

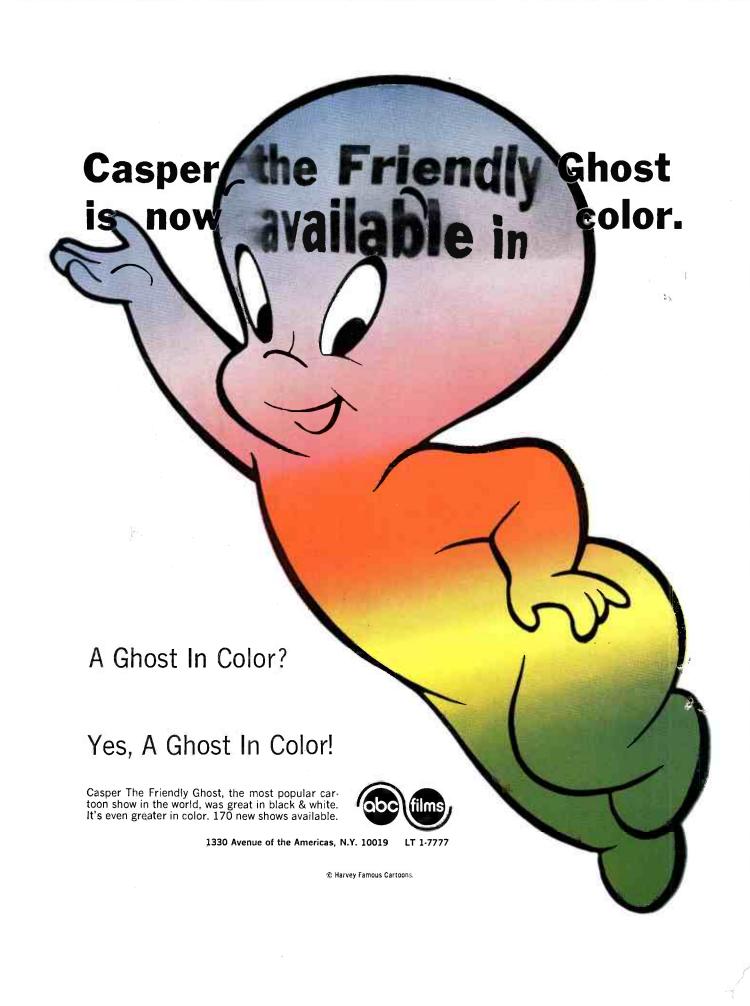
# TELEVISION

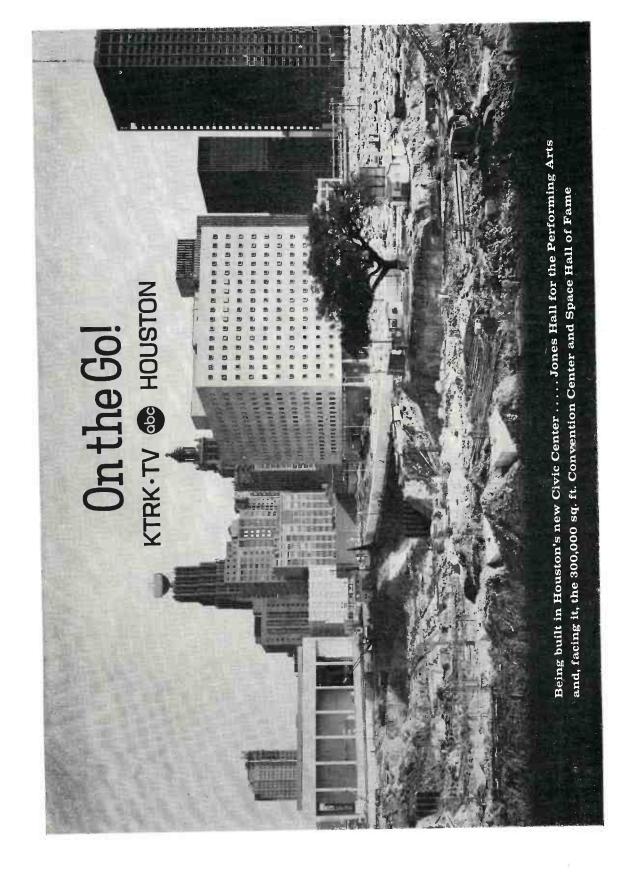
THE LITTLE REPORT
More than has ever
been known before
about how TV programs
come to the air

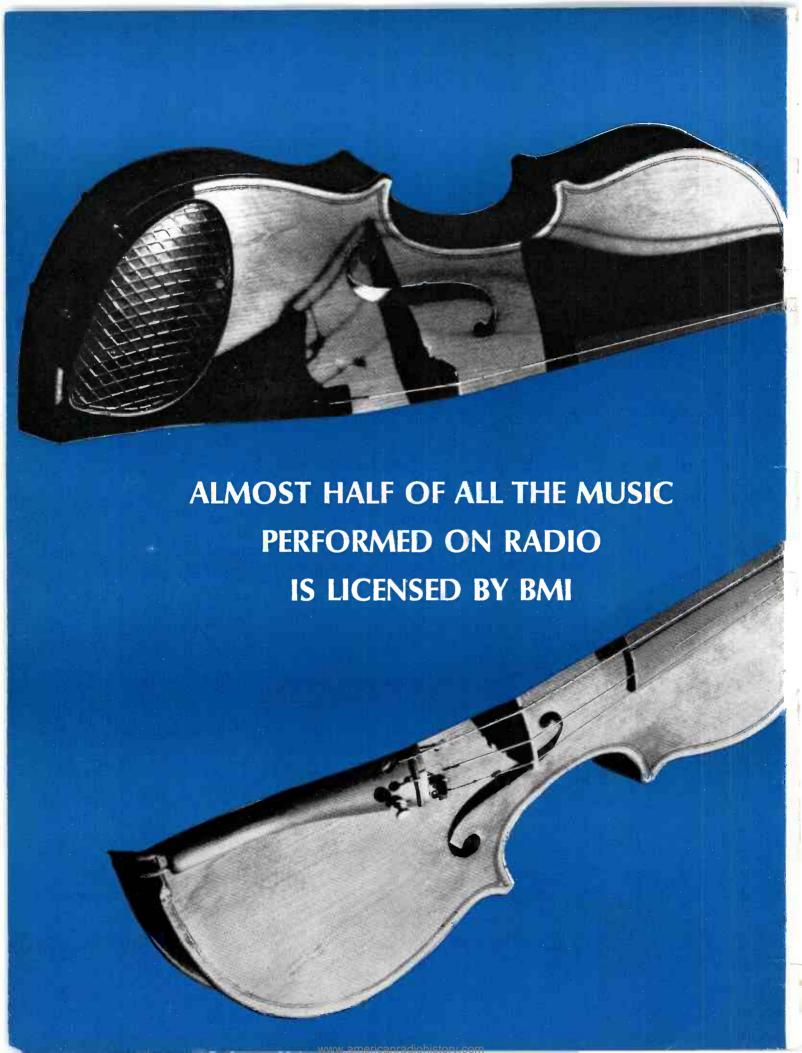
SHELL'S WONDERFUL TV WORLD How an ambitious client and a venturesome agency created a sports event and a commercial success NEW HORIZONS FOR TV FILM Producer Sheldon Leonard's personal account of how he burst the bonds of back-lot shooting

## THE INSIDE DIMENSIONS OF U.S.TELEVISION

TELEVISION MAGAZINE'S
1966 MARKETBOOK SUPPLEMENT:
THE NEW STATUS QUO
IN TV MARKETS









#### THIS PROUD RECORD OF ACHIEVEMENT

is a tribute to the ability of the writers and publishers affiliated with BMI to create the music the American public prefers.

In a little over a quarter-century BMI has developed an organization through which more than 10,000 writers and 7,000 publishers have chosen to license their music for public performance. And their number is increased every day.

As a result of the opportunity that BMI has continued to provide during the years since its birth there has been a continuing process of diversification, growth and democratization in American music. New talents have found an audience. New music has been able to gain a hearing. New vitality has been brought to traditional forms of music.

The result is today's many worlds of music to which both music users and the public have unlimited access, and from which they both draw in a manner without precedent in the history of American music.



ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE.

## TELEVISIO

| U.S. TELEVISION HOMES   |                        |   |                                  |   |              |
|---|------------------------|---|----------------------------------|---|--------------|
| U.S. TELEVISION HOMES   |                        |   |                                  |   |              |
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| THE TELEVISION MARKET   |                        |   |                                  |   |              |
| THE TELEVISION MARKET   | 'S                     |   |                                  |   | 57           |
| THE TELEVISION  | M M                    | ARKETBOOK: 190  | <b>66</b>                        |   |              |
| on his I Spy series. And it's his of<br>more in wanderlust. Leonard dis | oinion, a<br>cusses th | is told to Television, that the indu<br>he new portable equipment and imp | stry is<br>broved                | ng, Japan, Italy and Mexico for extending a good thing by not induly technology that makes overseas shoo                                | ging<br>ting |
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#### TELEVISION MAGAZINE

Published by Television Magazine Corporation, a subsidiary of Broadcasting Publications Incorporated

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Cover . Here's a view of the U. S. we'll wager our readers haven't seen often-from the inside out. It seemed the only appropriate way to depict what TELEVISION has done in the 1966 Marketbook Supplement which occupies a major share of this issue: to dissect the country, in television terms, and set down how things stand in TV markets.

EDITORIAL ....



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#### THE MONTH IN FOCUS

And now nostalgia; FCC says it's an order; ABC's minute rub; CBS's slipped disk

UNCLE Miltie's back and ABC's got him. For that matter, Imogene, Gary and Art are back. And so are Sylvester (Pat) Weaver and Hubbell (Hub) Robinson. And the Hollywood of the 30's and 40's is back with Ann (Oomph Girl) Sheridan and Jean ("Mr. Deeds Goes To Town") Arthur joining Barbara (Babs) Stanwyck, who's already made it on the shrunken screen. What with running into Fred MacMurray and all their old films (there'll be at least 10 hours of primetime features on network next season) everybody should feel thoroughly at home. Come fall, it'll be like slipping into a pair of well-worn, feather-andsequin-trimmed mules. The late Louella (Lollie) Parsons should be with us at this hour.

Milton Berle has been assigned the 8:30-9:30 Friday slot on ABC; the gamin Miss Coca will be in something called It's About Time with Joe E. Ross Sundays at 7:30 on CBS: Garry Moore's variety show also will be Sundays on CBS, from 9 to 10: Miss Arthur's vehicle is the comedy-drama Mother's Word Is Law on CBS Mondays at 10, and Miss Sheridan will star in Pistols 'n Petticoats on CBS Saturdays at 8:30. Weaver, a former board chairman of NBC, will be executive producer of The Garry Moore Show and Robinson, one-time executive VP of CBS-TV, will produce The Hawk (a New York detective thriller) and a group of specials on ABC.

One thing the '66-'67 season will not be is morbid. The doctor shows have folded their oxygen tents and silently stolen away. At one time you could have had your pick of at least two head-shrinkers (The 11th Hour and The Breaking Point), innumerable Florence Nightingales (The Nurses), and those stalwart practitioners Casey and Kildare. No more. If the public address system at Blair General Hospital calls for Dr. Kildare next fall it will call in vain.

Of course nothing is final at this date. Some announced shows are only decoys to deceive the competing networks and prevent them from counter-programing successfully. Other announced shows may prove hard to sell or somebody may have genuine second thoughts. And there will be continued juggling of time slots.

As of mid-March, both CBS and NBC said they had about 75% of their fall prime-time schedules sold. ABC wouldn't say. More than ever, new programs for the upcoming season were tested for audience appeal by exposing them to a gaggle of housewives before they were sold. This increasing reliance by network programers on audience research is beginning to raise questions in some quarters about the validity of these tests. The same kind of doubts are popping up that plagued that other numbers game, the ratings.

- The FCC did what it said it was going to do about community antenna television: It asserted jurisdiction over the1,200 systems that don't rely on microwaves. A year ago the commission took jurisdiction over the 400 that do. The FCC order followed the lines of the public announcement it made on CATV a month earlier (reported in this column in the March Television). The commission action set the stage for a hearing before Rep. Harley O. Staggers (D-W.Va.) and his full House Commerce Committee out of which may come new national policy for CATV regulation.
- Not everyone, so it proved, is all that enthusiastic about the extra commercial minute ABC inserted in Batman I and // to meet, the network said, higher program costs. Herbert B. Cahan, VP at wjz-tv Baltimore, resigned as chairman of ABC-TV's Affiliates Board, but retained his board membership, so that he could fight the commercial "escalation" unencumbered by the amenities of office. WIZ-TV is one of the Westinghouse group and that company opposes the added minute because, in the words of WBC chairman Donald McGannon, it could lead to an "erosion of the marketing and service appeal and effectiveness of television." The lear is that ABC will increase the commercial time on other nights of the week and the rival networks will follow suit. Station representatives also are concerned that the ABC move will take more advertiser dollars away from spot television.
- The fortunes of pay TV in California took a new, brighter turn in March—though a little late. The state supreme court voted 6 to 1 that proposition 15, the initiative measure that banned pay TV, is unconstitutional because it abridges freedom of speech and violates the guarantees of the 1st and 14th amendments.

Plaintiff in the case was Sylvester Weaver, head of Subscription Television Inc. After the court's ruling, the company said it hopes "ultimately" to resume operations, but it doesn't have the financial resources at the present to reactivate its cable network in Los Angeles and San Francisco. STI also said it would continue with its damage suit pending against the theater owners involved in the anti-pay TV campaign.

- A slipped disk, so to speak, pushed CBS stock up. The slip apparently occured in Italy, where the New York Times' Jack Gould found himself during a tour of European television systems. In a front page story in the Times, Gould wrote from Milan that CBS Laboratories was pretty far along in developing a metal disk that reproduces motion pictures through a TV set the way a long-playing record reproduces music through a phonograph. Gould said his informant actually had seen a demonstration of the disk in Stamford, Conn., where CBS Laboratories makes its home. CBS immediately-and repeatedly-denied the existence of such a disk, but the denial didn't prevent heavy buying of its stock on the exchange. CBS had more legitimate reason to make market news a few days later when it announced agreement to purchase the Creative Playthings toy company for \$13 million.
- ABC-TV has accepted resignations of Edgar J. Scherick, VP in charge of programing, and Douglas S. Crauner, VP of program development. Both plan to enter independent production. Thomas W. Moore, ABC-TV president, said Scherick advised management late last summer of his intention to leave but was asked to defer until entertainment program pilots for the '66-'67 season were completed. Leonard Goldberg, 32, will succeed Scherick. Goldberg joined ABC-TV in 1963 as manager of program development

#### Also in the month that was:

The Arthur D. Little research organization, under contract to the three networks, reported after study that the FCC proposal to curb network control of programing would make things less efficient and more expensive (see page 33).

Television Bureau of Advertising announced that TV network net time and program billings had risen 10% in 1965 over 1964. The biggest increases were registered in daytime TV, both weekday and weekend. The billings for '65 were \$1.26 billion, compared with \$1.14 billion in '64. Spot TV billings rose 6% in the same period, from \$1.01 billion to \$1.07 billion.

Madison Square Garden Corp. revealed plans for a Cinema Center in New York that would contain facilities for all types of TV and motion picture films. It would replace the 41-year-old sports arena.



TK-42 "BIG" TUBE COLOR CAMERA



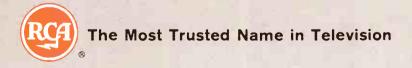
## Look for the "BIG" Black **Tube**

for sharpest color pictures!

You'll find the "big" black tube in the luminance channel of the RCA TK-42 Color Camera. No other live color camera has this advantage. The "big" tube is a 4½-inch image orthicon-same as in the deluxe TK-60 Monochrome camera. Because of a larger image, this tube adds greater sharpness to color pictures. It produces the detail for finest monochrome and full fidelity color.

This is the camera with all the wanted new features that contribute to the finest color reproduction ever offered: Superb, specular response to avoid reflected light "explosions." Highest sensitivity to the complete range of color . . . from vivid reds to coolest blues, assuring color fidelity. Self-correcting circuits permit operation for days without picture deterioration. Transistorization for top reliability. Modular design for highest performance and easy maintenance.

See the big, big difference in the TK-42 color system by RCA. See how the "big" black tube gives the selling touch to your color television pictures. Your RCA Broadcast Representative has full details. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.





See this great camera at the NAB . . . it's one of the RCA Matched Line.



Featuring the world's greatest golf pros.
Arnold Palmer, Gary Player, Dow Finsterwald
Sam Snead, Billy Casper, Böbby Nichols
and many other famed stars in hardfought, head-to-head play. This is the
original golf film series that perfected
production techniques which make
the game exciting to watch on TV.

## all-star **bowling**

#### 156 hour shows

The No. 1 championship bowling series in the TV world. Featuring all the top stars in the ten pin game—Don Carter, Dick Weber, Billy Welu, Buzz Fazio, Pat Patterson, Glen Allison, Carmen Salvino and many others in competition for substantial prizes. The ultimate in bowling skill, fascinating alike to bowlers and non-bowlers.

#### championship PAGMA

#### 26 half hours in color-first run

The only auto racing series available on TV. Includes the Indianapolis 500. Dixieland 500, U.S. Grand Prix, 500 Miglia Manza, British Grand Prix, finany others both here and abroad. Also Scottish six-day motorcycle races. Isle of Man races, and Bonneville Salt Flat races against time, as well as a film featuring the International Power Boat Race.



## championship bridge

#### 78 half hour shows

High level bridge as played by the world's top experts. Analyzed by Charles H. Goren-"Mr. Bridge"—foremost authority on the game. Among the competing experts are Oswald Jacoby, Helen Sobel, Easely Blackwood, B. Jay Becker, Sam Stayman, the famed Italian Blue Team, and many, other masters of the game.

#### Walter Schwimmer

## THE SPORTS

# A message of vital every UHF

Let's face it: You have to live with tough prime time network competition. You are engaged in a constant battle to win and hold a bigger share of the mass television audience. You need "the numbers". And you know success depends largely on the calibre of your *counter-programming*.

The most effective *counter-programming* strategy? A topnotch sports show! Proved time and again to be the best answer against prime-time situation comedies, mystery shows, Westerns, and variety shows. A good sports show is a potent counter punch against any and all competition. It comes up with a substantial audience that can be translated into spot sales.

Fine, you say, but that kind of a show is too costly for a UHF? No longer! Not when you can have...

#### "THE SPORTS PACKAGE"

Developed as a basic program foundation specifically for UHF's and independent "V's" by Walter Schwimmer, Inc. The organization that originated and produced Championship Bowling, All-Star Golf, The World Series of Golf, Championship Bridge, Let's Go To The Races, and other highly successful sports series.

Two years were spent in building it. Thousands of films, gathered from all over the world, were screened. Only the very finest were selected. Each had to measure up to the highest standard of production quality and viewer interest. This material plus selected shows originated by Walter Schwimmer, Inc. has been packaged into a series of...

#### 623 hour and half-hour programs many in color—many first run

Covering seven popular sports categories: bowling, golf, college football, bridge, auto racing, pocket billiards, and hunting and fishing.

Every show in the series features an exciting sports event. Expertly edited to project action, drama, suspense. A sure-fire thriller for the avid fan. **Presents** 

## **PACKAGE**"

# importance to and independent "V"

Here is the greatest, most comprehensive sports series ever created for television. Sufficient to provide a UHF or independent "V" with a solid basic program foundation for many years.

From the standpoint of technical excellence as well as audience appeal, "THE SPORTS PACKAGE" delivers top quality all the way. Back of it stands all the know-how and resources of a big, responsible, experienced organization, the recognized leader in the TV sports field.

## "THE SPORTS PACKAGE" is the key to the proper, realistic, and powerful COUNTER-PROGRAMMING needed to establish a meaningful and loyal viewing audience

TV sports fans are a knowledgeable, highly selective group. No ordinary show will lure them to your station in great numbers. It has to be something with a big name title and star cast of championship contestants which viewers and advertisers will identify as "big league". And it should have a teputation for excellence and results so that it will be sponsored by salesminded advertisers who recognize the prestige value of being associated with the very best in television.

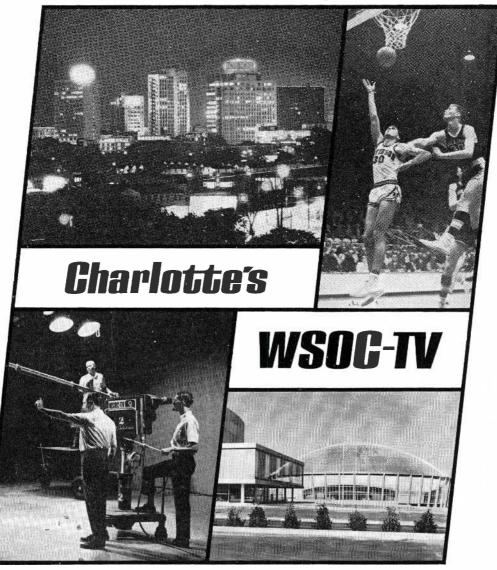
"THE SPORTS PACKAGE" provides these indispensable counter-programming elements. Add it to your program arsenal. It will certainly prove to be the best program investment you ever made.

#### WALTER SCHWIMMER, INC.

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HAVE YOU LOOKED AT CHARLOTTE LATELY? This largest city of the Carolinas is mushrooming, building, bustling with prosperity and production. Here is where advertisers tap the highest effective buying income per household in the Southeast. Retail sales tops in the Carolinas. With WSOC-TV you sell not only Charlotte, but its entire market. Nearly 3 million consumers live within the influence of this great area station. Ask us or H-R to give you a proposal. Let us show you how you can get more for your advertising dollar in North Carolina with Charlotte's WSOC-TV.

NBC/ABC -- Represented by H-R



DX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Allanta: WHIO AM-FM-TV, Dayton; WSDC AM-FM-TV, Charlotte; WIOD AM-FM; WIAmi; KTVD, San Francisco-Qakland; WIIC-TV, Pittsburgh

## FOCUS ON FINANCE

#### A tumble on Wall Street; a flurry of news at CBS

T was quite a tumbling act. The stock market had been falling since early February, caught in a frenzy of deep plunges and brief rallies. The Dow-Jones industrial average dropped almost 70 points; by March 15 it touched a 1966 low of 911.08. Prices went low because worries are high—the economic implications of the Vietnam war, the fear of higher taxes and more controls on the economy, the squeeze on credit and pressure on profit margins.

Almost everyone took a fall, and it was reflected throughout the TvM index. Only seven of the 70 listed issues showed a point gain between Feb. 15 and March 15, and the list was off an aggregate of 220 points. Seventeen stocks lost five points or more. And the high-flyers, the color TV glamour stocks, led the decline. Admiral was off 27 points. Motorola went down 143/4. National Video dipped

107/8.

It was a bad month, as CBS, for one, must have noted. On Monday, Feb. 28, The New York Times reported from Europe that CBS Laboratories had developed a metal disk that reproduces motion pictures through a TV set. CBS issued a rapid denial that such a device existed, but it didn't faze investors, who love nothing better than betting on new, broad-horizoned electronic gimmicks. (See "The Month in Focus," page 7.)

CBS's closing price on the 28th was 4514, up 23/8 on a volume of 104,300 shares, making it the eighth most active issue of the day, pretty good considering that no one had yet found out whether the CBS disk was a reality or a myth. (Well into March the case of the slipped

disk was still a mystery.)

On March 1, however, CBS had something official to announce—an agreement to purchase, for about \$13 million in swapped stock, Creative Playthings Inc., a supplier of kiddie educational toys and teaching aids. CBS's diversification program had turned another corner. But if two meaty financial breaks in two days were enough to spark a buying frenzy a few months ago (even if one was denied), in the current market it wasn't good enough. CBS fell 5% of a point on March 1, 1% more on March 2, carried down in a plunging market. CBS

#### THE TELEVISION MAGAZINE INDEX

to 70 television-associated stocks

| to 70 television-associated stocks   |  |   |  |  |  |
|--|--|---|--|--|--|
|  | Closing<br>Ex- March<br>hange 15   | Change<br>From<br>Feb. 15<br>Points (%)   | 1965-66<br>Highs-<br>Lows  | Approx.<br>Shares<br>Out   | Total<br>Market<br>Capital-<br>ization   |
| TELEVISION ABC CBS Capital Cities Cox Broadcasting Gross Telecasting Metromedia Reeves Broadcasting Scripps-Howard Subscription TV Taft Wometco Total CATV   | N 733/8<br>N 427/8<br>N 313/4<br>O 30<br>N 49/2<br>O 29/2<br>O 37/8<br>N 277/8<br>N 26                 | $\begin{array}{cccccccccccccccccccccccccccccccccccc$  | 80-48<br>48-33<br>35-15<br>43-21<br>33-27<br>53-30<br>8-4<br>35-21<br>7-1<br>36-18<br>33-27  | 4,636,000<br>20,464,000<br>2,746,000<br>2,655,000<br>400,000<br>2,094,000<br>1,480,000<br>2,589,000<br>3,029,000<br>3,295,000<br>2,224,000<br>45,612,000   | \$340,200,000<br>877,400,000<br>86,200,000<br>94,900,000<br>12,000,000<br>13,700,000<br>8,700,000<br>76,400,000<br>11,700,000<br>91,800,000<br>57,800,000<br>\$1,760,800,000   |
| Ameco Entron Inc. H&B American Jerrold Corp. Teleprompter Viking Industries Total  | A 243/8<br>O 101/4<br>N 65/8<br>O 221/4<br>A 141/4<br>O 14   | $ \begin{array}{rrrr}  & -7\frac{1}{4}(-23) \\  & -\frac{1}{2}(-5) \\  & +\frac{3}{4}(+13) \\  & -1\frac{3}{8}(-6) \\  & -4\frac{3}{8}(-23) \\  & -\frac{7}{8}(-6) \end{array} $  | 38-16<br>11 4<br>7 3<br>24 4<br>27 7<br>16 3   | 1,200,000<br>617,000<br>2,583,000<br>2,131,000<br>891,000<br>840,000<br>8,262,000  | \$29,300,000<br>6,300,000<br>17,100,000<br>47,400,000<br>12,700,000<br>11,800,000<br>\$124,600,000   |
| Avco<br>Bartell Media Corp.  | N 24<br>A 61/8   | MAJOR INTER<br>- 3½(-12)<br>- ½(-4)   | 29-19<br>7- 4  | 13,705,000<br>1,841,000  | \$328,900,000<br>12,700,000  |
| Boston Herald-<br>Traveler<br>Chris-Craft  | O 54<br>N 23   | $-\frac{1}{2}(-1)$ $-3\frac{1}{4}(-12)$   | 58-36<br>29-12   | 540,000<br>1,583,000   | 29,200,000<br>36,400,000   |
| Cowles Communica-<br>tions General Tire Meredith Publishing Natco Broadcasting   | $\begin{array}{ccc} O & 17 \\ N & 29\frac{7}{8} \\ N & 28\frac{3}{8} \end{array}$                      | $\begin{array}{rrrr} - & 2\frac{1}{4}(-12) \\ - & 2 & (-6) \\ - & 5 & (-15) \end{array}$  | 21-11<br>35-19<br>38-18  | 2,944,000<br>16,719,000<br>2,662,000   | 50,000,000<br>499,500,000<br>75,500,000  |
| Inc. The Outlet Co. Rollins Inc. Rust Craft Greeting Storer Time Inc. Total  | N 133/8<br>N 17<br>A 331/4<br>O 253/4<br>N 371/8<br>N 923/4  | $\begin{array}{c} - \frac{5}{8}(-4) \\ - \frac{1}{3}(-7) \\ - \frac{4}{2}(-12) \\ - \frac{4}{(-13)} \\ - \frac{4}{3}(-11) \\ - \frac{10}{3}(-10) \end{array}$   | 15- 8<br>22-13<br>52-25<br>30-11<br>49-39<br>106-58  | 706,000-<br>1,017,000<br>3,087,000<br>727,000<br>4,103,000<br>6,560,000<br>56,194,000  | 9,400,000<br>17,300,000<br>102,600,000<br>18,700,000<br>155,400,000<br>608,400,000<br>\$1,944,000,000  |
| PROGRAMING Columbia Pictures Desilu Disney Filmways Four Star TV MCA Inc. Medallion Pictures MGM Inc. Paramount Screen Gems Seven Arts Trans-Lux 20th Century-Fox United Artists Walter Reade-Sterling Warner Bros. Pictures Wrather Corp. Total         |  | $\begin{array}{c} -4\frac{1}{2}(-16) \\ +\frac{3}{8}(+4) \\ -7\frac{3}{8}(-12) \\ -3\frac{1}{2}(-16) \\ -(-) \\ -4\frac{3}{8}(-7) \\ -4\frac{3}{2}(+8) \\ -5\frac{7}{8}(-8) \\ -2\frac{1}{2}(-10) \\ -2\frac{1}{2}(-11) \\ -\frac{1}{4}(-2) \\ -5\frac{3}{8}(-14) \\ -\frac{1}{8}(-5) \\ -\frac{1}{2}(-11) \end{array}$ | 30-20<br>11- 7<br>62-43<br>22-11<br>8- 4<br>62-35<br>12- 5<br>52-33<br>78-49<br>29-14<br>25- 9<br>13-10<br>39-23<br>63-35<br>2- 1<br>21-13<br>7- 3 | 1,914,000<br>1,146,000<br>1,936,000<br>669,000<br>666,000<br>4,707,000<br>2,507,000<br>1,591,000<br>3,974,000<br>2,472,000<br>718,000<br>2,886,000<br>2,085,000<br>1,583,000<br>4,878,000<br>1,753,000<br>36,117,000 | \$45,900,000<br>11,300,000<br>101,600,000<br>12,200,000<br>2,800,000<br>261,800,000<br>3,500,000<br>121,000,000<br>110,800,000<br>91,900,000<br>7,700,000<br>93,100,000<br>109,200,000<br>3,600,000<br>73,800,000<br>72,200,000<br>\$1,109,300,000 |
| John Blair<br>C-E-I-R<br>Comsat<br>Doyle Dane Bernbach   | $\begin{array}{ccc} O & 25\frac{1}{4} \\ O & 12\frac{1}{2} \\ N & 37\frac{5}{8} \\ O & 57 \end{array}$ | $\begin{array}{r} + \ 3\frac{5}{8}(+17) \\ - \ 2\frac{1}{8}(-15) \\ - \ 1\frac{1}{2}(-4) \\ - \ 8 \ (-12) \end{array}$  | 26-20<br>15- 7<br>67-36<br>65-27   | 1,067,000<br>1,555,000<br>10,000,000<br>997,000  | \$26,900,000<br>19,400,000<br>376,300,000<br>56,800,000  |
| Foote, Cone &<br>Belding<br>General Artists<br>Grey Advertising<br>MPO Videotronics<br>Movielab Inc.<br>Nielsen<br>Papert, Koenig, Lois<br>Total   | N 1614<br>O 41/2<br>O 251/2<br>A 131/4<br>A 91/2<br>O 261/2<br>A 11                                    | $\begin{array}{cccc} -1\frac{1}{2}(-8) \\ -\frac{1}{4}(-5) \\ +1\frac{1}{2}(+6) \\ -\frac{3}{8}(-21) \\ -\frac{(-)}{3}(-3) \\ -1 & (-8) \end{array}$  | 20-14<br>6-3<br>26-16<br>18-7<br>13-5<br>28-20<br>14-8   | 2,146,000<br>600,000<br>1,231,000<br>469,000<br>908,000<br>5,130,000<br>791,000<br>24,894,000  | 34,900,000<br>2,700,000<br>31,400,000<br>6,200,000<br>8,600,000<br>135,900,000<br>8,700,000<br>\$707,800,000   |
| MANUFACTURING Admiral Corp. Ampex Corp. Emerson Radio General Electric Magnavox 3M Motorola Inc. National Video RCA Reeves Industries Westinghouse Zenith Radio Total Grand Total N-New York Stock Exchange A-American Stock Exchange O-Over The Counter | N 91½<br>N 21¼<br>N 28½<br>N 107%<br>N 92<br>N 65½<br>N 178¾<br>A 74¼<br>A 3½<br>N 59¾<br>N 138        | $\begin{array}{c} -27 & (-23) \\ -3 \frac{3}{8}(-14) \\ -6 & (-17) \\ -4 \frac{1}{8}(-4) \\ -6 \frac{5}{8}(-4) \\ -2 \frac{3}{8}(-4) \\ -14 \frac{3}{4}(-8) \\ -10 \frac{7}{4}(-13) \\ -3 \frac{1}{8}(-6) \\ +\frac{1}{18}(+4) \\ -6 \frac{7}{8}(-10) \\ -8 \frac{1}{4}(-6) \\ \end{array}$                             | 125-16<br>29-13<br>35-10<br>120-91<br>113-31<br>72-54<br>199-63<br>94- 8<br>56-31<br>4- 2<br>67-41<br>156-63                                       | 2,501,000<br>9,343,000<br>2,247,000<br>91,068,000<br>7,675,000<br>53,386,000<br>2,757,000<br>58,486,000<br>3,327,000<br>36,686,000<br>9,354,000<br>282,895,000<br>453,974,000<br>ed by Roth,                         | \$228,800,000<br>198,500,000<br>64,000,000<br>9,824,000,000<br>706,100,000<br>3,476,100,000<br>10,81,100,000<br>204,700,000<br>2,873,100,000<br>11,600,000<br>2,192,000,000<br>\$22,150,900,000<br>\$27,797,400,000<br>Gerard & Co.                |

was off  $4^{\circ}_{0}$  on the month, not bad compared to most.

Favorable news last month for Subscription Television Inc. didn't exactly light any fires under that stock either. The California Supreme Court, by a 6-l vote, overturned an initiative amendment to the state constitution that banned pay TV in the state. STI now has a green light to resume operations, but its enforced 16-month layoff has hurt.

STI, headed by former NBC president Sylvester L. (Pat) Weaver, said that it hoped ultimately to resume operations, but that at the present time it did not have the resources to reactivate its cable network in Los Angeles and San Francisco. STI is continuing a costly damage suit against California theater owners it says engaged in "unlawful activities" against the pay operation. The stock closed March 15 at 37/8, down 5/8 for the month.

One news note last month indicates that if STI starts up California operations again, it may have competition. Kaiser Broadcasting Corp. announced that it had signed an option agreement with Zenith for the Los Angeles franchise for Zenith's Phonevision over-theair subscription TV system. The system would work on Kaiser's Corona UHF station, KMTW, which is now under construction.

Capital Cities Broadcasting didn't go for much of a market sail either on what might have been, in better times, a hot transaction. The group owner announced that it had completed negotiations to buy KPOL-AM-FM Los Angeles for a reported \$7.8 million. The major market buy didn't reflect in Cap Cities stock. It remained relatively unchanged at 31%.

ABC, nosing off 61/8 points from its Feb. 15 high of 791/2 on its coming marriage to 1TT, didn't do anything to frighten the groom. The release of ABC's 1965 earnings figures showed revenue up 13% to \$476,465,000, net income up a whopping 43% to \$15,721,000.

Every one of the index's 13 diversified group broadcasters ("Television with other major interests") took a price slide, as did all but one of the eleven "Television" issues, but the earnings'

reports were still coming out in clover.

Storer Broadcasting, which added its ninth CATV system last month (Carlsbad, N.M. Cablevision), reported 1965 revenues of \$46.5 million, up 6.2%, and net income of nearly \$9.6 million.

Rollins Inc. broke out nine-month figures, ending January 31, 1966, which showed revenues, earnings and cash flow widely exceeding its entire last fiscal year. Revenues were up 97% to \$53.1 million. Net earnings increased 159% to over \$3.1 million, and cash flow increased 86%, to \$8.5 million.

Doyle Dane Bernbach, after months of riding higher on its new business bonanza, got caught in the market sell-off. The stock was the heaviest loser in the "Service" category, down 8 points, 12%. Only John Blair (see following "Focus") and Grey Advertising were gainers.

Foote, Cone & Belding, in a preliminary 1965 financial statement, reported gross billings of \$228 million, net income of better than \$2.7 million.

(Readers will find a new entry on the February-March index, a notation of the exchange each issue is traded on.) END

#### FOCUS ON

#### JOHN BLAIR & CO.

A TELEVISION ANALYSIS

OHN BLAIR & Co. says it believes it's the largest independent national sales representative for television and radio stations in the U.S. in terms of gross revenues. Since last December it has had unqualified claim to another distinction. It's the only company of its kind that has sold its stock to the public.

The Blair offering made no big splash in consumer financial pages though it held significance aplenty for the broadcasting industry. For a start, it meant the chance to have a close look at the books of a major broadcasting representative. To the new owners of John Blair & Co. it has meant an appreciation in the value of their shares from \$22.50 on the offering date, Dec. 9, to \$26.25 in mid-March, a 17% gain during the first three months of their investment. For John Blair himself it meant an opportunity to withdraw from voting control of the company he had founded 33 years earlier, while getting a fair market value for the stock he would relinquish.

Blair's step to public ownership is significant for other reasons. In a sense it marks a crossroad in the history of the television and radio representation business.

John Blair & Co., a rep pioneer that has enjoyed the prevailing winds of spot television's boom years while weathering the tempests of client station defections to station group operated representation arrangements, now appears to issue an affirmation of faith in its own future. But the counter influences of spot TV wealth and station defections combine to give Blair a relatively flat profit line from 1960 to 1964. Net carnings during



**BLAIR'S FRANK MARTIN** 

this period went from \$1.71 million to \$1.87 million and during the same stretch there were two years—1961 and 1963—when earnings showed slight declines.

Blair took its lumps along with the rest of the independent rep organizations as many of the big group owners decided to take their national sales chores into their own hands. Company president Frank Martin, with no rancor but some rue in his voice, says "it certainly wasn't a pleasant influence on our growth." Over a four-year period Blair's television division lost representation of two Metromedia properties, one Westinghouse outlet, four ABC owned stations and one Storer Broadcasting station.

Even though its overall market strength was declining (it was adding some new stations to its list), the company's spot sales record was holding up a relatively level earnings line. Now the company feels there's much less danger of stations going the house-rep route, according to president Martin. But the danger is still whispered. From time to time rumors fly to the effect that two of Blair's biggest group operating customers are considering establishment of their own sales arms.

Among the groups with television stations repped by Blair are Capital Cities Broadcasting, Triangle Stations, Scripps-Howard Broadcasting and King Broadcasting.

The company now handles a total of 58 television and 48 radio stations. Within its TV list are four stations in the top 10 markets, 10 in the top 25 markets and 20 in the top 40 markets.

Where will new growth come from for the independent sales reps? Blair

Let's talk about
the supply of motion pictures.
Let's talk about
producing and co-producing.
Let's talk about color.
Let's talk about
features and series and cartoons
and daytime game shows.
Let's talk about merchandising.
Let's talk about
the programming you need.

#### Let's talk about it at the NAB.

Drop in and enjoy our **HOSPITALITY**—**EMBASSY STYLE** and talk over these plans with us.

Chicago Room. Sheraton Blackstone Hotel.

Cv Kanlan / Vice President for Television Sales

JUSEPH LEVINE

DASSY

PICTURES CORP. TELEVISION
1901 AVE OF THE AMERICAS N. V. N. V. 10020 PHONE (21) 98-6158

#### FINANCE continued

thinks there's enough potential in national spot business alone, assuming a static station lineup, to keep investors interested in the company's stock. "If we didn't think so, we wouldn't be public." says Joseph Rose Jr., Blair vice president and controller.

One growth factor the whole television sales industry is counting on—Blair included—is the impact of color television. The promise, or expectation, is that color will woo a whole new set of advertisers to the medium, broaden the television advertising base in every market, and eventually help to support new stations. Color would be a filip hastening the natural process of population and market growth.

It's noteworthy that at this point Blair represents only four UHF stations and that three of these are in all-U markets. Both Martin and Rose see UHF as fertile area for national representation in the not too distant future. The rep firm also sees other growth opportunities. Noting again that Blair has 20 stations in the top 40 markets, it's obvious enough that there are 20 other markets in the top 40 list open to Blair exploitation.

The company's prospectus yields interesting information about its current income sources. During 1964 70% of revenues came from television stations and about 30% from radio. Over the same year Blair's five largest clients (group station operators taken as single entities) accounted for approximately 42% of TV-radio commissions. But no single client accounted for more than 12% of the rep's revenues.

The prospectus notes that Blair's initial contracts with stations generally run from one to five years, that renewal contracts vary in length and may run for one or two years or indefinite periods. At the time of the public offering about one quarter of Blair's radio and TV contracts were written on such indefinite-term bases.

Blair has about the same number of television and radio stations as it did six years ago and its commission rate on their sales has held comparatively steady at approximately 11.4%.

Only 35% of Blair's equity is now being traded in public. This 35% represented stock held by John Blair and his brother Blake, a total of 345,000 shares. Thus none of the proceeds from the sales accrued to the company. Although he no longer holds voting control of the company, John Blair is still its largest single stockholder with over a 10% interest in the company.

In a letter to his client stations last November, Blair explained the public move as the best means of accomplishing an orderly transfer of control of the company. It was at that time that he gave up his position as chief executive officer to Martin while maintaining his position as chairman of the board and of the executive committee.

Lest fears should arise about the health and stability of the organization, he continued, "You'll be glad to know that our employes will continue to maintain their present stock ownership. . . ." It could also be noted that 65% of Blair stock is still held by company employes, much of which they are restricted from selling at current market values for from one to seven years.

An alternative to the public offering of shares would have been company purchase of Blair's controlling interest. The company escaped the burden of interest on loans that would have been necessary had that approach been taken. At the \$22.50 offering price the sale of 345,000 shares was worth over \$7.7 million.

Just how profitable representing stations can be is spelled out clearly in the salaries, profit sharing benefits and stock option data disclosed when the company went public. During 1964 the 10 directors and executive officers as a group had an aggregate remuneration of \$418,691. In that year John Blair's salary was

\$87,500; Arthur H. McCoy, then president and a director, made \$84,872 (McCoy resigned early in 1965 having accrued \$166,932 under profit sharing and taking with him an additional \$789,905 made from the sale of 102,900 shares of Blair stock back to the company); David Lundy, executive vice president, made \$70,357, and Martin, then a vice president, had a salary of \$61,197. Amounts accrued through profit sharing for the same individuals up to that time were \$677,831 for Blair, \$170,274 for Martin and \$58,867 for Lundy.

Management attaches considerable importance to the "incentive-oriented" plan under which its salesmen work. Approximately 80% of each salesman's take-home pay comes from commissions on his sales. And profit sharing and pension plans also reflect the sales success of the individual since they in turn are meted out in proportion to his compensation. Over 90% of Blair salesmen now own company stock. The company has 83 fulltime salesmen, 53 of them selting television and 30 representing radio stations.

Blair & Co.'s four outside investments would have to be considered as closely aligned with its own business rather than diversification moves. It has invested \$7.1 million in the new Blair Building in Chicago with 11 stories and 165,000 square feet of renting space. The building houses Blair's Chicago staff and is now fully occupied. The company owns 9.25% of the Boston Herald Traveler Corp., whose WHDH-AM-TV Boston it represents. It has 2,000 common shares of Meredith Publishing Co., whose wow-AM-TV it represents. It also holds 10% of the outstanding common and 38% of the outstanding cumulative preferred stock of Central Media Bureau (CMB), which is involved in the preparation of computer applications for the advertising agency business.

The \$225,000 investment in CMB is possibly an investment in Blair's own future. CMB is currently developing a data processing system for the Blair organization. It's hoped, though not guaranteed, that an "on line real time system" can be worked out for the rep organization which could feed and collect sales and availability information for each of its stations on a continuous basis. President Martin says no station is going to be used as a guinea pig in this effort and that when a pilot system is prepared it'll be used in tandem with current pro-

Blair recently issued its first annual report to the public showing a healthy year in 1965. Gross revenues were at a record \$10,410,629 compared to \$9,347,-140 in the previous year and earnings reached \$2,315,677 or \$2.17 per share, a gain of 23.6%.

The company's first annual meeting will be held in Chicago April 12. END

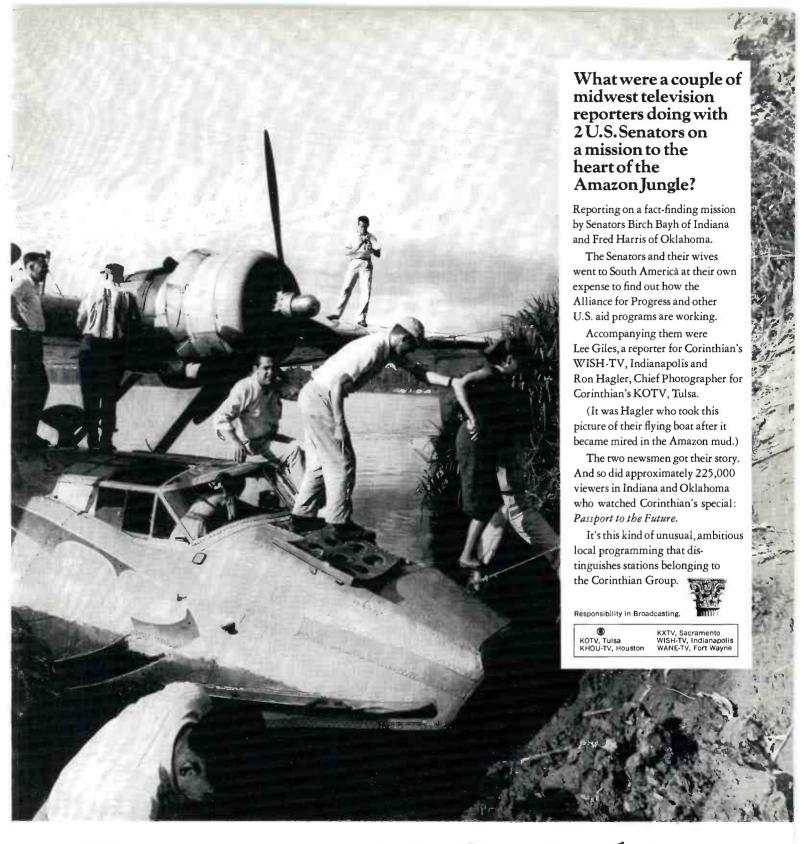


## MALARKEY, TAYLOR and ASSOCIATES CATV

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## You can see it's Corinthian.

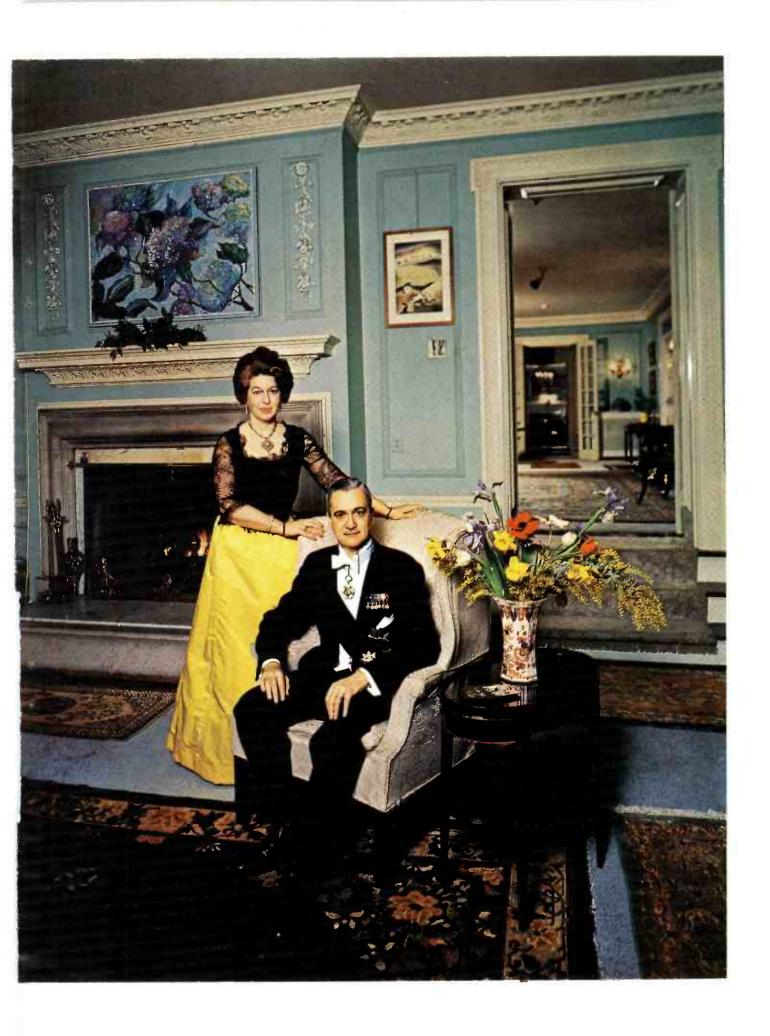


#### The Embassy of Uruguay

His Excellency Juan Felipe Yriart, Ambassador of Uruguay, with Mrs. Yriart, in the living room of the Embassy... another in the WTOP-TV series on the Washington diplomatic scene.



Photograph by Fred Marcon



#### **NOABYALPPLAYBACK**

Decrying the frequency of commercials on television today, "New York Journal-American" columnist Bill Slocum recently wrote of what he considers the blindness of the FCC toward commercial frequency. Excerpt:

"The FCC has always most kindly and thoughtfully refused to write any legislation confining the amount of time a station can sell commercially. In return for this sweet understanding, the broadcasting industry, in a pompous code, promised to restrain itself. The general idea was about three minutes of commercial time per half hour.

"One valiant station recently refused to accept the "Batman" series because it was inserting four minutes per half hour. This old-fashioned adherence to a promise is painfully unique . . . Now, if you make that sort of beef to a broadcasting type he is likely to say "Whattya talking about? It didn't cost you a dime, did it?' These chaps actually have the idea they are doing you a favor by sending all their claptrap into your home.

"It is quite the opposite. We are doing them a favor by permitting them the rich privilege of operating a television or radio station.

"The telling phrase in [the] license grant is . . . 'in the public interest, convenience and necessity.' Four minutes of entertainment for one minute of commercial is mighty inconvenient and not a bit necessory."

Likening the situation in television advertising today to the fable of the goose that laid the golden egg, columnist Slocum takes this parting shot:

"There is no complaint here about the commercial as such. They currently seem more entertaining than the entertainment. But the broadcasting tycoons are brutally abusing a privilege that we gave them."

CBS's John A. Schneider, speaking in an interview for a National Educational Television program to be aired this month on the educational network's At Issue series, called television's so-called "golden age" in the 1950's "simply dreadful," and went on to say:

"Some of the things that were done in television in the alleged golden age simply wouldn't stand up today . . . Studio One was not popular, and that went off the air, Playhouse 90 was not popular and it went off the air. It didn't go off the air because it was successful."

Speaking of today in television, the new CBS broadcasting head said: "This isn't the worst season ever, and I'm proud of what we do."

In a recent lead editorial devoted to the state of television programing, Wall Street Journal writer Stephen MacDonald wrote, in part:

It is worth noting that television as a form of recreation for millions with a lot of time on their hands is relatively innocuous; many more meretricious pursuits of leisure can readily be imagined. It seems to us entirely conceivable that as people learn better how to cope with the unprecedented problem of mass leisure, either more of them will turn from the set or they will force an improvement of quality.

Meanwhile we do not accept the argument that nothing at all can be done now, that broadening the appeal and upgrading some of the material is impossible because unprofitable. For one thing, many of the potential viewers currently alienated are, it seems likely, business, civic and cultural leaders who directly or indirectly control considerable purchasing power. Advertisers might even be induced to pay premium rates for a chance to approach that kind of audience.

All we're saying is that the state of TV, viewed in relation to the state of the society, is not as deplorable as the critics incessantly complain, but that a little network imagination could be both profitable and proper. It would certainly be welcome.

Speaking in Washington before delegates to the eighth annual conference on advertising-government relations jointly sponsored by the Advertising Federation of America and the Advertising Association of the West, Paul Rand Dixon, chairman of the Federal Trade Commission. warned the advertising industry that the federal government was going to crack down harder on false and misleading advertising. Dixon said

"The FTC is now undertaking a more balanced program between guidance and backstopping such guidance with formal actions looking to cease-and-desist orders. It has become all too apparent that wolves are not led into paths of righteousness by offering the carrot of self-discipline. Wolves ignore carrots; they want meat and they dont care how bloody it is."

Expressing disenchantment with industry self-policing, Dixon pointed to advertisers whose "expertise enables them to recognize unlawful practices of competitors immediately. But they choose to fight their own battles—for to report the matter to the FTC would be like running to mother to snitch on a brother."

## A MONTHLY MEASURE OF COMMENT AND CRITICISM ABOUT TV

A virtually unlimited financial horizon was envisioned for the future by Dr. Benjamin Lipstein, vice president and director of research and information services at Sulivan, Stauffer, Colwell & Bayles, in a speech before the Institute of Management Sciences in Dallas, Excepts:

The dollar value of the advertising industry in 1965 was estimated at \$15 billion. Over the past 15 years the advertising industry has ranged between 2-2.5% of gross national product. In 1965 it was 2.2% of gross national product. Three estimates of the level of the advertising industry seem plausible in 1985 - 2% of gross national product on the low scale, 3% of gross national product on the high scale, and 2.5% of gross national product in the middle ground. These imply a dollar value for the advertising industry in 1985 of between \$36 and \$54 billion with a mid-value of \$45 billion. For our purpose, it suffices to work with the middle value of \$45 billion. You may well ask if we will be able to tolerate a three-fold increase in advertising messages. We have managed to survive and even prosper with this increase in level of advertising messages in the last 20 years. As the recent 4A's report demonstrated, we manage to screen out the large majority of ads we are not interested in. This screening process also occurs through segmentation. Some media, like radio, have become highly segmented, appealing to ethnic groups, age groups, and special audiences seeking varieties of entertainment and public services. We are likely to experience a similar trend in television and other media. . . .

Between 1950 and 1964, agency research expenditures as a percentage of agency expenses increased by 50% and give every indication of increasing at an even faster rate between now and 1985. During this period, population is expected to increase by approximately one-third, from 196 million to approximately 266 million people, and the labor force by a slightly larger proportion. The available man hours will be further reduced by likely reductions in the average work week. It becomes immediately apparent that the advertising industry and more specifically the research and management sciences activities within the agency business will be growing at a faster rate than our schools and universities are likely to provide trained people.

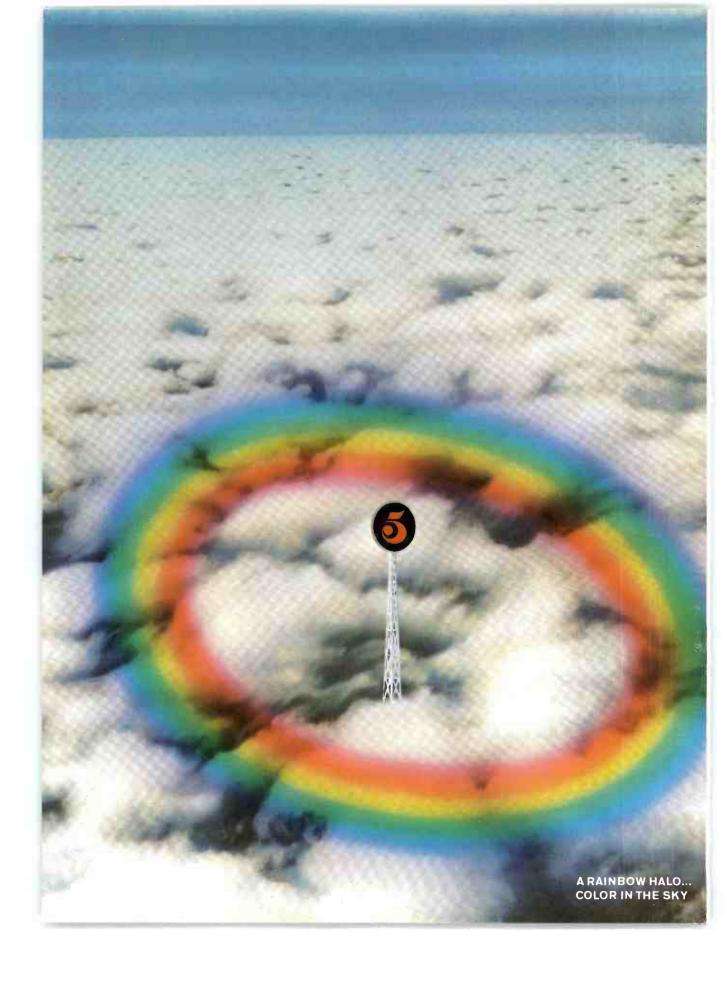
For an Eye On Chicago forum on "Television—Triumph, Treadmill or Trivia," CBS's Chicago 0&0, WBBM-TV, brought together spokesmen from various areas of industry and government. During the hour-long discussion, Jackie Cooper, vice



#### Curiosity—Texas style

Bobbie Wygant's first word is a question — and she asks them all the way from Texas to Wyoming, from Hollywood to Rome. And gets answers from Bob Hope, Carol Burnett, John Wayne, Bette Davis, Jerry Lewis, James Stewart, Olivia de Havilland, Perry Como, Richard Chamberlain, The Beatles, Gary Player, Red Grange, diplomats, authors, elephants and ironing board covers . . . all with equal enthusiasm and a sense of humor.







#### ADD THE SALES MAGIC OF COLOR ON

## KTLA KOLORIFIC

#### AND THE SKY'S THE LIMIT

The Los Angeles television market offers your color commercial the world's largest concentration of color TV Homes . . . 655,000\* of them . . . and Kolorific KTLA is the only Los Angeles independent station with its own equipment for live studio and remote color casting, for color tape, film and slides

COLORIFIC: "ABILITY TO COMMUNICATE COLOR . . . "

The California Angels' play-by-play will be in full color in 1966. Adjacencies for 30 games are now available.

YOUR







COLONEL HAS ALL FACTS.

#### REPRESENTED NATIONALLY BY

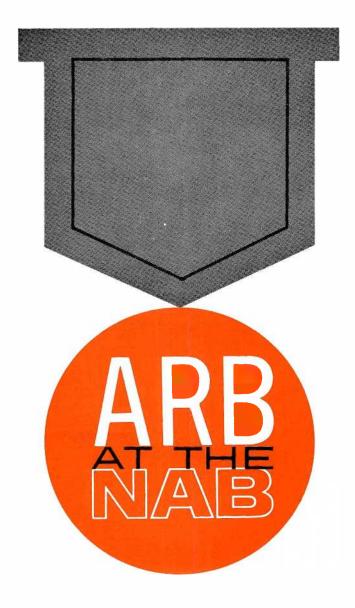


Pioneer Station Representatives Since 1932

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CHICAGO • DETROIT • PHILADELPHIA • ATLANTA • CHARLOTTE • MINNEAPOLIS ST. LOUIS • DALLAS-FT. WORTH • LOS ANGELES • SAN FRANCISCO

\*ARB December 1965 (All audience data is subject to qualifications described in the report used)



You are cordially invited to visit the American Research Bureau suite during the 44th Annual NAB Convention in Chicago. Drop by and see the full dimension of profit-building research for television and radio station management . . . research that helps you plan, program and sell better than ever before. Suite 605, Conrad Hilton. March 27, 28, 29 and 30. See you there.

AMERICAN RESEARCH BUREAU

president in charge of West Coast operations for Screen Gems, said:

In terms of information and education, I think that television is doing a very good job. We're not doing as much of it as we could because, unfortunately, the public doesn't demand it. They don't sit still for it. There're some very good informative shows that have gone by the wayside and probably the few that are left are going to go, but something else will come up and take its place . . .

Are you going to get a shoe company to make just the shoes that the leaders in the company are going to want to wear? They're going to make shoes that are going to sell, I think. And most of us, even in motion pictures, in my case television production, we're in a form of the shoe business. The public is buying a certain thing. We try to stay ahead of them in terms of what they want to see . . . CBS Reports . . . is the kind of thing a good many of us want to see, and I would say a good many millions across the country want to see it. I don't think they're going to see it as long as the public is buying what it's buying. Just like there was a time when St. Louis wouldn't support a symphony orchestra. They just lost interest and there was no symphony orchestra. When they decided they were interested in it, people got up the funds to support it and while it was there, as long as it was there, some people went to see it. I think the same thing is going to happen in television.

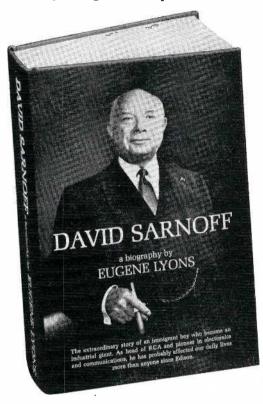
Speaking before the Providence Advertising Club, Whit Hobbs, senior VP in charge of creative services at Benton & Bowles, described the New York advertising industry when he first entered it in 1941. Excerpt:

"The important thing, I was told and re-told (and I believed it), was that I must realize that I was now out from behind the ivy-covered walls—out where people were stupid. Dumb it up, fella—that was the big rallying cry. The 12-year-old, 13-year-old mentality, that's what we kept harping on. Keep your aim low and your voice loud. Otherwise all the boobs out there will never get it. If you like it, if you're proud of it, because nobody out there among the great unwashed will understand it."

Going on to say that the industry had come a long way from those days, Hobbs still emphasized that the needs of today and tomorrow need attention:

"We know better, but still we allow too much of our output to be full of clutter, to be dull, to be less intelligent, less interesting, less flattering, less helpful, less friendly than our audience deserves. The natives out there are restless; they are bored with being bored. They gobble up good, bright, fresh advertising; they can't get enough of it."

The first full-length biography ever written about this extraordinary man who has so profoundly changed our way of life.



Here is the truth about Sarnoff's rise as he battled skeptics to become head of RCA, pioneer of electronic communications, radio and television, and a legend in his own lifetime.

66 It would have been easy to tell the story of David Sarnoff in simple Horatio Alger terms. But Mr. Lyons has written a new Alger story for the technological age with a scientific sophisticate for its hero.

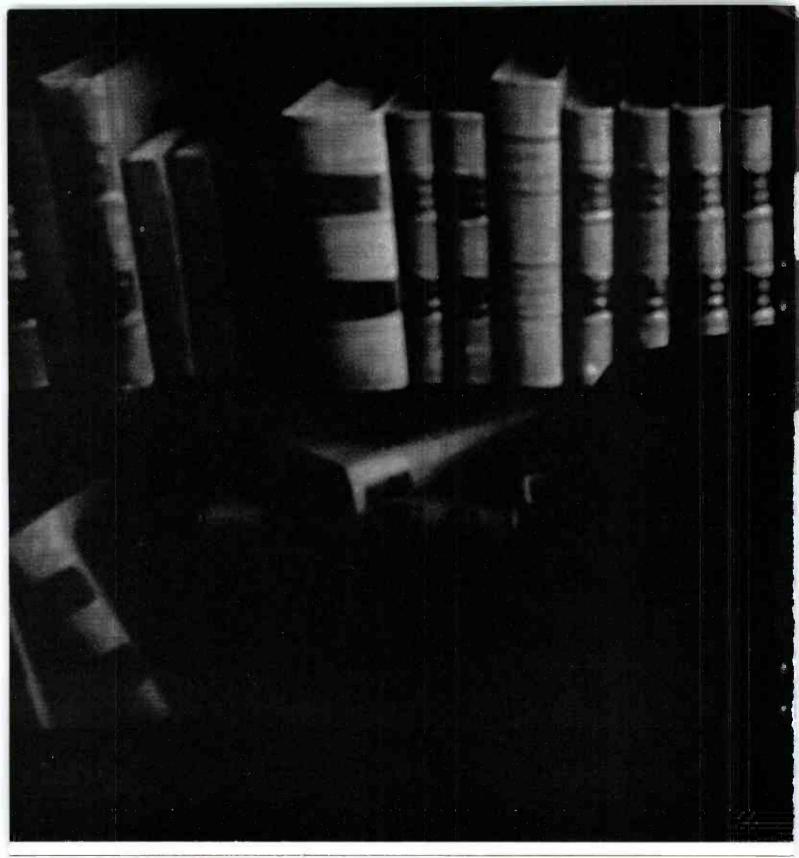
66 The career of David Sarnoff is one of the greatest stories of achievement in this century. As told by Eugene Lyons, it reads like an exciting novel. I found it fascinating. 99 Richard M. Nixon

66 What Ford did for transportation, Carnegie for steel and the Wrights for aviation, Sarnoff has contributed through electronics. The book is an inspiring human chronicle. 99

Lewis L. Strauss, former head of the Atomic Energy Commission



At all bookstores, \$695



## Do you need an ombudsman?

An ombudsman—if you didn't know—is an official (common in Sweden) paid to help ordinary citizens cut through red tape created by other officials.

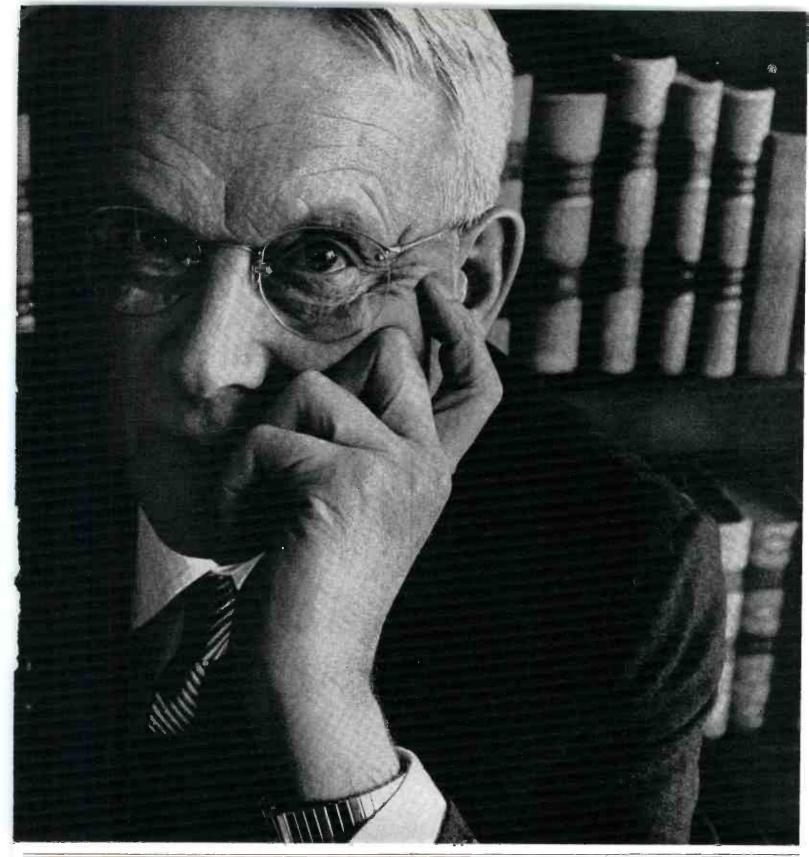
A bill was introduced in the New York City Council calling for the creation of an ombudsman. Channel 2 New York editorialized in favor of it.

A similar bill was introduced in the Illinois State

Legislature. Channel 2 Chicago editorialized against it.

This coincidence (and it was coincidence!) serves nicely to point up two important facts about the CBS Owned television stations. *All five of them*.

1. They have a consuming interest in the affairs of their local communities, and take strong editorial stands on local issues.



### WCBS-TV said yes. WBBM-TV said no.

2. They arrive at editorial viewpoints entirely on a basis of local station management's views of what's good for the community, and not infrequently are on opposite sides of similar local issues.

During the past year, the five CBS Owned television stations have broadcast more than 700 local editorials and rebuttals. Their keen interest in the local

scene, and their freedom to choose sides for the local good, is one (only one!) of the factors contributing to their vitality—and their total community acceptance.

CBS Owned WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis CBS TELEVISION STATIONS

#### FOCUS ON PEOPLE

GEORGE POLK A man who has had only two jobs in a television or advertising career usually has just moved out of the mailroom or is tucked away in some windowless office, trying not to make waves while he waits for his ticket to Senior City. A noteworthy exception to this theorem is George Polk, vice president in charge of television programing for Alberto-Culver Inc. From his starkly modern office in the Alberto-Culver officeplant complex in Chicago's Melrose Park, the 37-year-old Polk looks back on a business history with only one other employer, BBDO, where he rose from messenger-trainee to vice president at 28. As VP in charge of television programing for BBDO Polk worked closely with Alberto-Culver, and in 1964 he left New York and headed for Chicago and what he sensed was "the unique opportunity of doing what you think is right, instead of what impresses people." He has since discovered that doing what you think is right does impress people-if you are right. And, so far, George Polk has been right much of the time At his urging Alberto-Culver, which spends about 98% of its ad budget in television, developed The Smothers Brothers, currently the leader in its Friday night time slot. 

In line of duty Polk regularly forsakes his bachelor apartment in downtown Chicago for trips to New York and Hollywood, but what time he can get at home he divides between his hi-fi setup and other joys implicit in a town where bachelorhood's high priest is a man named Hugh Hefner.



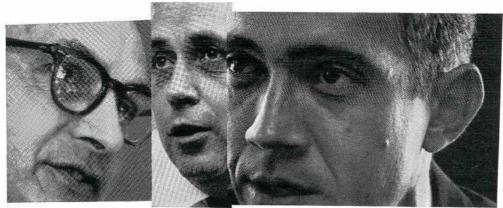


AL HOLLENDER Flush with such recent account acquisitions as General Electric, General Foods and Kent cigarettes, Grey Advertising is going to be funneling more money than ever into TV. Broadcast management supervisor at Grey is Alfred L. Hollender, who has some distinct ideas how the medium should be handled. As the pioneer who used Madison Avenue methods to launch Gen. Eisenhower via spot TV in his first presidential campaign, Hollender is a man whose opinions are worth noting. He feels that agencies have become too media-oriented and overlook values inherent in program development and control. He says there was the same kind of rush to embrace the scatter plan in TV as there was to abandon radio for TV. . Hollender started his career in the continuity department of Chicago's WIND-WJJD. He was station manager when World War II broke out. He served on Eisenhower's staff in the radio division, psychological warfare. After the war, he and Lou Cowan formed a company to package shows, first radio and then TV. Hollender met Arthur Fatt, Grey's board chairman, when Hollender was on the coast on a program structure project for NBC. Fatt asked him to come to work for the agency then, but it wasn't until a couple of years later (in 1952) that Hollender started with Grey, originally on a consulting basis. In the interim he had designed that campaign for Eisenhower that abandoned the traditional long political speeches for brief answers to simple questions. ## Hollender also heads Grey International, which has major investments in agencies in 12 countries. He walks to work almost every morning from his apartment on Park Avenue and gets away when he can to his summer home at Westhampton. He is married and has two boys, 9 and 11. The older is teaching him to sail.



GENE AUTRY Out West it's known as the Autry rather than the Midas touch. At the groundbreaking ceremonies for Golden West Broadcasters' multi-milliondollar broadcasting and office complex in North Hollywood earlier this year somebody in the audience said: "Stand back, folks. When Gene digs he usually strikes oil." 

Gene Autry has been striking oil, or its financial equivalent, since the early 30's when a song he wrote, "That Silver-Haired Daddy of Mine," won him a spot on radio's The National Barn Dance. That was the beginning of a 25year career as the nation's favorite clean-living singing cowboy, the one who was more likely to kiss his horse than the leading lady. (Except for occasional specials for his own stations, he stopped performing in 1959.) • Why should it happen to Gene Autry? As a talent, his gifts were modest. As a businessman, given his humble beginnings as a telegraph operator in Oklahoma, he hardly seemed likely to succeed. But on stage, Autry proved an instinctive showman, a performer with the common touch, able to communicate almost as well with the gray flannel set as with dungaree audiences. In the long run, though, his ability to sell himself and the Western products associated with his name-lassos, boots, belts, glovesprobably was the difference between Autry the mere cowboy star and the Autry who today is said to have holdings totaling more than \$25 million. ■ Behind the executive desk Autry turned out to be conservative, hard-headed yet still fore-sighted, with the rare gift and willingness to pass on authority. "Management," he says in a moment of self-appraisal, "is the most important thing in this business. If you've got good management, you'll get fat profits, and that's what I always remember." Currently with such professionals as Loyd Sigmon, Robert Reynolds and Tom Chauncey, among others, handling everyday operations, Autry is piling up his fat profits from a portfolio of diverse holdings including hotels, real estate, professional sports properties, CATV interests and music publishing firms. But it's broadcasting which really percolates dollars for this corporate chuck wagon.



# "Views expressed on this program are those of this station." Taking an editorial stand is one of the Storer Standards.



A permanent three-man board in every Storer station develops viewpoints, prepares editorial messages, gets them on the air. Emphasis on station editorials is one of the standards adhered to by the Storer stations that mean more worthwhile listening for the public and more successful selling for advertisers.

| LOS ANGELES | PHILADELPHIA | CLEVELAND | NEW YORK | TOLEOD  | DETROIT |
|-------------|--------------|-----------|----------|---------|---------|
| KGBS        | WIBG         | WJW       | WHN      | WSPD    | WJBK    |
| MIAMI       | MILWAUKEE    | CLEVELAND | ATLANTA  | TOLEDO  | DETROIT |
| WGBS        | WITI-TV      | WJW-TV    | WAGA-TV  | WSPD-TV | WJBK-TV |

Storer Standards make every Storer station a great salesman.

## VISIT US WHILE AT THE N.A.B. CONVENTION

#### PICK Congress Hotel

#### R. C. CRISLER

AND CO., INC.

Business Brokers for TV & Radio Properties

Licensed Securities Dealers

Underwriting---

#### **CINCINNATI**

Richard C. Crisler, Paul E. Wagner, Alex Howard 5th/3rd Bank Building, phone 381-7775

#### **TUCSON**

Edwin G. Richter, Jr. 515 Arizona Land Title Building, phone 622-3336

## TELEVISION



WEST



KROEGER

am preempting this space this month to tell you about several changes in personnel and operations of Television. All but one of the changes have been carefully planned with the firm intention of publishing a livelier, more timely, more comprehensive magazine. The exception is the resignation of Donald V. West as managing editor to become assistant to Frank Stanton, president of CBS Inc.

Don has been with Broadcasting Publications Inc. since 1953. He spent his first eight years with us on the editorial staff of our weekly, *Broadcasting*, first in Washington and later in New York. He has been managing editor of Television since 1961 and vice president of the BPI subsidiary, Television Magazine Corp., since 1964. He takes our warmest wishes with him to CBS.

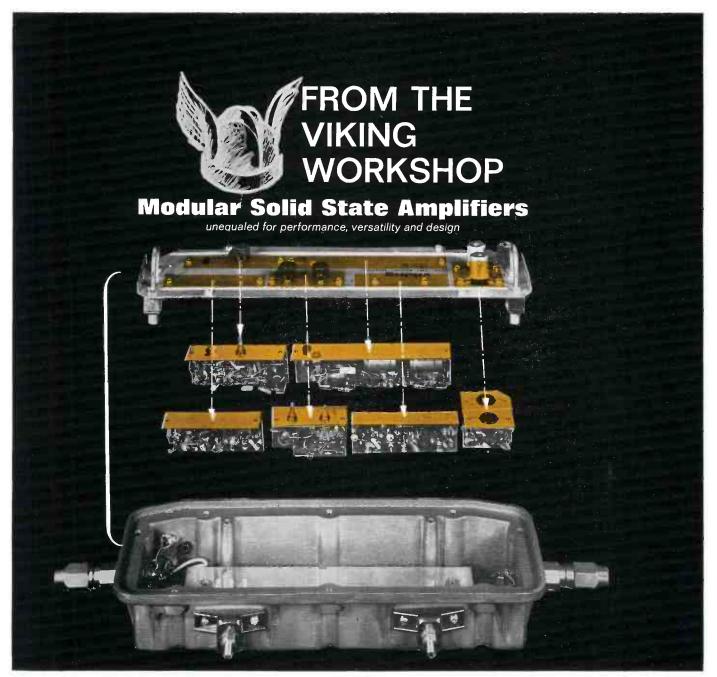
Effective April 1, the headquarters of Television are being transferred to Washington, where the headquarters of Broadcasting Publications Inc. has been located since 1931.

Editorial operations of Television will continue under the direction of Edwin H. James, BPI vice president and executive editor. Advertising sales will be under the direction of Maury Long, BPI vice president and general manager, with Frank Chizzini continuing as national sales manager in New York. Circulation will be the responsibility of John P. Cosgrove, BPI director of publications.

Albert R. Kroeger, senior editor of Television for the past five years, has been appointed editorial director in charge of the New York office. Ralph Tyler, associate editor since 1964, has been appointed senior editor in New York.

The team at work on Television is talented and dedicated to your need for meaningful reporting and analysis. I think you'll be pleased by the developments we have in mind.

SOL TAISHOFF Editor and Publisher



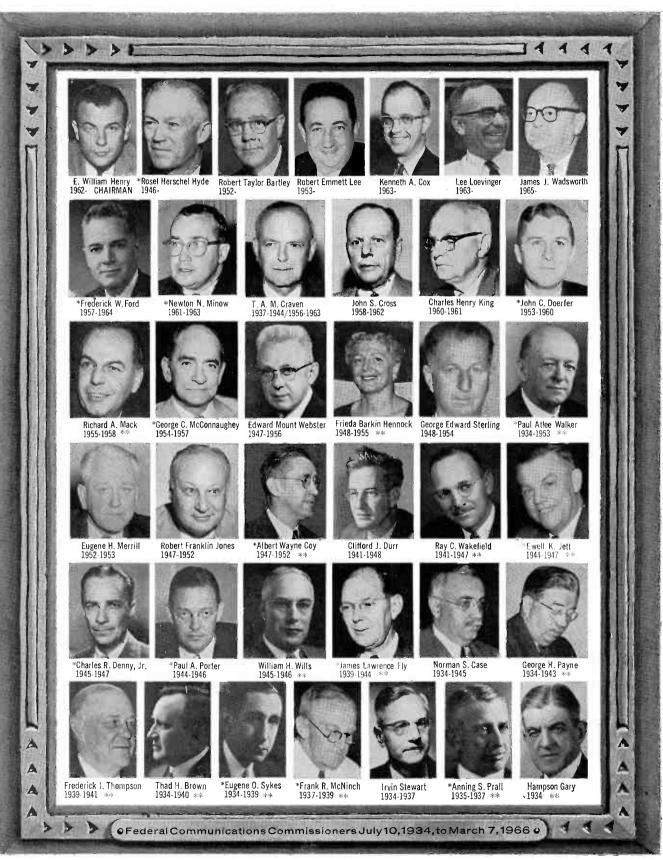
Viking's "Goldline Series" of HIGH LEVEL INLINE MODULAR SOLID STATE AMPLIFIERS are the most advanced concept in CATV equipment design. Modular design provides for the simple exchange or upgranding of the internal amplifier components to keep pace with "improved innovations in research and development."

The revolutionary new Viking "Push-Pull" construction allows one man to remove and replace the entire internal amplifier unit without having to unscrew or unsolder terminals nor disturb the weather-proof die cast housing or cable fittings. Viking has brought forth a new dimension of low cost and easy maintenance in Solid-State Amplifier engineering.

The "Goldline Series" provide greater cascadability, higher gain, more output capability, and a lower noise figure than has ever before been available in CATV amplifiers.

For your free catalog "Viking High Level Inline Modular Solid State Amplifiers" write: 830 Monroe Street, Hoboken, New Jersey; or phone collect to: New York (212) WH 3-5793; or Hoboken (201) OL 6-2020.

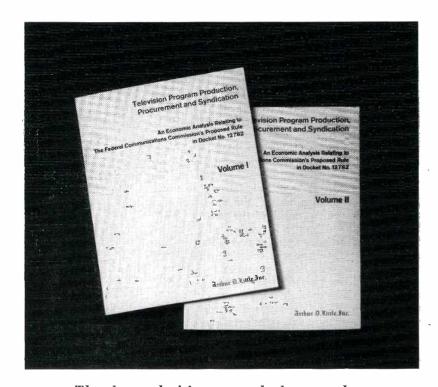
viking



\*Served as Chairman \*\*Deceased

KOAT-TV, Albuquerque, New Mexico 🗆 WGAL-TV, Lancaster, Pennsylvania 🗆 KVOA-TV, Tucson, Arizona

# TELEVISION



The three television networks last month dropped into the lap of the FCC a double-barreled blast at the commission's proposed rule aimed at trimming the networks' sails in programing.

Whatever the merits of the networks' argument, the study itself contained more than had ever been brought together before on the subject of TV programing and where it comes from. This article digests that mass of data for TvM readers.

#### A LONG, HARD LOOK AT THE

BY ALBERT R. KROEGER

A FTER three years of inquiry, and three more of mulling, the Federal Communications Commission a year ago proposed a rule which would drastically alter the way television networks do business. It would pull the networks back from their alleged dominance in programing, push advertisers more strongly into it. The intent is freer competition; the hope, however vague, is more diversity and quality in programing.

Commonly known as the "50% restriction" (because a key provision would prevent the networks from holding any equity in more than 50% of their non-news programing broadcast between 6 and 11 p.m.), the proposal has met opposition from the networks and only faint acknowledge-

ment from advertisers and agencies.

The latest turn in the argument was the release last month of the networks' retort to the FCC, "An economic analysis relating to the FCC's proposed rule in docket No. 12782," as federal jargon labels the proposal. The two-volume analysis of "television program production, procurement and syndication," 254 pages replete with tables, charts and text, was prepared by Arthur D. Little Inc., a Cambridge, Mass., research organization retained by the law firms representing ABC, CBS and NBC.

The analysis, or investigation, covers "economic issues" raised by the FCC's proposal, "factual premises" the proposal is based on, and "possible consequences" of the proposed rule. Based on data supplied by the networks and gathered in interviews with advertisers, agencies and TV program packagers, the Little report lays out as complete a picture of the programing business—and how it got that way between 1957-1964—as has ever been amassed.

It is not the intent here to review the Little study or comment on its conclusions. Rather, Television has digested from information contained in the report data it feels readers will find interesting and valuable in their own approaches to the TV business.

The principal concern of the FCC is with the apparent shift from a prime-time TV way of life in which 33.4% of all regularly scheduled programs in 1957 were provided to the networks by advertisers or advertising agencies, to the condition prevailing in 1964 when only 6.8% of programs were advertiser-supplied. Over the same period, however, network-produced and financed programing also fell off, from 29.5% of the 1957 schedule to 19.8% in 1964. (On entertainment hours only, the network decline is even more marked—23.9% to 9.1%.)

Filling the gap on program supply have been the so-called program packagers. They had 36.4% of the action in 1957, zoomed up to 72.8% by 1964. (On entertainment hours only, packagers show up even better. In 1964 they supplied 82.5% of all prime-time entertainment fare.)

The Little report defines packager-licensed programs as all shows not network-produced, advertiser-supplied or some combination of the three. These programs are produced by independent producers with or without network financial or creative assistance and licensed to the networks for resale to sponsors.

The decline in advertiser-supplied programing, according to the study, is due primarily to a shift in TV ad strategy. There has been a trend on the part of advertisers to spread commercial messages over a number of programs rather than concentrate them in one program or a few. This is said to spread the financial risks in the use of television and improve cost effectiveness.

Between 1957 and 1964 there was a great increase in the number of sponsors per prime-time program. And as multiple sponsorship took hold, single sponsorship declined:

The Network Sponsorship Pattern (Percentage of Program Hours)

|      | Single | Alternate | Multiple | Fully<br>Sustaining |
|------|--------|-----------|----------|---------------------|
| 1957 | 42.5   | 40.4      | 13.3     | 3.8                 |
| 1958 | 37.5   | 30.9      | 26.6     | 5.0                 |
| 1959 | 32.9   | 34.9      | 31.5     | 0.7                 |
| 1960 | 18.0   | 33.6      | 46.4     | 2.0                 |
| 1961 | 15.3   | 20.7      | 63.3     | 0.7                 |
| 1962 | 10.6   | 16.1      | 73.3     | 0.0                 |
| 1963 | 10.9   | 12.6      | 76.5     | 0.0                 |
| 1964 | 8.3    | 13.9      | 77.8     | 0.0                 |
|      |        |           |          |                     |

The same trend can be noted in the sale of commercial minutes 1957 vs. 1964:

|  | 1957                    |                      | 1964                    |                    |
|--|-------------------------|----------------------|-------------------------|--------------------|
| Program Series With                                      | Number<br>of CM<br>Sold | Percent              | Number<br>of CM<br>Sold | Percent            |
| One Advertiser Two Advertisers Three or more Advertisers | 2,139<br>1,979<br>763   | 43.8<br>40.6<br>15.6 | 444<br>490<br>4,087     | 8.8<br>9.8<br>81.4 |
| Timee of more Advertisers                                | 4,881                   | 100.0                | 5,021                   | 100.0              |

More than half of the advertisers using prime time in 1957 concentrated their messages in a single program while less than 25% did so in 1964. At the other end of the spectrum, no advertiser used more than six program series in 1957; more than 39% did in 1964:

Number of Program Series Used by Advertisers 1957 1964

| No. of Program<br>Series Used |    | Percentage<br>Distribution | No. of<br>Advertisers | Percentage<br>Distribution |
|-------------------------------|----|----------------------------|-----------------------|----------------------------|
| 1                             | 55 | 54.5                       | 33                    | 23.9                       |
| 2                             | 20 | 19.8                       | 14                    | 10.2                       |
| 3                             | 14 | 13.9                       | 12                    | 8.7                        |
| 4                             | 2  | 2.0                        | 8                     | 5.8                        |
| 5                             | 5  | 4.9                        | 8                     | 5.8                        |
| 6                             | 5  | 4.9                        | 9                     | 6.5                        |
| 7                             | 0  | 0.0                        | 9                     | 6.5                        |
| 8-42                          | 0  | 0.0                        | 45                    | 32.6                       |

The reasons behind the swing to multiple sponsorship, as noted in the Little report, are today well recognized. Advertiser-sponsors, in their participation buys, seek to spread their "bets" over many programs in the knowledge that some shows will draw large audience, others will fail. If an advertiser put his budget in only one or two shows, the

#### GENEALOGY OF NETWORK TV

chance of these shows failing is apparently too big a risk to take. A spread of shows, on average, is "safer."

The report also notes that the high cost of a program venture excludes most advertisers from supporting it alone. Between 1960 and 1964 the average cost of producing a half-hour pilot increased by 21%, an hour pilot by 48%.

|                | Average Pilot Cost |             |
|----------------|--------------------|-------------|
|                | Half Hour Pilots   | Hour Pilots |
| 1960           | \$72,000           | \$135,000   |
| 1964           | 87,000             | 200,000     |
| Percent Change | +21%               | +48%        |

The average cost of an episode for a new program series also increased during these years, rising 24% in the case of half-hour episodes and 35% on hour episodes. Continued series—those carried over from one season to the next—likewise had sharp cost increases.

#### Average Program Cost per Episode for New Entertainment Series

|                | па       | II-Hour   |          | Hour      |
|----------------|----------|-----------|----------|-----------|
|                | New      | Continued | New      | Continued |
| 1960           | \$49,000 | \$46,000  | \$94.000 | \$96.000  |
| 1964           | 61,000   | 59,000    | 127,000  | 129,000   |
| Percent Change | +24%     | +28%      | +35%     | +34%      |

Part of the rise in costs is laid to the increasing use of film in place of live programs. Film occupied 54% of prime-time entertainment hours in 1957, 79% in 1964. (Film also increased the risk for the advertiser who supplies his own programs. As an advance commitment of 15 to 20 episodes is needed to launch a weekly film series, few advertisers want to pick up the entire tab. If the series is unsuccessful, the advertiser takes the loss. If, however, it's a network-supplied or financed program, the network, with its greater resources, is more able to take the risk—and advertisers, if they make short-term commercial commitments in the series, are able to bow out if the show proves a flop. Again, they can limit their risk.)

#### Film vs. Non-film Entertainment Series (Percentage of Program Hours)

|      | Film          | Non-Film | Part Film and<br>Part Non-Film |
|------|---------------|----------|--------------------------------|
| 1957 | 54.0          | 44.6     | 1.4                            |
| 1958 | 57 <b>.</b> 8 | 42.2     | 0.0                            |
| 1959 | 67.3          | 31.3     | 1.4                            |
| 1960 | 76.8          | 21.1     | 2.1                            |
| 1961 | 79 <b>.</b> 5 | 17.8     | 2.7                            |
| 1962 | 75.3          | 23.3     | 1.4                            |
| 1963 | 72.1          | 25.8     | 2.1                            |
| 1964 | 79.0          | 20.3     | 0.7                            |
|      |               |          |                                |

A concurrent trend, also with cost implications for the advertiser, has been toward longer programs. The hour show is naturally more costly to support and few advertisers have the bankroll for sole proprietorship. Hour-length programs made up 28% of the prime-time entertainment schedule in 1957, were up to 54% of the schedule in 1964. (And

the two-hour program—the network movie—has come on strong. There will be five feature film nights in the 1966-67 schedule, 10 hours of programing.)

#### The Expansion of Program Length

|      | (Percentage of Program Hours) |        |        |        |        |        |  |
|------|-------------------------------|--------|--------|--------|--------|--------|--|
|      | 15-                           | 30-    | 45.    | 60-    | 90.    | 120-   |  |
|      | Minute                        | Minute | Minute | Minute | Minute | Minute |  |
|      | Series                        | Series | Series | Series | Series | Series |  |
| 1957 | 2.1                           | 66.7   | 1.1    | 28.0   | 2.1    | 0.0    |  |
| 1958 | 0.4                           | 63.3   | 1.1    | 33.1   | 2.1    | 0.0    |  |
| 1959 | 0.3                           | 55.0   | 1.0    | 41.6   | 2.1    | 0.0    |  |
| 1960 | 0.7                           | 47.1   | 1.0    | 51.2   | 0.0    | 0.0    |  |
| 1961 | 0.3                           | 34.7   | 1.0    | 61.3   | 0.0    | 2.7    |  |
| 1962 | 0.3                           | 29.5   | 1.0    | 61.6   | 2.1    | 5.5    |  |
| 1963 | 0.7                           | 23.9   | 1.0    | 60.1   | 6.1    | 8.2    |  |
| 1964 | 0.0                           | 33.3   | 0.0    | 54.2   | 4.2    | 8.3    |  |
|      |                               |        |        |        |        |        |  |

Rising program costs and the new pattern of advertising in which sponsors seek to reach a variety of audiences through different programs are held by the Little report as principal reasons for the decline in advertiser-supplied programing on network television. And the conclusion is that the vast majority of today's advertisers do not have budgets large enough to pay the \$5.8 million average cost of a 39-week series of half-hour programs, or further, the \$10.6 million average cost of an hour series over 39 weeks. The situation as laid out in the Little report:

#### Advertising Budgets for Network Television 1964

|                         | Number of       | Percentage of     | Percentage of |
|-------------------------|-----------------|-------------------|---------------|
| Dollars spent           | advertisers     | advertisers       | advertisers   |
| Could supp              | ly an hour or l | half-hour series  |               |
| \$40,000,000 & over     | 1               | 0.3%              |               |
| 20,000,000-39,999,999   | 13              | 3.7               | 8.0%          |
| 10,600,000-19,999,999   | 14              | 4.0               |               |
| Could supply a          | half-hour but   | not an hour ser   | ies           |
| \$ 9,000,000-10,599,999 | 1               | 0.3%              |               |
| 7,000,000- 8,999,999    | 6               | 1.8               | 4.8%          |
| 5,800,000- 6,999,999    | 9               | 2.7               |               |
| Could supply            | neither hour n  | or half-hour seri | es            |
| \$ 4,000,000- 5,799,999 | 27              | 7.7%              |               |
| 2,000,000- 3,999,999    | 40              | 11.5              | 87.2%         |
| under 1,999,999         | 236             | 68.0              |               |
| Total                   | 347             | 100.0%            | 100.0%        |
|                         |                 |                   |               |

The FCC in its proposed rulemaking is concerned with the economic conditions prevailing in the program packaging industry, specifically the power exercised by only three firms—the three networks—in selecting TV programs. Are all program sellers given a chance? Is anybody favored? Could there be more competition within the framework of an obviously less than perfectly competitive market situation?

The FCC "notice," as the Little report sees it, implies that the public interest would be served by a greater differentiation in product. And the picture which emerges, as the report interprets it, "is of a market where, on the buyers' (network) side there is market power as a result of the small number of buyers; on the sellers' side, there is market power which resides in the fact that each of the approxi-

| WHO                          | YEAR |       | WORK<br>PERCENTAGE |       | RTISER<br>PERCENTAGE |       | KAGER<br>percentage | HOURS | INATION<br>PERCENTAGE | TO<br>HOURS P |     |
|------------------------------|------|-------|--------------------|-------|----------------------|-------|---------------------|-------|-----------------------|---------------|-----|
| SUPPLIES                     | 1957 | 22¾   | 29.5               | 25¾   | 33.4                 | 28    | 36.4                | 1/2   | 0.7                   | 77            | 100 |
| THE                          | 1958 | 221/4 | 29.5               | 211/4 | 28.1                 | 311/2 | 41.7                | 1/2   | 0.7                   | 751/2         | 100 |
| PROGRAMING<br>(three-network | 1959 | 15¾   | 19.8               | 191/4 | 24.2                 | 421/2 | 53.5                | 2     | 2.5                   | 791/2         | 100 |
| aggregate of all regularly   | 1960 | 16    | 20.3               | 11 .  | 13.9                 | 50    | 63.3                | 2     | 2.5                   | 79            | 100 |
| scheduled<br>series)         | 1961 | 15¾   | 19.3               | 83/4  | 10.7                 | 551/4 | 67.6                | 2     | 2.4                   | 81¾           | 100 |
|                              | 1962 | 14¾   | 18.4               | 71/4  | 9.0                  | 56    | 69.8                | 21/4  | 2.8                   | 801/4         | 100 |
|                              | 1963 | 171/2 | 21.4               | 7     | 8.6                  | 551/2 | 67.9                | 13/4  | 2.1                   | 81¾           | 100 |
|                              | 1964 | 16    | 19.8               | 51/2  | 6.8                  | 59    | 72.8                | 1/2   | 0.6                   | 81            | 100 |

#### THE LITTLE REPORT continued

mately 70 sellers in any particular year has a unique product or products."

From 1958 through 1963, the Little report notes, by way of showing that no one group of packagers has a "lock" on selling, from 26% to 33% of all packagers making sales in the network TV market were new entries. During this period, according to the study, there have been 17 or more new packagers in each broadcast season, and more than half of these were active in at least one season after the first. New packagers have comprised at least one quarter of all packagers in the six years shown.

#### New Packagers

|  | 1958     | 1959     | 1960     | 1961     | 1962    | 1963    |
|--|----------|----------|----------|----------|---------|---------|
| Number active one season only Number also active any follow- | 12       | 8        | 9        | 6        | 14      | 8       |
| ing season<br>Total  | 11<br>23 | 11<br>19 | 12<br>21 | 14<br>20 | 6<br>20 | 9<br>17 |

A number of packagers also leave the industry each year so that the total number active in any year (1957-64) has remained relatively constant at between 65 and 76, with a total of 207 firms having been involved in the eight-year period. Seventy-nine packagers have been active in three or more seasons of the eight seasons studied and 13 have been active every year.

#### Number of Years Each Packager Was Active

| ~ |     | ••  | Cuis   | Lacii   | I don | .uo. | . <b></b> as | ACLI |
|---|-----|-----|--------|---------|-------|------|--------------|------|
|   | 89  | pac | kagers | partici | pated | in 1 | season       | only |
|   |     |     |        |         |       |      | season       |      |
|   | 20  | pac | kagers | partici | pated | in 3 | season       | 5    |
|   | 22  | pac | kagers | partici | pated | in 4 | season       | S    |
|   | 12  | pac | kagers | partici | pated | in 5 | season       | s    |
|   | 4   | pac | kagers | partici | pated | in 6 | season       | 5    |
|   | 8   | pac | kagers | partici | pated | in 7 | season       | s    |
|   | 13  | pac | kagers | partici | pated | in 8 | season       | s    |
| 2 | 207 | Tot | al     |         |       |      |              |      |
|   |     |     |        |         |       |      |              |      |

With a total of 207 packagers active over the eight-year period—in addition to the networks themselves—the Little report says its data does not indicate concentration on the supply side of the industry. Separate market shares of the

leading producers, it notes, are small and have declined over the measured period.

#### Packager Sales - New and Continued Series

|                                 | 1960-1964 Ag     | gregates     |           |
|---------------------------------|------------------|--------------|-----------|
| Rank                            | Packager         | Sales(\$000) | Share (%) |
| 1                               | Revue            | \$102,817    | 8.5       |
| 2                               | Warner Bros.     | 76,379       | 6.4       |
| 3                               | Screen Gems      | 74,270       | 6.2       |
| 4                               | MGM              | 72,397       | 6.0       |
| 5                               | 20th Century-Fox | 55,172       | 4.6       |
| 1<br>2<br>3<br>4<br>5<br>6<br>7 | Four Star        | 40,577       | 3.4       |
| 7                               | Goodson-Todman   | 32,612       | 2.7       |
| 8                               | United Artists   | 31,618       | 2.6       |
| 9                               | Desilu           | 28,515       | 2.4       |
| 10                              | Garry Moore      | 26,038       | 2.2       |
| 11                              | Sullivan Prods.  | 25,636       | 2.1       |
| 12                              | Bing Crosby      | 25,543       | 2.1       |
| 13                              | Walt Disney      | 22,907       | 1.9       |
| 14                              | Plautus          | 22,472       | 1.9       |
| 15                              | Roncom           | 21,662       | 1.8       |
| 16                              | Paramount        | 20,660       | 1.7       |
| 17                              | Shamley          | 18,324       | 1.5       |
| 18                              | Red Skelton      | 17,265       | 1.4       |
| 19                              | Dena             | 16,621       | 1.4       |
| 20                              | Peekskill        | 15,501       | 1.3       |
|                                 | Top 20 producers | 746,986      | 62.1      |
|                                 | All others       | 457,524      | 37.9      |
|                                 | Tota I           | \$1,204,510  | 100.0     |

The maximum share of packager sales held by any one company between 1960 and 1964 was 13.1%, by Warner Bros. in 1960. The largest share in 1964, held by MGM, was down to 7.8%—and Warner did not even figure in the top 20. For the five-year period, the leading packager, MCA's Revue (now Universal TV), held 8.5%. For the top five combined, market share was largest in 1960, 35.9%. By 1964 this had declined to 33.6%. At the same time, market shares of the industry's second five were increasing from 14.3% in 1960 to 17.7% in 1964, narrowing differences in total dollar sales among the top 10.

The Little analysis finds that changes in rank among the top 20 packagers do occur year to year and that neither large nor small producers are immune from the effects of competition among sellers. Four Star, for instance, dropped

from number two in 1960 to 37 in 1963. Bing Crosby Productions went from 18 in 1961 to 28 in 1962 and then up to six in 1963. And a similar picture emerges from an analysis of competition among packagers in the sale of *new* series, the most intense area of competition.

In new series selling between 1960-1964, only one packager—20th Century-Fox—led the market for two years but no one had the same rank in the market for two consecutive years. The largest share of the new program market was Fox's 20.3% in 1964. MGM led the market in sales for the five years combined, but its overall share was only 10% for the period.

Packager Sales - New Series 1960-1964

| Rank        | Packager         | Sales (\$000) | Share (%) |
|-------------|------------------|---------------|-----------|
| 1           | MGM              | \$43,106      | 10.0      |
| 2           | 20th Century-Fox | 32,993        | 7.7       |
| 2<br>3<br>4 | Revue            | 32,391        | 7.5       |
| 4           | Screen Gems      | 27,046        | 6.3       |
| 5           | Four Star        | 26,907        | 6.3       |
| 6<br>7      | United Artists   | 20,915        | 4.9       |
|             | Warner Bros.     | 18,398        | 4.3       |
| 8           | Bing Crosby      | 13,865        | 3.2       |
| 9           | Desilu           | 11,938        | 2.8       |
| 10          | Richelieu        | 8,751         | 2.0       |
| 11          | Plautus          | 8,219         | 1.9       |
| 12          | Dena             | 8,121         | 1.9       |
| 13          | Hubbell Robinson | 7,339         | 1.7       |
| 14          | Filmways         | 6,326         | 1.5       |
| 15          | Hope Corporation | 6,250         | 1.5       |
| 16          | Kayro            | 5,752         | 1.3       |
| 17          | QM               | 5,617         | 1.3       |
| 18          | Goodson-Todman   | 5,416         | 1.3       |
| 19          | Peekskill        | 4,937         | 1.1       |
| 20          | Kingsrow         | 4,382         | 1.0       |
|             | Top 20 producers | \$298,669     | 69.5      |
|             | All others       | \$131,004     | 30.5      |
|             | Total            | \$429,673     | 100.0     |

The Little report notes, on packager-network relationships, that a substantial number of packagers represented in prime time between 1957-1964 (those producing the majority of programs) dealt with more than one network.

Packagers Licensing Series to More Than One Network 1957-1964

|   | No. of<br>Packagers | No. of Hours | Percentage of<br>Total Hours |
|---|---------------------|--------------|------------------------------|
| One network, one series, one-<br>year producers         | 89                  | 501/4        | 10                           |
| One network, multiple series or multiple-year producers | 73                  | 1201/4       | 24                           |
| Two networks  | 45 31               | 134 )        | 27)<br>66                    |
| Three networks<br>Total                                 | 14 207              | 190½<br>495  | 39                           |

#### Packagers Licensing Series by Year

|      | Two Networks                            | Three Networks |
|------|---|----------------|
| 1957 | 9 <u>.</u>                              | 0              |
| 1958 | <b></b>                                 | 1              |
| 1959 |   | 3              |
| 1960 | • · · · · · • · · · · · · · · · · · · · | 2              |
| 1961 |   | 4              |
| 1962 | <b> 4</b>                               | 3              |
| 1963 |   | 1              |
| 1964 |   | 2              |

Network income from programs takes several forms—program payments, profit-share income and income from distribution. Since 1960, according to the Little report, the network share of program payments for prime-time entertainment series has remained relatively constant. It

represented 9.9% of the total in 1960, 9.7% of the total in 1964. In dollars, while network program payments rose from \$23 million to \$28 million, packager payments rose from \$213 million to \$262 million.

Network income from profit shares in subsidiary interests in entertainment shows rose from \$1.2 million in 1960 to \$5.6 million in 1964, but average profit share interest declined from 33.2% to 27.8%. Packager income from profit shares, in contrast, rose from \$2.4 million to \$14.6 million, 66.8% to 72.2% over the same period.

Network income from distribution fees went from \$940,000 in 1960 to \$2.4 million in 1964, and the percentage of programs in which the networks had distribution rights increased from about 33.8% to 35.7%. In contrast, packager income from distribution rose from about \$1.9 million to \$4.3 million.

#### Network and Producer Shares of First-Run Payments, Profit-Share and Fee Income

|                         | 1960    | 1961    | 1962    | 1963    | 1964    |
|-------------------------|---------|---------|---------|---------|---------|
| First-run payments plus |         |         |         |         |         |
| profit-share and fee    |         |         |         |         |         |
| income                  |         |         |         |         |         |
| Network share (%)       | 10.5    | 11.4    | 10.0    | 11.2    | 11.4    |
| Producer share (%)      | 89.5    | 88.6    | 90.0    | 88.8    | 88.6    |
| Network share (\$000)   | 25,532  | 31,191  | 27,759  | 33,267  | 36,005  |
| Producer share (\$000)  | 217,048 | 242,101 | 250,301 | 264,128 | 281,172 |
| First-run payments      |         |         |         |         |         |
| Network share (%)       | 9.9     | 10.7    | 9.1     | 10.1    | 9.7     |
| Producer share (%)      | 90.1    | 89.3    | 90.9    | 89.9    | 90.3    |
| Network share (\$000)   | 23,385  | 28,303  | 24,289  | 28,350  | 28,040  |
| Producer share (\$000)  | 212,688 | 235,824 | 241,376 | 252,362 | 262,261 |
| Profit-share income     |         |         |         |         |         |
| Network share (%)       | 33.2    | 32.5    | 28.6    | 28.8    | 27.8    |
| Producer share (%)      | 66.8    | 67.5    | 71.4    | 71.2    | 72.2    |
| Network share (\$000)   | 1,207   | 1,925   | 2,204   | 3,102   | 5,622   |
| Producer share (\$000)  | 2,429   | 3,998   | 5,502   | 7,669   | 14,601  |
| Fee income              |         |         |         |         |         |
| Network share (%)       | 33.8    | 29.7    | 27.0    | 30.7    | 35.7    |
| Producer share (%)      | 66.2    | 70.3    | 73.0    | 69.3    | 64.3    |
| Network share (\$000)   | 940     | 963     | 1,266   | 1,815   | 2,393   |
| Producer share (\$000)  | 1,931   | 2,279   | 3,423   | 4,097   | 4,310   |

The three program revenue sources total up to a network revenue increase from \$25.5 million in 1960 to \$36 million in 1964, 10.5% to 11.4%. Packager revenue over the same period went from \$217 million to \$281.2 million, 89.5% to 88.6% of the total.

The Little report examined the extent to which networks have obtained subsidiary rights and interests in regularly scheduled prime-time entertainment series 1957 through 1964. Network ownership of syndication or merchandising rights, it was found, has been obtained in less than 36% of entertainment hours in any one year and has varied over only a small range during the study period.

Network Rights in Entertainment Hours

|      | Domestic<br>Syndication<br>Rights | Foreign<br>Syndication<br>Rig <b>ht</b> s | Merchandising<br>Rights |
|------|-----------------------------------|---|-------------------------|
|      | Percent                           | Percent                                   | Percent                 |
| 1957 | 30.2                              | 33.0                                      | 31.6                    |
| 1958 | 28.2                              | 30.3                                      | 32.5                    |
| 1959 | 24.6                              | 29.4                                      | 25.3                    |
| 1960 | 32.6                              | 33.3                                      | 27.7                    |
| 1961 | 27.0                              | 29.7                                      | 22.2                    |
| 1962 | 23.5                              | 27.0                                      | 17.2                    |
| 1963 | 28.4                              | 30.5                                      | 26.3                    |
| 1964 | 35.0                              | 35.7                                      | 34.3                    |

Network subsidiary interests (or profit shares) in the same programing rose between 1957 and 1964—from 36.5% to 63.6% on domestic syndication—but the average profit

#### THE LITTLE REPORT continued

share of the networks in the entire schedule of prime-time entertainment program hours was lower in 1964 than in 1957.

#### Average Network Profit Shares in All Regularly Scheduled Entertainment Series

|      | Average<br>Domestic<br>Profit Share | Average<br>Foreign<br>Profit Share | Average<br>Merchandising<br>Profit Share |  |  |
|------|-------------------------------------|------------------------------------|--|--|--|
|      | Percent                             | Percent                            | Percent                                  |  |  |
| 1957 | 29.7                                | 30.0                               | 30.9                                     |  |  |
| 1958 | 31.1                                | 32.2                               | 32.0                                     |  |  |
| 1959 | 29.5                                | 30.6                               | 29.0                                     |  |  |
| 1960 | 33.1                                | 32.9                               | 32.8                                     |  |  |
| 1961 | 31.9                                | 32.7                               | 30.6                                     |  |  |
| 1962 | 28.6                                | 28.5                               | 28.2                                     |  |  |
| 1963 | 29.0                                | 28.7                               | 28.9                                     |  |  |
| 1964 | 27.4                                | 27.8                               | 26.2                                     |  |  |

Average profit shares peaked in 1960 and have declined in following years. For packager-licensed programs considered separately, average profit shares have varied within a range of 10 to 14 percentage points for domestic and foreign syndication and merchandising. The networks between 1957 and 1964 never obtained an average profit share of more than 29% for domestic or foreign syndication.

#### Average Network Profit Shares in Regularly Scheduled Packager-Licensed Entertainment Series

|      | Average<br>Domestic<br>Profit Share | Average<br>Foreign<br>Profit Share | Average<br>Merchandising<br>Profit Share |  |  |
|------|-------------------------------------|------------------------------------|--|--|--|
|      | (Percent)                           | (Percent)                          | (Percent)                                |  |  |
| 1957 | 14.6                                | 15.5                               | 17.7                                     |  |  |
| 1958 | 19.1                                | 21.5                               | 21.0                                     |  |  |
| 1959 | 25.9                                | 27.6                               | 24.4                                     |  |  |
| 1960 | 28.4                                | 28.1                               | 28.0                                     |  |  |
| 1961 | 27.2                                | 28.2                               | 25.4                                     |  |  |
| 1962 | 24.9                                | 24.7                               | 24.4                                     |  |  |
| 1963 | 22.2                                | 21.8                               | 22.1                                     |  |  |
| 1964 | 22.1                                | 22.6                               | 20.6                                     |  |  |

From a financial viewpoint, the most important subsidiary rights and interests for the networks are in syndication. Merchandising rights and interests are of minor importance in comparison.

#### Network Net Gain from Subsidiary Rights and Interests

| Syndication |             | Merchandising |
|-------------|-------------|---------------|
| 1960        | \$1,947,000 | \$200,000     |
| 1961        | 2,765,000   | 123,000       |
| 1962        | 3,300,000   | 170,000       |
| 1963        | 4,679,000   | 238,000       |
| 1964        | 7,738,000   | 277,000       |

The Little report notes that the FCC "notice" expresses concern that, in selecting programs for their schedules, networks may favor those in which they have a financial interest and discriminate against those in which they have none. In examining this—network rights and interests in syndication as a factor in program selection—the report finds that from 1960 through 1964 the networks "consistently scheduled more new packager-licensed program hours in which they had not acquired any syndication rights than hours in which they had acquired rights." And it was noted that this was the case even when the networks had a reserve of potential series (unutilized pilots) in which they held rights and which they could have scheduled in preference to series without rights. These relationships:

#### Network Syndication Rights and Profit Shares in New Packager-Licensed Series vs. Those in Unutilized Pilots

#### Domestic and/or Foreign Syndication Rights

|                                 | (110    | uisj    |             |             |             |
|---------------------------------|---------|---------|-------------|-------------|-------------|
|                                 | 1960    | 1961    | 1962        | 1963        | 1964        |
| New series                      |         |         |             |             |             |
| Network rights                  | 8       | 81/2    | 9           | 81/2        | 9           |
| No network rights               | 131/2   | 141/4   | 151/2       | 17          | 11          |
| Unutilized pilots               |         |         |             |             |             |
| Network rights                  | 101/2   | 5½      | 7           | 5           | 81/2        |
| Damastia and/an                 | Fausian | Syndi   | nation D    | rafit Sh    | 2106        |
| Domestic and/or                 | roreign | Sylidio | Cation F    | 10111 311   | ares        |
| Domestic and/or                 | 1960    | 1961    | 1962        | 1963        | 1964        |
| New series                      | _       | -       |             |             |             |
| New series                      | _       | -       |             |             |             |
| ·                               | 1960    | 1961    | 1962        | 1963        | 1964        |
| New series Network profit share | 1960    | 1961    | 1962<br>19½ | 1963<br>17½ | 1964<br>18½ |

From an economic standpoint, the Little report notes, networks would be "ill-advised" to peg program decisions on the presence or absence of subsidiary rights or interests "because revenues from subsidiary rights and interests in programs are small compared to revenues from network broadcast." Pieces held in packager-licensed series appear to contribute very little to recovering program costs on these series.

#### Network Subsidiary Revenues Compared with Network Direct Program Costs

|      | Subsidiary Revenues<br>(Net Gain) | Direct<br>Program Costs |
|------|-----------------------------------|-------------------------|
| 1960 | \$2,147,000                       | \$178,889,000           |
| 1961 | 2,888,000                         | 222,656,000             |
| 1962 | 3,470,000                         | 241,237,000             |
| 1963 | 4,917,000                         | 245,576,000             |
| 1964 | 8,015,000                         | 263,693,000             |
|      |                                   |                         |

The Little report sees the FCC's proposed "50% restriction"—which would split network prime-time schedules in half, have 50% of programs produced or co-produced by the network, 50% by non-network arrangement—as an attempt to decrease network influence over programing. The research organization's analysis, however, indicates that about half of the new program series in network schedules in recent years "have been based on pilots that were free of network interests or other involvement . . ."

#### Origin of New Program Series

| (Percent)  |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|  | 1957  | 1958  | 1959  | 1960  | 1961  | 1962  | 1963  | 1964  | 1965  |
| 1. Packager-<br>produced pilot<br>with advertiser<br>assistance or<br>"'freeball" li-<br>censed to ad- |       |       |       |       |       |       |       |       |       |
| vertiser  2. Packager- produced "free- ball" licensed  |       | 28.4  | 26.0  | 9.3   | 11.6  | 5.5   | 10.9  | 6.5   | 6.0   |
| to network   | 31.9  | 41.1  | 37.0  | 35.5  | 40.2  | 51.9  | 45.3  | 21.8  | 44.0  |
| Total, lines 1<br>and 2  | 65.6  | 69.5  | 63.0  | 44.8  | 51.8  | 57.4  | 56.2  | 28.3  | 50.0  |
| 3. Packager produced pilot with network  |       |       |       |       |       |       |       |       |       |
| assistance<br>4. Network-  | 17.2  | 14.7  | 22.0  | 44.9  | 41.1  | 38.9  | 34.4  | 65.2  | 50.0  |
| produced   | 17.2  | 15.8  | 15.0  | 10.3  | 7.1   | 3.7   | 9.4   | 6.5   | 0.0   |
| Total, lines 3 and 4   | 34.4  | 30.5  | 37.0  | 55.2  | 48.2  | 42.6  | 43.8  | 71.7  | 50.0  |
| Total  | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

On the FCC's contention that the networks expanded their share of the syndication market (both U.S. and foreign) between 1957 and 1964, and that they now dominate the market, the Little report finds differently. The networks' share of the domestic syndication market, it was found, fell from 23% in 1957 and a high of 27% in 1958, to 7% in 1963 and 1964.

Not only did the networks' share of the market decline, their actual dollar sales fell from \$12.9 million in 1957 and \$18.4 million in 1958, to \$7.6 million in 1963 and \$7.7 million in 1964.

Networks' Share of Total Domestic Syndication Market

| Year | Networks' Domestic<br>Syndicated Sales | Stations' Syndication<br>Purchases | Networks' Sales as % of Station Purchases |
|------|--|------------------------------------|---|
|      | (\$ millions)                          | (\$ millions)                      |   |
| 1957 | 12.9                                   | 57.0                               | 23  |
| 1958 | 18.4                                   | 69.0                               | 27  |
| 1959 | 15.7                                   | 96.0                               | 16  |
| 1960 | 14.7                                   | 95.0                               | 15  |
| 1961 | 10.8                                   | 73.0                               | 15  |
| 1962 | 9.8                                    | 101.0                              | 10  |
| 1963 | 7.6                                    | 108.0                              | 7   |
| 1964 | 7.7                                    | 116.0                              | 7   |

The networks' share of the foreign syndication market, however, did grow between 1957 and 1964.

Sales of Syndicated Programs by U.S. Companies Overseas

| Year | Networks' Sales | Industry Sales | Networks' % of<br>Industry Sales |
|------|-----------------|----------------|----------------------------------|
|      | (\$ millions)   | (\$ millions)  |                                  |
| 1957 | 1.7             | 12.0           | 14                               |
| 1958 | 3.3             | 18.0           | 18                               |
| 1959 | 3.9             | 25.0           | 16                               |
| 1960 | 5.6             | 37.0           | 15                               |
| 1961 | 7.8             | 45.0           | 17                               |
| 1962 | 10.4            | 50.0           | 21                               |
| 1963 | 12.6            | 65.0           | 19                               |
| 1964 | 15.8            | 80.0           | 20                               |

Measured in dollars, the networks' total sales of syndicated programs in the combined domestic and foreign market have fluctuated very little over the years. The increase in export sales has counteracted the decrease in domestic volume. And with total industry sales increasing from \$87 million in 1958 to \$196 million in 1964, the networks' share has reduced from 25% to 12%.

All Syndication

| Year | Network Sales | Industry Total | Networks' % of<br>Industry Sales |
|------|---------------|----------------|----------------------------------|
|      | (\$ millions) | (\$ millions)  |                                  |
| 1957 | 14.6          | 69.0           | 21                               |
| 1958 | 21.7          | 87.0           | 25                               |
| 1959 | 19.7          | 121.0          | 16                               |
| 1960 | 20.3          | 132,0          | 15                               |
| 1961 | 18.6          | 118.0          | 16                               |
| 1962 | 20.2          | 151.0          | 13                               |
| 1963 | 20.2          | 173.0          | 12                               |
| 1964 | 23.5          | 196.0          | 12                               |

Answering an FCC suggestion that networks have a possible undue advantage in selling syndicated programs to their own affiliates, the Little report finds that, whatever the possibilities are, "they do not lead to a network's selling a larger proportion of its syndicated programs to its affiliates than to independent stations or to stations affiliated with other networks." Independent stations were found to purchase more hours of syndicated programs from network syndication (15%) than do any of the network's affiliated stations (ABC's 13%, CBS's 10%, NBC's 12%).

#### Station Purchases of Syndicated Programs by Network Affiliation — November 1964

| Percentage of time occupied by syndicated programs excluding movies) |            |            |            |          |          |  |
|--|------------|------------|------------|----------|----------|--|
|  | ABC        | CBS        | NBC        | Inde-    | Total    |  |
| From whom  | network    | network    | network    | pendent  | all      |  |
| purchased:   | affiliates | affiliates | affiliates | stations | stations |  |
| ABC Films  | 3          | 2          |            | 6        | 3        |  |
| CBS Films  | 4          | 5          | 5          | 3        | 4        |  |
| NBC Films  | 5          | 3          | 5          | 5        | 4        |  |
| All networks   | 13         | 10         | 12         | 15       | 12       |  |
| Other syndicators  | 87         | 90         | 88         | 85       | 88       |  |
| Total  | 100        | 100        | 100        | 100      | 100      |  |

The FCC "notice" describes the number of "mass-appeal U.S. produced series released annually by major suppliers to the first-run syndication market" as having declined from 29 in 1956 to one in 1964. The conclusion from this is that there is a "marked trend toward the virtual extinction of the first-run, prime-time syndication market," and an inference, according to the Little report, that network activity in syndication is responsible.

The Little analysis agrees that there "probably" has been a decline in the first-run market but notes that this type of programing is far from becoming extinct. Foreign produced first-run programs, apparently excluded in FCC thinking, can be considered as part of first-run supply, and are in the Little data. The findings on new programs available in syndication between 1956-1964 are:

- Adventure, drama, mystery, police, western and comedy declined.
- Music, variety, documentaries and special interest shows increased.
  - Overall volume (by half-hour units) increased.

Total New Adventure, Drama, Mystery, Police, Western and Comedy Programs Released into First-run Syndication

| Year |  | No. Series | Equivalent Half-Hours |
|------|--|------------|-----------------------|
| 1957 |  | 24         | . 866                 |
| 1958 |  | 23         | 849                   |
| 1959 |  | 41         | 1,564                 |
| 1960 |  | 27         | 974                   |
| 1961 |  | 16         | 548                   |
| 1962 |  | 8          | 353                   |
| 1963 |  | 12         | 482                   |
| 1964 |  | 7          | 664                   |
|      |  |            |                       |

#### Total New Documentaries, Music and Variety, Special Interest Programs Released into First-run Syndication

| Year | No. Series | Equivalent Half-Hours |
|------|------------|-----------------------|
| 1957 | 3          | 428                   |
| 1958 | 3          | 117                   |
| 1959 | 17         | 677                   |
| 1960 | 15         | 747                   |
| 1961 | 19         | 1,162                 |
| 1962 | 29         | 1,870                 |
| 1963 | 24         | 2,442                 |
| 1964 | 23         | 2,241                 |
|      |            |                       |

#### Total New Programs Released into First-run Syndication

| Year | Titles | Equivalent Half-Hour |  |
|------|--------|----------------------|--|
| 1957 | 27     | 1,294                |  |
| 1958 | 26     | 966                  |  |
| 1959 | 58     | 2,241                |  |
| 1960 | 42     | 1,721                |  |
| 1961 | 35     | 1.710                |  |
| 1962 | 37     | 2,223                |  |
| 1963 | 36     | 2,924                |  |
| 1964 | 30     | 2.905                |  |

While the Little report finds that overall syndication volume is up, it also finds that the face of the market has changed. The scarcity of first-run adventure, comedy, western formats and the like is attributed to a pull-out of advertisers who formerly purchased and supplied this kind of fare. In recent years rising program costs and the trend to short-term spot buying have been the damper.

## Shell's Wonderful World Television



BY RALPH TYLER

 ${\bf E}$  arly this month 44 men, an Irish script girl and four tons of camera and sound equipment will be assembled at Kennedy Airport on the first leg of a yearly globetrotting chore. Their task, which extends through the summer, is to film 11 golf matches at courses pleasantly situated around the world. What they come up with will be edited in New York to appear next winter as consecutive weekly segments of Shell's Wonderful World of Golf.

By now the operation is figured down to a tee (a word hard to avoid), since this will be the sixth season for the series. When Shell began it, 14 or 15 days would be spent on each location. The average now is seven. Although the show provides the sort of jobs that give those left at home plenty of practice in trying to master envy, the work schedule is so tight there is little time to soak up the scenery. According to Fred Raphael, president of The Directors Group and producer-director of the series, the week usually divides into five days on a course, one day travel and one day off "if we can get it." The travel day is the tough one, since it almost always requires a border crossing and that can mean an eight-hour slow march through customs.

Shell spends some \$2.5 million on this golf package each year, and only about \$700,000 of that is television time charges. Another sum, estimated at \$250,000, goes for the commercials made specifically for the series. The rest of the money produces the shows.

Shell's Wonderful World of Golf is part of the company's institutional advertising effort, designed to make the public think well of the company as a whole, rather than motivate the consumer to buy a particular product. Kenyon & Eckhardt is the agency for Shell's institutional advertising, while Ogilvy & Mather handles the consumer campaigns. Half of Shell's institutional advertising budget is in television. The company sponsored the National Drivers

Test twice on television last year as well as the golf shows.

The use of an international show to emphasize the world-wide character of Shell's facilities was a new departure for the company. As is the case of Lever Brothers, Shell's parent company is an Anglo-Dutch concern with headquarters in London. It is perhaps an indication of the increasing popular acceptance of the international nature of the post-war world that such a relationship changed from a potential public relations liability to an asset. Of course, other American corporations were making institutional capital from their far-flung facilities about the same time Shell took the plunge. What do they gain from it? In Shell's case, according to Gordon G. Biggar, the company's vice president for public relations, a look at the extent of Shell's activities over the globe, including Shell's widespread research facilities, suggests to the viewer that this is a company that's big and knowledgeable. By inference, this skill and know-how gained all over the world is being put to good use by the U.S. company.

Why a golf show? Institutional advertising is aimed primarily at the opinion makers. Biggars says, "The people who belong to golf clubs are fairly well respected. They're usually doers in their community. We figure we're reaching a good class of people." The potential audience, in addition, includes the four million who play golf at public courses. Also, and this is a tribute to the quality of the show, some 30% of its viewers are non-golfers. These often are women who are drawn to the 21/2-minute "postcard" that sets the stage for each program at the opening by showing the country in which the match is played. Fifteen minutes into the program the first commercial occurs, also 21/2 minutes long. It continues the travelogue where the postcard leaves off, but leads with great naturalness and subtlety to a Shell activity in the country concerned. The sell is so soft it is



(right), at Panama City match. Other player is Chi-Chi Rodriguez. Gene Sarazen, in plus fours, and George Rogers comment at the mike.

#### Shell has parlayed its institutional campaign into a commercial, programing and sports success



Mack Edwards of Kenyon & Eckhardt (in dark coat) instructs film crew in Japan for commercial that will accompany the yolf show.



Fred Raphael, producer-director of Shell's golf show, uses his walkie-talkie to good advantage during match in the Philippines.





An overall view (l) of the Royal Selangor Golf Club near Kuala Lumpur in Malaysia is provided by helicopter.

Greensmen (r) who learned their job in Hollywood camouflage cameras so course will look natural to the viewers.

#### WONDERFUL WORLD OF GOLF continued

almost as if the camera stumbled on the company doings during a casual look around town. Forty-five minutes into the hour show the final commercial is spotted. It continues the mixture of scenery and soft sell and the message runs something like this: "For the world over, Shell is the symbol of excellence."

Biggar says about 15 million persons are regular viewers

of the program, and the figure has held roughly steady in the five years of the show's existence. Of the hundreds of letters Shell receives about the program, 99% are favorable, Biggars states. A recent survey of the letters showed that 44% of the writers said they liked the commercials, a remarkably high figure. Some women said they watched the travelogue and then went away, telling their husbands to call them when the commercial came on, a reverse of the usual procedure. Although no attempt is made to sell

TH IN A SERIES
ABOUT THE
CREATION OF
TV COMMERCIALS

1. "It is 12 o'clock . . . midnight!" says the voice-over.

2. "Yet the sea . . . the mountains are bathed in a strong, clear light. You are now hundreds of miles north of the Arctic Circle in that strange, beautiful part of Norway called Finnmark."

5. The camera moves indoors: "They are people of the North... accustomed to and loving the severe beauty of the land that is their home..."

6. "... But all is not cold and ice in this land. Along the coast, during the short summer, when the sun warms the earth 24 hours a day, the snows melt and add their waters to the rushing rivers that provide some of the world's finest fishing ..."

9. Now Shell appears: "And here you will find the northernmost service station in the world, a service station that provides the same standards of excellence in products and services that you have learned to expect from Shell."

10. The announcer continues, "For the world over . . . in the Land of the Midnight Sun . . ."

The not-with-a-bang-but-a-whisper school of television commercials is omnipresent these days, but nowhere is soft sell so rightfully at home as in institutional advertising. Here, with no direct sales message to get across, the commercial can concentrate on a total impression that intended to rub off on the sponsoring company: of quality, of integrity, of skill and of scope. The smaller the proportion of commercial time actually devoted to the narrow in-

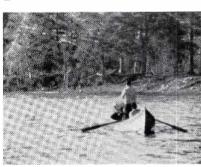
#### THE SUN NEVER SETS ON SHELL'S EMPIRE-





terests of the company the better, since this restraint implies generosity and breadth of vision. A company obviously is no chaser after the fast buck if it can devote a healthy chunk of its expensive commercial time to informing the viewer about the far corners of the earth before it gets around to mentioning that it has a business endeavor tucked away in most of them. Note how the commercial above unfolds as a travelogue before the camera moves in on a Shell service station,







--

which in this instance happens to be the northernmost station in the world.

The 21/2-minute commercial is one of a series tailor-made for Shell's Wonderful World of Golf, a weekly program which presents 11 different matches each year on courses throughout the world. The commercials, all produced, directed and written by Mack Edwards of Kenyon & Eckhardt, attempt to capture the flavor of each country where the matches are played. In this case the players com-

gasoline on the show, 9% of the letter writers said they had never used Shell but liked the show so much they were going to try it. Shell credit cards were requested by 4% of the writers.

Not surprisingly, the then president of Shell in America when the show was started, Monroe E. Spaght, is himself a golfer. Shell had been sponsoring Leonard Bernstein's Young People's Concerts and Spaght had gone to 21 for lunch after doing a commercial for the series. He had just

seen a golf show on television that he thought in not very good taste. It featured a pro-golfer playing against a clowning movie actor. Spaght said, "Do you think someone could come up with a good idea for a golf show? There must be a lot of golf courses all around the world that people never get a chance to play. Why couldn't someone . . .?" The show was soon on the fairway. Spaght since has gone to Shell's London headquarters and the current man at the American post, R. C. McCurdy, is a sailor rather than

To page 51

#### INCLUDING THE MIDNIGHT SUN IN NORWAY





3. "This is a man of that land," says the announcer as the film cuts to a smiling Lapp.

4. "Since pre-historic times, the Lapps have lived here in the everlasting snows of the North, following the huge herds of reindeer as they move across the country in search of grazing land."





7. "... And sportsmen from all over the world pay thousands of dollars for the privilege of fishing in these waters ..."

8. "... And there are cities in this land, too. This is Hammersfest, the northernmost city in the world, home to over 7,000 hardy Norwegians."





11. "... or in your home town ..." And here the camera abandons Norway for suburban America . . .

12. "This is the symbol of excellence ... of Shell's continuing search for new products, new ideas . . . new ways to serve you better."

peted at the Oslo Golf Klubb, Norway, while the commercial filming unit went farther north to the Finnmark area above the Arctic Circle. Edwards has been given a great deal of creative freedom for his task and when he heard from the Shell people in Norway about their station in the extreme-north town of Hammersfest he saw it as a natural for the series and the unit headed up there. They flew as far as the planes fly, and drove the rest of the way. The fishing

sequences in frames 6 and 7 were taken as they journeyed north. In Finnmark they encountered the Lapps with a herd of reindeer. "They were most uncooperative until we got them drunk," Edwards recalls. It seems tourists are forever filming the Lapps, and brandy alone assuages their boredom with the routine.

The Shell station in Hammersfest turned out to be a Ford dealership as well, and the crew spent half a day taking down the large Ford sign that other-

wise would have appeared in the commercial to the dismay of every other auto manufacturer.

All the commercials are done in color and have an atmospheric quality that these black-and-white stills cannot render fully. Edwards doesn't write his script until the film is in the can and he is back in New York. That keeps him free when he's on location to pick the thing that moves him at the moment and avoid the travel cliche.



The author puts his "I Spy" team through its paces while shooting in the harbor section of Hong Kong.

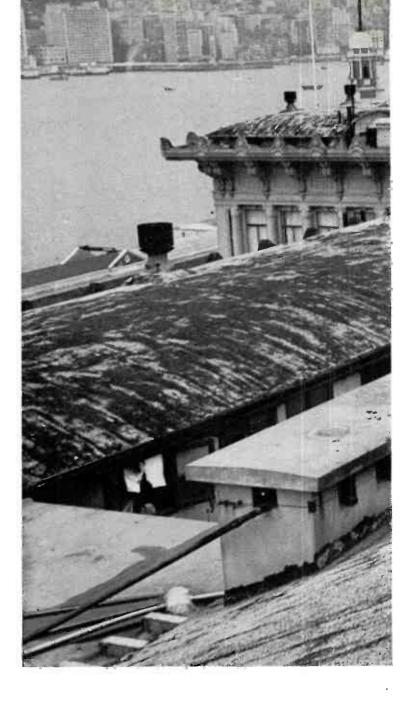
# The World Is His Back-Lot

No longer need television confine its shooting to Hollywood, says veteran producer Sheldon Leonard who practices what he preaches.

BY SHELDON LEONARD as told to Morris J. Gelman

Hollywood is a big gossipy town and usually everyone knows everyone else's business, yet I'm surprised at how few people realize the changes that have taken place in the mechanical end of the business during the past few years. Other producers are always asking me how the hell I can manage to shoot a television show on location every week. How I can work in Hong Kong, Mexico and Japan. If they'd take a close look at the new equipment available, they'd know how I can do it.

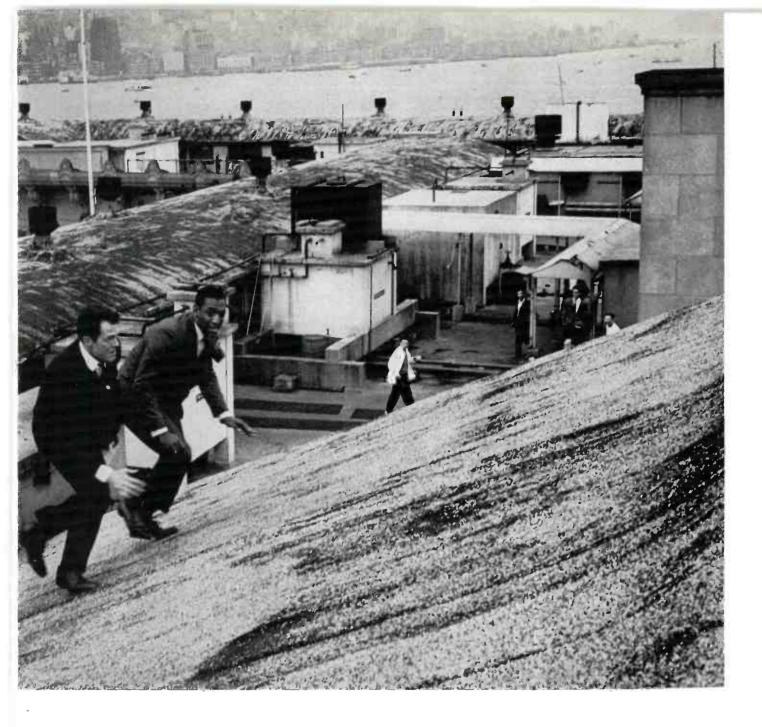
I feel that all changes taking place in the mechanical and technical end of this business are going to bring major changes for Hollywood production. Producers don't have to settle for a painted back-drop of St. Peter's Basilica now, they can go and shoot the real thing. Why try to build the Ginza on the back lot when you can take your actors and go to Japan? I think more and more shows will be moving out on the road. I don't mean runaway production, I just mean getting your location film right



where you want it. The main headquarters and the interior shots always will be from Hollywood.

To some extent we can find an analogy for television with moving pictures. After the introduction of sound there was a period during which all movie production was confined to stages because of sound problems. You couldn't record dialogue under exterior shooting conditions. This lasted for a disproportionately long time.

More than anything else, the introduction of the wide screen opened up theater film making. With the introduction of the wide screen you began to get the approach to picture making that came to its apex with something like "Lawrence of Arabia," where the size of the screen made full use of the size of the subject. With the bigger screen and with the increased aspirations of the movie-makers, motion pictures really began to move. It was a manifestation of the need for something different and bigger looking on the screen.



Well, the same thing has been happening with television. It has been happening slowly because the equipment for viewing television, the mere size of the screen, has developed a hell of a lot faster than our capacity to fill that screen. To a great extent television, even now, is making pictures with the same techniques that we used in the days of the 7-inch and 11-inch screens.

The constant, reiterated use of closeups, the excessive use of closeups, which deprives the closeup of its own significance, which is emphasis, is an example. The closeup should be used like italics in composing literary material. It's like underlining. When used all of the time it loses its value for emphasis.

You also lose size and scope. You lose the value of the background. You lose your sense of being in the place the story has intended to bring you to.

My desire to bring television shows outside the studio and beyond the closeup was the result of observing the analogy in motion pictures. To satisfy the audience's growing sophistication, it became necessary for features to go outside and become more mobile and to increase their scope. I believe that inevitably it will happen in television. I believe that television is lagging behind in its potential to do exteriors and enlargements of subject matter. I believe, also, that this is one of the most valuable new notes that we can introduce into television broadcasting.

We're always looking for—and not often finding—something new to bring to television. I'm not talking merely about the cycles in entertainment like the western or fantasy or horror or the current espionage cycles. I'm talking about whole new approaches that we're continually trying to bring into television with relatively little success because this medium is so frightfully expensive. You can't be too daring and too experimental in television because you can't take the kind of bath that you can take with a failure. And television has gotten too expensive for business to tolerate as a



Grandchild of an American phenomenon—the dashboard suction cup—holds one of cinematographer Fouad Said's cameras on the front of a car, or an airplane, boat or anything else necessary.

## The 'I Spy' crew takes advantage of new filming techniques as it makes the world its oyster



The "I Spy" crew uses electronic equipment that would boggle the mind of most real-life espionage types—like the five-station wireless backpack above, custom built for the show, that relays sound directly from the actors to the sound mixer.







Inscrutable Oriental sound mixer (named Collins), using new wireless gear, mixes scrutable American sound.

The author shows off a little actual "I Spy" undercover work—a camera dolly unit designed to be less conspicuous on city streets, and hopefully to avoid attracting the crowds a camera always draws.

#### THE WORLD IS HIS BACK-LOT continued

rule. It has gotten worse in a speculative sense than Broadway ever was. You're gambling with a sum of money that business just doesn't like to see used speculatively.

As a digression, a friend of mine has just finished a half-hour pilot which cost him \$350,000. That's for a half-hour pilot. Well, it's shocking but it isn't all that unique. Many pilots have run into these staggering figures. That means if you try something very daring and very experimental, you're gambling with a sum of money which gives business nervous fits. So the attempts to find something new for television have been tentative and mild and rather conservative.

But the one thing that we can bring into television without too much experimentation or too greatly increasing our

costs or without any great degree of risk, is the fresh air of outdoors, the enlarged scope of locations. We know that's a desirable television ingredient. True, you increase the cost of production in certain areas by going outdoors. You add transportation and per diems to your list of costs but you eliminate set construction and to some degree you reduce the cost of stage rental.

The most important thing, of course, is set construction. I can't duplicate a shot of the shrine of Nikko in Japan—that's a lot of production value to have on the screen—at any cost in Hollywood. When I shot in the Tiger Bond Garden in Hong Kong or down at the pyramids in Mexico, the handsome effect produced on the screen was beyond that any television budget could reproduce on stage. Hollywood can't begin to approach it.

So it does cost more to go to the location for shooting, but you put more on the screen than you can put on the screen for any comparable amount of money by staying in Hollywood. Whatever success I've had is due at least in part to the set of values I've promoted-that we are not making volume products, not mass production, economy-oriented products, but we're making quality, hand-crafted products. With the shows that we make, quality is the primary object. Of course we try to be good businessmen too, but we go on the theory that being more expensive is good business if it increases the demand for your product. And we have attempted to make handcrafted, highly customized pictures and series which get back their excessive initial cost with far more than usual replays, stripping and syndication. I'm happy to say it worked for us and has turned out to be good business and not merely misdirected idealism.

There are alternatives to actually going out on location. There are ways of achieving a fraction of the effect we get with process or blue screen or with backings. But they have a synthetic look to them and they do seriously limit the flow, the mobility of the show.

Sure, instead of going to Italy to shoot a scene at the Piazza San Marco, I could buy a process play of the place and sit Bob Culp and Bill Cosby down in a cafe and play them in front of the process play with pigeons flying in back of them and all the look of movement. And as long as I keep them seated there it is a moderately satisfactory substitute for being there. But our ambitions and our techniques go beyond this. We want Culp and Cosby not merely to sit at the table but to get up and feed the pigeons and to move around freely. So the audience sees not only that narrow section of the piazza but by the time we're through we've panned the whole area and have given the viewer at home the sense of participation, the sense of being there. None of the economy-oriented substitutes can do this.

There are, of course, other problems that aren't apparent at first inspection. The problem of sound is an enormous one which we have solved partly by the development of new equipment and techniques. But the total solution of the sound problem requires us to rely on some old techniques and some old solutions like going into the lab and looping after we get back from shooting. There are certain conditions in which we absolutely cannot get usable dialogue on the location because of extraneous noises. Once when I was shooting in Venice on the Danny Thomas Show I couldn't get usable sound because of intentional sabotagethe news vendors wanted to be paid off and to force their demands they would wait until we were ready to roll and then start screaming at the top of their voices: "Paper, headlines, buy the paper." It was their regular pitch but it ruined our track. If we were willing to give them a few thousand lire we could have ended this kind of stuff, but we would have been perpetuating the situation by showing them that blackmail is successful. We chose to fight it out and to loop the dialogue later in Hollywood.

The problem of changing light conditions has been partly met. We are able to be more ambitious about going out on location than was considered possible by the picture industry previously because we have taken a rather radical approach to it. Perhaps this is best illustrated by the very first day of shooting I did on I Spy. It was in Hong Kong a year ago last October. We were there ready to shoot and the typhoon warnings began to appear. We kept hoping it would miss us but it probably wasn't going to. It was getting closer and closer and finally we revised the approach to the script. We shot in the typhoon right through a slash-

ing, murderous rain. We integrated it into the story and made use of it. This was only possible because Eastman Kodak had made faster emulsions available for us than were previously available, so that we could shoot under these adverse light conditions.

It wasn't possible to do this a few years ago. It is possible to do it now. By using these faster emulsions we were able to shoot in the middle of a typhoon and thus save time, not layoff or close the company down, and we got different values on the screen than we would have gotten with a conventional approach.

The matter of the faster film speed which made this kind of shooting possible is repeated in many other areas of television technology. The lights, the reflectors, all these things have been streamlined. You can go now with less than a major caravan, which is what you used to need. When I was shooting in Paris on the Danny Thomas Show four years ago, we had to construct our schedule with the realistic limitation that was created by the fact that we could only make two moves a day. If I was shooting in Montparnese I could make the move up there and unload and then I could make one more move to, let us say, the Place Vendome and then I was through for the day. That's because the time required to load and unload and make another move would use up the available daylight. Getting through traffic, loading up the trucks, unloading, setting up the equipment would keep us down to an absolute maximum of two moves per day.

#### STREAMLINING MAKES THE DIFFERENCE

In Mexico City just a few weeks ago I was making as many as eight moves a day, while looking for the same quality of sound and picture. The difference is in the streamlining of equipment. Take reflectors, for example. My man can now carry half a dozen under one arm. They're like window shades. They roll up. Previously it took a minimum of two men to handle each reflector.

Some of the other equipment advances are portable tape recorders not much larger than an attache case which have come to replace a whole sound truck. The advent of highly directional microphones has made it possible to get dialogue under adverse conditions. We now use quartz and other lights which supply the same amount of light with much less bulk.

I've got my men working on the secret of using the kind of turbine generators they use on airplanes so that we can adapt them to picture-making. Most of the time you use electricity when you shoot. You can only divorce yourself from electricity to a very limited degree. You can use battery operated cameras and equipment but that's cumbersome. Also it's not as dependable as generated power and batteries create a further problem because you have to assign somebody in charge of them to keep them up to level day and night. It's a big, big deal to operate off batteries. You do it if you're going in to the Burmese jungle, I suppose, but you don't have to do it if you're in an area where you can transport a generator. It's better to work off a generator, but the generators available for making pictures are huge, monstrous 600-pound deals.

When I took a generator on the Star Ferry in Hong Kong, it took eight men to transport the thing off the truck and move it down rollers onto the ferry. And when we go to shoot with a generator its noise means that we have to park it at least 150 yards away from the site of the dialogue. Otherwise you pick up the generator throb. Also, you have to lay cable with a generator which means obstructing

#### Says Leonard: "Location Shooting is an exigency. We do it because we have no choice."

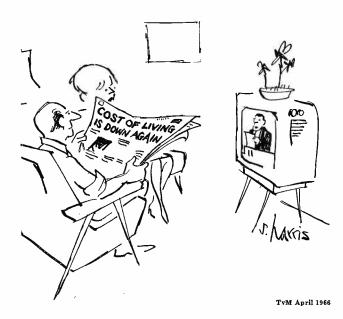
traffic and complicating life for everybody, in addition to the time it all takes.

There are generators that yield all the power we need. They are being used currently in the big jets. Jets use more power than a picture company does, yet they operate with a generator that weighs only 80 pounds. I see no reason in the world why we cannot develop something similar for use in pictures, something which one or two men can easily carry and transport anyplace. Such a development would eliminate one truck from my cortege. I now use three trucks of different sizes. I'm down to a camera car, which also includes the sound equipment, down to a prop car which carries lights and reflectors, and down to the generator truck. Then, of course, we have cast cars for common transportation of personnel.

I used six trucks in Paris. I aim eventually to get down to one truck. We are setting out now to design a truck specially for the new equipment for this kind of location shooting. It will be a truck into which we can fit this new generator and a truck which is recessed and customized to hold all the new equipment with a minimum of complications so that the stuff doesn't have to be lashed down and carefully stacked. This will enable us to load and unload quickly.

It ought to be developed in time for my next location. It will save me an enormous amount of money. If I can ship a truck fully loaded with equipment to Hong Kong or Madrid or to Toyko or to Rome or any of the other areas we're going to be working in, it will save me, perhaps, at

we're going to be working in, it will save me, perhaps, at a rough guess, \$8,000 or \$9,000 for each location. Since I go on three locations a year, it will actually save me a total of about \$25,000 to \$30,000 a year in this one item alone.



"The cost of living is up again!"

You pay freight by the amount of space you consume on a boat. I used three major locations for I Spy this season—Hong Kong, Japan and Mexico. What we sold to NBC was the concept of an adventure show on exotic, actual location—first unit production, not second unit stuff—making full use of foreign backgrounds and integrating them into the stories. So one of the values the show always is seeking in addition to adventure and in addition to comedy is the color and luxury of actual locations. Next year we will do Las Vegas, Palm Springs, Monterey, Italy, Spain and North Africa. We will group them together. The Spain-North Africa location will be combined in one because they are adjacent. We figure an average of two-and-a-half days of location shooting for each series segment.

Location shooting is an exigency. We do it because we have no choice. Given our choice we would rather work with the security of the crew we have trained and have worked with in Hollywood. Location is difficult. Location is tricky. Location is constantly hazardous. We only endure these hazards because of the benefits we reap from them. If we could do it just as well in Hollywood, if the look would be just as good with what we have in Hollywood, we'd choose to do it there. But it isn't as good so we go on location shooting, yet we get back as soon as we can. We get back to the security of the sound stages as soon as it's practical.

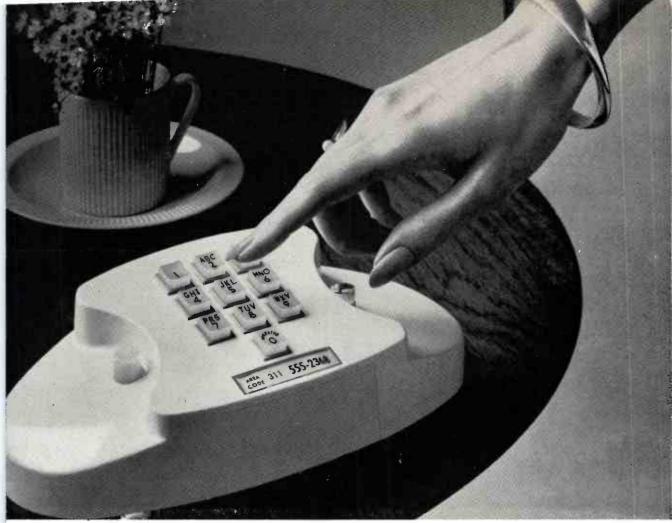
The problems of shooting on location are enormous. We choose to face these problems because of the results we get. We are not enchanted with these problems. I don't like having to fight the language barrier in foreign countries. I don't like the limited output of foreign crews as compared with what we can get out of our own crews. For example, we are budgeted and scheduled on the theory that we can shoot between 10 to 12 pages of script per day. I can't begin to approach that on location because I can't get the same amount of work out of a foreign crew. I can't get 12 pages a day in Mexico although production facilities in Mexico are comparatively good. I certainly couldn't begin to get it in Japan or Hong Kong.

I believe that location shooting has great value for television and should not be feared. We should welcome the opportunity to do it, but it certainly is no bed of roses. It's not a move you undertake lightly.

Other producers are trying to do it now. I can name a half-dozen shows that are trying to do what we do but in a cut-rate way. Nothing derogatory intended, but there's a prominent show on the air now giving the implication of location shooting by using stock footage. The hero says, "Well, for the next five weeks you'll find me at the stock races in Monza." Then they pull out their libraries of stock footage of the Monza races and inter-cut it into the picture. I believe it's an unsatisfactory substitute for what we try to do.

Still, it shows the need for increased scope, greater production values and the appearance of greater size. Blue Light gets its foreign production look by shooting in foreign countries. That's its home base. The only difference between my basing in Munich and shooting foreign footage and my basing in Hollywood and shooting foreign footage is the difference in transportation costs. If you're going on location from Munich to Venice, it will cost you just as much to shoot as it will cost me. But it won't cost as much to





Touch-Tone push buttons are swift servants of the modern hand. With them you place calls faster and someday will "inpstructions into bank and store computers to render and pay bills, transfer money, charge purchases, verify credit and thus gain greater command of personal time and energy. Still other ways they can free you of daily drudgery are being explored.

#### Tomorrow's Telephone Service - A Forecast

Bell System planning now extends to the year 2000. We see possibilities that go beyond. Already, Touch-Tone® service has become a magic key to many doors.

New advances in telephone service promise to make your daily life easier, and give you still more command of your personal time and energy.

One advance is today's Touch-Tone service—the push-button means of placing calls that is now being introduced in many areas.

These buttons will not only let you call your bank, for example, but may someday put you "on line" into your bank's computer in order to pay bills, verify deposits, and use revolving

credit. There are many such "input" uses for these ten little buttons.

Another big step forward is the Electronic Switching System, which in the years ahead will be handling almost all phone calls. The first ESS office went into operation last year and more are being added.

Spurred by what we have learned from Electronic Switching, we are now adapting existing equipment to test new optional services that...switch your calls to your host's home for the

evening . . . add a third phone to a conversation . . . hold one call on your home phone while you answer another.

Picturephone\* service that lets you see while you talk will add visual enjoyment to your calls.

There is no end to telephone progress. As new service needs arise, new Bell System thinking will meet them.

For the Bell System is simply people at work for other people, to make communications serve better in many more personal ways.



\*Service mark of the Bell System

transport people. Also you'll get different kinds of people.

On the other hand, to offset the advantage of congruity, which foreign-based companies have by being close to where the action is, I have a much, much greater advantage in morale. I can't get the quality of people to work for me when it means living in Munich for 9 or 10 months of the year that I can get if people know they'll live in their own homes and see their children. I could not have my present cast under these conditions. This is exile. I wouldn't be doing the show myself if it meant that I'd have to live for nine months in a foreign country. So the small price we pay in added transportation and per diems is more than offset by the advantages of being domestically based.

The only way I can compare the overall cost of doing I Spy is to compare it to Hong Kong, produced by Bill Self for 20th Century-Fox several seasons ago. Fox sent a unit to Hong Kong for six weeks and they shot stock footage. They shot entrances and exits into buildings. They shot car run-throughs. They shot crowds walking through the streets. They shot the city lights at night. They built up a considerable library of stock footage and then they wrote the shows to fit the stock footage. Since they had stock footage of the cabarets at night they would write in a scene that would include a cabaret at night. Under these circumstances, they were able to shoot that series for probably \$40,000 less per episode than it cost me to shoot [reportedly an average \$170,000 per episode]. All of this \$40,000 is not represented by the difference in travel costs. It's represented also by the escalation of price costs since Hong Kong was made. I would say that if we were shooting the two shows at the same time that I Spy is geared to cost \$25,000 more per episode than a show shot with the system used by Hong Kong. The major part of this additional cost is represented by transportation expenses.

I don't intentionally aim to use locations. The aim always is to make a good show. Mostly, it's that I no longer recognize locations as a limitation. I feel free to do shows which have fairly elaborate location involvements. I'm not going to be scared off of locations because of cost or any other

problems.

I believe location shooting helps my show a great deal. My mail indicates that the assets I have with I Spy in order of importance, are (1) the talents of the two boys in the lead, and (2) beyond a doubt, the locations—the look of the show, the sense of participation in an adventure in a new and strange and fascinating environment which it imparts.

There's no doubt about it. We have had a definite improvement in equipment. It has given us, at long last, the freedom to move away from the back-lots. It's going to make for better television.

#### SHELL from page 43

a golfer. But there seems litle danger of a change to Shell's Wonderful World of Sailing since cup races are not the most enthralling spectator sport and McCurdy is a booster of the golf show.

The commercials for the show are produced, directed and written by Kenvon & Eckhardt's Mack Edwards, who devotes his whole time to the job. He operates separately with his own camera crew from the unit filming the golf program itself, although they both shoot in the spring and summer and cover the same countries. The two units used to travel together but split because Edwards' crew takes about 12 days per location while Raphael's crew has it down to seven.

For Edwards, it's not so much the travel as the creative freedom that he finds attractive about his job. "I have no storyboard, no script and I'm a thousand miles away from any client supervision," he says. "But this freedom is not an abrogation of responsibility by the client. It's the recognition by an enlightened client, working with a competent agency, that from here you can't possibly know what happens in Norway or Spain or wherever we go."

Edwards' instructions are-and they've been the same in the last five years-to produce a good, interesting travelogue with an occasional mention of Shell. "I don't write the script until I've come back. If you have a script you may be shooting on one side of the street and ignore something interesting on the

other side. I more or less go out wild-

However, Edwards does take a trip to the London headquarters of Shell International as a preliminary to his five months of filming to find Shell executives who have worked in the countries chosen or are nationals of them. From them he learns what Shell is doing in the areas he will visit that might be worth training a camera on. He also makes a pre-trip to four or five countries to scout the lay of the land and talk to the local Shell people.

He's had the same crew with him on his filming junkets since the series began, and by now communication is second-nature among them. They visit 11 different countries each year and have done 45 thus far. They've done Japan three times because Japan is both golf mad and "a hell of an interesting coun-

Edward shoots about 10 feet of film for every one used. "Film is the cheapest thing we have and that's the only way to get immediacy and actuality," he says. When he returns to New York he edits the commercials and opening postcards, writes scripts for them and turns them over to Kurt Beaver and Lou Stein, who compose original music for them. Next they are inserted in the golf footage. Edwards estimates each 21/2-minute commercial costs \$7,000 on average, which is fairly high for a commercial that is only going to be seen once.

Both Edwards and Raphael depend on the worldwide network of Shell executives to help them with their tasks. In

fact it's questionable whether the golf show could be done at all without this assistance, since the logistics of filming 11 different matches in as many countries in a matter of 11 weeks is formidable indeed. The viewer, perhaps, is likely to take too much for granted as the hour show follows the play with seeming effortlessness across a distant landscape, catching the critical moments, a player's stance, the flight of the ball, the reactions of the spectators. The apparent ease with which this is done in country after country pre-supposes an international organization like Shell that knows its way around and can cut corners. A company solely within the U.S. might be ill-advised to try the same thing.

During his annual pre-production tour that may cover as many as 18 countries in 22 days, Raphael and his unit manager are met at each airport by the local Shell people who introduce them to the course officials. Raphael will leave a list with the Shell force of certain items he'll need-say, a helicopter with landing field, two buses, six sedans, accommodations for 45, eight interpreters, that sort of thing. The filming unit works at the height of the season when tourists are competing for similar services. Pre-booking, therefore, is essential.

Raphael was tapped for the Shell job back in 1960 because of the work he already had done overseas for Ford's around-the-world series of television commercials. He didn't know much about golf at that time (never having played the game), but he did know

something about filming abroad. The first brave crew to hit the international airlanes in the summer of 1960 included a director, director of photography, assistant director and a producer. Crews and equipment, unlike the procedure today, were picked up as they went along. This proved too time consuming, and there was the added annoyance of an internal language barrier. The current crew, composed of technicians from New York, Hollywood, London, Dublin, Australia and the Philippines, all speak English.

The initial match was at Pine Valley, New Jersey. According to Raphael, the director had no knowledge of golf except for the experience he gained filming Sam Snead once for an Alka-Seltzer commercial. From the stateside location the crew went to St. Cloud, near Paris, and Wentworth, outside of London, learning through doing.

The format of the programs has changed hardly at all during the five years. Each segment features an American pro matched against a top local player (a committee chooses who will play whom to make it roughly even). The players are out there to win, since the victor gets \$7,000, the loser \$3,000. For the foreign player, the winner's sum can represent up to six months salary earned at his job as club pro, Raphael

(The 1966 winter television schedule featured Roberto De Vicenzo vs. Tony Lema at the Glyfada Golf Club, Athens; Mike Souchak vs. Chi-Chi Rodriguez at the Club de Golf de Panama at Panama City; Marlene Streit vs. Marilynn Smith at the Oslo Golf Klubb, Oslo, Norway: Bill Casper vs. Doug Sanders at The Country Club, Brookline, Mass.; Bruce Devlin vs. Charles Sifford at Royal Selangor Golf Club, Kuala Lampur, Malaysia:

George Knudson vs. Gene Littler at the Royal Ottawa Golf Club, Ottawa, Canada; Ramon Sota vs. Bobby Nichols at the Club de Campo, Madrid, Spain; Sam Snead vs. Jimmy Demaret at the Eisenhower Golf Course, Air Force Academy, Colorado Springs, Colo.; George Will vs. Dave Marr at Turnberry Golf Course, Ayrshire, Scotland; Ben Arda vs. Dow Finsterwald, at Valley Golf Club, Manila, Philippines, and Chen Ching-Po vs. Tommy Jacobs at Ibaraki Country Club, Osaka, Japan.)

Reviewing the players over the last five years, Raphael says: "In 45 matches head-on between a foreign pro or amateur and our American pros, the foreign golfers have won 21 matches to 20 for the American players, with four ties. Also, over these 45 matches, it has taken the American representatives 3,307 strokes while it took the foreign players 3,295 strokes, or 12 strokes less to cover the matches. I'd have to say they've been pretty well matched."

Host of the programs is Gene Sarazen, winner of every major golf title, who accompanies each match with a critical analysis of the contestants' style of play and the way they meet the varying challenges of the courses. As part of the show, Sarazen also conducts a clinic in which he gives tips on techniques for better golf with the players demonstrating in slow motion. The play-by-play commentary on all the matches is made by George Rogers, himself a golfer. Both Sarazen and Rogers have been with the show since the beginning.

The contestants play all 18 holes and each shot made is photographed although after editing only the more dramatic play will remain. Seven cameras are used, and the unit exposes approximately 30,000 feet of 16mm color film for each match. This ultimately is edited down to 2.132 feet of on-screen footage.

"Since we mount our cameras on ve-

hicles and parallels, we must camouflage them-and this becomes quite an operation," Raphael says. "Our technical group includes two Hollywood greensmen who have been doing this type of work for years on mammoth West Coast productions. They must match their camouflage material with the foliage surrounding the golf course. Erecting the portable platforms which we carry with us takes only minutes. Then the greensmen, with the assistance of local hired help and hatchets, start chopping down branches and other foliage. All this material is kept moist till the day before the match. Then it's attached to the vehicles and parallels so the viewer thinks he's actually seeing a bush or tree.'

Once the unit even had to spray green paint over some arrid patches of ground that didn't look good on camera. But the purpose of all this contrivance is a naturalness that will liberate the winterbound golfer from the stuffy prison of his Saturday afternoon living room.

The opening shot is an overall view of the course taken from a helicopter. The green below spreads out like a free-form carpet. Golf does have aesthetic values, despite the denial of your average golfer who says his only concern is what went wrong with his swing. The Shell show even takes great care to see that a suitable gallery is on hand to react to the shots. "We normally employ a spectator gallery of approximately 100 people on match days to augment the spectators from the club membership and casual public," Raphael says. "The purpose, primarily, is to allow us to control the placing of forefront spectators, providing a camouflage for ground level camera tripod legs and permitting colorful background composition for camera framing. It would be awkward to subject club members to this discipline and it also assures us a minimum spectator body available early in the morning at the opening match preliminaries and at the start of the second match day, if necessary." The spectators get transportation, box lunches and pay according to the economy of the country.

The unit ignores the weather, and what may be a minus for the crew becomes a plus for the viewer since rain and other less than perfect weather adds a texture to the film that enhances its naturalness.

The show has been on all three networks. Last season it was on NBC. The network for the '67 season won't be chosen until the travel-weary filming units return to New York next fall. A few months later the crew will be checking with Raphael to see if they're set for another season. They won't run out of countries, at least for a while. As of this month, the program has visited only 29 of the 75 countries outside the Soviet bloc and China where golf is played.

Anyone for Lichtenstein?

We'll Be Pleased To Send You

#### TELEVISION

Every Month

| ISION                    | BILL CO                 | CASES FO           | ☐ 2 YEARS \$9 R 12 ISSUES \$3 ☐ BILL ME D |
|--------------------------|-------------------------|--------------------|---|
|                          | Add                     | 50¢ per year forei | r Canada<br>gn                            |
|                          | NAME                    | ű,                 |   |
|                          | COMPANY                 |                    |   |
| 1                        | ADDRESS                 |                    |   |
| ed To Send You           | CITY                    |                    |   |
| ISION                    | STATE                   |                    | ZIP                                       |
| Month                    | Send to home<br>ADDRESS |                    |   |
| Mail to Television Magaz | ine, 444 Madison Ave.,  | New York, N. Y. 1  | 0022                                      |

END

## Madam Gandhi's first news interview.

#### A WFBM "scoop!"

You can imagine the scramble to get history's first private news interview with Prime Minister Madam Gandhi.

But you can't imagine who won!

It wasn't anybody from any of the American networks or press associations. Or from Reuters. Or Tass. Or even the New York Times.

It was Howard Caldwell, from WFBM, Indianapolis, Indiana! His historic film was rushed to America by jet plane and seen by millions on the "Today" show.

Howard is one of 15 WFBM staffers whom Station Manager Eldon Campbell has sent on foreign assignments in recent months. And he happened to arrive in Delhi the evening before Madam Gandhi was elected Prime Minister of India.

In scooping the world's great newsgathering organizations, he showed the kind of resourcefulness and persistence that long ago made him the number-one newscaster in Indianapolis.

Not at all incidentally, this same spirit long ago made WFBM the number-one broadcaster in town. And the number-one advertising buy. Ask your Katz man!







## Dog bites man...that's news?

Yes, when rabies is a threat.

And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal. Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.

Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it.

Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.

LEDERLE LABORATORIES • A Division of American Cyanamid Company, Pearl River, New York



## FROM ABERDEEN TO ZANESVILLE TELEVISION MAGAZINE'S MARKETBOOK SUPPLEMENT

THE TELEVISION MARKETS

U.S.TELEVISION HOMES BY COUNTIES

3

TELEVISION MARKETS VS. STANDARD METROPOLITAN MARKETS

## WAGA-TV moves in ... the new era BEGINS!







The new WAGA-TV center at night . . . built in the Storer tradition, reflecting the beauty of the old South. 
"More colorfu!" WAGA-TV . . . more beautiful pictures captured by Norelco Plumbicon cameras. The graceful reception room chandelier framed against the stairway suggests the quiet traditional beauty that distinguishes the decor at WAGA-TV.

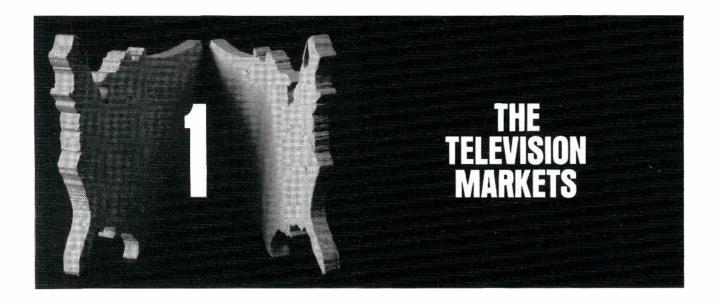
THE NEW ERA of television leadership has begun in Atlanta! Here, in America's 23rd market, WAGA-TV is moving into its new offices and studios — one of the best equipped in the industry!

It's a new landmark in Dixie — the Television Center of the South! Now . . . the transmitter, 1100' tower and studios are all at the same location, 1551 Briarcliff Road . . . a beautifully wooded 28 acre site on Atlanta's near north side. The building contains 52,000 square feet, which includes two studios with combined space measuring 7,336 square feet. • An additional service to advertisers is a WAGA-TV production unit with separate staff, studio and engineering facilities, which will produce Color VTR commercials for regional and national clients.

Atlanta needs this modern new center! Market growth rushes forward here in all economic categories! It's the nation's 11th wholesale center . . . 1st in per capita retail sales among central U.S. cities with metro area of one million or more\*. . . 4th in air passenger departures! It's a dynamic young market—average age about 28; it's rich—per household income exceeds \$7,600 a year; over 4,000 national firms have offices here, and almost 4 million people live within 100 miles of the metro area!\*

STORER Waga-tv

Represented by Storer Television Sales, Inc \*Atlanta Chamber of Commerce



U.S. households now number

U.S. TV households now number

58,235,000

54.681.000

U.S. TV penetration is

94%

How things stand in television markets and coverage as of April 1966

The three statements above constitute the first set of facts about U. S. television presented in this 1966 Television Magazine Marketbook Supplement. There are 249 other sets, all having to do with the 249 television markets into which Television Magazine has divided the commercial TV universe. The most important fact about each market: the number of television households credited to it. The second ranking fact: the percentage of penetration credited to the market. Both facts have been arrived at by the magazine's research department using a rigid set of criteria. It is important to the use of this data that the reader understand, at least generally, the criteria used.

TV households are credited to each market on a county-by-county basis. (The 1966 Marketbook Supplement also includes, in Part 2 and in each individual TV market, total homes and TV homes figures for each U.S. county.) All the TV households in a county are credited to a market if one-quarter of those households view the dominant station in that market at least one night a week. This is referred to as a "25% cutoff." If less than 25% view the dominant station, no homes in the county are credited to the market. All survey data utilized in the 1966 Marketbook Supplement has been derived from the American Research Bureau's nationwide coverage study released in the fall of 1965, and widely considered the definitive statement of TV circulation data.

Many individual markets have been combined into dual-

or multi-market listings. This has been done wherever there is almost complete duplication of the TV coverage area and no major difference in TV households.

Only one symbol appears in this edition of the Market-book Supplement. That is a dagger (†), which designates a UHF station or market. If no dagger appears, the reader will know the figures pertain to VHF. Another important consideration for students of the Marketbook Supplement: throughout this edition circulation of satellite stations has been included in the set count of the parent market.

The preparation of TV coverage totals and market patterns is a complex task. It is complicated by the fact that coverage patterns are constantly shifting as the industry grows. Television Magazine's formula for market evaluation has been reached after years of careful study and research. The criteria it uses, while in some cases arbitrary—using a 25% cutoff rather than a 5% cutoff or a 50% cutoff, for example—are accepted and, most importantly, are constant. They have been applied carefully and rigorously to each market in the country, assuring the reader a standard guide to an ever-changing industry.

Total household figures are based on Television Magazine's projections from the 1965 ARB coverage study. TV market definition and circulation are determined by Television Magazine. The data is copyrighted and cannot be reproduced in any form without written permission from the publisher.

| TV homes<br>TV penetra  | ation  | 52,800<br>49,000  |
|---|--|---|
| KXAB-TV (N,   | ,  |   |
| COUNTIES  | HOMES  | TV HOMES  |
| South Dak   | ota  |   |
| Beadle Brown Buffalo Clark Codington Day Edmunds Faulk Hamlin Hand Hughes Hyde Jerauld McPherson Marshall Spink Stanley | 7,206<br>10,709<br>400<br>2,100<br>6,506<br>3,000<br>1,400<br>1,800<br>1,900<br>4,430<br>7,200<br>1,400<br>1,900<br>3,300<br>1,415 | 6,506<br>10,209<br>300<br>1,900<br>6,206<br>2,800<br>1,200<br>1,700<br>1,800<br>4,130<br>700<br>1,100<br>1,200<br>1,600<br>3,100<br>1,315 |

| Bryan Carter Choctaw Coal Garvin Hughes Johnston Latimer Marshall Murray Pittsburg Pontotoc Pushmataha Seminole | 8,000<br>14,124<br>4,400<br>1,700<br>10,106<br>4,700<br>2,800<br>2,600<br>4,603<br>11,200<br>10,400<br>2,900<br>8,500 | 6,900<br>12,924<br>3,400<br>1,600<br>9,506<br>4,400<br>2,400<br>1,600<br>2,400<br>4,403<br>10,100<br>9,800<br>2,400<br>7,900 |
|---|---|--|
| AGANA   | ,   | AM   |

KUAM-TV (N,C,A)

AGUADILLA, P.R.

No data available

WOLF.

#### Thomas 9,906 8,806 Tift 6,806 6,006 Turner 2,000 1,700 Wheeler 1.100 900 1,500 Wilcox 1,800 Worth 3,900 3,400 **ALBANY-SCHENECTADY-**

TROY, N.Y. Homes .....559,500

TV penetration

Massachusetts

WAST (A) WRGB (N) WTEN (C) (WTEN operates satellite WCDC

TV homes..

Adams, Mass.)

**New York** 

Albany

Columbia

Delaware

**Dutchess** 

Fulton

Greene

Otsego

Rensselaer

Schenectady

Vermont Addison

Bennington

Washington

Rutland

Saratoga

Schoharie

Uister

Warren Washington

Hamilton

Herkimer Montgomery

COUNTIES

2,900

3,100

2,300

2,600

. . 537,000

HOMES TV HOMES

42,778

92.004

15,121

12,500

52,425

17,106

10,218

1,300

21,130

18,106

15,606

44,972

28,466

51,987

6.600

39,641

14,227

5,203

7,606

13,509

12,309

44,478

95,304

15,821

13,400

54,725

17,706

10,618

21,930

18,906

16,506

46,772

29,266 53,487

6,900

42,041

14,927

14,706

5,503

8,006

14,309

12,809

LA.

Telfair

Terrell

| Guadalupe  | 1,100  | 900    |
|------------|--------|--------|
| Harding    | 300    | 200    |
| Lincoln    | 2,206  | 2,006  |
| Los Alamos | 3,915  | 3,715  |
| McKinley   | 8,436  | 6,936  |
| Mora       | 1,000  | 700    |
| Rio Arriba | 5,300  | 4,400  |
| Sandoval   | 3,106  | 2,606  |
| San Juan   | 16,702 | 14,302 |
| San Miguel | 4,900  | 4,000  |
| Sante Fe   | 12,336 | 11,436 |
| Sierra     | 2,000  | 1,700  |
| Socorro    | 2,606  | 2,406  |
| Taos       | 3,500  | 2,800  |
| Torrance   | 1,400  | 1,200  |
| Valencia   | 11,108 | 10,708 |
|            |        |        |
|            |        |        |

| TV  | penetration      | 93 % |
|-----|------------------|------|
|     | nes 1<br>homes 1 |      |
| All | MARILLO,         | IEA. |

| TV nomes              |             |       |       |
|-----------------------|-------------|-------|-------|
| KFDA-TV (C)<br>TV (A) | KGNC-TV     | (N)   | KVII- |
| (KFDA-TV ope          | erates sate | llite |       |

| KEDW-TV C |       |          |
|-----------|-------|----------|
| COUNTIES  | HOMES | TV HOMES |
| Kansas    |       |          |
| Seward    | 5,636 | 5,236    |

| COUNTIES                | HOMES  | I A HOINES |
|-------------------------|--------|------------|
| <b>Kansas</b><br>Seward | 5,636  | 5,236      |
| New Mexi                | СО     |            |
| Curry                   | 10,342 | 9,642      |
| Quay                    | 3,100  | 2,800      |
| Roosevelt               | 4,603  | 4,303      |
| Union                   | 1,400  | 1,200      |

## ALEXANDRIA.

| Homes<br>TV homes<br>TV penetr |        |          | Cimarroi<br>Ellis<br>Texas |
|--------------------------------|--------|----------|----------------------------|
| KALB-TV (N, A                  | (,C)   |          | Texas                      |
| COUNTIES                       | HOMES  | TV HOMES | Armstro<br>Bailey          |
| Louisiana                      |        |          | Briscoe                    |
| Allen                          | 5,606  | 4,806    | Carson                     |
| Avoyelles                      | 10,306 | 9,006    | Castro                     |
| Catahoula                      | 2,800  | 2,200    | Childres                   |
| Concordia                      | 6,327  | 5,127    | Collingsv                  |
| Grant                          | 3,600  | 3,000    | Cottle                     |
| La Salle                       | 3,906  | 3,406    | Dallam                     |
| Natchitoches                   | 8,900  | 7,000    | Deaf Sm                    |
| Rapides                        | 32,293 | 29,893   | Donley                     |
| Vernon                         | 5,200  | 4,300    | Gray                       |
| Winn                           | 4,503  | 3,803    | Hall                       |
|                                |        |          | Uanafara                   |

| Quay                | 3,100          | 2,800  |
|---------------------|----------------|--------|
| Roosevelt           | 4, <b>6</b> 03 | 4,303  |
| Union               | 1,400          | 1,200  |
| Oklahoma            |                |        |
| Beaver              | 2,200          | 2,000  |
| Cimarron            | 1,400          | 1,200  |
| Ellis               | 1,500          | 1,200  |
| Texas               | 4,703          | 4,203  |
| Texas               |                |        |
|                     | 500            | 400    |
| Armstrong<br>Bailey | 3,009          | 2,809  |
| Briscoe             | 1,100          | 1,000  |
| Carson              | 2,406          | 2,306  |
| Castro              | 2,400          | 2,518  |
| Childress           | 2,000          | 1,800  |
| Collingsworth       | 1,500          | 1,200  |
| Cottle              | 900            | 800    |
| Dallam              | 1,600          | 1,500  |
| Deaf Smith          | 4,318          | 4,018  |
| Donley              | 1,100          | 900    |
| Gray                | 11,339         | 10,839 |
| Hall                | 1,600          | 1,300  |
| Hansford            | 2,112          | 2,212  |
| Hartley             | 703            | 603    |
| Hemphill            | 700            | 600    |
| Hutchison           | 11,018         | 10,518 |
| Lipscomb            | 800            | 700    |
| Moore               | 4,506          | 4,306  |
| Ochiltree           | 3,318          | 3,018  |
| Oldham              | 503            | 503    |
| Parmer              | 3,324          | 3,124  |
| Potter              | 41,028         | 39,108 |
| Randall             | 14,092         | 13,792 |
| Roberts             | 400            | 300    |
| Sherman             | 803            | 803    |
| Swisher             | 3,509          | 3,309  |
|                     |                |        |

#### ABILENE-SWEETWATER, TEX.

| Hor | nes . |     |   |    |   |   | 119,400 |
|-----|-------|-----|---|----|---|---|---------|
| T۷  | hom   | es  |   |    |   |   | 109,200 |
| TV  | pene  | etr | a | ti | 0 | n | 91 %    |

KPAR-TV (C,A) KRBC-TV (N,A) (KRBC-TV operates satellite KACB-TV, San Angelo, Tex.)

| COUNTIES    | HOMES  | TV HOMES |
|-------------|--------|----------|
| Texas       |        |          |
| Brown       | 7.900  | 6,800    |
| Callahan    | 2,400  | 2,200    |
| Coke        | 900    | 800      |
| Coleman     | 3,800  | 3,500    |
| Concho      | 800    | 700      |
| Crockett    | 1,203  | 1,003    |
| Eastland    | 6,300  | 5,600    |
| Fisher      | 1,900  | 1,700    |
| Haskell     | 3,200  | 2,900    |
| lrion       | 400    | 300      |
| Jones       | 5,900  | 5,500    |
| Kimble      | 1,200  | 900      |
| King        | 200    | 200      |
| McCulloch   | 2,500  | 2,000    |
| Menard      | 700    | 500      |
| Nolan       | 6,003  | 5,603    |
| Reagan      | 1,103  | 1,103    |
| Runnels     | 4,400  | 4,000    |
| Schleicher  | 900    | 800      |
| Scurry      | 5,500  | 5,100    |
| Shackelford | 1,100  | 1,000    |
| Stephens    | 2,700  | 2,400    |
| Sterling    | 400    | 300      |
| Stonewall   | 700    | 700      |
| Sutton      | 1,103  | 803      |
| Taylor      | 35,128 | 33,228   |
| Tom Green   | 21,039 | 19,539   |
|             |        |          |
|             |        |          |
|             |        |          |

ADA, OKLA.

KTEN (A,N,C) COUNTIES

Oklahoma

Homes ......91,200 TV homes . . . . 82.600 TV penetration 91%

HOMES TV HOMES

2,900

Sumter

3,200

#### ALBANY, GA.

AKRON, OHIO

Insufficient data

WAKR-TV† (A)

WALB-TV (N,A,C) COUNTIES

|    | nes 201,200      |
|----|------------------|
| T۷ | homes 174,600    |
| TV | penetration 87 % |

HOMES TV HOMES

| Florida            |                |                |
|--------------------|----------------|----------------|
| Hamilton           | 1,900          | 1,500          |
| Jefferson          | 2,400          | 1,900          |
| Leon               | 22,235         | 20,135         |
| Madison            | 3,600          | 2,800          |
| Taylor             | 4,012          | 3,312          |
| Georgia            |                |                |
| Atkinson           | 1,300          | 1,000          |
| Bacon              | 2,100          | 1,800          |
| Baker              | 800            | 600            |
| Ben Hill           | 3,800          | 3,100          |
| Berrien            | 3,000          | 2,500          |
| Bleckley           | 2,703          | 2,303          |
| Brooks             | 3,700          | 3,200          |
| Calhoun            | 1,800          | 1,300          |
| Clinch             | 1,803          | 1,503          |
| Coffee             | 5,600<br>9,709 | 4,800          |
| Colquitt           | 9,709          | 8,709          |
| Cook               | 3,203          | 2,803          |
| Crisp              | 5,106          | 4,306          |
| Decatur            | 7,106          | 6,306          |
| Dodge              | 4,300          | 3,700          |
| Dealy              | 2,700          | 2,300          |
| Dougherty          | 25,486         | 23,286         |
| Early              | 2,900          | 2,500          |
| Echols             | 300            | 200            |
| Grady              | 4,600          | 4,100          |
| Irwin              | 2,100          | 1,800          |
| Jeff Davis         | 2,200          | 1,900          |
| Lanier             | 1,200          | 1,000          |
| Lee                | 1,400          | 1,200          |
| Lowndes            | 15,878         | 13,978         |
| Macon              | 3,200          | 2,700          |
| Miller<br>Mitchell | 1,600          | 1,300          |
| Randolph           | 4,700          | 4,000<br>2,200 |
| Seminole           | 2,600<br>1,600 | 1,400          |
| Seminole           | 1,000          | 1,400          |

7.003

#### ALBUQUERQUE, N M

| 144141  |   |  |
|---|---|--|
| Homes<br>TV homes<br>TV penet   | i <b>2</b>  |  |
| KGGM-TV (C)<br>KOB-TV (N)   | KOAT-TV   | (A)  |
| COUNTIES  | HOMES   | TV HOMES   |
| Colorado  |   |  |
| Alamosa<br>Archuleta<br>Conejos<br>Costilla<br>Dolores<br>Hinsdale<br>La Plata<br>Minteral<br>Montezuma<br>Rio Grande<br>Saguache<br>San Juan | 2,800<br>700<br>1,900<br>700<br>100<br>6,721<br>200<br>4,921<br>2,800<br>1,000<br>200 | 2,500<br>600<br>1,600<br>500<br>100<br>100<br>5,921<br>100<br>4,421<br>2,400<br>800<br>100 |
| New Mexi  | СО  |  |
| Bernalillo<br>Catron<br>Chaves  | 86,565<br>500<br>17,893   | 83,065<br>400<br>16,993  |

3,300

15,154

700

Colfax

Eddy

5,903

De Baca

2,800

14,254

600

Grant

#### ALEXANDRIA, MINN.

Míssissippi

| Hoi | nes |    |    |   |    |   |     | 128,100         |
|-----|-----|----|----|---|----|---|-----|-----------------|
|     |     |    |    |   |    |   |     | 113,500<br>89 % |
|     | pe  | ٠. | •• | • | ٠. | _ | ••• |                 |

11,918

9,218

KCMT (N,A) (Operates satellite KNMT\_Walker, Minn.)

| COUNTIES      | HOMES  | TV HOMES |
|---------------|--------|----------|
| Minnesota     |        |          |
| Aitkin        | 3,400  | 3,100    |
| Beltrami      | 6,000  | 4,700    |
| Big Stone     | 2,500  | 2,300    |
| Cass          | 4,300  | 3,400    |
| Chippewa      | 4,703  | 4,203    |
| Crow Wing     | 9,706  | 8,706    |
| Douglas       | 6,203  | 5,603    |
| Grant         | 2,400  | 2,300    |
| Hubbard       | 2,900  | 2,300    |
| Kandiyohi     | 8,512  | 7,612    |
| Lac Qui Parle | 3,600  | 3,300    |
| Meeker        | 5,303  | 4,903    |
| Morrison      | 6,806  | 6,006    |
| Otter Tail    | 13,206 | 11,706   |
| Pope          | 3,300  | 2,900    |
| Stearns       | 19,842 | 18,242   |
| Stevens       | 3,103  | 2,803    |
| Swift         | 3,900  | 3,500    |
| Todd          | 6,000  | 5,200    |
| Traverse      | 1,900  | 1,800    |
| Wadena        | 3,300  | 2,700    |
| Yellow Medici | 4 200  | 3 500    |

South Dakota

3,000

#### ANCHORAGE, **ALASKA**

Wheeler

No data available KENI-TV (N, A) KTVA (C)

#### ANDERSON, S.C. Insufficient data

2,100

1,700

WAIM-TV† (A,C)

#### ARDMORE, OKLA.

| Homes<br>TV homes .<br>TV penetra | !     | 94,000   |
|-----------------------------------|-------|----------|
| KXII (N,A,C)                      |       |          |
| COUNTIES                          | HOMES | TV HOMES |
| Oklahoma                          |       |          |

3.200

8,000

2,900

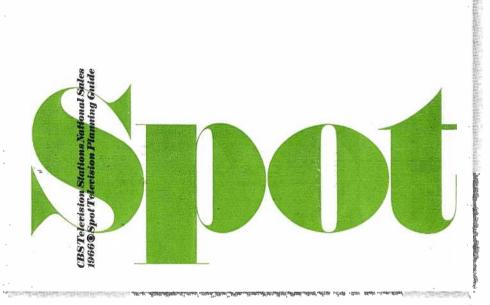
6,900

Atoka

Atoka

Bryan

2,700



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60

|  |   | omunic  |   |  |   |  |                             |   | ,   |   |   |                           |  |
|--|---|---|---|--|---|--|-----------------------------|---|---|---|---|---------------------------|--|
| ARDMORE, OKLA  | . continued   |   | Pike<br>Polk  | 1,600<br>7,903   | 1,400<br>7,303  | Caldwell<br>Colorado   | 4,800<br>5,906              | 4,200<br>5,006                                | TV homes91 TV penetration   | 4,400<br>96 %   | St. Landry  | 20,421                    | 17,421   |
| Carter   | 14,124  | 12,924  | Putnam  | 1,900  | 1,700   | Coryell  | 6.915                       | 6.415   | -   |   | St. Martin<br>St. Mary  | 7,412<br>14,254           | 6,712<br>13,154                                      |
| Choctaw  | 4,400   | 3,400   | Rabun   | 2,103  | 1,803   | Fayette  | 6,300                       | 4,500   | WBAL-TV (N) WJZ-TV (A   | )   | Tangipahoa  | 16,927                    | 14,827   |
| Coal   | 1,700   | 1,600   | Rockdale  | 3,109  | 2,909   | Gillespie  | 3,203                       | 2,503   | WMAR-TV (C)   |   | West Baton  | ·                         | ,  |
| lohnston   | 2,800   | 2,400   | Spalding  | 11,427   | 10,527  | Hays   | 5,509                       | 5,009   | COUNTIES HOMES  | TV HOMES  | Rouge   | 4,009                     | 3,609  |
| Love   | 1,500<br>2,600  | 1,300<br>2,400  | Talbot<br>Towns   | 1,700<br>1,200   | 1,400<br>1,100  | Lampasas<br>Lee  | 2,900<br>2,500              | 2,700   | Delaware  |   | West Feliciana  | 2,306                     | 1,906  |
| Marshall<br>Murray   | 4,603   | 4,403   | Troup   | 13,503   | 12,003  | Llano  | 1,903                       | 2,100<br>1,703                                | Kent 21,453   | 20,353  | Mississipp  | .:                        |  |
| Pontotoc   | 10,400  | 9,800   | Union   | 1,600  | 1,400   | McCulloch  | 2,500                       | 2,000   | Sussex 23,257   | 21,257  |   |                           | 0.210  |
| Pushmataha   | 2,900   | 2,400   | Upson   | 6,603  | 6,003   | Mason  | 900                         | 700   | ,   | ,   | Adams<br>Amite  | 11,918<br>3,600           | 9,218<br>2,600                                       |
|  |   |   | Walton  | 6,006  | 5,406   | Milam  | 7,003                       | 6,003   | Maryland  |   | Franklin  | 2,600                     | 1,800  |
| Гexas  |   |   | White   | 2,006  | 1,806   | Mills  | 1,200                       | 1,000   | Anne Arundel 64,797   | 62,797  | Pike  | 10,606                    | 8,106  |
| Cooke  | 7,406   | 6,806   | Whitefield  | 13,342   | 12,542  | San Saba   | 1,600                       | 1,400   | Baltimore 457,357   | 443,057   | Wilkinson   | 3,300                     | 2,100  |
| annin  | 6,900   | 6,000   | N 41- 0   |  |   | Travis   | 68,909                      | 63,909  | Calvert 4,415   | 4,115   |   | -,                        | -,   |
| Grayson  | 24,727  | 22,727  | North Car   |  |   | Williamson   | 10,200                      | 9,200   | Caroline 6,306  | 5,806   |   |                           |  |
| _amar  | 10,100  | 8,000   | Clay  | 1,500  | 1,300   |  |                             |   | Carroll 15,648  | 15,148  |   |                           |  |
|  |   |   | Macon   | 4,103  | 3,403   |  |                             |   | Cecil 14,266<br>Dorchester 9,415  | 13,766<br>8,615   | BEAUM   | IONT                      | -  |
|  |   |   |   |  |   | AUSTIN   | <b>J</b> _                  |   | Dorchester 9,415<br>Frederick 21,857  | 20,857  | PORT /  |                           |  |
|  |   |   |   |  |   | ROCHE  |                             | ,   | Harford 24,141  | 23,241  | TEX.  | 707 1 11                  | or,  |
| ATLAN'   | TA. G   | Δ.  | <b>AUGUS</b>  | TA, G  | ìΑ.   |  |                             |   | Howard 11,481   | 11,081  | IEA.  |                           |  |
|  |   |   | Homes   |  |   | MINN   |                             |   | Kent 5,009  | 4,709   | Homes   | 1                         | 91,300   |
| Homes  |   |   | TV homes  |  |   | CITY,  | IOWA                        |   | Prince George 117,755   | 115,055   | TV homes  |                           |  |
| TV homes<br>TV penetr  |   | 5,000<br>93 %   | TV penetr   |  | 88 %  | Homes  |                             |   | Queen Annes 5,409   | 5,009   | TV penetr   | ation                     | 93%  |
| •  |   |   | -   |  |   | TV homes   |                             |   | Somerset 5,600  | 4,900   | KBMT-TV (A)   | KFDM-TV                   | (C)  |
| WAGA-TV (C)  | WAII-TV (A  | )   | WJBF (N,A) W  | VKDW-TV (C   | ,A,N)   | TV penetr  |                             | 94%   | Talbot 7,215  | 6,715   | KJAC-TV (N)   |                           | ,  |
| WSB-TV (N)   |   |   | COUNTIES  | HOMES  | TV HOMES  | -  |                             |   | Worcester 7,406   | 6,506   |   | HOMES                     | TV HOMES   |
| COUNTIES   | HOMES 1   | V HOMES   | Georgia   |  |   | KGLO-TV (C)  | MINIMI (A)                  |   | Pennsylvania  |   | COUNTIES  | HUMES                     | TV HOMES   |
|  |   |   | _   | E 203  | 5 902   | KROC-TV (N)  |                             |   | Adams 15,342  | 14,642  | Louisiana   |                           |  |
| Alabama  | 10 500  | 0 705   | Bulloch<br>Burke  | 6,503<br>5,100   | 5,803<br>4,200  | COUNTIES   | HOMES                       | TV HOMES                                      | Franklin 27,384   | 25,584  | Beauregard  | 5,506                     | 4,606  |
| Chambers "   | 10,506  | 8,706   | Candler   | 1,600  | 1,300   | Iowa   |                             |   | Fulton 3,003  | 2,703   | Calcasieu   | 46,700                    | 43,800   |
| Cherokee   | 4,200<br>2,700  | 3,500<br>2,200  | Columbia  | 4,121  | 3,721   | Allamakee  | 4,500                       | 4,200   | York 77,343   | 74,443  | Cameron   | 1,906                     | 1,706  |
| Cleburne<br>De Kalb  | 11,506  | 9,806   | Emanuel   | 4,700  | 4,000   | Cerro Gordo  | 15.924                      | 15,124  |   | ,   | Vernon  | 5,200                     | 4,300  |
| Randolph   | 5,300   | 4,200   | Glascock  | 500  | 400   | Chickasaw  | 4,300                       | 4,000   | Virginia  |   | Torac   |                           |  |
| трт  | 3,000   | .,200   | Hancock   | 2,200  | 1,700   | Floyd  | 6,503                       | 6,103   | Warren 4,506  | 4,006   | Texas   | 2 415                     | 0.015  |
| Georgia  |   |   | Jefferson   | 4,300  | 3,600   | Franklin   | 4,600                       | 4,400   | ·   |   | Chambers<br>Hardin  | 3,415<br>8,130            | 3,215<br>7,330                                       |
| Baldwin  | 6,318   | 5,518   | Jenkins   | 2,200  | 1,900   | Hancock  | 4,200                       | 4,000   |   |   | Hardin<br>Jasper  | 6,915                     | 6,115  |
| Banks  | 1,700   | 1,400   | Johnson<br>Laurens  | 2,000<br>8,906   | 1,700<br>7,606  | Howard   | 3,800                       | 3,300   |   |   | Jefferson   | 82,570                    | 78,670   |
| Barrow   | 4,609   | 4,209   | Lincoln   | 1,300  | 1,200   | Kossuth<br>Mitchell  | 7,100<br>4,200              | 6,800<br>3,900                                | BANGOR, M   | E.  | Newton  | 2,800                     | 2,300  |
| Bartow   | 8,312   | 7,812   | McDuffie  | 3,806  | 3,406   | Winnebago  | 4,200                       | 3,803   | Homes   |   | Orange  | 19,493                    | 18,393   |
| Bibb   | 45,938  | 42,738  | Montgomery  | 1,300  | 1,000   | Winneshiek   | 5,900                       | 5,400   | TV homes 8  |   | Polk  | 3,700                     | 3,000  |
| Butts<br>Carroll   | 2,300<br>11,218   | 2,100<br>10,418   | Richmond  | 41,511   | 39,011  | Worth  | 2,900                       | 2,700   | TV nomes  | 95 %  | Sabine  | 1,900                     | 1,500  |
| Carroll<br>Chattooga   | 5,803   | 5,303   | Screven   | 3,400  | 2,800   |  | ,                           | ,   | -   |   | Tyler   | 3,103                     | 2,603  |
| Cherokee   | 6,918   | 6,418   | Taliaferro  | 600  | 500   | Minnesota  | 3                           |   | WABI-TV (C, A) WEMT (   | A) WLBZ-  |   |                           |  |
| Clarke   | 14,348  | 13,048  | Toombs  | 4,603  | 3,803   | Dodge  | 3,706                       | 3,406   | TV (N,A)  |   |   |                           |  |
| Clayton  | 15,580  | 15,080  | Treutlen  | 1,500<br>1,600   | 1,200<br>1,300  | Fairbault  | 6,806                       | 6,406   | COUNTIES HOMES  | TV HOMES  |   |                           |  |
| Cobb   | 39,775  | 38,575  | Warren<br>Washington  | 4,700  | 3,800   | Fillmore   | 6,800                       | 6,300   | Maine   |   | BELLIN  | GHA                       | IVI,   |
| Coweta   | 8,506   | 7,606   | Wheeler   | 1,100  | 900   | Freeborn   | 11,421                      | 10,821<br>4,406                               | Hancock 10,506  | 10,106  | WASH.   |                           |  |
| Crawford   | 1,300   | 1,000   | Wilkes  | 3,000  | 2,400   | Houston  | 4,806                       | 13,733  | Knox 9,303  | 8,703   | Homes   |                           | 58.600   |
| Dawson<br>De Kalb  | 1, <b>000</b><br>95,512   | 800<br>93,012   |   | •  |   | Mower<br>Olmsted   | 14,433<br>20,705            | 19,705  | Penobscot 37,899  | 36,399  | TV homes  |                           |  |
| Douglas .  | 5,327   | 5,027   | South Car   | rolina   |   | Steele   | 7,821                       | 7,421   | Piscataquis 5,200   | 5,000   | TV penetr   |                           | 92 %   |
| Fannin   | 3,500   | 3,100   | Abbeville   | 5,600  | 5,000   | Wabasha  | 4,700                       | 4,500   | Somerset 11,703   | 11,103  | KNOC TO CO  |                           |  |
| Fayette  | 2,203   | 2,003   | Aiken   | 26,562   | 24,962  | Waseca   | 4,906                       | 4,606   | Waldo 6,806   | 6,406   | KVOS-TV (C)   |                           |  |
| Floyd  | 21,751  | 20,251  | Allendale   | 2,900  | 2,300   | Winona   | 11,706                      | 10,706  | Washington 10,000   | 9,300   | COUNTIES  | HOMES                     | TV HOMES   |
| Forsyth  | 3,706   | 3,506   | Bamberg   | 3,900  | 3,300   |  |                             |   |   |   | Washingto   | on                        |  |
| Fulton   | 185,846   | 176,446   | Barnwell<br>Calhoun   | 4,706<br>2,700   | 4,106<br>2,200  | Wisconsin  |                             |   |   |   | Clailam   | 10,015                    | 9,215  |
| Gilmer<br>Cordon   | 2,400<br>5,809  | 2,000<br>5,409  | Edgefield   | 3,700  | 3,300   | Buffalo  | 3,900                       | 3,700   | DATON DOL   | ICE   | Island  | 6,948                     | 6,648  |
| Gordon<br>Greene   | 2,600   | 2,200   | Greenwood   | 13,624   | 12,624  | La Crosse  | 21,530<br>6,900             | 20,930<br>6,600                               | BATON ROL   | JUE,  | San Juan  | 800                       | 700  |
| Gwinnett   | 14,066  | 13,366  | Hampton   | 4,200  | 3,500   | Vernon   | 0,500                       | 0,000   | LA.   |   | Skagit  | 17,339                    | 16,039   |
| Habersham  | 5,309   | 4,709   | McCormick   | 1,900  | 1,600   |  |                             |   | Homes 2   | 76,900  | Whatcom   | 23,518                    | 21,618   |
| Hall   | 15,857  | 14,757  | Newberry  | 8,100  | 7,300   |  |                             |   | TV homes 24   |   |   |                           |  |
|  | 2,200   | 1,700   | Orangeburg  | 17,009   | 14,309  | BAKER  | SFIE                        | LD.   | TV penetration  | 88%   |   |                           |  |
| Hancock  |   | 3,906   | Saluda  | 3,600  | 3,200   | CALIF.   |                             | - <del>-</del> ,                              | -   | u A)  |   |                           |  |
| Haralson   | 4,306   |   |   |  |   |  |                             |   | WAFB-TV (C,A) WBRZ (  |   | BIG SP  | RING                      | à,   |
| Haralson<br>Harris   | 2,800   | 2,500   |   |  |   | Homes  |                             |   | COUNTIES HOMES  | TV HOMES  | TEX.  |                           | •  |
| Haralson<br>Harris<br>Heard  | 2,800<br>1,200  | 1,100   |   |  |   |  |                             | /S SIM  |   |   |   |                           |  |
| Haralson<br>Harris<br>Heard<br>Henry   | 2,800<br>1,200<br>4,906   | 1,100<br>4,406  | AUSTI   | N, TE  | X.  | TV homes   |                             |   | Louisiana   |   |   |                           | 40 000   |
| Haralson<br>Harris<br>Heard<br>Henry<br>Houston  | 2,800<br>1,200<br>4,906<br>13,132   | 1,100<br>4,406<br>12,332  |   | -  |   | TV homes<br>TV peneti  |                             | 91 %  |   | 6, 821  | Homes   |                           |  |
| Haralson<br>Harris<br>Heard<br>Henry<br>Houston<br>Jackson   | 2,800<br>1,200<br>4,906<br>13,132<br>5,206  | 1,100<br>4,406<br>12,332<br>4,806   | Homes   | 18   | 6,800   |  | ration                      | 91 %  | Ascension 7,821   | 6,821<br>3,903  | Homes<br>TV homes   |                           | 17,500   |
| Haralson<br>Harris<br>Heard<br>Henry<br>Houston<br>Jackson<br>Jasper   | 2,800<br>1,200<br>4,906<br>13,132<br>5,206<br>1,400   | 1,100<br>4,406<br>12,332  | Homes<br>TV homes   | 18   | 6,800   | TV peneti  | r <b>ation</b><br>) KERO-TV | 91 %  |   | 6,821<br>3,903<br>9,006   | Homes   |                           |  |
| Haralson<br>Harris<br>Heard<br>Henry<br>Houston<br>Jackson<br>Jasper<br>Jones  | 2,800<br>1,200<br>4,906<br>13,132<br>5,206  | 1,100<br>4,406<br>12,332<br>4,806<br>1,100<br>2,006   | Homes<br>TV homes<br>TV penet   | 18<br>16<br>ration   | 6,800<br>8,100<br>90%   | TV peneti<br>KBAK-TV† (C<br>KLYD-TV† (A)   | ration<br>) KERO-TV         | <b>91%</b><br>† (N)                           | Ascension 7,821<br>Assumption 4,503   | 3,903   | Homes<br>TV homes   | ation                     | 17,500   |
| Haralson<br>Harris<br>Heard<br>Henry<br>Houston<br>Jackson<br>Jasper<br>Jones<br>Lamar   | 2,800<br>1,200<br>4,906<br>13,132<br>5,206<br>1,400<br>2,306<br>2,903<br>1,906  | 1,100<br>4,406<br>12,332<br>4,806<br>1,100  | Homes<br>TV homes<br>TV penet<br>UHF data   | 18<br>16<br>ration<br>insuffic                             | 6,800<br>8,100<br>90 %<br>ient  | TV peneti<br>KBAK-TV† (C<br>KLYD-TV† (A)<br>COUNTIES                                       | ration ) KERO-TV  HOMES     | 91 %  | Ascension 7, 821 Assumption 4,503 Avoyelles 10,306 Concordia 6,327 East Baton   | 3,903<br>9,006<br>5,127   | Homes TV homes TV penetr  | ration<br>A)              | 17,500<br>94 %                                       |
| Haralson<br>Harris<br>Heard<br>Henry<br>Houston<br>Jackson<br>Jasper<br>Jones<br>Lamar<br>Lumpkin  | 2,800<br>1,200<br>4,906<br>13,132<br>5,206<br>1,400<br>2,306<br>2,903   | 1,100<br>4,406<br>12,332<br>4,806<br>1,100<br>2,006<br>2,603  | Homes<br>TV homes<br>TV penet   | 18<br>16<br>ration<br>insuffic                             | 6,800<br>8,100<br>90 %<br>ient  | TV peneti<br>KBAK-TV† (C<br>KLYD-TV† (A)   | ration ) KERO-TV  HOMES     | <b>91%</b><br>† (N)                           | Ascension 7,821 Assumption 4,503 Avoyelles 10,306 Concordia 6,327 East Baton Rouge 69,351   | 3,903<br>9,006<br>5,127<br>65,251   | Homes<br>TV homes<br>TV penetr<br>KWAB-TV (C,<br>COUNTIES                   | ration<br>A)              | 17,500   |
| Haralson<br>Harris<br>Heard<br>Heurston<br>Jackson<br>Jasper<br>Jones<br>Lamar<br>Lumpkin<br>Madison<br>Meriwether                                       | 2,800<br>1,200<br>4,906<br>13,132<br>5,206<br>1,400<br>2,306<br>2,903<br>1,906<br>2,900<br>5,000  | 1,100<br>4,406<br>12,332<br>4,806<br>1,100<br>2,006<br>2,603<br>1,806<br>2,600<br>4,400                                     | Homes<br>TV homes<br>TV penet<br>UHF data   | 18<br>16<br>ration<br>insuffic<br>BC-TV (C, N              | 6,800<br>8,100<br>90 %<br>ient  | TV penetr<br>KBAK-TV† (C<br>KLYD-TV† (A)<br>COUNTIES<br>California<br>Kern West            | HOMES 83,660                | 91 %<br>† (N)<br>TV HOMES<br>75,718           | Ascension 7,821 Assumption 4,503 Avoyelles 10,306 Concordia 6,327 East Baton Rouge 69,351 East Feliciana 3,603  | 3,903<br>9,006<br>5,127<br>65,251<br>2,903  | Homes TV homes TV penetr  | ration<br>A)              | 17,500<br>94 %                                       |
| Haralson<br>Harris<br>Heard<br>Henry<br>Houston<br>Jackson<br>Jasper<br>Jones<br>Lamar<br>Lumpkin<br>Madison<br>Meriwether<br>Monroe                     | 2,800<br>1,200<br>4,906<br>13,132<br>5,206<br>1,400<br>2,306<br>2,903<br>1,906<br>2,900<br>5,000<br>2,700                                     | 1,100<br>4,406<br>12,332<br>4,806<br>1,100<br>2,006<br>2,603<br>1,806<br>2,600<br>4,400<br>2,400                            | Homes TV homes TV penetr UHF data KHFI-TV† KTI                                    | 18<br>16<br>ration<br>insuffic<br>BC-TV (C, N              | 66,800<br>68,100<br>90 %<br>sient   | TV peneti<br>KBAK-TV† (C<br>KLYD-TV† (A)<br>COUNTIES<br>California                         | ration ) KERO-TV HOMES      | <b>91 %</b><br>† (N)<br>TV HOMES              | Ascension 7,821 Assumption 4,503 Avoyelles 10,306 Concordia 6,327 East Baton Rouge 69,351 East Feliciana 3,603 Evangeline 8,803   | 3,903<br>9,006<br>5,127<br>65,251<br>2,903<br>7,303                                       | Homes<br>TV homes<br>TV penetr<br>KWAB-TV (C,<br>COUNTIES                   | ration A) HOMES           | 17,500<br>94 %<br>TV HOMES                           |
| Haralson<br>Harris<br>Heard<br>Henry<br>Houston<br>Jackson<br>Jasper<br>Jones<br>Lamar<br>Lumpkin<br>Madison<br>Meriwether<br>Monroe<br>Morgan           | 2,800<br>1,200<br>4,906<br>13,132<br>5,206<br>1,400<br>2,306<br>2,903<br>1,906<br>2,900<br>5,000<br>2,700<br>2,500                            | 1,100<br>4,406<br>12,332<br>4,806<br>1,100<br>2,006<br>2,603<br>1,806<br>2,600<br>4,400<br>2,400<br>2,100                   | Homes TV homes TV penetr UHF data KHFI-TV† KTI COUNTIES Texas                     | 1816 ration insuffic BC-TV (C, N                           | 66,800<br>68,100<br>90 %<br>ient<br>I,A)<br>TV HOMES                              | TV penetr<br>KBAK-TV† (C<br>KLYD-TV† (A)<br>COUNTIES<br>California<br>Kern West            | HOMES 83,660                | 91 %<br>† (N)<br>TV HOMES<br>75,718           | Ascension 7,821 Assumption 4,503 Avoyelles 10,306 Concordia 6,327 East Baton Rouge 69,351 East Feliciana 3,603 Evangeline 8,803 Iberia 15,151   | 3,903<br>9,006<br>5,127<br>65,251<br>2,903<br>7,303<br>13,951                             | Homes TV homes TV penetr KWAB-TV (C, COUNTIES Texas Glasscock Howard        | A) HOMES 400 13,675       | 17,500<br>94 %<br>TV HOMES<br>300<br>13,075          |
| Haralson<br>Harris<br>Heard<br>Henry<br>Houston<br>Jackson<br>Jasper<br>Jones<br>Lamar<br>Lumpkin<br>Madison<br>Meriwether<br>Monroe<br>Morgan<br>Murray | 2,800<br>1,200<br>4,906<br>13,132<br>5,206<br>1,400<br>2,306<br>2,903<br>1,906<br>2,900<br>5,000<br>2,700<br>2,500<br>2,903                   | 1,100<br>4,406<br>12,332<br>4,806<br>1,100<br>2,006<br>2,603<br>1,806<br>2,600<br>4,400<br>2,400<br>2,100<br>2,503          | Homes TV homes TV penetr UHF data KHFI-TV† KTI COUNTIES Texas Bastrop             | 18 ration insuffic BC-TV (C,N HOMES                        | 86,800<br>88,100<br>90 %<br>sient<br>I,A)<br>TV HOMES                             | TV penetr<br>KBAK-TV† (C<br>KLYD-TV† (A)<br>COUNTIES<br>California<br>Kern West            | HOMES 83,660                | 91 %<br>† (N)<br>TV HOMES<br>75,718           | Ascension 7,821 Assumption 4,503 Avoyelles 10,306 Concordia 6,327 East Baton Rouge 69,351 East Feliciana 3,603 Evangeline 18,003 Iberia 15,151 Iberville 7,906                                  | 3,903<br>9,006<br>5,127<br>65,251<br>2,903<br>7,303<br>13,951<br>7,006                    | Homes TV homes TV penetr KWAB-TV (C, COUNTIES Texas Glasscock Howard Martin | A) HOMES 400 13,675 1,500 | 17,500<br>94 %<br>TV HOMES<br>300<br>13,075<br>1,400 |
| Haralson Harris Heard Henry Houston Jackson Jasper Jones Lamar Lumpkin Madison Meriwether Monroe Morgan Murray Newton                                    | 2,800<br>1,200<br>4,906<br>13,132<br>5,206<br>1,400<br>2,306<br>2,903<br>1,906<br>2,900<br>5,000<br>2,700<br>2,500<br>2,500<br>2,903<br>6,106 | 1,100<br>4,406<br>12,332<br>4,806<br>1,100<br>2,006<br>2,603<br>1,806<br>2,600<br>4,400<br>2,400<br>2,100<br>2,503<br>5,606 | Homes TV homes TV peneti UHF data KHFI-TV† KTI COUNTIES Texas Bastrop Bell        | 18 cration insuffic BC-TV (C,N HOMES 4,900 29,120          | 66,800<br>68,100<br>90 %<br>Sient<br>1,A)<br>TV HOMES<br>4,200<br>27,320          | TV penetic<br>KBAK-TV† (C<br>KLYD-TV† (A)<br>COUNTIES<br>California<br>Kern West<br>Tulare | HOMES 83,660 54,687         | 91 %<br>† (N)<br>TV HOMES<br>75,718<br>49,784 | Ascension 7,821 Assumption 4,503 Avoyelles 10,306 Concordia 6,327 East Baton Rouge 69,351 East Feliciana 8,803 Iberia 15,151 Iberville 7,906 Lafayette 25,647                                   | 3,903<br>9,006<br>5,127<br>65,251<br>2,903<br>7,303<br>13,951<br>7,006<br>23,847          | Homes TV homes TV penetr KWAB-TV (C, COUNTIES Texas Glasscock Howard        | A) HOMES 400 13,675       | 17,500<br>94 %<br>TV HOMES<br>300<br>13,075          |
| Hancock Haralson Harris Heard Henry Houston Jackson Jasper Jones Lamar Lumpkin Madison Meriwether Monroe Morgan Murray Newton Oconee                     | 2,800<br>1,200<br>4,906<br>13,132<br>5,206<br>1,400<br>2,306<br>2,900<br>5,000<br>2,700<br>2,700<br>2,500<br>6,106<br>1,500                   | 1,100<br>4,406<br>12,332<br>4,806<br>1,100<br>2,006<br>2,603<br>1,806<br>2,600<br>4,400<br>2,400<br>2,103<br>5,606<br>1,400 | Homes TV homes TV peneti UHF data KHFI-TV† KTI COUNTIES Texas Bastrop Bell Blanco | 18 16 ration insuffic BC-TV (C, N HOMES 4,900 29,120 1,200 | 66,800<br>68,100<br>90 %<br>Sient<br>1,A)<br>TV HOMES<br>4,200<br>27,320<br>1,100 | TV penetic<br>KBAK-TV† (C<br>KLYD-TV† (A)<br>COUNTIES<br>California<br>Kern West<br>Tulare | HOMES 83,660 54,687         | 91 %<br>† (N)<br>TV HOMES<br>75,718<br>49,784 | Ascension 7,821 Assumption 4,503 Avoyelles 10,306 Concordia 6,327 East Baton Rouge 69,351 East Feliciana 3,603 Evangeline 8,803 Iberia 15,151 Iberville 7,906 Lafayette 25,647 Livingston 8,036 | 3,903<br>9,006<br>5,127<br>65,251<br>2,903<br>7,303<br>13,951<br>7,006<br>23,847<br>7,036 | Homes TV homes TV penetr KWAB-TV (C, COUNTIES Texas Glasscock Howard Martin | A) HOMES 400 13,675 1,500 | 17,500<br>94 %<br>TV HOMES<br>300<br>13,075<br>1,400 |
| Haralson Harris Heard Henry Houston Jackson Jasper Jones Lamar Lumpkin Madison Meriwether Monroe Morgan Murray Newton                                    | 2,800<br>1,200<br>4,906<br>13,132<br>5,206<br>1,400<br>2,306<br>2,903<br>1,906<br>2,900<br>5,000<br>2,700<br>2,500<br>2,500<br>2,903<br>6,106 | 1,100<br>4,406<br>12,332<br>4,806<br>1,100<br>2,006<br>2,603<br>1,806<br>2,600<br>4,400<br>2,400<br>2,100<br>2,503<br>5,606 | Homes TV homes TV peneti UHF data KHFI-TV† KTI COUNTIES Texas Bastrop Bell        | 18 cration insuffic BC-TV (C,N HOMES 4,900 29,120          | 66,800<br>68,100<br>90 %<br>Sient<br>1,A)<br>TV HOMES<br>4,200<br>27,320          | TV penetic<br>KBAK-TV† (C<br>KLYD-TV† (A)<br>COUNTIES<br>California<br>Kern West<br>Tulare | HOMES 83,660 54,687         | 91 %<br>† (N)<br>TV HOMES<br>75,718<br>49,784 | Ascension 7,821 Assumption 4,503 Avoyelles 10,306 Concordia 6,327 East Baton Rouge 69,351 East Feliciana 8,803 Iberia 15,151 Iberville 7,906 Lafayette 25,647                                   | 3,903<br>9,006<br>5,127<br>65,251<br>2,903<br>7,303<br>13,951<br>7,006<br>23,847          | Homes TV homes TV penetr KWAB-TV (C, COUNTIES Texas Glasscock Howard Martin | A) HOMES 400 13,675 1,500 | 17,500<br>94 %<br>TV HOMES<br>300<br>13,075<br>1,400 |

| BILLINGS, |
|-----------|
| MONT.     |

| Ho | nes |    |    |   |    |   |   | 76,100 |
|----|-----|----|----|---|----|---|---|--------|
|    |     |    |    |   |    |   |   | 68,400 |
| TV | pen | et | tr | a | ti | 0 | n | 90%    |

| KOOK-TV | (C, A) | KULR-TV (N) |
|---------|--------|-------------|
|---------|--------|-------------|

| NUUN-IV (C, A | NULK-  | V (N)    |
|---------------|--------|----------|
| COUNTIES      | HOMES  | TV HOMES |
| Montana       |        |          |
| Big Horn      | 2,500  | 2,100    |
| Carbon        | 2,400  | 2,200    |
| Custer        | 4,306  | 3,706    |
| Fergus        | 4,200  | 3,600    |
| Garfield      | 500    | 400      |
| Golden Valley | 400    | 300      |
| Musselshell   | 1,200  | 1,100    |
| Park          | 4,606  | 4,206    |
| Petroleum     | 300    | 200      |
| Phillips      | 1,800  | 1,400    |
| Powder River  | 600    | 500      |
| Rosebud       | 1,700  | 1,400    |
| Stillwater    | 1,800  | 1,700    |
| Sweet Grass   | 1,000  | 800      |
| Treasure      | 400    | 300      |
| Valley        | 5,527  | 4,727    |
| Wheatland     | 1,000  | 800      |
| Yellowstone   | 26,938 | 25,838   |
|               |        |          |

#### BILOXI, MISS.

| Hot | nes |    |   |   |    |   |   | 107,900 |
|-----|-----|----|---|---|----|---|---|---------|
|     |     |    |   |   |    |   |   | 92,800  |
| 1 V | pen | eı | ď | a | τı | 0 | n | 86 %    |

3,400

5.406

6,100

3,000

4,806

5,300

WLOX-TV (A)

Wyoming

Big Horn

Sheridan

Park

| COUNTIES    | HOMES  | TV HOMES |  |  |  |  |  |  |
|-------------|--------|----------|--|--|--|--|--|--|
| Mississippi |        |          |  |  |  |  |  |  |
| Forrest     | 17,036 | 14,936   |  |  |  |  |  |  |
| George      | 3,206  | 2,806    |  |  |  |  |  |  |
| Greene      | 2,303  | 1,603    |  |  |  |  |  |  |
| Hancock     | 4,512  | 3,812    |  |  |  |  |  |  |
| Harrison    | 36,498 | 32,798   |  |  |  |  |  |  |
| Jackson     | 18,847 | 16,747   |  |  |  |  |  |  |
| Lamar       | 4,106  | 3,306    |  |  |  |  |  |  |
| Marion      | 6,700  | 5,100    |  |  |  |  |  |  |
| Pearl River | 6,709  | 5,609    |  |  |  |  |  |  |
| Perry       | 2,400  | 1,800    |  |  |  |  |  |  |
| Stone       | 2,203  | 1,803    |  |  |  |  |  |  |
| Walthall    | 3,400  | 2,500    |  |  |  |  |  |  |

#### BINGHAMTON, N.Y.

| Homes (VHF)    | <b>279,70</b> 0 |
|----------------|-----------------|
| TV homes (VHF) | . 266,100       |
| TV penetration | 95%             |

Homes (UHF) 106,500 TV homes (UHF) ... 81,300 TV penetration (UHF)

WBJA-TV† (A) WINR-TV† (N) WNBF-TV (C)

| COUNTIES | HOWES  | IV HUMES |
|----------|--------|----------|
| VHF      |        |          |
| New York |        |          |
| Broome   | 70,865 | 68,765   |
| Chemung  | 32,654 | 31,254   |
| Chenango | 13,715 | 13,115   |
| Costland | 12 119 | 12 619   |

13,400

Delaware

| Otsego          | 16,506 | 15,60  |
|-----------------|--------|--------|
| Schuyler        | 4,803  | 4,50   |
| Steuben         | 31,033 | 29,53  |
| Tioga           | 12,527 | 12,02  |
| Tompkins        | 20,851 | 18,75  |
| Pennsylva       | nia    |        |
| Bradford        | 15,915 | 15,111 |
| Sullivan        | 1,800  | 1,700  |
| Susquehanna     | 9,406  | 9,000  |
| Tioga           | 10,506 | 9,800  |
| Wayne           | 7,803  | 7,200  |
| Wyoming         | 4,803  | 4,600  |
| UHF<br>New York |        |        |

70,865

13,715

61,201

4,066

7,697

#### Pennsylvania Susquehanna 9,406 8,286 **BIRMINGHAM**,

Broome

Tioga

Chenango

ALA.

Homes . . . . . . 543,100 TV homes ... 471,500 TV penetration 87% UHF data insufficient

WAPI-TV (N) WBMG-TV† (N,C,A) WBRC-TV (A)

| COUNTIES | HOMES  | TV HOMES |
|----------|--------|----------|
| Alabama  |        |          |
| Bibb     | 3,200  | 2,600    |
| Blount   | 6,600  | 5,600    |
| Calhoun  | 28,587 | 25,487   |
| Cherokee | 4,200  | 3,500    |
| Chilton  | 7,106  | 5,806    |
| Clay     | 3,200  | 2,600    |
| Cleburne | 2,700  | 2,200    |
| Colbert  | 14,142 | 11,742   |
| Coosa    | 2,700  | 2,200    |
| Cullman  | 12,306 | 11,106   |

| COLDETT    | 14,142  | 11,742  |
|------------|---------|---------|
| Coosa      | 2,700   | 2,200   |
| Cullman    | 12,306  | 11,106  |
| Dailas     | 15,006  | 11,606  |
| De Kalb    | 11,506  | 9,806   |
| Etowah     | 29,433  | 26,633  |
| Fayette    | 4,200   | 3,400   |
| Franklin   | 5,900   | 4,700   |
| Greene     | 2,900   | 1,700   |
| Hale       | 4,600   | 3,100   |
| Jefferson  | 197,550 | 180,950 |
| Lamar      | 3,700   | 3,000   |
| Lauderdale | 18,545  | 15,045  |
| Lawrence   | 5,900   | 4,600   |
| Marengo    | 6,500   | 4,500   |
| Marion     | 5,700   | 4,900   |
| Marshall   | 14,330  | 12,430  |
| Morgan     | 18,645  | 15,945  |
| Perry      | 3,800   | 2,500   |
| Pickens    | 5,300   | 3,800   |
| St. Clair  | 6,603   | 5,603   |
| Shelby     | 8,915   | 7,815   |
| Talladega  | 17,527  | 14,827  |
| Tallapoosa | 9,806   | 8,206   |
| Tuscaloosa | 29,993  | 25,593  |
| Walker     | 14,200  | 12,700  |
| Winston    | 3,700   | 3,200   |
|            |         |         |

#### Mississippi

| Lowndes | 14.142 | 12.142 |
|---------|--------|--------|

#### BISMARCK, N.D.

| Hon | nes |    |    |   |    |   |   | 116,200 | ) |
|-----|-----|----|----|---|----|---|---|---------|---|
|     |     |    |    |   |    |   |   | 105,40  |   |
| TV  | pen | et | tr | а | ti | 0 | n | 91%     | • |

KFYR-TV (N) KXMB-TV (A,C) (KFYR-TV operates satellites KUMV-TV Williston, N. D., and KMOT Minot, N. D.)

| COUNTIES     | HOMES | TV HOMES |  |  |  |  |
|--------------|-------|----------|--|--|--|--|
| Montana      |       |          |  |  |  |  |
| Daniels      | 1,200 | 1,100    |  |  |  |  |
| McCone       | 1,000 | 900      |  |  |  |  |
| Richland     | 3,003 | 2,803    |  |  |  |  |
| Roosevelt    | 3,406 | 3,106    |  |  |  |  |
| Sheridan     | 2,000 | 1,800    |  |  |  |  |
| Valley       | 5,527 | 4,727    |  |  |  |  |
| Wibaux       | 400   | 300      |  |  |  |  |
| North Dakota |       |          |  |  |  |  |

1,000

3,200

900

3,000

Adams

Bottineau

| Bottineau     | 3,200  | 3,000  |
|---------------|--------|--------|
| Bowman        | 1,200  | 1,100  |
| Burke         | 1,500  | 1,300  |
| Burleigh      | 11,354 | 10,754 |
| Divide        | 1,600  | 1,400  |
| Dunn          | 1,400  | 1,200  |
| Emmons        | 2,000  | 1,900  |
| Golden Valley | 900    | 800    |
| Grant         | 1,500  | 1,300  |
| Hettinger     | 1,500  | 1,400  |
| Kidder        | 1,300  | 1,200  |
| Logan         | 1,300  | 1,100  |
| McHenry       | 2,900  | 2,700  |
| Mcintosh      | 1,700  | 1,400  |
| McKenzie      | 2,103  | 1,903  |
| McLean        | 3,300  | 3,000  |
| Mercer        | 1,500  | 1,400  |
| Morton West   | 3,006  | 2,706  |
| Morton East   | 3,003  | 2,803  |
| Mountrail     | 3,103  | 2,803  |
| Oliver        | 700    | 600    |
| Pierce        | 1,700  | 1,600  |
| Renville      | 1,200  | 1,100  |
| Rolette       | 2,500  | 2,000  |
| Sheridan      | 1,000  | 900    |
| Sioux         | 800    | 600    |
| Stutsman      | 6,909  | 6,609  |
| Ward          | 15,166 | 14,266 |
| Wells         | 2,500  | 2,300  |
| Williams      | 7,427  | 6,827  |
|               |        |        |

| South Dak | ota   |       |
|-----------|-------|-------|
| Campbell  | 1,000 | 800   |
| Corson    | 1,400 | 1,100 |
| Dewey     | 1,403 | 1,103 |
| McPherson | 1,400 | 1,200 |
| Perkins   | 1,600 | 1,400 |
| Walworth  | 2,606 | 2,206 |
|           |       |       |

#### BLUEFIELD, W. VA.

| Ног | mes |    |    |   |   |   | 168,500 |
|-----|-----|----|----|---|---|---|---------|
|     |     |    |    |   |   |   | 150,500 |
| IV  | pen | eτ | ra | T | O | П | 89 %    |

WHIS-TV (N, A) COUNTIES HOMES TV HOMES Virginia Bath 1.400 1.200 1,400 7,212 Bland 1,700 Buchanan 8,612 4,400 4,600 Dickenson 3,900 4,300 Giles Russell 6 606 5,806 12,706 14,006 Tazewell

#### **West Virginia**

| Fayette    | 13,400 | 12,400 |
|------------|--------|--------|
| Greenbrier | 9,600  | 8,400  |
| Logan      | 12,900 | 12,000 |
| McDowell   | 17,800 | 15,800 |
| Mercer     | 21,703 | 20,003 |
| Mingo      | 8,500  | 7,600  |
| Monroe     | 3,000  | 2,400  |
| Pocahontas | 2,800  | 2,000  |
| Raleigh    | 23,500 | 21,300 |
| Summers    | 4,600  | 3,800  |
| Wyoming    | 9,400  | 8,300  |
|            |        |        |



**Station** Atlanta

12,500

| Franklin  | 000 1,800 2,600 1118 12,218 800 9,100 800 1,700 800 5,300 900 2,600 800 7,300 800 4,400 800 5,000 800 14,200 800 2,500 800 2,500 800 2,500 800 2,600 800 14,200 800 2,500 800 14,200 800 2,500 800 14,200 800 2,500 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,000  |
|---|--|
| Hamilton  | 900 2,600 1,400 800 1,700 800 4,306 6,500 5,300 800 5,300 800 1,700 800 1,700 800 1,700 800 1,700 800 2,500 800 1,700 800 8,806 8,806 800 1,700 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 1,700 800 800 9,300 800 1,700 800 9,300 800 1,700 800 9,300 800 1,700 800 9,300 800 1,700 800 800 9,300 800 1,700 800 800 800 1,700 800 800 800 800 800 800 800 800 800  |
| Jefferson   9,80   Johnson   1,80   Massac   4,60   Perry   5,60   Pope   90   Pulaski   2,90   Saline   7,80   Union   4,60   Wayne   5,60   White   5,90   Williamson   15,00    Kentucky   Ballard   2,80   Caldwell   4,40   Calloway   7,00   Carlisle   1,80   Crittenden   7,80   Fulton   3,20   Graves   9,80   Hickman   1,80   Livingston   2,20   Lyon   1,30   McCracken   20,35   Marshall   5,91    Missouri   Bollinger   2,40   Butler   10,20   Cape Giradeau   13,42   Carter   1,20   Dunklin   10,60   Iron   2,10   Madison   2,70  | 800 9,100 800 1,700 800 4,306 800 5,300 900 2,600 800 5,000 800 7,300 800 14,200 800 2,500 800 2,500 800 2,500 800 14,200 800 2,500 800 14,200 800 2,500 800 14,200 800 2,500 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 801 1,600 801 1,600 802 1,000 803 1,000 804 1,600 805 1,600 806 1,600 807 1,600 808 1,600 808 1,600 808 1,600 809 1,600 800 1,000  |
| Johnson   | 800 1,700 806 4,306 800 800 800 2,500 800 2,600 800 5,300 800 14,400 800 5,300 800 14,200 800 2,500 800 14,200 800 2,500 800 1,600 800 2,800 800 1,600 800 1   |
| Massac         4,60           Perry         5,60           Pope         90           Pope         90           Pope         90           Pope         90           Pope         90           Pope         90           Pulaski         2,90           Saline         7,80           White         5,50           Wayne         5,60           White         5,90           Williamson         15,00           Kentucky         8           Ballard         2,80           Caldwell         4,40           Calloway         7,00           Carlisle         1,80           Crittenden         2,40           Fulton         3,20           Graves         9,80           Hickman         1,80           Crittenden         2,20           Lyon         1,30           McCracken         20,35           Marshall         5,91           Missouri         5,91           Buller         10,20           Cape Giradeau         12,40           Livingston         2,20 | 506 4,306 500 5,300 900 800 500 7,300 500 5,000 500 5,000 14,200 500 5,300 900 14,200 500 2,500 14,200 500 1,600 6,109 6,100 6,109 6,100 6   |
| Pope  | 900 800 900 2,500 800 7,300 800 7,300 500 4,400 5,000 5,300 14,200 800 2,500 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,600 800 1,000 801 1,000 8020 1,800 8030 1,000 804 8,806 805 1,000 806 8,806 807 1,000 808 8,806 800 1,600 800 1,000 800 9,300 800 9,300 800 9,300 800 9,300   |
| Pulaski   | 900 2,600<br>7,300<br>500 4,400<br>900 5,900<br>900 5,300<br>900 14,200<br>800 2,500<br>103 3,503<br>909 6,109<br>900 2,000<br>200 2,800<br>806 8,806<br>800 1,600<br>203 1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1                               |
| Saline         7,80           Union         4,60           Wayne         5,60           White         5,90           Williamson         15,00           Kentucky           Ballard         2,80           Caldwell         4,40           Calloway         7,00           Carlishe         1,80           Crittenden         2,40           Fulton         3,20           Graves         9,80           Hickman         1,30           McCracken         20,35           Marshall         5,91           Missouri           Buller         2,40           Butler         10,20           Cape Giradeau         13,42           Carter         1,20           Dunklin         10,60           Iron         2,10           Madison         2,70   | 300 7,300<br>500 4,400<br>500 5,000<br>5,000 14,200<br>300 2,500<br>103 3,503<br>300 1,600<br>200 2,800<br>800 1,600<br>200 2,800<br>800 1,600<br>203 1,903<br>300 1,000<br>203 1,903<br>300 1,000<br>300 1,00   |
| Union   | 500 4,400<br>5,000<br>5,000<br>14,200<br>300 2,500<br>403 3,503<br>300 6,109<br>800 1,600<br>200 2,800<br>800 2,000<br>200 2,800<br>800 1,600<br>203 1,903<br>800 1,000<br>818,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,650<br>19,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,000<br>2,   |
| White   | 5,300<br>14,200<br>14,200<br>2,500<br>103<br>3,503<br>009<br>6,109<br>800<br>1,600<br>2,000<br>2,800<br>806<br>8,806<br>8300<br>1,600<br>203<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,903<br>1,9 |
| Williamson         15,00           Kentucky         Ballard         2,80           Caldwell         4,40           Calloway         7,00           Carlisle         1,80           Crittenden         2,40           Fulton         3,20           Graves         9,80           Hickman         1,80           Livingston         2,20           Lyon         1,30           McCracken         20,35           Marshall         5,91           Missouri         Bullinger         2,40           Butler         10,20           Cape Giradeau         13,42           Carter         1,20           Dunklin         10,60           Iron         2,70           Madison         2,70   | 300 14,200 300 2,500 403 3,503 909 6,109 800 1,600 800 2,000 200 2,800 800 1,600 203 1,903 300 1,000 351 18,651 3118 5,418 400 2,100 800 400 2,100 800 427 12,427 200 800 800 9,300 1,800  |
| Kentucky   Ballard   2,80   Caldwell   4,40   Calloway   7,00   Carlisle   1,80   Crittenden   7,40   Carloway   9,80   Hickman   1,80   Livingston   2,20   Lyon   1,30   McCracken   20,35   Marshall   5,91   Missouri   Bollinger   2,40   Butler   10,20   Cape Giradeau   13,42   Carter   1,20   Dunklin   10,60   Iron   2,10   Madison   2,70  | 800 2,500<br>103 3,503<br>309 6,109<br>800 1,600<br>2,000<br>200 2,800<br>806 8,806<br>800 1,600<br>1,600<br>1,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,900<br>31,9   |
| Ballard   | 403 3,503<br>9800 1,600<br>400 2,000<br>200 2,800<br>806 8,806<br>800 1,600<br>203 1,903<br>300 1,000<br>351 18,651<br>351 18,651<br>400 2,100<br>206 8,806<br>427 12,427<br>200 800<br>9,300<br>1,000<br>1,000  |
| Caldwell         4,40           Calloway         7,00           Carlisle         1,80           Crittenden         2,40           Fulton         3,20           Graves         9,80           Hickman         1,80           Livingston         2,20           Lyon         1,30           McCracken         20,35           Marshall         5,91           Missouri           Bollinger         2,40           Butler         10,20           Cape Giradeau         13,42           Carter         1,20           Dunklin         10,60           Iron         2,10           Madison         2,70  | 403 3,503 6,109 800 1,600 2,000 200 2,800 800 1,600 203 1,903 300 1,000 213,903 351 18,651 351 8,5418 400 2,100 206 8,806 427 12,427 200 800 600 9,300 6100 1,800  |
| Calloway         7,00           Carlisle         1,80           Crittenden         2,40           Fulton         3,20           Graves         9,80           Hickman         1,80           Livingston         2,20           Lyon         1,30           McCracken         20,35           Marshall         5,91           Missouri           Bollinger         2,40           Butler         10,20           Cape Giradeau         13,42           Carter         1,20           Dunklin         10,60           Iron         2,70           Madison         2,70  | 009 6,109 800 1,600 800 1,600 2,000 200 2,800 806 8,806 1,600 203 1,903 800 1,000 851 18,651 918 5,418 800 400 2,100 806 8,806 427 12,427 800 800 9,300 800 9,300 800 1,800  |
| Carlisle         1,80           Crittenden         2,40           Fulton         3,20           Graves         9,80           Hickman         1,80           Livingston         2,20           Lyon         1,30           McCracken         20,35           Marshall         5,91           Missouri           Bollinger         2,40           Butler         10,20           Cape Giradeau         13,42           Carter         1,20           Dunklin         10,60           Iron         2,10           Madison         2,70  | 800 1,600<br>400 2,000<br>806 8,806<br>800 1,600<br>1,903<br>300 1,000<br>351 18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,651<br>18,6   |
| Fulton 3,20 Graves 9,80 Hickman 1,80 Livingston 2,20 Lyon 1,30 McCracken 20,35 Marshall 5,91  Missouri Bollinger 2,40 Butler 10,20 Cape Giradeau 13,42 Carter 1,20 Dunklin 10,60 Iron 2,10 Madison 2,70   | 200 2,800<br>8,806<br>8800 1,600<br>203 1,903<br>300 1,000<br>8551 18,651<br>918 5,418<br>400 2,100<br>206 8,806<br>427 12,427<br>200 800<br>600 9,300<br>6100 1,800   |
| Graves 9,80 Hickman 1,80 Livingston 2,20 Lyon 1,30 McCracken 20,35 Marshall 5,91  Missouri Bollinger 2,40 Butler 10,20 Cape Giradeau 13,42 Carter 1,20 Dunklin 10,60 Iron 2,10 Madison 2,70   | 806 8,806 1,600 1,600 1,903 300 1,000 351 18,651 318 5,418 400 2,100 206 8,806 427 12,427 800 600 9,300 1,800 1,800  |
| Hickman   1,80  | 800 1,600<br>203 1,903<br>300 1,000<br>351 18,651<br>918 5,418<br>400 2,100<br>206 8,806<br>427 12,427<br>800<br>500 9,300<br>100 1,800  |
| Livingston  | 203 1,903<br>300 1,000<br>351 18,651<br>918 5,418<br>400 2,100<br>206 8,806<br>427 12,427<br>200 800<br>500 9,300<br>100 1,800   |
| McCracken<br>Marshall         20,35<br>5,91           Missouri         Bollinger         2,40           Butler         10,20         Cape Giradeau           Cape Giradeau         13,42         Carter           Dunklin         10,60         Iron           Iron         2,10         Madison           2,70         2,70         2,70   | 351 18,651<br>918 5,418<br>400 2,100<br>206 8,806<br>427 12,427<br>200 800<br>500 9,300<br>1,800   |
| Marshall         5,91           Missouri         2,40           Bollinger         2,40           Butler         10,20           Cape Giradeau         13,42           Carter         1,20           Dunklin         10,60           Iron         2,10           Madison         2,70  | 918 5,418<br>400 2,100<br>206 8,806<br>427 12,427<br>200 800<br>9,300<br>1,800   |
| Missouri  | 400 2,100<br>206 8,806<br>427 12,427<br>200 800<br>500 9,300<br>100 1,800  |
| Bollinger   2,40     Butler   10,20     Cape Giradeau   13,42     Carter   1,20     Dunklin   10,60     Iron   2,10     Madison   2,70  | 206 8,806<br>427 12,427<br>200 800<br>500 9,300<br>100 1,800   |
| Butler         10,20           Cape Giradeau         13,42           Carter         1,20           Dunklin         10,60           Iron         2,10           Madison         2,70   | 206 8,806<br>427 12,427<br>200 800<br>500 9,300<br>100 1,800   |
| Cape Giradeau       13,42         Carter       1,20         Dunklin       10,60         Iron       2,10         Madison       2,70  | 12,427<br>200 800<br>500 9,300<br>100 1,800  |
| Carter         1,20           Dunklin         10,60           Iron         2,10           Madison         2,70  | 200 800<br>500 9,300<br>100 1,800  |
| 1ron 2,10<br>Madison 2,70   | 100 1,800  |
| Madison 2,70  |  |
|   |  |
| iniooiooippi 0,10   |  |
| New Madrid 7,20   |  |
| Perry 4,20<br>Reynolds 1,20   |  |
| Ripley 2,50   |  |
| Scott 9,50  | 506 8,806  |
| Shannon 1,90<br>Stoddard 8,00   |  |
| Wayne 2,50  |  |
|   | ,  |
| Tennessee   |  |
| Lake 2,400<br>Obion 8,500   |  |
| Weakley 7,300   |  |
|   | ,  |
|   |  |
| CARLSBAD  | D  |
| N.M.  | ,  |
|   |  |
| TV homes  |  |
| TV penetration  |  |
| KAVE-TV (C,A)   |  |
| • •   |  |
|   | ES TV HOMES  |
| New Mexico  |  |
| Eddy 15,154   | 54 14,254  |
|   |  |
| OACDED 1  |  |
| CASPER, V   | WYO.   |
| Homes   |  |
|   |  |
| IV penetration  | 1 91%  |
| KTWO-TV (N,C,A)   |  |
| COUNTIES HOMES  | ES TV HOMES  |
| South Dalista   |  |
| South Nakota  | 00 1,200   |
| Custer 1,400  |  |
|   |  |
| Custer 1,400<br>Fall River 3,606  |  |
| Custer 1,400<br>Fall River 3,606<br>Wyoming   | 1 one  |
| Custer 1,400<br>Fall River 3,606  | 06 1,806   |
|   | CASPER, Homes TV homes TV penetration KTWO-TV (N,C,A) COUNTIES HOM South Dakota Custer 1,40 Fall River 3,60  |

#### **CEDAR RAPIDS-**WATERLOO, **IOWA**

| Hor | nes 28      | 5,100 |
|-----|-------------|-------|
| TV  | homes 26    | 9,000 |
| TV  | penetration | 94 %  |

KCRG-TV (A) KWWL-TV (N) WMT-TV (C)

| COUNTIES   | HOMES  | TV HOMES      |
|------------|--------|---------------|
| _          | Homes  | 11 HOMES      |
| Iowa       |        |               |
| Allamakee  | 4,500  | 4,200         |
| Benton     | 7,206  | 6,90 <b>6</b> |
| Black Hawk | 38,602 | 37,202        |
| Bremer     | 6,409  | 6,009         |
| Buchanan   | 6,006  | 5,606         |
| Butler     | 5,403  | 5,003         |
| Cedar      | 5,506  | 5,206         |
| Chickasaw  | 4,300  | 4,000         |
| Clayton    | 6,500  | 5,900         |
| Delaware   | 5,203  | 4,903         |
| Dubuque    | 22,539 | 20,839        |
| Fayette    | 8,503  | 8,003         |
| Floyd      | 6,503  | 6,103         |
| Franklin   | 4,600  | 4,400         |
| Grundy     | 4;403  | 4,203         |
| Hardin     | 7,306  | 6,906         |
| Iowa       | 5,006  | 4,606         |
| Jefferson  | 4,900  | 4,500         |
| Johnson    | 16,154 | 14,754        |
| Jones      | 6,106  | 5,906         |
| Keokuk     | 4,500  | 4,100         |
| Linn       | 48,280 | 46,480        |
| Mahaska    | 7,400  | 6,900         |
| Marshall   | 12,318 | 11,918        |
| Poweshiek  | 5,703  | 5,403         |
| Tama       | 6,700  | 6,300         |
| Washington | 5,900  | 5,400         |
| Winneshiek | 5,900  | 5,400         |

#### **CHAMPAIGN-DECATUR-**SPRINGFIELD.

12,709

11,909

Wisconsin

Homes (VHF) 304,000 TV homes (VHF) . . 290,200 TV penetration (VHF) 95%

Homes (UHF) 254,800 TV homes (UHF) . . 216,500 TV penetration (UHF) 85 %

WAND WCHU† (N) WCIA (C) WICS† (N) (WICS Springfield operates satellite

Danville, III.) COUNTIES HOMES TV HOMES VHF

WCHU† Champaign and WICD-TV†

Illinois 37.568 Champaign 39,268 10,800 Christian 11,300

| Clark Coles Cumberland De Witt Douglas Edgar Effingham Ford Ford Iroquois Jasper Livingston McLean Macon Moultrie Piatt Sangamon Shelby Vermilion | 5,100<br>13,912<br>3,100<br>5,603<br>6,209<br>7,100<br>6,906<br>5,103<br>10,606<br>3,200<br>12,012<br>26,645<br>39,805<br>4,203<br>4,606<br>49,505<br>7,000<br>31,254 | 4,800<br>13,312<br>2,900<br>5,403<br>6,000<br>6,306<br>4,903<br>10,106<br>3,000<br>11,312<br>25,445<br>38,405<br>47,105<br>6,600<br>29,954 |
|---|---|--|
| ludiana   | ,   | ·  |
| Indiana<br>Benton<br>Fountain<br>Warren   | 3,203<br>5,906<br>2,500   | 3,103<br>5,706<br>2,300  |
| UHF   |   |  |
| Illinois  |   |  |
| Cass<br>Champaign<br>Christian<br>Coles<br>De Witt<br>Douglas   | 4,300<br>39,268<br>11,300<br>13,912<br>5,603<br>6,209   | 2,050<br>33,060<br>10,800<br>11,715<br>5,079<br>4,447  |

5,103

9,418

3,000

9.800

10.512

4 203

4,606

49,505

7,000

31,254

Ford

Logan Macon Menard

Montgomery

Morgan

Moultrie

Sangamon

Shelby

Vermilion

Piatt

2,157

9,018

2,800

4.092 5.593

3.747

4,146

6,336

47,105

26,360

#### CHARLESTON. S.C.

Homes . . . . . 163,800 TV homes . . . 144.000 TV penetration 88 %

WCIV (N) WCSC-TV (C, N) WUSN-TV (A,C)

| COUNTIES   | HOMES   | TV HOMES  |
|--|---|---|
| South Care   | olina   |   |
| Allendale<br>Bamberg<br>Beaufort<br>Berkeley<br>Calhoun<br>Charleston<br>Clarendon<br>Colleton | 2,900<br>3,900<br>11,254<br>14,236<br>2,700<br>67,316<br>6,000<br>7,303 | 2,300<br>3,300<br>10,054<br>12,436<br>2,200<br>62,316<br>4,600<br>6,003 |
| Dorchester<br>Georgetown<br>Hampton<br>Jasper<br>Orangeburg<br>Williamsburg                    | 6,509<br>8,712<br>4,200<br>3,206<br>17,009<br>8,600                     | 5,909<br>7,412<br>3,500<br>2,706<br>14,309<br>7,000                     |

#### **CHARLESTON-HUNTINGTON,** W. VA.

Homes . . . . . . 496,700 TV homes . . . . 449,700 TV penetration 91%

WCHS-TV (C) WHTN-TV (A) WSAZ-TV (N)

| COUNTIES         | HOMES           | TV HOMES        |
|------------------|-----------------|-----------------|
| Kentucky         |                 |                 |
| Boyd             | 16,124          | 15,224          |
| Breathitt        | 3,100           | 1,700           |
| Carter           | 5,403           | 4,503           |
| Elliott          | 1,400           | 1,200           |
| Floyd            | 8,800           | 7,100           |
| Greenup          | 8,727           | 7,927           |
| Johnson          | 4,900           | 4,000           |
| Knott            | 3,600           | 2,300           |
| Lawrence         | 2.900           | 2,500           |
| Letcher          | 6,200           | 4,500           |
| Lewis            | 3,600           | 2,800           |
| Magoffin         | 2,400           | 1,700           |
| Martin           | 2,100           | 1,500           |
| Menifee          | 900             | 700             |
| Morgan           | 2,600           | 1,900           |
| Perry            | 6,900           | 4,800           |
| Pike             | 15,300          | 12,400          |
| Rowan            | 3,403           | 2,703           |
| Wolfe            | 1,400           | 900             |
| Ohio             |                 |                 |
| Athens           | 12,306          | 11,606          |
| Gallia           | 6,909           | 6,409           |
| Jackson          | 8,609           | 8,209           |
| Lawrence         | 16,339          | 15,739          |
| Meigs            | 6,200           | 5,900           |
| Morgan           | 3,500           | 3,300<br>5,324  |
| Pike             | 5,724           | 5,324           |
| Scioto           | 24,824          | 23,724          |
| Vinton           | 2,600           | 2,400           |
| Washington       | 15,830          | 14,930          |
| Virginia         |                 |                 |
| Buchanan         | 8,612           | 7,212           |
| West Virgi       |                 |                 |
| Boone            | 6,500           | 6,000           |
| Braxton          | 3,600           | 3,000           |
| Cabell           | 33,730          | 32,130          |
| Calhoun          | 1,600           | 1,400           |
| Clay             | 2,300           | 2,000           |
| Fayette          | 13,400          | 12,400          |
| Gilmer           | 1,700           | 1,500           |
| Jackson          | 5,418           | 5,118           |
| Kanawha          | 75,326<br>4,500 | 71,626          |
| Lincoln<br>Logan | 12,900          | 4,100<br>12,000 |
| McDowell         | 17,800          | 15,800          |
| Mason            | 6,609           | 6,309           |
| Mingo            | 8,500           | 7,600           |
| Nicholas         | 6,100           | 5,500           |
| D. 1             | C C10           | 6 210           |

#### 10.615 Wayne 2,800 Webster Wirt 1,000

Putnam

Raleigh

Ritchie

Roane

Wood

6,618

23,500

2,700

3.600

25,263

6,318

21,300

2,300

3.200

9.815

2,400

23,563

8,300

Wyoming 9,400 CHARLOTTE. N.C. Homes (VHF) 564,000 TV homes (VHF) .521.300 TV penetration (VHF)

92% Homes (UHF) 88,200 TV homes (UHF) 23,400 TV penetration (UHF) 27%

WBTV (C, A) WCCB-TV† WSOC-TV (N,A)

COUNTIES HOMES TV HOMES

VHF North Carolina

Alexander 4,509 4,209



#### His lifetime gets longer every minute

It's a good deal longer than it used to be, ten or twenty or thirty years ago. And it gets longer every day, thanks in large part to medical research. Over a million men and women are alive today, cured of cancer. Research helped find the answers that saved their lives. Research takes time. And money. The American Cancer Society spent over \$12,000,000 last year alone, to find still more of the answers. Yet \$2,000,000 in research applications, approved by the Society, could not be financed

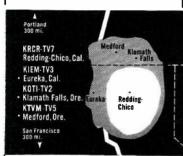
for lack of funds. Your dollars are desparately needed to help speed the day of victory over this dread disease. Send your check today to CANCER, c/o Postmaster.

AMERICAN CANCER SOCIETY



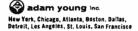
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One of the Great Restaurants of the World Presents

#### THE CLIENT LUNCHEON

For that most important social or business luncheon, our courtesy limousine will escort you and your guests to the Voisin for an unhurried luncheon in quiet, relaxed surroundings.

At the prix-fixe price of \$5.50

FOR DINNER AND LUNCHEON RESERVATIONS MICHEL LE 5-3800

> Restaurant Voisin 30 East 65th Street New York City

| TV MAR  | KETS  | continue   | cd  |  |  |  |   |   |
|---|---|--|---|--|--|--|---|---|
| CHARLOTTE, N.   | C. continued  | 1  | Tennesse  | e  |  | DuPage   | 105,128   | 103,528   |
|   |   |  | Bledsoe   | 1,900  | 1,500  | Grundy   | 7,115   | 6,915   |
| Alleghany   | 2,100   | 1,800  | Bradley   | 12,142   | 10,942   | Iroquois   | 10,606  | 10,106  |
| Anson   | 6,100   | 5,300  | Cumberland  | 5,106  | 4,006  | Kane   | 66,409  | 64,509  |
| Ashe  | 5,000   | 4,200  | Franklin  | 7,406  | 6,406  | Kankakee   | 25,902  | 25,002  |
| Avery<br>Buncombe   | 2,900<br>41,587   | 2,500  | Grundy  | 3,000  | 2,300  | Kendall  | 5,627   | 5,527   |
| Burke   | 14,848  | 38,087<br>13,848   | Hamilton  | 78,480   | 72,480   | Lake   | 91,060  | 89,560  |
| Cabarrus  | 20,542  | 19,642   | McMinn<br>Marion  | 10,218   | 8,918  | La Salle<br>McHenry  | 35,060<br>28,110  | 33,560<br>27,710  |
| Caldwell  | 14,242  | 13,242   | Meigs   | 5,806<br>1,100   | 5,206<br>900   | Will   | 61,312  | 59,812  |
| Catawba   | 22,572  | 21,572   | Monroe  | 5,903  | 4,903  |  | 01,012  | 05,012  |
| Cleveland   | 18,227  | 16,927   | Polk  | 3,000  | 2,500  | Indiana  |   |   |
| Davidson  | 25,211  | 23,511   | Rhea  | 4,503  | 3,703  | Benton   | 3,203   | 3,103   |
| Davie   | 5,012   | 4,412  | Roane   | 12,348   | 10,748   | Jasper   | 5,206   | 5,006   |
| Gaston<br>Henderson   | 38,214<br>11,836  | 36,014<br>10,736   | Sequatchie  | 1,603  | 1,303  | Lake   | 159,895   | 155,395   |
| Iredetl   | 18,848  | 17,548   |   |  |  | La Porte   | 28,678  | 27,978  |
| Lincoln   | 8,118   | 7,718  |   |  |  | Newton   | 3,503   | 3,403   |
| McDowell  | 7,715   | 7,015  | CHEYE   | NNE.   |  | Porter   | 19,614  | 19,114  |
| Madison   | 4,200   | 3,400  | WYO.  | ,  |  | Pulaski<br>Starke  | 3,703   | 3,403   |
| Mecklenburg   | 88,172  | 83,572   | W 1 O.  |  |  | Statke   | 5,412   | 5,212   |
| Mitchell  | 3,600   | 3,200  | Homes   | 15   | 1,900  | Michigan   |   |   |
| Montgomery  | 5,309   | 4,809  | TV homes  | i . <u></u> 14   |  | Berrien  | 47,571  | 45,771  |
| Polk<br>Bishmand  | 3,406   | 3,006  | TV penet  | ration   | 92 %   | Dellien  | 47,371  | 43,771  |
| Richmond<br>Rowan   | 10,609  | 9,709  | KFBC-TV (C, I   | (A. V  |  | Wisconsi   | n   |   |
| Rutherford  | 25,657<br>12,915  | 24,157<br>12,115   | (Operates sat   |  | T Scotts-  | Kenosha  | 34,038  | 33,238  |
| Stanly  | 12,630  | 11,730   | bluff, Neb.,  |  |  | Racine   | 44,765  | 43,965  |
| Union   | 12,421  | 11,321   | Colo.)  |  |  | Walworth   | 16,651  | 16,151  |
| Watauga   | 4,503   | 4,003  | COUNTIES  | HOMES  | TV HOMES   |  | •   | ,   |
| Wilkes  | 12,215  | 11,015   |   |  |  |  |   |   |
| Yadkin  | 6,612   | 6,012  | Colorado  |  |  |  |   |   |
| Yancey  | 3,300   | 2,700  | Eagle   | 1,600  | 1,400  | CHICO  |   |   |
| South Con   | alina   |  | Garfield  | 4,306  | 3,806  | CHICO  |   |   |
| South Car   |   |  | Jackson<br>Larimer  | 400<br>19,857  | 400<br>18,757  | REDDI  |   |   |
| Cherokee  | 9,612   | 8,912  | Logan   | 7,018  | 6,418  | CALIF.   |   |   |
| Chester<br>Chesterfield   | 8,000   | 7,300  |   |  |  |  |   |   |
|   | 8 303   | 7 202  | MUHAL   | 2.506  | 2.106  | Homes  | 1:  |   |
|   | 8,303<br>4,800  | 7,303  | Moffat<br>Morgan  | 2,506<br>7,318   | 2,106<br>7,018   | Homes .  |   |   |
| Fairfield   | 4,800   | 4,000  |   | 2,506<br>7,318<br>1,500  | 7,018<br>1,400   | TV home  | s <b>1</b> 1  |   |
|   |   |  | Morgan<br>Phillips<br>Routt   | 7,318<br>1,500<br>1,500  | 7,018<br>1,400<br>1,300  | TV home<br>TV penet  | s11<br>ration   | 91 %  |
| Fairfield<br>Kershaw  | 4,800<br>8,812  | 4,000<br>7,812<br>10,118<br>7,300  | Morgan<br>Phillips<br>Routt<br>Sedgwick   | 7,318<br>1,500<br>1,500<br>1,000   | 7,018<br>1,400<br>1,300<br>1,000   | TV home  | s11<br>ration   | 91 %  |
| Fairfield<br>Kershaw<br>Lancaster<br>Newberry<br>Union  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306   | Morgan<br>Phillips<br>Routt<br>Sedgwick<br>Washington   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900  | 7,018<br>1,400<br>1,300<br>1,000<br>1,700  | TV home<br>TV penet  | s11<br>ration<br>KRCR-TV (  | 91 %  |
| Fairfield<br>Kershaw<br>Lancaster<br>Newberry   | 4,800<br>8,812<br>10,818<br>8,100   | 4,000<br>7,812<br>10,118<br>7,300  | Morgan<br>Phillips<br>Routt<br>Sedgwick<br>Washington<br>Weld   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139  | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039  | TV home<br>TV penet<br>KHSL-TV (C)<br>COUNTIES   | s11<br>ration<br>KRCR-TV (<br>HOMES   | 16,700<br>91%<br>A,N)   |
| Fairfield<br>Kershaw<br>Lancaster<br>Newberry<br>Union<br>York  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306   | Morgan<br>Phillips<br>Routt<br>Sedgwick<br>Washington   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900  | 7,018<br>1,400<br>1,300<br>1,000<br>1,700  | TV home<br>TV penet<br>KHSL-TV (C)<br>COUNTIES<br>California   | s1:<br>ration<br>KRCR-TV (<br>HOMES   | <b>91 %</b> A, N) TV HOMES  |
| Fairfield<br>Kershaw<br>Lancaster<br>Newberry<br>Union<br>York<br><b>Tennessee</b>  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045   | Morgan<br>Phillips<br>Routt<br>Sedgwick<br>Washington<br>Weld<br>Yuma   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139  | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039  | TV home<br>TV penet<br>KHSL-TV (C)<br>COUNTIES<br>California<br>Butte  | s11<br>ration<br>KRCR-TV (<br>HOMES<br>a<br>31,405  | <b>91%</b> A, N) TV HOMES 28,605  |
| Fairfield<br>Kershaw<br>Lancaster<br>Newberry<br>Union<br>York  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306   | Morgan<br>Phillips<br>Routt<br>Sedgwick<br>Washington<br>Weld<br>Yuma   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600   | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400   | TV home<br>TV penet<br>KHSL-TV (C)<br>COUNTIES<br>California<br>Butte<br>Colusa  | s1: ration  KRCR-TV (   | <b>16,700 91%</b> A, N) TV HOMES  28,605 3,706  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045   | Morgan<br>Phillips<br>Routt<br>Sedgwick<br>Washington<br>Weld<br>Yuma<br>Nebraska<br>Banner   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600   | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400   | TV home<br>TV penet<br>KHSL-TV (C)<br>COUNTIES<br>California<br>Butte  | s11<br>ration<br>KRCR-TV (<br>HOMES<br>a<br>31,405  | <b>91%</b> A, N) TV HOMES 28,605  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF   | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045   | Morgan<br>Phillips<br>Routt<br>Sedgwick<br>Washington<br>Weld<br>Yuma   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600   | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400   | TV home<br>TV penet<br>KHSL-TV (C)<br>COUNTIES<br>California<br>Butte<br>Colusa<br>Glenn   | S11<br>(ration)<br>KRCR-TV (<br>HOMES<br>a<br>31,405<br>4,006<br>5,709<br>6,018<br>3,500  | 28,605<br>3,706<br>5,309<br>5,118<br>3,100  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Care  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700   | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045   | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte  | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600<br>400<br>3,600<br>4,915<br>3,000   | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc  | KRCR-TV ( HOMES  a  31,405 4,006 5,709 6,018 3,500 2,500  | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200   |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF   | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045   | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600<br>4,000<br>4,915<br>3,000<br>1,000   | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000   | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas   | S 1: ration  KRCR-TV ( HOMES  31,405 4,006 5,709 6,018 3,500 2,500 3,600  | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>3,100  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Care  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700   | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045   | Morgan Phillips Routt Sedgwick Washington Weld Yuma Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600<br>4,000<br>4,915<br>3,000<br>1,000   | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>800  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta  | S11 ration  KRCR-TV (   | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>3,100<br>21,447  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Care  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700   | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045   | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball  | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600<br>400<br>3,600<br>4,915<br>3,000<br>1,000<br>2,924   | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>800<br>2,824   | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou   | **************************************  | L6,700<br>91 %<br>A, N)<br>TV HOMES<br>28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218   |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Care  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700   | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045   | Morgan Phillips Routt Sedgwick Washington Weld Yuma Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600<br>400<br>3,600<br>4,915<br>3,000<br>1,000<br>1,000<br>2,924<br>2,000                                       | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>800<br>2,824<br>1,700  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter  | KRCR-TV ( HOMES  a  31,405 4,006 5,709 6,018 3,500 2,500 3,600 22,847 11,718 11,536   | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,836  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Care  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700   | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045   | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600<br>400<br>3,600<br>4,915<br>3,000<br>1,000<br>1,000<br>2,924<br>2,000<br>10,606                             | 7,018<br>1,400<br>1,300<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>800<br>2,824<br>1,700<br>9,806  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama   | KRCR-TV ( HOMES  a  31,405 4,006 5,709 6,018 3,500 2,500 22,847 11,718 11,536 9,233   | L6,700<br>91 %<br>A, N)<br>TV HOMES<br>28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,836<br>8,733  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Car Mecklenburg   | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200  | Morgan Phillips Routt Sedgwick Washington Weld Yuma Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600<br>400<br>3,600<br>4,915<br>3,000<br>1,000<br>1,000<br>2,924<br>2,000                                       | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>800<br>2,824<br>1,700  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter  | KRCR-TV ( HOMES  a  31,405 4,006 5,709 6,018 3,500 2,500 3,600 22,847 11,718 11,536   | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,836  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Car Mecklenburg   | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200  | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600<br>4,915<br>3,600<br>4,915<br>3,000<br>1,000<br>2,924<br>2,000<br>10,606<br>800                             | 7,018<br>1,400<br>1,300<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>800<br>2,824<br>1,700<br>9,806  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity   | KRCR-TV (   | 28,605<br>3,706<br>5,309<br>5,309<br>2,200<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,218<br>8,733<br>3,333   |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Car Mecklenburg   | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200  | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Sioux   | 7,318<br>1,500<br>1,500<br>1,000<br>1,900<br>24,139<br>2,600<br>4,915<br>3,600<br>4,915<br>3,000<br>1,000<br>2,924<br>2,000<br>10,606<br>800                             | 7,018<br>1,400<br>1,300<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>800<br>2,824<br>1,700<br>9,806  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity   | KRCR-TV (   | 28,605<br>3,706<br>5,309<br>5,309<br>2,200<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,218<br>8,733<br>3,333   |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Car Mecklenburg   | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200<br>23,400  | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Sioux South Dal Fall River  | 7,318 1,500 1,500 1,000 1,900 24,139 2,600  400 3,600 4,915 3,000 1,000 1,000 2,924 2,000 10,606 800   | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>2,824<br>1,700<br>9,806<br>700   | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity   | KRCR-TV (   | 28,605<br>3,706<br>5,309<br>5,309<br>2,200<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,218<br>8,733<br>3,333   |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Card Mecklenburg  CHATT TENN. Homes TV homes  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200<br>23,400  | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Sioux South Dal Fall River  | 7,318 1,500 1,500 1,000 1,900 24,139 2,600 400 3,600 4,915 3,000 1,000 2,924 2,000 10,606 800  xota 3,606  | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>800<br>2,824<br>1,700<br>9,806<br>700  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity Yuba  | S 11; ration  KRCR-TV (   | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,836<br>8,733<br>3,333<br>10,951  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Car Mecklenburg  CHATT TENN. Homes  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172  | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200<br>23,400  | Morgan Phillips Routt Sedgwick Washington Weld Yuma Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Sioux South Dal Fall River Wyoming Albany  | 7,318 1,500 1,500 1,000 1,900 24,139 2,600  400 3,600 4,915 3,000 1,000 1,000 2,924 2,000 10,606 800  404 3,606  | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>2,824<br>1,700<br>9,806<br>700<br>3,206  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity Yuba  | S 11; ration  KRCR-TV (   | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,836<br>8,733<br>3,333<br>10,951  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Car Mecklenburg  CHATT TENN. Homes TV homes TV homes TV penetr  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172<br>ANOO<br>25<br>23<br>ation               | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200<br>23,400<br>4,500<br>2,300<br>90 %                        | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Sioux  South Dal Fall River  Wyoming Albany Carbon                                  | 7,318 1,500 1,500 1,900 24,139 2,600  400 3,600 4,915 3,000 1,000 2,924 2,000 10,606 800  401 400 4,915 4,900 4,915 4,900 4,915 4,900                                    | 7,018<br>1,400<br>1,300<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>800<br>2,824<br>1,700<br>9,806<br>700<br>3,206  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity Yuba  CINCIN OHIO   | KRCR-TV ( HOMES  31,405 4,006 5,709 6,018 3,500 2,500 3,600 22,847 11,718 11,536 9,233 3,11,651   | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,836<br>8,733<br>3,333<br>10,951  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Card Mecklenburg  CHATT TENN. Homes TV homes  | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172<br>ANOO<br>25<br>23<br>ation               | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200<br>23,400<br>4,500<br>2,300<br>90 %                        | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Sioux  South Dal Fall River  Wyoming Albany Carbon Converse                         | 7,318 1,500 1,500 1,900 24,139 2,600 400 3,600 4,915 3,000 1,000 2,924 2,000 10,606 800  **Cota** 3,606 7,115 4,800 2,103  | 7,018<br>1,400<br>1,300<br>1,700<br>23,039<br>2,400<br>3300<br>3,300<br>4,415<br>2,600<br>1,000<br>9,806<br>700<br>3,206<br>6,315<br>4,200<br>1,903  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity Yuba  CINCIN OHIO Homes   | **************************************  | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,836<br>8,733<br>3,333<br>10,951  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Card Mecklenburg  CHATT TENN. Homes TV homes TV penetr  WDEF-TV (C) WTVC (A)                                | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>0lina<br>88,172<br>ANOO<br>25<br>23<br>ation               | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200<br>23,400<br>46A,<br>8,500<br>2,300<br>90 %                | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Sioux  South Dal Fall River  Wyoming Albany Carbon                                  | 7,318 1,500 1,500 1,000 1,900 24,139 2,600  400 3,600 4,915 3,000 1,000 2,924 2,000 10,606 3,606  7,115 4,800 2,103 3,800  | 7,018<br>1,400<br>1,300<br>1,000<br>1,700<br>23,039<br>2,400<br>3300<br>3,300<br>4,415<br>2,600<br>1,000<br>2,824<br>1,700<br>9,806<br>700<br>3,206  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity Yuba  CINCIN OHIO Homes TV homes  | *** Tration KRCR-TV (   | L6,700<br>91 %<br>A, N)<br>TV HOMES<br>28,605<br>3,706<br>5,309<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,836<br>8,733<br>3,333<br>10,951  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Care Mecklenburg  CHATT TENN. Homes TV homes TV penetr WDEF-TV (C) WTVC (A) COUNTIES                        | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172<br>ANOO<br>25<br>23<br>ation               | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200<br>23,400<br>46A,<br>8,500<br>2,300<br>90 %                | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Siott South Dal Fall River  Wyoming Albany Carbon Converse Goshen                   | 7,318 1,500 1,500 1,900 24,139 2,600 400 3,600 4,915 3,000 1,000 2,924 2,000 10,606 800  **Cota** 3,606 7,115 4,800 2,103  | 7,018<br>1,400<br>1,300<br>1,700<br>23,039<br>2,400<br>3300<br>3,300<br>4,415<br>2,600<br>1,000<br>9,806<br>700<br>3,206<br>6,315<br>4,200<br>1,903  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity Yuba  CINCIN OHIO Homes   | *** Tration KRCR-TV (   | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>3,100<br>21,447<br>10,218<br>10,836<br>8,733<br>3,333<br>10,951  |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Card Mecklenburg  CHATT TENN. Homes TV homes TV penetr WDEF-TV (C) WTVC (A) COUNTIES Alabama                | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172<br>ANOO                                    | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200<br>23,400<br>4,300<br>90 %                                 | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Sioux  South Dal Fall River  Wyoming Albany Carbon Converse Goshen Laramie          | 7,318 1,500 1,500 1,000 1,900 24,139 2,600  400 3,600 4,915 3,000 1,000 1,000 1,000 2,924 2,000 10,606 800 <b>tota</b> 3,606  7,115 4,800 2,103 3,800 2,103 3,800 21,205 | 7,018<br>1,400<br>1,300<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>80,00<br>2,824<br>1,700<br>9,806<br>700<br>3,206  | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity Yuba  CINCIN OHIO Homes TV homes TV homes TV penet WCPO-TV (C)          | s11 ration  KRCR-TV (   | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>21,447<br>10,218<br>10,836<br>8,733<br>3,333<br>10,951   |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Card Mecklenburg  CHATT TENN Homes TV homes TV homes TV penetr WDEF-TV (C) WTVC (A) COUNTIES Alabama DeKalb | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172<br>ANOO<br>25<br>23<br>ation<br>WRCB-TV (I | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200<br>23,400<br>23,400<br>4GA,<br>8,500<br>2,300<br>90%<br>V) | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Sioux  South Dal Fall River  Wyoming Albany Carbon Converse Goshen Laramie Niobrara | 7,318 1,500 1,500 1,900 24,139 2,600  400 3,600 4,915 3,000 1,000 2,924 2,000 10,606 800  **Cota** 3,606  7,115 4,800 2,103 3,800 21,200 1,200                           | 7,018<br>1,400<br>1,300<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>9,800<br>2,824<br>1,700<br>3,206<br>6,315<br>4,200<br>1,903<br>3,500<br>20,205<br>1,100                         | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity Yuba  CINCIN OHIO Homes TV homes TV homes TV penet                      | s11 ration  KRCR-TV (   | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>21,447<br>10,218<br>10,836<br>8,733<br>3,333<br>10,951   |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Card Mecklenburg  CHATT TENN. Homes TV homes TV penetr WDEF-TV (C) WTVC (A) COUNTIES Alabama                | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172<br>ANOO                                    | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200<br>23,400<br>4,300<br>90 %                                 | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Sioux  South Dal Fall River  Wyoming Albany Carbon Converse Goshen Laramie Niobrara | 7,318 1,500 1,500 1,900 24,139 2,600  400 3,600 4,915 3,000 1,000 2,924 2,000 10,606 800  **Cota** 3,606  7,115 4,800 2,103 3,800 21,200 1,200                           | 7,018<br>1,400<br>1,300<br>1,700<br>23,039<br>2,400<br>3,300<br>4,415<br>2,600<br>1,000<br>9,800<br>2,824<br>1,700<br>3,206<br>6,315<br>4,200<br>1,903<br>3,500<br>20,205<br>1,100                         | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity Yuba  CINCIN OHIO Homes TV homes TV homes TV penet WCPO-TV (C)          | S11 ration  KRCR-TV ( HOMES  a  31,405 4,006 5,709 6,018 3,500 22,500 22,847 11,718 11,536 9,233 3,933 11,651  NNATI 85 s81 ration  WKRC-TV ( | 28,605<br>3,706<br>5,309<br>5,118<br>3,100<br>2,200<br>21,447<br>10,218<br>10,836<br>8,733<br>3,333<br>10,951   |
| Fairfield Kershaw Lancaster Newberry Union York  Tennessee Johnson  UHF North Card Mecklenburg  CHATT TENN Homes TV homes TV homes TV penetr WDEF-TV (C) WTVC (A) COUNTIES Alabama DeKalb | 4,800<br>8,812<br>10,818<br>8,100<br>7,906<br>21,845<br>2,700<br>olina<br>88,172<br>ANOO<br>25<br>23<br>ation<br>WRCB-TV (I | 4,000<br>7,812<br>10,118<br>7,300<br>7,306<br>20,045<br>2,200<br>23,400<br>23,400<br>4GA,<br>8,500<br>2,300<br>90%<br>V) | Morgan Phillips Routt Sedgwick Washington Weld Yuma  Nebraska Banner Box Butte Cheyenne Dawes Deuel Garden Kimball Morrill Scotts Bluff Sioux  South Dal Fall River  Wyoming Albany Carbon Converse Goshen Laramie Niobrara | 7,318 1,500 1,500 1,900 1,900 24,139 2,600  400 3,600 4,915 3,000 1,000 2,924 2,000 10,606 800  xota 3,606  7,115 4,800 2,103 3,800 21,200 2,200                         | 7,018<br>1,400<br>1,300<br>1,700<br>23,039<br>2,400<br>3300<br>3,300<br>4,415<br>2,600<br>1,000<br>2,824<br>1,700<br>9,806<br>700<br>3,206<br>6,315<br>4,200<br>1,903<br>3,500<br>20,205<br>1,100<br>1,900 | TV home TV penet KHSL-TV (C) COUNTIES California Butte Colusa Glenn Lake Lassen Modoc Plumas Shasta Siskiyou Sutter Tehama Trinity Yuba  CINCIN OHIO Homes TV homes TV homes TV penet WCPO-TV (C) WLWT (N) | S11 ration  KRCR-TV ( HOMES  a  31,405 4,006 5,709 6,018 3,500 22,500 22,847 11,718 11,536 9,233 3,933 11,651  NNATI 85 s81 ration  WKRC-TV ( | L6,700<br>91%<br>A, N)<br>TV HOMES<br>28,605<br>3,706<br>5,309<br>2,200<br>21,447<br>10,218<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836<br>10,836 |

| CIN | <b>1CI</b> | NN | IAT | Ί, |
|-----|------------|----|-----|----|
| OH  | 10         |    |     |    |

| Hor | nes |     |     |    | . 85 | 2,3 | 00 |
|-----|-----|-----|-----|----|------|-----|----|
|     | hon |     |     |    |      |     |    |
| TV  | pen | eti | atı | OI | n    | 96  | %  |

| COUNTIES    | HOMES  | TV HOMES |
|-------------|--------|----------|
| Indiana     |        |          |
| Dearborn    | 8,618  | 8,318    |
| Fayette     | 7,006  | 6,706    |
| Franklin    | 4,406  | 4,206    |
| Jefferson   | 6,615  | 6,315    |
| Ohio        | 1,000  | 1,000    |
| Ripley      | 5,906  | 5,606    |
| Switzerland | 2,000  | 1,800    |
| Union       | 1,700  | 1,600    |
| Wayne       | 23,530 | 22,630   |
| Kentucky    |        |          |
| Rath        | 2 600  | 1 900    |

† UHF

#### C

| COUNTIES  | HOMES  | TV HOMES |
|-----------|--------|----------|
| Alabama   |        |          |
| De Kalb   | 11,506 | 9,806    |
| Jackson   | 9,506  | 8,00€    |
| Georgia   |        |          |
| Catoosa   | 6,836  | 6,636    |
| Chattooga | 5,803  | 5,303    |
| Dade      | 2,506  | 2,306    |
| Fannin    | 3,500  | 3,100    |
| Floyd     | 21,751 | 20,25    |
| Gilmer    | 2,400  | 2,000    |
| Gordon    | 5,809  | 5,409    |
| Murray    | 2,903  | 2,503    |
| Union     | 1,600  | 1,400    |
| Walker    | 14.442 | 13.642   |

| North Caro | lina  |       |
|------------|-------|-------|
| Cherokee   | 4,100 | 3,600 |

Whitfield

13,342

12,542

De Kalb

| TV pend  | etration<br>ta insuffi            | 97%      |
|----------|-----------------------------------|----------|
|          | (C) WBKB-T\<br>.D-TV† WGN-<br>(N) |          |
| COUNTIES | HOMES                             | TV HOMES |
| Illinois |                                   |          |
| Boone    | 6,415                             | 6,115    |
| Cook     | 1 679 227                         | 1 623 92 |

16,045

Homes ....2,510,300

TV homes . . 2,433,600

15,545

| Boone   | 7,651  | 7.351  | TV homes  | 8   | 3.000   | Holmes  | 5,609   | 5.009   | Kiowa  | 700   | 600   | Maries   | 2,200   | 1.900  |
|---|--|--|---|---|---|---|---|---|--|---|---|--|---|--|
| Bourbon   | 5,806  | 5,006  | TV peneti   |   | 92 %  | Huron   | 14,330  | 13,930  | Las Animas   | 5,300   | 4,500   | Miller   | 4.506   | 4.106  |
| Bracken   | 2,100  | 1,800  | •   |   | /-  | Lake  | 49,483  | 48,783  | Lincoln  | 1.700   | 1,600   | Moniteau   | 3,500   | 3,200  |
| Campbell  | 28,248   | 27,048   | WBOY-TV (N,   | C) WDTV (A  | 4)  | Lorain  | 67,451  | 66,051  | Otero  | 7,500   | 6,900   | Monroe   | 3,600   | 3,300  |
| Carroll   | 2,500  | 2,200  | COUNTIES  | HOMES   | TV HOMES  | Medina  | 21,023  | 20,523  | Park   | 500   | 500   | Montgomery   | 3,700   | 3,400  |
| Fleming   | 3,400  | 2,800  | 101 4 111   |   |   | Portage   | 26,923  | 26,323  | Prowers  | 4,000   | 3,400   | Morgan   | 3,000   | 2,700  |
| Franklin  | 9,521  | 8,521  | West Virg   | •   |   | Richland  | 37,941  | 36,741  | Pueblo   | 38,741  | 37,241  | Osage  | 3,100   | 2,600  |
| Gallatin  | 1,200  | 1,000  | Barbour   | 3,500   | 3,100   | Sandusky  | 17,542  | 17,142  | Teller   | 800   | 800   | Pettis   | 12,321  | 11,121   |
| Grant   | 2,600  | 2,300  | Doddridge   | 1,600   | 1,400   | Seneca  | 17,218  | 16,718  |  |   |   | Phelps   | 8,024   | 6,924  |
| Harrison  | 4,500  | 4,000  | Harrison  | 21,800  | 20,900  | Stark   | 106,803   | 104,003   | New Mexi   | CO  |   | Pulaski  | 10,456  | 9,356  |
| Kenton  | 40,075   | 38,475   | Lewis   | 4,900   | 4,400   | Summit  | 165,558   | 162,158   | Colfax   | 3,300   | 2,800   | Randolph   | 7,600   | 7,000  |
| Lewis   | 3,600  | 2,800  | Marion  | 18,100  | 16,900  | Trumbull  | 64,764  | 63,264  |  |   |   | Saline   | 7,600   | 6,900  |
| Mason   | 5,703  | 4,903  | Monongalia  | 14,803  | 13,503  | Tuscarawas  | 23,839  | 22,739  |  |   |   |  |   |  |
| Montgomery  | 4,306  | 3,206  | Preston   | 6,400   | 5,700   | Wayne   | 22,072  | 20,872  |  |   |   |  |   |  |
| Nicholas  | 1,900  | 1,500  | Randolph  | 6,200   | 5,500   |   |   |   |  |   |   |  |   |  |
| Owen  | 2,200  | 1,800  | Ritchie   | 2,700   | 2,300   | Pennsylva   |   |   |  |   |   |  |   |  |
| Pendleton   | 3,300  | 3,100  | Taylor  | 3,900   | 3,500   | Crawford  | 22,506  | 21,306  | COLUN  | 1BIA-   |   | 001111   |   | ~ ~  |
| Robertson   | 800  | 700  | Tucker  | 1,700<br>4,800  | 1,500<br>4,300  |   |   |   | JEFFEF   | SON   |   | COLUN  | IBIA,   | S.C.   |
| Scott   | 4,803  | 4,103  | Upshur  | 4,000   | 4,300   |   |   |   |  |   |   | Homes (V   | HF) 2   | 60.300   |
| Trimble   | 1,400  | 1,300  |   |   |   |   |   |   | CITY,  | IVIŲ.   |   |  |   | 30,000   |
|   |  |  |   |   |   |   |   |   |  |   |   | TV homes   |   |  |
| Ohio  |  |  |   |   |   | COLOR   | ADO   |   | Homes  | 14  | 3,400   | TV homes   | 2   | 31,900   |
| Ohio  | F 300  | 5 100  | CLEVE   | LAND  |   |   |   |   | Homes  | s <b>13</b>   | 0,200   |  | 2   | 31,900   |
| Adams   | 5,700  | 5,100  | CLEVE   | LAND  | ,   | SPRIN   | GS-   | N 0   | Homes<br>TV homes<br>TV penet  | s <b>13</b>   | 3,400<br>80,200<br>91 %   | (VHF)  | 2   | 31,900<br>89 %   |
| Adams<br>Brown  | 7,612  | 7,212  | CLEVE   | LAND  | ,   | SPRIN<br>PUEBL  | GS-<br>.0, CC   |   | TV homes   | ration  | 91 %  | (VHF)<br>TV penetr<br>(VHF)  | ation   | 89 %   |
| Adams<br>Brown<br>Butler  | 7,612<br>62,576  | 7,212<br>60,976  |   |   | •   | SPRIN<br>PUEBL<br>Homes   | GS-<br>.O, CC   | 4,300   | TV homes<br>TV penet   | s <b>13</b><br>ration<br>A) KOMU-T  | 80,200<br>91 %<br>V (N,A)   | (VHF) TV penetr (VHF) Homes (U   | 2:<br>ation<br>   | •  |
| Adams<br>Brown<br>Butler<br>Clermont  | 7,612<br>62,576<br>25,722  | 7,212<br>60,976<br>25,022  | OHIO  | 1,30  | 8,800   | SPRIN<br>PUEBL  | GS-<br>.O, CC   | 34,300<br>26,200  | TV homes TV penet  KRCG-TV (C,, (KRCG-TV ope   | ration  A) KOMU-Terates satell  | 80,200<br>91 %<br>V (N,A)   | (VHF) TV penetr (VHF) Homes (U   | ation   | 89 %<br>88,900   |
| Adams<br>Brown<br>Butler<br>Clermont<br>Clinton   | 7,612<br>62,576<br>25,722<br>9,418   | 7,212<br>60,976<br>25,022<br>9,118   | OHIO<br>Homes   | 1,30  | 8,800   | SPRIN<br>PUEBL<br>Homes   | GS-<br>.O, CC   | 4,300   | TV homes<br>TV penet   | ration  A) KOMU-Terates satell  | 80,200<br>91 %<br>V (N,A)   | (VHF) TV penetr (VHF) Homes (UTV homes (UHF)   | ation<br>   | 89 %   |
| Adams<br>Brown<br>Butler<br>Clermont<br>Clinton<br>Darke                                    | 7,612<br>62,576<br>25,722<br>9,418<br>14,018   | 7,212<br>60,976<br>25,022<br>9,118<br>13,518   | OHIO Homes TV homes TV penet  | <b>1,3</b> 0<br>s <b>1,2</b> 7<br>ration  | )8,800<br>74,500  | SPRING PUEBL Homes TV homes TV penet  | GS-<br>.O, CC<br>13<br>12<br>ration   | 34,300<br>26,200  | TV homes TV penet  KRCG-TV (C,, (KRCG-TV ope   | ration  A) KOMU-Terates satell dalia, Mo.)  | 80,200<br>91 %<br>V (N,A)   | (VHF) TV penetr (VHF) Homes (UTV homes (UHF) TV penetr   | ation  JHF) cation  | 89 %<br>88,900<br>65,800   |
| Adams<br>Brown<br>Butler<br>Clermont<br>Clinton<br>Darke<br>Greene                          | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398   | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598   | OHIO Homes . TV homes TV penet WEWS (A) W.  | <b>1,30</b><br>s <b>1,27</b><br>ration  | )8,800<br>74,500  | SPRING<br>PUEBL<br>Homes<br>TV homes<br>TV penet<br>KKTV (C) KO   | GS-<br>.O, CC<br>13<br>12<br>ration   | 34,300<br>26,200  | TV homes TV penet  KRCG-TV (C,, (KRCG-TV ope KMOS-TV Sec COUNTIES  | ration  A) KOMU-Terates satell dalia, Mo.)  | <b>80,200 91 %</b> V (N,A) ite  | (VHF) TV penetr (VHF) Homes (UTV homes (UHF)   | ation<br>   | 89 %<br>88,900   |
| Adams<br>Brown<br>Butler<br>Clermont<br>Clinton<br>Darke<br>Greene<br>Hamilton              | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398<br>285,657  | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598<br>276,757  | OHIO Homes TV homes TV penet  | <b>1,30</b><br>s <b>1,27</b><br>ration  | )8,800<br>74,500  | SPRING PUEBL Homes TV homes TV penet  | GS-<br>.O, CC<br>13<br>12<br>ration   | 34,300<br>26,200  | TV homes TV penets  KRCG-TV (C,, (KRCG-TV op KMOS-TV Sec COUNTIES  Missouri  | ration  A) KOMU-T erates satell dalia, Mo.) HOMES                                       | 91 %<br>V (N,A)<br>ite  | (VHF) TV penetr (VHF) Homes (UTV homes (UHF) TV penetr   | ation  JHF)   | 89 %<br>88,900<br>65,800<br>74 %   |
| Adams<br>Brown<br>Butler<br>Clermont<br>Clinton<br>Darke<br>Greene<br>Hamilton<br>Highland  | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398<br>285,657<br>9,412                               | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598<br>276,757<br>8,912                               | OHIO Homes . TV homes TV penet WEWS (A) W.  | <b>1,30 s1,27 ration</b> JW-TV (C)  | )8,800<br>74,500  | SPRING<br>PUEBL<br>Homes<br>TV homes<br>TV penet<br>KKTV (C) KO   | GS-<br>.O, CC<br>13<br>s12<br>ration  | 34,300<br>26,200  | TV homes TV penets  KRCG-TV (C,, (KRCG-TV ope KMOS-TV Sec COUNTIES  Missouri Audrain   | ration  A) KOMU-Terates satell dalia, Mo.)  HOMES  8,509                                | 91 %<br>V (N,A)<br>ite<br>TV HOMES  | (VHF) TV penetr (VHF) Homes (UTV homes (UHF) TV penetr (UHF)   | ation  JHF)   | 89 %<br>88,900<br>65,800<br>74 %   |
| Adams Brown Butler Clermont Clinton Darke Greene Hamilton Highland Montgomery               | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398<br>285,657<br>9,412<br>173,229                    | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598<br>276,757<br>8,912<br>169,629                    | OHIO Homes TV homes TV penet WEWS (A) W WKYC-TV (N) COUNTIES  | <b>1,30 s1,27 ration</b> JW-TV (C)  | 98,800<br>74,500<br>97 %  | SPRING PUEBL Homes TV homes TV penet KKTV (C) KO KRDO-TV (A) COUNTIES   | GS-<br>.O, CC<br>13<br>s12<br>ration  | 84,300<br>26,200<br>94 %  | TV homes TV penet  KRCG-TV (C, (KRCG-TV ope KMOS-TV Sec COUNTIES  Missouri Audrain Boone   | ration  A) KOMU-T erates satell dalia, Mo.) HOMES  8,509 16,745                         | 91 %<br>V (N,A) ite<br>TV HOMES<br>7,909<br>15,445                              | (VHF) TV penetr (VHF) Homes (L TV homes (UHF) TV penetr (UHF) WOLO-TV† (A WIS-TV (N)                                     | ation  JHF)  ation  ation  www.rv                         | 89 %<br>88,900<br>65,800<br>74 %   |
| Adams Brown Butler Clermont Clinton Darke Greene Hamilton Highland Montgomery Preble        | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398<br>285,657<br>9,412<br>173,229<br>9,921           | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598<br>276,757<br>8,912<br>169,629<br>9,621           | OHIO Homes . TV homes TV penet WEWS (A) W. WKYC-TV (N) COUNTIES Ohio  | <b>1,30</b> s <b>1,27</b> ration JW-TV (C) HOMES  | 08,800<br>74,500<br>97 %  | SPRING<br>PUEBL<br>Homes<br>TV homes<br>TV penet<br>KKTV (C) KO<br>KRDO-TV (A)<br>COUNTIES<br>Colorado                  | GS-<br>O, CC<br>13<br>512<br>ration<br>AA-TV (N)  | 84,300<br>26,200<br>94 %  | TV homes<br>TV penet:<br>KRCG-TV (C,<br>(KRCG-TV opk<br>KMOS-TV Sec<br>COUNTIES<br>Missouri<br>Audrain<br>Boone<br>Callaway  | A) KOMU-T<br>erates satell<br>dalia, Mo.)<br>HOMES<br>8,509<br>16,745<br>6,406          | 91 %<br>V (N,A) iite<br>TV HOMES<br>7,909<br>15,445<br>5,906                    | (VHF) TV penetr (VHF) Homes (UTV homes (UHF) TV penetr (UHF) WOLO-TV† (A WIS-TV (N) COUNTIES                             | ation  JHF)  ation  ation  www.rv                         | 89 %<br>88,900<br>65,800<br>74 %   |
| Adams Brown Butler Clermont Clinton Darke Greene Hamilton Highland Montgomery               | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398<br>285,657<br>9,412<br>173,229                    | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598<br>276,757<br>8,912<br>169,629                    | OHIO Homes TV homes TV penet WEWS (A) W. WKYC-TV (N) COUNTIES Ohio Ashland  | <b>1,30</b> s <b>1,27</b> ration JW-TV (C) HOMES  | 98,800<br>74,500<br>97 %<br>TV HOMES  | Homes TV homes TV penet KKTV (C) KO KRDO-TV (A) COUNTIES Colorado Baca  | GS-<br>.O, CC<br>12<br>s12<br>ration<br>AA-TV (N)<br>HOMES  | 84,300<br>26,200<br>94 %<br>TV HOMES  | TV homes<br>TV penet:<br>KRCG-TV (C,<br>(KRCG-TV opk<br>KMOS-TV Sec<br>COUNTIES<br>Missouri<br>Audrain<br>Boone<br>Callaway<br>Camden  | A) KOMU-T<br>erates satell<br>dalia, Mo.)<br>HOMES<br>8,509<br>16,745<br>6,406<br>3,412 | 7,909<br>15,445<br>5,906<br>3,012   | (VHF) TV penetr (VHF) Homes (L TV homes (UHF) TV penetr (UHF) WOLO-TV† (A WIS-TV (N)                                     | ation  JHF)  ation  ation  www.rv                         | 89 %<br>88,900<br>65,800<br>74 %   |
| Adams Brown Butler Clermont Clinton Darke Greene Hamilton Highland Montgomery Preble        | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398<br>285,657<br>9,412<br>173,229<br>9,921           | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598<br>276,757<br>8,912<br>169,629<br>9,621           | Homes TV homes TV homes TV penet WEWS (A) W. WKYC-TV (N) COUNTIES Ohio Ashland Ashtabula                            | <b>1,30</b> s <b>1,27</b> ration  JW-TV (C)  HOMES  12,424 28,554   | 98,800<br>74,500<br>97 %<br>TV HOMES  | SPRING PUEBL Homes TV homes TV penet KKTV (C) KO KRDO-TV (A) counties Colorado Baca Bent                                | GS  | 84,300<br>26,200<br>94 %<br>TV HOMES<br>1,300<br>1,600                      | TV homes<br>TV penet:<br>KRGG-TV (c,<br>(KRGG-TV op,<br>KMOS-TV Sec<br>COUNTIES<br>Missouri<br>Audrain<br>Boone<br>Callaway<br>Camden<br>Chariton  | а   | 7,909<br>15,445<br>5,906<br>3,012<br>3,300                                      | (VHF) TV penetr (VHF) Homes (UTV homes (UHF) TV penetr (UHF) WOLO-TV† (A WIS-TV (N) COUNTIES                             | ation  JHF) ation ation  WNO K-TV                         | 89 %<br>88,900<br>65,800<br>74 %   |
| Adams Brown Butler Clermont Clinton Darke Greene Hamilton Highland Montgomery Preble        | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398<br>285,657<br>9,412<br>173,229<br>9,921           | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598<br>276,757<br>8,912<br>169,629<br>9,621           | OHIO Homes . TV homes TV penet WEWS (A) W. WKYC-TV (N COUNTIES Ohio Ashland Ashtabula Carroll                       | <b>1,30</b> s <b>1,27</b> ration  JW-TV (C)  HOMES  12,424 28,554 6,006                                   | 08,800<br>74,500<br>97 %<br>TV HOMES<br>12,124<br>27,554<br>5,806                               | SPRING PUEBL Homes TV homes TV penet KKTV (C) KO KRDO-TV (A) COUNTIES Colorado Baca Bent Crowley                        | GS  | 34,300<br>26,200<br>94 %<br>TV HOMES<br>1,300<br>1,600<br>800               | TV homes<br>TV penet:<br>KRCG-TV (C,<br>(KRCG-TV opk<br>KMOS-TV Sec<br>COUNTIES<br>Missouri<br>Audrain<br>Boone<br>Callaway<br>Camden<br>Chariton<br>Cole                                  | A) KOMU-Terates satellidalia, Mo.) HOMES  8,509 16,745 6,406 3,412 3,800 12,233         | 7,909<br>15,445<br>5,906<br>3,012<br>3,300<br>11,633                            | (VHF) TV penetr (VHF) Homes (UTV homes (UHF) TV penetr (UHF) WOLO-TV† (A WIS-TV (N) COUNTIES VHF South Cat               | ation  JHF) ation ation  WNO K-TV                         | 89 %<br>88,900<br>65,800<br>74 %   |
| Adams Brown Butter Clermont Clinton Darke Greene Hamilton Highland Montgomery Preble Warren | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398<br>285,657<br>9,412<br>173,229<br>9,921<br>20,647 | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598<br>276,757<br>8,912<br>169,629<br>9,621<br>20,047 | OHIO Homes . TV homes TV penet WEWS (A) W. WKYC-TV (N) COUNTIES Ohio Ashland Ashlabula Carroll Coshocton            | <b>1,30</b> s <b>1,27</b> ration  JW-TV (C)  HOMES  12,424 28,554 6,006 10,006                            | 97 %<br>TV HOMES<br>12,124<br>27,554<br>5,806<br>9,406  | Homes TV homes TV penet KKTV (C) KO KRDO-TV (A) COUNTIES Colorado Baca Bent Crowley Custer                              | GS-<br>O, CC<br>12<br>ration<br>AA-TV (N)<br>HOMES<br>1,800<br>900<br>300                         | 1,300<br>1,600<br>800<br>300  | TV homes<br>TV penet:<br>KRCG-TV (C,<br>(KRCG-TV opk<br>KMOS-TV Sec<br>COUNTIES<br>Missouri<br>Audrain<br>Boone<br>Callaway<br>Camden<br>Chariton<br>Cole<br>Cooper                        | **************************************  | 7,909<br>15,445<br>5,906<br>3,012<br>3,300<br>11,633<br>4,300                   | (VHF) TV penetr (VHF) Homes (UTV homes (UHF) TV penetr (UHF) WOLO-TV† (A WIS-TV (N) COUNTIES VHF                         | ation  HF) : ation WNO K-TV HOMES                         | 89 %<br>88,900<br>65,800<br>74 %<br>V† (C)   |
| Adams Brown Butter Clermont Clinton Darke Greene Hamilton Highland Montgomery Preble Warren | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398<br>285,657<br>9,412<br>173,229<br>9,921<br>20,647 | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598<br>276,757<br>8,912<br>169,629<br>9,621<br>20,047 | Homes . TV homes TV penet WEWS (A) W. WKYC-TV (N) COUNTIES Ohio Ashland Ashtabula Carroll Coshocton Crawford        | <b>1,30</b> s . <b>1,27</b> ration  JW-TV (C)  HOMES  12,424 28,554 6,006 10,006 15,139                   | 74,500<br>97 %<br>TV HOMES<br>12,124<br>27,554<br>5,806<br>9,406<br>14,639                      | Homes TV homes TV penet KKTV (C) KO KRDO-TV (A) COUNTIES Colorado Baca Bent Crowley Custer Elbert                       | GS  | 1,300<br>1,600<br>800<br>800  | TV homes<br>TV penet:<br>KRCG-TV (C,<br>(KRCG-TV opk<br>KMOS-TV Sec<br>COUNTIES<br>Missouri<br>Audrain<br>Boone<br>Callaway<br>Camden<br>Chariton<br>Cole<br>Cooper<br>Gasconade           | 8, 509<br>16,745<br>6,406<br>3,412<br>3,800<br>12,233<br>4,700<br>4,003                 | 7,909<br>15,445<br>5,906<br>3,012<br>3,300<br>11,633<br>4,300<br>3,503          | TV penetr (VHF) Homes (UTV homes (UHF) TV penetr (UHF) WOLO-TV+ (AWIS-TV (N) COUNTIES VHF South Cau Bamberg Barnwell     | ation  HF) 8  ation  WNO K-TV  HOMES  Tolina 3,900        | 89 %<br>88,900<br>65,800<br>74 %<br>V† (C)<br>TV HOMES                                     |
| Adams Brown Butter Clermont Clinton Darke Greene Hamilton Highland Montgomery Preble Warren | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398<br>285,657<br>9,412<br>173,229<br>9,921<br>20,647 | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598<br>276,757<br>8,912<br>169,629<br>9,621<br>20,047 | Homes TV homes TV penet WEWS (A) W. WKYC-TV (N' COUNTIES Ohio Ashland Ashtabula Carroll Coshocton Crawford Cuyahoga | 1,30<br>51,27<br>ration<br>JW-TV (C)<br>HOMES<br>12,424<br>28,554<br>6,006<br>10,006<br>15,139<br>536,706 | D8,800<br>74,500<br>97 %<br>TV HOMES<br>12,124<br>27,554<br>5,806<br>9,406<br>14,639<br>523,606 | SPRING PUEBL Homes TV homes TV penet KKTV (C) KO KRDO-TV (A) COUNTIES Colorado Baca Bent Crowley Custer Elibert El Paso | GS-<br>O, CC<br>13<br>512<br>ration<br>AA-TV (N)<br>HOMES<br>1,800<br>900<br>300<br>900<br>56,874 | 84,300<br>94 %<br>TV HOMES<br>1,300<br>1,600<br>800<br>300<br>800<br>54,774 | TV homes<br>TV penet:<br>KRCG-TV (C,<br>(KRCG-TV ope<br>KMOS-TV Sec<br>Counties<br>Missouri<br>Audrain<br>Boone<br>Callaway<br>Camden<br>Chariton<br>Cole<br>Cooper<br>Gasconade<br>Howard | x   | 7,909<br>15,445<br>5,906<br>3,012<br>3,300<br>11,633<br>4,300<br>3,503<br>2,900 | (VHF) TV penetr (VHF) Homes (UTV homes (UHF) TV penetr (UHF) WOLO-TV† (A WIS-TV (N) COUNTIES VHF South Cat Bamberg       | ation  JHF) 4 cration  WNO K-T' HOMES  rolina 3,900 4,706 | 89 %<br>88,900<br>65,800<br>74 %<br>V† (C)<br>TV HOMES<br>3,300<br>4,106<br>2,200<br>7,300 |
| Adams Brown Butter Clermont Clinton Darke Greene Hamilton Highland Montgomery Preble Warren | 7,612<br>62,576<br>25,722<br>9,418<br>14,018<br>29,398<br>285,657<br>9,412<br>173,229<br>9,921<br>20,647 | 7,212<br>60,976<br>25,022<br>9,118<br>13,518<br>28,598<br>276,757<br>8,912<br>169,629<br>9,621<br>20,047 | Homes . TV homes TV penet WEWS (A) W. WKYC-TV (N) COUNTIES Ohio Ashland Ashtabula Carroll Coshocton Crawford        | <b>1,30</b> s . <b>1,27</b> ration  JW-TV (C)  HOMES  12,424 28,554 6,006 10,006 15,139                   | 74,500<br>97 %<br>TV HOMES<br>12,124<br>27,554<br>5,806<br>9,406<br>14,639                      | Homes TV homes TV penet KKTV (C) KO KRDO-TV (A) COUNTIES Colorado Baca Bent Crowley Custer Elbert                       | GS  | 1,300<br>1,600<br>800<br>800  | TV homes<br>TV penet:<br>KRCG-TV (C,<br>(KRCG-TV opk<br>KMOS-TV Sec<br>COUNTIES<br>Missouri<br>Audrain<br>Boone<br>Callaway<br>Camden<br>Chariton<br>Cole<br>Cooper<br>Gasconade           | 8, 509<br>16,745<br>6,406<br>3,412<br>3,800<br>12,233<br>4,700<br>4,003                 | 7,909<br>15,445<br>5,906<br>3,012<br>3,300<br>11,633<br>4,300<br>3,503          | (VHF) TV penetr (VHF) Homes (UHF) TV penetr (UHF) W0L0-TV+ (A WIS-TV (N) COUNTIES VHF South Cat Bamberg Barnwell Calhoun | 23ation   | 89 %<br>88,900<br>65,800<br>74 %<br>V† (C)<br>TV HOMES<br>3,300<br>4,106<br>2,200          |

46,200 Average 1/4 Hour Homes Delivered Dominant Station Prime Homes

83rd\* Net Weekly Circulation Total Homes 225,600

144,200

81st\* Net Weekly Circulation

Net Weekly Circulation Early Evening Homes 159,400

Net Weekly Circulation Prime Homes 195,900

\*ARB 1965 Market Rankings. Subject to Standard Deviations

#### Would You Believe We Want The Order?



CHARLES A. BATSON Senior Vice President and Managing Director



A STATION OF **COSMOS BROADCASTING CORPORATION** G. RICHARD SHAFTO, PRESIDENT

Represented by Peters, Griffin, Woodward, Inc.

| COLUMBIA, S.C. continued  | COUNTIES HON   | IES TV HOMES                                  | Schley 700  |  | Monroe                                       | 9,800 8,100  | Perry 7,830 7,500   |
|---|--|---|---|--|--|--|---|
| Clarendon         6,000         4,600           Darlington         13,818         12,418           Fairfield         4,800         4,000           Florence         22,030         20,230           Kershaw         8,812         7,812 | Alabama  Barbour 6,9 Bulloch 2,7 Chambers 10,5 Clay 3,7 Dale 9,4 | 00 1,900<br>06 8,706<br>00 2,600              | Stewart         1,600           Sumter         7,003           Talbot         1,700           Taylor         2,100           Terrell         3,100           Troup         13,503 | 5,903<br>1,400<br>1,800<br>2,600<br>12,003 | Noxubee<br>Oktibbeha<br>Webster<br>Winston   | 3,900 2,500<br>6,806 4,906<br>3,000 2,200<br>4,900 3,700       | Pickaway         10,030         9,730           Pike         5,724         5,324           Ross         17,433         16,633           Union         7,009         6,709           Wyandot         6,606         6,306 |
| Lancaster 10,818 10,118<br>Lee 4,700 3,900<br>Lexington 19,196 17,396<br>Marłboro 6,600 5,700   | Henry 3,6<br>Houston 15,3<br>Lee 13,4                            | 00 2,900<br>30 13,630                         | Turner 2,000 Twiggs 1,800 Upson 6,603 Webster 500   | 1,500<br>6,003                             | COLUN  | MBUS,  | COOS BAY, ORE.  |
| Marlboro         6,600         5,700           Newberry         8,100         7,300           Orangeburg         17,009         14,309           Richland         56,092         51,292           Saluda         3,600         3,200    | Macon 5,7<br>Pike 6,3<br>Randolph 5,3<br>Russell 12,7            | 00 4,800<br>00 4,200<br>30 10,430             | Webstel Jou   | 400  | TV homes                                     |  | Homes 18,900 TV homes 16,200 TV penetration 86 %  |
| Sumter 20,681 18,381<br>Williamsburg 8,600 7,000  | Tallapoosa 9,8   | 06 8,206                                      | 00111777110   |  | WBNS-TV (C)<br>WTVN-TV (A)                   |  | KCBY (N)  |
| York 21,845 20,045  | Georgia Ben Hill 3,8   | 3,100   | COLUMBUS  | ,  | COUNTIES                                     | HOMES TV HOMES   | COUNTY HOMES TV HOMES   |
| UHF   | Bibb 45,9  |   | MISS.   |  | Ohio   |  | Oregon  |
| South Carolina           Fairfield         4,800         1,680           Kershaw         8,812         3,359           Lexington         19,195         15,656  | Bleckley 2,7 Calhoun 1,8 Chattahoochee 1,5 Clay 1,0              | 03 2,303<br>00 1,300<br>00 1,400<br>00 800    |   | 82,400<br>64,800<br>79 %                   | Athens<br>Champaign<br>Clark<br>Coshocton    | 12,306 11,606<br>9,009 8,709<br>41,196 40,196<br>10,006 9,406  | Coos 18,854 16,154  |
| Richland 56,092 45,137  | Crawford 1,3 Crisp 5,1 Dooly 2,7 Dougherty 25,4                  | 06 4,306<br>00 2,300                          |   | S TV HOMES                                 | Crawford<br>Delaware<br>Fairfield<br>Fayette | 15,139 14,639<br>10,727 10,427<br>20,357 19,857<br>7,815 7,515 | CORPUS<br>CHRISTI, TEX.   |
|   | Early 2,9 Harris 2,8 Houston 13,1 Lee 1,4                        | 00 2,500<br>00 2,500<br>32 12,332<br>00 1,200 | Fayette         4,200           Lamar         3,700           Marion         5,700           Pickens         5,300  | 3,000<br>4,900                             | Franklin<br>Hardin<br>Highland<br>Hocking    | 224,035 218,635<br>8,803 8,403<br>9,412 8,912<br>6,006 5,706   | Homes 122,300 TV homes 110,600 TV penetration 90 % KIII (A) KRIS-TV (N) KZTV (C)  |
| COLUMBUS, GA.   | Macon 3,2<br>Marion 1,2<br>Meriwether 5,0                        | 00 900  | Mississippi<br>Calhoun 4,400  | 3,400                                      | Knox<br>Licking<br>Logan                     | 12,018 11,618<br>29,393 28,693<br>11,015 10,615                | COUNTIES HOMES TV HOMES  Texas  |
| Homes 325,800<br>TV homes 285,700<br>TV penetration 88%   | Muscogee 50,8<br>Peach 4,0<br>Pulaski 2,2                        | 31 47,831<br>06 3,606<br>00 1,900             | Chickasaw 4,600<br>Choctaw 2,000<br>Clay 5,600  | 3,500<br>1,400<br>4,406                    | Madison<br>Marion<br>Morgan                  | 7,518 7,118<br>18,945 18,545<br>3,500 3,300                    | Aransas 2,518 2,318   |
| WRBL-TV (C,N) WTVM (A,N)  | Quitman 5<br>Randolph 2,6  | 00 400<br>00 2,200                            | Itawamba 4,300<br>Lowndes 14,142  |  | Morrow<br>Muskingum                          | 5,806 5,606<br>23,827 22,927                                   | † UHF   |



There are markets...



Then, there are markets!

Like Dallas-Fort Worth, the nation's 12th largest...a demand market where we've gained a swinging reputation for merchandising, sales promotion and the important involvement which makes every buy something special for our clients.

| Bee<br>Brooks<br>Calhoun<br>Duval<br>Jim Hogg | 6,918<br>2,000<br>5,230<br>3,000<br>1,300 | 6,018<br>1,800<br>4,630<br>2,400<br>1,000 | Collin<br>Comanche<br>Cooke<br>Dallas<br>Delta | 13,406<br>3,500<br>7,406<br>348,702<br>1,500 | 12,306<br>2,900<br>6,806<br>332,102<br>1,300 | DAVEN<br>IOWA-<br>ROCK<br>MOLIN        | ISLA                               | ND-                                |
|---|---|---|--|--|--|--|------------------------------------|------------------------------------|
| Jim Wells<br>Kenedy<br>Kleberg<br>Nueces      | 9,730<br>203<br>8,836<br>66,652           | 8,530<br>203<br>7,936<br>61,552           | Denton<br>Eastland<br>Ellis<br>Erath           | 15,542<br>6,300<br>13,100<br>5,300           | 14,642<br>5,600<br>12,100<br>4,900           | Homes<br>TV homes<br>TV penet          | 3                                  | 14,400                             |
| Refugio<br>San Patrício                       | 3,206<br>12,739                           | 3,006<br>11,239                           | Fannin<br>Freestone<br>Grayson<br>Hamilton     | 6,900<br>3,500<br>24,727<br>2,600            | 6,000<br>3,000<br>22,727<br>2,200            | WHBF-TV (C)<br>WQAD-TV (A)<br>COUNTIES |                                    | N) TV HOMES                        |
|   |   |   | Henderson<br>Hill                              | 6,700<br>6,800                               | 5,900<br>6,200                               | Illinois<br>Bureau                     |                                    | 11.306                             |
| DALLA<br>WORTI                                |   |   | Hood<br>Hopkins<br>Hunt<br>Jack                | 1,903<br>5,600<br>12,500<br>2,403            | 1,803<br>4,900<br>11,300<br>2,203            | Carroll<br>Henderson<br>Henry          | 11,806<br>6,103<br>2,600<br>16,015 | 5,803<br>2, <b>40</b> 0<br>15,515  |
| Homes<br>TV home:<br>TV penet                 | 91<br>s 84                                | 0,100                                     | Johnson<br>Kaufman<br>Lamar<br>Leon            | 12,018<br>8,500<br>10,100<br>2,790           | 11,318<br>7,600<br>8,000<br>2,100            | Jo Daviess<br>Knox<br>Lee<br>Mercer    | 6,403<br>19,627<br>10,615<br>5,100 | 6,003<br>19,127<br>10,215<br>4,900 |
| KRLD-TV (C)<br>WFAA-TV (A)                    | KTVT WBA                                  |   | Limestone<br>McCulloch<br>McLennan             | 5,400<br>2,500<br>50,126                     | 4,700<br>2,000<br>46,826                     | Ogle<br>Putnam<br>Rock Island          | 12,224<br>1,500<br>48,205          | 11,724<br>1,400<br>47,205          |
| COUNTIES Oklahoma                             |   | TV HOMES                                  | Montague<br>Navarro                            | 4,800<br>10,700                              | 4,500<br>9,400                               | Stark<br>Warren                        | 2,300<br>6,503                     | 2,200<br>6,303                     |
| Bryan<br>Choctaw                              | 8,000<br>4,400                            | 6,900<br>3,400                            | Palo Pinto<br>Parker<br>Rains                  | 7,718<br>7,709<br>700                        | 6,918<br>7,209<br>700                        | Whiteside<br>Iowa                      | 19,145                             | 18,445                             |
| Love<br>Marshall                              | 1,500<br>2,600                            | 1,300<br>2,400                            | Red River<br>Rockwall<br>Smith                 | 4,200<br>1,600<br>28,775                     | 3,400<br>1,500<br>26,275                     | Cedar<br>Clinton<br>Des Moines         | 5,506<br>17,424<br>14,618          | 5,206<br>16,724<br>13,818          |
| Texas<br>Anderson                             | 8,300                                     | 7,300                                     | Somervell<br>Stephens                          | 900<br>2,700                                 | 800<br>2,400                                 | Dubuque<br>Henry                       | 22,539                             | 20,839                             |
| Bosque<br>Brown                               | 3,600<br>7,900                            | 3,200<br>6,800                            | Tarrant<br>Van Zandt                           | 194,425<br>6,000                             | 185,025<br>5,300                             | Jackson<br>Johnson                     | 6,409<br>16,154                    | 5,909<br>14,754                    |
| Cherokee<br>Coleman                           | 9,100<br>3,800                            | 7,800<br>3,500                            | Wise<br>Wood                                   | 5,806<br>5,100                               | 5,506<br>4,600                               | Louisa<br>Muscatine                    | 2,900<br>11,112                    | 2,700<br>10,612                    |



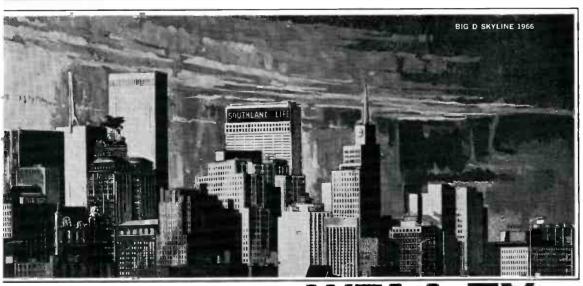
## Some of your best friends are rats.

They could help save your life through research—in the laboratories where the unceasing war against cancer is fought. Like all wars, it is expensive to wage.

Last year the American Cancer Society spent \$12,000,000 on research. Send your check to "Cancer," c/o Postmaster. To cure more, give more.



AMERICAN CANCER SOCIETY



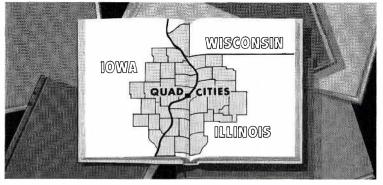


## WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

| DAVENPORT, I  | OWA-ROCK IS | LAND-      | Miami       | 23,660   | 23,060        | COUNTIES    | HOMES   | TV HOMES |
|---------------|-------------|------------|-------------|----------|---------------|-------------|---------|----------|
|               |             |            | Montgomery  | 173,229  | 169,629       | Colorado    |         |          |
|               |             |            | Preble      | 9,921    | 9,621         | Adams       | 44,688  | 43,888   |
| Scott         | 38,399      | 36,899     | Shelby      | 10,018   | 9,718         | Alamosa     | 2,800   | 2,500    |
| Washington    | 5,900       | 5,400      | Warren      | 20,647   | 20,047        | Arapahoe    | 43,165  | 41,965   |
|               |             |            |             |          |               | Boulder     | 28,377  | 26,577   |
|               |             |            |             |          |               | Chaffee     | 3,006   | 2,606    |
| D 4 1/T       |             |            |             |          |               | Clear Creek | 900     | 900      |
| DAYTO         | IN, UI      | HIU        |             |          |               | Denver      | 180,606 | 171,306  |
| Homes .       | 53          | 1.800      |             |          |               | Douglas     | 1,906   | 1,806    |
| TV homes      |             |            | DE047       |          |               | Eagle       | 1,600   | 1,400    |
| TV penet      |             | 97%        | DECAT       | UK, A    | LA.           | Elbert      | 900     | 800      |
| UHF data      |             |            | Homes .     |          | 4.700         | Garfield    | 4,306   | 3,806    |
| oiii data     | 111541110   | ·····      | TV home:    |          |               | Gilpin      | 300     | 300      |
| WHIO-TV (C,   | N) WKEF-TY  | <b>/</b> † | TV penet    |          | 73 %          | Grand       | 1,100   | 900      |
| (N, A, C) WLV | VD (N, A)   |            | or poner    |          | ,.            | Jackson     | 400     | 400      |
| COUNTIES      | HOMES       | TV HOMES   | WMSL-TV† (I | N,C)     |               | Jefferson   | 50,551  | 49.451   |
| COOMITES      | HOMES       | I V HOMES  | COUNTIES    | HOMES    | TV HOMES      | Lake        | 2,303   | 2,003    |
| Indiana       |             |            |             | HOWES    | I V II DIVIES | Larimer     | 19,857  | 18,757   |
| Favette       | 7,006       | 6,706      | Alabama     |          |               | Lincoln     | 1,700   | 1,600    |
| Jay           | 6,600       | 6,200      | Franklin    | 5,900    | 1,692         | Logan       | 7,018   | 6,418    |
| Randolph      | 8,806       | 8,406      | Lawrence    | 5,900    | 2,944         | Moffat      | 2,506   | 2,106    |
| Union         | 1,700       | 1,600      | Limestone   | 11,512   | 8,567         | Morgan      | 7,318   | 7,018    |
| Wayne         | 23.530      | 22,630     | Madison     | 52,788   | 44,934        | Park        | 500     | 500      |
| ,             | 20,000      | 22,000     | Morgan      | 18,645   | 10,843        | Pitkin      | 1,000   | 800      |
| Ohio          |             |            |             | ,        | •             | Routt       | 1,500   | 1,300    |
| Allen         | 32,569      | 31,269     |             |          |               | Summit      | 706     | 706      |
| Auglaize      | 11,018      | 10,618     |             |          |               | Teller      | 800     | 800      |
| Butler        | 62,576      | 60.976     |             |          |               | Washington  | 1,900   | 1.700    |
| Champaign     | 9,009       | 8,709      |             |          |               | Weld        | 24.139  | 23,039   |
| Clark         | 41,196      | 40,196     |             |          |               |             | ,       | ,        |
| Clinton       | 9,418       | 9,118      | DENVE       | ER. CC   | LO.           |             |         |          |
| Darke         | 14,018      | 13,518     |             |          |               |             |         |          |
| Fayette       | 7,815       | 7,515      | Homes .     |          |               |             |         |          |
| Greene        | 29,398      | 28,598     | TV homes    |          |               |             |         |          |
| Highland      | 9,412       | 8,912      | TV penet    | ration   | 95 %          |             |         |          |
| Logan         | 11,015      | 10,615     | KBTV (A) KL | 7-TV (C) |               |             |         |          |
| Mercer        | 9,215       | 8,915      | KOA-TV (N)  |          |               | A 11115     |         |          |
| 11101001      | 5,215       | 0,515      | NOA IV (II) | MOIT     |               | † UHF       |         |          |

#### How do you rate Davenport in your book...43rd or 47th?



#### No matter how you rate it...WOC-TV delivers this market--effectively!

Depending upon your source material, the Quad-Cities market can be rated 43rd or 47th. We're 43rd in Total Retail Sales per Household and 47th in Consumer Spendable Income per Household according to SRDS Consumer Market Data, January 1, 1965. We're 47th in spot TV billings per TV family (FCC 1965 spot TV revenue figures).

No matter how you add it up, the Quad-Cities is a big market with retail sales approximating 21/2 billion dollars. The Quad-Cities is the largest market between Chicago and Omaha, Minneapolis and St. Louis. WOC TV-6 is the most effective advertising medium in this area.

WOC-TV . . . where the NEWS is WOC-TV . . . where the COLOR is WOC-TV . . . where the PERSONALITIES are



Serving the Quad-Cities market from

Exclusive National Representative - Peters, Griffin, Woodward, Inc.

### Reprint Checklist

#### These Reprints Still Available!

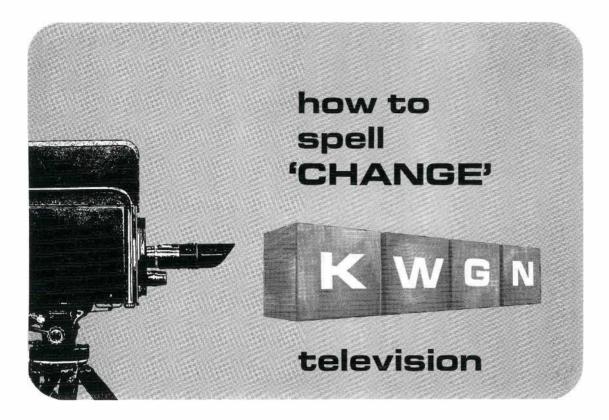
| WILL WIRE TAKE OVER 14pp from December 1965 35¢ each   |                 |
|--|-----------------|
| The possibility of an all-wired TV system i U. S. is real; CATV is its start, pay TV m one of its conclusions. This special report of tuture of TV, probes the subject deeply, where the powerful Bell System companies fit in and, in a score of interviews with the experts.   | n the           |
| U. S. is real; CAIV is its start, pay IV m<br>one of its conclusions. This special report of   | ay be<br>n the  |
| future of TV, probes the subject deeply, where the powerful Bell System companies  | tells<br>will   |
| fit in and, in a score of interviews with to<br>experts, lays down their views of tomorrow   | oday's<br>v.    |
| OUTLOOK FOR UHF 12pp trom October 1965 35¢ each  |                 |
| Blessed by the FCC and bolstered with infe   | sions           |
| Blessed by the FCC and bolstered with inft of new money, UHF broadcasting is takin again. Some say it will land on its feet, of doubt it. This penetrating special report the UHF pieces together, gets the thinking the men involved and weighs the future.   | g off<br>others |
| doubt it. This penetrating special report the UHF pieces together, gets the thinking   | puts<br>of      |
| the men involved and weighs the future.  |                 |
| THE BIG BEAT IS BIG BUSINESS  8pp from June 1965  25d Bach   |                 |
| Numerically, American teen-agers make up   | the             |
| smallest segment of the TV audience. Monet these same teen-agers spring for \$12 bill  | arily,          |
| these same teen-agers spring for \$12 bill<br>year. Television has always programed for the<br>but has generally ignored 12- to 17-year-o  | tots            |
| until recently. Now you can hardly keep tra<br>the proliferation of rock 'n' roll programs. T  | ck of           |
| bowed to the accent on youth, and advertise all kinds have begun to dance along.   | r nas           |
|  |                 |
| COMMUNITY ANTENNA TELEVISION 12pp from September 1964 25¢ each   |                 |
| In June 1962, it was clear that broadcasters   | could           |
| no longer ignore this interloper on the fring<br>their own empire. They haven't, Today broadca   | sters           |
| their own empire. They haven't, Today broadca<br>are a big and growing force in CATV, and<br>itself, up 44% in total systems and 39% in  | CA1V<br>gross   |
| revenue in the last two years, is a problem a<br>puzzlement grown to the point of explosion<br>analysis of the CATV fires now burning — and<br>suming every sector of the industry from UP   | nd a<br>. An    |
| analysis of the CATV fires now burning — and   | CON-            |
| pay IV, from the investment community to   | the             |
| federal government — is detailed in this re<br>THE NEW MEDIA COMPETITION   |                 |
| 8pp from May 1964 25¢ each   |                 |
| For almost two years TELEVISION MAGAZINE   | ex-             |
| For almost two years IELEVISION MAGAZINE amined the shifting status of media competi Beginning with magazines, and continuing thr studies of newspapers, radio, outdoor advertidirect mail, spot and network television, this search examined what's happened to the mational media since the post-World War II egence of television. This article presents the clusions, along with the latest billing data of these mains media. | ough            |
| direct mail, spot and network television, this   | sing,<br>Fe-    |
| search examined what's nappened to the n<br>national_media_since_the_post-World_War_II_e   | najor<br>mer-   |
| gence of television. This article presents the<br>clusions, along with the latest billing data o   | con-<br>n ali   |
| mese major mesia.  |                 |
| EDUCATIONAL TV: 10 YEARS LATER 12pp from February 1964 25¢ each  |                 |
| it's been over a decade since the first educat   | ional           |
| It's been over a decade since the first educat<br>IV station went on the air in Houston. Now t<br>are 83. But ETV, which has problems a'plenty   | nere<br>left    |
| over from its first 10 years, has still more gro<br>pains ahead. The problems, the protagonists<br>much of the prognosis are detailed in this re   | wing<br>and     |
| much of the prognosis are detailed in this re  | ort.            |

#### **TELEVISION MAGAZINE**

| 444 MADISON AVE., N. Y., N. Y. | 10022 |
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Bill me 🖂 Minimum Order :One Dollar—Postage Additional For Bulk Orders



- Denver, Colorado, an exciting market on the move, has a new television station on Channel 2.
- The former KCTO has become KWGN, a subsidiary of the WGN Continental Broadcasting Company.
- Changes will include an improved signal...increased news and public affairs programming...better entertainment...and color.
- As a WGN Continental group station, KWGN in Denver will adhere to the same high standards of operation and performance that have made WGN in Chicago the most respected call letters in broadcasting. The same dedication to better television and service to the community will be evidenced in Denver's new Channel 2.
- Right now the people of Denver are enjoying the change. And advertisers can look forward to a much better buy than has been available in the past.
- The new view on Channel 2



AWGN Continental Broadcasting Company Station dedicated to Quality, Integrity, Responsibility and Performancel

| TV MAI  | RKETS                                  | continu                      | ed                          |                         |                         |                      |                 |                 |                         |                |                |   |                 |                          |
|---|--|------------------------------|-----------------------------|-------------------------|-------------------------|----------------------|-----------------|-----------------|-------------------------|----------------|----------------|---|-----------------|--------------------------|
| DENVER, COLO  | ). continued                           |                              | Sanilac                     | 9,306                   | 8,906                   | DULUT                | ГН. М           | INN             | ENSIGN                  | N. K           | ΔN             | COUNTIES                                | HOMES           | TV HOMES                 |
| Nobenska  |  |                              | Shiawassee                  | 15,830                  | 15,430                  | SUPER                |                 |                 |                         | •              |                | Oregon                                  |                 |                          |
| Nebraska  |  | 0.000                        | Washtenaw                   | 51,534                  | 49,034                  |                      |                 |                 | Homes<br>TV homes       |                |                | Benton                                  | 12,133          | 10,533                   |
| Box Butte<br>Cheyenne                               | 3,600<br>4,915                         | 3,300                        | Wayne                       | 800,976                 | 781,876                 | Homes .              |                 |                 | TV nomes                |                | 91%            | Coos                                    | 18,854          | 16,154                   |
| Kimball   | 2,924                                  | 4,415<br>2,824               | Ohio                        |                         |                         | TV home:<br>TV penet |                 |                 | -                       |                | J = /0         | Deschutes                               | 7,506           | 6,706                    |
| Minibuli  | 2,324                                  | 2,024                        | Fulton                      | 8,815                   | 8,415                   | •                    |                 |                 | KTVC (C)                |                |                | Douglas                                 | 22,160          | 20,160                   |
| Wyoming   | ;                                      |                              | Lucas                       | 147,057                 | 143,757                 | KDAL-TV (C,          |                 | <b>A</b> )      | COUNTIES                | HOMES          | TV HOMES       | Lane Inner                              | 35,723          | 33,223                   |
| Albany  | 7,115                                  | 6,315                        | Ottawa                      | 11,027                  | 10,727                  | WDSM-TV (N           | , A)            |                 | Kansas                  |                |                | Lane Outer                              | 19,160          | 17,760                   |
| Carbon  | 4,800                                  | 4,200                        |                             |                         |                         | COUNTIES             | HOMES           | TV HOMES        | Clark                   | 1,000          | 1,000          | Lincoln<br>Linn                         | 8,818<br>18,418 | 7,518<br>17, <b>01</b> 8 |
| Laramie   | 21,205                                 | 20,205                       |                             |                         |                         | Michigan             |                 |                 | Comanche                | 1,000          | 900            | Liiii                                   | 10,410          | 17,010                   |
|   |  |                              |                             |                         |                         | Gogebic              | 7,000           | 6,600           | Edwards                 | 1,400          | 1,300          |   |                 |                          |
|   |  |                              | DICKIN                      | NSON                    | ,                       | Ontonagon            | 3,103           | 2,803           | Finney                  | 5,006          | 4,606          |   |                 |                          |
|   |  |                              | N.D.                        |                         |                         | Ontonagon            | 0,100           | 2,000           | Ford                    | 6,606          | 6,206          | EUREK                                   | A, C            | <b>\LIF.</b>             |
|   |  |                              | Homes .                     |                         | 23.400                  | Minnesot             | a               |                 | Grant                   | 1,503          | 1,403          | Homes                                   | •               |                          |
| DES N   | 10INE                                  | ES,                          | TV homes                    |                         |                         | Aitkin               | 3,400           | 3,100           | Gray                    | 1,100          | 1,000          | TV homes                                |                 |                          |
| IOWA  |  |                              | TV penet                    | ration                  | 89 %                    | Beltrami             | 6,000           | 4,700           | Hamilton<br>Haskell     | 800<br>903     | 700<br>803     | TV peneti                               |                 | 90%                      |
| Homes   | 2                                      | 95.400                       | KDIX-TV (C,                 | ۸١                      |                         | Carlton              | 8,015           | 7,715           | Hodgeman                | 800            | 700            | KIEM-TV (C, N                           | A KVIOT         | V /A NIS                 |
| TV homes  |  |                              |                             |                         |                         | Cass<br>Cook         | 4,300<br>1.103  | 3,400<br>903    | Kearny                  | 800            | 700            |   |                 |                          |
| TV penet  | ration                                 | 95 %                         | COUNTIES                    | HOMES                   | TV HOMES                | Crow Wing            | 9,706           | 8,706           | Kiowa                   | 1,500          | 1,200          | COUNTIES                                | HOMES           | TV HOMES                 |
| KRNT (C) WH   | O-TV (N)                               |                              | Montana                     |                         |                         | Itasca               | 11,121          | 10,121          | Lane                    | 903            | 903            | California                              |                 |                          |
| WOI-TV (A)  | 10-14 (11)                             |                              | Carter                      | 700                     | 500                     | Koochiching          | 5,203           | 4,303           | Meade                   | 1,600          | 1,600          | Del Norte                               | 6,575           | 5,775                    |
|   |  |                              | Fallon                      | 1,203                   | 1,003                   | Lake                 | 4,730           | 4,530           | Morton<br>Scott         | 1,103<br>1,603 | 903<br>1,403   | Humboldt                                | 38,401          | 35,401                   |
| COUNTIES  | HOMES                                  | TV HOMES                     | Prairie                     | 800                     | 600                     | Pine                 | 4,500           | 4,000           | Seward                  | 5,636          | 5,236          | Mendocino                               | 17,148          | 14,648                   |
| lowa  |  |                              | Richland                    | 3,003                   | 2,803                   | St. Louis            | 74,741          | 70,441          | Stanton                 | 400            | 300            | 0                                       |                 |                          |
| Adair   | 3,100                                  | 2,900                        | Wibaux                      | 400                     | 300                     | Wisconsin            |                 |                 | Stevens                 | 1,300          | 1,100          | Oregon                                  |                 |                          |
| Audubon   | 3,100                                  | 3,000                        | North Dak                   | cota                    |                         |                      | -               | 4 400           |                         | .,,,,,,        | -,             | Curry                                   | 5,5 <b>6</b> 3  | 4,763                    |
| Boone   | 8,400                                  | 8,100                        | Adams                       |                         | 900                     | Ashland<br>Bayfield  | 4,600<br>3,100  | 4,400<br>3,000  | Oklahoma                |                |                |   |                 |                          |
| Calhoun   | 4,800                                  | 4,500                        | Adams<br>Billings           | 1,000<br>400            | 900<br>300              | Bayfield<br>Douglas  | 13,600          | 13,200          | Beaver                  | 2,200          | 2,000          |   |                 |                          |
| Carroll   | 6,606                                  | 6,406                        | Bowman                      | 1,200                   | 1,100                   | Iron                 | 2,100           | 2,000           | Harper                  | 2,003          | 1,803          | <b>EVANS</b>                            | VIII            |                          |
| Clarke<br>Dallas                                    | 2,400<br>7,803                         | 2,300<br>7,403               | Dunn                        | 1,400                   | 1,200                   | Sawyer               | 2,700           | 2,500           | _                       |                |                |   | VILLE           | -,                       |
| Emmet   | 4,406                                  | 3,906                        | Golden Valley               | 900                     | 800                     | Washburn             | 2,900           | 2,700           | Texas                   |                |                | IND.                                    |                 |                          |
| Franklin  | 4,600                                  | 4.400                        | Hettinger                   | 1,500                   | 1,400                   |                      |                 | ,               | Lipscomb                | 800            | 700            | Homes (V                                | HF) 26          | 8,700                    |
| Greene  | 4,400                                  | 4,200                        | Morton West                 | 3,006                   | 2,706                   |                      |                 |                 |                         |                |                | TV homes                                |                 |                          |
| Grundy  | 4,403                                  | 4,203                        | Slope                       | 500                     | 500                     |                      |                 |                 |                         |                |                | (VHF)                                   | 24              | 6,200                    |
| Guthrie   | 4,100                                  | 3,900                        | Stark                       | 5,209                   | 4,809                   | EALL O               | AIDE            | •               |                         |                |                | TV penetr                               |                 | 00.0/                    |
| Hamilton  | 6,306                                  | 5,906                        | South Dak                   | rota.                   |                         | EAU C                | LAIRE           | -,              |                         | _              |                | (VHF)                                   |                 | 92 %                     |
| Hardin  | 7,306                                  | 6,906                        |                             |                         | E00                     | WIS.                 |                 |                 | ERIE, F                 | PA.            |                | Homes (U                                | HF) 16          | 3,500                    |
| Humboldt<br>Jasper                                  | 4,003<br>11,618                        | 3,703<br>11,118              | Harding<br>Perkins          | 600<br>1,600            | 500<br>1,400            | Homes                | 10              | 1.200           | Homes (Vi               | 4F) 2          | 10.100         | TV homes                                |                 |                          |
| Kossuth   | 7,100                                  | 6,800                        | I CINIII3                   | 1,000                   | 1,400                   | TV homes             |                 |                 | TV homes                | , –            | ,              | (UHF)                                   | 13              | 1,300                    |
| Lucas   | 3,300                                  | 3,000                        |                             |                         |                         | TV peneti            | ration          | 95 %            | (VHF)                   | 20             | 01,900         | TV penetra                              |                 | 80 %                     |
| Madison   | 3,900                                  | 3,700                        |                             |                         |                         | WEAU-TV (N,          | C A)            |                 | TV penetra              | tion           |                | (UHF)                                   | • • •           | BU 70                    |
| Mahaska   | 7,400                                  | 6,900                        | DOTHA                       | N. A                    | Ι Δ.                    |                      |                 |                 | (VHF)                   |                | 96 %           | WEHT-TV† (C)                            | WFIE-TV†        | (N)                      |
| Marion  | 7,703                                  | 7,203                        |                             |                         |                         | COUNTIES             | HOMES           | TV HOMES        | Homes (Ul               | 4F) 9          | 99,200         | WTVW (A)                                |                 |                          |
| Marshall  | 12,318                                 | 11,918                       | Homes TV homes              |                         |                         | Wisconsir            | 1               |                 | TV homes                | -              | ·              | COUNTIES                                | HOMES           | TV HOMES                 |
| Monroe<br>Palo Alto                                 | 2,900<br>3,900                         | 2,700<br>3,500               | TV penetr                   |                         | 85 %                    | Barron               | 9,703           | 9,103           |                         |                | 73,000         | VHF                                     |                 |                          |
| Pocahontas  | 3,900                                  | 3,600                        | -                           |                         |                         | Buffalo              | 3,900           | 3,700           | TV penetra              |                | <b>= 4.0</b> / | Illinois                                |                 |                          |
| Polk  | 92,328                                 | 88,528                       | WTVY (C, A)                 |                         |                         | Chippewa             | 12,112          | 11,712          | (UHF)                   | • • •          | 74 %           | Clay                                    | 4 600           | 4 200                    |
| Poweshiek   | 5,703                                  | 5,403                        | COUNTIES                    | HOMES                   | TV HOMES                | Clark                | 8,400           | 7,800           | WICU-TV (N, A)          |                |                | Crawford                                | 4,600<br>6,703  | 4,200<br>6,403           |
| Ringgold  | 2,300                                  | 2,100                        | Alabama                     |                         |                         | Dunn<br>Eau Claire   | 7,000<br>17,324 | 6,700<br>16,624 | WSEE-TV† (C, A          | i)             |                | Edwards                                 | 2,300           | 2,100                    |
| Sac   | 5,200                                  | 4,800                        |                             | £ 000                   | 4,400                   | Jackson              | 4,300           | 4,100           | COUNTIES                | HOMES          | TV HOMES       | Gallatin                                | 2,000           | 1,800                    |
| Story   | 14,730                                 | 13,930                       | Barbour<br>Bulloch          | 6,000<br>2,700          | 1,900                   | La Crosse            | 21,530          | 20,930          |                         | 11011110       | 11 11011120    | Jasper                                  | 3,200           | 3,000                    |
| Union<br>Warren                                     | 4,200                                  | 3,900                        | Coffee                      | 8,509                   | 7,009                   | Pepin                | 2,100           | 1,900           | VHF                     |                |                | Lawrence                                | 5,300           | 5,000                    |
| Warren<br>Wayne                                     | 6,615<br>3, <b>00</b> 0                | 6,315<br>2,7 <b>0</b> 0      | Covington                   | 9,700                   | 8,000                   | Rusk                 | 3,600           | 3,400           | New York                |                |                | Richland                                | 5,000           | 4,600                    |
| Webster   | 15,530                                 | 14,630                       | Crenshaw                    | 3,400                   | 2,700                   | Taylor               | 4,500           | 4,300           | Chautauqua              | 49,763         | 47,963         | Wabash                                  | 4,200           | 4,000                    |
| Wright  | 6,000                                  | 5,700                        | Dale                        | 9,451                   | 8,151                   | Trempealeau          | 6,703           | 6,203           | Ohio                    |                |                | Wayne<br>White                          | 5,600<br>5,900  | 5,000<br>5,300           |
|   |  | ,                            | Geneva                      | 6,000                   | 4,900                   |                      |                 |                 | Ohio                    | 20 554         | 97 554         | *************************************** | 5,500           | 3,300                    |
|   |  |                              | Henry                       | 3,600                   | 2,900                   |                      |                 |                 | Ashtabula               | 28,554         | 27,554         | Indiana                                 |                 |                          |
|   |  |                              | Houston<br>Pike             | 15,330<br>6,300         | 13,630<br>4,800         |                      |                 |                 | Pennsylvar              | nia            |                | Crawford                                | 2,300           | 2,100                    |
|   |  |                              | rino                        | 0,500                   | 7,000                   | EL PAS               | 60. TI          | EX.             | Crawford                | 22,506         | 21,306         | Daviess                                 | 7,403           | 7,003                    |
| DETRO   | IT. M                                  | ICH.                         | Florida                     |                         |                         |                      | -               |                 | Erie                    | 76,674         | 74,574         | Dubois                                  | 7,415           | 6,915                    |
| Homes   |  |                              | Bay                         | 21,547                  | 20,047                  | Homes<br>TV homes    |                 |                 | Forest                  | 1,100          | 1,100          | Gibson                                  | 8,703           | 8,303                    |
| TV homes  |  |                              | Calhoun                     | 1,900                   | 1,600                   | TV penetr            |                 | 93 %            | Venango                 | 18,412         | 17,212         | Greene                                  | 8,100           | 7,700                    |
| TV penetr   |  | 98 %                         | Gadsden                     | 9,215                   | 7,815                   | -                    |                 |                 | Warren                  | 13,118         | 12,218         | Knox<br>Martin                          | 12,603<br>2,800 | 12,003<br>2,600          |
| UHF data  |  |                              | Gulf                        | 3,215                   | 2,815                   | KELP-TV (A) I        | KKOD-TV (C      | 5)              |                         |                |                | Martin<br>Orange                        | 4,703           | 4,503                    |
| ALIBIK TV. (A) 1                                    | WKDD TV                                | MANAGE TO                    | Holmes                      | 2,600                   | 2,100                   | KTSM-TV (N)          |                 |                 | UHF                     |                |                | Perry                                   | 4,600           | 4,300                    |
| WJBK-TV (C) V<br>(N) WXYZ-TV (                      |  |                              | Jackson                     | 9,912<br>900            | 8,212                   | COUNTIES             | HOMES T         | V HOMES         | Pennsylvar              |                |                | Pike                                    | 3,500           | 3,300                    |
|   |  |                              | Liberty<br>Walton           | 4,706                   | 800<br>4,006            | New Mexic            | co              |                 | Crawford                | 22,506         | 9,588          | Posey                                   | 5,300           | 4,900                    |
| COUNTIES  | HOMES                                  | TV HOMES                     | Washington                  | 3,000                   | 2,600                   | Dona Ana             | 16,905          | 15,405          | Erie                    | 76,674         | 63,388         | Spencer                                 | 4,400           | 4,200                    |
| Michigan  |  |                              |                             | 5,000                   | 2,000                   | Grant                | 4,500           | 3,900           |                         |                |                | Sullivan                                | 7,500           | 7,200                    |
| Genesee   | 116,904                                | 114,404                      | Georgia                     |                         |                         | Hidalgo              | 1,400           | 1,200           |                         |                |                | Vanderburgh                             | 52,042          | 49,842                   |
| ackson  | 40,011                                 | 39,011                       | Baker                       | 800                     | 600                     | Luna                 | 3,006           | 2,706           |                         |                |                | Warrick                                 | 6,906           | 6,506                    |
|   | 11,130                                 | 10,830                       | Calhoun                     | 1,800                   | 1,300                   | Otero                | 12,201          | 11,401          |                         |                |                | Kentucky                                |                 |                          |
| .ареет  | 22,951                                 | 22,251                       | Clay                        | 1,000                   | 800                     | _                    |                 |                 | EUGENE                  | ., OF          | RE.            | -                                       | 4 200           | 2 500                    |
| _enawee   |  | 11,654                       | Decatur                     | 7,106                   | 6,306                   | Texas                |                 |                 | Homes                   | •              |                | Breckinridge<br>Butler                  | 4,300<br>2,500  | 3,600<br>2,000           |
| apeer<br>enawee<br>Livingston                       | 11,854                                 |                              |                             |                         |                         |                      |                 |                 |                         |                |                |   |                 | 4,000                    |
| _enawee<br>_ivingston<br>Macomb                     | 11,854<br>136,337                      | 134,737                      | Early                       | 2,900                   | 2,500                   | Culberson            | 806             | 706             |                         |                |                | Dullei                                  | 2,300           | •                        |
| enawee<br>Livingston<br>Macomb<br>Monr <b>o</b> e   | 11,854<br>136,337<br>29,717            | 134,737<br>29,117            | Early<br>Miller             | 2,900<br>1,600          | 2,500<br>1,300          | El Paso              | 93,172          | 87,972          | TV homes.<br>TV penetra | 12             |                |   | 2,300           |                          |
| enawee<br>Livingston<br>Macomb<br>Monroe<br>Dakland | 11,854<br>136,337<br>29,717<br>219,705 | 134,737<br>29,117<br>216,705 | Early<br>Miller<br>Mitchell | 2,900<br>1,600<br>4,700 | 2,500<br>1,300<br>4,000 | El Paso<br>Hudspeth  | 93,172<br>600   | 87,972<br>500   | TV homes.<br>TV penetra | 12<br>tion     | 9,100<br>90 %  |   | 2,300           |                          |
| enawee<br>ivingston<br>lacomb<br>lonroe             | 11,854<br>136,337<br>29,717            | 134,737<br>29,117            | Early<br>Miller             | 2,900<br>1,600          | 2,500<br>1,300          | El Paso              | 93,172          | 87,972          | TV homes.               | 12<br>tion     | 9,100<br>90 %  | † UHF                                   | 2,300           |                          |

| Crittenden         | 2,400          | 2,000          |
|--------------------|----------------|----------------|
| Daviess            | 22,675         | 20,375         |
| Grayson            | 4,600          | 3,600          |
| Hancock            | 1,500          | 1.200          |
| Henderson          | 10,818         | 9,518          |
| Hopkins            | 12,206         | 10,306         |
| McLean             | 3,000          | 2,600          |
| Muhlenberg<br>Ohio | 7,600<br>5,000 | 6,500<br>4,200 |
| Union              | 4,300          | 3,700          |
| Webster            | 4,700          | 3,800          |
|                    |                |                |
| UHF                |                |                |
| Illinois           |                |                |
| Edwards            | 2,300          | 1,890          |
| Gallatin<br>Wabash | 2,000<br>4,200 | 1,044<br>3.760 |
| Wapasn             | 5,600          | 2,650          |
| White              | 5,900          | 4.134          |
|                    | •              | ,              |
| Indiana            |                |                |
| Gibson             | 8,703          | 8,137          |
| Knox               | 12,603         | 4,081          |
| Perry<br>Pike      | 4,600<br>3,500 | 3,268<br>1,749 |
| Posev              | 5,300          | 4,900          |
| Spencer            | 4,400          | 3,948          |
| Vanderburgh        | 52,042         | 48,845         |
| Warrick            | 6,906          | 6,441          |
| Kentucky           |                |                |
| Daviess            | 22,675         | 19,153         |
| Henderson          | 10,818         | 9,518          |
| McLean             | 3,000          | 1,742          |
| Union              | 4,300          | 2,997          |
| Webster            | 4.700          | 3,002          |
|                    |                |                |

**Homes** . . . . . . **32,700** WBTW (C,A,N)

#### FAIRBANKS, ALASKA

No data available

KFAR-TV (N, A) KTVF (C)

## FARGO-VALLEY CITY, N.D.

Homes . . . . . 154,000 TV homes . . . . 142,800 TV penetration 93 %

HOMES TV HOMES

KTHI-TV (A) KXJB-TV (C) WDAY-TV (N)

COUNTIES

Grand Forks

Griggs

Logan McIntosh

Nelson

Ramsey

Ransom

La Moure

| Minnesota  |        |        |
|------------|--------|--------|
| Becker     | 6,300  | 5,700  |
| Clay       | 11,545 | 11,145 |
| Clearwater | 2,300  | 1,800  |
| Mahnomen   | 1,300  | 1,200  |
| Marshall   | 3,600  | 3,200  |
| Norman     | 3,000  | 2,700  |
| Otter Tail | 13,206 |        |
| Pennington | 3,700  | 3,200  |
| Polk       | 10,206 |        |
| Red Lake   | 1,300  | 1,200  |
| Traverse   | 1,900  | 1,800  |
| Wilkin     | 2,903  | 2,703  |
| North Dake | ta     |        |
| Barnes     | 4,900  | 4,700  |
| Benson     | 2,300  | 2,000  |
| Cass       | 21,560 | 20,560 |
| Dickey     | 2,100  | 1,900  |
| Eddy       | 1,400  | 1,300  |
| Foster     | 1,500  | 1,400  |

14,845

1,400

2,400

1,700

2,000

3,800 2,400

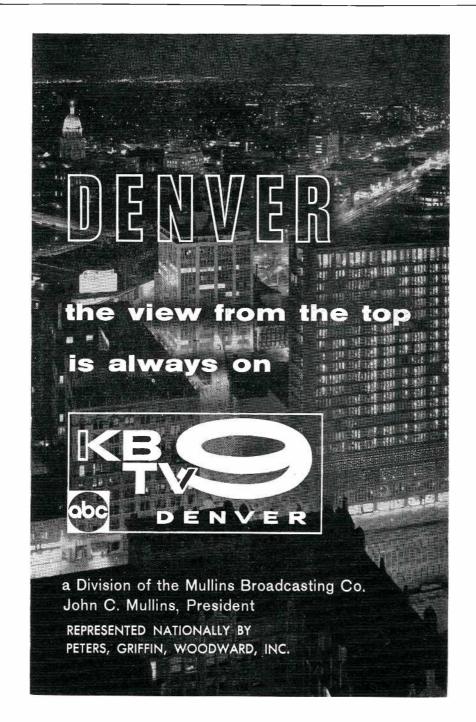
|   | Richland                     | 5,300                   | 5,000                   |                       | <b>25,5</b> 0                     |  | HOMES                     | TV HOMES                  | Lee                                | 4,700                    | 3,900                    |
|---|------------------------------|-------------------------|-------------------------|-----------------------|-----------------------------------|--|---------------------------|---------------------------|------------------------------------|--------------------------|--------------------------|
| • | Sargent                      | 1,900                   | 1,800                   | TV penet              | ration 78 %                       | North Car                              | rolina                    |                           | Marion                             | 7,700                    | 6,500                    |
|   | Steele<br>Stutsman<br>Towner | 1,300<br>6,909<br>1,400 | 1,300<br>6,609<br>1,300 | WOWL-TV† (N           | I,C,A) HOMES TV HOME              | Anson<br>Bladen                        | 6,100<br>6,703            | 5,300<br>5,603            | Marlboro<br>Sumter<br>Williamsburg | 6,600<br>20,681<br>8,600 | 5,700<br>18,381<br>7,000 |
|   | Traill<br>Walsh              | 3,100<br>4,800          | 3,000<br>4,500          | Alabama               |                                   | Columbus<br>Richmond                   | 12,206<br>10,609          | 10,706<br>9,709           |                                    | ,                        |                          |
|   | Wells                        | 2,500                   | 2,300                   | Colbert<br>Lauderdale | 14,142 10,92<br>18,545 14,59      |  | 20,812<br>5,900           | 18,112<br>5,300           |                                    |                          |                          |
|   | South Dak                    | ota                     |                         |                       | ,                                 |  |                           |                           |                                    |                          |                          |
|   | Marshall                     | 1,900                   | 1,600                   | FLORE                 | NCE, S.C.                         | South Car<br>Chesterfield<br>Clarendon | 8,303<br>6,000            | 7,303<br>4,600            | FT. DO<br>IOWA                     | DGE,                     |                          |
|   | FLORE                        | NCE, A                  | ALA.                    |                       | 195,103<br>171,006<br>ration 88 % | Dillon                                 | 13,818<br>7,103<br>22,030 | 12,418<br>6,203<br>20,230 | Homes<br>TV homes<br>TV penetr     | 3                        |                          |

Kershaw

8,812

7,812

KQTV+ (N)



14,045

2,200

1,100

1,400

1,900 3,500 2,300

| I MAK                        | ME 13                      | continue       | a                            |                 |                |                                 |                        |                  |                                  |                         |                            |                        |                  |                         |
|------------------------------|----------------------------|----------------|------------------------------|-----------------|----------------|---------------------------------|------------------------|------------------|----------------------------------|-------------------------|----------------------------|------------------------|------------------|-------------------------|
| FT. DODGE, IOW               | /A continu                 | ed             | FRESNO                       | D. CAI          | LIF.           | Eaton                           | 14,936                 | 14,636           | Waupaca                          | 10,406                  | 10,106                     | Haywood                | 11,927           | 10,72                   |
| COUNTIES                     | HOMES                      | TV HOMES       | Homes                        | 236             | 5,400          | Hillsdale                       | 10,309                 | 9,809            | Waushara                         | 4,100                   | 3,900                      | Henderson              | 11,836           | 10,73                   |
| lowa                         |                            |                | TV homes                     |                 | 5,600<br>92 %  | lonia<br>Kalamazoo              | 11,612<br>52,601       | 11,312<br>51,101 | Winnebago<br>Wood                | 33,081<br>17,142        | 32,481<br>16,642           | Jackson<br>Lincoln     | 4,300<br>8,118   | 3, <b>6</b> 0<br>7,71   |
| Calhoun                      | 4,800                      | 3,195          | TV penetr                    |                 |                |                                 | 113,236                | 109,436          |                                  | ,                       | 10,012                     | McDowell               | 7,715            | 7,015                   |
| Emmet                        | 4,406                      |                | KAIL-TV† KFR<br>TV† KJEO-TV† |                 |                | Montcalm<br>Muskegon            | 11,121<br>45,520       | 10,721<br>44,220 |                                  |                         |                            | Madison<br>Polk        | 4,200<br>3,406   | 3,400<br>3,006          |
| Humboldt<br>Kossuth          | 4,003<br>7,100             |                | COUNTIES                     |                 |                | Newaygo                         | 7,212                  | 6,912            | GREEN                            |                         |                            | Rutherford             | 12,915           | 12,115                  |
| Palo Alto                    | 3,900                      | 1,890          |                              | HOMES TV        | HUMES          | Oceana                          | 4,703                  | 4,403            | HIGH I                           |                         | Γ-                         | Swain                  | 1,900            | 1,500                   |
| Pocahontas<br>Webster        | 3,900<br>15,530            |                | California<br>Fresno         | 122,974         | 114,174        | Ottawa<br>St. Joseph            | 29,608<br>13,733       | 28,708<br>13,333 | WINST                            | ON-                     |                            | Transylvania<br>Yancey | 4,712<br>3,300   | 4,212<br>2,7 <b>00</b>  |
| Wright                       | 6,000                      |                | Kings                        | 15,218          | 13,818         | Van Buren                       | 15,333                 | 14,933           | SALEM                            | , N.C                   |                            |                        |                  | -,                      |
|                              |                            |                | Madera                       | 12,624          | 11,063         |                                 |                        |                  | Homes                            |                         |                            | South Car<br>Abbeville | olina<br>5,600   | E 000                   |
|                              |                            |                | Mariposa<br>Merced           | 1,900<br>29,005 | 986<br>26,805  |                                 |                        |                  | TV homes<br>TV penetr            |                         | 93 %                       | Anderson               | 30,233           | 5,0 <b>00</b><br>28,133 |
| FT. MY                       | <b>ERS</b>                 | FI A.          | Tulare                       | 54,687          | 49,784         | GREAT                           | EAI                    | ıc               | WFMY-TV (C)                      | WGHP-TV                 | (Δ)                        | Cherokee               | 9,612            | 8,912                   |
| Homes                        |                            |                |                              |                 |                | MONT.                           | FAL                    | LJ,              | WSJS-TV (N)                      | # GIII - I V            | (A)                        | Chester<br>Greenville  | 8,000<br>67,143  | 7,300<br>63,343         |
| TV homes                     |                            | 33,100         |                              |                 |                | Homes                           |                        | 85 900           | COUNTIES                         | HOMES                   | TV HOMES                   | Greenwood              | 13,624           | 12,624                  |
| TV penetr                    | ation                      | 91 %           | GLEND                        | IVE,            |                | TV homes                        | 6                      |                  | North Care                       | olina                   |                            | Laurens<br>McCormick   | 12,815<br>1,900  | 11,715<br>1, <b>600</b> |
| WINK-TV (A,                  | C)                         |                | MONT.                        |                 |                | TV penetra                      | ation                  | 92 %             | Alamance                         | 26,696                  | 25,396                     | Newberry               | 8,100            | 7,300                   |
| COUNTIES                     | HOMES                      | TV HOMES       | Homes TV homes               |                 |                | KFBB-TV (C, A                   | ) KRTV (f              | √)               | Alleghany<br>Caswell             | 2,100<br>4,500          | 1,800<br>4,000             | Oconee<br>Pickens      | 11,018<br>14,248 | 10,218<br>12,948        |
| Florida                      |                            |                | TV penetr                    |                 | 86 %           | COUNTIES                        | HOMES                  | TV HOMES         | Chatam                           | 7,412                   | 6,712                      | Spartanburg            | 46,181           | 43,181                  |
| Charlotte                    | 6,350                      |                | KXGN-TV (C)                  |                 |                | Montana                         |                        |                  | Davidson<br>Davie                | 25,211<br>5,102         | 23,511<br>4,412            | Union                  | 7,906            | 7,306                   |
| Collier<br>Lee               | 7,814<br>22,345            |                | COUNTIES                     | HOMES TV        | V HOMES        | Blaine                          | 2,300                  | 1,900            | Davie<br>Durham                  | 33,691                  | 30,981                     | York                   | 21,845           | 20,045                  |
|                              | _,                         | ,              | Montana                      | mra II          | , nomes        | Broadwater<br>Cascade           | 900<br>25,723          | 800<br>24,523    | Forsyth                          | 61,567                  | 58,067                     | Tennesse               |                  |                         |
|                              |                            |                | Dawson                       | 4,000           | 3,600          | Chouteau                        | 2,300                  | 2,100            | Guilford Inner<br>Guilford Outer | 38,477<br>40,886        | 36,577<br>38,786           | Greene<br>Jefferson    | 12,618<br>6,415  | 10,918<br>5,615         |
| FT. SM                       | ITU                        | ADK            | Fallon                       | 1,203           | 1,003          | Fergus<br>Glacier               | 4,200<br>3,306         | 3,600<br>2,906   | Lee                              | 7,824                   | 7,224                      | Unicoi                 | 4,303            | 3,703                   |
|                              | -                          |                | McCone<br>Prairie            | 1,000<br>800    | 900<br>600     | Hill                            | 6,018                  | 5,618            | Montgomery<br>Moore              | 5,309<br>10,724         | 4,809<br>9,524             | Vivoleia               |                  |                         |
| Homes TV homes               |                            |                | Wibaux                       | 400             | 300            | Judith Basin<br>Lewis and Clark | 1,000                  | 900              | Orange                           | 12,254                  | 10,854                     | Virginia<br>Lee        | 5,500            | 4,600                   |
| TV penetr                    |                            | 87%            |                              |                 |                | Liberty                         | 900                    | 8,821<br>800     | Person<br>Randolph               | 7,115<br>19,472         | 6,415<br>18,172            | Russell                | 6,606            | 5,806                   |
| KFSA-TV (C, N                | I, A)                      |                |                              |                 |                | Meagher                         | 903                    | 803              | Rockingham                       | 20,742                  | 19,442                     |                        |                  |                         |
| COUNTIES                     | HOMES                      | TV HOMES       | GRAND                        |                 |                | Phillips<br>Pondera             | 1,800<br>2,406         | 1,400<br>2,206   | Rowan<br>Stokes                  | 25,657<br>6,209         | 24,157<br>5,709            | 00==1                  |                  | _                       |
| Arkansas                     |                            |                | TION, (                      | COLO.           |                | Teton                           | 2,000                  | 1,900            | Surry                            | 14,233                  | 13,033                     | GREEN                  |                  |                         |
| Crawford                     | 7,403                      |                | Homes                        |                 |                | Toole                           | 2,403                  | 2,203            | Yadkin                           | 6,612                   | 6,012                      | WASHI<br>NEW B         |                  |                         |
| Franklin<br>Johnson          | 3,200<br>3,700             |                | TV homes TV penetr           |                 | 1,900<br>90%   |                                 |                        |                  | Virginia                         |                         |                            |                        |                  |                         |
| Logan                        | 4,600                      | 3,900          | KREX-TV (C, N                |                 |                |                                 |                        |                  | Grayson                          | 6,900                   | 6,200                      | Homes TV homes         |                  |                         |
| Polk<br>Scott                | 4, <b>0</b> 00<br>1,900    |                | (Operates satel              |                 | V Mont-        | <b>GREEN</b>                    | BAY                    | <b>,</b>         | Halifax<br>Henry                 | 10,200<br>17,981        | 9,000<br>16,581            | TV penet               |                  | 90 %                    |
| Sebastian                    | 25,024                     | 23,224         | rose, Colo., and             | KREZ-TV D       | urango,        | WIS.                            |                        |                  | Patrick                          | 4,306                   | 3,806                      | WITN (N) WNI           | BE-TV (A)        | WNCT (C)                |
| Washington                   | 20,648                     | 17,748         | Colo.)                       |                 |                | Homes                           |                        |                  | Pittsylvania                     | 30,700                  | 27,900                     | COUNTIES               | HOMES            | TV HOMES                |
| Oklahoma                     |                            |                | COUNTIES                     | HOMES T         | V HUMES        | TV homes TV penetra             |                        | 32,000<br>97%    |                                  |                         |                            | North Car              | olina            |                         |
| Haskell                      | 2,100                      |                | <b>Colorado</b><br>Delta     | 5,000           | 4,500          | •                               |                        |                  | GREEN                            | VIIIE                   | r.,                        | Beaufort               | 9,706            | 8,806                   |
| Latimer<br>Le Flore          | 2,000<br>8,700             |                | Garfield                     | 4,306           | 3,806          | WBAY-TV (C) V<br>WLUK-TV (A)    | M-KV-IV                | (N)              | SPART                            |                         |                            | Bertie<br>Carteret     | 5,500<br>8,730   | 4,700<br>8,030          |
| Pushmataha                   | 2,900                      | 2,400          | Gunnison                     | 1,600<br>100    | 1,300<br>100   | COUNTIES                        | HOMES                  | TV HOMES         | S.C                              |                         | ,,,                        | Chowan                 | 2,903            | 2,603                   |
| Sequoyah                     | 5,203                      | 4,503          | Hinsdale<br>Mesa             | 18,669          | 17,469         | Michigan                        |                        |                  | <b>ASHEV</b>                     | ILLE,                   | N.C.                       | Craven<br>Dare         | 16,760<br>1,906  | 15,660<br>1,606         |
|                              |                            |                | Mineral                      | 200             | 100            | Alger                           | 2,300                  | 2,200            | Homes                            |                         |                            | Duplin                 | 10,306           | 9,106                   |
|                              |                            |                | Montrose<br>Ouray            | 6,315<br>400    | 5,715<br>300   | Baraga                          | 1,700                  | 1,600            | TV homes                         | 47                      | 70,500                     | Edgecombe<br>Franklin  | 13,818<br>6,800  | 12,618<br>5,900         |
| FT. WA                       | YNE                        | , IND.         | Pitkin                       | 1,000           | 800            | Delta<br>Dickinson              | 9,606<br>6,90 <b>0</b> | 9,106<br>6,700   | TV penetr                        |                         | 91%                        | Greene                 | 3,700            | 3,300                   |
| Homes                        |                            |                | San Miguel                   | 1,003           | 803            | Houghton                        | 9,700                  | 9,000            | WFBC-TV (N) WSPA-TV (C)          | wlos-tv (               | (A)                        | Halifax                | 14,615           | 12,515                  |
| TV homes<br>TV penetr        |                            | 70,300<br>92 % |                              |                 |                | Iron<br>Manistee                | 4,800<br>5,703         | 4,600<br>5,503   | COUNTIES                         | HOMES                   | TV HOMES                   | Hyde<br>Johnston       | 1,200<br>16,615  | 1,000<br>15,015         |
| •                            |                            |                | CDAND                        | DADI            | De             | Marquette                       | 16,036                 | 15,536           | Georgia                          | HOWIES                  | I V HOWLS                  | Jones                  | 2,603            | 2,303                   |
| WANE-TV† (C)<br>WPTA-TV† (A) |                            | VŢ (N)         | GRAND<br>KALAM               |                 |                | Menominee                       | 6,603                  | 6,403            | Banks                            | 1,700                   | 1,400                      | Lenoir<br>Martin       | 15,451<br>6,506  | 14,151<br>5,906         |
| COUNTIES                     |                            | TV HOMES       | MICH.                        | MZUU            | ,              | Wisconsin                       |                        |                  | Elbert                           | 5,003                   | 4,603                      | Nash                   | 15,924           | 14,424                  |
| Indiana                      |                            |                |                              | 494             |                | Adams                           | 2,400                  | 2,200            | Franklin<br>Hart                 | 3,800<br>4,506          | 3,500<br>4,106             | Northampton<br>Onslow  | 6,100<br>22,064  | 5,200<br>20,964         |
| Adams                        | 6,909                      | 6,609          | Homes<br>TV homes            |                 |                | Brown<br>Calumet                | 36,523<br>6,212        | 35,923<br>6,012  | Madison                          | 2,900                   | 2,600                      | Pamlico                | 2,600            | 2,300                   |
| Allen                        | 75,334                     | 71,934         | TV penetr                    |                 | 97%            | Door                            | 6,003                  | 5,803            | Oglethorpe                       | 1,700                   | 1,400                      | Pitt                   | 18,342           | 16,842                  |
| De Kalb<br>Huntington        | 8,406<br>11,363            |                | WKZO-TV (C) \                | WOOD-TV (N      | ١)             | Florence                        | 800<br>21 730          | 800<br>20, 930   | Stephens<br>Wilkes               | 5,712<br>3, <b>0</b> 00 | 5,112<br>2,400             | Sampson<br>Tyrrell     | 12,006<br>900    | 10,606<br>800           |
| Jay                          | 6,600                      | 4,650          | WZZM-TV (A)                  |                 |                | Fond Du Lac<br>Forest           | 21,730<br>1,800        | 20,930<br>1,600  |                                  |                         | ,                          | Washington             | 3,503            | 3,103                   |
| Noble<br>Steuben             | 8,512<br>4,900             |                | COUNTIES                     | HOMES T         | V HOMES        | Green Lake                      | 4,806                  | 4,606            | Kentucky<br>Rail                 | 7 600                   | £ 100                      | Wayne<br>Wilson        | 23,093<br>15,630 | 21,093<br>14,130        |
| Wabash                       | 10,118                     |                | Indiana                      |                 |                | Kewaunee<br>Langlade            | 5,106<br>5,100         | 4,906<br>4,900   | Bell<br>Harlan                   | 7,600<br>10,700         | 6,100<br>8,500             | HIGOII                 | 10,000           | 1,,100                  |
| Wells                        | 6,406                      | 6,106          | La Grange                    | 4,706           | 4,206          | Manitowoc                       | 22,342                 | 21,942           | Knott                            | 3,600                   | 2,300                      |                        |                  |                         |
| Whitley                      | 6,206                      | 6,006          | Steuben                      | 4,900           | 4,700          | Marinette<br>Marquette          | 9,803<br>2,700         | 9,603            | Knox<br>Whitley                  | 5,900<br>6,400          | 4,20 <del>0</del><br>5,200 | GREEN                  | woo              | D,                      |
| Ohio                         |                            |                | Michigan                     |                 |                | Oconto                          | 6,700                  | 2,500<br>6,500   | •                                | •                       | 5,200                      | MISS.                  |                  |                         |
| Defiance                     | 9,418                      |                | Allegan                      | 17,039          | 16,639         | Oneida                          | 6,606                  | 6,306            | North Care                       |                         | 20 007                     | Homes                  |                  |                         |
| Mercer<br>Paulding           | 9,215<br>4,90 <del>0</del> |                | Barry<br>Branch              | 9,924<br>9,915  | 9,624<br>9,615 | Outagamie<br>Portage            | 29,284<br>10,115       | 28,784<br>9,715  | Buncombe<br>Burke                | 41,587<br>14,848        | 38,087<br>13,848           | TV homes               |                  |                         |
| Van Wert                     | 8,906                      |                | Calhoun                      | 43,705          | 42,705         | Shawano                         | 9,203                  | 8,803            | Caldwell                         | 14,242                  | 13,242                     | TV peneti              | at101)           | 68 %                    |
|                              |                            |                |                              | 11 500          | 11 100         | OI I                            | 07 0                   |                  |                                  |                         |                            |                        |                  |                         |
| Williams                     | 9,515                      |                | Cass                         | 11,536          | 11,136         | Sheboygan                       | 27,039                 | 26,439           | Cleveland                        | 18,227                  | 16,927                     | WABG-TV (C,            | A, N)            |                         |

#### HOMES TV HOMES Mississippi 8,400 Bolivar 13,300 Calhoun 4,400 3,400 1,400 Carroll 2,400 5,403 3,903 Grenada Humphreys 4,300 3,100 12,500 Leflore 8,900 Montgomery 3,700 2,600 Sunflower 10,000 6,300 Tallahatchie 5,500 3,500

3.100

2,200

Yalobusha

#### HARRISBURG-LANCASTER-LEBANON-YORK, PA.

| Homes (VHF)    | 473,600 |
|----------------|---------|
| TV homes       |         |
| (VHF)          | 448,400 |
| TV penetration | 1       |
| (VHF)          | . 95 %  |
|                |         |
| Homes (UHF)    | 227,600 |
| TV homes       |         |
| (UHF)          | 188,800 |
|                | ,       |

83 %

TV penetration (UHF)

| WGAL-TV (N) WHP-TV† (C) WLYH<br>TV† (C) WSBA-TV† (C,A) WTPA<br>(A) |       |          |  |  |  |  |
|--|-------|----------|--|--|--|--|
| COUNTIES   | HOMES | TV HOMES |  |  |  |  |

| VHF          |        |                 |  |  |  |  |  |  |
|--------------|--------|-----------------|--|--|--|--|--|--|
| Pennsylvania |        |                 |  |  |  |  |  |  |
| Adams        | 15,342 | 14,642          |  |  |  |  |  |  |
| Centre       | 21,469 | 20,169          |  |  |  |  |  |  |
| Cumberland   | 40,483 | 38,983          |  |  |  |  |  |  |
| Dauphin      | 69,877 | 67,077          |  |  |  |  |  |  |
| Franklin     | 27,384 | 25,584          |  |  |  |  |  |  |
| Huntingdon   | 11,006 | 10,306          |  |  |  |  |  |  |
| Juniata      | 4,706  | 4,306           |  |  |  |  |  |  |
| Lancaster    | 85,852 | 7 <b>9</b> ,852 |  |  |  |  |  |  |
| Lebanon      | 27,360 | 26,160          |  |  |  |  |  |  |

| Lycoming<br>Mifflin<br>Northumberland<br>Perry<br>Snyder | 7,812<br>7,215 | 32,057<br>12,418<br>28,500<br>7,412<br>6,515 |
|--|----------------|--|
| York   | 77,343         | 74,443                                       |

40,483

69,877

4,706

27,360

7,812

77,343

24,852

6,671

52,110

UHF

Pennsylvania

Cumberland

Dauphin

Juniata

Lebanon

Perry

York

## HARRISONBURG, VA.

Highland

Madison

Page

| 7,412<br>6,515<br>74,443 | Homes<br>TV homes<br>TV penet |        |          |
|--------------------------|-------------------------------|--------|----------|
|                          | WSVA-TV(C,                    | N,A)   |          |
|                          | COUNTIES                      | HOMES  | TV HOMES |
| 37,814                   | Virginia                      |        |          |
| 65,065                   | Augusta                       | 22,751 | 20,951   |
| 2,239                    | Greene                        | 1,203  | 903      |

600

2.203

4,806

500

1.903

4,606

#### HANNIBAL, MO.-QUINCY, ILL.

| Ho | nes |    |   |   |    |   |   | 155,900 |
|----|-----|----|---|---|----|---|---|---------|
| TV | hom | ıe | S |   |    |   |   | 146,400 |
| TV | pen | el | r | a | ti | 0 | n | 94 %    |

KHQA (C,A) WGEM-TV (N,A)

| COUNTIES  | HOMES  | TV HOMES |
|-----------|--------|----------|
| Illinois  |        |          |
| Adams     | 22,124 | 21,424   |
| Brown     | 2,000  | 1,900    |
| Cass      | 4,300  | 4,100    |
| Hancock   | 7,500  | 7,200    |
| Henderson | 2,600  | 2,400    |
| McDonough | 9,106  | 8,706    |
| Morgan    | 10,512 | 9,812    |
| Pike      | 6,300  | 6,000    |
| Schuyler  | 2,700  | 2,500    |
| Scott     | 1,700  | 1,700    |
| lowa      |        |          |
| Davis     | 2,800  | 2,600    |
| Lee       | 13,506 | 12,806   |
| Van Buren | 3,100  | 2.800    |

| 3,100 | 2,800   |
|-------|---|
|       |   |
| 6,506 | 6,106   |
| 8,509 | 7,909   |
| 2,800 | 2,600   |
| 2,000 | 1,800   |
| 3,600 | 3,200   |
| 5,300 | 4,900   |
| 9,703 | 9,103   |
| 3,600 | 3,300   |
| 3,700 | 3,400   |
| 5,500 | 5,000   |
| 2,300 | 2,200   |
| 7,600 | 7,000   |
| 1,500 | 1,300   |
| 2,000 | 1,800   |
|       | 6,506<br>8,509<br>2,800<br>2,000<br>3,600<br>5,300<br>9,703<br>3,600<br>3,700<br>5,500<br>2,300<br>7,600<br>1,500 |

# The state of the s

## YOU MAY NEVER SEE A 39-INCH HOUND\*

## BUT...You'll Be "Top Dog" in the 39th Market with WKZO-TV!

Already the 39th television market‡, Grand Rapids-Kalamazoo — and the Greater Michigan area covered by WKZO-TV — are also experiencing the doggonedest burst of growth ever.

WKZO-TV MARKET COVERAGE AREA • ARB '65



Just four new plants, in Kalamazoo alone, are creating 7,200 new industrial and service jobs, bringing in over 18,000 new people, and adding another \$25,000,000 in new retail sales. That's just Kalamazoo — and just part of the growth picture there!

No need to be in the doghouse in a big market that's getting bigger fast. Buy IVKZO-TV and cover the whole area shown at left. Your Avery-Knodel man has our complete pedigree for your inspection.

And if you want all the rest of upstate Michigan worth having, add WWTV/WVUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

\*Broadbridge Michael, an Irish Wolfhound, stood 39½" at the shoulder. ‡ARB's 1964 Television Markes Analysis



#### HARLINGEN-WESLACO, TEX.

3,000

2,800

| Ног | nes |    |    |   |    |    |   | 94,200 |
|-----|-----|----|----|---|----|----|---|--------|
| TV  | hon | 1e | s  |   |    |    |   | 84,000 |
| TV  | pen | e  | tr | a | ti | ia | n | 89 %   |

 $\mathsf{KGBT\text{-}TV}\ (\mathsf{C}\,,\mathsf{A})\ \mathsf{KRGV\text{-}TV}\ (\mathsf{N}\,,\mathsf{A})$ 

COUNTIES HOMES TV HOMES
Texas

Cameron 39,981 Hidalgo North 39,751 35,451 Hidalgo South 4.809 4,209 4.112 3.312 Starr 4,400 Willacy 4,000 Zapata 1,103 703

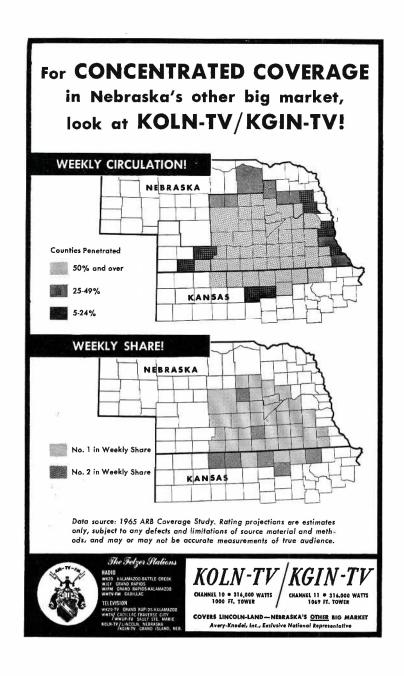
† UHF

Shelby

| HARRISONBURG,              | , VA. continu     | eď                | Mitchell<br>Norton            | 2,500<br>2,400          | 2,200           | Stone<br>Wayne                 | 2,203          | 1,803          | KTRK-TV (A)            |                  |                  | TV penetr                   | ation             | 97%             |
|----------------------------|-------------------|-------------------|-------------------------------|-------------------------|-----------------|--------------------------------|----------------|----------------|------------------------|------------------|------------------|-----------------------------|-------------------|-----------------|
| Rockingham<br>Shenandoah   | 16,839<br>7,009   | 15,539<br>6,509   | Norton<br>Phillips<br>Rawlins | 2,400<br>2,500<br>1,400 | 2,200<br>2,200  | wayne                          | 4,400          | 3,300          | COUNTIES               | HOMES            | TV HOMES         | WFBM-TV (N)<br>WLWI (A) WTT |                   | (C)             |
| Varren                     | 4,506             | 4,006             | Smith                         | 2,300                   | 1,300<br>2,100  |                                |                |                | Texas<br>Austin        | 4,300            | 3,600            | COUNTIES                    |                   | TV HOMES        |
| Vest Virgi                 | inia              |                   | Thomas                        | 2,300                   | 2,000           | HAYS,                          |                |                | Brazoria               | 25,065           | 23,665           | Illinois                    | HOMES             | , v tromile     |
| Grant                      | 2,500             | 2,000             | Nebraska                      |                         |                 | Homes<br>TV homes              |                |                | Brazos<br>Calhoun      | 13,430<br>5,230  | 12,130<br>4,630  | Edgar                       | 7,100             | 6,800           |
| łardy                      | 2,600             | 2,100             | Adams                         | 9,312                   | 8,812           | TV penetr                      |                | 91 %           | Chambers               | 3,415            | 3,215            | _                           | .,                | -,              |
| Pendleton                  | 2,000             | 1,700             | Antelope                      | 2,900<br>200            | 2,500<br>200    | KAYS-TV (C)                    |                |                | Colorado               | 5,906            | 5,006            | Indiana                     | 15 500            | 15 000          |
|                            |                   |                   | Arthur<br>Blaine              | 300                     | 200             | (Operates satel                | lite KLOE-1    | V Good-        | Fort Bend<br>Galveston | 11,842<br>47,956 | 10,742<br>44,556 | Bartholomew<br>Benton       | 15,563<br>3,203   | 15,063<br>3,103 |
| HARTF                      | 0PD               |                   | Boone                         | 2,600                   | 2,400           | land, Kan.)                    |                |                | Grimes                 | 3,500            | 2,900            | Blackford                   | 4,606             | 4,406           |
| NEW H                      |                   | 1                 | Buffalo<br>Butler             | 8,506<br>3,100          | 8,006<br>2,800  | COUNTIES                       | HOMES T        | V HOMES        | Harris                 | 434,673          | 409,673          | Boone                       | 8,615             | 8,415           |
| NEW B                      |                   |                   | Chase                         | 1,300                   | 1,200           | Colorado                       |                |                | Jackson<br>Liberty     | 4,106<br>10,127  | 3,506<br>9,027   | Brown<br>Carroll            | 2,106<br>5,203    | 2,006<br>5,103  |
| CONN.                      | KIIA              | IN,               | Clay                          | 2,900                   | 2,900           | Cheyenne                       | 700            | 600            | Matagorda              | 8,318            | 7,418            | Cass                        | 12,115            | 11,619          |
|                            |                   |                   | Custer<br>Dawson              | 4,800<br>6,303          | 4,200<br>5,903  | Kit Carson<br>Yuma             | 1,900<br>2,600 | 1,700<br>2,400 | Montgomery<br>Polk     | 8,618<br>3,700   | 7,618<br>3,000   | Clay<br>Clinton             | 7,606<br>9,506    | 7,406<br>9,206  |
| Homes (V<br>TV homes       | HF) 86            | B,500             | Deuel                         | 1,000                   | 1,000           | Tunia                          | 2,000          | 2,400          | San Jacinto            | 1,500            | 1,100            | Decatur                     | 5,906             | 5,700           |
|                            | 83                | 6,200             | Dundy                         | 1,000                   | 900             | Kansas                         |                |                | Trinity                | 2,000            | 1,600            | Delaware                    | 35,093            | 34,093          |
| TV penetr                  | ation             |                   | Fillmore<br>Franklin          | 3,100<br>1,500          | 2,900<br>1,400  | Cheyenne                       | 1,200          | 1,100          | Walker<br>Waller       | 5,403<br>3,303   | 4,303<br>2,803   | Fountain<br>Grant           | 5,906<br>23,360   | 5,706<br>22,460 |
| (VHF)                      | • • •             | 96%               | Frontier                      | 1,100                   | 1,000           | Decatur<br>Ellis               | 1,600<br>5,912 | 1,500<br>5,612 | Washington             | 6,000            | 4,700            | Greene                      | 8,100             | 7,700           |
| Homes (U                   | HF) 27            | 8,500             | Furnas                        | 2,200                   | 2,000           | Gove                           | 1,200          | 1,000          | Wharton                | 11,309           | 9,909            | Hamilton                    | 13,200            | 12,900          |
| TV homes<br>(UHF)          | 23                | 4,900             | Garden<br>Garfield            | 1,100<br>900            | 800<br>800      | Graham                         | 1,803          | 1,603          |                        |                  |                  | Hancock<br>Hendricks        | 9,630<br>13,602   | 9,330<br>13,202 |
| TV penetra                 | ation             | •                 | Gosper                        | 800                     | 700             | Greeley<br>Logan               | 600<br>1,200   | 600<br>1,100   | HUNTS                  | <b>VII</b>       | -                | Henry                       | 15,318            | 14,81           |
| (UHF)                      |                   | 84 %              | Grant                         | 300                     | 300<br>900      | Mitchell                       | 2,500          | 2,200          |                        | VILL             | <b>-</b> ,       | Howard                      | 22,975            | 22,275          |
| WHCT† WHNB                 |                   |                   | Greeley<br>Hall               | 1,100<br>12,524         | 11.824          | Ness<br>Norton                 | 1,400<br>2,400 | 1,300<br>2,200 | ALA.                   |                  |                  | Jackson<br>Jay              | 9,212<br>6,600    | 8,912<br>6,200  |
| WNHC-TV (A)                | WTIC-TV (         | ()                | Hamilton                      | 2,800                   | 2,600           | Osborne                        | 2,400          | 1,900          | Homes TV homes         |                  |                  | Jennings                    | 4,406             | 4,200           |
| COUNTIES                   | HOMES T           | V HOMES           | Harlan<br>Hayes               | 1,300<br>600            | 1,200<br>500    | Pawnee                         | 2,806          | 2,606          | TV nomes               |                  | 74 %             | Johnson                     | 14,296            | 14,096          |
| VHF                        |                   |                   | Hitchcock                     | 1,300                   | 1,200           | Phillips<br>Rawlins            | 2,500<br>1,400 | 2,200<br>1,300 | WAAY-TV† (A)           | WUNT T           | (+ (C)           | Lawrence<br>Madison         | 11,318<br>40,305  | 10,818<br>39,30 |
| Connectic                  |                   |                   | Holt                          | 4,200                   | 3,400           | Rooks                          | 3,003          | 2,803          |                        |                  | TV HOMES         | Marion                      | 227,550           | 220,850         |
| Hartford<br>Litchfield     | 228,975<br>39,629 | 220,975<br>38,029 | Howard<br>Kearney             | 1,800<br>2,100          | 1,700<br>2,000  | Rush                           | 1,700          | 1,500          | COUNTIES               | HOMES            | IV HOMES         | Miami                       | 12,136            | 11,63           |
| Middlesex                  | 28,529            | 27,429            | Keith                         | 2,506                   | 2,406           | Russell<br>Sheridan            | 3,200<br>1,200 | 2,900<br>1,100 | Alabama                | 14.140           | 10.000           | Monroe<br>Montgomery        | 17,569<br>10,115  | 16,569<br>9,819 |
| New Haven 💆                |                   | 210,338           | Knox                          | 3,900                   | 3,300           | Sherman                        | 1,900          | 1,700          | Colbert<br>Franklin    | 14,142<br>5,900  | 10,920<br>1,692  | Morgan                      | 10,848            | 10,548          |
| New London § Tolland       |                   | 56,116<br>20,129  | Lincoln<br>Logan              | 9,409<br>300            | 8,809<br>300    | Thomas                         | 2,300          | 2,000          | Lauderdale             | 18,545           | 14,594           | Owen<br>Parke               | 3,500<br>4,300    | 3,400<br>4,200  |
| Windham                    | 22,142            | 21,142            | Loup                          | 300                     | 300             | Trego<br>Wallace               | 1,500<br>400   | 1,300<br>300   | Lawrence               | 5,900<br>11,512  | 2,944<br>8,567   | Putnam                      | 6,806             | 6,506           |
| Massashuu                  |                   |                   | McPherson                     | 200                     | 200             | Wichita                        | 800            | 700            | Limestone<br>Madison   | 52,788           | 44,934           | Randolph                    | 8,806             | 8,406           |
| Massachus<br>Berkshire     | 44,478            | 40 770            | Madison<br>Merrick            | 8,312<br>2,700          | 7,512<br>2,500  | NI-6                           |                |                | Morgan                 | 18,645           | 10,843           | Rush<br>Shelby              | 5,703<br>11,124   | 5,603<br>10,82  |
| Franklin 夏賢                |                   | 42,778<br>16,118  | Nance                         | 1,600                   | 1,500           | <b>Nebraska</b><br>Dundy       | 1,000          | 900            |                        |                  |                  | Sullivan                    | 7,500             | 7,200           |
| Hampden                    | 138,423           | 133,823           | Nuckolls                      | 2,500<br>1,200          | 2,300<br>1,100  | Hitchcock                      | 1,300          | 1,200          |                        |                  | _                | Tippecanoe                  | 26,184            | 24,784          |
| Hampshire                  | 29,393            | 27,993            | Perkins<br>Phelps             | 3,403                   | 3,203           |                                | •              |                | IDAHO                  | FALI             | _5,              | Tipton<br>Vermillion        | 4,603<br>5,200    | 4,503<br>5,000  |
| New Hamp                   | shire             |                   | Pierce                        | 2,600                   | 2,500           |                                |                |                | IDAHO                  |                  |                  | Vigo                        | 34,912            | 33,617          |
| Cheshire                   | 14,627            | 13,727            | Platte<br>Polk                | 7,721<br>2,000          | 7,321<br>1,900  | HELEN                          | A, MO          | DNT.           | Homes                  |                  |                  | Wabash                      | 10,118            | 9,61            |
| Vermont                    |                   |                   | Red Willow                    | 4,503                   | 4,203           | Homes                          |                |                | TV homes TV penetr     |                  | 94 %             | Warren<br>Wayne             | . 2,500<br>23,530 | 2,300<br>22,630 |
| Bennington                 | 8,006             | 7,606             | Sherman                       | 1,500                   | 1,400           | TV homes                       |                | 8,800          | -                      |                  |                  | White                       | 6,106             | 5,90            |
| Deminigion                 | 0,000             | 7,000             | Stanton<br>Thayer             | 1,700<br>2,900          | 1,600<br>2,600  | TV penetr                      | ation          | 91 %           | KID-TV (C, A)          |                  |                  |                             |                   |                 |
| UHF                        |                   |                   | Valley                        | 2,100                   | 1,800           | KBLL-TV (C, A                  | , N)           |                | COUNTIES               | HOMES            | TV HOMES         |                             |                   |                 |
| Connectic                  |                   |                   | Webster                       | 1,700                   | 1,600           | COUNTY                         | HOMES 1        | V HOMES        | Idaho                  |                  |                  | <b>JACKS</b>                | ON, N             | /IISS           |
| Hartford<br>Middlesex      | 228,975<br>28,529 | 201,087<br>20,297 | Wheeler<br>York               | 400<br>4,500            | 300<br>4,100    | Montana                        |                |                | Bannock<br>Bingham     | 15,739<br>7,921  | 14,839<br>7,621  | Homes                       | 3!                | 58,800          |
| Tolland                    | 21,029            | 13,486            | TOTA                          | 4,300                   | 4,100           | Lewis and Clar                 | k 9,721        | 8,821          | Blaine                 | 1,400            | 1,300            | TV homes                    | 28                | 87,300          |
|                            |                   | ,                 |                               |                         |                 |                                |                |                | Bonneville             | 15,390           | 14,890           | TV penetr                   |                   | 80 %            |
|                            |                   |                   |                               |                         |                 |                                |                |                | Butte<br>Caribou       | 1,203<br>1,703   | 1,103<br>1,503   | WJTV (C, A) W               | LBT (N, A)        | ) 1 748         |
| HASTI                      |                   |                   | HATTIE                        |                         |                 | HONOL                          |                |                | Cassia                 | 4,806            | 4,606            | COUNTIES                    | HOMES             | TV HOME         |
| KEARN                      | EY, N             | IEB.              | LAURE                         | L, MI                   | SS.             | HAWAI                          | I              |                | Clark                  | 300              | 200              | Louisiana                   |                   |                 |
| Homes                      |                   |                   | Homes                         |                         |                 | Homes                          |                |                | Custer<br>Fremont      | 900<br>2,300     | 800<br>2,200     | Concordia                   | 6,327             | 5,12            |
| TV homes<br>TV penetr      |                   |                   | TV homes                      | 6                       | 6,600           | TV homes                       |                |                | Jefferson              | 3,206            | 3,106            | East Carroll<br>Franklin    | 3,400<br>6,100    | 2,70<br>5,30    |
| -                          |                   | 92 %              | TV penetr                     | ation                   | 82%             | TV penet                       |                | 89 %           | Lemhi<br>Madison       | 1,800<br>2,300   | 1,500<br>2,300   | Madison                     | 4,200             | 3,40            |
| KHAS-TV (N)'<br>(KHOL-TV o |                   |                   | WDAM-TV (N,                   | <b>A</b> )              |                 | KGMB-TV (C)                    |                | A)             | Minidoka               | 4,621            | 4,321            | Tensas                      | 2,800             | 2,20            |
| KHPL-TV Ha                 |                   |                   | COUNTIES                      | HOMES                   | TV HOMES        | KHON-TV (N)<br>(Satellites: F  |                | lilo and       | Power                  | 1,300            | 1,100            | Mississip                   | oi                |                 |
| KHQL-TV Albi               | ion, Neb., ar     |                   | Mississip                     | pi                      |                 | KMAU-TV Wa                     | iluku to K     | GMB-TV;        | Teton                  | 700              | 700              | Adams                       | 11,918            | 9,21            |
| TV Superior, N             | Neb.)             |                   | Clarke                        | 4,400                   | 3,500           | KMVI-TV Wai                    |                |                | Wyoming                |                  |                  | Amite                       | 3,600             | 2,60            |
| COUNTIES                   | HOMES .           | TV HOMES          | Covington                     | 3,400                   | 2,600           | Hilo to KHVH<br>KALA-TV Wai    |                |                | Lincoln                | 2,700            | 2,400            | Attala                      | 5,400<br>2,400    | 3,90<br>1,40    |
| Colorado                   |                   |                   | Forrest<br>Greene             | 17,036<br>2,303         | 14,936<br>1,603 |                                |                | ,              | Sublette               | 1,506            | 1,306            | Carroll<br>Choctaw          | 2,400             | 1,40            |
| Phillips                   | 1,500             | 1,400             | Jasper                        | 4,200                   | 3,400           |                                |                |                | Teton                  | 1,103            | 1,003            | Claiborne                   | 2,800             | 1,90            |
|                            | 1,000<br>2,600    | 1,000             | Jefferson Davis               |                         | 2,300           | HOUST                          | ON. T          | EX.            |                        |                  |                  | Copiah                      | 7,300             | 5,70<br>2,60    |
| Sedgwick<br>Yuma           |                   | 2,400             | Jones                         | 17,615                  | 15,515<br>3,306 |                                |                |                | INDIAN                 | LADO             | ııc              | Covington                   | 3,400<br>17,036   | 14,93           |
| Sedgwick<br>Yuma           | 2,000             |                   | lamar                         | 4 Hh                    |                 | U                              | 24             | 9 700          |                        | MAPLE            |                  | Forrest                     | 17,030            |                 |
| Yuma<br>Kansas             | ·                 |                   | Lamar<br>Marion               | 4,106<br>6,700          | 5,100           | Homes TV homes                 |                |                | INDIAN                 | IAPU             | LIS,             | Forrest                     | 17,000            | ,               |
| Yuma                       | 1,200<br>1,600    | 1,100<br>1,500    |                               |                         |                 | Homes<br>TV homes<br>TV peneti | 57             |                | IND.                   |                  |                  |                             |                   |                 |

| Franklin<br>Hinds         | 2,600           | 1,800                          | Bacon                    | 2,100            | 1,800             | JOPLIN                       | I, MC           | )               | Bates                          | 5,200                   | 4,600                   | North Caro             | lina                     |                                   |
|---------------------------|-----------------|--------------------------------|--------------------------|------------------|-------------------|------------------------------|-----------------|-----------------|--------------------------------|-------------------------|-------------------------|------------------------|--------------------------|-----------------------------------|
| Holmes                    | 59,840<br>6,500 | 53,640<br>4,400                | Brantley<br>Camden       | 1,400<br>3,012   | 1,200<br>2,812    | PITTS                        | BURG            | ,               | Benton<br>Buchanan             | 3,103<br>30,118         | 2,603<br>28,018         | Graham                 | 1,500                    | 1,300                             |
| Humphreys                 | 4,300           | 3,100                          | Charlton                 | 1,403            | 1,203             | KAN.                         |                 |                 | Caldwell                       | 2,800                   | 2,600                   | Swain                  | 1,900                    | 1,500                             |
| Issaquena<br>Jasper       | 600<br>4,200    | 400<br>3,400                   | Clinch                   | 1,803            | 1,503             | Homes                        | 10              | 67.000          | Carroll                        | 4,300                   | 3,900                   | Tennessee              |                          |                                   |
| Jefferson                 | 2,700           | 1,600                          | Coffee<br>Glynn          | 5,600<br>14,272  | 4,800<br>13,172   | TV homes                     | i <b>. 1</b> !  | 52,200          | Cass                           | 10,451                  | 9,851                   | Anderson               | 17,318                   | 15,718                            |
| Jefferson Day             |                 | 2,300                          | Jeff Davis               | 2,200            | 1,900             | TV penet                     | ration          | 91 %            | Chariton<br>Clay               | 3,800<br>31,997         | 3,300<br>30,897         | Blount                 | 16,830                   | 15,130                            |
| Jones                     | 17,615          | 15,515                         | McIntosh                 | 1,800            | 1,500             | KOAM-TV (N,                  | A) KODE-        | TV (C, A)       | Clinton                        | 4,000                   | 3,600                   | Campbell<br>Claiborne  | 6,900<br>4,300           | 5,400<br>3,200                    |
| Lauderdale<br>Lawrence    | 21,218<br>2,400 | 18,618<br>1,800                | Pierce<br>Ware           | 2,300<br>10,927  | 1,900<br>9,827    | COUNTIES                     | HOMES           | TV HOMES        | Daviess                        | 3,000                   | 2,700                   | Cocke                  | 6,709                    | 5,409                             |
| Leake                     | 4,800           | 3,900                          | Wayne                    | 5,318            | 4,818             | Arkansas                     |                 |                 | De Kalb<br>Gentry              | 2,100<br>2,600          | 1,900<br>2,300          | Cumberland             | 5,106                    | 4,006                             |
| Leflore                   | 12,500          | 8,900                          | ,                        | -,               | .,                | Benton                       | 13,106          | 11,406          | Grundy                         | 4,200                   | 3,800                   | Fentress               | 3,000                    | 2,200                             |
| Lincoln                   | 7,900           | 6,303                          |                          |                  |                   | beliton                      | 10,100          | 11, 100         | Harrison                       | 3,600                   | 3,300                   | Grainger<br>Hamblen    | 3,403<br>11,160          | 2,603<br>9,660                    |
| Madison<br>Marion         | 8,100<br>6,700  | 6,100<br>5,100                 |                          |                  |                   | Kansas                       |                 |                 | Henry                          | 6,503                   | 5,903                   | Hancock                | 1,700                    | 1,300                             |
| Montgomery                | 3,700           | 2,600                          | <b>JOHNS</b>             | TOWN             | 1-                | Allen                        | 5,300           | 4,700           | Holt<br>Jackson                | 2,200<br>219,158        | 1,900<br>205,658        | Hawkins                | 8,612                    | 7,012                             |
| Neshoba                   | 5,500           | 4,400                          | <b>ALTOO</b>             | NA, F            | PA.               | Bourbon<br>Cherokee          | 5,200<br>7,200  | 4,800<br>6,800  | Johnson                        | 9,533                   | 8,933                   | Jefferson<br>Knox      | 6,415<br>81,004          | 5, <b>61</b> 5<br>73, <b>60</b> 4 |
| Newton<br>Pike            | 5,300<br>10,606 | 4,400<br>8,106                 | Homes                    | 47               | 73.200            | Crawford                     | 13,000          | 12,100          | Lafayette                      | 8,003                   | 7,503                   | Loudon                 | 7,212                    | 6,512                             |
| Rankin                    | 8,930           | 7,530                          | TV homes                 | i 45             | 3,300             | Labette                      | 8,300           | 7,600           | Linn<br>Livingston             | 5,500<br>5,303          | 4,900<br>4,803          | McMinn                 | 10,218                   | 8,918                             |
| Scott                     | 5,903           | 4,803                          | TV peneti<br>UHF data    |                  | 96%               | Linn<br>Montgomery           | 2,500<br>14,900 | 2,300<br>13,500 | Nodaway                        | 6,400                   | 5,800                   | Monroe<br>Morgan       | 5,903<br>3,200           | 4,903<br>2,600                    |
| Sharkey<br>Simpson        | 2,500<br>5,500  | 1,800<br>4,600                 | OFF data                 | insurric         | rent              | Neosho                       | 6,100           | 5,700           | Pettis                         | 12,321                  | 11,121                  | Rhea                   | 4,503                    | 3,703                             |
| Smith                     | 3,600           | 2,800                          | WARD-TV† (C              |                  | TV (C, A)         | Wilson                       | 4,000           | 3,500           | Platte<br>Ray                  | 8,048<br>5,4 <b>00</b>  | 7,748<br>5,000          | Roane                  | 12,348                   | 10,748                            |
| Sunflower                 | 10,000          | 6,300                          | WJAC-TV (N,              | 4)               |                   | Woodson                      | 1,400           | 1,200           | St. Clair                      | 2,500                   | 2,200                   | Scott<br>Sevier        | 3,600                    | 2,600<br>5,815                    |
| Walthall<br>Warren        | 3,400<br>13,806 | 2,500<br>11,106                | COUNTIES                 | HOMES            | TV HOMES          | Missouri                     |                 |                 | Saline                         | 7,600                   | 6,900                   | Unicoi                 | 7,215<br>4,303           | 3,703                             |
| Washington                | 22,918          | 17,118                         | Maryland                 |                  |                   | Barry                        | 5,700           | 5,100           | Vernon                         | 6,000                   | 5,300                   | Union                  | 2,303                    | 1,803                             |
| Winston                   | 4,900           | 3,700                          | Garrett                  | 5,303            | 4,703             | Barton                       | 3,500           | 3,200           | Nebraska                       |                         |                         | Winedele               |                          |                                   |
| Yazoo                     | 8,300           | 6,300                          | Pennsylva                | nnia             |                   | Cedar<br>Dade                | 2,900<br>2,200  | 2,600<br>2,000  | Richardson                     | 4,200                   | 3,800                   | <b>Virginia</b><br>Lee | E E00                    | 4 000                             |
|                           |                 |                                | Armstrong                | 23,018           | 22,218            | Jasper                       | 27,212          | 25,212          |                                |                         |                         | Lee                    | 5,500                    | 4,600                             |
|                           |                 |                                | Bedford                  | 12,318           | 11,618            | Lawrence                     | 7,503           | 6,703           |                                |                         |                         | UHF                    |                          |                                   |
| <b>JACKS</b>              | ON, T           | ENN.                           | Blair                    | 40,624           | 39,224            | McDonald                     | 3,400           | 3,100           | 1/1                            |                         |                         | Tennessee              |                          |                                   |
| Homes .                   | 6               | 6.800                          | Butler<br>Cambria        | 33,790<br>56,242 | 32,890<br>54,542  | Newton<br>Vernon             | 9,715<br>6,000  | 9,115<br>5,300  | KLAM                           |                         |                         | Anderson               | 17,318                   | 5,344                             |
| TV home:                  | s <b>5</b>      | 55,600                         | Cameron                  | 2,203            | 2,203             |                              | -,              | -,              | FALLS                          | , UKE                   |                         | Blount<br>Knox         | 16,830<br>81,004         | 5,447<br>38,274                   |
| TV penet                  | ration          | 83 %                           | Centre                   | 21,469           | 20,169            | Oklahoma                     |                 |                 | Homes                          |                         |                         | Kilok                  | 01,004                   | 30,274                            |
| WDXI-TV (C,               | A)              |                                | Clarion<br>Clearfield    | 10,306<br>22,806 | 9,806<br>21,906   | Craig<br>Delaware            | 4,500<br>4,100  | 4,100<br>3,500  | TV home:<br>TV penet           |                         | 29,100<br>90 %          |                        |                          |                                   |
| COUNTIES                  | HOMES           | TV HOMES                       | Clinton                  | 11,012           | 10,512            | Ottawa                       | 9,300           | 8,700           | -                              |                         | 00,0                    |                        |                          |                                   |
| Tennesse                  | e               |                                | Elk                      | 10,618           | 10,218            |                              | •               |                 | KOTI (A,C)                     |                         |                         | LA CRO                 | 155E                     | -,                                |
| Carroll                   | 7,000           | 5,700                          | Forest<br>Fulton         | 1,100<br>3,003   | 1,100<br>2,703    | HINEA                        |                 |                 | COUNTIES                       | HOMES                   | TV HOMES                | WIS.                   |                          |                                   |
| Chester                   | 2,500           | 2,100                          | Huntingdon               | 11,006           | 10,306            | JUNEA                        |                 |                 | California                     | 3                       |                         | Homes                  |                          |                                   |
| Decatur<br>Gibson         | 2,200<br>13,903 | 1,800                          | Indiana                  | 20,709           | 19,809            | ALASK                        | H               |                 | Modoc                          | 2,500                   | 2,200                   | TV homes. TV penetra   |                          | 46,700<br>94%                     |
| Hardin                    | 5,106           | 11,803<br>3,806                | Jefferson<br>Mifflin     | 13,506<br>13,318 | 13,006<br>12,418  | No data av                   | ailable         |                 | Siskiyou                       | 11,718                  | 10,218                  | •                      |                          | 34 /6                             |
| Henderson                 | 4,800           | 3,900                          | Potter                   | 4,800            | 4,500             | KINY-TV (C, A                | , N)            |                 | Oregon                         |                         |                         | WKBT (C,A,N)           |                          |                                   |
| McNairy<br>Madison        | 5,000<br>19,018 | 4,000<br>16,418                | Somerset                 | 21,106           | 20,106            |                              |                 |                 | Klamath                        | 15,724                  | 14,724                  | COUNTIES               | HOMES                    | TV HOMES                          |
| Weakley                   | 7,300           | 6,100                          | Venango<br>Westmoreland  | 18,412           | 17,212<br>103,270 | KANSA                        | 6 617           | rv              | Lake                           | 2,303                   | 2,003                   | lowa                   |                          |                                   |
| ,                         | , ,             | -,                             | Westilloreland           | 103,370          | 103,270           |                              | 3 CII           | и,              |                                |                         |                         | Allamakee              | 4,500                    | 4,200                             |
|                           |                 |                                | West Virg                | inia             |                   | MO.                          |                 |                 |                                |                         |                         | Howard<br>Winneshiek   | 3,800<br>5,900           | 3,3 <b>0</b> 0<br>5,4 <b>0</b> 0  |
| JACKS                     | ONVII           |                                | Grant                    | 2,500            | 2,000             | Homes TV homes               |                 |                 | KNOX\                          | /ILLE.                  |                         | Williamon              | 0,500                    | 0,100                             |
| FLA.                      | OHVIL           | LE,                            | Hampshire<br>Hardy       | 3,000<br>2,600   | 2,600<br>2,100    | TV penetr                    |                 | 94 %            | TENN.                          | ŕ                       |                         | Minnesota              |                          |                                   |
|                           |                 |                                | Morgan                   | 2,503            | 2,203             | KCMO-TV (C)                  | KMDC TV         | (A)             | Homes (V                       | /HF) 30                 | 6.500                   | Fillmore<br>Houston    | 6,800<br>4,806           | 6,3 <b>00</b><br>4,4 <b>0</b> 6   |
| Homes TV homes            |                 |                                |                          |                  |                   | WDAF-TV (N)                  | KINDO-1 A       | (4)             | TV homes                       | •                       |                         | Wabasha                | 4,700                    | 4,500                             |
| TV penet                  |                 | 91 %                           |                          |                  |                   | COUNTIES                     | HOMES           | TV HOMES        | (VHF)<br>TV penetr             | <b>. 2</b> 5            | 56,600                  | Winona                 | 11,706                   | 10,706                            |
| WFGA-TV (N,               | A) WIYT (C      | . Δ.                           | IONES                    |                  |                   | Kansas                       |                 |                 | (VHF)                          |                         | 84 %                    | Wisconsin              |                          |                                   |
| COUNTIES                  |                 | TV HOMES                       | JONES                    | ROKO             | ,                 | Anderson                     | 2,600           | 2,300           | Homes (L                       |                         | 15 200                  | Adams                  | 2,400                    | 2,200                             |
|                           | HOMES           | I W HOWES                      | ARK.                     |                  |                   | Atchison                     | 6,000           | 5,700           | TV homes                       | i                       | •                       | Buffalo                | 3,900                    | 3,700                             |
| Florida<br>Alachua        | 21 591          | 10 001                         | Homes                    |                  |                   | Bourbon                      | 5,200<br>4,000  | 4,800<br>3,700  | (UHF)                          |                         | 19,100                  | Chippewa<br>Clark      | 12,112<br>8,4 <b>00</b>  | 11,712<br>7,800                   |
| Baker                     | 21,581<br>1,903 | 18,881<br>1,703                | TV homes TV penetr       |                  | 87 %              | Brown<br>Cloud               | 4,400           | 3,800           | TV penetr<br>(UHF)             |                         | 43%                     | Crawford               | 4,100                    | 3,900                             |
| Bradford                  | 3,406           | 3,106                          | -                        |                  | /-                | Doniphan                     | 2,700           | 2,400           |                                |                         |                         | Dunn                   | 7,000                    | 6,700                             |
| Clay<br>Columbia          | 6,042<br>5,909  | 5,542<br>5,2 <b>0</b> 9        | KAIT-TV                  |                  |                   | Douglas<br>Franklin          | 13,754<br>6,403 | 12,554<br>5,903 | WATE-TV (N)<br>WTVK† (A)       | MRIK-IA (               | (C)                     | Eau Claire<br>Jackson  | 17,324<br>4,3 <b>0</b> 0 | 16,624<br>4,1 <b>0</b> 0          |
| Dixie                     | 1,203           | 1.003                          | COUNTIES                 | HOMES T          | TV HOMES          | Geary                        | 8,630           | 8,130           | COUNTIES                       | HOMES                   | TV HOMES                | Juneau                 | 4,800                    | 4,400                             |
| Duval                     | 149,812         | 141,712                        | Arkansas                 |                  |                   | Jackson                      | 3,100           | 2,800           |                                | HOWES                   | TTTTOWICS               | La Crosse              | 21,530                   | 20,930                            |
| Flagler<br>Gilchrist      | 1,506<br>800    | 1,306<br>700                   | Clay<br>Craighead        | 6,300<br>14,806  | 5,500<br>13,706   | Jefferson<br>Johnson         | 3,500<br>50,851 | 3,200<br>49,651 | VHF<br>Kentucky                |                         |                         | Monroe<br>Pepin        | 8,103<br>2,100           | 7,703<br>1,900                    |
| Hamilton                  | 1,900           | 1,500                          | Fulton                   | 1,700            | 1,200             | Leavenworth                  | 13,121          | 12,421          | Bell                           | 7,600                   | 6.100                   | Rusk                   | 3,600                    | 3,400                             |
| Levy                      | 3,100           | 2,500                          | Greene                   | 7,800            | 7,000             | Linn                         | 2,500           | 2,300           | Clay                           | 4,400                   | 2,900                   | Trempealeau            | 6,703                    | 6,203                             |
| Marion<br>Nassau          | 17,081<br>5,024 | 14,881<br>4,724                | Independence<br>Jackson  | 6,400<br>6,800   | 5,600<br>6,000    | Miami<br>Nemaha              | 6,006<br>3,500  | 5,806<br>3,200  | Harlan                         | 10,700                  | 8,500                   | Vernon                 | 6,900                    | 6,600                             |
| Putnam                    | 10,545          | 9,545                          | Lawrence                 | 4,900            | 4,200             | Osage                        | 4,300           | 3,200           | Jackson<br>Knox                | 2,400<br>5,900          | 1,400<br>4,200          |                        |                          |                                   |
| St. Johns                 | 9,530           | 8,730                          | Poinsett                 | 7,800            | 7,000             | Riley                        | 11,945          | 10,745          | Laurel                         | 6,706                   | 5,106                   |                        |                          |                                   |
| Suwannee                  |                 | 3,100                          | Randolph                 | 3,600            | 3,000             | Shawnee                      | 49,095          | 46,595<br>1,700 | Leslie                         | 1,800                   | 1,000                   | LAFAYE                 | TTE,                     | ,                                 |
| Union                     | 3,800           |                                | Charn                    | 1 000            |                   |                              |                 |                 |                                |                         |                         |                        |                          |                                   |
| Union                     | 3,800<br>800    | 700                            | Sharp                    | 1,600            | 1,200             | Wabaunsee<br>Wvandotte       | 1,900<br>58,702 |                 | McCreary<br>Pulaski            | 2,500                   | 1,700<br>6,600          | IND.                   |                          |                                   |
| Union<br><b>Georgia</b>   | 800             |                                | Sharp<br><b>Missouri</b> | 1,600            | ·                 | Wyandotte                    | 58,702          | 55,802          | McCreary<br>Pulaski<br>Russell | 2,500<br>9,400<br>2,800 | 6,600<br>2,100          | IND.<br>Homes          | 3                        | 35,500                            |
| <b>Georgia</b><br>Appling | 3,200           | 7 <b>0</b> 0<br>2,7 <b>0</b> 0 | Missouri<br>Oregon       | 2,800            | 2,000             | Wyandotte<br><b>Missouri</b> | 58,702          | 55,802          | Pulaski<br>Russell<br>Wayne    | 9,400<br>2,800<br>3,700 | 6,600<br>2,100<br>2,200 | Homes<br>TV homes .    | 1                        | L5,200                            |
| Georgia                   | 800             | 700                            | Missouri                 |                  | ·                 | Wyandotte                    |                 |                 | Pulaski<br>Russell             | 9,400<br>2,800          | 6,600<br>2,100          | Homes                  | 1                        |                                   |

| LAFAYETTE, IN | D. continue  | i        | KATC (A) KLF           | /-TV (C,N        | )                | Vermilion               | 11,612          | 10,712          | Cameron                   | 1,906                    | 1,706            | Eaton              |
|---------------|--------------|----------|------------------------|------------------|------------------|-------------------------|-----------------|-----------------|---------------------------|--------------------------|------------------|--------------------|
| WFAM-TV† (    | C)           |          | COUNTIES               | HOMES            | TV HOMES         | Vernon                  | 5,200           | 4,300           | Jefferson Davis<br>Vernon | 8,515<br>5,200           | 7,615<br>4,300   | Genesee<br>Gratiot |
| COUNTIES      | HOMES        | TV HOMES | Louisiana              |                  |                  |                         |                 |                 |                           | 0,200                    | 1,000            | Hillsdale          |
| Indiana       | HOWES        | IV HOMES | Acadia<br>Allen        | 13,815<br>5,606  | 12,415<br>4,806  | LAKE                    | CHAR            | LES,            |                           |                          |                  | Ingham<br>Ionia    |
| Benton        | 3,203        | 931      | Avoyelles              | 10,306           | 9,006            | LA.                     |                 |                 | LANCIN                    | C NA                     | ICH              | Jackson            |
| Tippecanoe    | 26,184       | 12,144   | Beauregard             | 5,506            | 4,606            | Homes                   | 7               | 3.400           | LANSIN                    | G, IVI                   | ICH.             | Livingston         |
| White         | 6,106        | 2,126    | Calcasieu              | 46,700           | 43,800           | TV homes                | 6               | 6,800           | Homes                     | 37                       | 6.200            | Midland            |
|               |              |          | Cameron                | 1,906            | 1,706            | TV peneti               | ration          | 91%             | TV homes                  |                          | 6.800            | Montcalm           |
|               |              |          | Evangeline<br>Iberia   | 8,803<br>15,151  | 7,303<br>13.951  | KPLC-TV (N)             |                 |                 | TV penetra                |                          | 98 %             | Shiawassee         |
|               |              |          | Jefferson Davis        |                  | 7,615            | COUNTIES                | HOMES T         | V HOMES         | WILX-TV (N) W             | JIM-TV (C                | (, N)            |                    |
| LAFAY         | ETTE,        | LA.      | Lafayette<br>Rapides   | 25,647<br>32,293 | 23,847<br>29,893 | Louisiana               | HOWES           | Y HOWLS         | COUNTIES                  | HOMES T                  | V HOMES          | LARED              |
| Homes         | 23           | 3.100    | St. Landry             | 20.421           | 17.421           | Allen                   | 5,606           | 4.806           | Michigan                  |                          |                  |                    |
|               | 5 <b>2</b> 1 |          | St. Martin<br>St. Mary | 7,412<br>14,254  | 6,712<br>13,154  | Beauregard<br>Calcasieu | 5,506<br>46,700 | 4,606<br>43,800 | Calhoun<br>Clinton        | 43,705<br>10,72 <b>7</b> | 42,705<br>10,527 | Homes<br>TV homes  |



| Eaton      | 14,936  | 14,636  |
|------------|---------|---------|
| Genesee    | 116,904 | 114,404 |
| Gratiot    | 10,615  | 10,215  |
| Hillsdale  | 10,309  | 9,809   |
| Ingham     | 63,383  | 61,483  |
| Ionia      | 11,612  | 11,312  |
| Jackson    | 40,011  | 39,011  |
| Livingston | 11,854  | 11,654  |
| Midland    | 15,175  | 14,875  |
| Montcalm   | 11,121  | 10,721  |
| Shiawassee | 15,830  | 15,430  |

#### LAREDO, TEX.

| Ho | nes |    |    |   |    |    |   | 17,500 |
|----|-----|----|----|---|----|----|---|--------|
|    |     |    |    |   |    |    |   | 15,100 |
| TV | pen | e' | tr | a | ti | io | n | 86 %   |

KGNS-TV (C,N,A)

| COUNTIES | HOMES  | TV HOMES |
|----------|--------|----------|
| Texas    |        |          |
| Webb     | 16,433 | 14,433   |
| Zanata   | 1.103  | 703      |

## LAS VEGAS, NEV.

| Ho | mes |    |    |   |    |   |   | 94,200 |
|----|-----|----|----|---|----|---|---|--------|
| TV | hon | ıe | S  |   |    |   |   | 89,200 |
| ΤV | pen | et | tr | а | ti | o | n | 95 %   |

KLAS-TV (C) KORK-TV (N)

| KSHO-TV (A)                            |                     |                     |
|--|---------------------|---------------------|
| COUNTIES                               | HOMES               | TV HOMES            |
| <b>Arizona</b><br>Mohave               | 3,500               | 3,100               |
| <b>Nevada</b><br>Clark<br>Lincoln      | 85,696<br>400       | 81,796<br>400       |
| Utah<br>Garfield<br>Kane<br>Washington | 800<br>803<br>3.006 | 700<br>603<br>2,606 |

#### LEXINGTON, KY.

Homes . . . . . 157,500 TV homes . . . . 109,600 TV penetration 70 %

WKYT† (A,C) WLEX-TV† (N,C)

| COUNTIES   | HOMES  | TV HOMES       |
|------------|--------|----------------|
| Kentucky   |        |                |
| Anderson   | 2,800  | 1,900          |
| Bath       | 2,600  | 1,330          |
| Bourbon    | 5,806  | 3,354          |
| Boyle      | 6,309  | 5,193          |
| Breathitt  | 3,100  | 816            |
| Casey      | 3,500  | 1,550          |
| Clark      | 7,012  | 5,794          |
| Estill     | 3,200  | 2,000          |
| Fayette    | 44,804 | 40,404         |
| Franklin   | 9,521  | 5,879          |
| Garrard    | 2,800  | 2,300          |
| Jackson    | 2,400  | 448            |
| Jessamine  | 4,106  | 3, <b>2</b> 06 |
| Lee        | 1,700  | 630            |
| Lincoln    | 4,400  | 3,264          |
| Madison    | 9,918  | 7,718          |
| Mercer     | 4,803  | 3,202          |
| Montgomery | 4,306  | 3,110          |
| Nicholas   | 1,900  | 930            |
| Owsley     | 1,100  | 380            |
| Powell     | 1,803  | 1,103          |
| Pulaski    | 9,400  | 4,884          |
|            |        |                |
|            |        |                |

† UHF

| Rockcastle | 3,100 | 1,880 |
|------------|-------|-------|
| Rowan      | 3,403 | 1,027 |
| Scott      | 4,803 | 3,405 |
| Wayne      | 3,700 | 616   |
| Wolfe      | 1,400 | 450   |
| Woodford   | 3.806 | 2.821 |

#### LIMA, OHIO

| Hoi | nes |    |    |   |    |   |   | 51,200 |
|-----|-----|----|----|---|----|---|---|--------|
|     |     |    |    |   |    |   |   | 42,200 |
| TV  | pen | et | tr | a | ti | 0 | n | 82 %   |

WIMA-TV† (A, N)

COUNTIES

| Ohio     |        |        |
|----------|--------|--------|
| Allen    | 32,569 | 29,706 |
| Auglaize | 11,018 | 6,477  |
| Putnam   | 7,606  | 5,991  |

HOMES TV HOMES

### Homes . . . . . . 315,700 TV homes . . . . 280,600 TV penetration 89 % KARK-TV (N) KATV (A) KTHV (C)

COUNTIES

Valley

Webster

Wheeler

ARK.

York

| MINGIISAS |       |      |
|-----------|-------|------|
| Arkansas  | 7,603 | 6,90 |
|           |       |      |

HOMES TV HOMES

2,100 1,700 400

4,500

LITTLE ROCK,

1,800 1,600 300

4,100

| 00  | Boone        | 6,006  | 5,206  | Izard      | 1,800  | 1,300  |
|-----|--------------|--------|--------|------------|--------|--------|
| 00  | Bradley      | 4,300  | 3,700  | Jackson    | 6,800  | 6,000  |
| 00  | Calhoun      | 1,800  | 1,500  | Jefferson  | 26,324 | 23,624 |
| .00 | Clark        | 6,400  | 5,600  | Johnson    | 3,700  | 3,100  |
|     | Cleburne     | 2,600  | 2,200  | Lincoln    | 3,300  | 2,800  |
|     | Cleveland    | 1,700  | 1,400  | Logan      | 4,600  | 3,900  |
|     | Conway       | 4,500  | 4,000  | Lonoke     | 7,200  | 6,600  |
|     | Crawford     | 7,403  | 6,403  | Marion     | 1,600  | 1,400  |
|     | Dallas       | 3,000  | 2,600  | Monroe     | 4,900  | 3,900  |
| 0   | Desha        | 5,700  | 4,800  | Montgomery | 1,600  | 1,300  |
| 00  | Drew         | 4,200  | 3,500  | Nevada     | 3,000  | 2,500  |
| %   | Faulkner     | 7,600  | 6,800  | Newton     | 1,300  | 1,000  |
|     | Franklin     | 3,200  | 2,700  | Ouachita   | 10,103 | 8,703  |
| (C) | Fulton       | 1,700  | 1,200  | Perry      | 1,200  | 1,100  |
| 1ES | Garland      | 18,627 | 16,627 | Pike       | 2,200  | 1,900  |
|     | Grant        | 2,600  | 2,300  | Polk       | 4,000  | 3,300  |
|     | Hot Spring   | 7,206  | 6,406  | Pope       | 6,900  | 6,100  |
| 903 | Independence | 6,400  | 5,600  | Prairie    | 2,800  | 2,400  |
|     |              |        |        |            |        |        |

#### LOS ANGELES, CALIF.

80,058 8,427

1,600

1,700

1,400 1,700

9,100 2,900

3,300

85,558 8,927

1,900

2,200

1,800 1,900 10,200 3,500

3,800

Pulaski

Saline

Scott

Searcy

White Woodruff

Stone Van Buren

Homes ....3,152,900 TV homes ...2,988,000 TV penetration 95 %

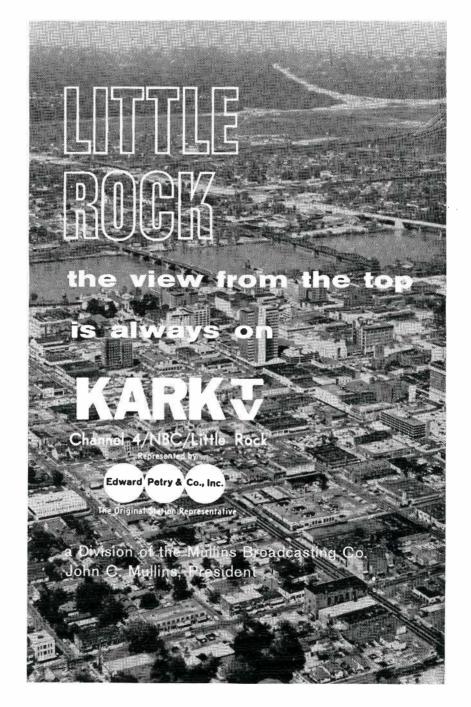
#### LINCOLN, NEB.

Homes . . . . . 231,100 TV homes . . . . 214,200 TV penetration 93 %

KOLN-TV (C) (Operates satellite KGIN-TV Grand island, Neb.)

| COUNTIES   | HOMES | TV HOMES |
|------------|-------|----------|
| Kansas     |       |          |
| Cloud      | 4,400 | 3,800    |
| Jewell     | 2,100 | 1,700    |
| Marshall   | 4,800 | 4,200    |
| Norton     | 2,400 | 2,200    |
| Phillips   | 2,500 | 2,200    |
| Republic   | 3,000 | 2,600    |
| Smith      | 2,300 | 2,100    |
| Washington | 3,100 | 2,700    |
| Mahanala   |       |          |

| Smirii     | 2,300          | 2,100          |
|------------|----------------|----------------|
| Washington | 3,100          | 2,700          |
| Nebraska   |                |                |
| Adams      | 9,312          | 8,812          |
| Antelope   | 2,900          | 2,500          |
| Blaine     | 300            | 200            |
| Boone      | 2,600          | 2,400          |
| Buffalo    | 8,506          | 8,006          |
| Butler     | 3,100          | 2,800          |
| Clay       | 2,900          | 2,900          |
| Colfax     | 3,200          | 2,900          |
| Custer     | 4,800          | 4,200          |
| Dawson     | 6,303          | 5,903          |
| Fillmore   | 3,100          | 2,900          |
| Franklin   | 1,500          | 1,400          |
| Furnas     | 2,200          | 2,000          |
| Gage       | 8,300          | 7,700          |
| Garfield   | 900            | 800            |
| Gosper     | 800            | 700            |
| Greeley    | 1,100          | 900            |
| Hall       | 12,524         | 11,824         |
| Hamilton   | 2,800          | 2,600          |
| Harlan     | 1,300          | 1,200          |
| Howard     | 1,800          | 1,700          |
| Jefferson  | 3,600          | 3,300          |
| Johnson    | 1,900          | 1,800          |
| Kearney    | 2,100          | 2,000          |
| Lancaster  | 55,204         | 52,504         |
| Loup       | 300            | 300            |
| Madison    | 8,312          | 7,512          |
| Merrick    | 2,700          | 2,500          |
| Nance      | 1,600          | 1,500          |
| Nuckolls   | 2,500          | 1,500<br>2,300 |
| Pawnee     | 1,400          | 1,300          |
| Phelps     | 3,403<br>7,721 | 3,203          |
| Platte     | 7,721          | 7,321          |
| Polk       | 2,000          | 1,900          |
| Red Willow | 4,503          | 4,203          |
| Saline     | 4,200          | 4,000          |
| Saunders   | 5,703          | 5,403          |
| Seward     | 4,300          | 3,900          |
| Sherman    | 1,500          | 1,400          |
| Stanton    | 1,500<br>1,700 | 1,600          |
| Thayer     | 2,900          | 2,600          |
|            |                |                |



|                               |                           | continue         |                              |                 |                 |                        |                  |   |                              |                            |                       |                  |                 |
|-------------------------------|---------------------------|------------------|------------------------------|-----------------|-----------------|------------------------|------------------|---|------------------------------|----------------------------|-----------------------|------------------|-----------------|
| LOS ANGELES, (                | CALIF. cont               | inued            | Shelby<br>Spencer            | 5,806<br>1,600  | 5,206<br>1,400  | Dodge<br>Dooly         | 4,300<br>2,700   | 3,700<br>2,300                          | New Hampshi<br>Belknap 9     | i <b>re</b><br>.309 9.009  | Wisconsin<br>Florence | 800              | 800             |
| UHF data                      | insuffi                   | cient            | Taylor                       | 5,312           | 4,312           | Houston                | 13,132           | 12,332                                  | Cheshire 14                  | ,627 13,727                | Vilas                 | 3,003            | 2,803           |
| KABC-TV (A)                   |                           |                  | Trimble<br>Washington        | 1,400<br>2,800  | 1,300<br>2,500  | Johnson<br>Jones       | 2,000<br>2,306   | 1,700<br>2,006                          |                              | ,120 57,420                |                       | •                | ,               |
| KPOL-TV† KN                   |                           | (NBC (N)         | Woodford                     | 3,806           | 3,206           | Laurens                | 8,906            | 7,606                                   |                              | ,330 20,430<br>,341 33,241 |                       |                  |                 |
| KNXT (C) KTI                  |                           |                  | UHF                          |                 |                 | Monroe                 | 2,700            | 2,400                                   | Strafford 19                 | ,242 18,542                | MAYAG                 | UEZ.             | P.R.            |
| COUNTIES                      |                           | TV HOMES         | Indiana                      |                 |                 | Montgomery<br>Peach    | 1,300<br>4,006   | 1,000<br>3,606                          | Sullivan 9                   | ,209 8,509                 | No data av            | -                |                 |
| California                    |                           | 17 700           | Clark                        | 19,272          | 11,886          | Pulaski                | 2,200            | 1,900                                   | Vermont                      |                            |                       | anapie           | ·               |
| Imperial<br>Inyo              | 20,430<br>4,106           | 17,730<br>3,306  | Floyd                        | 16,233          | 8,810           | Putnam                 | 1,900            | 1,700                                   |                              | ,606 8,606                 | WORA-TV               |                  |                 |
| Kern East                     | 14,106                    | 13,206           | Kentucky                     |                 |                 | Taylor<br>Telfair      | 2,100<br>2,900   | 1,800<br>2,300                          |                              |                            |                       |                  |                 |
| Los<br>Angolog                | 343 603                   | 2 221 402        | Jefferson                    | 191,872         | 117,502         | Treutlen               | 1,500            | 1,200                                   |                              |                            |                       |                  |                 |
| Angeles 2<br>Orange North     |                           | 261,796          | Meade                        | 6,366           | 1,909           | Twiggs<br>Washington   | 1,800<br>4,700   | 1,500<br>3,800                          | MANKAT                       | D.                         | MEDFO                 | RD,              | ORE.            |
| Orange South                  | 62,500                    | 60,400           |                              |                 |                 | Wheeler                | 1,100            | 900                                     | MINN.                        | -,                         | Homes                 |                  |                 |
| Riverside West<br>San Bernar- | 118,675                   | 110,175          |                              |                 |                 | Wilcox                 | 1,800            | 1,500                                   | Homes                        | 123,200                    | TV homes TV penetr    |                  | 58,500<br>92 %  |
| dino West                     | 187,300                   | 175,900          | LUBBO                        | CK. 1           | ΓΕΧ.            | Wilkinson              | 2,400            | 2,100                                   | TV homes                     |                            | •                     |                  | •               |
| Santa Bar-                    | .0.001                    |                  | Homes                        |                 |                 |                        |                  |   | TV penetration               | on <b>91</b> %             | KMED-TV (N,           |                  |                 |
| bara South<br>Ventura         | 42,2 <b>6</b> 1<br>88,934 | 39,161<br>84,834 | TV homes                     | i <b>. 1</b> :  |                 | MADIS                  | ON, 1            | NIS.                                    | KEYC-TV (C)                  |                            | COUNTIES              | HOMES            | TV HOMES        |
| Tontara                       | 00,001                    | 01,504           | TV penet                     | ration          | 94 %            | Homes (V               |                  | 16,200                                  | COUNTIES HO                  | MES TV HOMES               | California            |                  |                 |
|                               |                           |                  | KCBD-TV (N)                  | KLBK-TV         | (C, A)          | TV homes               |                  | e eoo                                   | lowa                         |                            | Siskiyou              | 11,718           | 10,218          |
|                               |                           |                  | COUNTIES                     | HOMES           | TV HOMES        | TV penetr              | 23<br>ation      | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |                              | ,000 3,600                 | Oregon                |                  |                 |
| LOUIS\                        | /ILLE                     | , KY.            | New Mexi                     | co              |                 | (VHF)                  |                  | 96%                                     |                              | ,406 3,906                 | Jackson               | 26,081           | 24,381          |
| Homes (V                      | HF) 4                     | 34,500           | Lea North                    | 5,036           | 4,736           | Homes (L               | JHF) 16          | 6,900                                   |                              | ,100 6,800<br>,900 3,500   | Josephine<br>Klamath  | 10,318           | 9,218           |
| TV homes                      |                           | •                | Ta                           |                 |                 | TV homes               |                  |   |                              | , 0,000                    | Klamath               | 15,724           | 14,724          |
| (VHF)                         |                           | 99,800           | Texas<br>Bailey              | 3,009           | 2,809           | (UHF) TV penetr        |                  | 34,000                                  | Minnesota                    | 007 14 00-                 |                       |                  |                 |
| (VHF)                         |                           | 92 %             | Borden                       | 300             | 300             | (UHF)                  |                  | 80 %                                    |                              | ,227 12,227<br>,209 7,409  |                       |                  |                 |
| Homes (U                      | HF) 2:                    | 33.700           | Cochran                      | 1,803           | 1,603           | WISC-TV (C)            | w KOW-TV+        | (A)                                     |                              | ,806 3,906                 | MEMP                  | 115,             |                 |
| TV homes                      |                           | ľ                | Crosby<br>Dawson             | 3,003<br>5,606  | 2,803<br>5,106  | WMTV† (N)              |                  | (**)                                    |                              | ,806 6,406                 | TENN.                 |                  |                 |
| (UHF) TV penetr               |                           | 40,100           | Dickens                      | 1,100           | 1,000           | COUNTIES               | HOMES            | TV HOMES                                |                              | ,200 3,800<br>,806 5,406   | Homes<br>TV homes     |                  |                 |
| (UHF)                         |                           | 60 %             | Floyd                        | 3,906           | 3,706           | VHF                    |                  |   | Lyon 6                       | ,303 5,603                 | TV penetr             |                  | 84 %            |
|                               |                           |                  | Gaines<br>Garza              | 3,918<br>1,903  | 3,718<br>1,803  | Yllinois               |                  |   |                              | ,312 7,712<br>,700 3,500   | WHBQ-TV (A)           |                  |                 |
| WAVE-TV (N)                   |                           | (C)              | Hale                         | 12,042          | 11,142          | Io Daviess             | 6,403            | 6,003                                   |                              | ,709 5,309                 | WREC-TV (C)           | WINCE (II)       | ,               |
| WLKY-TV† (A)                  |                           |                  | Hockley<br>Kent              | 6,706<br>400    | 6,406<br>400    | Stephenson             | 14,924           | 14,324                                  |                              | ,606 6,306                 | COUNTIES              | HOMES            | TV HOMES        |
| COUNTIES                      | HOMES                     | TV HOMES         | Lamb                         | 7,012           | 6,512           | Wisconsin              | 1                |   |                              | ,203 5,303<br>,203 5,603   | Arkansas              |                  |                 |
| VHF                           |                           |                  | Lubbock                      | 54,036          | 51,136          | Adams                  | 2,400            | 2,200                                   |                              | ,506 4,206                 | Clay                  | 6,300            | 5,500           |
| Indiana<br>Clark              | 10 272                    | 10 570           | Lynn<br>Motley               | 3,200<br>600    | 2;900<br>500    | Columbia<br>Crawford   | 11,115<br>4,100  | 10,615<br>3,900                         |                              | ,906 4,606                 | Craighead             | 14,806           | 13,706          |
| Crawford                      | 19,272<br>2,300           | 18,572<br>2,100  | Scurry                       | 5,500           | 5,100           | Dane                   | 71,224           | 68,024                                  | Watonwan 4 Yellow Medicine 4 | ,103 3,703<br>,200 3,500   | Crittenden<br>Cross   | 13,400<br>5,000  | 11,400<br>4,400 |
| Daviess                       | 7,403                     | 7,003            | Terry                        | 5,218           | 4,818           | Dodge                  | 18,327           | 17,627                                  | 1011011 11704101110          | ,                          | Greene                | 7,800            | 7,000           |
| Dubois<br>Floyd               | 7,415<br>16,233           | 6,915<br>15,733  | Yoakum                       | 2,930           | 2,830           | Grant<br>Green         | 12,709<br>7,906  | 11,909<br>7,606                         |                              |                            | Jackson               | 6,800            | 6,000           |
| Harrison                      | 5,506                     | 5,206            |                              |                 |                 | Green Lake             | 4,806            | 4,606                                   | MARION,                      | IND                        | Lawrence<br>Lee       | 4,900<br>5,500   | 4,200<br>4,400  |
| Jackson                       | 9,212                     | 8,912            |                              |                 | v               | lowa                   | 5,300            | 5,000                                   |                              |                            | Mississippi           | 19,000           | 16,900          |
| Jefferson<br>Jennings         | 6,615<br>4,406            | 6,315<br>4,206   | LUFKIN                       |                 |                 | Jefferson<br>Juneau    | 15,633<br>4,800  | 15,133<br>4,400                         | Homes<br>TV homes            |                            | Phillips              | 13,000<br>7,800  | 10,600          |
| Lawrence                      | 11,318                    | 10,818           | Homes TV homes               |                 |                 | Lafayette              | 4,900            | 4,700                                   | TV penetration               |                            | Poinsett<br>Randolph  | 3,600            | 7,000<br>3,000  |
| Martin                        | 2,800                     | 2,600            | TV peneti                    |                 |                 | Marquette              | 2,700<br>8,103   | 2,500<br>7,703                          | WTAF-TV†                     |                            | St. Francis           | 8,800            | 7,400           |
| Orange<br>Perry               | 4,703<br>4,600            | 4,503<br>4,300   | KTRE-TV (N,                  |                 |                 | Monroe<br>Richland     | 4,600            | 4,400                                   |                              | MES TV HOMES               | Sharp                 | 1,600            | 1,200           |
| Scott                         | 4,515                     | 4,215            |                              |                 | TV HOMES        | Rock                   | 36,205           | 35,305                                  | Indiana                      |                            | Mississipp            | i                |                 |
| Washington                    | 5,306                     | 5,006            | COUNTIES                     | HUMES           | IN HOMES        | Sauk                   | 10,000           | 9,500                                   |                              | ,360 15,048                | Alcorn                | 7,800            | 6,200           |
| Kentucky                      |                           |                  | <b>Texas</b><br>Angelina     | 13,124          | 11,924          | UHF                    |                  |   | druit 29                     | 10,010                     | Benton<br>Bolivar     | 1,900<br>13,300  | 1,400<br>8,400  |
| Adair                         | 3,800                     | 2,700            | Cherokee                     | 9,100           | 7,800           | Wisconsin              |                  |   |                              |                            | Calhoun               | 4,400            | 3,400           |
| Anderson<br>Boyle             | 2,800<br>6,309            | 2,500<br>5,409   | Houston                      | 5,100           | 4,100           | Columbia<br>Dane       | 11,115<br>71,224 | 8,386<br>65,303                         | MARQUE"                      | TTE                        | Coahoma               | 12,600           | 8,700           |
| Breckinridge                  | 4,300                     | 3,600            | Nacogdoches<br>San Augustine | 8,400<br>1,900  | 7,000<br>1,500  | Green                  | 7,906            | 7,150                                   | MICH.                        | : I E,                     | De Soto<br>Grenada    | 6,100<br>5,403   | 4,500<br>3,903  |
| Bullitt                       | 4,921                     | 4,521            | Trinity                      | 2,000           | 1,600           | lowa                   | 5,300            | 4,300                                   |                              |                            | Lafayette             | 5,400            | 4,300           |
| Casey<br>Franklin             | 3,500<br>9,521            | 2,500<br>8,521   |                              |                 |                 | Jefferson<br>Lafayette | 15,633<br>4,900  | 5,448<br>3,196                          | Homes TV homes               |                            | Lee<br>Leflore        | 13,118<br>12,500 | 10,918<br>8,900 |
| Grayson                       | 4,600                     | 3,600            |                              |                 |                 | Richland               | 4,600            | 3,432                                   | TV penetration               |                            | Marshall              | 5,700            | 4,300           |
| Green<br>Hancock              | 3,503<br>1,500            | 2,803<br>1,200   | MACO                         | N, GA           | ١.              | Rock                   | 36,205<br>10,000 | 28,950<br>7,790                         | WLUC-TV (C, N, A)            |                            | Panola                | 7,500            | 5,900           |
| Hardin                        | 15,754                    | 14,354           | Homes                        | •               |                 | Sauk                   | 10,000           | 7,790                                   |                              | MES TV HOMES               | Pontotoc<br>Prentiss  | 5,000<br>5,200   | 4,000<br>4,200  |
| Hart                          | 4,200                     | 3,600            | TV homes                     | i <b>1</b> 1    | 14,300          |                        | .====            |   | Michigan                     |                            | Quitman               | 4,700            | 3,400           |
| Henry<br>Jefferson            | 3,500<br>191,872          | 3,000<br>180,772 | TV peneti                    |                 | 89 %            | MANCE                  | 1ESTE            | ER,                                     | _                            | 300 2,200                  | Sunflower             | 10,000           | 6,300           |
| Jessamine                     | 4,106                     | 3,206            | WMAZ-TV (C,                  | N,A)            |                 | N.H.                   |                  |   | Baraga 1                     | 700 1,600                  | Tallahatchie<br>Tate  | 5,500<br>4,600   | 3,500<br>3,500  |
| Larue<br>Marion               | 3,403<br>4,100            | 2,903<br>3,700   | COUNTIES                     | HOMES           | TV HOMES        | Homes                  |                  |   |                              | 606 9,106                  | Tippah                | 4,200            | 3,500           |
| Meade                         | 6,366                     | 5,700<br>5,966   | Georgia                      |                 |                 | TV homes TV penetr     |                  | 9,800<br>96 %                           |                              | ,900 6,700<br>,700 9,000   | Tishomingo<br>Tunica  | 4,100<br>3,700   | 3,100<br>2,600  |
| Mercer                        | 4,803                     | 4,003            | Baldwin                      | 6,318           | 5,518           | -                      |                  | /0                                      | fron 4,                      | 800 4,600                  | Union                 | 5,700<br>5,700   | 5,000           |
| Nelson<br>Oldham              | 5,909<br>3, <b>6</b> 09   | 5,309<br>3,309   | Ben Hill<br>Bibb             | 3,800<br>45,938 | 3,100<br>42,738 | WMUR-TV (A)            |                  |   |                              | 700 600<br>600 1,500       | Yalobusha             | 3,100            | 2,200           |
| Owen                          | 2,200                     | 1,800            | Bleckley                     | 2,703           | 2,303           | COUNTIES               | HOMES            | TV HOMES                                |                              | .600 1,500<br>036 15,536   |                       |                  |                 |
| Russell                       | 2,800                     | 2,100            | Crawford                     | 1,300           | 1,000           | Maine                  | 01 0:0           | 20.0-2                                  | Ontonagon 3,                 | 103 2,803                  |                       |                  |                 |
| Scott                         | 4,803                     | 4,103            | Crisp                        | 5.106           | 4,306           | York                   | 31,242           | 30,342                                  | Schooleraft 2,               | 300 2,100                  | † UHF                 |                  |                 |

Does everything on your schedule beat Merv Griffin singing duets with Alan Sherman, playing games with Jayne Mansfield, or matching wits with Arthur Treacher? Is every hour filled with shows that top Mike Douglas playing polo in traffic with Zsa Zsa Gabor? Or swimming in a water tank with Louis Nye and live tigers?
Or have you got some weak spots?
We'll give you Merv or Mike or both, to pep up a slow morning, a dull evening or a lazy afternoon schedule. If feature films are your weakness, we'll cure that with a new bundle from Britain called the "Carry-On" series. 12 British feature films starting with the famous "Carry On Nurse"

and winding up with the just as hilarious "Carry On Venus." Tell the truth.
Is your schedule so healthy that an injection of Merv Griffin, Mike Douglas or British humor wouldn't help it? If it isn't, call us. You'll be rewarded for your honesty.

**WBC PROGRAM SALES, INC.** 

# Are all your programs better than theirs?



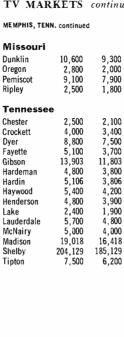




## The Features with a

The **Station** with the MGM/6 REPUTATIO





| MISS.  | ,  |  | Wise                                    |
|--|--|--|---|
| Homes TV homes   | <b>. 1</b>   | 30,500<br>03,800<br>80%                            | Dodge<br>Fond of<br>Jeffers<br>Kenosi   |
| WTOK-TV (C,  |  | TV HOMES   | Milwau<br>Ozauki<br>Racine<br>Shebo     |
| Alabama<br>Choctaw<br>Greene<br>Hale<br>Marengo<br>Perry<br>Sumter | 4,300<br>2,900<br>4,600<br>6,500<br>3,800<br>4,500 | 3,000<br>1,700<br>3,100<br>4,500<br>2,500<br>3,100 | Walwo<br>Washir<br>Wauke<br>UHF<br>Wisc |
| Mississip  | pi   |  | oraun.                                  |

MERIDIAN,

| Clarke     | 4,400  | 3,500  |
|------------|--------|--------|
| Forrest    | 17.036 | 14.936 |
| Jasper     | 4,200  | 3,400  |
| Jones      | 17,615 | 15,515 |
| Kemper     | 2.700  | 1.900  |
| Lauderdale | 21.218 | 18.618 |
| Neshoba    | 5.500  | 4,400  |
| Newton     | 5,300  | 4,400  |
| Noxubee    | 3,900  | 2.500  |
| Oktibbeha  | 6,806  | 4.906  |
| Scott      | 5,903  | 4,803  |
| Wayne      | 4,400  | 3,300  |
| Winston    | 4,900  | 3.700  |

#### MIAMI, FLA.

| TV homes     | 689,700<br>647,100<br>ation 94 % | Ca<br>Ch<br>Cr<br>Da |
|--------------|----------------------------------|----------------------|
| WCKT (N) WLB | W-TV (A) WTVJ (C)                | Do<br>Go             |
| COUNTIES     | HOMES TV HOMES                   |                      |
| Florida      |                                  |                      |

| Florida |         |         |
|---------|---------|---------|
| Broward | 147,326 | 141,626 |
| Collier | 7,814   | 6,714   |
| Dade    | 384,575 | 362,675 |
| Glades  | 903     | 703     |
| Hendry  | 2 612   | 2 212   |

| Indian River | 10,444 | 9,34   |
|--------------|--------|--------|
| Martin       | 7,099  | 6,499  |
| Monroe       | 16,165 | 13,665 |
| Okeechobee   | 2,218  | 2,018  |
| Palm Beach   | 95,534 | 87,934 |
| St. Lucie    | 14,971 | 13,671 |

#### MILWAUKEE. WIS.

| Homes (VHF)    | 596,700     |
|----------------|-------------|
| TV homes       |             |
| (VHF)          | 581.400     |
| TV penetration | ,           |
| (VHF)          | 97%         |
| (VIII)         | 32 /6       |
| Homes (UHF)    | 12,400      |
| TV homes       | •           |
| (UHF)          | 4.300       |
|                | 4,500       |
| TV penetration |             |
| (UHF)          | <b>35</b> % |
|                |             |

WISN-TV (C) WITI-TV (A) WTMJ-TV (N) WUHF-TV†

HOMES TV HOMES COUNTIES

#### VHF Wisconsin

| Dodge       | 18,327  | 17,627  |
|-------------|---------|---------|
| Fond du Lac | 21,730  | 20,930  |
| Jefferson   | 15,633  | 15,133  |
| Kenosha     | 34,038  | 33,238  |
| Milwaukee   | 340,713 | 331,813 |
| Ozaukee     | 12,381  | 12,081  |
| Racine      | 44,765  | 43,965  |
| Sheboygan   | 27,039  | 26,439  |
| Walworth    | 16,651  | 16,151  |
| Washington  | 13,954  | 13,654  |
| Waukesha    | 51,468  | 50,368  |
| UHF         |         |         |

consin 12,381 4,349

#### MINNEAPOLIS-ST. PAUL, MINN.

Homes . . . . . . 786,000 TV homes . . . 744,600 95 % TV penetration

KMSP-TV (A) KSTP-TV (N) WCCO-TV (C) WTCN-TV

| COUNTIES   | HOMES  | TV HOMES |
|------------|--------|----------|
| Minnesota  |        |          |
| Anoka      | 27,281 | 26,881   |
| Benton     | 4,606  | 4,306    |
| Blue Earth | 13,227 | 12,227   |
| Brown      | 8,209  | 7,409    |

| вентоп     | 4,000  | 4,300  |
|------------|--------|--------|
| Blue Earth | 13,227 | 12,227 |
| Brown      | 8,209  | 7,409  |
| Carver     | 6,112  | 5,912  |
| Chisago    | 4,003  | 3,803  |
| Crow Wing  | 9,706  | 8,706  |
| Dakota     | 24,062 | 23,362 |
| Dodge      | 3,706  | 3,406  |
| Goodhue    | 10,006 | 9,406  |
|            |        |        |

† UHF



#### Kids take growing up for granted.

And they should. To guard their right to grow up happy and healthy, scientists are constantly searching for the cause and cure of leukemia-the cancer that strikes down more than 2.000 children every year. In this un-ceasing quest, there is constant progress. And constant hope. New drugs. new therapy, new discoveries are now prolonging the lives of leukemia victims. relieving their pain...and bringing the day of victory closer every moment. The fight against cancer demands exhaustive research. And research demands money. The American Cancer Society

spent over \$2,000,000 last year just on research related to leukemia. Your help gives hope of victory. Send your check today to CANCER, c/o Postmaster.

AMERICAN CANCER SOCIETY



**NEW YORK** LOS ANGELES CHICAGO **PHILADELPHIA BOSTON - MANCHESTER** DETROIT **CLEVELAND** SAN FRANCISCO - OAKLAND PITTSBURGH WASHINGTON **PROVIDENCE** ST. LOUIS DALLAS - FT. WORTH CINCINNATI **BALTIMORE** MINNEAPOLIS - ST. PAUL

NEW HAVEN - HARTFORD - NEW BRITAIN INDIANAPOLIS - BLOOMINGTON MILWAUKEE KANSAS CITY CHARLOTTE, N. C.

MAY BE 19th TO SOME PEOPLE...

## **BUT** TO SMART ADVERTISERS



647,100 TV HOMES (Television Magazine April 1966)

144,666 ADDITIONAL TV HOMES (Based on Horwath & Horwath, Accountants to Florida Hotel) 791,766 TOTAL TV HOMES







INEL TEN, MIAMI, FLORIDA AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO

| MINNEAPOLIS-ST   | . PAUL, M   | INN.  | MINOT,   | N.D.   | Missoula                                     |                                  | 14,054                           | TV homes                                 |                                    |                                    | KNOE-TV (C, A                               | A) KTVE (N                         | (,A)                              |
|--|---|---|--|--|--|----------------------------------|----------------------------------|--|------------------------------------|------------------------------------|---|------------------------------------|-----------------------------------|
|  |   |   | Homes  | 41,900   | Powell                                       | 2,106                            | 1,906                            | TV penetr                                | ation                              | 89 %                               | COUNTIES                                    | HOMES                              | TV HOMES                          |
| Hennepin<br>Isanti                                       | 279,811<br>3,606                                    | 266,811<br>3,306                                    |  | 38,400   | Ravalli<br>Sanders                           | 3,800<br>2,200                   | 3,500<br>1,800                   | WALA-TV (N)<br>WKRG-TV (C)               | WEAR-TV                            | ( <b>A</b> )                       | Arkansas<br>Ashlev                          | 7,300                              | 6,300                             |
| Kanabec<br>Kandiyoni<br>Le Sueur<br>McLeod               | 2,600<br>8,512<br>5,806<br>7,312                    | 2,400<br>7,612<br>5,406<br>6,912                    | KMOT-TV (N) K<br>(KMOT-TV is sat<br>Bismarck, N. D.) | XMC-TV (C,A)<br>tellite to KFYR-TV                         | МІТСН  | ELL, S                           | .D.                              | COUNTIES  Alabama  Baldwin               | номеs<br>14,539                    | 12,939                             | Bradley<br>Calhoun<br>Chicot                | 4,300<br>1,800<br>5,500            | 3,700<br>1,500<br>4,300           |
| Martin<br>Meeker<br>Mille Lacs                           | 8,312<br>5,303<br>4,000                             | 7,712<br>4,903<br>3,700                             | COUNTIES  North Dakot Benson                         | HOMES TV HOMES <b>ta</b> 2,300 2,000                       | Homes<br>TV homes<br>TV peneti               | s <b>32</b>                      | ,600<br>,900<br>90 %             | Clarke<br>Conecuh<br>Escambia            | 6,600<br>4,100<br>9,218            | 4,800<br>2,900<br>7,418            | Desha<br>Drew<br>Ouachita<br>Union          | 5,700<br>4,200<br>10,103<br>16,906 | 4,800<br>3,500<br>8,703<br>15,106 |
| Morrison<br>Nicollet<br>Olmsted<br>Pine                  | 6,806<br>5,709<br>20,705<br>4,500                   | 6,006<br>5,309<br>19,705<br>4,000                   | Bottineau<br>Burke<br>McHenry<br>McLean              | 3,200 3,000<br>1,500 1,300<br>2,900 2,700<br>3,300 3,000   | KORN-TV (N) COUNTIES Nebraska                | HOMES TV                         | HOMES                            | Mobile<br>Monroe<br>Washington<br>Wilcox | 96,181<br>5,300<br>3,600<br>3,800  | 87,681<br>3,700<br>2,800<br>2,300  | Louisiana<br>Bienville<br>Caldwell          | 4,200<br>2,2 <b>0</b> 0            | 3,600<br>1,900                    |
| Ramsey<br>Redwood<br>Renville<br>Rice                    | 133,242<br>6,203<br>6,203<br>9,918                  | 127,642<br>5,303<br>5,603<br>9,318                  | Mercer<br>Mountrail<br>Pierce                        | 1,500 1,400<br>3,103 2,803<br>1,700 1,600                  | Boyd  South Dal                              | 1,400<br><b>kota</b>             | 1,200                            | Florida<br>Escambia<br>Okaloosa          | 55,057<br>20,424                   | 52,157<br>19,224                   | Caliborne<br>East Carroll<br>Franklin       | 4,800<br>3,400<br>6,100            | 4,100<br>2,700<br>5,300           |
| Scott<br>Sherburne<br>Sibley                             | 6,121<br>3,409<br>4,506                             | 5,921<br>3,209<br>4,206                             | Renville<br>Rolette<br>Sheridan<br>Ward              | 1,200 1,100<br>2,500 2,000<br>1,000 900<br>15,166 14,266   | Aurora<br>Beadle<br>Brule                    | 1,400<br>7,206<br>2,003          | 1,200<br>6,506<br>1,903          | Santa Rosa Mississipp                    | 8,966                              | 8,466                              | Jackson<br>Lincoln<br>Morehouse<br>Ouachita | 4,606<br>7,412<br>9,209<br>32,841  | 4,106<br>6,912<br>8,109<br>30,641 |
| Stearns<br>Steele<br>Wabasha<br>Waseca                   | 19,842<br>7,821<br>4,700<br>4,906                   | 18,242<br>7,421<br>4,500<br>4,606                   | Wells  | 2,500 2,300  | Buffalo<br>Charles Míx<br>Davison<br>Douglas | 400<br>2,900<br>5,503<br>1,300   | 300<br>2,400<br>4,903<br>1,200   | Forrest<br>George<br>Greene<br>Harrison  | 17,036<br>3,206<br>2,303<br>36,498 | 14,936<br>2,806<br>1,603<br>32,798 | Richland<br>Union<br>West Carroll           | 5,600<br>4,700<br>3,300            | 4,900<br>4,200<br>2,800           |
| Washington<br>Watonwan<br>Winona                         | 15,784<br>4,103<br>11,706                           | 15,284<br>3,703<br>10,706                           | MISSOU<br>MONT.                                      | LA,  | Gregory<br>Hanson<br>Hutchinson              | 2,100<br>1,300<br>3,600          | 1,900<br>1,200<br>3,300          | Jackson<br>Perry<br>Stone                | 18,847<br>2,400<br>2,203           | 16,747<br>1,800<br>1,803           | <b>Mississipp</b><br>Bolivar<br>Washington  | 13,300<br>22,918                   | 8,400<br>17,118                   |
| Wright<br>Yellow Medicine                                | 8,509<br>4,200                                      | 7,909<br>3,500                                      | Homes<br>TV homes<br>TV penetral                     |  | Jerauld<br>McCook<br>Sanborn<br>Tripp        | 1,200<br>2,400<br>1,300<br>2,600 | 1,100<br>2,300<br>1,100<br>2,400 |  | _,                                 | -,                                 | ##asiiiiigtoji                              | 22,310                             | 17,110                            |
| Wisconsin<br>Barron                                      | 9,703   | 9,103   | KGVO-TV (C,A,  |  | тирр   | 2,000                            | 2,400                            | MONRO                                    | DE L                               | Δ_                                 | MONTG                                       | OME                                | RY,                               |
| Burnett<br>Dunn<br>Eau Claire<br>Pepin<br>Pierce<br>Polk | 2,800<br>7,000<br>17,324<br>2,100<br>6,406<br>7,306 | 2,600<br>6,700<br>16,624<br>1,900<br>6,206<br>7,106 | <b>Montana</b><br>Flathead                           | HOMES TV HOMES<br>10,706 9,806<br>1,000 900<br>3,700 3,400 | MOBIL<br>PENSA<br>FLA.                       |                                  |                                  | EL DOF<br>ARK.<br>Homes                  | RADO                               | 0,400                              | ALA. Homes (VI TV homes (VHF) TV penetra    | 15                                 | ,                                 |

Homes . . . . . . 310,300

**SOLID PROOF! Only WSFA Television Completely Dominates Central and Southern Alabama** 

THE WSFA-TV MONTGOMERY, ALABAMA MARKET SERVES 25 COUNTIES WITH...

**165.200 Television Homes** •

\$1,073,146,000 Consumer Spendable Income

\$731,280,000 Retail Sales

\$186,029,000 Food Sales

\$23,947,000 Drug Sales

CHANNEL 12 NBC / MONTGOMERY, ALABAMA

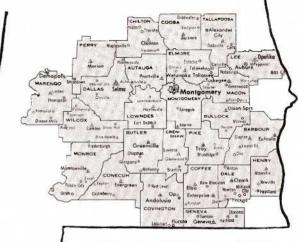
CARTER HARDWICK, JR.

Senior Vice President and Managing Director



A STATION OF COSMOS BROADCASTING CORPORATION G. RICHARD SHAFTO, PRESIDENT

Represented by Peters, Griffin, Woodward, Inc.



Figures do not include bonus of 10,450 TV Homes where WSFA-TV is on CATV systems outside of 25% Net Weekly Circulation counties.

(VHF)

Source: ARB Television Coverage/65, based on those counties with 25% or better Net Weekly Circulation.

All Market Data Information from SRDS.

St. Croix



what Twin City TV Station delivers over

## ONE MILLION MORE VIEWER HOURS

per week than its closest competitor?\*

#### \* ANSWER:

Total Weekly Hours Viewed Per Station— 1965 ARB Coverage Study

9,004,100 · WCCO TELEVISION

7,900,200 · STATION "B"

5,252,800 · STATION "C"

4,161,200 • STATION "D"

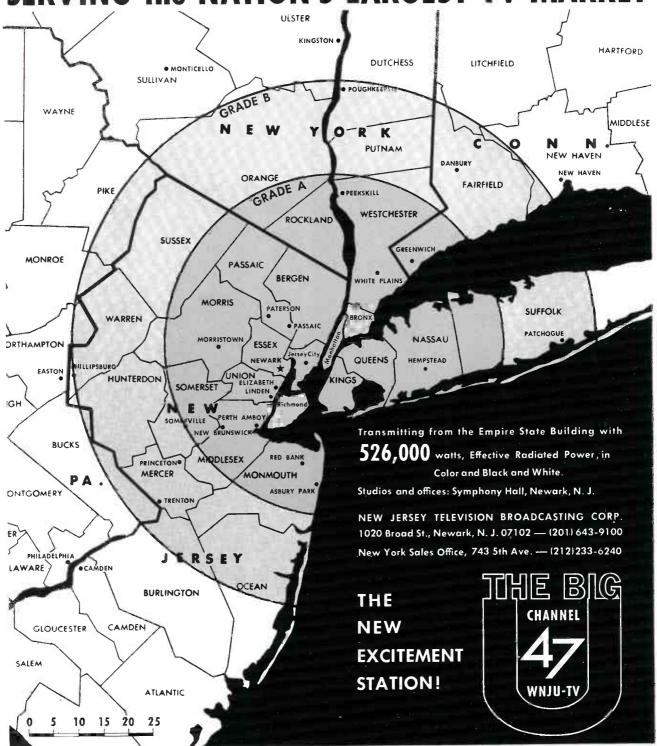
And, we always say..."Audience measurement data of all media are estimates only—subject to defects and limitations of source material and methods."

This viewer preference combined with the FIVE National News Awards, including the 1965 Radio-Television News Directors Award, indicates the professionals join Northwest viewers in recognizing WCCO Television's efforts toward excellence. YOU CAN COUNT ON WCCO TELEVISION TO BE THE DIFFERENCE



| wontgomery,<br>Homes (U              |                         |                           | Russell<br>Simpson         | 2,800<br>3,603<br>3,100    | 2,100<br>3,203<br>2,700 | Harrison<br>Lamar<br>Pearl River | 36,498<br>4,106<br>6,709 | 32,798<br>3,306<br>5,609 | Northampton<br>Pasquotank  | 6,100<br>7,206<br>2,400 | 5,200<br>6,606<br>2,200 | TV homes TV penetr         |                         | 93 %            |
|--------------------------------------|-------------------------|---------------------------|----------------------------|----------------------------|-------------------------|----------------------------------|--------------------------|--------------------------|----------------------------|-------------------------|-------------------------|----------------------------|-------------------------|-----------------|
| ΓV homes                             | nr)                     | 66,900                    | Todd<br>Trigg              | 2,600                      | 2,700                   | Pike                             | 10,606                   | 8,106                    | Perquimans<br>Tyrrell      | 900                     | 800                     | KMID-TV (N)<br>KVKM-TV (A) |                         | (C)             |
| (UHF)<br>IV penetra                  | ation                   | 51,500                    | Warren                     | 14,418                     | 12,618                  | Stone<br>Walthali                | 2,203<br>3,400           | 1,803<br>2,500           | Washington                 | 3,503                   | 3,103                   | COUNTIES                   |                         | ту номе         |
| (UHF)                                |                         | 77%                       | Tennessee                  | •                          |                         | Waltilati                        | 3,400                    | 2,300                    | Virginia                   |                         |                         | New Mexi                   |                         | TV HOME         |
| VCOV-TV† (C)                         | WKAB-                   | Γ <b>V</b> † ( <b>A</b> ) | Bedford                    | 7,206                      | 6,306<br>2,903          |                                  |                          |                          | Accomack<br>Chesapeake     | 9,500<br>149,900        | 8,200<br>141,500        | Lea North                  | 5,036                   | 4,73            |
| /SFA-TV (N)                          |                         |                           | Benton<br>Cannon           | 3,503<br>2,503             | 2,103                   | NEW Y                            | ORK,                     | N.Y.                     | Gloucester                 | 3,909                   | 3,609                   | Lea South                  | 12,905                  | 12,00           |
| DUNTIES                              | HOMES                   | TV HOMES                  | Carroll                    | 7,000                      | 5,700                   | Homes .                          | -                        |                          | Greensville                | 4,203                   | 3,703                   | Texas                      | •                       |                 |
| HF                                   |                         |                           | Cheatham<br>Clay           | 2,806<br>1,700             | 2,506<br>1,300          | TV home                          | s 5,8                    | 43,600                   | Hampton-New-<br>port News  | 64,600                  | 61,600                  | Andrews                    | 5,193                   | 4,79            |
| labama                               | 5 000                   |                           | Coffee                     | 9,336                      | 8,436                   | TV penet                         |                          | 96 %                     | Isle of Wight              | 4,909                   | 4,509                   | Brewster                   | 1,500                   | 1,20<br>1,50    |
| utauga<br>arbour                     | 5,206<br>6,000          |                           | Davidson<br>Decatur        | 132,150<br>2,200           | 123,750<br>1,800        | WABC-TV (A<br>WNBC-TV (N         |                          |                          | James City<br>Lancaster    | 4,951<br>2,906          | 4,551<br>2,606          | Crane<br>Crockett          | 1,503<br>1,203          | 1,00            |
| ulloch                               | 2,700                   | 1,900                     | De Kalb                    | 3,200                      | 2,600                   | WOR-TV WPI                       |                          | '                        | Mathews                    | 2,303                   | 2,103                   | Ector                      | 31,590                  | 29,99           |
| utler<br>hilton                      | 5,800<br>7,106          |                           | Dickson                    | 5,70 <del>6</del><br>3,000 | 5,106<br>2,200          | COUNTIES                         | HOMES                    | TV HOMES                 | Nansemond                  | 13,348<br>5,203         | 11,848<br>4,503         | Gaines<br>Glasscock        | 3,918                   | 3,71<br>30      |
| offee                                | 8,509                   | 7,009                     | Fentress<br>Franklin       | 7,406                      | 6,406                   | Connecti                         | cut                      |                          | Northampton<br>Southampton | 7,106                   | 6,306                   | Howard                     | 13,675                  | 13,07           |
| onecuh                               | 4,100<br>2,700          |                           | Giles                      | 6,100                      | 4,900                   | Fairfield                        | 217,121                  | 211,421                  | Surry                      | 1,600                   | 1,400                   | Jeff Davis<br>Loving       | 500<br>200              | 30<br>10        |
| oosa<br>ovington                     | 9,700                   |                           | Grundy<br>Henry            | 3,000<br>7,100             | 2,300<br>5,800          | Litchfield                       | 39,629                   | 38,029                   | Sussex<br>Virginia Beach   | 3,000<br>34,158         | 2,500<br>32,658         | Martin                     | 1,500                   | 1,40            |
| renshaw                              | 3,400                   |                           | Hickman                    | 3,300                      | 2,800                   | New Haven                        | 216,938                  | 210,338                  | York                       | 7,469                   | 7,069                   | Midland                    | 24,235<br>3,609         | 23,13<br>3,30   |
| ale<br>alias                         | 9,451<br>15,006         | 8,151<br>11,606           | Houston<br>Humphreys       | 1,300<br>3,606             | 1,000<br>3,206          | New Jers                         | _                        |                          |                            |                         |                         | Pecos<br>Presidio          | 1,200                   | 3,30            |
| more                                 | 8,003                   | 6,603                     | Jackson                    | 2,300                      | 1,800                   | Bergen<br>Essex                  | 273,058<br>303,186       | 269,158<br>294,186       | NODTH                      | DI A                    |                         | Reagan                     | 1,103                   | 1,10            |
| eneva<br>ee                          | 6,000<br>13,430         |                           | Lawrence                   | 8,106<br>1,903             | 6,806<br>1,603          | Hudson                           | 201,941                  | 196,341                  | NORTH                      | PLA                     | ııe,                    | Reeves<br>Terrell          | 5,630<br>700            | 5,03<br>50      |
| owndes                               | 3,000                   | 1,900                     | Lewis<br>Lincoln           | 6,700                      | 5,600                   | Hunterdon                        | 18,160                   | 17,660                   | NEB.                       | _                       |                         | Upton                      | 1,903                   | 1,70            |
| lacon<br>larengo                     | 5,700<br>6,500          | 4,300<br>4,500            | Macon                      | 3,600                      | 3,000                   | Mercer<br>Middlesex              | 85,100<br>146,071        | 82,400<br>143,471        | Homes<br>TV homes          |                         | 80,700<br>8.300         | Ward<br>Winkler            | 4,506<br>4,518          | 4,20<br>4,2     |
| ontgomery                            | 50,738                  | 44,338                    | Marshall<br>Maury          | 5,100<br>13,112            | 4,500<br>11,612         | Monmouth                         | 115,057                  | 112,457                  | TV penetr                  |                         | 92 %                    | Yoakum                     | 2,930                   | 2,83            |
| erry                                 | 3,800                   |                           | Montgomery                 | 16,366                     | 14,966                  | Morris<br>Ocean                  | 87,718<br>42,402         | 86,318<br>41,602         | KNOP-TV (N)                |                         |                         |                            |                         |                 |
| ike<br>allapoosa                     | 6,300<br>9,806          |                           | Moore<br>Overton           | 800<br>3,600               | 600<br>2,800            | Passaic                          | 140,520                  | 137,120                  | COUNTIES                   | HOMES                   | TV HOMES                |                            |                         |                 |
| /ilcox                               | 3,800                   |                           | Perry                      | 1,200                      | 1,000                   | Somerset<br>Sussex               | 47,685<br>16,984         | 46,685<br>16,384         | Colorado                   |                         |                         | OKLAH                      |                         |                 |
| JHF                                  |                         |                           | Pickett<br>Putnam          | 1,000<br>8,406             | 700<br>7,106            | Union                            | 170,684                  | 167,584                  | Sedgwick                   | 1,000                   | 1,000                   | CITY,                      |                         |                 |
| labama                               |                         |                           | Robertson                  | 8,306                      | 7,506                   | New York                         | -                        |                          | Nahwaska                   |                         |                         | Homes<br>TV homes          |                         |                 |
| utauga                               | 5,206                   |                           | Rutherford                 | 16,160<br>3,500            | 14,660<br>3,100         | Bronx                            | 477,258                  | 461,458                  | <b>Nebraska</b><br>Arthur  | 200                     | 200                     | TV penetr                  |                         | 93 %            |
| lmore<br>owndes                      | 8,003<br>3, <b>00</b> 0 |                           | Smith<br>Stewart           | 2,000                      | 1,700                   | Dutchess                         | 54,725                   | 52,425                   | Blaine                     | 300                     | 200                     | KOCO-TV (A)                | KWTV (C)                |                 |
| lontgomery                           | 50,738                  |                           | Sumner                     | 11,521                     | 10,321                  | Kings<br>Nassau                  | 866,280<br>416,101       | 833,780<br>411,101       | Custer                     | 4,800<br>6,303          | 4,200<br>5,903          | WKY-TV (N)                 |                         |                 |
|                                      |                         |                           | Trousdale<br>Van Buren     | 1,200<br>900               | 1,000<br>700            | New York                         | 676,338                  | 604,438                  | Dawson<br>Deuel            | 1,000                   | 1,000                   | COUNTIES                   | HOMES                   | ту номе         |
|                                      |                         |                           | Warren                     | 7,209                      | 6,009                   | Orange                           | 61,377                   | 58,977                   | Frontier                   | 1,100                   | 1,000                   | Oklahoma                   |                         |                 |
| MUNCI                                | E, II                   | ND.                       | Wayne<br>White             | 3,000<br>4,706             | 2,200<br>3,806          | Putnam<br>Queens                 | 11,566<br>658,752        | 11,166<br>644,252        | Garden<br>Grant            | 1,000<br>300            | 800<br>300              | Alfalfa                    | 2,500                   | 2,30            |
| nsufficier                           | ıt data                 | 1                         | Williamson                 | 7,306                      | 6,406                   | Richmond                         | 70,965                   | 69,565                   | Hooker                     | 400                     | 300                     | Beckham<br>Blaine          | 5,700<br>3,600          | 5,00<br>3,30    |
| /LBC-TV† (N,                         | A.C)                    |                           | Wilson                     | 8,812                      | 7,912                   | Rockland<br>Suffolk              | 51,388<br>242,019        | 49,888<br>236,119        | Keith<br>Lincoln           | 2,506<br>9,409          | 2,406<br>8,809          | Caddo                      | 8,500                   | 7,80            |
| ,                                    | , ,                     |                           |                            |                            |                         | Sullivan                         | 15,527                   | 14,527                   | Logan                      | 300                     | 300                     | Canadian                   | 7,800<br>14,124         | 7,40<br>12,92   |
|                                      |                         |                           |                            |                            |                         | Ulster<br>Westchester            | 42,041<br>268,506        | 39,641<br>262,706        | Loup<br>McPherson          | 300<br>200              | 300<br>200              | Carter<br>Cleveland        | 14,124                  | 13,94           |
| NASHV                                | ILLE                    | ·<br>·=                   | NEW 0                      | RLEA                       | NS.                     | Westchester                      | 200,300                  | 202,700                  | Perkins                    | 1,200                   | 1,100                   | Custer                     | 7,306                   | 6,70            |
| ΓENN.                                |                         | ,                         | LA.                        |                            | ,                       | Pennsylv                         |                          |                          | Thomas                     | 400                     | 300                     | Dewey<br>Ellis             | 1,700<br>1,500          | 1,40            |
| lomes                                | 5                       | 34,800                    | Homes                      | 48                         | 5,300                   | Monroe<br>Pike                   | 12,739<br>3,206          | 12,239<br>3,006          |                            |                         |                         | Garfield                   | 18,315                  | 17,31           |
| 'V homes                             | 4                       | 68,500                    | TV homes                   | <b>.4</b> 4                | 5,500                   | Wayne                            | 7,803                    | 7,203                    | OAK HI                     | 1 W                     | VΔ                      | Garvin<br>Grady            | 10,106<br>9,500         | 9,50<br>8,70    |
| 'V penetr                            |                         | 88 %                      | TV penetr                  |                            | 92 %                    |                                  |                          |                          |                            |                         |                         | Grant                      | 2,400                   | 2,20            |
| 'LAC-TV (C) \<br>'SM-TV (N)          | WSIX-TV                 | (A)                       | WDSU-TV (N)<br>WWL-TV (C)  | WVUE (A)                   |                         |                                  |                          | _                        | Homes TV homes             |                         |                         | Greer<br>Harmon            | 2,500<br>1,500          | 2,10<br>1,30    |
| OUNTIES                              | UOME?                   | TV HOMES                  | COUNTIES                   | HUMES                      | TV HOMES                | NEWA                             | RK, N                    | ı.J.                     | TV penetr                  |                         | 90%                     | Harper                     | 2,003                   | 1,80            |
| labama                               | HOMES                   | IN HOMES                  | Louisiana                  | HOMES                      | I T HUMES               | Insufficie                       | nt data                  |                          | WOAY-TV (C)                |                         |                         | Hughes                     | 4,700<br>18,418         | 4,40<br>17,11   |
| adison                               | 52,788                  | 45,388                    | Ascension                  | 7,821                      | 6,821                   | WNJU-TV†                         |                          |                          | COUNTIES                   | HOMES                   | TV HOMES                | Kay<br>Kingfisher          | 3,300                   | 3,20            |
|                                      | UL, 100                 | 10,300                    | Assumption                 | 4,503                      | 3,903                   |                                  |                          |                          | West Virgi                 | inia                    |                         | Kiowa                      | 4,600                   | 4,20            |
| entucky                              | 0.00-                   | 0.700                     | Jefferson<br>Lafourche     | 70,726<br>15,766           | 67,926                  |                                  |                          |                          | Braxton                    | 3,600                   | 3,000                   | Lincoln<br>Logan           | 5,800<br>5,700          | 5,50<br>5,20    |
| dair<br>Ien                          | 3,800<br>3,700          | 2,700<br>3,200            | Larourche                  | 8,036                      | 14,666<br>7,036         | NORFO                            | DLK, '                   | VA.                      | Clay<br>Fayette            | 2,300<br>13,400         | 2,000<br>12,400         | McClain                    | 3,900                   | 3,70            |
| rren                                 | 8,709                   | 7,609                     | Orleans                    | 202,372                    | 188,772                 | Homes .                          |                          |                          | Gilmer                     | 1,700                   | 1,500                   | Major<br>Murray            | 2,200<br>4, <b>6</b> 03 | 1,80            |
| utler<br>aldwell                     | 2,500<br>4,403          | 2,000<br>3,503            | Plaquemines<br>St. Bernard | 6,642<br>10,707            | 6,142<br>10,507         | TV home                          |                          |                          | Greenbrier                 | 9,600                   | 8,400                   | Noble                      | 3,400                   | 3,20            |
| aldwell<br>alloway                   | 7,009                   | 6,109                     | St. Charles                | 6,339                      | 5,939                   | TV penet                         |                          | 93%                      | Logan<br>McDowell          | 12,900<br>17,800        | 12,000<br>15,800        | Okfuskee                   | 2,900                   | 2,50            |
| nristian                             | 16,460                  | 14,560                    | St. Helena<br>St. James    | 2,100<br>4,406             | 1,700<br>3,906          | WAVY-TV (N)<br>WVEC-TV (A)       |                          | (C)                      | Nicholas                   | 6,100                   | 5,500                   | Oklahoma<br>Payne          | 169,305<br>14,206       | 160,70<br>13,00 |
| inton<br>ımberland                   | 2,100<br>1,900          | 1,600<br>1,400            | St. James<br>St. John the  | 4,400                      | 3,300                   |                                  |                          | TV POMES                 | Raleigh<br>Summers         | 23,500<br>4,600         | 21,300                  | Pontotoc                   | 10,400                  | 9,80            |
| monson                               | 2,100                   | 1,600                     | Baptist                    | 4,812                      | 4,312                   | COUNTIES                         |                          | TV HOMES                 | Summers<br>Webster         | 4,600<br>2,800          | 3,800<br>2,400          | Pottawatomie               | 14,306<br>1,200         | 13,3<br>1,0     |
| art<br>Spleine                       | 4,200                   | 3,600                     | St. Mary<br>St. Tammany    | 14,254<br>12,057           | 13,154<br>11,157        | North Car<br>Bertie              |                          | 4,700                    | Wyoming                    | 9,400                   | 8,300                   | Roger Mills<br>Seminole    | 8,500                   | 1,0<br>7,9      |
| pkins<br>gan                         | 12,206<br>6,403         | 10,306<br>5,503           | Tangipahoa                 | 16,927                     | 14,827                  | Camden                           | 5,500<br>1,503           | 1,403                    |                            |                         |                         | Washita                    | 5,700                   | 5,3             |
| cLean                                | 3,000                   | 2,600                     | Terrebonne<br>Washington   | 16,800                     | 15,500                  | Chowan                           | 2,903                    | 2,603                    | 00000                      |                         |                         | Woods<br>Woodward          | 3,600<br>4,400          | 3,30<br>3,80    |
|                                      | 2,400                   | 2,000                     | Washington                 | 13,030                     | 11,330                  | Currituck                        | 1,903                    | 1,603<br>1,606           | ODESS                      |                         |                         | ., occinata                | ., 100                  | 0,50            |
| etcalfe<br>ouroe                     |                         | 2 700                     |                            |                            |                         |                                  | 1 300                    |                          |                            |                         |                         |                            |                         |                 |
| etcalfe<br>onroe<br>uhlenberg<br>hio | 3,100<br>7,600<br>5,000 | 6,500                     | Mississipp<br>Hancock      | <b>∍i</b><br>4,512         | 3,812                   | Dare<br>Gates<br>Hertford        | 1,906<br>2,203<br>5,609  | 1,903<br>5,109           | MIDLA!                     |                         |                         |                            |                         |                 |

## **SERVING the NATION'S LARGEST TV MARKET**





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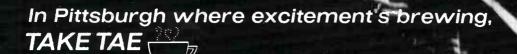
#### TAPE HOUSE 47

DIVISION OF WNJU-TV

SERVICES AND FACILITIES AVAILABLE FOR CLOSED-CIRCUIT ORIGINATIONS...INDUSTRIAL AND EDUCATIONAL APPLICATIONS.



| ОМАНА                | , NEB.                       | KTVO (C, N, A)                                | TV homes 21,500                                     | Lancaster 85,852 79,852                                  | Grant 2,500 2,000                                 |
|----------------------|------------------------------|---|---|--|---|
|                      | 342,800                      | COUNTIES HOMES TV HOMES                       | TV penetration 86 %                                 | Lehigh 72,534 70,334<br>Monroe 12,739 12,239             | Hancock 11,930 11,730<br>Harrison 21,800 20,900   |
|                      | 325,100                      | lowa  | KCND-TV (A,N)                                       | Montgomery 167,022 163,322                               | Marion 18,100 16,900                              |
| TV penetr            | ation 95 %                   | Appanoose 4,700 4,300                         | COUNTIES HOMES TV HOMES                             | Northampton 61,953 59,853                                | Marshall 11,209 10,709                            |
| KETV (A) KMT         | TV (N) WOW-TV (C)            | Davis 2,800 2,600                             | Minnesota   | Northumberland 30, 200 28,500                            | Monongalia 14,803 13,503                          |
| COUNTIES             | HOMES TV HOMES               | Decatur 2,900 2,500<br>Henry 5,303 4,803      | Kittson 2,100 1,800                                 | Philadelphia 650,620 626,320<br>Schuylkill 49,700 47,400 | Ohio 22,206 21,406<br>Preston 6,400 5,700         |
| lowa                 |                              | Henry 5,303 4,803<br>Jefferson 4,900 4,500    | Marshall 3,600 3,200                                |  | Randolph 6,200 5,500                              |
| Adams                | 2,100 1,900                  | Keokuk 4,500 4,100                            | Roseau 3,000 2,100                                  |  | Taylor 3,900 3,500                                |
| Audubon              | 3,100 3,000                  | Mahaska 7,400 6,900                           | North Dakota  | PHOENIX, ARIZ.   | Tucker 1,700 1,500                                |
| Cass                 | 5,700 5,300                  | Monroe 2,900 2,700<br>Van Buren 3,100 2,800   | Cavalier 2,700 2,100                                |  | Wetzel 5,200 4,900                                |
| Crawford<br>Fremont  | 5,300 5,000<br>2,800 2,700   | Wapello 14,303 13,503                         | Pembina 3,600 3,000                                 | Homes 346,100<br>TV homes 322,000                        |   |
| Harrison             | 5,000 4,800                  | Wayne 3,000 2,700                             | Ramsey 3,800 3,500                                  | TV penetration 93%                                       |   |
| Mills                | 3,500 3,300                  | Missouri                                      | Towner 1,400 1,300 Walsh 4,800 4,500                | KOOL-TV (C) KPHO-TV KTAR-TV                              | PONCE, P.R.                                       |
| Monona               | 3,900 3,700                  | Adair 6,506 6,106                             | ##alsii 4,000 4,000                                 | (N) KTVK (A)   | No data available                                 |
| Montgomery<br>Page   | 4,500 4,200<br>6,200 5,700   | Clark 2,800 2,600                             |   | COUNTIES HOMES TV HOMES                                  | WRIK-TV WSUR-TV                                   |
| Pottawattamie        | 26,869 25,569                | Grundy 4,200 3,800                            | PEORIA, ILL.  | Arizona  | Will IT HOOK IT                                   |
| Shelby               | 4,400 4,200                  | Knox 2,000 1,800                              |   |  |   |
| Taylor               | 2,900 2,600                  | Linn 5,500 4,900<br>Macon 5,300 4,900         | Homes   | Сосоліпо 14,011 11,411<br>Gila 8,306 7,406               | DODT! AND ME                                      |
| Missouri             |                              | Mercer 1,700 1,500                            | TV penetration 84 %                                 | Graham 4,806 4,206                                       | PORTLAND, ME                                      |
| Atchison             | 2,600 2,400                  | Putnam 2,000 1,900                            | ·   | Greenlee 3,200 3,000                                     | MT. WASHING-                                      |
|                      | •                            | Schuyler 1,500 1,300<br>Scotland 2,000 1,800  | WEEK-TV† (N) WMBD-TV† (C)<br>WTVH† (A)              | Maricopa 258,116 245,116<br>Mohave 3,500 3,100           | TON, N.H.   |
| Nebraska             | 2 000 2 222                  | Sullivan 2,600 2,300                          | (WEEK-TV† operates WEEQ-TV†                         | Navajo 10,730 8,330                                      | Homes 432,900                                     |
| Burt<br>Butler       | 3,000 2,900<br>3,100 2,800   | ,   | La Salle, III.)                                     | Pima West 4,254 4,054                                    | TV homes 414,200                                  |
| Cass                 | 5,806 5,606                  |   | COUNTIES HOMES TV HOMES                             | Pinal 19,293 71,693<br>Yavapai 10,930 9,430              | TV penetration 96%                                |
| Colfax               | 3,200 2,900                  | PANAMA CITY,                                  | Illinois  | 1αναμαι 10,550 5,450                                     | WCSH-TV (N) WGAN-TV (C)                           |
| Cuming<br>Dodge      | 3,700 3,400<br>11,733 11,233 | FLA.  | Fulton 13,300 11,684                                | California   | WMTW-TV (A)                                       |
| Douglas              | 11,733 11,233                | Homes 135,500                                 | La Salle 35,060 18,458                              | Riverside East 5,045 4,745                               | COUNTIES HOMES TV HOMES                           |
| Gage                 | 8,300 7,700                  | TV homes 120,400                              | Livingston 12,012 4,751<br>Logan 9,418 9,018        | San Bernar-  | Maine   |
| Johnson              | 1,900 1,800                  | TV penetration 89 %                           | McLean 26,645 24,682                                | dino East 2,458 2,348                                    | Androscoggin 27,139 26,139                        |
| Lancaster<br>Nemaha  | 55,204 52,504<br>2,600 2,400 | WJHG-TV (N,A)                                 | Marshall 4,103 3,903                                | New Mexico   | Cumberland 58,396 56,396<br>Franklin 5,900 5.500  |
| Otoe                 | 5,500 5,200                  |   | Mason 4,903 4,703                                   | Hidalgo 1,400 1,200                                      | Franklin 5,900 5.500<br>Kennebec 27,039 25,839    |
| Pawnee               | 1,400 1,300                  |   | Menard 3,000 2,800<br>Peoria 59,802 57,702          |  | Knox 9,303 8,703                                  |
| Platte<br>Richardson | 7,721 7,321<br>4,200 3,800   | Alabama                                       | Putnam 1,500 1,064                                  |  | Lincoln 6,006 5,706                               |
| Saline               | 4,200 4,000                  | Dale 9,451 8,151<br>Geneva 6,000 4,900        | Stark 2,300 1,562                                   | PITTSBURGH,  | Oxford 13,109 12,609<br>Sagadahoc 7,309 6,909     |
| Sarpy                | 9,899 9,699                  | Houston 15,330 13,630                         | Tazewell 32,826 31,826<br>Woodford 7,612 7,068      | PA.  | Somerset 11,703 11,103                            |
| Saunders             | 5,703 5,403                  |   | 7,012 7,000   | Homes 1,323,700  | York 31,242 30,342                                |
| Seward<br>Stanton    | 4,300 3,900<br>1,700 1,600   | Florida                                       |   | TV homes . 1,277,800                                     | New Hampshire                                     |
| Washington           | 3,903 3,803                  | Bay 21,547 20,047<br>Calhoun 1,900 1,600      | PHILADELPHIA,                                       | TV penetration 97 %                                      | Balknap 9,309 9,009                               |
|                      |                              | Franklin 2,106 1,706                          |   | KDKA-TV (C) WIIC-TV (N)                                  | Carroll 5,303 5,103                               |
|                      |                              | Gadsden 9,215 7,815                           | PA.   | WTAE (A)   | Coos 11,612 11,112                                |
|                      |                              | Gulf 3,215 2,815<br>Holmes 2,600 2,100        | Homes 2,251,200<br>TV homes 2,177,600               | COUNTIES HOMES 1V HOMES                                  | Grafton 15,009 14,009<br>Rockingham 34,341 33,241 |
| ORLAN                |                              | Jackson 9,912 8,212                           | TV penetration 97%                                  | Maryland   | Strafford 19,242 18,542                           |
| DAYTO                |                              | Leon 22,235 20,135                            | UHF data insufficient                               | Garrett 5,303 4,703                                      | Sullivan 9,209 8,509                              |
| BEACH,               | FLA.                         | Liberty 900 800<br>Okaloosa 20,424 19,224     | KYW-TV (N) WCAU-TV (C) WFIL-                        | Ohio   | New York  |
| Homes                | 360,800                      | Okaloosa 20,424 19,224<br>Wakulla 1,403 1,303 | TV (A) WIBF-TV† WKBS† WPHL†                         | Belmont 25,303 24,503                                    | Clinton 21,187 20,587                             |
|                      | 336,400                      | Walton 4,706 4,006                            | COUNTIES HOMES TV HOMES                             | Columbiana 32,545 31,645                                 | Essex 10,606 10,206                               |
| TV penetra           | ation 93 %                   | Washington 3,000 2,600                        | Delaware  | Harrison 5,000 4,800                                     |   |
| WDBO-TV (C) V        | WESH-TV (N)                  | Georgia                                       | Kent 21,453 20,353                                  | Jefferson 28,430 27,730                                  | Vermont   |
| WFTV (A)             |                              | Seminole 1,600 1,400                          | New Castle 100,746 97,846                           | Monroe 4,400 4,100                                       | Addison 5,503 5,203<br>Calendonia 6,900 6,500     |
| COUNTIES             | HOMES TV HOMES               | 2,100   | Sussex 23,257 21,257                                | Pennsylvania   | Chittenden 22,366 21,566                          |
| Florida              |                              |   | Maryland  | Allegheny 490,739 476,939                                | Essex 1,700 1,700                                 |
| Brevard              | 46,101 43,401                | PARKERSBURG,                                  | Cecil 14,266 13,766                                 | Armstrong 23,018 22,218<br>Beaver 61,489 59,989          | Lamoille 3,200 3,000<br>Orange 4,600 4,300        |
| Citrus<br>Hernando   | 3,730 3,230<br>4 136 3 736   | W. VA.  | · · ·   | Blair 40,624 39,224                                      | Orange 4,600 4,300<br>Orleans 5,600 5,400         |
| Lake                 | 4,136 3,736<br>21,565 20,065 | Homes 43,100                                  | New Jersey  | Butler 33,790 32,890                                     | Rutland 14,309 13,509                             |
| Marion               | 17,081 14,881                | TV homes 23,500                               | Atlantic 58,810 56,410                              | Cambria 56,242 54,542                                    | Washington 12,809 12,309                          |
| Orange               | 100,395 94,995               | TV penetration 55 %                           | Burlington 68,113 66,813<br>Camden 130,625 128,125  | Clarion 10,306 9,806<br>Clearfield 22,806 21,906         | Windham 9,606 8,606<br>Windsor 13,315 12,515      |
| Osceola<br>Pasco     | 8,063 7,363<br>14,859 13,759 | WTAP-TV† (N,C,A)                              | Cape May 18,281 17,681                              | Elk 10,618 10,218  |   |
| Polk                 | 67,471 62,771                | COUNTIES HOMES TV HOMES                       | Cumberland 35,299 34,299                            | Fayette 46,600 44,300                                    |   |
| Seminole             | 19,925 18,625                |   | Gloucester 44,143 43,343<br>Hunterdon 18,160 17,660 | Forest 1,100 1,100<br>Greene 10,500 10,000               | DODTI AND   |
| Sumter<br>Volusia    | 3,606 3,206<br>53,822 50,322 | Ohio  | Mercer 85,100 82,400                                | Indiana 20,709 19,809                                    | PORTLAND,   |
| TOTAGIO              | 30,022 30,322                | Washington 15,830 7,913                       | Salem 18,842 18,242                                 | Jefferson 13,506 13,006                                  | ORE.  |
|                      |                              | West Virginia                                 | Warren 21,151 20,451                                | Lawrence 33,351 32,251                                   | Homes 550,600                                     |
|                      |                              | Pleasants 2,003 992                           | Pennsylvania  | Somerset 21,106 20,106<br>Venango 18,412 17,212          | TV homes507,200<br>TV penetration 92 %            |
| OTTUM                | WA.                          | Wood 25,263 14,609                            | Berks 89,122 86,022                                 | Washington 64,187 62,187                                 | -   |
| IOWA                 | ,                            |   | Bucks 101,027 99,127                                | Westmoreland 105,970 103,270                             | KATU (A) KGW-TV (N)<br>KOIN-TV (C) KPTV           |
|                      | 91,900                       |   | Carbon 15,006 14,406<br>Chester 65,397 63,497       | West Virginia  | NOTITE (O) NETV                                   |
|                      | 84,300                       | PEMBINA, N.D.                                 | Columbia 16,115 15,415                              | Barbour 3,500 3,100                                      |   |
| TV penetra           | ation 92%                    | Homes 25,000                                  | Delaware 175,692 172,692                            | Brooke 8,212 8,012                                       | † UHF   |
|                      |                              |   |   |  |   |



You'll like the local color. And the homes-reached record too.

WAE CHANNEL 4
BASIC ABC REPRESENTED BY KATZ

"Hearing William Steinberg and the Pittsburgh Symphony in Carnegie Hall last night . . . strengthened my faith in them as one of America's three best teams of the kind."

Biancolli, New York World Telegram, November, 1965.

R.I.

WTEV (A) COUNTIES

Windham

Barnstable

Bristol North

**Bristol South** 

Rhode Island Bristol

Dukes

Kent

Newport

Providence

Washington

Nantucket

Plymouth

Connecticut New London

Massachusetts

PROVIDENCE,

Homes . . . . . . 600,500

TV homes . . . 582,200 TV penetration 97 % WJAR-TV (N) WPRO-TV (C)

59,016

22,142

25,553

41,363

86,038

2,103

1,200

81,400

12,542

39,092

23,981

187,762

18,263

HOMES TV HOMES

21,142

24,553

40,363

83,838

1,903

1,100

79,100

12,242

38,292 23,281

182,562 17,663



The **Station** REPUTATION

| TV MAR   | RKETS                     | continue      | rd   |  |   |
|--|---------------------------|---------------|--|--|---|
| PORTLAND, OR   | E. continued              | ı             | RALEIG   | H-   |   |
| COUNTIES   | HOMES                     | TV HOMES      | DURHA  | M, N   | I.C.  |
| Oregon   |                           |               | Homes  | 41   | 5,100   |
| Baker  | 5,906                     | 5,206         | TV homes   | 37   | 76,500  |
| Benton   | 12,133                    | 10,533        | TV penetr  | ation  | 91%   |
| Clackamas  | 38,726                    | 36,326        | WRAL-TV (A, N  | N C) WTVF  | (C N)   |
| Clatsop  | 8,800                     | 7,800         |  | . ,  | . , ,   |
| Columbia   | 6,800                     | 6,200         | COUNTIES   | HOMES  | TV HOMES  |
| Coos   | 18,854                    | 16,154        | North Care   | olina  |   |
| Crook  | 2,806                     | 2,506         | Alamance   | 26,696   | 25,396  |
| Deschutes<br>Gilliam   | 7,506                     | 6,706         | Bladen   | 6,703  | 5,603   |
| Harney   | 1,003<br>-2,003           | 803<br>1,703  | Chatam   | 7,412  | 6,712   |
| Hood River   | 4,406                     | 3,806         | Cumberland   | 49,188   | 37,188  |
| Jefferson  | 2,206                     | 2,006         | Duplin   | 10,306   | 9,106   |
| Lane Inner   | 35,723                    | 33,223        | Durham   | 33,681   | 30,981  |
| Lane Outer   | 19,160                    | 17,760        | Edgecombe  | 13,818   | 12,618  |
| Lincoln  | 8,818                     | 7,518         | Franklin   | 6,800  | 5,900   |
| Linn   | 18,418                    | 17,018        | Granville  | 8,012  | 7,112   |
| Marion   | 38,796                    | 35,796        | Greene<br>Halifax  | 3,700  | 3,300   |
| Morrow   | 1,500                     | 1,300         | Harnett  | 14,615<br>12,918   | 12,515<br>11,718  |
| Multnomah  | 190,430                   | 176,930       | Hoke   | 3,603  | 3,103   |
| Polk   | 8,303                     | 7,703         | Johnston   | 16,615   | 15,015  |
| Sherman  | 800                       | 700           | Lee  |  | 7,224   |
| Tillamook  | 5,800                     | 5,000         | Lenoir   | 7,824<br>15,451  | 14,151  |
| Wasco<br>Washington  | 7,021                     | 6,221         | Moore  | 10,724   | 9,524   |
| Wheeler  | 32,162<br>600             | 30,762<br>500 | Nash   | 15,924   | 14,424  |
| Yamhill  | 10,100                    | 9,200         | Northampton  | 6,100  | 5,200   |
|  | 10,100                    | 3,200         | Orange   | 12,254   | 10,854  |
| Washingt   | on                        |               | Person   | 7,115  | 6,415   |
| Clark  | 31,342                    | 29,874        | Robeson  | 20,812   | 18,112  |
| Cowlitz  | 18,927                    | 17,722        | Sampson<br>Vance   | 12,006<br>8,309  | 10,606  |
| Klickitat  | 4,506                     | 3,906         | Wake   | 50,825   | 7,609<br>47,525   |
| Pacific  | 4,600                     | 4,100         | Warren   | 4,000  | 3,400   |
| Skamania   | 1,603                     | 1,503         | Wayne  | 23,093   | 21,093  |
| Wahkiakum  | 800                       | 700           | Wilson   | 15,630   | 14,130  |
| PRESQ<br>ME.<br>Homes TV homes<br>TV penetr<br>WAGM-TV (C,<br>COUNTY<br>Maine<br>Aroostook | 2<br>s2<br>ration<br>A,N) | 27,800        | RAPID ( Homes TV homes TV penetr.  KOTA-TV (C,A (KOTA-TV open KDUH-TV Hay ! KRSD-TV oper KDSJ-TV Deads COUNTIES Nebraska Box Butte | o KRSD-TV<br>rates satelli<br>Springs, No<br>ates satellit<br>wood, S. D.<br>HOMES 1 | 69,500<br>91 %<br>/ (N, A)<br>ite<br>eb.;<br>e<br>)<br>rv HOMES |
|  |                           |               | Dawes<br>Grant   | 3,000  | 2,600   |

| Wayne<br>Wilson       | 23,093<br>15,630 | 21,093<br>14,130 | RICHMO                            | DND,           | VA.                      |
|-----------------------|------------------|------------------|-----------------------------------|----------------|--------------------------|
|                       | ,                | ·                | Homes<br>TV homes .<br>TV penetra | 2              | 22,300<br>95,500<br>92 % |
| RAPID                 | CITY,            | S.D.             | WRVA-TV (A) W                     | (TVR (C)       |                          |
| Homes                 | 6                | 9,500            | WXEX-TV (N)                       |                |                          |
| TV homes<br>TV penetr |                  | 91 %             | COUNTIES                          | HOMES          | TV HOMES                 |
| KOTA-TV (C,A          | V KDCD TI        | / (N A)          | Virginia                          |                |                          |
| (KOTA-TV ope          |                  |                  | Albemarle                         | 19,660         | 17,160                   |
| KDUH-TV Hay           |                  |                  | Amelia                            | 1,900          | 1,600                    |
| KRSD-TV oper          |                  |                  | Augusta                           | 22,751         | 20,951                   |
| KDSJ-TV Dead          |                  |                  | Brunswick                         | 4,200          | 3,600                    |
|                       | •                |                  | Buckingham                        | 2,500          | 2,100                    |
| COUNTIES              | HOMES            | TV HOMES         | Caroline                          | 3,203          | 2,903                    |
| Nebraska              |                  |                  | Charles City                      | 1,203          | 1,003                    |
| Box Butte             | 3,600            | 3,300            | Chesterfield<br>Cumberland        | 28,131         | 27,031<br>1,200          |
| Dawes                 | 3,000            | 2,600            | Dinwiddie                         | 16,654         | 14,954                   |
| Grant                 | 300              | 300              | Essex                             | 1.803          | 1,503                    |
| Scotts Bluff          | 10,606           | 9,806            | Fluvanna                          | 1,900          | 1,600                    |
| Sheridan              | 2,700            | 2,500            | Gloucester                        | 3,909          | 3,609                    |
| Sioux                 | 800              | 700              | Goochland                         | 2,206          | 1,906                    |
| Caudle Dal            | -4-              |                  | Greene                            | 1,203          | 903                      |
| South Dak             |                  |                  | Greensville                       | 4.203          | 3,703                    |
| Bennett               | 800              | 600              | Hanover                           | 8,330          | 7,530                    |
| Butte                 | 2,903            | 2,603            |                                   | 111,967        | 105,567                  |
| Custer                | 1,400            | 1,200            | James City                        | 4,951          | 4,551                    |
| Fall River<br>Haakon  | 3,606<br>1,100   | 3,206<br>1,000   | King and Queen                    |                | 1,300                    |
| Harding               | 600              | 500              | King William                      | 2,000          | 1,800                    |
| 'Jackson              | 500              | 500              | Lancaster                         | 2,906<br>3,603 | 2,606<br>3,103           |
| Lawrence              | 5,500            | 5,000            | Louisa<br>Luneburg                | 3,300          | 2,900                    |
| Meade                 | 3,606            | 3,206            | Madison                           | 2,203          | 1,903                    |
| Pennington            | 20,432           | 19,232           | Middlesex                         | 1,900          | 1,700                    |
| Shannon               | 1,200            | 800              | Nelson                            | 3,300          | 2,800                    |
| Washabaugh            | 200              | 100              | New Kent                          | 1,103          | 1,003                    |
| Ziebach               | 600              | 400              | Northumberland                    | ,              | 2,703                    |
|                       |                  |                  | Nottoway                          | 4,303          | 3,903                    |
| Wyoming               |                  |                  | Orange                            | 3,806          | 3,306                    |
| Campbell              | 2,006            | 1,806            | Page                              | 4,806          | 4,606                    |
| Crook                 | 1,400            | 1,200            | Powhatan                          | 1,603          | 1,503                    |
| Weston                | 2,606            | 2,306            | Prince Edward                     | 3,600          | 3,200                    |
|                       |                  |                  | Prince George                     | 10,624         | 9,924                    |
|                       |                  |                  | Richmond                          | 1,803          | 1,603                    |
|                       |                  |                  | Rockingham                        | 16,839         | 15,539                   |
| RENO,                 | NEV.             |                  | Surry                             | 1,600          | 1,400                    |
| Homes                 | 7                | 0,300            | Sussex<br>Westmoreland            | 3,000<br>3,306 | 2,500<br>2,806           |
| nomes                 | <b>/</b>         | 0,300            | ***CSUIIUI EIAIIU                 | 3,300          | 2,000                    |
|                       |                  |                  |                                   |                |                          |

TV homes . . . . 64,400 TV penetration 92 %

HOMES TV HOMES

200

3,330

3.500

2,500

903

800

1,212

3,109

1,515

2,006

2,418

2,003

2,003

3,230

1,203

36,876

2,303

200

200 300

500

100

3,130 3,100

2,200

703

700

1,112

3,009

1,315

1,806

2,118

1,803

1,603

3,030

1,103 200

34,576

2,003

400

200 200

KCRL (N) KOLO-TV (A,C)

COUNTIES

Alpine

Lassen

Modoc

Mono

California

El Dorado East

Nevada East

Placer East

Nevada

Churchill

**Douglas** 

Eureka

Lander

Mineral

Ormsby

Pershing

Storey Washoe

Lake

Oregon

Lyon

Humboldt

Esmeralda



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One of America's Great Influence Stations

Represented Nationally by Harrington, Righter & Parsons, Inc.

| RIVERT<br>WYO.         | ON,                    |                 | COUNTIES  New York   | HOMES             | TV HOMES          | Eddy<br>Guadalupe               | 15,154           | 14,254<br>900    | Midland<br>Montcalm         | 15,175<br>11,121        | 14,875<br>10,721        | Jersey<br>Macoupin              | 5,009<br>13,800        | 4,809<br>13,200           |
|------------------------|------------------------|-----------------|----------------------|-------------------|-------------------|---------------------------------|------------------|------------------|-----------------------------|-------------------------|-------------------------|---------------------------------|------------------------|---------------------------|
| Homes                  |                        | 16.900          | Genesee              | 17,330            | 16,830            | Lea North<br>Lea South          | 5,036<br>12,905  | 4,736<br>12,005  | Ogemaw<br>Saginaw           | 2,903<br>56,165         | 2,803<br>54,765         | Madison<br>Marion               | 73,407<br>12,200       | 71,207<br>11, <b>60</b> 0 |
| TV homes               | :                      | 15,400          | Livingston<br>Monroe | 13,121<br>197,967 | 12,621<br>192,367 | Lincoln                         | 2,206            | 2,006            | Sanilac                     | 9,306                   | 8,906                   | Monroe                          | 4,809                  | 4,60                      |
| TV penetr              | ation                  | 91 %            | Ontario              | 21,442            | 20,842            | Roosevelt                       | 4,603            | 4,303            | Shiawassee                  | 15,830                  | 15,430                  | Montgomery                      | 9,800                  | 9,300                     |
| (WRB-TV (C, A          | (N)                    |                 | Steuben              | 31,033            | 29,533            | Texas                           |                  |                  | Tuscola                     | 12,018                  | 11,618                  | Morgan<br>Perry                 | 10,512<br>5,600        | 9,812<br>5,300            |
| OUNTIES                | HOMES                  | TV HOMES        | Wayne<br>Wyoming     | 22,042<br>10,406  | 21,242<br>10,106  | Yoakum                          | 2,930            | 2,830            | UHF                         |                         |                         | Pike                            | 6,300                  | 6,000                     |
| Vyoming                |                        |                 | 17,01111118          | 10,400            | 10,100            |                                 |                  |                  | Michigan                    |                         |                         | Randolph<br>St. Clair           | 8,100                  | 7,800                     |
| ig Horn                | 3,400                  | 3,000           |                      |                   |                   |                                 |                  |                  | Bay                         | 32,587                  | 23,840                  | Scott                           | 82,221<br>1,700        | 79,121<br>1,700           |
| remont                 | 8,430                  | 7,830           | DOOKE                | <b>^</b>          |                   | SACRA                           |                  | TO-              | Saginaw<br>Tuscola          | 56,165<br>12,018        | 35,050<br>6,390         | Washington                      | 4,000                  | 3,800                     |
| ot Springs<br>/ashakie | 2,206<br>2,906         | 2,006<br>2,606  | ROCKF                |                   |                   | STOCK                           | TON,             |                  |                             |                         | -,                      | Missouri                        |                        |                           |
| admantio               | 2,000                  | 2,000           | Homes (V             | HF) 1             | 92,300            | CALIF.                          |                  |                  |                             |                         |                         | Crawford                        | 4,409                  | 3,709                     |
|                        |                        |                 | TV homes<br>(VHF)    |                   | 85.800            | Homes                           | 5                | 78,100           | ST CD                       | ΔIV                     | <b>V</b> I              | Dent                            | 3,503                  | 2,703                     |
| 20 4 NO                | V F                    |                 | TV penetra           |                   |                   | TV homes                        |                  |                  | ST. CR                      | •                       |                         | Franklin<br>Gasconade           | 14,945<br>4,003        | 14,145<br>3,503           |
| ROANO                  |                        |                 | (VHF)                |                   | 97 %              | TV penetr                       |                  | 93 %             | No data av                  | ailable                 | •                       | lron                            | 2,100                  | 1,800                     |
| YNCHI                  | BURG                   | я,              | Homes (U             | HF) 1             | 40,300            | KCRA-TV (N)                     | KOVR (A)         | KXTV (C)         | WSVI                        |                         |                         | Jefferson                       | 22,371                 | 21,471                    |
| /A.                    | ,                      |                 | TV homes<br>(UHF)    | 1                 | 17,700            | COUNTIES                        | HOMES            | TV HOMES         |                             |                         |                         | Lincoln<br>Madison              | 5,206<br>2,7 <b>00</b> | 4,706<br>2,400            |
| lomes<br>V homes       |                        |                 | TV penetra           |                   | 17,700            | California                      |                  |                  |                             |                         |                         | Montgomery                      | 3,700                  | 3,400                     |
| rv nomes<br>√V penetra |                        | 91 %            | (UHF)                |                   | 84 %              | Amador                          | 3,406            | 3,106            | ST. J05                     | EPH.                    | MO.                     | Perry                           | 4,203                  | 3,803                     |
| DBJ-TV (C) W           |                        |                 | WCEE-TV† (C)         | WREX-TV           | (A,C)             | Butte<br>Calaveras              | 31,405<br>3,603  | 28,605<br>3,303  | Homes                       |                         |                         | Phelps<br>Pike                  | 8,024<br>5,500         | 6,924<br>5,000            |
| RFT-TV WSL             |                        | (1)             | WTVO† (N)            |                   |                   | Colusa                          | 4,006            | 3,706            | TV homes                    |                         |                         | Reynolds                        | 1,200                  | 900                       |
| DUNTIES                | ٠,                     | TV HOMES        | COUNTIES             | HOMES             | TV HOMES          | Contra Costa E                  |                  | 71,545           | TV penetr                   |                         | 91%                     | St. Charles                     | 20,444                 | 19,544                    |
| •                      |                        |                 | VHF                  |                   |                   | El Dorado Wes<br>El Dorado East |                  | 8,375<br>3,130   | KFEQ-TV (C)                 |                         |                         | St. Francois<br>St. Louis       | 11,118<br>483,133      | 10,218<br>456,433         |
|                        |                        |                 | Illinois             |                   |                   | Lake                            | 6,018            | 5,118            | COUNTIES                    | HOMES                   | TV HOMES                | Ste. Genevieve                  | 3,306                  | 3,106                     |
| orth Caro              | lina                   |                 | Boone                | 6,415             | 6,115             | Lassen<br>Mariposa              | 3,500<br>1,900   | 3,100<br>1,700   | Iowa                        |                         |                         | Warren<br>Washington            | 3,006<br>3,900         | 2,606<br>3,500            |
| lleghany               | 2,100                  | 1,800           | Carroll<br>Dekalb    | 6,103<br>16,045   | 5,803<br>15,545   | Nevada West                     | 7,112            | 6,312            | Decatur                     | 2,900                   | 2,500                   | **asinilgivii                   | 5,500                  | 3,500                     |
| swell                  | 4,500                  | 4,000           | Jo Daviess           | 6,403             | 6,003             | Nevada East                     | 800              | 700              | Ringgold                    | 2,300                   | 2,100                   |                                 |                        |                           |
| erson<br>ockingham     | 7,115<br>20,742        | 6,415<br>19,442 | Lee<br>Ogle          | 10,615<br>12,224  | 10,215<br>11,724  | Placer West<br>Placer East      | 20,490<br>1,212  | 18,990<br>1,112  | Taylor                      | 2,900                   | 2,600                   | ST. TH                          | OMA                    | S.                        |
| CKIIIgnain             | 20,142                 | 13,442          | Stephenson           | 14,924            | 14,324            | Plumas                          | 3,600            | 3,100            | Kansas                      |                         |                         | V.I.                            | <b>O</b> 1017          | ,                         |
| irginia                |                        |                 | Winnebago            | 70,512            | 68,412            | Sacramento                      | 192,222          | 182,322          | Atchison                    | 6,000                   | 5,700                   | No data av                      | ailabla                |                           |
| leghany                | 8,700<br>5,815         | 8,000<br>5,115  | Wisconsin            |                   |                   | San Joaquin<br>Solano East      | 84,388<br>19,660 | 77,688<br>18,760 | Brown<br>Doniphan           | 4,000<br>2,700          | 3,700<br>2,400          |                                 |                        | •                         |
| nherst<br>opomattox    | 2,506                  | 2,306           | Green                | 7,906             | 7,606             | Stanislaus                      | 54,677           | 49,777           | Jackson                     | 3,100                   | 2,400                   | WBNB-TV (C,1                    | 1,A)                   |                           |
| ath ·                  | 1,400                  | 1,200           | Lafayette            | 4,900             | 4,700             | Sutter                          | 11,536           | 10,836<br>4,912  | Nemaha                      | 3,500                   | 3,200                   |                                 |                        |                           |
| edford<br>and          | 9,018<br>1,7 <b>00</b> | 8,118<br>1,400  | Rock                 | 36,205            | 35,305            | Tuolumne<br>Yolo                | 5,512<br>24,377  | 22,577           | Missouri                    |                         |                         | SALINA                          | K A                    | N                         |
| tetourt                | 5,009                  | 4,609           | UHF                  |                   |                   | Yuba                            | 11,651           | 10,951           | Andrew                      | 3,600                   | 3,400                   |                                 |                        | MIN.                      |
| ampbeli                | 28,078                 | 26,078          | Illinois             |                   |                   |                                 |                  |                  | Atchison                    | 2,600                   | 2,400                   | Insufficien                     | t data                 |                           |
| arroll<br>harlotte     | 6,100<br>3,603         | 5,300<br>3,203  | Boone                | 6,415             | 4,953             | 646111                          | 114/             |                  | Buchanan<br>Caldwell        | 30,118<br>2,800         | 28,018<br>2,600         | KSLN-TV† (A)                    |                        |                           |
| raig                   | 1,000                  | 900             | Ogle<br>Stephenson   | 12,224<br>14,924  | 6,331<br>12,462   | SAGINA                          |                  |                  | Clinton                     | 4,000                   | 3,600                   |                                 |                        |                           |
| oyd                    | 2,900<br>7,215         | 2,600<br>6,415  | Winnebago            | 70,512            | 64,991            | BAY C                           |                  |                  | Daviess                     | 3,000                   | 2,700                   | 6411114                         | _                      |                           |
| anklin<br>les          | 4,600                  | 4,300           |                      |                   |                   | FLINT,                          |                  |                  | De Kalb<br>Gentry           | 2,100<br>2,600          | 1,900<br>2,300          | SALINA                          | 5-<br>DEV              |                           |
| ayson                  | 6,900                  | 6,200           | Wisconsin            | 36,205            | 28,950            | Homes (V<br>TV homes            | HF) 44           | 10,500           | Grundy                      | 4,200                   | 3,800                   | MONTE                           | RET,                   | ı                         |
| alifax<br>enry         | 10,200<br>17;981       | 9,000<br>16,581 | Rock                 | 30,203            | 20,330            | (VHF)                           | 42               | 27,900           | Harrison                    | 3,600<br>2,200          | 3,300                   | CALIF.                          |                        |                           |
| ghland                 | 600                    | 500             |                      |                   |                   | TV penetr                       |                  |                  | Holt<br>Linn                | 5,500                   | 1,900<br>4.9 <b>0</b> 0 | Homes                           |                        |                           |
| ecklenburg             | 8,103                  | 7,103           |                      |                   |                   | (VHF)                           |                  | 97%              | Livingston                  | 5,303                   | 4,803                   | TV homes TV penetra             | ation                  | 70,400<br><b>92</b> %     |
| ontgomery<br>elson     | 12,330<br>3,300        | 11,330<br>2,800 | ROSEB                | URG,              |                   | Homes (U                        | HF) 10           | 00,800           | Mercer<br>Nodaway           | 1,700<br>6,400          | 1,500<br>5,800          | KSBW-TV (C, N                   |                        |                           |
| itrick                 | 4,306                  | 3,806           | ORE.                 |                   |                   | TV homes<br>(UHF)               | 6                | 55,300           | Worth                       | 1,100                   | 1,000                   | (Includes circu                 |                        | optional                  |
| ttsylvania<br>Ilaski   | 30,700<br>7,706        | 27,900<br>7,106 | Homes                |                   |                   | TV penetra                      |                  | •                | Maharat                     |                         |                         | satellite, KSBY                 | -TV San                | Luis Obi-                 |
| anoke                  | 53,799                 | 50,999          | TV homes TV penetra  |                   | 20,200<br>91 %    | (UHF)                           |                  | <b>65 %</b>      | Nebraska<br>Richardson      | 4,200                   | 3,800                   | spo)                            |                        |                           |
| ckbridge               | 8,712                  | 7,812           | •                    |                   | JI /0             | WJRT (A) WKM                    | X-TV† (C)        | )                | monarus011                  | 4,200                   | 3,000                   | COUNTIES                        | HOMES                  | TV HOMES                  |
| nyth<br>zewell         | 8,515<br>14,006        | 7,815<br>12,706 | KPIC (N)             |                   |                   | WNEM-TV (N)                     |                  |                  |                             |                         |                         | California                      | 22 425                 | 01 005                    |
| ythe                   | 6,003                  | 5,303           | COUNTY               | HOMES             | TV HOMES          | COUNTIES                        | HOMES            | TV HOMES         |                             |                         |                         | Monterey West<br>Monterey East  |                        | 31,065<br>26,029          |
| est Virgi              | nia                    |                 | Oregon               |                   | 00.100            | VHF                             |                  |                  | ST. LOI                     | JIS, F                  | ИΟ.                     | San Benito                      | 4,906                  | 4,506                     |
| eenbrier               | 9,600                  | 8,400           | Douglas              | 22,160            | 20,160            | Michigan                        | 0 520            | 7 000            | Homes                       |                         |                         | San Luis Obisp<br>Santa Barbara | 32,789                 | 29,989                    |
| ercer                  | 21,703                 | 20,003          |                      |                   |                   | Alpena<br>Arenac                | 8,530<br>2,903   | 7,830<br>2,803   | TV homes TV penetr          |                         | 10,600<br>94 %          | N Santa Barbara                 | 34,340                 | 31,740                    |
| onroe                  | 3,000                  | 2,400           |                      |                   |                   | Bay                             | 32,587           | 31,787           | •                           |                         | /0                      | Santa Clara E                   | 8,866                  | 8,366                     |
| cahontas               | 2,800                  | 2,000           | ROSWE                | LL, I             | N.M.              | Clare                           | 3,509            | 3,309            | KMOX-TV (C)<br>KSD-TV (N) K |                         |                         | Santa Cruz<br>Tuolumne          | 36,826<br>5,512        | 33,826<br>4,912           |
|                        |                        |                 | Homes                |                   |                   | Clinton<br>Eaton                | 10,727<br>14,936 | 10,527<br>14,636 | COUNTIES                    |                         | TV HOMES                | , avianille                     | 3,312                  | 4,312                     |
|                        |                        |                 | TV homes             | (                 | 68,300            | Emmet                           | 4,200            | 3,900            |                             | HUMES                   | TV HOMES                |                                 |                        |                           |
| OCHES                  | STER                   | ,               | TV penetra           | ation             | 94 %              | Genesee<br>Gladwin              | 116,904          | 114,404          | Illinois<br>Pond            | 4 400                   | 4 100                   | CALICD                          | Hev                    | MAD                       |
| .Y.                    |                        |                 | KBIM-TV (C) K        | SWS-TV            | (N,C,A)           | Gladwin<br>Gratiot              | 3,206<br>10,615  | 3,006<br>10,215  | Bond<br>Calhoun             | 4,400<br>1,6 <b>0</b> 0 | 4,100<br>1,500          | SALISB                          |                        |                           |
| omes                   | 31                     | 3,300           | New Mexic            |                   | -                 | Huron                           | 9,206            | 8,706            | Clay                        | 4,600                   | 4,200                   | Homes                           |                        |                           |
| V homes.               | 30                     | 3,500           | COUNTIES             |                   | TV HOMES          | Ingham<br>Ionia                 | 63,383<br>11,612 | 61,483           | Clinton                     | 6,906                   | 6,606                   | TV homes TV penetra             |                        | 40,900<br>66%             |
| V penetra              | ition                  | 97 %            | Chaves               | 17,893            | 16,993            | losco                           | 5,430            | 11,312<br>5,330  | Effingham<br>Fayette        | 6,906<br>6,100          | 6,306<br>5,700          | ponoti                          |                        | / 0                       |
| HEC-TV (C) W           | OKR (A)                |                 | Curry                | 10,342            | 9,642             | Isabella                        | 9,118            | 8,718            | Greene                      | 5,200                   | 5,000                   |                                 |                        |                           |
| ROC-TV (N)             |                        |                 | De Baca              | 700               | 600               | Lapeer                          | 11,130           | 10,830           | Jefferson                   | 9,800                   | 9,100                   | † UHF                           |                        |                           |

| WBOC-TV† (A               | , C, N)                 |                 |
|---------------------------|-------------------------|-----------------|
| COUNTIES                  | HOMES                   | TV HOMES        |
| Delaware                  |                         |                 |
| Sussex                    | 23,257                  | 12,116          |
| Maryland                  | 5 000                   | 4 000           |
| Somerset<br>Wicomico      | 5,600<br>16,445         | 4,900<br>13,746 |
| Worcester                 | 7,406                   | 6,181           |
| Virginia                  |                         |                 |
| Accomack                  | 9,500                   | 3,936           |
|                           |                         |                 |
| CALT                      |                         |                 |
| SALT<br>CITY,             | LANE<br>UTAH            | 1               |
| Homes                     | 3                       | 32,600          |
| TV homes TV penet         | i 31                    | 13,100<br>94 %  |
| KCPX (A) KS               |                         |                 |
| COUNTIES                  |                         | TV HOMES        |
| Colorado                  |                         |                 |
| Rio Blanco                | 1,803                   | 1,603           |
| <b>Idaho</b><br>Bear Lake | 2,000                   | 1,900           |
| Caribou                   | 1,703                   | 1.503           |
| Franklin<br>Oneida        | 2,000<br>1,000          | 1,900<br>1,000  |
| Montana                   | 1                       | ,               |
| Beaverhead                | 2,403                   | 2,003           |
| Fergus<br>Gallatin        | 4,200<br>8,621          | 3,600<br>7,821  |
| Park                      | 4,606                   | 4,206           |
| Sweet Grass<br>Valley     | 1,000<br>5,527          | 800<br>4,727    |
| Nevada                    |                         |                 |
| Elko<br>Eureka            | 4,206<br>300            | 3,406<br>200    |
| Lander                    | 500                     | 400             |
| White Pine                | 3,303                   | 3,003           |
| Utah                      |                         |                 |
| Beaver<br>Box Elder       | 1,100<br>7,624          | 1,000<br>7,324  |
| Cache<br>Carbon           | 10,609<br>5,400         | 9,909<br>5,100  |
| Daggett                   | 409                     | 309             |
| Davis<br>Duchesne         | 19, <b>501</b><br>1,500 | 19,101<br>1,300 |
| Emery                     | 1,400                   | 1,300           |
| Garfield<br>Grand         | 800<br>2,460<br>3,306   | 2,060           |
| iron<br>Juab              | 3,306<br>1,100          | 2,906<br>1,000  |
| Kane                      | 803                     | 603             |
| Millard<br>Morgan         | 1,700<br>700            | 1,600<br>700    |
| Piute<br>Rich             | 200<br>500              | 100<br>400      |
| Salt Lake                 | 128,852                 | 124,152         |
| San Juan<br>Sanpete       | 2,624<br>2,900          | 2,124<br>2,700  |
| Sevier<br>Summit          | 2,900<br>1,400          | 2,800<br>1,300  |
| Tooele                    | 5,409                   | 5,209           |
| Uintah<br>Utah            | 3,206<br>30,196         | 2,906<br>28,796 |
| Wasatch<br>Wayne          | 1,400<br>500            | 1,300<br>400    |
| Weber                     | 34,926                  | 33,726          |
| Wyoming                   |                         |                 |
| Lincoln                   | 2,700                   | 2,400           |
| Sheridan<br>Sweetwater    | 6,100<br>5,000          | 5,300<br>4,500  |
| o moot mator              |                         | 2,000           |

| SAN A  | NGEL   | Ο,  |
|--|--|---|
| Homes<br>TV homes<br>TV penetr   | ation  | 34,100<br>30,700<br>90 %  |
| KACB-TV (N,<br>(KACB-TV is s<br>Abilene, Tex.)   |  |   |
| COUNTIES   | HOMES  | TV HOMES  |
| Texas Coke Concho Crockett Irion Kimble Menard Reagan Runnels Schleicher Sterling Sutton Tom Green | 900<br>800<br>1,203<br>400<br>1,200<br>700<br>700<br>1,103<br>4,400<br>900<br>400<br>1,103<br>21,039 | 800<br>700<br>1,003<br>300<br>900<br>500<br>1,103<br>4,000<br>800<br>300<br>803<br>19,539 |
| SAN A<br>TEX.<br>Homes (V<br>TV homes<br>(VHF)<br>TV penetra<br>(VHF)                              | HF) 4  | 07,300  |
| Homes (U<br>TV homes<br>(UHF)  | HF)  | 3,700<br>1,200  |

TV penetration (UHF)

KENS-TV (C) KONO (A)

32 %

| KWFY_T\/+          | WOAI-TV (N     | f)             | C A            |
|--------------------|----------------|----------------|----------------|
| COUNTIES           |                | TV HOMES       | SA<br>CA       |
| VHF                |                |                | Hon            |
|                    |                |                | TV             |
| Texas              |                |                | ŤV             |
| Atascosa           | 4,900          | 4,200          |                |
| Bandera            | 1,200          | 1,100          | KAAF           |
| Bexar              | 214,263        | 198,563        | KOGO           |
| Bianco<br>Caldwell | 1,200<br>4,800 | 1,100<br>4,200 | COUN           |
| Comal              | 6,518          |                | 0-1            |
| De Witt            | 6,000          | 5,918<br>5,100 | Cali           |
| Dimmit             | 2,200          | 1,600          | San D          |
| Edwards            | 400            | 300            |                |
| Frio               | 2,500          | 2,000          |                |
| Gillespie          | 3,203          | 2,503          | ~ *            |
| Goliad             | 1,500          | 1,300          | SA             |
| Gonzales           | 5,000          | 4,300          | CIS            |
| Guadalupe          | 9,018          | 8,018          | Hon            |
| Hays .             | 5,509          | 5,009          | TV             |
| Jackson            | 4,106          | 3,506          | ΤV             |
| Karnes             | 3,600          | 3,100          |                |
| Kendall            | 1,903          | 1,603          | KGO-           |
| Kerr               | 5,715          | 4,915          | KRON           |
| Kimble             | 1,200          | 900            | COUN           |
| Kinney             | 600            | 400            |                |
| La Salle           | 1,200          | 900            | Cali           |
| Lavaca             | 6,000          | 4,500          | Alame          |
| Live Oak           | 1,800          | 1,600          | Alame          |
| McMullen           | 400            | 300            | Contra         |
| Maverick           | 3,709          | 2,509          | Contra         |
| Medina<br>Real     | 5,406          | 4,706<br>300   | Lake           |
| Travis             | 400<br>68,909  | 63,909         | Marin          |
| Uvalde             | 4,906          | 4,106          | Mende          |
| Val Verde          | 7,439          | 6,039          | Monte          |
| Victoria           | 15,481         | 13,581         | Napa           |
| Wilson             | 3,300          | 2,700          | Napa           |
| Zavala             | 3,006          | 2,206          | San B          |
|                    | 2,230          | _,0            | San F<br>San N |
| UHF                |                |                | Santa          |
| Texas              |                |                | Santa          |
|                    |                |                | oanla          |

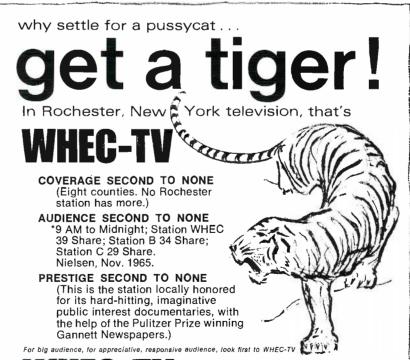
| KWEX-TV†  | WOAI-TV (N | <b>(</b> )       | SAN DIEGO,                   |     |
|-----------|------------|------------------|------------------------------|-----|
| COUNTIES  | HOMES      | TV HOMES         | CALIF.                       |     |
| VHF       |            |                  | Homes 377,10                 |     |
| Texas     |            |                  | TV homes 357,00              |     |
| Atascosa  | 4,900      | 4,200            | TV penetration 95 %          | 6   |
| Bandera   | 1,200      | 1,100            | KAAR-TV KFMB-TV (C)          |     |
| Bexar     | 214,263    | 198,563          | KOGO-TV (N) XETV (A)         |     |
| Bianco    | 1,200      | 1,100            |                              |     |
| Caldwell  | 4,800      | 4,200            | COUNTIES HOMES TV HOMI       | ES  |
| Comal     | 6,518      | 5,918            | California                   |     |
| De Witt   | 6,000      | 5,100            | San Diego 377,105 357,00     | ٦r  |
| Dimmit    | 2,200      | 1,600            | 377,103 337,00               | ,   |
| Edwards   | 400        | 300              |                              |     |
| Frio      | 2,500      | 2,000            |                              |     |
| Gillespie | 3,203      | 2,503            | SAN FRAN-                    |     |
| Goliad    | 1,500      | 1,300            |                              |     |
| Gonzales  | 5,000      | 4,300            | CISCO, CALIF.                |     |
| Guadalupe | 9,018      | 8,018            | Homes 1,504,20               | n   |
| Hays      | 5,509      | 5,009            | TV homes 1,401,20            |     |
| Jackson   | 4,106      | 3,506            | TV penetration 93 %          |     |
| Karnes    | 3,600      | 3,100            | iv penetration 93 /          | 0   |
| Kendall   | 1,903      | 1,603            | KGO-TV (A) KPIX (C)          |     |
| Kerr      | 5,715      | 4,915            | KRON-TV (N) KSAN KTVU        |     |
| Kimble    | 1,200      | 900              | COUNTIES HOMES TV HOME       | ٠.  |
| Kinney    | 600        | 400              | COUNTIES HOMES TV HOME       | : 3 |
| La Salle  | 1,200      | 900              | California                   |     |
| Lavaca    | 6,000      | 4,500            | Alameda East 11,530 10,83    | 30  |
| Live Oak  | 1,800      | 1,600            | Alameda West 336,430 316,33  |     |
| McMullen  | 400        | 300              | Contra Costa E 74,645 71,54  |     |
| Maverick  | 3,709      | 2,509            | Contra Costa W 71,215 68,11  |     |
| Medina    | 5,406      | 4,706            | Lake 6,018 5,11              |     |
| Real      | 400        | 300              | Marin 56,359 52,95           |     |
| Travis    | 68,909     | 63,909           | Mendocino 17,148 14,64       |     |
| Uvalde    | 4,906      | 4,106            | Monterey West 33,465 31,06   |     |
| Val Verde | 7,439      | 6,039            | Napa North 3,724 3,52        |     |
| Victoria  | 15,481     | 13,581           | Napa South 18,302 17,10      |     |
| Wilson    | 3,300      | 2,700            | San Benito 4,906 4,50        |     |
| Zavala    | 3,006      | 2,206            | San Francisco 300,398 264,99 |     |
|           |            |                  | San Mateo 169,480 163,38     |     |
| UHF       |            |                  | Santa Clara W 245,070 232,77 |     |
| Texas     |            |                  | Santa Clara E 8,866 8,36     |     |
| Maverick  | 3,709      | 1,179            | Santa Cruz 36,826 33,82      |     |
|           | -          | To be the second |                              | _   |

| DIEGO,                          | Solano East<br>Solano West | 19,660<br>25,978 | 18,760<br>24,778 |
|---------------------------------|----------------------------|------------------|------------------|
| IF.                             | Sonoma North               | 38,486           | 35.386           |
| s 377,100                       | Sonoma South               | 17,990           | 16,490           |
| mes 357,000 netration 95 %      | Tuolumne                   | 5,512            | 4,912            |
|                                 | Nevada                     |                  |                  |
| / KFMB-TV (C)<br>/ (N) XETV (A) | Esmeralda<br>Nve           | 200<br>2.003     | 200<br>1.603     |
| S HOMES TV HOMES                | .,,-                       | 2,000            | 1,000            |
| rnia                            |                            |                  |                  |
| o 377,105 357,005               | SAN JO<br>CALIF.           | SE,              |                  |
|                                 | Homes                      | 35               | 7,200            |

| CALIF.                         | •       |          |  |  |  |  |
|--------------------------------|---------|----------|--|--|--|--|
| Homes<br>TV homes<br>TV penetr | 3       | 36,600   |  |  |  |  |
| KNTV (A, N)                    |         |          |  |  |  |  |
| COUNTIES                       | HOMES   | TV HOMES |  |  |  |  |
| California                     |         |          |  |  |  |  |
| Monterey West                  | 33,465  | 31,065   |  |  |  |  |
| Monterey East                  | 28,029  | 26,029   |  |  |  |  |
| San Benito                     | 4,906   | 4,506    |  |  |  |  |
| Santa Clara W                  | 245,070 | 232,770  |  |  |  |  |
| Santa Clara E                  | 8,866   | 8,366    |  |  |  |  |
| Santa Cruz                     | 36,826  | 33,826   |  |  |  |  |
|                                |         |          |  |  |  |  |
| SAN JUAN, P.R.                 |         |          |  |  |  |  |

No data available WAPA-TV (N,A) WKAQ-TV (C) WTSJ+

SANTA BAR-BARA, CALIF. Homes . . . . . . 109,400



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\*AUDIENCE MEASUREMENT DATA ARE ESTIMATES DNLY -SUBJECT TO DEFECTS AND LIMITATIONS OF SOURCE MATERIAL AND METHODS, HENCE, THEY MAY NOT BE ACCURATE OF THE TRUE AUDIENCE.

| TV MAR                 | RKETS             | continue               | ?d                      |                 |                  |                               |                                 |                         |                               |                         |                         |                     |                 |                 |
|------------------------|-------------------|------------------------|-------------------------|-----------------|------------------|-------------------------------|---------------------------------|-------------------------|-------------------------------|-------------------------|-------------------------|---------------------|-----------------|-----------------|
| SANTA BARBAR           | A, CALIF. co      | ntinued                | SELMA                   | , AL            | A.               | Cherokee                      | 5,203                           | 4,903                   | South Dal                     | kota                    |                         | TV homes            |                 |                 |
| TV homes               |                   | 90,900<br>92 %         | Homes<br>TV homes       |                 | 15,000<br>11,600 | Clay<br>Crawford<br>Dickinson | 5,703<br>5,300<br>4, <b>000</b> | 5,203<br>5,000<br>3,600 | Aurora<br>Beadle<br>Bon Homme | 1,400<br>7,206<br>3,000 | 1,200<br>6,506<br>2,600 | TV penet            |                 | <b>92 %</b>     |
| KCOY-TV (N,            | C) KEYT (A        | . N)                   | TV penetr               | ation           | 77 %             | Emmet                         | 4,406                           | 3,906                   | Brookings                     | 6,312                   | 5,912                   | KXLY-TV (C)         |                 |                 |
| COUNTIES               |                   | TV HOMES               | WSLA-TV (A)             |                 |                  | Ida<br>Lyon                   | 3,000<br>4,103                  | 2,900<br>3,803          | Brown<br>Brule                | 10,709<br>2,003         | 10,209<br>1,903         | COUNTIES            | HOMES           | TV HOMES        |
| California             |                   |                        | COUNTY                  | HOMES           | TV HOMES         | Monona                        | 3,900                           | 3,700                   | Buffalo                       | 400                     | 300                     | Idaho               |                 |                 |
| San Luis Obis          |                   | 29,989                 | Alabama                 |                 |                  | O'Brien<br>Osceola            | 5,803<br>3,000                  | 5,503<br>2,800          | Charles Mix                   | 2,900                   | 2,400                   | Benewah<br>Bonner   | 1,900<br>5,106  | 1,800<br>4,706  |
| Santa                  |                   | •                      | Dallas                  | 15,006          | 11,606           | Plymouth                      | 6,806                           | 6,506                   | Clark<br>Clay                 | 2,100<br>3,300          | 1,900<br>3,100          | Boundary            | 1,700           | 1,500           |
| Barbara N<br>Santa     | 34,340            | 31,740                 |                         |                 |                  | Sac                           | 5,200                           | 4,800                   | Codington                     | 6,506                   | 6,206                   | Clearwater          | 2,606           | 2,406           |
| Barbara S              | 42,261            | 39,161                 | SHREV                   | EDΛΙ            | ЭT               | Sioux<br>Woodbury             | 7,403<br>33,930                 | 6,703<br>32,430         | Davison<br>Day                | 5,503<br>3,000          | 4,903<br>2,800          | ldaho<br>Kootenai   | 4,409<br>10,421 | 3,809<br>10,021 |
|                        |                   |                        | LA.                     | EPUI            | ΧΙ,              |                               | •                               | ,                       | Deuel                         | 1,900                   | 1,700                   | Latah               | 6,406           | 5,906           |
|                        |                   |                        |                         | _               | 22.000           | Nebraska<br>Antelope          | 2,900                           | 2,500                   | Douglas<br>Edmunds            | 1,300<br>1,400          | 1,200<br>1,300          | Lewis<br>Nez Perce  | 1,403<br>9,424  | 1,303<br>8,924  |
| i.                     |                   |                        | Homes<br>TV homes       |                 |                  | Burt                          | 3,000                           | 2,900                   | Faulk                         | 1,300                   | 1,200                   | Shoshone            | 6,200           | 5,800           |
| SAVAN                  | INAH,             | GA.                    | TV penetra              | ation           | 89 %             | Cedar<br>Cuming               | 3,700<br>3,700                  | 3,500<br>3,400          | Grant                         | 3,000<br>2,100          | 2,700<br>1,900          | Montana             |                 |                 |
| Homes                  | 12                | 29,100                 | KSLA (C) KTAI           | L-TV (N)        |                  | Dakota                        | 4,009                           | 3,809                   | Gregory<br>Haakon             | 1,100                   | 1,000                   | Flathead            | 10,706          | 9,806           |
| TV homes               |                   |                        | KTBS-TV (A)             |                 |                  | Dixon                         | 2,200                           | 2,100                   | Hamlin                        | 1,800                   | 1,700                   | Glacier             | 3,306           | 2,906           |
| TV penet               |                   | 90 %                   | COUNTIES                | HOMES           | TV HOMES         | Holt<br>Knox                  | 4,200<br>3,900                  | 3,400<br>3,300          | Hand<br>Hanson                | 1,900<br>1,300          | 1,800<br>1,200          | Hill<br>Lincoln     | 6,018<br>4,218  | 5,618<br>3,718  |
| WSAV-TV (N,            |                   |                        | Arkansas                |                 |                  | Madison                       | 8,312                           | 7,512                   | Hughes                        | 4,430                   | 4,130                   | Mineral             | 1,003           | 903             |
| COUNTIES               | HOMES             | TV HOMES               | Columbia<br>Hempstead   | 8,300<br>5,900  | 7,100<br>5,100   | Pierce<br>Stanton             | 2,600<br>1,700                  | 2,500<br>1,600          | Hutchinson<br>Hyde            | 3,600<br>700            | 3,300<br>700            | Missoula<br>Sanders | 15,354<br>2,200 | 14,054<br>1,800 |
| Georgia                |                   |                        | Hempstead<br>Howard     | 3,300           | 3,000            | Thurston                      | 1,700                           | 1,600                   | Jackson                       | 500                     | 500                     | Toole               | 2,403           | 2,203           |
| Appling<br>Bacon       | 3,200<br>2,100    | 2,700<br>1,800         | Lafayette               | 3,200           | 2,800            | Wayne                         | 3,000                           | 2,900                   | Jerauld                       | 1,200<br>500            | 1,100<br>500            | Oregon              |                 |                 |
| Beyan                  | 1,603             | 1,403                  | Little River<br>Miller  | 2,500<br>10,706 | 2,100<br>9,606   | South Dal                     | kota                            |                         | Jones<br>Kingsbury            | 2,900                   | 2,700                   | Baker               | 5,906           | 5,206           |
| Bulloch                | 6,503<br>1,600    | 5,803<br>1,300         | Nevada                  | 3,000           | 2,500            | Bon Homme                     | 3,000                           | 2,600                   | Lake                          | 3,703                   | 3,503                   | Umattilla           | 13,809          | 12,209          |
| Candler<br>Chatham     | 61,668            | 57,568                 | Pike<br>Sevier          | 2,200<br>3,300  | 1,900<br>2,900   | Clay<br>Lincoln               | 3,300<br>4,000                  | 3,100<br>3,800          | Lincoln<br>Lyman              | 4,000<br>1,300          | 3,800<br>1,200          | Union<br>Wallowa    | 5,800<br>2,300  | 5,100<br>1,900  |
| Effingham              | 2,803             | 2,503                  |                         | 0,000           | _,               | Turner                        | 3,700                           | 3,500                   | McCook                        | 2,400                   | 2,300                   |                     | •               | 1,500           |
| Evans<br>Jeff Davis    | 2,103<br>2,200    | 1,903<br>1,900         | Louisiana               | 4 200           | 2 000            | Union<br>Yankton              | 3,200<br>5,106                  | 3,100<br>4,706          | McPherson<br>Marshall         | 1,400<br>1,900          | 1,200<br>1,600          | Washingt            |                 |                 |
| Liberty                | 4,330             | 3,830                  | Bienville<br>Bossier    | 4,200<br>17,805 | 3,600<br>16,505  | talintoli                     | 3,100                           | 4,700                   | Mellette                      | 600                     | 500                     | Adams<br>Asotin     | 3,315<br>4,609  | 3,115<br>4,409  |
| Long<br>McIntosh       | 1,103<br>1,800    | 903<br>1,500           | Caddo                   | 74,182          | 68,782           |                               |                                 |                         | Miner<br>Minnehaha            | 1,500<br>29,569         | 1,400<br>28,669         | Benton              | 19,254          | 18,054          |
| Montgomery             | 1,300             | 1,000                  | Claiborne<br>De Soto    | 4,800<br>6,706  | 4,100<br>5,606   | SIOUX                         | FALL                            | S.                      | Moody                         | 2,500                   | 2,300                   | Chelan<br>Columbia  | 13,912<br>1,500 | 12,812<br>1,300 |
| Screven<br>Tattnail    | 3,400<br>3,700    | 2,800<br>3,300         | Jackson .               | 4,606           | 4,106            | S.D.                          |                                 | ,                       | Potter<br>Roberts             | 1,400<br>3,500          | 1,300<br>3,100          | Douglas             | 4,818           | 4,518           |
| Toombs                 | 4,603             | 3,803                  | Lincoln<br>Natchitoches | 7,412<br>8,900  | 6,912<br>7,000   | Homes                         | 25                              | 6.600                   | Sanborn                       | 1,300                   | 1,100                   | Ferry<br>Franklin   | 1,100<br>8,254  | 900<br>7,754    |
| Whoolor                | 5,318<br>1,100    | 4,818<br>900           | Red River               | 2,400           | 1,900            | TV homes                      | <b>.23</b>                      | 6,300                   | Spink                         | 3,300                   | 3,100                   | Garfield            | 700             | 600             |
| Wheeler                | 1,100             | 300                    | Sabine<br>Union         | 4,700<br>4,700  | 3,700<br>4,200   | TV penetr                     | ration                          | 92 %                    | Stanley<br>Sully              | 1,415<br>800            | 1,315<br>700            | Grant               | 16,147          | 14,947<br>3,303 |
| South Car              | olina             |                        | Webster                 | 12,333          | 10,933           | KELO-TV (C, A                 |                                 |                         | Todd                          | 1,100                   | 800                     | Lincoln<br>Okanogan | 3,503<br>7,300  | 6,400           |
| Beaufort               | 11,254            | 10,054                 | Winn                    | 4,503           | 3,803            | (KELO-TV ope<br>KDLO-TV Flore |                                 |                         | Tripp<br>Turner               | 2,600<br>3,700          | 2,400<br>3,500          | Pend Oreille        | 2,000           | 1,800           |
| Hampton                | 4,200<br>3,206    | 3,500<br>2,706         | Oklahoma                |                 |                  | KPLO-TV Relia                 |                                 |                         | Union                         | 3,200                   | 3,100                   | Spokane<br>Stevens  | 95,821<br>5,400 | 89,921<br>4,900 |
| Jasper                 | 3,200             | 2,700                  | McCurtain               | 7,100           | 5,900            | COUNTIES                      | HOMES                           | ry HOMES                | Yankton                       | 5,106                   | 4,706                   | Walla Walla         | 13,412          | 11,812          |
|                        |                   |                        | Texas                   |                 |                  | lowa                          |                                 |                         |                               |                         |                         | Whitman             | 8,800           | 8,100           |
|                        |                   |                        | Bowie                   | 19,206          | 17,706           | Clay                          | 5,703<br>4,000                  | 5,203<br>3,600          | COLITI                        | DEN                     | <b>.</b>                |                     |                 |                 |
| SEATT                  | I E-              |                        | Camp                    | 2,200           | 1,800            | Dickinson<br>Emmet            | 4,406                           | 3,906                   | SOUTH                         | I BEN                   |                         |                     |                 |                 |
| TACON                  |                   | ASH.                   | Cass<br>Franklin        | 6,800<br>1,400  | 6,100<br>1,200   | Lyon                          | 4,103                           | 3,803                   | ELKHA                         |                         | ND.                     | SPRING              | GFIEL           | D,              |
| Homes                  |                   |                        | Gregg                   | 23,448          | 21,548           | O'Brien<br>Osceola            | 5,803<br>3,000                  | 5,503<br>2,800          | Homes TV homes                |                         | 2,900<br>2,800          | MO.                 |                 |                 |
| TV homes               | <i></i> . 62      | 6,500                  | Harrison<br>Marion      | 13,003<br>2,000 | 11,503<br>1,700  | Sioux                         | 7,403                           | 6,703                   | TV peneti                     |                         | 82 %                    | Homes               |                 |                 |
| TV penet               | ration            | 93%                    | Morris                  | 4,118           | 3,718            | Minnesota                     | 1                               |                         | WNDU-TV† (N                   | I) WSBT-TV              | † (C)                   | TV homes            |                 | 1,700<br>88 %   |
| KING-TV (N)            |                   |                        | Nacogdoches<br>Panola   | 8,400<br>4,700  | 7,000<br>4,100   | Big Stone                     | 2,500                           | 2,300                   | WSJV-TV† (À)                  |                         |                         | -                   |                 |                 |
| TV (A) KTNT-           |                   |                        | Red River               | 4,200           | 3,400            | Jackson<br>Lac Qui Parle      | 4,200<br>3,600                  | 3,800                   | COUNTIES                      | HOMES 1                 | TV HOMES                | KTTS-TV (C,         |                 |                 |
| COUNTIES               | HOMES             | TV HOMES               | Rusk                    | 10,600          | 9,500<br>1,500   | Lac Qui Parie<br>Lincoln      | 2,900                           | 3,300<br>2,600          | Indiana                       |                         |                         | COUNTIES            | HOMES 1         | V HOMES         |
| Oregon                 | 0.000             | 7 000                  | Sabine<br>San Augustine | 1,900           | 1,500            | Murray                        | 3,700                           | 3,500                   | Elkhart<br>Fulton             | 34,005<br>5,103         | 32,405<br>4,903         | Arkansas            | 3 400           | າດກາ            |
| Clatsop                | 8,800             | 7,800                  | Shelby                  | 5,900           | 5,000            | Nobles<br>Pipestone           | 6,606<br>3,903                  | 6,306<br>3,703          | Kosciusko                     | 13,133                  | 12,633                  | Baxter<br>Boone     | 3,400<br>6,006  | 2,800<br>5,206  |
| Washingt               | on                |                        | Titus<br>Upshur         | 5,506<br>5,900  | 4,806<br>5,300   | Rock                          | 3,403                           | 3,203                   | La Grange                     | 4,706                   | 3,785                   | Carroll             | 4,100           | 3,600           |
| Ciallam                | 10,015            | 9,215                  | Wood                    | 5,100           | 4,600            | Stevens<br>Swift              | 3,103<br>3,900                  | 2,803<br>3,500          | Marshall<br>Pulaski           | 10,412<br>3,703         | 10,012<br>2,042         | Fulton<br>Izard     | 1,700<br>1,800  | 1,200<br>1,300  |
| Grays Harbor<br>Island | 18,106<br>6,948   | 15,906<br>6,648        |                         |                 |                  | Traverse                      | 1,900                           | 1,800                   | St. Joseph                    | 73,571                  | 71,471                  | Madison             | 2,500           | 1,900           |
| Jefferson              | 2,500             | 2,300                  |                         |                 | _                | Yellow Medici                 | 4,200                           | 3,500                   | Starke                        | 5,412                   | 2,971                   | Marion<br>Newton    | 1,600<br>1,300  | 1,400<br>1,000  |
| King<br>Kitsap         | 339,357<br>27,442 | 316,557<br>26,142      | SIOUX                   | CITY            | 7,               | Nebraska                      |                                 |                         | Michigan                      |                         |                         | Searcy              | 2,200           | 1,700           |
| Kittitas               | 6,200             | 5,500                  | IOWA                    |                 |                  | Boyd                          | 1,400                           | 1,200                   | Berrien                       | 47,571                  | 24,716                  | Sharp               | 1,600           | 1,200           |
| Lewis                  | 13,500            | 12,200                 | Homes                   |                 |                  | Brown                         | 1,300<br>2,503                  | 1,100                   | Cass<br>St. Joseph            | 11,536<br>13,733        | 10,134<br>7,733         | Missouri            |                 |                 |
| Mason<br>Pacific       | 5,606<br>4,600    | 5,306<br>4,100         | TV homes. TV penetra    |                 | 59,800<br>93%    | Cherry<br>Holt                | 4,200                           | 2,203<br>3,400          | -1, 2030pii                   | 10,700                  | ,,,,,,                  | Barry               | 5,700           | 5,100           |
| Pierce                 | 104,861           | 99,761                 | •                       |                 |                  | Keya Paha                     | 500                             | 500                     |                               |                         |                         | Benton              | 3,103           | 2,603           |
| San Juan<br>Skagit     | 800<br>17,339     | 700<br>1 <b>6,</b> 039 | KTIV (N,A) KV           |                 |                  | Knox<br>Rock                  | 3,900<br>800                    | 3,300<br>700            | SPOKA                         | NE                      |                         | Camden<br>Cedar     | 3,412<br>2,900  | 3,012<br>2,600  |
| Snohomish              | 61,418            | 58,218                 | COUNTIES                | HOMES           | TV HOMES         |                               |                                 |                         | WASH.                         |                         |                         |                     | ,               | ,               |
| Thruston<br>Whatcom    | 19,448<br>23,518  | 18,448<br>21,618       | Iowa<br>Buena Vista     | 6,603           | 6 202            | North Dak                     |                                 | 1 000                   |                               |                         | 0.400                   |                     | _               |                 |
| ***natoUIII            | 23,310            | 21,010                 | Ducita VISIA            | 0,003           | 6,203            | Dickey                        | 2,100                           | 1,900                   | Homes                         | 33                      | <b>∠,4</b> 00           | † UHF               |                 |                 |
|                        |                   |                        |                         |                 |                  |                               |                                 |                         |                               |                         |                         |                     |                 |                 |

## "You gotta know the territory!"

In Indiana, you can count on these Career Communicators who do.



These men make up the management of The Communicana Group. They understand locally loyal territories such as Fort Wayne and South Bend - Elkhart because they live here.



JOHN F. DILLE, JR

President of The Communicana Group. AB and Master's Degree in Communications from University of Chicago. D. Litt., Tri-State College. Chairman of NAB. Former Vice-Chairman of NAB TV Board. Past-President, University of Chicago Alumni Assn. Vice-Chairman, Indiana Toll Road Commission. Past-Chairman, ABC-TV Affiliates Board of Governors. Does on-the-air editorials.

PAUL C. BRINES

Executive Vice-President of The Communicana Group. Graduated Phi Beta Kappa, University of Illinois. LL.B., George Washington University. Five years with F.B.I. 30 years in radio and television station management. Director, Elkhart Chamber of Commerce, Better Business Bureau; Indiana Broadcasters Assn., South Bend Press Club. 12 years with The Communicana Group.

DON E. FULLER, General Manager, WSJV-TV and WTRC AM/FM. South Bend-Elkhart. Lifetime Hoosier. Attended Indiana University. Former Jaycee; Director, Sales & Advertising Executives Club of South Bend-Elkhart; member, South Bend Press Club. Active in area Chambers of Commerce, Better Business Bureaus and Indiana Broadcasters Assn. 13 years with units of The Communicana Group.











HILLIARD GATES, Vice-President and General Manager, WKJG TV/AM/FM, Ft. Wayne. 30 years in broadcasting, 25 of them in Ft. Wayne. Named Indiana Sportscaster of the Year four of last six years. Helped organize Ft. Wayne Press Club — twice President, Incoming President, Ft. Wayne Rotary Club; Member Board of Directors, Ft. Wayne Chamber of Commerce; Vice-President, Ft. Wayne Better Business Bureau; Assistant Secretary, Indiana Broadcasters Assn.; member, Board of Downtown Ft. Wayne Assn. 20 years with units of The Communicana Group.

WILLIAM KLINE, National Sales and Sales Promotion Mgr., WKJG-TV, Ft. Wayne. Attended Indiana University. Member, Ft. Wayne Press Club, Grocery Manufacturers Representatives Assn., Chamber of Commerce and Elk's Club. 20 years in sales and advertising, 14 years with units of The Communicana Group.

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The Mishawaka Times The Elkhart Truth

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



| SPRINGFIELD,   | MO. continu  | ied  | TALLA  | HASSI  | Ε <b>E</b> ,   | Pasco<br>Pinellas  | 14,859<br>179,2 <b>6</b> 0   | 13,759<br>169,460  | TOPEK   |   |   | Muskogee<br>Nowata   | 20,203<br>3,300  | 18,503<br>3,100  |
|--|--|--|--|--|--|--|--|--|---|---|---|--|--|--|
| Christian  | 4,003  | 3,603  | FLA  |  |  | Polk   | 67,471   | 62,771   | Homes   |   |   | Okfuskee   | 2,900  | 2,500  |
| Dade   | 2,200  | 2,000  | THOM   | ASVILI   | LE,  | Sarasota   | 36,347   | 34,047   | TV homes  |   |   | Okmulgee   | 11,400   | 10,600   |
| Dallas   | 3,100  | 2,800  | GA.  |  |  | Sumter   | 3,606  | 3,206  | TV penetr   | ation   | 92 %  | Osage  | 10,906   | 10,406   |
| Dent   | 3,503  | 2,703  |  |  |  |  |  |  | WIBW-TV (C,   | ΔNY   |   | Pawnee   | 3,300  | 3,000  |
| Douglas  | 2,400  | 2,100  | Homes  |  |  | UHF  |  |  |   |   |   | Payne  | 14,206   | 13,006   |
| Greene   | 44,335   | 41,835   | TV homes   |  |  | Florida  |  |  | COUNTIES  | HOMES   | TV HOMES  | Pittsburg  | 11,200   | 10,100   |
| Hickory  | 1,300  | 1,100  | TV penet   | ration   | 87%  | Hillsborough   | 143,289  | 91,181   | Kansas  |   |   | Rogers   | 7,315  | 6,715  |
| Howell   | 6,706  | 5,306  | WCTV (C, A)  |  |  | Manatee  | 30,720   | 21,039   | Brown   | 4,000   | 3,700   | Tulsa  | 135,815  | 129,415  |
| Laclede  | 6,006  | 5,406  |  |  |  | Pasco  | 14,859   | 3,715  | Chase   | 1.100   | 1,000   | Wagoner  | 5,003  | 4,603  |
| Lawrence   | 7,503  | 6,703  | COUNTIES   | HOMES 1  | TV HOMES   | Pinellas   | 179,260  | 137,263  | Clay  | 3,300   | 2,900   | Washington   | 15,954   | 15,354   |
| Oregon   | 2,800  | 2,000  | Florida  |  |  | Sarasota   | 36,347   | 10,895   | Cloud   | 4,400   | 3,800   |  |  |  |
| Ozark  | 1,700  | 1,400  | Calhoun  | 1,900  | 1,600  |  |  |  | Coffey  | 2,500   | 2,100   |  |  |  |
| Phelps   | 8,024<br>4,200   | 6,924<br>3,700   | Dixie  | 1,203  | 1,003  |  |  |  | Dickinson   | 7,103   | 6,503   | TUPEL  | O 84   | ICC  |
| Polk<br>Pulaski  | 10,456   | 9,356  | Franklin   | 2,106  | 1,706  |  |  |  | Geary   | 8,630   | 8,130   | IUPEL  | U, IVI   | 133.   |
| St. Clair  | 2,500  | 2,200  | Gadsden  | 9,215  | 7,815  |  |  |  | Jackson   | 3,100   | 2,800   | Homes  | (  | 62,900   |
| Shannon  | 1,900  | 1.400  | Gulf   | 3,215  | 2,815  | TERRE  | HAU  | TE.  | Jefferson   | 3,500   | 3,200   | TV homes   | 4  | 49,900   |
| Stone  | 2,200  | 1,800  | Hamilton   | 1,900  | 1,500  | IND.   |  | ,  | Lyon  | 8,500   | 7,600   | TV penet   | ation  | <b>79</b> %  |
| Taney  | 3,406  | 3,106  | Jackson  | 9,912  | 8,212  | IIID.  |  |  | Marshall  | 4,800   | 4,200   | COUNTIES   | HOMES  | TV HOMES   |
| Texas  | 5,100  | 4,200  | Jefferson  | 2,400  | 1,900  | Homes  | 15   | 56,100   | Morris  | 2,100   | 1,900   |  | HOMES  | 11 HOMES   |
| Webster  | 4,300  | 3,800  | Lafayette  | 800  | 700  | TV homes   | <b>. 1</b> 4   | 18,500   | Nemaha  | 3,500   | 3,200   | WTWV   |  |  |
| Wright   | 4,200  | 3,600  | Leon   | 22,235   | 20,135   | TV penet   | ration   | 95 %   | Osage   | 4,300   | 3,900   | Mississip  | n.i  |  |
| Ü  |  | •  | Liberty  | 900  | 800  | WTULTU (O  | A NIS SAUTSAU  | N (NI)   | Pottawatomie  | 3,500   | 3,200   |  |  |  |
|  |  |  | Madison  | 3,600  | 2,800  | WTHI-TV (C,  | i, n) wiw(   | ) (N)  | Riley   | 11,945  | 10,745  | Calhoun  | 4,400  | 3,400  |
|  |  |  | Suwannee   | 3,800  | 3,100  | COUNTIES   | HOMES  | TV HOMES   | Shawnee   | 49,095  | 46,595  | Chickasaw<br>Clay  | 4,600<br>5,606   | 3,500  |
|  | <b></b>  | _  | Taylor   | 4,102  | 3,312  | Illinois   |  |  | Wabunsee  | 1,900   | 1,700   | Clay   | 5,606<br>4,300   | 4,406  |
| SPRING   |  | .D-  | Wakulla  | 1,403  | 1,303  |  | E 100  | 4 000  | Washington  | 3,100   | 2,700   | Itawamba<br>Lee  | 4,300<br>13,118  | 3,400<br>10,918  |
| <b>HOLYO</b>   | KE.  |  | Georgia  |  |  | Clark  | 5,100  | 4,800  | Woodson   | 1,400   | 1,200   | Monroe   | 9,800  | 8,100  |
| MASS.  |  |  | _  | 1 000  | 1 000  | Clay   | 4,600<br>6,703   | 4,200<br>6,403   | Nebraska  |   |   | Oktibbeha  | 6,806  | 4,906  |
|  |  |  | Atkinson   | 1,300  | 1,000  | Crawford<br>Cumberland   | 6,703<br>3,100   | 2,900  |   | 1 400   | 1 200   | Pontotoc   | 5,000  | 4,000  |
| Homes  |  |  | Baker<br>Ben Hill  | 800<br>3,800   | 600<br>3,100   | Edgar  | 7,100  | 6,800  | Pawnee  | 1,400   | 1,300   | Prentiss   | 5,200  | 4,200  |
| TV homes   |  |  | Ben Hill<br>Berrien  | 3,000  | 2,500  | Effingham  | 6,906  | 6,306  |   |   |   | Tishomingo   | 4,100  | 3,100  |
| TV penetr  | ration   | 89 %   | Brooks   | 3,700  | 3,200  | Jasper   | 3,200  | 3,000  |   |   |   | •  |  | •  |
| WHYN-TV† (A  | N WWI P+ (   | (N)  | Calhoun  | 1,800  | 1,300  | Lawrence   | 5,300  | 5,000  |   |   |   |  |  |  |
| (WWLP† opera   |  |  | Colquitt   | 9,709  | 8,709  | Richland   | 5,000  | 4,600  | TUCSO   | N. AF   | RIZ.  |  |  |  |
| Greenfield, Ma   |  |  | Cook   | 3,203  | 2,803  |  |  | •  |   |   |   | TUSCA  | LOOS   | A,   |
| ,  |  | TV UOMO  | Decatur  | 7,106  | 6,306  | Indiana  |  |  | Homes<br>TV homes   |   |   | ALA.   |  |  |
| COUNTIES   | HUMES  | TV HOMES   | Dougherty  | 25,486   | 23,286   | Clay   | 7,606  | 7,406  | TV nomes  |   | 93%   |  |  |  |
| Connectic  | eut  |  | Early  | 2,900  | 2,500  | Daviess  | 7,403  | 7,003  | · · penetr  | 40011   | J J /0  | No data a  | /aiiable   |  |
|  |  |  | Echolo   | 300  | 200  | Farmania.  | 5,906  | 5,706  | MOUNTY (A)  | VOLD TV (   | <b>^</b> \  | WOET THE   |  |  |
| Tolland  | 21,029   | 13,486   | Echols   |  |  | Fountain   |  |  | KGUN-TV (A)   | MOLD-IV (   | U)  | WCFI-IV†   |  |  |
| Tolland  | 21,029   | 13,486   | Grady  | 4,600  | 4,100  | Greene   | 8,100  | 7,700  | KVOA-TV (N)   | NOLD-IV (   | <b>(</b> )  | WCFT-TV†   |  |  |
| Tolland<br>Massachus   | ,  | 13,486   | Grady<br>Irwin   | 4,600<br>2,100   | 4,100<br>1,800   | Greene<br>Knox   | 8,100<br>12,603  | 7,700<br>12,003  | KVOA-TV (N)   | ·   | ,   | WCF1-1V†   |  |  |
|  | ,  | 13,486<br>13,056   | Grady<br>Irwin<br>Lanier   | 4,600<br>2,100<br>1,200  | 4,100<br>1,800<br>1,000  | Greene<br>Knox<br>Martin   | 8,100<br>12,603<br>2,800   | 7,700<br>12,003<br>2,600   | KVOA-TV (N)   | ·   | C) TV HOMES   | ·  |  | _  |
| Massachu   | setts  |  | Grady<br>Irwin<br>Lanier<br>Lowndes  | 4,600<br>2,100<br>1,200<br>15,878  | 4,100<br>1,800<br>1,000<br>13,978  | Greene<br>Knox<br>Martin<br>Parke  | 8,100<br>12,603<br>2,800<br>4,300  | 7,700<br>12,003<br>2,600<br>4,200  | KVOA-TV (N) counties Arizona  | HOMES   | TV HOMES  | TWIN   | FALL!  | <b>S</b> ,   |
| Massachus<br>Franklin  | 17,318   | 13,056   | Grady<br>Irwin<br>Lanier<br>Lowndes<br>Miller  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300   | Greene<br>Knox<br>Martin<br>Parke<br>Píke  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500   | 7,700<br>12,003<br>2,600<br>4,200<br>3,300   | KVOA-TV (N) counties Arizona Apache   | HOMES 7,212   | г <b>v</b> номеs<br>5,212   | TWIN   | FALL!  | S,   |
| <b>Massachu</b> :<br>Franklin<br>Hampden   | 17,318<br>138,423  | 13,056<br>129,808  | Grady<br>Irwin<br>Lanier<br>Lowndes<br>Miller<br>Mitchell  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700  | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000  | Greene<br>Knox<br>Martin<br>Parke<br>Pike<br>Putnam  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805  | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506  | KVOA-TV (N) COUNTIES Arizona Apache Cochise   | 7,212<br>18,032   | 5,212<br>16,332   | TWIN<br>IDAHO  |  |  |
| <b>Massachu</b> :<br>Franklin<br>Hampden   | 17,318<br>138,423  | 13,056<br>129,808  | Grady<br>Irwin<br>Lanier<br>Lowndes<br>Miller<br>Mitchell<br>Seminole  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400   | Greene<br>Knox<br>Martin<br>Parke<br>Pike<br>Putnam<br>Sullivan  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500   | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200   | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee   | 7,212<br>18,032<br>3,200  | 5,212<br>16,332<br>3,000  | TWIN IDAHO   | 3  | 31,400   |
| <b>Massachu</b> :<br>Franklin<br>Hampden   | 17,318<br>138,423  | 13,056<br>129,808  | Grady<br>Irwin<br>Lanier<br>Lowndes<br>Miller<br>Mitchell<br>Seminole<br>Thomas  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906  | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806  | Greene<br>Knox<br>Martin<br>Parke<br>Píke<br>Putnam<br>Sullivan<br>Vermillion  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>5,200  | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200<br>5,000  | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East   | 7,212<br>18,032<br>3,200<br>95,000  | 5,212<br>16,332<br>3,000<br>90,100  | TWIN IDAHO Homes TV homes  | 3  | 31,400<br>29,900   |
| Massachus<br>Franklin<br>Hampden<br>Hampshire  | 17,318<br>138,423<br>29,393  | 13,056<br>129,808<br>26,313  | Grady<br>Irwin<br>Lanier<br>Lowndes<br>Miller<br>Mitchell<br>Seminole<br>Thomas<br>Tift  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006   | Greene<br>Knox<br>Martin<br>Parke<br>Píke<br>Putnam<br>Sullivan<br>Vermillion<br>Vigo  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>5,200<br>34,912  | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200<br>5,000<br>33,612  | KVOA-TV (N) COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West  | 7,212<br>18,032<br>3,200<br>95,000<br>4,254   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054   | TWIN IDAHO   | 3  | 31,400   |
| Massachus<br>Franklin<br>Hampden<br>Hampshire  | 17,318<br>138,423<br>29,393  | 13,056<br>129,808<br>26,313  | Grady<br>Irwin<br>Lanier<br>Lowndes<br>Miller<br>Mitchell<br>Seminole<br>Thomas<br>Tift<br>Turner  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000  | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700  | Greene<br>Knox<br>Martin<br>Parke<br>Píke<br>Putnam<br>Sullivan<br>Vermillion  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>5,200  | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200<br>5,000  | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East   | 7,212<br>18,032<br>3,200<br>95,000  | 5,212<br>16,332<br>3,000<br>90,100  | TWIN IDAHO Homes TV homes TV penetr  |  | 31,400<br>29,900   |
| Massachus<br>Franklin<br>Hampden<br>Hampshire  | 17,318<br>138,423<br>29,393  | 13,056<br>129,808<br>26,313  | Grady<br>Irwin<br>Lanier<br>Lowndes<br>Miller<br>Mitchell<br>Seminole<br>Thomas<br>Tift  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006   | Greene<br>Knox<br>Martin<br>Parke<br>Píke<br>Putnam<br>Sullivan<br>Vermillion<br>Vigo  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>5,200<br>34,912  | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200<br>5,000<br>33,612  | KVOA-TV (N) COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West  | 7,212<br>18,032<br>3,200<br>95,000<br>4,254   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054   | TWIN IDAHO Homes TV homes TV penetr  |  | 31,400<br>29,900<br>95 %   |
| Massachus<br>Franklin<br>Hampden<br>Hampshire  | 17,318<br>138,423<br>29,393  | 13,056<br>129,808<br>26,313<br>N.Y.  | Grady<br>Irwin<br>Lanier<br>Lowndes<br>Miller<br>Mitchell<br>Seminole<br>Thomas<br>Tift<br>Turner  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000  | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700  | Greene<br>Knox<br>Martin<br>Parke<br>Píke<br>Putnam<br>Sullivan<br>Vermillion<br>Vigo  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>5,200<br>34,912  | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200<br>5,000<br>33,612  | KVOA-TV (N) COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West  | 7,212<br>18,032<br>3,200<br>95,000<br>4,254   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054   | TWIN IDAHO Homes TV homes TV penetr  |  | 31,400<br>29,900   |
| Massachus<br>Franklin<br>Hampden<br>Hampshire<br>SYRAC<br>Homes<br>TV homes  | 17,318<br>138,423<br>29,393  | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth   | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700  | Greene<br>Knox<br>Martin<br>Parke<br>Píke<br>Putnam<br>Sullivan<br>Vermillion<br>Vigo  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>5,200<br>34,912  | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200<br>5,000<br>33,612  | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  | 7,212<br>18,032<br>3,200<br>95,000<br>4,254<br>4,106  | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606  | TWIN IDAHO Homes TV homes TV penetr  |  | 31,400<br>29,900<br>95 %   |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr   | 17,318<br>138,423<br>29,393<br>29,393  | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600<br>96 %  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth   | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400   | Greene<br>Knox<br>Martin<br>Parke<br>Pike<br>Putnam<br>Sullivan<br>Vermillion<br>Vigo<br>Warren  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>5,200<br>34,912<br>2,500   | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200<br>5,000<br>33,612<br>2,300   | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  | 7,212<br>18,032<br>3,200<br>95,000<br>4,254<br>4,106  | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N  |  | 31,400<br>29,900<br>95 %   |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (C)   | 17,318<br>138,423<br>29,393  | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600<br>96%   | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth TAMPA ST. PE  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400   | Greene<br>Knox<br>Martin<br>Parke<br>Pike<br>Putnam<br>Sullivan<br>Vermillion<br>Vigo<br>Warren  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>5,200<br>34,912<br>2,500   | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200<br>5,000<br>33,612<br>2,300   | COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz   | 7,212<br>18,032<br>3,200<br>95,000<br>4,254<br>4,106  | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho   |  | 31,400<br>29,900<br>95 %   |
| Massachus Franklin Hampden Hampshire  SYRAC Homes  | 17,318<br>138,423<br>29,393<br>29,393<br>29,393<br>44,55,52<br>74,55,52<br>74,55,55,55   | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600<br>96%<br>(A)  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth   | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400   | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren   | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>34,912<br>2,500  | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200<br>33,612<br>2,300  | COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes   | 7,212 18,032 3,200 95,000 4,254 4,106   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine  | 2 ration ) HOMES  1,400 300 4,806  | 31,400<br>29,900<br>95 %<br>TV HOMES   |
| Massachus<br>Franklin<br>Hampden<br>Hampshire<br>SYRAC<br>Homes<br>TV homes<br>TV penetr<br>WHEN-TV (C)  | 17,318<br>138,423<br>29,393<br>29,393<br>29,393<br>44,55,52<br>74,55,52<br>74,55,55,55   | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600<br>96%<br>(A)  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG,   | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900   | 4,100<br>1,800<br>1,900<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400   | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes   | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>5,200<br>34,912<br>2,500   | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200<br>5,000<br>33,612<br>2,300   | COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes  | 7,212 18,032 3,200 95,000 4,254 4,106   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding   | HOMES  1,400 300 4,806 2,600   | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,606<br>2,400   |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (C) WSYR-TV (N) satellite WSYE  | 17,318 138,423 29,393  **USE,  | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600<br>96%<br>(A)  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900   | 4,100<br>1,800<br>1,900<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400   | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren   | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>5,200<br>34,912<br>2,500   | 7,700<br>12,003<br>2,600<br>4,200<br>3,300<br>6,506<br>7,200<br>33,612<br>2,300  | COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes   | 7,212 18,032 3,200 95,000 4,254 4,106   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome  | HOMES  1,400 300 4,806 2,600 3,300   | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,606<br>2,400<br>3,200  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (C) WSYR-TV (N) satellite WSYE COUNTIES   | 17,318 138,423 29,393 29,393  EUSE, 56,57 ration WNYS-TV (WSYR-TV E-TV Elmir HOMES   | 13,056<br>129,808<br>26,313<br><b>N.Y.</b><br>47,400<br>26,600<br>96 %<br>(A)<br>(operates<br>a, N. Y.)  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG,   | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400   | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr   | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>34,912<br>2,500<br><b>O, OH</b>  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 33,612 2,300  | COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes  | 7, 212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln  | 1,400<br>300<br>4,806<br>2,600<br>3,300<br>1,100   | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,606<br>2,400<br>3,200<br>1,000   |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (C) WSYR-TV (N) satellite WSYE COUNTIES New York  | 17,318 138,423 29,393  EUSE,   | 13,056 129,808 26,313  N.Y. 47,400 26,600 96 % (A) Operates a, N. Y.) TY HOMES   | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes   | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500<br>1,500 | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400   | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I  | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>34,912<br>2,500<br>O, OH   | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 33,612 2,300  ### Comparison of Comparison  | RVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr   | 7, 212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka   | 1,400<br>300<br>4,806<br>2,600<br>3,100<br>1,100<br>4,621  | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,606<br>2,400<br>3,200<br>1,000<br>4,321  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (N) satellite WSYE COUNTIES New York Cayuga   | 17,318 138,423 29,393 29,393 EUSE, 54 55 57 41 60 WNYS-TV E-TV Elmir HOMES 23,018  | 13,056 129,808 26,313  N.Y. 47,400 26,600 96% (A) operates a, N. Y.) TV HOMES 21,918   | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF)   | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900<br>A-<br>TERS-<br>FLA.<br>(HF) 536  | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400   | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr   | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>34,912<br>2,500<br><b>O, OH</b>  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 33,612 2,300  ### Comparison of Comparison  | COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N)   | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation  | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br><b>A.</b><br>0,700<br>3,500<br>92 %   | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln  | 1,400<br>300<br>4,806<br>2,600<br>3,300<br>1,100   | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,606<br>2,400<br>3,200<br>1,000   |
| Massachus Franklin Hampden Hampshire  SYRAC Homes  | 17,318 138,423 29,393 29,393 29,393 EUSE, 54 55 57 41 60 WNYS-TV (WSYR-TV E-TV Elmir HOMES 23,018 32,654   | 13,056<br>129,808<br>26,313<br><b>N.Y.</b><br>47,400<br>26,600<br>96 %<br>(A)<br>(Operates<br>a, N. Y.)<br>TV HOMES<br>21,918<br>31,254  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF)   | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900<br>A-<br>TERS-<br>FLA.<br>(HF) 530  | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br><b>0,400</b><br><b>5,700</b>   | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES   | 8,100<br>12,603<br>2,800<br>4,300<br>3,500<br>6,805<br>7,500<br>34,912<br>2,500<br>O, OH   | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 33,612 2,300  ### Comparison of Comparison  | COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES  | 7, 212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br><b>A.</b><br>0,700<br>3,500<br>92 %   | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka   | 1,400<br>300<br>4,806<br>2,600<br>3,100<br>1,100<br>4,621  | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>4,606<br>2,400<br>3,200<br>1,000<br>4,321   |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (N) satellite WSYE COUNTIES New York Cayuga Chemung Chenango  | 17,318 138,423 29,393 2 | 13,056 129,808 26,313  N.Y. 47,400 26,600 96 % (A) Operates a, N. Y.) TV HOMES  21,918 31,254 13,115   | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) Homes (U  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900<br>A-<br>TERS-<br>FLA.<br>(HF) 530<br>499<br>ation  | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br><b>0,400</b><br><b>5,700</b>   | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan   | 8,100 12,600 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OH4241 wation N) WTOL-T  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 33,612 2,300  HIO 23,200 1,100 97% V (C, N) TV HOMES  | COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N)   | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A)   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br><b>A.</b><br><b>Q,700</b><br><b>3,500</b><br><b>92</b> %  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka   | 1,400<br>300<br>4,806<br>2,600<br>3,100<br>1,100<br>4,621  | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>4,606<br>2,400<br>3,200<br>1,000<br>4,321   |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr V penetr V penetr V SYR-TV (N) Satellite WSYE COUNTIES New York Cayuga Chemung Chemango Cortland  | 17,318 138,423 29,393  EUSE, 54 55 57 ation WNYS-TV E-TV Elmir HOMES 23,018 32,654 13,715 13,118   | 13,056 129,808 26,313  N.Y. 47,400 26,600 96% (A) 7 operates a, N. Y.) TV HOMES  21,918 31,254 13,115 12,618   | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (VHF) TV penetr (VHF) Homes (UTV homes  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900<br>4-<br>TERS-<br>FLA.<br>(HF) 530<br>499   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500   | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale  | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 5,200 34,912 2,500  O, OH4241 ation N) WTOL-T HOMES 10,309  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  HIO 23,200 1,100 97% V (C, N) TV HOMES  | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES Arkansas Benton   | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 1   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br><b>A.</b><br>0,700<br>3,500<br>92%  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  | 1,400<br>300<br>4,806<br>2,600<br>3,300<br>1,100<br>4,621<br>13,306  | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,600<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes  | 17,318 138,423 29,393 2 | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600<br>96 %<br>(A)<br>7 operates<br>a, N. Y.)<br>TV HOMES<br>21,918<br>31,254<br>13,115<br>12,500  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) Homes (UHF)   | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900<br>1.7<br>TERS-<br>FLA.<br>(HF) 530<br>499<br>ation   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500   | Greene Knox Martin Parke Pike Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee   | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OF4241 ation  10,309 22,951  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  ### Comparison of the | COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES  Arkansas  | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A)   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br><b>A.</b><br><b>Q,700</b><br><b>3,500</b><br><b>92</b> %  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka   | 1,400<br>300<br>4,806<br>2,600<br>3,300<br>1,100<br>4,621<br>13,306  | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,600<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (C) 'WSYR-TV (N) satellite WSYE COUNTIES New York Cayuga Chenango Cortland Delaware Hamilton  | 17,318 138,423 29,393 29,393 29,393 EUSE, 52 ration WNYS-TV (WSYR-TV EImir HOMES 23,018 32,654 13,715 13,118 13,400 1,400  | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600<br>96 %<br>(A)<br>operates<br>a, N. Y.)<br>TV HOMES<br>21,918<br>31,254<br>13,115<br>12,618<br>12,500<br>1,300   | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV homes (UHF) TV penetr  | 4,600<br>2,100<br>1,200<br>15,878<br>1,600<br>4,700<br>1,600<br>9,906<br>6,806<br>2,000<br>3,900<br>A-<br>TERS-<br>FLA.<br>(HF) 530<br>(HF) 404  | 4,100<br>1,800<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93%<br>4,500<br>4,100  | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale  | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 5,200 34,912 2,500  O, OH4241 ation N) WTOL-T HOMES 10,309  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  HIO 23,200 1,100 97% V (C, N) TV HOMES  | COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES  Arkansas Benton Washington  | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 1   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br><b>A.</b><br>0,700<br>3,500<br>92%  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes  | 1,400<br>300<br>4,806<br>2,600<br>3,300<br>1,100<br>4,621<br>13,306  | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>3,000<br>4,000<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (N) satellite WSYE COUNTIES New York Cayuga Chemango Cortland Delaware Hamilton Jefferson   | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 20,393 21,400 21,400 21,715   | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600<br>96 %<br>(A)<br>operates<br>ra, N. Y.)<br>TV HOMES<br>21,918<br>31,254<br>13,115<br>12,618<br>12,608<br>1,300<br>26,815  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (VY TV homes (VHF) TV penetr (VHF) TV penetr (UHF) TV penetr (UHF)  | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 ation  | 4,100<br>1,800<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %   | Greene Knox Martin Parke Pike Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee   | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OF4241 ation  10,309 22,951  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  ### Comparison of the | RVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES Arkansas Benton Washington  | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) Homes 1 13,106 20,648   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br><b>A.</b><br><b>0,700</b><br><b>3,500</b><br><b>92</b> %  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes   | 1,400<br>300<br>4,806<br>2,600<br>3,300<br>1,100<br>4,621<br>113,306   | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,606<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (N) satellite WSYE COUNTIES New York Cayuga Chemung Chenung Chenung Cortland Delaware Hamilton Jefferson Lewis  | 17,318 138,423 29,393 29,393  EUSE, 54 55.55 ration WNYS-TV E-TV Elmir HOMES 23,018 32,654 13,715 13,118 13,400 1,400 27,715 6,603   | 13,056 129,808 26,313  N.Y. 47,400 26,600 96% (A) 70 operates 70,70 Homes  21,918 31,254 13,115 12,500 1,300 26,815 6,403  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF) TV penetr (UHF) TV penetr (UHF) TV penetr (UHF)   | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 eation  WLCY-TV WS   | 4,100<br>1,800<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %   | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe   | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 5,200 34,912 2,500  O, OH4241 ration N) WTOL-T HOMES 10,309 22,951 29,717   | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  ### Comparison of the | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES Arkansas Benton Washington Kansas Chautaqua   | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 13,106 20,648   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br><b>A.</b><br>0,700<br>3,500<br>92%<br>V HOMES<br>11,406<br>17,748   | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes  | 1,400<br>300<br>4,806<br>2,600<br>3,300<br>1,100<br>4,621<br>113,306   | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>3,000<br>4,000<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes  | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 21,3118 21,400 21,715 21,118 21,400 21,715  | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600<br>96 %<br>(A)<br>7 operates<br>a, N. Y.)<br>7V HOMES<br>21,918<br>31,254<br>13,115<br>12,618<br>12,500<br>1,300<br>26,815<br>6,403<br>16,633                    | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (VY TV homes (VHF) TV penetr (VHF) TV penetr (UHF) TV penetr (UHF)  | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 eation  WLCY-TV WS   | 4,100<br>1,800<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %   | Greene Knox Martin Parke Pike Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen  | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OF4241 ation 10,309 22,951 29,717 32,569   | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  HIO 23,200 1,100 97 % V (C, N) TV HOMES 9,809 22,251 29,117   | KVOA-TV (N)  COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES  Arkansas Benton Washington  Kansas Chautaqua Elk   | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 1 13,106 20,648   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br><b>A.</b><br><b>O,700</b><br><b>3,500</b><br><b>92%</b><br>V HOMES<br>11,406<br>17,748                                  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr   | 1,400<br>300<br>4,806<br>2,600<br>3,300<br>1,100<br>4,621<br>113,306   | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,606<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (N) satellite WSYE COUNTIES New York Cayuga Chemango Contland Delaware Hamilton Jefferson Lewis   | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 21,13,131 23,400 27,715 6,603 17,233 17,233 17,233 59,056  | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600<br>96 %<br>(A)<br>Operates<br>a, N. Y.)<br>TV HOMES<br>21,918<br>31,254<br>13,115<br>12,500<br>1,300<br>26,815<br>6,403<br>16,633<br>57,256                      | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF) TV penetr (UHF) WFLA-TV (N) TV (A) WTVT   | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 eation  WLCY-TV WS   | 4,100<br>1,800<br>1,000<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %<br>SUN-  | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen Crawford  | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OF4241 ation N) WTOL-T HOMES 10,309 22,951 29,717  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  HIO 23,200 1,100 97 % V (C, N) TV HOMES  9,809 22,251 29,117  | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES Arkansas Benton Washington Kansas Chautaqua Elk Montgomery  | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 1 13,106 20,648   | TV HOMES  5,212 16,332 3,000 90,100 4,054 3,606  A.  0,700 3,500 92%  TV HOMES  11,406 17,748  1,600 1,300 13,500   | TWINIDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C)   | 1,400<br>300<br>4,806<br>2,600<br>3,300<br>1,100<br>4,621<br>113,306   | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,606<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr V penetr V penetr V wsyR-TV (N) satellite WSYE COUNTIES New York Cayuga Chemango Cortland Delaware Hamilton Jefferson Lewis Madison Oneida East Oneida West   | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 21,3118 21,400 21,715 21,118 21,400 21,715  | 13,056<br>129,808<br>26,313<br>N.Y.<br>47,400<br>26,600<br>96 %<br>(A)<br>7 operates<br>a, N. Y.)<br>7V HOMES<br>21,918<br>31,254<br>13,115<br>12,618<br>12,500<br>1,300<br>26,815<br>6,403<br>16,633                    | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF)   | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 eation  WLCY-TV WS   | 4,100<br>1,800<br>1,000<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %<br>SUN-  | Greene Knox Martin Parke Pike Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen  | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OF4241 ation 10,309 22,951 29,717 32,569   | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  HIO 23,200 1,100 97% V (C, N) TV HOMES  9,809 22,251 29,117   | KVOA-TV (N)  COUNTIES  Arizona  Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES  Arkansas Benton Washington  Kansas Chautaqua Elk   | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 1 13,106 20,648   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br><b>A.</b><br><b>O,700</b><br><b>3,500</b><br><b>92%</b><br>V HOMES<br>11,406<br>17,748                                  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr   | 1,400 300 4,806 2,600 3,300 1,100 4,621 13,306  TEX  | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,606<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (N) satellite WSYE COUNTIES New York Cayuga Chemung Chenango Cortland Delaware Hamilton Jefferson Lewis Madison Oneida East Oneida West   | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 21,135 23,018 32,654 13,715 21,118 13,400 1,400 27,715 6,603 17,233 59,056 27,872  | 13,056 129,808 26,313  N.Y. 47,400 26,600 96 % (A) 70 perates a, N. Y.) 17 HOMES  21,918 31,254 13,115 12,618 12,500 1,300 26,815 6,403 16,633 57,256 27,072 26,842  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF)   | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 eation  WLCY-TV WS   | 4,100<br>1,800<br>1,000<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %<br>SUN-  | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe Ohio Allen Crawford Defiance   | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OH4241 aation N) WTOL-T HOMES 10,309 22,951 29,717   | 7,700 12,003 2,600 4,200 3,300 6,566 7,200 5,000 33,612 2,300  ### Occupancy of the control of t | RVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES  Arkansas Benton Washington  Kansas Chautaqua Elk Montgomery Wilson   | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 1 13,106 20,648   | TV HOMES  5,212 16,332 3,000 90,100 4,054 3,606  A.  0,700 3,500 92%  TV HOMES  11,406 17,748  1,600 1,300 13,500   | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C) COUNTIES   | 1,400 300 4,806 2,600 3,300 1,100 4,621 13,306  TEX  | 1,300<br>300<br>4,606<br>4,006<br>3,200<br>1,000<br>4,321<br>12,806  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (C) ' WSYR-TV (N) Satellite WSYE COUNTIES New York Cayuga Chenango Chondaga Ondaga Ontario   | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 21,400 27,715 6,603 17,233 17,233 17,233 17,233 17,233 17,233 21,440 227,872 21,442 26,836   | 13,056 129,808 26,313  N.Y. 47,400 26,600 96 % (A) 10,000 11,300 26,815 6,403 16,633 15,7256 27,072 138,952 20,842 26,036  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF)   | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 eation  WLCY-TV WS   | 4,100<br>1,800<br>1,000<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %<br>SUN-  | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen Crawford Defiance Erie  | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 5,200 34,912 2,500  O, OH water 10,309 22,951 29,717 32,569 15,139 9,418 21,875   | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  HIO 23,200 1,100 97% V (C, N) TV HOMES  9,809 22,251 29,117  31,269 14,639 9,118 21,275 8,415 17,142  | RVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES Arkansas Benton Washington  Kansas Chautaqua Elk Montgomery Wilson  Oklahoma  | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) Homes 1 13,106 20,648  1,700 1,400 14,900 4,000   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br><b>A.</b><br>0,700<br>3,500<br>92%<br>V HOMES<br>11,406<br>17,748<br>1,600<br>1,300<br>13,500<br>3,500                  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C) COUNTIES Texas   | HOMES  1,400 300 4,806 2,600 3,300 1,100 4,621 13,306  TEX   | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,606<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806<br>AS<br>22,200<br>19,100<br>89 %  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (C) 'WSYR-TV (N) satellite WSYE COUNTIES New York Cayuga Chenango Cortland Delaware Hamilton Jefferson Lewis Madison Oneida East Oneida West Ontario Oswego   | 17,318 138,423 29,393 29,393  EUSE, 54 55 56 57 87 87 87 87 87 87 87 87 87 87 87 87 87   | 13,056 129,808 26,313  N.Y. 47,400 26,600 96 % (A) 7 operates 21,918 31,254 13,115 12,618 12,500 1,300 26,815 6,403 16,633 57,256 6,403 16,633 57,256 27,072 138,959 20,842 26,036 4,503                                 | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF)   | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 eation  WLCY-TV WS   | 4,100<br>1,800<br>1,000<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %<br>SUN-  | Greene Knox Martin Parke Pike Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen Crawford Defiance Erie Fulton  | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 5,200 34,912 2,500  O, OH ation N) WTOL-T HOMES 10,309 22,951 29,717 32,569 15,139 9,418 21,875 8,815 17,642 8,803  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  1100 97 % V (C, N) TV HOMES  9,809 22,251 29,117  31,269 14,639 9,118 21,275 8,415 17,142 8,403   | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES Arkansas Benton Washington Kansas Chautaqua Elk Montgomery Wilson  Oklahoma Adair   | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 1 13,106 20,648  1,700 1,400 14,900 4,000   | TV HOMES  5,212 16,332 3,000 90,100 4,054 3,606  A.  0,700 3,500 92%  V HOMES  11,406 17,748  1,600 1,300 13,500 3,500 3,500  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N counties Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C) counties Texas Anderson  | 1,400 300 4,806 2,600 3,300 1,100 4,621 13,306  TEX10 ation  | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,006<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806<br>AS<br>22,200<br>99,100<br>89 %  |
| Massachus Franklin Hampden Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (N) satellite WSYE COUNTIES New York Cayuga Chemango Chomango Cho | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 21,442 26,336 4,803 27,715 21,442 26,336 4,803 9,418  | 13,056 129,808 26,313  N.Y. 47,400 26,600 96 % (A) 70 operates a, N. Y.) TV HOMES  21,918 31,254 13,115 12,500 1,300 26,815 6,403 16,633 57,256 6,403 16,633 57,256 6,403 16,633 57,256 4,503 9,218                      | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF) TV penetr (UHF) WFLA-TV (N) TY† (A) WTVT COUNTIES VHF   | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 ration  WLCY-TV W: (C) HOMES TO  | 4,100<br>1,800<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>1,400<br>3,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93%<br>4,500<br>4,100<br>65%<br>SUN-  | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen Crawford Defiance Erie Fulton Hancock   | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OF 42  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  110 23,200 1,100 97 % V (C, N) TV HOMES  9,809 22,251 29,117  31,269 14,639 9,118 21,275 8,415 17,142 8,403 7,512   | RVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES Arkansas Benton Washington  Kansas Chautaqua Elk Montgomery Wilson  Oklahoma Adair Cherokee  | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 1 13,106 20,648  1,700 1,400 1,400 14,900 4,000   | 5,212<br>16,332<br>3,000<br>90,100<br>4,054<br>3,606<br>A.<br>0,700<br>3,500<br>92%<br>V HOMES<br>11,406<br>17,748<br>1,600<br>1,300<br>1,300<br>13,500<br>3,500<br>3,500       | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C) COUNTIES Texas Anderson Camp                                   | 1,400 300 4,806 2,600 3,300 1,100 4,621 113,306  TEX12 ation  HOMES  | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>300<br>4,606<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806<br>AS<br>22,200<br>89 %<br>TV HOMES  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (C) ' WSYR-TV (N) WSYR-TV (N) GOUNTIES New York Cayuga Chenango Chounties Madison Oneida East Oneida West Onnordaga Ontario Oswego Schuyler Seneca Steuben  | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 21,52 21,422 26,336 4,803 9,418 9,418 31,033   | 13,056 129,808 26,313  N.Y. 47,400 26,600 96 % (A) 70 perates a, N. Y.) 17 HOMES  21,918 31,254 13,115 12,618 12,500 1,300 26,815 6,403 16,633 57,256 27,072 20,842 26,036 4,503 9,218 29,533                            | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF) WFLA-TV (N) TV† (A) WTVT COUNTIES VHF Florida Charlotte   | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 53649: ation  WLCY-TV W: (C) HOMES TY 6,350   | 4,100<br>1,800<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br><b>0,400</b><br><b>5,700</b><br><b>93</b> %<br><b>4,500</b><br><b>4,100</b><br><b>65</b> %<br>SUN-<br>V HOMES | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV homes TV pen-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen Crawford Defiance Erie Fulton Hancock Hardin   | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OF4241 ation 10,309 22,951 29,717 32,569 15,139 9,418 21,875 8,815 17,642 8,803 7,712 147,057  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  1110 23,200 1,100 97% V (C, N) TV HOMES  9,809 22,251 29,117  31,269 14,639 9,118 21,275 8,415 17,142 8,403 7,512 143,757   | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES Arkansas Benton Washington  Kansas Chautaqua Elk Montgomery Wilson  Oklahoma Adair Cherokee Craig   | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 13,106 20,648  1,700 1,400 14,900 4,000   | TV HOMES  5,212 16,332 3,000 4,054 3,606  A.  0,700 3,500 92%  V HOMES  11,406 17,748  1,600 1,300 13,500 3,500 3,500 4,603 4,100   | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C) COUNTIES Texas Anderson Camp Cherokee                          | HOMES  1,400 300 4,806 2,600 3,300 1,100 4,621 13,306  TEX   | 31,400<br>29,900<br>95%<br>TV HOMES<br>1,300<br>30,00<br>4,606<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806<br>AS<br>22,200<br>19,100<br>89%<br>TV HOMES  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (C) 'WSYR-TV (N) satellite WSYE COUNTIES New York Cayuga Chenango Cortland Delaware Hamilton Jefferson Lewis Madison Oneida East Oneida West Onondaga Ontario Oswego Schuyler Seneca Steuben Tompkins   | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 21,440 27,715 26,636 27,872 21,442 26,836 4,803 9,418 31,033 20,851   | 13,056 129,808 26,313  N.Y. 47,400 26,600 96% (A) 7 operates a, N. Y.) TV HOMES  21,918 31,241 13,115 12,618 12,500 1,300 1,603 16,633 57,256 6,403 16,633 57,256 27,072 138,959 20,842 26,036 4,503 9,218 29,533 18,751 | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF)   | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 eation  WLCY-TV W: (C) HOMES TO 6,350 3,730 3,209 3,912  | 4,100<br>1,800<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>1,400<br>1,400<br>3,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %<br>SUN-<br>V HOMES                                  | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen Crawford Defiance Erie Fulton Hancock Hardin Henry Lucas Ottawa                                 | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OF4241 ation 10,309 22,951 29,717  32,569 15,139 9,418 21,875 8,815 17,642 8,803 7,712 147,057 11,027  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  11,100 97% V (C, N) TV HOMES  9,809 22,251 29,117  31,269 14,639 9,118 21,275 8,415 17,142 8,403 7,512 143,757 10,727   | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES Arkansas Benton Washington  Kansas Chautaqua Elk Montgomery Wilson  Oklahoma Adair Cherokee Craig Creek   | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 1 13,106 20,648  1,700 1,400 14,900 4,000 3,700 5,203 4,500 13,600                              | TV HOMES  5,212 16,332 3,000 90,100 4,054 3,606  A. 0,700 3,500 92 %  V HOMES  11,406 17,748  1,600 1,300 13,500 3,500 4,603 4,100 12,500                                       | TWINIDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C) COUNTIES Texas Anderson Camp Cherokee Franklin                  | HOMES  1,400 300 4,806 2,600 3,300 1,100 4,621 13,306  TEX   | 31,400<br>29,900<br>95 %<br>TV HOMES<br>1,300<br>3,000<br>4,600<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806<br>AS<br>22,200<br>19,100<br>89 %<br>TV HOMES  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (N) satellite WSYE COUNTIES New York Cayuga Chemung | 17,318 138,423 29,393 29,393  EUSE, 54 55 56 51 57 81 13,118 13,400 1,400 27,715 6,603 17,233 59,056 27,872 142,759 21,442 26,86 4,803 9,418 31,033 20,851 22,042  | 13,056 129,808 26,313  N.Y. 47,400 26,600 96 % (A) (A) (A) (A) (A) (A) (A) (B) (B) (B) (B) (B) (B) (B) (B) (B) (B  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF) WFLA-TV (N) TV† (A) WTVT COUNTIES Florida Charlotte Citrus De Soto Hardee Hernando  | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A-TERS-FLA. (HF) 530499 ation  WLCY-TV W: (C) HOMES TV  6,350 3,730 3,209 3,912 4,136  | 4,100<br>1,800<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,500<br>4,100<br>65 %<br>SUN-<br>V HOMES   | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen Crawford Defiance Erie Fulton Hancock Hardin Henry Lucas Ottawa Putnam                          | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 5,200 34,912 2,500  O, OF  HOMES 10,309 22,951 29,717  32,569 15,139 9,418 21,875 8,815 17,642 8,803 7,712 147,057 11,027 7,606   | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  110 23,200 1,100 97 % V (C, N) TV HOMES  9,809 22,251 29,117  31,269 14,639 9,118 21,275 8,415 17,142 143,7512 143,7512 143,7512 143,7512 143,7512 17,306   | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES Arkansas Benton Washington  Kansas Chautaqua Elk Montgomery Wilson  Oklahoma Adair Cherokee Craig Creek Delaware                       | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 1 13,106 20,648  1,700 1,400 1,400 1,400 4,000 3,700 5,203 4,500 13,600 4,100                   | TV HOMES  5,212 16,332 3,000 90,100 4,054 3,606  A.  0,700 3,500 92%  TV HOMES  11,406 17,748  1,600 1,300 13,500 3,500 3,500 3,000 4,603 4,100 12,500 3,500                    | TWINIDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C) COUNTIES Texas Anderson Camp Cherokee Franklin Gregg            | 1,400 300 4,806 2,600 3,300 1,100 4,621 13,306  TEX10 ation  HOMES  8,300 2,200 9,100 1,400 23,448               | 1,300<br>300<br>4,606<br>2,400<br>3,200<br>1,000<br>4,320<br>1,000<br>4,320<br>1,000<br>4,321<br>12,806  |
| Massachus Franklin Hampden Hampshire  SYRAC Homes  | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 21,440 27,715 26,636 27,872 21,442 26,836 4,803 9,418 31,033 20,851   | 13,056 129,808 26,313  N.Y. 47,400 26,600 96% (A) 7 operates a, N. Y.) TV HOMES  21,918 31,241 13,115 12,618 12,500 1,300 1,603 16,633 57,256 6,403 16,633 57,256 27,072 138,959 20,842 26,036 4,503 9,218 29,533 18,751 | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF)   | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 ation  WLCY-TV W: (C) HOMES TV  6,350 3,730 3,209 3,912 4,136 8,063  | 4,100<br>1,800<br>1,000<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>93,400<br>5,700<br>93%<br>4,500<br>4,500<br>4,100<br>65%<br>SUN-<br>V HOMES  | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen Crawford Defiance Erie Fulton Hancock Hardin Henry Lucas Ottawa Sandusky               | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, O+4241 ation 10,309 22,951 29,717 32,569 15,139 9,418 21,875 8,815 17,642 8,803 7,712 147,057 11,057 11,057 11,057 17,542  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  1110 23,200 1,100 97 % V (C, N) TV HOMES  9,809 22,251 29,117  31,269 14,639 9,118 21,275 8,415 17,142 8,403 7,512 143,757 10,727 7,306 17,142  | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES  Arkansas Benton Washington  Kansas Chautaqua Elk Montgomery Wilson  Oklahoma Adair Cherokee Craig Creek Delaware Haskell                       | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A)  HOMES 1 1,700 1,400 1,400 1,400 1,400 1,400 1,400 1,400 3,700 5,203 4,500 13,600 13,600 14,900 4,000 | TV HOMES  5,212 16,332 3,000 90,100 4,054 3,606  A.  0,700 3,500 92%  V HOMES  1,406 1,300 1,300 13,500 3,500 3,500 4,603 4,100 12,500 3,500 1,800                              | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C) COUNTIES Texas Anderson Camp Cherokee Franklin Gregg Henderson | Homes  1,400 300 4,806 2,600 3,300 1,100 4,621 113,306  TEX12 ation  Homes  8,300 2,200 9,100 1,400 23,448 6,700 | 1,300<br>30,4606<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806<br>4,321<br>12,806<br>4,321<br>12,806<br>7,300<br>1,800<br>7,800<br>1,800<br>7,800<br>1,800<br>7,800<br>1,200<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1 |
| Massachus Franklin Hampden Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (C) ' WSYR-TV (N) satellite WSYE COUNTIES New York Cayuga Chenango Cortland Delaware Hamilton Jefferson Lewis Madison Oneida East Oneida West Onondaga Ontario Oswego Schuyler Seneca Steuben Tompkins Wayne Yates  | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 20,851 22,042 6,006   | 13,056 129,808 26,313  N.Y. 47,400 26,600 96 % (A) (A) (A) (A) (A) (A) (A) (B) (B) (B) (B) (B) (B) (B) (B) (B) (B  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF) | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 ation  WLCY-TV W3 (C) HOMES TO 6,350 3,730 3,209 3,912 4,136 8,063 143,289   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %<br>SUN-<br>V HOMES   | Greene Knox Martin Parke Pike Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen Crawford Defiance Erie Fulton Hancock Hardin Henry Lucas Ottawa Putnam Sandusky Seneca     | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OF4241 ation N) WTOL-T HOMES 10,309 22,951 29,717 32,569 15,139 9,418 21,87,642 8,803 7,712 147,057 11,027 7,606 17,542 117,218  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  1100 97% V (C, N) TV HOMES  9,809 22,251 29,117  31,269 14,639 9,118 21,275 10,727 7,306 14,3757 10,727 7,306 17,142 16,718   | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES  Arkansas Benton Washington  Kansas Chautaqua Elk Montgomery Wilson  Oklahoma  Adair Cherokee Craig Creek Delaware Haskell Kay                  | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A)  HOMES 1,700 1,400 1,400 1,400 4,000 3,700 5,203 4,500 13,600 4,000 2,100 18,418                      | TV HOMES  5,212 16,332 3,000 90,100 4,054 3,606  A.  0,700 3,500 92%  V HOMES  11,406 17,748  1,600 1,300 13,500 3,500 3,500 3,500 3,500 3,500 12,500 3,500 12,500 3,500 17,118 | TWINIDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C) COUNTIES Texas Anderson Camp Cherokee Franklin Gregg            | 1,400 300 4,806 2,600 3,300 1,100 4,621 13,306  TEX10 ation  HOMES  8,300 2,200 9,100 1,400 23,448               | 1,300<br>300<br>4,606<br>2,400<br>3,200<br>1,000<br>4,320<br>1,000<br>4,320<br>1,000<br>4,321<br>12,806  |
| Franklin Hampden Hampshire  SYRAC Homes  | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 21,42,759  | 13,056 129,808 26,313  N.Y. 47,400 26,600 96 % (A) 7 operates a, N. Y.) TV HOMES  21,918 31,254 13,115 12,618 12,500 1,300 1,500 1,500 20,842 26,036 4,503 9,218 29,533 18,751 21,242 5,706                              | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF) WFLA-TV (N) TV† (A) WTVT COUNTIES VHF Florida Charlotte Citrus De Soto Hardee Hernando Highlands Hillsborough Lee   | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 eation  WLCY-TV W: (C) HOMES TV  6,350 3,730 3,209 3,912 4,136 8,063 143,289 22,345  | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>1,400<br>3,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %<br>SUN-<br>V HOMES  | Greene Knox Martin Parke Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen Crawford Defiance Erie Fulton Hancock Hardin Henry Lucas Ottawa Putnam Sandusky Seneca Williams | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 5,200 34,912 2,500  O, OH4241 ation N) WTOL-T HOMES 10,309 22,951 29,717 32,569 15,139 9,418 21,875 8,815 17,642 8,803 7,712 147,057 1,606 17,542 17,218 17,542 17,542 17,542 17,542 17,543 | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  1100 97 % V (C, N) TV HOMES  9,809 22,251 29,117  31,269 14,639 9,118 21,275 8,415 17,142 8,403 7,512 143,757 10,727 7,306 17,142 16,718 9,115  | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES  Arkansas Benton Washington  Kansas Chautaqua Elk Montgomery Wilson  Oklahoma  Adair Cherokee Craig Creek Delaware Haskell Kay Latimer | 7, 212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A) HOMES 1 13,106 20,648  1,700 14,900 4,000  3,700 5,203 4,500 4,100 2,100 18,418 2,000                | TV HOMES  5,212 16,332 3,000 90,100 4,054 3,606  A.  0,700 3,500 92%  V HOMES  11,406 17,748  1,600 1,300 13,500 3,500 4,003 4,100 3,500 1,800 12,500 3,500 1,800 17,118 1,600  | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C) COUNTIES Texas Anderson Camp Cherokee Franklin Gregg Henderson | Homes  1,400 300 4,806 2,600 3,300 1,100 4,621 113,306  TEX12 ation  Homes  8,300 2,200 9,100 1,400 23,448 6,700 | 1,300<br>30,4606<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806<br>4,321<br>12,806<br>4,321<br>12,806<br>7,300<br>1,800<br>7,800<br>1,800<br>7,800<br>1,800<br>7,800<br>1,200<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1 |
| Franklin Hampden Hampshire  SYRAC Homes TV homes TV penetr WHEN-TV (C) ' WSYR-TV (N) Satellite WSYE Counties New York Cayuga Chenango Cortland Delaware Hamilton Jefferson Lewis Madison Oneida East Oneida West Onondaga Ontario Oswego Schuyler Seneca Steuben Tompkins Wayne Yates  | 17,318 138,423 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 29,393 20,851 22,042 6,006   | 13,056 129,808 26,313  N.Y. 47,400 26,600 96 % (A) (A) (A) (A) (A) (A) (A) (B) (B) (B) (B) (B) (B) (B) (B) (B) (B  | Grady Irwin Lanier Lowndes Miller Mitchell Seminole Thomas Tift Turner Worth  TAMPA ST. PE BURG, Homes (V TV homes (VHF) TV penetr (VHF) TV penetr (UHF) | 4,600 2,100 1,200 15,878 1,600 4,700 1,600 9,906 6,806 2,000 3,900  A- TERS- FLA. (HF) 530499 ation  WLCY-TV W3 (C) HOMES TO 6,350 3,730 3,209 3,912 4,136 8,063 143,289   | 4,100<br>1,800<br>1,000<br>13,978<br>1,300<br>4,000<br>1,400<br>8,806<br>6,006<br>1,700<br>3,400<br>5,700<br>93 %<br>4,500<br>4,100<br>65 %<br>SUN-<br>V HOMES   | Greene Knox Martin Parke Pike Pike Putnam Sullivan Vermillion Vigo Warren  TOLED Homes TV homes TV penetr WSPD-TV (A,I COUNTIES Michigan Hillsdale Lenawee Monroe  Ohio Allen Crawford Defiance Erie Fulton Hancock Hardin Henry Lucas Ottawa Putnam Sandusky Seneca     | 8,100 12,603 2,800 4,300 3,500 6,805 7,500 34,912 2,500  O, OF4241 ation N) WTOL-T HOMES 10,309 22,951 29,717 32,569 15,139 9,418 21,87,642 8,803 7,712 147,057 11,027 7,606 17,542 117,218  | 7,700 12,003 2,600 4,200 3,300 6,506 7,200 5,000 33,612 2,300  1100 97% V (C, N) TV HOMES  9,809 22,251 29,117  31,269 14,639 9,118 21,275 10,727 7,306 14,3757 10,727 7,306 17,142 16,718   | KVOA-TV (N) COUNTIES  Arizona Apache Cochise Greenlee Pima East Pima West Santa Cruz  TULSA, Homes TV homes TV penetr KOTV (C) KTU KVOO-TV (N) COUNTIES  Arkansas Benton Washington  Kansas Chautaqua Elk Montgomery Wilson  Oklahoma  Adair Cherokee Craig Creek Delaware Haskell Kay                  | 7,212 18,032 3,200 95,000 4,254 4,106  OKL3633 ation L-TV (A)  HOMES 1,700 1,400 1,400 1,400 4,000 3,700 5,203 4,500 13,600 4,000 2,100 18,418                      | TV HOMES  5,212 16,332 3,000 90,100 4,054 3,606  A.  0,700 3,500 92%  V HOMES  11,406 17,748  1,600 1,300 13,500 3,500 3,500 3,500 3,500 3,500 12,500 3,500 12,500 3,500 17,118 | TWIN IDAHO Homes TV homes TV penetr KMVT (C,A,N COUNTIES Idaho Blaine Camas Cassia Gooding Jerome Lincoln Minidoka Twin Falls  TYLER, Homes TV homes TV penetr KLTV (N,A,C) COUNTIES Texas Anderson Camp Cherokee Franklin Gregg Henderson | Homes  1,400 300 4,806 2,600 3,300 1,100 4,621 113,306  TEX12 ation  Homes  8,300 2,200 9,100 1,400 23,448 6,700 | 1,300<br>30,4606<br>2,400<br>3,200<br>1,000<br>4,321<br>12,806<br>4,321<br>12,806<br>4,321<br>12,806<br>7,300<br>1,800<br>7,800<br>1,800<br>7,800<br>1,800<br>7,800<br>1,200<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1,800<br>1 |

| 8,400  | 7.000                                     |
|--------|---|
| 700    | 700                                       |
| 10,600 | 9,500                                     |
| 28,775 | 26,275                                    |
| 5,900  | 5,300                                     |
| 6,000  | 5,300                                     |
| 5,100  | 4,600                                     |
|        |   |
|        | 700<br>10,600<br>28,775<br>5,900<br>6,000 |

#### UTICA-ROME, N.Y.

|          |    | . 152,300<br>. 146,900 |
|----------|----|------------------------|
|          |    | n 96%                  |
| MARTA AN | A) |                        |

WKTV (N.A) COUNTLES HOMES TV HOMES

New York Hamilton 1,400 21,930 21,130 Herkimer Lewis 6.603 6.403 18,106 Montgomery 18 906 59,056 57,256 Oneida Fast 27,872 27,072 Oneida West 16,506 Otsego

#### **WACO-TEMPLE.** TEX.

Homes . . . . . . 181,800 TV homes . . . 163,000 TV penetration 90 %

KCEN-TV (N) KWTX (C,A) (KWTX-TV operates satellite KBTX-TV Bryan, Tex.)

| COUNTIES        | HOMES  | TV HOMES |
|-----------------|--------|----------|
| Texas           |        |          |
| Bell            | 29,120 | 27,320   |
| Bosque          | 3,600  | 3,200    |
| Brazos          | 13,430 | 12,130   |
| Burleson        | 3,200  | 2,500    |
| Coryell         | 6,915  | 6,415    |
| Falls           | 5,900  | 5,200    |
| Freestone       | 3,500  | 3,000    |
| Grimes          | 3,500  | 2,900    |
| <b>Hamilton</b> | 2,600  | 2,200    |
| Hill            | 6,800  | 6,200    |
| Lampasas        | 2,900  | 2,700    |
| Lee             | 2,500  | 2,100    |
| Leon            | 2,700  | 2,100    |
| Limestone       | 5,400  | 4,700    |
| McLennan        | 50,126 | 46,826   |
| Madison         | 1,700  | 1,400    |
| Milam           | 7,003  | 6,003    |
| Mills           | 1,200  | 1,000    |
| Robertson       | 4,500  | 3,900    |
| San Saba        | 1,600  | 1,400    |
| Trinity         | 2,000  | 1,600    |
| Walker          | 5,403  | 4,303    |
| Washington      | 6,000  | 4,700    |
| Williamson      | 10,200 | 9,200    |

#### WASHINGTON, D.C.

. . . . 1,156,700 TV homes . 1,097,500 TV penetration 93 % UHF data insufficient

WMAL-TV (A) WOOK-TV† WRC-TV (N) WTOP-TV (C) WTTG HOMES TV HOMES COUNTIES

Delaware

23,257 21,257 Sussex

**District of Columbia** 

District of

| Columbia      | 270,423         | 251,523 |  |  |  |  |  |
|---------------|-----------------|---------|--|--|--|--|--|
| Maryland      |                 |         |  |  |  |  |  |
| Allegany      | 25,406          | 23,906  |  |  |  |  |  |
| Anne Arundel  | 64,797          | 62,797  |  |  |  |  |  |
| Calvert       | 4,415           | 4,115   |  |  |  |  |  |
| Caroline      | 6,306           | 5,806   |  |  |  |  |  |
| Carroll       | 15, <b>6</b> 48 | 15,148  |  |  |  |  |  |
| Charles       | 8,942           | 8,342   |  |  |  |  |  |
| Dorchester    | 9,415           | 8,615   |  |  |  |  |  |
| Frederick     | 21,857          | 20,857  |  |  |  |  |  |
| Howard        | 11,481          | 11,081  |  |  |  |  |  |
| Montgomery    | 118,153         | 115,153 |  |  |  |  |  |
| Prince George | 117,755         | 115,055 |  |  |  |  |  |
| Queen Annes   | 5,409           | 5,009   |  |  |  |  |  |
| St. Marys     | 10,251          | 9,751   |  |  |  |  |  |
| Somerset      | 5,600           | 4,900   |  |  |  |  |  |
| Talbot        | 7,215           | 6,715   |  |  |  |  |  |
| Washington    | 29,481          | 27,881  |  |  |  |  |  |
| Wicomico      | 16,445          | 15,445  |  |  |  |  |  |
| Worcester     | 7,406           | 6,506   |  |  |  |  |  |
| Pennsylvania  |                 |         |  |  |  |  |  |

| Adams    | 15,342 | 14,642 |
|----------|--------|--------|
| Franklin | 27,384 | 25,584 |
| Fulton   | 3,003  | 2,703  |
|          |        |        |

| Virginia  |        |        |
|-----------|--------|--------|
| Arlington | 97,899 | 94,299 |
| Caroline  | 3,203  | 2,903  |
| Clarke    | 2,506  | 2,306  |
| Culpeper  | 4,609  | 4,209  |
| Fairfax   | 93,352 | 91,052 |
| Fauquier  | 7,118  | 6,518  |
| Frederick | 12,345 | 11,545 |

| Fairfax       | 93,352 | 91,052 |
|---------------|--------|--------|
| Fauguier      | 7,118  | 6.518  |
| Frederick     | 12,345 | 11,545 |
| King George   | 2,003  | 1,903  |
| Loudoun       | 7,218  | 6,718  |
| Madison       | 2,203  | 1,903  |
| Orange        | 3,806  | 3,306  |
| Page          | 4,806  | 4,606  |
| Prince Willia | 16,116 | 15,516 |
| Rappahannock  | 1,300  | 1,200  |
| Rockingham    | 16,839 | 15,539 |
| Shenandoah    | 7,009  | 6,509  |
| Spotsylvania  | 8,421  | 7,721  |
|               |        |        |

#### West Virginia

Westmoreland

Stafford

Warren

| 44.004    | <b></b> |       |
|-----------|---------|-------|
| Berkeley  | 10,218  | 9,618 |
| Hampshire | 3,000   | 2,600 |
| Jefferson | 5,309   | 4,909 |
| Mineral   | 6,206   | 5,706 |
| Morgan    | 2,503   | 2,203 |
|           |         |       |

5,530

4.506

3 306

5,130

4.006

2 806

#### WATERBURY. CONN.

Insufficient data

WATR-TV† (A)

#### WATERTOWN-CARTHAGE, N.Y.

| TV  | nes<br>homes<br>penetrat |  | 64,100 |
|-----|--------------------------|--|--------|
| WWN | IY-TV (C.A)              |  |        |

COUNTIES HOMES TV HOMES

**New York** 27 715 lefferson 26.815 6,403 Lewis 6,603 30,851 32, 151 St. Lawrence

#### WAUSAU, WIS.

Homes . . . . . . 137,300

| TV homes TV peneti | ation     | 31,500<br>96% |  |  |  |  |
|--------------------|-----------|---------------|--|--|--|--|
| WAOW-TV (A)        | WSAU-T\   | (C,N)         |  |  |  |  |
| COUNTIES           | HOMES     | TV HOMES      |  |  |  |  |
| Wisconsin          | Wisconsin |               |  |  |  |  |
| Adams              | 2,400     | 2,000         |  |  |  |  |
| Chippewa           | 12,112    | 11,712        |  |  |  |  |
| Clark              | 8,400     | 7,800         |  |  |  |  |
| Forest             | 1,800     | 1,600         |  |  |  |  |

| Adams     | 2,400  | 2,000  |
|-----------|--------|--------|
| Chippewa  | 12,112 | 11,712 |
| Clark     | 8,400  | 7,800  |
| Forest    | 1,800  | 1,600  |
| Juneau    | 4,800  | 4,400  |
| Langlade  | 5,100  | 4,900  |
| Lincoln   | 6,506  | 6,306  |
| Marathon  | 25,145 | 24,545 |
| Marquette | 2,700  | 2,500  |
| Oneida    | 6,606  | 6,306  |
| Portage   | 10,115 | 9,715  |
| Price     | 3,800  | 3,500  |
| Rusk      | 3,600  | 3,400  |
| Shawano   | 9,203  | 8,803  |
| Taylor    | 4,500  | 4,300  |
| Vilas     | 3,003  | 2,803  |
| Waupaca   | 10,406 | 10,106 |
| Wood      | 17,142 | 16,642 |

#### **WEST PALM** BEACH, FLA.

| Hor | nes |     |    |    |   |   | 281 | ,1 | 00 |
|-----|-----|-----|----|----|---|---|-----|----|----|
| TV  | hom | ıe: | 5. |    |   |   | 264 | ,0 | 00 |
| TV  | pen | et  | ra | ti | 0 | n | 1 1 | 94 | %  |

WEAT-TV (A) WPTV (N)

Palm Beach

St. Lucie

| COUNTIES     | HOMES   | TV HOMES |
|--------------|---------|----------|
| Florida      |         |          |
| Broward      | 147,326 | 141,626  |
| Glades       | 903     | 703      |
| Hendry       | 2,612   | 2,212    |
| Indian River | 10,444  | 9,344    |
| Martin       | 7,099   | 6,499    |
| Okeechobee   | 2,218   | 2,018    |

95,534

14,971

87,934

13,671

#### WHEELING, W. VA.-STEUBENVILLE,

Homes . . . . . . 378,500 TV homes . . . 363,300 TV penetration 96 %

WSTV-TV (C,A) WTRF-TV (N,A)

| COUNTIES  | HOMES  | TV HOMES  |
|---|--|---|
| Ohio  |  |   |
| Belmont Carroll Columbiana Coshocton Guernsey Harrison Jefferson Monroe Noble | 25,303<br>6,006<br>32,545<br>10,006<br>11,203<br>5,000<br>28,430<br>4,400<br>3,000 | 24,503<br>5,806<br>31,645<br>9,406<br>10,603<br>4,800<br>27,730<br>4,100<br>2,700 |
| Tuscarawas  | 23,839   | 22,739  |

#### Pennsylvania

| Beaver     | 61,489 | 59,989         |
|------------|--------|----------------|
| Washington | 64,187 | <b>62,</b> 187 |
| West Virg  |        |                |

8,212

8,012

11,730

#### Hancock 11,930

Brooke

| 4,900  | 4,400                               |
|--------|-------------------------------------|
| 18,100 | 16,900                              |
| 11,209 | 10,709                              |
| 22,206 | 21,406                              |
| 2,003  | 1,803                               |
| 6,200  | 5,500                               |
|        | 18,100<br>11,209<br>22,206<br>2,003 |

| Wetzel | 5,200 | 4,900 |
|--------|-------|-------|
|        |       |       |

3,900

1,700

2,700

3,500

1,500

2,400

Ellis

Ellsworth

Finney

Ford

Geary

Gove

Graham

Greenwood

Hamilton

Harper

Harvey

Haskell

Kearny

Kiowa

1 incoln

Logan

McPherson

1 von

Lane

Hodgeman

Kingman

Grant

Gray Greelev 5,612

2,200

4 606

6 206

8,130

1.000

1,603

1,403 1,000

600

3.100

2,700

7,921

803

700

700

2,800

1,200

1.400

1,100

7,600

6,706

17,717

903

2 400

5 006

6 606

8,630

1,200

1,803

1 503

1,100

3,500

2,900

8,621

903

800

800

2,900

1,500

1.600

1.200

8,500

7,606

19,017

903

600

800

Taylor

Tyler

Tucker

#### WICHITA, KAN.

Homes . . . . . . 399,500 TV homes....371,200 TV penetration 93%

KAKE-TV (A) KARD-TV (N) KTCH (C) (KGLD-TV Garden City, KCKT-TV Great Bend and KOMC-TV Oberlin-McCook are satellites to KARD-TV: KUPK-TV Garden City is satellite to

| KA KE-TV) |        |          |
|-----------|--------|----------|
| COUNTIES  | HOMES  | TV HOMES |
| Colorado  |        |          |
| Baca      | 1,800  | 1,300    |
| Prowers   | 4,000  | 3,400    |
| Yuma      | 2,600  | 2,400    |
| Kansas    |        |          |
| Barber    | 2,903  | 2,603    |
| Barton    | 10,215 | 9,815    |
| Butler    | 12,733 | 11,933   |
| Chase     | 1.100  | 1.000    |

| _         |        |        | 11101 11010011 | ,,,,,,, | 0,700  |
|-----------|--------|--------|----------------|---------|--------|
| Baca      | 1,800  | 1,300  | Marion         | 4,400   | 3.900  |
| Prowers   | 4,000  | 3,400  | Meade          | 1.600   | 1.600  |
| Yuma      | 2,600  | 2,400  | Mitchell       | 2,500   | 2,200  |
|           |        |        | Morris         | 2,100   | 1,900  |
| Kansas    |        |        | Morton         | 1,103   | 903    |
| Barber    | 2,903  | 2,603  | Ness           | 1,400   | 1,300  |
| Barton    | 10,215 | 9,815  | Norton         | 2,400   | 2,200  |
| Butler    | 12,733 | 11,933 | Osborne        | 2,200   | 1,900  |
| Chase     | 1,100  | 1,000  | Ottawa         | 2,200   | 1,900  |
| Cheyenne  | 1,200  | 1,100  | Pawnee         | 2,806   | 2,606  |
| Clark     | 1,000  | 1,000  | Pratt          | 3,903   | 3,703  |
| Clay      | 3,300  | 2,900  | Rawlins        | 1,400   | 1,300  |
| Comanche  | 1,000  | 900    | Reno           | 19,527  | 18,527 |
| Cowley    | 12,206 | 11,206 | Rice           | 4,100   | 3,900  |
| Decatur   | 1,600  | 1,500  | Rooks          | 3,003   | 2,803  |
| Dickinson | 7,103  | 6,503  | Rush           | 1,700   | 1,500  |
| Edwards   | 1,400  | 1,300  | Russell        | 3,200   | 2,900  |

#### STORY $\mathsf{WTRF} ext{-}\mathsf{TV}$ BOARD

1,300



1,400

WHOOPS! Why did the Mexican push his wife off the cliff? Tequila!

Saline

wtrf-tv Wheeling
WOLF...a big dame hunter
LEADING COMPOSER ...
sleeping pills

sieeping pills

Wheeling wtrf-ty
BATMAN BATCHI The Botman lokes are good
and bet and here's just the beginning. The
Botman lives in a Bathouse, he bathes in a
Bat-tub, reads in the Botroom; if he has a
beard, he's a Botnic; and his girl refused to
kiss him 'cause he has Bot breath, (send us
your Batty goodies, if they're printable).

Color Tapes and Slides
SCOTCH OR POLISH? Why did the couple take
their wedding vows in the bathtub? Double
ring ceremony. What does Steve think he has
when he has two shopping bags from the
same store? A matched set of luggage.

Local Film and Network Color
THE WAY old fashioned wives prepare meals is uncanny.

ALL COLOR SOON
POTENTIAL OIL WELL . . . a cite to be holed.

THE CANNIBAL CHIEF relished the thought when the Peace Corps representative said, "I'm here to give you a little taste of demacracy!"

Upper Ohio Valley SUGGESTION FOR SOME ART THEATRE . . . a production of "Hello Dali" could be a master-piece.

Wheeling-Steubenville
\*USA's ninth color market penetrating 159,100
color sets in the Wheeling-Steubenville area
(ARB, Nov. '65) and WTRF-TV will go ALI
COLOR very soon. Ask yaur Blair Television
rep to clue you on the Upper Ohio River Valley
Empire dominated by WTRF-TV from Wheeling.

CHANNEL B



WHEELING. WEST VIRGINIA

#### TV MARKETS continued

WICHITA FALLS.

LAWTON, OKLA.

Homes . . . . . 161,300

TV homes . . . . 151,000

TV penetration 94%

KAUZ-TV (C) KFDX-TV (N)

TEX.-

KSWO-TV (A)

| WICHITA, KAN. | continued |         | COUNTIES     | HOMES  | TV HOMES |
|---------------|-----------|---------|--------------|--------|----------|
| Scott         | 1 602     | 1,403   | Oklahoma     |        |          |
|               | 1,603     |         | Carter       | 14,124 | 12,924   |
| Sedgwick      | 115,590   | 110,290 | Comanche     | 28,659 | 27,059   |
| Seward        | 5,636     | 5,236   | Cotton       | 2,200  | 2,000    |
| Sheridan      | 1,200     | 1,100   | Greer        | 2,500  | 2,000    |
| Sherman       | 1,900     | 1,700   | Harmon       | 1,500  | 1,300    |
| Stafford      | 2,200     | 2,000   |              |        |          |
| Stanton       | 400       | 300     | Jackson      | 10,845 | 10,145   |
| Stevens       | 1,300     | 1,100   | Jefferson    | 2,400  | 2,200    |
| Sumner        | 8,506     | 8,006   | Kiowa        | 4,600  | 4,200    |
| Thomas        | 2,300     | 2,000   | Stephens     | 13,730 | 12,930   |
| Trego         | 1,500     | 1,300   | Tillman      | 4,500  | 4,200    |
| Wichita       | 800       | 700     |              |        |          |
| Nebraska      |           |         | Texas        |        |          |
|               |           |         | Archer       | 1,600  | 1,500    |
| Chase         | 1,300     | 1,200   | Baylor       | 1,700  | 1,600    |
| Dundy         | 1,000     | 900     | Childress    | 2,000  | 1,800    |
| Furnas        | 2,200     | 2,000   | Clay         | 2,500  | 2,300    |
| Hayes         | 600       | 500     | Cottle       | 900    | 800      |
| Hitchcock     | 1,300     | 1,200   | Foard        | 700    | 700      |
| Red Willow    | 4,503     | 4,203   | Hardeman     | 2,300  | 2,000    |
|               |           |         | Jack         | 2,403  | 2,203    |
| Oklahoma      |           |         | Knox         | 2,000  | 1,800    |
| Beaver        | 2,200     | 2,000   | Montague     | 4,800  | 4,500    |
| Kay           | 18,418    | 17,118  | Stephens     | 2,700  | 2,400    |
| Woods         | 3,600     | 3,300   | Throckmorton | 600    | 500      |
|               | -,        | -,      | Wichita      | 40,680 | 39,180   |
|               |           |         | Wilbarger    | 5,300  | 5,100    |
|               |           |         | Young        | 6.106  | 5,606    |
|               |           |         | rvung        | υ, τυυ | 0,000    |

#### WILMINGTON. N.C.

WILDWOOD, N.J.

No data available

WCMC-TV†

Homes . . . . . . 190,400 TV homes . . . . 171,200 TV penetration 90%

**WILKES-BARRE-**SCRANTON, PA. Homes . . . . . 328,400 TV homes . . . . 282,900 TV penetration 86 %

WBRE-TV† (N) WDAU-TV† (C)

HOMES TV HOMES

8,068 8,094 13,411

66,033

93,702

30,775

6,954 3.906

27,075 5,212

1,020

8,286

5,892

4.511

21.469

11,012

16,115

68,500

99,500

34,257

13,318

4.206

7,215

1,800

9.406

6.612

4.803

WNEP-TV† (A) COUNTIES

Pennsylvania

Northumberland 30, 200

Centre

Clinton Columbia

Luzerne Lycoming

Mifflin

Montour

Snyder

Sullivan

Hnion

Wyoming

Susquehanna

Lackawanna

WECT (N,A,C) WWAY-TV (A)

| COUNTIES    | HOMES  | ту но |
|-------------|--------|-------|
| North Car   | olina  |       |
| Bladen      | 6,703  | 5,    |
| Brunswick   | 5,309  | 4     |
| Columbus    | 12,206 | 10    |
| Cumberland  | 40,188 | 37    |
| Duplin      | 10,306 | 9,    |
| New Hanover | 22,854 | 21,   |
| Onslow      | 22,064 | 20    |
| Pender      | 4,706  | 4     |
| Robeson     | 20,812 | 18,   |
| Sampson     | 12,006 | 10,   |
| South Car   | olina  |       |
| Dillon      | 7,103  | 6,    |
| Horry       | 18,457 | 16,   |
| Marion      | 7,700  | 6,    |
|             |        |       |

#### WORCESTER. MASS.

Insufficient data

WJZB† (N)

#### YAKIMA, WASH.

Homes . . . . . . 122,700 TV homes. . . 105,300 TV penetration 86 %

KIMA-TV†(C,N) KNDO-TV†(A,N) KIMA-TV† operates satellites KLEW-TV Lewiston, Idaho, KEPR-TV† Pasco, Wash; KNDO-TV† operates satellite KNDU-TV† Richland, Wash.)

| NTIES   | HOMES  | TV HOMES | COUNTIES    | HOMES  | TV HOMES |
|---------|--------|----------|-------------|--------|----------|
| rth Car | olina  |          | Idaho       |        |          |
| en      | 6,703  | 5,603    | Nez Perce   | 9,424  | 7,853    |
| rswick  | 5,309  | 4,709    |             |        |          |
| mbus    | 12,206 | 10,706   | Oregon      |        |          |
| berland | 40,188 | 37,188   | Gilliam     | 1.003  | 610      |
| lin     | 10,306 | 9,106    | Morrow      | 1.500  | 1.248    |
| Hanover | 22,854 | 21,254   | Umattilla   | 13,809 | 10,256   |
| ow      | 22,064 | 20,964   |             | ,      | 10,000   |
| ler     | 4,706  | 4,006    | Washingt    | ton    |          |
| son     | 20,812 | 18,112   | Asotin      | 4,609  | 3.924    |
| pson .  | 12,006 | 10,606   | Benton      | 19.254 | 17.512   |
|         |        |          | Franklin    | 8,254  | 7,676    |
| ıth Car | olina  |          | Kittitas    | 6,200  | 3,905    |
| n       | 7,103  | 6,203    | Walla Walla | 13,412 | 10.867   |
| У       | 18,457 | 16,257   | Yakima      | 45,245 | 41.445   |
| on      | 7,700  | 6,500    | i annila    | 45,245 | 41,440   |
|         |        | •        |             |        |          |

#### YOUNGSTOWN. OHIO

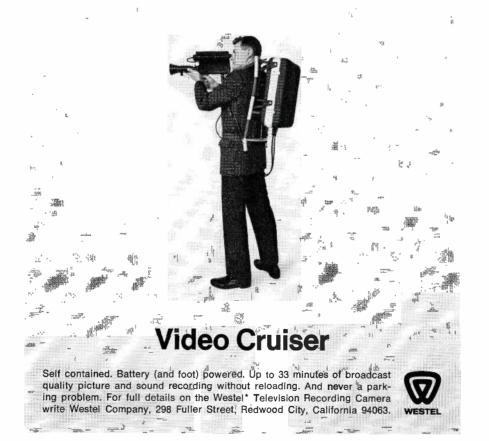
Homes . . . . . . 228,200 TV homes . . . . 186,600 TV penetration 82 %

WFMJ-TV† (N) WKBN-TV† (C) WYTV† (A)

| COUNTIES | HOMES  | TV HOMES |
|----------|--------|----------|
| Ohio     |        |          |
| Mahoning | 92,155 | 85,647   |
| Trumbull | 64,764 | 46,815   |

#### Pennsylvania

| Lawrence | 33,351 | 21,28 |
|----------|--------|-------|
| Mercer   | 37,884 | 32,83 |



#### YUMA, ARIZ.-EL CENTRO, CALIF.

Homes . . . . . . . 36,600 TV homes . . . . 32,600 TV penetration KBLU-TV (C) KIVA (N,A)

COUNTIES HOMES TV HOMES Arizona Yuma 16,211 14,911

California

Imperial 20,430 17,730

#### ZANESVILLE. OHIO

Homes . . . . . . . 27,300 TV homes . . . . 20,500 TV penetration 75 %

WHIZ-TV† (N, A, C)

COUNTIES HOMES TV HOMES

Ohio

Morgan 2,178 Muskingum 23,827 18,342

† UHF

How to climb aboard the color bandwagon easily, economically, with RCA-4415/S,-4416/S image orthicons...

Color TV is really rolling in high gear... And now, you may be facing the question of creating a color facility—with new studios, lighting, air conditioning and other equipment.

Being old-timers at color, we anticipated some of these facility problems and developed the RCA-4415/S, -4416/S, a matched-set of three image orthicons. They perform well in cameras for color at lighting levels usually available in black-and-white studios and eliminate the need for extra air conditioning equipment as well.

Another good feature of these tubes is that they behave more like the old faithful 5820A or 7293A's that you have been using in black and white during the past years. In the color camera, they can stand more over-exposure and are a little less finicky on the operating controls. For example, when you have a suntanned actress working in a gleaming white kitchen, you can operate with the highlights fairly far above the image orthicon knee without having the color picture going to pot.

We make up carefully matched sets consisting of two 4415/S Image Orthicons for the red and green channels, and one 4416/S Image Orthicon for the blue channel where a lot of "umph" in blue sensitivity is needed. The three mates of the set are matched to track very well and produce a nice uniform color picture. In addition, the sensitivities are balanced so that each tube is just about working at its maximum sensitivity and you are not throwing away extra light in the optical system to favor one low sensitivity channel. The result is good color pick-up at black-and-white studio lighting levels.

For further information about RCA Image Orthicons contact your RCA Broadcast Tube Distributor.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.



Available From Your RCA Broadcast Tube Distributor





How to 'crack' the South's most important market

### HIGH TOWER WVEC-TV

NORFOLK/HAMPTON, VIRGINIA

Here is Virginia's No. 1 Market.

Here is the largest concentrated military market in the free world.

Here is a vital market of over 1,200,000 viewers. WVEC-TV reaches them all . . . because WVEC-TV's new 1049 foot tower increases coverage 3000 more square miles — 60,000 more homes.

A nice nut to crack.

## Norfolk/Hampton, Virginia





The KATZ Agency, Inc.
National Representatives



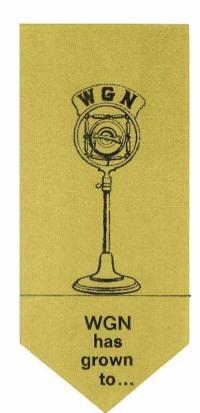
This directory of U. S. counties showing total homes and TV homes data for each has been pulled together for reader convenience from the Television Markets section of this issue. All data has been updated to April 1966.

For this Marketbook edition, as in earlier editions,

TELEVISION has continued to adjust its television penetration estimates by studies of the Advertising Research Foundation, the present one dated August 1965. Total homes have been projected on the basis of United States Census information.

| COUNTIES            | HOMES TV | HOMES  | COUNTIES       | HOMES          | TV HOMES       | COUNTIES          | HOMES          | TV HOMES       | COUNTIES         | HOMES           | TV HOMES        | COUNTIES             | HOMES          | TV HOMES       |
|---------------------|----------|--------|----------------|----------------|----------------|-------------------|----------------|----------------|------------------|-----------------|-----------------|----------------------|----------------|----------------|
| ALABA               | AMA      |        | Geneva         | 6,000          | 4,900          | Washington        | 3,600          | 2.800          | Arkansas         | 7,603           | 6,903           | Jefferson            | 26,324         | 23,624         |
| Homes               | 946      | 300    | Greene<br>Hale | 2,900<br>4,600 | 1,700<br>3,100 | Wilcox<br>Winston | 3,800<br>3,700 | 2,300<br>3,200 | Ashley           | 7,300           | 6,300<br>2.800  | Johnson<br>Lafavette | 3,700          | 3,100          |
|                     | s811     |        | Henry          | 3,600          | 2,900          | WILLSCOIL         | 3,700          | 3,200          | Baxter<br>Benton | 3,400<br>13,106 |                 | Lawrence             | 3,200          | 2,800<br>4,200 |
| Autauga             | 5,206    | 4,106  | Houston        | 15,330         | 13,630         |                   |                |                | Boone            | 6,006           | 11,406<br>5,206 | Lee                  | 4,900<br>5,500 | 4,200          |
| Baldwin             |          | 12,939 | Jackson        | 9,506          | 8.006          |                   |                |                | Bradlev          | 4,300           | 3,700           | Lincoln              | 3,300          | 2,800          |
| Barbour             | 6,000    | 4,400  | Jefferson      | 197,550        | 180,950        |                   |                |                | Calhoun          | 1,800           | 1.500           | Little River         | 2,500          | ,2,100         |
| Bibb                | 3,200    | 2,600  | Lamar          | 3,700          | 3,000          |                   |                |                | Carroll          | 4,100           | 3,600           | Logan                | 4,600          | 3,900          |
| Blount              | 6,800    | 5,600  | Lauderdaie     | 18,545         | 15,045         | ARIZO             | NA             |                | Chicot           | 5,500           | 4,300           | Lonoke               | 7,200          | 6,600          |
| Bulloch             | 2.700    | 1,900  | Lawrence       | 5,900          | 4,600          | Homes             | 4              | 77 700         | Clark            | 6,400           | 5,600           | Madison              | 2,500          | 1,900          |
| Buller              | 5.800    | 4,500  | Lee            | 13,430         | 11,230         | TV homes          |                |                | Clay             | 6,300           | 5,500           | Marion               | 1.600          | 1,400          |
| Calhoun             |          | 25,487 | Limestone      | 11,512         | 9,312          | I V Homes         | • • • • • •    | 43,300         | Cleburne         | 2,600           | 2,200           | Miller               | 10,706         | 9,606          |
| Chambers            | 10,506   | 8,706  | Lowndes        | 3,000          | 1,900          | COUNTIES          |                | TV HOMES       | Cleveland        | 1,700           | 1,400           | Mississippi          | 19,000         | 16,900         |
| Cherokee            | 4,200    | 3,500  | Macon          | 5,700          | 4,300          | Apache            | 7,212          | 5,212          | Columbia         | 8,300           | 7.100           | Monroe               | 4,900          | 3,900          |
| Chilton             | 7,106    | 5,806  | Madison        | 52,788         | 45,388         | Cochise           | 18,032         | 16,332         | Conway           | 4,500           | 4.000           | Montgomery           | 1,600          | 1,300          |
| Choctaw             | 4,300    | 3,000  | Marengo        | 6,500          | 4,500          | Coconino          | 14,011         | 11,411         | Craighead        | 14,860          | 13,706          | Nevada               | 3,000          | 2,500          |
| Clarke              | 6,600    | 4.800  | Marion         | 5,700          | 4,900          | Gila              | 8,306          | 7,406          | Crawford         | 7,403           | 6.403           | Newton               | 1,300          | 1,000          |
| Clay                | 3,200    | 2,600  | Marshall       | 14,330         | 12,430         | Graham            | 4,806          | 4,206          | Crittenden       | 13,400          | 11,400          | Ouachita             | 10,103         | 8,703          |
| Cleburne            | 2,700    | 2,200  | Mobile         | 96,181         | 87.681         | Greenlee          | 3,200          | 3,000          | Cross            | 5,000           | 4,400           | Perry                | 1,200          | 1,100          |
| Coffee              | 8,509    | 7.009  | Monroe         | 5,300          | 3.700          | Maricopa          | 258,116        | 245,116        | Dallas           | 3,000           | 2,600           | Phillips             | 13,000         | 10,600         |
| Colbert             |          | 11,742 | Montgomery     | 50,738         | 44,338         | Mohave            | 3,500          | 3,100          | Desha            | 5,700           | 4,800           | Pike                 | 2,200          | 1,900          |
| Conecuh             | 4,100    | 2,900  | Morgan         | 18,645         | 15,945         | Navajo            | 10,730         | 8,330          | Drew             | 4,200           | 3,500           | Poinsett             | 7.800          | 7,000          |
| Coosa               | 2,700    | 2,200  | Perry          | 3,800          | 2,500          | Pima East         | 95,000         | 90,100         | Faulkner         | 7,603           | 6,803           | Polk                 | 4,000          | 3,300          |
| Covington           | 9,700    | 8,000  | Pickens        | 5,300          | 3,800          | Pima West         | 4,254          | 4,054          | Franklin         | 3,200           | 2,700           | Pope                 | 6,900          | 6,100          |
| Crenshaw            | 3,400    | 2,700  | Pike           | 6,300          | 4,800          | Pinal             | 19,293         | 17,693         | Fulton           | 1,700           | 1,200           | Prairie              | 2,800          | 2,400          |
| Cullman             |          | 11,106 | Randolph       | 5,300          | 4,200          | Santa Cruz        | 4,106          | 3,606          | Garland          | 18,627          | 16,627          | Pulaski              | 85,558         | 80,058         |
| Dale                | 9,451    | 8,151  | Russell        | 12,730         | 10,430         | Yavapai           | 10,930         | 9,430          | Grant            | 2,600           | 2,300           | Randolph             | 3,600          | 3,000          |
| Dallas              |          | 11,606 | St. Clair      | 6,603          | 5,603          | Yuma              | 16,211         | 14,911         | Greene           | 7.800           | 7,000           | St. Francis          | 8,800          | 7,400          |
| De Kalb             | 11,506   | 9,806  | Shelby         | 8,915          | 7,815          |                   |                |                | Hempstead        | 5,900           | 5,100           | Saline               | 8,927          | 8,427          |
| Elmore              | 8,003    | 6,603  | Sumter         | 4,500          | 3,100          |                   |                |                | Hot Spring       | 7,206           | 6,406           | Scott                | 1,900          | 1,600          |
| Escambia            | 9,218    | 7,418  | Talladega      | 17,527         | 14,827         | ADVEN             |                |                | Howard           | 3,300           | 3.000           | Searcy               | 2,200          | 1,700          |
| Etowah              |          | 26,633 | Tallapoosa     | 9,806          | 8,206          | ARKAN             | ISAS           |                | Independence     | 6,400           | 5,600           | Sebastian            | 25,024         | 23,224         |
|                     | 4,200    | 3,400  | Tuscaloosa     | 29.993         | 25,593         | Homes             | =              | 62 900         | Izard            | 1,800           | 1,300           | Sevier               | 3,300          | 2,900          |
| Fayette<br>Franklin |          | 4,700  | Walker         | 14,200         | 12,700         | TV homes          |                |                | Jackson          | 6,800           | . 6,000         | Sharp                | 1,600          | 1,200          |
| FIGURIU             | 5,900    | 4,700  | walker         | 14,200         | 12,700         | . A . Homes       | 4              | 50,300         | Jackson          | 0,000           | . 0,000         | onarh                | 1,000          | 1,200          |

| COUNTIES   | HOMES            | TV HOMES                  | COUNTIES                                       | HOMES                 | TV HOMES                   | COUNTIES                            | HOMES                     | TV HOMES                  | COUNTIES                   | HOMES                   | TV HOMES                         | COUNTIES                      | HOMES                    | TV HOMES                          |
|--|------------------|---------------------------|--|-----------------------|----------------------------|-------------------------------------|---------------------------|---------------------------|----------------------------|-------------------------|----------------------------------|-------------------------------|--------------------------|-----------------------------------|
| ARKANSAS conti   | nued             |                           | Solano East                                    | 19,660                | 18,760                     | Weld                                | 24,139                    | 23,039                    | Lafayette                  | 800                     | 700                              | Dawson                        | 1,000                    | 800                               |
| Stone  | 1,800            | 1,400                     | Solano West<br>Sonoma North                    | 25,978<br>38,486      | 24,778<br>35,386           | Yuma                                | 2,600                     | 2,400                     | Lake                       | 21,565<br>22,648        | 20,065<br>20,948                 | Decatur<br>De Kalb            | 7,106                    | 6,306<br>93.012                   |
| Union  | 16,906           | 15,106                    | Sonoma South                                   |                       | 16,490                     |                                     |                           |                           | Lee<br>Leon                | 22,040                  | 20,946                           | De Kaib<br>Dodge              | 95,512<br>4,300          | 3,700                             |
| Van Buren  | 1,900            | 1,700                     | Stanislaus                                     | 54,677                | 49,777                     |                                     |                           |                           | Levy                       | 3,100                   | 2,500                            | Dooly                         | 2,700                    | 2,300                             |
| Washington   | 20,648           | 17,748                    | Sutter   | 11,536                | 10,836                     | 001111                              |                           |                           | Liberty                    | 900                     | 800                              | Dougherty                     | 25,486                   | 23,286                            |
| White<br>Woodsuff  | 10,200           | 9,100<br>2,900            | Tehama   | 9,233                 | 8,733                      | CONN                                | ECTIC                     | UI                        | Madison                    | 3,603                   | 2,803                            | Douglas                       | 5,327                    | 5,027                             |
| Woodruff<br>Yell   | 3,500<br>3,800   | 3,300                     | Trinity<br>Tulare                              | 3,933<br>54,687       | 3,333<br>50,287            | Homes .                             |                           |                           | Manatee<br>Marion          | 30,720<br>17,081        | 28,820<br>14.881                 | Early<br>Echols               | 2,900<br>300             | 2,500<br>200                      |
|  | 0,000            | - 0,000                   | Tuolumne                                       | 5,512                 | 4,912                      | TV home                             |                           | 5,600                     | Martin                     | 7,099                   | 6,499                            | Effingham                     | 2,803                    | 4,503                             |
|  |                  |                           | Ventura  | 88,934                | 84,834                     | Fairfield                           | 217,121                   | 211,421                   | Monroe                     | 16,165                  | 13,665                           | Elbert                        | 5,003                    | 4,603                             |
| <b>CALIFO</b>  | RNI              | 4                         | Yolo   | 24,377                | 22,577                     | Hartford<br>Litchfield              | 228,975<br>39,629         | 220,975<br>38,029         | Nassau                     | 5,024                   | 4,724                            | Emanuel                       | 4,700                    | 4,000                             |
| Homes  | 6.0              | 28.000                    | Yuba   | 11,651                | 10,951                     | Middlesex                           | 28,529                    | 27,429                    | Okaloosa<br>Okeechobee     | 20,424<br>2,218         | 19,224<br>2,018                  | Evans<br>Fannin               | 2,103<br>3,500           | 1,903<br>3,100                    |
| TV homes   |                  |                           |  |                       |                            | New Haven                           | 216,938                   | 210,338                   | Orange                     | 100,395                 | 94,995                           | Fayette                       | 2,203                    | 2,003                             |
| Alameda East   | 11,530           | 10,830                    |  |                       |                            | New London                          | 59,016                    | 56,116                    | Osceola                    | 8,063                   | 7,363                            | Floyd                         | 21,751                   | 20,251                            |
| Alameda West   |                  | 316,330                   |  |                       |                            | Tolland<br>Windham                  | 21,029<br>22,142          | 20,129<br>21,142          | Palm Beach                 | 95,534                  | 87,934                           | Forsyth                       | 3,706                    | 3,506                             |
| Alpine   | 200              | 100                       | 001 0D   | 400                   |                            | William                             | 22,142                    | 21,142                    | Pasco<br>Pinellas          | 14,859<br>179,260       | 13,759<br>169,460                | Franklin<br>Fulton            | 3,800<br>185,846         | 3,500<br>176,446                  |
| Amador<br>Butte  | 3,406<br>31,405  | 3,106<br>28,605           | COLOR  | ADU                   |                            |                                     |                           |                           | Polk                       | 67,471                  | 62,771                           | Gilmer                        | 2,400                    | 2,000                             |
| Calaveras  | 3,603            | 3,303                     | Homes  |                       |                            |                                     |                           |                           | Putnam                     | 10,545                  | 9,545                            | Glascock                      | 500                      | 400                               |
| Colusa   | 4,006            | 3,706                     | TV homes                                       |                       |                            | DELAV                               | MADE                      |                           | St. Johns                  | 9,530                   | 8,730                            | Glynn                         | 14,272                   | 13,172                            |
| Contra Costa   | 74 615           | 71 545                    | Adams  | 44,688                | 43,888                     |                                     |                           |                           | St. Lucie                  | 14,971<br>8,966         | 13,671<br>8,466                  | Gordon                        | 5,809<br>4,600           | 5,409                             |
| East<br>Contra Costa                                     | 74,645           | 71,545                    | Alamosa<br>Arapahoe                            | 2,800<br>43,165       | 2,500<br>41,965            | Homes .                             |                           |                           | Santa Rosa<br>Sarasota     | 36,347                  | 34,047                           | Grady<br>Greene               | 2,600                    | 4,100<br>2,200                    |
| West   | 71,215           | 68,115                    | Archuleta                                      | 700                   | 600                        | TV home                             |                           | •                         | Seminole                   | 19,925                  | 18,625                           | Gwinnett                      | 14,066                   | 13,366                            |
| Del Norte  | 6,575            | 5,775                     | Baca   | 1,800                 | 1,300                      | COUNTIES                            |                           | TV HOMES                  | Sumter                     | 3,606                   | 3,206                            | Habersham                     | 5,309                    | 4,709                             |
| El Dorado West   |                  | 8,375                     | Bent   | 1,800                 | 1,600                      | Kent                                | 21,453                    | 20,353                    | Suwannee                   | 3,800                   | 3,100                            | Hall                          | 15,857                   | 14,757                            |
| El Dorado East   |                  | 3,130                     | Boulder  | 28,377                | 26,577                     | New Castle<br>Sussex                | 100,746<br>23,257         | 97,846<br>21,257          | Taylor<br>Union            | 4,012<br>800            | 3,312<br>700                     | Hancock<br>Haralson           | 2,200<br>4,306           | 1,700<br>3,906                    |
| Fresno<br>Glenn  | 122,974<br>5,709 | 114,174<br>5,309          | Chaffee<br>Cheyenne                            | 3,006<br>700          | 2,606<br>600               | Jussex                              | 20,207                    | 21,231                    | Volusia                    | 53,822                  | 50,322                           | Harris                        | 2,800                    | 2,500                             |
| Humboldt   | 38,401           | 35,401                    | Clear Creek                                    | 900                   | 900                        |                                     |                           |                           | Wakulla                    | 1,403                   | 1,303                            | Hart                          | 4,506                    | 4,106                             |
| Imperial   | 20,430           | 17,730                    | Conejos  | 1,900                 | 1,600                      |                                     |                           |                           | Walton                     | 4,706                   | 4,006                            | Heard                         | 1,200                    | 1,100                             |
| Inyo   | 4,106            | 3,306                     | Costilla                                       | 700                   | 500                        | DISTR                               | ICT C                     |                           | Washington                 | 3,000                   | 2,600                            | Henry                         | 4,906                    | 4,406                             |
| Kern West  | 83,660           | 78,060                    | Crowley<br>Custer                              | 900<br>300            | 800<br>300                 |                                     |                           | 7                         |                            |                         |                                  | Houston<br>Irwin              | 13,132<br>2,100          | 12,332<br>1,800                   |
| Kern East<br>Kings                                       | 14,106<br>15,218 | 13,206<br>13,818          | Delta  | 5,000                 | 4,500                      | COLUI                               | MIDIA                     |                           |                            |                         |                                  | Jackson                       | 5,206                    | 4,806                             |
| Lake   | 6,018            | 5,118                     | Denver   | 180,606               | 171,306                    | Homes .                             |                           |                           |                            |                         |                                  | Jasper                        | 1,400                    | 1,100                             |
| Lassen   | 3,500            | 3,100                     | Dolores  | 700                   | 500                        | TV home                             | s2                        | 51,500                    | GEORG                      | ilA                     |                                  | Jeff Davis                    | 2,200                    | 1,900                             |
| Los Angeles 2  | ,343,692         | 2,221,492                 | Douglas<br>Familia                             | 1,906<br>1,600        | 1,806<br>1,400             | COUNTIES                            | HOMES                     | TV HOMES                  | Homes .                    | 1.1                     | 94.000                           | Jefferson<br>Jenkins          | 4,300<br>2,200           | 3,600<br>1,900                    |
| Madera<br>Marin  | 12,624<br>56,359 | 11,524<br>52,959          | Eagle<br>Elbert                                | 900                   | 800                        | District of                         | 070 400                   | 051 500                   | TV homes                   |                         |                                  | Johnson                       | 2,200                    | 1,700                             |
| Mariposa   | 1,900            | 1,700                     | El Paso  | 56,874                | 54,774                     | Columbia                            | 270,423                   | 251,523                   | Appling                    | 3,200                   | 2,700                            | Jones                         | 2,306                    |                                   |
| Mendocino  | 17,148           |                           | Fremont  | 7,209                 | 6,509                      |                                     |                           |                           | Atkinson                   | 1,300                   | 1,000                            | Lamar                         | 2,903                    | 2,603                             |
| Merced   | 29,005           | 26,805                    | Garfield                                       | 4,306                 | 3,806                      |                                     |                           |                           | Bacon                      | 2,100<br>800            | 1,800                            | Lanier                        | 1,200<br>8,906           | 1,000<br>7,606                    |
| Modoc<br>Mono  | 2,500<br>903     | 2,200<br>703              | Gilpin<br>Grand                                | 300<br>1,100          | 300<br>900                 | FLORI                               | DA                        |                           | Baker<br>Baldwin           | 6,318                   | 600<br>5,518                     | Laurens<br>Lee                | 1,400                    |                                   |
| Monterey West  |                  |                           | Gunnison                                       | 1,600                 | 1,300                      |                                     |                           | _                         | Banks                      | 1,700                   | 1,400                            | Liberty                       | 4,330                    |                                   |
| Monterey East  | 28,029           | 26,029                    | Hinsdale                                       | 100                   | 100                        | Homes                               |                           |                           | Barrow                     | 4,609                   | 4,209                            | Lincoln                       | 1,300                    |                                   |
| Napa North   | 3,724            |                           | Huerfano                                       | 2,000                 | 1,800                      | TV home                             |                           |                           | Bartow                     | 8,312                   | 7,812                            | Long                          | 1,103                    |                                   |
| Napa South<br>Nevada West                                | 18,302<br>7,112  |                           | Jackson<br>Jefferson                           | 400<br>50,551         | 400<br>49,451              | Alachua<br>Baker                    | 21,581<br>1,903           | 18,881<br>1,703           | Ben Hill<br>Berrien        | 3,800<br>3,000          | 3,100<br>2,500                   | Lowndes<br>Lumpkin            | 15,878<br>1,906          |                                   |
| Nevada West  | 800              |                           | Kiowa  | 700                   | 600                        | Bay                                 | 21,547                    | 20,047                    | Bibb                       | 45,938                  | 42,738                           | McDuffie                      | 3,806                    |                                   |
| Orange North   | 270,896          |                           | Kit Carson                                     | 1,900                 | 1,700                      | Bradford                            | 3,406                     | 3,106                     | Bleckley                   | 2,703                   | 2,303                            | McIntosh                      | 1,800                    | 1,500                             |
| Orange South   | 62,500           |                           | Lake   | 2,303                 | 2,003                      | Brevard                             | 46,101                    | 43,401                    | Brantley                   | 1,400                   |                                  | Macon                         | 3,200                    |                                   |
| Placer West  | 20,490           |                           | La Plata                                       | 6,721                 | 5,921                      | Broward                             | 147,326                   | 141,626<br>1,600          | Brooks                     | 3,700<br>1,603          | 3,200                            | Madison                       | 2,900<br>1,200           |                                   |
| Placer East<br>Plumas                                    | 1,212<br>3,600   | 1,112<br>3,100            | Larimer<br>Las Animas                          | 19,857<br>5,300       | 18, <b>7</b> 57<br>4,500   | Calhoun<br>Charlotte                | 1,900<br>6,350            | 5,750                     | Bryan<br>Bulloch           | 6,503                   | 1,403<br>5,803                   | Marion<br>Meriwether          | 5,000                    | 900<br>4,400                      |
| Riverside East   | 5,045            |                           | Lincoln  | 1,700                 | 1,600                      | Citrus                              | 3,730                     | 3,230                     | Burke                      | 5,100                   | 4,200                            | Miller                        | 1,600                    | 1,300                             |
| Riverside West   |                  |                           | Logan  | 7,018                 | 6,418                      | Clay                                | 6,042                     | 5,542                     | Butts                      | 2,300                   |                                  | Mitchell                      | 4,700                    |                                   |
| Sacramento   | 192,222          |                           | Mesa   | 18,669                | 17,469                     | Collier                             | 7,814                     | 6,714                     | Calhoun                    | 1,800                   |                                  | Monroe                        | 2,700                    |                                   |
| San Benito<br>San Bernardin                              | 4,906            | 4,506                     | Mineral<br>Moffat                              | 200<br>2,506          | 100<br>2,106               | Columbia<br>Dade                    | 5,909<br>384,575          | 5,209<br>362,675          | Camden<br>Candler          | 3,012<br>1,600          |                                  | Montgomery<br>Morgan          | 1,300<br>2,500           |                                   |
| East   | 2,548            | 2,348                     | Montezuma                                      | 4,921                 | 4,421                      | De Soto                             | 3,209                     | 2,909                     | Carroll                    | 11,218                  | 10,418                           | Murray                        | 2,903                    | 2,503                             |
| San Bernardin  |                  | -,                        | Montrose                                       | 6,315                 | 5,715                      | Dixie                               | 1,203                     | 1,003                     | Catoosa                    | 6,836                   | 6,636                            | Muscogee                      | 50,831                   | 47,831                            |
| West   | 187,300          |                           | Morgan   | 7,318                 |                            | Duval                               | 149,812                   | 141,712                   | Charlton                   | 1,403                   |                                  | Newton                        | 6,106                    |                                   |
| San Diego  | 377,105          |                           | Otero  | 7,500<br>400          | 6,900<br>300               | Escambia<br>Flagler                 | 55,057<br>1,506           | 52,157<br>1,306           | Chatham<br>Chattahoochee   | 61,668<br>e 1,500       |                                  | Oconee<br>Oglethorpe          | 1,500<br>1,700           |                                   |
| San Francisco<br>San Joaquin                             | 84,388           |                           | Ouray<br>Park                                  | 500                   | 500                        | Franklin                            | 2,106                     | 1,706                     | Chattooga                  | 5,803                   |                                  | Paulding                      | 4,009                    |                                   |
| San Luis Obis  |                  |                           | Phillips                                       | 1,500                 | 1,400                      | Gadsden                             | 9,215                     | 7,815                     | Cherokee                   | 6.918                   | 6.418                            | Peach                         | 4,006                    | 3,606                             |
| San Mateo  | 169,480          |                           | Pitkin   | 1,006                 | 806                        | Gilchrist                           | 300                       | 700                       | Clarke                     | 14,348                  | 13,048                           | Pickens                       | 2,603                    |                                   |
| Santa Barbara  |                  | 01 710                    | Prowers  | 4,000                 | 3,400                      | Glades                              | 903                       | 703                       | Clay                       | 1,000                   |                                  | Pierce                        | 2,300                    |                                   |
| North<br>Sonto Parhara                                   | 34,340           | 31,740                    | Pueblo<br>Rio Blanco                           | 38,741<br>1,803       | 37,241<br>1,603            | Gulf<br>Hamilton                    | 3,215<br>1,900            | 2,815<br>1,500            | Clayton<br>Clinch          | 15,580<br>1,803         |                                  | Pike<br>Polk                  | 1,600<br>7,903           |                                   |
| Santa Barbara<br>South                                   | 42,261           | 39,161                    | Rio Blanco<br>Rio Grande                       | 2,800                 | 2,400                      | Hamilton<br>Hardee                  | 3,912                     | 3,512                     | Cobb                       | 39,775                  | 38,575                           | Polk<br>Pulaski               | 2,200                    |                                   |
|  | 72,201           | . 00,101                  | Routt  | 1,500                 | 1,300                      | Hendry                              | 2,612                     | 2,212                     | Coffee                     | 5,600                   | 4,800                            | Putnam                        | 1,900                    |                                   |
|  |                  |                           |  |                       |                            |                                     | 4,136                     | 3,736                     | Colquitt                   | 9,709                   | 8,709                            | Quitman                       | 500                      |                                   |
| Santa Clara<br>West                                      | 245,070          | 232,770                   | Saguache                                       | 1,000                 |                            | Hernando                            |                           |                           |                            |                         |                                  |                               |                          |                                   |
| Santa Clara<br>West<br>Santa Clara                       |                  |                           | Saguache<br>San Juan                           | 200                   | 100                        | Highlands                           | 8,063                     | 7,263                     | Columbia                   | 4,121                   | 3,721                            | Rabun                         | 2,103                    | 1,803                             |
| Santa Clara<br>West<br>Santa Clara<br>East               | 8,866            | 8,366                     | Saguache<br>San Juan<br>San Miguel             | 200<br>1,003          | 100<br>803                 | Highlands<br>Hillsborough           | 8,063<br>143,289          | 7,263<br>134,089          | Columbia<br>Cook           | 4,121<br>3,203          | 3,721<br>2,803                   | Rabun<br>Randolph             | 2,103<br>2,600           | 1,803<br>2,200                    |
| Santa Clara<br>West<br>Santa Clara<br>East<br>Santa Cruz | 8,866<br>36,826  | 8,366<br>33,826           | Saguache<br>San Juan<br>San Miguel<br>Sedgwick | 200<br>1,003<br>1,000 | 100<br>803<br>1,000        | Highlands<br>Hillsborough<br>Holmes | 8,063<br>143,289<br>2,600 | 7,263<br>134,089<br>2,100 | Columbia<br>Cook<br>Coweta | 4,121<br>3,203<br>8,506 | 3,721<br>2,803<br>7,606          | Rabun<br>Randolph<br>Richmond | 2,103<br>2,600<br>41,511 | 1,803<br>2,200<br>39,011          |
| Santa Clara<br>West<br>Santa Clara<br>East               | 8,866            | 8,366<br>33,826<br>21,447 | Saguache<br>San Juan<br>San Miguel             | 200<br>1,003          | 100<br>803<br>1,000<br>706 | Highlands<br>Hillsborough           | 8,063<br>143,289<br>2,600 | 7,263<br>134,089          | Columbia<br>Cook           | 4,121<br>3,203          | 3,721<br>2,803<br>7,606<br>1,000 | Rabun<br>Randolph             | 2,103<br>2,600           | 1,803<br>2,200<br>39,011<br>2,909 |



#### **WGN CONTINENTAL BROADCASTING COMPANY**

WGN Radio
WGN Television
Mid-America Video Tape
Productions
Chicago, Illinois

KDAL Radio
KDAL Television
Duluth, Minnesota

KWGN Television
Denver, Colorado

WGN Televents
Community Antenna Television
Michigan

WGN Continental
Sales Company
New York—Chicago

| COUNTIES  | HOMES  | TV HOMES  | COUNTIES  | HOMES   | TV HOMES  | COUNTIES  | HOMES   | TV HOMES                                   | COUNTIES  | HOMES                                      | TV HOMES  | COUNTIES   | HOMES   | TV HOMES   |
|---|--|---|---|---|---|---|---|--|---|--|---|--|---|--|
| GEORGIA continu   | eď   |   | Lemhi   | 1,800   | 1,500   | Madison   | 73,407  | 71,207                                     | Hendricks   | 13,602                                     | 13,202  | Carroll  | 6,606   | 6,406  |
| 0 1   | 1 000  | 1 400   | Lewis   | 1,403   | 1,303   | Marion  | 12,200  | 11,600                                     | Henry   | 15,318                                     | 14,818  | Cass   | 5,700   | 5,300  |
| Seminole<br>Spalding  | 1,600<br>11,427  | 1,400<br>10,527   | Lincoln<br>Madison  | 1,100<br>2,300  | 1,000   | Marshall<br>Mason   | 4,103   | 3,903<br>4,703                             | Howard  | 22,975                                     | 22,275  | Cedar<br>Corro Cordo   | 5,506<br>15,924                                     | 5,206  |
| Stephens  | 5,712  | 5,112   | Minidoka  | 4,621   | 2,300<br>4,321  | Massac  | 4,903<br>4,606                                      | 4,703                                      | Huntington<br>Jackson                               | 11,3 <b>6</b> 3<br>9,212                   | 11,0 <b>6</b> 3<br>8,912                            | Cerro Gordo<br>Cherokee  | 5,203   | 15,124<br>4,903  |
| Stewart   | 1,600  | 1,300   | Nez Perce   | 9,424   | 8,924   | Menard  | 3,000   | 2,800                                      | Jasper  | 5,206                                      | 5,006   | Chickasaw  | 4,300   | 4,000  |
| Sumter  | 7,003  | 5,903   | Oneida  | 1,000   | 1,000   | Mercer  | 5,100   | 4,900                                      | Jay   | 6,600                                      | 6,200   | Clarke   | 2.400   | 2,300  |
| Talbot  | 1,700  | 1,400   | Owyhee  | 1,900   | 1,800   | Monroe  | 4,809   | 4,609                                      | Jefferson   | 6,615                                      | 6,315   | Clay   | 5,703   | 5,203  |
| Taliaferro  | 600  | 500   | Payette   | 4,106   | 3,906   | Montgomery  | 9,800   | 9,300                                      | Jennings  | 4,406                                      | 4,206   | Clayton  | 6,500   | 5,900  |
| Tattnall  | 3,700  | 3,300   | Power   | 1,300   | 1,100   | Morgan  | 10,512  | 9,812                                      | Johnson   | 14,296                                     | 14,096  | Clinton  | 17,424  | 16,724   |
| Taylor  | 2,100  | 1,800   | Shoshone  | 6,200   | 5,800   | Moultrie  | 4,203   | 3,903                                      | Knox  | 12,603                                     | 12,003  | Crawford   | 5,300   | 5,000  |
| Telfair<br>Torroll  | 2,900  | 2,300<br>2,600  | Teton   | 700   | 700   | Ogle  | 12,224  | 11,724                                     | Kosciusko   | 13,133                                     | 12,633  | Dallas   | 7,803   | 7,403  |
| Terrell<br>Thomas   | 3,100<br>9,906   | 8,806   | Twin Falls<br>Valley  | 13,306<br>1,100                                       | 12,806<br>1,000                                       | Peoria<br>Perry   | 59,802<br>5,600                                     | 57,702<br>5,300                            | La Grange   | 4,706<br>159,895                           | 4,206   | Davis  | 2,800<br>2,900                                      | 2,600<br>2,500   |
| Tift  | 6,806  | 6,006   | Washington  | 2,600   | 2,300   | Piatt   | 4,606   | 4,506                                      | Lake<br>La Porte                                    | 28,678                                     | 155,395<br>27,978                                   | Decatur<br>Delaware  | 5,203   | 4,903  |
| Toombs  | 4,603  | 3,803   | maonington.   | 2,000   | 2,000   | Pike  | 6,300   | 6,000                                      | Lawrence  | 11,318                                     | 10,818  | Des Moines   | 14,618  | 13,818   |
| Towns   | 1,200  | 1,100   |   |   |   | Pope  | 900   | 800  | Madison   | 40,305                                     | 39,305  | Dickinson  | 4,000   | 3,600  |
| Treutlen  | 1,500  | 1,200   |   |   |   | Pulaski   | 2,900   | 2,600                                      | Marion  | 227,550                                    | 220,850   | Dubuque  | 22,539  | 20,839   |
| Troup   | 13,503   | 12,003  |   |   |   | Putnam  | 1,500   | 1,400                                      | Marshall  | 10,412                                     | 10,012  | Emmet  | 4,406   | 3,906  |
| Turner  | 2,000  | 1,700   |   |   |   | Randolph  | 8,100   | 7,800                                      | Martin  | 2,800                                      | 2,600   | Fayette  | 8,503   | 8,003  |
| Twiggs  | 1,800  | 1,500   | ILLING  | )IS   |   | Richland  | 5,000   | 4,600                                      | Miami   | 12,136                                     | 11,636  | Floyd  | 6,503   | 6,103  |
| Union   | 1,600  | 1,400   | Homes .   |   | 40 700  | Rock Island   | 48,205  | 47,205                                     | Monroe  | 17,569                                     | 16,569  | Franklin   | 4,600   | 4,400  |
| Upson   | 6,603  | 6,003   | TV homes  |   |   | St. Clair   | 82,221  | 79,121                                     | Montgomery  | 10,115                                     | 9,815   | Fremont  | 2,800   | 2,700  |
| Walker  | 14,442   | 13,642  |   |   |   | Saline  | 7,800   | 7,300                                      | Morgan  | 10,848                                     | 10,548  | Greene   | 4,400   | 4,200  |
| Walton  | 6,006  | 5,406   | Adams   | 22,124  | 21,424  | Sangamon  | 40,505  | 47,105                                     | Newton  | 3,503                                      | 3,403   | Grundy   | 4,403   | 4,203  |
| Ware  | 10,927<br>1,600  | 9,827   | Alexander   | 4,300   | 3,900   | Schuyler  | 2,700   | 2,500                                      | Noble   | 8,512                                      | 8,112   | Guthrie  | 4,100   | 3,900  |
| Warren<br>Washington  | 4,700  | 1,300<br>3,800  | Bond  | 4,400   | 4,100   | Scott   | 1,700<br>7,000                                      | 1,700<br>6,600                             | Ohio  | 1,000                                      | 1,000   | Hamilton   | 6,306   | 5,906<br>4,000   |
| Wayne   | 5,318  | 4,818   | Boone   | 6,415   | 6,115   | Shelby  | 2,300   | 2,200                                      | Orange  | 4,703                                      | 4,503   | Hancock  | 4,200<br>7,306                                      |  |
| Webster   | 500  | 400   | Brown<br>Bureau   | 2,000<br>11,806                                       | 1,900<br>11,306                                       | Stark<br>Stephenson   | 14,924  | 14,324                                     | Owen<br>Parke                                       | 3,500<br>4,300                             | 3,400<br>4,200                                      | Hardin<br>Harrison   | 5,000   | 6,906<br>4,800   |
| Wheeler   | 1,100  | 900   | Calhoun   | 1,600   | 1,506   | Tazewell  | 32,826  | 31,826                                     | Perry   | 4,600                                      | 4,200   | Henry  | 5,303   | 4,803  |
| White   | 2,006  | 1,806   | Carroll   | 6,103   | 5,803   | Union   | 4,600   | 4,400                                      | Pike  | 3,500                                      | 3,300   | Howard   | 3,800   | 3,300  |
| Whitfield   | 13,342   | 12,542  | Cass  | 4,300   | 4,100   | Vermilion   | 31,254  | 29,954                                     | Porter  | 19,614                                     | 19,114  | Humboldt   | 4.003   | 3,703  |
| Wilcox  | 1,800  | 1,500   | Champaign   | 39,268  | 37,568  | Wabash  | 4,200   | 4,000                                      | Posey   | 5,300                                      | 4,900   | lda  | 3,000   | 2,900  |
| Wilkes  | 3,000  | 2,400   | Christian   | 11,300  | 10,800  | Warren  | 6,503   | 6,303                                      | Pulaski   | 3,703                                      | 3,403   | Iowa   | 5,006   | 4,606  |
| Wilkinson   | 2,400  | 2,100   | Clark   | 5,100   | 4,800   | Washington  | 4,000   | 3,800                                      | Putnam  | 6,806                                      | 6,506   | Jackson  | 6,409   | 5,909  |
| Worth   | 3,900  | 3,400   | Clay  | 4,600   | 4,200   | Wayne   | 5,600   | 5,000                                      | Randolph  | 8,806                                      | 8,406   | Jasper   | 11,618  | 11,118   |
|   |  |   | Clinton   | 6,906   | 6,606   | White   | 5,900   | 5,300                                      | Ripley  | 5,906                                      | 5,606   | Jefferson  | 4,900   | 4,500  |
|   |  |   | Coles   | 13,912  | 13,312  | Whiteside   | 19,145  | 18,445                                     | Rush  | 5,703                                      | 5,603   | Johnson  | 16,154  | 14,754   |
|   |  |   |   | 1,679,227   |   | Will  | 61,312  | 59,812                                     | St. Joseph  | 73,571                                     | 71,471  | Jones  | 6,106   | 5,906  |
|   |  |   | Crawford  | 6,703   | 6,403   | Williamson  | 15,000<br>70,512                                    | 14,200                                     | Scott   | 4,515                                      | 4,215   | Keokuk   | 4,500   | 4,100  |
| HAWAII  | }  |   | Cumberland  | 3,100<br>16,045                                       | 2,900   | Winnebago<br>Woodford                                       | 70,512  | 68,412<br>7,212                            | Shelby  | 11,124<br>4,400                            | 10,824<br>4,200                                     | Kossuth<br>Lee   | 7,100<br>13,506                                     | 6,800<br>12,806  |
|   |  |   | Dekalb<br>De Witt   | 5,603   | 15,545<br>5,403                                       | Woodicia  | 7,012   | 1,212                                      | Spencer<br>Starke                                   | 5,412                                      | 5,212   | Lee<br>Linn  | 48,280  | 46,480   |
| Homes   |  |   | Douglas   | 6,209   | 6,009   |   |   |  | Steuben   | 4,900                                      | 4,700   | Louisa   | 2,900   | 2,700  |
| TV homes.   | 1  | 53,800  | DuPage  | 105,128   | 103,528   |   |   |  | Sullivan  | 7,500                                      | 7,200   | Lucas  | 3,300   | 3,000  |
|   |  |   | Edgar   | 7,100   | 6,800   |   |   |  | Switzerland   | 2,000                                      | 1,800   | Lyon   | 4.103   | 3,803  |
|   |  |   | Edwards   | 2,300   | 2,100   |   |   |  | Tippecanoe  | 26,184                                     | 24,784  | Madison  | 3,900   | 3,700  |
|   |  |   | Effingham   | 6,906   | 6,306   | INDIAN  | Α   |  | Tipton  | 4,603                                      | 4,503   | Mahaska  | 7,400   | 6,900  |
| _   |  |   | Fayette   | 6,100   | 5,700   | Homes .   |   | :1 700                                     | Union   | 1,700                                      | 1,600   | Marion   | 7,703   | 7,203  |
| IDAHO   |  |   | Ford  | 5,103   | 4,903   | TV homes  |   |  | Vanderburgh   | 52,042                                     | 49,842  | Marshall   | 12,318  | 11,918   |
| Homes   | 2  | 11 000  | Franklin  | 12,100  | 11,400  |   |   |  | Vermillion  | 5,200                                      | 5,000   | Mills  | 3,500   | 3,300  |
| TV homes  |  |   | Fulton  | 13,300  | 12,700  | Adams   | 6,909   | 6,609                                      | Vigo  | 34,912                                     | 33,612  | Mitchell   | 4,200   | 3,900  |
|   |  |   | Gallatin  | 2,000   | 1,800   | Allen   | 74,334  | 71,934                                     | Wabash  | 10,118                                     | 9,618   | Monona   | 3,900   | 3,700  |
| Adams   | 32,926   | 31,426  | Greene  | 5,200   | 5,000   | Bartholomew   | 15,563  | 15,063                                     | Warren  | 2,500                                      | 2,300   | Monroe   | 2,900<br>4,500                                      | 2,700  |
| Adams<br>Bannock  | 900<br>15,739  | 800<br>14,839   | Grundy<br>Hamilton  | 7,115<br>2,900  | 6,915<br>2,600  | Benton<br>Blackford   | 3,203<br>4,606                                      | 3,103<br>4,406                             | Warrick<br>Washington                               | 6,906<br>5,306                             | 6,506<br>5,006                                      | Montgomery<br>Muscatine  | 11,112  | 4,200<br>10,612  |
| Bear Lake   | 2,000  | 14,639  | Hancock   | 7,500   | 7,200   | Boone   | 8,615   | 8,415                                      | Washington<br>Wayne                                 | 23,530                                     | 22,630  | O'Brien  | 5,803   | 5,503  |
| Benewah   | 1,900  | 1,800   | Hardin  | 1,500   | 1,400   | Brown   | 2,106   | 2,006                                      | Wells   | 6.406                                      | 6,106   | Osceola  | 3,000   | 2,800  |
| Bingham   | 7,921  | 7,621   | Henderson   | 2,600   | 2,400   | Carroll   | 5,203   | 5,103                                      | White   | 6,106                                      | 5,906   | Page   | 6,200   | 5,700  |
| Blaine  | 1,400  | 1,300   | Henry   | 16,015  | 15,515  | Cass  | 12,115  | 11,615                                     | Whitley   | 6,206                                      | 6,006   | Palo Alto  | 3,900   | 3,500  |
| Boise   | 500  | 500   | Iroquois  | 10,606  | 10,106  | Clark   | 19,272  | 18,572                                     | ,   | ,  | ,   | Plymouth   | 6,806   | 6,506  |
| Bonner  | 5,106  | 4,706   | Jackson   | 13,118  | 12,218  | Clay  | 7,606   | 7,406                                      |   |  |   | Pocahontas   | 3,900   | 3,600  |
| Bonneville  | 15,390   | 14,890  | Jasper  | 3,200   | 3,000   | Clinton   | 9,506   | 9,206                                      |   |  |   | Polk   | 92,328  | 88,528   |
| Boundary  | 1,700  | 1,500   | Jefferson   | 9,800   | 9,100   | Crawford  | 2,300   | 2,100                                      |   |  |   | Pottawattamie  |   | 25,569   |
| Butte   | 1,203  |   | Jersey  | 5,009   | 4,809   | Daviess   | 7,403   | 7,003                                      | 1014/4  |  |   | Poweshiek  | 5,703   | 5,403  |
| Camas   | 300  | 300   | Jo Daviess  | 6,403   | 6,003   | Dearborn  | 8,618   | 8,318                                      | IOWA  |  |   | Ringgold   | 2,300   | 2,100  |
| Canyon  | 18,427   | 17,227  | Johnson   | 1,800   | 1,700   | Decatur   | 5,906   | 5,706                                      | Homes   | 85   | 57,200  | Sac  | 5,200   | 4,800  |
| Caribou   | 1,703  | 1,503   | Kane  | 66,409  | 64,509  | De Kalb   | 8,406   | 8,206                                      | TV homes  | 80   | 9,800   | Scott  | 38,399  | 36,899   |
| Clark   | 4,806<br>300   | 4,606   | Kankakee  | 25,902  | 25,002  | Delaware  | 35,093<br>7,415                                     | 34,093                                     |   |  |   | Shelby   | 4,400<br>7,403                                      | 4,200<br>6,703   |
| Clark<br>Clearwater   | 2,606  | 200<br>2,406  | Kendall<br>Knox   | 5,627<br>19,627                                       | 5,52 <b>7</b><br>19,12 <b>7</b>                       | Dubois<br>Elkhart   | 34,005  | 6,915<br>32,405                            | Adair<br>Adams                                      | 3,100<br>2,100                             | 2,900<br>1,900                                      | Sioux<br>Story   | 14,730  | 13,930   |
|   |  | 2,406<br>800  | knox<br>Lake  | 91,060  | 89,560  | Fayette   | 7,006   | 6,706                                      | Adams<br>Allamakee                                  | 4,500                                      | 4,200   | Tama   | 6,700   | 6,300  |
| Custer  |  |   | Lanc  |   |   | Floyd   | 16,233  | 15,733                                     | Anamakee<br>Appanoose                               | 4,700                                      | 4,200   | Tama<br>Taylor   | 2,900   | 2,600  |
| Custer<br>Elmore  | 900  |   |   | 35 <b>06</b> 0  |   |   | 10,400  | 10,700                                     | ~hhaiinnoc  |  | ₹,JUU   |  |   | ٠,٠٠٠  |
| Elmore  | 900<br>5,769   | 5,469   | La Salle  | 35,060<br>5,300                                       | 33,560<br>5,000                                       |   |   | 5 706                                      | Andubon   | 3 100                                      |   |  |   | 3 000  |
| Elmore<br>Franklin  | 900<br>5,769<br>2,000  | 5,469<br>1,900  | La Salle<br>Lawrence  | 5,300   | 5,000   | Fountain  | 5,906   | 5,706<br>4,206                             | Audubon<br>Benton                                   | 3,100<br>7,206                             | 3,000   | Union  | 4,200   |  |
| Elmore<br>Franklin<br>Fremont   | 900<br>5,769<br>2,000<br>2,300                                     | 5,469<br>1,900<br>2,200                                     | La Salle<br>Lawrence<br>Lee                                     | 5,300<br>10,615                                       | 5,000<br>10,215                                       | Fountain<br>Franklin  | 5,906<br>4,406                                      | 4,206                                      | Benton  | 7,206                                      | 3,000<br>6,906                                      | Union<br>Van Buren   | 4,200<br>3,100                                      | 2,800  |
| Elmore<br>Franklin<br>Fremont<br>Gem                                  | 900<br>5,769<br>2,000<br>2,300<br>2,903                            | 5,469<br>1,900<br>2,200<br>2,703                            | La Salle<br>Lawrence<br>Lee<br>Livingston                       | 5,300<br>10,615<br>12,012                             | 5,000<br>10,215<br>11,312                             | Fountain<br>Franklin<br>Fulton                              | 5,906<br>4,406<br>5,103                             | 4,206<br>4,903                             | Benton<br>Black Hawk                                | 7,206<br>38,602                            | 3,000<br>6,906<br>37,202                            | Union<br>Van Buren<br>Wapell <b>o</b>                          | 4,200<br>3,100<br>14,303                            | 2,800<br>13,503  |
| Elmore<br>Franklin<br>Fremont   | 900<br>5,769<br>2,000<br>2,300<br>2,903<br>2,600<br>4,409          | 5,469<br>1,900<br>2,200<br>2,703<br>2,400<br>3,809          | La Salle<br>Lawrence<br>Lee<br>Livingston<br>Logan              | 5,300<br>10,615<br>12,012<br>9,418                    | 5,000<br>10,215<br>11,312<br>9,018                    | Fountain<br>Franklin<br>Fulton<br>Gibson                    | 5,906<br>4,406<br>5,103<br>8,703                    | 4,206<br>4,903<br>8,303                    | Benton<br>Black Hawk<br>Boone                       | 7,206<br>38,602<br>8,400                   | 3,000<br>6,906<br>37,202<br>8,100                   | Union<br>Van Buren<br>Wapello<br>Warren                        | 4,200<br>3,100<br>14,303<br>6,615                   | 2,800<br>13,503<br>6,315   |
| Elmore<br>Franklin<br>Fremont<br>Gem<br>Gooding                       | 900<br>5,769<br>2,000<br>2,300<br>2,903<br>2,600<br>4,409          | 5,469<br>1,900<br>2,200<br>2,703<br>2,400<br>3,809          | La Salle<br>Lawrence<br>Lee<br>Livingston                       | 5,300<br>10,615<br>12,012<br>9,418<br>9,106           | 5,000<br>10,215<br>11,312                             | Fountain<br>Franklin<br>Fulton                              | 5,906<br>4,406<br>5,103                             | 4,206<br>4,903<br>8,303<br>22,460          | Benton<br>Black Hawk                                | 7,206<br>38,602                            | 3,000<br>6,906<br>37,202                            | Union<br>Van Buren<br>Wapell <b>o</b>                          | 4,200<br>3,100<br>14,303                            | 2,800<br>13,503<br>6,315<br>5,400                                      |
| Elmore<br>Franklin<br>Fremont<br>Gem<br>Gooding<br>Idaho              | 900<br>5,769<br>2,000<br>2,300<br>2,903<br>2,600                   | 5,469<br>1,900<br>2,200<br>2,703<br>2,400<br>3,809          | La Salle<br>Lawrence<br>Lee<br>Livingston<br>Logan<br>McDonough | 5,300<br>10,615<br>12,012<br>9,418                    | 5,000<br>10,215<br>11,312<br>9,018<br>8,706           | Fountain<br>Franklin<br>Fulton<br>Gibson<br>Grant           | 5,906<br>4,406<br>5,103<br>8,703<br>23,360          | 4,206<br>4,903<br>8,303                    | Benton<br>Black Hawk<br>Boone<br>Bremer             | 7,206<br>38,602<br>8,400<br>6,409          | 3,000<br>6,906<br>37,202<br>8,100<br>6,009          | Union<br>Van Buren<br>Wapello<br>Warren<br>Washington          | 4,200<br>3,100<br>14,303<br>6,615<br>5,900          | 2,800<br>13,503<br>6,315<br>5,400<br>2,700                             |
| Elmore<br>Franklin<br>Fremont<br>Gem<br>Gooding<br>Idaho<br>Jefferson | 900<br>5,769<br>2,000<br>2,300<br>2,903<br>2,600<br>4,409<br>3,206 | 5,469<br>1,900<br>2,200<br>2,703<br>2,400<br>3,809<br>3,106 | La Salle Lawrence Lee Livingston Logan McDonough McHenry        | 5,300<br>10,615<br>12,012<br>9,418<br>9,106<br>28,110 | 5,000<br>10,215<br>11,312<br>9,018<br>8,706<br>27,710 | Fountain<br>Franklin<br>Fulton<br>Gibson<br>Grant<br>Greene | 5,906<br>4,406<br>5,103<br>8,703<br>23,360<br>8,100 | 4,206<br>4,903<br>8,303<br>22,460<br>7,700 | Benton<br>Black Hawk<br>Boone<br>Bremer<br>Buchanan | 7,206<br>38,602<br>8,400<br>6,409<br>6,006 | 3,000<br>6,906<br>37,202<br>8,100<br>6,009<br>5,606 | Union<br>Van Buren<br>Wapello<br>Warren<br>Washington<br>Wayne | 4,200<br>3,100<br>14,303<br>6,615<br>5,900<br>3,000 | 3,900<br>2,800<br>13,503<br>6,315<br>5,400<br>2,700<br>14,630<br>3,803 |

| COUNTIES   | HOMES '   | TV HOMES   | COUNTIES   | HOMES  | TV HOMES   | COUNTIES  | HOMES  | TV HOMES   | COUNTIES  | HOMES                            | TV HOMES   | COUNTIES   | HOMES   | TV HOMES   |
|--|---|--|--|--|--|---|--|--|---|----------------------------------|--|--|---|--|
| Woodbury<br>Worth  | 33,930<br>2,900   | 32,430<br>2,700  | Ottawa<br>Pawnee   | 2,200<br>2,806   | 1,900<br>2,606   | Grant<br>Graves   | 2,600<br>9,806   | 2,300<br>8,806   | LOUISIA   | ANA                              |  | Franklin<br>Hancock  | 5,900<br>10,506                                       | 5,500<br>10,106  |
| Wright   | 6,000   | 5,700  | Phillips   | 2,500  | 2,200  | Grayson   | 4,600  | 3,600  | Homes   | 9                                | 72,600   | Kennebec   | 27,039  | 25,839   |
| _  |   |  | Pottawatomie   | 3,500  | 3,200  | Green   | 3,503  | 2,803  | TV homes.   | 8                                | 88,100   | Кпох   | 9,303   | 8,703  |
|  |   |  | Pratt  | 3,903  | 3,703  | Greenup   | 8,727  | 7,927  | Acadia  | 13,815                           | 12,415   | Lincoln  | 6,006   | 5,706  |
|  |   |  | Rawlins<br>Reno  | 1,400<br>19,527  | 1,300<br>18,527  | Hancock<br>Hardin   | 1,500<br>15,754  | 1,200<br>14,354  | Allen   | 5,606                            | 4,806  | Oxford   | 13,109  | 12,609<br>36,399   |
|  |   |  | Republic   | 3,000  | 2,600  | Harlan  | 10,700   | 8,500  | Acension  | 7,821                            | 6,821  | Penobscot<br>Piscataquis   | 37,899<br>5,200                                       | 5,000  |
| KANSA:   | S   |  | Rice   | 4,100  | 3,900  | Harrison  | 4,500  | 4,000  | Assumption<br>Avoyelles   | 4,503<br>10,306                  | 3,903<br>9,006                                       | Sagadahoc  | 7,309   | 6,909  |
|  |   |  | Riley  | 11,945   | 10,745   | Hart  | 4,200  | 3,600  | Beauregard  | 5,506                            | 4.606  | Somerset   | 11,703  | 11,103   |
| Homes<br>TV homes  |   |  | Rooks  | 3,003  | 2,803  | Henderson   | 10,818   | 9,518  | Bienville   | 4,200                            | 3,600  | Waldo  | 6,806   | 6,406  |
| Allen  | 5,300   | 4,700  | Rush<br>Russell  | 1,700<br>3,200   | 1,500<br>2,900   | Henry<br>Hickman  | 3,500<br>1,800   | 3,000<br>1,600   | Bossier   | 17,805                           | 16,505   | Washington<br>York   | 10,000<br>31,242                                      | 9,300<br>30,342  |
| Anderson   | 2,600   | 2,300  | Saline   | 19,017   | 17,717   | Hopkins   | 12,206   | 10,306   | Caddo<br>Calcasieu  | 74,182<br>46,700                 | 68,782<br>43,800                                     | TUIK   | 31,242  | 30,342   |
| Atchison   | 6,000   | 5,700  | Scott  | 1,603  | 1,403  | Jackson   | 2,400  | 1,400  | Caldwell  | 2,200                            | 1,900  |  |   |  |
| Barber   | 2,903   | 2,603  | Sedgwick   | 115,590  | 110,290  | Jefferson   | 191,872  | 180,772  | Cameron   | 1,906                            | 1,706  |  |   |  |
| Barton   | 10,215  | 9,815  | Seward   | 5,636  | 5,236  | Jessamine   | 4,106  | 3,206  | Catahoula   | 2,800                            | 2,200  |  |   |  |
| Bourbon<br>Brown   | 5,200<br>4,000  | 4,800<br>3,700   | Shawnee<br>Sheridan  | 49,095<br>1,200  | 46,595<br>1,100  | Johnson<br>Kenton   | 4,900<br>40,075  | 4,000<br>38,475  | Claiborne   | 4,800                            | 4,100  | MARYL  | AND   |  |
| Butler   | 12,733  | 11,933   | Sherman  | 1,900  | 1,700  | Knott   | 3,600  | 2,300  | Concordia   | 6,327<br>6,706                   | 5,127  | MAKIL  | AND   |  |
| Chase  | 1,100   | 1,000  | Smith  | 2,300  | 2,100  | Knox  | 5,900  | 4,200  | De Soto<br>East Baton   | 0,700                            | 5,606  | Homes  |   |  |
| Chautauqua   | 1,700   | 1,600  | Stafford   | 2,200  | 2,000  | Larue   | 3,403  | 2,903  | Rouge   | 69,351                           | 65,251   | TV homes   |   |  |
| Cherokee   | 7,200   | 6,800  | Stanton  | 400  | 300  | Laurel  | 6,706  | 5,106  | East Carroll  | 3,400                            | 2,700  | Allegany   | 25,406  | 23,906   |
| Cheyenne   | 1,200   | 1,100  | Stavens  | 1,300  | 1,100  | Lawrence  | 2,900  | 2,500  | East Feliciana  | 3,603                            | 2,903  | Anne Arundel   |   | 62,797   |
| Clark  | 1,000<br>3,300  | 1,000<br>2,900   | Sumner<br>Thomas   | 8,506<br>2,300   | 8,006<br>2,000   | Lee<br>Leslie   | 1,700<br>1,800   | 1,000  | Evangeline  | 8,803                            | 7,303  | Baltimore<br>Calvert   | 457,357<br>4,415                                      | 443,057<br>4,115   |
| Clay<br>Cloud  | 4,400   | 3,800  | Trego  | 1,500  | 1,300  | Lesne   | 6,200  | 1,000<br>4,500   | Franklin  | 6,100                            | 5,300  | Caroline   | 6,306   | 5,806  |
| Coffey   | 2,500   | 2,100  | Wabaunsee  | 1,900  | 1,700  | Lewis   | 3,600  | 2,800  | Grant<br>Iberia   | 3,600<br>15,151                  | 3,000<br>13,951                                      | Carroll  | 15,648  | 15,148   |
| Comanche   | 1,000   | 900  | Wallace  | 400  | 300  | Lincoln   | 4,400  | 3,400  | Iberville   | 7,906                            | 7,006  | Cecil  | 14,266  | 13,766   |
| Cowley   | 12,206  | 11,206   | Washington   | 3,100  | 2,700  | Livingston  | 2,203  | 1,903  | Jackson   | 4,606                            | 4,106  | Charles  | 8,942   | 8,342  |
| Crawford   | 13,000  | 12,100   | Wichita  | 800  | 700  | Logan   | 6,403  | 5,503  | Jefferson   | 70,726                           | 67,926   | Dorchester   | 9,415   | 8,615  |
| Decatur<br>Dickinson   | 1,600<br>7,103  | 1,500  | Wilson<br>Woodson  | 4,000<br>1,400   | 3,500<br>1,200   | Lyon  | 1,300<br>20,351  | 1,000  | Jefferson Davis   | 8,515                            | 7,615  | Frederick<br>Garrett   | 21,857<br>5,303                                       | 20,857<br>4,703  |
| Doniphan   | 2,700   | 6,503<br>2,400   | Wyandotte  | 58,702   | 55,802   | McCracken<br>McCreary   | 2,500  | 18,651<br>1,700  | Lafayette   | 25,647                           | 23,847   | Harford  | 24,141  | 23,241   |
| Douglas  | 13,754  | 12,554   | ,  | *********  | ,  | McLean  | 3,000  | 2,600  | Lafourche<br>La Salle   | 15,766<br>3,906                  | 14,666<br>3,406                                      | Howard   | 11,481  | 11,081   |
| Edwards  | 1,400   | 1,300  |  |  |  | Madison   | 9,918  | 7,718  | Lincoln   | 7,412                            | 6,912  | Kent   | 5,009   | 4,709  |
| E1k  | 1,400   | 1,300  |  |  |  | Magoffin  | 2,400  | 1,700  | Livingston  | 8,036                            | 7,036  | Montgomery   | 118,153   | 115,153  |
| Ellis  | 5,912   | 5,612  |  |  |  | Marion  | 4,100  | 3,700  | Madison   | 4,200                            | 3,400  | Prince George  | 117,755<br>5,409                                      | 115,055<br>5,009   |
| Ellsworth<br>Finney  | 2,400<br>5,006  | 2,200<br>4,606   | KENTU  | CKY  |  | Marshall<br>Martin  | 5,918<br>2,100   | 5,418<br>1,500   | Morehouse   | 9,209                            | 8,109  | Queen Annes<br>St. Marys   | 10,251  | 9,751  |
| Ford   | 6,606   | 6,206  |  |  |  | Mason   | 5,703  | 4,903  | Natchitoches<br>Orleans   | 8,900<br>202,372                 | 7,000  | Somerset   | 5,600   | 4,900  |
| Franklin   | 6,403   | 5,903  | Homes .  |  |  | Meade   | 6,366  | 5,966  | Ouachita  | 32,841                           | 188,772<br>30,641                                    | Talbot   | 7,215   | 6,715  |
| Geary  | 8,630   | 8,130  | TV homes   | 7  | 72,200   | Menifee   | 900  | 700  | Plaquemines   | 6,642                            | 6,142  | Washington   | 29,481  | 27,881   |
| Gove   | 1,200   | 1,000  | Adair  | 3,800  | 2,700  | Mercer  | 4,803  | 4,003  | Pointe Coupee   | 5,600                            | 4,800  | Wicomico   | 16,445  | 15,445   |
| Graham   | 1,803   | 1,603  | Allen  | 3,700  | 3,200  | Metcalfe<br>Monroe  | 2,400<br>3,100   | 2,000<br>2,700   | Rapides   | 32,293                           | 29,893   | Worcester  | 7,406   | 6,506  |
| Grant<br>Gray  | 1,503<br>1,100  | 1,403<br>1,000   | Anderson<br>Ballard  | 2,800<br>2,800   | 2,500<br>2,500   | Montgomery  | 4,306  | 3,206  | Red River   | 2,400                            | 1,900  |  |   |  |
| Greeley  | 600   | 600  | Barren   | 8,709  | 7,609  | Morgan  | 2,600  | 1,900  | Richland<br>Sabine  | 5,600<br>4,700                   | 4,900<br>3,700                                       |  |   |  |
| Greenwood  | 3,500   | 3,100  | Bath   | 2,600  | 1,900  | Muhlenberg  | 7,600  | 6,500  | St. Bernard   | 10,707                           | 10,507   |  |   |  |
| Hamilton   | 800   | 700  | Bell   | 7,600  | 6,100  | Nelson  | 5,909  | 5,309  | St. Charles   | 6,339                            | 5,939  | BAACCA   | C1111   |  |
| Harper   | 2,900   | 2,700  | Boone  | 7,651  | 7,351  | Nicholas  | 1,900  | 1,500  | St. Helena  | 2,100                            | 1,700  | MASSA  | CHU   | -  |
| Harvey   | 8,621<br>903  | 7,921<br>803   | Bourbon<br>Boyd  | 5,806<br>16,124  | 5,006<br>15,224  | Ohio<br>Oldham  | 5,000<br>3,609   | 4,200<br>3,309   | St. James   | 4,406                            | 3,906  | SETTS  |   |  |
| Haskell<br>Hodgeman  | 800   | 700  | Boyle  | 6,309  | 5,409  | Owen  | 2,200  | 1,800  | St. John the<br>Baptist   | 4,812                            | 4,312  | Homes  | 1,6   | 16,000   |
| Jackson  | 3,100   | 2,800  | Bracken  | 2,100  | 1,800  | Owsley  | 1,100  | 500  | St. Landry  | 20,421                           | 17,421   | TV homes   |   |  |
| Jefferson  | 3,500   | 3,200  | Breathitt  | 3,100  | 1,700  | Pendleton   | 3,300  | 3,100  | St. Martin  | 7,412                            | 6,712  | Barnstable   | 25,553  | 24,553   |
| Jewell   | 2,100   | 1,700  | Breckinridge   | 4,300  | 3,600  | Perry   | 6,900  | 4,800  | St. Mary  | 14,254                           | 13,154   | Berkshire  | 44,478  | 42,778   |
| Johnson  | 50,851<br>800   | 49,651   | Bullitt  | 4,921  | 4,521<br>2,000   | Pike<br>Powell  | 15,300<br>1,803  | 12,400<br>1,103  | St. Tammany   | 12,057                           | 11,157   | Bristol North  | 41,363  | 40,363   |
| Kearny<br>Kingman  | 2,900   | 700<br>2,800   | Butler<br>Caldwell   | 2,500<br>4,403   | 3,503  | Pulaski   | 9,400  | 6,600  | Tangipahoa  | 16,927                           | 14,827   | Bristol South  | 86,038<br>2,103                                       | 83,838<br>1,903  |
| Kiowa  | 1,500   | 1,200  | Calloway   | 7,009  | 6,109  | Robertson   | 800  | 700  | Tensas<br>Terrebonne  | 2,800<br>16,878                  | 2,200<br>15,578                                      | Dukes<br>Essex   | 186,836   | 182,136  |
| Labette  | 8,300   | 7,600  | Campbell   | 28,248   | 27,048   | Rockcastle  | 3,100  | 2,000  | Union   | 4,700                            | 4,200  | Franklin   | 17,318  | 16,118   |
| Lane   | 903   | 903  | Carlisle   | 1,800  | 1,600  | Rowan   | 3,403  | 2,703  | Vermilion   | 11,612                           | 10,712   | Hampden  | 138,423   | 133,823  |
|  |   | 12,421   | Carroll  | 2,500  | 2,200  | Russell   | 2,800  | 2,100  | Vernon  | 5,200                            | 4,300  | Hampshire  | 29,393  | 27,993   |
| Leavenworth  | 13,121  |  |  |  | 4,503  | Scott   | 4,803  | 4,103<br>5,206   | Washington  | 13,030                           | 11,330   | Middlesex  | 375,868   | 366,168<br>1,100   |
| Leavenworth<br>Lincoln   | 1,600   | 1,400  | Carter   | 5,403  |  | Shelby  | 5 806  |  |   |                                  |  |  | 1 200   |  |
| Leavenworth<br>Lincoln<br>Linn   | 1,600<br>2,500  | 1,400<br>2,300   | Casey  | 3,500  | 2,500  | Shelby<br>Simpson   | 5,806<br>3,603   |  | Webster<br>West Paten   | 12,333                           | 10,933   | Nantucket<br>Norfolk   | 1,200   |  |
| Leavenworth<br>Lincoln<br>Linn<br>Logan  | 1,600<br>2,500<br>1,200   | 1,400<br>2,300<br>1,100  | Casey<br>Christian   | 3,500<br>16,460  | 2,500<br>14,560  | Simpson   | 3,603  | 3,203  | West Baton  |                                  |  | Norfolk  | 160,169   | 156,769  |
| Leavenworth<br>Lincoln<br>Linn<br>Logan<br>Lyon  | 1,600<br>2,500<br>1,200<br>8,500<br>7,606   | 1,400<br>2,300<br>1,100<br>7,600<br>6,706  | Casey  | 3,500<br>16,460<br>7,012<br>4,400  | 2,500<br>14,560<br>5,912<br>2,900  | Simpson<br>Spencer  | 3,603<br>1,600   | 3,203<br>1,400   |   | 12,333<br>4,009<br>3,300         | 3,609  |  |   | 156,769<br>79,100  |
| Leavenworth Lincoln Linn Logan Lyon McPherson Marion   | 1,600<br>2,500<br>1,200<br>8,500<br>7,606<br>4,400  | 1,400<br>2,300<br>1,100<br>7,600<br>6,706<br>3,900   | Casey<br>Christian<br>Clark<br>Clay<br>Clinton   | 3,500<br>16,460<br>7,012<br>4,400<br>2,100   | 2,500<br>14,560<br>5,912<br>2,900<br>1,600   | Simpson<br>Spencer<br>Taylor  | 3,603<br>1,600<br>5,312  | 3,203<br>1,400<br>4,312  | West Baton<br>Rouge<br>West Carroll<br>West Feliciana                                       | 4,009<br>3,300<br>2,306          | 3,609<br>2,800<br>1,906                              | Norfolk<br>Plymouth  | 160,169<br>81,400                                     | 156,769<br>79,100<br>234,796   |
| Leavenworth<br>Lincoln<br>Linn<br>Logan<br>Lyon<br>McPherson<br>Marion<br>Marshall                                 | 1,600<br>2,500<br>1,200<br>8,500<br>7,606<br>4,400<br>4,800   | 1,400<br>2,300<br>1,100<br>7,600<br>6,706<br>3,900<br>4,200  | Casey<br>Christian<br>Clark<br>Clay<br>Clinton<br>Crittenden   | 3,500<br>16,460<br>7,012<br>4,400<br>2,100<br>2,400  | 2,500<br>14,560<br>5,912<br>2,900<br>1,600<br>2,000  | Simpson<br>Spencer<br>Taylor<br>Todd  | 3,603<br>1,600<br>5,312<br>3,100   | 3,203<br>1,400<br>4,312<br>2,700   | West Baton<br>Rouge<br>West Carroll   | 4,009<br>3,300                   | 3,609<br>2,800                                       | Norfolk<br>Plymouth<br>Suffolk   | 160,169<br>81,400<br>247,596                          | 156,769<br>79,100<br>234,796   |
| Leavenworth Lincoln Linn Logan Lyon McPherson Marion Marshall Meade  | 1,600<br>2,500<br>1,200<br>8,500<br>7,606<br>4,400<br>4,800<br>1,600  | 1,400<br>2,300<br>1,100<br>7,600<br>6,706<br>3,900<br>4,200<br>1,600   | Casey Christian Clark Clay Clinton Crittenden Cumberland   | 3,500<br>16,460<br>7,012<br>4,400<br>2,100<br>2,400<br>1,900   | 2,500<br>14,560<br>5,912<br>2,900<br>1,600<br>2,000<br>1,400   | Simpson<br>Spencer<br>Taylor<br>Todd<br>Trigg                                   | 3,603<br>1,600<br>5,312<br>3,100<br>2,600  | 3,203<br>1,400<br>4,312<br>2,700<br>2,300  | West Baton<br>Rouge<br>West Carroll<br>West Feliciana                                       | 4,009<br>3,300<br>2,306          | 3,609<br>2,800<br>1,906                              | Norfolk<br>Plymouth<br>Suffolk   | 160,169<br>81,400<br>247,596                          | 156,769<br>79,100<br>234,796   |
| Leavenworth Lincoln Linn Logan Lyon McPherson Marion Marshall Meade Miami  | 1,600<br>2,500<br>1,200<br>8,500<br>7,606<br>4,400<br>4,800<br>1,600<br>6,006   | 1,400<br>2,300<br>1,100<br>7,600<br>6,706<br>3,900<br>4,200<br>1,600<br>5,806  | Casey Christian Clark Clay Clinton Crittenden Cumberland Daviess   | 3,500<br>16,460<br>7,012<br>4,400<br>2,100<br>2,400<br>1,900<br>22,675   | 2,500<br>14,560<br>5,912<br>2,900<br>1,600<br>2,000<br>1,400<br>20,375   | Simpson<br>Spencer<br>Taylor<br>Todd<br>Trigg<br>Trimble                        | 3,603<br>1,600<br>5,312<br>3,100<br>2,600<br>1,400   | 3,203<br>1,400<br>4,312<br>2,700<br>2,300<br>1,300   | West Baton<br>Rouge<br>West Carroll<br>West Feliciana                                       | 4,009<br>3,300<br>2,306          | 3,609<br>2,800<br>1,906                              | Norfolk<br>Plymouth<br>Suffolk   | 160,169<br>81,400<br>247,596                          | 156,769<br>79,100<br>234,796   |
| Leavenworth Lincoln Linn Logan Lyon McPherson Marion Marshall Meade Miami Mitchell                                 | 1,600<br>2,500<br>1,200<br>8,500<br>7,606<br>4,400<br>4,800<br>1,600<br>6,006<br>2,500  | 1,400<br>2,300<br>1,100<br>7,600<br>6,706<br>3,900<br>4,200<br>1,600<br>5,806<br>2,200   | Casey Christian Clark Clay Clinton Crittenden Cumberland   | 3,500<br>16,460<br>7,012<br>4,400<br>2,100<br>2,400<br>1,900<br>22,675<br>2,100  | 2,500<br>14,560<br>5,912<br>2,900<br>1,600<br>2,000<br>1,400<br>20,375<br>1,600  | Simpson<br>Spencer<br>Taylor<br>Todd<br>Trigg<br>Trimble<br>Union               | 3,603<br>1,600<br>5,312<br>3,100<br>2,600<br>1,400<br>4,300                                      | 3,203<br>1,400<br>4,312<br>2,700<br>2,300<br>1,300<br>3,700                                      | West Baton<br>Rouge<br>West Carroll<br>West Feliciana                                       | 4,009<br>3,300<br>2,306          | 3,609<br>2,800<br>1,906                              | Norfolk<br>Plymouth<br>Suffolk<br>Worcester                              | 160,169<br>81,400<br>247,596<br>178,224               | 156,769<br>79,100<br>234,796   |
| Leavenworth Lincoln Linn Logan Lyon McPherson Marion Marshall Meade Miami Mitchell Montgomery                      | 1,600<br>2,500<br>1,200<br>8,500<br>7,606<br>4,400<br>4,800<br>1,600<br>6,006   | 1,400<br>2,300<br>1,100<br>7,600<br>6,706<br>3,900<br>4,200<br>1,600<br>5,806  | Casey Christian Clark Clay Clinton Crittenden Cumberland Daviess Edmonson  | 3,500<br>16,460<br>7,012<br>4,400<br>2,100<br>2,400<br>1,900<br>22,675<br>2,100<br>1,400<br>3,200                                      | 2,500<br>14,560<br>5,912<br>2,900<br>1,600<br>2,000<br>1,400<br>20,375   | Simpson Spencer Taylor Todd Trigg Trimble Union Warren                          | 3,603<br>1,600<br>5,312<br>3,100<br>2,600<br>1,400<br>4,300<br>14,418                            | 3,203<br>1,400<br>4,312<br>2,700<br>2,300<br>1,300<br>3,700<br>12,618                            | West Baton<br>Rouge<br>West Carroll<br>West Feliciana<br>Winn                               | 4,009<br>3,300<br>2,306          | 3,609<br>2,800<br>1,906                              | Norfolk<br>Plymouth<br>Suffolk<br>Worcester                              | 160,169<br>81,400<br>247,596<br>178,224               | 156,769<br>79,100<br>234,796   |
| Leavenworth Lincoln Linn Logan Lyon McPherson Marion Marshall Meade Miami Mitchell Montgomery Mortis Morton        | 1,600<br>2,500<br>1,200<br>8,500<br>7,606<br>4,400<br>4,800<br>1,600<br>6,006<br>2,500<br>14,900<br>2,100<br>1,103                            | 1,400<br>2,300<br>1,100<br>7,600<br>6,706<br>3,900<br>4,200<br>1,600<br>5,806<br>2,200<br>13,500<br>1,900<br>903                   | Casey Christian Clark Clark Clay Clinton Crittenden Cumberland Daviess Edmonson Elliott Estill Fayette   | 3,500<br>16,460<br>7,012<br>4,400<br>2,100<br>2,400<br>1,900<br>22,675<br>2,100<br>1,400<br>3,200<br>44,804                            | 2,500<br>14,560<br>5,912<br>2,900<br>1,600<br>2,000<br>1,400<br>20,375<br>1,600<br>1,200<br>2,000<br>40,404                            | Simpson Spencer Taylor Todd Trigg Trimble Union Warren Washington               | 3,603<br>1,600<br>5,312<br>3,100<br>2,600<br>1,400<br>4,300<br>14,418<br>2,800                   | 3,203<br>1,400<br>4,312<br>2,700<br>2,300<br>1,300<br>3,700<br>12,618<br>2,500                   | West Baton<br>Rouge<br>West Carroll<br>West Feliciana                                       | 4,009<br>3,300<br>2,306          | 3,609<br>2,800<br>1,906                              | Norfolk<br>Plymouth<br>Suffolk<br>Worcester                              | 160,169<br>81,400<br>247,596<br>178,224               | 156,769<br>79,100<br>234,796<br>172,724  |
| Leavenworth Lincoln Linn Logan Lyon McPherson Marion Marshall Meade Miami Mitchell Montgomery Morton Nemaha        | 1,600<br>2,500<br>1,200<br>8,500<br>7,606<br>4,400<br>4,800<br>1,600<br>6,006<br>2,500<br>14,900<br>2,100<br>1,103<br>3,500                   | 1,400<br>2,300<br>1,100<br>7,600<br>6,706<br>3,900<br>4,200<br>1,600<br>5,806<br>2,200<br>13,500<br>1,900<br>903<br>3,200          | Casey<br>Christian<br>Clark<br>Clay<br>Clinton<br>Crittenden<br>Cumberland<br>Daviess<br>Edmonson<br>Elliott<br>Estill<br>Fayette<br>Fleming           | 3,500<br>16,460<br>7,012<br>4,400<br>2,100<br>2,400<br>1,900<br>22,675<br>2,100<br>1,400<br>3,200<br>44,804<br>3,400                   | 2,500<br>14,560<br>5,912<br>2,900<br>1,600<br>2,000<br>1,400<br>20,375<br>1,600<br>1,200<br>2,000<br>40,404<br>2,800                   | Simpson Spencer Taylor Todd Trigg Trimble Union Warren                          | 3,603<br>1,600<br>5,312<br>3,100<br>2,600<br>1,400<br>4,300<br>14,418                            | 3,203<br>1,400<br>4,312<br>2,700<br>2,300<br>1,300<br>3,700<br>12,618                            | West Baton<br>Rouge<br>West Carroll<br>West Feliciana<br>Winn                               | 4,009<br>3,300<br>2,306<br>4,503 | 3,609<br>2,800<br>1,906<br>3,803                     | Norfolk<br>Plymouth<br>Suffolk<br>Worcester  MICHIC Homes                | 160,169<br>81,400<br>247,596<br>178,224<br>GAN<br>2,3 | 156,769<br>79,100<br>234,796<br>172,724  |
| Leavenworth Lincoln Linn Logan Lyon McPherson Marion Marshall Meade Miami Mitchell Montgomery Morris Nemaha Neosho | 1,600<br>2,500<br>1,200<br>8,500<br>7,606<br>4,400<br>4,800<br>1,600<br>6,006<br>2,500<br>14,900<br>2,103<br>3,500<br>6,100                   | 1,400<br>2,300<br>1,100<br>7,600<br>6,706<br>3,900<br>4,200<br>1,600<br>5,806<br>2,200<br>13,500<br>1,900<br>903<br>3,200<br>5,700 | Casey<br>Christian<br>Clark<br>Clark<br>Clinton<br>Crittenden<br>Cumberland<br>Daviess<br>Edmonson<br>Elliott<br>Estill<br>Fayette<br>Fleming<br>Floyd | 3,500<br>16,460<br>7,012<br>4,400<br>2,100<br>1,900<br>22,675<br>2,100<br>1,400<br>3,200<br>44,804<br>3,400<br>8,800                   | 2,500<br>14,560<br>5,912<br>2,900<br>1,600<br>2,000<br>1,400<br>20,375<br>1,600<br>1,200<br>2,000<br>40,404<br>2,800<br>7,100          | Simpson Spencer Taylor Todd Trigg Trimble Union Warren Washington               | 3,603<br>1,600<br>5,312<br>3,100<br>2,600<br>1,400<br>4,300<br>14,418<br>2,800                   | 3,203<br>1,400<br>4,312<br>2,700<br>2,300<br>1,300<br>3,700<br>12,618<br>2,500                   | West Baton<br>Rouge<br>West Carroll<br>West Feliciana<br>Winn                               | 4,009<br>3,300<br>2,306<br>4,503 | 3,609<br>2,800<br>1,906<br>3,803                     | Norfolk<br>Plymouth<br>Suffolk<br>Worcester  MICHIC<br>Homes             | 160,169<br>81,400<br>247,596<br>178,224               | 156,769<br>79,100<br>234,796<br>172,724<br><b>71,800</b><br><b>07,800</b>          |
| Leavenworth Lincoln Linn Logan Lyon McPherson Marion Marshall Meade Miami Mitchell Montgomery Morton Nershan       | 1,600<br>2,500<br>1,200<br>8,500<br>7,606<br>4,400<br>4,800<br>1,600<br>6,006<br>6,006<br>14,900<br>2,100<br>1,103<br>3,500<br>6,100<br>1,400 | 1,400<br>2,300<br>1,100<br>7,600<br>6,706<br>3,900<br>4,200<br>1,600<br>5,806<br>2,200<br>13,500<br>1,900<br>903<br>3,200<br>1,300 | Casey Christian Clark Clay Clinton Crittenden Cumberland Daviess Edmonson Elliott Estill Fayette Fleming Floyd Franklin                                | 3,500<br>16,460<br>7,012<br>4,400<br>2,100<br>2,400<br>1,900<br>22,675<br>2,100<br>1,400<br>3,200<br>44,804<br>3,400<br>8,800<br>9,521 | 2,500<br>14,560<br>5,912<br>2,900<br>1,600<br>2,000<br>1,400<br>20,375<br>1,600<br>1,200<br>2,000<br>40,404<br>2,800<br>7,100<br>8,521 | Simpson Spencer Taylor Todd Trigg Trimble Union Warren Washington Wayne         | 3,603<br>1,600<br>5,312<br>3,100<br>2,600<br>1,400<br>4,300<br>14,418<br>2,800<br>3,700          | 3,203<br>1,400<br>4,312<br>2,700<br>2,300<br>1,300<br>3,700<br>12,618<br>2,500<br>2,200          | West Baton<br>Rouge<br>West Carroll<br>West Feliciana<br>Winn  MAINE<br>Homes<br>TV homes . | 4,009<br>3,300<br>2,306<br>4,503 | 3,609<br>2,800<br>1,906<br>3,803<br>95,300<br>82,600 | Norfolk<br>Plymouth<br>Suffolk<br>Worcester  MICHIC<br>Homes<br>TV homes | 160,169<br>81,400<br>247,596<br>178,224               | 156,769<br>79,100<br>234,796<br>172,724<br><b>71,800</b><br><b>07,800</b><br>1,803 |
| Leavenworth Lincoln Linn Logan Lyon McPherson Marion Marshall  | 1,600<br>2,500<br>1,200<br>8,500<br>7,606<br>4,400<br>4,800<br>1,600<br>6,006<br>2,500<br>14,900<br>2,103<br>3,500<br>6,100                   | 1,400<br>2,300<br>1,100<br>7,600<br>6,706<br>3,900<br>4,200<br>1,600<br>5,806<br>2,200<br>13,500<br>1,900<br>903<br>3,200<br>5,700 | Casey<br>Christian<br>Clark<br>Clark<br>Clinton<br>Crittenden<br>Cumberland<br>Daviess<br>Edmonson<br>Elliott<br>Estill<br>Fayette<br>Fleming<br>Floyd | 3,500<br>16,460<br>7,012<br>4,400<br>2,100<br>1,900<br>22,675<br>2,100<br>1,400<br>3,200<br>44,804<br>3,400<br>8,800                   | 2,500<br>14,560<br>5,912<br>2,900<br>1,600<br>2,000<br>1,400<br>20,375<br>1,600<br>1,200<br>2,000<br>40,404<br>2,800<br>7,100          | Simpson Spencer Taylor Todd Trigg Trimble Union Warren Washington Wayne Webster | 3,603<br>1,600<br>5,312<br>3,100<br>2,600<br>1,400<br>4,300<br>14,418<br>2,800<br>3,700<br>4,700 | 3,203<br>1,400<br>4,312<br>2,700<br>2,300<br>1,300<br>3,700<br>12,618<br>2,500<br>2,200<br>3,800 | West Baton<br>Rouge<br>West Carroll<br>West Feliciana<br>Winn  MAINE<br>Homes<br>TV homes . | 4,009<br>3,300<br>2,306<br>4,503 | 3,609<br>2,800<br>1,906<br>3,803                     | Norfolk<br>Plymouth<br>Suffolk<br>Worcester  MICHIC<br>Homes             | 160,169<br>81,400<br>247,596<br>178,224               | 156,769<br>79,100<br>234,796<br>172,724<br><b>71,800</b><br><b>07,800</b>          |

| COUNTIES                  | HOMES            | TV HOMES                   | COUNTIES                  | HOMES                   | TV HOMES                | COUNTIES                  | HOMES                   | TV HOMES                | COUNTIES                      | HOMES                   | TV HOMES                | COUNTIES                         | HOMES          | TV HOMES                     |
|---------------------------|------------------|----------------------------|---------------------------|-------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-------------------------------|-------------------------|-------------------------|----------------------------------|----------------|------------------------------|
| MICHIGAN contin           | nued             |                            | MINNE                     | SOTA                    | \                       | Wabasha                   | 4,700<br>3,300          | 4,500<br>2,700          | Sunflower                     | 10,000                  | 6,300<br>3,500          | McDonald                         | 3,400<br>5,300 | 3,100                        |
|                           |                  |                            | Homes .                   |                         |                         | Wadena<br>Waseca          | 4,906                   | 4,606                   | Tallahatchie<br>Tate          | 5,500<br>4,600          | 3,500                   | Macon<br>Madison                 | 2,700          | 4,900<br>2,400               |
|                           |                  |                            | TV homes                  |                         | 57,200                  | Washington                | 15,784                  | 15,284                  | Tippah                        | 4,200                   | 3,500                   | Maries                           | 2,200          | 1,900                        |
| Antrim                    | 2,700<br>2,903   | 2,600<br>2,803             | Aitkin<br>Anoka           | 3,400<br>27,281         | 3,100<br>26,881         | Watonwan<br>Wilkin        | 4,103<br>2,903          | 3,703<br>2,706          | Tishomingo                    | 4,100<br>3,700          | 3,100<br>2,600          | Marion                           | 9,703<br>1,700 | 9,103<br>1,500               |
| Arenac<br>Baraga          | 1,700            | 1,600                      | Becker                    | 6,300                   | 5,700                   | Winona                    | 11,706                  | 10,709                  | Tunica<br>Union               | 5,700                   | 5,000                   | Mercer<br>Miller                 | 4,506          | 4,106                        |
| Barry                     | 9,924            | 9,624                      | Beltrami                  | 6,000                   | 4,700                   | Wright                    | 8,509                   | 7,903                   | Walthall                      | 3,400                   | 2,500                   | Mississippi                      | 5,100          | 4,600                        |
| Bay                       | 32,587           | 31,787                     | Benton                    | 4,606                   | 4,306                   | Yellow Medicine           |                         | 3,500                   | Warren                        | 13,806                  | 11,106                  | Moniteau                         | 3,500          | 3,200                        |
| Benzie                    | 2,000            | 1,900                      | Big Stone                 | 2,500                   | 2,300                   |                           |                         |                         | Washington                    | 22,918                  | 17,118                  | Monroe                           | 3,600          | 3,300                        |
| Berrien                   | 47,571<br>9,915  | 45,771<br>9,615            | Blue Earth                | 13,227<br>8,209         | 12,227<br>7,409         |                           |                         |                         | Wayne                         | 4,400<br>3,000          | 3,300<br>2,200          | Montgomery                       | 3,700<br>3,000 | 3,400<br>2,700               |
| Branch<br>Calhoun         | 43,705           | 42,705                     | Brown<br>Carlton          | 8,015                   | 7,409                   |                           |                         |                         | Webster<br>Wilkinson          | 3,300                   | 2,200                   | Morgan<br>New Madrid             | 7,200          | 6,300                        |
| Cass                      | 11,536           | 11,136                     | Carver                    | 6,112                   | 5,912                   | MISSIS                    | SIDD                    |                         | Winston                       | 4,900                   | 3,700                   | Newton                           | 9,715          | 9,115                        |
| Charlevoix                | 3,600            | 3,400                      | Cass                      | 4,300                   | 3,400                   |                           |                         |                         | Yalobusha                     | 3,100                   | 2,200                   | Nodaway                          | 6,400          | 5,800                        |
| Cheboygan                 | 4,003            | 3,703                      | Chippewa                  | 4,703                   | 4,203                   | Homes<br>TV homes         |                         |                         | Yazoo                         | 8,300                   | 6,300                   | Oregon                           | 2,800          | 2,000                        |
| Chippewa<br>Clare         | 9,015<br>3,509   | 8,515<br>3,309             | Chisago<br>Clay           | 4,003<br>11,545         | 3,803<br>11,145         |                           |                         |                         |                               |                         |                         | Osage<br>Ozark                   | 3,100<br>1,700 | 2,600<br>1,400               |
| Clinton                   | 10,727           | 10,527                     | Clearwater                | 2,300                   | 1,800                   | Adams<br>Alcorn           | 11,918<br>7,800         | 9,218<br>6,200          |                               |                         |                         | Pemiscot                         | 9,100          | 7,900                        |
| Crawford                  | 1,503            | 1,403                      | Cook                      | 1,103                   | 903                     | Amite                     | 3,600                   | 2,600                   |                               |                         |                         | Perry                            | 4,203          | 3,803                        |
| Delta                     | 9,606            | 9,106                      | Cottonwood                | 4,806                   | 3,906                   | Attala                    | 5,400                   | 3,900                   | MISSO                         | URI                     |                         | Pettis                           | 12,321         | 11,121                       |
| Dickinson                 | 6,900            | 6,700                      | Crow Wing                 | 9,706                   | 8,706                   | Benton                    | 1,900                   | 1,400                   |                               |                         | 00 500                  | Phelps                           | 8,024          | 6,924                        |
| Eaton                     | 14,936           | 14,636                     | Dakota                    | 24,062                  | 23,362                  | Bolivar                   | 13,300                  | 8,400                   | Homes<br>TV homes             |                         | 09,500<br>06.900        | Pike                             | 5,500          | 5,000                        |
| Emmet<br>Genesee          | 4,200<br>116,904 | 3,900<br>114,404           | Dodge<br>Douglas          | 3,706<br>6,203          | 3,406<br>5,603          | Calhoun                   | 4,400                   | 3,400<br>1.400          | Adair                         | 6,506                   | 6,106                   | Platte<br>Polk                   | 8,048<br>4,200 | 7,748<br>3,700               |
| Gladwin                   | 3,206            | 3,006                      | Faribault                 | 6,806                   | 6,406                   | Carroll<br>Chickasaw      | 2,400<br>4,600          | 3,500                   | Andrew                        | 3,600                   | 3,400                   | Pulaski                          | 10,456         | 9,356                        |
| Gogebic                   | 7,000            | 6,600                      | Fillmore                  | 6,800                   | 6,300                   | Choctaw                   | 2,000                   | 1,400                   | Atchison                      | 2,600                   | 2,400                   | Putnam                           | 2,000          | 1,900                        |
| Grand Traverse            | 9,327            | 8,827                      | Freeborn                  | 11,421                  | 10,821                  | Claiborne                 | 2,800                   | 1,900                   | Audrain                       | 8,509                   | 7,909                   | Ralls                            | 2,300          | 2,200                        |
| Gratiot                   | 10,615           | 10,215                     | Goodhue                   | 10,006                  | 9,406                   | Clarke                    | 4,400                   | 3,500                   | Barry                         | 5,700                   | 5,100                   | Randolph                         | 7,600          | 7,000                        |
| Hillsdale                 | 10,309           | 9,809                      | Grant                     | 2,400                   | 2,300                   | Clay                      | 5,606                   | 4,406                   | Barton                        | 3,500                   | 3,200                   | Ray                              | 5,400<br>1,200 | 5,000<br>900                 |
| Houghton<br>Huron         | 9,700<br>9,206   | 9,000<br>8,706             | Hennepin<br>Houston       | 279,811<br>4,806        | 266,811<br>4,406        | Coahoma<br>Copiah         | 12,600<br>7,300         | 8,700<br>5,700          | Bates<br>Benton               | 5,200<br>3,103          | 4,600<br>2,603          | Reynolds<br>Ripley               | 2,500          | 1,800                        |
| Ingham                    | 63,383           | 61,483                     | Hubbard                   | 2,900                   | 2,300                   | Covington                 | 3,400                   | 2,600                   | Bollinger                     | 2,400                   | 2,100                   | St. Charles                      | 20,444         | 19.544                       |
| Ionia                     | 11,612           | 11,312                     | Isanti                    | 3,606                   | 3,306                   | De Soto                   | 6,100                   | 4,500                   | Boone                         | 16,745                  | 15,445                  | St. Clair                        | 2,500          | 2,200                        |
| losco                     | 5,430            | 5,330                      | Itasca                    | 11,121                  | 10,121                  | Forrest                   | 17,036                  | 14,936                  | Buchanan                      | 30,118                  | 28,018                  | St. Francois                     | 11,118         | 10,218                       |
| lron                      | 4,800            | 4,600                      | Jackson                   | 4,200                   | 3,800                   | Franklin                  | 2,600                   | 1,800                   | Butler                        | 10,206                  | 8,806                   | St. Louis                        | 483,133        | 456,433                      |
| Isabella<br>Isakeon       | 9,118<br>40,011  | 8,718<br>39,011            | Kanabec<br>Kandiyohi      | 2,600<br>8,512          | 2,400<br>7,612          | George                    | 3,206<br>2,303          | 2,806                   | Caldwell                      | 2,800<br>6,406          | 2,600<br>5,906          | Ste. Genevieve<br>Saline         | 3,306<br>7,600 | 3,106<br>6,900               |
| Jackson<br>Kalamazoo      | 52,601           | 51,101                     | Kittson                   | 2,100                   | 1,800                   | Greene<br>Grenada         | 5,403                   | 1,603<br>3,903          | Callaway<br>Camden            | 3,412                   | 3,900                   | Schuyler                         | 1,500          | 1,300                        |
| Kalkaska                  | 1,100            | 1,000                      | Koochiching               | 5,203                   | 4,303                   | Hancock                   | 4,512                   | 3,303                   | Cape Giradeau                 |                         | 12,427                  | Scotland                         | 2,000          | 1,800                        |
|                           | 113,236          | 109,436                    | Lac Qui Parle             | 3,600                   | 3,300                   | Harrison                  | 36,498                  | 32,798                  | Carroll                       | 4,300                   | 3,900                   | Scott                            | 9,506          | 8,806                        |
| Keweenaw                  | 700              | 600                        | Lake                      | 4,730                   | 4,530                   | Hinds                     | 59,840                  | 53,640                  | Carter                        | 1,200                   | 800                     | Shannon                          | 1,900          | 1,400                        |
| Lake                      | 1,800            | 1,700                      | Lake of the               | 1 000                   | 700                     | Holmes                    | 6,500                   | 4,400                   | Cass                          | 10,451                  | 9,851                   | Shelby                           | 3,000          | 2,800                        |
| Lapeer<br>Leelanau        | 11,130<br>2,706  | 10,830<br>2,606            | Wood<br>Le Sueur          | 1,000<br>5,806          | 700<br>5,406            | Humphreys                 | 4,300<br>600            | 3,100<br>400            | Cedar<br>Chariton             | 2,900<br>3,800          | 2,600<br>3,300          | Stodda <b>rd</b><br>Stone        | 8,000<br>2,200 | 7,300<br>1,800               |
| Lenawee                   | 22,951           | 22,251                     | Lincoln                   | 2,900                   | 2,600                   | Issaquena<br>Itawamba     | 4,300                   | 3,400                   | Christian                     | 4,003                   | 3,603                   | Sullivan                         | 2,600          | 2,300                        |
|                           | 11,854           | 11,654                     | Lyon                      | 6,303                   | 5,603                   | Jackson                   | 18,847                  | 16,747                  | Clark                         | 2,800                   | 2,600                   | Taney                            | 3,406          | 3,106                        |
| Luce                      | 1,600            | 1,500                      | McLeod                    | 7,312                   | 6,912                   | Jasper                    | 4,200                   | 3,400                   | Clay                          | 31,997                  | 30,897                  | Texas                            | 5,100          | 4,200                        |
| Mackinac                  | 3,006            | 2,806                      | Mahnomen                  | 1,300                   | 1,200                   | Jefferson                 | 2,700                   | 1,600                   | Clinton                       | 4,000                   | 3,600                   | Vernon                           | 6,000          | 5,300                        |
| Macomb 1<br>Manistee      | 136,337<br>5,703 | 134,737<br>5,503           | Marshall                  | 3,600<br>8,312          | 3,200<br>7,712          | Jefferson Davis           | 3,300<br>17,615         | 2,300                   | Cole                          | 12,233<br>4,700         | 11,633<br>4,300         | Warren<br>Washington             | 3,006<br>3,900 | 2,606<br>3,500               |
| Marquette                 | 16,036           | 15,536                     | Martin<br>Meeker          | 5,303                   | 4,903                   | Jones<br>Kemper           | 2,700                   | 15,515<br>1,900         | Cooper<br>Crawford            | 4,700                   | 3,709                   | Wayne                            | 2,500          | 2,100                        |
| Mason                     | 6,606            | 6,106                      | Mille Lacs                | 4,000                   | 3,700                   | Lafayette                 | 5,400                   | 4,300                   | Dade                          | 2,200                   | 2,000                   | Webster                          | 4,300          | 3,800                        |
| Viecosta                  | 5,606            | 5,406                      | Morrison                  | 6,806                   | 6,006                   | Lamar                     | 4,106                   | 3,306                   | Dallas                        | 3,100                   | 2,800                   | Worth                            | 1,100          | 1,000                        |
| Menominee                 | 6,603            | 6,403                      | Mower                     | 14,433                  | 13,733                  | Lauderdale                | 21,218                  | 18,618                  | Daviess                       | 3,000                   | 2,700                   | Wright                           | 4,200          | 3,600                        |
|                           | 15,175           | 14,875                     | Murray                    | 3,700                   | 3,500                   | Lawrence                  | 2,400                   | 1,800                   | De Kalb                       | 2,100                   | 1,900                   |                                  |                |                              |
| Missaukee<br>Monroe       | 1,800<br>29,717  | 1,700<br>29,117            | Nicollet<br>Nobles        | 5,709<br>6,606          | 5,309<br>6,306          | Leake<br>Lee              | 4,800<br>13,118         | 3,900<br>10,918         | Dent<br>Douglas               | 3,503<br>2,400          | 2,703<br>2,100          |                                  |                |                              |
| Montcalm                  | 11,121           | 10,721                     | Norman                    | 3,000                   | 2,700                   | Leflore                   | 12,500                  | 8,900                   | Dunklin                       | 10,600                  | 9,300                   | MONTA                            | ANA            |                              |
| Montmorency               | 1,403            | 1,203                      | Olmsted                   | 20,705                  | 19,705                  | Lincoln                   | 7,903                   | 6,303                   | Franklin                      | 14,945                  | 14,145                  |                                  | _              | 4 = 000                      |
| Muskegon                  | 45,520           | 44,220                     | Otter Tail                | 13,206                  | 11,706                  | Lowndes                   | 14,142                  | 12,142                  | Gasconade                     | 4,003                   | 3,503                   | Homes<br>TV homes                |                | 17,200<br>98 300             |
| Newaygo                   | 7,212            | 6,912                      | Pennington                | 3,700<br>4,500          | 3,200                   | Madison                   | 8,100                   | 6,100                   | Gentry                        | 2,600                   | 2,300                   |                                  | 2,403          | 2,003                        |
| Dakland 2<br>Dceana       | 219,705<br>4,703 | 216,705<br>4,403           | Pine<br>Pipestone         | 3,903                   | 4,000<br>3,703          | Marion<br>Marshall        | 6,700<br>5,700          | 5,100<br>4,300          | Greene<br>Grundy              | 44,335<br>4,200         | 41,835<br>3,800         | Beaverhead<br>Big Horn           | 2,403          | 2,003                        |
| Ogemaw                    | 2,903            | 2,803                      | Polk                      | 10,206                  | 9,406                   | Monroe                    | 9,800                   | 8,100                   | Harrison                      | 3,600                   | 3,300                   | Blaine                           | 2,300          | 1,900                        |
| Ontonagon                 | 3,103            | 2,803                      | Pope                      | 3,300                   | 2,900                   | Montgomery                | 3,700                   | 2,600                   | Henry                         | 6,503                   | 5,903                   | Broadwater                       | 900            | 800                          |
| Osceola                   | 3,600            | 3,400                      | Ramsey                    | 133,242                 | 127,642                 | Neshoba                   | 5,500                   | 4,400                   | Hickory                       | 1,300                   | 1,100                   | Carbon                           | 2,400          | 2,200                        |
| Oscoda                    | 1,103            | 1,003                      | Red Lake                  | 1,300                   | 1,200                   | Newton                    | 5,300                   | 4,400                   | Holt                          | 2,200                   | 1,900                   | Carter                           | 700            | 500                          |
| Otsego                    | 2,106            | 2,006                      | Redwood                   | 6,203<br>6,203          | 5,303                   | Noxubee                   | 3,900                   | 2,500                   | Howard                        | 3,200                   | 2,900                   | Cascade                          | 25,723         | 24,523                       |
| Ottawa<br>Presque Isle    | 29,608<br>3,406  | 28,708<br>3,106            | Renville<br>Rice          | 9,918                   | 5,603<br>9,318          | Oktibbeha<br>Panola       | 6,806<br>7,500          | 4,906<br>5,900          | Howell<br>Iron                | 6,706<br>2,100          | 5,306<br>1,800          | Chouteau<br>Custer               | 2,300<br>4,306 | 2,100<br>3,706               |
| Roscommon                 | 2,406            | 2,406                      | Rock                      | 3,403                   | 3,203                   | Pearl River               | 6,709                   | 5,609                   | Jackson                       | 219,158                 | 205,658                 | Daniels                          | 1,200          | 1,100                        |
| Saginaw                   | 56,165           | 54,765                     | Roseau                    | 3,000                   | 2,100                   | Perry                     | 2,400                   | 1,800                   | Jasper                        | 27,212                  | 25,212                  | Dawson                           | 4,015          | 3,615                        |
| St. Clair                 | 32,193           | 31,293                     | St. Louis                 | 74,741                  | 70,441                  | Pike                      | 10,606                  | 8,106                   | Jefferson                     | 22,371                  | 21,471                  | Deer Lodge                       | 5,312          | 5,112                        |
|                           | 13,733           | 13,333                     | Scott                     | 6,121                   | 5,921                   | Pontotoc                  | 5,000                   | 4,000                   | Johnson                       | 9,533                   | 8,933                   | Fallon                           | 1,203          | 1,003                        |
| Sanilac                   | 9,306            | 8,906                      | Sherburne                 | 3,409                   | 3,209                   | Prentiss                  | 5,200                   | 4,200                   | Knox                          | 2,000                   | 1,800                   | Fergus                           | 4,200          | 3,600                        |
| Schoolcraft<br>Shiawassee | 2,300<br>15,830  | 2,100<br>15,430            | Sibley<br>Stearns         | 4,506<br>19,842         | 4,206<br>18,242         | Quitman<br>Pankin         | 4,700<br>8,930          | 3,400<br>7,530          | Laclede                       | 6,006<br>8,003          | 5,406                   | Flathead                         | 10,706         | 9,806                        |
|                           | 12,018           | 11,618                     | Stearns<br>Steele         | 7,821                   | 7,421                   | Rankin<br>Scott           | 8,930<br>5,903          | 7,530<br>4,803          | Lafayette<br>Lawrence         | 8,003<br>7,503          | 7,503<br>6,703          | Gallatin<br>Garfield             | 8,621<br>500   | 7,821<br>400                 |
|                           | 15,333           | 14,933                     | Stevens                   | 3,103                   | 2,803                   | Sharkey                   | 2,500                   | 1,800                   | Lewis                         | 3,600                   | 3,200                   | Glacier                          | 3,306          | 2,906                        |
| ∕an Buren                 |                  |                            |                           |                         |                         |                           |                         |                         |                               |                         |                         |                                  |                |                              |
| Nashtenaw                 | 51,534           | 49,034                     | Swift                     | 3,900                   | 3,500                   | Simpson                   | 5,500                   | 4,600                   | Lincoln                       | 5,206                   | 4,706                   | Golden Valley                    | 400            | 300                          |
| Washtenaw                 |                  | 49,034<br>781,876<br>5,000 | Swift<br>Todd<br>Traverse | 3,900<br>6,000<br>1,900 | 3,500<br>5,200<br>1,800 | Simpson<br>Smith<br>Stone | 5,500<br>3,600<br>2,203 | 4,600<br>2,800<br>1,803 | Lincoln<br>Linn<br>Livingston | 5,206<br>5,500<br>5,303 | 4,706<br>4,900<br>4,803 | Golden Valley<br>Granite<br>Hill | 1,000<br>6,018 | 300<br>900<br>5, <b>6</b> 18 |

| COUNTIES                  | HOMES           | TV HOMES       | COUNTIES                 | HOMES           | TV HOMES       | COUNTIES                      | HOMES             | TV HOMES          |
|---------------------------|-----------------|----------------|--------------------------|-----------------|----------------|-------------------------------|-------------------|-------------------|
| Jefferson                 | 1,100           | 1,000          | Hamilton                 | 2,800           | 2,600          | NEW                           |                   |                   |
| Judith Basin              | 1,000           | 900            | Harlan                   | 1,300           | 1,200          |                               | : WIDE            |                   |
| Lake                      | 3,700           | 3,400          | Hayes                    | 600             | 500            | HAMPS                         |                   |                   |
| Lewis & Clark<br>Liberty  | 9,721           | 8,821          | Hitchcock                | 1,300           | 1,200          | Homes                         |                   |                   |
| Lincoln                   | 900<br>4,218    | 800<br>3,718   | Holt<br>Hooker           | 4,200<br>400    | 3,400<br>300   | TV homes                      | s <b>. 1</b> 9    | 1,100             |
| McCone                    | 1,000           | 900            | Howard                   | 1,800           | 1,700          | Belknap                       | 9,309             | 9.009             |
| Madison                   | 1,400           | 1,300          | Jefferson                | 3,600           | 3,300          | Carroll                       | 5,303             | 5,103             |
| Meagher                   | 903             | 803            | Johnson                  | 1,900           | 1,800          | Cheshire                      | 14,627            | 13,727            |
| Mineral<br>Missoula       | 1,003<br>15,354 | 903<br>14,054  | Kearney<br>Keith         | 2,100<br>2,506  | 2,000<br>2,406 | Coos                          | 11,612            | 11,112            |
| Musselshell               | 1,200           | 1,100          | Keya Paha                | 500             | 500            | Grafton<br>Hillsborough       | 15,009<br>59,120  | 14,009<br>57,420  |
| Park                      | 4,606           | 4,206          | Kimball                  | 2,924           | 2,824          | Merrimack                     | 21,330            | 20,430            |
| Petroleum                 | 300             | 200            | Knox                     | 3,900           | 3,300          | Rockingham                    | 34,341            | 33,241            |
| Phillips                  | 1,800           | 1,400          | Lancaster                | 55,204          | 52,504         | Strafford                     | 19,242            | 18,542            |
| Pondera<br>Powder River   | 2,406<br>600    | 2,206<br>500   | Lincoln<br>Logan         | 9,409<br>300    | 8,809<br>300   | Sullivan                      | 9,209             | 8,509             |
| Powell                    | 2,106           | 1,906          | Loup                     | 300             | 300            |                               |                   |                   |
| Prairie                   | 800             | 600            | McPherson                | 200             | 200            |                               |                   |                   |
| Ravalli                   | 3,800           | 3,500          | Madison                  | 8,312           | 7,512          |                               |                   |                   |
| Richland<br>Roosevelt     | 3,003<br>3,406  | 2,803<br>3,106 | Merrick<br>Morrill       | 2,700<br>2,000  | 2,500<br>1,700 | NEW J                         | <b>ERSE</b>       | Υ                 |
| Rosebud                   | 1,700           | 1,400          | Nance                    | 1,600           | 1,700          | Homes .                       | 2.0               | 13 800            |
| Sanders                   | 2,200           | 1,800          | Nemaha                   | 2,600           | 2,400          | TV homes                      | 1.99              | 6.700             |
| Sheridan                  | 2,000           | 1,800          | Nuckolls                 | 2,500           | 2,300          |                               |                   |                   |
| Silver Bow                | 15,500          | 14,600         | Otoe                     | 5,500           | 5,200          | Atlantic                      | 58,810            | 56,410            |
| Stillwater<br>Sweet Grass | 1,800<br>1,000  | 1,700<br>800   | Pawnee<br>Perkins        | 1,400<br>1,200  | 1,300<br>1,100 | Bergen<br>Burlington          | 273,058<br>68,113 | 269,158<br>66,813 |
| Teton                     | 2,000           | 1,900          | Phelps                   | 3,403           | 3,203          | Camden                        | 130,625           | 128,125           |
| Toole                     | 2,403           | 2,203          | Pierce                   | 2,600           | 2,500          | Cape May                      | 18,281            | 17,681            |
| Treasure                  | 400             | 300            | Platte                   | 7,721           | 7,321          | Cumberland                    | 35,299            | 34,299            |
| Valley                    | 5,527           | 4,727          | Polk                     | 2,000           |                | Essex                         | 303,186           | 294,186           |
| Wheatland<br>Wibaux       | 1,000<br>400    | 800<br>300     | Red Willow<br>Richardson | 4,503<br>4,200  |                | Gloucester<br>Hudson          | 44,143<br>201,941 | 43,343<br>196,341 |
| Yellowstone               | 26,938          |                | Rock                     | 800             |                | Hunterdon                     | 18,160            | 17,660            |
|                           | ,               | ,              | Saline                   | 4,200           |                | Mercer                        | 85,100            | 82,400            |
|                           |                 |                | Sarpy                    | 9,899           |                | Middlesex                     | 146,071           | 143,471           |
|                           |                 |                | Saunders                 | 5,703           |                | Monmouth                      | 115,057           | 112,457           |
| NEBRA                     | CKA             |                | Scotts Bluff<br>Seward   | 10,606<br>4,300 |                | Morris<br>Ocean               | 87,718<br>42,402  | 86,318<br>41,602  |
|                           |                 |                | Sheridan                 | 2,700           |                | Passaic                       | 140,520           | 137,120           |
| Homes                     | 4               | 58,700         | Sherman                  | 1,500           | 1,400          | Salem                         | 18,842            | 18,242            |
| TV homes                  | 4               | 29,700         | Sioux                    | 800             |                | Somerset                      | 47,685            | 46,685            |
| Adams                     | 9,312           | 8,812          | Stanton<br>Thayer        | 1,700<br>2,900  |                | Sussex<br>Union               | 16,984<br>170,684 | 16,384<br>167,584 |
| Antelope                  | 2,900<br>200    |                | Thomas                   | 400             |                | Warren                        | 21,151            | 20,451            |
| Arthur<br>Banner          | 400             | 300            | Thurston                 | 1,700           | 1,600          |                               | ,                 | ,                 |
| Blaine                    | 300             | 200            | Valley                   | 2,100           |                |                               |                   |                   |
| Boone                     | 2,600           | 2,400          | Washington<br>Wayne      | 3,903<br>3,000  |                |                               |                   |                   |
| Box Butte                 | 3,600           | 3,300          | Webster                  | 1,700           |                |                               |                   |                   |
| Boyd<br>Brown             | 1,400<br>1,300  | 1,200<br>1,100 | Wheeler                  | 400             |                | NEW I                         | MEXIC             | CO                |
| Buffalo                   | 8,506           | 8,006          | York                     | 4,500           | 4,100          | Homes .                       | 2                 | 79.400            |
| Burt                      | 3,000           | 2,900          |                          |                 |                | TV home                       |                   |                   |
| Butler                    | 3,100           | 2,800          |                          |                 |                |                               | 00 505            | 00.005            |
| Cass                      | 5,806<br>3,700  | 5,606<br>3,500 |                          |                 |                | Bernalillo                    | 86,565<br>500     | 83,065<br>400     |
| Cedar<br>Chase            | 1,300           | 1,200          |                          |                 |                | Catron<br>Chaves              | 17,893            | 16,993            |
| Cherry                    | 2,503           | 2,203          |                          |                 |                | Colfax                        | 3,300             | 2,800             |
| Cheyenne                  | 4,915           | 4,415          |                          |                 |                | Curry                         | 10,342            | 9,642             |
| Clay                      | 2,900           | 2,900          |                          |                 |                | De Baca                       | 700               | 600               |
| Colfax                    | 3,200<br>3,700  | 2,900<br>3,400 | NEVAD                    | Α               |                | Dona Ana<br>Eddy              | 16,905<br>15,154  | 15,405<br>14,254  |
| Cuming<br>Custer          | 4,800           |                | Homes                    |                 | 49.200         | Grant                         | 4,500             | 3,900             |
| Dakota                    | 4,009           | 3,809          | TV homes                 |                 |                | Guadalupe                     | 1,100             | 900               |
| Dawes                     | 3,000           | 2,600          |                          |                 |                | Harding                       | 300               | 200               |
| Dawson                    | 6,303           | 5,903          | Churchill                | 3,109<br>85,696 |                | Hidalgo                       | 1,400<br>5,036    | 1,200<br>4,736    |
| Deuel<br>Dixon            | 1,000<br>2,200  |                | Clark<br>Douglas         | 1,515           |                | Lea North<br>Lea South        | 12,905            | 12,005            |
| Dodge                     | 11,733          |                | Elko                     | 4,206           |                | Lincoln                       | 2,206             | 2,006             |
| Douglas                   | 116,896         | 111,496        | Esmeralda                | 200             |                | Los Alamos                    | 3,915             | 3,715             |
| Dundy                     | 1,000           |                | Eureka                   | 300             |                | Luna<br>Mc Kinlov             | 3,006             | 2,706             |
| Fillmore<br>Franklin      | 3,100<br>1,500  |                | Humboldt<br>Lander       | 2,006<br>500    |                | Mc Kinley<br>Mora             | 8,436<br>1,000    | 6,936<br>700      |
| Franklin<br>Frontier      | 1,100           |                | Lander                   | 400             |                | Otero                         | 12,201            | 11,401            |
| Furnas                    | 2,200           |                | Lyon                     | 2,418           |                | Quay                          | 3,100             | 2,800             |
| Gage                      | 8,300           | 7,700          | Mineral                  | 2,003           | 1,803          | Rio Arriba                    | 5,300             | 4,400             |
| Garden                    | 1,000           |                | Nye                      | 2,006           |                | Roosevelt                     | 4,603             | 4,303             |
| Garfield                  | 900             |                | Ormsby                   | 3,230           |                | Sandoval<br>San J <b>u</b> an | 3,106<br>16,702   | 2,606<br>14,302   |
| Gosper<br>Grant           | 800<br>300      |                | Pershing<br>Storey       | 1,203<br>200    |                | San Juan<br>San Miguel        | 4,900             | 4,000             |
| Greeley                   | 1,100           |                | Washoe                   | 36,876          |                | Santa Fe                      | 12,336            | 11,436            |
| Hall                      | 12,524          |                | White Pine               | 3,303           |                | Sierra                        | 2,000             | 1,700             |

## **Reprint Checklist**

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| owed to the accent on youth, and advertiser<br>Il kinds have begun to dance along.  |               |
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| n June 1962, it was clear that broadcasters o   | DIUO:         |
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| re a big and growing force in CATV, and I   | CATV          |
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| nalysis of the CATV fires now burning - and   | con-          |
| uming every sector of the industry from UH  | F to          |
| n June 1962, it was clear that broadcasters oo longer ignore this interloper on the fring neir own empire. They haven't. Today broadcaster a big and growing force in CATV, and is self, up 44% in total systems and 39% in g evenue in the last two years, is a problem a uzzlement grown to the point of explosion nalysis of the CATV fires now burning — and uming every sector of the industry from UH ay TV, from the investment community to ederal government — is detailed in this re  | port.         |
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| ational media since the post-World War II e   | mer-          |
| lusions, along with the latest billing data o   | n all         |
| spo from May 1964 25c each or almost two years TELEVISION MAGAZINE mined the shifting status of media competi leginning with magazines, and continuing through tudies of newspapers, radio, outdoor advertifiered mail, spot and network television, this earch examined what's happened to the national media since the post-World War II ence of television. This article presents the lusions, along with the latest billing data o hese major media.  |               |
| DUCATIONAL TV: 10 YEARS LATER   |               |
| 2pp from February 1964 25¢ each   |               |
| t's been over a decade since the first educat   | ional         |
| V station went on the air in Houston. Now t<br>re 83. But ETV, which has problems a'plenty  | left          |
| ver from its first 10 years, has still more gro   | wing          |
| re os. But ETY, which has problems a plenty<br>wer from its first 10 years, has still more gro<br>ains ahead. The problems, the protagonists<br>nuch of the prognosis are detailed in this re   | and           |
| nucli of the prognosis are detailed in this re  | ροι ι.        |
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#### TELEVISION MAGAZINE

444 MADISON AVE., N. Y., N. Y. 10022

| <ul> <li>Send quan</li> </ul>                  | tities checked above                   | to:                               |
|--|--|-----------------------------------|
| Name   |  |                                   |
| Company  |  |                                   |
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| City   | State                                  | Zip                               |
| Payment Encl<br>addressees be<br>\$1 or more.) | osed [] (Note:<br>lease add 5% sales t | New York City<br>ax for orders of |
| Bill me □                                      |  |                                   |
| Minimum O                                      | rder :One Dollar—Po<br>For Bulk Orders | ostage Additional                 |

| COUNTIES                 | HOMES             | TV HOMES          | COUNTIES                  | HOMES            | TV HOMES         | COUNTIES              | HOMES           | TV HOMES        | COUNTIES                | HOMES            | TV HOMES         | COUNTIES              | HOMES            | TV HOMES         |
|--------------------------|-------------------|-------------------|---------------------------|------------------|------------------|-----------------------|-----------------|-----------------|-------------------------|------------------|------------------|-----------------------|------------------|------------------|
| NEW MEXICO coa           | ntinued           |                   | TV homes                  | 1,19             | 8,400            | Rutherford            | 12,915          | 12,115          | оню                     |                  |                  | Tuscarawas            | 23,839           | 22,739           |
| Socorro                  | 2,606             | 2,406             | Al                        | 00 000           | 00.000           | Sampson<br>Scotland   | 12,006<br>5,900 | 10,606<br>5,300 | Homes                   | 3.07             | 0.600            | Union<br>Van Wert     | 7,009<br>8,906   | 6,709<br>8,706   |
| Taos                     | 3,500             | 2,800             | Alamance<br>Alexander     | 26,696<br>4,509  | 25,396<br>4,209  | Stanly                | 12,630          | 11,730          | TV homes                |                  |                  | Vinton                | 2,600            | 2,400            |
| Torrance                 | 1,400             | 1,200             | Alleghany                 | 2,100            | 1,800            | Stokes                | 6,209           | 5,709           |                         |                  |                  | Warren                | 20,647           | 20,047           |
| Jnion<br>Jnion           | 1,400             | 1,200             | Anson                     | 6,100            | 5,300            | Surry                 | 14,233          | 13,033          | Adams                   | 5,700            | 5,100            | Washington            | 15,830           | 14,930           |
| /alencia                 | 11,108            | 10,708            | Ashe                      | 5,000            | 4,200            | Swain<br>Transylvania | 1,900<br>4,712  | 1,500<br>4,212  | Allen                   | 32,569           | 31,269           | Wayne<br>Williams     | 22,072<br>9,515  | 20,872<br>9,115  |
|                          |                   |                   | Avery                     | 2,900<br>9,706   | 2,500            | Tyrrell               | 900             | 800             | Ashland                 | 12,424<br>28,554 | 12,124           | Wood                  | 21,654           | 21,054           |
|                          |                   |                   | Beaufort<br>Bertie        | 5,500            | 8,806<br>4,700   | Union                 | 12,421          | 11,321          | Ashtabula<br>Athens     | 12,306           | 27,554<br>11,606 | Wyandot               | 6,606            | 6,306            |
| NEW Y                    | ORK               |                   | Bladen                    | 6,703            | 5,603            | Vance                 | 8,309           | 7,609           | Auglaize                | 11,018           | 10,168           | •                     |                  | •                |
| Homes                    | 5.6               | 99,100            | Brunswick                 | 5,309            | 4,709            | Wake                  | 50,825<br>4,000 | 47,525<br>3,400 | Belmont                 | 25,303           | 24,503           |                       |                  |                  |
| TV homes                 |                   |                   | Buncombe                  | 41,587           | 38,087           | Warren<br>Washington  | 3,503           | 3,103           | Brown                   | 7,612            | 7,212            |                       |                  |                  |
| Albany                   | 95,304            | 92,004            | Burke<br>Cabarrus         | 14,848<br>20,542 | 13,848<br>19,642 | Watauga               | 4,503           | 4,003           | Butler<br>Carroll       | 62,576<br>6,006  | 60,976<br>5,806  | OKLAH                 | OMA              |                  |
| Allegany                 | 13,100            | 12,400            | Caldwell                  | 14,242           | 13,242           | Wayne                 | 23,093          | 21,093          | Champaign               | 9,009            | 8,709            | Homes                 | 8                | 02.600           |
|                          | 477,258           | 461,458           | Camden                    | 1,503            | 1,403            | Wilkes                | 12,215          | 11,015          | Clark                   | 41,196           | 40,196           | TV homes              |                  |                  |
| Broome                   | 70,865<br>25,218  | 68,765<br>24,118  | Carteret                  | 8,730            | 8,030            | Wilson<br>Yadkin      | 15,630<br>6,612 | 14,130<br>6,012 | Clermont                | 25,722           | 25,022           |                       |                  |                  |
| Cattaraugus<br>Cayuga    | 23,218            | 21,918            | Caswell                   | 4,500            | 4,000            | Yancey                | 3,300           | 2.700           | Clinton                 | 9,418            | 9,118            | Adair                 | 3,700            | 3,000            |
| Chautaugua               | 49,763            | 47,963            | Catawba<br>Chatam         | 22,572<br>7,412  | 21,572<br>6,712  |                       | 0,000           | 277.00          | Columbiana<br>Coshocton | 32,545<br>10,006 | 31,645<br>9,406  | Alfaifa<br>Atoka      | 2,500<br>3,200   | 2,300<br>2,900   |
| Chemung                  | 32,654            | 31,254            | Cherokee                  | 4,100            | 3,600            |                       |                 |                 | Crawford                | 15,139           | 14,639           | Beaver                | 2,200            | 2,000            |
| Chenango                 | 13,715            | 13,115            | Chowan                    | 2,903            | 2,603            |                       |                 |                 | Cuyahoga                | 536,706          | 523,606          | Beckham               | 5,700            | 5,000            |
| Clinton                  | 21,187            | 20,587            | Clay                      | 1,500            | 1,300            |                       |                 |                 | Darke                   | 14,018           | 13,518           | Blaine                | 3,600            | 3,300            |
| Columbia<br>Cortland     | 15,821<br>13,118  | 15,121<br>12,618  | Cleveland                 | 18,227           | 16,927           | NORTH                 | DAK             | OTA             | Defiance                | 9,418            | 9,118            | Bryan                 | 8,000            | 6,900            |
| Delaware                 | 13,118            | 12,500            | Columbus<br>Craven        | 12,206<br>16,760 | 10,706<br>15,660 | Homes                 |                 |                 | Delaware<br>Erie        | 10,727<br>21,875 | 10,427<br>21,275 | Caddo<br>Canadian     | 8,500<br>7,800   | 7,800<br>7,400   |
| Outchess                 | 54,725            | 52,425            | Cumberland                | 40,188           | 37,188           | TV homes              |                 |                 | Fairfield               | 20,357           | 19,857           | Carter                | 14,124           | 12,924           |
|                          | 333,077           | 324,977           | Currituck                 | 1,903            | 1,603            |                       |                 | ,               | Fayette                 | 7,815            | 7,515            | Cherokee              | 5,203            | 4,603            |
| Essex                    | 10,606<br>13,206  | 10,206<br>12,506  | Dare                      | 1,906            | 1,606            | Adams                 | 1,000           | 900             | Franklin                | 224,035          | 218,635          | Choctaw               | 4,400            | 3,400            |
| Franklin<br>Fulton       | 17,706            | 17,106            | Davidson                  | 25,211           | 23,511           | Barnes                | 4,900           | 4.700           | Fulton                  | 8,815            | 8,415            | Cimarron              | 1,400            | 1,200            |
| Genesee                  | 17,700            | 16,830            | Davie<br>Duplin           | 5,012<br>10,306  | 4,412<br>9,106   | Benson<br>Billings    | 2,300<br>400    | 2.000<br>300    | Gallia<br>Geauga        | 6,909<br>15,023  | 6,409<br>14,523  | Cleveland<br>Coal     | 14,945<br>1,700  | 13,945<br>1,600  |
| Greene                   | 10,618            | 10,218            | Durham                    | 33,681           | 30,981           | Bottineau             | 3,200           | 3,000           | Greene                  | 29,398           | 28,598           | Comanche              | 28,659           | 27,059           |
| Hamilton                 | 1,400             | 1,300             | Edgecombe                 | 13,818           | 12,618           | Bowman                | 1,200           | 1,100           | Guernsey                | 11,203           | 10,603           | Cotton                | 2,200            | 2,000            |
| Herkimer                 | 21,930            | 21,130            | Forsyth                   | 61,567           | 58,067           | Burke                 | 1,500           | 1,300           | Hamilton                | 285,657          | 276,757          | Craig                 | 4,500            | 4,100            |
| lefferson<br>Kings       | 27,715<br>866,280 | 26,815<br>833,780 | Franklin                  | 6,800            | 5,900            | Burleigh              | 11,354          | 10,754          | Hancock                 | 17,642           | 17,142           | Creek                 | 13,600           | 12,500           |
| _ewis                    | 6,603             | 6,403             | Gaston<br>Gates           | 38,214<br>2,203  | 36,014<br>1,903  | Cass<br>Cavalier      | 21,560 2,700    | 20,560<br>2,100 | Hardin<br>Harrison      | 8,803<br>5,000   | 8,403<br>4,800   | Custer<br>Delaware    | 7,306<br>4,100   | 6,706<br>3,500   |
| _ivingston               | 13,121            | 12,621            | Graham                    | 1,500            | 1,300            | Dickey                | 2,100           | 1,900           | Henry                   | 7,712            | 7,512            | Dewey                 | 1,700            | 1,400            |
| Madison                  | 17,233            | 16,633            | Granville                 | 8,012            | 7,112            | Divide                | 1,600           | 1,400           | Highland                | 9,412            | 8,912            | Ellis                 | 1,500            | 1,200            |
|                          | 197,967<br>18,906 | 192,367<br>18,106 | Greene                    | 3,700            | 3,300            | Dunn                  | 1,400           | 1,200           | Hocking                 | 6,006            | 5,706            | Garfield              | 18,315           | 17,315           |
| Montgomery<br>Nassau     | 416,101           | 411,101           | Guilford Inner            | 38,477           | 36,577           | Eddy                  | 1,400           | 1,300           | Holmes                  | 5,609            | 5,009            | Garvin                | 10,106           | 9,506            |
|                          | 676,338           | 604,438           | Guilford Outer<br>Halifax | 40,886<br>14,615 | 38,786<br>12,515 | Emmons<br>Foster      | 2,000<br>1,500  | 1,900<br>1,400  | Huron<br>Jackson        | 14,330<br>8,609  | 13,930<br>8,209  | Grady<br>Grant        | 9,500<br>2,400   | 8,700<br>2,200   |
| Niagara                  | 70,788            | 69,088            | Harnett                   | 12,918           | 11,718           | Golden Valley         | 900             | 800             | Jefferson               | 28,430           | 27,730           | Greer                 | 2,500            | 2,100            |
| Oneida East              | 59,056            | 57,256            | Haywood                   | 11,927           | 10,727           | Grand Forks           | 14,845          | 14,045          | Knox                    | 12,018           | 11,618           | Harmon                | 1,500            | 1,300            |
| Oneida West<br>Onondaga  | 27,872<br>142,759 | 27,072<br>138,959 | Henderson                 | 11,836           | 10,736           | Grant                 | 1,500           | 1,300           | Lake                    | 49,483           | 48,783           | Harper                | 2,003            | 1,803            |
| Ontario .                | 21,442            | 20,842            | Hertford                  | 5,609<br>3,603   | 5,109            | Griggs                | 1,400<br>1,500  | 1,300<br>1,400  | Lawrence                | 16,339<br>29,393 | 15,739<br>28,693 | Haskell               | 1,200<br>4,700   | 1,800<br>4,400   |
| Orange                   | 61,377            | 58,977            | Hoke<br>Hyde              | 1,200            | 3,103<br>1,000   | Hettinger<br>Kidder   | 1,300           | 1,400           | Licking<br>Logan        | 11,015           | 10,615           | Hughes<br>Jackson     | 10,845           | 10,145           |
| Orleans                  | 11,218            | 10,818            | Iredell                   | 18,848           | 17,548           | La Moure              | 2,400           | 2,200           | Lorain                  | 67,451           | 66,051           | Jefferson             | 2,400            | 2,200            |
| Oswego                   | 26,836            | 26,036            | Jackson                   | 4,300            | 3,600            | Logan                 | 1,300           | 1,100           | Lucas                   | 147,057          | 143,757          | Johnston              | 2,800            | 2,400            |
| Otsego<br>Putnam         | 16,506<br>11,566  | 15,606<br>11,166  | Johnston                  | 16,615           | 15,015           | McHenry               | 2,900           | 2,700           | Madison                 | 7,518            | 7,118            | Kay                   | 18,418           | 17,118           |
|                          | 658,752           | 644,252           | Jones<br>Lee              | 2,603<br>7,824   | 2,303<br>7,224   | McIntosh<br>McKenzie  | 1,700<br>2,103  | 1,400<br>1,903  | Mahoning<br>Marion      | 92,155<br>18,945 | 90,155<br>18,545 | Kingfisher<br>Kiowa   | 3,300<br>4,600   | 3,200<br>4,200   |
| Rensselaer               | 46,772            | 44,972            | Lenoir                    | 15,451           | 14,151           | McLean                | 3,300           | 3,000           | Medina                  | 21,023           | 20,523           | Latimer               | 2,000            | 1,600            |
| Richmond                 | 70,965            | 69,565            | Lincoln                   | 8,118            | 7,718            | Mercer                | 1,500           | 1,400           | Meigs                   | 6,200            | 5,900            | Le Flore              | 8,700            | 7,500            |
| Rockland<br>St. Lawrence | 51,388<br>32,151  | 49,888<br>30,851  | McDowell                  | 7,715            | 7,015            | Morton West           | 3,006           | 2,706           | Mercer                  | 9,215            | 8,915            | Lincoln               | 5,800            | 5,500            |
| Saratoga                 | 29,266            | 28,466            | Macon                     | 4,103<br>4,200   | 3,403<br>3,400   | Morton East           | 3,003<br>3,103  | 2,803           | Miami<br>Monroe         | 23,660<br>4,400  | 23,060           | Logan                 | 5,700<br>1,500   | 5,200<br>1,300   |
| Schenectady              | 53,487            | 51,987            | Madison<br>Martin         | 6,506            | 5,906            | Mountrail<br>Nelson   | 2,000           | 2,803<br>1,900  | Montgomery              | 173,229          | 4,100<br>169,629 | Love<br>McClain       | 3,900            | 3,700            |
| Schoharie                | 6,900             | 6,600             | Mecklenburg               | 88,172           | 83,572           | Oliver                | 700             | 600             | Morgan                  | 3,500            | 3,300            | McCurtain             | 7,100            | 5,900            |
| Schuyler                 | 4,803             | 4,503             | Mitchell                  | 3,600            | 3,200            | Pembina               | 3,600           | 3,000           | Morrow                  | 5,806            | 5,606            | McIntosh              | 3,000            | 2,700            |
| Seneca<br>Steuben        | 9,418<br>31,033   | 9,218<br>29,533   | Montgomery                | 5,309            | 4,809            | Pierce                | 1,700           | 1,600           | Muskingum               | 23,827           | 22,927           | Major                 | 2,200            | 1,800            |
| Suffolk                  | 241,109           | 236,119           | Moore<br>Nash             | 10,724<br>15,924 | 9,524<br>14,424  | Ramsey<br>Ransom      | 3,800<br>2,400  | 3,500<br>2.300  | Noble<br>Ottawa         | 3,000<br>11,027  | 2,700<br>10,727  | Marhsall<br>Mayes     | 2,600<br>6,809   | 2,400<br>6,209   |
| Sullivan                 | 15,527            | 14,527            | New Hanover               | 22,854           | 21,254           | Renville              | 1,200           | 1,100           | Paulding                | 4,906            | 4,706            | Murray                | 4,603            | 4,403            |
| Tioga                    | 12,527            | 12,027            | Northampton               | 6,100            | 5,200            | Richland              | 5,300           | 5,000           | Perry                   | 7,800            | 7,500            | Muskogee              | 20,203           | 18,503           |
| Tompkins<br>Ulster       | 20,851<br>42,041  | 18,751            | Onslow                    | 22,064           | 20,964           | Rolette               | 2,500           | 2,000           | Pickaway                | 10,030           | 9,730            | Noble                 | 3,400            | 3,200            |
| Jister<br>Narren         | 14,927            | 39,641<br>14,227  | Orange<br>Pamlico         | 12,254           | 10,854           | Sargent               | 1,900           | 1,800           | Pike                    | 5,724            | 5,324            | Nowata                | 3,300            | 3,100            |
| Washington               | 14,706            | 14,206            | Pamiico<br>Pasquotank     | 2,600<br>7,206   | 2,300<br>6,606   | Sheridan<br>Sioux     | 1,000<br>800    | 900<br>600      | Portage<br>Preble       | 26,923<br>9,921  | 26,323<br>9,621  | Okfuskee<br>Oklahoma  | 2,900<br>169,305 | 2,500<br>160,705 |
| <i>N</i> ayne            | 22,042            | 21,242            | Pender                    | 4,706            | 4,006            | Slope                 | 500             | 500             | Putnam                  | 7,606            | 7,306            | Oknulgee              | 11,400           | 10,600           |
|                          | 268,506           | 262,706           | Perquimans                | 2,400            | 2,200            | Stark                 | 5,209           | 4,809           | Richland                | 37,941           | 36,741           | Osage                 | 10,906           | 10,406           |
| Wyoming                  | 10,406            | 10,106            | Person                    | 7,115            | 6,415            | Steele                | 1,300           | 1,300           | Ross                    | 17,433           | 16,633           | Ottawa                | 9,300            | 8,700            |
|                          |                   |                   | Pitt                      | 18,342           | 16,842           | Stutsman              | 6,909           | 6,609           | Sandusky                | 17,542           | 17,142           | Pawnee                | 3,300            | 3,000            |
|                          |                   |                   | Polk<br>Randolph          | 3,406<br>19,472  | 3,006            | Towner                | 1,400           | 1,300<br>3,000  | Scioto                  | 24,824           | 23,724           | Payne                 | 14,206<br>11,200 | 13,006<br>10,100 |
| NORTH                    |                   |                   | Richmond                  | 19,472           | 18,172<br>9,709  | Traill<br>Walsh       | 3,100<br>4,800  | 4,500           | Seneca<br>Shelby        | 17,218<br>10,018 | 16,718<br>9,718  | Pittsburg<br>Pontotoc | 10,400           | 9,800            |
| CAROLI                   | INA               |                   | Robeson                   | 20,812           | 18,112           | Ward                  | 15,166          | 14,266          | Stark                   | 106,803          | 104,003          | Pottawatomie          | 14,306           | 13,306           |
| マベバひし                    | 1474              |                   | Rockingham                | 20,742           | 19,442           | Wells                 | 2,500           | 2,300           | Summit                  | 165,558          | 162,158          | Pushmataha            | 2,900            | 2,400            |
| Homes                    | _                 |                   | Rowan                     | 25,657           | 24,157           | Williams              | 7,427           | 6,827           | Trumbull                | 64,764           | 63,264           | Roger Mills           | 1,200            | 1,000            |



We pioneered television on the Niagara Frontier back in 1948. Since that time the more than 941,300 Western New York households — representing a spendable income of over 5 Billion Dollars — have looked to Channel 4 for the newest and most advanced television technology as well as program entertainment and public service.

We have never disappointed. In 1954 WBEN-TV was color-casting locally-produced shows. Today — the color films in our afternoon 4-Thirty Show and late night 11:20 Show are telecast as originally filmed — in color. Six other local film programs are telecast in color and we have the finest new equipment to carry your color filmed commercials and slides for the added impact of color.

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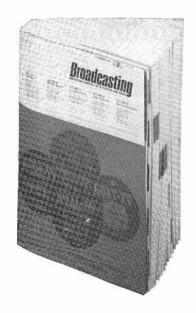


| Rogers   7,315   6,715   Clearfield   22,806   21,906   Calhoun   2,700   2,700   2,000   calhoun   2,700   2,000   calhoun   2,700   2,000   calhoun   2,006   2,306   calhoun   2,006   calhoun   2,007   calh  |                       | IOMES TV HOP | MES            |
|---|-----------------------|--------------|----------------|
| Rogers 7,315 6,715 clearfield 22,806 21,906 Calhoun 2,700 2,200 Jones 500 Soo Jones Seminole 8,500 7,900 Clinton 11,012 lo.512 Charleston 67,316 62,316 Kingsbury 2,900 2,700 Jones Seption 12,000 Charleston 67,316 62,316 Kingsbury 2,900 2,700 Jones Seption 12,000 Charleston 67,316 62,316 Kingsbury 2,900 2,700 Jones Seption 69,877 Charleston 67,316 62,316 Kingsbury 2,900 2,700 Jones 61,000 Charleston 7,301 Charleston 67,301 Charleston 67,302 Charleston 67,000 Charleston 67,000 Charleston 7,303 Charleston 7,301 Charleston 7,302 Charleston 7,303 Charleston 7,301 Charleston 7,303 Charleston 7,301 Charleston 7,301 Charleston 7,302 Charleston 7,303 Charleston 7,301 Charleston 7,303 Charleston 7,301 Charleston 7,302 Charleston 7,303 Charleston 7,301 Charleston 7,302 Charleston 7,303 Charleston 7,302 Charleston 7,303 |                       |              | 206            |
| Seminole   8,500   7,900   Cilinton   11,012   10,512   Charleston   67,316   82,316   Kingsbury   2,900   2,700   Lake   3,703   3,503   Kingsbury   2,900   2,700   Lake   3,703   3,500   Kingsbury   2,900   2,900   Lake   3,900   1,900   Lake   3,900   1,900  |                       |              | 800<br>615     |
| Sequeyah   5,203   4,503   Columbia   16,115   15,415   Cherokee   9,612   8,912   Lake   3,703   3,503   Ksphens   13,730   12,930   Crawford   22,506   Chester   8,000   7,300   Takas   4,703   4,203   Cumberland   40,483   38,983   Chesterfield   8,303   7,303   Lincoln   4,000   3,800   LTIMBA   4,500   4,200   Dauphin   69,877   67,077   Clarendon   6,000   4,600   Lyman   1,300   1,200   Lawsington   5,503   4,503   Elk   10,618   10,218   Darlington   13,818   12,418   Mschenson   1,400   1,200   Lawsington   15,954   15,554   Erie   76,674   74,574   Dillon   7,103   6,203   Mschenson   1,400   1,200   Lawsington   1,5954   15,554   Erie   76,674   74,574   Dillon   7,103   6,203   Mschenson   1,400   1,200   Lawsington   1,400   1,100   Egefield   3,700   3,800   Forest   1,100   1,100   Egefield   3,700   3,800   Forest   1,100   1,100   Egefield   3,700   3,800   Mschenson   1,400   1,200   Lawsington   1,400   Mschenson   1,400   1,200   Lawsington   1,400   Mschenson   1,400   Mschenson   1,400   Mschenson   1,400   Mschenson   1,400   Mschenson   1,400   1,200   Lawsington   1,400   Mschenson   |                       |              | 200            |
| Stephens   13,730   12,930   Crawford   22,506   21,306   Chester   8,000   7,300   Lawrence   5,500   5,000   Evars   4,703   4,703   4,200   Dauphin   69,877   67,977   Clarendon   6,000   4,600   Lyman   1,300   1,200   Lawgener   5,003   4,603   Elk   10,618   10,218   Darlington   13,818   12,48   McPherson   1,400   1,200   Lyman   1,300   Lyman   1,300   1,200   Lyman   1,300   Lyman   1,300   1,200   Lyman   1,300   Lyman     |                       |              | 604            |
| Tillman   |                       |              | 900            |
| Type  |                       |              | ,800           |
| Wagoner         5,003         4,603         Elk         10,618         0,218         Darlington         13,818         12,418         McPherson         1,400         1,200         L Mashintan           Washita         15,954         15,354         Erie         76,674         74,574         Dillon         7,103         6,203         Marshall         1,900         1,600         L           Washita         5,700         7,500         Forest         1,100         1,100         Logefield         3,700         3,800         Machael         3,606         3,205         N           Moodward         4,400         3,800         Franklin         27,334         25,584         Fairfield         4,800         4,000         Minenhaba         29,569         28,669         M           Fulton         3,000         Franklin         20,709         19,809         Greenwille         67,143         63,343         Pennington         2,432         19,232         M           OREGON         Lakeferson         13,506         13,006         67,000         Hampton         4,200         3,500         Moody         2,500         2,432         19,232         M           OPREGON         Lawetasana   |                       |              | 806            |
| Vashington   15,954   15,354   Erie   76,674   74,574   Dillon   7,103   6,203   Marshall   1,900   1,600   L Vashita   5,700   5,300   Fayette   46,600   44,300   Dorchester   6,509   5,909   Meade   3,606   3,205   Moddward   4,400   3,800   Forest   1,100   1,100   Edgefield   3,700   3,700   Mealete   6500   500   Mealete   6500   6500   Mealete   6500  |                       |              | 603            |
| Vashita   5,700   5,300   Fayette   46,600   44,300   Dorchester   6,509   5,909   Meade   3,606   3,206   Molodward   4,400   3,800   Franklin   27,384   25,584   Fairfield   4,800   4,000   Milner   1,500   1,400   Milner   1,500   Milner     |                       |              | 600            |
| Moodward  |                       |              | 512<br>918     |
| Moodward   4,400   3,800  |                       |              | 000            |
| Fulton   3,003   2,703   Florence   22,030   20,230   Minnehaha   29,569   28,669   Mody   2,500   2,300   Minnehaha   20,009   Minnehaha   20,009   2,300   Minnehaha   20,009   20,300   Minnehaha   20,009   20,300   Minnehaha   20,009   20,300   Minnehaha   20,009   20,300   |                       |              | ,000           |
| Huntingdon   11,006   10,306   Greenville   67,143   63,343   Pennington   20,432   19,232   Note   |                       |              | 418            |
| Indiana   20,709   19,809   Greenwood   13,624   12,624   Perkins   1,600   1,400   No Potter   1,400   1,300   No Potter   No Potter   1,400   1,500   1,500   No Potter   1,400   1,400   No Potter   1,40  |                       |              | , 206          |
|   |                       |              | ,500           |
| Juniata   4,706   4,306   Horry   18,457   16,257   Roberts   3,500   3,100   Northombes  |                       |              | ,612           |
| Action   A  |                       |              | 900            |
| Company   Comp  |                       |              | ,966<br>,966   |
| Baker         5,906         5,206         Lebanon         27,360         26,160         Laurens         12,815         11,715         Stanley         1,415         1,315         0         Na           Benton         12,133         10,533         Lebanon         27,360         26,160         Laurens         12,815         11,715         Stanley         1,415         1,315         0         0         0         0         0         700         0         3,900         3,900         3,900         700         0         0         0         0         700         0 <td>Moore</td> <td></td> <td>600</td>   | Moore                 |              | 600            |
| Baker         5,906         5,206         Lebanon         27,360         26,160         Laurens         12,815         11,715         Stanley         1,415         1,315         0           Jenton         12,133         10,533         Lehigh         72,534         70,334         Lee         4,700         3,900         Sully         800         700         0           Bakson         8,800         7,800         Lycoming         34,257         32,057         McCormick         1,900         1,600         Tripp         2,600         2,400         Polumbia           6,800         6,200         McKean         16,103         15,203         Marion         7,700         6,500         Turner         3,700         3,500         Polumbia           1,900         2,806         2,506         Mifflin         13,318         12,418         Newberry         8,100         7,500         Walverty         5,563         4,633         Monroe         12,739         12,239         Oconee         11,018         10,218         Washabaugh         200         100         R           Jerory         5,563         4,660         Amore         12,739         12,239         Oconee         11,018         10,18         1  |                       |              | ,600           |
| Renton   12,133   10,533   Lehigh   72,534   70,334   Lee   4,700   3,900   Sully   800   700   O   O   O   O   O   O   O   O   O   | Obion 8               | 8,500 7,     | ,500           |
| Ratasop   8,800   7,800   Lycoming   34,257   32,057   McCormick   1,900   1,600   Tripp   2,600   2,400   Polumbia   6,800   6,200   McKean   16,103   15,203   Marion   7,700   6,500   Turner   3,700   3,500   Polumbia   6,800   2,806   2,506   Mifflin   13,318   12,418   Newberry   8,100   7,300   Walworth   2,606   2,206   Returny   5,563   4,763   Monroe   12,739   12,239   Oconee   11,018   10,218   Washabaugh   200   100   Returny   5,563   4,763   Monroe   12,739   12,239   Oconee   11,018   10,218   Washabaugh   200   100   Returny   5,563   4,763   Montour   4,206   3,306   Pickens   14,248   12,948   Ziebach   600   400   Returny   4,006   3,906   Pickens   14,248   12,948   Ziebach   600   400   Returny   2,003   1,700   Northumberland 30,200   28,500   Saluda   3,600   3,200   3,200   Saluda   3,600   3,200   Saluda   3,  |                       |              | ,800           |
| Columbia   |                       |              | ,000           |
| 18,854   16,154   Mercer   37,884   36,484   Marlboro   6,600   5,700   Union   3,200   3,100   Prook   2,806   2,506   Mifflin   13,318   12,418   Newberry   8,100   7,300   Walworth   2,606   2,206   Reserved   1,018   10,218   Washabaugh   200   100   Reserved   1,008   1,009   Yankton   5,106   4,706   Reserved   1,009   14,309   Yankton   5,106   4,706   Reserved   1,009   1,309   Yankton   1,009   3,000   1,009   1,309   Yankton   1,009   1,309    |                       |              | 700            |
| Procedure   1,003   |                       |              | ,500           |
| Company   Comp  |                       |              | ,106<br>,703   |
| Description   Process     |                       |              | ,748           |
| Douglas   22,160   20,160   Montour   4,206   3,906   Pickens   14,248   12,948   Ziebach   600   400   Residifiam   1,003   803   Northampton   61,953   59,853   Richard   56,092   51,292    |                       |              | ,506           |
| Silliam         1,003         803         Northampton         61,953         59,853         Richland         56,092         51,292         53,200         53,200         53,200         53,600         3,206         3,206         3,006         Union         7,906         7,306         7,306         7,906         7,306         More of the property of the prop   | Rutherford 16         |              | ,660           |
| Harney  |                       |              | ,600           |
| Tennessee   |                       |              | ,303           |
| Blackson         26,081         24,381         Pike         3,206         3,006         Union         7,906         7,306         Hemes         1,089,700         S           lefferson         2,206         2,006         Potter         4,800         4,500         Williamsburg         8,600         7,000         Homes         . 1,089,700         S           losephine         10,318         9,218         Schuylkill         49,700         47,400         York         21,845         20,045         TV homes         . 1,089,700         S           Lake         2,303         2,003         Somerset         21,106         20,106         Anderson         17,318         15,718         T           Lane Outer         19,160         17,760         Susquehanna         9,406         9,006         Bedford         7,206         6,306         T           Lincoln         8,818         7,518         Tioga         10,506         9,806         SOUTH DAKOTA         Bledsoe         1,900         1,500         Y           Lincoln         18,418         17,018         Union         6,612         6,012         6,012         Homes         21,422         10,942         W   |                       |              | ,815           |
| Defferson   2,206   2,006   Potter   4,800   4,500   Williamsburg   8,600   7,000   TV homes   1,089,700   S  |                       |              | , 129<br>, 100 |
| Note     |                       |              | ,700           |
| Klamath 15,724 14,724 Snyder 7,215 6,515 S Lake 2,303 2,003 Somerset 21,106 20,106 Anderson 17,318 15,718 T Lane Inner 35,723 33,223 Sullivan 1,800 1,700 Bedford 7,206 6,306 T Lane Outer 19,160 17,760 Susquehanna 9,406 9,006 Benton 3,503 2,903 U Linon 18,418 17,018 Union 6,612 6,012 Malheur 6,603 6,003 Venango 18,412 17,212 Homes   |                       |              | ,329           |
| Lane Inner       35,723       33,223       Sullivan       1,800       1,700       Bedford       7,206       6,306       T         Lane Outer       19,160       17,760       Susquehanna       9,406       9,006       Benton       3,503       2,903       U         Lincoln       8,818       7,518       Tioga       10,506       9,806       SOUTH DAKOTA       Bledsoe       1,900       1,500       1,500       Blount       16,830       15,130       V         Linn       18,418       17,018       Union       6,612       6,012       Homes       210,440       Bradley       12,142       10,942       W   |                       |              | ,321           |
| Lane Outer     19,160     17,760     Susquehanna     9,406     9,006       Lincoln     8,818     7,518     Tioga     10,506     SOUTH DAKOTA     Bledsoe     1,900     1,500     U       Linn     18,418     17,018     Union     6,612     6,012       Malheur     6,603     6,003     Venango     18,412     17,212     Homes     210,400     Bradley     12,142     10,942     W   |                       |              | ,200           |
| Lincoln     8,818     7,518     Tioga     10,506     9,806     SOUTH DAKOTA     Bledsoe Blount     1,900     1,500     U       Linn     18,418     17,018     Union     6,612     6,012       Malheur     6,603     6,003     Venango     18,412     17,212     Homes   |                       |              | ,000           |
| Linn 18,418 17,018 Union 6,612 6,012 Blount 16,830 15,130 V<br>Malheur 6,603 6,003 Venango 18,412 17,212 <b>Homes 210,400</b> Bradley 12,142 10,942 W   |                       | 4,303 3,     | ,703           |
| Malheur 6,603 6,003 Venango 18,412 17,212 <b>Homes 210,400</b> Bradley 12,142 10,942 W  |                       |              | ,803           |
|   | Van Buren<br>Warren 7 |              | 700<br>,009    |
|   |                       |              | ,339           |
|   |                       |              | ,200           |
| Multnomah 190,430 176,930 Wayne 7,803 7,203 Aurora 1,400 1,200 Carroll 7,000 5,700 W  | Weakley 7             | 7,300 6,     | ,100           |
|   |                       |              | , 806          |
|   |                       |              | ,406           |
|   | Wilson 8              | 8,812 7,     | ,912           |
| Jmattilla         13,809         12,209         Brookings         6,312         5,912         Claiborne         4,300         3,200           Jnion         5,800         5,100         Brown         10,709         10,209         Clay         1,700         1,300  |                       |              |                |
|   |                       |              |                |
| 7,001 0,001   | TEVAC                 |              |                |
| Washington 32,162 30,762 RHODE ISLAND Butte 2,903 2,603 Crockett 4,000 3,400  | TEXAS                 |              |                |
| Wheeler 600 500 Cumberland 5,106 4,006 F  | Homes                 | .3,091,0     | 00             |
|   | TV homes              | . 2,852,9    | 00             |
| TV homes274,000 Clark 2,100 1,900 Decatur 2,200 1,800   |                       |              |                |
|   |                       |              | ,300           |
| 1/ 1  |                       |              | ,793           |
| No. 10 00 001 00 001  |                       |              | ,924<br>,318   |
| PENNSTI-VANIA DE 107 700 100 500  |                       |              | ,500           |
|   | Armstrong             |              | 400            |
| TV homes 3,345,000 Deuel 1,900 1,700 Gibson 13,903 11,803 A   | Atascosa 4            | 4,900 4,     | ,200           |
| Dewey 1,403 1,103 Giles 6,100 4,900 A   |                       | 4,300 3,     | ,600           |
|   |                       |              | ,809           |
|   |                       |              | ,100           |
| 03 400 50 000 1 1 100 Heatles 11 100 0 000 P  |                       |              | ,200           |
|   |                       |              | ,600           |
| Section 12,510 11,010 Grant 5,000 2,700 Hamilton 70,700 12,000 B  |                       |              | ,018<br>,320   |
|   |                       |              | ,563           |
|   |                       |              | ,100           |
|   | Borden                |              | 300            |
|   |                       | 3,600 3,     | ,200           |
| Cambria 56,242 54,542 Allendale 2,900 2,300 Harding 600 500 Henderson 4,800 3,900 B   | Bowie 19              | 9,206 17,    | ,706           |
| Cameron 2,203 2,203 Anderson 30,233 28,133 Hughes 4,430 4,130 Henry 7,100 5,800 B   |                       |              | ,665           |
|   |                       |              | ,130           |
| Centre 21,469 20,169 Barnwell 4,706 4,106 Hyde 700 700 Houston 1,300 1,000 B  |                       | 1,500 1,     | ,200           |

| COUNTIES                | HOMES             | TV HOMES          | COUNTIES                       | HOMES            | TV HOMES         | COUNTIES                        | HOMES           | TV HOMES        | COUNTIES                  | HOMES           | TV HOMES         | COUNTIES                     | HOMES            | TV HOMES         |
|-------------------------|-------------------|-------------------|--------------------------------|------------------|------------------|---------------------------------|-----------------|-----------------|---------------------------|-----------------|------------------|------------------------------|------------------|------------------|
| Briscoe                 | 1,100             | 1,000             | Hemphill                       | 700              | 600              | Potter                          | 41,028          | 39,128          | Emery                     | ,400            | 11,300           | Fairfax                      | 93,352           | 91,052           |
| Brooks                  | 2,000<br>7,900    | 1,800<br>6,800    | Henderson                      | 6,700            | 5,900            | Presidio                        | 1,200           | 800             | Garfield                  | 800             | 700              | Fauquier                     | 7,118            | 6,518            |
| Brown<br>Burleson       | 3,200             | 2,500             | Hidalgo North<br>Hidalgo South | 39,751<br>4,809  | 35,451<br>4,209  | Rains<br>Randall                | 700<br>14,092   | 700<br>13,792   | Grand<br>Iron             | 2,460<br>3,306  | 2,060            | Floyd<br>Fluvanna            | 2,900<br>1,900   | 2,600<br>1,600   |
| Burnet                  | 2,700             | 2,500             | Hill                           | 6,800            | 6,200            | Reagan                          | 1,103           | 1,103           | Juab                      | 1,100           | 1,000            | Franklin                     | 7,215            | 6,415            |
| Caldwell                | 4,800             | 4,200             | Hockley                        | 6,706            | 6,406            | Real                            | 400             | 300             | Kane                      | 803             | 603              | Frederick                    | 12,345           | 11,545           |
| Calhoun<br>Callahan     | 5,230<br>2,400    | 4,630<br>2,200    | Hood<br>Hopkins                | 1,903            | 1,803            | Red River<br>Reeves             | 4,200           | 3,400<br>5,030  | Millard                   | 1,700<br>700    | 1,600<br>700     | Giles<br>Gloucester          | 4,600<br>3,909   | 4,300<br>3,609   |
| Cameron                 | 39,981            | 36,281            | Houston                        | 5,100            | 4,100            | Refugio                         | 5,630<br>3,206  | 3,006           | Morgan<br>Piute           | 200             | 100              | Goochland                    | 2,206            | 1,906            |
| Camp                    | 2,200             | 1,800             | Howard                         | 13,675           | 13,075           | Roberts                         | 400             | 300             | Rich                      | 500             | 400              | Grayson                      | 6,900            | 6,200            |
| Carson                  | 2,406<br>6,800    | 2,306<br>6,100    | Hudspeth                       | 600              | 500              | Robertson                       | 4,500           | 3,900           | Salt Lake                 | 128,852         | 124,152          | Greene                       | 1,203            | 903              |
| Cass<br>Castro          | 2,818             | 2,518             | Hunt<br>Hutchison              | 12,500<br>11,018 | 11,300<br>10,518 | Rockwall<br>Runnels             | 1,600<br>4,400  | 1,500<br>4,000  | San Juan<br>Sanpete       | 2,624<br>2,900  | 2,124<br>2,700   | Greensville<br>Halifax       | 4,203<br>10,200  | 3,703<br>9,000   |
| Chambers                | 3,415             | 3,215             | Irion                          | 400              | 300              | Rusk                            | 10,600          | 9,500           | Sevier                    | 2,900           | 2,800            | Hampton-                     | 10,200           | 0,000            |
| Cherokee                | 9,100             | 7,800             | Jack                           | 2,403            | 2,203            | Sabine                          | 1,900           | 1,500           | Summit                    | 1,400           | 1,300            | Newport News                 |                  | 61,600           |
| Childress<br>Clay       | 2,000<br>2,500    | 1,800<br>2,300    | Jackson<br>Jasper              | 4,106<br>6,915   | 3,506<br>6,115   | San Augustine                   | 1,900           | 1,500<br>1,100  | Tooele<br>Uintah          | 5,409<br>3,206  | 5,209<br>2,906   | Hanover                      | 8,330<br>111,967 | 7,530<br>105,567 |
| Cochran                 | 1,803             | 1,603             | Jeff Davis                     | 500              | 300              | San Jacinto<br>San Patricio     | 1,500<br>12,739 | 11,239          | Utah                      | 30,196          | 28,796           | Henrico<br>Henry             | 17,981           | 16,581           |
| Coke                    | 900               | 800               | Jefferson                      | 82,570           | 78,670           | San Saba                        | 1,600           | 1,400           | Wasatch                   | 1,400           | 1,300            | Highland                     | 600              | 500              |
| Coleman                 | 3,800             | 3,500             | Jim Hogg                       | 1,300            | 1,000            | Schleicher                      | 900             | 800             | Washington                | 3,006           | 2,606            | Isle of Wight                | 4,909            | 4,509            |
| Collin<br>Collingsworth | 13,406<br>1,500   | 12,306<br>1,200   | Jim Wells<br>Johnson           | 9,730<br>12,018  | 8,530<br>11,318  | Scurry<br>Shackelford           | 5,500<br>1,100  | 5,100<br>1,000  | Wayne<br>Weber            | 500<br>34,926   | 400<br>33,726    | James City<br>King and Queer | 4,951<br>1,500   | 4,551<br>1,300   |
| Colorado                | 5,906             | 5,006             | Jones                          | 5,900            | 5,500            | Shelby                          | 5,900           | 5,000           | 170001                    | 01,320          | 00,720           | King George                  | 2,003            | 1,903            |
| Comat                   | 6,518             | 5,918             | Karnes                         | 3,600            | 3,100            | Sherman                         | 803             | 803             |                           |                 |                  | King William                 | 2,000            | 1,800            |
| Comanche<br>Concho      | 3,500<br>800      | 2,900<br>700      | Kaufman<br>Kendall             | 8,500<br>1,903   | 7,600<br>1,603   | Smith                           | 28,775          | 26,275          |                           |                 |                  | Lancaster                    | 2,906            | 2,606<br>4,600   |
| Cooke                   | 7,406             | 6,806             | Kenedy                         | 203              | 203              | S <sub>omervel</sub> l<br>Starr | 900<br>4,112    | 800<br>3,312    | VERSO                     |                 |                  | Lee<br>Loudoun               | 5,500<br>7,218   | 4,600<br>6,718   |
| Coryell                 | 6,915             | 6,415             | Kent                           | 400              | 400              | Stephens                        | 2,700           | 2,400           | VERMO                     |                 |                  | Louisa                       | 3,603            | 3,103            |
| Cottle                  | 900               | 800               | Kerr                           | 5,715            | 4,915            | Sterling                        | 400             | 300             | Homes                     |                 |                  | Lunenburg                    | 3,300            | 2,900            |
| Crane<br>Crockett       | 1,503<br>1,203    | 1,503<br>1,003    | Kimble<br>King                 | 1,200<br>200     | 900<br>200       | Stonewall                       | 700             | 700             | TV homes                  | <b>. 1</b>      | 11,300           | Madison<br>Mathews           | 2,203            | 1,903<br>2,103   |
| Crosby                  | 3,003             | 2,803             | Kinney                         | 600              | 400              | Sutton<br>Swisher               | 1,103<br>3,509  | 803<br>3,309    | Addison                   | 5,503           | 5,203            | Mecklenburg                  | 8,103            | 7,103            |
| Culberson               | 806               | 706               | Kleberg                        | 8,836            | 7,936            |                                 | 194,425         | 185,025         | Bennington                | 8,006           | 7,606            | Middlesex                    | 1,900            | 1,700            |
| Dallam                  | 1,600             | 1,500             | Knox                           | 2,000            | 1,800            | Taylor                          | 35,128          | 33,228          | Calendonia                | 6,900           | 6,500            | Montgomery                   | 12,330           | 11,330           |
| Dailas<br>Dawson        | 348,702<br>5,606  | 332,102<br>5,106  | Lamar<br>Lamb                  | 10,100<br>7,012  | 8,000<br>6,521   | Terrell                         | 700<br>5,218    | 500<br>4,818    | Chittenden<br>Essex       | 22,366<br>1,700 | 21,566<br>1,700  | Nansemond<br>Nelson          | 13,348           | 11,848<br>2,800  |
| Deaf Smith              | 4,318             | 4,018             | Lampasas                       | 2,900            | 2,700            | Terry<br>Throckmorton           | 600             | 500             | Franklin                  | 8,500           | 8,300            | New Kent                     | 1,103            | 1,003            |
| Delta                   | 1,500             | 1,300             | La Salle                       | 1,200            | 900              | Titus                           | 5,506           | 4,806           | Grand Isle                | 900             | 800              | Northampton                  | 5,203            | 4,503            |
| Denton                  | 15,542            | 14,642            | Lavaca                         | 6,000            | 4,500            | Tom Green                       | 21,039          | 19,539          | Lamoille                  | 3,200           | 3,000            | Northumberland               |                  | 2,703            |
| De Witt<br>Dickens      | 6,000<br>1,100    | 5,100<br>1,000    | Lee<br>Leon                    | 2,500<br>1,700   | 2,100<br>2,100   | Travis<br>Trinity               | 68,909<br>2,000 | 63,909<br>1,600 | Orange<br>Orleans         | 4,600<br>5,600  | 4,300<br>5,400   | Nottoway<br>Orange           | 4,303<br>3,806   | 3,903<br>3,306   |
| Dimmit                  | 2,200             | 1,600             | Liberty                        | 10,127           | 9,027            | Tyler                           | 3,103           | 2,603           | Rutland                   | 14,309          | 13,509           | Page                         | 4,806            | 4,606            |
| Donley                  | 1,100             | 900               | Limestone                      | 5,400            | 4,700            | Upshur                          | 5,900           | 5,300           | Washington                | 12,809          | 12,309           | Patrick                      | 4,306            | 3,806            |
| Duval                   | 3,000<br>6,300    | 2,400<br>5,600    | Lipscomb<br>Live Oak           | 800<br>1,800     | 700<br>1,600     | Upton                           | 1,903           | 1,703           | Windham                   | 9,606<br>13,315 | 8,606<br>12,515  | Pittsylvania                 | 30,700<br>1,603  | 27,900<br>1,503  |
| Eastland<br>Ector       | 31,590            | 29,990            | Llano                          | 1,903            | 1,703            | Uvalde<br>Val Verde             | 4,906<br>7,439  | 4,106<br>6,039  | Windsor                   | 13,313          | 12,515           | Powhatan<br>Prince Edward    | 3,600            | 3,200            |
| Edwards                 | 400               | 300               | Loving                         | 200              | 100              | Van Zandt                       | 6,000           | 5,300           |                           |                 |                  | Prince George                | 10,624           | 9,924            |
| Ellis                   | 13,100            | 12,100            | Lubbock                        | 54,036           | 51,136           | Victoria                        | 15,481          | 13,581          |                           |                 |                  | Prince William               | 16,116           | 15,516           |
| El Paso<br>Erath        | 93,172<br>5,300   | 87,972<br>4,900   | Lynn<br>McCulloch              | 3,200<br>2,500   | 2,900<br>2,000   | Walker<br>Waller                | 5,403<br>3,303  | 4,303<br>2,803  | ******                    |                 |                  | Pulaski<br>Rappahannock      | 7,706<br>1,300   | 7,106<br>1,200   |
| Falls                   | 5,900             | 5,200             | McLennan                       | 50,125           | 46,826           | Ward                            | 4,506           | 4,206           | VIRGIN                    | IIA             |                  | Richmond                     | 1,803            | 1,603            |
| Fannin                  | 6,900             | 6,000             | McMullen                       | 400              | 300              | Washington                      | 6,000           | 4,700           | Homes .                   |                 |                  | Roanoke                      | 53,799           | 50,999           |
| Fayette                 | 6,300             | 4,500             | Madison                        | 1,700            | 1,400            | Webb                            | 16,433          | 14,433          | TV homes                  | 1,1             | 40,500           | Rockbridge                   | 8,712            | 7,812            |
| Fisher<br>Floyd         | 1,900<br>3,906    | 1,700<br>3,706    | Marion<br>Martin               | 2,000<br>1,500   | 1,700<br>1,400   | Wharton<br>Wheeler              | 11,309<br>2,100 | 9,909<br>1,700  | Accomack                  | 9,500           | 8,200            | Rockingham<br>Russell        | 16,839<br>6,606  | 15,539<br>5,806  |
| Foard                   | 700               | 700               | Mason                          | 900              | 700              | Wichita                         | 40,680          | 39,180          | Albemarle                 | 19,660          | 17,160           | Scott                        | 6,703            | 5,603            |
| Fort Bend               | 11,842            | 10,742            | Matagorda                      | 8,318            | 7,418            | Wilbarger                       | 5,300           | 5,100           | Alleghany                 | 8,700           | 8,000            | Shenandoah                   | 7,009            | 6,509            |
| Franklin                | 1,400             | 1,200             | Maverick                       | 3,709            | 2,509            | Willacy                         | 4,400           | 4,000           | Amelia<br>Amherst         | 1,900<br>5,815  | 1,600<br>5,115   | Smyth                        | 8,515            | 7,815            |
| Freestone<br>Frio       | 3,500<br>2,500    | 3,000<br>2,000    | Medina<br>Menard               | 5,406<br>700     | 4,706<br>500     | Williamson<br>Wilson            | 10,200<br>3,300 | 9,200<br>2,700  | Annerst                   | 2,506           | 2,306            | Southampton<br>Spotsylvania  | 7,106<br>8,421   | 6,306<br>7,721   |
| Gaines                  | 3,918             | 3,718             | Midland                        | 24,235           | 23,135           | Winkler                         | 4,518           | 4,218           | Arlington                 | 97,899          | 94,299           | Stafford                     | 5,530            | 5,130            |
| Galveston               | 47,956            | 44,556            | Milam                          | 7,003            | 6,003            | Wise                            | 5,806           | 5,506           | Augusta                   | 22,751          | 20,951           | Surry                        | 1,600            | 1,400            |
| Garza                   | 1,903             | 1,803             | Mills                          | 1,200            | 1,000            | Wood                            | 5,100           | 4,600           | Bath<br>Bodford           | 1,400<br>9,018  | 1,200<br>8,118   | Sussex                       | 3,000<br>14,006  | 2,500<br>12,706  |
| Gillespie<br>Glasscock  | 3,203<br>400      | 2,503<br>300      | Mitchell<br>Montague           | 3,000<br>4,800   | 2,700<br>4,500   | Yoakum<br>Young                 | 2,930<br>6,106  | 2,830<br>5,606  | Bedford<br>Bland          | 1,700           | 1,400            | Tazewell<br>Virginia Beach   | 34,158           | 32,658           |
| Goliad                  | 1,500             | 1,300             | Montgomery                     | 8,618            | 7,618            | Zapata                          | 1,103           | 703             | Botetourt                 | 5,009           | 4,609            | Warren                       | 4,506            | 4,006            |
| Gonzales                | 5,000             | 4,300             | Moore                          | 4,506            | 4,306            | Zavala                          | 3,006           | 2,206           | Brunswick                 | 4,200           | 3,600            | Washington                   | 16,030           | 14,730           |
| Gray                    | 11,339            | 10,839            | Morris                         | 4,118<br>600     | 3,718<br>500     |                                 |                 |                 | Buchanan<br>Buckingham    | 8,612<br>2,500  | 7,212<br>2,100   | Westmoreland<br>Wise         | 3,306<br>12,000  | 2,806<br>10,500  |
| Grayson<br>Gregg        | 24,727<br>23,448  | 22,727<br>21,548  | Motley<br>Nacogdoches          | 8,400            | 7,000            |                                 |                 |                 | Campbell                  | 28,078          | 26,078           | Wythe                        | 6,003            | 5,303            |
| Grimes                  | 3,500             | 2,900             | Navarro                        | 10,700           | 9,400            |                                 |                 |                 | Caroline                  | 3,203           | 2,903            | York                         | 7,469            | 7,069            |
| Guadalupe               | 9,018             | 8,018             | Newton                         | 2,800            | 2,300            | UTAH                            |                 |                 | Carroll                   | 6,100           | 5,300            |                              |                  |                  |
| Hale                    | 12,042            | 11,142            | Nolan                          | 6,003            | 5,603            |                                 | _               | 76 400          | Charles City<br>Charlotte | 1,203<br>3,603  | 1,003<br>3,203   |                              |                  |                  |
| Hall<br>Hamilton        | 1,600<br>2,600    | 1,300<br>2,200    | Nueces<br>Ochiltree            | 66,652<br>3,318  | 61,552<br>3,018  | Homes TV homes                  |                 |                 | Charlotte                 | 149,900         | 3,203<br>141,500 |                              |                  |                  |
| Hansford                | 2,112             | 2,200             | Oldham                         | 503              | 503              | i v nomes                       | 2               | JJ, 700         | Chesterfield              | 28,131          | 27,031           | WASHII                       | NCT4             | )N               |
| Hardeman                | 2,300             | 2,000             | Orange                         | 19,493           | 18,393           | Beaver                          | 1,100           | 1,000           | Clarke                    | 2,506           | 2,306            |                              |                  |                  |
| Hardin                  | 8,130             | 7,330             | Palo Pinto                     | 7,718            | 6,918            | Box Elder                       | 7,624           | 7,324           | Craig                     | 1,000           | 900              | Homes                        |                  |                  |
| Harrison                | 434,673<br>13,003 | 409,673<br>11,503 | Panola<br>Parker               | 4,700<br>7,709   | 4,100<br>7,209   | Cache<br>Carbon                 | 10,609<br>5,400 | 9,909<br>5,100  | Culpeper<br>Cumberland    | 4,609<br>1,500  | 4,209<br>1,200   | TV homes                     | 9                | <b>ს</b> 8,400   |
| Harrison<br>Hartley     | 703               | 603               | Parker<br>Parmer               | 3,324            | 3,124            | Daggett                         | 409             | 3,100           | Dickenson                 | 4,400           | 3,900            | Adams                        | 3,315            | 3,115            |
| Haskell                 | 3,200             | 2,900             | Pecos                          | 3,609            | 3,309            | Davis                           | 19,501          | 19,101          | Dinwiddie                 | 16,654          | 14,954           | Asotin                       | 4,609            | 4,409            |
| Hays                    | 5,509             | 5,009             | Polk                           | 3,700            | 3,000            | Duchesne                        | 1,500           | 1,300           | Essex                     | 1,803           | 1,503            | Benton                       | 19,254           | 18,054           |

| COUNTIES     | HOMES          | TV HOMES | COUNTIES   | HOMES        | TV HOMES | COUNTIES    | HOMES  | TV HOMES | COUNTIES    | HOMES   | TV HOMES | COUNTIES    | HOMES  | TV HOMES |
|--------------|----------------|----------|------------|--------------|----------|-------------|--------|----------|-------------|---------|----------|-------------|--------|----------|
| WASHINGTON   | continued      |          | TV homes   | 4            | 73,700   | Raleigh     | 23,500 | 21,300   | Florence    | 800     | 800      | Trempealeau | 6.703  | 6,203    |
| Chelan       | 13,912         | 12,812   |            |              |          | Randolph    | 6,200  | 5,500    | Fond Du Lac | 21,730  | 20,930   | Vernon      | 6,900  | 6,600    |
| Clallam      | 10,015         | 9,215    | Barbour    | 3,500        | 3,100    | Ritchie     | 2,700  | 2,300    | Forest      | 1,800   | 1,600    | Vilas       | 3,003  | 2,803    |
| Clark        | 31,342         | 29.842   | Berkeley   | 10,218       | 9,618    | Roane       | 3,600  | 3,200    | Grant       | 12,709  | 11,909   | Walworth    | 16,651 | 16,151   |
| Columbia     | 1,500          | 1,300    | Boone      | 6,500        | 6,000    | Summers     | 4,600  | 3,800    | Green       | 7,906   | 7,606    | Washburn    | 2,900  | 2,700    |
| Cowlitz      | 18,927         | 17,727   | Braxton    | 3,600        | 3,000    | Taylor      | 3,900  | 3,500    | Green Lake  | 4,806   | 4,606    | Washington  | 13,954 | 13,654   |
| Douglas      | 4,818          | 4,518    | Brooke     | 8,212        | 8,012    | Tucker      | 1,700  | 1,500    | lowa        | 5,300   | 5,000    | Waukesha    | 51,468 | 50,368   |
| Ferry        | 1,100          | 900      | Cabell     | 33,730       | 32,130   | Tyler       | 2,700  | 2,400    | Iron        | 2,100   | 2,000    | Waupaca     | 10,406 | 10,106   |
| Franklin     | 8,254          | 7,754    | Calhoun    | 1,600        | 1,400    | Upshur      | 4,800  | 4,300    | Jackson     | 4,300   | 4,100    | Waushara    | 4,100  | 3,900    |
| Garfield     | 700            | 600      | Clay       | 2,300        | 2,000    | Wayne       | 10,615 | 9,815    | Jefferson   | 15,633  | 15,133   | Winnebago   | 33,081 | 32,481   |
| Grant        | 16,147         | 14,947   | Dodridge   | 1,600        | 1,400    | Webster     | 2,800  | 2,400    | Juneau      | 4,800   | 4,400    | Wood        | 17,142 | 16,642   |
| Gravs Harbor |                | 15,906   | Fayette    | 13,400       | 12,400   | Wetzel      | 5,200  | 4,900    | Kenosha     | 34,038  | 33,238   |             | •      |          |
| Island       | 6,948          | 6,648    | Gilmer     | 1,700        | 1,500    | Wirt        | 1,000  | 900      | Kewaunee    | 5,106   | 4,906    |             |        |          |
| Jefferson    | 2,500          | 2,300    | Grant      | 2,500        | 2,000    | Wood        | 25,263 | 23,563   | La Crosse   | 31,530  | 20,930   |             |        |          |
| King         | 339,357        | 316.557  | Greenbrier | 9,600        | 8,400    | Wyoming     | 9,400  | 8,300    | Lafayette   | 4,900   | 4,700    | WYOM        | INC    |          |
| Kitsap       | 27,442         | 26,142   | Hampshire  | 3,000        | 2.600    |             | ·      |          | Langlade    | 5,100   | 4,900    | AA I OIAI   | ING    |          |
| Kittitas     | 6,200          | 5,500    | Hancock    | 11,930       | 11,730   |             |        |          | Lincoln     | 6,506   | 6,306    | Homes       | 1      | 10.100   |
| Klickitat    | 4,506          | 3,906    | Hardy      | 2,600        | 2,100    |             |        |          | Manitowoc   | 22,342  | 21,942   | TV homes    |        |          |
| Lewis        | 13,500         | 12,200   | Harrison   | 21,800       | 20,900   |             |        |          | Marathon    | 25,145  | 24,545   |             |        | ,        |
| Lincoln      | 3,503          | 3.303    | Jackson    | 5,418        | 5,118    | MICOOL      | ICINI  |          | Marinette   | 9,803   | 9,603    | Albany      | 7,115  | 6,315    |
| Mason        | 5,606          | 5,306    | Jefferson  | 5,309        | 4.909    | WISCO       | 421M   |          | Marquette   | 2,700   | 2,500    | Big Horn    | 3,400  | 3,000    |
| Okanogan     | 7,300          | 6,400    | Kanawha    | 75,326       | 71,626   | Homes       | 1 2    | 00.5 80  | Milwaukee   | 340,713 | 331,813  | Campbell    | 2,006  | 1.806    |
| Pacific      | 4,600          | 4,100    | Lewis      | 4,900        | 4,400    | TV homes    |        |          | Monroe      | 8,103   | 7,703    | Carbon      | 4,800  | 4,200    |
| Pend Oreille | 2,000          | 1,800    | Lincoln    | 4,500        | 4,100    | 11 11011103 | ,_     | ,0,000   | Oconto      | 6,700   | 6,500    | Converse    | 2,103  | 1,903    |
|              |                |          | Logan      | 12,900       | 12,000   | Adams       | 2,400  | 2,200    | Oneida      | 6,606   | 6,306    | Crook       | 1,400  | 1,200    |
| Pierce       | 104,861<br>800 | 99,761   | McDowell   | 17,800       | 15,800   | Ashland     | 4,600  | 4,400    | Outagamie   | 29,284  | 28,784   | Fremont     | 8,430  | 7,830    |
| San Juan     |                | 700      | Marion     | 18,100       | 16,900   | Barron      | 9.703  | 9.103    | Ozaukee     | 12,381  | 12,081   | Goshen      | 3,800  | 3,500    |
| Skagit       | 17,339         | 16,039   | Marshall   | 11,209       | 10,709   | Bayfield    | 3,100  | 3,000    | Pepin       | 2,100   | 1,900    | Hot Springs | 2,206  | 2,006    |
| Skamania     | 1,603          | 1,503    | Mason      | 6,609        | 6.309    | Brown       | 36,523 | 35,923   | Pierce      | 6,406   | 6,206    | Johnson     | 1.806  | 1,606    |
| Snohomish    | 61,418         | 58,218   | Mercer     | 21,703       | 20,003   | Buffalo     | 3,900  | 3,700    | Polk        | 7,306   | 7,106    | Laramie     | 21,205 | 20,205   |
| Spokane      | 95,821         | 89,921   | Mineral    | 6,206        | 5,706    | Burnett     | 2.800  | 2,600    | Portage     | 10,115  | 9,715    | Lincoln     | 2,700  | 2,400    |
| Stevens      | 5,400          | 4,900    | Mingo      | 8,500        | 7,600    | Calumet     | 6,212  | 6.012    | Price       | 3,800   | 3,500    | Natrona     | 18,908 | 17,908   |
| Thurston     | 19,448         | 18,448   | Monongalia | 14,803       | 13,503   | Chippewa    | 12,112 | 11,712   | Racine      | 44,765  | 43,965   | Niobrara    | 1,200  | 1,100    |
| Wahkiakum    | 800            | 700      |            | 3,000        | 2,400    | Clark       | 8,400  | 7,800    |             |         |          |             | 5,406  |          |
| Walla Walla  | 13,412         | 11,812   | Monroe     | 2,503        | 2,400    | Columbia    | 11,115 | 10.615   | Richland    | 4,600   | 4,400    | Park        |        | 4,806    |
| Whatcom -    | 23,518         | 21,618   | Morgan     |              |          |             | 4,100  |          | Rock        | 36,205  | 35,305   | Platte      | 2,200  | 1,900    |
| Whitman      | 8,800          | 8,100    | Nicholas   | 6,100        | 5,500    | Crawford    |        | 3,900    | Rusk        | 3,600   | 3,400    | Sheridan    | 6,100  | 5,300    |
| Yakima       | 45,245         | 41,445   | Ohio       | 22,206 2,000 | 21,406   | Dane        | 71,224 | 68,024   | St. Croix   | 8,315   | 8,115    | Sublette    | 1,506  | 1,306    |
|              |                |          | Pendleton  |              | 1,700    | Dodge       | 18,327 | 17,627   | Sauk        | 10,000  | 9,500    | Sweetwater  | 5,000  | 4,500    |
|              |                |          | Pleasants  | 2,003        | 1,803    | Door        | 6,003  | 5,803    | Sawyer      | 2,700   | 2,500    | Teton       | 1,103  | 1,003    |
| WEST         | VIRG           | INIA     | Pocahontas | 2,800        | 2,000    | Douglas     | 13,600 | 13,200   | Shawano     | 9,203   | 8,803    | Uinta       | 2,200  | 2,000    |
|              |                |          | Preston    | 6,400        | 5,700    | Dunn        | 7,000  | 6,700    | Sheboygan   | 27,039  | 26,439   | Washakie    | 2,906  | 2,606    |
| Homes        | 5              | 12,700   | Putnam     | 6,618        | 6,318    | Eau Claire  | 17,324 | 16,624   | Taylor      | 4,500   | 4,300    | Weston      | 2,606  | 2,306    |

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I told them it wouldn't fit,Ollie.



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The concept of television coverage departs drastically from traditional definitions of retail markets or metropolitan county areas. The TV market is a unique development in sales and advertising. It generally includes several trading areas.

The difference between TV and metro areas can be dramatic, not only in small markets, but also in major market areas. For example, the coverage of the television stations in Cleveland includes approximately 245,300 television

homes outside of Cleveland proper. These homes represent millions in retail sales and even more in effective buying income that is not listed in the metropolitan area breakdowns for this market.

The extent of the difference between TV markets and metropolitan areas is clearly illustrated in the following comparisons of the television markets as defined by Television Magazine and the metropolitan statistical areas listed in Bureau of the Census Reports.

|   | н         | OMES      | TV        | HOMES     |
|---|-----------|-----------|-----------|-----------|
|   | METRO     | TV AREA   | METRO     | TV AREA   |
| Aberdeen, S. D.                           |           | 52,766    |           | 48,966    |
| Abilene-Sweetwater, Tex.                  | 62,067    | 119,379   | 58,267    | 109,179   |
| Ada, Okla.                                |           | 91,233    |           | 82,633    |
| Albany, Ga.                               | 47,721    | 201,156   | 43,421    | 174,556   |
| Albany-Schenectady-Troy, N. Y.            | 291,237   | 559,520   | 281,337   | 537,020   |
| Albuquerque, N. M.                        | 86,565    | 226,769   | 83,065    | 207,669   |
| Alexandria, La.                           |           | 95,359    |           | 81,759    |
| Alexandria, Minn.                         |           | 128,084   |           | 113,484   |
| Amarillo, Tex.                            | 55,120    | 157,990   | 52,920    | 147,590   |
| Ardmore, Okla.                            |           | 105,360   |           | 93,960    |
| Atlanta, Ga.                              | 409,849   | 725,514   | 391,549   | 675,014   |
| Augustá, Ga.                              | 68,073    | 209,051   | 63,973    | 184,951   |
| Austin, Tex.                              | 68,909    | 186,798   | 63,909    | 168,098   |
| Austin-Rochester, MinnMason City, Iowa    |           | 198,070   |           | 186,970   |
| Bakersfield, Calif.                       | 83,660    | 138,347   | 75,718    | 125,502   |
| Baltimore, Md.                            | 773,989   | 950,365   | 749,989   | 914,365   |
| Bangor, Me.                               |           | 91,417    |           | 87,017    |
| Baton Rouge, La.                          | 94,998    | 276,913   | 89,098    | 244,013   |
| Beaumont-Port Arthur, Tex.                | 148,763   | 191,338   | 140,863   | 177,538   |
| Bellingham, Wash.                         |           | 58,620    |           | 54,220    |
| Big Spring, Tex.                          |           | 18,575    |           | 17,475    |
| Billings, Mont.                           | 26,938    | 76,083    | 25,838    | 68,383    |
| Biloxi, Miss.                             |           | 107,920   |           | 92,820    |
| Binghamton, N. Y. (VHF)                   | 92,798    | 279,705   | 89,798    | 266,105   |
| Binghamton, N. Y. (UHF)                   | 92,798    | 106,513   | 77,184    | 81,250    |
| Birmingham, Ala.                          | 256,976   | 543,142   | 233,176   | 471,542   |
| Bismarck, N. D.                           |           | 116,216   |           | 105,416   |
| Bluefield, W. Va.                         |           | 168,527   |           | 150,527   |
| Boise, Idaho                              | 32,926    | 94,155    | 31,426    | 86,955    |
| Boston, Mass.                             | 1,729,944 | 1,887,492 | 1,677,744 | 1,827,692 |
| Bowling Green, Ky.                        |           | 117,899   |           | 100,599   |
| Bristol, VaJohnson City-Kingsport, Tenn.  |           | 207,245   |           | 179,645   |
| Buffalo, N. Y.                            | 428,204   | 621,784   | 417,504   | 602,384   |
| Burlington, VtPlattsburgh, N. Y.          |           | 195,237   |           | 186,237   |
| Butte, Mont.                              |           | 63,905    |           | 58,807    |
| Cadillac-Traverse City, Mich.             |           | 153,879   |           | 146,095   |
| Cape Girardeau, MoPaducah, Ky             |           | • • • •   |           | •         |
| Harrisburg, III.                          |           | 277,256   |           | 249,056   |
| Carlsbad, N. M.                           |           | 15,154    |           | 14,254    |
| Casper, Wyo.                              |           | 64,883    |           | 58,983    |
| Cedar Rapids-Waterloo, Iowa               | 109.421   | 285,065   | 104.521   | 268,965   |
| Champaign-Decatur-Springfield, III. (VHF) | 128,578   | 304,046   | 123,078   | 290,246   |
|   | ,         | ,         |           | >, \      |

|   |           | IOMES                      | TV               | HOMES             |
|---|-----------|----------------------------|------------------|-------------------|
|   | METRO     | IOMES<br>TV AREA           | METRO            | TV AREA           |
| Champaign-Decatur-Springfield, III. (UHF) | 128,578   | 254,798                    | 118,186          | 216,526           |
| Charleston, S. C.                         | 81,552    | 163,845                    | 74,752           | 144,045           |
| Charleston-Huntington, W. Va.             | 152,134   | 496,689                    | 144,534          | 449,689           |
| Charlotte, N. C. (VHF)                    | 142,180   | 564,026                    | 132,980          | 521,326           |
| Charlotte, N. C. (UHF)                    | 88,172    | 88,172                     | 23,400           | 23,400            |
| Chattanooga, Tenn.                        | 92,922    | 258,519                    | 86,122           | 232,319           |
| Cheyenne, Wyo.                            |           | 151,918                    |                  | 140,518           |
| Chicago, Ill.                             | 2,295,973 | 2,510,255                  | 2,226,873        | 2,433,555         |
| Chico-Redding, Calif.                     |           | 127,656                    |                  | 116,656           |
| Cincinnati, Ohio                          | 691,742   | 852,304                    | 671,842          | 818,504           |
| Clarksburg-Weston, W. Va.                 |           | 90,403                     |                  | 83,003            |
| Cleveland, Ohio                           | 1,053,734 | 1,308,795                  | 1,029,234        | 1,274,495         |
| Colorado Springs-Pueblo, Colo.            | 95,615    | 134,324                    | 92,015           | 126,224           |
| Columbia, S. C. (VHF)                     | 75,288    | 260,310                    | 68,688           | 231,910           |
| Columbia, S. C. (UHF)                     | 75,288    | 88,900                     | 60,793           | 65,832            |
| Columbia-Jefferson City, Mo.              |           | 143,415                    |                  | 130,215           |
| Columbus, Ga.                             | 149,617   | 325,764                    | 138,017          | 285,664           |
| Columbus, Miss.                           |           | 82,354                     |                  | 64,754            |
| Columbus, Ohio                            | 285,988   | 541,435                    | 278,988          | 524,635           |
| Coos Bay, Ore.                            |           | 18,854                     | 127222           | 16,154            |
| Corpus Christi, Tex.                      | 66,652    | 122,332                    | 61,552           | 110,632           |
| Dallas-Fort Worth, Tex.                   | 676,094   | 910,066                    | 640,594          | 847,566           |
| Davenport, Iowa-Rock Island-Moline, III.  | 125,158   | 314,410                    | 120,458          | 300,210           |
| Dayton, Ohio                              | 393,196   | 531,776                    | 383,396          | 516,576           |
| Decatur, Ala.                             | 64,300    | 94,745                     | 53,501           | 68,980            |
| Denver, Colo.                             | 347,387   | 480,411                    | 333,187          | 456,611           |
| Des Moines, Iowa                          | 92,328    | 295,378                    | 88,528           | 280,178           |
| Detroit, Mich.                            | 1,523,654 | 1,665,347                  | 1,490,354        | 1,628,147         |
| Dickinson, N. D.                          |           | 23,421                     |                  | 20,821            |
| Dothan, Ala.                              | 00.241    | 149,491                    | 00.041           | 126,591           |
| Duluth, MinnSuperior, Wis.                | 88,341    | 171,922                    | 83 <b>,6</b> 41  | 159,122           |
| Eau Claire, Wis.                          | 00.170    | 101,172                    | 07.070           | 96,472            |
| El Paso, Tex.                             | 93,172    | 133,790                    | 87,972           | 124,590           |
| Ensign, Kan.                              | 76.674    | 39,966                     | 74 574           | 36,466            |
| Erie, Pa. (VHF)                           | 76,674    | 210,127                    | 74,574           | 201,927           |
| Erie, Pa. (UHF)                           | 76,674    | 99,180                     | 63,388           | 72,976            |
| Eugene, Ore.                              | 54,883    | 142,772                    | 50,983           | 129,072           |
| Eureka, Calif.                            | 77.266    | 67,687<br>269 677          | 72.066           | 60,587            |
| Evansville, Ind. (VHF)                    | 77,266    | 268,677                    | 73,066<br>64,804 | 246,177           |
| Evansville, Ind. (UHF)                    | 69,766    | 163,547                    |                  | 131,259           |
| Fargo-Valley City, N. D.                  | 33,105    | 153,974<br>32, <b>6</b> 87 | 31,705           | 142,774<br>25,514 |
| Florence, Ala.                            |           | 195,134                    | • • • • •        | 171,034           |
| Florence, S. C.                           |           | 150,134                    |                  | 111,034           |
|   |           |                            |                  |                   |

|  | H<br>METRO                | HOMES<br>METRO TV AREA MET |                    | HOMES<br>TV AREA    |   | METRO H            | OMES<br>TV AREA     | TV HOMES<br>Metro TV Area |                                       |  |
|--|---------------------------|----------------------------|--------------------|---------------------|---|--------------------|---------------------|---------------------------|---------------------------------------|--|
| Ft. Dodge, Iowa                                |                           | 49,639                     |                    | 31,847              | New Orleans, La.  | 295,862            | 485,332             | 278,362                   | 445,532                               |  |
| Ft. Myers, Fla.                                |                           | 36,509                     |                    | 33,109              | New York, N. Y.   | 5,657,158          | 6,058,745           | 5,456,358                 | 5,843,645                             |  |
| Ft. Smith, Ark.                                | 46,330                    | 91,378                     | 41,630             | 79,778              | Norfolk, Va.  | 256,127            | 360,701             | 242,827                   | 335,501                               |  |
| Ft. Wayne, Ind.                                | 74,334                    | 185,714                    | 71,934             | 170,338             | North Platte, Neb.  |                    | 30,718              |                           | 28,318                                |  |
| Fresno, Calif.                                 | 122,974                   | 236,408                    | 114,174            | 216,630             | Oak Hill, W. Va.  |                    | 107,700             |                           | 96,400                                |  |
| Glendive, Mont.<br>Grand Junction, Colo.       | • • • • • •               | 7,403<br>38,593            |                    | 6,403               | Odessa-Midland, Tex.<br>Oklahoma City, Okla.                  | 55,825             | 129,457             | 53,125                    | 120,957                               |  |
| Grand Rapids-Kalamazoo, Mich.                  | 255,901                   | 431,649                    | 248,101            | 34,893<br>418,149   | Omaha, Neb.   | 192,050<br>208,868 | 405,137<br>342,834  | 182,050<br>199,268        | 378,237<br>325,134                    |  |
| Great Falls, Mont.                             | 25,723                    | 65,880                     | 24,523             | 60,480              | Orlando-Daytona Beach, Fla.                                   | 120,320            | 360,754             | 113,620                   | 336,354                               |  |
| Green Bay, Wis.                                | 36,523                    | 342,349                    | 35,923             | 332,049             | Ottumwa, Iowa   |                    | 91,912              |                           | 84,312                                |  |
| Greensboro-High Point-Winston Salem,           |                           |                            |                    |                     | Panama City, Fla.   | 22,235             | 135,544             | 20,135                    | 120,444                               |  |
| N. C.  | 174,611                   | 451,780                    | 164,411            | 419,080             | Parkersburg, W. Va.   |                    | 43,096              |                           | 23,514                                |  |
| Greenville-Spartanburg, S. CAshville,<br>N. C. | 122,978                   | 519,421                    | 114.378            | 470,521             | Pembina, N. D.<br>Peoria, III.                                | 100,240            | 25,000<br>212,481   | 96,596                    | 21,500<br>179,221                     |  |
| Greenville-Washington-New Bern, N. C.          |                           | 257,281                    |                    | 232,681             | Philadelphia, Pa.   | 2,011,015          | 2,251,225           | 1,948,415                 | 2,177,625                             |  |
| Greenwood, Miss.                               |                           | 64,603                     |                    | 43,703              | Phoenix, Ariz.  | 269,963            | 346,139             | 256,263                   | 322,039                               |  |
| Hannibal, MoQuincy, Ill.                       |                           | 155,866                    |                    | 146,366             | Pittsburgh, Pa.   | 947,647            | 1,323,714           | 920,347                   | 1,277,814                             |  |
| Harlingen-Weslaco, Tex.                        | 39,981                    | 94,156                     | 36,281             | 83, <del>9</del> 56 | Portland, Ore.  | 394,642            | 550,558             | 368,342                   | 507,158                               |  |
| Harrisburg-Lancaster-Lebanon-York, Pa. (VHF)   | 296,709                   | 473,624                    | 282,409            | 448,424             | Portland-MeMt. Washington, N. H.<br>Presque Isle, Me.         | 119,876            | 432,872<br>27,751   | 115,776                   | 414,172<br>26,151                     |  |
| Harrisburg-Lancaster-Lebanon-York, Pa.         | 230,703                   | 410,024                    | 202,403            | 440,424             | Providence, R. I.   | 549,457            | 600,455             | 533,457                   | 582,155                               |  |
| (UHF)  | 195,515                   | 227,581                    | 161,660            | 188,751             | Raleigh-Durham, N. C.   | 124,694            | 415,134             | 115,694                   | 376,534                               |  |
| Harrisonburg, Va.                              |                           | 67,017                     |                    | 60,717              | Rapid City, S. D.   |                    | 69,465              |                           | 62,865                                |  |
| Hartford-New Haven-New Britain, Conn.          | 900 410                   | 000 500                    | 777 616            | 000 000             | Reno, Nev.  | 38,088             | 70,311              | 35,688                    | 64,411                                |  |
| (VHF)<br>Hartford-New Haven-New Britain, Conn. | 806,410                   | 868,503                    | 777,610            | 836,203             | Richmond, Va.<br>Riverton, Wyo.                               | 148,428            | 322,282             | 140,128                   | 295,482<br>15.442                     |  |
| (UHF)  | 278,533                   | 278,533                    | 234,870            | 234,870             | Roanoke-Lynchburg, Va.  | 87,692             | 16,942<br>352,365   | 82,192                    | 15,442<br>320, <b>965</b>             |  |
| Hastings-Kearney, Neb.                         |                           | 174,199                    |                    | 160,099             | Rochester, N. Y.  | 233,130            | 313,341             | 226,230                   | 303,541                               |  |
| Hattlesburg-Laurel, Miss.                      |                           | 81,163                     |                    | 66,563              | Rockford, Ill. (VHF)  | 76,927             | 192,252             | 74,527                    | 185,752                               |  |
| Hays, Kan.                                     |                           | 52,224                     |                    | 47,324              | Rackford, III (UHF)   | 76,927             | 140,280             | 69,944                    | 117,687                               |  |
| Helena, Mont.<br>Honolulu, Hawaii              | 138,982                   | 9,721<br>172,856           | 127 702            | 8,821<br>153,756    | Roseburg, Ore.<br>Roswell, N. M.                              |                    | 22,160              |                           | 20,160                                |  |
| Houston, Tex.                                  | 538,281                   | 619,701                    | 127,782<br>505,281 | 575,101             | Sacramento-Stockton, Calif.                                   | 416,994            | 72,869<br>578,125   | 392,994                   | 68,269<br>539,725                     |  |
| Huntsville, Ala.                               | 64,300                    | 127,432                    | 53,501             | 94,494              | Saginaw-Bay City-Flint, Mich. (VHF)                           | 305,832            | 440,514             | 298,432                   | 427,914                               |  |
| Idaho Falis, Idaho                             |                           | 70,898                     |                    | 66,798              | Saginaw-Bay City-Flint, Mich. (UHF)                           | 88,752             | 100,770             | 58,890                    | 65,280                                |  |
| Indianapolis, Ind.                             | 430,866                   | 753,960                    | 418,366            | 728,760             | St. Joseph, Mo.   | 30,118             | 112,421             | 28,018                    | 102,721                               |  |
| Jackson, Miss.<br>Jackson, Tenn.               | 68,770                    | 358,820<br>66,827          | 61,170             | 287,320<br>55,627   | St. Louis, Mo.  | 696,521            | 889,741             | 661,921                   | 840,641                               |  |
| Jacksonville, Fla.                             | 149,812                   | 300,577                    | 141,712            | 274,977             | Salinas-Monterey, Calif.<br>Salisbury, Md.                    | 43,206             | 184,733<br>62,208   | 40,106                    | 170,433<br>40,879                     |  |
| Johnstown-Altoona, Pa.                         | 223,942                   | 473,242                    | 217,142            | 453,342             | Salt Lake City, Utah  | 213,475            | 332,597             | 205,775                   | 313,097                               |  |
| Jonesboro, Ark.                                |                           | 67,006                     |                    | 58,206              | San Angelo, Tex.  | 21,039             | 34,148              | 19,539                    | 30,748                                |  |
| Joplin, MoPittsburg, Kan.                      | 450.400                   | 167,036                    | 40.4.000           | 152,236             | San Antonio, Tex. (VHF)                                       | 292,190            | 407,291             | 270,490                   | 366,991                               |  |
| Kansas City, Mo.<br>Klamath Falls, Ore.        | 458,420                   | 685,745<br>32,245          | 434,220            | 641,645<br>29,145   | San Antonio, Tex. (UHF) San Diego, Calif.                     | 377,105            | 3,709<br>377,105    | 257.005                   | 1,179                                 |  |
| Knoxville, Tenn. (VHF)                         | 115,152                   | 306,468                    | 104,452            | 256,568             | San Francisco, Calif.   | 1,341,657          | 1,504,211           | 357,005<br>1,253,457      | 357 <b>,005</b><br>1,401 <b>,</b> 211 |  |
| Knoxville, Tenn. (UHF)                         | 115,152                   | 115,152                    | 49,065             | 49,065              | San Jose, Calif.  | 253,936            | 357,162             | 241,136                   | 336,562                               |  |
| La Crosse, Wis.                                |                           | 155,484                    |                    | 146,684             | Santa Barbara, Calif.   | 76,601             | 109,390             | 70,901                    | 100,890                               |  |
| Lafayette, Ind.                                | 70.047                    | 35,493                     |                    | 15,201              | Savannah, Ga.   | 61,668             | 129,094             | 57,5 <b>6</b> 8           | 115,994                               |  |
| Lafayette, La.<br>Lake Charles, La.            | 72,347<br>46,700          | 233,147<br>73,433          | 67,647<br>43,800   | 211,247<br>66,833   | Seattle-Tacoma, Wash.<br>Selma, Ala.                          | 505,636            | 670,458<br>15,006   | 474,536                   | 626,458<br>11,606                     |  |
| Lansing, Mich.                                 | 245,961                   | 376,182                    | 240,061            | 366,782             | Shreveport, La.   | 121,899            | 333,034             | 112,599                   | 296,034                               |  |
| Laredo, Tex.                                   | 16,433                    | 17,536                     | 14,433             | 15,136              | Sioux City, Iowa  | 37,939             | 171,587             | 36,239                    | 159,787                               |  |
| Las Vegas, Nev.                                | 85,696                    | 94,205                     | 81,796             | 89,205              | Sioux Falls, S. D.  | 29,569             | 256,598             | 28,669                    | 236,298                               |  |
| Lexington, Ky.                                 | 44,804                    | 157,500                    | 40,404             | 109,594             | South Bend-Elkhart, Ind.                                      | 83,983             | 222,885             | 81,483                    | 182,805                               |  |
| Lima, Ohio<br>Lincoln, Neb.                    | 32,569<br>55,2 <b>0</b> 4 | 51,193<br>231,091          | 29,706<br>52,504   | 42,174<br>214,191   | Spokane, Wash.<br>Springfield, Mo.                            | 95,821<br>44,335   | 332,443<br>173,163  | 89,921<br>41,835          | 306,243<br>151,663                    |  |
| Little Rock, Ark.                              | 119,285                   | 315,657                    | 110,085            | 280,557             | Springfield-Holyoke, Mass.                                    | 188,845            | 206,163             | 169,607                   | 182,663                               |  |
| Los Angeles, Calif.                            | 3,128,364                 | 3,152,900                  | 2,966,964          | 2,988,000           | Syracuse, N. Y.   | 295,798            | 547,395             | 287,198                   | 526,595                               |  |
| Louisville, Ky. (VHF)                          | 227,377                   | 434,507                    | 215,077            | 399,807             | Tallahassee, FlaThomasville, Ga.                              | 47,721             | 185,995             | 43,421                    | 161,695                               |  |
| Louisville, Ky. (UHF)<br>Lubbock, Tex.         | 227,377<br>54,036         | 233,743<br>127,228         | 138,198            | 140,107             | Tampa-St. Petersburg, Fla. (VHF)                              | 322,549            | 530,397             | 303,549                   | 495,697                               |  |
| Lufkin, Tex.                                   | 54,036                    | 39,624                     | 51,136             | 119,328<br>33,924   | Tampa-St. Petersburg, Fla. (UHF) Terre Haute, Ind.            | 322,549<br>55,218  | 404,475<br>156,145  | 228,444<br>53,218         | 264,093<br>148,545                    |  |
| Macon, Ga.                                     | 59,070                    | 128,915                    | 55,070             | 114,315             | Toledo, Ohio  | 201,280            | 423,175             | 196,080                   | 411,075                               |  |
| Madison, Wis. (VHF)                            | 71,224                    | 246,155                    | 68,024             | 235,455             | Topeka, Kan.  | 49,095             | 133,173             | 46,595                    | 122,373                               |  |
| Madison, Wis. (UHF)                            | 71,224                    | 166,883                    | 65,303             | 133,955             | Tucson, Ariz.   | 99,254             | 131,804             | 94,154                    | 122,304                               |  |
| Manchester, N. H.<br>Mankato, Minn.            | 114,791                   | 208,026<br>123,211         | 111,091            | 199,826<br>112,311  | Tulsa, Okla.<br>Tupelo, Miss.                                 | 160,321            | 360,686<br>62,930   | 152,321                   | 333,486<br>49,930                     |  |
| Marion, Ind.                                   |                           | 23,360                     |                    | 15,048              | Twin Falls, Idaho   |                    | 31,433              |                           | 29,933                                |  |
| Marquette, Mich.                               |                           | 62,548                     |                    | 59,348              | Tyler, Tex.   | 28,775             | 122,223             | 26,275                    | 109,123                               |  |
| Medford, Ore.                                  |                           | 63,841                     |                    | 58,541              | Utica-Rome, N. Y.   | 108,858            | 152,273             | 105,458                   | 146,873                               |  |
| Memphis, Tenn.<br>Meridian, Miss.              | 217,529                   | 592,983<br>130,478         | 196,529            | 498,483<br>103,778  | Waco-Temple, Tex.   | 50,126             | 181,797             | 46,826                    | 162,997                               |  |
| Meridian, Miss.<br>Miami, Fla.                 | 627,435                   | 689,661                    | 592,235            | 103,778<br>647,061  | Washington, D. C.<br>Watertown-Carthage, N. Y.                | 804,850            | 1,156,722<br>66,469 | 770,750                   | 1,097,522<br>64,0 <b>6</b> 9          |  |
| Milwaukee, Wis. (VHF)                          | 483,365                   | 596,699                    | 471,465            | 581,399             | Wausau, Wis.  |                    | 137,338             |                           | 131,538                               |  |
| Milwaukee, Wls. (UHF)                          | 12,381                    | 12,381                     | 4,349              | 4,349               | West Palm Beach, Fla.   | 242,860            | 281,107             | 229,560                   | 264,007                               |  |
| Minneapolis-St. Paul, Minn.                    | 480,180                   | 786,027                    | 459,980            | 744,627             | Wheeling, W. VaSteubenville, Ohio                             | 232,966            | 378,468             | 226,266                   | 363,268                               |  |
| Minot, N. D.                                   |                           | 41,869                     |                    | 38,369              | Wichita, Kan.   | 128,323            | 399,468             | 122,223                   | 371,168                               |  |
| Missoula, Mont.<br>Mitchell, S. D.             |                           | 39,869<br>36,612           |                    | 36,269<br>32,912    | Wichita Falls, TexLawton, Okla.<br>Wilkes-Barre-Scranton, Pa. | 70,939<br>177,406  | 161,347<br>328,413  | 67,739<br>168,021         | 151,047<br>282,939                    |  |
| Mobile, AlaPensacola, Fla.                     | 174,743                   | 310,278                    | 161,243            | 276,878             | Wilmington, N. C.   | 40,188             | 190,414             | 37,188                    | 171,214                               |  |
| Monroe, LaEl Dorado, Ark.                      | 32,841                    | 180,395                    | 30,641             | 152,695             | Yakima, Wash.   |                    | 122,710             |                           | 105,296                               |  |
| Montgomery, Ala. (VHF)                         | 58,741                    | 196,755                    | 50,941             | 158,855             | Youngstown, Ohio  | 156,919            | 228,154             | 132,462                   | 186,584                               |  |
| Montgomery, Ala. (UHF)                         | 58,741                    | 66,947                     | 46,611             | 51,475              | Yuma, ArizEl Centro, Calif.                                   |                    | 36,641              |                           | 32,641                                |  |
| Nashville, Tenn.                               | 205,271                   | 534,834                    | 187,371            | 468,534             | Zanesville, Ohio  | *****              | 27,327              |                           | 20,520                                |  |



Look what came out Fcc Chairman E. William Henry may be of the Batcave remembered not for his administrative talents, which are considerable, or for his leadership in the making of policies that have given the agency under his incumbency a style all its own. E. William Henry may go down in regulatory history as the FCC chairman who dressed up in a Batman suit to perform at a charity ball.

> That is too bad. Henry has really made a larger contribution.

> It is true that Henry and his goodlooking wife are two of the most energetic members of Washington's somewhat toned-down version of the jet set, but it is also true that Henry has earnestly applied himself to his job. He has certainly been a better administrator than his more celebrated predecessor, Newton Minow, who rose to fame on one lucky figure of speech.

> But publicity, as Henry is finding out, can be a tricky business. In no time after his photograph in the Batman costume began appearing in newspapers and magazines he acquired a whole new public character. When he showed up wearing a business suit at a Washington reception, someone observed: "Henry's out of uniform." A few days later, when he advised an office caller that he had been invited to Yale to make a speech, he was asked: "What are you going as?

> By now Henry must fervently wish that ABC-TV had succeeded with its original 1965-66 schedule. In this one instance Television will forgive him if he edges toward program censorship.

There must be THE three television networks outraged a middle way a good many of their regular viewers in TV news when they chose to cancel normal programing on the night of March 16 and cover the aborted flight of Gemini 8. All three were swamped with protests at the disappearance of such shows as The Virginian, a Bob Hope special and Lost in Space and the interruption of Batman by reports on the astronauts' peril.

A television audience that prefers a fictional treatment of space travel to the real thing-especially to a real thing involving real danger—seems by this publication's standards to be pretty sick. Still, that is the audience that is out there, or at least some part of it, and its tastes cannot be dismissed by a mass medium as massive as television.

Here is one of the ingredients in the dilemma that always faces television management when confronted by a choice between programing to satisfy addicts and programing to stimulate minds. The decision becomes especially difficult in an emergency such as that represented by the troubles of Gemini 8.

The decision to scrap the March 16 nighttime schedule was made while there was grave uncertainty about the fate of a spacecraft that had apparently gone out of control. In such circumstances the natural inclination of any journalist would be to turn his attention to the Gemini information center to the exclusion of everything else. What no one could have anticipated at the time was that very little hard information was to come for the rest of the night. During the whole long period of coverage there were about three bits of real news: the restoration of control over the capsule, the firing of the retro-rockets and the sighting of the craft after splash-down. The rest of the program was little more than a stage wait, although all three news departments did what they could to fill the time with background reports of a general nature.

In retrospect it was evident that the night of Gemini 8 could have been fully covered by occasional live cut-ins and now and then a lettered bulletin supered on the screen. That way the habitual viewers could have had their favorites, and persons with an interest in the real world could have been given all the news there was to give.

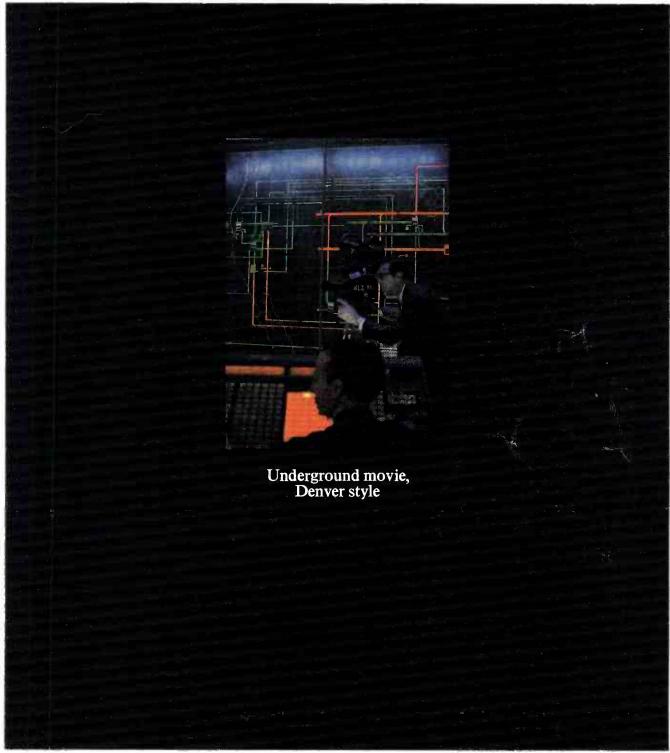
Granted that television is an enormous and intricate system. There must be means of turning on its news function without drowning everything else, unless the subject of the news coverage is a development of extraordinary significance that by its nature requires comprehensive treatment.

At this stage of television evolution, one of the system's most pressing needs is the development of flexibility in the production and scheduling of news.

THE Federal Trade Commission has been New target: rebuffed in attempts to disqualify mer- volume discounts gers on the grounds that television discounts can accord anticompetitive advantages to large advertisers. The U.S. Sixth Circuit Court of Appeals reversed an FTC order that would require Procter & Gamble to divest itself of the Clorox Co. One of the main reasons that the FTC gave for its action was that, by drawing on P&G's eligibility for maximum television discounts, Clorox could increase its dominance among bleaches.

A number of smaller companies than P&G are disappointed by the court's ruling. Several of them are known to have been doing what they could to drum up congressional interest in their own problems. A hearing on TV discounts in the Senate Antimonopoly Subcommittee is probable.

Why television has been singled out for special attention in the granting of advertising discounts is something of a mystery. The principle of offering discounts as an inducement to volume purchases was established long before television came along. If there is to be a Senate investigation of the subject, let it put the whole discount principle to the test.



The North American Air Defense Command—NORAD—has its nerve center 1,400 feet under Cheyenne Mountain near Denver. Time-Life Broadcast's KLZ-TV cameraman Rolly Dalquist (above) and producer Carl Sisskind

filmed a half-hour-long color documentary there, "Ace In The Hole."

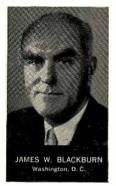
Variety called it "... a first-rate achievement, suitable for national viewing."

That's an accolade for which we strive at

all the Time-Life Broadcast stations. Both by choice of subject matter and standards of production, we try to expand the horizons of our audiences and our own people. That's part of a group broadcaster's job.



KERO-TV Bakersfield KLZ-TV-AM/FM Denver WOOD-TV-AM/FM Grand Rapids WFBM-TV-AM/FM Indianapolis KOGO-TV-AM/FM San Diego











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