services Volume

**CJCB-TV
Sydney, N.S.**

(Ch. 4)

(Operates satellite rebroadcasting stations CJCB-TV-1, Inverness, N.S., and separately-owned CFXU-TV, Antigonish, N.S.)

Network Service: CBC.

Licensee: Cape Breton Bcstrs. Ltd., 318 Charlotte St.

Studio & Transmitter: Hardwood Hill, P.O. Box 970.

Telephone: 902-562-5511.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 180-kw visual, 108-kw aural. Antenna: 399-ft. above av. terrain, 300-ft. above ground, 525-ft. above sea level, lat. 46° 07' 19", long. 60° 10' 26".

Color: Network.

AM Affiliate: CJCB, 10-kw, (1-kw night), 1270 kc (CBC).

FM Affiliate: CJCB-FM, 1-kw, 94.9 kc (No. 235), 260-ft. antenna height.

Ownership: CJCB-TV officers: J. Marvin Nathanson, pres.; Norris L. Nathanson, secy. Also owns satellites CJCB-TV-1, Inverness, N.S., and CJCB-TV-2, Antigonish, N.S.

Began Operation: Sept. 30, 1954.

Represented (sales) by All-Canada Radio & Television, Ltd.

Personnel:

J. Marvin Nathanson, *president, gen. mgr. & film buyer.*
Ken Boyce, *national sales manager.*
Mrs. M. C. MacQuarrie, *traffic & continuity.*
Wallace Robert, *chief engineer.*
Mrs. E. K. Williams, *commercial.*

DIGEST OF RATE CARD NO. 13—(March 1, 1967)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10:30 p.m., Sat.-Thurs.; 6:30-11 p.m., Fri.
\$350.00 \$260.00 \$240.00 \$170.00 \$125.00 \$90.00 \$75.00 \$40.00

CJCB-TV: Total Households, 70,110
TV Households, 64,100; 91%
BBM Weekly Reach (Oct. 1966) 46,600

Other Halifax Station on next page

Maritime Provinces

**CBHT-3
Yarmouth, N.S.**

(Ch. 11)

(Satellite rebroadcasting station for CBHT, Halifax, N.S. via CBHT-2, Shelburne, N.S.)

Network Service: CBC, same as CBHT, Halifax.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Approx. 1/2 mi. W of Chandler Lake, Yarmouth County.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 15.7-kw visual, 3.3-kw aural. Antenna: 620-ft. above av. terrain, 540-ft. above ground, 690-ft. above sea level, lat. 43° 51' 38", long. 66° 04' 00".

Began Operation: Dec. 20, 1958.

Rates: This is an automatic repeater of CBHT, Halifax and is included as a bonus with that station.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

CBC-TV-THE BIG REACH IN THE MARITIME MARKET

CBHT Channel 3 HALIFAX

Rebroadcasting Stations Channel 12-Liverpool, N.S. Channel 3-Sheet Harbour, N.S.
Channel 8-Shelburne, N.S. Channel 11-Yarmouth, N.S.

Population	567,000	Households	141,000
Urban	296,000	TV Homes	130,000
Rural	271,000	Saturation	92%

Total Retail Sales \$529,609,000

To reach the buying public in the Maritime market call CBC-TV first. Toronto 925-3311
Montreal customers call: 868-3211, local 1648. From New York call: Enterprise 6961 (No toll charge).

Maritime Provinces—Halifax, N.S.

CJCH-TV

(Ch. 5)

(Operates satellite rebroadcasting stations CJCH-TV-1, Canning; CJCH-TV-2, Digby & CJCH-TV-3, Amherst, all in N.S.)

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: Directional, 779-ft. above av. terrain, 600-ft. above ground, 981-ft. above sea level.

Latitude 44° 39' 04.5"
Longitude 63° 39' 51.6"

Transmitter: Geizer's Hill, Halifax County.

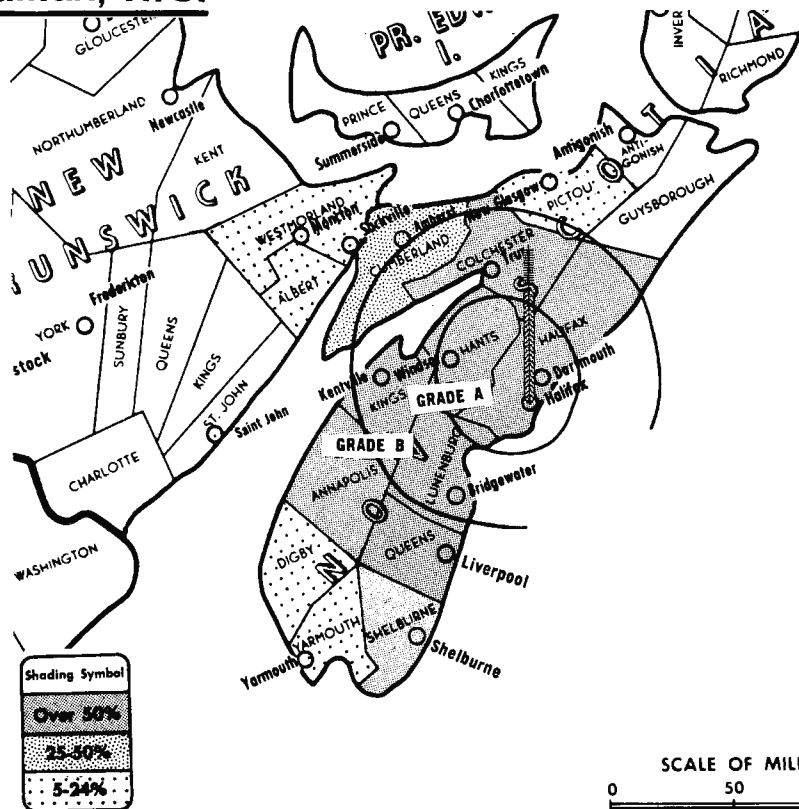
Color: Network, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Canadian Press, Broadcast News.

News Film Service: CBS.

AM Affiliate: CJCH, 10-kw (5-kw night), 920 kc.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CJCH-TV Authorized: 8/19/60

CJCH-TV

Network Service: CTV.

Licensee: CTV Atlantic Ltd., 2885 Robie St.

Studio: 2885 Robie St.

Telephone: 455-0481.

Ownership: CTV network, 100%.

Began Operation: Jan. 1, 1961.

Represented (sales) by ABC International (for U.S.); Stovin-Byles Ltd. (Toronto, Montreal, Winnipeg & Vancouver).

Personnel:

- Finlay MacDonald, *president.*
- George Benwell, *manager.*
- Doug A. Clarke, *general sales manager.*
- Gordon Johns, *local sales manager.*
- Larry Knoke, *program supervisor.*
- Andy McKay, *production manager.*
- John Jay, *director of engineering.*
- Anne McNamara, *promotions supervisor.*

DIGEST OF RATE CARD NO. 8—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$375.00	\$255.00	\$230.00	\$195.00	\$130.00	\$115.00	\$105.00	\$65.00

Weekly Reach (BBM)	BBM Area		Total Households	TV Households	
	No.	Area Description		Number	%
Over 50 %	139	Halifax Metro	45,000	43,100	90
	140	Halifax (bal.)	10,400	9,900	95
	180	Colchester	9,060	8,190	90
	170	Annapolis, Hants, Kings	23,800	21,680	91
	150	Lunenburg, Queens, Shelburne	17,400	15,530	89
Between 25-50 %	190	Cumberland	9,960	9,190	92
	120	Pictou	11,200	10,300	92
Between 5-24 %	210	Albert (bal.) Westmorland (bal.)	11,390	10,770	95
	160	Digby, Yarmouth	11,430	10,160	89
	229	Saint John Metro	26,200	25,100	96
	209	Moncton Metro	14,230	13,790	97
	CJCH-TV Station Total			190,070	177,710
BBM Weekly Reach			94,200		

For Canadian Allocation Tables
see Services Volume

CFCY-TV
Charlottetown, P. E. I.

(Ch. 13)

(Operates satellite rebroadcasting station CFCY-TV-1, New Glasgow, N.S.)

Network Service: CBC.

Licensee: The Island Radio Bcstg. Co. Ltd., 85 Kent St.

Studio: 85 Kent St.

Transmitter: Churchill, P.E.I.

Telephone: 7347.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 79-kw visual, 39.5-kw aural. Antenna: Directional, 771-ft. above av. terrain, 563-ft. above ground, 936-ft. above sea level, lat. 46° 12' 40", long. 63° 20' 25".

Color: Network.

AM Affiliate: CFCY, 10-kw, 630 kc (CBC).

FM Affiliate: None.

Ownership: Island Radio Broadcasting Co. Ltd. Also is licensee for satellite CFCY-TV-1, New Glasgow, N.S.

Began Operation: July 1, 1956.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

R. F. Large, *manager & film buyer.*
E. Paul Williams, *commercial & traffic manager.*

DIGEST OF RATE CARD NO. 9
(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$200.00	\$150.00	\$130.00	\$110.00	\$65.00*	\$40.00*	\$20.00*
*Class AA—6:30-11 p.m., daily.						

CFCY-TV: Total Households, 66,420
TV Households, 59,520; 90%
BBM Weekly Reach (Oct. 1966) 31,700

NEWFOUNDLAND

CJOX-TV
Argentia

(Ch. 3)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV.

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., St. John's.

Transmitter: Freshwater Hill, Argentia.

Telephone: 579-5015 (St. John's).

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 6.7-kw visual, 3.4-kw aural. Antenna: 558-ft. above av. terrain, 300-ft. above ground, 761-ft. above sea level, lat. 47° 15' 44", long. 53° 68' 58".

Ownership: See CJON-TV, St. John's, Newfoundland.

Began Operation: May 30, 1957.

Represented (sales) by Weed Television Corp. (for U.S.) and Stovin Byles Ltd.

Personnel:

Don Jamieson, *president.*
Collin Jamieson, *v.p. & general manager.*
A. C. Lloyd Hudson, *v.p. & controller.*

Rates: This is an automatic repeater of CJON-TV, St. John's and is included as a bonus with that station.

BLACKBURN
& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Maritimes-Newfoundland

CJON-TV-1
Bonavista

(Ch. 10)

(Satellite rebroadcasting station of CJON-TV, St. John's Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., St. John's.

Transmitter: Burnt Ridge, Bonavista.

Telephone: 578-3131 (St. John's).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 410-watts visual, 205-watts aural. Antenna: Directional, 463-ft. above av. terrain, 84-ft. above ground, 554-ft. above sea level, lat. 48° 37' 30", long. 53° 03' 45".

Ownership: See CJON-TV, St. John's, Newfoundland.

Began Operation: Aug. 3, 1964.

Personnel:

Donald Abbott, *resident engineer.*

Rates: This is an automatic repeater of CJON-TV, St. John's and is included as a bonus with that station.

CBYT
Corner Brook
(Ch. 5)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 10.6-kw visual, 2.12-kw aural. Antenna: minus 490-ft. above av. terrain, 76-ft. above ground, 354-ft. above sea level, lat. 48° 57' 16", long. 57° 56' 26".

AM Affiliate: CBY, 10-kw, 990 kc (CBC).

Studio: Hospital Hill.

Began Operation: June 18, 1959, temporarily operating as satellite of CBHT (Ch. 3), Halifax, N.S. Changed to independent operating status on Jan. 1, 1960.

Represented (sales) by Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).

Personnel:

C. V. Hierlihy, *station manager.*
A. W. Barrett, *manager TV operations.*
G. D. Halley, *regional commercial representative.*
J. Postema, *area engineer.*
Melvin Rowe, *editor-in-charge, news (St. John's).*

DIGEST OF RATE CARD NO. 10
(March 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.								
\$100.00	\$60.00	\$40.00	\$35.00	\$30.00	\$20.00	\$18.00	\$15.00	\$10.00
Note: No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.								

CBYT: Total Households, 20,100
TV Households, 12,480; 62%
BBM Weekly Reach (Oct. 1966) 9,600

CJON-TV-1
Corner Brook

(Ch. 10)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., Box E5105, St. John's.

Transmitter: The Hill, Corner Brook, West. Telephone: 634-4752.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 41-kw visual, 205-kw aural. Antenna: Directional, 107-ft. above av. terrain, 106-ft. above ground, 781-ft. above sea level, lat. 48° 56' 55", long. 57° 58' 23".

Ownership: Same as CJON-TV, St. John's, Nfld.

Began Operation: Dec. 23, 1964.

Represented (sales) by Weed & Co. (for U.S.); Stovin-Byles Ltd.

Personnel:

Harold O'Brien, *resident engineer.*

Rates: Included as a bonus with CJON-TV, St. John's, Nfld.

(Continued on page 882-b)

St. John's TV Stations
Are on next two pages

Newfoundland—St. John's

CBNT

(Ch. 8)

(Operates satellite rebroadcasting stations CBNT-1, Port Rexton and CBNT-2, Placentia. CBNT-2, is repeated by CBNT-3, Marystown, all Nfld.)

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 356-kw max. and 196-kw av. visual, 178-kw max. and 98-kw av. aural. Antenna: Directional, 855-ft. above av. terrain, 340-ft. above ground, 1171-ft. above sea level.

Latitude 47° 32' 04"
Longitude 52° 47' 25"

Transmitter: Kenmount Hill, 4-mi. SE of St. John's.

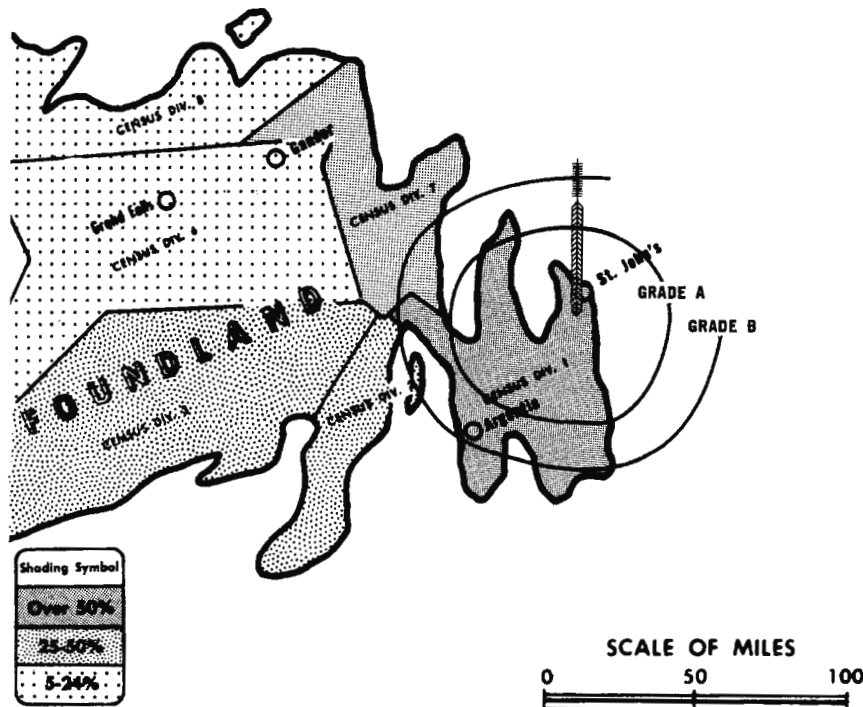
Studio: 799 Water St.

Color: Network, film & slide.

TV tape: Recording facilities.

News Wire Service: Canadian Press, Broadcast News, UPI.

AM Affiliate: CBN, 10-kw, 640 kc (CBC).



CBNT Authorized 10/3/63

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBNT

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa 2, Ont.

Telephone: 578-7181. **TWX No.:** 016-252.

Began Operation: Oct. 1, 1964.

Personnel:

Charles Mardel, *manager, TV operation.*
Harold Bishop, *TV technical director.*
Douglas Brophy, *TV program director.*

DIGEST OF RATE CARD NO. 2—(March 1, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—8-11 p.m., Mon-Sat.; 5-11 p.m., Sun.
\$275.00 \$165.00 \$110.00 \$96.00 \$83.00 \$69.00* \$55.00* \$41.00*

*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	19	St. John's Metro	19,600	18,300	93
	20	1 (bal.)	21,200	17,700	83
	30	7	8,660	5,830	67
Between 25-50 %	40	2, 3	9,740	3,150	32
Between 5-24 %	50	6, 8	17,300	12,190	70
CBNT Station Total			76,500	57,170	75
BBM Weekly Reach			41,200		

Newfoundland—St. John's

CJON-TV

(Ch. 6)

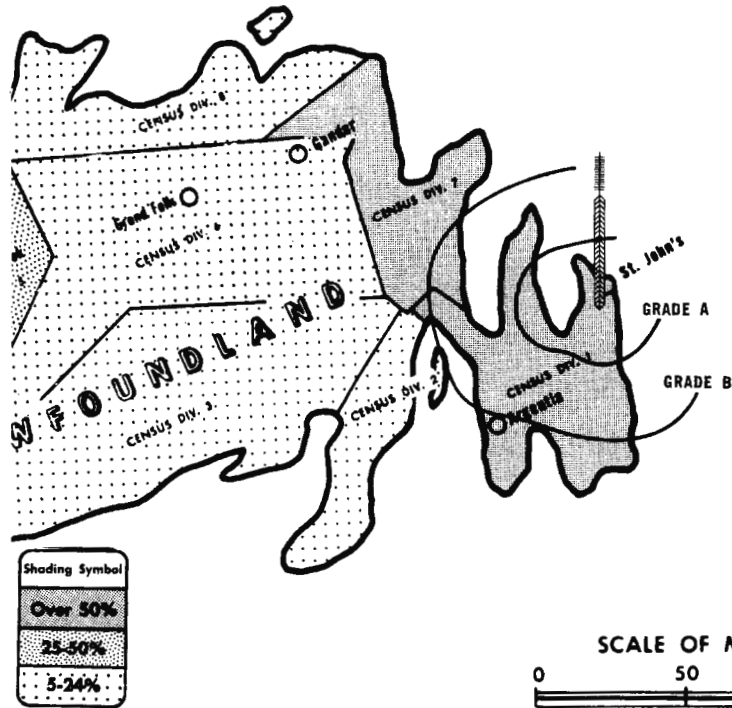
(Also operates satellite rebroadcasting stations CJOX-TV, Argentia; CJON-TV-1, Bonavista; CJON-TV-2, Corner Brook; CJOX-TV-1, Grand Bank, and CJCN-TV, Grand Falls, all Nfld.)

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 63-kw visual, 35-kw aural. Antenna: Directional, 660-ft. above av. terrain, 300-ft. above ground, 980-ft. above sea level.

Latitude 47° 32' 08"
Longitude 52° 48' 41"

Transmitter: Kenmount Rd., 6-mi. from city.

Color: Network, film, slide & tape.
AM Affiliate: CJON, 10-kw, 930 kc.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CJON-TV Authorized 1/8/59

CJON-TV

Network Service: CTV.

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., Box E-5189.

Studio: CJON Television Bldg., Prince of Wales St.

Telephone: 579-5015.

Ownership: G. W. Stirling; Don Jamieson. Also operates satellites CJOX-TV, Argentia; CJON-TV-1, Bonavista; CJON-TV-2, Corner Brook; and CJCN-TV, Grand Falls, all Nfld.

Began Operation: Aug. 3, 1955.

Represented (sales) by: Weed & Co. (for U.S.); Stovin-Byles Ltd.

Personnel:

G. W. Stirling, *chairman of the board.*
Don Jamieson, *president.*
Collin Jamieson, *v.p. & general manager.*
Oscar Hierlihy, *director of engineering.*

DIGEST OF RATE CARD NO. 9 (Jan. 1, 1965)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$325.00	\$230.00	\$195.00	\$165.00	\$125.00*	\$95.00*	\$65.00*

*Class AA—6-10:30 p.m., daily.

Weekly Reach (BBM)	BBM Area No.	Area Description	TV	
			Total Households	Households Number %
Over 50%	19	St. John's Metro	19,600	18,300 93
	20	1 (bal.)	21,200	17,700 83
	30	7	8,660	5,830 67
Between 25-50%	60	4, 5, 9, 10	20,100	12,480 62
Between 5-24%	40	2, 3	9,740	3,150 32
	50	6, 8	17,300	12,190 70
CJON-TV Station Total			96,600	69,650 72
BBM Weekly Reach			49,100	

For the CTV Network Listing
see Services Volume

Newfoundland-Ontario

CBYAT Deer Lake

(Ch. 12)

(Repeater of CBC English Network)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp. Head office: 1500 Bronson Ave., Ottawa, Ont. Transmitter: 6-mi. NW of Deer Lake.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 246-watts visual, 123-watts aural. Antenna: Directional, 425-ft. above av. terrain, 215-ft. above ground, 1047-ft. above sea level, lat. 49° 15' 23", long. 57° 30' 29".

Began Operation: July 12, 1965.

Rates: This is an automatic repeater of the CBC English network and is included as a network bonus.

CJOX-TV-1 Grand Bank

(Ch. 10)

(Satellite rebroadcasting station of CJOX-TV, Argentia, Nfld., which repeats parent CJON-TV, St. John's, Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Bestg. Co. Ltd., Prince of Wales St., Box E-5105, St. John's.

Transmitter: Bennett Hill, near Grand Bank.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 6.7-watts visual, 3.4-watts aural. Antenna: Directional, 250-ft. above av. terrain, 100-ft. above ground, 400-ft. above sea level, lat. 47° 05' 18", long. 55° 56' 23".

Began Operation: March 5, 1965.

Personnel:

Alvin Rose, *resident engineer.*

Rates: This is an automatic repeater of CJON-TV, St. John's via CJOX-TV, Argentia, both Nfld., and is included as a bonus to CJON-TV.

CJCN-TV Grand Falls

(Ch. 4)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV & CBC.

Licensee: Newfoundland Broadcasting Co., CJON-TV Bldg., Prince of Wales St., St. John's. Studio: Grand Falls.

Transmitter: Norris Arm, Newfoundland.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 26-kw visual, 13-kw aural. Antenna: 609-ft. above av. terrain, 375-ft. above ground, 924-ft. above sea level, lat. 49° 04' 12", long. 55° 16' 54".

AM Affiliate: CJCN, 680-kc.

Ownership: Same as CJON-TV, St. John's Newfoundland.

Began Operation: March 1, 1960.

Represented (sales) by Weed & Co. (for U.S.) and Stovin-Byles Ltd.

Personnel:

Mike Roberts, *station manager.*

Rates: Included as a bonus with CJON-TV, St. John's, Nfld.

CJCN-TV: Total Households, 17,300
TV Households, 12,190; 70%
BBM Weekly Reach (Oct. 1966) 11,300

CJCL-TV Labrador City

(Ch. 13)

Network Service: CBC.

Licensee: Hollinger Ungava Transport Ltd., 1245 Sherbrooke St. W., Suite 1150, Montreal, Que.

Studio & Transmitter: Amherst St., Labrador City.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 59-kw visual, 295-kw aural. Antenna: Directional, minus 109-ft. above av. terrain, 100-ft. above ground, 2011-ft. above sea level, lat. 52° 56' 41", long. 66° 54' 11".

TV tape: Recording facilities.

Began Operation: August 22, 1965.

Personnel:

A. K. Hansen, *technical director.*
A. F. Hicks, *station manager.*

Rates: This station has no rate card and does not sell time.

882-b

CBNT-3 Marystown

(Ch. 5)

(Satellite rebroadcasting station of CBNT-2, Placentia, Nfld., which in turn repeats CBNT, St. John's, Nfld.)

Network Service: CBC, same as CBNT, St. John's.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Marystown.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 22.5-kw visual, 11.25-kw aural. Antenna: Directional, 800-ft. above av. terrain, 291-ft. above ground, 931-ft. above sea level, lat. 47° 08' 39", long. 55° 08' 52".

Began Operation: Nov. 29, 1965.

Rates: This is an automatic repeater of CBNT-2, Placentia, Nfld., which in turn repeats CBNT, St. John's, Nfld. and both are included as a bonus with CBNT.

CBNT-2 Placentia

(Ch. 12)

(Satellite rebroadcasting station of CBNT, St. John's, Nfld.)

Network Service: CBC, same as CBNT, St. John's.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Placentia.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 1.58-kw visual, .79-kw aural. Antenna: Directional, 633-ft. above av. terrain, 339-ft. above ground, 839-ft. above sea level, lat. 47° 13' 52", long. 53° 58' 56".

Began Operation: Nov. 25, 1965.

Rates: This is an automatic repeater of CBNT, St. John's and is included as a bonus with that station.

CBNT-1 Port Rexton

(Ch. 13)

(Satellite rebroadcasting station of CBNT, St. John's, Nfld.)

Network Service: CBC, same as CBNT, St. John's.

Licensee: Canadian Broadcasting Corp. Head office: 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Port Rexton, Nfld.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 16-kw visual, 8-kw aural. Antenna: Directional, 696-ft. above av. terrain, 550-ft. above ground, 1000-ft. above sea level, lat. 48° 26' 27", long. 53° 21' 25".

Began Operation: April 29, 1965.

Rates: This is an automatic repeater of CBNT, St. John's, and is included with that station as a bonus to the CBC English network.

ONTARIO

CBWCT-1 Atikokan

(Ch. 7)

(Satellite of CBWCT, Fort Frances, Ont.)

Network Service: CBC, same as CBWAT, Kenora.

Licensee: Canadian Broadcasting Corp. Head office: 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Atikokan, Ont.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 544-kw visual, 272-kw aural. Antenna: Directional, 385-ft. above av. terrain, 323-ft. above ground, 1410-ft. above sea level, lat. 48° 46' 18", long. 91° 36' 50".

Began Operation: Nov. 3, 1964.

Rates: This is an automatic repeater and is included as a bonus to the CBC English network.

CHEX-TV-1 Bancroft

(Ch. 2)

(Satellite rebroadcasting station of CHEX-TV, Peterborough, Ont.)

Network Service: CBC, same as CHEX-TV, Peterborough.

Licensee: Kawartha Broadcasting Co. Ltd., Box 659, Peterborough, Ont.

TV Factbook No. 37

Transmitter: Lot 29, Plan 13, Twp. of Dungannon, Bancroft.
 Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 8.7-watts visual, 4.3-watts aural. Antenna: 100-ft. above ground, 1600-ft. above sea level, lat. 45° 03' 45", long. 77° 49' 23".
 Began Operation: Sept. 24, 1965.
 Rates: This is an automatic repeater of CHEX-TV, Peterborough, and is included as a bonus with that station.

CKVR-TV
Barrie
 (Ch. 3)

(Operates satellite rebroadcasting station CKVR-TV-1, Parry Sound, Ont.; CKVR-TV-2, Huntsville, Ont., and CKVR-TV-3, Halliburton, Ont.)

Network Service: CBC.
 Licensee: Ralph Snelgrove Television Ltd., P.O. Box 519.
 Studio & Transmitter: Highway 27, 2-mi. S of city.
 Telephone: 726-6466.
 Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 810-ft. above av. terrain, 704-ft. above ground, 1704-ft. above sea level, lat. 44° 21' 05", long. 79° 41' 55".
 Color: Network, film & slide.
 News Wire Service: Broadcast News.
 AM Affiliate: CKBB, 10-kw (2.5-kw night), 950 kc.
 Ownership: Ralph Snelgrove, pres.; Allan Waters; v.p.; Geoff Stirling, secy.-treas.
 Began Operation: Sept. 28, 1955.

Represented (sales) by Canadian Standard Broadcast Sales (for U.S.); Paul Mulvihill & Co. Ltd. (Toronto & Montreal); Radio-Television Representatives Ltd. (Winnipeg & Vancouver).

Personnel:
 Ralph Snelgrove, *president & general manager.*
 Bert Snelgrove, *assistant general manager.*
 Charles Tierney, *general sales & promotion manager.*
 Bob Locke, *traffic director.*
 Jerry Robertson, *production manager.*
 Jack Mattenley, *operations mgr. & film buyer.*
 Bert Verwey, *chief engineer.*

DIGEST OF RATE CARD NO. 15
 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., Mon.-Wed.; 7-11 p.m., Thurs.-Sun.							
\$405.00	\$263.00	\$223.00	\$162.00	\$135.00	\$121.00	\$100.00	\$68.00

CKVR-TV: Total Households, 194,430
 TV Households, 184,800; 95%
 BBM Weekly Reach (Oct. 1966) 112,900

CFCL-TV-7
Chapleau
 (Ch. 7)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

(Due to Begin Operation in 1967)

Network Service: CBC, same as CFCL-TV, Timmins.
 Licensee: J. Conrad Lavigne Enterprises, P.O. Box 620, Timmins, Ont.
 Transmitter: Chapleau.
 Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 150-watts visual, 30-watts aural. Antenna: Directional, 420-ft. above av. terrain, 250-ft. above ground, lat. 47° 50' 20", long. 83° 24' 25".
 Rates: This is an automatic repeater of CFCL-TV, Timmins and is included as a bonus with that station.

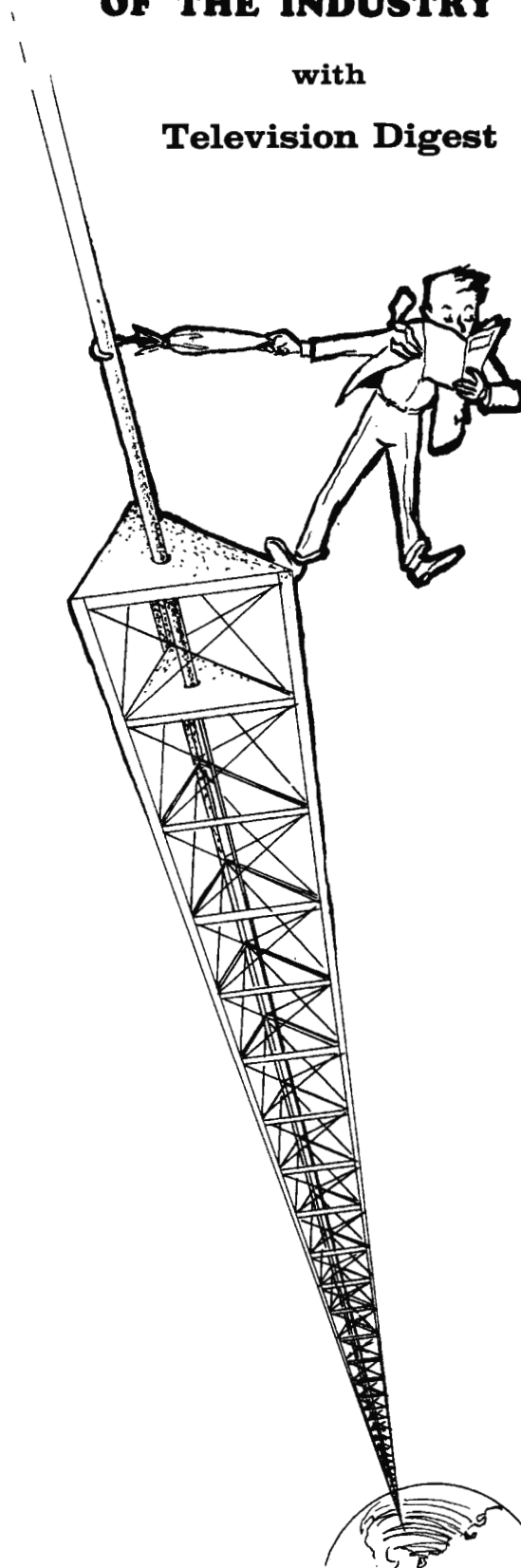
President Area Code 212
 Hugh Ben LaRue 265-3430

La Rue Media Brokers Inc.
 Radio Television CATV

Recent Sales
 Radio Maryland \$250,000
 Radio Massachusetts \$300,000
 116 Central Park South
 New York, N.Y.

STAY ON TOP
OF THE INDUSTRY

with
Television Digest



See page 803-b for details.

Ontario—Cornwall

CJSS

(Ch. 8)

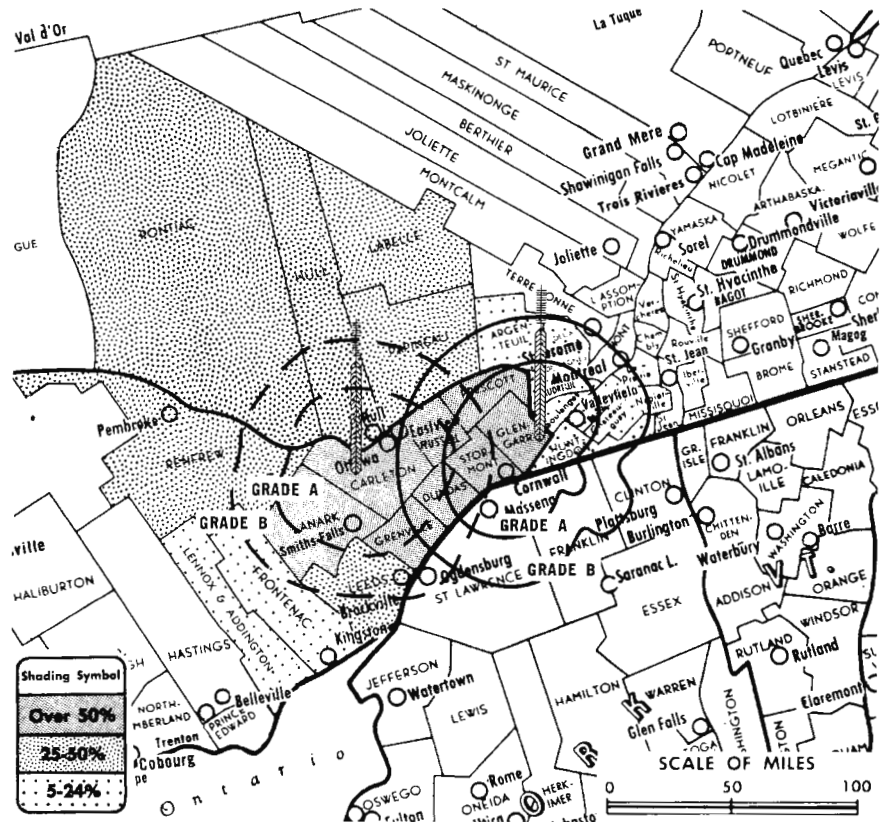
(Satellite of CJOH-TV, Ottawa, Ont.)

Technical Facilities: Channel No. 8
(180-186 mc). Authorized power:
260-kw visual, 155-kw aural. Antenna:
615-ft. above ground, 855-ft. above
sea level.

Latitude 45° 10' 35"
Longitude 74° 31' 38"

Transmitter: Glen Gordon Station,
Lancaster, Ontario.

Color: Network.



CJSS

Network Service: CTV.

Licensee: Bushnell TV Co. Ltd., 1500 Merivale Rd., City View,
Ottawa, Ont.

Studio: 1500 Merivale Rd., Ottawa.

Ownership: Bushnell TV Co. Ltd. See CJOH-TV, Ottawa, Ont.

Began Operation: Oct. 18, 1959.

Represented (sales) by E. S. Sumner Corp. (for U.S.); Independent
Canadian TV Sales Ltd. (Toronto & Montreal).

Personnel: Same as CJOH-TV, Ottawa, Ont.

Rates: Sold only in combination with CJOH-TV, Ottawa, Ont.

For BBM Bureau of Measurement
Household Data
see CJOH-TV, Ottawa, Ont.

MORTON FLOM, ENG.

CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter

Briefs, Feasibility Tests

Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

CBWAT-1

Dryden

(Ch. 9)

(Satellite rebroadcasting station of CBWAT, Kenora, Ont. CBWAT-1 is repeated by CBWAT-2, Sioux Lookout, Ont.)

Network Service: CBC, same as CBWAT, Kenora.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Dryden.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 8.9-kw visual, 4.95-kw aural. Antenna: 569-ft. above av. terrain, 531-ft. above ground, 1845-ft. above sea level, lat. 49° 45' 52", long. 92° 40' 56".

Began Operation: March 26, 1963.

Rates: This is an automatic repeater and is included as a bonus to the CBC English network rate.

CBFST-3

Elliot Lake

(Ch. 12)

(French outlet)

(Satellite rebroadcasting station of CBFST-1, Sudbury, Ont., which gets programming from CBFST, Sturgeon Falls, a repeater station of CBC French network)

(Due to Began Operation early in 1967)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 1-mi. E of Elliot Lake.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 18.6-kw visual, 3.72-kw aural. Antenna: Directional, 532-ft. above av. terrain, 145-ft. above ground, 169-ft. above sea level, lat. 46° 23' 21", long. 82° 37' 06".

Rates: This is included with CBFST, Sturgeon Falls and its other repeaters as a bonus to the CBC French network rate.

CKSO-TV-1

Elliot Lake

(Ch. 3)

(Satellite rebroadcasting station of CKSO-TV, Sudbury, Ont.)

Network Service: CBC, CBS, NBC & ABC, same as CKSO-TV, Sudbury.

Licensee: Cambrian Broadcasting Ltd., 336 Ash St., Sudbury, Box 400.

Studio & Transmitter: Elliot Lake. Telephone: 848-3092.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 19-kw visual, 3.8-kw aural. Antenna: 432-ft. above av. terrain, 120-ft. above ground, 1520-ft. above sea level, lat. 46° 25' 40", long. 82° 40' 10".

Color: Network.

Ownership: See CKSO-TV.

Began Operation: Oct. 26, 1957.

Personnel:

Ralph Connor, *v.p. & general manager.*

Rates: Included as a bonus with CKSO-TV, Sudbury, Ont.

CBWCT

Fort Frances

(Ch. 5)

(Satellite of CBWAT, Kenora, Ont., which repeats CBWT, Winnipeg Man. CBWCT is repeated by CBWCT-1, Atikokan and CBWAT-3, Red Lake, Ont.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Black Hawk, 25-mi. NW of Fort Frances.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 20.2-kw visual, 10.1-kw aural. Antenna: 660-ft. above av. terrain, 602-ft. above ground, 1942-ft. above sea level, lat. 48° 48' 18", long. 93° 53' 24".

Began Operation: July 30, 1964.

Rates: This is an automatic repeater of CBWAT, Kenora, which repeats CBWT, Winnipeg, Man. and is included as a bonus with the latter station.

Ontario

CKVR-TV-3

Haliburton

(Ch. 5)

(Satellite rebroadcasting station of CKVR-TV, Barrie, Ont.)

Network Service: CBC, same as CKVR-TV, Barrie.

Licensee: Ralph Snelgrove Television Ltd., Box 519, Barrie, Ont.

Transmitter: Skyline Park, Haliburton.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 50-watts visual, 25-watts aural. Antenna: Directional, 149-ft. above av. terrain, 121-ft. above ground, 1414-ft. above sea level, lat. 45° 02' 35", long. 78° 29' 56".

Began Operation: July 14, 1965.

Rates: This is an automatic repeater of CKVR-TV, Barrie, and is included as a bonus with that station.

CHCH-TV, Hamilton, Ont.

is on next page

CBFOT-2

Hearst

(Ch. 7)

(Satellite rebroadcasting station of CBFOT-1, Kapuskasing, Ont., which repeats CBFOT, Timmins, Ont.)

Network Service: CBC, same as CBFOT, Timmins, Ont.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 6¼-mi. ESE of Hearst.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 8.4-kw visual, 4.2-kw aural. Antenna: Directional, 611-ft. above av. terrain, 520-ft. above ground, 544-ft. above sea level, lat. 49° 38' 40", long. 83° 30' 50".

Began Operation: June 23, 1966.

Rates: This is an automatic repeater of CBFOT-1, Kapuskasing, Ont., which in turn repeats CBFOT, Timmins, Ont. and both are included as a bonus with CBFOT.

CFCL-TV-4

Hearst

(Ch. 4)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

Network Service: CBC, same as CFCL-TV, Timmins.

Licensee: J. Conrad Lavigne Enterprises, P.O. Box 620, Timmins, Ont. **Transmitter:** Highway 583.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 98-watts visual, 49-watts aural. Antenna: Directional, 200-ft. above av. terrain, 200-ft. above ground, 1020-ft. above sea level, lat. 49° 42' 56", long. 83° 38' 49".

Ownership: Same as CFCL-TV, Timmins, Ont.

Began Operation: Dec. 1, 1965.

Rates: This is an automatic repeater of CFCL-TV, Timmins, and is included as a bonus with that station.

CKVR-TV-2

Huntsville

(Ch. 8)

(Satellite of CKVR-TV, Barrie, Ont.)

Network Service: CBC, same as CKVR-TV, Barrie.

Licensee: Ralph Snelgrove Television Ltd., Box 519, Barrie, Ont.

Transmitter: Melissa, near Huntsville.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 115-watts visual, 49-watts aural. Antenna: 481-ft. above av. terrain, 378-ft. above ground, 1628-ft. above sea level, lat. 45° 24' 38", long. 79° 15' 22".

Ownership: See CKVR-TV, Barrie, Ont. **Began Operation:** May 25 1964.

Rates: This is an automatic repeater of CKVR-TV, Barrie and is included as a bonus with that station.

Ontario—Hamilton

CHCH-TV

(Ch. 11)

(Also Serves Toronto, Ont.)

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 325-kw visual, 202-kw aural. Antenna: 1173-ft. above av. terrain, 1093-ft. above ground, 1718-ft. above sea level.

Latitude 43° 12' 27"
Longitude 79° 46' 28"

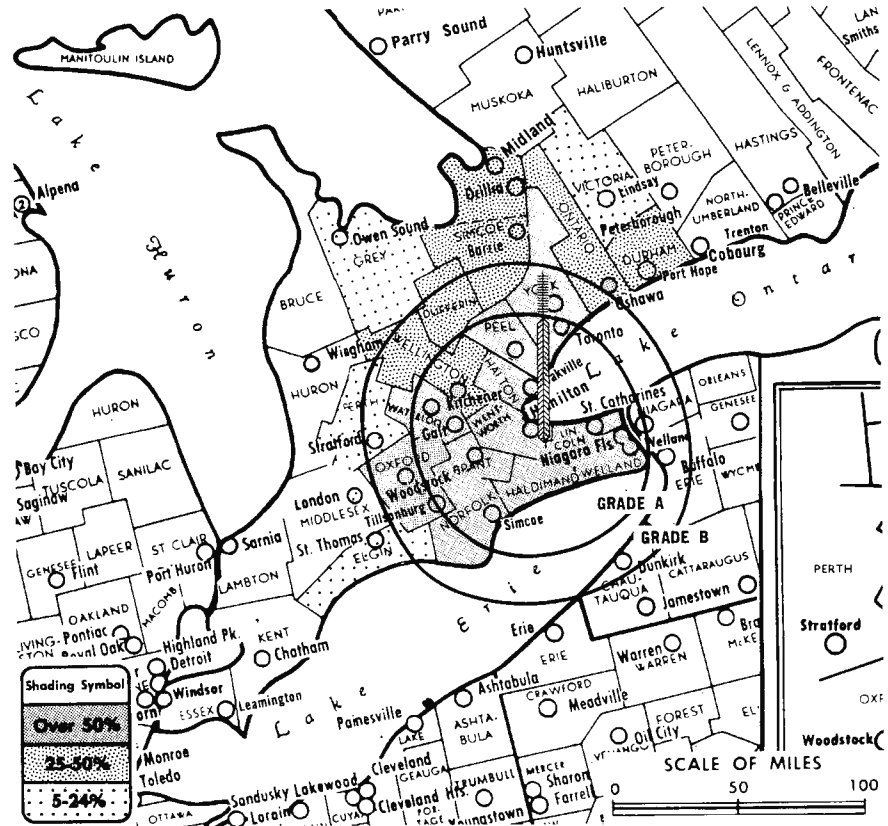
Transmitter: 1-mi. SW of Stoney Creek, atop Escarpment.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CHCH-TV Authorized: 5/19/61

CHCH-TV

Network Service: Independent.

Licensee: Niagara Television Ltd., Box 11-11.

Studio: 163 Jackson St. W.

Telephone: Jackson 2-1101.

Sales Office: 20 Carlton St., Toronto.

Telephone: 362-7211.

Ownership: Estate of Kenneth D. Soble, 1/4; Southam Co. Ltd. (St. Clair Balfour Jr.), 1/4; Wentworth Broadcasting Co. Ltd. (jointly owned by Selkirk Holdings Ltd. and Clifford Sifton), operating CKOC, 1/4; Mr. Paul Nathanson, 1/4. Mr. Sifton also operates CKCK-TV, Regina. Southam Co. publishes *Hamilton Spectator*, owns part of CHCT-TV, Calgary, where it publishes *Calgary Herald*; owns 60% of CFAO, Calgary and CJCA, Edmonton. For other Southam holdings, see CHCT-TV.

Began Operation: June 7, 1954.

Represented (sales) by E. S. Sumner Corp. (for U.S.) & All-Canada Radio & Television Ltd. (Montreal, Winnipeg & Vancouver).

Personnel:

S. J. Bibby, *assistant general manager*.
A. A. Bruner, *director of marketing (Toronto)*.
W. L. Crittenden, *sales manager (Toronto)*.
K. L. Dingleidine, *comptroller*.
F. P. Denardis, *operations manager*.
D. C. Gale, *program manager*.
W. E. Jeynes, *director of engineering*.

DIGEST OF RATE CARD NO. 16
(Jan. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AA--5-11 p.m., Sun.-Fri.							
					\$360.00	\$285.00	\$110.00

For Other Area Stations
see Niagara Falls, Ont.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	899	Hamilton Metro	115,000	111,000	97
	960	Brant	24,400	23,500	96
	950	Haldimand	8,000	7,620	95
	920	Lincoln (bal.)	12,300	11,650	95
	1109	Guelph Metro	12,350	11,700	95
	989	Kitchener Metro	47,000	44,200	94
	919	St. Catharine Metro	28,050	26,700	95
	880	Peel (bal.)	10,950	10,700	98
	839	Toronto Metro	555,000	536,000	97
	900	Halton (bal.)	8,620	8,200	95
	940	Welland (bal.)	27,750	26,850	97
	939	Niagara Falls Metro	15,900	15,600	98
	990	Waterloo (bal.)	5,700	5,400	95
	970	Norfolk	14,800	14,100	96
809	Oshawa Metro	24,380	23,430	96	
840	York (bal.)	16,500	16,170	98	
1000	Oxford	20,200	19,600	97	
Between 25-50 %	1110	Wellington (bal.)	11,550	10,600	95
	860	Simcoe East (Electoral Dist.)	16,400	15,700	96
	810	Durham (bal.)	10,850	10,200	94
	820	Ontario (bal.)	9,000	8,600	96
Between 5-24 %	850	Dufferin, Simcoe (bal.)	27,380	26,340	96
	1080	Perth	16,400	15,600	95
	1130	Grey	18,400	17,300	94
	1030	Elgin	17,900	17,300	97
1019	London Metro	56,600	54,700	97	
790	Victoria	8,910	8,490	95	
CHCH-TV Station Total			1,140,290	1,097,250	96
BBM Weekly Reach			732,700		

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience
Brokers - Appraisers - Consultants - Management
THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

**CBFOT-1
Kapusksasing**

(Ch. 12)

(Satellite rebroadcasting station of CBFOT, Timmins, Ont.)
Network Service: CBC French Network, same as CBFOT, Timmins.
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.
Transmitter: South of Moonbeam, near Kapusksasing.
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 27-kw max. and 17.4-kw av. visual, 13.5-kw max. and 8.7-kw av. aural. Antenna: 438-ft. above av. terrain, 426-ft. above ground, 1226-ft. above sea level, lat. 49° 17' 48", long. 82° 11' 19".
Began Operation: Sept. 7, 1964.
Rates: This is an automatic repeater, and is included as a bonus to the CBC French network rate.

**CFCL-TV-3
Kapusksasing**

(Ch. 3)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)
Network Service: CBC, same as CFCL-TV, Timmins.
Licensee: J. Conrad Lavigne Enterprises, Mont Sacre Coeur, Timmins.
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 326-watts visual, 163-watts aural. Antenna: 368-ft. above av. terrain, 185-ft. above ground, 1137-ft. above sea level, lat. 49° 22' 32"; long. 82° 21' 35".
Ownership: See CFCL-TV.
Began Operation: Dec. 15, 1957.
Rates: This is an automatic repeater of CFCL-TV, Timmins and is included as a bonus with that station.

**CFCL-TV-2
Kearns (Elk Lake)**

(Ch. 2)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.; CFCL-TV-2 is repeated by CFCL-TV-5, Malartic, P.Q.)
Network Service: CBC, same as CFCL-TV, Timmins.
Licensee: J. Conrad Lavigne Enterprises, Mont Sacre Coeur, Timmins, Ont. Telephone: AM 4-4211.
Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 26.5-kw visual, 13.5-kw aural. Antenna: Directional, 737-ft. above av. terrain, 525-ft. above ground, 1590-ft. above sea level, lat. 49° 43' 30", long. 80° 19' 30".
Ownership: See CFCL-TV. Began Operation: July 1, 1958.
Rates: This is an automatic repeater of CFCL-TV, Timmins and is included as a bonus with that station.

**CBWAT
Kenora**

(Ch. 8)

(Repeater station of CBWT, Winnipeg, Man., CBC English network. Also is repeated by CBWAT-1, Dryden, Ont., which in turn is repeated by CBWAT-2, Sioux Lookout, Ont.; by CBWCT, Fort Frances, in turn repeated by CBWCT-1, Atikokan, and by CBWAT-3, Red Lake, all Ont.)
Network Service: CBC.
Licensee: Canadian Broadcasting Corp., Head offices: 1500 Bronson Ave., Ottawa, Ont. Transmitter: Tunnel Island.
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 9.3-kw visual, 5.5-kw aural. Antenna: 240-ft. above av. terrain, 191-ft. above ground, 1351-ft. above sea level, lat. 49° 48' 13", long. 94° 30' 13".
Began Operation: Dec. 5, 1959.
Rates: This is an automatic repeater and is included as a bonus to the CBC English network rate.
CBWAT: Total Households, 19,880
TV Households, 17,390; 87%
BBM Weekly Reach (Oct. 1966) 16,600

For Kingston, Kitchener, London,
Niagara Falls & Ottawa Area Stations
See next ten pages

Ontario

**CHEX-TV-2
Minden**

(Ch. 10)

(Satellite rebroadcasting station of CHEX-TV, Peterborough, Ont.)
Network Service: CBC, same as CHEX-TV, Peterborough.
Licensee: Kawartha Broadcasting Co. Ltd., Box 659, Peterborough, Ont.
Transmitter: Lot 2, Concession 3, Minden, Ont.
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 8.9-watts visual, 4.4-watts aural. Antenna: 100-ft. above ground, 1150-ft. above sea level, lat. 44° 56' 41", long. 78° 42' 48".
Began Operation: Nov. 15, 1966.
Rates: This is an automatic repeater of CHEX-TV, Peterborough and is included as a bonus with that station.

**CFCH-TV
North Bay**

(Ch. 10)

(Also affiliated with satellite rebroadcasting station CJTK-TV-1, Timiskaming, Que.)
Network Service: CBC.
Licensee: Tel-Ad Co. Ltd., Box 1000, North Bay.
Studio & Transmitter: Hwy. 11, 1-mi. S of Callander, Ont.
Telephone: 752-3000.
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 51.5-kw visual, 27.75-kw aural. Antenna: 459-ft. above av. terrain, 358-ft. above ground, 1206-ft. above sea level, lat. 46° 12' 15", long. 79° 21' 05". Note: Holds recommendation for change to 10.6-kw visual, 2.12-kw aural, 490-ft. above av. terrain using directional antenna.
Color: Network.
AM Affiliate: CFCH, 10-kw, 600 kc (CBC).
Ownership: Tel-Ad Co. Ltd., Mrs. P. A. Campbell, pres.
Began Operation: Dec. 19, 1955. Sold to present owner by G. A. Alger and associates in 1960 (*Television Digest*, Vol. 16:24).
Represented (sales) by All-Canada Radio & TV (U.S.A.); Stovin-Byles Ltd. (Canada).
Personnel:
Reg Carne, manager.
Norris Whitfield, news editor.
Sid Tomkins, program director.
David Bach, promotion director.
Ken Houzer, chief engineer.
Meri Craven, women's director.

DIGEST OF RATE CARD NO. 10—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	ID
\$175.00	\$120.00	\$100.00	\$90.00	\$55.00	\$40.00	\$40.00	\$20.00
Class AA—6-11 p.m., daily.							
CFCH-TV: Total Households, 37,930							
TV Households, 35,880; 95%							
BBM Weekly Reach (Oct. 1966) 18,700							

(Continued after Ottawa pages)

**Every Monday morning
a Station Manager
reads Television Digest.**

Why? See page 803-b

Ontario—Kingston

CKWS-TV

(Ch. 11)

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 250-kw visual, 150-kw aural. Antenna: 851-ft. above av. terrain, 826-ft. above ground, 907-ft. above sea level.

Latitude 44° 19' 28"
Longitude 76° 49' 07"

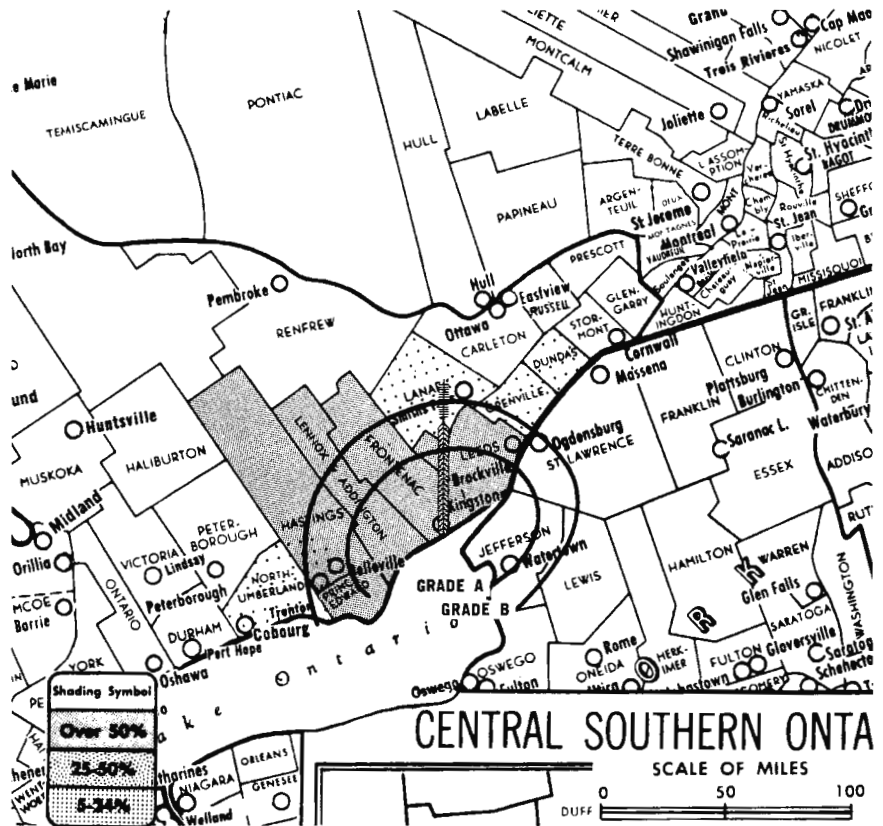
Transmitter: Wolfe Island, 3-mi. off Kingston mainland.

Color: Network.

News Wire Service: Canadian Press.

AM Affiliate: CKWS, 10-kw, 960 kc (CBC).

FM Affiliate: CKWS-FM, .35-kw, 96.3 mc (No. 242), 94-ft. antenna height.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CKWS-TV Authorized 1/9/59

CKWS-TV

Network Service: CBC.

Licensee: The Frontenac Bcstg. Co. Ltd., 170 Queen St.

Studio: 170 Queen St. Telephone: 542-4977.

Ownership: Sen. W. Rupert Davies, pres., 51%; Roy Thomson, v.p., 49%. Principals also own CHEX-TV & CHEX, Peterborough, Ont. Sen. Davies publishes *Kingston Whig-Standard* and *Peterborough Examiner*. Mr. Thomson is chain newspaper publisher.

Began Operation: Dec. 9, 1954.

Represented (sales) by: All-Canada Radio & Television Ltd.

Personnel:

- R. W. Hofstetter, *manager*.
- A. J. Brooks, *local sales manager*.
- Gord Backus, *chief engineer*.
- Clif Tomlinson, *program director*.
- Max Jackson, *sports director*.

DIGEST OF RATE CARD NO. 12
(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.							
\$275.00	\$190.00	\$160.00	\$140.00	\$80.00	\$60.00	\$60.00	\$25.00

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	750	Frontenac (bal.), Lennox & Addington	13,000	12,420	96
	710	Leeds	13,200	12,700	96
	749	Kingston Metro	17,050	16,200	95
	760	Hastings, Prince Edward	31,990	30,420	95
Between 25-50 %	None between 25-50%				
Between 5-24 %	720	Lanark	10,900	10,300	95
	680	Dundas, Grenville	11,120	10,600	95
	770	Northumberland	12,000	11,300	94
CKWS-TV Station Total			109,260	103,940	95
BBM Weekly Reach			71,300		

For Canadian CATV, see Services Volume

Ontario—Kingston-Watertown N.Y.

WWNY-TV

(Ch. 7)

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 191-kw visual, 24-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level.

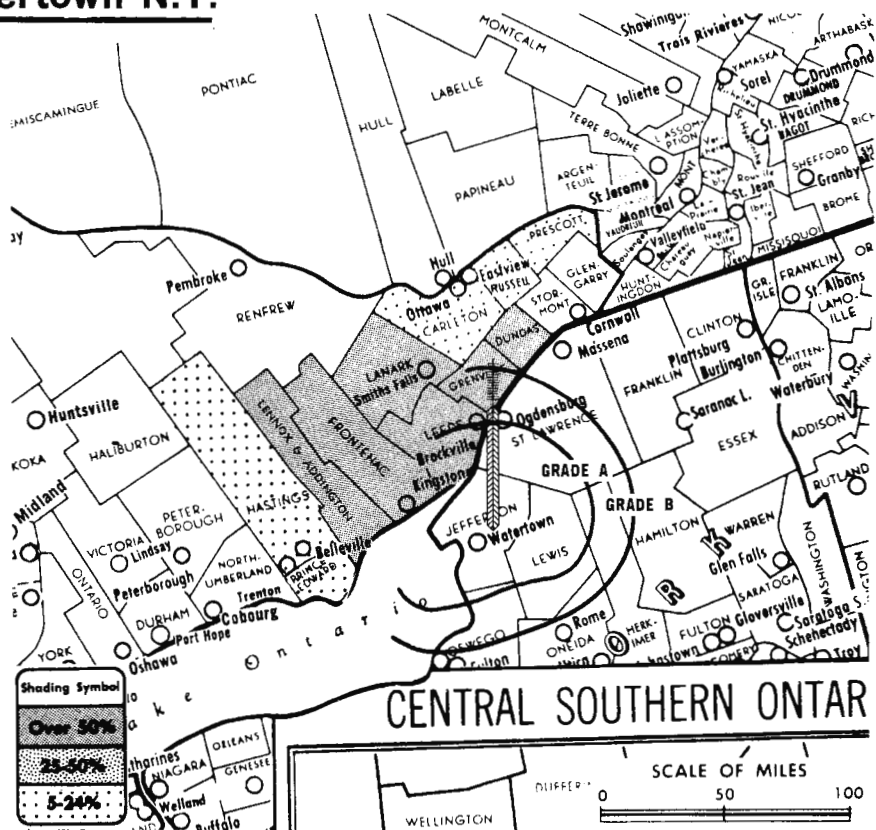
Latitude 43° 57' 16"
Longitude 75° 43' 45"

Transmitter: Champion Rd.

Color: Network, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kc (CBS).



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WWNY-TV Ref: FCC File No. BMPCT-2140 Granted 6/10/34

WWNY-TV

Network Service: ABC, CBS.

Licensee: The Brockway Co., 260 Washington St., Watertown, N.Y.

Studio: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

Telephones: Sunset 8-3800, Watertown (sales office); Sunset 2-2600, Watertown (studios); Sunset 8-6890, Watertown (exec. office).
TWX No.: 315-788-4836.

TV tape: Recording facilities.

Ownership: John B. Johnson, pres. & treas., 100%; Catherine C. Johnson, v.p. & secy. Also publishes *Watertown Daily Times* and operates WMSA, Massena, N.Y.

Began Operation: Oct. 22, 1954.

Represented (sales) by Andy McDermott Radio & TV Sales (Toronto & Montreal, Canada); Adam Young Inc. (U.S.).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

- James W. Higgins, *general manager.*
- Alfred M. Tauroney, *sales manager.*
- David M. Graves, *program manager & film buyer.*
- Glenn H. Hall, *director of operations.*
- Earl R. Kelly, *dir. of public affairs & promotion.*
- Robert Tompkins, *news director.*
- John G. Case, *sports editor.*
- Michael R. Yonkovic, *director of engineering.*
- Donald C. Morehouse, *chief engineer.*

DIGEST OF RATE CARD NO. 7* (February 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.	\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$90.00	\$54.00

*Station accepts payment in Canadian funds.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households	Number %
Over 50 %	710	Leeds	13,200	12,700	96
	750	Frontenac (bal.), Lennox & Addington	13,000	12,420	96
	749	Kingston Metro	17,050	16,200	95
	720	Lanark	10,900	10,300	95
	680	Dundas, Grenville	11,120	10,600	95
Between 25-50 %	None between 25-50%				
Between 5-24 %	760	Hastings, Prince Edward	31,990	30,420	95
	700	Carleton (bal.), Prescott, Russell	16,720	15,850	95
WWNY-TV Station Total			113,980	108,490	95
BBM Weekly Reach			65,600		



MALARKEY, TAYLOR & ASSOCIATES
CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Ontario—Kitchener

CKCO-TV

(Ch. 13)

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1015-ft. above av. terrain, 653-ft. above ground, 2093-ft. above sea level.

Latitude 45° 24' 15"
Longitude 80° 38' 05"

Transmitter: Baden Hill, Ont.

Studio: 864 King St. W.

Telephones: 744-7331; Toronto, 366-0852.

Telex No.: 029-5432.

TV tape: Recording facilities.

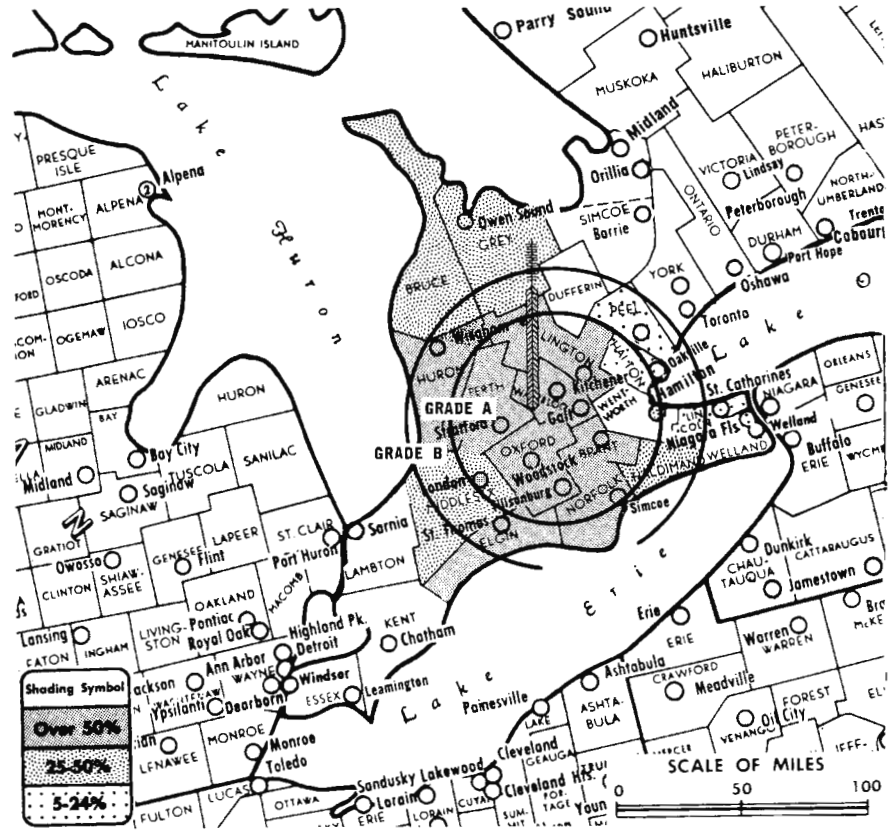
Color: Network, live, film, slide & tape.

News Wire Service: Canadian Press, Broadcast News.

Facsimile Service: Canadian Press.

AM Affiliate: CKKW, 1-kw, 1320 kc.

FM Affiliate: CFCA-FM, 105.3 mc (No. 287), 100-kw.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CKCO-TV Authorized: 2/20/60

CKCO-TV

Network Service: CTV.

Licensee: Central Ontario Television Ltd., 864 King St. W.

Ownership: Carl A. Pollock, pres., 48%; Famous Players Canadian Corp., 48%. For other interests of Famous Players, see CFCM-TV, Quebec City.

Began Operation: March 1, 1954.

Represented (sales) by ABC International Television Inc. (for U.S.) & Hardy Radio & TV Ltd. (Toronto & Montreal); Radio-Television Representatives Ltd. (Winnipeg & Vancouver).

Personnel:

Carl A. Pollock, *president*.
Eugene E. Fitzgibbons, *executive director*.
W. D. McGregor, *general manager*.
William Whiting, *publicity director*.
B. W. Lawson, *program manager & film buyer*.
Paul Turchan, *director of engineering*.

DIGEST OF RATE CARD NO. 18—(March 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$600.00	\$390.00	\$330.00	\$300.00	\$200.00	\$140.00	\$125.00	\$50.00

Weekly Reach (BBM)	BBM Area		Total Households	TV Households	
	No.	Area Description		Households	Number %
Over 50 %	990	Waterloo (bal.)	5,700	5,400	95
	989	Kitchener Metro	47,000	44,200	94
	1080	Perth	16,400	15,600	95
	1000	Oxford	20,200	19,600	97
	960	Brant	24,400	23,500	96
	1110	Wellington (bal.)	11,550	10,600	92
	1109	Guelph Metro	12,350	11,700	95
	1090	Huron	15,100	14,300	95
	1019	London Metro	56,600	54,700	97
	970	Norfolk	14,800	14,100	96
1030	Elgin	17,900	17,300	97	
Between 25-50 %	1020	Middlesex (bal.)	11,300	10,800	96
	1130	Grey	18,400	17,300	94
	950	Haldimand	8,000	7,620	95
	1120	Bruce	12,300	11,700	95
Between 5-24 %	899	Hamilton Metro	115,000	111,000	97
	900	Halton (bal.)	8,620	8,200	95
	920	Lincoln (bal.)	12,300	11,650	95
	880	Peel (bal.)	10,950	10,700	98
	939	Niagara Falls Metro	15,900	15,600	98
919	St. Catharines Metro	28,050	26,700	95	
CKCO-TV Station Total			482,820	462,270	96
BBM Weekly Reach			238,500		

Ontario—London

CFPL-TV

(Ch. 10)

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 325-kw visual, 195-kw aural. Antenna: 981-ft. above av. terrain, 980.5-ft. above ground, 1868-ft. above sea level.

Latitude 42° 57' 15"
Longitude 81° 15' 58"

Transmitter: Commissioners Road.

TV tape: Recording facilities.

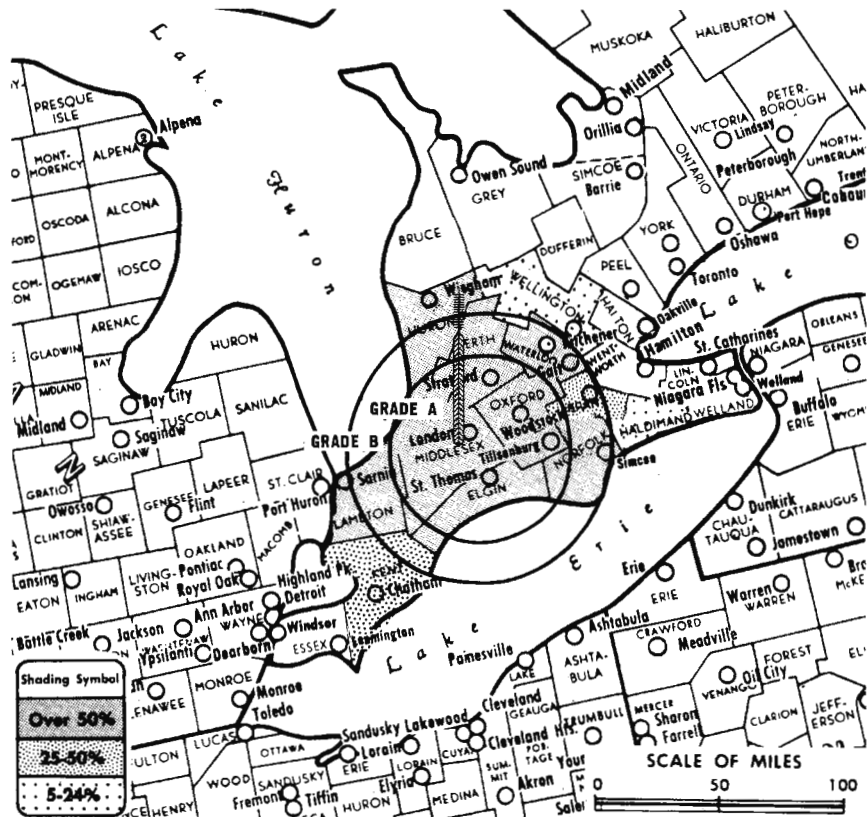
Color: Network, film, slide & tape.

News Wire Service: Broadcast News.

News Film Service: CBC.

AM Affiliate: CFPL, 10-kw (5-kw night), 980 kc (CBC).

FM Affiliate: CFPL-FM, 179-kw, 95.9 mc (No. 240), 870-ft. antenna height.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CFPL-TV Authorized: 10/17/55

CFPL-TV

Network Service: CBC.

Licensee: London Free Press Printing Co. Ltd., 369 York St.

Studio: Commissioners Road, Box 2880, Terminal 'A'.

Telephone: 434-2115.

Ownership: London Free Press Printing Co. Ltd., publisher of *London Free Press*; W. J. Blackburn, pres.

Began Operation: Nov. 28, 1953.

Represented (sales) by: All-Canada Radio & Television Ltd.

Represented (engineering) by: RCA Victor Ltd., Montreal.

Personnel:

Walter J. Blackburn, *president & managing director.*
Murray T. Brown, *v.p. & general manager.*
R. A. (Bob) Reinhart, *station manager & film buyer.*
W. Clifford Wingrove, *assistant manager & director of sales.*
G. Robitaille, *director of engineering.*
James A. Plant, *production manager.*
Ron Laidlaw, *news director.*
Tom Bird, *regional sales supervisor.*
W. T. Daley, *promotion manager.*

DIGEST OF RATE CARD NO. 15—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6-10 p.m., Mon.-Thurs.; 6-11 p.m., Fri.-Sun.	\$660.00	\$350.00	\$310.00	\$265.00	\$220.00	\$160.00	\$80.00

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	1030	Elgin	17,900	17,300	97
	1019	London Metro	56,600	54,700	97
	1000	Oxford	20,200	19,600	97
	1020	Middlesex (bal.)	11,300	10,800	96
	1080	Perth	16,400	15,600	95
	970	Norfolk	14,800	14,100	96
	1040	Lambton	29,200	27,800	95
1090	Huron	15,100	14,300	95	
990	Waterloo (bal.)	5,700	5,400	95	
Between 25-50 %	989	Kitchener Metro	47,000	44,200	94
	1050	Kent	25,700	24,900	97
	960	Brant	24,400	23,500	96
Between 5-24 %	1109	Guelph Metro	12,350	11,700	95
	1110	Wellington (bal.)	11,550	10,600	92
	950	Haldimand	8,000	7,620	95
CFPL-TV Station Total			316,200	302,120	96
BBM Weekly Reach			202,100		

For North Bay, Ont., see page 887-b

Ontario-Niagara Falls (Buffalo, N. Y.)

WBEN-TV

(Ch. 4)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"
Longitude 78° 37' 38"

Transmitter: Colden, N.Y.

TV tape: Recording facilities.

AM Affiliate: WBEN, 5-kw, 930 kc (CBS).

FM Affiliate: WBEN-FM, 110-kw, 102.5 mc (No. 273), 1200-ft. antenna height.

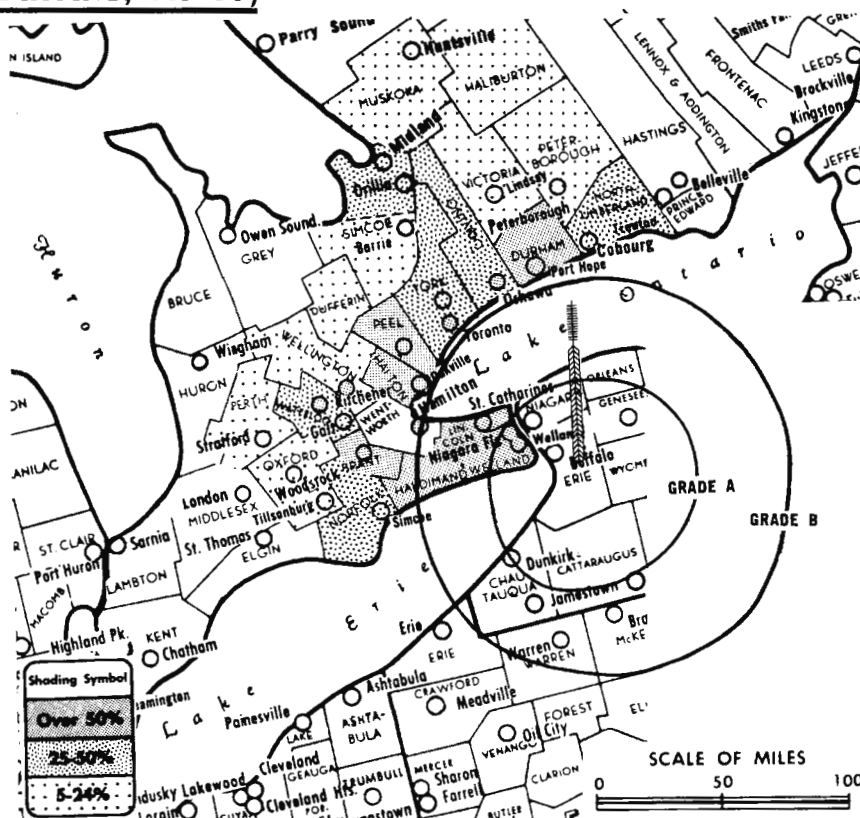
Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

See also Hamilton, Ont.



WBEN-TV Ref: FCC File No. BPC-2075 Granted 2/13/54

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WBEN-TV

Licensee: WBEN Inc., 2077 Elmwood Ave., Buffalo, N.Y. (14207).

Studio: 2077 Elmwood Ave.

Telephone: 716-876-0930. TWX No.: 716-858-1410.

Ownership: Same as *Buffalo Evening News*. Mrs. E. H. Butler, pres.

Began Operation: May 14, 1948.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

Alfred H. Kirchhofer, *president*.
Mrs. E. H. Butler, *vice president*.
James H. Righter, *treasurer & secretary*.
C. Robert Thompson, *general manager*.
George R. Torge, *asst. general manager*.
William McKibben, *administrative assistant*.
Quintin E. Renner, *film director*.
N. J. Malter, *television sales manager*.
Joseph A. Haefner, *promotion manager*.
R. Glenn Beerbower, *technical director*.
William Peters, *program director*.
Joseph W. Koral, *news director*.

DIGEST OF RATE CARD NO. 16 (Nov. 1, 1966)

Hour	30 Min.	Min.	40 Sec.	30 Sec.	20 Sec.	8 Sec.
Class AA—8-10:30 p.m., daily.						
\$1700.00	\$870.00	\$500.00	\$475.00	\$450.00	\$425.00	\$212.00

NETWORK BASE HOURLY RATE: \$1800.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50%	940	Welland (bal.)	27,750	26,850	97
	919	St. Catharines Metro	28,050	26,700	95
	939	Niagara Falls Metro	15,900	15,600	98
	950	Haldimand	8,000	7,620	95
	899	Hamilton Metro	115,000	111,000	97
	960	Brant	24,400	23,500	96
	920	Lincoln (bal.)	12,300	11,650	95
	900	Halton (bal.)	8,620	8,200	95
	839	Toronto Metro	555,000	536,000	97
	809	Oshawa Metro	24,380	23,430	96
	1109	Guelph Metro	12,350	11,700	95
	810	Durham (bal.)	10,850	10,200	94
880	Peel (bal.)	10,950	10,700	98	
989	Kitichener Metro	47,000	44,200	94	
Between 25-50%	970	Norfolk	14,800	14,100	96
	820	Ontario (bal.)	9,000	8,600	96
	840	York (bal.)	16,500	16,170	98
	990	Waterloo (bal.)	5,700	5,400	95
	860	Simcoe East (Electoral District)	16,400	15,700	96
770	Northumberland	12,000	11,300	94	
Between 5-24%	1110	Wellington (bal.)	11,550	10,600	92
	789	Peterborough Metro	14,300	13,950	98
	1080	Perth	16,400	15,600	95
	1000	Oxford	20,200	19,600	97
	790	Victoria	8,910	8,490	95
	850	Dufferin, Simcoe (bal.)	27,380	26,340	96
781	Peterborough (bal.)	7,200	6,750	94	
870	Haliburton, Muskoka	10,590	9,770	92	
WBEN-TV Station Total			1,091,480	1,049,720	96
BBM Weekly Reach			774,100		

Ontario-Niagara Falls (Buffalo, N. Y.)

WGR-TV

(Ch. 2)

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 690-ft. above av. terrain, 742-ft. above ground, 1349-ft. above sea level.

Latitude 42° 57' 13.9"
Longitude 78° 52' 37.0"

Holds CP for change to 1000-ft. above av. terrain, 958-ft. above ground, 2310-ft. above sea level, lat. 42° 43' 06", long. 78° 33' 48"; transmitter to Lot 53, Warren Hill Rd., Wales, N.Y. BPCT-3826.

TV tape: Recording facilities.

Telephone: 716-886-7115.

TWX No.: 716-858-1066.

AM Affiliate: WGR, 5-kw, 550 kc (NBC).

FM Affiliate: WGR-FM, 16-kw, 96.9 mc (No. 245), 628-ft. antenna height.

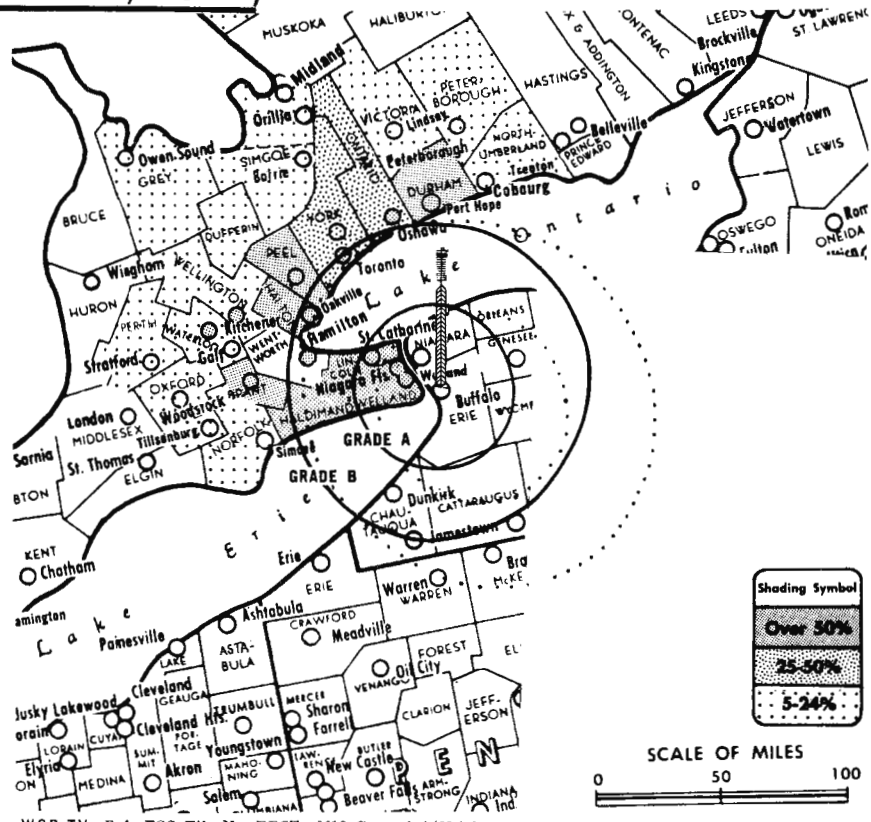
O&O Translator: W06AB, Jamestown, N.Y.

Color: Network, live, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.



WGR-TV Ref: FCC File No. BPCT-2613 Granted 4/23/59
CP: BPCT-3826 Granted 12/13/60

WGR-TV

Licensee: Taft Broadcasting Co., 184 Barton St., Buffalo (14213).

Transmitter: 2065 Elmwood Ave.

Studio: 184 Barton St.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: August 14, 1954. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (*Television Digest*, Vols. 3:15-16, 31, 4:8).

Represented (sales) by The Katz Agency; Andy McDermott (Canada).

Represented (legal) by Koteen & Burt.

Personnel:

Robert C. Weigand, *v.p., general manager & film buyer.*
Donald L. Chapin, *vice president, sales.*
Frank C. Gervan, *sales manager.*
Paul Sciandra, *program director.*
Gene R. Kirshenstien, *business manager.*
Joanne Loftus, *promotion manager.*
Carl Flickinger, *local sales manager.*
Harold A. Higgins, *manager of engineering.*
Albert M. Benz, *traffic manager.*

DIGEST OF RATE CARD NO. 14—(July 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.	\$2000.00	\$1200.00	*	\$640.00	\$640.00	\$326.00

*On request.

NETWORK BASE HOURLY RATE: \$1800.

See also Hamilton, Ont.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50%	920	Lincoln (bal.)	12,300	11,650	95
	940	Welland (bal.)	27,750	26,850	97
	939	Niagara Falls Metro	15,900	15,600	98
	919	St. Catharines Metro	28,050	26,700	95
	899	Hamilton Metro	115,000	111,000	97
	839	Toronto Metro	555,000	536,000	97
	900	Halton (bal.)	8,620	8,200	95
	950	Haldimand	8,000	7,620	95
	880	Peel (bal.)	10,950	10,700	98
	809	Oshawa Metro	24,380	23,430	96
	1109	Guelph Metro	12,350	11,700	95
	810	Durham (bal.)	10,850	10,200	94
Between 25-50%	960	Brant	24,400	23,500	96
	989	Kitchener Metro	47,000	44,200	94
Between 5-24%	840	York (bal.)	16,500	16,170	98
	820	Ontario (bal.)	9,000	8,600	96
	860	Simcoe East (Electoral Dist.)	16,400	15,700	96
	990	Waterloo (bal.)	5,700	5,400	95
	770	Northumberland	12,000	11,300	94
	970	Norfolk	14,800	14,100	96
	790	Victoria	8,910	8,490	95
	1130	Grey	18,400	17,300	94
	1080	Perth	16,400	15,600	95
	1110	Wellington (bal.)	11,550	10,600	92
WGR-TV Station Total	850	Dufferin, Simcoe (bal.)	27,380	26,340	96
	789	Peterborough Metro	14,300	13,950	98
	1140	Nipissing, Parry Sound	25,730	24,280	94
	781	Peterborough (bal.)	7,200	6,750	94
	1000	Oxford	20,200	18,600	97
	WGR-TV Station Total			1,125,020	1,081,530
BBM Weekly Reach			688,300		

Ontario-Niagara Falls (Buffalo, N. Y.)

WKBW-TV

(Ch. 7)

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 17"
Longitude 78° 36' 51"

Transmitter: E. of Center St., Colden, N.Y.

Studio: 1420 Main St. (14209).

TV tape: Recording facilities.

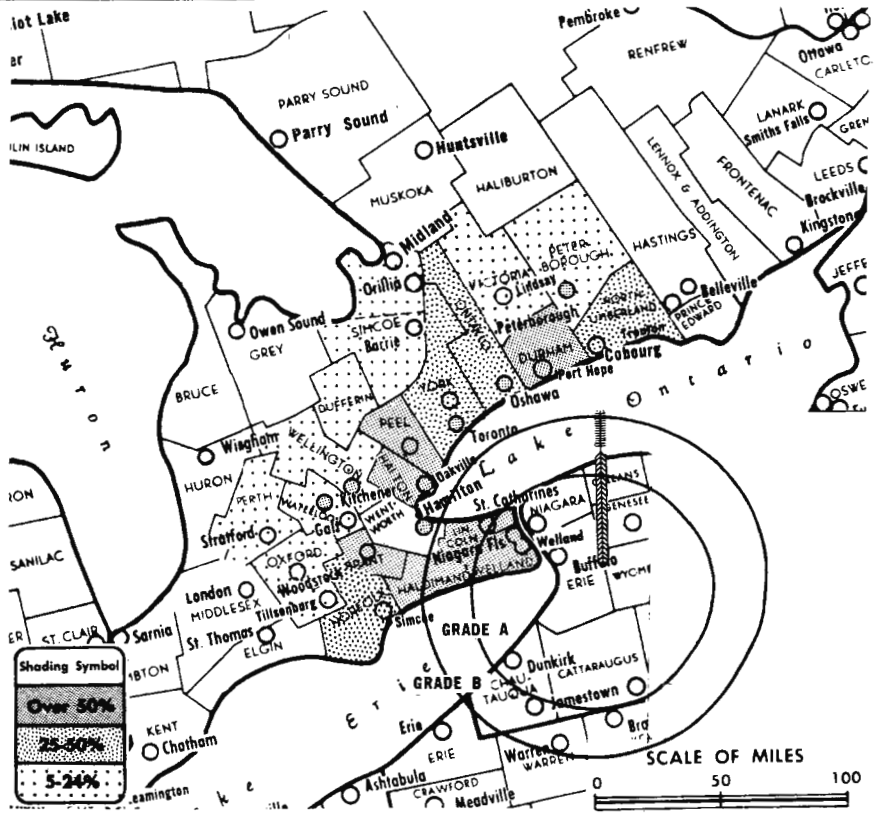
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WKBW, 50-kw, 1520 kc.

Represented (engineering) by Kear & Kennedy.



WKBW-TV Ref: FCC File No. BPC-2677 Granted 9/9/59

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WKBW-TV

Licensee: Capital Cities Bcstg. Corp., 24 E. 51st St., New York (10022).

Telephone: 716-883-0770. TWX No.: 710-522-1846.

Ownership: Capital Cities Bcstg. Corp., 100%. (For other interests see W-TEN, Albany, N.Y.).

Began Operation: Nov. 30, 1958.

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

Robert King, *v.p. & general manager.*
Lawrence Pollock, *general sales manager.*
Richard Shepard, *local-regional sales manager.*
O. Lyle Koch, *program dir. & film buyer.*
Robert W. Groves, *promotion manager.*
Robert O. Niles, *chief engineer.*

DIGEST OF RATE CARD NO. 12—(June 11, 1966)

Hour	30 Min.*	Min.**	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.				
\$1700.00	\$1000.00		\$525.00	\$275.00

*5, 10 & 15 minute rates on request.

**On request.

NETWORK BASE HOURLY RATE: \$1900.

See also Hamilton, Ont.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50%	940	Welland (bal)	27,750	26,850	97
	919	St. Catharines Metro	28,050	26,700	95
	939	Niagara Falls Metro	15,900	15,600	98
	950	Haldimand	8,000	7,620	95
	810	Durham (bal)	10,850	10,200	94
	900	Halton (bal)	8,620	8,200	95
	809	Oshawa Metro	24,380	23,430	96
	920	Lincoln (bal)	12,300	11,650	95
	839	Hamilton Metro	115,000	111,000	97
	960	Toronto Metro	555,000	536,000	97
	960	Brant (bal)	24,400	23,500	96
880	Peel (bal)	10,950	10,700	98	
1109	Guelph Metro	12,350	11,700	95	
989	Kitchener Metro	47,000	44,200	94	
789	Peterborough Metro	14,300	13,950	98	
Between 25-50%	820	Ontario (bal)	9,000	8,600	96
	970	Norfolk	14,800	14,100	96
	840	York (bal)	16,500	16,170	98
	770	Northumberland	12,000	11,300	94
Between 5-24%	860	Simcoe East (Electoral Dist.)	16,400	15,700	96
	1000	Oxford	20,200	19,600	97
	790	Victoria	8,910	8,490	95
	1080	Perth	16,400	15,600	95
	1110	Wellington (bal)	11,550	10,600	92
	990	Waterloo (bal)	5,700	5,400	95
	781	Peterborough (bal)	7,200	6,750	94
	850	Dufferin, Simcoe (bal)	27,380	26,340	96
WKBW-TV Station Total			1,080,890	1,039,950	96
BBM Weekly Reach			662,300		

Ontario—Ottawa

CBOFT

(Ch. 9)

(French Outlet)

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 55-kw maximum and 31-kw average visual, 31-kw maximum and 17-kw average aural. Antenna: 403-ft. above av. terrain, 500-ft. above ground, 710-ft. above sea level.

Latitude 45° 23' 50"
Longitude 75° 45' 10"

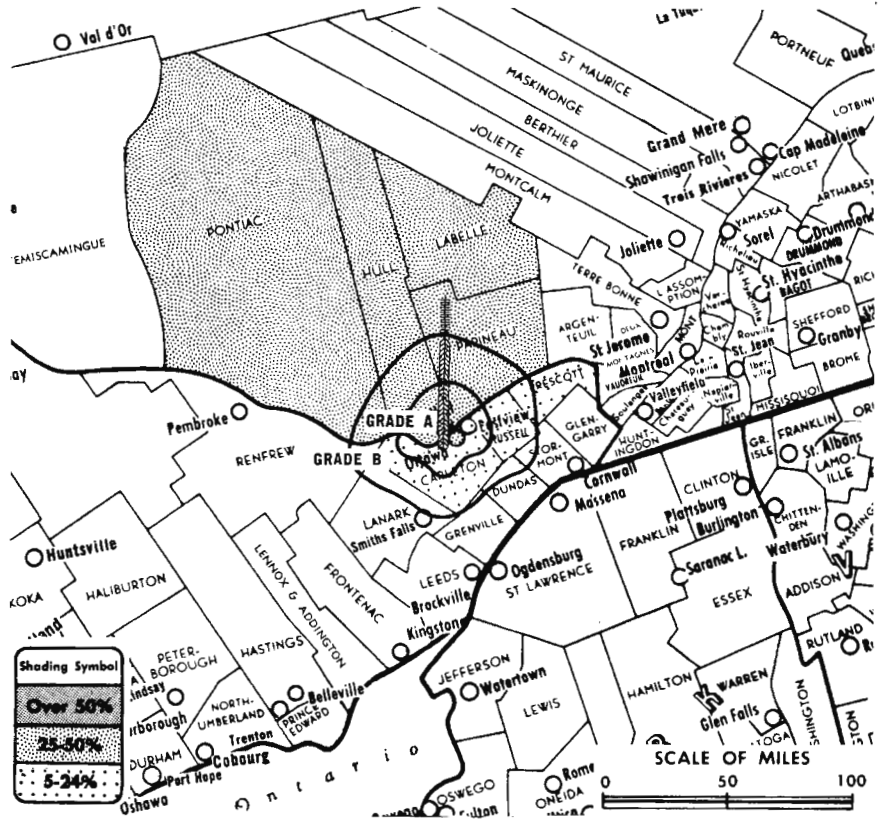
Recommended for change to 128-kw visual, 25.6-kw aural; antenna directional, 1394-ft. above av. terrain.

Transmitter: Scott St.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: BBC, CBS, NBC, Canadian Press.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBOFT Authorized: 6/24/55

CBOFT

Network Service: CBC.

Licensee: Canadian Bestg. Corp., Head office: 1500 Bronson Ave., Ottawa, Ont.

Studio: Scott St. Telephone: Parkway 8-1771.

Began Operation: June 24, 1955.

Represented (sales) by CBC National Selective sales.

Personnel:

J. J. Dunn, *director, Ottawa area.*
L. M. O'Neill, *area sales manager.*
George Huard, *operations director.*
Dennis Townsend, *program director.*
J. H. Book, *technical director.*
Geoff Gordon, *information services supervisor.*
Ken Brown, *area news supervisor.*

DIGEST OF RATE CARD NO. 14
(March 1, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.
\$300.00 \$180.00 \$120.00 \$105.00 \$90.00 \$75.00* \$68.00* \$60.00* \$45.00*

*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.

Note: No announcements scheduled on Good Friday, Easter Sunday or Christmas Day.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50%	None	Over 50%			
Between 25-50%	660	Labelle, Papineau	13,060	12,270	94
	699	Ottawa Metro	126,000	121,000	96
	650	Hull (bal.), Pontiac	11,380	10,910	96
Between 5-24%	700	Carleton (bal.), Prescott, Russell	16,720	15,850	95
CBOFT Station Total			167,160	160,030	96
BBM Weekly Reach			46,200		

For Ontario CATV Systems, see
Canadian CATV Directory

Ontario—Ottawa

CBOT

(Ch. 4)

(English Outlet)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 60.1-kw visual, 26.7-kw aural. Antenna: 321-ft. above av. terrain, 488-ft. above ground, 626-ft. above sea level.

Latitude 45° 23' 50"
Longitude 75° 45' 10"

Recommended for change to 100-kw visual, 20-kw aural, 1304-ft. above av. terrain.

Transmitter: Scott St.

Color: Network, live, film, slide & tape.

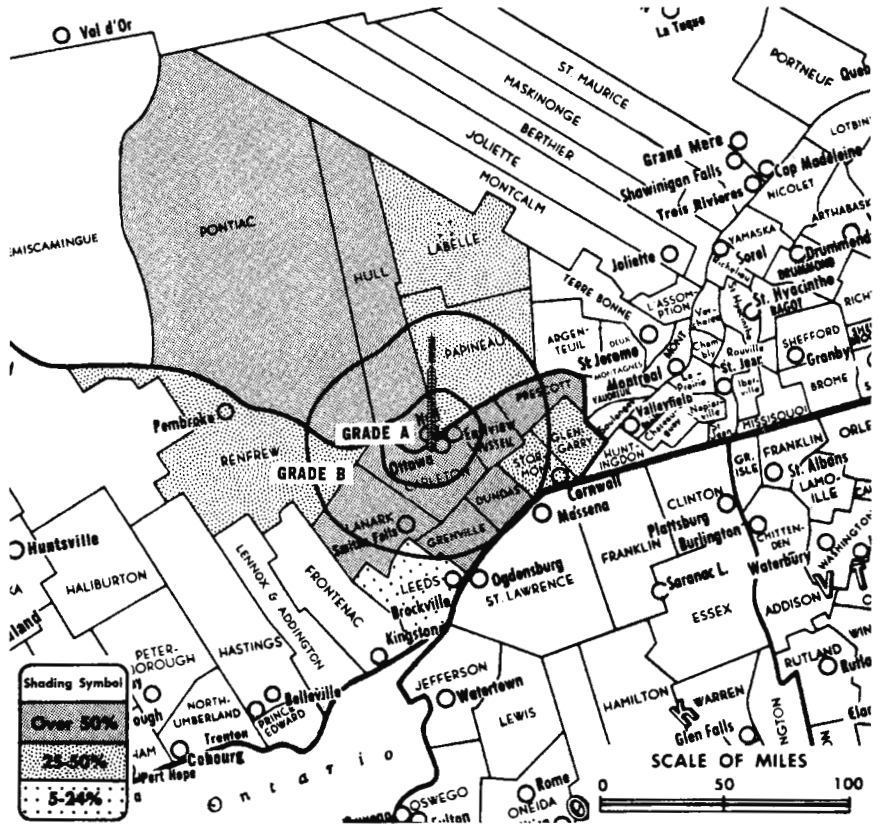
TV tape: Recording facilities.

News Wire Service: Canadian Press, BBC, CBS, NBC.

AM Affiliate: CBO, 5-kw, 910 kc (CBC).

FM Affiliate: CBO-FM, .38-kw, 103.3 mc (No. 277), 345-ft. antenna height.

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.



CBOT Authorized: 4/27/53

CBOT

Network Service: CBC.
Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.
Studio: Scott St.
Telephone: Parkway 8-1771.
Began Operation: June 2, 1953.
Represented (sales) by Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).
Personnel:
 J. J. Dunn, *director, Ottawa area.*
 George Huard, *director of operations.*
 Dennis Townsend, *program director.*
 Ken Brown, *news supervisor.*
 Larry O'Neill, *area sales manager.*
 J. H. Book, *technical director.*
 R. G. Gordon, *supervisor, information services.*

DIGEST OF RATE CARD NO. 19—(April 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.
 \$570.00 \$342.00 \$228.00 \$171.00 \$143.00* \$128.00* \$114.00* \$78.00*
 *Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.
 Note: No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	699	Ottawa Metro	126,000	121,000	96
	720	Lanark	10,900	10,300	95
	650	Hull (bal.), Pontiac	11,380	10,910	96
	680	Dundas, Grenville	11,120	10,800	95
	700	Carleton (bal.), Prescott, Russell	16,720	15,850	95
Between 25-50 %	730	Renfrew	23,200	21,900	94
	670	Glengarry, Stormont	19,410	18,680	96
	660	Labelle, Papineau	13,060	12,270	94
Between 5-24 %	710	Leeds	13,200	12,700	96
CBOT Station Total			244,990	234,210	96
BBM Weekly Reach			161,500		

For BBM TV Households Data see Services Volume

Ontario—Ottawa

CJOH-TV

(Ch. 13)

(Also operates satellite CJSS, Cornwall, Ont.)

Technical Facilities: Channel No. 13 (J10-216 mc). Authorized power: 325-kw visual, 162-kw aural. Antenna: Directional, 634-ft. above av. terrain, 579-ft. above ground, 993-ft. above sea level.

Latitude 45° 18' 09"
Longitude 75° 53' 20"

Recommended for change to 178-kw visual, 35.6-kw aural; antenna directional, 1225-ft. above av. terrain.

Transmitter: Hazeldean, Ont.

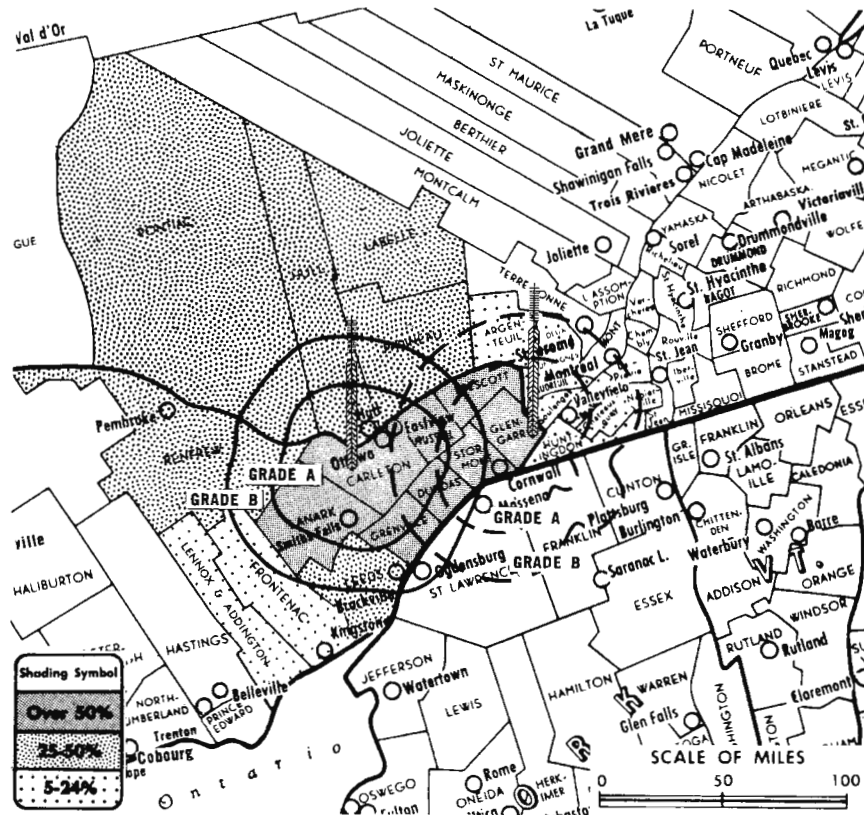
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI, Canadian Press.

Facsimile Service: Canadian Press.

News Film Service: CBS.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CJOH-TV Authorized: 12/19/60

CJOH-TV

Network Service: CTV.

Licensee: Bushnell TV Co. Ltd., 1500 Merivale Rd., Ottawa.

Studios: 1500 Merivale Rd., City View, Ottawa 5.

Telephone: 224-1313.

Ownership: Granada TV & Canadian Developments Ltd., Toronto; United Century Theatres Ltd., Toronto; and 48 individual shareholders. Also owns satellite CJSS, Cornwall, Ont.

Began Operation: March 12, 1961.

Represented (sales) by: E. S. Sumner Corp. (for U.S.); Independent Canadian TV Sales Ltd. (Toronto & Montreal)

Personnel:

- E. L. Bushnell, *president.*
- Stuart Griffiths, *v.p. & general manager.*
- N. R. Brining, *v.p., finance.*
- W. O. Morrison, *v.p., sales.*
- Peter Francis, *program manager & film buyer.*
- Wm. Jolliffe, *merchandising & sales promotion manager.*
- A. G. Day, *chief engineer.*
- J. B. Sutton, *promotion manager.*
- Harold Mantay, *traffic & operations manager.*

DIGEST OF RATE CARD NO. 10 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.							
\$1200.00	\$600.00	\$300.00	\$285.00	\$280.00	\$230.00	\$225.00	\$85.00

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	720	Lanark	10,900	10,300	95
	670	Glenarry, Stormont	19,410	18,680	96
	699	Ottawa Metro	126,000	121,000	96
	680	Dundas, Grenville	11,120	10,600	95
	700	Carleton (bal.), Prescott, Russell	16,720	15,850	95
Between 25-50 %	650	Hull (bal.), Pontiac	11,380	10,910	96
	660	Labelle, Papineau	13,060	12,270	94
	730	Renfrew	23,200	21,900	94
Between 5-24 %	710	Leeds	13,200	12,700	96
	570	Argenteuil, Deux Montagnes (bal.), Soulanges, Vaudreuil (bal.)	19,230	18,680	97
	540	Beauharnois, Chateaugay (bal.)	19,690	19,150	97
	750	Frontenac (bal.), Lennox & Addington	13,000	12,420	96
CJOH-TV Station Total			296,910	284,460	96
BBM Weekly Reach			205,700		

For Ontario CATV Systems, see Services Volume

Ontario

CKVR-TV-1 Parry Sound

(Ch. 11)

(Satellite rebroadcasting station of CKVR-TV, Barrie, Ont.)

Network Service: CBC, same as CKVR-TV, Barrie.

Licensee: Ralph Snelgrove Television Ltd., Box 519, Barrie, Ont.

Transmitter: Belvedere Hill, near Parry Sound.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 6.7-watts visual, 1.7-watts aural. Antenna: 125-ft. above av. terrain, 75-ft. above ground, 700-ft. above sea level, lat. 45° 20' 35", long. 80° 02' 15".

Began Operation: Dec. 2, 1961.

Rates: This is an automatic repeater of CKVR-TV, Barrie and is included as a bonus with that station.

CHOV-TV Pembroke

(Ch. 5)

Network Service: CBC.

Licensee: The Ottawa Valley Television Co. Ltd., Forest Lea Rd., R.R. #6.

Telephone: 735-6811.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 36.8-kw visual, 18.35-kw aural. Antenna: 503-ft. above av. terrain, 580-ft. above ground, 1042-ft. above sea level, lat. 45° 50' 02", long. 77° 09' 50".

Color: Network.

AM Affiliate: None.

Ownership: Ottawa Valley Television Co. Ltd., 100%.

Began Operation: Aug. 19, 1961.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.) and Paul Mulvihill (for Canada).

Personnel:

Gordon Archibald, *pres. & general manager.*
Ramsay Garrow, *director of sales & marketing.*
Brooke Duval, *program director & production mgr.*
Alan Bradley, *director of engineering.*

DIGEST OF RATE CARD NO. 5—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., daily.							
\$165.00	\$110.00	\$100.00	\$75.00	\$55.00	\$50.00	\$44.00	\$22.00

CHOV-TV: Total Households, 51,300
TV Households, 48,660; 95%
BBM Weekly Reach (Oct. 1966) 22,600

Every Monday morning
a Station Manager
reads Television Digest.

Why? See page 803-b

CHEX-TV Peterborough

(Ch. 12)

(Operates satellite rebroadcasting station CHEX-TV-1, Bancroft; CHEX-TV-2, Minden, both Ont.)

Network Service: CBC.

Licensee: Kawartha Broadcasting Co. Ltd., Box 659.

Studio & Transmitter: 1-mi. NE of Peterborough in Douro Twp.

Telephone: 742-0451.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power in preferred direction: 269-kw visual, 161.5-kw aural. Antenna: 790-ft. above av. terrain, 772-ft. above ground, 1590-ft. above sea level, lat. 44° 19' 45", long. 78° 18' 03".

Color: Network.

AM Affiliate: CHEX, 10-kw (5-kw night), 980 kc (CBC).

Ownership: Kawartha Broadcasting Co. Ltd. Sen. W. Rupert Davies, *pres.*, 51%; Lord Thomson of Fleet, *v.p.*, 49%. Frontenac Broadcasting Co. Ltd. operating CKWS-TV & CKWS, Kingston is a sister company. Sen. Davies publishes *Kingston Whig-Standard & Peterborough Examiner*. Lord Thomson is a chain newspaper publisher.

Began Operation: March 28, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Wally Rewegan, *manager.*
Bert Crump, *chief engineer.*
Rosemary Weese, *traffic director.*
Ian McFarlane, *local sales manager.*
Gord Shale, *program director.*

DIGEST OF RATE CARD NO. 13

(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.						
\$275.00	\$190.00	\$160.00	\$140.00	\$80.00	\$60.00	\$25.00

CHEX-TV: Total Households, 135,030
TV Households, 128,840; 95%
BBM Weekly Reach (Oct. 1966) 50,500

CKPR-TV Port Arthur

(Also serves Fort William, Ont.)

(Ch. 2)

Network Service: CBC.

Licensee: Thunder Bay Electronics Ltd., 87 N. Hill St.

Studio: 87 N. Hill St. Telephone: Diamond 4-9685.

Transmitter: Mount Baldy, 6-mi. NE of Port Arthur.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 54.5-kw aural. Antenna: Directional, 1395-ft. above av. terrain, 707-ft. above ground, 2467-ft. above sea level, lat. 48° 31' 30", long. 89° 06' 50".

Color: Network.

News Wire Service: Broadcast News.

Began Operation: Sept. 17, 1954. Call letters changed from CFCJ-TV, Feb. 15, 1962.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.), Stovin-Byles Ltd.

Personnel:

H. Fraser Dougall, *president.*
Garnet N. Conger, *general manager.*
Gerhard Buetow, *director of engineering.*
Jack Masters, *commercial manager.*

DIGEST OF RATE CARD NO. 9

(March 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6-11 p.m., daily.						
\$198.00	\$132.00	\$116.50	\$99.00	\$75.00	\$60.00	\$30.00

CKPR-TV: Total Households, 43,880
TV Households, 40,790; 93%
BBM Weekly Reach (Oct. 1966) 34,100

CBWAT-3 Red Lake

(Ch. 10)

(Satellite of CBWCT, Fort Frances)

Network Service: CBC, same as CBWAT, Kenora.

Licensee: Canadian Broadcasting Corp. Head office: 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Red Lake.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: .57-kw visual, .285-kw aural. Antenna: Directional, 568-ft. above av. terrain, 225-ft. above ground, 1475-ft. above sea level, lat. 51° 01' 35", long. 93° 49' 44".

Began Operation: July 27, 1964.

Rates: This is an automatic repeater of CBWCT, Fort Frances, which repeats CBWAT, Kenora, and is included with that station as a bonus to the CBC English network.

CJIC-TV
Sault Ste. Marie
(Ch. 2)

Network Service: CBC, CBS, NBC, ABC.

Licensee: Hyland Radio-TV Ltd., Box 370.

Studio & Transmitter: 119 East St. Telephone: Algoma 6-7494.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 28-kw visual, 15-kw aural. Antenna: Directional, minus 19-ft. above av. terrain, 2.5-ft. above ground, 835-ft. above sea level, lat. 46° 30' 32", long. 84° 19' 36".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CJIC, 10-kw (2.5-kw night), 1050 kc, (CBC).

Ownership: J. G. Hyland, estate, 100%.

Began Operation: Nov. 28, 1954.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Mrs. J. G. Hyland, *president*.
R. H. Ramsay, *manager & national sales manager*.
Wayne Turner, *retail sales manager*.
Lionel McAuley, *news editor*.
Dave Irwin, *chief engineer*.

DIGEST OF RATE CARD NO. 11
(March 1, 1967)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.
\$150.00 \$100.00 \$85.00 \$70.00 \$65.00* \$45.00* \$45.00* \$20.00*

*Class AA—6-10 p.m., Sat.-Wed.; 6-11 p.m., Thurs.-Fri.

CJIC-TV: Total Households, 29,800
TV Households, 27,700; 93%
BBM Weekly Reach (Oct. 1966) 22,700

CBWAT-2
Sioux Lookout
(Ch. 12)

(Repeater satellite of CBWAT-1, Dryden, Ont.)

Network Service: CBC, same as CBWAT, Kenora.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Sioux Lookout.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 0.02-kw visual, 0.01-kw aural. Antenna: 276-ft. above av. terrain, 83-ft. above ground, 1477-ft. above sea level, lat. 50° 05' 25", long. 91° 57' 05".

Began Operation: March 1, 1963.

Rates: This is an automatic repeater and is included as a bonus to the CBC English network rate.

CBFST
Sturgeon Falls
(Ch. 7)

(Repeater station of CBC French network; and is repeated by CBFST-1, Sudbury, Ont.; CBFST-2, Timiskaming, Que.; CBFST-3, Elliot Lake, Ont.)

Network Service: CBC, French Network.

Licensee: Canadian Broadcasting Corp., Head offices: 1500 Bronson Ave., Ottawa, Ont. Transmitter: Hwy. 64, Sturgeon Falls.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 9.75-kw visual, 5.27-kw aural. Antenna: Directional, 617-ft. above av. terrain, 513-ft. above ground, 1363-ft. above sea level, lat. 46° 25' 10", long. 79° 56' 04".

Began Operation: March 4, 1961.

Rates: This is an automatic repeater and is included as a bonus to the CBC French network rate.

CBFST: Total Households, 70,050
TV Households, 66,850; 95%
BBM Weekly Reach (Oct. 1966) 5,700

Ontario

CBFST-1
Sudbury
(Ch. 13)

(Satellite rebroadcasting station of CBFST, Sturgeon Falls)

Network Service: CBC, French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Sudbury.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: .601-kw visual, .361-kw aural. Antenna: 478-ft. above av. terrain, 265-ft. above ground, 1403-ft. above sea level, lat. 46° 30' 14", long. 80° 58' 04".

Holds recommendation for boost to 8.6-kw visual, 4.3-kw aural.

Began Operation: July 23, 1962.

Rates: This is an automatic repeater and is included as a bonus to the CBC French network rate.

CKSO-TV
Sudbury
(Ch. 5)

(Also operates satellite rebroadcasting station CKSO-TV-1, Elliot Lake, Ont.)

Network Service: CBC, CBS, NBC, ABC.

Licensee: Cambrian Broadcasting Ltd., 336 Ash St.

Studio & Transmitter: 336 Ash St., Box 400. Telephone: 674-0711.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 13.7-kw aural. Antenna: 1049-ft. above av. terrain, 1215-ft. above sea level, lat. 46° 30' 02"; long. 81° 01' 16".

Color: Network, film, slide & tape.

News Wire Service: Canadian Press.

News Film Service: CBC.

TV Tape: Recording facilities.

AM Affiliate: CKSO, 10-kw (5-kw night), 790 kc (CBC).

FM Affiliate: CKSO-FM, 92.7 mc, 100-kw.

Ownership: Geo. M. Miller, Q.C., chairman. Also operates satellite CKSO-TV-1, Elliot Lake, Ont.

Began Operation: Oct. 20, 1953.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

George M. Miller, Q.C., *chairman*.
W. B. Plaunt, *president*.
Ralph Connor, *vice president & general manager*.
Leo Gilbeau, *chief engineer*.

DIGEST OF RATE CARD NO. 14
(Oct. 1, 1966)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:55-11 p.m., daily.

..... \$140.00 \$115.00 \$105.00 \$55.00

CKSO-TV & CKSO-TV-1:
Total Households, 99,850
TV Households, 94,550; 95%
BBM Weekly Reach (Oct. 1966) 49,600

CBFOT
Timmins
(Ch. 9)
(French Outlet)

(Also has satellite rebroadcasting station CBFOT-1, Kapuskasing, Ont. which is repeated by CBFOT-2, Hearst, Ont.)

Network Service: CBC French Network.

Licensee: Canadian Bcstg. Corp., Ottawa, Ont.

Transmitter: Schumacher, near Timmins.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 16-kw visual, 8-kw aural. Antenna: 562-ft. above av. terrain, 525-ft. above ground, 1525-ft. above sea level, lat. 48° 28' 00", long. 81° 17' 50".

Began Operation: Sept. 7, 1964.

Rates: This is an automatic relay for the CBC French network and is included as a bonus to network.

BBM Weekly Reach (Oct. 1966) 900

Ontario—Toronto

CBLT

(Ch. 6)

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 99.5-kw visual, 53.5-kw aural. Antenna: 402-ft. above av. terrain, 471-ft. above ground, 815-ft. above sea level.

Latitude 43° 39' 48"
Longitude 79° 22' 42"

Transmitter: 354 Jarvis St.

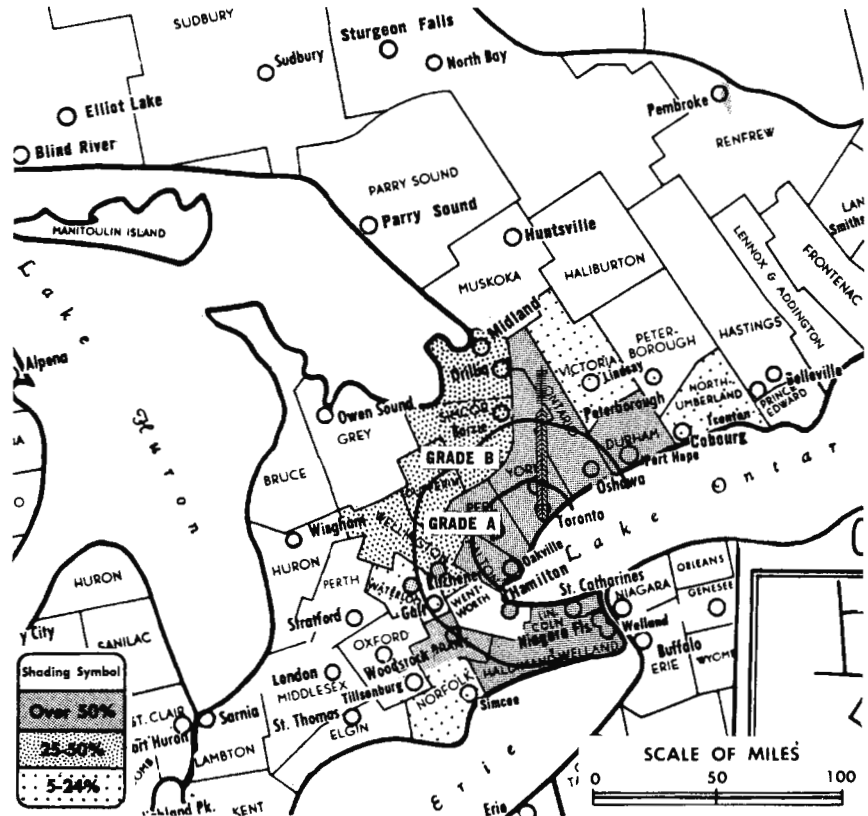
Studio: 354 Jarvis St., Toronto 5.

Telephone: Walnut 5-3311.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: CBS, NBC, ABC, ITV, BBC, AFP, Reuters.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBLT Authorized: 9/8/52

CBLT

Network Service: CBC, ABC, CBS, NBC.

Licensee: Canadian Broadcasting Corp., Head office: 1500 Bronson Ave., Ottawa, Ont.

Began Operation: Sept. 8, 1952.

AM Affiliates: CBL & CJBC, 50-kw, 740 kc & 50-kw, 860 kc (CBC).

FM Affiliate: CBC-FM, 11.9-kw 99.1 mc (No. 256), 422-ft. antenna height.

Represented (sales) by: Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).

Personnel:

Leonard Starmer, *station manager*.
J. R. W. Graham, *director, TV operations (Ontario)*.
Reginald Horton, *technical director*.
Wm. Weston, *manager, TV film service*.
W. K. Moyer, *film procurement officer*.
J. R. Malloy, *sales director*.
P. Garstang, *design and staging director*.
John Lant, *TV news director*.
J. W. Barnes, *production manager*.

DIGEST OF RATE CARD NO. 20 (March 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11:30 p.m., Mon.-Sat.; 5-11:30 p.m., Sun.	\$1485.00	\$891.00	\$594.00	\$446.00	\$386.00*	\$356.00*	\$327.00*
	\$223.00*						

*Class AA—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.
Note: No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

CFTO-TV, Toronto is on page 902-b

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	880	Peel (bal.)	10,950	10,700	98
	809	Oshawa Metro	24,380	23,430	96
	900	Halton (bal.)	8,620	8,200	95
	839	Toronto Metro	555,000	536,000	97
	919	St. Catharines Metro	28,050	26,700	95
	899	Hamilton Metro	115,000	111,000	97
	939	Niagara Falls Metro	15,900	15,600	98
	920	Lincoln (bal.)	12,300	11,650	95
	1109	Guelph Metro	12,350	11,700	95
	810	Durham (bal.)	10,850	10,200	94
	840	York (bal.)	16,500	16,170	98
	960	Brant	24,400	23,500	96
	950	Haldimand	8,000	7,620	95
	940	Welland (bal.)	27,750	26,850	97
	820	Ontario (bal.)	9,000	8,600	96
989	Kitchener Metro	47,000	44,200	94	
Between 25-50 %	860	Simcoe East (Electoral Dist.)	16,400	15,700	96
	1110	Wellington (bal.)	11,550	10,600	92
	850	Dufferin, Simcoe (bal.)	27,380	26,340	96
Between 5-24 %	789	Peterborough Metro	14,300	13,950	98
	770	Northumberland	12,000	11,300	94
	990	Waterloo (bal.)	5,700	5,400	95
	790	Victoria	8,910	8,490	95
	970	Norfolk	14,800	14,100	96
CBLT Station Total			1,037,090	998,000	96
BBM Weekly Reach			804,300		

CFCL-TV

Timmins

(Ch. 6)

(Also operates satellite rebroadcasting stations CFCL-TV-3, Kapuskasing, Ont.; CFCL-TV-2, Kearns, Ont.; CFCL-TV-4, Hearst, Ont.; CFCL-TV-7, Chapleau, Ont. CFCL-TV-2 is repeated by CFCL-TV-5, Malartic, Que.)

Network Service: CBC.

Licensee: J. Conrad Lavigne Enterprises, P.O. Box 620.

Studio & Transmitter: Mont Sacre Coeur.

Telephone: AM 4-4221.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw, 50-kw aural. Antenna: 557-ft. above av. terrain, 525-ft. above ground, 1592-ft. above sea level, lat. 48° 29' 30", long. 81° 19' 45".

Color: Network.

News Wire Service: Canadian Press.

AM Affiliate: CFCL, 10-kw (2.5-kw night), 620 kc.

Ownership: J. Conrad Lavigne, 100%. Also owns satellites in Kapuskasing, Ont. (Ch. 3); Kearns, Ont. (Ch. 2); Hearst, Ont. (Ch. 4) and Malartic, Que. (Ch. 5).

Began Operation: June 24, 1956.

Represented (sales) by Weed & Co. (U.S.); Paul Mulvihill & Co. Ltd. (Toronto, Montreal); Scharf Broadcast Sales Ltd. (Vancouver); A. J. Messner & Co. (Winnipeg).

Personnel:

J. Conrad Lavigne, *president*.

Rene Barrette, *general manager*.

Terry Coles, *program director & film buyer*.

Rudy Fauteux, *director of engineering*.

DIGEST OF RATE CARD NO. 12 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:30-11 p.m., daily.						
\$330.00	\$220.00	\$180.00	\$140.00	\$110.00	\$88.00	\$55.00

CFCL-TV: Total Households, 86,120
TV Households, 80,370; 93%
BBM Weekly Reach (Oct. 1966) 40,500

Ontario

CKNX-TV

Wingham

(Ch. 8)

Network Service: CBC.

Licensee: Radio Station CKNX Ltd., Wingham.

Studio: Carling Terrace. Telephone: 357-1310.

Transmitter: 4-mi. S of Walkerton.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 180-kw visual, 100-kw aural. Antenna: 793-ft. above av. terrain, 650-ft. above ground, 1800-ft. above sea level, lat. 44° 05' 26", long. 81° 12' 26".

Color: Network, film & slide.

News Wire Service: UPI.

AM Affiliate: CKNX, 2.5-kw (1-kw night), 920 kc.

Ownership: W. T. Cruickshank, pres., 100%.

Began Operation: Nov. 18, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

G. W. Cruickshank, *general manager*.

Ross Hamilton, *sales manager*.

Hap Swatridge, *film buyer*.

John Strong, *news editor*.

John Brent, *sports editor*.

Dave Curzon, *farm editor*.

Scott Reid, *chief engineer*.

George Walling, *program director*.

DIGEST OF RATE CARD NO. 9—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$225.00	\$150.00	\$130.00	\$110.00	\$80.00*	\$60.00*	\$60.00*	\$30.00*

*Class AA—7-10 p.m., Sat.-Thurs.; 7-11 p.m., Fri.

CKNX-TV: Total Households, 170,230
TV Households, 161,140; 95%
BBM Weekly Reach (Oct. 1966) 55,100

CBC-TV-THE BIG REACH IN THE HEART OF ONTARIO

CBOT Channel 4 OTTAWA

English and Bilingual

Population	835,000	Households	209,000
Urban	597,000	TV Homes	199,000
Rural	238,000	Saturation	95%

Total Retail Sales \$964,384,000

CBLT Channel 6 TORONTO

Population	4,028,000	Households	1,073,000
Urban	3,413,000	TV Homes	1,028,000
Rural	615,000	Saturation	96%

Total Retail Sales \$4,584,530,000

To reach the buying public in this giant market call CBC-TV first. Toronto 925-3311
Montreal customers call: 868-3211, local 1648. From New York call: Enterprise 6961 (No toll charge).

Ontario—Toronto

CFTO-TV

(Ch. 9)

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 325-kw visual, 162-kw aural. Antenna: 925-ft. above av. terrain, 889.5-ft. above ground, 1439.5-ft. above sea level.

Latitude 43° 46' 48"
Longitude 79° 15' 34"

Transmitter: 1550 McCowan Rd., Agincourt.

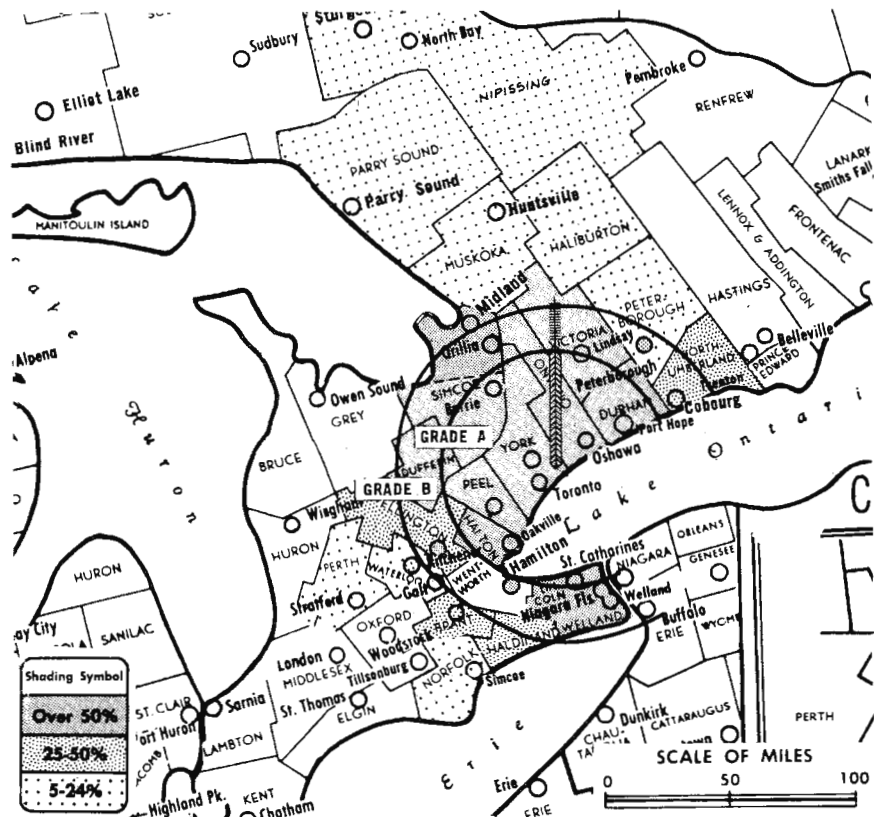
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: AP, Broadcast News, Canadian Press.

Facsimile Service: Broadcast News, Canadian Press.

News Film Service: CBS.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CFTO-TV Authorized: 5/3/80

CFTO-TV

Network Service: CTV.

Licensee: Baton Broadcasting Ltd., Box 9, Toronto 16.

Studio: 1550 McCowan Rd., Agincourt.

Sales Office: 151 Bloor St. West, Toronto.

Telephone: 416-362-2811.

TXW No.: 022-674.

Ownership: *Toronto Telegram*, 53%; others, 47%. Officers: John Bassett (publisher of the *Telegram*), chairman and pres.; Foster Hewitt, v.p.; Charles Dubin, secy.; Delbert Perigoe, treas.

Began Operation: Jan. 1, 1961.

Represented (sales) by ABC International Television Inc. (U.S.); CFTO-TV (Toronto, Montreal); Stovin-Byles Ltd. (Winnipeg, Vancouver).

Personnel:

J. Bassett, chairman and president.
W. O. Crampton, v.p. and general manager.
E. J. Delaney, v.p. and general sales manager.
L. Nichols, v.p., finance.
I. Hall, Canadian sales manager.
P. Romer, Montreal sales manager.
L. Freed, executive producer.
J. Ruttle, program manager.
J. Hudson, promotion manager.
A. Tester, research manager.

DIGEST OF RATE CARD NO. 6

(Dec. 31, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.							
\$1300.00	\$1000.00	\$800.00	\$650.00	\$450.00	\$400.00	\$360.00	\$225.00

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number %
Over 50 %	880	Peel (bal.)	10,950	10,700 98
	809	Oshawa Metro	24,380	23,430 96
	810	Durham (bal.)	10,850	10,200 94
	900	Halton (bal.)	8,620	8,200 95
	840	York (bal.)	16,500	16,170 98
	839	Toronto Metro	555,000	536,000 97
	919	St. Catharines Metro	28,050	26,700 95
	820	Ontario (bal.)	9,000	8,600 96
	899	Hamilton Metro	115,000	111,000 97
	920	Lincoln (bal.)	12,300	11,650 95
	860	Simcoe East (Electoral Dist.)	16,400	15,700 96
	939	Niagara Falls Metro	15,900	15,600 98
	790	Victoria	8,910	8,480 95
	1109	Guelph Metro	12,350	11,700 95
Between 25-50 %	940	Welland (bal.)	27,750	26,850 97
	850	Dufferin, Simcoe (bal.)	27,380	26,340 96
	789	Peterborough Metro	14,300	13,950 98
	950	Haldimand	8,000	7,620 95
	989	Kitchener Metro	47,000	44,200 94
Between 5-24 %	770	Northumberland	12,000	11,300 94
	960	Brant	24,400	23,500 96
	1110	Wellington (bal.)	11,550	10,600 92
	990	Waterloo (bal.)	5,700	5,400 95
	781	Peterborough (bal.)	7,200	6,750 94
	870	Haliburton, Muskoka	10,590	9,770 92
1080	Perth	16,400	15,600 95	
970	Norfolk	14,800	14,100 96	
1140	Nipissing, Parry Sound	25,730	24,280 94	
CFTO-TV Station Total			1,097,010	1,054,400 96
BBM Weekly Reach			801,700	

Ontario—Windsor

CKLW-TV (Ch. 9)

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 325-kw visual, 180-kw aural. Antenna: directional, 631-ft. above av. terrain, 626-ft. above ground, 1226-ft. above sea level.

Latitude 42° 18' 59"
Longitude 83° 02' 58"

Transmitter: 825 Riverside Drive W., Windsor.

Studio: 825 Riverside Drive W., Windsor.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: Broadcast News.

AM Affiliate: CKLW, 50-kw, 800 kc.

FM Affiliate: CKLW-FM, 50-kw 93.9 mc (No. 230), 414-ft. antenna height.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

Predicted contours supplied by station.

CKLW-TV

Network Service: CBC.

Licensee: Western Ontario Bcstg. Co. Ltd., 825 Riverside Dr. W., Windsor, Ont.

Detroit & Business Office: 1450 Guardian Bldg., Detroit, Mich. (48226).

Telephones: 961-7200, Detroit; 254-2831, Windsor.

Telex No.: 313-023-5398.

Ownership: CKLW-TV officers: S. C. Ritchie, pres.; W. H. Gatfield, treas. Note: Western Ontario Bcstg. Co. Ltd. (RKO Distributing Corp. of Canada, RKO General Inc.) licensee; for other interests see WOR-TV, New York.

Began Operation: Sept. 16, 1954.

Represented (sales) by: RKO General Inc.

Represented (legal) by: Rogers & Rowland, Toronto, Ont.

Personnel:

S. C. Ritchie, *president & general manager.*
Edwin C. Metcalfe, *station manager.*
Gene Roper, *program & production mgr., TV.*
Lee Redfield, *general sales manager, TV.*
Clark Grant, *director of advertising & promotion.*
Stewart Clark, *engineering director.*

DIGEST OF RATE CARD NO. 8 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
\$400.00	\$350.00	\$300.00	\$250.00	\$120.00	\$100.00	\$50.00

Class A—4:30-9 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 1-9 p.m., Sun.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50%	1069	Windsor Metro	56,000	54,400	97
	1070	Essex (bal.)	18,300	17,700	97
	1050	Kent	25,700	24,900	97
	1040	Lambton	29,200	27,800	95
Between 25-50%	None between 25-50%				
Between 5-24%	None between 5-24%				
CKLW-TV Station Total			129,200	124,800	97
BBM Weekly Reach			99,900		

Also see Station Listing
Under Detroit, Michigan.

Ontario—Windsor (Detroit, Mich.)

WKBD-TV

(Ch. 50)

Technical Facilities: Channel No. 50 (686-692 mc). Authorized power: 535-kw max. and 347-kw horizontal visual, 107-kw max. and 69-kw horizontal aural. Antenna: 966-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Holds CP for change to 1000-kw max. and 678-kw horizontal visual, 200-kw max. and 135-kw horizontal aural. BPCT—3773.

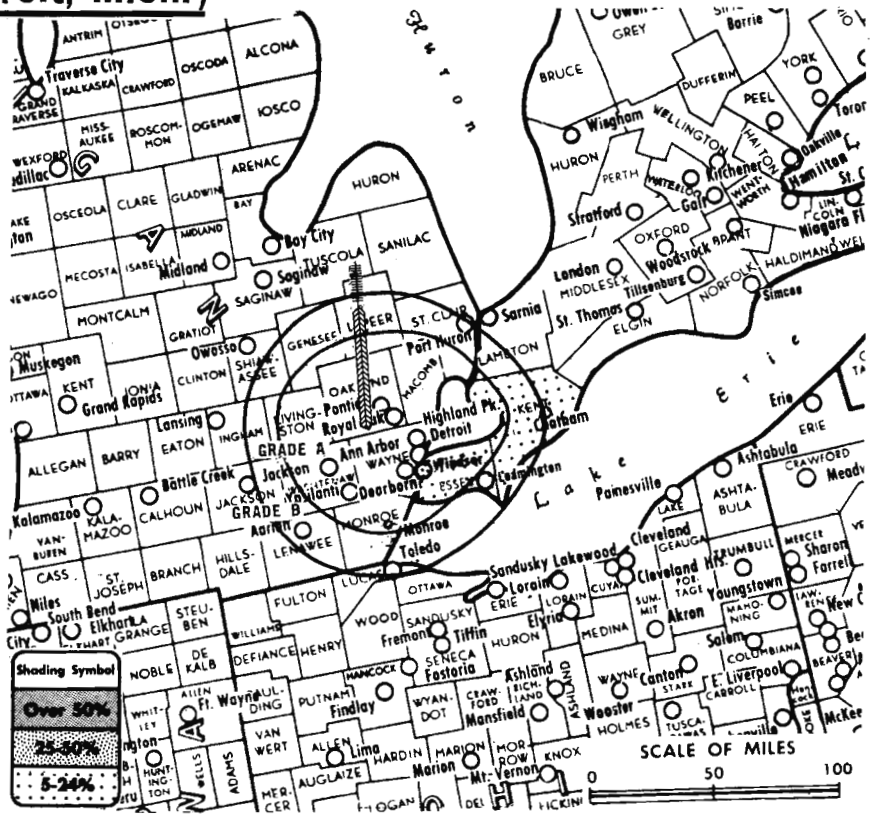
Transmitter: 26955 West 11 Mile Road, Southfield, Mich.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WKBD-TV Ref: FCC File No. B1PCT—6017 Granted 11/6/64
CP: BPCT—3773 Granted 6/23/66

WKBD-TV

Network Service: None, independent.

Grantee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

Studio: 26955 West 11 Mile Rd., Southfield, Mich. (48076).

Mailing Address: Box 359, Southfield, Mich. (48075).

Telephone: 313-444-8500.

Ownership: Wholly owned subsidiary of Kaiser Industries Corp., Richard C. Block, v.p. & gen. mgr. Kaiser also owns WKBS-TV, Burlington-Philadelphia; WKBG-TV, WXRH & FM, Boston (50%); KMTW(TV), Los Angeles-Corona; and CP for KHJK-TV, San Francisco.

Began Operation: Jan. 10, 1965.

Represented (sales) by Broadcast Communications Group Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

Richard L. Freeman, *general manager*.
Barry H. Thurston, *station manager & film buyer*.
Don Chapman, *assistant general manager, sales*.
James E. Furr, *business manager*.
Al Martin, *chief engineer*.
George Sperry, *promotion manager*.
Bruce G. Martyn, *sports director*.
Howard Zuckerman, *production manager*.

DIGEST OF RATE CARD NO. 2a (Oct. 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00	\$350.00	\$208.00	\$104.00

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number %
Over 50%				
Between 25-50%	1069	Windsor Lakewood	56,000	54,400 97
Between 5-24%	1070	Essex (bal.)	18,300	17,700 97
	1050	Kent	25,700	24,900 97
WKBD-TV Station Total			100,000	97,000 97
BBM Weekly Reach			18,200	

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Ontario-Windsor (Detroit, Mich.)

WJBK-TV

(Ch. 2)

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"
Longitude 83° 12' 47"

Transmitter: Southfield Twp., Mich.
TV tape: Recording facilities.

AM Affiliate: WJBK, 10-kw (1-kw night), 1500 kc.

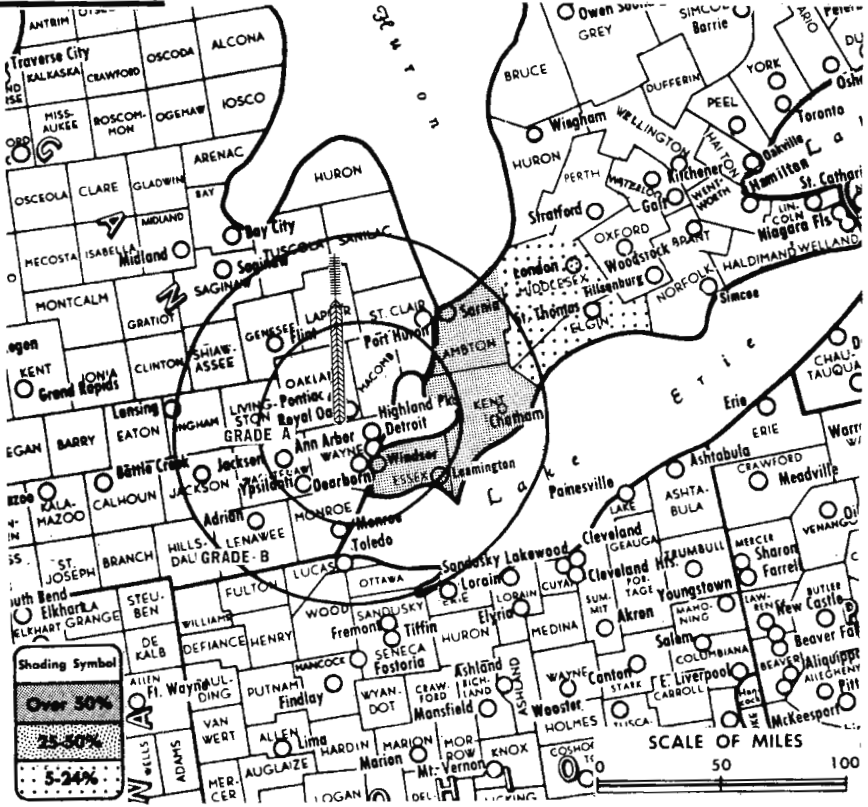
FM Affiliate: WJBK-FM, 30-kw, 93.1 mc (No. 226), 440-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.



WJBK-TV Ref: FCC File No. BMPCT-880 Granted 1/2/53

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WJBK-TV

Licensee: Storer Broadcasting Co., 7441 Second Blvd., Detroit, Mich. (48202).

Studio: 7441 Second Blvd.

Telephone: 313-873-7400. **TWX No.:** 313-222-5414.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: Oct. 24, 1948.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

- George B. Storer Jr., *president.*
- Lawrence M. Carino, *v.p. & general manager.*
- Jay Watson, *assistant general manager.*
- Hap Eaton, *general sales manager.*
- George Crandall, *local sales manager.*
- Robert L. Rierison, *program & operations manager.*
- Todd A. Spoerl, *promotion manager.*
- Bob McBride, *news director.*
- Carl Cederberg, *news & public affairs director.*
- Marlon Stoner, *chief engineer.*

DIGEST OF RATE CARD NO. 24 (July 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-11 p.m., daily.						
\$3200.00	\$1950.00			\$1500.00	\$800.00	\$450.00

NETWORK BASE HOURLY RATE: \$3100.

Weekly Reach (BBM)	BBM Area No.	Area Description	TV Households	
			Total Households	Number %
Over 50%	1070	Essex (bal.)	18,300	17,700 97
	1069	Windsor Metro	56,000	54,400 97
	1040	Lambton	29,200	27,800 95
	1050	Kent	25,700	24,900 97
Between 25-50%	1019	London Metro	56,600	54,700 97
Between 5-24%	1020	Middlesex (bal.)	11,300	10,800 96
	1030	Elgin	17,900	17,300 97
WJBK-TV Station Total			215,000	207,600 97
BBM Weekly Reach			128,800	

For Canadian TV Household Summary

See Services Volume

Ontario-Windsor (Detroit, Mich.)

WWJ-TV

(Ch. 4)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 9.77-kw aural. Antenna: 1010-ft. above av. terrain, 1068-ft. above ground, 1753-ft. above sea level.

Latitude 42° 28' 59"
Longitude 83° 12' 20"

Transmitter: Greenfield & 10½ Mile Rds.

Studio: 622 Lafayette Blvd.

TV tape: Recording facilities.

AM Affiliate: WWJ, 5-kw, 950 kc (NBC).

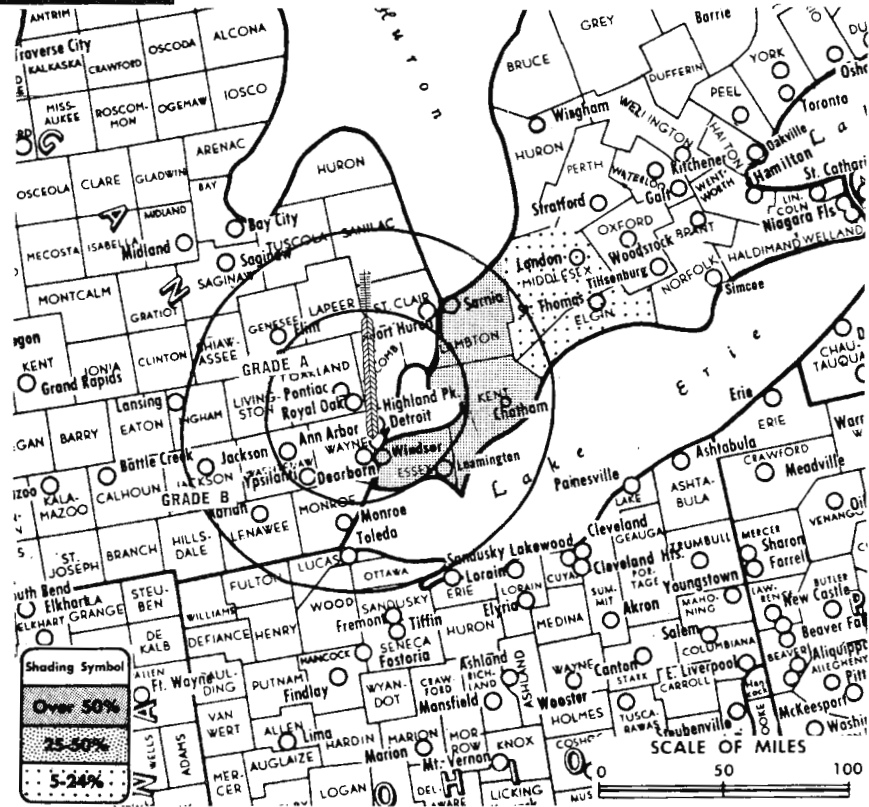
FM Affiliate: WWJ-FM, 50-kw, 97.1 mc (No. 246), 480-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI, Western Union Sports.

News Film Service: NBC, UPI.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WWJ-TV Ref: FCC Doc. No.—14407 Granted 2/1/54

WWJ-TV

Licensee: Evening News Assn., 622 Lafayette Blvd., Detroit (48231).

Telephone: 313-222-2000. **TWX No.:** 313-222-5004.

Ownership: Evening News Assn., publisher of *The Detroit News*; Peter B. Clark, pres. Note: Its Universal Communications Corp. is buying WQAD-TV, Moline, Ill.

Began Operation: June 3, 1947.

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by John Creutz.

Personnel:

James Schiavone, *general manager*.
Don DeGroot, *assistant general manager*.
Franklin G. Sisson, *station manager*.
Ray W. Colie, *sales manager*.
Peter S. Good, *national sales manager*.
Frank Steltenkamp, *sales development manager*.
Melvin C. Wissman, *program development manager*.
A. Glenn Kyker, *promotion manager*.
Ian K. Harrower, *program & production mgr. & film buyer*.
James F. Clark, *news editor*.
Paul Williams, *public affairs manager*.
E. J. Love, *engineering manager*.
Roland Renaud, *chief engineer*.

DIGEST OF RATE CARD NO. 25 (June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—8-11 p.m., daily.	\$3500.00	\$2100.00	\$1410.00	\$1330.00	\$1300.00	\$1000.00 \$500.00
NETWORK BASE HOURLY RATE: \$3500.						

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50%	1070	Essex (bal.)	18,300	17,700	97
	1069	Windsor Metro	56,000	54,400	97
	1040	Lambton	29,200	27,800	95
	1050	Kent	25,700	24,900	97
Between 25-50% None between 25-50%					
Between 5-24%	1020	Middlesex (bal.)	11,300	10,800	96
	1019	London Metro	56,600	54,700	97
	1030	Elgin	17,900	17,300	97
WWJ-TV Station Total			215,000	207,600	97
BBM Weekly Reach			116,400		

La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South
New York, N.Y.

President
Hugh Ben LaRue

Area Code 212
265-3430

Ontario-Windsor (Detroit, Mich.)

WXYZ-TV

(Ch. 7)

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1733-ft. above sea level.

Latitude 42° 28' 15"
Longitude 83° 15' 00"

Transmitter: Broadcast House, 20777 W. Ten Mile Rd.

Studio: Broadcast House, 20777 W. Ten Mile Rd.

TV tape: Recording facilities.

AM Affiliate: WXYZ, 5-kw, 1270 kc (ABC).

FM Affiliate: WXYZ-FM, 27.2-kw, 101.1 mc (No. 266), 880-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: AP, UPI, ABC.

Facsimile Service: AP, UPI.

News Film Service: ABC, UPI.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WXYZ-TV Ref: FCC File No. BPCT-2490 Granted 7/10/58

WXYZ-TV

Licensee: WXYZ Inc., Broadcast House, 20777 West Ten Mile Rd., Southfield, Mich. (48076).

Telephone: 313-444-1111. TWX No.: 313-357-4605.

Ownership: American Bcstg. Co., 100%; see WABC-TV, New York. Began Operation: Oct. 9, 1948.

Represented (sales) by ABC Television Spot Sales Inc.; Stovin-Byles (Canada).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- John E. Campbell, vice president & general manager.
- Donald F. Keck, general sales manager.
- Kenneth MacQueen, sales manager.
- Jan Coil, local sales service manager.
- Richard N. Hughes, dir. of advertising & community affairs.
- Ralph Dawson, commercial tape manager.
- Alice Limperis, public service coordinator.
- Edward Dean McCarthy, program manager & film buyer.
- Earl Moore, business manager.
- Ed Stocke, production service manager.
- Charles Kocher, chief engineer.
- William C. Fyfe, news director.
- Ron Laufer, research director.
- Joseph Vaughn, editorial director.

DIGEST OF RATE CARD (Fall, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$3400.00	\$2380.00	\$1200.00	Graded rates apply*		

*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$3100.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50%	1070	Essex (bal.)	18,300	17,700	97
	1069	Windsor Metro	56,000	54,400	97
	1050	Kent	25,700	24,900	97
	1040	Lambton	29,200	27,800	95
Between 25-50%	1019	London Metro	56,600	54,700	97
Between 5-24%	1020	Middlesex (bal.)	11,300	10,800	96
WXYZ-TV Station Total			197,100	190,300	97
BBM Weekly Reach			124,800		

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter Briefs, Feasibility Tests Analysis, Design, Projection and Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

QUEBEC

CKRT-TV-1 Baie St. Paul

(Ch. 2)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: CBC, same as CKRT-TV, Riviere du Loup.

Licensee: CKRT-TV Ltee.

Transmitter: Baie St. Paul, Co. Charlevoix.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 63-watts visual, 32.5-watts aural. Antenna: 500-ft. above av. terrain, 80-ft. above ground, 480-ft. above sea level, lat. 47° 25' 37", long. 70° 31' 25".

Ownership: See CKRT-TV, Riviere du Loup, Que.

Began Operation: Dec. 1, 1962.

Rates: This is an automatic repeater of CKRT-TV, Riviere du Loup and is included as a bonus with that station.

CKRT-TV-4 Cabano

(Ch. 5)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: CBC, same as CKRT-TV, Riviere du Loup.

Licensee: CKRT-TV Ltee., 1 rue Frontenac, Riviere du Loup.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 13.6-watts visual, 6.7-watts aural. Antenna: 127-ft. above av. terrain, 60-ft. above ground, lat. 47° 40' 54", long. 86° 53' 09".

Began Operation: Dec. 15, 1966.

Rates: This is an automatic repeater of CKRT-TV, Riviere du Loup and is included as a bonus with that station.

CHAU-TV Carleton

(Ch. 5)

(Bilingual Outlet)

(Operates Quebec satellite rebroadcasting stations CHAU-TV-1, Ste. Marguerite-Marie; CHAU-TV-2, Kedgwick-St. Quentin, N.B.; CHAU-TV-3, Port Daniel; CHAU-TV-4, Chandler; CHAU-TV-5, Perce; CHAU-TV-6, Gaspé; CHAU-TV-7, Fox River or Riviere au Renard; CHAU-TV-7 is repeated by CHAU-TV-8, Cloridorme, Que.) and CHAU-TV-9, L'Anse a Valteau, Que.)

Network Service: CBC.

Licensee: Television de la Baie des Chaleurs Inc.

Studio & Transmitter: Carleton, Bonaventure County, P.Q. Head Office: New Carlisle, Bonaventure County, P.Q.

Telephones: Carleton 186 or 187; New Carlisle 248 or 249.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power 100-kw visual, 52-kw aural. Antenna: 1930-ft. above av. terrain, 232-ft. above ground, 2162-ft. above sea level.

AM Affiliate: CHNC, 5-kw, 610 kc (CBC).

Ownership: Dr. Charles Houde, managing-director & principal owner. Also principal owner of radios CHNC, New Carlisle and CKNB, Campbellton, N.B.

Began Operation: Oct. 17, 1959.

Represented (sales) by Weed & Co. (for U.S.); Hardy Radio & Television Ltd. (Montreal & Toronto); Scharf Broadcast Sales Ltd. (Vancouver).

Personnel:

Dr. Charles H. Houde, *managing director*.
M. Chabot, *technical supervisor*.
Anita Tardif, *traffic manager*.

DIGEST OF RATE CARD NO. 3—(April 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.							
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$50.00	\$40.00

CHAU-TV: Total Households, 67,160
TV Households, 60,460; 90%
BBM Weekly Reach (Oct. 1966) 23,100

CKBL-TV-5 Causapscal

(Ch. 6)

(Satellite rebroadcasting station of CKBL-TV, Matane, P.Q.)

Network Service: CBC, same as CKBL-TV, Matane.

Licensee: La Compagnie de Radiodiffusion de Matane Ltee., 4 St. Sacrement St., Matane.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 45-ft. above ground, 670-ft. above sea level, lat. 48° 20' 53", long. 67° 13' 30".

Began Operation: Sept. 6, 1966.

Rates: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus with that station.

CHAU-TV-4 Chandler

(Ch. 7)

(Satellite rebroadcasting station of CHAU-TV-5, Perce, Que., which repeats CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton, P.Q.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Chandler, P.Q.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 150-ft. above ground, 255-ft. above sea level, lat. 48° 21' 11", long. 64° 40' 57".

Ownership: See CHAU-TV, Carleton.

Began Operation: Nov., 1963.

Rates: This is an automatic repeater of CHAU-TV-5, Perce, which picks up CHAU-TV, Carleton, and both are included as a bonus with CHAU-TV.

CKRS-TV-2 Chicoutimi

(Ch. 2)

(Satellite repeater of CKRS-TV, Jonquiere, Que.)

Network Service: Same as CKRS-TV, Jonquiere.

Licensee: Radio Saguenay Limitee, 175 Sir Wilfrid Laurier, Jonquiere, Que. Transmitter: Roussel St., Chicoutimi.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 45-watts visual, 22.5-watts aural. Antenna: 60-ft. above av. terrain, 75-ft. above ground, 350-ft. above sea level, lat. 48° 26' 09", long. 71° 02' 34".

Color: Network.

Began Operation: Dec. 28, 1962.

Represented (sales) by Hardy Radio & Television Ltd. (Montreal, Winnipeg & Toronto); Canadian Standard Broadcast Sales Inc. (U.S.A.)

Rates: This is an automatic repeater of CKRS-TV, Jonquiere and is included as a bonus with that station.

CHAU-TV-8 Cloridorme

(Ch. 6)

(Satellite rebroadcasting station of CHAU-TV-7, Riviere-au-Renard, Que., which in turn repeats CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Association Cooperative de Television de Cloridorme.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 634-ft. above av. terrain, 134-ft. above ground, 634-ft. above sea level, lat. 49° 11' 27", long. 64° 53' 34".

Ownership: J. Etienne Beaudoin, pres.; J. Leo Fiola, secy.-treas. & mgr.

Began Operation: Feb. 8, 1965.

Rates: This is an automatic repeater of CHAU-TV-7, Riviere-au-Renard, which in turn picks up CHAU-TV, Carleton, P.Q. and both are included as a bonus with CHAU-TV.

CHAU-TV-7 Fox River

(Riviere-au-Renard)

(Ch. 7)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.; CHAU-TV-7 is repeated by CHAU-TV-8, Cloridorme, Que. & CHAU-TV-9 L'Anse a Valteau, Que.)

Network Service: CBC, same as CHAU-TV, Carleton, Que.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, Que.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 97.5-watts visual, 49-watts aural. Antenna: Directional, 104-ft. above ground, 1140-ft. above sea level, lat. 48° 59' 47", long. 64° 25' 55".

Ownership: See CHAU-TV, Carleton, Que.

Began Operation: Jan. 9, 1961.

Rates: This is an automatic repeater of CHAU-TV-5, Perce, which picks up CHAU-TV, Carleton, and both are included as a bonus with CHAU-TV.

Quebec—Chicoutimi

CJPM-TV

(Ch. 6)

(French Outlet)

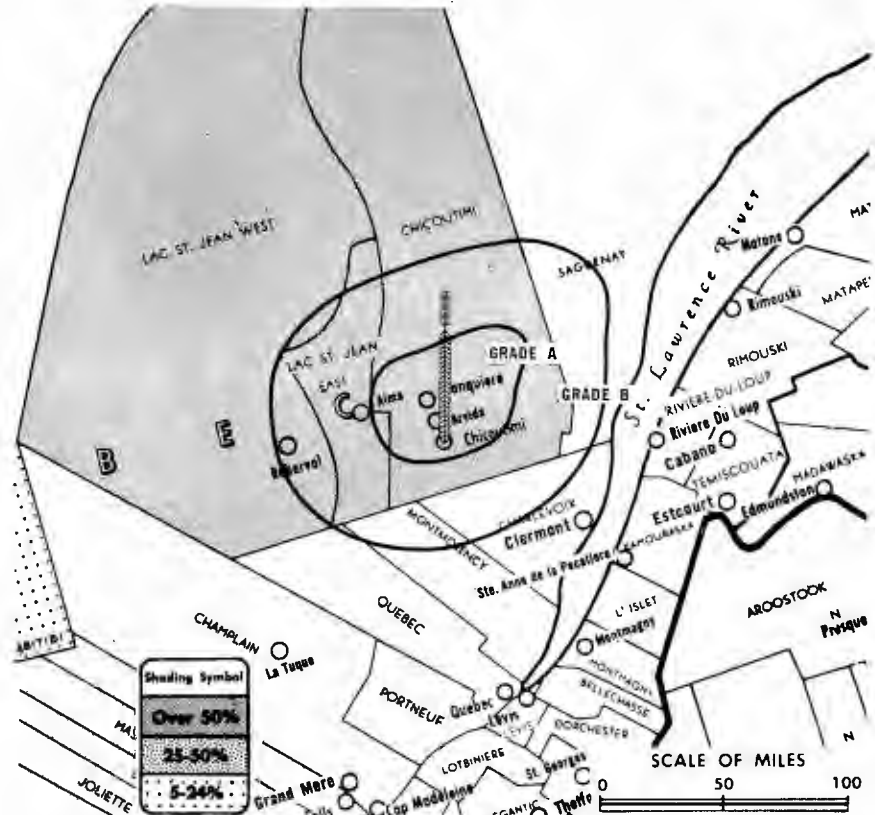
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 52.5-kw aural. Antenna: 505-ft. above av. terrain, 255-ft. above ground, 805-ft. above sea level.

Latitude 48° 24' 27"
Longitude 71° 05' 08"

Transmitter: Mt. Ste. Claire Rd.

TV tape: Recording facilities.

Color: Network, film, slide & tape.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CJPM-TV Authorized 7/18/82

CJPM-TV

Licensee: CJPM-TV Inc., P.O. Box 600, Chicoutimi.

Studio: Mount Ste. Claire Rd., Chicoutimi.

Telephone: 549-2576.

Ownership: CJPM-TV Inc.

Began Operation: April 1, 1983.

Represented (sales) by: Forjoe (U.S.); Paul L'Anglais and Associates (Montreal & Toronto); Stovin-Byles (Vancouver & Winnipeg).

Personnel:

Paul J. Audette, *general manager*.
Claude Blain, *asst. general manager (operations)*.
Roger Hudon, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$175.00	\$125.00	\$100.00	\$85.00	\$80.00*	\$53.00*	\$30.00*

*Class AA—6:30-10:30 p.m., daily.

Weekly Reach (BBM)	BBM Area No.	Area Description	TV	
			Total Households	Households Number %
Over 50%	370	Lac St. Jean East	8,030	7,890 98
	360	Chicoutimi (bal.)	8,700	8,200 94
	359	Chicoutimi-Jonquiere Metro	20,600	20,200 98
	380	Lac St. Jean West	10,200	9,870 95
Between 25-50%	None between 25-50%			
Between 5-24%	630	Abitibi	20,900	19,400 93
CJPM-TV Station Total			68,430	65,360 96
BBM Weekly Reach			44,500	

For CBC Network, see Services Volume

New York—Plattsburgh

WPTZ

(Ch. 5)

(Also serves part of Que.)

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.1-kw visual, 4.3-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"
Longitude 73° 40' 29"

Transmitter: Terry Mountain.

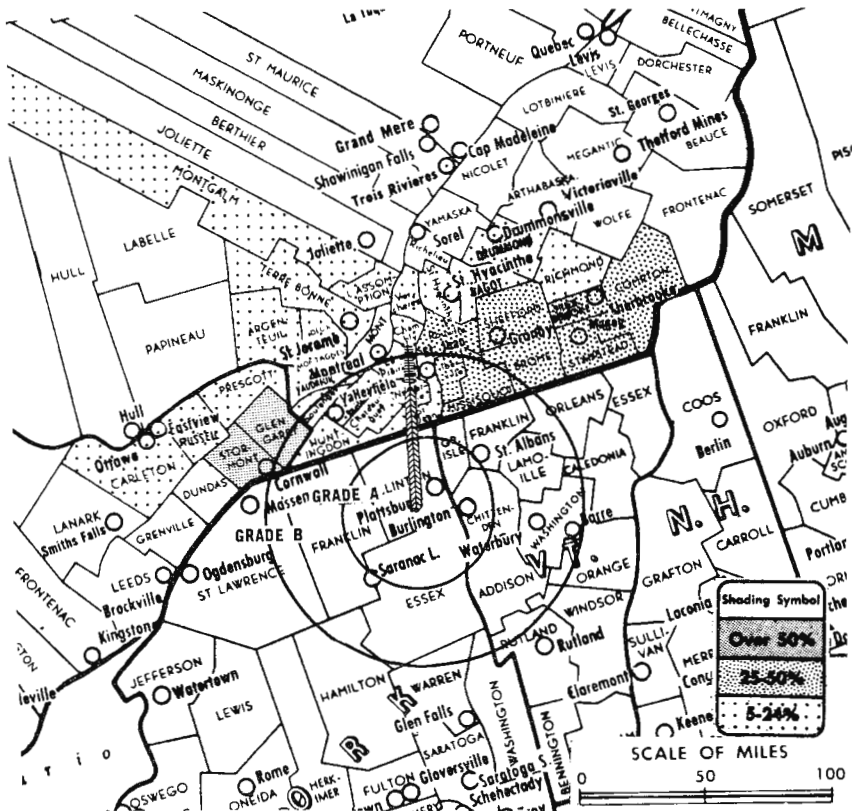
Studio: 357 Cornelia St., Plattsburgh, N.Y. (12902).

Telephone: 518-561-5555.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WPTZ Ref: FCC File No. BMPCT—2080 Granted 8/26/54

©American Map Co., Inc., N.Y., No. 14244

WPTZ

Network Service: NBC, ABC.

Grantee (STA): Rollins Telecasting Inc., 414 French St., Wilmington, Del. (19899).

Ownership: Rollins Inc., 100%. Officers & stockholders: O. Wayne Rollins, chairman of the board & pres., 66 2/3%; Henry B. Tipple, exec. v.p., finance & treas. Rollins also owns WEAR-TV, Pensacola, Fla.-Mobile, Ala.; WCHS-TV, Charleston, W. Va. (WCHS); and operates radio stations WAMS, Wilmington, Del.; WRAP & WYFI(FM), Norfolk, Va.; WNJR, Newark, N.J.; WBEE, Harvey, Ill.; WGEE & FM, Indianapolis; KDAY, Santa Monica, Cal. Rollins also is Ch. 61 applicant in Wilmington, Del. and owns the former Mexican, Washington, Philadelphia, Wilmington, Del. & southeast Tex. facilities of General Outdoor Advertising Co. It owns Orkin Exterminating Co., Rollins Services, Dettelbach Pesticide Corp., 80% of Dettelbach Corp., Orkin Acceptance Corp. & Kinro Advertising Co.

Began Operation: Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (*Television Digest*, Vol. 12:7, 13).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Cohn & Marks.

Personnel:

O. Wayne Rollins, *president*.
R. Randall Rollins, *executive vice president*.
William Rhodes, *asst. to exec. vice president*.
W. P. Eaton Jr., *general manager*.
Jack Bell, *operations manager*.
G. Russell Chamber, *director of engineering*.
Don Clausen, *chief engineer*.

DIGEST OF RATE CARD NO. 9—(Aug. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$99.00	\$90.00
Class AB—10:30-11:30 p.m., daily.	\$400.00	\$250.00	\$175.00	\$150.00	\$75.00	\$65.00

NETWORK BASE HOURLY RATE: \$500 (NBC), \$500 (ABC).

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%	
Over 50%	670	Glengarry, Stormont	19,410	18,680	96	
	Between 25-50%	490	Brome, Shefford	16,510	16,030	97
		520	Iberville, Missisquoi, Rouville	17,480	17,010	97
Between 5-24%	450	Sherbrooke	19,900	19,000	95	
	460	Compton, Stanstead	13,770	13,090	95	
	570	Argenteuil, Deux Montagnes (bal.), Soulanges, Vaudreuil (bal.)	19,230	18,680	97	
	530	Laprairie (bal.), Napierville, St. Jean	13,020	12,710	98	
	475	Richmond	9,300	9,070	98	
	569	Montreal Metro	616,000	590,000	96	
	500	Bagot, St. Hyacinthe	16,160	15,710	97	
	471	Drummond	12,700	12,200	96	
	619	Trois Rivieres Metro	19,700	19,450	99	
	550	Chambly (bal.), Vercheres	9,510	9,290	98	
540	Beauharnois, Chateaugay (bal.), Huntingdon	19,690	19,150	97		
590	L'Assomption (bal.), Montcalm	10,790	10,320	96		
580	Terrebonne (bal.)	21,290	20,280	95		
700	Carleton (bal.), Prescott, Russell	16,720	15,850	95		
WPTZ Station Total			871,180	836,520	96	
BBM Weekly Reach			163,100			

ARB Data Shown In U.S. Directory

Vermont—Burlington

WCAX-TV (Ch. 3)

(Also serves part of Que.)

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"
Longitude 72° 48' 57"

Transmitter: Atop Mt. Mansfield.

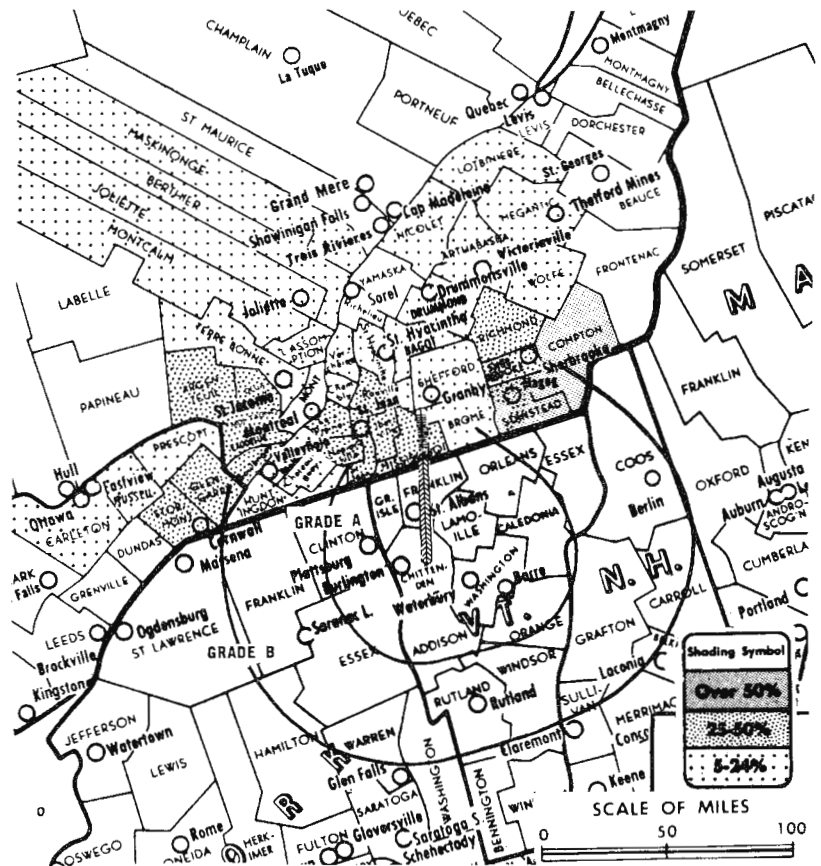
Color: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.



WCAX-TV Ref: FCC File No. BPCT-3188 Granted 11/20/64

WCAX-TV

Licensee: Mt. Mansfield Television Inc., 100 Market Square.

Studio: 100 Market Sq. (05401).

Telephone: 802-282-5761. TWX No.: 802-862-2552.

Ownership: C. P. Hasbrook, chmn. of board-dir., 66.625%; S. T. Martin, pres., dir. & gen. mgr., 20.625%; John A. Dobson, 12.5%; A. Pearley Feen, dir., .125%; Marcia B. Hasbrook, .125%.

Began Operation: Sept. 3, 1954.

Represented (sales) by Avery-Knodel Inc. (U.S.); Radio-Television Representatives Ltd. (Canada).

Represented (legal) by Booth & Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

Stuart T. Martin, *president & general manager*.
Philip Waterman, *general sales manager*.
Stuart Hall, *production manager*.
Richard Gallagher, *news editor*.
A. S. Rutter, *film manager & buyer*.
James W. Tierney, *chief engineer*.

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers - Appraisers - Consultants - Management
THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

DIGEST OF RATE CARD NO. 10 (June 15, 1965)

Hour	30 Min.	Min.	20 Sec.	ID
Class A—6:30-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat.-Sun.				
\$660.00	\$396.00	\$160.00	\$146.00	\$73.00

NETWORK BASE HOURLY RATE: \$600.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50%	460	Compton, Stanstead	13,770	13,090	95
Between 25-50%	670	Glengarry, Stormont	19,410	18,680	96
	450	Sherbrooke	19,900	19,000	95
	520	Iberville, Missisquoi, Rouville	17,480	17,010	97
	570	Argenteuil, Deux Montagnes (bal.), Soulanges, Vaudreuil (bal.)	19,230	18,680	97
	475	Richmond	9,300	9,070	98
530	Laprairie (bal.), Napierville, St. Jean	13,020	12,710	98	
Between 5-24%	490	Brome, Shefford	16,510	16,030	97
	540	Beauharnois, Chateaugay (bal.), Huntingdon	19,690	19,150	97
	569	Montreal Metro	616,000	590,000	96
	550	Chambly (bal.), Vercheres	9,510	9,290	98
	580	Terrebonne (bal.)	21,290	20,280	95
	590	L'Assomption (bal.), Montcalm	10,790	10,320	96
	471	Drummond	12,700	12,200	96
	600	Berthier, Joliette, Maskinonge	20,030	19,450	97
	430	Lotbiniere, Megantic	17,720	17,050	96
	700	Carleton (bal.), Prescott, Russell	16,720	15,850	95
500	Bagot, St. Hyacinthe	16,160	15,710	97	
480	Arthabaska, Nicolet, Wolfe	19,390	18,740	97	
WCAX-TV Station Total			908,620	872,310	96
BBM Weekly Reach			178,100		

Quebec

CHAU-TV-6

Gaspe

(Ch. 10)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton, P.Q.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Gaspe, P.Q.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 600-ft. above av. terrain, 150-ft. above ground, 600-ft. above sea level, lat. 48° 50' 15", long. 64° 29' 35".

Ownership: See CHAU-TV, Carleton, P.Q.

Began Operation: Oct., 1963.

Rates: This is an automatic repeater of CHAU-TV-5, Perce, which picks up CHAU-TV, Carleton, and both are included as a bonus with CHAU-TV.

CFGW-TV-2

Gaspe South

(Ch. 8)

(Repeater satellite of CKAM-TV, North Shore, N.B.)

Network Service: CBC, same as CKAM-TV, North Shore, which repeats CKCW-TV, Moncton, N.B.

Licensee: Gaspe South Telecasting Syndicate, P.O. Box 54, Queen St., Gaspe, Que.

Transmitter: Mont Blanc, Perce, P.Q.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 1.5-watts visual, 0.8-watts aural. Antenna: Directional 1250-ft. above av. terrain, 25-ft. above ground, 1275-ft. above sea level, lat. 48° 31' 38", long. 64° 14' 40".

Ownership: Gaspe South Telecasting Syndicate; H. G. Ascah, secy.; also see CFGW-TV-1, Gaspe West.

Began Operation: Oct. 27, 1965.

Rates: This is an automatic repeater of CKAM-TV, North Shore, N.B., which in turn repeats CKCW-TV, Moncton, N.B. and is included as a bonus with the latter station.

CFGW-TV-1

Gaspe West

(Ch. 6)

(Repeater satellite of CFGW-TV-2, Gaspe South, Que. which repeats CKAM-TV, North Shore, N.B.)

Network Service: CBC, same as CKAM-TV, North Shore, which repeats CKCW-TV, Moncton, N.B.

Licensee: Gaspe South Telecasting Syndicate, P.O. Box 54, Queen St., Gaspe, Que. Transmitter: Bechervaise Mt.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 60-ft. above av. terrain, 60-ft. above ground, 1300-ft. above sea level, lat. 48° 51' 08", long. 64° 33' 10".

Ownership: This syndicate is a non-profit organization, formed locally to operate and maintain this station. H. H. Ascah, secy.

Began Operation: Dec. 18, 1962.

Rates: This is an automatic repeater of CKAM-TV, North Shore, N.B., a repeater of CKCW-TV, Moncton, N.B. and is included as a bonus with the latter station.

CKBL-TV-3

Grande Vallee

(Ch. 11)

(Repeater satellite of CKBL-TV, Matane, P.Q.)

Network Service: CBC, same as CKBL-TV, Matane.

Licensee: La Cie de Radiodiffusion de Matane Ltée., 155 St. Sacrement St., Matane, Que.

Transmitter: Grande Vallee.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 1100-ft. above av. terrain, 200-ft. above ground, 1200-ft. above sea level, lat. 49° 13' 00", long. 65° 10' 42".

Began Operation: Sept. 28, 1965.

Rates: This is an automatic repeater of CKBL-TV, Matane, and is included as a bonus with that station.

TV Station in Jonquiere
Is Listed on next page

CKHQ-TV-5

Lac Louise

(Ch. 13)

(Due to Begin Operation 1967)

(Satellite rebroadcasting station of CKHQ-TV-1, Manicouagan, which repeats CKBL-TV, Matane, Que.)

Network Service: Same as CKBL-TV, Matane.

Licensee: "Club Social du Nord-Est," c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Mont Georges, Manicouagan 5, Saguenay County, Que.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 410-ft. above av. terrain, 100-ft. above ground, 2020-ft. above sea level, lat. 50° 38' 30", long. 68° 47' 55".

Rates: This is an automatic repeater of CKBL-TV, Matane via CKHQ-TV-1, Manicouagan and is included as a bonus with CKBL-TV.

CHAU-TV-9

L'Anse a Valleeu

(Ch. 7)

(Satellite rebroadcasting station of CHAU-TV-7, Riviere au Renard, which, in turn, rebroadcasts CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Television de la Baie des Chaleurs Inc., c/o CHAU-TV, Carleton. Transmitter: L'Anse a Valleeu, Gaspe Nord, P. Q.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 455-ft. above av. terrain, 20-ft. above ground, 455-ft. above sea level, lat. 49° 04' 24", long. 64° 32' 19".

Began Operation: Dec. 1965.

Rates: This is an automatic repeater of CHAU-TV, Carleton, via CHAU-TV-7, Riviere au Renard, and is included as a bonus with the former station.

CBFCT-1

Magdalen Islands

(Ch. 12)

(Satellite of CBFCT, Cheticamp, N.S.)

Network Service: CBC, same as CBFCT, Cheticamp, N.S.

Licensee: Canadian Broadcasting Corp. Head office: 1500 Bronson Ave., Ottawa, Ont. Transmitter: Magdalen Islands, P.Q.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 1.48-kw visual, .74-kw aural. Antenna: Directional, 760-ft. above av. terrain, 269-ft. above ground, 812-ft. above sea level, lat. 47° 22' 55", long. 61° 54' 47".

Began Operation: Nov. 9, 1964.

Rates: This is an automatic repeater of CBFCT, Cheticamp, N.S. and is included with that station as a bonus with the French network rate.

CFCL-TV-5

Malartic

(Ch. 5)

(Satellite rebroadcasting station of CFCL-TV-2, Kearns, Ont., which repeats CFCL-TV, Timmins, Ont.)

Network Service: CBC, same as CFCL-TV, Timmins, Ont.

Licensee: J. Conrad Lavigne Enterprises, Box 620, Timmins, Ont

Transmitter: Highway 59.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 17.1-kw visual, 8.55-kw aural. Antenna: Directional, 545-ft. above av. terrain, 595-ft. above ground, 1715-ft. above sea level, lat. 48° 11' 49", long. 78° 07' 53".

Began Operation: Dec. 15, 1965.

Rates: This is an automatic repeater of CFCL-TV-2, Kearns, Ont., which in turn repeats CFCL-TV, Timmins, Ont. and both are included as a bonus with that station.

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Quebec—Jonquiere

CKRS-TV

(Ch. 12)

(French Outlet)

[Also operates satellite rebroadcasting stations CKRS-TV-1, Port Alfred; CKRS-TV-2, Chicoutimi; CKRS-TV-3, Roberval, Que.]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 42-kw visual, 21-kw aural. Antenna: 311.5-ft. above av. terrain, 250-ft. above ground, 775-ft. above sea level.

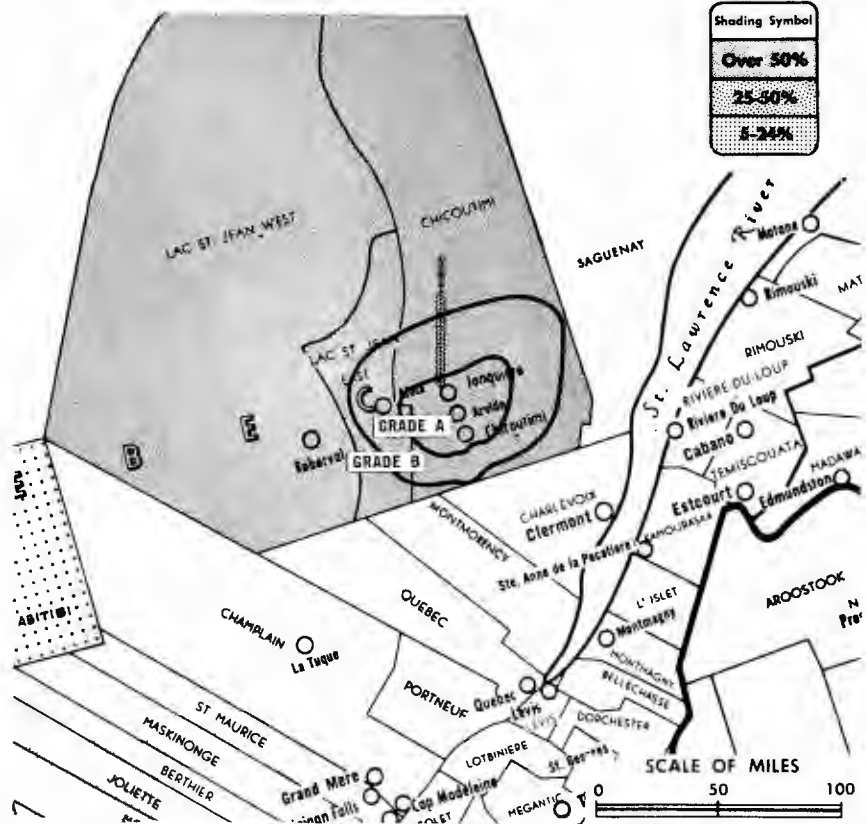
Latitude 48° 24' 29"
Longitude 71° 14' 52"

Transmitter: 175 Sir Wilfrid Laurier St.

AM Affiliate: CKRS, 1-kw, 590 kc.

Color: Network.

News Wire Service: Broadcast News.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CKRS-TV Authorized 5/11/55

©American Map Co., Inc., N.Y., No. 14244

CKRS-TV

Network Service: CBC.

Licensee: Radio Saguenay Limitee, 175 Sir Wilfrid Laurier.

Studio: 175 Sir Wilfrid Laurier St., Jonquiere.

Ownership: Radio Saguenay Limitee, Henri Lepage, pres.

Began Operation: Dec. 1, 1955.

Represented (sales) by Hardy Radio & Television Ltd. (Montreal, Toronto & Winnipeg); Canadian Standard Broadcast Sales Inc. (U.S.A.).

Personnel:

Tom Burham, *general manager & sales director*.
Eugene Michaud, *film buyer*.
Gerard Lemieux, *station manager*.
Gilles Dufour, *program director*.

DIGEST OF RATE CARD NO. 10 (April 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class A—6-11 p.m., daily.	\$350.00	\$210.00	\$142.00	\$121.00	\$105.00	\$85.00*	\$45.00*	\$25.00*

*Class AA—7-10:30 p.m., daily.

Weekly Reach (BBM)	BBM Area No.	Area Description	TV	
			Total Households	Households %
Over 50%	370	Lac St. Jean East	8,030	7,890 98
	359	Chicoutimi-Jonquiere Metro	20,600	20,200 98
	380	Lac St. Jean West	10,200	9,670 95
	360	Chicoutimi (bal.)	8,700	8,200 94
Between 25-50%	None between 25-50%			
Between 5-24%	630	Abitibi	20,900	19,400 93
CKRS-TV Station Total			68,430	65,360 96
BBM Weekly Reach			45,800	

For Canadian TV Household Summary
see Services Volume

Quebec

CKHQ-TV-1 Manicouagan

(Ch. 10)

(Satellite rebroadcasting station of CKBL-TV, Matane, Que.)

Network Service: Same as CKBL-TV, Matane.

Licensee: Club Social du Nord-Est, c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Mont Cantin, Manicouagan 5, Saguenay County, Que.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 15-watts visual, 7.5-watts aural. Antenna: 500-ft. above av. terrain, 200-ft. above ground, 1365-ft. above sea level, lat. 50° 38' 45", long. 68° 44' 22".

Began Operation: June 15, 1962.

Rates: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus with that station.

CKRN-TV-4 Matagami

(Ch. 7)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, Que.)

Licensee: Northern Radio-Radio Nord Inc., Rouyn, Que.

Transmitter: Matagami.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 402-ft. above av. terrain, 400-ft. above ground, 790-ft. above sea level, lat. 49° 43' 45", long. 77° 40' 00".

Color: Network.

Began Operation: Dec. 21, 1964.

Rates: This is an automatic repeater of CKRN-TV, Rouyn, and is included as a bonus with that station.

CKBL-TV Matane

(Ch. 9)

(Operates satellite rebroadcasting stations CKBL-TV-1, Mont Climent; CKBL-TV-2, Murdochville, Que.; CKHQ-TV-1, Manicouagan; CKBL-TV-3, Grande Vallée; CKBL-TV-4, Mont-Louis; CKBL-TV-5, Causapsal; CKHQ-TV-5, Lac Louise, Que. which repeats CKHQ-TV-1, Manicouagan, Que.)

Network Service: CBC.

Licensee: La Cie de Radiodiffusion de Matane Limitee.

Studio: 155 St. Sacrement St.

Transmitter: Mont Logan.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 303-kw visual, 182-kw aural. Antenna: 2336-ft. above av. terrain, 149-ft. above ground, 4000-ft. above sea level, lat. 48° 53' 25", long. 66° 38' 25".

AM Affiliate: CKBL, 5-kw, 1250 kc.

Color: Network.

News Wire Service: Canadian Press.

Ownership: Rene Lapointe, pres. & principal owner; Octave Lapointe, v.p.; Yvan Fortier, secy. Same owners publish weekly newspaper *La Voix Gaspesienne*.

Began Operation: Aug. 19, 1958.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.); Hardy Radio & Television Ltd. (Montreal & Toronto); Scharf Broadcast Sales Ltd. (Vancouver).

Personnel:

Rene Lapointe, *president, general manager & film buyer.*
Octave Lapointe, *v.p. and assistant manager.*
Yvan Fortier, *technical director.*

DIGEST OF RATE CARD NO. 3—(April 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$165.00	\$110.00	\$95.00	\$80.00	\$60.00*	\$50.00*	\$35.00*

*Class AA—7-11 p.m., daily.

CKBL-TV: Total Households, 31,920
TV Households, 29,150; 91%
BBM Weekly Reach (Oct. 1966) 21,800

For the CBC Network Listing

See Services Volume

CKHQ-TV-3 Micoua

(Ch. 6)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: CBC, same as CJBR-TV, Rimouski.

Licensee: "Club Social du Nord-Est," c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Micoua, Saguenay County, P.Q.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 470-ft. above av. terrain, 100-ft. above ground, 1600-ft. above sea level, lat. 49° 42' 49", long. 68° 47' 23".

Began Operation: July 28, 1966.

Rates: This is an automatic repeater of CJBR-TV, Rimouski and is included as a bonus with that station.

CKBL-TV-1 Mont Climent

(Ch. 11)

(Satellite rebroadcasting station of CKBL-TV, Matane, P.Q.)

Network Service: Same as CKBL-TV, Matane.

Licensee: La Compagnie de Radiodiffusion de Matane, 155 St. Sacrement St., Matane. Transmitter: Mont Climent.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 343-watts visual, 172-watts aural. Antenna: 732-ft. above av. terrain, 100-ft. above ground, 1650-ft. above sea level, lat. 48° 23' 50", long. 67° 19' 27".

Began Operation: Nov., 1962.

Rates: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus with that station.

CBFT-2 Mont Laurier

(Ch. 3)

(Satellite rebroadcasting station of CBFT, Montreal, Que.)

Network Service: CBC, French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Lac Gatineau, 9¼-mi. W of Mont Laurier.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 4.64-kw visual, 2.32-kw aural. Antenna: 513-ft. above av. terrain, 400-ft. above ground, 1395-ft. above sea level, lat. 46° 33' 37", long. 75° 42' 20".

Began Operation: March 15, 1962.

Rates: This is an automatic repeater of CBFT, Montreal and is included as a bonus with that station.

CKBL-TV-4 Mont-Louis

(Ch. 2)

(Satellite rebroadcasting station of CKBL-TV, Matane, P.Q.)

Network Service: CBC, same as CKBL-TV, Matane.

Licensee: La Compagnie de Radiodiffusion de Matane Ltee., 155 St. Sacrement St., Matane.

Transmitter: Mount-Louis.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 40-ft. above ground, 50-ft. above sea level, lat. 49° 13' 39", long. 65° 44' 03".

Began Operation: Aug. 26, 1966.

Rates: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus with that station.

CBFT-1

Mont Tremblant

(Ch. 11)

(Satellite rebroadcasting station of CBFT, Montreal, Que.)

Network Service: CBC, French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Top of Mont Tremblant.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: .6-kw visual, .3-kw aural. Antenna: 1779-ft. above av. terrain, 97-ft. above ground, 3047-ft. above sea level, lat. 46° 13' 10", long. 74° 33' 11".

Began Operation: Feb. 15, 1962.

Rates: This is an automatic repeater of CBFT, Montreal and is included as a bonus with that station.

Quebec—Montreal

CBFT

(Ch. 2)

(French Outlet)

(Operates satellite rebroadcasting stations CBFT-1, Mont Tremblant and CBFT-2, Mont Laurier, both Que.)

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 900-ft. above av. terrain, 259-ft. above ground, 998-ft. above sea level.

Latitude 45° 30' 20"
Longitude 73° 35' 32"

Transmitter: Mount Royal Park.

TV tape: Recording facilities.

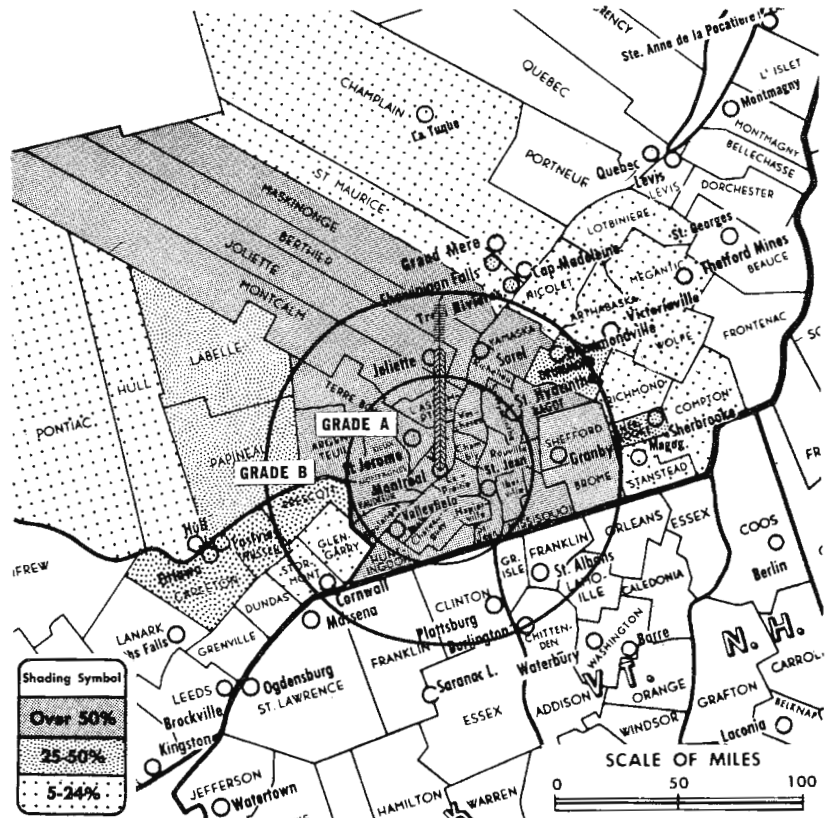
Color: Network, live, film & tape.

AM Affiliate: CBF, 50-kw, 690 kc (CBC).

FM Affiliate: CBF-FM, 3.86-kw, 95.1 mc (No. 236), 585-ft. antenna height. Holds authorization for change to 27-kw and antenna 805-ft. above av. terrain.

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBFT Authorized: 7/20/60



CBFT

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., Head office: 1500 Bronson Ave., Ottawa, Ont.

Studio: Radio-Canada Bldg., 1425 Dorchester St. W.

Telephone: 868-3211.

Began Operation: Sept. 6, 1952; changed from bilingual to French outlet Jan. 10, 1954 when CBMT began as English language station.

Represented (sales) by CBC National Selective Sales, Montreal.

Personnel:

J. Blais, *director of television operations.*
Fernand Guerard, *program director.*
Charles Frenette, *director of TV services.*
Maurice Valiquette, *director of sales.*
Jean Beaudoin, *manager, film service.*
G. Cadieux, *supervisor of public & audience relations services.*
P. Vosniacos, *general news supervisor (French).*

DIGEST OF RATE CARD NO. 21 (March 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.

\$1250.00 \$750.00 \$500.00 \$375.00 \$313.00* \$281.00* \$250.00* \$188.00*

*Class AA—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.

Note: No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

Also See Satellite Rebroadcasting

Stations in Mt. Tremblant & Mt. Laurier, Que.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50%	530	Laprairie (bal), Napierville, St. Jean	13,020	12,710	98
	600	Berthier, Joliette, Maskinonge	20,030	19,450	97
	580	Terrebonne (bal)	21,290	20,280	95
	590	L'Assomption (bal), Montcalm	10,790	10,320	96
	540	Beauharnois, Chateaugay (bal.), Huntingdon	19,690	19,150	97
	510	Richelieu, Yamaska	12,140	11,870	98
	500	Bagot, St. Hyacinthe	16,160	15,710	97
	550	Chambly (bal), Vercheres	9,510	9,290	98
	570	Argenteuil, Deux Montagnes (bal.), Soulanges, Vaudreuil (bal)	19,230	18,680	97
	569	Montreal Metro	616,000	590,000	96
Between 25-50%	490	Brome, Shefford	16,510	16,030	97
	520	Iberville, Missisquoi, Rouville	17,480	17,010	97
	619	Trois Rivieres Metro	19,700	19,450	99
	471	Drummond	12,700	12,200	96
	629	Shawinigan Metro	14,600	14,150	97
Between 5-24%	660	Labelle, Papineau	13,060	12,270	94
	450	Sherbrooke	19,900	19,000	95
	700	Carleton (bal.), Prescott, Russell	16,720	15,850	95
	670	Glengarry, Stormont	19,410	18,680	96
	650	Hull (bal.), Pontiac	11,380	10,910	96
	460	Compton, Stanstead	13,770	13,090	95
	475	Richmond	9,300	9,070	98
480	Arthabaska, Nicolet, Wolfe	19,390	18,740	97	
621	Champlain (bal.)	15,700	14,000	89	
430	Lotbiniere, Megantic	17,720	17,050	96	
CBFT Station Total			995,200	954,960	96
BBM Weekly Reach			541,800		

Quebec—Montreal

CBMT

(Ch. 6)

(English Outlet)

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 763-ft. above av. terrain, 167-ft. above ground, 804-ft. above sea level.

Latitude 45° 30' 20"
Longitude 73° 35' 32"

Transmitter: Mount Royal.

Studio: Radio Canada Bldg., 1425 Dorchester St. W.

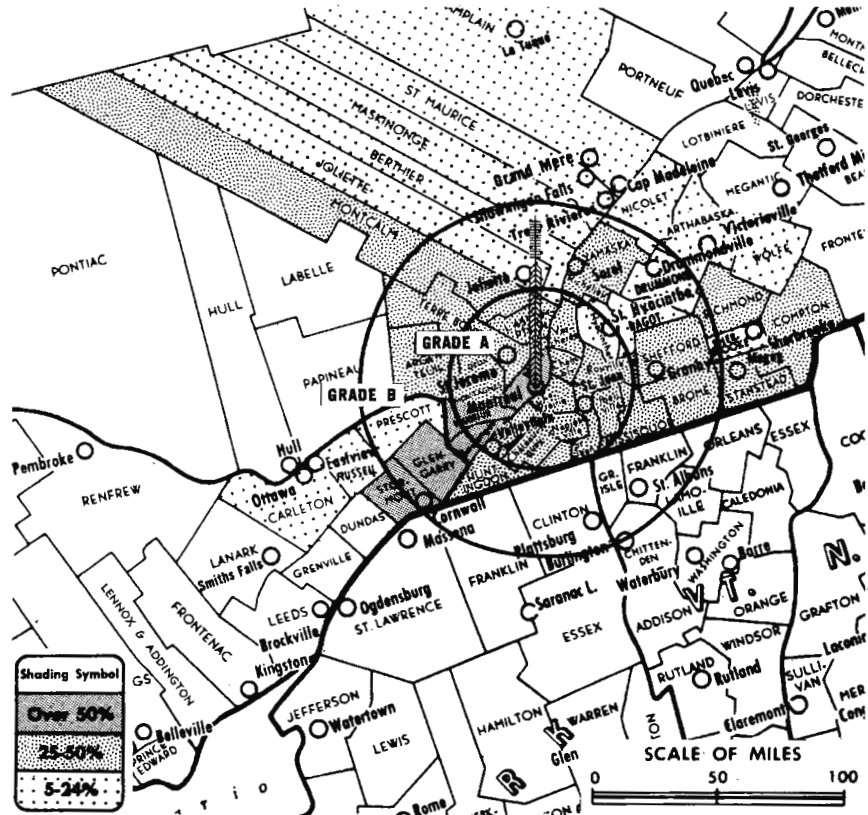
Telephone: 868-3211.

TV tape: Recording facilities.

Color: Network, live, film & tape.

AM Affiliate: CBM, 50-kw, 940 kc (CBC).

FM Affiliate: CBM-FM, 3.86-kw, 100.7 mc (No. 236), 525-ft. antenna height. Holds recommendation for change to 27-kw, 805-ft. above av. terrain.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBMT Authorized: 7/20/60

CBMT

Network Service: CBC.

Licensee: Canadian Bostg. Corp., Head office: 1500 Bronson Ave., Ottawa, Ont.

Began Operation: Jan. 10, 1954.

Represented (sales) by Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).

Personnel:

- J. Blais, *director of television operations.*
- Ken Davey, *program director.*
- Maurice Valiquette, *director of sales.*
- C. Frenette, *director of TV services.*
- G. Cadieux, *supervisor of public & audience relations services.*
- Sean McGoldrick, *editor, English TV news.*
- Oliver Henry, *program film officer.*

DIGEST OF RATE CARD NO. 18
(March 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.
\$1000.00 \$600.00 \$400.00 \$300.00 \$250.00* \$225.00* \$200.00* \$150.00*

*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.
Note: No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

Additional Montreal TV Stations

Are on pages 918-b & 919-b

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	670	Glengarry, Stormont	19,410	18,680	96
	569	Montreal Metro	616,000	590,000	96
Between 25-50 %	570	Argenteuil, Deux Montagnes (bal.), Soulanges, Vaudreuil (bal.)	19,230	18,680	97
	550	Chambly (bal.), Vercheres	9,510	9,290	98
	520	Iberville, Missisquoi, Rouville	17,480	17,010	97
	540	Beauharnois, Chateaugay (bal.), Huntingdon	19,690	19,150	97
	490	Brome, Shefford	16,510	16,030	97
	580	Terrebonne (bal.)	21,290	20,280	95
	530	Laprairie (bal.), Napierville, St. Jean	13,020	12,710	98
	460	Compton, Stanstead	13,770	13,090	95
	590	L'Assomption (bal.), Montcalm	10,790	10,320	96
	475	Richmond	9,300	9,070	98
510	Richelieu, Yamaska	12,140	11,870	98	
Between 5-24 %	450	Sherbrooke	19,900	19,000	95
	629	Shawinigan Metro	14,600	14,150	97
	619	Trois Rivières Metro	19,700	19,450	99
	471	Drummond	12,700	12,200	96
	600	Berthier, Joliette, Maskinonge	20,030	19,450	97
	500	Bagot, St. Hyacinthe	16,160	15,710	97
700	Carleton (bal.), Prescott, Russell	16,720	15,850	95	
621	Champlain (bal.), St. Maurice (bal.)	15,700	14,000	89	
480	Arthabaska, Nicolet, Wolfe	19,390	18,740	97	
CBMT Station Total			953,040	914,730	96
BBM Weekly Reach			460,600		

**CKBL-TV-2
Murdochville**

(Ch. 6)

(Satellite rebroadcasting station of CKBL-TV, Matane, Que.)

Network Service: CBC, same as CKBL-TV, Matane.

Licensee: La Cie de Radiodiffusion de Matane Ltee., 155 St. Sacrement, Matane, Que.

Transmitter: Needle Mountain, Murdochville.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 1150-ft. above av. terrain, 25-ft. above ground, 2850-ft. above sea level, 48° 56' 48", long. 65° 31' 00".

Began Operation: Oct. 1, 1963.

Rates: This is an automatic repeater of CKBL-TV, Matane, and is included as a bonus with that station.

**CKMU-TV-1
Murdochville**

(Ch. 3)

(Satellite rebroadcasting station of CKAM-TV, North Shore, N.B., which repeats CKCW-TV, Moncton, N.B.)

Network Service: CBC, same as CKAM-TV & parent CKCW-TV, Moncton, N.B.

Licensee: Murdochville Television Inc.

Transmitter: Needle Mt., near Murdochville.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 20-ft. above ground, 2870-ft. above sea level, lat. 48° 57' 50", long. 65° 30' 50".

Ownership: John Hall, pres.; H. Dunn, secy.-treas.

Began Operation: June 17, 1965.

Rates: This is an automatic repeater of CKAM-TV, North Shore, N.B., which in turn repeats CKCW-TV, Moncton, and is included as a bonus with CKCW-TV.

Quebec

**CKHQ-TV-2
Outardes 4**

(Ch. 12)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: CBC, same as CJBR-TV, Rimouski.

Licensee: "Club Social du Nord-Est," c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Outardes 4, Saguenay County, P.Q.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 175-ft. above av. terrain, 140-ft. above ground, 1380-ft. above sea level, lat. 49° 42' 00", long. 68° 53' 36".

Began Operation: Jan. 12, 1966.

Rates: This is an automatic repeater of CJBR-TV, Rimouski and is included as a bonus with that station.

**CKHQ-TV-4
Outardes 3**

(Ch. 7)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: CBC, same as CJBR-TV, Rimouski, Que.

Licensee: "Club Social du Nord-Est," c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Outardes 3, Saguenay County, Que.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 160-ft. above av. terrain, 80-ft. above ground, 1280-ft. above sea level, lat. 49° 33' 08", long. 68° 44' 02".

Began Operation: July 28, 1966.

Rates: This is an automatic repeater of CJBR-TV, Rimouski and is included as a bonus with that station.

(Continued on page 920-b)

CBC-TV-THE BIG REACH IN THE QUEBEC MARKET

CBMT channel 6 MONTREAL ENGLISH AND BILINGUAL

Population	1,870,000	Households	457,000
Urban	1,677,000	TV Homes	436,000
Rural	193,000	Saturation	95%

Total Retail Sales \$3,759,598,000

To reach the buying public in this gigantic market call CBC-TV first. **Toronto 925-3311**
Montreal customers call: 868-3211, local 1648. From New York call: Enterprise 6961 (No toll charge).

Quebec—Montreal

CFCF-TV

(Ch. 12)

(English Outlet)

Technical Facilities: Chanel No. 12 (204-210 mc). Authorized power: 325-kw visual, 160-kw aural. Antenna: 970-ft. above av. terrain, 330-ft. above ground, 1060-ft. above sea level.

Latitude 45° 30' 20"
Longitude 73° 35' 32"

Transmitter: Mt. Royal.

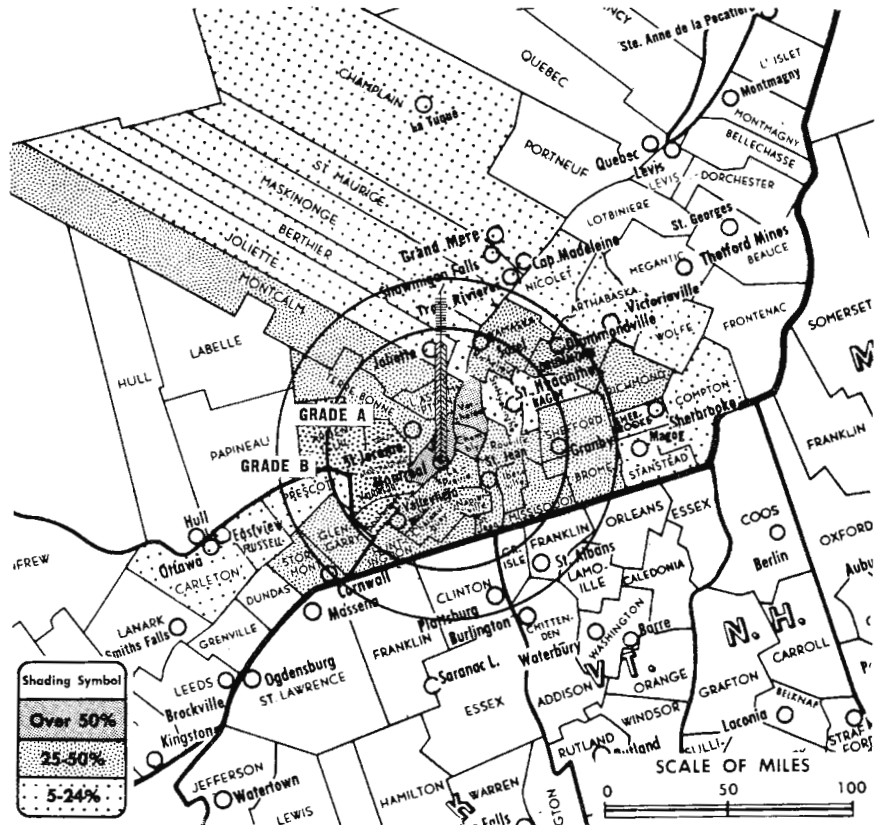
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI, Canadian Press.

AM Affiliate: CFCF, 0.5-kw, 600 kc (ABC).

FM Affiliate: CFCF-FM, 41.4-kw, 92.5 mc (No. 223), 970-ft. antenna height.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CFCF-TV Authorized: 4/22/60

CFCF-TV

Network Service: CTV.

Licensee: Canadian Marconi Co., 2442 Trenton Ave., Montreal 16.

Studio: 405 Ogilvy Ave., Montreal 15.

Telephone: 273-6311. **TWX No.:** 01-2592.

Ownership: Canadian Marconi Co., W. V. George, pres.

Began Operation: Jan. 20, 1961.

Represented (sales) by: All-Canada Radio & Television Ltd.

Personnel:

S. B. Hayward, *vice president, broadcasting division.*
Don Martz, *station manager.*
Sam Pitt, *program manager.*
George Bowden, *operations manager.*
Joe Thompson, *engineering.*
P. Bell-Smith, *controller.*
Danny Dooner, *national sales supervisor.*
Babs Pitt, *advertising & promotion manager.*
Bill Callender, *film buyer.*

DIGEST OF RATE CARD NO. 9—(March 1, 1966)

30 Min. 20 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.
\$1170.00 \$780.00 \$585.00 \$520.00 \$470.00 \$390.00 \$310.00 \$160.00

For Canadian CATV Systems
see Services Volume

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	569	Montreal Metro	616,000	590,000	96
	550	Chambly (bal.), Vercheres	9,510	9,290	98
	570	Argenteuil, Deux Montagnes (bal.) Soulanges, Vaudreuil (bal.)	19,230	18,680	97
Between 25-50 %	670	Glengarry, Stormont	19,410	18,680	96
	520	Iberville, Missisquoi, Rouville	17,480	17,010	97
	530	Laprairie (bal.), Napierville, St. Jean	13,020	12,710	98
	540	Beauharnois, Chateaugay (bal.), Huntingdon	19,690	19,150	97
	490	Brome, Shefford	16,510	16,030	97
	590	L'Assomption (bal.), Montcalm	10,790	10,320	96
	580	Terrebonne. (bal.)	21,290	20,280	95
	471	Drummond	12,700	12,200	96
	510	Richelieu, Yamaska	12,140	11,870	98
	475	Richmond	9,300	9,070	98
Between 5-24 %	500	Bagot, St. Hyacinthe	16,160	15,710	97
	450	Sherbrooke	19,900	19,000	95
	619	Trois Rivieres Metro	19,700	19,450	99
	600	Berthier, Joliette, Maskinonge	20,030	19,450	97
	629	Shawinigan Metro	14,600	14,150	97
	460	Compton, Stanstead	13,770	13,090	95
	700	Carleton (bal.), Prescott, Russell	16,720	15,850	95
621	Champlain (bal.), St. Maurice	15,700	14,000	89	
480	Arthabaska, Nicolet, Wolfe (bal.)	19,390	18,740	97	
CFCF-TV Station Total			953,040	914,730	96
BBM Weekly Reach			483,600		

Quebec—Montreal

CFTM-TV

(Ch. 10)

(French Outlet)

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 325-kw visual, 160-kw aural. Antenna: 972-ft. above av. terrain, 328-ft. above ground, 1060-ft. above sea level.

Latitude 45° 30' 21"
Longitude 73° 35' 32"

Transmitter: Mount Royal Park.

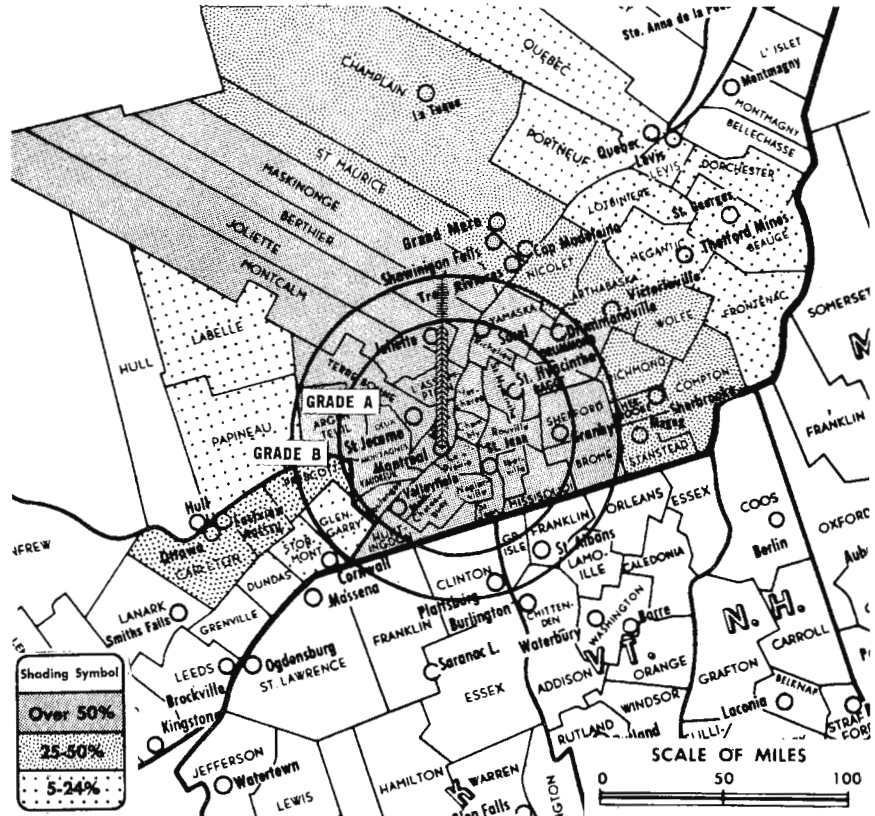
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: AP, UPI, France Presse, Canadian Press, Broadcast News.

Facsimile Service: UPI.

News Film Service: UPI.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

-CFTM-TV Authorized: 4/26/60

CFTM-TV

Network Service: None, independent.

Licensee: Tele-Metropole Corp., 1405 de Maisonneuve, Montreal 24, P.Q.

Studio: 1405-25 de Maisonneuve, Montreal.

Telephone: Lafontaine 6-9251.

Ownership: J. A. DeSeve, pres. & director general; Paul L'Anglais, v.p.—principal stockholders.

Began Operation: Feb. 19, 1961.

Represented (sales) by: Forjoe-TV Inc. (for U.S.); Paul L'Anglais Inc. (Montreal & Toronto); Stovin-Byles (Winnipeg-Vancouver).

Personnel:

Roland Giguere, *station manager & assistant to the president.*
Paul L'Anglais, *v.p. & commercial director.*
Robert L'Herbier, *assistant station mgr. & dir. of programs.*
Jean-Paul La Douceur, *art, color, commercial production dir.*
Maurice Bastien, *director of film services & film buyer.*
Maurice Doucet, *director of technical operations.*
Jean Marion, *public relations, advertising & sales promotion director.*

DIGEST OF RATE CARD NO. 7 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$1300.00	\$865.00	\$760.00	\$650.00	\$495.00*	\$380.00*	\$240.00*

*Class AA—6-11 p.m., daily.

See Our Translator Directory
in Services Volume

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	500	Bagot, St. Hyacinthe	16,160	15,710	97
	600	Berthier, Joliette, Maskinonge	20,030	19,450	97
	510	Richelieu, Yamaska	12,140	11,870	98
	530	Laprairie (bal.), Napierville, St. Jean	13,020	12,710	98
	540	Beauharnois, Chateauguay (bal.), Huntingdon	19,690	19,150	97
	590	L'Assomption (bal.), Montcalm	10,790	10,320	96
	580	Terrebonne (bal.)	21,290	20,280	95
	471	Drummond	12,700	12,200	96
	550	Chambly (bal.), Vercheres	9,510	9,290	98
	629	Shawinigan Metro	14,600	14,150	97
	490	Brome, Shefford	16,510	16,030	97
	619	Trois Rivières Metro	19,700	19,450	99
	569	Montreal Metro	616,000	590,000	96
	520	Iberville, Missisquoi, Rouville	17,480	17,010	97
570	Argenteuil, Deux Montagnes (bal.), Soulanges, Vaudreuil (bal.)	19,230	18,680	97	
Between 25-50 %	621	Champlain (bal.), St. Maurice (bal.)	15,700	14,000	89
	480	Arthabaska, Nicolet, Wolfe	19,390	18,740	97
	475	Richmond	9,300	9,070	98
	450	Sherbrooke	19,900	19,000	95
	700	Carleton (bal.), Prescott, Russell	16,720	15,850	95
	460	Compton, Stanstead	13,770	13,090	95
Between 5-24 %	430	Lotbiniere, Megantic	17,720	17,050	96
	660	Labelle, Papineau	13,060	12,270	94
	670	Glenarry, Stormont	19,410	18,680	96
	440	Beauce, Dorchester, Frontenac	24,800	23,270	94
	420	Levis (bal.), Portneuf, Quebec (bal.)	16,500	16,100	98
CFTM-TV Station Total			1,025,120	983,420	96
BBM Weekly Reach			589,100		

Quebec

CHAU-TV-5

Perce

(Ch. 2)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton, P.Q.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Perce, P.Q.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 465-watts visual, 233-watts aural. Antenna: 1385-ft. above av. terrain, 150-ft. above ground, 1385-ft. above sea level, lat. 48° 31' 38", long. 64° 14' 40".

Ownership: See CHAU-TV, Carleton, P.Q.

Began Operation: Oct., 1963.

Rates: This is an automatic repeater of CHAU-TV, Carleton, and is included as a bonus with that station.

CKRS-TV-1

Port Alfred

(Ch. 9)

(Satellite rebroadcasting station of CKRS-TV, Jonquiere, Que.)

Network Service: CBC, same as CKRS-TV, Jonquiere.

Licensee: Radio Saguenay Ltee., same as CKRS-TV.

Transmitter: Grande Baie Blvd., Grande Baie, Que.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 19.0-watts visual, 9.5-watts aural. Antenna: 502-ft. above av. terrain, 75-ft. above ground, 525-ft. above sea level, lat. 48° 19' 20", long. 70° 49' 48".

Color: Network.

Began Operation: Nov., 1963.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.). Hardy Radio & Television Ltd.

Rates: This is an automatic repeater of CKRS-TV, Jonquiere and is included as a bonus with that station.

CHAU-TV-3

Port Daniel

(Ch. 10)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Port Daniel, P.Q.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 502-ft. above av. terrain, 102-ft. above ground, 502-ft. above sea level, lat. 48° 08' 25", long. 64° 59' 05".

Ownership: See CHAU-TV, Carleton.

Began Operation: Nov., 1963.

Rates: This is an automatic repeater of CHAU-TV, Carleton, and is included as a bonus with that station.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

CKMI-TV

Quebec City

(Ch. 5)

(English Outlet)

Network Service: CBC, also CBS, NBC, ABC thru CBC.

Licensee: Television de Quebec (Canada) Limitee, 1000 Myrand St., P.O. Box 2026, Quebec 10, P.Q.

Studio: 1000 Myrand St., Quebec.

Transmitter: 1000 Myrand St., Quebec.

Telephone: 683-4985.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 13.85-kw visual, 6.77-kw aural. Antenna: 460-ft. above av. terrain, 379-ft. above ground, 672-ft. above sea level, using same facilities as CFQM-TV.

Color: Network, film, slide & tape.

News Wire Service: Canadian Press.

AM Affiliate: None.

TV tape: Recording facilities.

Ownership: Same as CFQM-TV, Quebec City.

Began Operation: March 17, 1957.

Represented (sales) by ForJoe-TV Inc. (New York); Radio & Television Representatives Ltd. (Canada).

Personnel:

Gaston Pratte, *president.*

Jean A. Pouliot, *P. Eng., general manager.*

A. P. Fitzgibbons, *director of operations & general sales manager.*

Guy Drouin, *director of public relations & promotion.*

George Lovett, *program manager.*

Gerard Fortin, *director of engineering.*

DIGEST OF RATE CARD NO. 7—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$140.00	\$93.00	\$67.00	\$60.00	\$40.00	\$28.00	\$20.00

CKMI-TV: Total Households, 179,710
TV Households, 172,180; 96%
BBM Weekly Reach (Oct. 1966) 59,200

CHAU-TV-7

Riviere-au-Renard

(See Fox River, Que.)

CKRT-TV

Riviere du Loup

(Ch. 7)

(Also operates satellite rebroadcasting station CKRT-TV-1, Baie St. Paul, Que.; CKRT-TV-2, Ste. Rose du Degelis, Que.; CKRT-TV-3, St. Patrice, Que.; CKRT-TV-4, Cabano, Que.)

Network Service: CBC.

Licensee: CKRT-TV Ltee., 1 rue Frontenac, Riviere du Loup.

Transmitter: Montagne Bleue, Pelletier Station, Cte. Kamouraska.

Studio: 1 Frontenac St., Riviere du Loup, Que.

Telephone: 418-862-6003.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 49-kw visual, 24.5-kw aural. Antenna: 1156-ft. above av. terrain, 235-ft. above ground, 2150-ft. above sea level, lat. 47° 35' 03", long. 69° 22' 10".

Color: Network.

TV tape: Recording facilities.

Ownership: CKRT-TV Ltee., 100%.

Began Operation: Jan. 14, 1962.

Represented (sales) by Hardy Radio & Television Ltd., (Montreal & Toronto); Scharf Broadcast Sales Ltd. (Vancouver); Devney Organization (U.S.).

Personnel:

Luc Simard, *general manager & president.*

Vincent Gagnon, *sales manager.*

Gerard Simon, *v.p. & treasurer.*

Germain Gelinas, *technical director.*

DIGEST OF RATE CARD NO. 5

(March 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$130.00	\$86.00	\$75.00	\$65.00	\$50.00*	\$40.00*	\$30.00*

*Class AA—7-10:30 p.m., daily.

CKRT-TV: Total Households, 34,950
TV Households, 32,200; 92%
BBM Weekly Reach (Oct. 1966) 20,500

(Continued on page 923-b)

Quebec—Quebec City

CBVT

(Ch. 11)

(French Outlet)

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 173-kw visual, 87-kw aural. Antenna: 649-ft. above av. terrain, 525-ft. above ground, 950-ft. above sea level.

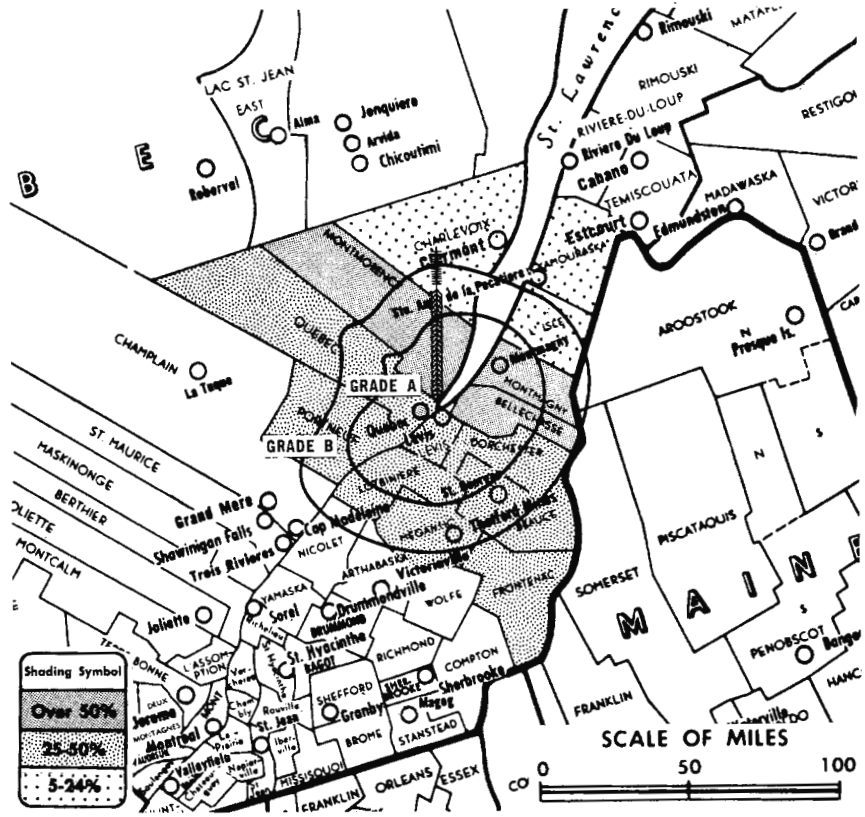
Latitude 46° 52' 45"
Longitude 71° 03' 18"

Transmitter: Isle of Orleans.

Studio: Palais Montcalm, Quebec City.

Color: Network, film, slide & tape.

TV tape: Recording facilities.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBVT Authorized 1/22/62

CBVT

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Began Operation: Sept. 7, 1964.

Represented (sales) by CBC National Selective Sales, Montreal.

Personnel:

Rene Dussault, *general manager*.
E. Morin, *director, TV services*.
Bertrand Messely, *sales manager*.
L. Leclerc, *program director*.
Peter Delisle, *technical director*.

DIGEST OF RATE CARD NO. 4—(March 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.
\$800.00 \$480.00 \$320.00 \$240.00 \$200.00* \$180.00* \$160.00* \$105.00*

*Class AA—6-10:30 p.m., Sun.; 7-10:30 p.m., Mon.-Sat.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Numbers	%
Over 50 %	419	Quebec Metro	90,000	86,900	97
	400	Bellechasse, Montmagny, Montmorency	15,430	14,700	95
Between 25-50 %	420	Levis (bal.), Portneuf, Quebec (bal.)	16,500	16,100	98
	440	Beauce, Dorchester, Frontenac	24,800	23,270	94
	430	Lotbiniere, Megantic	17,720	17,050	96
Between 5-24 %	390	Charlevoix, Kamouraska, L'Islet	15,260	14,160	93
CBVT Station Total			179,710	172,180	96
BBM Weekly Reach			118,600		

Quebec—Quebec City

CFCM-TV

(Ch. 4)

(French Outlet)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 460-ft. above av. terrain, 672-ft. above sea level.

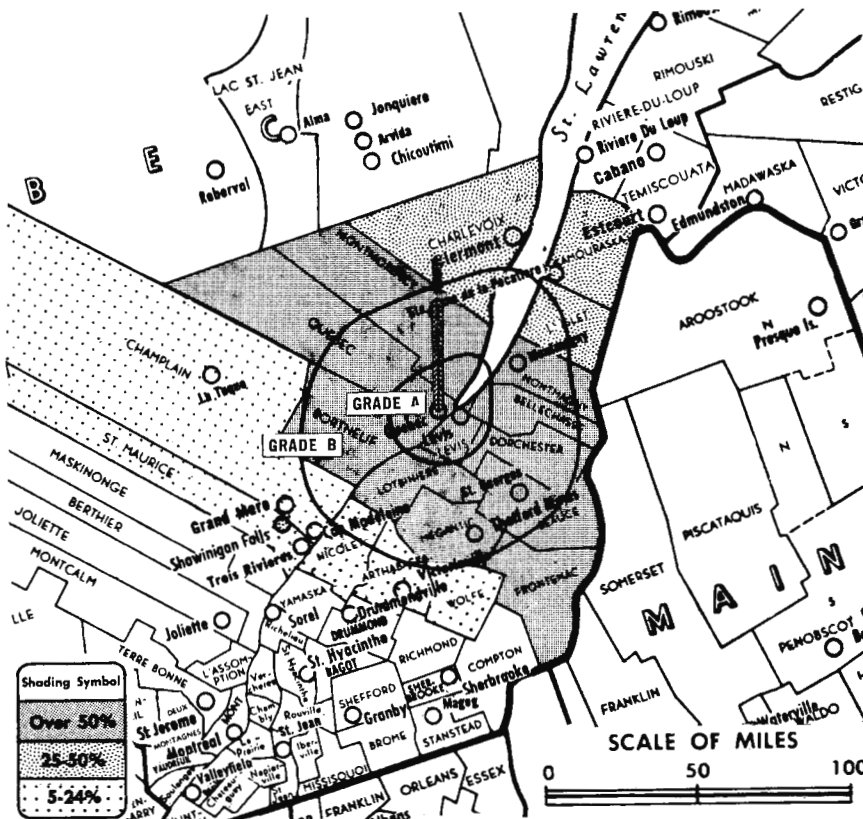
Latitude 46° 47' 04"
Longitude 71° 15' 54"

Transmitter: 1000 Myrand Ave., Ste.-Foy, Quebec.

Color: Network, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Canadian Press.



CFCM-TV Authorized

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CFCM-TV

Licensee: Television de Quebec (Canada) Limitee, 1000 Myrand St., Quebec.

Studio: 1000 Myrand St., P.O. Box 2026, Quebec 10.

Telephone: 683-4985.

Ownership: Famous Players Canadian Corp., 50%; CHRC, 20%; CKCV-TV, 20%; J. A. Pouliot, 5% and Mont St. Jean Investment, 5%. Famous Players also owns 48% of CKCO-TV, Kitchener, Ont. Television de Quebec also owns English language outlet CKMI-TV, Quebec City (Ch. 5). Famous Players also is acquiring a minority interest in CHAN-TV, Vancouver, B.C. For CATV interests of Famous Players, see Canadian CATV Group Ownership.

Began Operation: July 17, 1954.

Represented (sales) by: Forjoe-TV Inc. (U.S.); Hardy Radio & Television Ltd. (Montreal, Toronto); Stephens & Towndrow (Vancouver); A. J. Messner & Co. (Winnipeg).

Personnel:

Gaston Pratte, *president*.
Jean A. Pouliot, *managing director*.
A. P. Fitzgibbons, *director of operations & national sales*.
Jacques Filteau, *exec. asst. to managing director*.
Paul Chamberland, *director of programs*.
J. L. Rochon, *comptroller*.
Guy Drouin, *director of public relations & publicity*.
Gerard Fortin, *director of engineering*.

DIGEST OF RATE CARD NO. 14 (March 1, 1967)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$750.00	\$500.00	\$375.00	\$250.00	\$200.00	\$175.00	\$75.00

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50%	400	Bellechasse, Montmagny, Montmorency	15,430	14,700	95
	419	Quebec Metro	90,000	86,900	97
	420	Levis (bal.), Portneuf, Quebec (bal.)	16,500	16,100	98
	440	Beauce, Dorchester, Frontenac	24,800	23,270	94
Between 25-50%	430	Lotbiniere, Megantic	17,720	17,050	96
	390	Charlevoix, Kamouraska, L'Islet	15,260	14,160	93
Between 5-24%	629	Shawinigan Metro	14,600	14,150	97
	621	Champlain (bal.), St. Maurice (bal.)	15,700	14,000	89
	480	Arthabaska, Nicolet, Wolfe	19,390	18,740	97
CFCM-TV Station Total			229,400	219,070	95
BBM Weekly Reach			154,500		

CJBR-TV

Rimouski

(Ch. 3)

(Also operates satellite rebroadcasting station CJBR-TV-1, Edmundston, N.B. and is repeated by CKHQ-TV-2, Outardes, 4; CKHQ-TV-3, Micoua; CKHQ-TV-4, Outardes 3, all Que.)

Network Service: CBC.

Licensee: Lower St. Lawrence Radio Inc., 13 St. Jean-Baptiste.

Studio: 13 St. Jean-Baptiste St. Transmitter: Pte Champlain.

Telephone: 723-2217.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 56.9-kw aural. Antenna: 1165-ft. above av. terrain, 179-ft. above ground, 1316-ft. above sea level, lat. 48° 19' 40", long. 68° 50' 09".

Color: Network, film, slide & tape.

News Wire Service: Broadcast News.

AM Affiliate: CJBR, 10-kw, 900 kc (CBC).

FM Affiliate: CJBR-FM, 20-kw, 101.5 mc (No. 268), 1335-ft. antenna height.

Ownership: Lower St. Lawrence Radio Inc.; Jacques Brillant, pres.

Began Operation: Nov. 21, 1954.

Represented (sales) by All-Canada Radio & Television Ltd. (for U.S.) & Stovin-Byles Ltd.

Personnel:

Andre Lecomte, *station manager & vice president.*
Francis Raymond, *program director & film buyer.*
Harry A. Willisie, *public relations.*

DIGEST OF RATE CARD NO. 9—(Jan. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.							
\$360.00	\$225.00	\$150.00	\$130.00	\$112.00	\$75.00	\$65.00	\$38.00

CJBR-TV: Total Households, 70,970
TV Households, 66,350; 93%
BBM Weekly Reach (Oct. 1966) 34,200

CKRS-TV-3

Roberval

(Ch. 8)

(Repeater satellite of CKRS-TV, Jonquiere, Que.)

Network Service: Same as CKRS-TV, Jonquiere.

Licensee: Radio Saguenay Limitee, 175 Sir Wilfrid Laurier, Jonquiere, Que. Transmitter: Lac Bouchette Road, Chambord.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 4.12-kw visual, 2.06-kw aural. Antenna: 532-ft. above av. terrain, 300-ft. above ground, 1226-ft. above sea level, lat. 48° 24' 00", long. 72° 05' 14".

Color: Network.

Began Operation: Jan. 8, 1963.

Represented (sales) by Hardy Radio & Television Ltd. (Montreal, Toronto & Winnipeg); Canadian Standard Broadcast Sales Inc. (U.S.A.).

Rates: This is an automatic repeater of CKRS-TV, Jonquiere and is included as a bonus with that station.

President
Hugh Ben LaRue
Area Code 212
265-3430

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

Radio Virginia \$210,000

CATV Pennsylvania \$850,000

116 Central Park South
New York, N.Y.

Quebec

CKRN-TV

Rouyn-Noranda

(Ch. 4)

(Bilingual Outlet)

(Also operates satellite rebroadcasting stations CKRN-TV-1, Senneville; CKRN-TV-2, Val D'Or; CKRN-TV-3, Ville Marie; CKRN-TV-4, Matagami, all Que.)

Network Service: CBC.

Licensee: Northern Radio Inc., P.O. Box 70, 70 Gamble St. W., Rouyn, Que.

Studio and Transmitter: Powell-Rouyn Mine Hill, Noranda, Que.;

Business Office: 68 Gamble St. W., Rouyn, Que.

Telephone: 762-0741.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 115-kw visual, 57.5-kw aural. Antenna: 902-ft. above av. terrain, 725-ft. above ground, 1926-ft. above sea level, lat. 48° 15' 55", long. 79° 02' 37".

Color: Network.

News Wire Service: Canadian Press.

AM Affiliate: CKRN, .25-kw, 1400 kc (CBC).

Ownership: Controlled by David A. Gourd, pres. and J. J. Gourd chairman. Also operate radio stations CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CKLS, La Sarre, Que.

Began Operation: Dec. 25, 1957.

Represented (sales) by Weed & Co. (for U.S.); Scharf Broadcast Sales Ltd. (Vancouver); Joseph Hardy & Co. (Montreal and Toronto).

Personnel:

David A. Gourd, *president & general manager.*
Franco Capellari, *operations manager & film buyer.*
D. Krumbacher, *chief technician.*

DIGEST OF RATE CARD NO. 6

(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
\$225.00	\$135.00	\$110.00	\$95.00	\$75.00*	\$45.00*	\$25.00*

*Class AA—7-11 p.m., daily.

CKRN-TV: Total Households, 69,400
TV Households, 64,600; 93%
BBM Weekly Reach (Oct. 1966) 31,200

CBVT-2

St. Georges de Beauce

(Ch. 2)

(Satellite rebroadcasting station of CBVT, Quebec, P.Q.)

(Due to Begin Operation in July)

Network Service: CBC, same as CBVT, Quebec.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts pedestal power visual, 2-watts aural. Antenna: Directional, 148-ft. above av. terrain, 100-ft. above ground, 1150-ft. above sea level, lat. 46° 08' 34", long. 70° 37' 34".

Rates: This is an automatic repeater of CBVT, Quebec and will be included as a bonus with that station.

CKRT-TV-3

St. Patrice (Riviere du Loup)

(Ch. 13)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: CBC, same as CKRT-TV, Riviere du Loup.

Licensee: CKRT-TV Ltee., Montagne Bleue, Pelletier Station, Cte. Kamouraska, Riviere du Loup.

Transmitter: La Pointe, St. Patrice, Riviere du Loup.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 63-watts visual, 32.5-watts aural. Antenna: 37-ft. above av. terrain, 80-ft. above ground, 130-ft. above sea level, lat. 47° 25' 65", long. 70° 51' 25".

Ownership: See CKRT-TV, Riviere du Loup, Que.

Began Operation: Dec. 10, 1964.

Rates: This is an automatic repeater of CKRT-TV, Riviere du Loup, and is included as a bonus with that station.

(Continued on next pages)

Quebec—Sherbrooke

CHLT-TV

(Ch. 7)

(French Outlet)

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 186-kw aural. Antenna: 1840-ft. above av. terrain, 150-ft. above ground, 2796-ft. above sea level.

Latitude 45° 18' 43"
Longitude 72° 14' 32"

Transmitter: Mont-Orford Provincial Park.

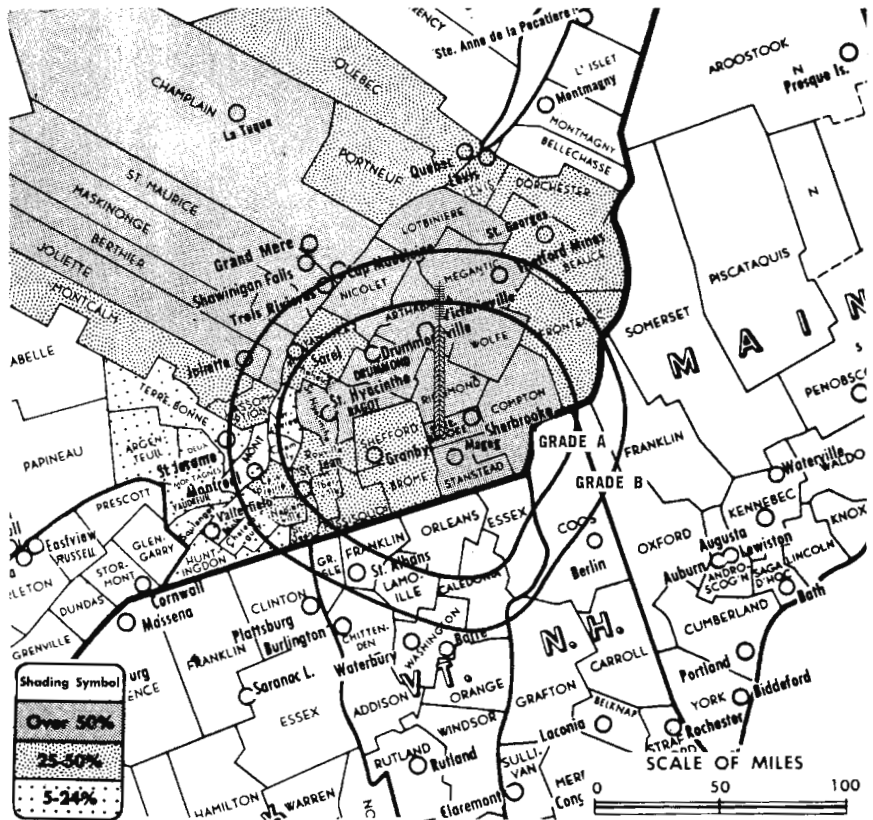
AM Affiliate: CHLT, 10-kw, 630 kc (CBC).

FM Affiliate: CHLT-FM, 57-kw, 102.7 mc (No. 274).

Color: Network, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Broadcast News.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CHLT-TV Authorized 8/28/56

©American Map Co., Inc., N.Y., No. 14244.

CHLT-TV

Network Service: CBC.

Licensee: La Tribune Inc., 221 Dufferin St. **Studio:** 221 Dufferin St. **Telephone:** 569-9331.

Ownership: Same as French-language *La Tribune*, J. L. Gauthier, pres.

Began Operation: Aug. 12, 1956.

Represented (sales) by Canadian Standard Broadcast Sales Inc., (for U.S.) & Paul L'Anglais Inc. (Montreal and Toronto); Stephens & Towndrow (Vancouver).

Personnel:

J. L. Gauthier, *president & general manager*.
Pierre Bruneau, *station manager*.
Robert Thiebaut, *chief engineer*.
Gary Longchamp, *program director*.

DIGEST OF RATE CARD NO. 13—(March 1, 1967)

30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—6-11 p.m., daily.
\$500.00 \$340.00 \$300.00 \$260.00 \$200.00* \$160.00* \$120.00*

*Class AA—6-11 p.m., daily.

For Quebec CATV Systems
see Services Volume

Weekly Reach (BBM)	BBM Area No.	Area Description	TV	
			Total Households	Households Numbers %
Over 50 %	480	Arthabaska, Nicolet, Wolfe	19,390	18,740 97
	471	Drummond	12,700	12,200 96
	450	Sherbrooke	19,900	19,000 95
	430	Lotbiniere, Megantic	17,720	17,050 96
	621	Champlain (bal.), St. Maurice (bal.)	15,700	14,000 89
	475	Richmond	9,300	9,070 98
	500	Bagot, St. Hyacinthe	16,160	15,710 97
	600	Berthier, Joliette, Maskinonge	20,030	19,450 97
	460	Compton, Stanstead	13,770	13,090 95
	629	Shawinigan Metro	14,600	14,150 97
619	Trois Rivières Metro	19,700	19,450 99	
Between 25-50 %	440	Beauce, Dorchester, Frontenac	24,800	23,270 94
	510	Richelieu, Yamaska	12,140	11,870 98
	530	Laprairie (bal.), Napierville, St. Jean	13,020	12,710 98
	490	Brome, Shefford	16,510	16,030 97
	590	L'Assomption (bal.), Montcalm	10,790	10,320 96
Between 5-24 %	520	Iberville, Missisquoi, Rouville	17,480	17,010 97
	420	Levis (bal.), Portneuf, Quebec (bal.)	16,500	16,100 98
	580	Terrebonne (bal.)	21,290	20,280 95
	550	Chambly (bal.), Vercheres	9,510	9,290 98
	540	Beauharnois, Chateaugay (bal.)	19,690	19,150 97
569	Montreal Metro	616,000	590,000 96	
570	Argenteuil, Deux Montagnes, (bal.), Soulanges, Vaudreuil (bal.)	19,230	18,680 97	
CHLT-TV Station Total			975,930	936,620 96
BBM Weekly Reach			209,500	

CFKL-TV
Schefferville

(Ch. 11)

Network Service: CBC, fed directly from studio of CJCL-TV, Labrador City, Nfld.

Licensee: Hollinger Ungava Transport Ltd., Suite 1150, 1245 Sherbrooke St. W., Montreal, Que.

Transmitter: 1-mi. W of town.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 426-kw visual, 213-kw aural. Antenna: Directional, 404-ft. above av. terrain, 60-ft. above ground, 2150-ft. above sea level, lat. 54° 48' 00", long. 66° 51' 10".

Began Operation: August 22, 1965.

Personnel:

A. K. Hansen, *technical director.*
A. F. Hicks, *station manager.*

Rates: See CJCL-TV, Labrador City.

CKRN-TV-1
Senneterre

(Ch. 7)

(Satellite rebroadcasting station of CKRN-TV, Rouyn-Noranda, Que.)

Network Service: CBC, same as CKRN-TV, Rouyn-Noranda.

Licensee: Northern Radio Inc., 70 Gamble St. W., Rouyn, Que.

Transmitter: Senneterre, Que.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 200-ft. above ground, 1200-ft. above sea level, lat. 48° 24' 40", long. 77° 16' 22".

Color: Network.

Began Operation: Sept. 2, 1962.

Rates: This is an automatic repeater of CKRN-TV, Rouyn-Noranda and is included as a bonus with that station.

CHAU-TV-1
Ste. Marguerite-Marie

(Ch. 2)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: Same as CKRT-TV, Riviere du Loup, P.Q.

Licensee: CKRT-TV Ltee., Montagne Bleue, Pelletier Station, Riviere du Loup.

Transmitter: Route 10, Ste. Rose du Regelis, Cte. Temiscouata.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 219-watts visual, 109-watts aural. Antenna: 740-ft. above av. terrain, 185-ft. above ground, 1860-ft. above sea level, lat. 48° 18' 40", long. 67° 05' 06".

Began Operation: August, 1963.

Rates: This is an automatic repeater of CKRT-TV, Riviere du Loup, and is included as a bonus with that station.

CKRT-TV-2
Ste. Rose du Degelis

(Ch. 2)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: Same as CKRT-TV, Riviere du Loup, P.Q.

Licensee: CKRT-TV Ltee., Montagne Bleue, Pelletier Station, Riviere du Loup.

Transmitter: Route 10, Ste. Rose du Degelis, Cte. Temiscouata.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 63-watts visual, 32.5-watts aural. Antenna: 134-ft. above av. terrain, 80-ft. above ground, 600-ft. above sea level, lat. 47° 33' 15", long. 68° 39' 14".

Began Operation: July 1, 1964.

Rates: This is an automatic repeater of CKRT-TV, Riviere du Loup, and is included as a bonus with that station.

CJTK-TV-1
Timiskaming

(Ch. 3)

(Satellite rebroadcasting station of CFCH-TV, North Bay, Ont.)

Network Service: Same as CFCH-TV, North Bay.

Licensee: Chamber of Commerce, Town of Temiscaming, Que.

Transmitter: Temiscaming, Que.

Quebec

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 460-ft. above av. terrain, 110-ft. above ground, 1060-ft. above sea level, lat. 46° 43' 37", long. 79° 05' 54".

Began Operation: Sept. 19, 1962.

Rates: This is an automatic repeater of CFCH-TV, North Bay, and is included as a bonus with that station.

CBFST-2
Timiskaming

(Ch. 12)

(Satellite rebroadcasting station of CBFST, Sturgeon Falls, Ont.)

Network Service: CBC French TV Network.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Thorne, Ont.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 7.08-kw visual, 3.54-kw aural. Antenna: 860-ft. above av. terrain, 554-ft. above ground, 1854-ft. above sea level, lat. 46° 38' 28", long. 79° 04' 24".

Began Operation: March 15, 1963.

Rates: This is an automatic repeater of CBFST, Sturgeon Falls and is included as a bonus with that station.

CKTM-TV
Trois-Rivieres

(Ch. 13)

(French Outlet)

Network Service: CBC.

Licensee: Television St. Maurice Inc., Box 277.

Studio & Transmitter: Mont-Carmel, Que.

Telephone: Frontenac 5-7311.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 325-kw visual, 162.5-kw aural. Antenna: 1323-ft. above av. terrain, 1083-ft. above ground, 1660-ft. above sea level, lat. 46° 29' 27", long. 72° 39' 00".

Color: Network.

TV tape: Recording facilities.

News Wire Service: Broadcast News.

Ownership: Television St. Maurice Inc.; Henri Audet, pres. & general manager. Other officers: Allan Rogerson, v.p.; Guy Labelle, secy.

Began Operations: April 15, 1958.

Represented (sales) by All-Canada Radio & TV Ltd. (U.S.A.). Stovin-Byles Ltd. (Montreal, Toronto, Western Canada).

Personnel:

Henri Audet, *president & general manager.*
Robert Bonneau, *assistant manager & chief engineer.*
Fernand Paquet, *production manager.*
Gilles Dussault, *sales manager.*
Albert Aubichon, *film buyer.*

DIGEST OF RATE CARD NO. 7—(April 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$300.00	\$195.00	\$165.00	\$150.00	\$110.00	\$80.00	\$50.00

CKTM-TV: Total Households, 157,780
TV Households, 152,080; 96%
BBM Weekly Reach (Oct. 1966) 79,800

CKRN-TV-2
Val d'Or

(Ch. 8)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, Que.)

Network Service: Same as CKRN-TV, Rouyn, Que.

Licensee: Northern Radio-Radio Nord Inc., Rouyn, Que.

Transmitter: Val d'Or.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 203-ft. above av. terrain, 200-ft. above ground, 1050-ft. above sea level, lat. 48° 07' 49", long. 77° 48' 00".

Color: Network.

Began Operation: Dec. 21, 1964.

Rates: This is an automatic repeater of CKRN-TV, Rouyn, and is included as a bonus with that station.

(Continued on next page)

Quebec-Saskatchewan

CKRN-TV-3 Ville-Marie

(Ch. 6)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, Que.)

Network Service: Same as CKRN-TV, Rouyn, Que.

Licensee: Northern Radio-Radio Nord Inc., Rouyn, Que.

Transmitter: Ville-Marie.

Technical Facilities: Channel No. 6 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 280-ft. above av. terrain, 200-ft. above ground, 750-ft. above sea level, lat. 47° 21' 05", long. 79° 27' 12".

Color: Network.

Began Operation: Dec. 21, 1964.

Rates: This is an automatic repeater of CKRN-TV, Rouyn, and is included as a bonus with that station.

SASKATCHEWAN

CKBI-TV-1 Alticane

(Ch. 10)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.

Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.

Transmitter: Alticane.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 670-watts visual, 335-watts aural. Antenna: 603-ft. above av. terrain, 175-ft. above ground, 2675-ft. above sea level, lat. 52° 52' 00", long. 107° 40' 00".

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: Feb. 10, 1961.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

CKOS-TV-2 Carlyle Lake

(Ch. 7)

(Satellite rebroadcasting station of CKOS-TV, Yorkton, Sask.)

Network Service: CBC, same as CKOS-TV, Yorkton.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton.

Transmitter: 7.5-mi. N of Carlyle, Sask.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 32-kw visual, 17-kw aural. Antenna: 921-ft. above av. terrain, 921-ft. above ground, 3416-ft. above sea level, lat. 49° 44' 22", long. 102° 16' 38". Note: Has approval for boost to 92-kw visual, 50-kw aural.

Color: Network.

Ownership: See CKOS-TV, Yorkton.

Began Operation: Sept., 1961.

Rates: This is an automatic repeater of CKOS-TV, Yorkton and is included as a bonus with that station.

CKCK-TV-1 Colgate

(Ch. 12)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: Same as CKCK-TV, Regina.

Licensee: Transcanada Communications Ltd., Box 2000, Regina, Sask. Transmitter: Near Colgate, Sask.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 15.1-kw visual, 7.5-kw aural. Antenna: 532-ft. above av. terrain, 572-ft. above ground, 2506-ft. above sea level, lat. 49° 26' 16", long. 103° 47' 53".

Began Operation: Nov. 30, 1962.

Rates: This is an automatic repeater of CKCK-TV, Regina and is included as a bonus with that station.

CJFB-TV-1

Eastend

(Ch. 2)

(Satellite rebroadcasting station of CJFB-TV, Swift Current, Sask.)

Network Service: Same as CJFB-TV, Swift Current.

Licensee: Swift Current Telecasting Co. Ltd., North Hill, Swift Current, Sask.

Transmitter: Eastend.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 564-ft. above av. terrain, 90-ft. above ground, 3541-ft. above sea level, lat. 49° 30' 00", long. 108° 51' 27".

Began Operation: July 31, 1961.

Rates: This is an automatic repeater of CJFB-TV, Swift Current and is included as a bonus with that station.

CKBI-TV-3 Greenwater Lake

(Ch. 4)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.

Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.

Transmitter: Greenwater Lake.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 3-kw visual, 1.5-kw aural. Antenna: 701-ft. above av. terrain, 531-ft. above ground, 2556-ft. above sea level, lat. 52° 28' 03", long. 103° 30' 15".

AM Affiliate: None.

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: May 31, 1962.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

CKSA-TV Lloydminster (See Lloydminster, Alta.)

CKMJ-TV

Marquis (Moose Jaw)

(Ch. 7)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CBC, same as CKCK-TV.

Licensee: Transcanada Communications Ltd., Box 2000, Regina, Sask.

Transmitter: Marquis.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 55.4-kw visual, 27.7-kw aural. Antenna: Directional, 768-ft. above av. terrain, 810-ft. above ground, 2727-ft. above sea level, lat. 50° 38' 43", long. 105° 46' 06".

Color: Network, film, & slide.

AM Affiliate: None.

Began Operation: Sept. 18, 1964.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of CKCK-TV, Regina and is included as a bonus with that station.

CKSA-TV-1 Meadow Lake

(Ch. 12)

(Satellite rebroadcasting station of CKSA-TV, Lloydminster, Alta.)

Network Service: CBC, same as CKSA-TV, Lloydminster, Alta.

Licensee: CKSA-TV Ltd., 5036 50th St., Lloydminster, Alta.

Transmitter: 1-mi. SW of Meadow Lake.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 250-ft. above av. terrain, 200-ft. above ground, lat. 54° 07' 15", long. 108° 07' 56".

Began Operation: Aug. 17, 1965.

Rates: This is an automatic repeater of CKSA-TV, Lloydminster, Alta. and is included as a bonus with that station.

Saskatchewan—Moose Jaw

CHAB-TV

(Ch. 4)

(Also operates satellite rebroadcasting station CHRE-TV, Regina, Sask.)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 52-kw aural. Antenna: 793-ft. above av. terrain, 580-ft. above ground, 2980-ft. above sea level.

Latitude 50° 23' 25"
Longitude 105° 55' 38"

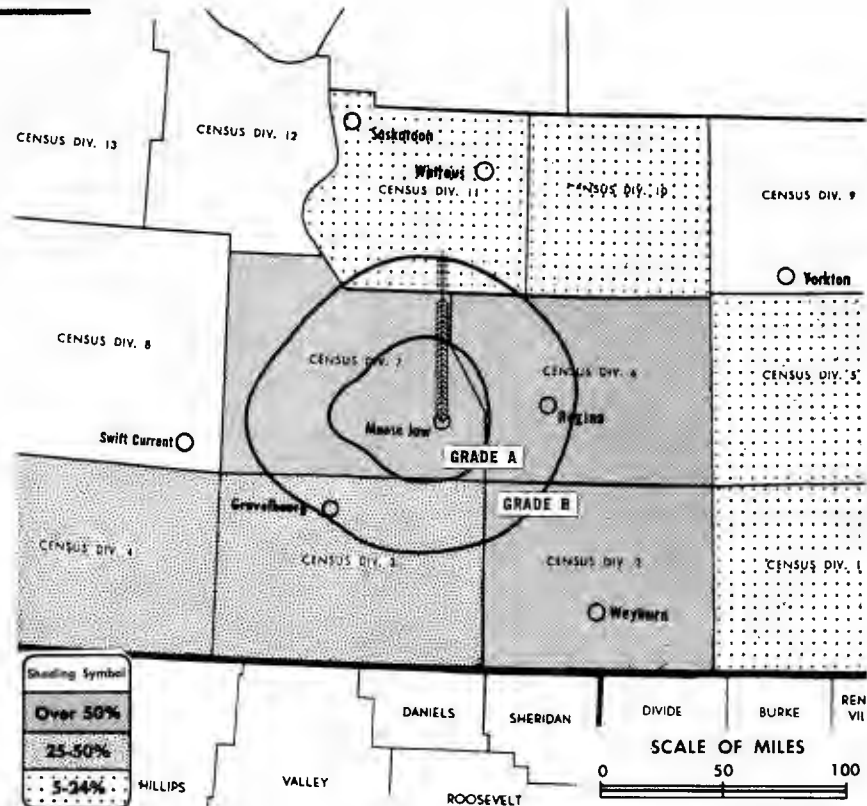
Transmitter: Caron, Sask.

Color: Network.

News Wire Service: Canadian Press.

News Film Service: British Information Services.

AM Affiliate: CHAB, 10-kw, 800 kc (CBC).



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CHAB-TV Authorized: 8/15/58

CHAB-TV

(Ch. 4)

Network Service: CTV.

Licensee: CHAB Ltd., 127 Main North. Telephone: 692-6464.

Studio: 127 Main North.

Ownership: Jack Moffat, president.

Began Operation: July 7, 1959.

Represented (sales) by: E. S. Sumner Corp. (U.S.A.) & Stovin-Byles Ltd. (Canada).

Personnel:

Jack Moffat, *president*.
Sid Boyling, *station manager*.
Bruce Pendlebury, *program & operations manager*.
Ken Newans, *national sales manager*.
Bob Wyatt, *business manager*.
Merv Pickford, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (April 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	8 Sec.*
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$245.00	\$165.00	\$145.00	\$125.00	\$100.00	\$80.00 \$40.00

*Class AA—7-11 p.m., daily.

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	1379	Regina Metro	33,600	31,100	93
	1390	7	17,300	15,600	90
	1380	6 (bal.)	11,500	10,200	89
	1340	2	8,880	8,030	90
Between 25-50 %	1350	3, 4	12,610	10,270	81
	1440	11 (bal.)	8,200	7,100	87
Between 5-24 %	1420	10	8,970	8,000	89
	1360	5	12,400	10,000	81
	1330	1	10,600	8,290	78
CHAB-TV Station Total			124,060	108,590	88
BBM Weekly Reach			62,400		

Also see page for CHRE-TV, Regina, Sask.

Saskatchewan

CKBI-TV-4 Nipawin

(Ch. 2)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask.)
Network Service: CBC, same as CKBI-TV, Prince Albert.
Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.
Transmitter: Nipawin.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 54-watts visual, 27-watts aural. Antenna: 175-ft. above av. terrain, 150-ft. above ground, 1375-ft. above sea level, lat. 53° 20' 10", long. 104° 05' 00".

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: Dec. 1, 1961.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

CKBI-TV-2 North Battleford

(Ch. 7)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask. via CKBI-TV-1, Alticane, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.
Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.
Transmitter: North Battleford.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 570-watts visual, 285-watts aural. Antenna: 461-ft. above av. terrain, 409-ft. above ground, 2184-ft. above sea level, lat. 52° 49' 44", long. 108° 19' 47".

AM Affiliate: None.

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: Feb. 10, 1961.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

CKBI-TV Prince Albert

(Ch. 5)

(Also operates satellite rebroadcasting stations CKBI-TV-1, Alticane, CKBI-TV-2, North Battleford, CKBI-TV-3, Greenwater Lake, CKBI-TV-4, Nipawin, all in Sask.)

Network Service: CBC.

Licensee: Central Broadcasting Co. Ltd., 10th Street West.

Studio: 10th Street West.

Transmitter: Red Deer Hill.

Telephone: 763-7421. **Telex No.:** 034-2932.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 61-kw visual (100-kw directional), 6.1-kw aural. Antenna: 1494-ft. above av. terrain, 584-ft. above ground, 2334-ft. above sea level, lat. 53° 03' 27", long. 105° 50' 32".

Color: Network.

AM Affiliate: CKBI, 10-kw, 900 kc.

FM Affiliate: None.

Ownership: E. A. Rawlinson, pres. & gen. mgr.

Began Operation: Jan. 27, 1958.

Represented (sales) by: All-Canada Radio & Television Ltd.

Personnel:

E. A. Rawlinson, *president & general manager.*
 Ian Robertson, *sales manager.*
 J. J. Cannon, *program manager & film buyer.*
 Tom Van Nes, *chief engineer.*

DIGEST OF RATE CARD NO. 8 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$260.00	\$190.00	\$165.00	\$110.00	\$85.00	\$60.00	\$25.00

CKBI-TV: Total Households, 76,670
 TV Households, 61,700; 80%
BBM Weekly Reach (Oct. 1966) 33,800

CJFB-TV-3 Riverhurst

(Ch. 10)

(Satellite rebroadcasting station of CJFB-TV, Swift Current, Sask.)

Network Service: CBC, same as CJFB-TV, Swift Current.

Licensee: Swift Current Telecasting Co. Ltd., North Hill, Swift Current.

Transmitter: Riverhurst, Sask.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 710-watts visual, 355-watts aural. Antenna: 793-ft. above av. terrain, 432-ft. above ground, 2957-ft. above sea level, lat. 50° 44' 25", long. 106° 54' 34".

Began Operation: Oct. 14, 1964.

Rates: This is an automatic repeater of CJFB-TV, Swift Current and is included as a bonus with that station.

CFQC-TV Saskatoon

(Ch. 8)

(Operates satellite rebroadcasting station CFQC-TV-1, Stranraer, Sask.)

Network Service: CBC, NBC, ABC, CBS.

Licensee: A. A. Murphy & Sons Ltd., 216 1st Ave. N.

Studio: 216 1st Ave., N. **Transmitter:** 14-mi. ENE of Saskatoon.

Telephone: 306-242-6611.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 325-kw visual, 180-kw aural. Antenna: 866-ft. above av. terrain, 650-ft. above ground, 2585-ft. above sea level, lat. 52° 11' 30", long. 106° 23' 01".

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: Broadcast News.

News Film Service: CBC.

AM Affiliate: CFQC, 5-kw, 600 kc (CBC).

Began Operation: Dec. 5, 1954.

Represented (sales) by: Canadian Standard Broadcast Sales Inc. (for U.S.); Harlan G. Oakes & Associates (West Coast); Radio-Television Representatives Ltd. (Canada).

Personnel:

W. A. Murphy, *president.*
 G. Blair Nelson, *v.p. & general manager.*
 Vernon Dallin, *asst. general manager.*
 Don Brinton, *station manager.*
 Ken Hutson, *sales manager.*
 Ted Eadinger, *promotion manager.*
 Greg Barnsley, *production manager.*
 Verna Fowler, *traffic manager.*
 Les Edwards, *news service director.*
 Jim Love, *chief engineer.*

DIGEST OF RATE CARD NO. 14 (March 1, 1967)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
\$450.00	\$150.00*	\$135.00*	\$120.00*	\$75.00*

*Class AAA—8-10 p.m., Sat.-Thurs.; 8-11 p.m., Fri.

CFQC-TV: Total Households, 96,810
 TV Households, 83,150; 86%
BBM Weekly Reach (Oct. 1966) 54,800

CFQC-TV-1 Stranraer

(Ch. 3)

(Satellite rebroadcasting station of CFQC-TV, Saskatoon, Sask.)

Network Service: CBC, same as CFQC-TV.

Licensee: A. A. Murphy & Sons Ltd., Saskatoon, Sask.

Transmitter: Stranraer, Sask.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 10.3-kw visual, 5.4-kw aural. Antenna: 930-ft. above av. terrain, 565-ft. above ground, 3,135-ft. above sea level, lat. 51° 40' 55", long. 108° 30' 15".

Color: Network, film, slide & tape.

Began Operation: April 4, 1962.

Represented (sales) by: Canadian Standard Broadcast Sales Inc. (for U.S.); Radio-Television Representatives Ltd.

Rates: This is an automatic repeater of CFQC-TV, Saskatoon and is included as a bonus with that station.

Saskatchewan—Regina

CHRE-TV

(Ch. 9)

(Satellite repeater of CHAB-TV, Moose Jaw, Sask.)

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 250-kw visual, 125-kw aural. Antenna: 680-ft. above av. terrain, 736-ft. above ground, 1956-ft. above sea level.

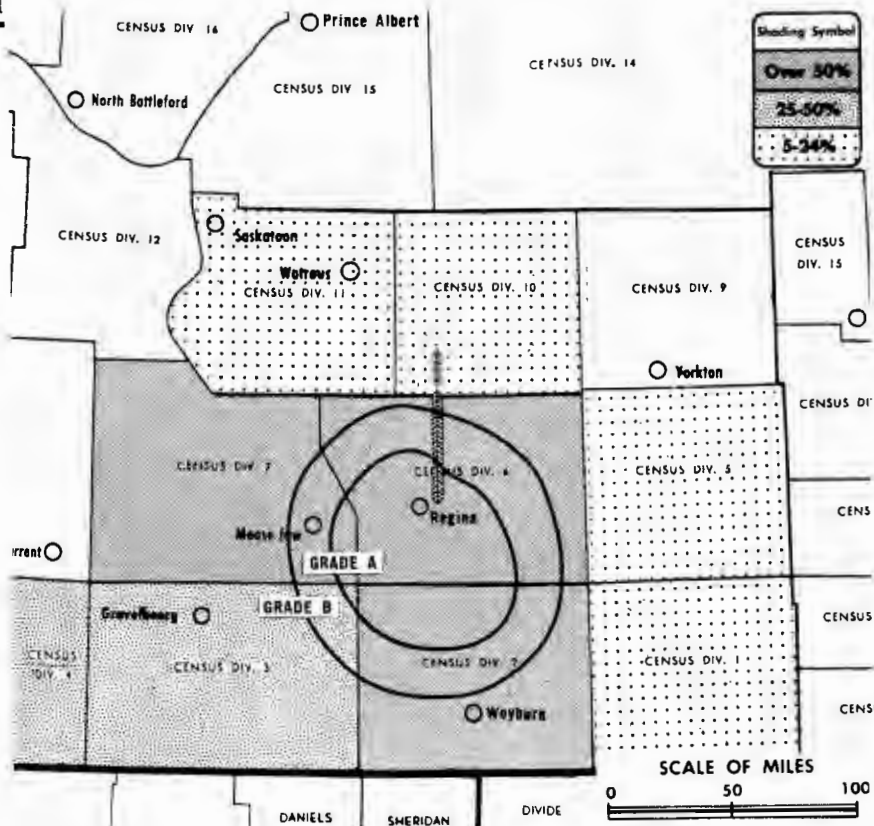
Latitude 50° 28' 58"
Longitude 104° 30' 20"

Transmitter: 2-mi. NE of Regina.

Color: Network.

News Wire Service: Canadian Press.

News Film Service: British Information Services.



CHRE-TV Authorized: 8/17/82

CHRE-TV

Network Service: CTV, same as CHAB-TV, Moose Jaw, Sask.
Licensee: CHAB Ltd., 127 Main North, Moose Jaw.
Telephone: 527-0146 (Regina).
Ownership: See CHAB-TV, Moose Jaw, Sask.
Began Operation: Dec. 21, 1962.
Rates: This is an automatic repeater of CHAB-TV, Moose Jaw, and is included as a bonus with that station.

For BBM Bureau of Measurement
Household Data, see
CHAB-TV, Moose Jaw, Sask.

CKCK-TV, Regina, Saskatchewan is on next page

Saskatchewan—Regina

CKCK-TV

(Ch. 2)

(Also operates satellite rebroadcasting stations CKCK-TV-1, Colgate; and CKCK-TV-2, Willow Bunch, CKMJ-TV, Marquis-Moose Jaw, Sask.)

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 53.5-kw aural. Antenna: 588-ft. above av. terrain, 670-ft. above ground, 2534-ft. above sea level.

Latitude 50° 26' 52"
Longitude 104° 30' 00"

Transmitter: Hwy. No. 1, 3-mi. E of city.

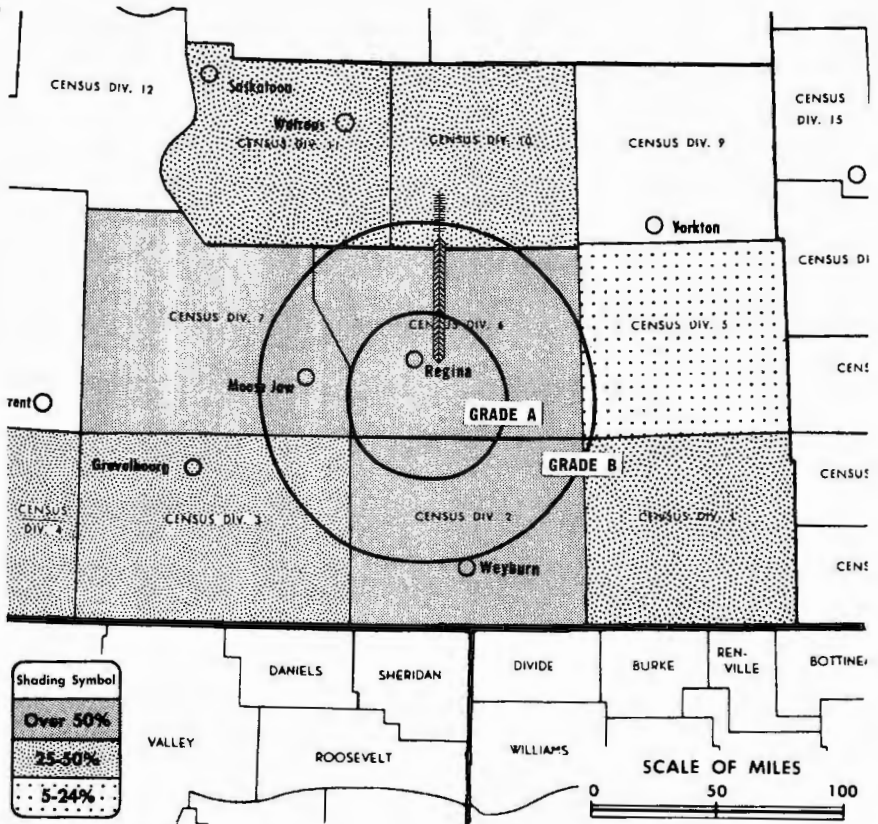
Color: Network, film & slide.

News Film Service: CBC.

TV tape: Recording facilities.

News Wire Service: Broadcast News.

AM Affiliate: CKCK, 5-kw, 620 kc (CBC).



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CKCK-TV Authorized: 4/20/56

CKCK-TV

Network Service: CBC.

Licensee: Transcanada Communications Ltd., Box 2000.

Studio & Transmitter: Hwy. No. 1, 3 mi. E of city.

Telephone: 306-523-6671.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 53.5-kw aural. Antenna: 588-ft. above av. terrain, 670-ft. above ground, 2534-ft. above sea level, lat. 50° 26' 52", long. 104° 30' 00".

TV tape: Recording facilities.

AM Affiliate: CKCK, 5-kw, 620 kc (CBC).

Ownership: Transcanada also operates CKCK, Regina; CKOC, Hamilton & CKRC, Winnipeg; Clifford Sifton, chmn., owns interest in CHCH-TV. Sifton newspapers publish *Regina Leader-Post*, *Saskatoon Star-Phoenix*.

Began Operation: July 27, 1954.

Represented (sales) by All-Canada Radio & Television Ltd.

Represented (engineering) by Keith McKinnon.

Personnel:

Clifford Sifton, chairman.
Michael Sifton, president.
H. A. Crittenden, vice president.
Don Tunnicliffe, general manager.
Lee Hambleton, general sales manager.
Lloyd Westmoreland, assistant manager & film buyer.
Doug Lee, production manager.
John Badham, sports director.
Jim Oxman, news director.
Lorne McBride director of engineering.

DIGEST OF RATE CARD NO. 14
(April 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	8 Sec.	
Class AA—6-10 p.m., Mon.-Thurs.; 6-11 p.m., Fri.-Sun.	\$325.00	\$180.00	\$160.00	\$135.00	\$120.00	\$110.00	\$100.00	\$50.00

Weekly Reach (BBM)	BBM Area No.	Area Description	Total Households	TV Households Number	%
Over 50 %	1379	Regina Metro	33,600	31,100	93
	1380	6 (bal.)	11,500	10,200	89
	1340	2	8,880	8,030	90
	1390	7	17,300	15,600	90
Between 25-50 %	1350	3, 4	12,610	10,270	81
	1420	10	8,970	8,000	89
	1330	1	10,600	8,290	78
	1440	11 (bal.)	8,200	7,100	87
Between 5-24 %	1360	5	12,400	10,000	81
CKCK-TV Station Total			124,060	108,590	88
BBM Weekly Reach			75,600		

MORTON FLOM, ENG.

CONSULTING ENGINEER
Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

CJFB-TV Swift Current

(Ch. 5)

(Also operates satellite rebroadcasting stations CJFB-TV-1, Eastend, Sask. and CJFB-TV-2, Val Marie, Sask.; CJFB-TV-3, Riverhurst, Sask.)

Network Service: CBC.

Licensee: Swift Current Telecasting Co. Ltd., North Hill.

Studio & Transmitter: North Hill, Swift Current.

Telephone: 773-7266.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 13.3-kw visual, 6.65-kw aural. Antenna: 511-ft. above av. terrain, 365-ft. above ground, 3049-ft. above sea level, lat. 50° 20' 20", long. 107° 47' 17".

Color: Network & tape.

News Wire Service: Broadcast News.

AM Affiliate: None.

Ownership: Wm. D. Forst, pres. & principal owner.

Began Operation: Dec. 23, 1957.

Represented (sales) by Forjoe-TV Inc. (for U.S.); Radio-Television Representatives Ltd.

Personnel:

William D. Forst, *president, gen. mgr. & technical director.*
Walter S. Buffam, *sales manager.*
Julie Forst, *program director & film buyer.*
George Harwood, *chief engineer.*

DIGEST OF RATE CARD NO. 5 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6-11 p.m., daily; all day Sunday.						
\$165.00	\$55.00*	\$44.00*	\$27.50*

*Class AAA—8-10 p.m., daily.

CJFB-TV, CJFB-TV-1, CJFB-TV-2 & CJFB-TV-3
Total Households, 41,510
TV Households, 36,070; 87%
BBM Weekly Reach (Oct. 1966) 12,300

CJFB-TV-2 Val Marie

(Ch. 2)

(Satellite rebroadcasting station of CJFB-TV, Swift Current, Sask.)

Network Service: Same as CJFB-TV, Swift Current.

Licensee: Swift Current Telecasting Co. Ltd., North Hill, Swift Current, Sask.

Transmitter: Val Marie.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 413-ft. above av. terrain, 165-ft. above ground, 3209-ft. above sea level, lat. 49° 10' 45", long. 107° 52' 00".

Began Operation: Aug. 18, 1961.

Rates: This is an automatic repeater of CJFB-TV, Swift Current and is included as a bonus with that station.

CKCK-TV-2 Willow Bunch

(Ch. 6)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: Same as CKCK-TV, Regina.

Licensee: Transcanada Communications Ltd., Box 2000, Regina, Sask.

Transmitter: Two-mi. S of Willow Bunch.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 9-kw visual, 4.5-kw aural. Antenna: 864-ft. above av. terrain, 677-ft. above ground, 3527-ft. above sea level, lat. 49° 20' 58", long. 105° 38' 08".

Began Operation: May 15, 1963.

Rates: This is an automatic repeater of CKCK-TV, Regina and is included as a bonus with that station.

Saskatchewan

CKOS-TV-3 Wynyard

(Ch. 6)

(Satellite rebroadcasting station of CKOS-TV, Yorkton, Sask.)

Network Service: CBC, same as CKOS-TV, Yorkton.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton.

Transmitter: 6-mi. SW of Wynyard.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 11-kw visual, 1.8-kw aural. Antenna: 623-ft. above av. terrain, 623-ft. above ground, 2839-ft. above sea level, lat. 51° 42' 30", long. 104° 17' 55".

Color: Network.

Ownership: See CKOS-TV, Yorkton.

Began Operation: Jan., 1962.

Rates: This is an automatic repeater of CKOS-TV, Yorkton and is included as a bonus with that station.

CKOS-TV Yorkton

(Ch. 3)

(Also operates satellite rebroadcasting stations CKSS-TV, Dauphin, Man.; CKOS-TV-2, Carlyle Lake, Sask.; CKOS-TV-3, Wynyard, Sask.)

Network Service: CBC.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway.

Studios: 95 E. Broadway; Yorkton, Sask.

Transmitter: 12 mi. W. of Yorkton.

Telephone: 783-3688.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 15-kw visual, 2.6-kw aural. Antenna: 529-ft. above av. terrain, 554-ft. above ground, 2275-ft. above sea level, lat. 51° 12' 20", long. 102° 43' 55".

Color: Network.

TV tape: Recording facilities.

Ownership: Ronald L. Skinner, general manager; G. Skinner, asst. gen. mgr. and Skinner Holdings Ltd.

Began Operation: June 19, 1958.

Represented (sales) by Stovin-Byles Television Ltd. (for Canada); ABC International Television Inc. (for U.S.).

Personnel:

R. L. Skinner, *general manager.*
J. V. (Corky) Birt, *sales manager.*
George Skinner, *asst. gen. mgr.*

DIGEST OF RATE CARD NO. 10 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class A—6-11 p.m., daily.						
\$350.00	\$250.00	\$220.00	\$150.00	\$115.00	\$90.00	\$50.00

*Class AA—6:30-10 p.m., daily.

CKOS-TV: Total Households, 129,780
TV Households, 107,750; 83%
BBM Weekly Reach (Oct. 1966) 52,700

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers - Appraisers - Consultants - Management
THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

International Directory of TV Stations and Sets

Based on Best Available Information from U.S. & Foreign Govt. Agencies and from
Equipment Manufacturers and Other Trade Sources

Including Stations on Air, Under Construction, Planned and Operating Experimentally and Estimates of Sets-in-Use as of Jan. 1, 1967

For U.S. Armed Forces Stations, see p. 968-b.

For Technical Transmission Standards, see p. 966-b. For Channel Frequencies, see p. 967-b.

Locations of Operating Stations Indicated by **BOLD-FACE CAPITALS**, Stations Not Yet on Air by **LIGHT FACE**

Aden

(CCIR 625-line standards)
Sets in use: 20,000

SAABS-TV, South Arabian Broadcasting Service, (Govt., commercial), Television House, Clock Tower Hill, Tawahi (P.O. Box 1264, Aden). Tel. Aden 3231; 3232. All transmitters carry common program. Arabic & English language. Simulcasting into Arabic began Sept. 11, 1966. Hours of operation: 10-11 a.m. local time, educational; 6-10:30 p.m. local time, commercial.

Ownership: Government of the Federation of South Arabia, Ministry of National Guidance & Information. Personnel: Husein Safi, dir. of broadcasting; Alawi Sakkaf, dir. of programs; Nadeem Hassanali, sales mgr.; Brian Hughes, chief engineer. Represented internationally by Television International Enterprises (Sales) Ltd., London & New York. Rates (Card No. 1): Spot 60 sec., 12/500; 7 sec., 3/750. (South Arabian Dinars).

AL AINEH—Ch. E-4 (V-62.25, A-67.75). Transmitter 100 watts, ERP 400 watts. Started Sept. 1964.

AL BARGH—Ch. E-10 (V-210.25, A-215.75). Transmitter 100 watts ERP 400 watts. Started Sept. 1964.

GA'AR (Abyan)—Ch. E-7 (V-189.26, A-194.76). Transmitter 100 watts, ERP 200 watts. Started Nov. 1965.

Planned:

CRATER—Ch. E-8. Scheduled to start in 1967.

LITTLE ADEN—Ch. E-5. Scheduled to start in 1967.

Albania

(OIRT 625-line standards)
Sets in use: 1,000

TIRANA—Radiodiffusion Albanaise, Rue Conference de Peza 3, Tirana, Albania. Ch. R-2 (experimental station reportedly operating 3 days per week). Transmitter 20 watts. Personnel: Th. Nano, director general; Dhori Nini, chief of foreign relations section.

Algeria

(French 819-line standards)
Sets in use: 150,000

Radiodiffusion-Television Algerienne (Govt., non-commercial), 21 Blvd. des Martyrs, Algiers, Algeria. Tel. 60-23-00. French & Arabic language. Personnel: Rezzoug Mohamed, director general; Laghouati Abderrahmane, director of technical services; Hadjij Mahi, director of administration.

ALGIERS (Cap Matifou)—Ch. F-11. ERP 2 kw (directional). Started Dec. 1956.

CHREA (Pic Abdelkader)—Ch. F-6 (Repeats Ch. F-11, Algiers). ERP 5 kw. Started Jan. 1960.

CONSTANTINE (Bellevue)—Ch. F-7. ERP 200 watts (directional). Started Oct. 1960.

ORAN (Perret)—Ch. F-8A. ERP 200 watts. Started Dec. 1958.

TESSALA (Camp Romain)—Ch. F-12 (Repeats Ch. F-8A, Oran). ERP 5 kw. Started Oct. 1960.

TIZI-OUZOU (Mt. Belloua)—Ch. F-8 (Repeats Ch. F-11, Algiers). ERP 3 watts. Started July 1959.

Antigua

Sets in use: 1,500

ST. JOHN'S—ZAL-TV, Leeward Islands Television Services Ltd. (LITS), Scott's Hill, P.O. Box 159, St. John's, Antigua, W. I. Tel. St. John's 821. Ch. 10 (V-193.25, A-197.75), transmitter 10 kw. Started June 1965. Hours of operation: Daily 5:30-11 p.m. Low-power repeater: Ch. 7, Montserrat.

Ownership: Rediffusion (West Indies) Ltd. div. of Rediffusion of England; Bermuda Broadcasting Co. Ltd.; CBS; Novelle Richards & Assoc. (local business group); Govt. of Antigua. Personnel: Charlie Moore, manager & film buyer; Samuel James, chief engineer. Represented in U.S. by Intercontinental Services Ltd., New York; in Canada by Stovin-Byles Ltd., Toronto; in U.K. by Overseas Rediffusion Ltd., London. Rates (Jan. 1965): Spot 60 sec., 13.70; 8 sec., 6.85; program 1 hr., 68.55; 5 min., 17.15 (W. I. Dollar).

For Associations of Broadcasters
see Services Volume

Argentina

(CCIR 625-line standards, U.S. channeling)
Sets in use: 1,600,000
All stations commercial

BUENOS AIRES—LS82-TV, Comision Administradora de Emisoras Comerciales (Govt.), Av. Leandro N. Alem 735, Capital Federal. Plans return to private operation. Transmitter: Av. 9 de Julio 1925. Ch. 7 (V-175.25, A-179.25), transmitter 5 kw, ERP 43 kw. TV tape recording facilities. Low-powered repeaters in Rosario, Santa Fe & Chivilcoy. Started Nov. 1951. Personnel: Francisco Petrone, director general; Angel Grandamarina, commercial director; Alejandro R. Spataro, technical director.

BUENOS AIRES—LS83-TV, Compania Argentina de Television CA-DE-TE S.A., Castex 3345, Capital Federal. Transmitter plant: Av. 9 de Julio 1925. Ch. 9 (V-187.25, A-191.75), transmitter 11 kw, ERP 35 kw. TV tape recording facilities. Started June 1960. Personnel: Alejandro Romay, director general; Javier Diaz, commercial manager; Domingo Perez, technical director.

BUENOS AIRES—LS84-TV, Teleonce Dicon S.A., Pavon 2444, Capital Federal. Transmitter plant: Av. Leandro N. Alem 719. Ch. 11 (V-199.25, A-203.75), transmitter 10 kw, ERP 120 kw. TV tape recording facilities. Started July 1961. Personnel: Pedro Simonsini, director general; Juan C. Sanchez, manager; Carlos A. Fernandez, technical manager.

BUENOS AIRES—LS85-TV, Rio de la Plata TV S.A., Cochabamba 1153, Capital Federal. Transmitter plant: Av. Leandro N. Alem 719. Ch. 13 (V-211.25, A-215.75), transmitter 10 kw, ERP 116 kw. TV tape recording facilities. Started Oct. 1960. Personnel: Alfredo Chopitea, pres.; Alberto R. Constantini, general manager; Jorge Alcaraz, sales manager; Francisco Gavilanes, technical manager.

CHIVILCOY—Ch. 6 (V-83.25, A-87.75). ERP 400 watts. Repeats LS82-TV, Buenos Aires.

CORDOBA—LV80-TV, Universidad Nacional de Cordoba, Rivera Indarte 170, Cordoba. Transmitter plant: Rivera Indarte & Av. Colon. Ch. 10 (V-193.25, A-197.75), transmitter 100 watts, ERP 350 watts. TV tape recording facilities. Educational & commercial. Started March 1962. Personnel: Dr. Jorge Orgaz, Rector of the University of Cordoba; Eduardo Posse, controller; Hector Blesio, technical director.

CORDOBA—LV81-TV, Telecor S.A., Fader 111, Cerro de las Rosas. Ch. 12 (V-205.25, A-209.75), transmitter 500 watts, ERP 2 kw. TV tape recording facilities. Started April 1960. Personnel: Jorge Smith, general manager; Marcos Pena, sales manager; Alberto Munoz, technical manager.

MAR DEL PLATA—LU86-TV, Difusora Marplatense S.A., Avenida Pedro Luro 2907, Mar del Plata. Ch. 8 (V-181.25, A-185.75), transmitter 500 watts, ERP 3 kw. TV tape recording facilities. Started Dec. 1960. Personnel: Leon Hecker, director general; Oscar Vina, general manager; Ricardo Casanova, operations mgr.

MENDOZA—LV89-TV, Difusora Mendoza S.A., Garibaldi 7, Mendoza. Ch. 7 (V-175.25, A-179.75), transmitter 2 kw, ERP 15 kw. TV tape recording facilities. Started Feb. 1961. Personnel: Ing. Salvador Castro, director general; Arturo Anguita, sales manager; Ing. Hugo Bortolamedi, technical manager.

ROSARIO—Ch. 8 (V-181.25, A-185.75). ERP 400 watts. Repeats LS82-TV, Buenos Aires.

SAN JUAN—LV82-TV, Rivadavia 22 Este, San Juan. Ch. 8 (V-181.25, A-185.75). ERP 2 kw. Jorge Enrique Estornell, director general.

SAN MIGUEL DE TUCUMAN—LW83-TV, Ch. 10 (V-193.25, A-197.75).

SAN RAFAEL—LV84-TV, Ch. 6 (V-83.25, A-87.75).

SANTA FE—Ch. 7 (V-175.25, A-179.25). ERP 400 watts. Repeats LS82-TV, Buenos Aires.

Under construction:

BAHIA BLANCA—LU81-TV, Ch. 7 (V-175.25, A-179.75).

BAHIA BLANCA—LU80-TV, Ch. 9 (V-187.25, A-191.75).

COMODORO RIVADAVIA—LU83-TV, Ch. 9 (V-187.25, A-191.75).

CORRIENTES—LT80-TV, Ch. 13 (V-211.25, A-215.75).

LA PLATA—LS86-TV, Ch. 2 (V-55.25, A-59.75).

MAR DEL PLATA—LU82-TV, Ch. 10 (V-193.25, A-197.75).

MENDOZA—LV83-TV, Ch. 9 (V-187.25, A-191.75).

NEUQUEN—LU84-TV, Ch. 7 (V-175.25, A-179.75).

RESISTENCIA—LT81-TV, Ch. 9 (V-187.25, A-191.75).

ROSARIO-SANTA FE—LT-83-TV. Ch. 3 (V-61.25, A-65.75).
 ROSARIO-SANTA FE—LT84-TV. Ch. 5 (V-77.25, A-81.75).
 SALTA—LW82-TV. Ch. 11 (V-199.25, A-203.75).
 SAN SALVADOR DE JUJUY—LW80-TV, Radio Vision Jujuy S.A.,
 Necochea 237, San Salvador de Jujuy. Ch. 7 (V-175.25, A-179.75).
 SANTA FE—LT82-TV. Ch. 13 (V-211.25, A-215.75).
 SANTIAGO DEL ESTERO—LW81-TV. Ch. 7 (V-175.25, A-179.75).

Australia

(Modified 625-line standards)
 Sets in use: 2,700,000

Australian Broadcasting Commission (Govt., non-commercial), 145 Elizabeth St. (P.O. Box 487), Sydney, N.S.W., Australia, operates 38 stations in major centers, with others planned (see below).

Federation of Australian Commercial Television Stations, Suite 404, Caltex House, Sydney, is an association of the independent commercial telecasters in Australia. A. S. Cowan, general manager; A. B. Simpson, executive assistant.

ADELAIDE—ABS, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.26, A-69.76). Transmitter 20 kw, ERP 100 kw. Started March 11, 1960.

ADELAIDE—ADS, TV Broadcasters Ltd. (commercial), 125 Strangways Ter., North Adelaide, So. Australia. Tel. 6-8591. Ch. A-7 (V-182.26, A-187.76). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recording facilities. Started Oct. 24, 1959. Hours of operation: Mon.-Fri., 2:30-11 p.m.; Sat., 4:30-11 p.m.; Sun., 2-11 p.m. Rates (Sept. 1966, peak): 60 sec., 200; 10 sec., 60; 1 hr., 650; 30 min., 325 (Australian dollars). Personnel: J. Fowler, gen. mgr.; K. MacDonald, station mgr.; K. Murphy, sales mgr.; S. McLean, chief engineer; L. Taylor, program mgr.; D. Eiddell, news editor. Affiliated with Australian Television Network. Rates: 60 sec., 95; 10 sec., 30; 1 hr., 320; 30 min., 160 (Australian pounds).

ADELAIDE—NWS, Southern TV Corp. Ltd. (commercial), 202-208 Tynte St., North Adelaide, So. Australia. Tel. 6-9322. Ch. A-9 (V-196.26, A-201.76). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recording facilities. Started Sept. 5, 1959. Hours of operation: Mon.-Fri., 1:30-11:30 p.m.; Sat. 4-midnight; Sun., noon-11 p.m. Personnel: W.L.C. Davies, gen. mgr.; J. McPherson, sales mgr.; J. Batchelor, chief engineer; R. Heading, program mgr.; P. Middleton, news editor. Affiliated with National Television Network. Rates (Sept. 1966, peak): 60 sec., 200; 10 sec., 60; 1 hr., 650; 30 min., 325 (Australian dollars).

ADELAIDE—SAS, South Australian Telecasters Ltd., 45-49 Park Terrace, Gilberton, So. Australia. Tel. 65 6991. Ch. A-10 (V-209.25, A-214.75). ERP 100 kw. TV tape recorder facilities. Started July 26, 1965. Hours of operation: Daily approx. noon-11:30 p.m. Personnel: D. L. Hall, gen. mgr. Affiliated with Independent Television System. Rates (Sept. 1966, peak): 60 sec., 140; 10 sec., 50; 1 hr., 440; 30 min., 220 (Australian dollars).

BALLARAT—ABRV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.238, A-91.738). Transmitter twin 10 kw in parallel, ERP 100 kw. Started May 20, 1963.

BALLARAT—BTV, Ballarat and Western Victoria Television Ltd. (commercial), P.O. Box 464, Walker St., Ballarat, Victoria. Tel. 21 666. Ch. A-6 (V-175.248, A-180.748). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started April 27, 1962. Hours of operation: Approx. 45 hrs. per week. Personnel: B. F. Jackson, gen. mgr.; B. G. Robertson, chief engineer. Rates: (Sept. 1966, peak): 60 sec., 116; 10 sec., 42; 1 hr., 460; 30 min., 230 (Australian dollars).

BEGA-COOMA—ABS, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-8 (V-189.258, A-194.758). Transmitter 5 kw in parallel, ERP 100 kw. Started June 29, 1966.

BENDIGO—ABEV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.26, A-62.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 29, 1963.

BENDIGO—BCV, Bendigo and Central Victoria Telecasters Ltd. (commercial), P.O. Box 240, Bendigo, Victoria. Tel. 3 0584. Ch. A-8 (V-189.25, A-194.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started Dec. 23, 1961. Hours of operation: Daily 4:30-11:30 p.m. except Wed. & Sun., approx. noon-11:30 p.m. Personnel: F. A. McManus, gen. mgr.; J. Dear, chief engineer. Rates (Sept. 1966, peak): 60 sec., 104; 10 sec., 36 (Australian dollars).

International TV Directory

BRISBANE—ABQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.24, A-69.24). Transmitter 20 kw, ERP 100 kw. Started Nov. 2, 1959.

BRISBANE—BTQ, Brisbane TV Ltd. (commercial), Sir Samuel Griffiths Drive, Mt. Coot-tha, Brisbane, Queensland. Tel. 36 0111. Ch. A-7 (V-182.25, A-187.75). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started Nov. 1, 1959. Hours of operation: Daily 11 a.m.-11 p.m. except Sat., 3-11:15 p.m.; Sun. noon-10:45 p.m. Personnel: E. F. Allen, gen. mgr.; M. A. Norris, sales mgr.; M. Everingham, chief engineer; B. Rhys-Jones, program mgr. Affiliated with Australian Television Network. Rates (Sept. 1966, peak): 60 sec., 200; 10 sec., 70; 1 hr., 644; 30 min., 332 (Australian dollars).

BRISBANE—GTQ, Queensland TV Ltd. (commercial), Box 72A GPO, Brisbane, Queensland. Tel. 36 2233. Ch. A-9 (V-196.25, A-201.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Aug. 16, 1959. Hours of operation: Mon.-Fri., 11 a.m.-11:05 p.m.; Sat., 3-11 p.m.; Sun., 11:30 a.m.-11 p.m. Personnel: J. W. McKay, gen. mgr.; J. T. Frank, program mgr.; F. J. Marlan, chief engineer; K. De Latour, news editor. Affiliated with National Television Network. Rates (Sept. 1966, peak): 60 sec., 175; 10 sec., 60; 1 hr., 560; 30 min., 280 (Australian dollars).

BRISBANE—TVQ, Universal Telecasters Queensland Ltd., Sir Samuel Griffiths Drive, Brisbane, Mt. Coot-tha, Queensland. Tel. 36 0366. Ch. A-0 (V-46.25, A-51.75). ERP 100 kw. TV tape recorder facilities. Started July 1, 1965. Hours of operation: Daily approx. 3:30-11 p.m. Personnel: N. Carlyon, gen. mgr.; R. Archer, sales mgr.; C. Stevenson, chief engineer; R. Pennell, program mgr.; G. Jull, news editor. Affiliated with Independent Television System. Rates (Sept. 1966, peak): 60 sec., 120; 10 sec., 40; 1 hr., 360; 30 min., 190 (Australian dollars).

BROKEN HILL—ABL, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter twin 1 kw in parallel, ERP 5 kw. Started Dec. 14, 1965.

BUNBURY—ABSW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5 (V-102.258, A-107.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started May 10, 1965.

CAIRNS—ABNQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-9 (V-196.24, A-201.74). Transmitter 5 kw, ERP 15 kw. Started July 25, 1966.

CANBERRA—ABC, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.24, A-91.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 18, 1962.

CANBERRA—CTC, Canberra Television Ltd. (commercial), P.O. Box 633, Canberra, A.C.T. Tel. 40 255. Ch. A-7 (V-182.258, A-187.758). Transmitter 13.5 kw, ERP 100 kw. TV tape recorder facilities. Started June 2, 1962. Hours of operation: Daily approx. 5-11 p.m., except Wed., noon-10:45 p.m. Personnel: G. K. Barlin, gen. mgr.; W. Rayner, asst. mgr. & sales mgr.; J. D. Stewart, chief engineer. Rates (Sept. 1966, peak): 60 sec., 80; 10 sec., 30 (Australian dollars).

CENTRAL AGRICULTURAL AREA—ABCW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.24, A-100.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started March 28, 1966.

CENTRAL TABLELANDS (Orange)—ABCN, Australian Broadcasting Commission (Government, non-commercial), Ch. A-1 (V-57.258, A-62.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started March 31, 1964.

CENTRAL TABLELANDS (Orange)—CBN, Country Television Services Ltd. (commercial), P.O. Box 465, Orange, N.S.W. Tel. 62 1288. Ch. A-8 (V-189.258, A-194.758). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started March 17, 1962. Hours of operation: Mon., Wed., Fri., Sun., 4-10:30 p.m.; Tues., Thurs., 2-10:30 p.m.; Sat., 4-11 p.m. Low power repeater, CWN, Dubbo, Ch. 6. Started Dec. 1, 1965. Personnel: J. E. Ridley, managing director; A. Ridley, general & sales manager; E. C. Crouch, chief engineer. Rates (Sept. 1966, peak): 60 sec., 125; 10 sec., 60 (Australian dollars).

CENTRAL WESTERN SLOPES—ABQN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5 (V-102.258, A-107.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Sept. 12, 1966.

DARLING DOWNS—ABDQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.252, A-91.752). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 16, 1963.

DARLING DOWNS—DDQ, Darling Downs TV Ltd. (commercial), P.O. Box 34, Toowoomba, Queensland. Tel. 2 2288. Ch. A-10 (V-209.26, A-214.76). Transmitter 10 kw, ERP 100 kw. Low power repeater, SDQ, Ch. A-4, South Downs. Started July 13, 1962. Hours of operation: Daily Mon.-Fri., 2-10 p.m.; Sat.-Sun., 5-10 p.m. Personnel: S. J. Fitzpatrick, gen. mgr.; N. S. Hill, chief engineer. Rates (Sept. 1966, peak): 60 sec., 100; 10 sec., 40 (Australian dollars).

GOULBURN VALLEY (Shepparton)—ABGV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.23, A-91.73). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Nov. 28, 1963.

GOULBURN VALLEY (Shepparton)—GMV, Goulburn-Murray Television Ltd. (commercial), P.O. Box 666, Shepparton, Victoria. Tel. 9307. Ch. A-6 (V-175.256, A-180.756). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started Dec. 23, 1961. Hours of operation: Daily approx. 4:30-11:30 p.m. except Wed. & Sun., noon-11 p.m. Personnel: S. Kemp, managing dir.; P. Twomey, mgr.; R. Abell, chief engineer. Rates (Sept. 1966, peak): 60 sec., 100; 10 sec., 36 (Australian dollars).

GRAFTON-KEMPSEY—ABDN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.26, A-69.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started June 28, 1965.

(Continued on next page)

Every Monday morning
 a Lawyer
 reads Television Digest.
 Why? See page 803-b

International TV Directory

AUSTRALIA—(Continued)

- GRAFTON-KEMPSEY (Mt. Moombil)**—NRN, Northern Rivers Television Ltd. (commercial), 71 Grafton St., Coffs Harbour, N.S.W. Tel. 1201. Ch. A-11 (V-209.24, A-214.74), ERP 100 kw. Started Jan. 23, 1965. Hours of operation: Daily 5-10:45 p.m. except Wed., 1:15-10:30 p.m. Personnel: A. L. Cave, managing dir.; B. J. Beasley, chief engineer. Rates (Sept. 1966, peak): 60 sec., 60; 10 sec., 22 (Australian dollars).
- HOBART**—ABT, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.24, A-69.74). Transmitter 20 kw, ERP 100 kw. Started June 4, 1960.
- HOBART**—TVT, Tasmanian TV Ltd. (commercial), G.P.O. Box 1209M, Hobart, Tasmania. Tel. 8 0341. Ch. A-6 (V-175.25, A-180.75). Transmitter 5 kw, ERP 100 kw. TV tape recorder facilities. Started May 23, 1960. Hours of operation: Daily approx. 4:30-11 p.m., except Tues.-Thurs. 2 p.m. sign-on; Sun., 12:30-11:15 p.m. Personnel: E. G. McRae, managing dir.; R. Vertigan, station mgr.; W. S. Morrison, chief engineer; D. Carter, program mgr. Rates (Sept. 1966, peak): 60 sec., 124; 10 sec., 48; 1 hr., 500; 30 min., 260 (Australian dollars).
- ILLAWARRA (Wollongong)**—ABWN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5A (V-138.25, A-143.75). Transmitter twin 6 kw in parallel, ERP 100 kw. Started Oct. 28, 1963.
- ILLAWARRA (Wollongong)**—WIN, Television Wollongong Transmissions Ltd. (commercial), Ft. Drummond, Mt. St. Thomas, Wollongong, N.S.W. Tel. B 6444. Ch. A-4 (V-95.25, A-100.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started March 18, 1962. Hours of operation: Mon., 2-11:15 p.m.; Tues.-Thurs., 2-11 p.m.; Fri., 2-10:45 p.m.; Sat., 3:15-11 p.m.; Sun., 3-11 p.m. Personnel: W. Lean, gen. mgr.; R. Lester, sales mgr.; K. Roberts, chief engineer. Affiliated with National Television Network. Rates (Sept. 1966, peak): 60 sec., 70; 10 sec., 26; 1 hr., 336; 30 min., 168 (Australian dollars).
- LATROBE VALLEY (Traralgon)**—ABLW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.24, A-100.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Sept. 30, 1963.
- LATROBE VALLEY (Traralgon)**—GLV, Gippsland-Latrobe Valley Telecasters Ltd. (commercial), P.O. Box 220, Traralgon, Victoria. Tel. 7 1366. Ch. A-10 (V-209.25, A-214.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started December 9, 1961. Hours of operation: Daily approx. 5-11 p.m. except Wed., 2-11 p.m. Personnel: D. W. Smith, mgr.; H. Lyon, sales mgr.; K. Dunn, chief engineer. Rates (Sept. 1966, peak): 60 sec., 78; 10 sec., 32; 1 hr., 246; 30 min., 139 (Australian dollars).
- MANNING RIVER**—ABTN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.258, A-62.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 29, 1966.
- MANNING RIVER (Taree)**—ECN, East Coast Television Ltd., Cowper St., Chatham, Taree, N.S.W. Tel. 1100. Ch. A-8 (V-189.25, A-194.75). ERP 100 kw. Started May 27, 1966. Hours of operation: 5-10 p.m., daily. Personnel: O. G. K. Sutherland, managing dir.; A. Thompson, station mgr.; D. Walmsley, chief engineer. Rates (Sept. 1966, peak): 60 sec., 40; 10 sec., 16 (Australian dollars).
- MELBOURNE**—ABV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Started Nov. 18, 1956.
- MELBOURNE**—ATV, Austarama Television Pty. Ltd. (commercial), P.O. Box 42, Nunawading, Victoria. Tel. 232 6211. Ch. A-0 (V-46.26, A-51.76). ERP 100 kw. TV tape recording facilities. Started Aug. 1, 1964. Hours of operation: Daily approx. 3-11:30 p.m. Personnel: L. A. Mauger, gen. mgr.; G. J. Pengilly, sales mgr.; G. Davey, chief engineer; P. Britnell, program mgr.; I. McFarling, news editor. Affiliated with Independent Television System. Rates (Sept. 1966, peak): 60 sec., 300; 10 sec., 96; 1 hr., 800; 30 min., 400 (Australian dollars).
- MELBOURNE**—GTV, General Television Corp. Pty. Ltd. (commercial), Television City, 22-46, Bendigo St., Richmond E 1, Victoria. Tel. 42 0201. Ch. A-9 (V-196.248, A-201.748). Transmitter 9 kw, ERP 100 kw. TV tape recording facilities. Started Jan. 19, 1957. Hours of operation: Mon.-Fri., 11:30 a.m.-11:30 p.m.; Sat., 7:30-midnight; Sun., noon-11 p.m. Personnel: N. Dick, managing dir.; R. Biddle, station mgr.; J. Fink, sales mgr.; T. O'Donohue, chief engineer; I. Holmes, program mgr.; P. Maund, news editor. Affiliated with National Television Network. Rates (Sept. 1966, peak): 60 sec., 400; 10 sec., 130; 1 hr., 1200; 30 min., 600 (Australian dollars).
- MELBOURNE**—HSV, Herald-Sun Television Pty. Ltd. (commercial), Dorcas & Wells St., South Melbourne, Victoria. Tel. 69 0771. Ch. A-7 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Nov. 4, 1956. Hours of operation: Daily approx. 11 a.m.-11:30 p.m. Personnel: K. S. Cairns, mgr.; W. Powers, sales manager; J. H. Fisher, chief engineer; N. Spencer, program mgr.; B. Pritchard, news editor. Affiliated with Australian Television Network. Rates (Sept. 1966, peak): 60 sec., 380; 10 sec., 130; 1 hr., 1150; 30 min., 620 (Australian dollars).
- MILDURA**—ABMV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.24, A-100.74). Transmitter twin 10-kw in parallel, ERP 100 kw. Started Nov. 22, 1965.
- MILDURA**—STV, Sunraysia Television Ltd. (commercial), 18 Deakin Ave., Mildura, Victoria. Tel. 30216. Ch. A-8 (V-189.27, A-194.77). ERP 5 kw. Started Nov. 27, 1965. Hours of operation: Daily, 5:45-9:30 p.m. Personnel: M. Folle, managing dir.; A. Stewart, chief engineer. Rates (Sept. 1966): 60 sec., 30; 10 sec., 10; 1 hr., 136; 30 min., 70 (Australian dollars).
- MT. GAMBIER**—SES, South East Telecasters Ltd. (commercial), John Watson Drive, Mt. Gambier, South Australia. Tel. 2 4117. Ch. A-8 (V-189.25, A-194.75). ERP 50 kw. Started March 25, 1966. Hours of operation: Daily, 5:30-10:30 p.m. Personnel: K. Bailhache, gen. mgr.; M. Hennessy, chief engineer. Rates (Sept. 1966, peak): 60 sec., 50; 10 sec., 20; 1 hr., 250; 30 min., 140 (Australian dollars).
- MURRAY VALLEY**—ABSV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.26, A-69.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started July 30, 1965.
- MURRUMBIDGEE AREA (Griffith)**—MTN, Murrumbidgee Television Ltd. (commercial), Remembrance Drive, N.S.W. Tel. 1756. Ch. A-9 (V-196.24, A-201.74). Transmitter 10 kw ERP. TV tape recorder facilities. Started Dec. 15, 1965. Hours of operation: Daily, 5-10 p.m. Personnel: W. Gamble, gen. mgr.; K. Callaghan, chief engineer. Rates (Sept. 1966, peak): 60 sec., 50; 10 sec., 20 (Australian dollars).
- MURRUMBIDGEE IRRIGATION AREA**—ABGN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-7 (V-182.24, A-187.74). Transmitter twin 5 kw in parallel, ERP 100 kw. Started July 25, 1966.
- NEWCASTLE-HUNTER RIVER**—ABHN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5 (V-102.258, A-107.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started June 5, 1963.
- NEWCASTLE-HUNTER RIVER**—NBN, Newcastle Broadcasting and Television Corporation Ltd. (commercial), Mosbi Cres., P.O. Box 555, Newcastle, N.S.W. Tel. 2 0321. Ch. A-3 (V-86.25, A-91.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started March 4, 1962. Hours of operation: Mon.-Sat., 12:30-11 p.m.; Sun., 1-10:30 p.m. Personnel: K. W. Stone, station mgr.; K. W. Brown, sales mgr.; H. J. McPhee, chief engineer. Affiliated with National Television Network. Rates (Sept. 1966, peak): 60 sec., 140; 10 sec., 40; 1 hr., 560; 30 min., 280 (Australian dollars).
- NORTH EASTERN TASMANIA (Launceston)**—ABNT, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.20, A-91.70). Transmitter twin 10 kw in parallel, ERP 100 kw. Started July 29, 1963.
- NORTH EASTERN TASMANIA (Launceston)**—TNT, Northern Television Ltd. (commercial), P.O. Box 873, Launceston, Tasmania. Tel. 4 2551. Ch. A-9 (V-196.238, A-201.738). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started May 26, 1962. Hours of operation: Mon., 4:55-11 p.m.; Tues., 3:30-11 p.m.; Wed., 1-11 p.m.; Thur., 3-11 p.m.; Fri., Sat., 4:45-11 p.m.; Sun., 12:30-11 p.m. Personnel: A. E. Evans, managing dir.; W. T. Freeman, chief engineer. Rates (Sept. 1966, peak): 60 sec., 100; 10 sec., 40 (Australian dollars).
- PERTH**—ABW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter 20 kw, ERP 100 kw. Started May 7, 1960.
- PERTH**—TVW, TVW Ltd. (commercial), Osborne Park Road, Tuart Hill, Western Australia. Tel. 29 1422. Ch. A-7 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Oct. 16, 1959. Hours of operation: Mon.-Fri., 1:45-11:30 p.m.; Sat., 4-11:30 p.m.; Sun., noon-11 p.m. Personnel: J. W. Cruthers, gen. mgr.; S. Fildes, sales mgr.; J. R. Quicke, chief engineer. Rates (Sept. 1966, peak): 60 sec., 196; 10 sec., 54; 1 hr., 600; 30 min., 320 (Australian dollars).
- PERTH**—STW, Swan Television Ltd., Hayes Ave., Tuart Hill, Western Australia. Tel. 29 1911. Ch. A-9 (V-196.25, A-200.75). ERP 100 kw. TV tape recorder facilities. Started June 12, 1965. Hours of operation: Mon.-Fri., 4:45-11:15 p.m.; Sat., 5 p.m.-midnight; Sun., 3:30-11:30 p.m. Personnel: R. J. Mercer, gen. mgr.; P. Conroy, sales mgr.; V. Kitney, chief engineer; D. Howson, program mgr.; G. Walsh, news editor. Rates (Sept. 1966, peak): 60 sec., 140; 10 sec., 36; 1 hr., 540; 30 min., 280 (Australian dollars).
- RICHMOND-TWEED HEADS (Lismore)**—ABRN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.26, A-180.76). Transmitter twin 5 kw in parallel, ERP 100 kw. Started April 26, 1964.
- RICHMOND-TWEED HEADS (Lismore)**—RTN, Richmond-Tweed TV Ltd. (commercial), 11 Molesworth St., Lismore, N.S.W. Tel. 2351. Ch. A-8 (V-189.25, A-194.75). Transmitter twin 10 kw, ERP 100 kw. TV tape recorder facilities. Started May 12, 1962. Hours of operation: Mon., Wed., Thur., noon-2:30, 4:30-10:30 p.m.; Tues., Fri., 2:30-10:30 p.m.; Sat., 5:30-10:30 p.m.; Sun., 4:30-10:30 p.m. Personnel: L. T. Warrick, managing dir.; H. G. Green, chief engineer. Rates (Sept. 1966, peak): 60 sec., 90; 10 sec., 36 (Australian dollars).
- ROCKHAMPTON**—ABRQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.26, A-91.76). ERP 100 kw. Started Dec. 21, 1963.
- ROCKHAMPTON**—RTQ, Rockhampton Television Ltd. (commercial), P.O. Box 568, Rockhampton, Queensland. Tel. 8877. Ch. A-7 (V-182.26, A-187.76). Transmitter 10 kw, ERP 100 kw. Started Sept. 7, 1963. Hours of operation: Daily 5-10 p.m., except Tues., 2-10 p.m. and Fri., 5-10:30 p.m. Personnel: B. Saunders, manager; C. Amooe, chief engineer. Rates (Sept. 1966, peak): 60 sec., 70; 10 sec., 26 (Australian dollars).
- SOUTH DOWNS**—ABSQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started July 4, 1966.
- SOUTH EAST SOUTH AUSTRALIA**—ABGS, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 3, 1965.
- SOUTHERN AGRICULTURAL AREA**—ABAW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.26, A-69.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started June 6, 1966.
- SOUTH WESTERN SLOPES AND EASTERN RIVERINA**—ABMN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-0 (V-46.24, A-51.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 30, 1965.
- SOUTH WESTERN SLOPES & EASTERN RIVERINA (Wagga Wagga)**—RVN, Riverina Television Ltd. (commercial), P.O. Box 69, Wagga Wagga, N.S.W. Tel. 2088. Ch. A-2 (V-64.25, A-69.75). Transmitter twin 10 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started June 19, 1964. Hours of operation: Thurs.-Tues., 4:50-10:30 p.m.; Wed., 12:30-10:30 p.m. Personnel: W. P. Marsden, gen. mgr.; S. W. McDonald, chief engineer. Rates (Sept. 1966, peak): 60 sec., 72; 10 sec., 26 (Australian dollars).

(Continued on page 936-b)

Updated- facts for you on space age television.



In twenty-four pages you'll find out how you can advertise more effectively on five continents at once, or in just one market. You'll also find out how you can save money with multimarket buys and enjoy special promotional support overseas. "The Known and the New" is about television's healthy growth around the world and a new dimension in global advertising—Worldvision. That's us. Please phone or write for a copy. It's free.

ABC International Television, Inc.

1330 Avenue of the Americas, New York 10019
Phone: 212-LT 1-7777 Cable: AMBROCASTS

NEW YORK, DETROIT, CHICAGO, LOS ANGELES, SAN FRANCISCO,
GENEVA, LONDON, TOKYO, TORONTO

Worldvision—representing 64 television stations in
26 nations to the international advertising community.



International TV Directory

AUSTRALIA—(Continued)

SPENCER GULF NORTH—ABNS, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 10, 1965.

SYDNEY—ABN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Started Nov. 5, 1956.

SYDNEY—ATN, Amalgamated Television Services Pty. Ltd. (commercial), Television Centre, Epping, N.S.W. Tel. WL 0111. Ch. A-7 (V-182.25, A-187.75). Transmitter 9 kw, ERP 100 kw. TV tape recorder facilities. Started Dec. 2, 1956. Hours of operation: Mon.-Fri., noon-midnight; Sat., 8 a.m.-midnight; Sun., 11:40 a.m.-11:30 p.m. (approx.). Personnel: J. H. Oswin, gen. mgr.; M. Callaghan, program mgr.; S. Piddington, gen. sales mgr.; M. H. Stevenson, mgr., engineering services. Affiliated with Australian Television Network. Rates (Sept. 1966, peak): 60 sec., 440; 10 sec., 150; 1 hr., 1268; 30 min., 634 (Australian dollars).

SYDNEY—TCN, Television Corp. Ltd. (commercial), Artarmon Rd., Willoughby, N.S.W. Tel. JF 0444. Ch. A-9 (V-196.25, A-201.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started Sept. 16, 1956. Hours of operation: Sun.-Fri., noon-11:30 p.m.; Sat., 9 a.m.-midnight (approx.). Personnel: B. Gyngell, chief executive; A. Baz, mgr.; I. W. Faircloth, sales mgr.; L. R. Free, asst. chief engineer. Affiliated with National Television Network. Rates (Sept. 1966, peak): 60 sec., 400; 10 sec., 140; 1 hr., 1280; 30 min., 640 (Australian dollars).

SYDNEY—TEN, United Telecasters Sydney Ltd. (commercial), Epping & Pittwater Rds., North Ryde, N.S.W. P.O. Box 10, Lane Cove, N.S.W. Tel. 88 5555. Ch. A-10 (V-209.25, A-214.75). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started April 5, 1965. Hours of operation: Mon.-Fri., 12:30-11:15 p.m.; Sat., 2-11:10 p.m.; Sun., 12:50-10:40 p.m. Owner-ship: Amalgamated Wireless; Colonial Sugar Refining Co.; Bank of N.S.W.; J. C. Williamson Theatres; N.B.C. (U.S.) et al. Personnel: A.E.R. Fox, general manager; D. Fleming, program manager; P. Richardson, sales manager; R. Thyer, chief engineer. Affiliated with Independent Television System. Rates (Sept. 1966, peak): 60 sec., 400; 10 sec., 140; 1 hr., 1280; 30 min., 640 (Australian dollars).

TOWNSVILLE—ABTQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-87.27, A-92.77). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Sept. 21, 1964.

TOWNSVILLE—TNQ, Telecasters North Queensland Ltd. (commercial), P.O. Box 716, Townsville, Queensland, Tel. 6161. Ch. A-7 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. Started Nov. 1, 1962. Hours of operation: Mon.-Fri., 5-10 p.m., except Wed., 2-10 p.m.; Sat.-Sun., 5:30-10 p.m. Personnel: J. F. Gleeson, managing dir.; K. R. Christensen, gen. mgr.; R. McRae Barton, chief engineer. Rates (Sept. 1966, peak): 60 sec., 70; 10 sec., 26 (Australian dollars).

UPPER MURRAY—ABAV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 15, 1964.

UPPER MURRAY—AMV, Albury Upper Murray Television Ltd. (commercial), TV Centre, Union Road, Albury, Victoria, Tel. 25 1494. Ch. A-4 (V-95.26, A-100.76). Transmitter twin 10 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started Sept. 7, 1964. Hours of operation: Sun.-Tues. & Thurs., 4:45-10:45 p.m.; Wed., 12:45-10:45 p.m.; Fri.-Sat., 3:45-11 p.m. Personnel: R. Kidd, managing dir.; D. H. Ward, sales mgr.; D. Howson, program exec.; T. R. Jones, chief engineer. Rates (Sept. 1966, peak): 60 sec., 70; 10 sec., 26 (Australian dollars).

UPPER NAMOI—ABUN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-7 (V-182.24, A-187.74). Transmitter twin 5 kw in parallel, ERP 100 kw. Started Sept. 27, 1965.

UPPER NAMOI (Tamworth)—NEN, Television New England Ltd. P.O. Box 19, South Tamworth, N.S.W. Tel. 5 8253. Ch. A-9 (V-196.24, A-201.215). ERP 100 kw. TV tape recorder facilities. Started April 10, 1965. Hours of operation: Mon.-Sat., 5-10:30 p.m.; Sun. 5-10 p.m. Personnel: E. Higginbotham, managing dir.; K. Smith, mgr.; O. Bartle, chief engineer. Rates (Sept. 1966, peak): 60 sec., 50; 10 sec., 20; 1 hr., 270; 30 min., 136 (Australian dollars).

WIDE BAY—ABWQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.26, A-180.76). Transmitter twin 10 kw in parallel, ERP 100 kw.

WIDE BAY—WBQ, Wide Bay Burnett Television Ltd., P.O. Box 30, Maryborough, Queensland, Tel. 2528. Ch. A-8 (V-189.24, A-194.74). Transmitter twin 5 kw in parallel, ERP 100 kw. Started April 10, 1965. Personnel: F. T. Yates, gen. mgr.; H. S. Lilburn, chief engineer. Rates (Sept. 1966, peak): 60 sec., 60; 10 sec., 22 (Australian dollars).

WOLLONGONG—See Illawarra.

Planned:

BROKEN HILL—BKN, Broken Hill Television Ltd., 235 Argent St., Broken Hill, N.S.W. Ch. A-7.

BUNBURY—BTW, South Western Telecasters Ltd., P.O. Box 112, Bunbury, Western Australia. Tel. 2173. Ch. A-3. J. R. Fisher, secy.

CAIRNS—FNQ, Far Northern Television Pty. Ltd., P.O. Box 596, Cairns, Queensland, Ch. A-10. W. M. Maloney, managing dir.

MACKAY—ABMQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.24, A-100.74), ERP 100 kw.

MACKAY—MVQ, Mackay Television Development Pty. Ltd., Mackay, Queensland. Ch. A-6. E. Low, managing dir.

Austria

(CCIR 625-line standards)
Sets in use: 890,000

Oesterreichischer Rundfunk GmbH (Govt., commercial), Argentinierstrasse 30a, 1040 Vienna, Postfach 700. Television Dept. Schellinggasse 4, Vienna 1. Tel. 52-36-27. Josef Scheidl, director general; Gerhard Freund, dir. of TV. Technical Dept., Kaerntnering 5, Vienna 1/15. Wilhelm Fuechsl, vice-gen. dir. & tech. dir.; Dr. Alphons Uebelhor, dir. of radio.

AM SEE 2—Ch. E-59 (V-775.25, A-780.75). ERP 1.5 kw. Started Dec. 1966.

GAISBERG—Ch. E-8 (V-196.25, A-201.75). ERP 100 kw. Started Aug. 1955.

GAISBERG 2—Ch. E-32 (V-559.25, A-564.75). ERP 800 kw. Started Nov. 1966.

HAUSER KAIBLING—Ch. E-11 (V-217.25, A-222.75). ERP 10 kw. Started Dec. 1961.

HEUBERG 2—Ch. E-52 ERP 3 kw. (V-719.25, A-724.75). Started Oct. 1965.

HIMMELHOF 2 (Vienna)—Ch. E-41 (V-631.25, A-636.75). ERP 1.5 kw. Started July 1964.

HUHNERSBERG—Ch. E-32 (V-599.25, A-564.75). ERP 1 kw. Started Dec. 1966.

JAUERLING 1—Ch. E-2 (V-49.57, A-55.25). ERP 60 kw. Started Oct. 1958.

JAUERLING 2—Ch. E-21 (V-471.25, A-476.75). ERP 800 kw. Started Feb. 1965.

KAHLENBERG 1 (Vienna)—Ch. E-5 (V-175.25, A-180.75). ERP 60 kw. Started Aug. 1955.

KAHLENBERG 2—Ch. E-24 (V-495.25, A-500.75). ERP 400 kw. Started April 1958, increased power Feb. 1963.

KANTZER HOHE—Ch. E-27 (V-519.25, A-524.75). ERP 1 kw. Started Sept. 1966.

LICHTENBERG 1 (Linz)—Ch. E-6 (V-182.25, A-187.75). ERP 100 kw. Started Nov. 1960.

LICHTENBERG 2 (Linz)—Ch. E-43 (V-647.25, A-652.75). ERP 800 kw. Started Dec. 1964.

MUGEL—Ch. E-9 (V-203.25, A-208.75). ERP 20 kw. Started Nov. 1961.

PATSCHERKOFEL 1—Ch. E-4 (V-62.25, A-67.75). ERP 60 kw. Started Dec. 1958.

PFAENDER—Ch. E-5 (V-175.25, A-180.75). ERP 80 kw. Started March 1959.

PYRAMIDENKOGEL (Kaernten)—Ch. E-10 (V-201.25, A-215.75). ERP 30 kw. Dec. 1957.

SCHOECKL 1 (Graz)—Ch. E-7 (V-189.25, A-194.75). ERP 100 kw. Started Aug. 1955.

SCHOECKL 2 (Graz)—Ch. E-23 (V-487.25, A-492.75). ERP 20 kw. Started Oct. 1963.

SONNWENDSTEIN—Ch. E-10 (V-201.25, A-215.75). ERP 5 kw. Started May 1957.

Low-power satellites: 66 in operation.

Planned:

BREITENSTEIN 2—Ch. E-37. ERP 2 kw.

DOBRTSCH 1—Ch. E-10. ERP 200 kw.

DOBRTSCH 2—Ch. E-24. ERP 2,000 kw.

DUNSERBERG 1—Ch. E-9. ERP 3 kw.

KATRIN 1—Ch. E-5. ERP 800 watts.

KATRIN 2—Ch. E-22. ERP 20 kw.

KORALPE 2—Ch. E-28. ERP 20 kw.

SCHOECKL 2—Ch. E-23. ERP 800 kw.

WACHBERG 1—Ch. E-7. ERP 5 kw.

WACHBERG 2—Ch. E-58. ERP 100 kw.

ZINKENKOGEL 2—Ch. E-50. ERP 1 kw.

ZUGSPITZE 1—Ch. E-49. ERP 2 kw.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

Barbados

(525-line Standards)

Sets in use: 7,000

BRIDGETOWN—CBC-TV, Caribbean Broadcasting Corp., P.O. Box 780, Bridgetown, Barbados, W.I. Tel. 92041; 92046. Cable CA-BROCO. Ch. 3 (V-61.25, A-65.75), transmitter 5 kw, ERP 60 kw. Started Dec. 1964. Hours of operation: 5 hours daily, 5½ hours Sundays. Personnel: Alfred N. Forde, gen. mgr. & film buyer; Oriel Gill, sales mgr.; J. A. Cumming, asst. head of programs (TV); Graham Shaw, chief engineer. Rates (Jan. 1966): Spot 60 sec., 60; 7 sec., 15; 30 min., 57.60 (W. I. Dollar).

Belgium

(625-line standards, AM sound, positive modulation)

Sets in use: 1,700,000

Belgische Radio en Televisie (B.R.T.) and Radiodiffusion Television Belge (R.T.B.), Eugene Flaygeplein 18, Brussels 5, Belgium. Tel. 49 60 50. Govt., non-commercial. TV tape recorder facilities. B.R.T. personnel: Paul Vandebussche, director general; Bert Janssens, program director (film buyer). R.T.B. personnel: Robert Wangermee, director general; Louis-Philippe Kammanns, program director (film buyer). Personnel of Technical Service common to B.R.T. & R.T.B.: Gaston De Lafonteyne, director general; Eugene Dekeyser, chief engineer.

MAIN STATIONS

AALTER-RUISELEDE—B.R.T., Ch. E-2 (Dutch-language). Transmitter 20 kw, ERP 100 kw. Started May 1958.

ANLIER—R.T.B., Ch. E-11 (French-language). Transmitter 2.5 kw, ERP 10 kw. Started May 1961.

BRUSSELS—Also see Wavre.

LIEGE—R.T.B., Ch. E-3 (French-language). Transmitter 20 kw, ERP 100 kw. Started Nov. 1954.

WAVRE (Brussels)—R.T.B., Ch. E-8 (French-language). Transmitter 20 kw, ERP 100 kw. Started Oct. 1953.

WAVRE (Brussels)—B.R.T., Ch. E-10 (Dutch-language). Transmitter 20 kw, ERP 100 kw. Started Oct. 1953.

Planned:

RTB—2 uhf transmitters, ERP 200 kw.

BRT—2 uhf transmitters, ERP 200 kw.

REPEATER STATIONS

ANSEREMME—R.T.B., Ch. E-5 (French-language). ERP 10 watts. Started June 1961.

ANTWERP—B.R.T., Ch. E-2 (Dutch-language). ERP 100 watts. Started Nov. 1954.

BOUILLON—R.T.B., Ch. E-9 (French-language). ERP 10 watts. Started Feb. 1961.

BRUSSELS—B.R.T., Ch. E-11 (Dutch-language). ERP 5 watts. Started June 1960.

BRUSSELS—R.T.B., Ch. E-7 (French language). ERP 5 watts. Started June 1960.

COMINES—R.T.B., Ch. E-4 (French-language). ERP 10 watts. Started Mar. 1964.

COUVIN—R.T.B., Ch. E-4 (French-language). ERP 10 watts. Started Jan. 1963.

HASTIERE—R.T.B., Ch. E-4 (French-language). ERP 10 watts. Started Mar. 1964.

HOUFFALIZE—R.T.B., Ch. E-5 (French-language). ERP 10 watts. Started July 1964.

STAVELLOT—R.T.B., Ch. E-5 (French-language). ERP 10 watts. Started Feb. 1962.

Bermuda

(525-line standards)

Sets in use: 15,000

PROSPECT, DEVONSHIRE—ZBM-TV, Bermuda Radio & Television Co. Ltd., Fort Hill Road, Prospect, Devonshire (Mailing address: P.O. Box 452, Hamilton), Bermuda. Tel. 2-1122. Ch. 10 (V-193.25, A-197.75), transmitter 2 kw, ERP 18 kw. TV tape recorder facilities. Started Jan. 1958. Hours of operation: Daily 3 p.m.-midnight. Ownership: Bermuda Broadcasting Co. Ltd. & Bermuda Press Ltd. Programming affiliates: CBS, NBC, Rediffusion. Personnel: Walter Staskow, managing director & film buyer; K. J. Belton, general manager & program manager; J. Woolridge, sales manager; W. Davidson, production manager; J. H. Spershott, chief engineer. Represented in U.S. by International Services Ltd., New York; in Canada by Byles-Gibbs Ltd., Toronto; in U.K. by Rediffusion International Ltd., London. Rates (Card No. 3, Jan. 1963): Spot 60 sec., \$17; 8 sec., \$8.50; program 1 hr., \$85; 5 min., \$21 (U.S. dollars).

DEVONSHIRE—ZBF-TV, Capital Broadcasting Co. Ltd. (commercial), "By the Sea," North Shore, Devonshire (Mailing address: P.O. Box 652, Hamilton), Bermuda. Ch. 8 (V-181.25, A-185.75). Transmitter 5 kw, ERP 32.5 kw. Started Aug. 1965. Hours of operation: Daily 2:30 p.m.-midnight. Ownership: Capital Broadcasting Co. Ltd. & Thomson Television International Ltd. Affiliated with ABC. Personnel: M. E. Sheppard, gen. mgr. & film buyer; E. Davis, sales mgr.; C. Moore, program & production mgr.; B. J. Roche, chief engineer. Represented by Television International Enterprises, New York & London. Rates: 60 sec., \$14; 8 sec., \$7; 1 hr., \$70; 30 min., \$42 (U.S. dollars).

Bolivia

(525-line standards)

Planned:

LA PAZ—Television Boliviana, S.A. (Govt., commercial). ERP 5 kw. Hector Valdivia R., national director of telecommunications.

1967 Edition

International TV Directory

Brazil

(525-line standards)

Sets in use: 5,500,000

All stations commercial except Govt.-owned outlets.

BAURU—TV Bauru, Ch. 2. ERP 3 kw. Org. O. Globo. Started 1960.

BELEM—TV Marajoara, Ch. 2. ERP 5 kw. Diarios Emissoras Associadas. Started 1960.

BELEM—TV Guajara, Ch. 4. ERP 2 kw. Lopo de Castro. Started 1966.

BELO HORIZONTE—TV Itacolomi, Ch. 4. ERP 15 kw. Diarios Emissoras Associadas. Started 1955.

BELO HORIZONTE—TV Alerosa, Ch. 2. ERP 5 kw. Diarios Emissoras Associadas. Started 1961.

BELO HORIZONTE—TV Belo Horizonte, Ch. 12. ERP 5 kw. Emissoras Unidas. Started 1962.

BELO HORIZONTE—TV Vila Rica, R. Fernandes Tourinho 818, Belo Horizonte, Minas Gerais, Ch. 7. ERP 32 kw. TV tape recorder facilities. Started Sept. 1966. Personnel: Lycio Cadar, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.

BRASILIA—TV Nacional (govt.), Ch. 2. ERP 2 kw. Empresas Incorporadas ao Patrimonio da Uniao, Brasilia, D.F. Started April 1960.

BRASILIA—TV Brasilia, Ch. 6. ERP 10 kw. Diarios Emissoras Associadas. Started April 1960.

BRASILIA—TV Alvorada, Ch. 8. ERP 5 kw. Emissoras Unidas. Started April 1960.

CAMPINA GRANDE—TV Borborema, Ch. 9. ERP 1 kw. Diarios Emissoras Associadas. Started 1963.

CAMPINAS—TV Excelsior, Ch. 10. ERP 10 kw. Excelsior group. Started Jan. 1964.

CAMPO GRANDE—TV Morena, Ch. 6. ERP 2 kw. Started 1966.

CURITIBA—TV Parana, Ch. 6. ERP 4 kw. Diarios Emissoras Associadas. Started 1960.

CURITIBA—TV Paranaense, Ch. 12. ERP 4 kw. Nagilo Chede. Started June 1959.

EREXIM—TV Erexim, Ch. 2. ERP 1 kw. Started 1966.

FORTALEZA—TV Ceara, Radio Cluge, Ch. 2. ERP 3 kw. Diarios Emissoras Associadas. Started 1960.

GOIANIA—TV Goiania, Ch. 9. ERP 2 kw. Diarios Emissoras Associadas. Started 1960.

GOIANIA—TV Anhanguera, Ch. 2. ERP 2 kw. Started 1963.

LONDRINA—TV Coroados, Ch. 3. ERP 2 kw. Diarios Emissoras Associadas. Started 1962.

PORTO ALEGRE—TV Piratini, Ch. 5. ERP 25 kw. Diarios Emissoras Associadas. Started Dec. 1959.

PORTO ALEGRE—TV Gaucha, Caixa Postal 1164, Porto Alegre, Ch. 12. ERP 40 kw. 14 low-power satellites. TV tape recorder facilities. Started Dec. 1962. Personnel: Mauricio Sobrinho, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.

RECIFE—TV Jornal do Comercio, Ch. 2. ERP 25 kw. Org. Pessoa de Queiroz. Started 1960.

RECIFE—Radio Clube de Pernambuco, Ch. 6. ERP 25 kw. Diarios Emissoras Associadas. Started 1960.

RIBEIRAO PRETO—TV Tupi Difusora, Ch. 3. ERP 5 kw. Diarios Emissoras Associadas. Started 1960.

RIO DE JANEIRO—TV Excelsior, Av. Venezuela 43, Rio de Janeiro. Excelsior group. Ch. 2. ERP 100 kw. TV tape recording facilities. Started Sept. 1963. Personnel: Felicio Maluhy, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.

RIO DE JANEIRO—TV Globo, Rua Irineu Marintio 35. Ch. 4. ERP 25 kw. Org. O Globo. Started May 1965.

RIO DE JANEIRO—TV Tupi, Ch. 6. ERP 25 kw. Diarios Emissoras Associadas. Started Jan. 1951. (Directional satellite on Ch. 33).

RIO DE JANEIRO—TV Continental, Ch. 9. ERP 10 kw. Org. Rubens Berardo. Started June 1959.

RIO DE JANEIRO—TV Rio, Ch. 13. ERP 25 kw. Emissoras Unidas. Started March 1955.

SALVADOR—TV Itapoan, Ch. 5. ERP 5 kw. Diarios Emissoras Associadas. Started 1960.

SANTOS—TV Excelsior. (See Ch. 9, Sao Paulo). Ch. 9. ERP 1 kw. Satellite of Ch. 9, Sao Paulo.

(Continued on next page)

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

International TV Directory

BRAZIL—(Continued)

SAO LUIZ—TV Difusora do Maranhao, Ch. 4. ERP 6 kw. Luiz Bacelar, owner. Started 1965.

SAO PAULO—TV Cultura, Ch. 2. ERP 25 kw. Diarios Emissoras Associadas. Started 1960.

SAO PAULO—TV Tupi Difusora, Ch. 4. ERP 25 kw. Diarios Emissoras Associadas. Started Sept. 1950. (Directional satellites on Ch. 16, 23 & 31)

SAO PAULO—TV Paulista, Ch. 5. ERP 25 kw. Org. O Globo. Started March 1953. (Directional satellites on Ch. 19, 28 & 29)

SAO PAULO—TV Record, Ch. 7. ERP 25 kw. Emissoras Unidas. Started Sept. 1953. (Directional satellites on Ch. 17, 22 & 25)

SAO PAULO—TV Excelsior, Rua Nestor Pestana 196, Sao Paulo. Tel. 35-2926. Ch. 9. ERP 60 kw; 25 low-power satellites. TV tape recording facilities. Started July 1960. Network central office, Excelsior group (Grupo das Folhas). Rate card available from ABC International Television, New York. Personnel: Octavio Frias and Carlos Caldeira, dirs. general; Alberto Saad, gen. & sales mgr.; Edson Leite, program & production mgr., film buyer; Alberto Maluf, chief engineer.

UBERLANDIA—TV Uberlandia, Rua Buriti Alegre 1069, Uberlandia, Minas Gerais. Excelsior group. Ch. 8. ERP 20 kw. 5 low-powered satellites. TV tape recorder facilities. Started July 1964. Personnel: Alberto Ponce Camargo, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.

VITORIA—TV Vitoria, Ch. 4. ERP 2 kw. Diarios Emissoras Associadas. Started 1960.

Under construction & planned:

CORUMBA—TV Corumbaense, Ch. 5. ERP 2 kw.

CUIABA—TV Centro-America, Ch. 4. ERP 2 kw.

CURITIBA—TV Iguacu, Ch. 4. ERP 5 kw. Paulo Pimentel, owner.

SAO PAULO—TV Bandeirantes, Ch. 13. ERP 25 kw. Org. Joao Saad.

SAO PAULO—TV Gazeta, Ch. 11. ERP 25 kw. Fundacao Casper Libero.

Bulgaria

(OIRT 625-line standards)
Sets in use: 180,000

SOFIA—Boghlarsoiko Teleirdenie, Todor Strashimirov 2, Sofia. Tel. 4-63-21. Cable: TV Bulgar. Telex: 581. (Govt., non-commercial), Ch. R-7. Transmitter 10 kw, ERP 30 kw. Started Nov. 7, 1959. Hours of operation: Weekdays except Tues., 16:00-20:30; Sun., 15:00-20:30. Personnel: V. Baev, dir. gen.; L. Bozhev, tech. dir.; C. Emanuilov, head of foreign relations dept.

Relay stations—18 in operation.

Cambodia

(525-line standards)
Sets in use: 6,000

PHNOM PENH—Ch. 8. Radio Cambodge Television, 28 Ave. Preah Mohaksatryany Kossomak, Phnom Penh (Govt.). Transmitter 5 kw, ERP 40 kw (radius of 100 km). Note: Started in Jan. 1962, but left air Feb. 15 when fire destroyed transmitter and camera.

BOKOR—Ch. 11. Transmitter 100 watts, ERP 800 watts (radius of 100 km), repeats Phnom Penh.

Canada

(525-line standards)
Sets in use: 5,700,000

(For stations, see Canadian Station Directory)

Canary Islands

(See Spain)

President
Hugh Ben LaRue

Area Code 212
265-3430

La Rue Media Brokers Inc.
Radio Television CATV

Recent Sales

Radio Virginia	\$210,000
CATV Pennsylvania	\$850,000
116 Central Park South	
New York, N.Y.	

Chile

(525-line standards)
Sets in use: 90,000

SANTIAGO—TV 13, Universidad Catolica (Commercial), Catholic University of Chile, Casilla 114-D, Santiago, Chile. Tel. 393709, 380342, 380431. Ch. 13 (V-211.25, A-215.75). ERP 8 kw. TV tape recorder facilities. Started Oct. 1958. Personnel: Eduardo Tironi Arce, executive vice president; Antonio Castaneira, gen. mgr.; Osvaldo Barzelatto, sales mgr. & film buyer; Alfredo Escobar, program & production mgr.; Pedro Carabal, chief engineer.

SANTIAGO—University of Chile, (Commercial). Ch. 9. ERP 40 kw.

VALPARAISO—Catholic University, Ch. 8 (Repeats Ch. 13, Santiago). ERP 1 kw.

Peoples Republic of China

[Recent information not available]
(OIRT 625-line standards)

Sets in use: 100,000

All stations are owned by the Government.

CANTON—Visual carrier 57.75 mc; aural, 64.25. ERP 1 kw. Started Dec. 1958.

CHANGCHUN—Visual carrier 57.75 mc; aural 64.25 mc. ERP 1 kw. Started tests Jan. 1960.

HARBIN—Ch. R-1. 500 watts.

PEKING—Transmitter 1 kw, ERP 5 kw. Visual carrier 57.75 mc; aural, 64.25 mc. Started May 1958.

PEKING—Ch. R-3. Started May 1958.

SHANGHAI—Ch. R-5. ERP 0.5 kw. Started Oct. 1958.

SHENYANG (Mukden)—Ch. R-5. Started 1960.

SIAN—Ch. R-1.

TIENTSIN—Ch. R-5.

RELAY STATIONS

CHANGLI—Ch. R-1, repeating Peking.

SOOCHOW—Visual carrier 57.75 mc; aural 64.25 mc, repeating Shanghai.

TANGSHAN—Ch. R-4, repeating Peking.

WUSIH—Visual carrier 57.75 mc; aural 64.25 mc, repeating Shanghai.

EXPERIMENTAL STATIONS

ANSHAN—Visual carrier 57.75 mc; aural 64.25 mc.

CHANGSHA—Visual 57.75 mc; aural 64.25 mc.

CHENG TU—Visual 57.75 mc; aural 64.25 mc.

CHIAMSU—Ch. R-1.

FOOCHOW—Ch. R-5.

FUSHUN—Ch. R-1.

HEKANG—Ch. R-4.

HOFEI—Ch. R-4.

KIRIN—Ch. R-1.

KWEIYANG—Ch. R-5.

LANCHOW—Ch. R-1.

NANKING—Ch. R-1.

TAIYUAN—Ch. R-1.

TSINAN—Ch. R-3.

TSINGTAO

TSITSIHAR—Visual carrier 57.75 mc; aural 64.25 mc.

WUHAN—Ch. R-5.

China (Nationalist)

(See Taiwan)

Colombia

(525-line standards)
Sets in use: 400,000

Instituto Nacional de Radio y Television (Govt., commercial & educational), Centro Administrativo Nacional, Via del Aeropuerto Eldorado, Bogota. Tel. 44-60-20. All programs originate in Bogota studios, all other stations are repeaters, all use HJRN-TV call letters. TV tape recorder facilities, Bogota studio. Hours of operation: Educational, 13:15-16:00 and 19:00-21:00; commercial, 21:00-04:30 (GMT).

Personnel: Dr. William R. Fadul Vergara, director general; Jorge E. Nassar S., technical director.

STATIONS

BOGOTA (Alto Magdalena)—Ch. 7. Transmitter 10 kw, ERP 600 kw. Started 1954.

BOGOTA (Alto Magdalena)—Ch. 9. Transmitter 1 kw, ERP 200 kw. Started Feb. 1965.

BOYACA—Ch. 10. Transmitter 1 kw, ERP 80 kw (directional). Started 1956.

CALI—Ch. 7. Transmitter 1 kw, ERP 120 kw (directional). Started 1955.

(Continued on page 940-b)

Just Mention Our Name In



The name is NBC International. In countries from Aden to Zambia (and 92 other regions) it stands for the foremost organization in global television. Mention NBC International, and you're talking about a *program service* that distributes the world's leading entertainment series and documentary specials to more than 300 stations. Adventure and comedy favorites like "Bonanza," "I Spy," "Get Smart!" and "T.H.E. Cat." Such highly-acclaimed documentary

features as "The Age of Kennedy," "Michelangelo: The Last Giant" and "The Reformation." You're also talking about *management services* that were instrumental in the setting up of new TV installations in places like Vietnam, Argentina, Saudi Arabia, Nigeria and Australia —providing technical and managerial help until local staffs were ready to take over. Mention NBC International, and you've named the organization leading the world into *color* tele-

vision. From its association with the NBC Television Network—the world's first full-color network—NBC International is in the best position by far to satisfy the mushrooming world demand for color programming. An outstanding program service, an unequalled technical service... all this and color, too. Clearly, when you talk global television, the first name to mention is NBC International.



International TV Directory

COLUMBIA—(Continued)

- EL CARMEN DE BOLIVAR—Ch. 9. Transmitter 1 kw, ERP 180 kw. Started May 1965.
- LAS JURISDICCIONES—Ch. 6. Transmitter 10 kw, ERP 600 kw. Started May 1965.
- MADRONO—Ch. 9. Transmitter 1 kw, ERP 180 kw (directional). Started 1955.
- MANIZALES (Paramo del Ruiz)—Ch. 11. Transmitter 1 kw, ERP 100 kw (directional). Started 1955.
- MEDELLIN—Ch. 8. Transmitter 400 watts, ERP 25 kw (directional). Started 1955.
- MONTERIA—Ch. 7. Transmitter 1 kw, ERP 100 kw. Started Jan. 1964.
- NEIVA—Ch. 11. Transmitter 1 kw, ERP 100 kw (directional). Started Nov. 1965.
- PASTO—Ch. 8. Transmitter 1 kw, ERP 80 kw (directional). Started Dec. 1966.
- PAZ DEL RIO—Ch. 7. ERP 150 watts (directional). Started 1957.
- POPAYAN (Munchique)—Ch. 10. Transmitter 1 kw, ERP 100 kw (directional). Started Nov. 1965.
- SANTA MARTA—Ch. 2. Transmitter 10 kw, ERP 1000 kw (directional). Started Jan. 1963.
- Planned:
- MEDELLIN—Ch. 3. Transmitter 10 kw, ERP 1000 kw.
- PAN DE AZUCAR—Ch. 7. Transmitter 10 kw, ERP 600 kw (directional).

Republic of the Congo

(CCIR 625-line standards)
Sets in use: 400

- BRAZZAVILLE—Radiodiffusion-Television Congolaise (Govt., commercial). ERP 2 kw. Started experimental operation Aug. 1963.

Democratic Republic of the Congo

- KINSHASA (formerly Leopoldville)—Television Congolaise plans uhf station to start in 1967.

Costa Rica

(525-line standards)
Sets in use: 65,000

- SAN JOSE—Telecentro Canal 6, Corporacion Costarricense de Television, P.O. Box 2860, San Jose. Tel. 3789. Ch. 6. Transmitter 500 watts, ERP 12 kw. TV tape recorder facilities. Started Sept. 1965. Personnel: Mario Sotela, pres., sales manager & film buyer; Carlos Alfaro, general manager & program manager; Alvaro Mora, chief engineer.
- SAN JOSE—TI-TVCR, Televisora de Costa Rica S.A. (Commercial), Calle 12 & Avenida 20, San Jose, Costa Rica. P.O. Box 3876. Tel. 22-22-33. Ch. 7. Transmitter 5 kw, ERP 76.6 kw. TV tape recorder facilities. Hours of operation: Daily 11:30 a.m.-11:00 p.m. Started May 1960. Repeaters on Ch. 11 (Villa Mills), Ch. 12 (Zarero), Ch. 7 (Limon), and Ch. 5 (Puerto Armuelles).
- Ownership: American Broadcasting Co., 35%; Hubert Federspiel K., 40%; Rene Picado E., 25%. Executives: Hubert Federspiel K., pres.; Rene Picado E., treas.; Donald W. Coyle, secy. Personnel: Rene Picado E., manager; Augusto Carballo C., administrative mgr.; Rafael Carrillo L., chief engineer.
- Represented in U.S. by ABC International TV Inc., New York, from whom rate card is available. Affiliated with Central American Network.
- SAN JOSE—TI-TT, Radio Television Tic-Tac Ltda. (commercial), P.O. Box 4666. Tel. 22-33-34. Ch. 4. Transmitter 3 kw, ERP 75 kw. Low-powered repeater, Ch. 9. Started Feb. 1962. Hours of operation: Daily, 3-11 p.m.
- Personnel: Arnaldo Vargas Vargas, owner and gen. mgr.; Claudio Reyes Acosta, sales director.

Planned:

- SAN JOSE—Ch. 13, 10 watts, to repeat Ch. 6.

MORTON FLOM, ENG.

CONSULTING ENGINEER
Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Cuba

[No recent information available from Cuba]
(525-line standards)
Sets in use: 500,000

All stations commercial

Note: Havana stations CMAB-TV & CMBF-TV are operated as one network by the government and are feeding their former satellites the same programs. CMQ-TV is operated as a second network and also feeds its former satellites with government programs. Commercial operations of all stations have been taken over by the govt.

- HAVANA—CMAB-TV, Television Revolucion (formerly Telemundo), Ch. 2. Ambar Motors Bldg.; P & 23rd Sts., Vedado. Telephone: UO-9421. Transmitter 10 kw, ERP 110 kw. Also operates 6 satellites and plans 7th in Pinar del Rio.
- HAVANA—CMBF-TV Cadena Nacional, S. A. Ch. 4. Address: Mazon y San Miguel. Telephone: UO 9366. Transmitter 10 kw, ERP 100 kw. Also operates 6 satellites.
- HAVANA—CMQ-TV, Circuito, CMQ, Ch. 6 (CMQ-TV & radio networks). Address: Radiocentro. Telephone: 3-9911. Transmitter 10 kw, ERP 100 kw. Operates 7-station network.
- HAVANA—CMTV, Ch. 10. Address: Ambar Motors Bldg., P & 23rd Sts., Vedado. Transmitter 5 kw, ERP 25 kw.
- HAVANA—CMBA-TV, Radio Universal, S.A., Ch. 7. Radiocentro. Telephone: F-9911. Transmitter 10 kw, ERP 51 kw.
- HAVANA—CMBJ-TV, TV de la Libertad, Ch. 12. Hotel Hamilton, Havana. Transmitter 10 kw, ERP 115 kw.
- CAMAGUEY—CMJL-TV, Circuito CMQ, Ch. 6. Transmitter 10 kw, ERP 55.8 kw. (See CMQ-TV, Havana).
- CAMAGUEY—CMFE-TV, Telemundo, Ch. 9. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana).
- CAMAGUEY—CMJ-TV, CMBF-TV Cadena Nacional, Ch. 4. Transmitter 5 kw, ERP 25 kw. (Satellite of CMBF-TV, Havana)
- CAMAGUEY—CMFG-TV, Television Camaguey, S.A., Ch. 11. Started summer of 1959.
- CIEGO DE AVILA—CMFD-TV, Circuito CMQ, Ch. 7. Transmitter 5 kw, ERP 18.2 kw. (See CMQ-TV, Havana)
- HOLGUIN—CMKJ-TV, Circuito CMQ, Ch. 3. Transmitter 5 kw, ERP 27.5 kw. (See CMQ-TV, Havana)
- HOLGUIN—CMLD-TV, CMBF-TV Cadena Nacional, Ch. 8. Transmitter 5 kw. (Satellite of CAB-TV, Havana)
- JATIBONICA—CMFF-TV, Telemundo, Ch. 12. ERP 32 kw. (See CMAB-TV, Havana)
- MATANZAS—CMG-TV, CMBF Cadena Nacional, Ch. 13. Transmitter 5 kw, ERP 28 kw. (Satellite of CMAB-TV, Havana)
- MATANZAS—CMGQ-TV, Circuito CMQ, Ch. 9. Transmitter 5 kw, ERP 28 kw. (Satellite of CMBF-TV, Havana)
- MATANZAS—CMGH-TV, Telemundo, Ch. 11. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)
- SANTA CLARA—CMHQ-TV, Circuito CMQ, Ch. 5. Transmitter 5 kw, ERP 25.6 kw. (See CMQ-TV, Havana)
- SANTA CLARA—CMH-TV, CMBF-TV Cadena Nacional, Ch. 3. Transmitter 5 kw, ERP 30.9 kw. (Satellite of CMBF-TV, Havana)
- SANTA CLARA—CMRA-TV, Telemundo, Ch. 8. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)
- SANTIAGO DE CUBA—CMKU-TV, Circuito CMQ, Ch. 2. Transmitter 5 kw, ERP 13.7 kw. (See CMQ-TV, Havana)
- SANTIAGO DE CUBA—CMLC-TV, Telemundo, Ch. 7. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana).
- SANTIAGO DE CUBA—CMLB-TV, Cadena Nacional, Ch. 5. Transmitter 5 kw, ERP 14.3 kw. (Satellite of CMBF-TV, Havana).
- VICTORIA DE LAS TUNAS—CMLQ-TV, Circuito CMQ, Ch. 70 translator. ERP 14.4 kw. (See CMQ-TV, Havana)
- VICTORIA DE LAS TUNAS—Ch. 73 translator. 10 watts. (See CMBF-TV, Havana)

Curacao

(See Netherlands Antilles)

Cyprus

(CCIR 625-line standards)
Sets in use: 22,000

- NICOSIA—Cyprus Broadcasting Corp. (Govt., commercial), P.O. Box 1824, Nicosia, Cyprus. Tel. 5231. Ch. E-2, ERP 1.5 kw. All stations carry same program, originating in Nicosia studios. TV tape recorder facilities. Hours of operation: Daily, 15:30-18:30 (GMT), except Mon.

Personnel: Vias I. Markides, director general; P. T. Astreos, chief engineer; Iossif Hadjiiossif, admin. secy. & public relations officer.

- MOUNT OLYMPUS—Ch. E-6 (V-182.25, A-187.75). Transmitter 10 kw, ERP 40 kw. Started on experimental basis Dec. 1964, official operation began 1966.

- SINA OROS—Ch. E-8 (V-196.25, A-201.75). Transmitter 10 kw, ERP 40 kw. Started on experimental basis Dec. 1964, official operation began 1966.

Planned: Four low-powered repeaters.

For World TV Stations and Sets
see end of this Section

Czechoslovakia

(OIRT 625-line standards)
Sets in use: 2,800,000

Ceskoslovenska Televize (Govt., limited commercial), M. Gorkeho Nam. 29, Praha 1. Cable Address: Televise Praha. Telex: Prague 0400. Tel.: 221247.

Personnel: Jiri Pelikan, director general; Jaroslav Khun, sales manager & film buyer; Zdenek Nohac, program manager; Milan Bauman, chief engineer; Lubomir Kubicek, director of international relations.

- BANSKA BYSTRICA**—Ch. R-7. ERP 100 kw.
- CENTRAL BOHEMIA**—Ch. R-1. ERP 150 kw. Started 1963.
- EAST BOHEMIA**—Ch. R-6. ERP 100 kw. Started May 1959.
- NORTH BOHEMIA**—Ch. R-12. ERP 80 kw. Started June 1960.
- SOUTH BOHEMIA**—Ch. R-2. ERP 100 kw. Started April 1959.
- WEST BOHEMIA**—Ch. R-10. ERP 100 kw. Started Sept. 1960.
- BRUNTAL**—Ch. R-7. ERP 800 watts.
- CERNA HORA**—Ch. R-11. ERP 500 watts. Started 1963.
- JACHYMOV**—Ch. R-7. ERP 800 watts.
- JAVORICE**—Ch. R-11. ERP 500 watts. Started 1963.
- JESTED**—Ch. R-8. ERP 500 watts. Started 1963.
- JIHLAVA**—Ch. R-11. ERP 25 kw. Started 1961.
- KLINOVEC** (Karlov Vary)—Ch. R-7. ERP 1 kw. Started 1957.
- KRALOVA HOLA**—Ch. R-5. ERP 5 kw. Started 1964.
- LIBEREC**—Ch. R-8. ERP 900 watts.
- CENTRAL MORAVIA**—Ch. R-9. ERP 100 kw. Started March 1958.
- MODRY KAMEN**—Ch. R-12. ERP 500 watts. Started 1964.
- NOVE MESTO**—Ch. R-12. ERP 1 kw. Started 1961.
- OSTRAVA**—Ch. R-1. ERP 100 kw. Started Dec. 1955.
- PARDUBICE**—Ch. R-6. ERP 100 kw.
- PLZEN**—Ch. R-10. ERP 100 kw.
- PRAGUE**—Ch. R-7. ERP 12 kw. Started Jan. 1964.
- CENTRAL SLOVAKIA**—Ch. R-7. ERP 100 kw. Started Oct. 1960.
- EAST SLOVAKIA**—Ch. R-6. ERP 100 kw. Started Feb. 1961.
- WEST SLOVAKIA** (Bratislava)—Ch. R-2. ERP 150 kw. Started Nov. 1956.
- TRUTNOV**—Ch. R-11. ERP 1 kw. Started 1958.
- USTI N. LABEM**—Ch. R-12. ERP 100 kw.
- ZILINA**—Ch. R-11. ERP 1 kw. Started 1963.
- Satellites: 300 in operation, 180 planned.
- Planned:**
- DOMAZLICE**—Ch. R-12. ERP 1.6 kw.
- JESENIK**—Ch. R-4. ERP 30 kw.
- KLATOVY**—Ch. R-6. ERP 1.6 kw.
- SUSICE**—Ch. R-9. ERP 1.6 kw.

Denmark

(CCIR 625-line standards)
Sets in use: 1,145,000

All stations operated by Danish State Radio, Television Service, Radiohuset, Rosenorns Alle 22, Copenhagen V (Govt., non-commercial). Tel. 350-647. Main studios in Copenhagen, where all programs originate, have TV tape recorder facilities. Hours of operation: 5-6 hours daily.

- AALBORG**—Ch. E-5. Transmitter 2.1 kw, ERP 50 kw (directional). Started May 1958.
- AARHUS**—Ch. E-8. Transmitter 2.5 kw, ERP 10 kw. Started May 1956.
- BORNHOLM**—Ch. E-5. Transmitter 1.5 kw, ERP 10 kw. Started July 1960.
- COPENHAGEN**—Ch. E-4. Transmitter 5 kw, ERP 10 kw. Started May 1955.
- FREDERIKSHAVN**—Ch. E-8 (satellite of Aalborg). Transmitter 2x5 watts, ERP 100 watts (directional). Started Sept. 1960.
- FYN (Odense)**—Ch. E-3. Transmitter 5 kw, ERP 10 kw. Started Dec. 1955.
- HOBRO**—Ch. E-7 (satellite of Aalborg). ERP 15 watts (directional). Started Jan. 1964.
- HORSSENS**—Ch. E-6 (satellite of Aarhus). ERP 30 watts (directional). Started Jan. 1964.
- KOLDING**—Ch. E-9 (satellite of Sonderjylland). Transmitter 5 watts, ERP 80 watts (directional). Started Sept. 1958.
- KOLLUND**—Ch. E-9 (satellite of Sonderjylland). ERP 60 watts (directional). Started March 1964.
- RANDERS**—Ch. E-6 (satellite of Aarhus). ERP 9 watts (directional). Started Dec. 1963.
- SILKEBORG**—Ch. E-6 (satellite of Aarhus). ERP 105 watts (directional). Started Oct. 1965.
- SKAGEN**—Ch. E-11 (satellite of Aalborg). ERP 52 watts (directional). Started Sept. 1963.
- SONDERJYLLAND (Rangstrup)**—Ch. E-7. Transmitter 3.5 kw, ERP 60 kw (directional). Started April 1957.
- SYDSJAELLAND (Naestved)**—Ch. E-6. Transmitter 4 kw, ERP 60 kw (directional). Started Oct. 1959.

International TV Directory

VEJLE—Ch. E-5 (satellite of Aarhus). Transmitter 2x5 watts, ERP 30 watts (directional). Started April 1960.

VESTJYLLAND (Holstebro)—Ch. E-10. Transmitter 4 kw, ERP 60 kw (directional). Started May 1958.

Planned:

COPENHAGEN—Ch. 31 (V-551.25, A-556.75). Transmitter 10 kw.

Dominican Republic

(525-line standards)
Sets in use: 65,000

SANTO DOMINGO—HIN-TV, Rahintel TV (commercial), Calle Besq. Ave. Independencia, Santo Domingo. Tel. 3-1025. Radio HIN Corp., Pedro P. Bonilla, pres. Ch. 7. Transmitter 1 kw, ERP 3 kw. Low-powered satellite, Ch. 70, La Navisa. Started Feb. 1, 1959. Hours of operation: Daily, 5-11 p.m. Planned: 11:30 a.m.-2:30 p.m.

Personnel: Hector Perez R., director general; Pedro P. Bonnilla, gen. mgr.; Ramon E. Moll, sales mgr.; Vinicio Lambert, program mgr.; Juan Salazar, chief engineer.

SANTO DOMINGO—HISD-TV, Radio Santo Domingo TV, Av. Dr. Tejada Florentino No. 8, Santo Domingo (Govt., commercial). Ch. 4. Transmitter 5 kw, ERP 16 kw. Started Aug. 1952. Represented by ABC International TV Inc. Julio Cesar Martinez, director general.

EL CERRO—HIN-TV, Rahintel TV. Ch. 11. Transmitter 500 watts, ERP 1.5 kw.

LA CUMBRE—Radio Santo Domingo TV (Govt., commercial). Ch. 9. Transmitter 500 watts. Repeater. Started Aug. 1, 1958.

SANTIAGO—HIN-TV, Rahintel TV. Ch. 7. Transmitter 300 watts, ERP 1.5 kw.

SANTO CERRO—Radio Santo Domingo TV (Govt., commercial). Ch. 2. Transmitter 5 kw. Repeater. Started Aug. 1, 1958.

Planned: Low-powered repeater at Puerto Plata.

Ecuador

(525-line standards)
Sets in use: 50,000

GUAYAQUIL—HCPTVE, Primera Television Ecuatoriana (Commercial), P.O. Box 5902. Ch. 4. Transmitter 2 kw, ERP 12 kw. TV tape recording facilities. Started May 1960. Hours of operation: Daily 12:00 noon-1:00 a.m.

Personnel: Presley Norton, director general; Modesto Luque, mgr.; Fidel Castillo, sales mgr.; Galo Rivadeneira, chief engineer.

Represented in U.S. by ABC International TV Inc., New York.

GUAYAQUIL—HCTVE, Telesistema Ecuatoriano (commercial), P.O. Box 5902, Guayaquil. Ch. 6. Transmitter 600 watts, ERP 2 kw. TV tape recorder facilities. Hours of operation: Daily, 6:30-10:10 p.m. Personnel: See HCPTVE, Guayaquil. Represented in U.S. by ABC International TV Inc., New York.

QUITO—HCJB-TV, La Ventana de los Andes (Non-commercial), World Radio Missionary Fellowship, P.O. Box 691, Quito. Tel. 41-550. Ch. 4. Transmitter 1 kw, ERP 8 kw. Started May 1961. Hours of operation: Daily, 6:15-10:45 p.m. Personnel: Robert B. Clark, director; Giff Hartwell, chief engineer.

QUITO—HCPTVE, Primera Television Ecuatoriana (Commercial). Address & personnel same as HCPTVE Guayaquil. Ch. 6. Transmitter 600 watts, ERP 2 kw. TV tape recording facilities. Started May 1964. Hours of operation: Daily 5:30-11:30 p.m.

Represented in U.S. by ABC International TV Inc., New York.

Planned: 3 low-powered repeaters.

Egypt

(See United Arab Republic)

El Salvador

(525-line standards)
Sets in use: 35,000

Teleradio Centroamericana (TELECENRO), Ave. Olimpica y Doble Via a Sta. Tecla (P.O. Box 1375), San Salvador (commercial). Tel. 7502, 1054, 6227.

Personnel: Roberto Daglio, president; Alberto Vilar, general manager; Marina Palomo, sales manager; A. Vesquez, program manager & film buyer; Rudolf H. Rahn, director of engineering.

Represented in U.S. by ABC International Television Inc., New York. Rates (Sept. 1964), YSEB-TV & YSDR-TV: Spot 60 sec., 19.00; 10 sec., 6.00; program ½ hr., 550.00; ¼ hr., 350.00. YSU-TV: Spot 60 sec., 55.00; 10 sec., 28.00; program 1 hr., 2,600.00; ¼ hr., 780.00 (El Salvador Colon).

SAN SALVADOR—YSEB-TV, Ch. 6. Transmitter 500 watts, ERP 9.5 kw. TV tape recording facilities. Started Nov. 1956.

SAN SALVADOR—YSDR-TV, Ch. 8. Transmitter 5 kw, ERP 20 kw. Started Mar. 1959 as satellite of YSEB-TV, began separate programming Jan. 1966.

SAN SALVADOR—YSU-TV, Ch. 4. Transmitter 10 kw, ERP 77 kw. Started Dec. 1958.

Low power repeater near Tegucigalpa, Honduras permits retransmission by HRTG-TV there. TV tape recording facilities.

Planned:

SAN SALVADOR—YSR-TV, Circuito YSR. Ch. 2.

International TV Directory

Ethiopia

(CCIR 625-line standards)

Sets in use: 5,000

ADDIS ABABA—Ethiopian Television Service (Govt., commercial), Imperial Ethiopian Government, Ministry of Information, P.O. Box 1020, Addis Ababa. Tel. 16701-16705. Ch. 7 (V-187.25, A-194.75), transmitter 500 watts. Started Nov. 1964. Hours of operation: Sun.-Fri., 20:00-22:30; Sat. 17:30-22:30. Personnel: Ato Negusse Haptewold, asst. minister of broadcasting; Ato Samuel Ferenji, director general, general manager; Ato Kassaye Demena, program manager & film buyer; Wolzerit Kondjit Mekonnen, sales manager. Represented internationally by Television International Enterprises (Sales) Ltd., London. Rates (Dec. 1966): Spot 60 sec., 75.00; 15 sec., 37.50 (Ethiopian Dollar).

Finland

(CCIR 625-line standards)

Sets in use: 850,000

Finnish Broadcasting Co. Ltd. (Oy. Yleisradio Ab.), Unioninkatu 16, Helsinki (Govt.) TV Program 1 address: Pasila. Tel. 418811. TV Program 2 address: Tampere, Hameenkatu 22 C. Tel. Tampere 30330. TV tape recorder facilities. Hours of operation: Program 1—daily 13:00-14:00 & 17:00-22:30; Program 2—daily 18:00-21:30.

Personnel: Eino S. Repo, director general; L. H. Vennola, deputy director general & director of staff administration; Jussi Koskiluoma, dir. of Finnish programs; Christoffer Schildt, dir. of Swedish programs; Paavo Arni, dir. of engineering; Hannu Leminen, dir. of TV Program 2; Wilhelm Zilliacus, head of TV Program 1; Johannes Virolainen, chairman of administrative council.

Oy. Mainos-TV-Reklam Ab., Helsinki, Kumpulantie 1 (private commercial firm) hires studio space, technical facilities and program time from Finnish Broadcasting Co. for commercial programs and announcements. These are transmitted on Program 1 before & after Finnish Broadcasting Co.'s own program, and in Program 2 daily between program items plus 1 weekly program with commercial breaks. P. Hanski, managing director.

TV PROGRAM 1

EURAJOKI—Finnish Broadcasting Co. Ch. E-11. ERP 25 kw. Started Dec. 1964.
HAAPAMAKI—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Oct. 1964.
HAMENLINNA—Finnish Broadcasting Co. Ch. E-5. ERP 5 watts. Started March 1960.
HANKO—Finnish Broadcasting Co. Ch. E-11. ERP 8 watts. Started Sept. 1961.
HELSINKI—Finnish Broadcasting Co. Ch. E-6. ERP 10 kw. Started Nov. 1956.
HELSINKI—Finnish Broadcasting Co. Ch. E-24. ERP 25 kw. Started Feb. 1963.
IISALMI—Finnish Broadcasting Co. Ch. E-1. ERP 200 watts. Started Aug. 1963.
JOENSUU—Finnish Broadcasting Co. Ch. E-11. ERP 1 watt. Started Nov. 1962.
JOUTSENO—Finnish Broadcasting Co. Ch. E-10. ERP 10 kw. Started April 1962.

Every Monday morning

a Media Director

reads Television Digest.

Why? See page 803-b

JYVASKYLA—Finnish Broadcasting Co. Ch. E-11. ERP 10 kw. Started Dec. 1961.
KAJAANI—Finnish Broadcasting Co. Ch. E-4. ERP 15 kw. Started Dec. 1963.
KARHULA—Finnish Broadcasting Co. Ch. E-5. ERP 400 watts. Started March 1961.
KARKKILA—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Dec. 1962.
KERIMAKI—Finnish Broadcasting Co. Ch. E-9. ERP 10 kw. Started Dec. 1963.
KOKKOLA—Finnish Broadcasting Co. Ch. E-7. ERP 100 watts. Started Dec. 1962.
KOLI—Finnish Broadcasting Co. Ch. E-8. ERP 5 kw. Started Sept. 1962.
KOUVOLA—Finnish Broadcasting Co. Ch. E-5. ERP 5 watts. Started April 1960.
KUHMO—Finnish Broadcasting Co. Ch. E-6. ERP 5 watts. Started Feb. 1965.
KUOPIO—Finnish Broadcasting Co. Ch. E-7. ERP 45 kw. Started Dec. 1961.
LAHTI—Finnish Broadcasting Co. Ch. E-9. ERP 40 kw. Started March 1958.
LAPUA—Finnish Broadcasting Co. Ch. E-5. ERP 80 kw. Started Nov. 1961.
LOHJA—Finnish Broadcasting Co. Ch. E-11. ERP 5 watts. Started Aug. 1960.
LOVIISA—Finnish Broadcasting Co. Ch. E-11. ERP 10 watts. Started May 1963.
MANTTA—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Aug. 1964.
MIKKELI—Finnish Broadcasting Co. Ch. E-6. ERP 10 kw. Started Jan. 1961, increased power Oct. 1963.
OULU—Finnish Broadcasting Co. Ch. E-7. ERP 60 kw. Started Dec. 1962.
PIHTIPUDAS—Finnish Broadcasting Co. Ch. E-10. ERP 1.5 kw. Started Oct. 1964.
PIRTTIKOSKI—Finnish Broadcasting Co. Ch. E-5. ERP 5 watts. Started May 1964.
PORVOO—Finnish Broadcasting Co. Ch. E-11. ERP 2 watts. Started Oct. 1962.
PYHAVUORI—Finnish Broadcasting Co. Ch. E-6. ERP 20 kw. Started Nov. 1965.
RAAHE—Finnish Broadcasting Co. Ch. E-10. ERP 5 watts. Started Dec. 1965.
RIIHIMAKI—Finnish Broadcasting Co. Ch. E-11. ERP 5 watts. Started Sept. 1959.
ROVANIEMI—Finnish Broadcasting Co. Ch. E-9. ERP 700 watts. Started May 1964.
RUKA—Finnish Broadcasting Co. Ch. E-4. ERP 100 watts. Started April 1966.
RUOTSINPYHTAA—Finnish Broadcasting Co. Ch. E-11. ERP 5 watts. Started Oct. 1964.
SAARIJARVI—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Aug. 1964.
SIPPOLA—Finnish Broadcasting Co. Ch. E-5. ERP 20 kw. Started March 1966.
SUOMUSSALMI—Finnish Broadcasting Co. Ch. E-5. ERP 5 watts. Started July 1966.
TAIVALKOSKI—Finnish Broadcasting Co. Ch. E-2. ERP 15 kw. Started Dec. 1964.
TAMMISAARI—Finnish Broadcasting Co. Ch. E-5. ERP 150 watts. Started Dec. 1960.
TAMMELA—Finnish Broadcasting Co. Ch. E-10. ERP 8 kw. Started April 1959.
TAMPERE—Finnish Broadcasting Co. Ch. E-8. ERP 80 kw. Started 1958 with 200 watts, increased power Dec. 1960.
TERVOLA—Finnish Broadcasting Co. Ch. E-3. ERP 20 kw. Started May 1964.
TURKU—Finnish Broadcasting Co. Ch. E-7. ERP 60 kw. Started Nov. 1958. Increased power Nov. 1965.
VAASA—Finnish Broadcasting Co. Ch. E-11. ERP 100 watts. Started Dec. 1964.
VIITASAARI—Finnish Broadcasting Co. Ch. E-8. ERP 5 watts. Started Oct. 1964.
YLITORNIO—Finnish Broadcasting Co. Ch. E-6. ERP 20 watts. Started April 1965.
YLIVIESKA—Finnish Broadcasting Co. Ch. E-9. ERP 60 kw. Started Nov. 1962.

Low-powered repeaters: 18 in operation, 1 planned.

Planned or under construction:

KANKAANPAA—Finnish Broadcasting Co. Ch. E-10. ERP 2 watts.
PYHAVUORI—Finnish Broadcasting Co. Ch. E-5. ERP 60 kw.

TV PROGRAM 2

HELSINKI—Finnish Broadcasting Co. Ch. E-8. ERP 10 kw. Started 1954, increased power Jan. 1963.
TAMPERE—Finnish Broadcasting Co. Ch. E-2. ERP 10 kw. Started 1957 on Ch. E-10, changed channel, increased power March 1963.
TURKU—Finnish Broadcasting Co. Ch. E-9. ERP 10 kw. Started 1956 on Ch. E-5, restarted on Ch. E-9 with increased power March 1963.

You name it. We speak your language almost anywhere in the world you're located.

Brazil? Jorge Adib, who heads CBS Filmes do Brasil Ltda., has spent his entire career in Brazilian broadcast advertising. Benigno Nosti, Vice President of CBS Latino Americana Inc., is equally at home on the Latin American broadcast scene. Africa? Lagos-based Michael Kubeyinje, CBS Europe's representative in Africa, was born in Nigeria. Japan? Vice President of CBS Japan Inc., Koreaki Takahashi, has been an important part of the Japanese television industry since its inception. West Germany? Max Kimental, CBS Europe's

man in Munich, has been a CBS executive in Germany since 1959.

And it's the same the whole world over. All of our international representatives are conversant with both their product and their market, which translates into far better service, far quicker service for you.

If you have a sales problem anywhere on earth, contact our representative nearby. He'll be pleased to talk it over in your language.

CBS FILMS

Offices or sales representatives in New York, Los Angeles, Miami, Toronto, Montreal, Mexico City, London, Zug, Munich, Paris, Rome, Sao Paulo, Tokyo, Sydney, Seoul, Salisbury, Beirut and Lagos.



International TV Directory

France

Sets in use: 7,196,000

Office de Radiodiffusion Television Francaise, ORTF. (Govt., non-commercial), 116 Avenue du President-Kennedy, Paris 16e. Tel.: 224-22-22. Telex: 20-00-2. Television head office: 15 rue Cognacq-Jay, Paris 73.

Personnel: Wladimir D'Ormesson, pres. of administrative council; Jean Chauveau, secy. gen. of administrative council; Jacques-Bernard Dupont, director general; Andre Louis Astoux, assistant director general for radio; Claude Contamine, assistant director general for television; Andre Francois, Pierre Gilles, Xavier Larere, advisors; Georges Neveux, pres., committee on television programs; Georges Emmanuel Clancier, secy. gen., committee on television programs; Roland Samama, chief of service of gen. affairs; Pierre Schaeffer, chief of research service; Stanislas de Godzawa-Godlewski, chief of public relations & commercial affairs service; Bernard Gouley, delegate of dir. gen. to regional stations; Paul Bodin, Maxime Freneau, Andre-Marie Gerard, Joseph Landrac, inspectors gen.; Claude Mercier, dir., equipment; Georges Chedeville, asst. dir., equipment; Georges Riou, dir., gen. administration; Pierre de Boisdeffre, dir., radio; Roland Dhordain, asst. dir., radio; Jacques Flaud, dir. of foreign relations; Michel Robida, asst. dir. of foreign relations; Jacques Thibau, asst. dir., television. U.S. representative: Michel Anfrol, 614 National Press Bldg., Washington, D.C. 20004. Tel. 292-2537.

ORTF also operates stations in the following French departments and overseas territories: French Somaliland; Guadeloupe, French Guiana, Martinique, New Caledonia, French Polynesia, Reunion, St. Pierre and Miquelon.

FIRST NETWORK

(French 819-line standards)

AJACCIO (Coti Chiavari)—Ch. F-4. Transmitter 500 watts, ERP 10 kw. Started Dec. 1958.

AMIENS (Bouvigny)—Ch. F-11. Transmitter 20 kw, ERP 200 kw. Started Dec. 1959.

ANTISANTI—Ch. F-6. Transmitter 500 watts. Started June 1966.

AURILLAC (La Bastide)—Ch. F-11. Transmitter 500 watts, ERP 5 kw. Started Dec. 1959.

BASTIA (Serra di Pigno)—Ch. F-2. Transmitter 3 kw, ERP 10 kw. Started July 1960.

BESANCON (Lomont)—Ch. F-4. Transmitter 3 kw, ERP 30 kw. Started Dec. 1960.

BORDEAUX (Bouliac)—Ch. F-10. Transmitter 10 kw, ERP 50 kw. Started Dec. 1957.

BOURGES (Neuvy-2-Clochers)—Ch. F-9. Transmitter 20 kw, ERP 200 kw. Started May 1956.

BREST (Roc Tredudon)—Ch. F-8. Transmitter 10 kw, ERP 150 kw. Started July 1961.

CAEN (Mont-Pincon)—Ch. F-2. Transmitter 20 kw, ERP 50 kw. Started July 1956.

CARCASSONNE (Pic-de-Nore)—Ch. F-4. Transmitter 20 kw, ERP 100 kw. Started July 1961.

CHERBOURG (Digosville)—Ch. F-12. Transmitter 500 watts, ERP 16 kw. Started Jan. 1965.

CLERMONT-FERRAND (Puy-de-Dome)—Ch. F-6. Transmitter 10 kw, ERP 150 kw. Started Dec. 1957.

DIJON (Nuits-St. Georges)—Ch. F-10. Transmitter 500 watts, ERP 7.5 kw. Started April 1958.

GEX (Mont Rond)—Ch. F-7. Transmitter 3 kw, ERP 25 kw. Started May 1960.

GRENOBLE (Chamrousse)—Ch. F-10. Transmitter 50 watts, ERP 700 watts. Started Nov. 1955.

HYERES (Cap Benat)—Ch. F-4. Transmitter 250 watts. Started May 1966.

LE HAVRE (Harfleur)—Ch. F-7. Transmitter 500 watts, ERP 1.25 kw. Started Aug. 1958.

LE MANS (Mayet)—Ch. F-12. Transmitter 10 kw, ERP 100 kw. Started Dec. 1959.

LILLE (Bouvigny)—Ch. F-8A. Transmitter 20 kw, ERP 200 kw. Started Dec. 1959.

LIMOGES (Les Cars)—Ch. F-2. Transmitter 20 kw, ERP 200 kw. Started as 3 watt repeater Aug. 1958. Began full power operation Sept. 1959.

LYON (Mont Pilat)—Ch. F-12. Transmitter 20 kw, ERP 200 kw. Started Oct. 1954.

MARSEILLE (Grande Etoile)—Ch. F-8. Transmitter 20 kw, ERP 200 kw. Started Dec. 1959.

METZ (Luttange)—Ch. F-6. Transmitter 10 kw, ERP 200 kw. Started July 1956.

MEZIERES (Sury)—Ch. F-8A. Transmitter 500 watts, ERP 5 kw. Started March 1965.

MONTPELLIER (Blanquette)—Ch. F-6. Transmitter 50 watts, ERP 150 watts. Started April 1965.

MULHOUSE (Belvedere)—Ch. F-8. Transmitter 20 kw, ERP 200 kw. Started Jan. 1956.

NANCY (Malzeville)—Ch. F-7. Transmitter 50 watts, ERP 100 watts. Started May 1955.

NANTES (Hte-Goulaine)—Ch. F-4. Transmitter 20 kw (April 1960), ERP 300 kw. Started April 1957 with 500 watts ERP.

NIORT (Maisonnais)—Ch. F-7. Transmitter 20 kw, ERP 300 kw. Started Oct. 1960.

PARIS (Eiffel Tower)—Ch. F-8A. Transmitter 20 kw, ERP 180 kw. Started Nov. 1949.

PERPIGNAN (Pic de Neoulous)—Ch. F-12. Transmitter 50 watts. Started Aug. 1960.

REIMS (Hautvillers)—Ch. F-5. Transmitter 10 kw, ERP 50 kw. Started Dec. 1958.

RENNES (Saint-Pern)—Ch. F-5. Transmitter 20 kw, ERP 450 kw. Started April 1957 with 50 watts. Switched to full power in Aug. 1959.

ROUEN (Les Essarts)—Ch. F-10. Transmitter 10 kw, ERP 50 kw. Started Feb. 1956.

SAINT-RAPHAEL (Pic de l'Ours)—Ch. F-6. Transmitter 3 kw, ERP 10 kw. Started Aug. 1956.

STRASBOURG (Nordheim)—Ch. F-5. Transmitter 3 kw, ERP 20 kw. Started June 1965.

TOULON (Cap Sicie)—Ch. F-11. Transmitter 50 watts, ERP 500 watts. Started Feb. 1965.

TOULOUSE (Pechbonnieu)—Ch. F-10. Transmitter 50 watts, ERP 500 watts. Started Oct. 1959.

TOULOUSE (Pic du Midi)—Ch. F-5. Transmitter 2 kw, ERP 100 kw. Started Dec. 1957.

TROYES (Les Riceys)—Ch. F-2. Transmitter 20 kw, ERP 250 kw. Started Dec. 1960.

VANNES—Ch. F-12. Transmitter 500 watts, ERP 10 kw. Started April 1960.

Low-powered satellites: 650 in operation.

SECOND NETWORK

(CCIR 625-line standards)

AURILLAC (La Bastide)—Ch. E-65. Transmitter 20 kw. Started Nov. 1966.

BASTIA (Serra di Pigno)—Ch. E-47. Transmitter 20 kw. Started July 1966.

BAYONNE (La Rhune)—Ch. E-58. Transmitter 50 kw. Started June 1966.

BORDEAUX (Bouliac)—Ch. E-57. Transmitter 50 kw, ERP 1000 kw. Started Dec. 1965.

BOULOGNE—Ch. E-34. Transmitter 2 kw. Started Sept. 1966.

BREST (Roc Tredudon)—Ch. E-21. Transmitter 50 kw. Started at 1/4 power Feb. 1966.

CAEN (Mont-Pincon)—Ch. E-25. Transmitter 50 kw, ERP 1000 kw. Started Dec. 1964.

CARCASSONNE (Pic de Nore)—Ch. E-58. Transmitter 50 kw. Started Nov. 1966.

CHAMBERY (Mt. du Chat)—Ch. E-26. Transmitter 10 kw. Started Oct. 1966.

CHERBOURG (Digosville)—Ch. E-59. Transmitter 2 kw. Started Nov. 1966.

CLERMONT FERRAND (Puy de Dome)—Ch. E-28. Transmitter 20 kw, ERP 1000 kw. Started Dec. 1964.

GEX (Mt. Rond)—Ch. E-21. Transmitter 20 kw. Started Oct. 1966.

GRENOBLE (Chamrousse)—Ch. E-50. Transmitter 2 kw, ERP 50 kw. Started Oct. 1965.

HYERES (Cap Benat)—Ch. E-59. Transmitter 2 kw, ERP 35 kw. Started May 1965.

LE HAVRE (Harfleur)—Ch. E-43. Transmitter 10 kw, ERP 100 kw. Started Sept. 1965.

LILLE (Bouvigny)—Ch. E-27. Transmitter 50 kw, ERP 1,000 kw. Started May 1964.

LIMOGES (Les Cars)—Ch. E-50. Transmitter 50 kw, ERP 1000 kw. Started Aug. 1965.

LONGWY (Bois du Chat)—Ch. E-44. Transmitter 2 kw. Started Nov. 1966.

LYON (Fourviere)—Ch. E-58. Transmitter 2 kw, ERP 10 kw. Started April 1964.

LYON (Mont Pilat)—Ch. E-40. Transmitter 50 kw, ERP 1000 kw. Started Sept. 1964.

MARSEILLE (Grand Etoile)—Ch. E-23. Transmitter 50 kw, ERP 1000 kw. Started June 1964.

MENTON (Cap Martin)—Ch. E-50. Transmitter 2 kw. Started Sept. 1966.

METZ (Luttange)—Ch. E-34. Transmitter 50 kw, ERP 1000 kw. Started May 1965.

MEZIERES (Sury)—Ch. E-23. Transmitter 20 kw, ERP 500 kw. Started March 1966.

MULHOUSE (Belvedere)—Ch. E-21. Transmitter 50 kw, ERP 1000 kw. Started Oct. 1965.

NANCY (Malzeville)—Ch. E-29. Transmitter 20 kw, ERP 500 kw. Started Jan. 1966.

NANTES (Haute Goulaine)—Ch. E-29. Transmitter 50 kw, ERP 1000 kw. Started Sept. 1965.

NICE (Mont Alban)—Ch. E-58. Transmitter 450 watts, ERP 10 kw. Started April 1965.

PARIS (Eiffel Tower)—Ch. E-22. Transmitter 20 kw, ERP 100 kw. Started experimental service Sept. 1963, full service April 1964.

PERPIGNAN (Neoulous)—Ch. E-25. Transmitter 450 watts, ERP 10 kw. Started Aug. 1965.

REIMS (Hauvillers)—Ch. E-46. Transmitter 50 kw, ERP 1000 kw. Started Jan. 1966.
RENNES (St. Pern)—Ch. E-45. Transmitter 50 kw, ERP 1000 kw. Started June 1966.
ROUEN (Les Essarts)—Ch. E-33. Transmitter 2 kw, ERP 40 kw. Provisional. Started March 1965.
SAINT-ETIENNE—Ch. E-30. Transmitter 450 watts, ERP 10 kw. Started Dec. 1964.
SAINT RAPHAEL (Pic de l'Ours)—Ch. E-28. Transmitter 20 kw, ERP 1000 kw. Started Jan. 1965.
STRASBOURG (Nordheim)—Ch. E-56. Transmitter 50 kw, ERP 1000 kw. Started June 1965.
TOULON (Cap Sicié)—Ch. E-48. Transmitter 2 kw, ERP 100 kw. Started Feb. 1965.
TOULOUSE (Pechbonnieu)—Ch. E-39. Transmitter 450 watts, ERP 10 kw. Started July 1965.
TOULOUSE (Pic du Midi)—Ch. E-21. Transmitter 20 kw, ERP 500 kw. Started April 1965.
TROYES (Les Riceys)—Ch. E-24. Transmitter 50 kw, ERP 1000 kw. Started Aug. 1965.
 Low-powered satellites: 3 in operation.
 Planned:
AJACCIO (Coti Chiavari)—Ch. E-21. Transmitter 10 kw.
BENSANCON (Lomont)—Ch. E-41. Transmitter 10 kw.
CHAMONIX (Aiguille du Midi)—Ch. E-28. Transmitter 2 kw.
DIJON (Nuits St. Georges)—Ch. E-62. Transmitter 50 kw.
EPINAL—Ch. E-60. Transmitter 2 kw.
NIORT (Maisonnay)—Ch. E-22. Transmitter 50 kw.

French Guiana

(CCIR 625-line standards)

CAYENNE—Office de Radiodiffusion Television Francaise (ORTF), Box 338, Cayenne. Tel. 355. (Govt., non-commercial). Personnel: Fernand Jacquemart, regional delegate of ORTF; C. Barat, chief of service. Planned: Transmitter 50 watts.

French Polynesia

(CCIR 625-line standards)
 Sets in use: 500

PAPEETE—Office de Radiodiffusion Television Francaise (ORTF), 410 rue Dumont d'Urville, Box 125, Papeete, Tahiti. Tel. 243. (Govt., non-commercial). Michel Espinasse, chief of service. 3 channels, (V-207.25, A-213.75); (V-191.25, A-197.75); (V-175.25, A-181.75); transmitters 50 watts. Started Oct. 1965. Planned: 2 low-powered repeaters.

French Somaliland

(CCIR 625-line standards)

DJIBOUTI—Office de Radiodiffusion Television Francaise (ORTF), Box 97, Djibouti. Tel. 177. Rene Marchand, chief of service. Plans 50 watt transmitter.

Gabon

(CCIR 625-line standards)
 Sets in use: 950

Radio Television Gabonaise (Govt., educational); R.T.G., BP 150, Libreville. Tel. 33-25; 33-69.

Personnel: Paul Okumba d'Okwatsegue, director general; Jean-Luc Magneron, gen. mgr.; Claude Augot, film buyer & program mgr.; Robert Belgrand, chief engineer; M. Gauthier, film editor; Joseph Lowembe, news.

LIBREVILLE—Ch. E-3. Transmitter 50 watts. Started May 1963. TV tape recorder facilities. Hours of operation: Daily, Wed.-Sun., 8:45-10:30 p.m.

PORT-GENTIL—Ch. E-10. Transmitter 50 watts. Started Nov. 1965. TV tape recorder facilities. Repeats Ch. E-3, Libreville.

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers-Appraisers-Consultants-Management

THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

International TV Directory

German Democratic Republic

[East Germany]
 (CCIR 625-line standards)
 Sets in use: 3,600,000

Deutscher Fernsehfunk (Govt., non-commercial). Berlin-Adlershof, Rudower Chaussee 3. Tel. 642021. Personnel: H. Adameck, director general; D. Schmotz, program director; R. Kramer, technical director; Dr. Ottersberg, director of international relations.

BERLIN (Koenigick)—Ch. E-5. Transmitter 10 kw, ERP 100 kw. Started Dec. 1952.

BERLIN—Ch. E-27. ERP 100 kw.

BROCKEN (Harz Mt.)—Ch. E-6. Transmitter 10 kw, ERP 100 kw. Started Feb. 1956.

KARL-MARX-STADT (formerly Chemnitz)—Ch. E-8. ERP 100 kw.

COTTBUS—Ch. E-4. ERP 6 kw. Started Dec. 1958.

DEQUEDE—Ch. E-31. ERP 500 kw.

DRESDEN—Ch. E-10. ERP 100 kw. Started June 1954.

EISENHUENSTADT—Ch. E-12.

FRANKFURT-ODER—Ch. E-11. ERP 500 watts.

GOERLITZ—Ch. E-6. ERP 1 kw.

HELFTERBERG—Ch. E-3. ERP 6 kw. Started April 1957.

INSELBERG—Ch. E-5. Transmitter 10 kw, ERP 100 kw. Started Feb. 1956.

INSELBERG—Ch. E-31. ERP 100 kw. Started April 1964.

LEIPZIG—Ch. E-9. Transmitter 10 kw, ERP 100 kw. Started in 1955.

LOBENSTEIN—Ch. E-7.

MARLOW—Ch. E-8. Transmitter 10 kw, ERP 100 kw. Started Sept. 1956.

RHINOW—Ch. E-9.

SCHONECK—Ch. E-6.

SCHWERIN—Ch. E-11. Transmitter 10 kw, ERP 100 kw. Started Aug. 1957.

SONNEBERG—Ch. E-12.

SONNEBERG—Ch. E-33. ERP 100 kw. Started June 1964.

WITTENBERG—Ch. E-11.

Low-powered repeaters: 286 in operation.

Federal Republic of Germany

[West Germany]
 (CCIR 625-line standards)
 Sets in use: 12,500,000

"First Program" Deutsches Fernsehen is operated by 9 independent regional broadcasting systems (limited commercial), operating as so-called "institutions under public law." Deutsches Fernsehen broadcasts a common program throughout Germany, coordinated by a coordination office of the ARD (Arbeitsgemeinschaft der Öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland), Leopoldstrasse 10, 8 Munich 23. Tel. 38061.

Personnel: Programm direktor Lothar Hartmann, coordinator; R. E. Lemke, deputy coordinator; O. Meitzner, press relations coordinator; Dr. R. Dill, dir. of international contacts.
 Hours of operation: Mon.-Fri., 16:40-23:00; Sat. 13:55-23:00; Sun., 11-23:00. Plans telecasting color Aug. 1967.

"Second Program" Zweites Deutsches Fernsehen is federally-owned (non-commercial) network (see last entry below).

BAYERISCHER RUNDfunk

Bayerischer Rundfunk, Rundfunkplatz 1, 8 Munich 2. Tel. 59001. Telex: 05 23428. TV tape recorder facilities. Also operates "Third Program" (educational).

Personnel: Christian Wallenreiter, Intendant; Dr. Clemens Muenster, dir. of TV I; Dr. Helmut Oeller, dir. of educational program; Hans Spies, dir. of administration; Dr. Ferdinand Daser, technical dir.

BROTJACKLRIEGEL—Ch. E-7. ERP 100 kw. Started Dec. 1960.

DILLBERG (Oberpfalz)—Ch. E-6. ERP 100 kw. Started March 1956.

GRUNTEN (Allgau)—Ch. E-2. ERP 100 kw. Started Nov. 1956.

HOHENPEISSENBERG (Oberbayern)—Ch. E-25. ERP 100 kw. Started Aug. 1959.

HOHER BOGEN—Ch. E-55. ERP 250 kw. Started Dec. 1961.

HUENBERG (Harburg)—Ch. E-60. ERP 400 kw.

KREUZBERG (Rhön)—Ch. E-3. ERP 100 kw. Started Jan. 1956.

OCHSENKOPF (Fichtelgeb.)—Ch. E-4. ERP 100 kw. Started June 1956.

WENDELSTEIN (Oberbayern)—Ch. E-10. ERP 100 kw. Started Nov. 1954.

WURZBURG (Frankenwarte)—Ch. E-10. ERP 2 kw. Started Dec. 1955.

Satellite stations: 43 in operation.

(Continued on next page)

International TV Directory

FEDERAL REPUBLIC OF GERMANY—(Continued)

HESSISCHER RUNDFUNK

Hessischer Rundfunk, Bertramstrasse 8, 6 Frankfurt/Main 1. Postfach (P.O. Box) 3294. Tel. 59051. Telex 04 11127, 04 11583. TV tape recording facilities. Also operates "Third Program" (educational). Hours of operation: Mon.-Fri., 16:30-22:30; Sat., 14:30-22:30; Sun., 11:00-22:30. Plans color telecasting Aug. 1967.

Personnel: Werner Hess, director general; Hans Otto Gruenefeldt, program director; Dr. Franz Misere, technical director.

BIEDENKOPF—Ch. E-2. Transmitter 2 kw, ERP 30 kw. Started Nov. 1957.

FELDBERG (Taunus)—Ch. E-8. Transmitter 10 kw, ERP 100 kw. Started May 1953.

HARDBERG—Ch. E-5. Transmitter 600 watts, ERP 5 kw. Started March 1956.

HOHER MEISSNER—Ch. E-7. Transmitter 10 kw, ERP 100 kw. Started July 1955.

RIMBERG—Ch. E-57. Transmitter 20 kw, ERP 400 kw. Started March 1964.

Satellite stations: 52 in operation; 4 under construction; 15 planned.

NORDDEUTSCHER RUNDFUNK

Norddeutscher Rundfunk, Rothenbaumchaussee 132, Hamburg 13. Tel. 441931. TV tape recording facilities. Personnel: Gerhard Schroeder, director general; Dietrich Schwarzkopf, program director; Dr. H. Rindfleisch, technical director.

AURICH—Ch. E-53. ERP 230 kw. Started May 1961.

BAD-ROTHENFELDE—Ch. E-35. ERP 1 kw. Started Dec. 1964.

BREMEN-OLDENBURG—Ch. E-2. ERP 100 kw. Started Aug. 1956.

BREMEN-OLDENBURG—Ch. E-55. ERP 400 kw. Started June 1962.

BUNGSBERG—Ch. E-50. ERP 260 kw. Started Dec. 1960.

DANNENBERG—Ch. E-43. ERP 250 kw. Started May 1961.

FLENSBURG—Ch. E-4. ERP 50 kw. Started Dec. 1957.

HAMBURG—Ch. E-9. ERP 100 kw. Started Dec. 1952.

HANNOVER—Ch. E-8. ERP 5 kw. Started Dec. 1952.

HARZ-WEST—Ch. E-10. ERP 100 kw. Started Sept. 1954.

HEIDE—Ch. E-10. ERP 25 kw. Started Dec. 1959.

KIEL—Ch. E-5. ERP 12 kw. Started Aug. 1957.

LINGEN—Ch. E-41. ERP 400 kw. Started Jan. 1959.

OSNABRUCK—Ch. E-50. ERP 12.5 kw. Started Dec. 1962.

STADTHAGEN-BUCKEBURG—Ch. E-47. ERP 1.6 kw. Started Nov. 1964.

Satellite stations: 50 in operation.

RADIO BREMEN

Radio Bremen, Heinrich-Hertz-Strasse 13, Bremen. Tel. 230041. TV tape recording facilities. Personnel: Heinz Kerneck, director general; Hans Abich, director of TV; Heinz Heyer, technical director.

Hours of operation: Daily, 10:00-23:00.

Rates: Advertising sold by Norddeutscher Rundfunk.

BREMEN—Ch. E-22. Transmitter 10 kw, ERP 100 kw. Started April 1959.

BREMERHAVEN—Ch. E-5 (satellite). Transmitter 100 watts, ERP 160 watts. Started April 1959.

SAARLAENDISCHER RUNDFUNK

Saarlaendischer Rundfunk, Schloss Halberg, 66 Saarbruecken. Postfach 1050. Tel. 6021. TV tape recording facilities. Hours of operation: Daily, 12:30-13:30, 16:30-23:30. Plans color telecasting Aug. 1967.

Rates: 60 Sec., 2,500; 15 Sec., 875 (Deutsche Marks).

Personnel: Dr. Franz Mai, director general; Wilhelm Diederich, deputy director general & dir. of radio; Dr. Wilhelm Zilius, dir. of radio programs; Karl Heinz Reintgen, dir. of television; Karl Schnelting, acting dir. of television programs; Erich Bohnke, technical dir.; Hermann Funfeldt, administrative dir.; Dietrich von Boecklin, legal advisor.

GOETTELBORNER HOEHE—Ch. E-2. ERP 100 kw. Started Oct. 1959.

Satellite stations: 15 in operation, 1 planned.

SENDER FREIES BERLIN

Sender Freies Berlin, Masurenallee 8/14, 1 Berlin 19. Tel. 30331. TV tape recording facilities. Personnel: W. Steigner, director general; Eberhard Schutz, program director; U. Blaesser, technical director.

BERLIN—Ch. E-7. ERP 100 kw. Started Nov. 1951; increased power & antenna height July 1963.

For EBU and OIRT Listings
see Services Volume

SUEDDEUTSCHER RUNDFUNK

Sueddeutscher Rundfunk, Neckarstrasse 145, Stuttgart. Postfach 837. Tel. 299701. TV tape recording facilities. Personnel: Dr. Hans Bausch, director general; H. Jaedicke, director of TV; H. Rupp, technical director.

Rates (Jan. 1965, Peak): 60 Sec., 6800; 10 Sec., 2400 (Deutsche Marks). Plans color telecasting Aug. 1967.

AALEN—Ch. E-8. ERP 50 kw. Started April 1958.

HEIDELBERG-KOENIGSTUHL II—Ch. E-50. ERP 500 kw. Started April 1962.

HEIDELBERG-KOENIGSTUHL I—Ch. E-7. ERP 100 kw. Started Aug. 1960.

PFORZHEIM-LANGENBRAND—Ch. E-21. ERP 100 kw. Started July 1966.

STUTTGART (Hoher Bopser)—Ch. E-11. ERP 100 kw. Started Nov. 1954.

WALDENBURG—Ch. E-9. ERP 100 kw. Started July 1959.

Satellite stations: 36 in operation, 2 under construction.

SUEDWESTFUNK

Suedwestfunk, Hans-Bredow-Strasse, Baden-Baden. Tel. 761. TV tape recording facilities.

Personnel: Helmut Hammerschmidt, director general; Guenter Gaus, program director; Dr. Hans-Joachim von Braunnuehl, technical director; Albert Manke, director of administration. Rates (Jan. 1967, Peak): 60 Sec., 8200; 15 Sec., 3000 (Deutsche Marks).

DONNERSBERG—Ch. E-10. ERP 100 kw. Started April 1962.

EIFEL—Ch. E-23. ERP 20 kw. Started June 1959.

FELDBERG-SCHWARZWALD—Ch. E-8. ERP 100 kw. Started Dec. 1955.

GRUENTEN—Ch. E-43. ERP 500 kw. Started Dec. 1964.

HAARDTKOPF—Ch. E-25. ERP 200 kw. Started Oct. 1958.

HORNISGRINDE—Ch. E-9. ERP 100 kw. Started Oct. 1954.

KOBLENZ—Ch. E-6. ERP 50 kw. Started Dec. 1954.

MARIENBERG (Westerwald)—Ch. E-47. ERP 50 kw. Started Dec. 1962.

RAICHBERG—Ch. E-4. ERP 40 kw. Started Dec. 1954.

SAARBURG—Ch. E-31. ERP 20 kw. Started Dec. 1961.

WEINBIET—Ch. E-6. ERP 30 kw. Started June 1953.

Satellite stations: 172 in operation.

WESTDEUTSCHER RUNDFUNK

Westdeutscher Rundfunk, Wallrafplatz 5, Cologne 1. Postfach 1850. Tel. 20701. TV tape recording facilities. Personnel: Klaus von Bismarck, general manager; Dr. Hans-Joachim Lange, TV director First Program; Werner Hofer, TV director Third Program (educational); Walter Werner, technical director; Horst A. C. Krieger, chief TV engineer. Rates (Jan. 1967): 60 Sec., 22,000; 15 Sec., 7,700 (Deutsche Marks).

First Program

AACHEN-STOLBERG—Ch. E-24. ERP 200 kw. Started Oct. 1961.

KLEVE—Ch. E-46. ERP 100 kw. Started March 1962 on Ch. E-58, changed channel Oct. 1964.

KOLN—Ch. E-11. ERP 10 kw. Started Dec. 1952.

LANGENBERG—Ch. E-9. ERP 100 kw. Started June 1954.

MUNSTER-BAUMBERGE—Ch. E-32. ERP 500 kw. Started Nov. 1959.

NORDHELE—Ch. E-30. ERP 240 kw. Started Dec. 1964.

TEUTOBURGER WALD—Ch. E-11. ERP 100 kw. Started April 1955.

Satellite stations: 151 in operation.

Third Program

AACHEN—Ch. E-58. ERP 450 kw.

BONN—Ch. E-49. ERP 100 kw.

DORTMUND—Ch. E-53. ERP 500 kw.

DUSSELDORF—Ch. E-55. ERP 500 kw.

MONSCHAU—Ch. E-50. ERP 280 kw.

MUNSTER—Ch. E-45. ERP 250 kw.

WUPPERTAL—Ch. E-42. ERP 85 kw.

ZWEITES DEUTSCHES FERNSEHEN

Zweites Deutsches Fernsehen, Grosse Bleiche/Ecke Flachmarktstrasse, Postfach 343, 65 Mainz. Tel. 2051. Telex: 04 187661. TV tape recorder facilities. Hours of operation: Weekdays, 18:10-23:00; Sat., 14:40-1:00; Sun., 12:40-23:00.

Personnel: Prof. Dr. Karl Holzamer, director general; Joseph Viehovec, program director; Wolf Dietrich, information director; Rudolf Kaiser, technical director; Dr. Franz Huch, director of administration; Ernst Paul Braun, director of foreign relations; Klaus Brune & Hans Blank, film buyers; U.S. Representative: Hans Herbert Westermann, 2914 M St. N.W., Washington, D. C. 20007. Tel. 333-3909.

AACHEN—Ch. E-37. ERP 500 kw. Started June 1962.

AHRWEILER—Ch. E-33. ERP 250 kw. Started April 1965.

AMBERG—Ch. E-37. ERP 500 kw. Started May 1965.

AUGSBURG—Ch. E-23. ERP 500 kw. Started Jan. 1963.

BADEN-BADEN—Ch. E-31. ERP 300 kw. Started Jan. 1963.
BAMBERG—Ch. E-24. ERP 100 kw. Started July 1963.
BAYREUTH—Ch. E-30. ERP 100 kw. Started Oct. 1963.
BERLIN-WEST—Ch. E-33. ERP 500 kw. Started Jan. 1963.
BIELEFELD—Ch. E-33. ERP 500 kw. Started Jan. 1962.
BONN—Ch. E-26. ERP 100 kw. Started Jan. 1963.
BOPPARD—Ch. E-28. ERP 250 kw. Started May 1965.
BRANDENKOPF—Ch. E-28. ERP 100 kw. Started June 1965.
BREMEN—Ch. E-32. ERP 500 kw. Started Jan. 1963.
COBURG—Ch. E-22. ERP 250 kw. Started Aug. 1963.
CUXHAVEN—Ch. E-24. ERP 330 kw. Started Jan. 1963.
DEGGENDORF—Ch. E-33. ERP 500 kw. Started Dec. 1963.
DONAUESCHINGEN—Ch. E-22. ERP 100 kw. Started Oct. 1963.
DONNERSBERG—Ch. E-37. ERP 330 kw. Started March 1963.
DORTMUND—Ch. E-25. ERP 500 kw. Started Jan. 1963.
DUESSELDORF—Ch. E-29. ERP 500 kw. Started Jan. 1963.
EIDERSTEDT—Ch. E-31. ERP 500 kw. Started Sept. 1963.
EUTIN—Ch. E-21. ERP 500 kw. Started Jan. 1963.
FLENSBURG—Ch. E-39. ERP 500 kw. Started Jan. 1963.
FREIBURG (Breisgau)—Ch. E-33. ERP 500 kw. Started Dec. 1962.
GOETTINGEN—Ch. E-21. ERP 250 kw. Started Feb. 1964.
GR. FELDBERG—Ch. E-34. ERP 500 kw. Started Jan. 1963.
GRUENTEN—Ch. E-28. ERP 500 kw. Started Dec. 1964.
HAARDTKOPF—Ch. E-35. ERP 400 kw. Started Jan. 1963.
HAMBURG—Ch. E-30. ERP 500 kw. Started Jan. 1963.
HANNOVER—Ch. E-24. ERP 500 kw. Started Jan. 1963.
HEIDELBERG—Ch. E-27. ERP 500 kw. Started Jan. 1963.
HESELBERG—Ch. E-32. ERP 100 kw. Started Dec. 1964.
HOEHBECK—Ch. E-21. ERP 500 kw. Started Dec. 1964.
HEUBACH—Ch. E-29. ERP 250 kw. Started May 1966.
HOF—Ch. E-23. ERP 500 kw. Started Jan. 1963.
HOHER-BOGEN—Ch. E-28. ERP 500 kw. Started Nov. 1965.
HOHES-LOHR—Ch. E-22. ERP 100 kw. Started March 1966.
KAISERSLAUTERN—Ch. E-22. ERP 25 kw. Started Jan. 1963.
KASSEL—Ch. E-35. ERP 100 kw. Started July 1964.
KIEL—Ch. E-35. ERP 250 kw. Started Jan. 1963.
KOBLENZ—Ch. E-31. ERP 100 kw. Started Jan. 1963.
LANDSHUT—Ch. E-39. ERP 200 kw. Started Aug. 1963.
LINGEN—Ch. E-24. ERP 500 kw. Started Jan. 1963.
MARIENBERG—Ch. E-21. ERP 500 kw. Started Nov. 1965.
MINDEN/WEST—Ch. E-26. ERP 330 kw. Started Jan. 1963.
MONSCHAU—Ch. E-21. ERP 330 kw. Started Feb. 1963.
MUNICH—Ch. E-35. ERP 250 kw. Started Jan. 1963.
MUENSTER—Ch. E-21. ERP 50 kw. Started Jan. 1963.
NIEBUELL—Ch. E-34. ERP 200 kw. Started Jan. 1963.
NUERNBERG—Ch. E-34. ERP 250 kw. Started Jan. 1963.
OSTFRIESLAND—Ch. E-33. ERP 250 kw. Started Jan. 1963.
PASSAU—Ch. E-30. ERP 50 kw. Started Aug. 1963.
PFORZHEIM—Ch. E-34. ERP 250 kw. Started Dec. 1964.
RAVENSBURG—Ch. E-37. ERP 500 kw. Started Jan. 1963.
REGENSBURG—Ch. E-21. ERP 500 kw. Started Jan. 1963.
RHOEN—Ch. E-29. ERP 500 kw. Started Oct. 1965.
RIMBERG—Ch. E-25. ERP 500 kw. Started Aug. 1966.
ROTTWEIL—Ch. E-35. ERP 330 kw. Started Jan. 1963.
SAARBRUECKEN—Ch. E-32. ERP 330 kw. Started Jan. 1963.
SCHLESWIG—Ch. E-26. ERP 100 kw. Started Jan. 1963.
SCHNAITSEE—Ch. E-26. ERP 250 kw. Started May 1963.
SPESSART—Ch. E-35. ERP 250 kw. Started Oct. 1963.
STUTTGART—Ch. E-26. ERP 300 kw. Started Jan. 1963.
TORFHAUS—Ch. E-23. ERP 500 kw. Started Jan. 1963.
TRIER—Ch. E-37. ERP 50 kw. Started Jan. 1963.
UELZEN—Ch. E-27. ERP 500 kw. Started Jan. 1963.
ULM—Ch. E-33. ERP 250 kw. Started Dec. 1964.
WUPPERTAL—Ch. E-22. ERP 100 kw. Started Jan. 1963.
WUERZBURG—Ch. E-25. ERP 500 kw. Started Jan. 1963.
 Satellite stations: 135 in operation, approximately 1000 planned or under construction.

International TV Directory

Ghana

(CCIR 625-line standards)

Sets in use: 900

Ghana Television, P.O. Box 1633, Accra, Ghana (Govt., non-commercial). Commercial operations planned to start in 1967. Television tape recording facilities at studios in Accra. Hours of operation: 6 p.m.-10:15 p.m., Mon.-Sat.; 4 p.m.-10:15 p.m., Sun. Also 10-11 a.m., (educational) during school year.

Personnel: William F. Coleman, director general of broadcasting; Eric G. K. Adjorlolo, deputy director general of broadcasting; Alex T. Quarmyne, acting dir. of television; N. A. Opong, acting chief engineer; Enoch Vanderpuye, acting head of programs; Kwatei Shang-Simpson, head of news; F. D. Adansi, acting head of design; Wilcox A. Amartey, acting head of film.

ADJANKOTE—Ch. E-4. ERP 15 kw. Started July 31, 1965.

JAMASI—Ch. E-3. ERP 15 kw. Started July 31, 1965.

KISSI—Ch. E-2. ERP 15 kw. Started July 31, 1965.

TAMALE—Ch. E-8. ERP 5 kw. Started Aug. 11, 1965.

Gibraltar

(CCIR 625-line standards)

Sets in use: 5,700

GIBRALTAR—G.B.C. TV, Gibraltar Broadcasting Ltd. (Commercial). Television House, Wellington Front, Gibraltar. Tel. 4671-2. Ch. E-6. Transmitter 50 watts, ERP 200 watts. Hours of operation: 7:30-midnight. One low-power repeater. Started Oct. 1962.

Personnel: H. J. Ramagge, general manager; L. F. Bruzon, sales manager; T. G. Black, chief engineer; M. J. Mascarenhas, head of production.

Rates (Oct. 1964): Spot 60 sec., 8; 7 sec., 2; program 1 hr., 85; 5 min., 15 (Pounds).

Greece

(CCIR 625-line standards)

Sets in use: 6,000

Hellenic National Broadcasting Institute (Govt., non-commercial), 16 Mourouzi St., P.O. Box 360, Athens. Tel. 711-372. Grigoris Daphnis, Director general.

ATHENS—Parnis Station. Ch. E-11. ERP 30 kw. Started June 1965.

Planned:

SALONIKA—Agios Athanasios Station. Ch. E-5. ERP 30 kw.

PATRAS—Kefallinia Station. Ch. E-8. ERP 30 kw.

Guadeloupe

(CCIR 625-line standards)

Sets in use: 2,000

POINTE-A-PITRE—Office de Radiodiffusion Television Francaise (ORTF), Box 402, Point a Pitre. Tel. 13-20. (Govt., non-commercial). Personnel: Fernand Jacquemart, regional dir.; M. Villeneuve, chief of service. Ch. 8 (V-207.25, A-213.75). Transmitter 50 watts. Started Feb. 1966. One low-powered repeater serving Basse-Terre. Hours of operation: Weekly, 21.

Guatemala

(525-line standards)

Sets in use: 60,000

GUATEMALA CITY—TG-VTV, Radio-TV Guatemala, S.A., (Commercial), Apartado 1367. Tel. 42492. Ch. 3. Transmitter 12.5 kw, ERP 100 kw. TV tape recorder facilities. Started May 1956. Hours of operation: Daily, noon-midnight.

Personnel: Lic. Emilio Barrios P., president; William G. Campbell, general manager & film buyer; Lionel Forno, sales manager; Luis Rivera, program & production manager; Ing. Federico Licht, chief engineer.

Represented in U.S. by ABC International Television Inc. Rates (Jan. 1964): 60 sec., 30.00; 10 sec., 13.00; 52 min., 271.00; 26 min., 144.00 (Guatemalan Quetzal).

GUATEMALA CITY—TG-AB-TV, Televiscentro Canal 7 (Commercial), 3a. Calle 6-24, Zona 9, Apartado Postal No. 1242. Tel. 62-2-16. Ch. 7 (V-175.25, A-179.75). Transmitter 5 kw, ERP 108 kw. Started Dec. 1964. Hours of operation: 17:00-23:00 daily.

Personnel: Francisco G. Chavez G., director general; Edgar Vidaurre Ch., sales manager; Mario Ferretti, production manager; Mario Batres S., technical director.

Haiti

(525-line standards)

Sets in use: 5,500

PORT-AU-PRINCE—4VMR-TV, Telehaiti S.A. (Commercial), P.O. Box 1126, Port-au-Prince, Haiti. Tel. 2278. Ch. 5 (V-77.25, A-81.75). Transmitter 700 watts, ERP 2.1 kw. Started Dec. 1959.

Personnel: Andre S. Apald, gen. mgr. & film buyer; Edouard C. Gentil, chief engineer.

International TV Directory

Honduras

(525-line standards)
Sets in use: 8,000

TEGUCIGALPA—HRTG-TV, Cia. Televisora Hondurena, S.A., Apartado Postal 734 (commercial). Tel. 2-5514. Ch. 5 (V-77.25, A-81.75). Transmitter 2 kw, ERP 4 kw. Started Sept. 1959.

Personnel: Jose Rafael Ferrari, general manager; Hiram Claros Alvarez, asst. mgr.; Alex Mayr, sales mgr.; Miriam Ramirez, program mgr.; Herman Allan Padgett, production mgr.; Santos Flores, chief engineer.

SIGUATEPEQUE (El Socorro)—HRSU-TV, Ch. 9 (V-187.25, A-191.25). ERP 20 kw. Repeats Ch. 5, Tegucigalpa. Started July 1962.

SAN PEDRO SULA (La Cumbre)—HRYA-TV, Ch. 13 (V-211.21, A-217.75). ERP 7 kw. Repeats Ch. 5, Tegucigalpa. Started Sept. 1963.

Hong Kong

(Closed-circuit system; British 405-line standards)
Sets in use: 65,000

HONG KONG—Closed-circuit, 2-channel system operated commercially by Rediffusion (Hong Kong) Ltd., P.O. Box 121. Tel. 722211. Subsidiary of Rediffusion Ltd., London. One channel operates in Chinese, the other in English. Started May 1957.

Personnel: G. H. Oldridge, managing director; R. J. Warren, gen. mgr.; J. Sloan, commercial mgr.; Robert Chung Chi-wen, dir. of Chinese programs; L. N. Thorne, dir. of English programs; A. T. B. Bardens, chief engineer.

Planned: Commercial CCIR 625-line UHF system, Television Broadcasters Ltd.

Hungary

(OIRT 625-line standards)
Sets in use: 830,000

Magyar Radio es Televizio (Govt., limited commercial), Szabadsag ter 17, Budapest V. Tel. 116-302. Istvan Tompe, president. TV tape recorder facilities. All transmitters carry same program, originating in Budapest studios. Hours of operation: Weekly average 42 hours.

BUDAPEST—"Magyar Televizio," Ch. R-1. Transmitter 25 kw, ERP 150 kw. Started Jan. 1954 on Ch. R-3.

KABHEGY (Kab Mt.)—"Magyar Televizio," Ch. R-12. Transmitter 20 kw, ERP 150 kw. Started Aug. 1962.

KEKES—"Magyar Televizio," Ch. R-8. Transmitter 5 kw, ERP 30 kw. Started Jan. 1961.

MISKOLC—"Magyar Televizio," Ch. R-9. ERP 100 watts. Started Nov. 1959.

PECS—"Magyar Televizio," Ch. R-2. ERP 2 kw. Started April 1963.

SALGOTARJAN—Ch. R-11. ERP 100 watts. Started Oct. 1964.

SOPRON—"Magyar Televizio," Ch. R-9 (V-199.25, A-205.75). ERP 100 watts. Started Dec. 1959.

SZEKSZARD—Ch. R-7. ERP 100 watts. Started Nov. 1963.

SZENTES—"Magyar Televizio," Ch. R-11. Transmitter 5 kw, ERP 200 kw. Started March 1960.

TOKAJ—"Magyar Televizio," Ch. R-4. Transmitter 0.25 kw, ERP 2 kw. Started Aug. 1960.

Iceland

(CCIR 625-line standards)
Sets in use: 5,000

REYKJAVIK—Iceland State Broadcast Service—Rikisutvarpid (R.U.I.), P.O. Box 120, Reykjavik (Govt., commercial). Ch. E-10. ERP 4 kw. Started Sept. 1966.

India

(CCIR 625-line standards)
Sets in use: 3,500

NEW DELHI—AIR-TV, All India Radio (Govt., non-commercial), Akashvani Bhavan, Parliament St., New Delhi 1. Tel. 30101. Ch. E-4 (V-62.25, A-67.75). Transmitter 5 kw, ERP 12.5 kw. TV tape recording facilities. Started Sept. 1959 as educational service; Aug. 1965 started daily evening cultural programming. Hours of operation: Weekly, 8 hrs. 40 min., educational; daily, 18:30-20:00, news, entertainment, information & cultural programming. Personnel: S. N. Murti, director; C. R. Krishnamurthy, engineer in charge.

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

Indonesia

(CCIR 625-line standards)
Sets in use: 46,000

Jajasan Televisi Republik Indonesia (Govt., commercial), Senajan—Djakarta, Indonesia. Tel. 71160. TV tape recorder facilities. Hours of operation: 18:45-22:00, Sun.-Fri., 18:45-24:00, Sat.

Personnel: M. Arlef, general director; Dr. Soemadi, gen. mgr.; Lie Gie San, sales mgr.; D. Sunarto, program mgr.; Victor Que, production mgr.; T. Sumartono, chief engineer.

DJAKARTA—TVRI, Ch. E-9 (V-210.25, A-215.75). Transmitter 10 kw, ERP 65 kw. Started Aug. 1962.

DJOKDJAKARTA—TVRI, Ch. E-8 (V-203.25, A-208.75). Transmitter 5 kw, ERP 45 kw. Started Oct., 1965.

Low-powered satellites: 1 in operation, more planned.

Iran

(525-line standards)
Sets in use: 110,000

ABADAN—TVI-A, Television of Iran, Boverdeh, Abadar (commercial). Ch. 3. Transmitter 2 kw, ERP 12 kw. TV tape recording facilities. Started Nov. 1959. Personnel: Framarz Shahbakhti, station manager and chief engineer; M. Emami, sales manager.

AHWAZ—Ch. 12, 500 watts, repeats Abadan. Started March 1964.

TEHRAN—TVI-T, Television of Iran, Avenue Pahlavi, Tehran (commercial). Tel. 621101. Ch. 3. Transmitter 2 kw, ERP 4 kw. TV tape recording facilities. Started Aug. 1958. Personnel: Dr. Kambiz Mahmoudi, station manager; Parviz Partovi, sales manager; Mrs. M. Ramzi, programming officer; Ghodvat Naderi, chief engineer.

Note: See also U.S. Armed Forces Stations.

Iraq

(CCIR 625-line standards)
Sets in use: 175,000

BAGHDAD—BTV (Govt., limited commercial), Baghdad Television, Broadcasting House, Salihia, Karkh, Baghdad, Iraq. Tel. 31151. Ch. E-8 (V-196.25, A-201.75). Transmitter 5 kw, ERP 38 kw. TV tape recorder facilities. Started May 1956 with 500 watts ERP, increased power Nov. 1959. Hours of operation: Daily 6 p.m.-12 midnight. Low-power repeater: Kirkuk.

Personnel: Madhat Al-Jadir, director general of radio and television; Abdul Rahman Fawzi, director of broadcasting; Khalk A. H. Amin, director of technical affairs; Anwar Al-Sammarie, director of television.

Rates (Sept. 1965): Spot 60 sec., 30 (Iraqi Dinars).

Planned: Stations at Basra, Kirkuk, Mosul.

Ireland

(British 405-line and CCIR 625-line standards)
Sets in use: 390,000

All stations operated by Radio Telefis Eireann Authority, Donnybrook, Dublin 4 (Govt., commercial). Tel. 693111. All transmitters carry same program originating in Donnybrook studios. Hours of operation: 17:30-23:30, average week days; Sun. (Winter) 13:00-23:30. TV tape recorder facilities.

Personnel: K. C. McCourt, director general; J. A. Irvine, head of broadcasting planning & development; Michael Garvey, controller of programs; P. G. Parker, director of engineering; P. P. Kelly, director of news; R. K. Gahan, advertisement sales manager.

Rates (Dec. 1966): Spot 60 sec., 216; 15 sec., 80 (Pounds).

CAHIRCIVEEN (Kilkeaveragh)—Ch. "F" (V-191.25, A-197.25, 625-line). ERP 1 kw. Started Dec. 1965. Satellite repeater.

CAPPOQUIN (Knockaunabouchalla)—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 250 watts. Started Dec. 1965. Satellite repeater.

CARLOW (Mount Leinster)—Ch. "F" (V-191.25, A-197.25, 625-line). ERP 100 kw. Started Dec. 1962.

CARRICK-ON-SUIR (Corbally Wood)—Ch. "I" (V-215.25, A-221.25, 625-line). ERP 300 watts. Started Dec. 1965. Satellite repeater.

CASTLETOWNBERE (Knockgour)—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 250 watts. Started Oct. 1965. Satellite repeater.

CORK (Mullaghanish Mt.)—Ch. "D" (V-175.25, A-181.25, 625-line). ERP 100 kw. Started Dec. 1962.

CORK (Spur Hill)—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 250 watts. Started Dec. 1963. Satellite repeater.

CROSSHAVEN (Ballinlusk)—Ch. "G" (V-199.25, A-205.25, 625-line). ERP 120 watts. Started Sept. 1964. Satellite repeater.

DUBLIN (Kippure)—Ch. B-7 (V-184.75, A-181.25, 405-line). ERP 100 kw. Started Dec. 1961.

DUBLIN (Kippure)—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 100 kw. Started Nov. 1962.

DUBLIN (Donnybrook)—Ch. B-3 (V-56.75, A-53.25, 405-line). ERP 100 kw. Started Jan. 1965. Satellite repeater.

DUBLIN (Donnybrook)—Ch. "C" (V-61.75, A-67.75, 625-line). ERP 250 watts. Started Jan. 1965. Satellite repeater.

FANAD (Murren Hill)—Ch. B-7 (V-184.75, A-181.25, 405-line). ERP 1 kw. Started Aug. 1965. Satellite repeater.

GORT (Maghera)—Ch. "B" (V-53.75, A-59.75, 625-line). ERP 80 kw. Started Feb. 1963.

LETTERKENNY (Mongorry Hill)—Ch. B-6 (V-179.75, A-176.25, 405-line). ERP 1 kw. Started June 1965. Satellite repeater.

MONAGHAN (Lugad Hill)—Ch. B-10 (V-199.75, A-196.25, 405-line). ERP 1.6 kw. Started June 1965. Satellite repeater.
MOVILLE (Crockaulin)—Ch. B-12 (V-209.75, A-206.25, 405-line). ERP 2 kw. Started Aug. 1965. Satellite repeater.
MULRANY (Corraun Hill)—Ch. "F" (V-191.25, A-197.25, 625-line). ERP 1 kw. Started Dec. 1965. Satellite repeater.
SLIGO (Truskmore Mt.)—Ch. B-11 (V-204.75, A-201.25, 405-line). ERP 100 kw. Started Dec. 1962.
SLIGO (Truskmore Mt.)—Ch. "I" (V-215.25, A-221.25, 625-line). ERP 100 kw. Started Sept. 1963.

Israel

Sets in use: 30,000

Receives programs from neighboring countries.

Israel Broadcasting Authority (Kol Yisrael), P.O. Box 1082, Jerusalem. Hanoch Givton, director general. Planned: Network of 5 stations—one 10 kw, three 2 kw, one 500 watt, on channels 8, 9, 10 & 11, to start 1968.

Instructional Television Trust (Educational), Tel Aviv. Personnel: M. Rowe, chief executive; Dr. Rainsberry, dir., programming dept.; Dr. Peless, dir., engineering.

BITANIM—Ch. E-8. ERP 20 kw. Started school telecasts March 24, 1966.

Planned: TV network to start in 1968.

Italy

(CCIR 625-line standards)

Sets in use: 6,670,000

RAI-TV, Radiotelevisione Italiana, (Govt., limited commercial) 9 Via del Babuino, Rome, is a franchised system which operates the National Network (vhf) and the Second Network (uhf).

Personnel: Gianni Granzotto, delegate manager; Ettore Bernabei, director-general; Gian Franco Zaffrani, secretary-general, director of foreign relations; Luigi Beretta, director of TV programs; Annibale Manusardi, director of information; Gino Orsini, technical director for TV.

U.S. Office: RAI Corp. Italian Radio TV System, 717 5th Ave., New York, N.Y. (10022) Plaza 8-2350. Giorgio E. Padovano, exec. v.p.

NATIONAL NETWORK

BOLZANO—Ch. D. ERP 1.5 kw.
CAPO SPARTIVENTO—Ch. H. ERP 2.5 kw.
CROTONE—Ch. B. ERP 1.6 kw.
GAMBARIE (Calabria)—Ch. D. Transmitter 1 kw, ERP 19 kw. Started Dec. 1956.
GOLFO DI SALERNO—Ch. E. ERP 4.03 kw.
MARTINA FRANCA (Puglia)—Ch. D. Transmitter 7.5 kw, ERP 220 kw. Started Feb. 1957.
MILANO—Ch. G. Transmitter 5 kw, ERP 24 kw. Started April 1952.
MONTE ARGENTARIO—Ch. E. Transmitter 250 watts, ERP 2.5 kw. Started Dec. 1956.
MONTE CACCIA (Puglia)—Ch. A. Transmitter 5 kw. ERP 30 kw. Started Dec. 1956.
MONTE CAMMARATA—Ch. A. Transmitter 5 kw. ERP 30 kw. Started Feb. 1957.
MONTE CONERO (Ancona)—Ch. E. Transmitter 1 kw, ERP 24 kw. Started Dec. 1956.
MONTE D'ELIO—Ch. B. ERP 1.92 kw.
MONTE FAITO (Campania)—Ch. B. Transmitter 5 kw, ERP 53 kw. Started Dec. 1955.
MONTE LAURO (Sicilia)—Ch. F. Transmitter 2 kw, ERP 50 kw. Started Feb. 1957.
MONTE LIMBARA (Sardinia)—Ch. H. Transmitter 250 watts, ERP 3 kw. Started Dec. 1956.
MONTE NERONE (Marche)—Ch. A. Transmitter 5 kw, ERP 30 kw. Started Dec. 1956.
MONTE PEGLIA (Umbria)—Ch. H. Transmitter 1 kw, ERP 34 kw. Started Nov. 1953.

International TV Directory

MONTE PELLEGRINO (Sicilia)—Ch. H. Transmitter 250 watts. ERP 7 kw. Started Dec. 1956.
MONTE PENICE (Lombardia)—Ch. B. Transmitter 10 kw, ERP 100 kw. Started April 1953.
MONTE SAMBUCO (Puglia)—Ch. H. Transmitter 1 kw, ERP 35 kw. Started Dec. 1956.
MONTE SCURO (Calabria)—Ch. G. Transmitter 250 watts, ERP 7 kw. Started Dec. 1956.
MONTE SERPEDDI (Sardinia)—Ch. G. Transmitter 100 watts, ERP 2.21 kw. Started Nov. 1961.
MONTE SERRA (Livorno)—Ch. D. Transmitter 7.5 kw, ERP 270 kw. Started Dec. 1953.
MONTE SORO (Sicily)—Ch. E. Transmitter 250 watts, ERP 4 kw. Started Dec. 1956.
MONTE VENDA (Venezia)—Ch. D. Transmitter 5 kw, ERP 100 kw. Started May 1954.
MONTE VERGINE (Benevento)—Ch. D. Transmitter 250 watts. ERP 1 kw. Started Dec. 1956.
PAGNELLA—Ch. G. ERP 1.33 kw.
PANTELLARIA—Ch. G. ERP 24 kw.
PESCARA (Abruzzo)—Ch. F. Transmitter 100 watts, ERP 1 kw. Started Jan. 1957.
PLATEAU ROSA—Ch. H. ERP 1.6 kw.
PORTOFINO (Genova)—Ch. H. Transmitter 5 kw, ERP 127 kw. Started Sept. 1953.
PUNTA BADDE URBARA (Sardinia)—Ch. D. Transmitter 7.5 kw. ERP 145 kw. Started Dec. 1956.
ROMA—Ch. G. Transmitter 2.5 kw, ERP 36 kw. Started Oct. 1953
ROSETO CAPO SPULICO—Ch. F. ERP 12 kw. Started Oct. 1959.
SALENTO—Ch. H. ERP 1.8 kw.
SAN CERBONE—Ch. G. ERP 4.8 kw.
TRAPANI-ERICE—Ch. H. ERP 1.44 kw.
TRIESTE (Muggia)—Ch. A. ERP 1.44 kw.
TRIESTE—Ch. G. Transmitter 100 watts, ERP 1.6 kw. Started Nov. 1954.
TORINO EREMO—Ch. C. Transmitter 5 kw, ERP 16 kw. July 1949.
UDINE—Ch. F. Transmitter 200 watts, ERP 2 kw. Started Feb. 1961.
VIBO VALENTIA—Ch. H. ERP 3.2 kw.
 Low-powered repeaters—622 stations in operation.

SECOND NETWORK

ALGHERO—Ch. E-35. ERP 1.44 kw.
BENEVENTO—Ch. E-33. ERP 1.95 kw.
BERTINORO—Ch. E-30. ERP 1.57 kw.
CAGLIARI (Capoterra)—Ch. E-28. ERP 9.6 kw.
CATANIA—Ch. E-28. ERP 3 kw.
CATANZARO—Ch. E-30. ERP 3 kw.
CIMA PENEGAL—Ch. E-27. ERP 7.65 kw.
COL DE COURTIL—Ch. E-34. ERP 5.4 kw.
COL VISENTIN—Ch. E-34. ERP 10 kw.
COMO—Ch. E-29. ERP 1.5 kw.
FIRENZE—Ch. E-29. ERP 5.1 kw.
FIUGGI—Ch. E-25. ERP 4.8 kw.
GAMBARIE (Calabria)—Ch. E-26. Transmitter 10 kw, ERP 200 kw. Started Oct. 1961.

(Continued on next page)



Leaders in UHF

PYE TVT LIMITED

Coldhams Lane · Cambridge · England
 Phone: Cambridge 45115 · Telex 81103

International TV Directory

ITALY, SECOND NETWORK—(Continued)

GORIZIA—Ch. E-24. ERP 4.8 kw.
L'AQUILA—Ch. E-24. ERP 3 kw.
LA SPEZIA—Ch. E-31. ERP 2.1 kw.
MAGNANO—Ch. E-21. ERP 1 kw.
MARTINA FRANCA (Puglia)—Ch. E-32. Transmitter 20 kw, ERP 700 kw. Started June 1962.
MILANO (Lombardia)—Ch. E-26. Transmitter 1 kw, ERP 15 kw. Started Sept. 1962.
MONTE ARGENTARIO (Toscana)—Ch. E-24. Transmitter 10 kw, ERP 250 kw. Started Dec. 1962.
MONTE BEIGUA (Liguria)—Ch. E-32. Transmitter 1 kw, ERP 60 kw. Started July 1960.
MONTE CACCIA (Puglia)—Ch. E-25. Transmitter 10 kw. ERP 400 kw. Started Aug. 1961.
MONTE CAMMARATA (Sicilia)—Ch. E-34. Transmitter 10 kw, ERP 200 kw. Started Dec. 1962.
MONTE CONERO (Marche)—Ch. E-26. Transmitter 25 kw, ERP 200 kw. Started Jan. 1962.
MONTE DELLA SELVA—Ch. E-34. ERP 1 kw.
MONTE FAITO (Campania)—Ch. E-23. Transmitter 25 kw, ERP 1400 kw. Started Aug. 1961.
MONTE FAVONE (Lazio)—Ch. E-29. Transmitter 1 kw, ERP 20 kw, Started Aug. 1962.
MONTE LAURO (Sicilia)—Ch. E-24. Transmitter 10 kw, ERP 200 kw. Started Dec. 1962.
MONTE LIMBARA (Sardegna)—Ch. E-32. Transmitter 1 kw, ERP 20 kw. Started Oct. 1962.
MONTE LUCO (Toscana)—Ch. E-23. Transmitter 1 kw, ERP 20 kw. Started March 1962.
MONTE NERONE (Marche)—Ch. E-33. Transmitter 10 kw. ERP 200 kw. Started Dec. 1962.
MONTE ORTOBENE—Ch. E-25. ERP 2.4 kw.
MONTE PEGLIA (Umbria)—Ch. E-31. Transmitter 10 kw, ERP 200 kw. Started Dec. 1962.
MONTE PELLEGRINO (Sicilia)—Ch. E-27. Transmitter 1 kw, ERP 40 kw. Started June 1961.
MONTE PENICE (Lombardia)—Ch. E-23. Transmitter 25 kw, ERP 1800 kw. Started May 1960.
MONTE SAMBUCCO (Puglia)—Ch. E-27. Transmitter 10 kw, ERP 200 kw. Started Dec. 1962.
MONTE SCURO (Calabria)—Ch. E-28. Transmitter 1 kw, ERP 30 kw. Started Aug. 1962.
MONTE SERPEDDI (Sardegna)—Ch. E-30. Transmitter 10 kw, ERP 25 kw. Started Oct. 1961.
MONTE SERRA (Toscana)—Ch. E-27. Transmitter 10 kw, ERP 200 kw. Started June 1961.
MONTE SORO (Sicilia)—Ch. E-32. Transmitter 1 kw, ERP 15 kw. Started Nov. 1962.
MONTE VENDA (Veneto)—Ch. E-25. Transmitter 25 kw, ERP 1000 kw. Started May 1961.
MONTE VERGINE (Campania)—Ch. E-31. Transmitter 1 kw, ERP 15 kw. Started Sept. 1962.
MONTI CIMARANI—Ch. E-22. ERP 9.6 kw.
PAGANELLA—Ch. E-21. ERP 10 kw.
PESCARA (Abruzzo)—Ch. E-30. Transmitter 1 kw, ERP 30 kw. Started March 1961.
PIETRE CORNIALE—Ch. E-32. ERP 3 kw.
POIRA—Ch. E-33. ERP 2.4 kw.
POLCEVERA—Ch. E-22. ERP 1.8 kw.
PORTOFINO (Liguria)—Ch. E-29. Transmitter 1 kw, ERP 1000 kw. Started Sept. 1962.
POTENZA—Ch. E-33. ERP 3 kw.
PREDONICA—Ch. E-30. ERP 8.1 kw.
PUNTA BADDE URBARA (Sardegna)—Ch. E-27. Transmitter 10 kw, ERP 200 kw. Started Nov. 1962.
REGGIO (Calabria)—Ch. E-29. ERP 9 kw.
ROMA (Lazio)—Ch. E-28. Transmitter 10 kw, ERP 150 kw. Started Feb. 1961.
SAINT VINCENT—Ch. E-31. ERP 16.5 kw.
SAN REMO (Monte Bignone)—Ch. E-34. ERP 2.4 kw.
SASSARI—Ch. E-30. ERP 2.25 kw.
SONDRIO—Ch. E-30. ERP 2.4 kw.
TERAMO—Ch. E-33. ERP 2.4 kw.
TERMINILLO—Ch. E-27. ERP 3.2 kw.
TERNI—Ch. E-34. ERP 2.4 kw.
TRAPANI-ERICE—Ch. E-31. ERP 10 kw.
TRIESTE (Muggia)—Ch. E-28. ERP 3.6 kw.
TRIESTE—Ch. E-31. Transmitter 1 kw, ERP 25 kw. Started Oct. 1961.

950-b

TORINO EREMO (Piemonte)—Ch. E-30. Transmitter 10 kw, ERP 200 kw. Started July 1961.

UDINE—Ch. E-22. Transmitter 10 kw, ERP 150 kw. Started Dec. 1962.

VELLETRI—Ch. E-26. ERP 48 kw.

Low-powered repeaters—67 stations in operation.

Ivory Coast

(CCIR 625-line standards)

Sets in use: 2,000

ABIDJAN—La Television Ivoirienne (Govt., commercial), B.P. 2261, Abidjan. Tel. 235-11. Transmitter 10 kw. Started Aug. 1963. TV tape recording facilities. Personnel: Christophe Nogbou, director; Dramane Coulibaly, chief engineer.

Low-powered repeater stations: 3 in operation.

Jamaica

(Modified 625-line standards, U.S. channeling)

Sets in use: 30,000

The Jamaica Broadcasting Corporation (Commercial), 5 South Odeon Ave., P.O. Box 100, Kingston 10, Jamaica. Tel. 65621. All stations carry same program, originating in Studio Centre, Kingston. TV tape recording facilities. Hours of operation: 5:30-10:30 p.m. Mon.-Sat., 4-10 p.m. Sun.

Personnel: V. H. Ennever, general manager; F. M. Needham, asst. gen. mgr.; J. L. Hendricks, sales manager; F. D. Hughes, dir. of programs (radio & TV); W. R. A. Pilgrim, program mgr. & film buyer; L. H. Stewart, chief engineer.

Represented overseas by Television International Enterprises (Sales) Ltd., London & New York, and Stovin-Byles Ltd., Toronto.

Rates (Card No. 3): Spot 60 sec., 40; 30 sec., 25; 7 sec., 5 (Pounds).

COOPER'S HILL—JBC-TV. Ch. 7. Transmitter 2 kw, ERP 20.4 kw. Started Aug. 1963.

KINGSTON—JBC-TV. Ch. 11. Transmitter 150 watts, ERP 280 watts. Started Aug. 1963.

MONTEGO BAY—JBC-TV. Ch. 11. Transmitter 10 watts, ERP 860 watts. Started July 1964.

ORACABESSA—JBC-TV. Ch. 12. Transmitter 150 watts, ERP 860 watts. Started Dec. 1963.

PORT ANTONIO—JBC-TV. Ch. 8. Transmitter 10 watts, ERP 100 watts. Started Aug. 1964.

SPUR TREE—JBC-TV. Ch. 13. Transmitter 2 kw, ERP 22 kw. Started Aug. 1963.

YALLAHS—JBC-TV. Ch. 9. Transmitter 150 watts, ERP 860 watts. Started Oct. 1965.

Planned: 2 low power repeaters.

Japan

(525-line standards)

Sets in use: 19,000,000

Japan Broadcasting Corp. (NHK), Uchisaiwai-cho, Chiyoda-ku, Tokyo. Tel. 501-4111. Telex: TK 2377-4338, Cable: RADIONHK TOKYO. NHK's 818 stations (including 735 translators) are non-commercial, non-governmental, financed by listeners' fees. Board of Governors: Tsutomu Utsubo (chairman), Sakae Wagatsuma, Saichi Matsuzaka, Toshio Hichiri, Tsuneji Matsuda, Teiko Okada, Taizo Hiratsuka, Sajuro Ito, Michio Imai, Shigenori Hanada, Fumio Ikematsu, Shinroku Tanomogi.

Personnel: Yoshinori Maeda, pres.; Kichiro Ono, v.p.; Fumio Mikuma, dir. general of engineering; Masatake Akagi, Ichiro Matsui, Tatsuji Nomura, Hiroshi Asanuma, general managing dirs.; Kozo Kawakami, Michio Nagahama, Masanobu Shiga, Taiji Nagasawa, Hirokichi Sano, managing dirs.; Shigetake Monden, Hiroshi Sho, Ichiro Nakayama, auditors; Tadamas Hashimoto, chief representative, General Bureau for America.

Regional Central Stations: 6-4, Banba-cho, Higashi-ku, Osaka. Tel. 06-941-0431. 7-10, Hisaya-cho, Higashi-ku, Nagoya-shi. Tel. 052-95-3551. 12-11-10, Oote-machi, Hiroshima-shi. Tel. 0822-21-6161. 2-6, Chibajo-machi, Kumamoto-shi. Tel. 0963-32151. 32, Kitaichibancho, Sendai-shi. Tel. 0222-25-8811. 1-1, Oodori, Sapporo-shi. Tel. 0122-23-0111. 5, Horinouchi, Matsuyama-shi. Tel. 0899-2-4121.

National Association of Commercial Broadcasters in Japan (Nippon Minkan Hoso Bemmeli), Bungei Shunju Bldg. 3, Kioicho, Chiyoda-ku, Tokyo. Tel. Tokyo. 265-7481. Tadashi Adachi, president; Yukio Isomura, secretary general. Members' 46 companies with 426 (including 367 low-power repeaters) privately-owned stations are commercial.

Dagger (†) indicates station broadcasts color programs.

ABASHIRI—JOQM-TV, Hokkaido Bestg. Co., Ch. J-1. Transmitter 1 kw. Started Sept. 1965.

ABASHIRI—JOVX-TV, Sapporo Television Bestg. Co., Ch. J-5. Transmitter 1 kw. Started June 1964.

†**AKITA**—JOTR-TV, Akita Bestg. Co., Ch. J-11. Transmitter 5 kw, ERP 82.5 kw. Started April 1960.

AKITA—JOUB-TV, NHK, Ch. J-2. Transmitter 5 kw, ERP 39 kw. Educational. Started Oct. 1962.

AKITA—JOUK-TV, NHK, Ch. J-9. Transmitter 5 kw, ERP 60 kw. Started Dec. 1959.

AOMORI—JOTG-TV, NHK, Ch. J-3. Transmitter 5 kw, ERP 41 kw. Started March 1959.

TV Factbook No. 37

International TV Directory

†AOMORI—JQGR-TV, Aomori Bcstg. Co., Ch. J-1. Transmitter 5 kw, ERP 43.5 kw. Started Oct. 1959.

AOMORI—JOTC-TV, NHK, Ch. J-5. Transmitter 5 kw, ERP 52.4 kw. Educational. Started Oct. 1961.

ASAHIKAWA—JOHE-TV, Hokkaido Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.

ASAHIKAWA—JOKY-TV, Sapporo Television Bcstg. Co., Ch. J-7. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.

ASAHIKAWA—JOCC-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.6 kw. Educational. Started Oct. 1961.

ASAHIKAWA—JOCG-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Started Dec. 1958.

FUKUI—JOFC-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 19 kw. Educational. Started Nov. 1962.

†FUKUI—JOFG-TV, NHK, Ch. J-9. Transmitter 3 kw, ERP 18 kw. Started Aug. 1959.

†FUKUI—JOPR-TV, Fukui Bcstg. Co., Ch. J-11. Transmitter 3 kw, ERP 18 kw. Started June 1960.

†FUKUOKA—JOFR-TV, RKB Mainichi Bcstg. Co., Ch. J-4. Transmitter 10 kw, ERP 100 kw. Started March 1958.

FUKUOKA—JOIF-TV, Kyushu Asahi Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 60 kw. Started March 1959.

†FUKUOKA—JOJY-TV, Televi Nishinohon Co., Ch. J-9. Transmitter 1 kw. Started Feb. 1962.

FUKUOKA—JOLB-TV, NHK, Ch. J-6. Transmitter 10 kw, ERP 180 kw. Educational. Started Sept. 1962. TV tape recording facilities.

FUKUOKA—JOLK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 81 kw. Started March 1956. TV tape recording facilities.

FUKUSHIMA—JOPF-TV, NHK, Ch. J-9. Transmitter 3 kw, ERP 18 kw. Started March 1959.

FUKUSHIMA—JOFD-TV, NHK, Ch. J-2. Transmitter 3 kw, ERP 17 kw. Educational. Started Nov. 1960.

†FUKUSHIMA—JOPX-TV, Fukushima Television Co., Ch. J-11. Transmitter 3 kw, ERP 3 kw. Started April 1963.

HAKODATE—JOHO-TV, Hokkaido Bcstg. Co., Ch. J-6. Transmitter 1 kw, ERP 6 kw. Started Dec. 1958.

HAKODATE—JOVB-TV, NHK, Ch. J-10. Transmitter 1 kw, ERP 6.6 kw. Educational. Started Aug. 1960.

HAKODATE—JOVK-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 6 kw. Started March 1957.

HAKODATE—JOKZ-TV, Sapporo Television Bcstg. Co., Ch. J-12. Transmitter 1 kw, ERP 6 kw. Started Dec. 1961.

HAMAMATSU—JODG-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 9.3 kw. Started Nov. 1959.

HAMAMATSU—JODC-TV, NHK, Ch. J-8. Transmitter 1 kw, ERP 9.4 kw. Educational. Started Sept. 1960.

†HAMAMATSU—JOVO-TV, Sizuoka Bcstg. Co., Ch. J-6. Transmitter 1 kw, ERP 9.3 kw. Started March 1960.

HIROSHIMA—JOFB-TV, NHK, Ch. J-7. Transmitter 10 kw, ERP 74 kw. Educational. Started April 1961. TV tape recording facilities.

†HIROSHIMA—JOER-TV, Radio Chuzoku Co., Ch. J-4. Transmitter 10 kw, ERP 96.8 kw. Started April 1959.

HIROSHIMA—JOFK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 85 kw. Started March 1956. TV tape recording facilities.

†HIROSHIMA—JONX-TV, Hiroshima Television Bcstg. Co., Ch. J-12. Transmitter 10 kw, ERP 100 kw. Started Sept. 1962.

KAGOSHIMA—JOHC-TV, NHK, Ch. J-5. Transmitter 5 kw, ERP 50 kw. Educational. Started April 1962.

†KAGOSHIMA—JOCF-TV, Minami-Nihon Bcstg. Co., Ch. J-1. Transmitter 5 kw, ERP 40 kw. Started April 1959.

KAGOSHIMA—JOHG-TV, NHK, Ch. J-3. Transmitter 5 kw, ERP 41 kw. Started Feb. 1958.

KANAZAWA—JOBV-TV, NHK, Ch. J-8. Transmitter 3 kw, ERP 25 kw. Educational. Started April 1962. TV tape recording fac.

†KANAZAWA—JOKJ-TV, NHK, Ch. J-4. Transmitter 3 kw, ERP 23 kw. Started Dec. 1957. TV tape recording facilities.

†KANAZAWA—JOMR-TV, Hokuriku Bcstg. Co., Ch. J-6. Transmitter 3 kw, ERP 15 kw. Started Dec. 1958.

KITAKYUSHU—JOIL-TV, Kyushu Asahi Bcstg. Co., Ch. J-2. Transmitter 0.5 kw. Started Feb. 1962.

KITAKYUSHU—JOSK-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 5.4 kw. Started May 1957.

KITAKYUSHU—JOSB-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 5.9 kw. Educational. Started Jan. 1962.

KITAMI—JOKP-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 8.1 kw. Started April 1961.

KOCHI—JOKD-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 8.5-kw. Educational. Started Dec. 1963.

KOCHI—JOBV-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 11 kw. Educational. Started Aug. 1961.

KOCHI—JORK-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 10 kw. Started Nov. 1958.

KOCHI—JOZR-TV, Kochi Bcstg. Co., Ch. J-8. Transmitter 1 kw, ERP 10 kw. Started April 1959.

KOFU—JOKG-TV, NHK, Ch. J-1. Transmitter 3 kw, ERP 17 kw. Started Sept. 1959.

KOFU—JOKC-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 17 kw. Educational. Started Dec. 1963.

†KOFU—JOJF-TV, Yamanashi Bcstg. Co., Ch. J-5. Transmitter 3 kw, ERP 18 kw. Started Dec. 1959.

KOKURA—JOFO-TV, RKB Mainichi Bcstg. Co., Ch. J-8. Transmitter 1 kw, ERP 6.6 kw. Started Aug. 1958.

†KOKURA—JOHX-TV, Televi-Nishinohon Bcstg. Co., Ch. J-10. Transmitter 1 kw, ERP 6.4 kw. Started Aug. 1958.

KUMAMOTO—JQGB-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.8 kw. Educational. Started Feb. 1963.

†KUMAMOTO—JOBF-TV, Kumamoto Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 12 kw. Started April 1959.

KUMAMOTO—JOGK-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Started Feb. 1958.

KUSHIRO—JOPC-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.4 kw. Educational. Started Feb. 1962.

†KUSHIRO—JOQL-TV, Hokkaido Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 12 kw. Started April 1962.

KUSHIRO—JOSY-TV, Sapporo Television Bcstg. Co., Ch. J-7. Transmitter 1 kw, ERP 12 kw. Started Aug. 1962.

KUSHIRO—JOPG-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.

MATSUE—JOTB-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 9.3 kw. Educational. Started Dec. 1962.

MATSUE—JOTK-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 11 kw. Started Oct. 1959.

MATSUE—JOHF-TV, Bcstg. System of San-In, Ch. J-10. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.

†MATSUYAMA—JOAF-TV, Nankai Bcstg. Co., Ch. J-10. Transmitter 5 kw, ERP 23 kw. Started Dec. 1958.

MATSUYAMA—JOZK-TV, NHK, Ch. J-6. Transmitter 5 kw, ERP 29 kw. Started May 1957. TV tape recording facilities.

MATSUYAMA—JOZB-TV, NHK, Ch. J-2. Transmitter 5 kw, ERP 31 kw. Educational. Started June 1962. TV tape recording facilities.

MIYAZAKI—JOMG-TV, NHK, Ch. J-8. Transmitter 1 kw, ERP 6 kw. Started July 1960.

MIYAZAKI—JOMC-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 5.1 kw. Educational. Started Dec. 1963.

†MIYAZAKI—JONF-TV, Miyazaki Bcstg. Co., Ch. J-10. Transmitter 1 kw, ERP 6 kw. Started Oct. 1960.

†MORIOKA—JODF-TV, Iwate Bcstg. Co., Ch. J-6. Transmitter 3 kw, ERP 18 kw. Started Sept. 1959.

MORIOKA—JOQG-TV, NHK, Ch. J-4. Transmitter 3 kw, ERP 18 kw. Started Dec. 1958.

MORIOKA—JOQC-TV, NHK, Ch. J-8. Transmitter 3 kw, ERP 18 kw. Educational. Started Dec. 1960.

MURORAN—JOIU-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 6 kw. Started Nov. 1958.

MURORAN—JOLY-TV, Sapporo Television Bcstg. Co., Ch. J-7. Transmitter 1 kw, ERP 6 kw. Started June 1960.

MURORAN—JOQF-TV, Hokkaido Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 6 kw. Started March 1959.

MURORAN—JOIT-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 5.4 kw. Educational. Started Sept. 1960.

NAGANO—JONB-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Educational. Started Nov. 1962.

NAGANO—JONK-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 12 kw. Started Nov. 1958.

†NAGANO—JOSR-TV, Shinetsu Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 11 kw. Started Nov. 1958.

NAGASAKI—JOAC-TV, NHK, Ch. J-1. Transmitter 1 kw, ERP 6 kw. Educational. Started Jan. 1964.

NAGASAKI—JOAG-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 5.6 kw. Started Dec. 1958.

NAGASAKI—JOUR-TV, Nagasaki Bcstg. Co., Ch. J-5. Transmitter 1 kw, ERP 6 kw. Started Jan. 1959.

NAGOYA—JOCB-TV, NHK, Ch. J-9. Transmitter 10 kw, ERP 120 kw. Educational. Started Aug. 1961. TV tape recording facilities.

NAGOYA—JOCK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 57 kw. Started Feb. 1954. TV tape recording facilities.

†NAGOYA—JOAR-TV, Chubu-Nippon Bcstg. Co., Ch. J-5. Transmitter 10 kw, ERP 95 kw. Started Dec. 1956.

†NAGOYA—JOPX-TV, Tokai Television Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 86 kw. Started Dec. 1958.

NAGOYA—JOLX-TV, Nagoya Bcstg. Co., Ch. J-11. Transmitter 10 kw, ERP 120 kw. Started April 1962.

†NIIGATA—JODR-TV, Niigata Bcstg. Co., Ch. J-5. Transmitter 5 kw, ERP 30 kw. Started Dec. 1958.

NIGATA—JOQB-TV, NHK, Ch. J-12. Transmitter 5 kw, ERP 37 kw. Educational. Started Nov. 1962.

NIGATA—JOQK-TV, NHK, Ch. J-8. Transmitter 5 kw, ERP 36 kw. Started Dec. 1958.

NIHAMA—JOZQ-TV, NHK, Ch. J-2. Transmitter .25 kw, ERP 1.5 kw. Started May 1960.

†NIHAMA—JOAL-TV, Nankai Bcstg. Co., Ch. J-6. Transmitter .25 kw, ERP 1.5 kw. Started June 1960.

(Continued on next page)

International TV Directory

JAPAN—(Continued)

- †**OBIHIRO**—JOHW-TV, Hokkaido Bcstg. Co., Ch. J-6. Transmitter 1 kw, ERP 12 kw. Started July 1963.
- OBIHIRO**—JOOC-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 9.1 kw. Educational. Started Oct. 1962.
- OBIHIRO**—JOOG-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 11 kw. Started Dec. 1959.
- OBIHIRO**—JOWL-TV, Sapporo Television Bcstg. Co., Ch. J-10. Transmitter 1 kw, ERP 12 kw. Started July 1963.
- †**OITA**—JOGF-TV, Oita Bcstg. Co., Ch. J-5. Transmitter 3 kw, ERP 18 kw. Started Oct. 1959.
- OITA**—JOID-TV, NHK, Ch. J-12. Transmitter 3 kw, ERP 15 kw. Educational. Started Dec. 1962.
- OITA**—JOIP-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 17 kw. Started Aug. 1959.
- OKAYAMA**—JOKB-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 66 kw. Educational. Started June 1963.
- OKAYAMA**—JOKK-TV, NHK, Ch. J-5. Transmitter 10 kw, ERP 67 kw. Started Dec. 1957.
- †**OKAYAMA**—JOYR-TV, Sanyo Bcstg. Co., Ch. J-11. Transmitter 10 kw, ERP 64 kw. Started June 1958.
- ONOMICHI**—JODD-TV, NHK, Ch. J-7. Transmitter 1 kw, ERP 13 kw. Educational. Started Dec. 1962.
- ONOMICHI**—JODP-TV, NHK, Ch. J-1. Transmitter 1 kw, ERP 13 kw. Started March 1960.
- †**ONOMICHI**—JOEE-TV, Radio Chugoku Co., Ch. J-10. Transmitter 1 kw, ERP 11.2 kw. Started April 1962.
- †**ONOMICHI**—JONY-TV, Hiroshima Television Bcstg. Co., Ch. J-12. Transmitter 1 kw, ERP 5 kw. Started Sept. 1962.
- †**OSAKA**—JOBV-TV, NHK, Ch. J-12. Transmitter 10 kw, ERP 100 kw. Started April 1959. Educational. TV tape recording facilities.
- OSAKA**—JOOR-TV, Mainichi Bcstg. System, Ch. J-4. Transmitter 10 kw, ERP 100 kw. Started March 1959.
- †**OSAKA**—JOBK-TV, NHK, Ch. J-2. Transmitter 10 kw, ERP 78 kw. Started Feb. 1954. TV tape recording facilities.
- †**OSAKA**—JONR-TV, Asahi Bcstg. Co., Ch. J-6. Transmitter 10 kw, ERP 100 kw. Started Dec. 1956. Began color broadcasting Sept. 1960.
- †**OSAKA**—JODX-TV, Kansai TV Co., Ch. J-8. Transmitter 10 kw, ERP 100 kw. Started Nov. 1958.
- †**OSAKA**—JOIX-TV, Yomiuri TV Bcstg. Co., Ch. J-10. Transmitter 10 kw, ERP 100 kw. Started Aug. 1958. Began color broadcasting Sept. 1960.
- SAPPORO**—JOIB-TV, NHK, Ch. J-12. Transmitter 10 kw, ERP 110 kw. Educational. Started June 1962. TV tape recording facilities.
- †**SAPPORO**—JOHR-TV, Hokkaido Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 80 kw. Started April 1957.
- SAPPORO**—JOIK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 78 kw. Started Dec. 1956. TV tape recording facilities.
- †**SAPPORO**—JOKX-TV, Sapporo Television Bcstg. Co., Ch. J-5. Transmitter 10 kw, ERP 100 kw. Started April 1959.
- SASEBO**—JOAT-TV, NHK, Ch. J-8. Transmitter 1 kw, ERP 12 kw. Started Dec. 1958.
- SASEBO**—JOAY-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 6.6 kw. Educational. Started Jan. 1964.
- †**SASEBO**—JOMF-TV, Nagasaki Bcstg. Co., Ch. J-10. Transmitter 1 kw, ERP 12 kw. Started Feb. 1959.
- SENDAI**—JOHK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 76 kw. Started March 1956. TV tape recording facilities.
- †**SENDAI**—JOIR-TV, Tohoku Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 80 kw. Started April 1959.
- SENDAI**—JOHB-TV, NHK, Ch. J-5. Transmitter 10 kw, ERP 110 kw. Educational. Started Dec. 1960. TV tape recording facilities.
- †**SENDAI**—JOOX-TV, Sendai Bcstg. Co., Ch. J-12. Transmitter 10 kw, ERP 100 kw. Started Oct. 1962.
- SHIMONOSEKI**—JOPM-TV, Yamaguchi Bcstg. Co., Ch. J-4. Transmitter 1 kw, ERP 4 kw. Started April 1962.



MALARKEY, TAYLOR & ASSOCIATES
CATV
Brokers - Consultants - Engineering
WASHINGTON, D.C.
 1101 17th Street, N.W. Area Code 202 • 223-2345

- SHIZUOKA**—JOPB-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.4 kw. Educational. Started Jan. 1962.
- SHIZUOKA**—JOPK-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Started June 1957.
- †**SHIZUOKA**—JOVR-TV, Shizuoka Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 10 kw. Started Nov. 1958.
- †**TAKAMATSU**—JOKF-TV, Nishi Nihon Bcstg. Co., Ch. J-9. Transmitter 10 kw, ERP 60 kw. Started July 1958.
- †**TOKUSHIMA**—JOJR-TV, Shikoku Bcstg. Co., Ch. J-1. Transmitter 1 kw, ERP 6 kw. Started April 1959.
- TOKUSHIMA**—JOKK-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 6 kw. Started March 1959.
- TOKUYAMA**—JOPF-TV, Yamaguchi Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 23 kw. Started Oct. 1959.
- †**TOKYO**—JOAB-TV, NHK, Ch. J-3. Transmitter 50 kw, ERP 280 kw. Educational. Started Jan. 1959.
- †**TOKYO**—JOAK-TV, NHK, Ch. J-1. Transmitter 50 kw, ERP 250 kw. Started Jan. 1953. TV tape recording facilities.
- †**TOKYO**—JOAX-TV, Nippon TV Network Corp., Ch. J-4. Transmitter 50 kw, ERP 535 kw. Started Aug. 1953. Began color broadcasting Sept. 1960.
- †**TOKYO**—JOCC-TV, Fuji Telecasting Co., Ch. J-8. Transmitter 50 kw, ERP 375 kw. Started March 1959.
- TOKYO**—JOEX-TV, Nippon Educational TV Co., Ch. J-10. Transmitter 50 kw, ERP 375 kw. Started Feb. 1959.
- †**TOKYO**—JOKR-TV, Tokyo Bcstg. System, Ch. J-6. Transmitter 50 kw, ERP 375 kw. Started April 1955. Began color broadcasting Sept. 1960.
- TOKYO**—JOIX-TV, Japan Science Foundation, Ch. J-12. Transmitter 50 kw, ERP 375 kw. Started April 1964.
- †**TOTTORI**—JOJX-TV, Nihon-kai Telecasting Co., Ch. J-1. Transmitter 1 kw, ERP 15 kw. Started March 1959.
- TOTTORI**—JOLC-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 20 kw. Educational. Started Dec. 1962.
- TOTTORI**—JOLG-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 15 kw. Started March 1959.
- †**TOYAMA**—JOIG-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 18 kw. Started Oct. 1958.
- †**TOYAMA**—JOLR-TV, Kita Nihon Bcstg. Co., Ch. J-1. Transmitter 3 kw, ERP 18 kw. Started April 1959.
- TOYAMA**—JOIC-TV, NHK, Ch. J-10. Transmitter 3 kw, ERP 25 kw. Educational. Started April 1961.
- †**TSURUOKA**—JOEL-TV, Yamagata Bcstg. Co., Ch. J-1. Transmitter 1 kw, ERP 8 kw. Started Oct. 1961.
- TSURUOKA**—JOJD-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 10.5 kw. Educational. Started Nov. 1962.
- TSURUOKA**—JOJP-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 8 kw. Started Feb. 1960.
- †**WAKAMATSU**—JOPY-TV, Fukushima Television Co., Ch. J-6. Transmitter 1 kw, ERP 6.25 kw. Started April 1963.
- †**YAMAGATA**—JOEF-TV, Yamagata Bcstg. Co., Ch. J-10. Transmitter 3 kw, ERP 56 kw. Started April 1960.
- YAMAGATA**—JOJC-TV, NHK, Ch. J-4. Transmitter 3 kw, ERP 50 kw. Educational. Started Nov. 1962.
- YAMAGATA**—JOJG-TV, NHK, Ch. J-8. Transmitter 3 kw, ERP 56 kw. Started Dec. 1959.
- YAMAGUCHI**—JOUC-TV, NHK, Ch. J-1. Transmitter 1 kw, ERP 15 kw. Educational. Started Sept. 1962.
- YAMAGUCHI**—JOUJ-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 23 kw. Started June 1959.

Low-powered satellites: 367 in operation, 35 under construction.

Note: Also see Okinawa.

Jordan

Receives programs from neighboring countries
 (CCIR 625-line standards)
 Sets in use: 10,000

Jordan Television Corporation, P.O. Box 1854, Amman, Jordan (Govt., commercial). Faruk A. Jarrar, acting director general for television; James W. Bentley, television project mgr. & U.S. advisor; Adli Muhtadi, network commercial mgr. (radio & TV); Robert Spires, TV commercial advisor; Omar Khatib, television program mgr.; Taher Nasereddin, chief engineer; John Honea, engineering advisor; Youssef Abu Leil, television news mgr.

Planned:

- AMMAN**—Ch. E-3 (V-55.25, A-60.75). Transmitter 10 kw, ERP 100 kw. To start 1967.
- JERUSALEM**—Ch. E-6 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. To start 1967.

Kenya

(CCIR 625-line standards)
 Sets in use: 9,900

- NAIROBI**—Voice of Kenya (Govt., commercial), P.O. Box 30456, Nairobi. Tel. 26653, 27081. Ch. E-4 (V-62.25, A-67.75). Transmitter 5 kw, ERP 15 kw. Started July 1964. Personnel: E. A. Koske, director of broadcasting; R. Davey, chief engineer; S. Kikumu, controller of programs; O. S. E. Lloyd, commercial manager.
- KISUMU (Timboroa)**—Voice of Kenya. Ch. E-2 (V-48.25, A-53.75). Transmitter 500 watts, ERP 500 watts. Started July 1964. Repeats Nairobi.

Korea

(525-line standards)
Sets in use: 70,000

SEOUL—KBS-TV, Seoul Television Broadcasting Station (Govt., commercial), #33-3 ga, Namsan-Dong, Choong-Ku, Seoul, Korea. Tel. 8-4127. Ch. 9 (V-187.25, A-191.75). Transmitter 2 kw, ERP 13.4 kw. TV tape recorder facilities. Started Dec. 1961. Hours of operation: Mon.-Fri., 5:30-11:30 p.m.; Sat., 12:30-11:30 p.m.; Sun., 9:30 a.m.-11:30 p.m.

Personnel: Chin Young, Kim, director general; Sin Cho, Kang, sales manager; In Chik, Choi, program mgr.; Byung Hee, Yu, film buyer; Hyung Ki, Baik, production mgr.; Soo Kyung, Kai, chief engineer.

Low-powered repeaters: Chunahn, Ch. 6; Daejon, Ch. 4; Taegu, Ch. 2; Kwangju, Ch. 3; Chunju, Ch. 6. Started Aug. 1966.

SEOUL—HLCE, Tongyang Broadcasting Ltd. (Commercial), P.O. Box 775 Central, Seoul, Korea. Tel. 23-9161. Ch. 7 (V-175.25, A-179.75). Transmitter 2 kw, ERP 20 kw. TV tape recorder facilities. Started Oct. 1964.

Personnel: Lee, Heung Bae, chairman; Kim, Chong Kyu, president; Kim, Kyu, executive director.

PUSAN—HLKE, Tongyang Broadcasting Co. Ltd. (Commercial), see HLCE, Seoul, for address and personnel. Ch. 9 (V-187.25, A-191.75). Transmitter 500 watts, ERP 5 kw. TV tape recorder facilities. Started Oct. 1964.

Planned: Low-power repeaters at JINHAE, ULSAN, DONGLAE, MASAN.

Note: See also Armed Forces Stations.

Kuwait

(CCIR 625-line standards)
Sets in use: 80,000

Kuwait Television (Govt., non-commercial), Ministry of Guidance & Information, P.O. Box 621, Kuwait, Arabia. Tel. 39041. TV tape recording facilities.

Personnel: Jawad Hassoun Elkattan, director general, sales manager & film buyer; Mohammed N. Sanousi, director general of programs; Abdulwahab Sultan, production manager; Abdul Rahman El-Houti, chief engineer.

MUTLAA—Kuwait Television. Ch. E-10 (V-196.25, A-201.75). Transmitter 2 kw, max. ERP 31.6 kw, directional antenna. Started Dec. 1962, succeeding 100-watt station operating since 1960. Planned: 10 kw transmitter.

ROWDATEIN—Kuwait Television. Ch. E-6 (V-182.25, A-187.75). Transmitter 2 kw, max. ERP 44.8 kw, directional antenna.

Planned: Fileka Island 2 10-kw transmitters.

Lebanon

(CCIR 625-line standards)
Sets in use: 165,000

(Note: 40,000 additional sets in neighboring Syria, Jordan, Cyprus & Israel).

CLT, Compagnie Libanaise de Television (Commercial), Maison de la Television, P.O. Box 4848, Beirut, Lebanon. Tel. 251680. Cable TELELIBAN. Personnel: Gen. Sleiman Nofal, pres., gen. mgr.; B. M. Givadinovitch, assistant to the pres.; Wissam Ezzedine, pres., program committee; Nicolas Loutfi, tech. director.

Tele Orient (Commercial), P.O. Box 5054, Beirut, Lebanon. Tel. 284100/5, 283473. Cable TELIBOR. Personnel: Jean Abou-Jaoudé, president; Lucien Dahdah, director general; Michael Norman, advisor.

BEIRUT—CLT. Ch. E-9. ERP 5 kw. English & French language. Started May 1959.

BEIRUT—CLT. Ch. E-7. ERP 5 kw. Arabic language. Started May 1959.

BEIRUT—Tele-Orient. Ch. E-5. ERP 2 kw. English, French & Arabic language. Started 1965.

BEIRUT—Tele Orient. Ch. E-11. ERP 100 kw. Arabic, English & French languages. Started 1962.

JOUNIEH—CLT. Ch. E-2. Transmitter 20 watts, ERP 100 watts. Started 1965. Repeats Ch. E-9, Beirut.

MASSER CHOUF—CLT. Ch. E-4. Repeats Ch. E-7 & E-9, Beirut. Transmitter 6 kw, ERP 60 kw. Started 1962.

MT. KNAISSE—Tele-Orient. Ch. E-11. ERP 100 kw. English, French & Arabic language. Started 1962.

TRIPOLI—CLT. Ch. E-2. Transmitter 50 watts, ERP 1 kw. Started 1962. Repeats Ch. E-7, Beirut.

TRIPOLI—Tele-Orient. Ch. E-11. ERP 1 kw. English, French & Arabic language. Started 1962.

Liberia

(CCIR 625-line standards)
Sets in use: 3,000

MONROVIA—ELTV, Redifusion Liberia Ltd. (Govt., commercial), P.O. Box 594, Monrovia, Liberia. Ch. E-6 (V-182.25, A-187.75). Transmitter 500 watts, ERP 2.25 kw. Started Jan. 1964. Personnel: D. L. Stuart-Williams, general manager; W. Macdonald, chief engineer; Commander George Merredew, program manager; D. Foreman, sales manager; G. Henry Andrews Sr., deputy general manager; A. Oakley, chief accountant.

Low-power repeater: Bomi Hills, 40 miles N. of Monrovia.

Luxembourg

(French 819-line standards)

Sets in use: 35,000

(Note: 441,000 additional sets in neighboring Belgium & France receive CLT programs)

LUXEMBOURG (Dudelange)—CLT, Compagnie Luxembourgeoise de Telediffusion (Commercial), Villa Louvigny, Luxembourg. Tel. 258-81. Ch. E-7. Transmitter 20 kw, ERP 100 kw. TV tape recording facilities. Started Jan. 1955. Personnel: Mathias Felten, director general; Paul Baden, film buyer.

Hours of operation: Mon.-Wed. & Fri., 6:30-11 p.m.; Thurs., Sat. & Sun., 5-11 p.m.

Low-powered repeaters: WILTZ, ECHTERNACH, VIANDEN, CLERVAUX, DIEKIRCH.

Planned:

MARNACH—Ch. E-24. ERP 1,000 kw.

DUDELANGE—Ch. E-21. ERP 1,000 kw.

(One low-power repeater, less than 5 watts, under construction at Larochette; two low-power repeaters planned.)

Malaysia

(CCIR 625-line standards)

Sets in use: 80,000

KUALA LUMPUR—Malaysian Television Service, Govt. of Malaysia (Govt., commercial), Dewan Tunku Abdul Rahman, Jalan Ampang, Kuala Lumpur, Federation of Malaysia. Tel. 23181. Ch. M5 (174-181 mc). Transmitter 12 kw, ERP 100 kw. Tape recorder facilities. Started Dec. 1963. Programs are transmitted in 4 languages—Malay, English, Mandarin and Tamil. Hours of operation: 5:45 p.m.-11 p.m., Mon.-Sat.; 3:00 p.m.-5:00 p.m. and 5:45-11 p.m., Sun.

Personnel: Ow Kheng Law, director of television; Raja Iskandar bin Raja Zahid, head of programming; S. K. Tham, chief engineer; John Nettleton, head of film services; Mohammed Hoessein Bin Enas, head of design & staging; A. K. Foo, film buyer.

Rates (Dec. 1965): Spot 60 sec., 378, Malay; 554, Chinese; 465, English; 390, Tamil; 7 sec., 65, Malay; 95, Chinese; 80, English; 70, Tamil (Malaysian Dollars).

GUNONG JERAI—Ch. M5 (174-181 mc). Transmitter 6 kw, ERP 100 kw. Started Oct. 1964. Repeats Kuala Lumpur.

MAXWELL HILL—Ch. M4 (61-68 mc). Transmitter 3 kw, ERP 5 kw. Started April 1965. Repeats Kuala Lumpur.

GUNONG KLEDANG—Ch. M6 (181-188 mc). Transmitter 6 kw, ERP 100 kw. Started April 1965. Repeats Kuala Lumpur.

GUNONG TAMPIN—Ch. M6 (181-188 mc). Transmitter 6 kw, ERP 100 kw. Started April 1965. Repeats Kuala Lumpur.

BUKIT BANANG—Ch. M7 (188-195 mc). Transmitter .1 kw, ERP 1 kw. Started April 1965. Repeats Kuala Lumpur.

BUKIT MENGKIBOL—Ch. M9 (202-209 mc). Transmitter .1 kw, ERP 1 kw. Started April 1965. Repeats Kuala Lumpur.

GUNONG PULAI—Ch. M3 (54-61 mc). Transmitter 6 kw, ERP 100 kw. Started April 1965. Repeats Kuala Lumpur.

Malta

(CCIR 625-line standards)

Sets in use: 35,000

Viewers also watch Italian programs.

WARDAMANGA—MTV, The Malta Television Service Ltd. (Commercial), Television House, P.O. Box 384, Gwardamanga. Tel. 25051. Ch. E-10 (V-210.25, A-215.75). Transmitter 2 kw, ERP 4.8 kw. TV tape recording facilities. Started Sept. 1962. Hours of operation: 18:30-22:30 daily.

Ownership: Wholly-owned subsidiary of Redifusion Group of Companies. Personnel: E. A. Hamilton-Hill, director general; W. A. Fenton, general manager & film buyer; J. A. Soler, sales mgr.; Lino Spiteri, production mgr.; A. J. Bartolo, chief engineer.

Represented in U.S. by Intercontinental Services Ltd.; in England by Redifusion International Ltd.; in Canada, by Air-time Sales Ltd.

Rates (July 1966): Spot 60 sec., 30; 7 sec., 8 (Pounds); program rates on request.

Martinique

(CCIR 625-line standards)

Sets in use: 2,200

FORT DE FRANCE—Office de Radiodiffusion Television Francaise (ORTF), Clairiere, Box 662, Fort de France. Tel. 60-60. (Govt., non-commercial). Personnel: Fernand Jacquemart, regional dir.; R. Coquereaux, chief of service. One channel (V-207.25, A-213.75). Transmitter 50 watts. Started Sept. 1966. Hours of operation: Weekly, 21. Planned: 1 low-powered repeater.

(Continued on next page)

For Table of World Stations &
Sets In Use see end of this Section

International TV Directory

Mauritius

(CCIR 625-line standards)
Sets in use: 8,000

CUREPIPE—MBC-TV, Mauritius Broadcasting Corp. (Commercial), Broadcasting House, Pasteur St., Forest Side, Mauritius. Tel. Curepipe 507-803. Ch. E-4. Transmitter 5 kw. ERP 15 kw. Started 1965. Low-power repeaters on Ch. E-7, E-9, E-11. Simulcast of aural channel translation on AM radio, 820 kc, 10 kw.

Hours of operation: Daily 1430-1800 GMT.

Personnel: Stephen McCormack, director general; Xavier Senèque, sales mgr.; David Gardner, program controller; Gerry Gauthan, chief engineer.

Mexico

(525-line standards)
Sets in use: 1,800,000

All stations commercial except where noted

CHIHUAHUA, Chihuahua—XHFI-TV, Televisora de Chihuahua S.A. (affiliated with Telesistema Mexicano). Ch. 5. ERP 250 watts. Started April 1957.

COLIMA, Colima—XHCC-TV, Televisión de Colima S.A. de C.V., Anillo Circunvalación num. 1080 Nte., Colima. Ch. 5. ERP 1 kw.

CULIACAN, Sinaloa—XHQ-TV, TV de Culiacan S.A. (affiliated with Telesistema Mexicano). Ch. 3. ERP 24 kw. Started Aug. 1964.

ENSENADA, Baja California—XHS-TV, Antonio Suarez Reyes, Av. Punta Banda y Eugenia, Fraccionamiento Chapultepec, Ensenada. Ch. 23. ERP 120 watts.

GUADALAJARA, Jalisco—XEHL-TV, Televisión Tapatía S.A. de C.V., Circunvalación num. 265, Guadalajara. Ch. 6. ERP 5 kw. Started Aug. 1960.

GUADALAJARA, Jalisco—XEWO-TV, Televisora de Guadalajara S.A. (affiliated with Telesistema Mexicano). Ch. 2. ERP 5 kw. Started May 1958.

GUADALAJARA, Jalisco—XHG-TV, Televisora de Occidente S.A. (affiliated with Telesistema Mexicano). Ch. 4. ERP 5 kw.

HERMOSILLO, Sonora—XEWHTV, Televisora de Hermosillo S.A. (affiliated with Telesistema Mexicano). Ch. 6. ERP 100 kw. Started July 1959.

JUAREZ, Chihuahua—XEJ-TV, Televisión de la Frontera S.A., Vicente Guerrero num. 704, Ciudad Juárez. Ch. 5. ERP 500 watts. Started May 1954.

JUAREZ, Chihuahua—XEPM-TV, Sergio R. Molinar Fernandez, Apartado Postal num. 271, Ciudad Juárez. Ch. 2. ERP 10 kw. Started Jan. 1961.

LAREDO, Tamaulipas—XEFE-TV, Rafael Tijerina Carranza, Aldama num. 2611, Nuevo Laredo. Ch. 2. ERP 500 watts.

MADERO, Tamaulipas—XHGO-TV, Televisora del Golfo S.A. (affiliated with Telesistema Mexicano). Ch. 7. ERP 3 kw. Started Oct. 1964.

MERIDA, Yucatan—XHY-TV, Televisora de Yucatan S.A. (affiliated with Telesistema Mexicano). Ch. 3. ERP 25 kw.

MEXICALI, Baja California—XHBC-TV, Televisora de Mexicali S.A., Apartado Postal num. 1356, Mexicali (affiliated with Telesistema Mexicano). Ch. 3. ERP 30 kw. Started Oct. 1957.

MEXICO CITY, Distrito Federal—XEIP-TV, Instituto Politécnico Nacional, Casco de Santo Tomas, Mexico, D.F. (Govt., cultural, non-commercial). Ch. 11. ERP 5 kw.

MEXICO CITY, Distrito Federal—XEQ-TV, Radio Panamericana S.A., Av. Chapultepec num. 18, Mexico, D.F. Ch. 9. ERP 50 kw.

MEXICO CITY, Distrito Federal—XEW-TV, Televimex S.A., Av. Chapultepec num. 18, Mexico, D.F. Owned & operated by Telesistema Mexicano. Ch. 2. ERP 100 kw. Started Oct. 1951.

MEXICO CITY, Distrito Federal—XEX-TV, Televisión Paso de Cortes S.A., Av. Chapultepec num. 18, Mexico, D.F. Ch. 7. ERP 5 kw.

MEXICO CITY, Distrito Federal—XHGC-TV, Televisión Gonzalez Camarena S.A., Av. Chapultepec num. 18, Mexico, D.F. Ch. 5. ERP 100 kw. Started 1954.

MEXICO CITY, Distrito Federal—XHTV, Televisión de Mexico S.A., Av. Chapultepec num. 18, Mexico, D.F. Ch. 4. ERP 100 kw. Started Nov. 1956.

MONTERREY, Nuevo Leon—XEFB-TV, Cadena Televisora del Norte S.A. (affiliated with Telesistema Mexicano). Ch. 3. ERP 5 kw. Started July 1958.

MONTERREY, Nuevo Leon—XET-TV, Televisión del Norte S.A., Apartado Postal num. 1833, Monterrey. Ch. 6. ERP 20 kw. Started Nov. 1960.

MONTERREY, Nuevo Leon—XHXTV, Televisora del Norte S.A. (affiliated with Telesistema Mexicano). Ch. 10. ERP 5 kw. Started Sept. 1955.

NOGALES, Sonora—XHFA-TV, Felipe Arriola Gandara, Av. Alvaro Obregon num. 138, Nogales. Ch. 2. ERP 1 kw. Started Feb. 1962.

OBREGON, Sonora—XHI-TV, Televisora del Yaqui S.A., 5 de Febrero num. 8, Ciudad Obregon. Ch. 2. ERP 25 kw. Started May 1965.

TIJUANA, Baja California—XETV, Radio Televisión S.A., Calle Quinta num. 210, Desps. 14-16, Edificio Barbachano, Tijuana. Ch. 6. ERP 100 kw. Started Feb. 1953.

TIJUANA, Baja California—XEWTV-TV, Televisora de Calmex S.A. (affiliated with Telesistema Mexicano). Ch. 12. ERP 30 kw. Started July 1960.

TORREON, Coahuila—XELN-TV, Televisora de la Laguna S.A. Dom. Fuego num. 266, Col. Jardines Del Pedregal de San Angel, Mexico, D.F. Ch. 4. ERP 500 watts.

VERACRUZ, Veracruz—XHFM-TV, Carlos Ferraz Matos, Calle Bolivar entre Diaz Miron y Boulevard Miguel Aleman, Veracruz. Ch. 2. ERP 20 kw.

Miquelon

(See St. Pierre)

Monaco

(French 819-line standards)
Sets in use: 15,000

MONTE CARLO—TMC, Tele Monte-Carlo (Commercial), 16 Boulevard Princess Charlotte, Monte Carlo. Tel. 305940. Ch. F-10. Transmitter 5 kw, ERP 50 kw. TV tape recorder facilities. Started Nov. 1954.

Personnel: Jean Frydman, director general; J. F. Micheo, general manager; Jacques Antoine, program & production mgr.; Robert Giraud, chief engineer.

Note: Tele Monte-Carlo also has operated Ch. F-2, using 3.5 kw transmitter with 112 kw ERP on experimental basis, but this channel is now off the air and no target has been set for resuming operation.

Morocco

(CCIR 625-line standards)
Sets in use: 30,000

Radiodiffusion Television Marocaine (Govt., non-commercial), 1 Zenkat Pierre Parent, Rabat, Morocco.

CASABLANCA—Ch. M-10. ERP 180 kw. Started 1954.

KOUALI—Ch. M-6. ERP 1 kw.

MARRAKECH—Ch. M-6. ERP 300 watts. Started 1962.

OUED ZEM—Ch. M-7. ERP 3 kw. Started 1966.

RABAT—Ch. M-7. ERP 180 kw. Started 1954.

SAFI—Ch. M-10. ERP 1.26 kw.

ZERHOUN—Ch. M-4. ERP 180 kw. Started 1962.

Low-power repeaters: CAP SPARTEL, CHARF, FES, KHENIFRA, SARSAR.

Netherlands

(CCIR 625-line standards)
Sets in use: 2,250,000

Nederlandse Televisie Stichting (Govt.-private, limited-commercial), P.O. Box 10, Hilversum, Netherlands. Tel. 16851. Cable: TELEVISIE. Tape recorder facilities. Hours of operation: Daily 19:00-22:30 average First Program; 20:00-22:10 average Second Program.

Personnel (Executive Board): E. A. Schuttenhelm, chairman, in charge of general affairs; J. W. Rengelink, member in charge of programming; A. H. van de Veen, member in charge of engineering; Ch. E. van der Ploeg, member in charge of economic affairs; K. de Wilde, member in charge of personnel & social affairs.

DEN HELDER—NTS, Ch. E-10. ERP 1 kw. Satellite of Lopik. Started Oct. 1959.

GOES—NTS, Ch. E-7. Transmitter 1 kw, ERP 5 kw. Satellite of Lopik. Started Nov. 1957.

GOES—NTS Second Program, Ch. E-32. ERP 125 kw. Started Jan. 1966.

LOPIK—NTS, Ch. E-4. Transmitter 20 kw, ERP 100 kw. Started Oct. 1951, increased power Jan. 1961.

LOPIK—NTS Second Program, Ch. E-27. ERP 250 kw. Started Oct. 1964.

MARKELO—NTS, Ch. E-7. ERP 30 kw. Satellite of Lopik. Started Jan. 1959.

MARKELO—NTS Second Program, Ch. E-54. ERP 300 kw. Started Feb. 1966.

ROERMOND—NTS, Ch. E-5. ERP 50 kw. Satellite of Lopik. Started Oct. 1958.

ROERMOND—NTS Second Program, Ch. E-31. ERP 500 kw. Started Dec. 1965.

SMILDE—NTS, Ch. E-6. ERP 40 kw. Satellite of Lopik. Began Dec. 1959.

SMILDE—NTS Second Program, Ch. E-47. ERP 1000 kw. Started Nov. 1965.

WIERINGEN—NTS Second Program, Ch. E-45. ERP 300 kw. Started Dec. 1966.

For International Channel Frequencies

see Table at end of this Section

Netherlands Antilles (West Indies)

(CCIR 625-line standards)

Sets in use: 17,000

Government Radio & Telegraph Administration, P. O. Box 103, Curacao, owns all stations. They are operated under lease by NATEC (Commercial), a subsidiary of Bartell Media Corp.: TeleAruba & TeleCuracao, P.O. Box 415, Curacao, Netherlands Antilles. Tel. 13140. Hours of operation: Daily 16:00-23:15.

Personnel: Eitel C. Hernandez, general manager & film buyer; Jack Lashley, assistant general manager; P. J. Hoogesteger, chief engineer.

Rates (July 1964): Spot 60 sec., 52; 10 sec., 25; program 1 hr., 220; 10 min., 77 (Florin).

WILLEMSTAD, Curacao—PJC-TV, TeleCuracao. Ch. 8 (V-181.25, A-185.75). Transmitter 500 watts, ERP 2 kw. Started July 1960.

ORANJESTAD, Aruba—PJA-TV, TeleAruba. Ch. 12 (V-205.25, A-209.75). Transmitter 500 watts, ERP 3 kw. Started Sept. 1963.

Low-power repeater: **BONAIRE**.

New Caledonia

(CCIR 625-line standards)

Sets in use: 3,000

NOUMEA—Office de Radiodiffusion Television Francaise (ORTF), Box 327, Noumea. Tel. 28-56. (Govt., non-commercial). Roger Le Lelzour, chief of service; G. Guesdon, chief engineer. Ch. 8 (V-207.75, A-213.75); Ch. 6 (V-191.25, A-197.75); Ch. 4 (V-175.25, A-181.75); transmitters 50 watts. Started Oct. 1965.

Hours of operation: Weekdays, 19:00-21:45; Sun., 18:30-22:30.

Planned: 2 low-powered repeaters.

New Zealand

(CCIR 625-line standards)

Sets in use: 470,000

New Zealand Broadcasting Corporation (Statutory public body), operates all stations. Head office: Bowen State Building, Bowen Street, P.O. Box 98, Wellington. Tel. 48-200. Program material consists of 75% imported, 14% national, 11% local. Hours of operation: All channels—commercial, Tues., Wed., Thurs., 6 p.m.-11 p.m., Sat., 2 p.m.-12 midnight; non-commercial, Mon., 5 p.m.-11 p.m., Tues., Wed. Thurs., 5 p.m.-6 p.m., Fri., 5 p.m.-12 midnight, Sun., 2 p.m.-11 p.m.

Personnel: G. H. Stringer, director general; N. R. Palmer, director of television; W.R.M. Shaw, commercial manager; T. F. A. Shankland, supervisor, programs; B. W. Parkin, film buyer; A. W. Martin, chief producer television; W. L. Harrison, director of engineering.

Rates (1966): All advertising time is arranged from Head Office Television, P.O. Box 98, Wellington. Tel. 48-200. Rates are quoted for individual originating stations below: AKTV-2, Auckland—Spot 90 sec., 225.0.0; 60 sec., 150.0.0; 10 sec., 41.14.0. CHTV-3, Christchurch—Spot 90 sec., 83.5.0; 60 sec., 55.10.0; 10 sec., 15.9.0. DNTV-2, Dunedin—Spot 90 sec., 45.0.0; 60 sec., 30.0.0; 10 sec., 8.7.0. WNTV-1, Wellington—Spot 90 sec., 126.0.0; 60 sec., 84.0.0; 10 sec., 23.7.0 (N.Z. Pound).

Originating Stations

AUCKLAND—AKTV-2, Shortland St., P.O. Box 2209, Auckland. Tel. 45-810. Ch. 2 (V-55.25, A-60.75, same as Ch. E-3). ERP 100 kw. TV tape recording facilities. Started June 1960.

CHRISTCHURCH—CHTV-3, Gloucester St., P.O. Box 1484, Christchurch. Tel. 64-549. Ch. 3 (V-62.25, A-67.75, same as Ch. E-4). ERP 100 kw. TV tape recording facilities. Started June 1961.

DUNEDIN—DNTV-2, Dowling St., P.O. Box 888, Dunedin. Tel. 76-050. Ch. 2 (V-55.25, A-60.75, same as Ch. E-3). ERP 100 kw. TV tape recording facilities. Started July 1962.

WELLINGTON—WNTV-1, Waring Taylor St., P.O. Box 6, Wellington. Tel. 48-200. Ch. 1 (V-45.25, A-50.75). ERP 100 kw. TV tape recording facilities. Started July 1961.

Repeaters

HIKURANGI PEAK (Northland)—Ch. 3 (V-62.25, A-67.75). ERP 1 kw. Repeats AKTV-2, Auckland. Started July 1966.

HOROKAKA PEAK (Northland)—Ch. 5 (V-182.25, A-187.75). ERP 1 kw. Repeats AKTV-2, Auckland. Started July 1966.

KURIWAO HILL (South Otago)—Ch. 5 (V-182.25, A-187.75). ERP 200 watts. Repeats DNTV-2, Dunedin. Started Aug. 1964.

MASTERTON—Ch. 7 (V-196.25, A-201.75). ERP 100 watts. Repeats WNTV-1, Wellington. Started May 1963.

MT. ERIN (Hawkes Bay)—Ch. 6 (V-189.25, A-194.75). ERP 5 kw. Repeats WNTV-1, Wellington. Started Dec. 1964.

MT. HEDGEHOPE (Southland)—Ch. 1 (V-45.25, A-50.75). ERP 3 kw. Repeats DNTV-2, Dunedin. Started Dec. 1964.

MT. STUDHOLME (South Canterbury)—Ch. 4 (V-175.25, A-180.75). ERP 2 kw. Repeats CHTV-3, Christchurch. Started Dec. 1965.

MT. TE AROHA (Waikato)—Ch. 1 (V-45.25, A-50.75). ERP 100 kw. Repeats AKTV-2, Auckland. Started March 1964.

PARAHAKI HILL (Northland)—Ch. 7 (V-196.25, A-201.75). ERP 50 watts. Repeats AKTV-2, Auckland. Started July 1966.

WHARITE PEAK (Southern Ruahines)—Ch. 2 (V-55.25, A-60.75). ERP 100 kw. Repeats WNTV-1, Wellington. Started Dec. 1963.

Low-power translators, mini-translators & repeaters: 200 in operation nation-wide.

International TV Directory

Nicaragua

(525-line standards)

Sets in use: 19,000

Television de Nicaragua S. A. (Commercial), P.O. Box 1505, Managua DN, Nicaragua. Tel. 5404. Cable: TEVENIC. TV tape recording facilities. Both stations carry same program. Hours of operation: Daily, 12:30-2.00 p.m., 5:00-11:00 p.m.

Personnel: Rafael O. Cano, gen. mgr. & film buyer; Rodolfo A. Silva, sales mgr.; Fernando Cruz Ramirez, chief engineer.

Rates (Nov. 1, 1965): Spot 60 sec., 84.00; 20 sec., 44.80; program 52 min., 560.00; 26 min., 315.00 (Nicaragua Cordoba).

MANAGUA—YNSA-TV, Ch. 6 (82-88 mc). Transmitter 2 kw, ERP 6 kw. Started Dec. 1961.

MANAGUA—YNSA-TV, Ch. 8 (181-187 mc). Transmitter 100 watts, ERP 300 watts. Started Aug. 1956.

Nigeria

(CCIR 625-line standards)

Sets in use: 30,000

Broadcasting Company of Northern Nigeria Ltd. (BCNN), Television House, P.O. Box 250, Kaduna, Nigeria (Commercial). Tel. 2294. Hours of operation: 6:30 p.m.-10:30 p.m. daily.

Ownership: Radio Corp. of Northern Nigeria (Govt.); Granada Group Ltd.; EMI Ltd. Personnel: Alhaji Abba Zoru, deputy chief executive; G. P. J. White, chief engineer; B. B. Heshon, secy. & chief accountant; Alhaji Sani Katsina, head of television; Alhaji Saka Aleshinloye, head of news; Mallam Dahiru Modibbo, head of radio.

Represented internationally by Granada Television Ltd., London.

Rates (Nov. 1965): Spot 60 sec., 10.0.0; 10 sec., 2.10.0 (Pounds).

Eastern Nigeria Television (ENTV), P.O. Box 350, Enugu, Nigeria (Commercial). Tel. 2579. Lagos commercial office: J. C. Thos-Okolo, 17/19 Obun Eko Street, Idumota, Lagos, Nigeria. Tel. 25044. Aba commercial office: P. M. Bag 1126, Aba. Tel. 2691 & 2692.

Represented in U.S. by Pan American Broadcasting Co.; in England by Richard Meyer Assoc. Ltd.

Rates (July 1966): Spot 60 sec., 10.10; 15 sec., 4.10; program 60 min., 40; 15 min., 16 (Pounds).

Ownership: Eastern Nigeria Broadcasting Corp. (Govt.). Personnel: O. A. Esin, chairman; M. A. Oluonu, acting controller; F. F. Higgwe, acting secy.; D. S. Reid, chief engineer; J. D. Ekwere, acting program dir.; R. G. Lotz, commercial mgr.; S. O. Achuzia, sr. accountant.

Nigerian Television Service (NTS), P.M. Bag 12005, Victoria Island, Lagos, Nigeria (Commercial). Tel. 26391. Hours of operation: 5:30 p.m.-10:30 p.m. daily.

Ownership: Federal Republic of Nigeria (Govt.). Personnel: G. Roger Bower, gen. mgr.; Adisa Williams, sales mgr.; Christopher Kolade, program mgr.; Femi Asekun, film buyer; Segun Olusola, production mgr.; Carl Rust, chief engineer; Victor Osinowo, public relations officer; Donald A. Smith, dir. of administration.

Rates (Sept. 1965): Spot 60 sec., 15.0.0; 10 sec., 7.0.0; program 60 min., 60.0.0; 5 min., 24.0.0 (Pounds).

Western Nigeria Radiovision Service Ltd. (WNTV), owned by Western Nigeria Govt. Broadcasting Corp. (Govt., commercial), Television House, P.O. Box 1460, Ibadan, Nigeria. Tel. 24381. Hours of operation: 11-11:30 a.m.; 1-2 p.m.; 6-10:30 p.m. Personnel: O. Oyeleye, chief executive, chief engineer; A. Oyelowo, secy.; J. O. Olagbaju, public relations officer; Steve Rhodes, sales manager; Ayo Ogunlade, controller of programs; S. F. Ayo-Vaughan, head of news. Rates: Spot 60 sec., 12.0.0; 7 sec., 3.10.0; programs 60 min., 48.0.0; 5 min., 12.0.0 (Pounds).

ABA—ENTV, Ch. E-4 (V-62.25, A-67.75). Transmitter 5 kw, ERP 60 kw. Started April 1964.

ENUGU—ENTV, Ch. E-2 (V-48.25, A-53.75). ERP 60 kw. Started Oct. 1960, increased power May 1964.

IBADAN—NTS, Ch. E-2 (V-48.2, A-53.7). Transmitter 2 kw, ERP 6 kw. Repeats NTS, Lagos. Started Jan. 1965.

IBADAN—WNTV, Ch. E-4. Transmitter 500 watts, ERP 1.5 kw. TV tape recording facilities. Started Oct. 1959.

KADUNA—BCNN, Ch. E-4. ERP 48 kw. Started March 1962.

KANO—BCNN, Ch. E-10. ERP 24 kw. Repeats BCNN, Kaduna. Started Feb. 1963.

LAGOS (Abafon)—WNTV, Ch. E-3. Satellite of WNTV, Ibadan. Transmitter 5 kw, ERP 15 kw. Started Oct. 1959.

LAGOS—NTS, Ch. E-10 (V-210.25, A-215.75). Transmitter 2 kw, ERP 40 kw. TV tape recording facilities. Started April 1962.

ZARIA—BCNN, Ch. E-4. ERP 40 kw. Started July 1962.

For U.S. Translators
see Services Volume

International TV Directory

Norway

(CCIR 625-line standards)
Sets in use: 595,000

Norsk Rikskringkasting—NRK (Govt., non-commercial), Bjornstjerne Bjornsons Plass 1, Oslo. Tel. 46 38 20. All transmitters carry same program. Main studios in Oslo have tape recorder facilities. Hours of operation: Weekdays, 19-22:00; Sat., Sun., 18-23:00.

Personnel: Hans Jacob Ustvedt, director-general of both radio & television; Odd Granlund, administrative director; T. Navesaker, technical director; Otto Nes, program director. Program editors: Tollef Berg (news); Jan Frydenlund, Oddvar Foss, Erik Diesen (light entertainment); Lauritz Johnson (children's and youth programs); Arild Brinchman (plays); Arne Okkenxhaug (culture programs).

ANDALSNE—Ch. E-9 (V-203.25, A-208.75). ERP 450 watts. Started 1965.

BERGEN—Ch. E-9 (V-203.25, A-208.75). Transmitter 10 kw, ERP 140 kw. Started Aug. 1960.

BJERKREIM—Ch. E-6 (V-182.25, A-187.75). ERP 7 kw. Started Nov. 1966.

BOKN (Stavanger)—Ch. E-8 (V-196.25, A-201.75). Transmitter 10 kw, ERP 100 kw. Started Oct. 1961.

BREMANGER—Ch. E-4 (V-62.25, A-67.75). ERP 30 kw. Started June 1964.

FISTER—Ch. E-11 (V-217.25, A-222.75). ERP 1.5 kw. Started August 1965.

GAMLEMSVETEN—Ch. E-3 (V-55.25, A-60.75). ERP 60 kw. Started June 1964.

GREIPSTAD (Kristiansand)—Ch. E-2 (V-48.25, A-53.75). Transmitter 5 kw, ERP 15 kw. Started Dec. 1962.

GRIMO—Ch. E-6 (V-182.25, A-187.75). ERP 550 watts. Started Feb. 1965.

GRONG—Ch. E-5 (V-175.25, A-180.75). ERP 30 kw. Started Sept. 1965.

GULEN—Ch. E-2 (V-48.25, A-53.75). ERP 8 kw. Started Dec. 1963.

HEMNES—Ch. E-3 (V-55.25, A-60.75). ERP 12 kw. Started 1965.

HOVDEFJELL—Ch. E-7 (V-189.25, A-194.75). Transmitter 5 kw, ERP 30 kw. Started Aug. 1962.

KISTEFJELL—Ch. E-8 (V-196.25, A-201.75). ERP 4 kw. Started Nov. 1966.

KJELDEKNATTEN—Ch. E-3 (V-55.25, A-60.75). ERP 150 watts. Started Feb. 1964.

KONGSBERG—Ch. E-4 (V-62.25, A-67.75). Transmitter 10 kw, ERP 100 kw. Started Aug. 1960.

LILLEHAMMER—Ch. E-10 (V-210.25, A-215.75). ERP 1 kw. Started Dec. 1963.

LYNGDAL—Ch. E-9 (V-203.25, A-208.75). ERP 15 kw. Started Sept. 1966.

LONAHORG—Ch. E-11 (V-217.25, A-222.75). ERP 10 kw. Started Dec. 1963.

MELHUS (Trondheim)—Ch. E-2 (V-48.25, A-53.75). Transmitter 10 kw, ERP 100 kw. Started Dec. 1961.

NORDHUE—Ch. E-5 (V-175.25, A-180.75). Transmitter 10 kw, ERP 60 kw. Started Nov. 1962.

ORKDAL—Ch. E-5 (V-175.25, A-180.75). ERP 110 watts. Started Nov. 1963.

OSLO—Ch. E-6 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Nov. 1957, increased power Aug. 1960.

REINSFJELL—Ch. E-6 (V-217.25, A-222.75). ERP 60 kw. Started Feb. 1965.

SALTEN—Ch. E-7 (V-189.25, A-194.75). ERP 12 kw. Started Dec. 1964.

SOGDAL—Ch. E-7 (V-189.25, A-194.75). ERP 20 kw. Started June 1965.

STEIGEN—Ch. E-2 (V-48.25, A-53.75). ERP 12 kw. Started Nov. 1965.

TRON—Ch. E-9 (V-203.25, A-208.75). ERP 30 kw. Started Nov. 1963.

Low-powered satellites: 99.

Stations planned or under construction:

ALTA—To start 1968. **TROLLTIND**—To start 1968.

FORDE—To start 1967. **VARANGER**—To start 1967.

HADSEL—To start 1967. **VEALOS**—To start 1969.

HAMMERFEST—To start 1967. **VEGA**—To start 1967.

HONNINGSVAG—To start 1968. **YTRE NAMSEN**—To start 1969.

JETTA—To start 1967.

KARASJOK—To start 1968.

KAUTOKEINO—To start 1968.

KONGSVINGER/SOLOR—To start 1968.

NARVIK—To start 1968.

OSTFOLD—To start 1968.

OVRE TELEMAR—To start 1968.

TANA—To start 1967.

956-b

Okinawa

(Ryukyu Islands)
(525-line standards)
Sets in use: 120,000

NAHA—KSDW-TV, Okinawa TV Bcstg. Ltd. (Commercial), 1-chome, Matsuyama-cho, Naha, Okinawa. Ch. 10. Transmitter 2 kw, ERP 5 kw. Japanese and English. Started Dec. 1959.

Personnel: Jugo Toma, director general; Yasujiro Yamashiro, general manager; Yasuhiro Matayoshi, sales manager; Katsuhito Nagahama, program manager, film buyer and production manager; Sonei Sakugawa, chief engineer.

NAHA—KSAR-TV, Ryukyus Broadcasting Corp. (Commercial), C.P.O. Box 4, Naha, Okinawa. Studio: 66-1, Kumoji-cho, Naha. Tel. 3-2151. Ch. 12 (V-205.25, A-209.75). Transmitter 5 kw, ERP 120 kw. TV tape recording facilities. Transmits in Japanese & English. Started June 1960.

Hours of operation: Daily, 06:45-24:00.

Personnel: Seitoku Zayasu, president; Senjiro Hirakawa, general manager; Tadashi Washimine, sales and program manager; Tsuguhiro Toma, film buyer; Kiyoshi Kabira, production manager; Shosel Yamazato, chief engineer.

Represented in the United States by ABC International.

Rates: Spot 15 sec., \$67; program 1 hr., \$600.00; 5 min., \$210.

Low-powered repeater: Kumejima, Ch. 7, repeats KSAR-TV, Naha.

Note: See also U.S. Armed Forces stations.

Pakistan

(CCIR 625-line standards)
Sets in use: 20,000

Television Directorate (Govt., commercial), Ministry of Information and Broadcasting, Block No. 8, Buller Line, Chakiala, Rawalpindi, Pakistan. Hours of operation: 13:00-16:00 GMT. Ownership Television Promoters Co. Ltd., P.O. Box 230, 217 Sale Road, Rawalpindi.

Personnel: Abdul Qayyum, executive director; S. A. Aziz, chief engineer; Nazir Ahmed Warraich, planning & maintenance engineer.

DACCA—The Director of Programme Planning (TV), Television Station D.I.T. Building, Dacca. Ch. E-9. Transmitter 550 watts. Originates local programs, has TV tape recorders. Started Nov. 26, 1964. A. F. Kalimullah, dir. of program planning.

LAHORE—The Director of Programmes (Television), Television Station, 35 Empress Road, Lahore. Ch. E-9. Transmitter 550 watts. Originates local programs, has TV tape recorders. Started Dec. 25, 1964. Agha Bashir Ahmed, regional director.

Planned:

KARACHI—Ch. E-4. ERP 30 kw. Dec. 1966.

ISLAMBAD—Ch. E-4. ERP 30 kw. Nov. 1966.

CHITTAGONG—Ch. E-5. ERP 30 kw. Dec. 1967.

PESHAWAR—Ch. E-3. ERP 30 kw. Dec. 1967.

Panama

(525-line standards)
Sets in use: 77,000 †

(Viewers also tune to U.S. Armed Forces stations, Canal Zone)

DAVID—Ch. 10, P.O. Box 160, David, Chiriqui, R.P. ERP 5 kw. Started Nov. 1964. Ownership: Ruben D. Samudio and Ramon Guerra. Personnel: Ruben Samudio, manager; Ariel Sanmartin, chief engineer. Hours of operation: Daily, 4-11 p.m.

DAVID—Ch. 6, repeats Ch. 4. ERP 5 kw. Started Dec. 1963.

DAVID—Ch. 2 repeater. ERP 100 watts. Started June 1966.

EL VALLE—Ch. 6, repeats Ch. 2. Transmitter 500 watts, ERP 48 kw. Started May 1964.

PANAMA—RPC-TV, Corporacion Panamena de Radiodifusion (Commercial), P.O. Box 1795, Panama, R.P. Tel. 5-0160. Ch. 4. Transmitter 2 kw, ERP 49 kw. TV tape recorders. Started Sept. 1959. Hours of operation: Mon.-Fri., 11 a.m.-midnight, Sat., 10:30 a.m.-midnight; Sun., 9 a.m.-midnight.

Personnel: Fernando Eleta A., president; Jaime de la Guardia Jr., general manager & film buyer; Armando Diaz Wong, sales manager; Lloyd O'Meally, chief engineer.

Represented in U.S. by Caribbean Networks Inc., 20 West 43rd St., New York, N.Y. 10036.

PANAMA—RPC-TV, Ch. 12, repeats Ch. 4. ERP 25 kw. Started Feb. 1962.

PANAMA—TV-2, Televisora Nacional S.A. (Commercial), Apt. 8371, Panama, R.P. Tel. 3-9322. Ch. 2. Transmitter 2 kw, ERP 90 kw. Originates programs and has TV tape recorders. Started April 1962. Hours of operation: 11:30 a.m.-12:00 midnight EST.

Personnel: Rodolfo E. Chiari, president; Rodolfo Garcia de Paredes Chiari, general manager; Francisco A. Leyton, sales manager; Julio Stabile, chief engineer.

Represented in U.S. by ABC International Television Inc., 77 West 66th St., New York, N.Y. 10023.

SONA—Ch. 7 repeats Ch. 4. ERP 5 kw. Started Nov. 1963.

SONA—Ch. 9 repeater. ERP 100 watts. Started June 1966.

Planned:

BOCAS DEL TORO—Ch. 12 to repeat Ch. 4.

Note: See also U.S. Armed Forces stations.

†Does not include viewers in Canal Zone.

TV Factbook No. 37

Paraguay

(625-line standards)
Sets in use: 12,500

ASUNCION—Television Cerro Cora S.A., Edificio Independencia Nacional 349, 2° Piso, Dept. 205, Asuncion, Paraguay. Tel. 9228/4398. Ch. 9 (V-187.25, A-191.75). ERP 6 kw. Started Sept. 29, 1965. Hours of operation: Daily, 17:00-00:30.

Personnel: Arnaldo Ramirez Golburu, president; Dr. Carlos Morinigo Delgado, director; Jorge A. Barchini, director; Julio Sedano Acosta, promotion manager; Armando Ellman, chief engineer.

Peru

(525-line standards)
Sets in use: 275,000

AREQUIPA—Televisora sur Peruana S.A. (Commercial), P.O. Box 514, Arequipa. Tel. 3090. Ch. 2. Transmitter 500 watts. Started Aug. 1959.

AREQUIPA—Radio Continental TV (Commercial), M. de Orbegosa 338, Arequipa. Ch. 6. Transmitter 8 kw.

CHICLAYO—Televisora Panamericana (Commercial). See main station in Lima. Ch. 9. Transmitter 8 kw.

CHIMBOTE—Televisora Panamericana (Commercial). See main station in Lima. Ch. 9.

CUZCO—Televisora sur Peruana S.A. (Commercial). See main station in Arequipa. Ch. 4.

HUACHO—Televisora America (Commercial). See main station in Lima. Ch. 6.

HUACHO—Televisora El Sol (Commercial). See main station in Lima. Ch. 7.

ICA—Televisora El Sol (Commercial). See main station in Lima. Ch. 11.

IQUITOS—Televisora Victoria (Commercial). See main station in Lima. Ch. 6.

LIMA—OAD-TV. Ministry of Education (Govt., educational-cultural, non-commercial), Ministerio de Educacion Publica. Direccion de Cultura, Lima. Tel. 75737. Ch. 7. Transmitter 100 watts, ERP 150 watts. Started Jan. 1958. Personnel: R. Garrido M., director general; A. E. Mousalve, dir. of engineering.

LIMA—OAX4U-TV. Televisora America (Commercial), Montero Rosas, Lima. Tel. 38305. Ch. 4. Transmitter 3 kw, ERP 6 kw. Started Dec. 1958. Personnel: N. Gonzalez, gen. mgr.; D. Capella, tech. director.

LIMA—OBX4X-TV. Televisora El Sol (Commercial), Av. Uruguay 355, Lima. Tel. 35945. Ch. 9. Transmitter 10 kw. Started July 1959. Personnel: A. Pereyra, director general; N. Gonzalez V., gen. mgr.

LIMA—OAY4A-TV. Televisora Panamericana (Commercial), Ave. Arequipa 1110, Lima. Tel. 34240. Ch. 5. Transmitter 10 kw, ERP 100 kw, Plans Ch. 13. Transmitter 5 kw, ERP 50 kw. TV tape recorder facilities.

Personnel: G. Delgado Parker, gen. mgr.; Gustavo Reusens, tech. director; Hector Delgado Parker, sales mgr.

LIMA—OAX4X-TV, Teledos S.A. (Commercial), Av. Tacna 225, Lima. Tel. 81694. Ch. 2. Transmitter 10 kw. Alexander Prada, gen. mgr. & film buyer; Erich Fromcke, chief engineer. Rates (March 1966): Spot 60 sec., 490; 10 sec., 160 (Sols).

LIMA—Televisora BEGO (Commercial), Av. Manco Capac 333, LaVictoria, Lima. Ch. 11. Started 1966. A. Belmont, gen. mgr.

PIURA—Ch. 7. Televisora Panamericana (Commercial). See main station in Lima.

TRUJILLO—Televisora Panamericana (Commercial). See main station in Lima. Ch. 7.

Planned:

TACNA—Ch. 2. Televisora sur Peruana S.A. Ch. 2.

President **Hugh Ben LaRue** Area Code 212 **265-3430**

La Rue Media Brokers Inc.

Radio Television CATV

Recent Sales

TV Honolulu \$2,800,000
CATV Florida \$600,000

116 Central Park South
New York, N.Y.

International TV Directory

Philippines

(525-line standards)
Sets in use: 190,000

Bolinao Electronics Corp. (Commercial), CBN Bldg., Intramuros, Manila. Tel. Manila 8-46-84. Cable: BOLINA0. E. Lopez, exec. v.p.

Chronicle Broadcasting Network (Commercial), The Manila Chronicle, CBN Bldg., Aduana St., Intramuros, Manila. P.O. Box 1593. Tel. 3-00-61. E. Lopez Jr., pres. & gen. mgr.

Inter-Island Broadcasting Corp. (Commercial), Philippine Herald Bldg., 61 Muralla, Intramuros, Manila.

Metropolitan Broadcasting Co. (Commercial), 964 Taft Ave., Manila.

The Manila Times, Florentine Torres St., Manila.

Radio Philippines Network Inc. (Commercial), 1195 Florida St., Ermita, Manila.

Republic Broadcasting System (Commercial), c/o Loreto F. De Hemedes, RBS Building, Diliman, Quezon City. Tel. 70-02-21. Personnel: Robert L. Stewart, gen. mgr.; M. Samia, tech. director.

BACOLOD CITY—DYXL-TV, Chronicle Broadcasting Network. Ch. 4 (V-67.25, A-71.75). ERP 2 kw. Started Nov. 1962. Hours of operation: 00:00-16:00 GMT.

BAGUIO CITY—DZBS-TV, Radio Philippines Network Inc. Ch. 12 (V-205.25, A-209.75). Transmitter 500 watts. Started Dec. 1962. Hours of operation: 09:00-13:00 GMT.

CEBU CITY—DYSS-TV, Republic Broadcasting System. Ch. 7 (V-175.25, A-179.75). Transmitter 100 watts. Hours of operation: 09:00-15:30 GMT.

CEBU CITY—DYCB-TV, Bolinao Electronics Corp. Ch. 3 (V-61.25, A-65.75). Transmitter 2 kw, ERP 5 kw. Hours of operation: 04:00-16:00 GMT.

CEBU CITY—DYTV, Inter-Island Broadcasting Corp. Ch. 13 (V-211.25, A-215.75). Transmitter 2.24 kw. Started May 1965. Hours of operation: 08:00-14:00 GMT.

DAGUPAN CITY—DZRI-TV, Bolinao Electronics Corp. Ch. 6 (V-83.25, A-87.75). 1-watt translator carrying DZAG-TV Manila. Started June 1964. Hours of operation: 12:00-15:00 GMT.

DAVAO CITY—DXTV, Inter-Island Broadcasting Corp. Ch. 13 (V-211.25, A-215.75). Transmitter 500 watts. Hours of operation: 07:00-15:00 GMT.

MANILA—DZAG-TV, Bolinao Electronics Corp. Ch. 3 (V-61.25, A-65.75). Transmitter 10 kw. Started Oct. 1953. Hours of operation: 23:00-16:00 GMT. Color: Live & film. NTSC.

MANILA—DZBB-TV, Republic Broadcasting System. Ch. 7 (V-175.25, A-179.75). Transmitter 5 kw. Started Oct. 1959. Hours of operation: 23:00-16:00 GMT.

MANILA—DZRH-TV, Metropolitan Broadcasting Co. Ch. 11 (V-199.25, A-203.75). Transmitter 5 kw. Started Nov. 1962. Hours of operation: 08:00-15:00 GMT.

MANILA—DZTM-TV, The Manila Times. Ch. 5 (V-77.25, A-81.75). Transmitter 10 kw. Started July 1962. Hours of operation: 04:00-16:00 GMT.

MANILA—DZTV, Inter-Island Broadcasting Corp. Ch. 13 (V-211.25, A-215.75). Transmitter 6 kw. Started Jan. 1960. Hours of operation: 07:00-14:30 GMT.

MANILA—DZXL-TV, Bolinao Electronics Corp. Ch. 9 (V-187.25, A-191.75). Transmitter 5 kw. Started July 1958. Hours of operation: 01:00-16:00 GMT.

MANILA—DZFU-TV, Feati University, Helios St., Sta. Cruz, Manila. (Educational) Ch. 14 (V-471.25, A-475.75). Transmitter 400 watts. Hours of operation: 02:00-15:00 GMT.

Note: See also U.S. Armed Forces stations.

Poland

(OIRT 625-line standards)
Sets in use: 2,500,000

Polskie Radio i Telewizja (Govt., non-commercial), Plac Powstancow 7, Warsaw 1, Poland. Tel. 26-30-93, 27-10-48.

Personnel: W. Sokorski, president; Stanislaw Stefanski, director general; Stanislaw Stampf, program manager; Witalis Janowski, film buyer; Leon Adamczyk, production manager; Ryszard Dzwonik, chief engineer; Tadeusz Kedzierski, head of foreign relations.

BIALYSTOK—Ch. R-8. ERP 100 kw. Started 1963.

BYDGOSZCZ—Ch. R-1. ERP 100 kw. Started Dec. 1962.

GDANSK—Ch. R-10. ERP 100 kw. Started 1963.

GIZYCKO—Ch. R-9. Started 1964.

KATOWICE—Ch. R-8. ERP 265 kw. Started 1958.

KIELCE—Ch. R-3. ERP 200 kw. Started 1965.

KOSZALIN—Ch. R-8. ERP 100 kw. Started 1965.

(Continued on next page)

International TV Directory

POLAND—(Continued)

KRAKOW—Ch. R-10. ERP 100 kw. Started 1959, increased power 1963.
LODZ—Ch. R-7. ERP 2.5 kw. Started 1956.
LUBLIN—Ch. R-9. ERP 100 kw. Started 1962.
OLSZTYN—Ch. R-6. ERP 8 kw. Started July 1960.
POZNAN—Ch. R-9. ERP 100 kw. Started 1957, increased power 1963.
RZESZOW—Ch. R-12. ERP 100 kw. Started 1963.
SZCZECIN—Ch. R-12. ERP 100 kw. Started 1960, increased power 1964.
WARSAWA—Ch. R-2. ERP 100 kw. Started July 1954, increased power 1964.
WROCLAW—Ch. R-12. ERP 125 kw. Started 1958.
ZGORZELEC—Ch. R-11. ERP 8 kw. Started 1961.
ZIELONA GORA—Ch. R-3. ERP 200 kw. Started 1963.

REPEATERS

CZARNKOW—Ch. R-11. Started 1964.
DUSZNIKI—Ch. R-10. Started 1964.
DZIALOSZYN—Ch. R-3. Started 1965.
GDANSK—Ch. R-3. Started 1965.
GDYNIA—Ch. R-3. Started 1965.
GLUSZYCA—Ch. R-1. Started 1964.
JELENIA GORA—Ch. R-10. Started 1964.
JEZOW SUD—Ch. R-10. Started 1961.
KALISZ—Ch. R-2. Started 1961.
KAMIENNA GORA—Ch. R-3. Started 1962.
KLODZKO—Ch. R-8. Started 1962.
KONIN—Ch. R-5. Started 1962.
KRYNICA—Ch. R-3. Started 1965.
KUDOWA—Ch. R-7. Started 1965.
KUDOWA-GORA PARKOWA—Ch. R-7. Started 1965.
KUDOWA-KULIN—Ch. R-3. Started 1965.
LESNA—Ch. R-6. Started 1962.
LUBAN SLASKI—Ch. R-9. Started 1962.
LUBON WIELKI—Ch. R-7. Started 1963.
LUBAWA—Ch. R-9. Started 1965.
MRAGOWO—Ch. R-6. Started 1966.
NOWA RUDA—Ch. R-7. Started 1962.
NOWE MIASTO LUBAWSKIE—Ch. R-12. Started 1965.
NOWY SACZ—Ch. R-6. Started 1961.
OPOLE—Ch. R-10. Started 1965.
PILA—Ch. R-7. Started 1966.
PIWNICZNA—Ch. R-1. Started 1965.
PLOCK—Ch. R-3. Started 1965.
PRZEMYSL—Ch. R-7. Started 1963.
RADOM—Ch. R-11. Started 1960.
RZEPEDI—Ch. R-7. Started 1965.
SLUPSK—Ch. R-3. Started 1964.
SWIERADOW ZDROJ—Ch. R-9. Started 1962.
SZCZAWNICA—Ch. R-3. Started 1965.
TOMASZOW MAZOWIECKI—Ch. R-11. Started 1963.
TUREK—Ch. R-11. Started 1966.
WALBRZYCH—Ch. R-9. Started 1964.
WISLA—Ch. R-3. Started 1964.
WLOCLAWEK—Ch. R-8. Started 1959.
WOJESZOW—Ch. R-7. Started 1964.
ZAKOPANE—Ch. R-12. Started 1960.
ZYWIEC—Ch. R-12. Started 1963.
Planned:
WARSAW II, LYSA GORA

MORTON FLOM, ENG. CONSULTING ENGINEER

Confidential Reports, Tropo-Scatter
Briefs, Feasibility Tests
Analysis, Design, Projection and
Management Studies

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Portugal

(CCIR 625-line standards)
Sets in use: 186,000

Radiotelevisao Portuguesa, S.A.R.L. (Commercial concessionaire), Rua de S. Domingos (a Lapa), 26, Lisbon. Tel. 66-61-34. Studios and General Management: Alameda das Linhas de Torres, 44. Tel. 79-05-12. External Relations Division: Rua do Salitre, 84. Tel. 4-62-71. Hours of operation: (Summer) Weekdays, 19:30-24:00, Sun., 12:30-13:30 and 18:30-24:00; Oct. to end of June, weekdays 15:15-24:00, Sun., 12:30-13:30 and 15:00-24:00.

Personnel: Dr. Joao Neves Duque, chairman of the board; Eduardo Matos Correia, assistant general manager for programs; Francisco Xavier A. Conceicao, assistant general manager of administration; Carlos Miguel de Araujo, programs; Jose Manuel de Alenquer, operations; Francisco Bordalo Machado, technical; Antonio Neves de Bivar, external relations; Pedro Geraldes Cardoso, legal; Carlos Assis de Brito, films.

Rates (Oct. 1966): Sociedade Moviorecord Portuguesa, S.A.R.L., 17 Av. Fontes Pereira de Melo, Lisbon, holds exclusive contract for commercial TV advertising. Spot 60 sec., 13,450; 15 sec., 4,400; 6 sec., 2,350 (Escudo).

LISBON (Serra do Monsanto)—RTP, Ch. E-7 (V-189.25, A-194.75). Transmitter 10 kw, ERP 100 kw. TV tape recording & playback facilities. Started experimentally Aug. 1956; regular operation started Nov. 23, 1957.

COIMBRA (Serra da Lousa)—RTP, Ch. E-3 (V-55.25, A-60.75). Transmitter 10 kw, ERP 60 kw. Started Nov. 23, 1957.

MENDRO (Beja)—RTP, Ch. E-5 (V-175.25, A-180.75). ERP 20 kw. Started Dec. 1, 1965.

MONTEJUNTO—RTP, Ch. E-6 (V-182.25, A-187.75). Transmitter 400 watts, ERP 1 kw. Started March 10, 1958.

OPORTO (Monte da Virgem)—RTP, Ch. E-9 (V-203.25, A-208.75). Transmitter 10 kw, ERP 100 kw. TV tape playback facilities. Started Dec. 31, 1957.

REPEATER STATIONS

AROUCA—RTP, Ch. E-11. ERP 10 watts. Started July 1964.

BORNES—RTP, Ch. E-7. ERP 1.5 kw. Started Aug. 1960.

MANTEIGAS—RTP, Ch. E-11. ERP 10 watts. Started Sept. 1963.

MARAO—RTP, Ch. E-6. Transmitter 85 watts, ERP 1.5 kw. Started May 1962.

MAROFA—RTP, Ch. E-5. ERP 5 kw, directional. Started July 1960.

MIRA D'AIRES—RTP, Ch. E-8. ERP 5 watts. Started 1965.

MONCHIQUÉ—RTP, Ch. E-8. ERP 15 kw, directional. Started April 1958.

NOGUEIRA—RTP, Ch. E-11. ERP 800 watts directional. Started Dec. 1962.

ODEMIRA—RTP, Ch. E-10. ERP 1 watt, directional. Started Jan. 1964.

S. DOMINGOS—RTP, Ch. E-11. ERP 15 watts. Started 1965.

S. MAMEDE—RTP, Ch. E-10. ERP 5 kw, directional. Started Nov. 1965.

S. PEDRO SUL—RTP, Ch. E-10. ERP 40 watts, directional. Started Sept. 1965.

Reunion

(CCIR 625-line standards)
Sets in use: 4,500

ST. DENIS DE LA REUNION—Office de Radiodiffusion Television Francaise (ORTF), Box 309, St. Denis de la Reunion. Tel. 8-68. (Govt., non-commercial). Bernard Guyot, chief of service. Ch. 8 (V-207.25, A-213.75). Transmitter 50 watts. Started Dec. 1964. 3 low-powered repeaters.

Planned: Additional low-powered repeater.

Rhodesia

(CCIR 625-line standards)
Sets in use: 45,000

Rhodesia Broadcasting Corp. (Statutory Board) owns and operates all transmitters. RTV—Rhodesia Television Ltd. (Commercial), P.O. Box HG 200, Highlands, Salisbury. Tel. 46591. P.O. Box 777, Bulwayo. Tel. 64222. RTV is program contractor in charge of daily programming. Only spot announcements are used. Personnel: J. M. Helliwell, chairman; W. R. Whaley, vice chairman; John Terry, managing director; A. C. Hitchman, production controller; K. Knight, chief engineer. Note: RBC has majority shareholding in RTV.

SALISBURY—RTV, Ch. E-4. Transmitter 5 kw, ERP 20 kw. Started Nov. 15, 1960. Rates: Spot 60 sec., 35; 15 sec., 13 (Pounds).

BULAWAYO—RTV, Ch. E-3. Transmitter 1 kw, ERP 3.5 kw. Started June 1961. Rates: Spot 60 sec., 18.10.0; 15 sec., 7 (Pounds).

Rumania

(OIRT 625-line standards)
Sets in use: 450,000

Televiziunea Romina (Govt., limited commercial), Str. Moliere 2, Bucuresti, Rumania. Tel. 13 46 10. D. Natu, chief of foreign relations dept.

MAIN TRANSMITTERS

BACAU—Ch. R-1. Transmitter 600 watts, ERP 2 kw.

BUCURESTI—Ch. R-2. Transmitter 20 kw, ERP 80 kw. Started 1957.

CLUJ—Ch. R-11. Transmitter 4 kw, ERP 40 kw.

DOBROGEA—Ch. R-10. Transmitter 4 kw, ERP 50 kw.
HUNEDOARA—Ch. R-12. Transmitter 4 kw, ERP 40 kw.
IASY—Ch. R-9. Transmitter 4 kw, ERP 40 kw.
ORADEA—Ch. R-3. Transmitter 20 kw, ERP 100 kw.
TIMISOARA—Ch. R-9. Transmitter 4 kw, ERP 40 kw.

REPEATERS

BAIA MARE—Ch. B-7. Transmitter 20 watts.
BIRLAD—Ch. R-8. Transmitter 10 watts.
BRASOV—Ch. R-3. Transmitter 80 watts.
CRAIOVA—Ch. R-8. Transmitter 40 watts.
DRAGASANI—Ch. R-5. Transmitter 20 watts.
PITESTI—Ch. R-4. Transmitter 25 watts.
RESITA—Ch. R-4. Transmitter 20 watts.
RIMNICUL VILCEA—Ch. R-4. Transmitter 20 watts.
SIBIU—Ch. R-6. Transmitter 20 watts.
VICTORIA—Ch. R-7. Transmitter 20 watts.

St. Pierre & Miquelon

(CCIR 625-line standards)

SAINT PIERRE—Office de Radiodiffusion Television Francaise (ORTF), St. Pierre. Tel. 051. Claude Ballon, chief of service. Planned to begin in 1967.

Samoa (American)

(525-line standards)

Sets in use: 1,000

PAGO PAGO—KVZK-2 (Ch. 2), KVZK-4 (Ch. 4), KVZK-5 (Ch. 5), KVZK-8 (Ch. 8), KVZK-10 (Ch. 10), KVZK-12 (Ch. 12). Dept. of Education, Govt. of American Samoa, Pago Pago (Govt., non-commercial). Six-channel educational TV system. ERP 40 kw, Ch. 2, Ch. 4 & Ch. 5. ERP 100 kw, Ch. 8, Ch. 10 & Ch. 12. TV tape recording facilities. Started Sept. 1964. American agents: National Association of Educational Broadcasters, 1346 Connecticut Ave. N.W., Washington, D.C. 20036. Vernon Bronson, director of project, station & program representative; John Harold, director of education; Don Nelson, production supervisor; Robert Ware, chief engineer; William J. Kessler, consulting engineer.

Hours of operation: Mon.-Fri., 7:30 a.m.-10:30 p.m.; 6:30-10 p.m., Sat.

Low-powered repeaters: Six channels, 10 watts, on Island of Ofu.

Saudi Arabia

(525-line standards)

Sets in use: 30,000

DHAHRAN—HZ-22-TV. Aramco TV (non-commercial), Arabian American Oil Co., P.O. Box 1359, Dhahran, Saudi Arabia. Ch. 2 (V-55.25, A-59.75). Transmitter 6 kw, ERP 12 kw. TV tape recording facilities. Started Sept. 1957. Personnel: Saleh Al-Mozaini, producer; Sami M. Kubeisy, asst. producer; L. R. Wilson, chief engineer.

HOFUF—Ch. 13 (V-211.25, A-215.75). Repeats Ch. 2, Dhahran. Transmitter 500 watts, directional antenna. Started Sept. 1963.

JEDDAH—Ministry of Information (Govt.), Airport Road, Jeddah. Ch. E-10. ERP 10 kw.

RIYADH—Ministry of Information. Ch. E-5. ERP 10 kw.

Planned: Stations at Medina and Buraydh (Govt.).

Senegal

(CCIR 625-line standards)

Sets in use: 100

DAKAR—Board de la Republique (Govt., non-commercial), B.P. 2375, Dakar, Senegal. Tel. 321-62. Ch. 7 (V-199.25, A-205.75). ERP 50 watts. Started Feb. 1965. Experimental station for adult education. TV tape recorder facilities. Hours of operation: Fri., 2100-2230.

Sierra Leone

(CCIR 625-line standards)

Sets in use: 2,000

FREETOWN (Aberdeen Hill)—SLTV, Sierra Leone Television (Commercial), Private Mail Bag, Freetown, Sierra Leone. Tel. 3997. Station is gov't.-owned, operated by consortium consisting of Thomson TV (International) Ltd., Television International Enterprises Ltd. & NBC. Ch. E-2 (V-48.25, A-53.75). Transmitter 100 watts, ERP 400 watts. Started April 1963. Personnel: A. H. Khanu, acting general manager & chief engineer; M. G. Hastings Spain, sales manager; C. A. Thomas, film librarian; B. A. Davies, acting production manager; M. E. Renner-Lewis, administrative assistant; A. C. Thomas, accountant.

Rates: Spot 60 sec., 20.00; 7 sec., 4.95 (Leones).

For World TV Stations and Sets

see end of this listing

International TV Directory

Singapore

(CCIR 625-line standards)

Sets in use: 76,000

SINGAPORE—Television Singapura (Govt., commercial), Broadcasting Department, Ministry of Culture, P.O. Box 1902, Singapore. Tel. 50401. Ch. E-5 (Singapore I) and Ch. E-8 (Singapore II). Transmitters 5 kw, ERP 20 kw. Started Feb. 1963. Programs are transmitted in 4 languages—English (35%), Chinese (Mandarin, Cantonese, Teochew & Hokkien, 35%), Malay (20%) and Tamil (10%), neither channel having the same program or the same language at the same time. Programs are normally substituted in yet another language.

Personnel: P. S. Raman, acting director of broadcasting; C. V. Doral, assistant director, programs; Tan Siew Loon, controller, services; George Ang, assistant director, engineering; S. T. Keong, controller, news; Lee Hoong Pong, commercial manager. Hours of operation: Ch. 5, Mon.-Fri., approximately 6:30-11:30; Sat. & Sun., 1-11:30 p.m. Ch. 8, daily, 7-10:15 p.m.

Rates: Spot 20 sec., 192.50 (Chinese), 167.50 (English), 72.50 (Malay & Indian), 432.50 (Network); 60 sec., 432.50 (Chinese), 312.00 (English), 167.00 (Malay & Indian), 911.50 (Network), (Malayan Dollars).

Federation of South Arabia

(See Aden)

Spain

(CCIR 625-line standards)

Sets in use: 2,075,000

Television Espanola (Govt., commercial), Direction General de Radiodifusion y Television, Ministerio de Informacion y Turismo, Centro de Produccion de Programas de Prado del Rey, Madrid. Tel. 2-38-20-40. Telex 07694. Hours of operation: First program, weekdays 13:00-16:00 and 18:00-23:00; Sat., 13:00-24:00; Sun., 09:00-23:00. Second program, 18:45-23:00. Personnel Jesus Aparicio Bernal-Sanchez, director general of radio & television; Luis Ezcurra Carrillo, deputy director general of television & director of Television Espanola; Adonfol Suarez Gonzalez, director, First program; Salvador Pons Munoz, director, Second program; Eduardo de Toledo del Castillo, director of administration (purchases & sales); Eduardo Gavilan Estelat, technical director; Jose de las Casas Acevedo & Angel Fernandez Marrero, news service directors.

Rates: 15 sec. (film) 15,000-100,000 (Pesetas).

FIRST PROGRAM

ALICANTE (Aitana)—Ch. E-3. Transmitter 10 kw, ERP 60 kw. Started July 1962.

ASTURIAS (Sierra de Aramo)—Ch. E-3. Transmitter 500 watts, ERP 3 kw. Started Feb. 1964.

BARCELONA (Tibidabo)—Ch. E-4. Transmitter 25 kw, ERP 150 kw. TV tape recording facilities. Started Feb. 1959.

BILBAO (Sollube)—Ch. E-4. Transmitter 10 kw, ERP 60 kw. Started Aug. 1960.

CANARY ISLANDS—See Tenerife.

GRANADA (Sierra de Lujar)—Ch. E-7. Transmitter 20 kw, ERP 150 kw. Started June 1964.

LERIDA (Alpicat)—Ch. E-5. Transmitter 500 watts, ERP 3 kw. Started Nov. 1963.

MADRID—Ch. E-4. Transmitter 500 watts, ERP 1.5 kw. Started Nov. 1957.

MADRID (Navacerrada)—Ch. E-2. Transmitter 50 kw, ERP 500 kw. Started Oct. 1959.

MALLORCA (Alfabia)—Ch. E-6. Transmitter 500 watts, ERP 3 kw. Started May 1964.

SANTIAGO DE COMPOSTELA (Monte Pedroso)—Ch. E-4. Transmitter 20 kw, ERP 120 kw. Started Sept. 1961.

SEVILLA (Guadalcanal)—Ch. E-4. Transmitter 20 kw, ERP 120 kw. Started Oct. 1961.

TENERIFE (Izana)—Ch. E-3. Transmitter 20 kw, ERP 300 kw. Started Feb. 1964.

VALENCIA (Torrente)—Ch. E-5. Transmitter 500 watts, ERP 3 kw. Started July 1966.

ZARAGOZA (La Muela)—Ch. E-3. Transmitter 500 watts, ERP 3 kw. Started Feb. 1959.

Low-powered repeaters: 250 in operation.

SECOND PROGRAM

BARCELONA (Tibidabo)—Ch. E-31. Transmitter 20 kw, ERP 400 kw. Started Sept. 1965.

BILBAO (Atchanda)—Ch. E-22. Transmitter 10 kw, ERP 100 kw. Started July 1966.

MADRID—Ch. E-21. Transmitter 10 kw, ERP 100 kw. Started Jan. 1965.

MADRID (Navacerrada)—Ch. E-24. Transmitter 50 kw, ERP 2000 kw. Started Oct. 1965.

SAN SEBASTIAN (Jaizquibel)—Ch. E-48. Transmitter 10 kw, ERP 100 kw. Started July 1966.

VALENCIA (Torrente)—Ch. E-22. Transmitter 10 kw, ERP 100 kw. Started July 1966.

ZARAGOZA (La Muela)—Ch. E-33. Transmitter 10 kw, ERP 250 kw. Started Oct. 1965.

International TV Directory

Sudan

(CCIR 625-line standards)
Sets in use: 10,000

OMDURMAN—Sudan Television Service (Govt., commercial), Omdurman Sudan. Tel. 53279. Ch. E-5 (V-178.25, A-180.75). ERP 600 watts. Started Nov. 1963. Personnel: Ali M. Shummo, controller.

Planned: 3 low-powered repeaters to cover WAD MEDANI area, new station at ATBARAH or PORT SUDAN.

Sweden

(CCIR 625-line standards)
Sets in use: 2,200,000

Swedish Board of Telecommunications (Govt.), Box 16065, Stockholm, 16. Tel. 08-23-60-40. Programming is provided by Svriges Radio AB (Govt., non-commercial), although the Govt. controls broadcasting hours, development rates, etc. The Swedish Broadcasting Corp. has one major transmitting station in Stockholm and 11 regional staffs. Hours of operation: 6 p.m.-10:30 p.m. The hours do not apply to 15 additional hours per week of school television, Eurovision, Nordvision, and afternoon repeat broadcasts.

Ownership: Shares of Sveriges Radio AB are allotted in fixed proportions between the press (2/5), major national organizations and associations (2/5), commercial and industrial interests, primarily the radio industry (1/5). Personnel: Governor Per Eckerberg, chairman; Olof Rydbeck, director general; Johan von Utfall, director of engineering; Lennart Ohnström, director of finance; Nils Ragna, staff administration; Nils-Olof Franzen, program director for sound; Nils Erik Baehrendtz, TV program director; Olof Wahlund, deputy director for TV; Philip von Krusenstierna, head of information.

Represented in U.S. by Claes Dahlgren, 1290 Ave. of the Americas, New York, N.Y. Tel. Circle 7-6565.

ANDERSTORP—Ch. E-8¹. ERP 0.15 kw. Started Dec. 1959.
ANGE—Ch. E-8. ERP 15 kw. Started Aug. 1960.
ARE—Ch. E-10. ERP 0.15 kw. Started April 1961.
ARJEPLOG—Ch. E-9¹. ERP 0.15 kw. Started June 1964.
ARVIDSJAUR—Ch. E-5. ERP 60 kw. Started Dec. 1961.
BACKEFORS—Ch. E-8. ERP 60 kw. Started Oct. 1960.
BJORKLIDEN—Ch. E-9¹. ERP 0.15 kw. Started Feb. 1964.
BODEN—Ch. E-4. ERP 60 kw. Started Nov. 1961.
BOLLNAS—Ch. E-6. ERP 60 kw. Started May 1959.
BORAS—Ch. E-6. ERP 3 kw. Started Oct. 1959.
BORLANGE—Ch. E-10. ERP 60 kw. Started March 1959.
EMMABODA—Ch. E-8. ERP 60 kw. Started Aug. 1959.
ENAFORS—Ch. E-8¹. ERP 0.15 kw. Started Dec. 1963.
FREDRIKSBERG—Ch. E-5. ERP 0.15 kw. Started May 1965.
FUNASDALEN—Ch. E-10. ERP 0.15 kw. Started Dec. 1964.
GADDEDE—Ch. E-6. ERP 0.15 kw. Started Dec. 1961.
GALLIVARE—Ch. E-9. ERP 60 kw. Started Dec. 1961.
GAVLE—Ch. E-9. ERP 60 kw. Started Dec. 1958.
GOTEBORG—Ch. E-9. ERP 60 kw. Started May 1958.
GREBBESTAD—Ch. E-6¹. ERP 0.15 kw. Started Dec. 1961.
HALMSTAD—Ch. E-7. ERP 60 kw. Started Nov. 1958.
HALSINGBORG—Ch. E-9. ERP 1 kw. Started Nov. 1958.
HAPARANDA—Ch. E-8. ERP 60 kw. Started June 1962.
HARNOSAND—Ch. E-9. ERP 0.15 kw. Started Nov. 1959.
HEMAVAN—Ch. E-8. ERP 0.15 kw. Started April 1966.
HOLJES—Ch. E-4. ERP 0.15 kw. Started Dec. 1963.
HORBY—Ch. E-2. ERP 100 kw. Started Oct. 1959.
HORBY—Ch. E-43. ERP 500 kw. Started Dec. 1965.
HUDIKSVALL—Ch. E-10¹. ERP 0.15 kw. Started Dec. 1959.
HULTSFRED—Ch. E-9. ERP 0.15 kw. Started Dec. 1959.
IDRE—Ch. E-10. ERP 0.15 kw. Started Dec. 1962.
JONKOPING—Ch. E-8. ERP 0.15 kw. Started July 1959.
KALARNE—Ch. E-9¹. ERP 0.15 kw. Started June 1964.
KARESUANDO—Ch. E-10. ERP 0.15 kw. Started Feb. 1963.
KARLSHAMN—Ch. E-3¹. ERP 0.15 kw. Started Jan. 1964.
KARLSKRONA—Ch. E-9¹. ERP 3 kw. Started Sept. 1959.
KARLSTAD—Ch. E-5¹. ERP 1 kw. Started Dec. 1958.
KIRUNA—Ch. E-6. ERP 60 kw. Started Dec. 1961.
KISA—Ch. E-4¹. ERP 0.15 kw. Started Feb. 1964.
KOPMANHOLMEN—Ch. E-9. ERP 0.15 kw. Started Dec. 1961.
KRAFORS—Ch. E-10. ERP 0.15 kw. Started Dec. 1963.
KUNGSHAMN—Ch. E-5¹. ERP 0.15 kw. Started Dec. 1962.
LAISVALL—Ch. E-7¹. ERP .15 kw. Started Nov. 1962.
LIDEN—Ch. E-3. ERP 0.15 kw. Started Jan. 1966.
LINKOPING—Ch. E-9. ERP 1 kw. Started Dec. 1958.

LOFFSTRAND—Ch. E-4¹. ERP 0.15 kw. Started Dec. 1961.
LYCKSELE—Ch. E-8¹. ERP 30 kw. Started Aug. 1960.
MALMO—Ch. E-10. ERP 1 kw. Started May 1958.
MALUNG—Ch. E-5¹. ERP 0.15 kw. Started Dec. 1962.
MJALLOM—Ch. E-8¹. ERP 0.15 kw. Started Dec. 1962.
MOLIDEN—Ch. E-10¹. ERP 0.15 kw. Started Dec. 1962.
MORA—Ch. E-8¹. ERP 10 kw. Started Dec. 1960.
MOTALA—Ch. E-7. ERP 3 kw. Started Dec. 1958.
MUODOSLOMPOLO—Ch. E-4¹. ERP 0.15 kw. Started July 1963.
NASSJO—Ch. E-10. ERP 60 kw. Started Nov. 1958.
NORRKOPING—Ch. E-5. ERP 60 kw. Started May 1958.
OREBRO—Ch. E-2. ERP 60 kw. Started April 1960.
ORNSKOLDSVIK—Ch. E-6¹. ERP 3 kw. Started Aug. 1960.
OSTERSUND—Ch. E-4. ERP 60 kw. Started April 1960.
OSTHAMMAR—Ch. E-10¹. ERP 0.15 kw. Started Dec. 1961.
OVERTHALIX—Ch. E-10. ERP .15 kw. Started Sept. 1965.
PAJALA—Ch. E-7. ERP 60 kw. Started Dec. 1961.
RAGUNDA—Ch. E-10¹. ERP 0.15 kw. Started Dec. 1963.
SARNA—Ch. E-7¹. ERP 0.15 kw. Started Dec. 1962.
SEITEVARE—Ch. E-7¹. ERP 0.15 kw. Started Feb. 1963.
SKELLEFTEA—Ch. E-6. ERP 10 kw. Started Aug. 1960.
SKOVDE—Ch. E-3. ERP 60 kw. Started Dec. 1958.
SOLLEFTEA—Ch. E-7. ERP 60 kw. Started June 1960.
SOLLEFTEA-HALLSTA—Ch. E-10¹. ERP 0.15 kw. Started Dec. 1960.
STOCKHOLM—Ch. E-4. ERP 60 kw. Started Sept. 1956.
STORDALEN—Ch. E-7¹. ERP 0.15 kw. Started Dec. 1963.
STORUMAN—Ch. E-10. ERP 60 kw. Started June 1961.
STROMSTAD—Ch. E-5. ERP 0.15 kw. Started April 1962.
SUNDSVALL—Ch. E-5. ERP 60 kw. Started May 1959.
SUNNE—Ch. E-7. ERP 60 kw. Started Aug. 1960.
SVEG—Ch. E-3. ERP 60 kw. Started Dec. 1960.
SVINESUND—Ch. E-2. ERP 0.15 kw. Started May 1964.
SVARDSJO—Ch. E-4. ERP 0.15 kw. Started Jan. 1966.
SYSSLEBACK—Ch. E-10¹. ERP 0.15 kw. Started Dec. 1961.
TARNABY—Ch. E-6. ERP 0.15 kw. Started Dec. 1962.
TASJO—Ch. E-9. ERP 60 kw. Started June 1961.
TORNETRASK—Ch. E-4¹. ERP 0.15 kw. Started Dec. 1963.
TORPSHAMMAR—Ch. E-9. ERP 0.15 kw. Started Dec. 1963.
TRANAS—Ch. E-8¹. ERP 0.15 kw. Started April 1961.
TRANSTRAND—Ch. E-6¹. ERP 0.15 kw. Started Dec. 1962.
TROLLHATTAN—Ch. E-7. ERP 1 kw. Started May 1960.
UDDEVALLA—Ch. E-2¹. ERP 5 kw. Started Dec. 1959.
UPPSALA—Ch. E-6. ERP 3 kw. Started May 1960.
VANNAS—Ch. E-2. ERP 60 kw. Started Aug. 1960.
VARBERG—Ch. E-10¹. ERP 1 kw. Started Nov. 1959.
VASSIJAURE—Ch. E-3. ERP 0.15 kw. Started Feb. 1964.
VASTERAS—Ch. E-8. ERP 10 kw. Started July 1959.
VASTERVIK—Ch. E-6. ERP 25 kw. Started Dec. 1959.
VIRSERUM—Ch. E-7. ERP 0.15 kw. Started July 1965.
VISBY—Ch. E-9. ERP 25 kw. Started Dec. 1959.
VISLANDA—Ch. E-5¹. ERP 5 kw. Started April 1962.

Low-powered repeaters (less than 100 watts ERP): 29 in operation.
Planned for 1967:

AMMARNAS—Ch. E-9. ERP 150 watts. TOCKSFORS—Ch. E-10. ERP 150 watts.
BISPFORS—Ch. E-2. ERP 150 watts. TRARYD—Ch. E-10¹. ERP 150 watts.
BREDBYN—Ch. E-8. ERP 150 watts. VALDEMARSVIK—Ch. E-8. ERP 150 watts.
FINNVEDEN—Ch. E-4¹. ERP 3 kw. VALDEMARSVIK—Ch. E-8. ERP 150 watts.
JOESTROM—Ch. E-4. ERP 150 watts.
KALLROR—Ch. E-6¹. ERP 150 watts.
KARLSHAMN—Ch. E-11. ERP 10 kw.
KISA—Ch. E-11. ERP 30 kw.
KIVIK—Ch. E-6. ERP 150 watts.
KUNGSHAMN—Ch. E-5¹. ERP 150 watts.
LJUNGDALEN—Ch. E-11. ERP 150 watts.
ORKELLJUNGA—Ch. E-8¹. ERP 150 watts.
OSTHAMMAR—Ch. E-11. ERP 30 kw.
RAMSELE—Ch. E-10. ERP 150 watts.
STALON—Ch. E-7. ERP 150 watts.
SVANSTEIN—Ch. E-5. ERP 150 watts.

Low-powered repeaters: 13 planned.

Vertical polarization.

Switzerland

(CCIR 625-line standards)

Sets in use: 800,000

Swiss Broadcasting Corp. (Govt., commercial), Giacomettistrasse 1, 3000 Berne, Switzerland. Studios at Zurich, Geneva & Lugano produce programs in German, French & Italian.

Personnel: Marcel Bezencon, director general; Edouard Haas, director, Swiss television; Frank R. Tappolet, head, TV coordination.

Program service, German language, Studio Bellerive, Kreuzstrasse 26, 8022 Zurich. Tel. (051) 34 80 30 and (051) 47 68 00. Dr. Guido Frei, regional TV director. Program service, French language, Studio de television, 66, Boulevard Carl-Vogt, 1200 Geneva. Tel. (022) 24 72 50 and (022) 35 90 60. Rene Schenker, regional TV director. Program service, Italian language, Studio-TV, 6903 Lugano-Besso. Tel. (091) 3 20 21. Franco Marazzi, regional TV director.

Hours of operation: 19:00-22:30, average weekdays; 16:00-22:35, average Sun. Rates (Jan. 1, 1967): Spot 60 sec., 7000; 20 sec., 3150 (Swiss franc).

BASLE (St. Crischona)—Ch. E-11. ERP 50 kw, directional. German language. Started April 1954.

BERNE (Bantiger)—Ch. E-2. ERP 100 kw. German language. Started Dec. 1954.

BERNE (Bantiger)—Ch. E-10. ERP 100 kw, directional. French language. Started Jan. 1962.

BOENIGEN—Ch. E-5. ERP 120 watts, directional. German language. Started Jan. 1964.

CELERINA—Ch. E-9. ERP 6 kw. German language. Started Dec. 1965.

CHAMOISSAIRE—Ch. E-12. ERP 160 watts. French language. Started Dec. 1965.

GENEVA (La Dole)—Ch. E-4. ERP 144 kw, directional. French language. Started Feb. 1955.

LA CHAUX-DE-FOUDS (Jura)—Ch. E-9. ERP 4.5 kw, directional. French language. Started Jan. 1961.

LES ORDONNS—Ch. E-7. ERP 6 kw. French language. Started Dec. 1962.

LUCERNE (Rigi)—Ch. E-6. ERP 30 kw, directional. German language. Started Nov. 1960.

MONTE CENERI (Ticino)—Ch. E-5. ERP 4.5 kw, directional. Italian language. Started June 1958.

MONT PELERIN (Vaud)—Ch. E-11. ERP 3.5 kw, directional. French language. Started Aug. 1960.

MONTE SAN SALVATORE—Ch. E-10. ERP 10 kw. Italian language. Started Nov. 1958.

NIEDERHORN—Ch. E-12. ERP 5 kw, directional. German language. Started Sept. 1961.

PFAENDER (Austria)—Ch. E-11. ERP 200 watts, directional. German language. Started July 1, 1965.

RAVOIRE (Valais)—Ch. E-9. ERP 1.8 kw, directional. French language. Started Aug. 1960.

RUSCHEIN (Grisons)—Ch. E-9. ERP 110 watts, directional. Locally-owned repeater. German language. Started Aug. 1960.

SAENTIS (St. Gall)—Ch. E-7. ERP 15 kw, directional. German language. Started April 1958.

SION (Vevey)—Ch. E-6. ERP 400 watts, directional. French language. Started April 1958.

VALZEINA—Ch. E-10. ERP 5 kw, directional. German language. Started Jan. 1962.

ZURICH (Uetliberg)—Ch. E-3. ERP 100 kw. German language. Started July 1953.

Low-powered repeaters (less than 100 watts ERP): Swiss PTT Enterprises operates 9 French-language, 12 Italian-language & 21 German-language repeaters; in addition, local authorities or viewer associations operate 1 French-language, 3 Italian-language & 4 German-language repeaters.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

1101 17th Street, N.W. Area Code 202 • 223-2345

International TV Directory

Syria

(CCIR 625-line standards)

Sets in use: 70,000

Syrian Arab Television—S.A.T.—(Govt., commercial), Directorate General of Broadcasting & Television, Omayad Square, Damascus. Tel. 12.000, 12.001.

Personnel: Abdallah Haurani, director general of Radiodiffusion & Television; Khdre Chaare, director of programs, television; Yassine Chukra, director of programs, radio; Khaldoun Maleh, production of programs, television; Yahya Zenatti, technical director; Said Baage, chief of publicity services.

Advertising is contracted through the Arab Advertising Organization, 28 Moutanabi St., P.O. Box 2842, Damascus. Tel. 25219.

Rates: Spot 60 sec., 160; 10 sec., 50; program to 60 min. (6 min. adv. time), 1,000; 15 min. (2 min. adv. time), 450 (Syrian pound).

ALEPPO—S.A.T., Ch. E-5 (V-175.25, A-180.75). Transmitter 2 kw, ERP 30 kw. Started July 1961.

DAMASCUS—S.A.T., Ch. E-5 (V-175.25, A-180.75). Transmitter 10 kw, ERP 150 kw. TV tape recording facilities. Started July 1960.

HOMS—S.A.T., Ch. E-7 (V-189.25, A-194.75). Transmitter 2 kw, ERP 30 kw. Repeats Damascus Ch. 5. Started Sept. 1961.

SAROUKHIYAH—S.A.T., Ch. E-8 (V-196.25, A-201.75). Transmitter 75 watts, ERP 2.25 kw. Repeats Damascus Ch. 5. Started July 1963.

SHEIKH DAHER—S.A.T., Ch. E-9 (V-203.25, A-208.75). Transmitter 200 watts, ERP 10 kw. Repeats Damascus Ch. 5. Started Nov. 1963.

Planned: TAVTUS.

Tahiti

(See French Polynesia)

Taiwan (Formosa)

(Republic of China)

(525-line standards)

Sets in use: 75,000

TAIPEI—BET 21, Taiwan Television Enterprise Ltd. (Commercial), 990 Chung-Cheng Road, Taipei. Tel. 48685-9. Ch. 7. Transmitter 5 kw, ERP 75 kw (directional). Started Oct. 1962. Hours of operation: 12:30-1:30 & 5:30-11:30 p.m. Mon.-Sat.; 12:00-3:05 & 5:30-11:30 p.m. Sun.

Personnel: Lim Peck-siu, chairman; Thomas S. Chou, pres.; Mu-yu Kuan, sales mgr.; Yi-mou Ho, program mgr. & film buyer; Edward W. Chang, chief, production section; Richard L. C. Huang, chief engineer.

TAIPEI—NETV, Ministry of Education (Govt., educational, non-commercial), 41 Nan-hai Road, Taipei, Taiwan. Tel. 36166. Ch. 11. Transmitter 1 kw, ERP 4 kw. Started Feb. 1962. Personnel: Prof. Chia-chun Liu, managing director; Der-hui Lin, correspondence secretary.

KAOSIUNG—BET 23, Taiwan Television Enterprise Ltd. Ch. 7. Transmitter 1 kw, ERP 14 kw (directional). Started Oct. 1965. Repeats programs of BET 21, Taipei.

YUANLIN—BET 22, Taiwan Television Enterprise Ltd. Ch. 12. Transmitter 5 kw. Started Oct. 1965. Repeats programs of BET 21, Taipei.

Planned—8 low-powered repeater stations for NETV Ch. 11.

Thailand

(525-line standards)

Sets in use: 210,000

BANGKOK—HST-TV, Thai TV (Commercial), Thai Television Co. Ltd., Bangkhunprom, Bangkok. Tel. 22273, 27952. Ch. 4 (V-67.25, A-71.75). Transmitter 10 kw, ERP 29 kw. TV tape recording facilities. Started June 1955. Personnel: Lt. Gen. Kricha Punna-gunta, pres.; Prasong Hongsanand, managing dir.; Champong Rangsikul, program dir.; Amporn Pojanapisute, chief engineer. Hours of operation: Mon., Wed. & Fri., 10:00-10:30; Tues. & Thurs., 10:00-11:00; Sat. & Sun., 10:00-24:00; daily, 17:00-24:00.

BANGKOK—HSA-TV, Army TV (Govt., commercial), Royal Thai Army Signal Corps, Sanam Pao, Phaholyothin Rd., Bangkok. Tel. 70428. Ch. 7 (V-175.25, A-179.75). Transmitter 5 kw, ERP 15 kw. Started Jan. 1958.

CHIANG MAI, Lampang Province—HSLK-TV, TVT-8 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 8 (V-181.25, A-185.75). Transmitter 2 kw, ERP 10.7 kw. TV tape recording facilities. Started March 1962. Experimental operation. Prasom Buranahetu, resident manager. Hours of operation: Daily, 19:00-23:00.

HADYAI, Songkhla Province—HSBK-TV, TVT-9 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 9 (V-187.25, A-191.75). Transmitter 500 watts, ERP 21 kw. TV tape recording facilities. Started May 1961. Experimental operation. Thaval Utaccashane, resident manager. Hours of operation: Daily, except Thurs., 19:00-23:00.

KHONKAEN—HSKK-TV, TVT-5 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 5 (V-77.25, A-81.75). Transmitter 6 kw, ERP 5.9 kw. TV tape recording facilities. Started Feb. 1962. Experimental operation. Raksak W. Panich, resident manager. Hours of operation: Weekdays, 18:00-23:00; Sat. & Sun., 09:00-12:30.

(Continued on next page)

International TV Directory

Trinidad

(525-line standards)
Sets in use: 30,000

PORT OF SPAIN—Trinidad & Tobago TV Co. Ltd. (Commercial), Television House, Maraval Road, Port-of-Spain. Tel. 24141. Ownership: Rediffusion of London, 40%; Scottish TV, 40%; CBS, 10%; Trinidad govt., 10%. Ch. 2 (V-55.25, A-59.75). Ch. 13 (V-211.25, A-215.75). Transmitters 5 kw, ERP 15 kw max. Started Nov. 1962. Personnel: Frederick A. Rawlins, gen. mgr.; Mervyn E. Telfer, sales mgr.; Barry Gordon, program dir.

Tunisia

(French 819-line standards)
Sets in use: 5,400

Programs are picked up from Italy
Radiodiffusion Television Tunisienne (Govt.), 139 Avenue de Paris, Tunis. Tel. 259311. Mohamed Mzall, director general.

TUNIS (Bou-Kornine)—Ch. F-6. ERP 1.3 kw.

ZAGHOUAN—Ch. E-11. EFP 280-kw, directional. Started May 1966.

Under construction: Transmitters at Sfax, Cap Bon, Beja, Bizerta and Ain Draham.

Turkey

(CCIR 625-line standards)
Sets in use: 1,000

ISTANBUL—Teknik Universite (Govt.). Ch. E-4 (experimental). Transmitter 100 watts. ERP .05 kw. Started June 1952.

Planned:

ANKARA—TRT, Turkish Radio-Television Corp., Genel Mudurlugu, Ankara. Ch. 5 (V-175.25, A-180.75). ERP 3 kw. This experimental station is expected to start in 1967.

Personnel: Adnan Oztrak, director general; Fahrettin Isikci, general manager; Semih Tugrul, program manager; Fahrettin Meric, TV studio chief engineer; Ali Akkan, TV station group chief engineer.

ADANA—Ch. E-4. ERP 30 kw.

ANKARA—Ch. E-3. ERP 100 kw.

BURSA—Ch. E-2. ERP 60 kw.

ISTANBUL—Ch. E-4. ERP 100 kw.

IZMIR—Ch. E-3. ERP 100 kw.

KONYA—Ch. E-10. ERP 30 kw.

Uganda

(CCIR 625-line standards)
Sets in use: 5,800

KAMPALA—Uganda Television (Govt., commercial), P.O. Box 4260, Kampala. Tel. Kampala 54461. Ch. E-5. ERP 55 kw. TV tape recording facilities. Started Oct. 1963. Personnel: Allen Aldridge, gen. mgr.; R. Astles, operations mgr.; H. G. Toombs, chief engineer; Harry M. Engel, adviser to the Uganda govt. on television.

LIRA—Uganda Television. Ch. E-7. Started Dec. 1964.

MASAKA—Uganda Television. Ch. E-8. Started Dec. 1964.

MBALE—Uganda Television. Ch. E-8. Started Dec. 1964.

MBARARA—Ch. E-10. Started Dec. 1966.

SOROTI—Uganda Television. Ch. E-10. Started Dec. 1964.

United Arab Republic

(CCIR 625-line standards)
Sets in use: 450,000

United Arab Republic Broadcasting Corp. (Govt., commercial), Television Bldg., Cornish Road, P.O. Box 1186, Cairo, Egypt. Tel. 812970. Personnel: Arafa Zayan, president, board of directors; Ali Abu Kandeel, director general; Abdel-Latif I. Ahmed, chief engineer.

Rates (Cairo I & II): Spot 60 sec., 45; 10 sec., 14 (Egyptian Pounds).

Hours of operation: First Program, Sat.-Thurs., 14:00-21:30; Fri., 08:00-21:30; Second Program, daily, 15:00-21:30; Third Program, approximately 15:00-20:00 daily GMT.

ALEXANDRIA I—Ch. E-6. ERP 25 kw. Started Jan. 1961.

ALEXANDRIA II—Ch. E-9. ERP 6 kw. Started July 1963.

ASSUAN—Ch. E-5. ERP 10 kw. TV tape recording facilities. Started July 1962.

ASSUIT I—Ch. E-11. ERP 10 kw. TV tape recording facilities. Started Feb. 1966.

ASSUIT II—Ch. E-7. ERP 6 kw. Started July 1962.

BOSH—Ch. E-11. ERP 6 kw. Started July 1961.

CAIRO I—Ch. E-5. ERP 100 kw. TV tape recording facilities. Started July 1960.

CAIRO II—Ch. E-7. ERP 20 kw. TV tape recording facilities. Started July 1960.

CAIRO III—Ch. E-9. ERP 20 kw. TV tape recording facilities. Started July 1962.

EL MINYA—Ch. E-9. ERP 6 kw. Started July 1962.

ISMAILIA—Ch. E-6. ERP 6 kw. Started July 1962.

MAGHAGHA—Ch. E-6. ERP 6 kw. Started July 1962.

MALLAWI—Ch. E-6. ERP 3.5 kw. Started July 1962.

MANSOURA—Ch. E-8. ERP 25 kw. Started Feb. 1961.

PORT SAID—Ch. E-3. ERP 10 kw. Started Dec. 1961.

QUASSASSIN—Ch. E-9. ERP 6 kw. Started July 1962.

QUSIYA—Ch. E-5. ERP 6 kw. Started Feb. 1966.

SOHAG—Ch. E-9. ERP 6 kw. Started Feb. 1966.

SUEZ—Ch. E-9. ERP 6 kw. Started July 1962.

TANTA—Ch. E-10. ERP 135 kw. Started July 1963.

Low-powered repeaters: 9 in operation, 1 under construction.

United Kingdom

(British 405-line & UK 625-line standards)
Sets in use: 15,200,000

British Broadcasting Corp. (Public service; non-commercial), Broadcasting House, London, W. 1. Tel. Langham 4468. For complete details see listing at end of International TV Directory.

Independent Television Authority (Commercial), 70, Brompton Road, London, S.W. 3. Tel. Knightsbridge 7011. For complete details, including commercial program contractors, see listings at end of International TV Directory.

ABERDEEN (Meldrum)—BBC-1, Ch. B-4. Transmitter 5 kw, ERP 4-17 kw (directional). Started Oct. 1955.

ANGLESEY (Holyhead)—BBC Wales, Ch. B-4. Transmitter 10 watts, max. ERP 10.6 watts (directional). Started March 1964.

ANGLESEY (Llanddona)—BBC Wales, Ch. B-1. Transmitter 1 kw, ERP 0.23-5.9 kw. Started May 1962.

ARFON—ITA, Ch. B-10. Transmitter 1 kw, ERP 10 kw. Started Nov. 1962.

ASHKIRK—BBC-1, Ch. B-1. Transmitter 2 kw, ERP 3-18 kw (directional). Started June 1963.

BALLACHULISH—BBC-1, Ch. B-2. Transmitter 100 watts, ERP 14-110 watts (directional). Started March 1963.

BARNSTAPLE—BBC-1, Ch. B-3. Transmitter 100 watts, ERP 200 watts. Started May 1966.

BELFAST (Black Mt.)—ITA, Ch. B-9. Transmitter 4 kw, ERP 100 kw. Started Oct. 1959.

BELFAST (Divis)—BBC-1, Ch. B-1. Transmitter 5 kw, ERP 12 kw. Started July 1955.

BELMONT (East Lincolnshire)—ITA, Ch. B-7. Transmitter 1 kw, ERP 20 kw (directional). Started Dec. 1965.

BEXHILL—BBC-1, Ch. B-3. Transmitter 100 watts, ERP 180 watts. Started March 1966.

BIRMINGHAM (Lichfield)—ITA, Ch. B-8. Transmitter 20 kw, ERP 400 kw (directional). Started Feb. 1956.

BIRMINGHAM (Sutton Coldfield)—BBC-1, Ch. B-4. Transmitter 50 kw; ERP 100 kw. Started Dec. 1949.

BIRMINGHAM (Sutton Coldfield)—BBC-2, Ch. E-40. (UK 625 line standards). Transmitter 50 kw, ERP 1,000 kw. Started Sept. 1965, replacing ERP 50 kw operation which began Dec. 1964.

BODMIN—BBC-1, Ch. B-5. Transmitter 10 watts, ERP 10 watts. Started Sept. 1966.

BRIGHTON (Whitehawk Hill)—BBC-1, Ch. B-2. Transmitter 0.18 kw, ERP 0.04-0.4 kw (directional). Started Aug. 1959, replacing temporary operation from Truleigh Hill since May 1953.

BRISTOL—Bristol Technical College, experimental operation on 432.3 mc. Started April 1964.

CALDBECK—ITA, Ch. B-11. Transmitter 4 kw, ERP 100 kw. Started Sept. 1961.

CAMBRIDGE—BBC-1, Ch. B-2. Transmitter 100 watts, ERP 100 watts. Started March 1966.

CANTERBURY—BBC-1, Ch. B-5. Transmitter 10 watts, max. ERP 30 watts (directional). Started June 1964.

CARADON HILL—ITA, Ch. B-12. Transmitter 8 kw, ERP 200 kw. Started April 1961.

CARDIFF (St. Hilary)—ITA, Ch. B-10. Transmitter 20 kw, ERP 200 kw. Started Jan. 1958.

CARDIFF (Wenvoe)—BBC-1, Ch. B-5. Transmitter 50 kw, ERP 100 kw. Started Aug. 1952.

CARDIFF (Wenvoe)—BBC-2, Ch. E-51. (UK 625 line standards). Transmitter 20 kw, ERP 500 kw. Started Sept. 1965.

CARDIFF (Wenvoe)—BBC Wales, Ch. B-13. Transmitter 20 kw, max. ERP 200 kw (directional). Started Feb. 1964.

CARLISLE (Sandale)—BBC-1, Ch. B-4. Transmitter 5 kw, ERP 10-28 kw (directional). Started Nov. 1956.

CARLISLE (Sandale)—BBC-1, Ch. B-6. Transmitter 10 kw, ERP 70 kw (directional). Started Sept. 1965.

CARMARTHEN—BBC-1, Ch. B-1. Transmitter 10 watts, ERP 20 watts. Started March 1965.

CENTRAL SCOTLAND (Kirk O'Shotts)—BBC-1, Ch. B-3. Transmitter 50 kw, ERP 100 kw. Started March 1952.

CENTRAL SCOTLAND (Black Hill)—BBC-2, Ch. E-46. (UK 625 line standards). ERP 500 kw. Started July 1966.

CENTRAL SCOTLAND (Blackhill)—ITA, Ch. B-10. Transmitter 16 kw, ERP max. 475 kw (directional). Started Aug. 1957.

CENTRAL WALES (Llandrindod Wells)—BBC Wales, Ch. B-1. Transmitter 1 kw, ERP 1.3 kw. Started Dec. 1961.

CHANNEL ISLANDS (Fremont Point)—ITA, Ch. B-9. Transmitter 1 kw, ERP 10 kw. Started Sept. 1962.

CHANNEL ISLES (Les Platon, Jersey)—BBC-1, Ch. B-4. Transmitter 500 watts, ERP 1 kw. Started Oct. 1955.

CHURCHDOWN HILL (Cheltenham, Gloucester)—BBC-1, Ch. B-1. Transmitter 100 watts, ERP 200 watts. Started Nov. 1965.

DOVER (Swingate)—BBC-1, Ch. B-2. Transmitter 500 watts, ERP 0.05-1.4 kw (directional). Started April 1959.

DOVER—ITA, Ch. B-10. Transmitter 4 kw, ERP 100 kw. Started Jan. 1960.

DUNDEE—BBC-1, Ch. B-2. Transmitter 10 watts, max. ERP 9 watts (directional). Started July 1964.

DUNDEE (Angus)—ITA, Ch. B-11. Transmitter 1 kw, ERP 50 kw (directional). Started Oct. 1965.

DURRIS—ITA, Ch. B-9. Transmitter 8 kw, ERP 400 kw. Started Sept. 1961.

EAST ANGLIA (Mendlesham, near Stowmarket)—ITA, Ch. B-11. Transmitter 10 kw, ERP 200 kw. Started Oct. 1959.

EAST ANGLIA (Tacolneston)—BBC-1, Ch. B-3. Transmitter 8 kw, ERP 2-40 kw (directional). Started Feb. 1955.

EASTBOURNE—BBC-1, Ch. B-5. Transmitter 10 watts, max. ERP 50 watts (directional). Started Dec. 1963.

ENNISKILLEN—BBC-1, Ch. B-5. Transmitter 1 kw, max. ERP 6.8 kw (directional). Started Feb. 1964.

FOLKESTONE—BBC-1, Ch. B-4. Transmitter 10 watts, ERP 0.5-35 watts (directional). Started July 1958.

FORFAR—BBC-1, Ch. B-5. Transmitter 1 kw, max. ERP 5.3 kw (directional). Started July 1964.

FORT WILLIAM—BBC-1, Ch. B-5. Transmitter 1 kw, ERP 1.6 kw. Started Feb. 1963.

GRANTOWN ON SPEY—BBC-1, Ch. B-1. Transmitter 100 watts, ERP 320 watts. Started Feb. 1965.

HASTINGS—BBC-1, Ch. B-4. Transmitter 10 watts, ERP 2-13 watts (directional). Started Dec. 1960.

HEBRIDES (Melvaig)—BBC-1, Ch. B-4. ERP 23 kw (directional). Started April 1965.

HEREFORD—BBC-1, Ch. B-2. Transmitter 10 watts, max. ERP 50 watts (directional). Started Sept. 1964.

HERTFORD—BBC-2, Ch. E-64. ERP 500 watts. Started Oct. 1965.

INVERNESS (Rosemarkie)—BBC-1, Ch. B-2. Transmitter 4 kw, ERP 5.7-20 kw (directional). Started Aug. 1957.

IPSWICH (Manningtree)—BBC-1, Ch. B-4. Transmitter 1 kw, ERP 0.5-4.5 kw (directional). Started May 1962.

ISLE OF MAN (Douglas)—BBC-1, Ch. B-5. Transmitter 500 watts, ERP 0.18-2.8 kw (directional). Started Dec. 1953.

ISLE OF WIGHT (Chillerton Down)—ITA, Ch. B-11. Transmitter 4 kw, ERP 1-100 kw (directional). Started Aug. 1958.

ISLE OF WIGHT (Rowridge)—BBC-1, Ch. B-3. Transmitter 10 kw, ERP 1-100 kw (directional). Started Nov. 1954.

ISLE OF WIGHT (Rowridge)—BBC-2, Ch. E-24. (UK 625 line standard). ERP 500 kw. Started Jan. 1966.

ISLE OF WIGHT (Ventnor)—BBC-1, Ch. B-5. Transmitter 10 watts, max. ERP 9.6 watts (directional). Started May 1964.

KENDAL—BBC-1, Ch. B-1. Transmitter 10 watts, ERP 25 watts. Started April 1966.

KINLOCHLEVEN—BBC-1, Ch. B-1. Transmitter 10 watts, ERP 0.6-5 watts (directional). Started April 1963.

LANCASHIRE (Morecambe Bay)—BBC-1, Ch. B-3. Transmitter 1 kw, ERP 0.16-5.5 kw (directional). Started Dec. 1962.

LANCASHIRE (Winter Hill)—BBC-1, Ch. B-12. Transmitter 2.9 kw, max. ERP 125 kw (directional). Started April 1964.

LANCASHIRE (Winter Hill)—BBC-2, Ch. E-62 (UK 625 line standards). ERP 500 kw. Started Oct. 1965.

LANCASHIRE (Winter Hill)—ITA, Ch. B-9. Transmitter 10 kw, ERP 100 kw. Started May 1956.

LARNE (N. Ireland)—BBC-1, Ch. B-3. Transmitter 10 watts, ERP 50 watts. Started April 1965.

LONDON (Crystal Palace)—BBC-1, Ch. B-1. Transmitter 30 kw, ERP 200 kw. Started Nov. 1936 at Alexandra Palace, March 1956 at Crystal Palace.

LONDON (Crystal Palace)—BBC-2, Ch. E-33 (UK 625 line standards). ERP 500 kw. Started April 1964.

LONDON (Croydon)—ITA, Ch. B-9. Transmitter 10 kw, ERP 400 kw. Started Sept. 1955.

LONDONDERRY (Sheriffs Mt.)—BBC-1, Ch. B-2. Transmitter 500 watts, ERP 0.4-1.5 kw (directional). Started Dec. 1957.

MACHYNLLETH (Wales)—BBC-1, Ch. B-5. Transmitter 10 watts, ERP 50 watts. Started June 1965.

MANCHESTER (Holme Moss)—BBC-1, Ch. B-2. Transmitter 50 kw, ERP 100 kw. Started Oct. 1951.

MEMBURY (Central Berkshire)—ITA, Ch. B-12. Transmitter 1 kw, ERP 30 kw (directional). Started April 1965.

MOEL-Y-PARC—ITA, Ch. B-11. Transmitter 1 kw, ERP 25 kw. Started Jan. 1963.

MOUNTEAGLE—ITA, Ch. B-12. Transmitter 2 kw, ERP 50 kw. Started Sept. 1961.

NEWCASTLE (Pontop Pike)—BBC-1, Ch. B-5. Transmitter 5 kw, ERP 17 kw. Started May 1953.

NEWCASTLE (Pontop Pike)—BBC-2, Ch. E-64. (UK 625 line standards). ERP 500 kw. Started Nov. 1966.

International TV Directory

NEWCASTLE (Burnhope)—ITA, Ch. B-8. Transmitter 4 kw, ERP 100 kw (directional). Started Jan. 1959.

NEWRY (N. Ireland)—BBC-1, Ch. B-4. ERP 30 watts. Started March 1965.

NORTHAMPTON—BBC-1, Ch. B-3. ERP 100 watts. Started Sept. 1966.

NORTH WALES (Moel-y-Parc)—BBC Wales, Ch. B-6. Maximum ERP 50 kw. Started Oct. 1965.

OBAN—BBC-1, Ch. B-4. Transmitter 1 kw, ERP 0.36-3.2 kw (directional). Started June 1963.

OKEHAMPTON—BBC-1, Ch. B-4. Transmitter 10 watts, ERP 40 watts. Started July 1964.

ORKNEY—BBC-1, Ch. B-5. Transmitter 2 kw, ERP 4-14 kw (directional). Started Dec. 1958.

OXFORD—BBC-1, Ch. B-2. Transmitter 0.2 kw, ERP 0.15-0.7 kw (directional). Started Jan. 1962.

PEMBROKESHIRE (Haverfordwest)—BBC Wales, Ch. B-4. Transmitter 2 kw, max. ERP 10 kw (directional). Started Feb. 1964.

PENIFILER (Skye)—BBC-1, Ch. B-1. ERP 25 watts. Started March 1965.

PETERBOROUGH—BBC-1, Ch. B-5. Transmitter .5 kw, ERP 1 kw. Started Oct. 1959.

PLYMOUTH (N. Hessary Tor)—BBC-1, Ch. B-2. Transmitter 5 kw, ERP 1.5-27.5 kw (directional). Started Dec. 1954.

PRESELY—ITA, Ch. B-8. Transmitter 5 kw, ERP 100 kw. Started Sept. 1962.

RICHMOND HILL (Isle of Man)—ITA, Ch. B-8. Transmitter 2.5 kw, ERP 10 kw (directional). Started March 1965.

ROTHESAY (Toward)—BBC-1, Ch. B-5. Maximum ERP 235 watts. Started Jan. 1965.

RUMSTER FOREST (Caithness)—ITA, Ch. B-8. Transmitter 1 kw, ERP 30 kw (directional). Started June 1965.

SANDY HEATH (Bedford)—ITA, Ch. B-6. Transmitter 1 kw, ERP 30 kw (directional). Started July 1965.

SCARBOROUGH (Yorkshire)—ITA, Ch. B-6. Transmitter 330 watts, ERP 1 kw (directional). Started July 1965.

SCARBOROUGH—BBC-1, Ch. B-1. Maximum ERP 520 watts. Started March 1965.

SELKIRK—ITA, Ch. B-13. Transmitter 1 kw, ERP 25 kw. Started Dec. 1961.

SHEFFIELD—BBC-1, Ch. B-1. ERP .05 kw. Started Dec. 1960.

SHETLAND—BBC-1, Ch. B-3. Transmitter 1 kw, max. ERP 6 kw (directional). Started April 1964.

SKEGNESS—BBC-1, Ch. B-1. ERP 120 watts. Started Aug. 1963.

SKRIAIG (Skye)—BBC-1, Ch. B-3. ERP 12 kw. Started March 1966.

STOCKLAND HILL—ITA, Ch. B-9. Transmitter 7.2 kw, ERP 100 kw. Started April 1961.

STRABANE—ITA, Ch. B-8. Transmitter 5 kw, ERP 100 kw. Started Feb. 1963.

SWINDON—BBC-1, Ch. B-3. Transmitter 100 watts, max. ERP 170 watts (directional). Started Nov. 1962.

TUNBRIDGE WELLS—BBC-2, Ch. E-44. ERP 4 kw. Started Oct. 1965.

WEARDALE—BBC-1, Ch. B-1. ERP 150 watts. Started Feb. 1966.

WEST CORNWALL (Redruth)—BBC-1, Ch. B-1. Transmitter 1 kw, ERP 1.2-9.6 kw (directional). Started Feb. 1962.

WEST WALES (Blaen-Plywyl)—BBC Wales, Ch. B-3. Transmitter 1 kw, ERP 1-3 kw (directional). Started April 1957.

WICK (Thrumster)—BBC-1, Ch. B-1. Transmitter 1 kw, ERP 0.25-7 kw (directional). Started Dec. 1958.

YORKSHIRE (Emley Moor)—BBC-2, Ch. E-62. (UK 625 line standards). ERP 1,000 kw. Started Jan. 1966.

YORKSHIRE (Emley Moor)—ITA, Ch. B-10. Transmitter 10 kw, ERP 200 kw. Started Nov. 1956.

Planned:
GLASGOW—Educational TV outlet.
Low power BBC-2 (UK 625 line standards) repeater station at REIGATE.

Daniels & Associates

THE LEADING CATV BROKER SINCE 1955

Depend on the Firm with Experience

Brokers-Appraisers-Consultants-Management

THE DANIELS BUILDING • THIRD AT MILWAUKEE

Denver, Colorado 80206

(303) 388-5888

International TV Directory

Upper Volta

(OIRT 625-line standards)

Sets in use: 250

OUAGADOUGOU—Volta Vision (Govt., non-commercial), Ministry of Information, P.O. Box 511, Ouagadougou. Tel. 2214. Ch. R-6 (V-175.25, A-181.75). ERP 750 watts. Started Aug. 1963. Personnel: R. Hallecourt, director general; J. Ouedrogo, chief engineer.

Uruguay

(525-line standards)

Sets in use: 200,000

FRAY BENTOS—Rio Uruguay Television (Commercial), Zorrilla y Argentina, Fray Bentos, Dept. de Rio Negro. Ch. 12. Affiliated with Montecarlo Television, Ch. 4, Montevideo. Personnel: Daniel Romay Salvo.

MONTEVIDEO—SAETA, Sociedad Anonima de Emisoras de Television y Anexos (Commercial), Tacuarembó 1234, Montevideo. Tel. 4-4034 & 4-6674. Ch. 10 (V-193, A-197). Transmitter 2.5 kw, ERP 94 kw. TV tape recording facilities. Started Dec. 1956. Personnel: Raul Fontaina, pres.; Juan Enrique De Feo, v.p.; Raul Fontaina Jr., gen. mgr.; Eduardo Antonio, sales manager; Alfonso Gallimberti, chief engineer. Hours of operation: 10:15 a.m.-0.15 p.m.

MONTEVIDEO—Montecarlo Television (Commercial), 18 de Julio 1855, Montevideo. Tel. 40 21 46. Ch. 4. Transmitter 2.5 kw, ERP 22 kw. Started April 1961. Personnel: Hugo Romay, gen. mgr.; Jorge Mullins, sales manager; Jose Goyret, chief engineer. Hours of operation: 9:35 a.m.-0.30 p.m.

MONTEVIDEO—Larranaga S.A. (Commercial), Enriqueta Compte y Riquet 1276, Montevideo. Tel. 2 58 56. Ch. 12. Transmitter 3 kw, ERP 40 kw. Started April 1962. Personnel: Horacio Schek, gen. mgr.; Ruben Rodriguez, commercial manager; Mario Glampietro, chief engineer. Hours of operation: 9:35 a.m.-12:00 p.m.

MONTEVIDEO—SODRE, Servicio Oficial de Difusion Radioelectrica (Govt., commercial). Street Colorado No. 2362. Ch. 5. Transmitter 5 kw, ERP 32.5 kw. Started April 1963. Hours of operation: 6 a.m.-0.30 p.m.

USSR

[Recent information unavailable]

(OIRT 625-line standards)

Sets in use: 15,000,000

Soviet Television (Govt., non-commercial), ul. Sjabolovka 53, Moscow.

ABAKEN—Ch. R-1. TV center. Started 1959.

AKHTA—Satellite. Started 1959.

ALMA ATA—Started 1958.

AKHALKALAKI—Satellite. Started 1960.

AKHALTSIKHE—Satellite. Started 1960.

ANDIZHAN—Satellite. Started 1959.

ARKHANGELSK—Ch. R-1.

ARMAVIR—TV center. Started 1959.

ASHKhabad—TV center. Started 1959.

ASTRAKHAN—TV center. Started 1960.

BAKU—Started late 1956.

BARANOVICHI—Satellite. Started 1959.

BARNAUL—Started early 1957.

BEGOVAT—Satellite. Started 1958.

BELAYA TSEKOV—Satellite. Started 1959.

BELGOROD—Satellite. Started 1960.

BIISK—Ch. R-1. Started second quarter 1957.

BLAGOVESHCHENSK—Ch. R-3. ERP 5 kw. Experimental.

BOBRUYSK—Satellite. Started 1958.

BOGUSLAV—Satellite. Started 1959.

BORISOGLEBSK—Satellite. Started 1960.

BOLNISI—Satellite. Started 1959.

BRIANSK—Ch. R-2. TV center. Started 1959.

CHELYABINSK—Ch. R-4. Started 1958.

CHEREPOVETS—Ch. R-5. TV center. Started 1960.

CHERNIGOV—Satellite. Started 1960.

CHIMKENT—Satellite. Started 1957.

CHISTOPOL—Ch. R-7.

DIVICHI—Satellite. Started 1960.

DNEPROPETROVSK—Ch. R-5. ERP 5 kw. Started 1956.

DRUSKININKAI—Satellite. Started 1959.

DUDINKA—Satellite. Started 1960.

DUSHETI—Satellite. Started 1959.

DZHEKAZGAN—TV center. Started 1960

FERGANA—Satellite. Started 1957.

FRUNZE—Started 1958.

GOMEL—Ch. R-3. TV center. Started 1959.

GORI—Satellite. Started 1958.

GORKIY—Ch. R-2. TV center. Started 1957.

GORNNO-ALTAYSK—Satellite. Started 1960.

GORNYAK—Satellite. Started 1959.

GRODNO—Started 1958.

GROZNY—Ch. R-3. TV center. Started 1960.

GURDZHAANI—Satellite. Started 1959.

IRKUTSK—Ch. R-3. Started 1958.

IVANOVO—Satellite. Started 1958.

IZHEVSK—Ch. R-2. Started Nov. 1956.

KALININ—Transmitter 2 kw. Started 1954.

KALININGRAD—Ch. R-4. TV center. Started 1957.

KALUGA—Satellite. Started 1957.

KAMENKA—Satellite. Started 1957.

KARAGANDA—TV center. Started 1958.

KAUNAS—Satellite. Started 1960.

KAZAN—Ch. R-1. TV center. Started 1959.

KEDAINIAI—Satellite. Started 1959.

KEMEROVO—Ch. R-5. Started 1958.

KHABAROVSK—Ch. R-3. Amateur station. Started Sept. 1956.

KHARKOV—Ch. R-3. ERP 7 kw. Started 1951.

KHERSON—TV center. Started 1959.

KIEV—Ch. R-2. Transmitter 5 kw. ERP 15 kw. Started 1952.

KIROV—Ch. R-3. TV center. Started 1958.

KISHINEV—Ch. R-3. ERP 15 kw. Started 1958.

KLAYPEDA—Satellite. Started 1960.

KOKAND—Satellite. Started 1959.

KOLOMNA—Satellite. Started 1959.

KOMSOMOLSK—Ch. R-1. TV center. Started 1959.

KONOTOP—TV center. Started 1960.

KOSTROMA—Started 1958.

KRASNODAR—Ch. R-5. TV center. Started 1958.

KRASNOVODSK—Satellite. Started 1958.

KRASNOTURINSK—Satellite. Started 1957

KRASNOYARSK—Ch. R-2. Started Sept. 1957.

KRIVROY ROG—Satellite. Started 1960.

KUBA—Satellite. Started 1958.

KUBYSHEV—Ch. R-3. TV center. Started 1957.

KULDIGA—Satellite. Started 1957.

KURGAN—Ch. R-5. TV center. Started 1960.

KURSK—Ch. R-9. TV center. Started 1959.

LENINABAD—Satellite. Started 1959.

LENINAKAN—Satellite. Started 1960.

LENINGORI—Satellite. Started 1959.

LENINOGORSK—Satellite. Started 1959.

LENINGRAD—Ch. R-1. ERP 15 kw. Started 1946.

LENINGRAD II—Ch. R-3.

LENKORAN—Satellite. Started 1959.

LIEPAYA—Satellite. Started 1960.

LIPETSK—Satellite. Started 1960.

LISICHANSK—Satellite. Started 1959.

LNOVILSK—TV center. Started 1959.

LUGANSK—Ch. R-2. TV center. Started 1958.

LVOV—Ch. R-1. TV center. Started 1958.

MAGADAN—Ch. R-1. TV center. Started 1957.

MAGNITOGORSK—Ch. R-3.

MAKHACHKALA—TV center. Started 1960.

MINSK—Ch. R-1. ERP 5 kw. Started 1956.

MOGILE—Satellite. Started 1958.

MORSHANSK—Satellite. Started 1960.

MOSCOW—Ch. R-1. ERP 15 kw. Started 1946.

MOSCOW—Ch. R-3. ERP 7.5 kw. Started 1956.

MOSCOW—Ch. R-8 (Color). Started 1963.

MURMANSK—Ch. R-3. TV center. Started Nov. 1957.

NALCHIK—Ch. R-1. Started early 1957.

NAMANGAN—Satellite. Started 1958.

NEFTECHALA—Satellite. Started 1959.

NIKELI—Norwegian language. Started 1964.

NIKOLAYEV—Ch. R-2. TV center. Started 1959.

NIKOLSK—TV center. Started 1960.

NIZHNI TAGIL—Satellite. Started 1957.

NOVGOROD—Satellite. Started 1958.
 NOVOSIBIRSK—Started 1957.
 ODESSA—Ch. R-5. ERP 15 kw.
 OMSK—Started 1955.
 PENZA—Started 1958.
 PERM—Started 1958.
 PETROPAVLOVSK (KAZAKH)—TV center. Started 1960.
 PETROZAVODSK—Ch. R-2. ERP 5 kw. TV center. Started 1959.
 PYATIGORSK—Started 1958.
 POLTAA—Satellite. Started 1958.
 PANEVEZHIS—Satellite. Started 1959.
 PUSHKINO—Satellite. Started 1959.
 RAYCHIKINSK—TV center. Started 1957.
 RIGA—Ch. R-3. ERP 5 kw. Started 1954.
 ROSLAVL—Satellite. Started 1959.
 ROSTOV-ON-DON—Ch. R-1. Started 1958.
 RUBTSOVSK—TV center. Started 1958.
 RYAZAN—Satellite. Started Nov. 1956.
 RYBINSK—Satellite. Started 1957.
 SALAVAT—Satellite. Started 1959.
 SALYANY—Satellite. Started 1959.
 SAMARKAND—Satellite. Started 1958.
 SARATOV—Experimental.
 SEREBRYANKA—Satellite. Started 1960.
 SEVASTAPOL—Started 1957.
 SHEMAKHA—Satellite. Started 1958.
 SIMFEROPOL—Ch. R-3. TV center. Started 1959.
 SKOPIN—Satellite. Started 1959.
 SMOLENSK—Satellite. Started 1959.
 SOCHI—Ch. R-1. TV center. Started 1959.
 STALINABAD—TV center. Started 1959.
 STALINGRAD—TV center. Started 1958.
 STALINIRI—Satellite. Started 1959.
 STALINO—Ch. R-4. ERP 15 kw. Started early 1957.
 STALINOGORSK—Ch. R-5. Started 1957.
 STAVROPOL—Satellite. Started 1960.
 SUKHUMI—Satellite. Started 1959.
 SVERDLOVSK—Started Oct. 1955.
 TALLIN—Ch. R-2. ERP 15 kw. Finnish language. Started July 1955.
 TAMBOV—Satellite. Started 1960.
 TASHKENT—Started Nov. 1956.
 TBILISI—Experimental. Started Dec. 1956.
 TELAVI—Satellite. Started 1959.
 TOMSK—Started 1955.
 TSESVANIE—Satellite. Started 1960.
 TYUMEN—Started 1958.
 UFA—TV center. Started 1959.
 UKHTA—TV center. Started 1960.
 ULYANOVSK—TV center. Started 1960.
 USSURIYSK—Satellite. Started 1959.
 UST KAMENOGORSK—Started 1958.
 VATUTINO—Started 1956.
 VENTSPILS—Satellite. Started 1960.
 VILNIUS—Ch. R-4. ERP 15 kw. Started second quarter 1957.
 V'INNITSA—Started 1955.
 VITEBSK—TV center. Started 1960.
 VLADIMIR—Started 1956.
 VLADIVOSTOK—Experimental.
 VOLSK—Satellite. Started 1960.
 VORKUTA—TV center. Started 1957.
 VORONEZH—Ch. R-1. Started second quarter 1957.
 VYSHNY VOLOCHEK—Satellite. Started 1958.
 YALTA—Satellite. Started 1960.
 YANGI YER—Satellite. Started 1958.
 YANGI YUL—Satellite. Started 1957.
 YAROSLAVL—Ch. R-2. Started 1955.
 YEREVAN—Started Nov. 1956.
 YOSHKAR-OLA—TV center. Started 1960.
 YUZHNO-SAKHALINSK—TV center. Started 1960.
 ZAPOROZHE—Ch. R-6. Started 1958.

Note: A total of 130 basic stations and 220 relays serving 60 major cities are claimed.

1967 Edition

International TV Directory

Venezuela

(CCIR 625-line standards, U.S. channeling)
 Sets in use: 550,000

Televisora Nacional (Govt., non-commercial), Aptdo. 3979, Caracas. Tel. 54-54-36/9. Personnel: Pedro Francisco Lizardo, director general; Hector Manrique, program manager; Raul Omar Aveledo, production manager; Martin A. Burgos, chief engineer.

Vene Vision (Commercial) Corporacion Venezolana de Television S.A. Apartado No. 6674, Caracas. Tel. 72.27.41/49.

Personnel: (Corporate) Diego Cisneros, chairman; Francisco Mendoza, president; Oswald Cisneros, board advisor; Carlos Marrero, vice-president for sales; G. Edward Hamilton, vice-president for engineering; Irwin Klein, film and tape buyer. Enrique Cusco, general manager of Vene Vision. Represented in the U.S. by ABC International.

Tele Trece (Commercial) Subsidiary of Vene Vision. Apartado de Correos No. 9349, Caracas. Tel. 34.46.11.

Personnel: Noel Montanez, general manager. For corporate listing see Vene Vision.

Represented in the U.S. by ABC International.

Radio Caracas Television (Commercial), Corporacion Radiofonica Venezolana C.A. Barcenas a Rio, Aptdo. 2057, Caracas. Tel. 41-89-71. Personnel: William H. Phelps Jr., pres.; Guillermo Tucker, general manager; Dr. Armando Henrique Guia, technical director; Peter Bottome, film buyer; Alfredo Ferrara, program manager; Antonio Rodriguez, sales manager. All stations have TV tape recorder facilities. Hours of operation: Daily 9 a.m.-12 p.m.

Radio Valencia Television (Commercial), Valencia. Personnel: Mauricio Gomez Leal, director general; S. Serrera, technical director.

BARCELONA-PTO. LA CRUZ-PORLAMAR—Vene Vision, Ch. 7. Transmitter 5 kw, ERP 100 kw. Repeats YVXA Caracas.

BARCELONA-PTO. LA CRUZ-MARGARITA—Radio Caracas Television. Ch. 3. ERP 80 kw. Repeats YVKS-TV, Caracas.

BARQUISIMETO—Radio Caracas Television. Ch. 3. Transmitter 6 kw, ERP 80 kw. Repeats YVKS-TV, Caracas.

BARQUISIMETO (Terepaima)—YVXC, Vene Vision. Ch. 6. Transmitter 5 kw, ERP 65 kw. Repeats YVXA Caracas.

CARABOBO—Radio Caracas Television. Ch. 7. Transmitter 2 kw, ERP 12.8 kw. Repeats YVKS-TV, Caracas.

CARACAS—Proventel. Ch. 8. Transmitter 5 kw. Started Aug. 1964.

CARACAS—Ch. 11. Canal Once Television S.A. (Screen Gems & Amable Espina, owners). Amable Espina, general manager.

CARACAS—YVKA-TV, Televisora Nacional. Ch. 5. Transmitter 10 kw, ERP 332 kw. Started Nov. 1952.

CARACAS—YVKS-TV, Radio Caracas Television. Ch. 2. Transmitter 10 kw, ERP 65 kw. TV tape recording facilities. Started Sept. 1953.

CARACAS—YVXA, Vene Vision. Ch. 4. Transmitter 18 kw, ERP 100 kw. Started May 1963.

CARACAS (Humboldt)—YVXP, Tele Trece Services. Ch. 13. Transmitter 2 kw. Repeats originations of YVXO, Valencia.

CARUPANO—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 1 kw. Repeats YVKS-TV, Caracas.

CORO—YVXF, Vene Vision. Ch. 12. Translator ERP 1.5 kw. Repeats YVXA Caracas.

CORO (Falcon)—Radio Caracas Television. Ch. 10. Transmitter 10 kw, ERP 330 kw. Repeats YVKS-TV, Caracas. Started May 1956.

LA GUAIRA—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas. Started June 1956.

LITORAL-CARACAS—YVXE, Vene Vision. Ch. 9. Translator ERP 18 kw. Repeats YVXA Caracas.

MARACAIBO—Radio Caracas Television. Ch. 2. Transmitter 6 kw, ERP 80 kw. Repeats YVKS-TV, Caracas. Started Dec. 1956.

MARACAIBO—YVXD, Vene Vision. Ch. 4. Transmitter 10 kw, ERP 35 kw. Started Dec. 1956.

MATURIN—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 1 kw. Repeats YVKS-TV, Caracas.

MERIDA—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 1 kw. Repeats YVKS-TV, Caracas.

(Continued on next page)

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

WASHINGTON, D.C.:	RCA Building	333-9270
CHICAGO:	333 N. Michigan Avenue,	346-6460
ATLANTA:	Mony Building,	873-5626
BEVERLY HILLS:	Bank of America Bldg.	274-8151

International TV Directory

VENEZUELA—(Continued)

ORIENTE (Barcelona, Pto. La Cruz, Margarita)—Radio Caracas Television. Ch. 3. Transmitter 6 kw, ERP 80 kw. Repeats YVKS-TV, Caracas.

PUERTO CABELLO—Radio Caracas Television. Ch. 10. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas.

SAN CRISTOBAL—Vene Vision, Ch. 9. Translator 300 watts, ERP 6 kw.

TACHIRA—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas.

EL TIGRE (Anzoategui)—Radio Caracas Television. Ch. 10. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas.

TRUJILLO—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 500 watts. Repeats YVKS-TV, Caracas.

VALENCIA—YULD-TV, Radio Valencia Television. Ch. 3. ERP 4 kw.

VALENCIA-MARACAY—Radio Caracas Television. Ch. 7. ERP 92 kw. Repeats YVKS-TV, Caracas. Started 1956.

VALENCIA (Picacho)—YVXB, Vene Vision, Ch. 9. Transmitter 5 kw, ERP 75 kw. Repeats YVXA Caracas.

VALENCIA (Picacho)—YVXO, Tele Trece Services. Ch. 13. Transmitter 2 kw.

Planned:

Seven transmitters for the west side of the country.

Yugoslavia

(CCIR 625-line standards)
Sets in use: 850,000

Jugoslovenska Radio-Televizija is the association of all Yugoslav radio & TV stations (listed below by regional organization), and is responsible for coordinating the joint programs of the stations. Address: Boriso Kidrica 70/I, Belgrade. Tel. 43-693; 43-677. Personnel: Dr. Ivko Pustisek, secretary general; Ivo Bojanic, president of administrative council; Nateja Matevski, president of television committee; Mrs. Olivera Vojvodic, secretary of foreign relations committee; Milan Milosavjevic, secretary, TV program committee; Mrs. Zlatija Nicolic, film buyer.

RADIO-TELEVISION BELGRADE (Serbia)

Radio-Television Belgrade (Public Corp., limited commercial), Hlendaraska 2, Belgrade. Tel. 20-122. Personnel: Zdravko Vukovic, director general; Dragoljub Ilic, director of television; Rodoljub Zizic, technical director. Originates local programs and has tape facilities. Started Aug. 23, 1953.

AVALA—Ch. E-6. ERP 100 kw. Started Aug. 1958.

CRNI VRH—Ch. E-11. ERP 35 kw.

CRVENI COT—Ch. E-10. ERP 100 kw. Started Oct. 1958.

GOLES—Ch. E-7. ERP 35 kw.

JASTREBAC—Ch. E-5. ERP 100 kw. Started Nov. 1959.

KOPAONIK—Ch. E-3. ERP 50 kw.

OVCAR—Ch. E-8. ERP 8 kw. Started 1965.

TUPIZNICA—Ch. E-10. ERP 35 kw.

RADIO-TELEVISION ZAGREB (Croatia)

Radio-Television Zagreb (Public Corp., limited commercial), 4 Rue Jurisiceva, Zagreb. Tel. 37-741. Personnel: Ivo Bojanic, director general; Tomislav Golubovic, director of television; Vojko Trs, technical director. Originates local programs and has tape facilities. Started May 1956.

CELEVAC—Ch. E-8. ERP 50 kw. Started 1965.

LABISTICA—Ch. E-4. ERP 15 kw. Started July 1963.

PSUNJ—Ch. E-4. ERP 100 kw.

SLJEME—Ch. E-9. ERP 100 kw. Started May 1956.

SRDJ—Ch. E-6. ERP 5 kw.

UCKA—Ch. E-11. ERP 100 kw.

RADIO-TELEVISION LJUBLJANA (Slovenia)

Radio-Television Ljubljana (Public Corp., limited commercial), 17 Rue Tavcarjeva, Ljubljana. Tel. 311-922. Personnel: Boris Mikos, director general; Dusan Fortic, director of television; Slavko Pernus, director of engineering. Originates local programs and has tape facilities. Started on experimental basis Oct. 11, 1958.

KRVAVEC—Ch. E-5. ERP 50 kw. Started Jan. 1957.

KUM—Ch. E-3. ERP 50 kw. Started Aug. 1960.

LJUBLJANA KRVAVEC—Ch. E-21. ERP 5 kw.

NANOS—Ch. E-6. ERP 35 kw. Started Aug. 1960.

PLESIVEC—Ch. E-6. ERP 35 kw.

POHORJE—Ch. E-11. ERP 10 kw. Started Nov. 1963.

RADIO-TELEVISION SARAJEVO (Bosnia & Herzegovina)

Radio-Television Sarajevo (Public Corp., limited commercial), 10 Rue Daniela Ozme, Sarajevo. Tel. 26-505. Personnel: Voja Savic, director general; Dragan Kecman, director of TV programs; Franjo Lastavec, technical director. Started July 1961.

HUM—Ch. E-8. ERP 10 kw. Started July 1963.

KOZARA—Ch. E-6. ERP 10 kw. Started April 1963.

VLASIC—Ch. E-11. ERP 100 kw. Started June 1964.

RADIO-TELEVISION SKOPJE (Macedonia)

Radio-Television Skopje (Public Corp., limited commercial), Dolno Nerezi, Skopje. Tel. 31-437. Personnel: Tozija Dragi, director general; Mateja Matevski, director of television; Kiro Petrovski, technical director. Started May 1961.

CRNI VRH—Ch. E-6. ERP 10 kw. Started May 1964.

MALIVLAI—Ch. E-9. ERP 3 kw.

PELISTER—Ch. E-4. ERP 1.5 kw.

TURTEL—Ch. E-11. ERP 2.5 kw.

RADIO-TELEVISION TITOGRAD (Montenegro)

Radio-Television Titograd (Public Corp., limited commercial), Titograd. Tel. 24-23. Personnel: Miladin Perovic, director; Ljubomir Kosovic, technical director. Started Nov. 1963.

BJELASNICA—Ch. E-12. ERP 16.8 kw. Started May 1963.

LOVCEN—Ch. E-8. ERP 67 kw. Started Jan. 1964.

Repeater stations: 129 in operation, nation wide; 40 planned.

Zambia

(CCIR 625-line standards)
Sets in use: 15,500

KITWE—Zambia Television Ltd. (Govt., commercial), P.O. Box 1100, Kitwe, Zambia. Tel. 350718, 2243/4. Ch. E-4. Transmitter 2.5 kw. ERP 40 kw (directional). Started Dec. 1961. Hours of operation: 17.00-23.50.

Personnel: G. J. Wykes, general manager; Peter Gilbert, sales manager; L. Rivers, production manager; Ray Waspe, chief engineer; C. McGahon, news editor.

Hours of operation: Daily, 5:30-11 p.m.

Represented in Zambia by International Television (Zambia) Ltd., Kent Ave. and Salsbury Drive, P.O. Box 1498, Kitwe. Tel. 2243. Represented in London by Richard Meyer Associates Ltd., 28 Margaret St. W.I. Tel. Museum 2617-8.

Rates: Maximum weekdays, spot 60 sec., 17; 45 sec., 14; 30 sec., 10; 15 sec., 6; Sunday, spot 60 sec., 18; 45 sec., 15; 30 sec., 10; 15 sec., 7 (Pound).

LUSAKA—Zambia Television Ltd., Simkins Road, Ridgeway, P.O. Box RW 126, Lusaka. Tel. 82526, 82607. Ch. E-3. Transmitter 500 watts, ERP 500 watts. Hours of operation: Daily, 6-10:30 p.m.

Planned: BROKEN HILL.

Principal Television Systems of the World

(Based on CCIR Report 308)

System	No. of lines	Ch. width (mc)	Visual band-width	Visual/Aural separation	Vestigial side-band	Visual Modulation	Aural Modulation	Description used in International Directory	Location of principal use
A	405	5	3	-3.5	0.75	Pos.	AM	British	United Kingdom
B	625	7	5	+5.5	0.75	Neg.	FM	CCIR	Western Europe
C	625	7	5	+5.5	0.75	Pos.	AM	CCIR	Belgium
D	625	8	6	+6.5	0.75	Neg.	FM	OIRT	Eastern Europe
E	819	14	10	±11.15	2	Pos.	AM	French	France
F	819	7	5	+5.5	0.75	Pos.	AM	French	Belgium
G	625	8	5	+5.5	0.75	Neg.	FM	CCIR	Western Europe
H	625	8	5	+5.5	1.25	Neg.	FM	CCIR	Western Europe
I	625	8	5.5	+6	1.25	Neg.	FM	CCIR	Western Europe
K	625	8	6	+6.5	0.75	Neg.	FM	CCIR	Western Europe
L	625	8	6	+6.5	1.25	Pos.	AM	CCIR	Western Europe
M	525	6	4.2	+4.5	0.75	Neg.	FM	525 line	Western Hemisphere, Far East

Armed Forces Television Stations

All stations are operated by the Military Departments under the jurisdiction of the Department of Defense. The Assistant Secretary of Defense (Manpower) provides policy guidance through his Directorate for Armed Forces Information & Education (AFIE), Washington, D.C. 20305. The Armed Forces Radio & Television Service (AFRTS) in Los Angeles under the jurisdiction of AFIE ships the bulk of the television programs to the stations. The U.S. commercial networks provide television programs to AFRTS.

U.S. and Possessions

- ADAK, ALASKA**—(Ch. 8) U.S. Naval Station, AFRT, Box 19, FPO, Seattle, Wash. (98791). Began July 1956.
- FT. GREELY, ALASKA**—(Ch. 8) AFRT, APO, Seattle, Wash. (98733). Began May 1956.
- GALENA, ALASKA**—(Ch. 8) Station Manager, Armed Forces TV, APO, Seattle, Wash. (98723). Began Dec. 1960.
- KING SALMON, ALASKA**—(Ch. 8) AFRT, 5071st AB Squadron, King Salmon Air Force Base, Alaska (99613). Began Dec. 1963.
- KODIAK, ALASKA**—(Ch. 8) AFRT, U.S. Naval Station, FPO, Seattle, Wash. (98790). Began May 1956.
- NORTHEAST CAPE, ALASKA**—(Ch. 11) 712th ACW Squadron, Northeast Cape Air Force Station, APO, Seattle, Wash. (98714). Began March 1962.
- SHEMYA, ALASKA**—(Closed circuit) Station Manager, AFRT, 5073rd Air Base Squadron, Shemya Air Force Station, APO Seattle, Wash. (98736). Began Nov. 1962.
- JOHNSTON ISLAND**—(Ch. 7) AFRT, JTG 8.6, APO San Francisco, Cal. (96305). Began May 1966.
- MIDWAY**—(Ch. 11) AFRT, U.S. Naval Station, Box 2, FPO San Francisco, Cal. (96614). Began March 1959.
- OKINAWA**—(Ch. 8) AFRT, 313th Air Division, Kadena Air Force Base, APO San Francisco, Cal. (96239). Began Dec. 1955.
- PANAMA CANAL ZONE**—(Ch. 8) Ft. Clayton, Southern Command Network, Box 919, APO New York, N.Y. (09826). Serves Pacific side of Isthmus. Began May 1956.
- PANAMA CANAL ZONE**—(Ch. 10) Ft. Davis, Southern Command Network, Box 919, APO New York, N.Y. (09826). Relay from Ft. Clayton, serves Atlantic side of Isthmus. Began May 1956.
- PUERTO RICO**—(Ch. 21) AFRT, Ramey Air Force Base, Box 265, 72nd Bombardment Wing, APO New York, N.Y. (09845). Began April 1957.
- PUERTO RICO**—(Ch. 8) AFRT, Roosevelt Roads Naval Station, Box 29, FPO New York, N.Y. (09551). Began Jan. 1961.

Outside the United States

- AZORES**—(Ch. 8) Lajes Field, Det. 700, 7122nd Support Squadron, APO New York, N.Y. (09406). Began Oct. 1954.
- CUBA**—(Ch. 8) Guantanamo Bay U.S. Naval Base, Box 22, FPO New York, N.Y. (09593). Began Nov. 1955.
- CANADA**—Labrador (Ch. 8) Goose Bay Air Base, 95th Strategic Wing, APO New York, N.Y. (09677). Began Nov. 1956.
- CANADA**—Labrador (closed circuit) Saglek Bay Air Force Base, AFRT, 924th ACW Squadron, APO New York, N.Y. (09439). Began Nov. 1966.
- CRETE**—(Ch. 8) Iraklion Air Base, Detachment 501, 7122nd Support Squadron, APO New York, N.Y. (09291). Began May 1960.
- ERITREA**—(Ch. 8) AFRT, Kagnew Station, APO New York, N.Y. (09843). Began Dec. 1955.
- GERMANY**—Berlin-Dahlem (Ch. 25) Detachment 1, 7122nd Support Squadron, APO New York, N.Y. (09611). Began Feb. 1967.

GERMANY—Berlin-Templehof (Ch. 12) Detachment 1, 7122nd Support Squadron, APO New York, N.Y. (09611). Relay of Dahlem. Began March 1967.

GERMANY—(Ch. 26) Ramstein Air Base, Detachment 100, 7122nd Support Squadron, APO New York, N.Y. (09012). Began April 1957.

GERMANY—(Ch. 22) Spangdahlem Air Base, Detachment 101, 7122nd Support Squadron, APO New York, N.Y. (09123). Began April 1957.

GERMANY—(Ch. 15) Wiesbaden Air Base, Detachment 100, 7122nd Support Squadron, APO New York, N.Y. (09012). Relay of Ramstein Air Base. Began Jan. 1967.

GREENLAND—(Ch. 13) Camp Tuto. Translator, repeats Ch. 8, Thule Air Base. Began Nov. 1964.

GREENLAND—(Ch. 8) AFRT, Sondrestrom Fjord Air Base, 4684th Base Group, APO New York, N.Y. (09121). Began April 1956.

GREENLAND—(Ch. 8) AFRT, Thule Air Base, 4683rd Air Base Group, APO New York, N.Y. (09023). Began May 1955.

ICELAND—(Ch. 8) AFRT, Keflavik Airport, U.S. Naval Station, FPO New York, N.Y. (09571). Began March 1955.

IRAN—(Ch. 8) AFRT, Teheran, ARMISH—MAAG, APO New York, N.Y. (09205). Began Dec. 1959.

JAPAN—(Ch. 73) AFRT, Chitose Air Base, Far East Network, APO San Francisco, Cal. (96281). Began Nov. 1962.

JAPAN—(Ch. 73) AFRT, Misawa Air Base, Far East Network, APO San Francisco, Cal. (96519). Began Dec. 1960.

JAPAN—(Closed circuit) AFRT, Wakkani Air Base, Far East Network, APO San Francisco, Cal. (96270). Began Feb. 1963.

KOREA—(Ch. 2) Seoul, American Forces Korean Network (AFKN), APO San Francisco, Cal. (96301). Began Sept. 1957. Relays at Hwaaksan (Ch. 12), began Oct. 1963; Kunsan (Ch. 2), began July 1963; Paju-Ri (Ch. 4), began Dec. 1957; Pusan (Ch. 2), began Oct. 1964; Taegu (Ch. 12), began Dec. 1963; Taejon (Ch. 12), began Oct. 1964.

LIBYA—(Ch. 8) Tripoli, Wheelus Field, Detachment 4, 7122nd Support Squadron, APO New York, N.Y. (09231). Began Dec. 1954.

PAKISTAN—(Closed circuit) Peshawar, Detachment 600, 7122nd Support Squadron, APO New York, N.Y. (09665). Began Oct. 1962.

PHILIPPINES—(Ch. 8) Luzon, Clark Air Base, American Forces Philippine Network, APO San Francisco, Cal. (96274). Began Nov. 1955.

TURKEY—(Closed circuit) Adana, Incirlik Air Base, TUSLOG Detachment 124, AFRT, APO New York, N.Y. (09289). Began Dec. 1963.

VIETNAM—(Ch. 11) Saigon, AFRT, MACV Office of Information, APO San Francisco, Cal. (96309). Began Feb. 1966 from airborne facilities; Sept. 1966 from ground transmitter.

VIETNAM—(Ch. 11) Qui Nhon, AFRT, Detachment 1, APO San Francisco, Cal. (96238). Began Sept. 1966.

VIETNAM—(Ch. 11) DaNang, AFRT, Detachment 2, APO San Francisco, Cal. (96337). Began Oct. 1966.

VIETNAM—(Ch. 11) Pleiku, AFRT, Detachment 3, APO San Francisco, Cal. (96318). Began Feb. 1967.



Full Color Coverage

All the color of the television, broadcast and electronics industries, at your fingertips every Monday morning . . . that's Television Digest with Consumer Electronics. Concise, up-to-the-minute, authoritative reporting, tailored to the needs of the busy broadcast and electronics executive. Subscribe today, and save hours each week on your business reading.

See page 803-b for details.

ARB'S 1966-67 TELEVISION AUDIENCE REPORTS

tell you more of what you need to know
about today's television audience

C-E-I-R
AVERAGE QUARTER HOUR ESTIMATES

TIME AND PROGRAM	STATION	METRO AREA		TOTAL SURVEY AREA, IN THOUSANDS (ADD 000)																
				HOMES		Total Adults 21+	WOMEN			HOUSEWIVES			MEN				TEENS	CHILDREN		
		RATING	SHARE	Total	% NON Same Coll.		Total	18-34	35-49	50+	Total	Under 50	Fam. 5+ Pers.	Total	18-34	35-49		50+	12-17	Total 2-11
5:00 PM EARLY SHOW	WCCZ	10	34	138.8	11	152.0*	87.1	26.6	31.8	28.7	74.1	47.1	15.1	74.7	18.9	34.1	21.7	31.1	49.2	15.1
COMEDY CLUBHOUSE	WENC	11	38	117.2	25	33.9	21.3	15.6	4.0	1.7	19.6	19.6	5.4	12.6	6.6	4.3	1.7	23.7	181.9	100.7
ADVENTURE ROAD	WHLI	7	24	114.6	32	167.2*	97.1	3.4	22.6	71.1	86.9	22.6		71.6	3.0	6.2	62.4	7.1	3.3	
TOTALS		29	24	370.6	22	353.1	205.5	45.6	58.4	101.5	180.6	89.3	20.5	158.9	28.5	44.6	85.8	61.9	234.4	115.2
5:15 PM EARLY SHOW	WCCZ	11	37	143.1	11	158.3*	90.6	27.6	34.3	28.7	76.7	49.7	16.2	77.5	20.0	35.8	21.7	31.1	49.2	15.1
COMEDY CLUBHOUSE	WENC	11	37	116.5	28	33.9	21.3	15.6	4.0	1.7	19.6	19.6	5.4	12.6	6.6	4.3	1.7	23.7	177.4	97.2
ADVENTURE ROAD	WHLI	8	27	121.2	32	182.0*	107.0	6.9	26.1	74.3	93.5	26.1		76.8	3.0	6.2	67.3	7.1	3.3	
TOTALS		30	27	400.8	23	374.2	218.9	40.5	64.4	106.7	189.8	95.4	21.6	166.9	29.6	46.3	90.7	61.9	229.9	112.2

THREE geographic reporting areas—**Metro Area, Total Area and the new Area of Dominant Influence (ADI),** an unduplicated television market definition based on specific and exclusive county groups where more people watch more hours on home market stations.

SEPT/OCT 1966
MONDAY

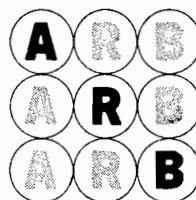
ADI RATINGS								%TOTAL VIEWING HOMES				STATION	
HOMES	WOMEN	HOUSEWIVES			MEN	TEENS	CHILDREN	ADI % of Total Homes	ADJACENT ADI'S				
		Tot.	Under 50	Fam. 5+ Pers.					#1	#2	#3		#4
11	6	6	5	4	5	6	5	93		2	2	4	WCCZ
10	1	2	2	2	1	4	20	98				2	WENC
9	7	7	3		5	1		98				2	WHLI
30	14	15	10	6	11	11	25	95				2	TOTAL
11	6	6	6	5	5	6	5	93		2	2	4	WCCZ
10	1	2	2	2	1	4	19	98				2	WENC
10	7	7	3		6	1		95				5	WHLI
31	14	15	10	7	12	11	24	95				3	TOTAL

Whatever your goals in spot television planning—selective target audiences, specific geographic areas, or both—the new ARB Television Market Reports tell you more of what you need to know to do an effective job.

Metro Area ratings and share information, homes and extensive demographic breakdowns of total audience reached, people ratings for

the new exclusive market ADI and audience spill-over into adjacent market areas are provided for every time period.

Whether you need reports from one or from all of the 225 U.S. television markets, ARB can supply you with the information you need. Your ARB representative will be glad to help you—contact him today.



AMERICAN RESEARCH BUREAU
SUBSIDIARY OF C-E-I-R INC.

Television Systems of the United Kingdom

BRITISH BROADCASTING CORP.—Broadcasting House, London W. 1. Telephone: Langham 4468. Television Centre, Wood Lane, London W. 12. Telephone: Shepherds Bush 8000. Operates 7 TV transmitters (locations, etc., page 962-b).

Board of Governors of BBC: Lord Normanbrook, chairman; Lord Fulton, vice chairman; Lady Baird, national governor for Scotland; Professor Glanmor Williams, national governor for Wales; Capt. Sir Richard Pim, national governor for Northern Ireland; G. E. Coke, Sir Ashley Clarke, Dame Anne Godwin.

Board of Management: Sir Hugh Greene, director general; Oliver Whitley, chief assistant to the director general; F. G. Gillard, director of sound broadcasting; Kenneth Adam, dir. of television; C. J. Curran, director of external broadcasting; F. C. McLean, director of engineering; J. H. Arkell, director of administration.

Engineering Direction: M. J. L. Pulling, deputy director of engineering; D. E. Weigall, asst. dir. of engineering; J. E. F. Voss, chief engineer, administration; D. E. Creasey, head of engineering establishment department; E. L. E. Pawley, chief engineer, external relations; L. W. Turner, head of engineering information dept.; J. A. Fitzgerald, head of engineering secretariat; H. Henderson, head of engineering training dept.; S. N. Watson, head of designs dept.; F. D. Bolt, head of transmitter service planning; D. R. Morse, head of studio planning & installation; D. E. Todd, head of transmitter planning & installation; G. G. Gourie, head of research dept.; E. C. Drewe, head of equipment dept.; R. A. Brown, head of building dept.

Television Executives: H. P. Wheldon, controller, programmes; I. M. Peacock, chief of programs, BBC-1; D. Attenborough, chief of programs, BBC-2; I. R. Atkins, controller, TV program services; Stuart G. Williams, controller of TV administration; D. G. Scuse, general manager, television enterprises; Mrs. J. R. Spicer, head of TV program planning; S. Newman, head of TV drama; T. Sloan, head of TV light entertainment; J. H. Mewett, head of TV films; H. M. Burton, head of TV music productions; Peter Dimmock, gen. mgr. outside TV broadcasts; Richard Levin, head of design TV; T. H. Bridgewater, chief engineer, TV; Miss D.

Stephens, editor, head of family programmes, TV; Richard Bright, TV publicity organizer; K. Fawdry, head of school broadcasting, TV; D. M. Taylor, editor, TV News.

BBC U.S. Offices: 630 Fifth Ave., New York, N.Y. Circle 7-0656. J. Aistrop, representative in the U.S.; R. F. Vigurs, senior engineer. G. Priestland, C. Wheeler, Washington correspondents, National Press Bldg., Executive 3-1465. A. H. Wigan, New York correspondent, Eldorado 5-4244.

INDEPENDENT TELEVISION AUTHORITY—70, Brompton Road, London S.W.3. Telephone: Knightsbridge 7011. Controlling body for independent TV system which transmits from stations owned and operated by the Authority. For location of stations, see page 868-b.

Governing body: Lord Hill of Luton, chairman; Sir Sidney Caine, dir. of the London School of Economics, deputy chairman; W. Macfarlane Gray; The Baroness Burton of Coventry (Lady Burton), consultant to John Waddington and Courtaulds; Mrs. Mary Adams; Sir Patrick (George) Hamilton, chairman of Expanded Metal Co. Ltd.; Professor Hugh Hunt, professor of drama, Manchester U.; David Gilliland; Professor Sir Owen Alfred Saunders, professor of Mechanical Engineering, University of London; Sir Vincent Tewson, retired gen. secy. of T.U.C.; Sir Ben Bowen Thomas, pres. of National Institute of Adult Education; Baroness Beatrice Plummer, J.P.

Permanent Staff: Sir Robert Fraser, dir.-gen.; B. C. Sendall, deputy dir.-gen. (programme services); A. W. Pragnell, deputy dir.-gen. (administrative services); B. C. L. Keelan, head of information; Howard Steele, chief engineer; W. A. C. Collingwood, secy.; A. S. Curbishley, head of finance; A. Graham, head of advertising control; F. H. Copplestone, head of programme services; Michael Hallett, publicity officer; Eric Croston, publications editor; A. M. Beresford-Cooke, head of planning & construction; R. C. Harman, head of operations & maintenance; Dr. Haldane, head of research.

ITA Commercial Program Contractors

A. B. C. TELEVISION LTD.—1 Hanover Sq., London W.1., Hyde Park 7222. Teddington studios: Broom Rd., Teddington, Middlesex, Teddington Lock 3252. Programs weekends over Midland area (Lichfield & Membury) & North England (Emley Moor & Winter Hill & Scarborough) outlets. **Regional & Sales offices:** Television House, 12 Mount St., Manchester 2, Deansgate 4597; City Centre House, 30 Union St., Birmingham 2, Midland 6083; Permanent House, The Headrow, Leeds 1, Leeds 22901. **Studios:** ABC Television Studios, Parris Wood Rd., Didsbury, Manchester 20, Didsbury 8181; Alpha Television Studios, Aston Cross, Birmingham 6, Aston 3091.

Directors: Sir Philip Warter, chairman; Robert Clark, deputy chairman; Howard Thomas, managing dir.; C. J. Latta (U.S.A.); D. J. Goodlatte; George A. Cooper; Bernard R. Greenhead; R. H. Norris; Brian Tesler.

Executives: C. J. Orr, company secy.; D. J. Conway, regional advertisement mgr.; David Southwood, chief of outside broadcasts; Lloyd Shirley, drama supervisor; Michael Redington, supervisor of features; Geoffrey Lugg, head of presentation; Barry Wynne, publicity mgr.; A. Kaup, head of promotions; T. W. Pace, mgr. Manchester studio; Antony John, program liaison officer; N. B. J. Smith, accountant; Mrs. L. E. Ashwell, schedules & corrections; Miss M. Spear, billings; Philip Jones, supervisor for light entertainment; Rev. Ian MacKenzie, religious adviser; D. Flach, research mgr.

ANGLIA TELEVISION LTD.—Brook House, Park Lane, London W.1., Hyde Park 8331. Anglia House, Norwich, Norfolk, Norwich 2366. **Northern sales office:** T.V. House, 10-12 Mount St., Manchester 2, Blackfriars 8575. Programs full time over East Anglia (Mendlesham, Sandy Heath & Belmont) outlet.

Directors: The Marquess Townshend of Raynham, chairman; Aubrey Buxton; Laurence Scott & John Woolf, exec. dirs.; Donald Albery; Sir Robert Bignold; W. O. Copeman; Glyn Daniel; Sir Peter Greenwell.

Executives: A. J. Gorard, company secy.; R. J. Flinnock, accountant; J. F. M. Roualle, personnel mgr.; Peter Holmans, planning controller; Dick Joice, head of local programs; John Jacobs, head of drama; Colin Willock, head of national history unit; Forbes Taylor, head of films; Ken Elphick, program planning executive; Jim Wilson, news editor; Philip Garner, features editor; Colin Ewing, farming editor; Miss J. Reissar, drama casting dir.; David Little, contracts officer; Alec Barnet, station engineer; Frank O'Shea, productions & operations mgr.; John Margetson, sales controller; Ron Wordley, deputy sales controller; Richard A. Crombie, local sales mgr. (Norwich); Cyril Bond, Northern sales exec. (Manchester); P. J. Brady, press & publicity officer.

ASSOCIATED TELEVISION LTD.—17 Great Cumberland Place, London, W.1. Ambassador 8040. ATV Elstree Studio Centre, Eldon Ave., Boreham Wood, Hertfordshire. Elstree 6100. ATV House, 150 Edmund St., Birmingham 3. Central 5191. Programs weekends over London (Croydon) outlet; weekdays over Midland area (Croydon & Membury) outlets.

Directors: Lord Renwick, chairman; Lew Grade, deputy chairman; Robin Gill, deputy managing dir.; Sir Eric Clayton; Jack F. Gill; Bill Ward.

Executives: Derek Williams, secy.; Ron Denny, production facilities controller; John Walton, head of personnel & staff relations; Anthony Lucas, legal adviser; Monty Lyon, casting dir.; Bernard Marsden, technical controller; Leonard Mathews, Midlands controller; John Monkhouse, chief accountant; Keith Rogers, operations controller; Guy Spencer, general sales manager-Midlands; David Stevens, chief press officer; Bill Ward, executive controller, Elstree; John Wardrop, gen. sales mgr.-London.

BORDER TELEVISION LTD.—Television Centre, Carlisle Cumberland, Carlisle 25101. **London office:** 14 Curzon St., London W.1., London Grosvenor 7541. Programs all week in Border area (Caldbeck, Selkirk & Richmond Hill) outlet.

Directors: John L. Burgess, chairman; James Bredin, managing dir.; Sir Michael Balcon; N. H. Leyland; G. L. S. Lightfoot; The Earl of Lonsdale; G. S. Marr; Sir John Muirhead; Major-Gen. J. Scott Elliott; J. I. M. Small; Colonel The Earl of Stair; W. S. Trimble; J. C. Wade; P. Francis; T. E. Brownsdon.

Executives: James Bredin, controller of programs; R. M. Graham, head of presentation; R. H. Watts, company secy.; B. Blyth, sales controller; D. Batey, production mgr.; H. J. C. Gower, chief engineer.

CHANNEL TELEVISION LTD.—The Television Centre, Rouge Bouillon, St. Helier, Jersey, Channel Islands, Jersey Central 23451; Albion House, Esplanade, St. Peter Port, Guernsey, Guernsey Central 3407. **London office:** 195 Knightsbridge, London S.W. 7, London Knightsbridge 3761. Programs in the Channel Islands all week (Fremont Point) outlet.

Directors: Senator W. H. Krichewski, chairman; E. H. Bodman, deputy chairman; C. Forbes Cockell; Counsellor E. D. Collas; Harold Fielding, G. L. G. Peek; W. N. Rumball; Advocate T. Cubitt Sowdon; Mrs. George Troy; Advocate K. Hooper Valpy; J. H. McDonald; P. L. Burgin.

Executives: K. A. Killip, managing dir.; R. J. Blundell, sales controller; Andrew McIntock, company secy.; F. B. Turner, operations mgr.; Brian Le Feuvre, head of news & features; P. Mottram Brown, local sales mgr.

For British TV Stations,

see page 962-b

GRAMPIAN TELEVISION LTD.—The Television Studios, Queen's Cross, Aberdeen. Aberdeen 53553. London Office: Nuffield House, 41 Piccadilly, London, W. 1. Regent 7090. Provides programs all week in N.E. Scotland (Durriss, Mouteagle, Rumster Forest, Angus) outlets.

Directors: Sir Alexander B. King, chmn.; Capt. Iain M. Tennant, deputy chmn.; The Dowager Viscountess Colville of Culross; The Lord Forbes; Rt. Hon. Thomas Johnston; John N. Milne; Edward O'Donnell; Neil Paterson; Maj. Michael Crichton Stuart; David L. Urquhart; Robert Wotherspoon; G. E. Ward Thomas, managing dir.

Executives: Alex Mair, company secy.; G. E. Ward Thomas, managing dir.; Alastair Beaton, publicity & promotions exec.; K. Bellini, program planning controller; H. C. Hemus, sales controller; James Allan, sr. Scottish sales exec.; J. Buchan, production controller.

GRANADA TELEVISION NETWORK LTD.—36 Golden Square, London W.1., London Regent 8080. Programs weekdays over Northern England (Emley Moor, Yorkshire, Scarborough & Winter Hill, Lancashire) outlets. Northern Region; Granada TV Centre, Manchester 3, Deansgate 7211.

Directors: Sidney L. Bernstein, chairman; Cecil G. Bernstein, joint managing dir.; J. A. Amey, joint managing dir.; Dennis Forman; Victor A. Peers; Joseph E. Warton.

Executives: P. M. Rennie, sales dir.; Fred Boud, gen. mgr. (Manchester); Norman Frisby, press & information dir.; Reg Hammans, dir. of engineering; Sir Gerald Barry, arts & education; exec. dirs. in programme committee: Tim Hewat, Philip Mackie, Derek Granger, Julian Amyes, Kenneth Brerley, secy.; Barrie Heads; David Plowright.

REDIFFUSION TELEVISION LTD.—Television House, Kingsway, London W.C. 2., Holborn 7888. Programs weekdays over London area (Croydon) outlet. Studios: Empire Way, Wembley, Middlesex, Wembley 8811; Norfolk House, Smallbrook Ringway, Birmingham 5, Midland 9151; Peter House, Oxford St., Manchester 1, Central 9867.

Directors: J. Spencer Wills, chairman; The Rt. Hon. Lord Tangley, deputy chairman; Paul Adorian, managing dir.; The Rt. Hon. Viscount Colville of Culross; John McMillan, gen. mgr.; Lord Windlesham; Guy Paine; Cyril Bennett; Sir R. Thompson; A. W. Crocock.

Executives: John Spencer Wills, chairman; The Rt. Hon. Lord Tangley, deputy chairman; Paul Adorian, managing dir.; The Rt. Hon. Viscount Colville of Culross, dir.; John McMillan, gen. mgr.; A. W. Crocock, secy.; J. T. Davey, chief accountant; John Blyton, head of administration; David Hughes, head of publicity; Capt. E. W. P. Northcott, asst. gen. mgr. (staff); Ray Dicks, programme production exec.; Cyril Francis, programme planning exec.; G. C. F. Whitaker, chief engineer; Elkan Allan, Guthrie Moir, Bundy Bregman, Stella Richman, Peter Wiles, exec. producers; Peter Golsworthy, gen. sales mgr.; Desmond North, asst. gen. sales mgr.; Michael Yates, head of design; Cmdr. R. N. Everett, head of programme services; E. Whitley, head of schools; E. C. Vast, head of engineering; Muriel Cole, head of casting; Neil Bramson, head of presentation; Iain MacDonald, head of promotion; Peter O'Farrell, mgr., Wembley studios; Norman Hoskins, press officer.

SCOTTISH TELEVISION LTD.—Theatre Royal, Hope Street, Glasgow, C.2., Douglas 9999. Programs full time over Central Scotland (Black Hill) outlet. London Office: Wingate House, 93, Shaftesbury Ave., London, W.1. Regent 6941. Midland Region Office: Spencer House, Digbeth, Birmingham 5. Midland 9303. Northern Region: Thomson House, Worthy Grove, Manchester 4. Blackfriars 7621.

Directors: Lord Thomson of Fleet, chairman; James M. Coltart, deputy chairman; William Brown, joint managing director; Charles N. McQueen; Iain M. Stewart; Dr. Samuel C. Curran; Sir William G. N. Walker; The Earl of Wemyss and March; Sir William McEwan Younger; Viscount Weir.

Chief Executives: I. L. Yates, operations controller; Don Kane, technical controller; L. J. M. Hynd, secy.; Rhoderick MacLeod, public relations mgr.; Colin S. Waters, labour relations & personnel officer; F. E. Morris, business mgr.; Hugh Henry, sales mgr. (London); Walter Hayward, sales mgr. (Scotland); Leslie Hatton, sales mgr. (Birmingham); S. A. Isbell, sales mgr. (Manchester); B. Finlayson, head of legal dept.; Francis Essex, program controller.

Executives: Liam Hood, producer light entertainment; David Johnstone, producer news & current affairs; Arthur Montford, sports editor; Geoffrey Rimmer, Ian Dalgleish, Brian Mahoney, Don Cumming, James Sutherland, Joe Boyer, Ted Williamson, Bryan Izzard, Clarke Taite, N. Light, program dirs.; Peter Whiteford, education officer; B. Finlayson, head of legal dept.; Peter Alexander, head of design; Campbell Lennie, head of scripts; George Keenan, musical dir.; Robert McPherson, head of educational, religious & children's programmes; Michael Trotter, head of program administration & sales.

SOUTHERN TELEVISION LTD.—Southern Television Centre, Northam, Southampton, Southampton 28582. Dover studios: Russell St., Dover 2200. London office: Glen House, Stag Place, Victoria, London S.W.1., London Victoria 4404. Sales offices: Midland sales office, 133 Edmund St., Birmingham 3; Northern sales office, Peter House, Oxford St., St. Peter's Square, Manchester 1. Programs full time over Central Southern (Chilerton Down, Isle of Wight) and South East England (Dover) outlets.

Directors: John H. Davis, chairman; The Rt. Hon. Lord Cornwallis of Linton; Graham Dowson; Hon. V. E. Harmsworth; B. G. Henry, sales dir.; Sir Robert Perkins; B. H. Thomson; D. B. Thomson; W. H. Thomson; Capt. H. Tupper; Sir David Webster; C. D. Wilson, managing dir.; K. Winckles; Asa Briggs; R. F. Hammond; E. M. Shields; Berkeley Smith.

Executives: A. F. Jackman, head of program planning; E. W. Jefferies, publicity mgr. (London); D. R. Baker, mgr. (Southampton); F. W. Letch, secy. & chief accountant; D. J. Whittle, chief engineer; J. Miell, gen. sales mgr. (London); S. Wade, head of outside bcsts.; R. Davidovitz, production mgr.; L. Watkins, press officer; M. Crawford, head of presentation; J. Dilly, head of design; P. Tucker, head of film; A. Salisbury, asst. gen. sales mgr. (London); C. Lewis, Northern sales mgr.; G. Castle-King, Midland sales mgr.; R. Seagrief, Southern area sales mgr.; John Braybon, Terry Yarwood, George Egan, Pat Phillips, Anthony Howard, Michael Mansfield, Angus Wright, Peter Tiffin, program dirs.; N. Potter, mgr. (Dover); M. Heaton, exec. asst. to sales dir. (London).

British ITA Contractors

T. W. W. LTD.—T.W.W. House, 207 Sloane St., London, S.W.1. Belgravia 7000. Cardiff Studios: Pontcanna studios, Cardiff 26633. Bristol Studios: T.W.W. TV Centre, Arnos Vale, Bath Road, Bristol, Bristol 7-0271. Programs full time over Wales & West of England (St. Hilary, Arfon, Moel-y-Parc & Presely) outlets.

Directors: The Rt. Hon. The Earl of Derby, chairman; Alfred Francis, vice-chmn.; Lt. Col. H. M. Lewellyn; Sir Alexander Maxwell; Sir Grismond Phillips, Eoin C. Mokie; Sir William Carr; Sir Ifan Ab Owen Edwards; The Rt. Hon. Lord Brecon; Percy Jones; Dr. Huw T. Edwards; A. G. Jeans; Sidney Gilliat; Herbert Agar (U.S.); M. Chapman-Walker; Tom R. Jones; John Baxter, managing dir.

Executives: Bryan Michie, program controller (London); Stanley Leach, sales dir. (London); Frank Brown, publicity dir. (London); P. I. Bartholomew, regional controller; T. Carpenter, operations controller (London); Wyn Roberts, Welsh controller; G. Bailes, secy. (London); M. McHatton, chief accountant (London); Ray Bradley, chief engineer; Trevor Davies, head of local sales.

TYNE TEES TELEVISION LTD.—The Television Centre, City Rd., Newcastle-on-Tyne 1, Newcastle 61-0181. London office: 1 Great Cumberland Place, London W.1., London Ambassador 3464. Programs full time over North East (Burnhope) outlet.

Directors: E. G. Fairburn, chairman; C. C. Darling, deputy chairman; J. A. Jelly, managing dir.; Col. E. G. Angus; George Black; R. H. Carr-Ellison; Laurence Cadbury; G. H. J. Days; E. J. R. Eaglesham; Peter S. Paine; Sir Richard A. Pease; D. A. Pease; Viscount Ridley.

Executives: Peter Paine, sales dir.; James R. Nurse, national sales mgr.; Arthur E. Clifford, programme controller; A. Sandford, asst. programme controller (planning); T. L. Barrett, asst. programme controller (production); D. G. Packham, chief engineer; J. P. Graham, business mgr.; Gordon S. Wood, secy.; Walter A. Williamson, personal asst. to managing dir. & information services; R. Maxwell Deas, head of religious bcsts.

ULSTER TELEVISION LTD.—Havelock House, Ormeau Road, Belfast 7, Belfast 28122; 19 Marylebone Rd., London N.W. 1, Hunter 5211. Programs full time over Northern Ireland (Black Mountain & Strabane) outlets.

Directors: The Rt. Hon. The Earl of Antrim, chairman; W. B. MacQuitty, deputy chairman; R. B. Henderson, managing dir.; The Rt. Hon. the Countess of Antrim; Betty E. Box; H. R. C. Catherwood; Capt. O. W. J. Henderson; J. P. Herdman; M. R. Hutcheson; B. S. Johnston; B. McGuckian; Major G. B. Mackean; Mrs. J. A. Mackie; J. L. MacQuitty; Prof. J. L. Montrose; E. M. R. O'Driscoll; C. C. Hutchinson.

Executives: R. B. Henderson, managing dir.; B. S. Johnston, secy. & dir.; M. R. Hutcheson, sales dir.; B. W. Lapworth, sales mgr. (Northern Ireland); A. Finigan, head of production; J. A. Creagh, head of press; F. A. Brady, chief engineer.

WESTWARD TELEVISION—Derry's Cross, Plymouth. Plymouth 69311. London Office: 4-7 Woodstock St., New Bond St., London, W.1. Hyde Park 8262. Bristol Office: Dominions House, 23-25 St. Augustine's Parade, The Centre, Bristol 1. Bristol 292240. Programs full time over South West England (Stockland Hill & Caradon Hill) outlets.

Directors: Peter Cadbury, chairman & managing dir.; Sir John Carew Pole, joint vice chairman; Sir George Hayter Hames, joint vice chairman; W. H. Cheevers, joint managing dir.; W. Brimacombe; George H. Lidstone; Emile Littler; Col. E. Palmer; Sir Clifford Tozer; The Earl of Lisburne.

Executives: F. E. Corbin, financial adviser; R. R. Miller, secy.; John Oxley, program controller; G. G. Affleck, chief accountant; R. Perry, personnel mgr., Plymouth; Colin Malam, press officer; P. I. Forde, news editor; David Dickinson, head of engineering; Michael Warren, programme co-ordinator; Harry Turner, sales mgr.; Henry Tracey, regional sales mgr., Plymouth; Brian Schofield, sales mgr., Bristol & Midlands; Colin Baily, exec. research asst.

INDEPENDENT TELEVISION NEWS LTD.—Television House, Kingsway, London, W.C.2. Phone Holborn 7690. Controlled by the 14 program companies.

Directors: James M. Coltart chairman (Scottish TV); Victor A. Peers, deputy chairman; Norman Collins; Geoffrey Cox, editor; Alfred Francis; Howard Thomas (ABC); R. B. Henderson; John McMillan.

Executives: William Hodgson, gen. mgr.; Maurice C. Chapman, secy.; David Nicholas, deputy editor; Donald Horobin, Stephen Wright, assistant editors; W. H. O. Sweeney, chief engineer; Hugh Whitcomb, editor, newsfilm service; Robert Hargreaves, foreign news editor; Norman Dickson, newsfilm sales executive; E. Dutton, Peter Cole, news organisers; John Lander, Cyril Manning, Derek Murray, senior sub-editors; John Cotter, film mgr.; Paul Capon, head of film; George Rottner, film technical mgr.; L. Gaeschlin, news information section; Peter Wilson, production mgr.; Oliver Lannig, asst. sales exec.; David Phillips, output editor.

INDEPENDENT TELEVISION COMPANIES ASSOCIATION LTD.—Kington House, 52 Mortimer St., London W.1. Mus. 6866. Trade association which acts on behalf of all program companies on certain matters of common interest.

For World TV Stations

and Sets

see page 967-b

HOWARD E. STARK

50 East 58th St., NEW YORK, N.Y. 10022
Telephone (212) Eldorado 5-0405

BROKERS

and

FINANCIAL CONSULTANTS

**For the Purchase and Sale of
TELEVISION STATIONS
RADIO STATIONS**

Major Transactions Consummated
in the Following Cities:

New York	Boston
Washington, D.C.	San Francisco
Atlanta-TV	Denver
Grand Rapids-TV	Birmingham-TV
Portland, Ore.-TV	Colorado Springs
Bridgeport	Cleveland-TV
Fairmont, W. Va.	Tulsa-TV
Flint, Mich.	Worcester, Mass.
Norfolk, Va.	Binghamton-TV
Williamsport Community-TV	Altoona-TV
	New Haven-TV
Fort Wayne-TV	Indianapolis-TV
Albuquerque-TV	Providence
Consolidated Broadcasting (6 Stations)	
San Diego-TV	Jacksonville
Fresno-Cal.-TV and AM	Seattle
Kansas City-TV & AM	Rochester-TV
	Huntington-TV

EVALUATIONS

CONSOLIDATIONS

National Confidential Service

Take Advantage of Television Digest's Services

*Use These Convenient
Order Cards* →

1

Additional Copies of Television Factbook

This basic reference for the broadcast and CATV industries contains maps showing the Grade A & B contours for every commercial station in the U.S., the sole publication with such maps.

In addition, the Factbook contains the most comprehensive and accurate directory of CATV facilities ever published, as well as more than 100 other directories, in its 1,600 pages. If you will return the adjoining card, we'll rush a copy to you immediately.

2

Television Digest's TV, CATV and Microwave Addenda Services

To keep completely abreast of all the developments in the broadcast and CATV industries, subscribe now to Television Digest's TV, CATV and Microwave Addenda Service.

In addition to the weekly Television Digest and the annual Television Factbook, you will also receive each week the CATV Addenda Service and the TV Addenda Service, which keep the Factbook up to date.

We'll also send you a handsome embossed binder for filing your copies.

**JUST COMPLETE AND RETURN
THE APPROPRIATE CARD—WE'LL DO THE REST**

Television Digest, Inc.

2025 Eye Street, N.W., Washington, D.C. 20006

RIKER IS

VIDEOMNIFEROUS



VID'-I-OM-NIF'-ĒRəS

The omnipotent ability to produce all varieties and forms of Video Terminal, Studio and Test Equipment for TV Broadcasting.

RIKER MAKES THEM ALL:

**VIDEO SWITCHING EQUIPMENT •
SYNC EQUIPMENT • DISTRIBUTION
EQUIPMENT • VIDEO PROCESSING
AMPLIFIERS • SPECIAL EFFECTS •
AUTOMATED PROGRAMMING SYS-
TEMS FOR SWITCHERS • VIDEO
TEST EQUIPMENT • VIDEOTAPE
DROPOUT COMPENSATORS**



**Riker Video Industries, Inc., 100 Parkway Drive So.,
Hauppauge, N.Y. 11787. Phone: 516-543-5200.**

Atlanta • Los Angeles • Detroit • Washington, D.C. • Dallas

... thinking always of tomorrow



If You Haven't Seen the Polychrome Camera, You're Missing the Finest Color in Television

*Not to mention the most advanced
live color camera on the market*

Here's why...

① Choice of pickup tubes. Some broadcasters prefer the four-Plumbicon* type camera. Others lean toward the IO-Vidicon tube complement. May even be that the best answer is still to be developed. Makes no difference with the Tarzian Polychrome camera. It accommodates any present or contemplated pickup tube. How's that for flexibility? And you avoid costly obsolescence, too.

② Color fidelity. Exceptional. Original optical design delivers superior color performance—limited only by the capability of existing pickup tubes. Separate luminance channel assures excellent color and monochrome results.

③ Design. Rugged magnesium housing trims size and weight down to what you'd expect to find only with monochrome equipment. Viewfinder is removable for added mobility and accessibility. Bold contemporary styling and textured door panels mark a fresh departure from old fashioned, bulky look.

④ Electronics. All camera and processing circuitry is fully transistorized with plug-in module construction throughout.

More? There's plenty. Like 10:1 zoom lens. Looks built-in, but detaches readily. Powered zoom, focus and remote iris for smooth control. The list is nearly endless.

Exciting? You bet it is. Why waste time. Call today—collect. We're anxious to fill you in on the details. Area Code is 812/332-7251. That's Sarkes Tarzian, Inc., Broadcast Equipment Division, Bloomington, Indiana.

* Reg. T. M. of N. V. Philips Co., Holland



Symbol of Excellence in Electronics