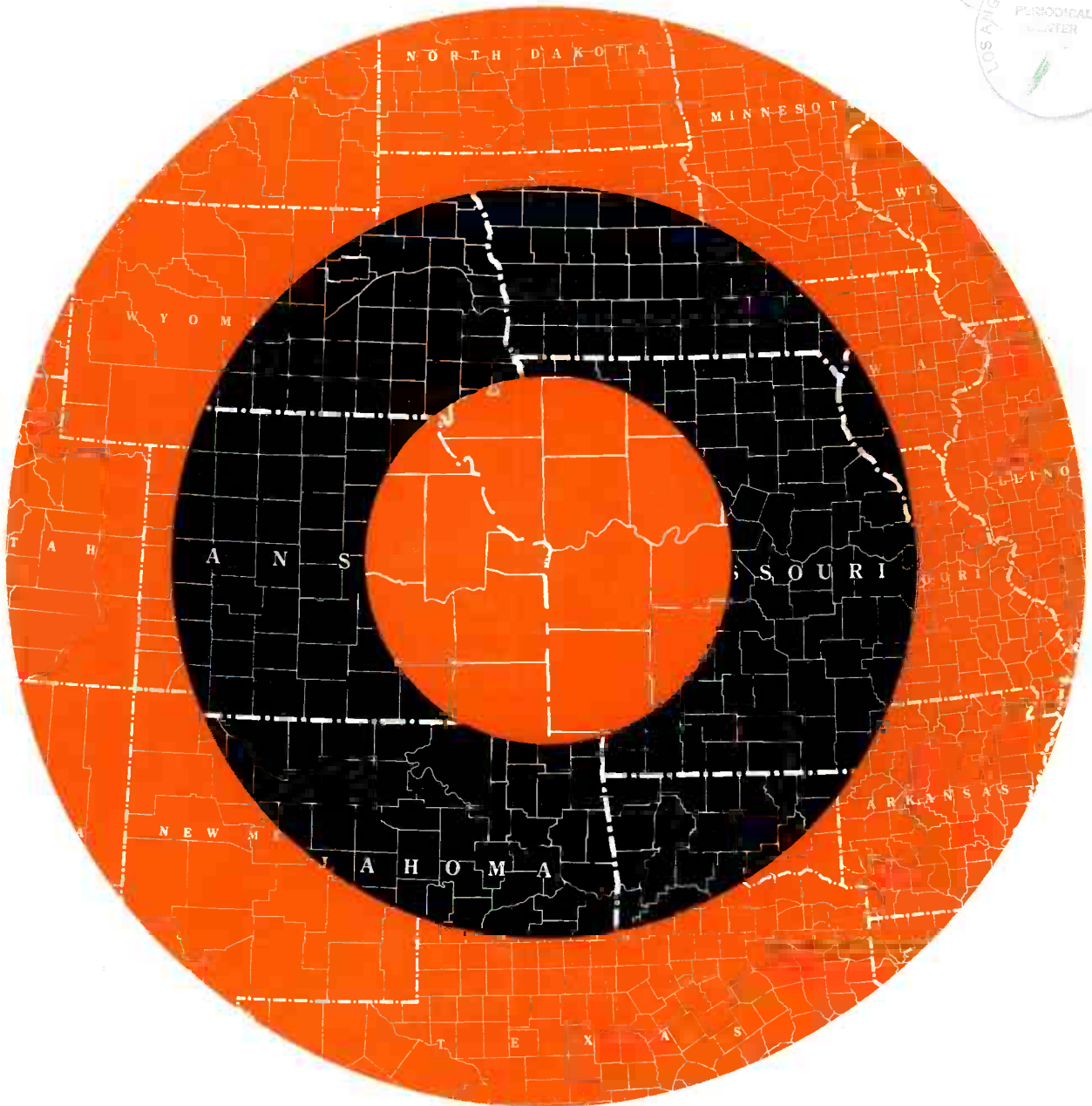


April 1967 Vol. XXIV No. 4 One Dollar

TELEVISION

TARGETING IN ON U.S. TELEVISION MARKETS



**TELEVISION MAGAZINE'S 1967 MARKETBOOK:
THREE WAYS OF LOOKING AT AN AREA**

Have
been
thinking
about
signing
a petition

Sure you'll sign. Just so long as it doesn't cost you any money, get you in trouble, or get you involved. You'll sign a petition to increase parking facilities at the train station or to keep the public libraries open on holidays or one that demands a traffic signal at a corner near your home. And you know what? There are lots of people who won't even do that.

Signing petitions is an old American custom... actually the oldest. The Declaration of Independence was a petition. What would have happened if everyone backed away from that? So, think a little about what is important to you. Let people know where you stand. Get involved. You should be proud to write your name on something you believe in. Maybe someday someone will name an insurance company after you.

We are proud of our names.

We sign them to everything we do. And we do get involved. In our communities, in our country and in our world. We do take sides in important issues. We report them, we editorialize about them and sometimes because there are people who get involved and write letters and sign petitions and talk to other people, things happen. Not every time, but if more people didn't turn off their minds after they turned off their sets, maybe more things would happen.

Pick a subject and start a petition!

- A security guard for your apartment building.
- More buses on your busline.
- Tough smog control rules for every city.
- Eye examinations for drivers over 65.
- A code of ethics for Congress.

ABC
Owned
Television
Stations



WABC-TV, New York
WBKB-TV, Chicago
WXYZ-TV, Detroit
KABC-TV, Los Angeles
KGO-TV, San Francisco

How would you like to have this guy's success with women?

In the past year, The Merv Griffin Show has nearly tripled its number of stations. Merv is now seen and loved in more than 80 major markets.

How does he rate with females? In Chicago for instance (with four VHF stations) Merv gets a 55% share of total women. And nearly that number of their jealous husbands. He has an impressive track record in markets large and

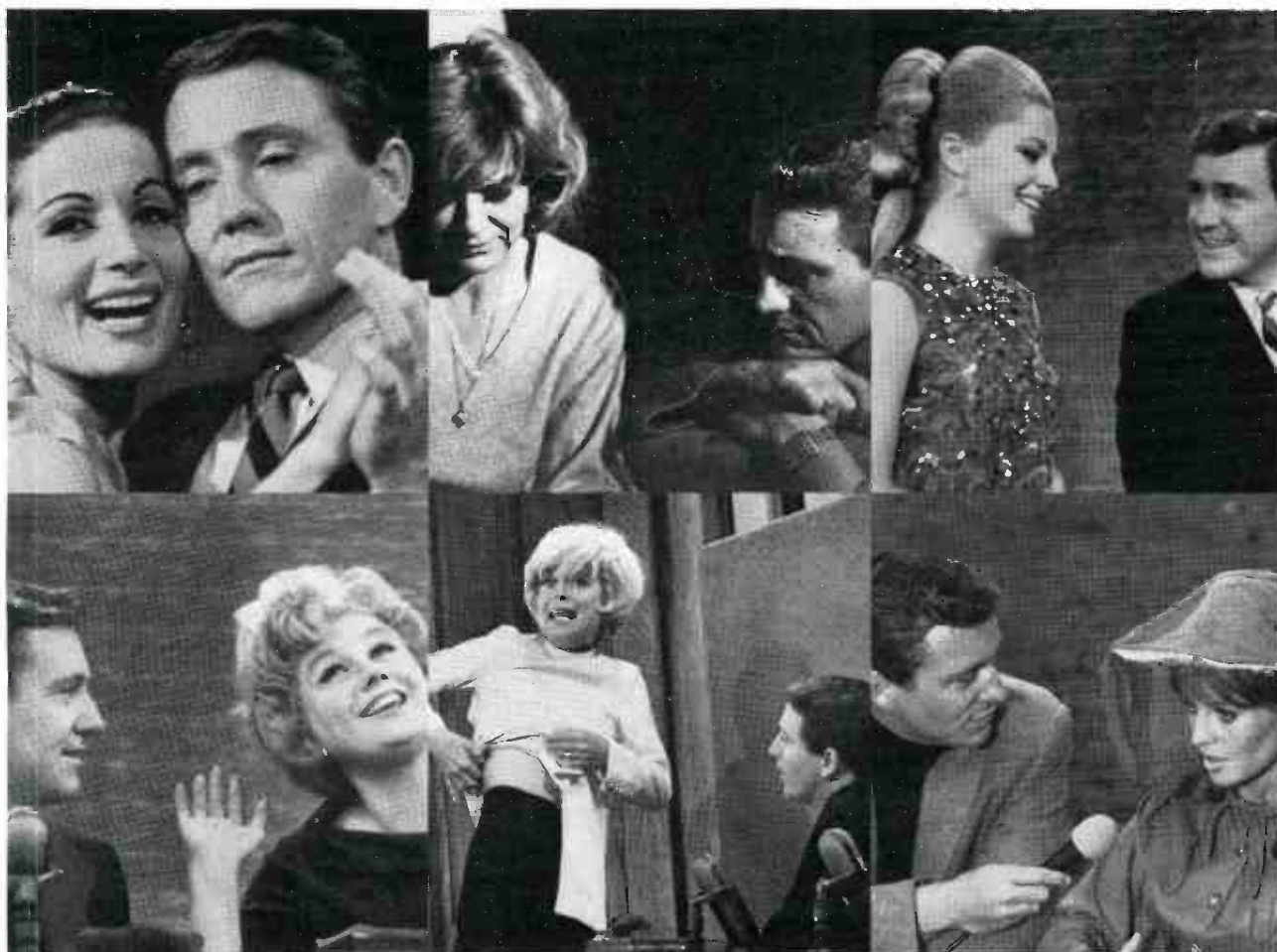
small throughout the country.

With his witty companion Arthur Treacher, Merv packs 60 to 90 minutes with fun and games and exciting guests. And because he's such a good sport and a great host, everybody wants to get into the act. (Somebody once said that the only people not watching The Merv Griffin Show are the celebrities on the Merv Griffin Show.)

If you'd like to increase your success with women, or you'd just like to have a track record like Merv's working for you, call the man from WBC. He'll arrange everything.

WBC PROGRAM SALES, INC.

240 West 44 Street, N.Y., N.Y. (212) 736-6300.
During the NAB, visit Suite 2500, Conrad Hilton Hotel.



Nielsen - November 1966 share of women viewers 4-5 pm. The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

April: a shower of specials on CBS

"It never rains, but it pours" is more than folklore. It aptly describes the abundance of special broadcasts on the CBS Television Network. More this season than ever before. More this coming April than in any month in the network's history.

April on CBS will bring eight entertainment specials and a remarkably diverse array of talents: from Leonard Bernstein to Charlie Brown, and including Herb Alpert, Sid Caesar, Lee J. Cobb, Imogene Coca, Mildred Dunnock, Dick Van Dyke, Howard Morris, Carl Reiner, and Frank Sinatra.

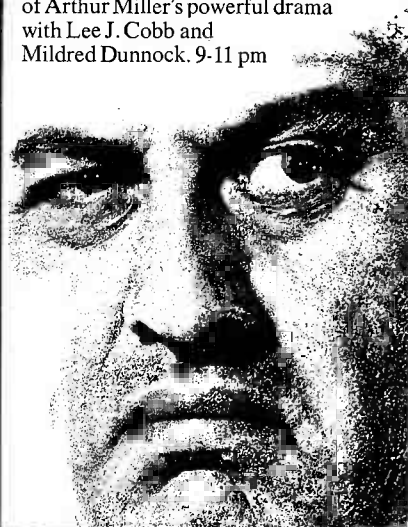
For living-room athletes the network presents four major sports events in nine separate broadcasts—climactic occasions in golf and hockey and the premiere broadcast of the new National Professional Soccer League.

CBS News, to date, has scheduled several special broadcasts for April—in science, politics, and music—and will stand by to report more history-in-the-making.

Whatever the weather, you can be certain that April will offer you more than 20 occasions of special enjoyment and information in color on the CBS Television Network.

Sunday, April 2 Death of a Salesman

Encore performance of Arthur Miller's powerful drama with Lee J. Cobb and Mildred Dunnock. 9-11 pm

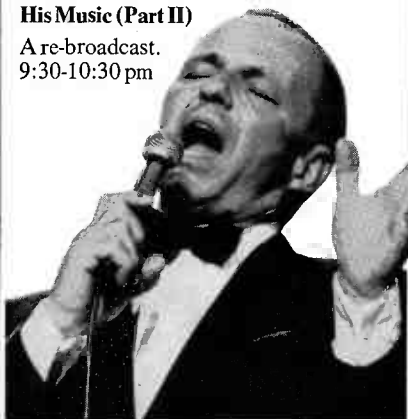


Wednesday, April 5 The Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris Special

Starring the four famous troupers. 8:30-9:30 pm

Monday, April 3 Frank Sinatra: A Man and His Music (Part II)

A re-broadcast. 9:30-10:30 pm



Saturday-Sunday, April 8, 9 The Masters Golf Tournament

Live from Augusta, Georgia. Saturday 5-6 pm; Sunday 4-5:30 pm

Tuesday, April 4 National Science Test

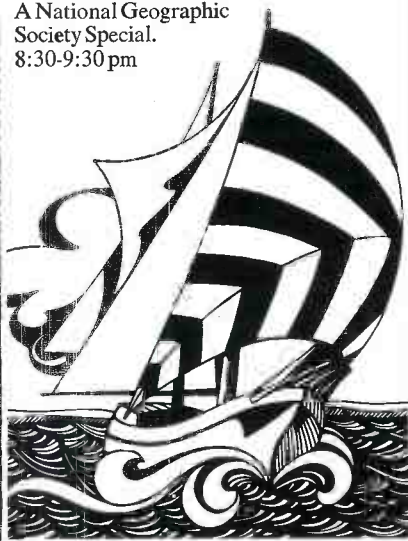
Questions about the principles behind such everyday things as a child's swing. 10-11 pm



Saturdays, April 8, 15, 22, 29 The NHL Stanley Cup Playoffs

The professional hockey championship. 1:30-4 pm (2-4:30 pm on April 29)

Saturday, April 8
Yankee Sails Across Europe
 A National Geographic Society Special.
 8:30-9:30 pm

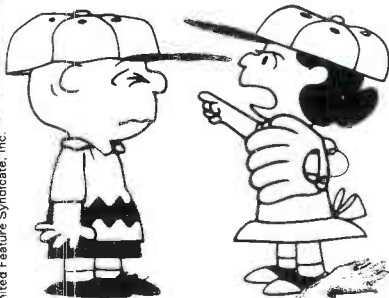
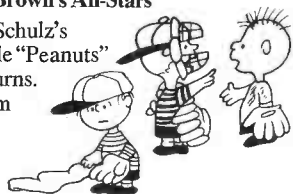


Tuesday, April 11
Morley Safer's Vietnam
 Impressions of the war-torn country by an award-winning CBS News correspondent.
 10-11 pm

Wednesday, April 19
Young People's Concert: Alumni Reunion
 Leonard Bernstein and three distinguished soloists.
 7:30-8:30 pm



Monday, April 10
Charlie Brown's All-Stars
 Charles Schulz's inimitable "Peanuts" gang returns.
 8:30-9 pm



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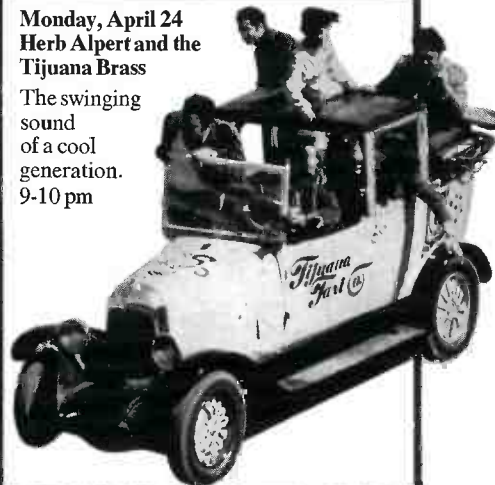


Wednesday-Friday, April 12-14
The President's Visit to Punta del Este
 CBS News presents comprehensive coverage of President Johnson's scheduled trip to South America.

Saturday-Sunday, April 22, 23
Finals of The CBS Golf Classic
 Two pairs of swingers compete for a \$50,000 stake.
 4-5:30 pm



Monday, April 24
Herb Alpert and the Tijuana Brass
 The swinging sound of a cool generation.
 9-10 pm



Sunday, April 16
National Professional Soccer League
 Premiere broadcast of the new league: Atlanta Chiefs vs. Baltimore Bays.
 2:30-4:30 pm



Tuesday, April 11
Dick Van Dyke
 His first comedy-variety special.
 8:30-9:30 pm

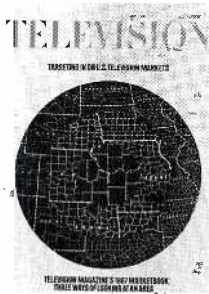


Tuesday, April 25
The Rock Revolution
 Leonard Bernstein appraises popular contemporary music. 10-11 pm



ALL TIMES CNYT

TELEVISION



COVER: TELEVISION Magazine presents its annual Marketbook Supplement, and the 1967 version differs from the past as it presents each market under three basic cutoff formulas: 25%, 50% and total ARB market area. In addition the top-100 markets are ranked by the 25% and 50% formulas. The marketbook begins on...

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WASHINGTON

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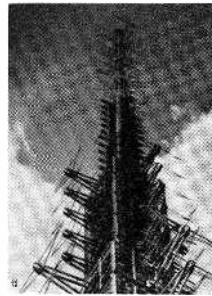
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DO TV SIGNALS DEFINE MARKETS?

Many advertisers have revamped their distribution patterns to comply with the size and shape of their television advertising coverage. Why they have, why others haven't and the results.

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SOME OF THE BEST ARE MISSING

This girl is naked above the waist, and chances are the motion-picture in which she appears will never be seen on the home screen.

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THE ECONOMICS OF SPORTS

Is the crest in sight for constantly escalating rights costs for TV sports? When will advertisers reach the point of no return on costs-per-thousand?

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**“My husband
just called me from
Mexico City”**



**“Your husband
must have
a very loud voice”**

Cantinflas stars with Dan Dailey, Shirley Jones, and a galaxy of guest stars (Joey Bishop, Bing Crosby, Sammy Davis, Janet Leigh, Jack Lemmon, Kim Novak, and Frank Sinatra, among others) in George Sidney's delightful color musical, "Pepe". One of Screen Gems' Post-1960 Feature Films for Television, Volume II.  Screen Gems



Peter
Jennings
with the
News





**Every day
GE live-color
cameras
bring you history
in the making.**

**ABC-Television selects
General Electric PE-250's
for network news programming.**

When ABC-TV brings you the news, Peter Jennings reports it with the perception, depth and historical perspective that come only from first-hand experience. And General Electric PE-250's report it with the color, detail and brilliance that come only from the finest live-color camera in television.

No single feature makes the PE-250 best. But a unique combination of advanced design and operating characteristics does. Its four lead oxide pickup tubes, for example. A separate luminance channel. All-solid-state plug-in circuitry. Easily accessible components. Compact size and light weight—less than 160 pounds, fully operational. And it costs you less, too.

This winning combination is the reason why General Electric PE-250 live-color cameras are used by ABC-TV News in New York, Washington and Chicago. And by leading group and independent stations throughout the U. S. and Canada.

But see for yourself. Watch Peter Jennings report history in the making—in color. General Electric Company, Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE-42

GENERAL  ELECTRIC

Don't lose nine counties.

Buy WHIO-TV



AVERAGE DAILY CIRCULATION

	WHIO-TV	STATION B	WHIO-TV Advantage
TOTAL WEEK	376,900	321,400	+ 55,500
DAYTIME	242,300	178,800	+ 63,500
EARLY EVENING	207,200	156,800	+ 50,400
PRIME TIME	247,500	220,600	+ 26,900
LATE EVENING	80,700	68,200	+ 12,500
STATION CIRCULATION	42 counties	33 counties	+ 9 counties

Source: ARB Comprehensive Report of TV Circulation. The figures quoted are estimates and subject to the standard deviations inherent in the survey.



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOO AM-FM, Miami; KTVU, San Francisco-Oakland; WJIC TV, Pittsburgh

FOCUS ON FINANCE

Manufacturing shares drop but all others climb

PROGRAM suppliers led in market advances from mid-February through mid-March, according to the TELEVISION Index. Prices of programing shares rose an average 11.3% during the period. The greatest increase was registered by Four Star Television, up 61%, followed by Walter Reade, 28%, and Filmways, 17%.

Of all the television and related stocks, only manufacturing shares took the downward path, falling 7% during the period under review. Off by the biggest margins were Admiral Corp., down 22%; National Video, 21%, and Motorola Inc., 20%.

Admiral's shares apparently were depressed by the report that the corporation's fourth-quarter 1966 profit fell 63% from fourth-quarter 1965, although full-year earnings rose 53% to the second highest figure on record.

Admiral said a profit decline is expected to continue through the first half of this year, but earning improvements in the second half are expected to boost profits for the entire year ahead of last year.

Contributing to the final quarter earnings decrease at Admiral was a three-week strike at the company's appliance manufacturing subsidiary in Galesburg, Ill.; delays in production of smaller color-TV tubes, which limited variety of models, and heavy losses in the operations of the government electronics division.

Fourth-quarter profit was \$1,038,178, a sharp drop from \$2,774,435 the year previous. However, profit for the whole year was \$10,061,963, or \$1.98 a share, up from \$6,531,146, or \$1.29 a share adjusted for a two-for-one stock split in 1965.

Motorola also had an indicated earnings decline in fourth-quarter 1966, although net income for the entire year rose 3.5% from the previous year. In 1966 Motorola earned a record \$32,952,843, or \$5.40 a share, up from \$31,838,678, or \$5.23 a share, in 1965. But indicated fourth-quarter earnings fell 23.9% to \$9,131,583 from \$11,993,527 a year earlier.

Both Admiral and Motorola said color television played a major role in boosting sales in 1966 to record highs.

The share price of RCA, a manufac-

THE TELEVISION MAGAZINE INDEX

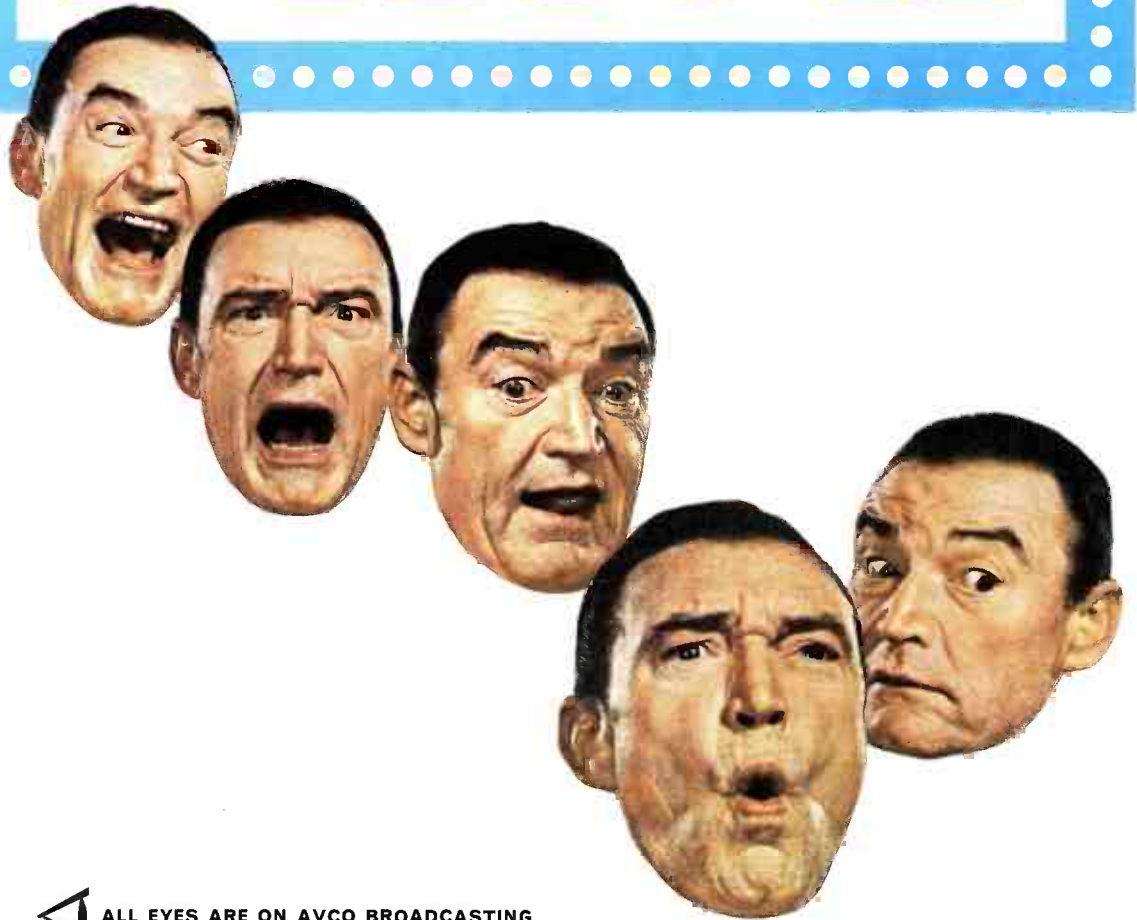
to 69 television-associated stocks

	Ex- change	Clos- ing March 13	Clos- ing Feb. 13	Change From Feb. 13 Points	1966-67 High- Lows	Approx. Shares Out (000)	Total Market Capital- ization (000)
TELEVISION							
ABC	N	75	78 $\frac{1}{8}$	-3 $\frac{1}{8}$	- 5 94-62	4,682	\$351,200
CBS	N	72 $\frac{5}{8}$	67	+5 $\frac{5}{8}$	+ 8 76-42	20,631	1,498,300
Capital Cities	N	41 $\frac{1}{4}$	39	+5 $\frac{1}{4}$	+13 47-23	2,746	121,500
Cox Broadcasting	N	48	42 $\frac{7}{8}$	+5 $\frac{1}{8}$	+12 49-28	2,656	127,500
Gross Telecasting	O	30 $\frac{1}{2}$	28 $\frac{3}{4}$	+1 $\frac{1}{4}$	+ 6 33-24	400	12,200
Metromedia	N	50 $\frac{3}{4}$	50 $\frac{1}{8}$	+ $\frac{5}{8}$	+ 1 56-25	2,157	109,500
Reeves Broadcasting	A	8 $\frac{3}{8}$	6 $\frac{5}{8}$	+ $\frac{3}{4}$	+11 8- 4	1,807	13,300
Scripps-Howard	O	32	30 $\frac{1}{2}$	+1 $\frac{1}{2}$	+ 5 35-23	2,589	82,800
Subscription TV	O	2 $\frac{1}{2}$	2	+ $\frac{1}{2}$	+25 5- 1	3,029	7,600
Taft	N	42 $\frac{3}{8}$	39 $\frac{1}{2}$	+2 $\frac{1}{2}$	+ 7 44-19	3,358	142,300
Wometco	N	28 $\frac{1}{4}$	28 $\frac{1}{2}$	- $\frac{1}{4}$	- 1 30-18	2,223	62,800
Total						46,278	\$2,529,000
CATV							
Ameco	A	11 $\frac{1}{8}$	10 $\frac{3}{4}$	+ $\frac{3}{8}$	+ 3 38- 7	1,200	13,400
Entron Inc.	O	5 $\frac{3}{4}$	6 $\frac{3}{8}$	- $\frac{5}{8}$	-10 15- 4	617	3,500
HB&B American	A	7	5 $\frac{3}{8}$	+1 $\frac{1}{8}$	+30 9- 4	2,587	18,100
Jervold Corp.	O	28 $\frac{1}{8}$	25 $\frac{3}{8}$	+2 $\frac{1}{2}$	+10 29-15	2,199	61,800
Teleprompter	A	18 $\frac{3}{4}$	17 $\frac{1}{2}$	+1 $\frac{1}{4}$	+ 7 29-11	822	15,400
Viking Industries	A	12 $\frac{5}{8}$	15	-2 $\frac{3}{8}$	-16 17-12	1,289	16,300
Total						8,714	\$128,500
TELEVISION WITH OTHER MAJOR INTERESTS							
Avco	N	38 $\frac{3}{4}$	31	+7	+23 39-20	13,841	536,300
Bartell Media Corp.	A	5 $\frac{1}{4}$	5 $\frac{5}{8}$	- $\frac{3}{8}$	- 7 7- 4	1,985	10,400
Boston Herald-Traveler	O	71	70	+1	+ 1 79-54	540	38,300
Broadcast Industries	O	25 $\frac{1}{2}$	23 $\frac{1}{2}$	+ $\frac{1}{4}$	+11 7- 2	632	1,700
Cluis-Craft	N	31 $\frac{3}{8}$	29 $\frac{3}{4}$	+1 $\frac{1}{8}$	+ 5 33-14	1,663	52,200
Cowles Communications	N	18 $\frac{1}{4}$	16 $\frac{1}{2}$	+1 $\frac{1}{4}$	+11 20-13	2,944	53,700
Fuqua Industries	N	35 $\frac{1}{2}$	38	-2 $\frac{1}{2}$	- 7 38-12	706	25,100
General Tire	N	32	37 $\frac{1}{2}$	-5 $\frac{1}{2}$	-15 38-28	16,719	535,000
Meredith Publishing	N	29 $\frac{3}{8}$	30 $\frac{1}{8}$	-1 $\frac{1}{2}$	- 5 36-22	2,662	78,200
The Outlet Co.	N	18 $\frac{7}{8}$	18 $\frac{3}{8}$	+ $\frac{1}{2}$	+ 3 22-14	1,033	19,500
Rollins Inc.	A	40 $\frac{1}{4}$	37 $\frac{1}{8}$	+3 $\frac{1}{8}$	+ 8 47-18	3,087	124,300
Rust Craft Greeting	O	37	32 $\frac{1}{4}$	+4 $\frac{3}{4}$	+15 43-21	727	26,900
Storer	N	50	47 $\frac{1}{2}$	+2 $\frac{1}{2}$	+ 5 52-28	4,157	207,900
Time Inc.	N	106	96 $\frac{1}{2}$	+9 $\frac{1}{2}$	+10 109-73	6,560	695,400
Total						57,256	\$2,404,900
PROGRAMING							
Columbia Pictures	N	37	36 $\frac{3}{8}$	+ $\frac{5}{8}$	+ 2 39-23	2,015	74,600
Desilu	A	13 $\frac{3}{8}$	13 $\frac{3}{8}$	-	- 15- 7	1,047	14,300
Disney	N	86	77 $\frac{1}{4}$	+8 $\frac{3}{4}$	+11 95-41	1,998	171,800
Filmways	A	16 $\frac{3}{8}$	14	+2 $\frac{3}{8}$	+17 27-12	710	11,600
Four Star TV	O	4 $\frac{5}{8}$	2 $\frac{7}{8}$	+1 $\frac{3}{4}$	+6 6- 2	666	3,100
MCA Inc.	N	46 $\frac{5}{8}$	43 $\frac{3}{8}$	+3 $\frac{1}{4}$	+ 7 62-28	4,707	219,500
MGM	N	38	35 $\frac{3}{4}$	+2 $\frac{1}{4}$	+ 6 42-25	5,286	200,900
Screen Gems	A	22 $\frac{1}{2}$	22 $\frac{1}{4}$	- $\frac{1}{4}$	- 1 29-18	4,002	88,500
Seven Arts	A	28 $\frac{3}{8}$	27 $\frac{1}{8}$	+ $\frac{1}{2}$	+ 2 34-13	2,542	72,100
Trans-Lux	A	17 $\frac{1}{8}$	16 $\frac{1}{2}$	+1	+ 6 19-10	718	12,300
20th Century-Fox	N	43 $\frac{1}{2}$	39 $\frac{1}{2}$	+4	+10 47-25	2,886	126,600
United Artists	N	33 $\frac{3}{8}$	32	+1 $\frac{1}{8}$	+ 5 38-21	4,240	142,600
Walter Reade-Sterling	O	2 $\frac{7}{8}$	2 $\frac{1}{4}$	+ $\frac{5}{8}$	+28 3- 1	1,583	4,600
Warner Bros. Pictures	N	22 $\frac{3}{8}$	19 $\frac{3}{8}$	+3	+15 24-12	4,878	109,100
Wrather Corp.	O	3	3	-	- 7- 1	1,753	5,300
Total						39,031	\$1,256,900
SERVICE							
John Blair	O	23	22	+1	+ 5 29-15	1,029	23,700
C-E-I-R	O	14	9 $\frac{1}{2}$	+4 $\frac{1}{2}$	+47 15- 6	1,555	21,800
Comsat	N	59 $\frac{3}{8}$	54 $\frac{5}{8}$	+5	+ 9 65-35	10,000	596,300
Doyle Dane Bernbach	O	37 $\frac{1}{4}$	32 $\frac{3}{4}$	+4 $\frac{1}{2}$	+14 38-22	1,994	74,300
Foote, Cone & Belding	N	17 $\frac{1}{4}$	16	+1 $\frac{1}{4}$	+ 8 19-11	2,146	37,000
General Artists	O	6 $\frac{1}{4}$	5 $\frac{1}{2}$	+ $\frac{3}{4}$	+14 6- 3	600	3,800
Grey Advertising	O	23 $\frac{1}{2}$	23 $\frac{3}{8}$	+ $\frac{1}{2}$	+ 2 30-14	1,231	29,400
MPO Videotronics	A	8 $\frac{7}{8}$	9 $\frac{1}{8}$	-1	-10 17- 6	469	4,200
Movielab Inc.	A	16	14 $\frac{1}{8}$	+1 $\frac{7}{8}$	+13 17- 7	999	16,000
Nielsen	O	37	31 $\frac{1}{4}$	+5 $\frac{3}{4}$	+18 38-22	5,130	189,800
Ogilvy & Mather, Int.	O	12 $\frac{3}{8}$	12 $\frac{3}{8}$	-	- 23- 8	1,087	13,500
Papert, Koening, Lois	A	7 $\frac{5}{8}$	8	- $\frac{3}{8}$	- 5 14- 5	791	6,000
Total						27,031	\$1,015,800
MANUFACTURING							
Admiral Corp.	N	29	37 $\frac{1}{8}$	-8 $\frac{1}{8}$	-22 56-28	5,062	146,800
Ampex Corp.	N	30 $\frac{1}{8}$	32	-1 $\frac{1}{8}$	- 6 32-17	9,480	285,600
General Electric	N	90 $\frac{3}{8}$	87	+3 $\frac{3}{8}$	+ 4 120-80	91,068	8,230,300
Magnovox	N	38 $\frac{1}{2}$	43	-4 $\frac{1}{2}$	-10 57-38	15,400	592,900
3M	N	88	85 $\frac{3}{4}$	+2 $\frac{1}{4}$	+ 3 90-61	53,466	4,705,000
Motorola Inc.	N	102 $\frac{1}{4}$	127 $\frac{1}{2}$	-25 $\frac{1}{4}$	-20 234-90	6,097	623,400
National Video	A	32 $\frac{5}{8}$	41 $\frac{3}{8}$	-8 $\frac{3}{4}$	-21 120-33	2,761	90,100
RCA	N	49 $\frac{1}{4}$	49 $\frac{1}{8}$	+ $\frac{1}{8}$	- 62-37	59,452	2,928,000
Reeves Industries	A	3 $\frac{1}{4}$	3 $\frac{1}{4}$	-	- 5- 2	3,327	10,800
Westinghouse	N	55 $\frac{1}{2}$	52 $\frac{1}{2}$	+2 $\frac{5}{8}$	+ 5 67-40	37,571	2,085,200
Zenith Radio	N	55	61 $\frac{3}{4}$	-6 $\frac{3}{4}$	-11 88-46	18,783	1,033,100
Total						302,467	\$20,731,200
Grand Total						480,777	\$28,066,300

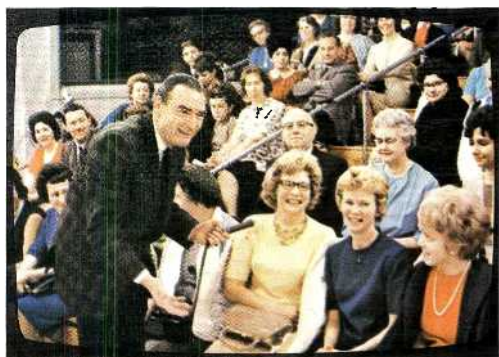
N-New York Stock Exchange
A-American Stock Exchange
O-Over The Counter

Data compiled by Roth, Gerard & Co.

PAUL DIXON



 ALL EYES ARE ON AVCO BROADCASTING



Super Salesman



The girls call him "Paul, Baby". He's a clown, a kidder, a winker, a talker. He can't sing. He can't dance. But Monday through Friday 9 A.M. to 10 A.M. he attracts, entertains and sells products to more women viewers in and around Cincinnati, Columbus, Dayton and Indianapolis than watch the nine competing TV stations combined.*

Paul Dixon is just one of many examples of why All Eyes are on Avco Broadcasting . . . where live programming is very much alive.

*NSI, Oct./Nov., 1966 Cincinnati, Columbus, Dayton and Indianapolis, average, ¼ hour audiences. Data based on services indicated and subject to qualifications of service. Available on request.

THE FORWARD LOOK



TELEVISION: WLW-T Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / WOAI-TV San Antonio / **RADIO:** WLW Cincinnati / WOAI San Antonio / WWDC Washington, D. C. / Represented by BCG / WWDC-FM Washington, D. C. / Represented by QMI / KYA & KOIT San Francisco / Represented by Edward Petry & Co.

FINANCE continued

turer that also owns a network, remained steady from Feb. 13 through March 13 although the company reported during this period that its profits in 1966 were 29% higher than the year before. RCA netted \$132,407,000 in 1966, compared with \$102,541,000 in 1965. The comparable per-share profits were \$2.22 in 1966 and \$1.73 the year previous. RCA noted in its report that NBC was a primary contributor to the company's progress, bringing in record sales and earnings during the year. The network sales were up by 11% to \$500 million.

Meanwhile, ABC, still waiting for permission to shelter under the wing of International Telephone & Telegraph, also announced record revenues and earnings for 1966. Earnings last year were \$18,066,000 (including nonrecurring gains) as against \$15,565,000 in 1965. As a reflection, perhaps, of delay over the ITT merger as well as ABC's announcement that it had had to borrow \$34 million, the network's shares were down 5% in the February-March period.

At the same time, CBS stock went up by 8%, assisted in its rise, no doubt, by the prediction of CBS Chairman Williams S. Paley and President Frank Stanton that 1967's sales and profits would be excellent. Net sales in 1966 were up by 16% and net income by 31%.

The group owners, who have been doing well since winter began, continued on their upward course. Shares of Capital Cities rose 13%, Cox 12% and Reeves 11%.

Cox Broadcasting announced it will acquire full ownership of two California CATV systems in exchange for some \$7-million worth of its common shares. Cox already owns a 16% interest in Trans-Video Corp., San Diego, and a 50% interest in Bakersfield Cable TV Inc., in Bakersfield, Calif. The remaining interest in the two firms will be purchased from private investors with 155,000 Cox shares.

CATV shares on the TELEVISION Index rose 4%, with H&B American Corp. leading the upswing by a 30% gain. H&B reported an increase of revenues for the first half of the fiscal year (ended

Jan. 31) although net income varied only a little from its previous year's level. Revenues were \$2,804,555 for the more recent six months, compared with \$2,479,319 in the first half of fiscal 1966, while net income advanced to \$278,839 from \$278,054.

On the programing front, Desilu announced a net income of \$943,282 for the first nine months of the current fiscal year compared with \$719,622 for that period of the preceding fiscal year. The gain reflects increased production of the company's own series, *The Lucy Show*, *Mission: Impossible* and *Star Trek*, plus increased revenue from studio rental.

Earlier, it was announced that Gulf & Western Industries and Desilu have agreed that G&W will acquire Desilu's net assets on the basis of an exchange of stock. For each 10 shares of Desilu common stock, Gulf & Western will issue one share of \$5.75 sinking fund preferred and one-half share of \$1.75 series A convertible preferred. Desilu will continue as a separate entity with Lucille Ball remaining as president. END

The complete information service



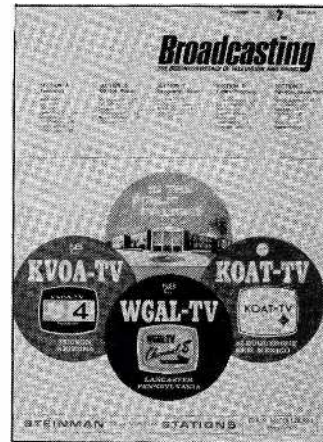
buy the week . . .

BROADCASTING, the business weekly that keeps you abreast or ahead of the news of television and radio.



buy the month . . .

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NEW!
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52 "Films of the 50's and 60's"
28 available in color!



**WHY AVCO BROADCASTING'S
 WOAI-TV, SAN ANTONIO
 BECAME THE 100th STATION TO BUY
 VOLUME 10**

41 "FILMS OF THE 50's AND 60's"
31 IN COLOR

Edward Chevot
 Vice President
 and General Manager, WOAI-TV



"We needed BLOCKBUSTER
 feature films for our

**NEW LOCAL
 PRIME TIME MOVIE
 IN COLOR**

which premiered with
DAVID AND BATHSHEBA
 on Tuesday, February 21 —
 8:00 - 10:00 PM"

**Seven Arts' Volume 11 premiered
 IN COLOR
 in Philadelphia and Boston with**

CALL ME MADAM

... ON WFIL-TV, PHILADELPHIA —
 MONDAY, 7:30-9:30 P.M., JANUARY 23:

Joan Crawford introduced
 the Philadelphia TV Debut of
CALL ME MADAM
 sponsored by the
 Pepsi Cola Bottlers of
 Delaware Valley as
 the first in their
 new series of
 Philadelphia TV
 Movie Specials.*



... ON WHDH-TV,
 BOSTON —
 THURSDAY,
 7:00-9:00 P.M.,
 JANUARY 26:

In addition to its
 Boston TV Debut,
CALL ME MADAM
 also premiered
 WHDH-TV's new Thursday
 evening Prime Time Double
 Feature schedule which pairs
 their own feature film presentation
 with the CBS Thursday Night Movie.

*And, for WFIL-TV's smash hit
 encore, **ANASTASIA** followed
 on March 16!

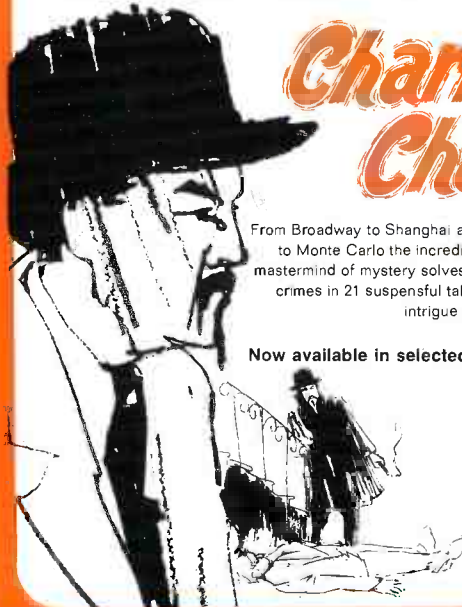
Volume 11 — In the Winner's Circle
 for Championship Entertainment:
 52 "Films of the 50's and 60's" —
 30 in Color!

**TELEVISION'S EXTRAORDINARY DETECTIVE
 IN HIS 21 BEST MYSTERY FEATURES:**

**Charlie
 Chan**

From Broadway to Shanghai and from Rio
 to Monte Carlo the incredible Oriental
 mastermind of mystery solves unsolvable
 crimes in 21 suspenseful tales of action
 intrigue and murder.

Now available in selected markets.



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A Subsidiary of Seven Arts Productions, Ltd.

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CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 7-1717

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193



18TH IN A SERIES ABOUT THE CREATION OF TV COMMERCIALS

1. Opening with a closeup of a young man with a carpet on his shoulder, the camera pulls back to reveal a girl sitting in front of him on a motorcycle. The camera pans across the carpet to another couple on a motorcycle holding the other end.
2. Jazz and motorcycle sounds are heard as the camera follows the two couples through hair-raising antics in heavy traffic.

5. The camera is angled directly into the sun for an arty shot that summarizes "glorious youth" for the viewer.

6. Exuberant, carefree, almost reckless, they head for a lawn sprinkler. As well as depicting the mood of a whole generation, this closeup, under the sprinkler, also demonstrates the fortitude of Monsanto fibers.

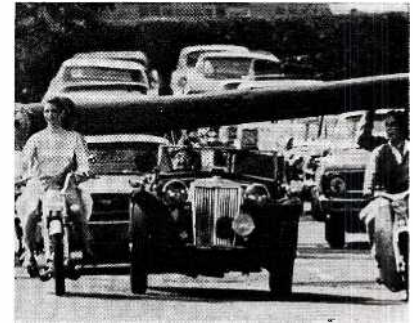
9. An aerial view of the carpet crossing a bridge is shown as a voiceover is heard: "You'll never again have the quite same feeling you have when you set up your first home." Voiceover for Wear-Dated: "Everybody's got their own way of doing things."

10. Carpet and motorcycle disappear down a street.

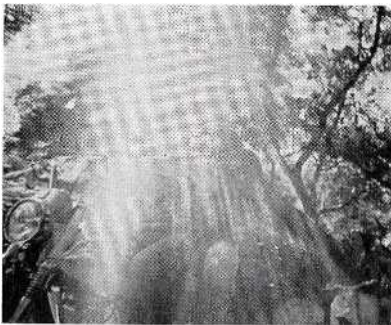
HOW DDB MAKES ONE PIECE OF FILM DO



1



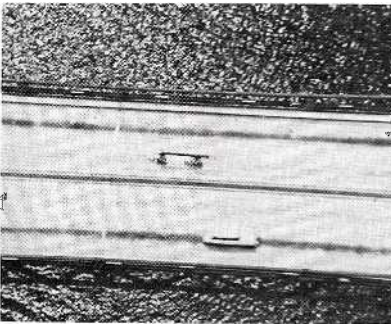
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5



6



9



10

LIKE the fast-talking salesman who offers two for the price of one, smooth-talking Doyle Dane Bernbach has created a double-duty commercial for Monsanto's Textile Division. Viewers who saw this commercial for Cumuloft carpets on the Lucille Ball special last fall did a double-take this spring when, on the "Guys and Dolls" special, the same pair on a motorcycle whizzed past selling Wear-Dated apparel.

Account Supervisor John Fenyo and his battery of five copywriters at DDB felt their client had some unique problems. Monsanto's Textile Division sells fibers, not finished products. Cumuloft is a synthetic carpet fiber and Wear-Dated textiles are fabrics with a one-year guarantee. Thus, Monsanto must appeal to the consumer through the

final product, for which they are only indirectly responsible.

Textiles, and carpets in particular, are not bought in haste, but are a considered purchase. People mull over swatches at length before buying. The rewards of a good commercial may not be reaped until five or six months after the public's initial exposure.

This time-lapse not only makes it very difficult to measure the effects of a campaign, but it demands a quality image. Fenyo explains: "A woman carries samples around in her bag for days, so accounts like this one should have a very reliable look."

Because of the nature of its product, Monsanto has been selling itself through sponsored specials, rather than investing in spot. Instead of spreading its

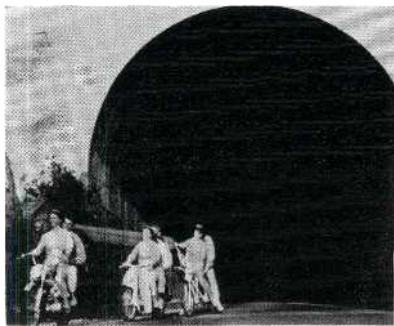
budget evenly over a year's time, it takes its chances on two or three network color specials—like the Lucy special, "Guys and Dolls" and Barbra Streisand, scheduled for next fall.

These specials associate the Monsanto product with high-quality talent. They also guarantee a sizable, fixed audience, largely a color audience, and good ratings.

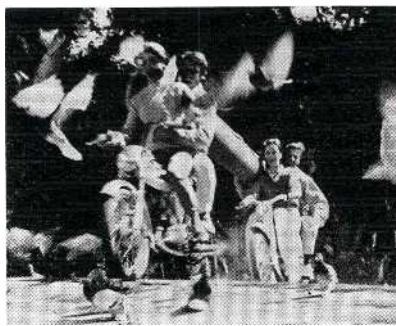
Robert Born, marketing director at Monsanto, explains the interest in color: "We use television because the percentage of reception in color is on the rise. Color plays such a disproportionate part in advertising of apparel . . . and color television is capable of moving with the times."

DDB found itself with only six minutes last year in which to sell both Cumu-

DOUBLE DUTY FOR MONSANTO TEXTILES



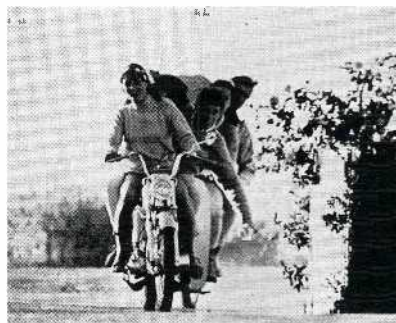
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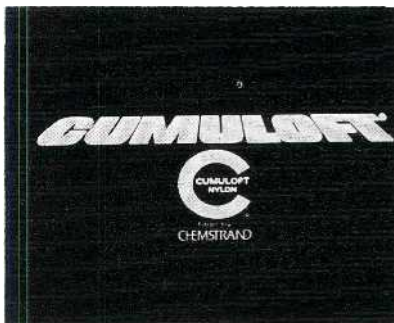
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7



8



11



12

3. The camera follows them into a tunnel. The music fades as a car radio would. The music goes up again as they emerge from the tunnel. A third pair on a bicycle has joined them and is hanging onto the carpet.

4. Off the road and through a park, the two cycles stir up the pigeons. These are the kind of people who do not follow the prescribed route.

7. Closeup: boy, girl, carpet.

8. The young man on the lead bike plucks a rose in passing.

11. Super and voiceover for Cumuloft: "Right from the start it makes the place feel complete. Cumuloft nylon. For the carpet you don't have to wait for."

12. The only divergent shots for the two commercials are the alternate endings for Cumuloft and Wear-Dated. Voiceover for Wear-Dated tag: "For refund or replacement return garment with tag and sales slip."

loft and Wear-Dated textiles. The agency had decided on 90-second commercials—to avoid interrupting the quality programming and to further that quality image. Fenyo and Monsanto came to the conclusion that with all the talent and effort put into a commercial, it deserved more than two airings in a year. So, Cascade Productions on the West Coast filmed one video portion, while Fenyo's team supplied two sets of copy to match: one for carpets, one for clothing. Not only were production costs nearly halved, but a good commercial was put to full use.

The result of all this talent and effort is an entertaining film selling youth and independence, with copy linking it to Monsanto's product.

A breezy portrayal of young people

carrying home a new carpet on motorcycles, it could only have been shot in California where the youth cult has its headquarters.

For Cumuloft the carpet represents a product; for Wear-Dated, the carpet is simply a vehicle conveying an impression of a practical and casual generation. The commercial is fresh, informal, sassy. The youngsters are carefree almost to the point of irresponsibility as they weave through traffic and slip past toll collectors.

"We have a very interesting client in that they are sensitive to today's idiom. This client understands communications today. They understand that 50% of America is under 25 years old. And it makes people that are older feel young enough to buy this product," explains

Fenyo. People—and not just young people—think like that: "You don't have to wait for it. You can bring it home just that way."

It is contemporary; it is stylish; it is fey. Marketing man Robert Born calls it an "optimistic commercial."

"The country has changed. It has a very piquant way of looking at things. It's as if the country had its tongue in cheek," Born continues. "Now, America, of all things, has a subtle sense of humor."

The music, created specifically for this commercial by Don Specht, shows, too, that somebody has his finger on the pulse. Jazz, not raucous, but cool, reinforces the spontaneous quality of the whole film.

After the viewer is presumably en-

To page 50

10-11-11
10-11-11

Translating national into local TV ratings Al Peterson nuts.



TV ratings was driving



So he saw a good analyst... John Blair & Company.

Al is a time buyer at Ted Bates. His headache was one you're probably familiar with. There you are, smack in the middle of your heaviest spot-buying period, and the new season's ratings aren't yet available on a local basis.

So what are you supposed to do when you have to buy Phoenix, or Portland, or Philadelphia?

Punt?

Buy a crystal ball?

Not when you can turn to John Blair & Company.

We break national ratings down into local ratings, 'way ahead of time. And our batting average is pretty darn good. A couple of cases in point:

	June Estimates Blair Research	November Sweep ARB Actuals
<i>Rat Patrol</i> in Columbus, Ga. WTVM	34	34
Philadelphia, Pa. WFIL-TV	22	25
<i>Family Affair</i> in Binghamton, N.Y. WNBC-TV	38	36
Columbus, Ohio WBNS-TV	25	24

If you're interested in the number of homes or women watching, we can give you that too. And not only for network, but for locally syndicated programming as well. For example:

	June Estimates Blair Research	November Sweep ARB Actuals
<i>Mike Douglas</i> in New Haven, Conn. WNHC-TV Telecast of Feb. 14, 1967		
Metro Rating	14	15
Homes	95,000	96,000
Women	90,000	96,000

We're accurate because we base all our decisions on available facts and research know-how. We don't inflate figures to sell spots. Instead, we find that proven reliability helps us sell *schedules*.

So for instant relief, do as Al did.

Call Dr. Blair.

Blair Television





Your help goes where hunger is

Famine victims in India. War victims in South Vietnam. Millions racked by hunger in countries from Latin America to Africa and Asia. The food you give through CARE saves lives, gives the hungry hope and energy to work to feed themselves. Every dollar sends one package. Your money is used to deliver U. S. donations of farm abundance, or to buy foods to match local needs. Your gifts are personal miracles of kindness, presented with your name and address. And your receipt shows where your help went. Mail your check today.

CARE

FOOD CRUSADE
660 First Av., N. Y. 10016
or your local CARE office

- Here is \$_____ for food packages.
- From _____



Make checks payable to CARE. Contributions are tax-exempt.

SPACE DONATED BY THE PUBLISHER



CPTV DISSENT

I have just finished reading your February editorial ("CPTV or GI TV?"). In a word: "Bravo."

It may interest you to know that there are a number of educational television people who feel as you do—that government support for noncommercial television should go to individual stations, leaving them free to set up a CPTV and sustain it through purchase of its programs.

Such a system could provide for a network interconnection, strong local and regional programming and a national program service as significant as that proposed in the Carnegie model, while at the same time remaining responsive to the needs of the viewer. J. MICHAEL COLLINS, *general manager, WNEB-TV Buffalo, N.Y.*

THE FOOTBALL 'GLUT'

Anent the *Washington Evening Star's* editorial ("Playback, TELEVISION, February 1967) on the "great football glut of the New Year's weekend," it hardly seems fair—or even intelligent—to refer to eight pretty good shows in three days as a glut.

I would say that 39 weeks of *It's About Time* is a glut. Or almost any evening of prime-time network programming.

Rather than a glut, I would say it's a very rare thing indeed when television can come up with eight standouts over a period of just three days. Of course, it helps to be a football fan—but apparently the number is in the neighborhood of legion.

Let the *Star's* editorial writer go back to his reruns of *Life of Riley* and *My Little Margie*. We football fans are very happy with our three-day "glut." DANIEL A. JENKINS, *Pacific Palisades, Calif.*

THE SOUND OF MUSIC

I am sure that whenever anyone gets a pleasant mention in print, he feels kindly toward the publication. This is especially true in my case since the release of the story on music on TV ("The

Sound of TV Music," TELEVISION, February 1967). I do feel, however, that you covered the subject most capably, and, needless to say, I am pleased that we at Lennen & Newell came off so well. EDWARD F. FLYNN, *senior vice president, Lennen & Newell Inc., New York.*

May I add a word of appreciation . . .

Having been active in this particular area of activity since the days that music was treated as the stepchild of television, I was happy that the article so well documented the fact that today, "the sound of a commercial is as important as the sight in creating the buying mood."

It was an excellent job of reporting the facts and conditions and evaluating the true picture in a most interesting manner. PHIL DAVIS, *Phil Davis Musical Enterprises Inc., New York.*

Do I stand alone in registering surprise when the makers of TV commercials take pride in reproducing the sounds of Ray Coniff, Bob Dylan's harmonica, or a half-dozen top record artists not mentioned in this particular piece?

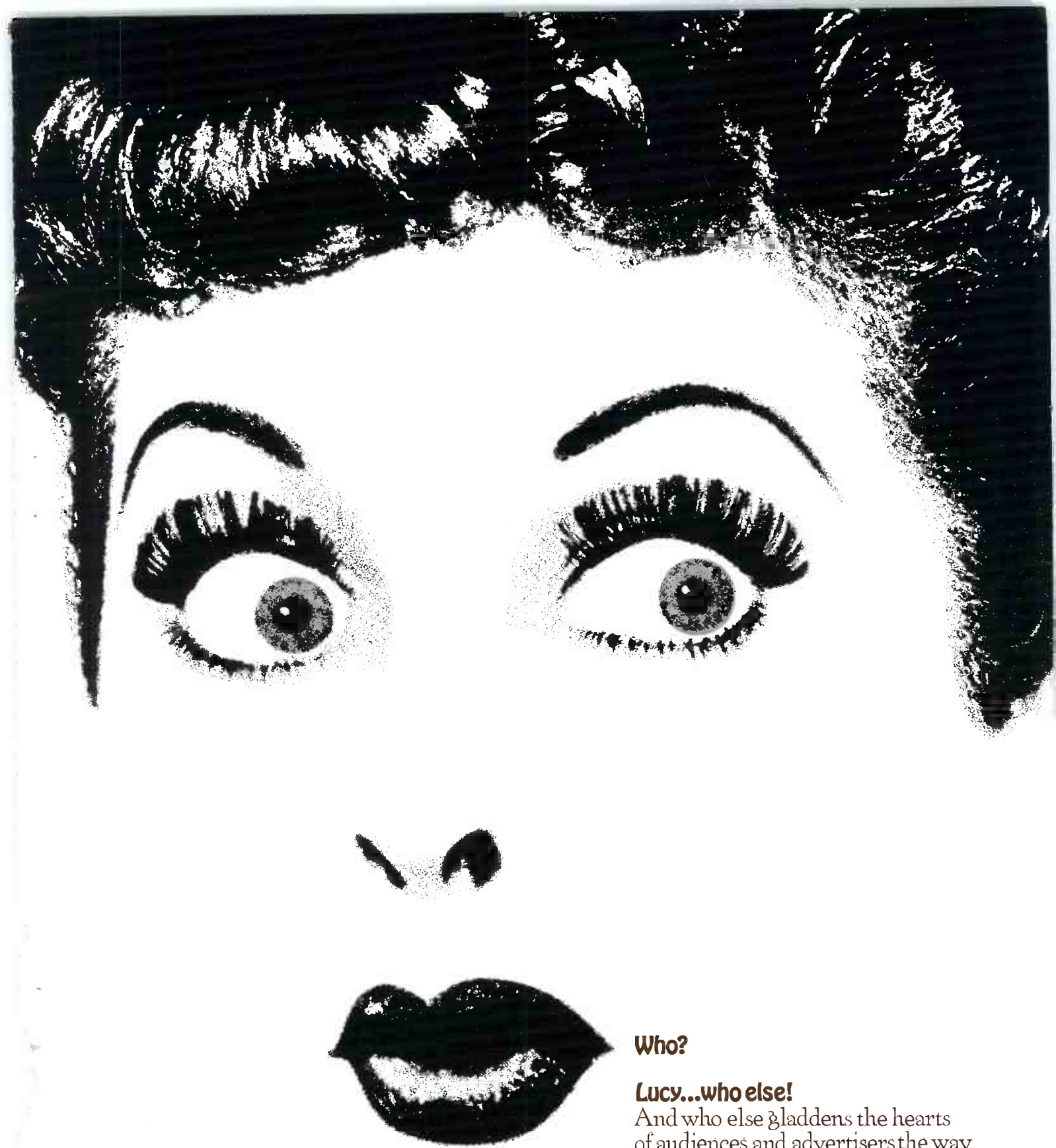
I should think pride of accomplishment in this area would come either from creating one's own sound, or from managing to hire Dylan, Coniff, etc. I suppose I am out of step with the times. In television, the greatest admiration is often lavished on the man who imitates the other guy's successful half-hour show, so I guess that being "inspired" from the outside a mere 60 seconds at a time is small potatoes. MITCH MILLER, *All-American Features Inc., New York.*

THE PAPERWORK PROBLEM

This is to express the appreciation of the Television Bureau of Advertising for the careful and excellent treatment given our "Systems of Spot" project ("A Way To Thin Out Paperwork in Spot," TELEVISION, November 1966).

It is a large problem we are addressing ourselves to here—trying to find a way to reduce paperwork as it applies to spot—its complexity being only partly illustrated by the chart of the "system" as it generally exists at present. Actually, there are many different kinds of pieces of paper originating from many different places—many different systems, in short—and each considered by the source organization as being peculiarly suitable for its own operation. Yet it is these different ways of recording the dealing for, the buying, the processing and the accounting for television spots that makes the whole procedure so cumbersome.

Television has come of age and it's time we looked at ourselves as an industry and not as so many different organizations competing with each other at the bookkeeping level. ALBIN B. NELSON, *director of special projects-spot television, Television Bureau of Advertising, New York.*



Who?

Lucy...who else!

And who else gladdens the hearts of audiences and advertisers the way Lucy does? Now, "I Love Lucy," 179 of television's greatest half-hours, can be yours for local sales. Know a better way to get rich?

CBS Films

Offices in New York, Chicago, San Francisco, Dallas, Atlanta

THE MONTH IN FOCUS

**ON becomes UN;
NBC plans commercial
changes; merger
hearings set**

A fourth commercial television network moved one step closer to viability last month when 14 wealthy businessmen assumed control of the embryonic Overmyer Network, infused it with needed capital, renamed it the United Network, and announced broadcast operations would begin May 1 from Las Vegas.

The story behind the recent changes in what may become a fourth force in private telecasting began in July 1966 when Daniel H. Overmyer, who has substantial interests in warehousing and leasing as well as interests in five UHF stations, announced formation of the Overmyer Network. Until last month he remained sole owner of the proposed network, which was to have begun operations this month. Although a wealthy man, Overmyer's assets alone were not enough to insure a solid start for the network. Indeed, so pressing was the need, that the lack of working capital had deterred performers from making extended commitments to perform on a nightly variety show originating from Las Vegas. (Now that money is available, United will feed its first show on May 1 to 125 stations, according to Oliver E. Treyz, onetime ABC-TV president, president of Overmyer since its founding last July, and now president of United.)

Some months ago, Overmyer officials began the search for outside capital, armed with proposals involving the sale of one or more of the Overmyer stations, participation in Overmyer Network ownership or a combination of both. But it was not until Overmyer attempted to interest the Mutual Broadcasting System in a merger of the two networks that a source of needed funds appeared interested: Although Mutual rejected the merger, two Mutual stockholders, Jack V. McGlothlin, a Texas oil operator and Williard Garvey, a Kansas grain dealer, oil investor and land developer were personally interested. After careful study of the Overmyer Network's prop-

ects, McGlothlin, Garvey and 12 other investors from the West entered into a bargain with Overmyer that will provide the \$500,000 or so needed to support the Las Vegas show, as well as the somewhat larger capital required to keep the network going until advertising revenue starts to flow in.

Under the terms of the bargain, the Overmyer Network was renamed and Overmyer himself retains 20% of the stock in the successor United Network. Overmyer has no seat on the UN board of directors and reportedly will take no part in the network's management: Control of the network now rests in the hands of McGlothlin, who has been named board chairman, Garvey, chairman of the executive committee, and James W. Nichols, vice chairman, a Texas advertising and public relations man, who also holds an interest in Mutual.

Mr. Nichols explained how he thought the new network would make a go of it, basing his expectations on the rising number of four-station markets that he sees creating a demand for a fourth national-program source. "We don't intend to go into head-to-head competition with the other networks," he explained shortly after announcement of the deal. "Our job is to find programs the other three don't have. We'll do counterprogramming." Counterprogramming was a term used by Treyz to describe the technique he used to get ABC into the running with CBS and NBC some years ago.

At present, United has no specific program plans other than those for its Las Vegas show and a nightly news feed of material from United Press International. But Nichols thinks other programs can be found from several sources such as local programs that might be developed into vehicles with national appeal. He also said that eventually United would originate programs in the category of discussions and public affairs.

Whether United can survive the stringent economics of AT&T interconnection (UN has contracted for eight hours a day for network lines, but will use only four hours on week nights), the *Johnny Carson Show*, ABC's new *Joey Bishop Show* (the Overmyer feed from Las Vegas was originally conceived as a competitor to *Carson* for non-NBC stations), and the present rate of UHF set penetration (many stations taking the Las Vegas feed are UHF) remains to be seen. But it appears, for the moment at least, that United now has the financial backing to give it a good try.

■ For the third consecutive year, gross-time billing in spot advertising in 1966 exceeded the \$1-billion mark.

According to a report issued last month by the Television Bureau of Advertising,

gross-time billing for national and regional spot advertising rose 10.6% over 1965 to a record \$1,189,346,000. The TVB report also revealed that the fourth quarter of 1966 showed a gain of 3.6% over the final quarter of 1965, rising to \$303,935,000, a new high for any quarter.

■ Major revisions in the way NBC-TV schedules and pays its affiliates are under consideration and if adopted, the changes could revamp business practices on all networks and spot selling on all stations.

Before the 1967-68 television season gets underway next fall, NBC officials will have taken under consideration plans to increase network commercials from 14 to 16 in NBC's Tuesday and Saturday prime-time movies with all additional revenue going to the network; the revision of affiliation contracts to bring station-payment formulas into line with modern network selling practices; and the expansion of regular station breaks from 42 seconds to 52 seconds.

As justification for proposing extra network advertising in prime-time movies with no additional compensation to the stations, NBC-TV officials cited the rising costs of feature films. To assuage the stations, NBC promised there would be no change in the two 62-second station breaks that the network has been giving affiliates during the 9-11 p.m. movies on Tuesdays and Saturdays, that a third 62-second break would be inserted at or near 11 p.m. in those Saturday movies that run overtime, and that the network will release for station sale an unstated number of one-minute positions occurring after the 17th network commercial in movies that run well beyond 11 p.m.

NBC also told the affiliates that a simplification of the compensation formula will be attempted and that the network will attempt to devise some system of releasing for station sale those network minutes it is unable to sell. The revisions, it is hoped, will simplify accounting and will bring affiliate contracts into line with the now common form of network selling which is in minutes, spread through several programs for any given sponsor. Present contracts are molded after those that had been standard in the pretelevision radio business and reflect the older practice of selling programs to single sponsors.

Last year, CBS-TV adopted a new contract form designed to bring station-compensation formulas into line with contemporary selling practices. ABC-TV reportedly is also drafting a new contract for its affiliates.

NBC's proposal to expand station breaks from 42 to 52 seconds may be the most far-reaching proposal under consideration since the 42-second break was originally designed to accommodate two 20-second commercials and a station identification. The 20-second commer-



Nobody stronger than *Mighty Mouse*, now zooming into syndication for the first time. *Mighty Mouse* is the longest running, most successful cartoon series in network television history: *number one in its Saturday morning CBS time period eleven seasons out of twelve (with an 11.5 rating average)*. *Mighty Mouse* packed a powerful sales punch for heavyweights such as General Foods (10 years!), Colgate-Palmolive (8 years!), Nestle (6 years!) and many more. There are 150 units—in color—in the series...for use as individual half-hours, stripping or as a cartoon library. How *mighty* can you get? Call us and see.

OFFICES IN NEW YORK, CHICAGO, SAN FRANCISCO, DALLAS, ATLANTA

CBS FILMS

RCA ships 300th TK-42



“Big Tube” Color Camera

No. 300 went to WTAR-TV in Norfolk, Va., making a total of three TK-42's at this station for providing the finest in live color pictures. Others have gone to similar group-owned stations, independent and network-owned stations, U.S. Government and foreign broadcasters.

The overwhelming preference for the “Big Tube” TK-42 among top stations that have carefully researched their color camera requirements has created an unprecedented demand. This has now stepped up production to such a rate that over 400 are expected

to be in service during May 1967.

Use of a 4½-inch image orthicon in the separate luminance channel is an exclusive feature. Besides improving color picture quality, the “big tube” assures highest quality pictures on black-and-white sets.

Broadcasters everywhere who are now using the TK-42 tell of its superiority in producing consistently better color pictures—including ability to handle details too fine to be passed by the chrominance circuits. No wonder color pictures are getting better and better!

For more information about the TK-42 Color Camera call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN ELECTRONICS



8 out of 10 people have iatrophobia.* It is easy to overcome.

*Iatrophobia is fear of going to the doctor. The cure starts when you lift your phone and make an appointment with your doctor for a complete physical checkup.

Half the cases of cancer could be cured, if they were diagnosed early and treated promptly. Your best cancer insurance is a health check-up every year.

Make that phone call now. It might save your life.

AMERICAN CANCER SOCIETY



MONTH IN FOCUS *continued*

cials have recently fallen out of favor with advertisers whose creative attentions have been increasingly diverted to the 30-second commercial form. Lengthening the station break by 10 seconds, it is reasoned, would lead to a pairing of one 30-second and one 20-second commercial and thus to more flexibility to offer advertisers. This would also create the need for the establishment of a 30-second price as a basic unit in a station's rate card. At present, the pricing of 30's on those rate cards that include the half-minute has been most commonly expressed as a fraction of a minute.

If the 52-second break became standard on NBC it could spread to other networks, which in turn could perhaps lead to the adoption of the 30-second form as the basic unit of television advertising.

■ The FCC last month bowed to a request by the Justice Department and reopened the \$2.4-billion ABC-ITT merger case.

The commission voted 4-to-0 (three FCC commissioners abstained, claiming the facts did not warrant further hearings) to hold expedited hearings that would allow the Justice Department to voice its objections to the merger as well as providing an opportunity for the two principals involved—ABC and ITT—a further chance to rebut Justice's contention that the merger would not be in the public interest. The commission's Broadcast Bureau will be responsible for introducing the evidence on the issues.

Last December, the FCC, by a 4-to-3 vote, approved the merger on the day following receipt of a letter from Justice that said, in effect, that it had no objections to the merger. Less than a month later, however, Justice reversed itself and filed a petition for reconsideration of the case and asked for further hearings. Justice claimed the FCC had failed to take into sufficient consideration the public-interest aspects of the merger. Justice's about face took everyone by surprise: ABC, which eagerly awaited an infusion of funds from ITT, and the FCC, which assumed that Justice had already said its piece on the matter.

In any case, Justice said it had evidence supporting its contention that the merger was not in the public interest and also claimed that, but for the merger, ITT might have gone into the network business itself, or, in what appears to have little relevance to the issue at hand, gone into the CATV business on a massive scale. Justice also questioned ITT's intent to pour money into ABC in an attempt to make it more competitive with CBS and NBC, feeling that the merger might be a ruse by which ITT will "raid" ABC for capital for investment outside the broadcasting industry.

Moreover, critics on Capitol Hill, as well as the three FCC commissioners who voted against the merger in December, have questioned the ultimate independence of ABC News since, it is reasoned, ITT, with its extensive overseas investments and large U.S. government contracts, might attempt to manage the news.

The hearings will begin this month on the merger of the two corporations which have combined assets totaling some \$2.4-billion and which first submitted supporting documents and statements to the FCC a year ago. How long the hearings will last and exactly what decision will be made is still a matter of speculation, but some observers feel that a final decision could be handed down by June. Others feel that an affirmative decision by the commission might, in the long run, be the best thing for ABC and ITT. Following such a series of hearings and decisions, a go-ahead decision on the merger would be virtually unassailable in a court of law.

■ Washington last month also was the scene of activity which may bode ill for the television industry. On Capitol Hill, the House Commerce Committee let fly with some unexpected blasts at the FCC and the commercial broadcasting industry.

At what was expected to be a routine, get-acquainted session, the committee's chairman, Representative Harley O. Staggers (D-W.Va.), told FCC Chairman Rosel H. Hyde that he was concerned about the "vast" wealth and power of broadcasters, the role the "communications industries" should play in attempting to control public policy; the broadcaster's responsibility in "truth in advertising"; media's role in promoting violence; broadcast editorializing; management procedures within the FCC; and the question of pay-TV. In reference to the latter question, he professed shock and rage at the "news" that the FCC was heading toward a final decision on the pay-TV question. Commissioners and industry observers expressed disbelief over his concern, since it is felt that questions regarding subscription television have been more or less an open book for the past 15 years.

Mr. Staggers's views appeared unsympathetic to the FCC and the broadcasting business as a whole, and they were echoed by Representative Torbert H. Macdonald (D-Mass.), newly named chairman of the House Subcommittee on Communications. Until last month, Mr. Staggers has been unaggressive, and if anything, sympathetic, to the commission. But it is now obvious that his views have changed and as chairman of the committee that oversees broadcast matters, his new attitude promises to make life a bit tougher for broadcasting this coming year.

END

***NBC Films Announces**

1967-68

**Be-Kind-to
Your-Rep Year**

1967-68 Be Kind to Your Rep Year



Your rep
can easily sell
millions of women
at top rate...

the women who tuned
to **DIVORCE COURT**—
and will be tuning to the
**130 All New Half Hour
Episodes in Color.**

Now in production for the fall from NBC Films

Same Format, Same Creator-Producer—Jackson Hill.
Same Judge—Voltaire Perkins, who gave television one of its
outstanding rating successes in all size markets.

WMAR-TV
Baltimore
M-F 10-11 AM

(Katz sold this one)
4th run tops network competition in rating,
homes, adults. ARB Nov. '66

WGN-TV
Chicago
M-F 2:30-3:30 PM

(WGN Continental Sales sold this one)
(Independent) Number 1 in rating, homes,
woman—beats 3 network O & O's. ARB Nov. '61

WJRT
Flint-Bay City-
Saginaw-Lansing
M-F 2-3 PM
Tues. 6:30-7:30 PM

(Harrington, Righter & Parsons sold this one)
Number 1 rating, homes, adults — tops
"Password", "Doctors", "Houseparty".
ARB Nov. '65

KMBC-TV
Kansas City
M-F 9:30-10:30 AM

(Metro TV Sales sold this one)
Number 1 in homes and adults — delivers 100%
more women than "Lucy" 70% more women than
"Play Your Hunch". ARB March '63

WANE-TV
Fort Wayne
M-F 9-10 AM

(H. R. sold this one)
Number 1 rating, homes, women — delivers 50%
more women than "Lucy" (following program)
ARB Nov. '63

KPRC-TV
Houston
Sat. 5-6 PM

(Petry sold this one)
Number 1 in rating, homes, adults, more adults
than the other 2 stations combined — more
adults than any other syndicated show in the
market. ARB No. '65

KTLA
Los Angeles
M-F 3-4 PM

(Peters, Griffin, Woodward sold this one)
Independent in 5th run — 2nd highest homes and
adults and beats CBS & ABC O & O's and three
other independents. ARB Dec. '66

WOR-TV
New York
M-F 2-3 PM

(RKO General sold this one)
Independent in 5th run tops all independents
in rating, homes, adults — ties ABC O & O in
rating. ARB Dec. '66

WGAN-TV
Portland, Me.
Sat. 6:30-7:30 PM

(Blair sold this one)
In 4th year — Number 1 in rating, homes, and
adults. ARB Nov. '65

KRON-TV
San Francisco
Sat. 6-7 PM

(Peters, Griffin, Woodward sold this one)
Re-runs ranked 10th highest program in market
including all network prime time shows.
ARB June '62



30 Rockefeller Plaza
New York, NY 10020
Circle 7-8300

***Make this year easier for your rep. Don't make him sell against DIVORCE COURT
... It's tough!**

Audience and related data are based on estimates provided by the rating service indicated and are subject to the qualifications issued
by this service. Copies of such qualifications available on request.

FOCUS ON PEOPLE

REAGAN AND RULE Another Reagan ticket has run and won in California. This time victory was in recognition of things accomplished instead of anticipation of things to come. It involved the largely unsung but not necessarily overshadowed older brother of the newly elected governor of California and a veteran broadcaster handsome enough to be a movie star and himself qualify—in this time of the importance of being estimable-looking—for statewide office. On this winning team were J. Neil Reagan (l), vice president of McCann-Erickson, Los Angeles, and Elton H. Rule, ABC vice president and general manager of KABC-TV Los Angeles. They were chosen as individual recipients of the Western States Advertising Agencies Association's 11th annual Man of the Year award, a presentation applauded personally by some 800 of the West Coast's leading media gentry, gathered for lunch at the Ambassador hotel. Reagan and Rule were honored because they have reached "above and beyond personal gain for the betterment of the industry and community." There's reason to believe that this full-blown praise is more than just the usual businessman's blue-plate rhetoric. Consider the case of John Neil Reagan, who some 35 years ago, straight out of Tampico, Ill., was a cost accountant who wanted to be a lawyer. A funny thing happened to him along the way. Somehow, partly through fate's whim—maybe because his brother Ronald tramped along the same sort of trail—J. Neil Reagan turned from jurisprudence to show business. At various times he was an announcer-sportscaster, a radio, stage and screen actor, a writer-director-producer and general advertising production-programing-service troubleshooter. To some who have known him for a long time he's still "Moon," the high school kid who shaved his head and made it look like something a cow would jump over. To friends of a more recent vintage, he's "the quiet man," whose personal philosophy is "take it easy, don't get excited and you can accomplish more." To all who know him he's a guy always ready to do something for a cause. The weight of his public-service involvement is staggering. He's one of advertising's best advertisements. Elton Hoerl Rule's credentials are just as sound. A third-generation Californian, a television fixture in Los Angeles since 1950, he still thinks broadcasting is an exciting business. There's a look of eternal youth and enthusiasm about the 49-year-old executive. Since 1962, he has been delivering an average three KABC-TV



editorials a week, on-air, in a ringing, clear, straightforward manner that leaves little doubt, that unlike some other broadcasters turned opinionmakers, he fully understands and really endorses the thing he's pitching. "Whether we like it or not, the great controversies of our generation beat constantly at our doors," he says. "As communicators, our concern for community needs, for insoluble social issues, had better be genuine." A long, long list of broadcasting, public service and civic commitments attests to the genuineness of Elton Rule's concern.



DON TENNANT The new chairman of the creative review board at Leo Burnett, Chicago, feels his mission is "to keep this place—bigger than hell now—from becoming a creative bureaucracy." Tennant took over the post from agency founder Leo Burnett, who continues as chairman of the board and as an active member of Tennant's committee. It functions as a "quality control" for the agency's advertising, and all campaigns are received by it before presentation to the client. Tennant says: "Gangs of people are very inhibiting to the creative spirit. This is a built-in problem for a big agency. My primary goal is to keep this place structured and working in such a way that nobody feels a juggernaut is sitting on top of him." Tennant is not unfamiliar with the task of making administrative sense out of Burnett's burgeoning growth. Back in 1962 as newly elected executive VP for creative services, he supervised the integration of Burnett's TV, print and art people so that instead of working in separate departments, they worked together as small creative teams. Born in Sterling, Ill., Tennant grew up in Aurora, on the outskirts of Chicago, and graduated in speech and drama from Knox College. The drama he then encountered was three years active duty in the Navy during World War II. Next he worked for a company that produced amateur shows and pageants all over the Middle West. Tired of traveling, he got a radio production job with NBC in Chicago, but when higher-ups wouldn't let him move into TV, he quit to produce puppet shows for the new medium. Burnett hired him as a radio-TV producer in 1950 and he moved up and TV grew in importance. He and wife, Barbara, and three children live in suburban Flossmoor where he relaxes by making experimental movies. (He recently blew up part of his backyard for a World War II film.)

ABC FI HAPPE

In a business where nobody can afford to stand still, ABC Films is moving. New programs. New color. New ideas. An aggressive management and service team to help them pay off.

The only real answer to some of today's many television variables—color, UHF, CATV, demographics, satellites—is still programming.

What does the audience really want? At what time? Who is the audience? How does it differ from market to market? How is the audience changing? When will it become bored? ABC Films is dedicating itself to answering these questions.

Here are some of the ways ABC Films is meeting the challenge.

Virginia Graham's Girl Talk: In color.

Producer, Monty Morgan—Beginning its

6th season—the longest running half-hour strip show in syndication. As much a part of the broadcasting spectrum as NAB Conventions. In market after market she has won the women over. They simply will not do without her.



Going to color for the new season.

Carlton Fredericks Program: In color.

Producer, Herbert Swope, Jr. in conjunction with Triangle Television. A well-balanced, provocative, daily half-hour aimed squarely at television's most important and biggest spending audience, the young housewife—advising her how the entire family can live better and longer.



ILMS IS NING.

Combat!—152 World War II battles. Perhaps the most important hour series ever released in syndication!



Guy Lombardo: Television's first live entertainment syndication success. A solid smash in 86 markets last New Year's Eve.



Hayride: In color. AVCO Broadcasting had 18 years of success with "Midwestern

Hayride" in its markets. ABC Films placed their current series in syndication. A good move? You bet—52 hours or 104 half-hours in color tape purchased by 44 stations in 3 months. The "Hayride" cast has the honor of being selected as the entertainment at



this year's Broadcast Pioneers Dinner.

And around the world—ABC Films International Catalogue of shows this year is second to none—including "The Invaders," "Garrison's Gorillas," "Fantastic Four" and "N.Y.P.D." A big hit, "The Fugitive" is currently running in 70 countries, and "The Invaders" was purchased by 25 countries in its first two months of distribution. ABC Films International Sales Division also has entered into agreements with overseas companies such as Telepool and Intertel for the world-wide distribution of their product.

That's only the beginning. Things will be happening in a very big way at ABC Films during the coming year. We'll let you in on them happening by happening. We'd like to make them happen for you too.

**abc ABC
FILMS**

A handwritten musical score on a single staff in 4/4 time. The key signature has two sharps (F# and C#). The piece begins with a dynamic marking of *mf*. The first measure contains a complex rhythmic pattern with many beamed notes. The second measure has a dynamic marking of *mp*. The third measure has a dynamic marking of *mp*. The fourth measure has a dynamic marking of *p*. The fifth measure has a dynamic marking of *pp*. The sixth measure has a dynamic marking of *pp*. The seventh measure has a dynamic marking of *pp*. The eighth measure has a dynamic marking of *pp*. The ninth measure has a dynamic marking of *pp*. The tenth measure has a dynamic marking of *pp*. The eleventh measure has a dynamic marking of *pp*. The twelfth measure has a dynamic marking of *pp*. The thirteenth measure has a dynamic marking of *pp*. The fourteenth measure has a dynamic marking of *pp*. The fifteenth measure has a dynamic marking of *pp*. The sixteenth measure has a dynamic marking of *pp*. The seventeenth measure has a dynamic marking of *pp*. The eighteenth measure has a dynamic marking of *pp*. The nineteenth measure has a dynamic marking of *pp*. The twentieth measure has a dynamic marking of *pp*. The piece ends with a final note.



the day music stopped

Imagine that all music suddenly has ceased to exist. Composers have stopped creating. Musicians are silent. The phonograph record is gone. People have stopped singing. A universal language has disappeared in the flash of a moment.

All over the world, the blow is shattering. In the United States the economic loss is beyond belief. 5,000 radio stations, deprived of the majority of their programming, are reducing their schedules or going off the air. Television producers are converting every existing program and every commercial with music to straight talk. Many sponsors are simply cancelling. The juke box is extinct. The recording industry has closed down. The music instrument manufacturing business is obsolete. 13,700,000 children who have been studying music no longer have any use for pianos or violins or woodwinds. The country's 1,385 symphony orchestras and 782 opera producing groups have disbanded. Most nightclubs,

theaters, dance halls, concert halls, ballrooms have shuttered their windows. Hundreds of thousands of people who earn their living because of music are now unemployed. The tax loss is incalculable.

A fantasy? Yes, but it makes a point. Music is vitally important in all our lives, in terms of sheer economics as well as of culture.

We are proud that BMI, together with our thousands of affiliated writers and publishers, is one of the many organizations which play a role in supporting and fostering the miracle of music.

If yesterday had been the day music stopped, you wouldn't be hearing about it from us. BMI wouldn't be in business. Nor, possibly, would you.

*All the worlds of music
for all of today's audience.*



BROADCAST MUSIC, INC.

PUBLIC TELEVISION

The proposal of the Carnegie Commission on Educational Television for the establishment of a Corp. for Public Television brought varied editorial comments from the nation's newspapers and magazines. A sampling of the views follows:

From an editorial in the Feb. 17 issue of *Life*:

"A tax on sets would fall directly on the consumers—the audience. It would seem more logical to insist that those who are profiting most should share the burden. That could be arranged by imposing a franchise tax on commercial television channels, or a tax on the advertising billings that support them."

From the Feb. 20 issue of *Broadcasting*:

"There is no more reason to ask broadcasters or their advertisers to support a system of noncommercial TV than there is to ask *Life* and its advertisers to support the little magazines that are of too limited appeal to pay their own way. (And if *Life* wants to talk of public subsidies as a reason for putting the arm on commercial TV, it ought to keep in mind how much money it saves by shipping its copies by second-class mail instead of first-class.)"

On the "Letters to the Editors" page of *Life's* March 10 issue, the following appeared:

"If public TV is financed by a tax on advertising billings, then the price of everything advertised on TV will increase, plus the advertising agency commission on the tax, plus the manufacturer's normal profit margin on the tax. The audience would be better off if they paid for public TV by a direct tax. Then the television-taxpayer would know how much it was costing him. Dan Colbath, Dallas."

A *Life* editor's note followed the letter: "The proposal for a tax on TV billings was one of the Ford Foundation suggestions.—ED."

From a *Washington Post* editorial in its Feb. 5 editions:

"The Congress that confers an excise tax can as easily take it away. And the Congress that can take it away can threaten to take it away, if and when the network invites congressional displeasure. And it surely will invite it, if it produces programs worth listening to. . . ."

"The excise tax has another defect.

What is going to be produced here is a television program concentrating on significant and important and cultural matters that, presumably, will not have a popular or mass audience. So the masses who do not wish to view it or listen to it will pay for it. It is an ingenious system of taxing the poor to furnish culture to the rich. It is rather a curious proposal in this respect. A system that taxed the people using the facility would have more equity."

From the *Topeka* (Kan.) *Sunday Capital-Journal* of Jan. 29:

"The idea that one government sponsored agency could decide what types of programs would be produced for consumption on a vast network of educational television stations really has dangerous implications.

"Who is to say that the 'educational' programs might not promote a certain idea or the basic ideals of those responsible for administering the funds?"

"Might this not be a case in which a combination of men, regardless of how well intentioned, might decide programming on the basis of 'I know what's better for you to see on TV than you do?'"

"Placing that many millions of dollars in the hands of an educational television authority created by the federal government might prove to be one of the great mistakes in the history of this nation."

Washington Evening Star columnist David Lawrence wrote:

"The administration in power in Washington soon may have its own television network of about 380 stations across the country to carry on a so-called 'educational' campaign, but it could convey to the people whatever political propaganda it wishes.

"This is the first time the federal government would be obtaining, in return for financial support, a voice in what information a section of the press gives to the people."

In the third 'Look' magazine installment of William Manchester's book, "The Death of a President," Chapter Two begins: "When Jack Valenti entered the stateroom of Air Force One, the attention of the Vice-President, as everyone continued to call the new President, was riveted on the television screen. Johnson was hoping that Walter Cronkite would tell him what was going on."

NORTH OF THE BORDER

Criticism of advertising is not confined to the United States as the following excerpts from a speech in Toronto by Andrew Kershaw, chairman and managing director of Ogilvy & Mather (Canada) Limited, show:

"Advertising has come under closer scrutiny than ever before—a trend which is bound to continue.

"Many of the critics base their case on ideological grounds. I am a business man, committed to and satisfied with the profit motive. I cannot refute these arguments without generating undignified political heat. . . ."

"Other critics of advertising rest their case on moral grounds. I have always failed to understand why persuasion in politics, religion, or philosophy is moral, and persuasion in selling immoral.

For the time being, advertising is, in the main, an arm of business. I yield to nobody in upholding standards of morality, and I find no difficulty in espousing the morality of the businessmen I serve.

"Attacks on the economic value of advertising in Canada, in the United States and in England, are primarily an attack on business. More fundamentally, perhaps, they are a dissatisfaction with what some people believe to be shortcomings of our affluent society.

"But the suggestions that have been made in the last six months, would, if carried out, throw out the baby with the bathwater. And it is a baby we cannot do without. Advertising is of vital importance to our economic growth.

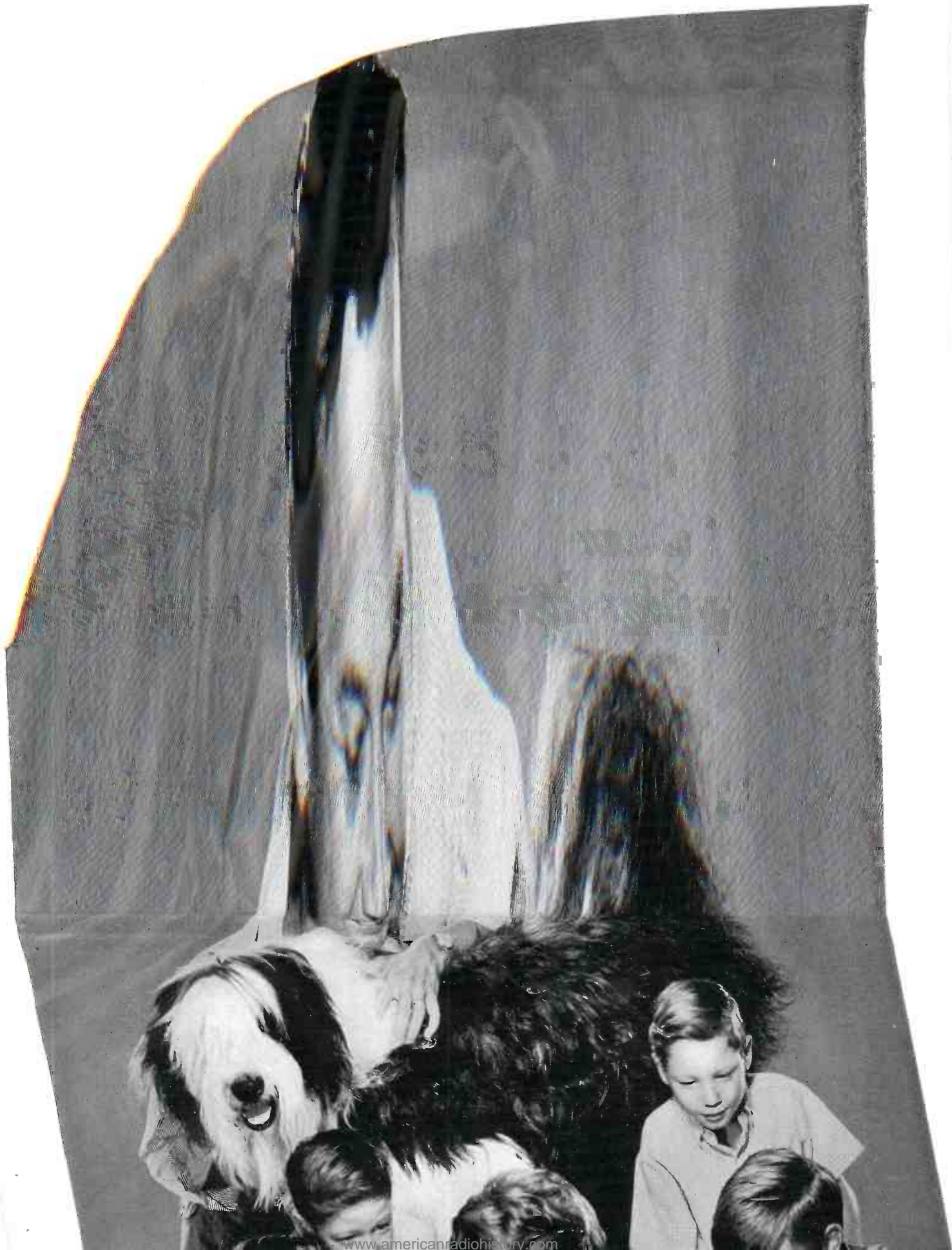
"The current atmosphere of hostility is less of a threat to advertising people, than a threat to business. And a threat to business is a threat to jobs, to higher wages, and to our economic well-being.

"If a law reduced our total advertising expenditures by 20%, the communications industry as it is organized and known today would disappear.

"A decline of 20% in advertising revenues could seriously curtail all but the largest newspapers and either force them to shut down or cease publishing frequently. Almost none of the weeklies could survive. For magazines and trade papers the margin of safety is even smaller.

"A decline of 12% in advertising revenues would be sufficient to wipe out industry profits in privately owned radio and television.

"The effects of reductions on the CBC



RESTAURANT
VOISIN

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.

prix-fixe \$6.00

FOR DINNER AND
LUNCHEON RESERVATIONS
MICHEL LE 5-3800
Restaurant Voisin
30 East 65th Street
New York City

PLAYBACK continued

would be a need for
subsidies.

LOCAL AUTONOMY

from Life Magazine

Magazine's condensation of
Friendly's Book, "Due to Circum-
stances Beyond Our Control" published
last month by Random House:

"As mediocrity fills the air it creates
appetites and styles a nation's taste. If
you condition an audience to expect
The McCoys of course it will reject the
Senate Foreign Relations Committee
hearings on Vietnam. A Walter Lipp-
man interview broadcast in the weekly
time period of *Petticoat Junction* would
be greeted by the same outrage Mr.
Lippman would receive if he tried to
lecture during the intermission at a
Time Square double-feature movie
house. Gresham's Law—the bad drives
out the good—applies not only to televi-
sion schedules but to television viewers.

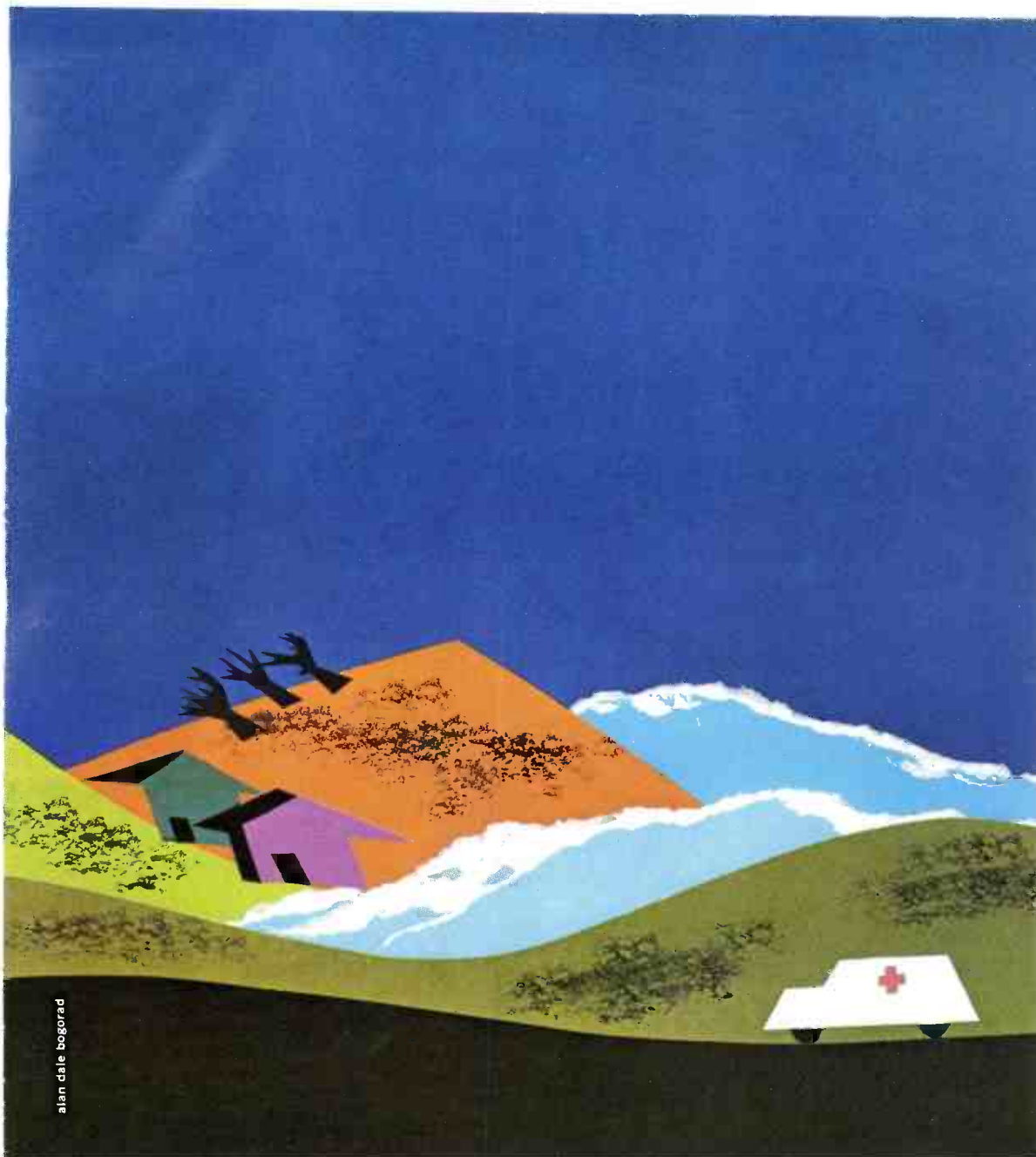
"Another dilemma of television is that
if by some miracle the network share-
holders and officers suddenly determined
to use only good taste, good judgment
and their conscience to guide their
choice of programing, the power of
autonomous local stations
rule them

a major public convenience
to be over shadowed by the glamour of
television comes into its own when there
is a sudden snowstorm . . . When the
mobility of a community is at stake, it is
almost intuitive to turn to the radio set
rather than the TV receiver. The neigh-
borhood radio voice may not attract too
much attention beyond its own backyard.
But therein lies its strength as a corner-
stone of modern broadcasting; when a
friend's help is needed, the local radio
station is always responsive."

MORE HEAT THAN LIGHT

In an article titled "The Year of the
Badmouths" in the *New York* magazine
section of the *New York World Journal
Tribune* of Sunday, March 12, Dick
Adler wrote:

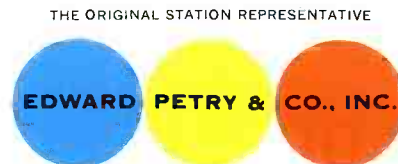
"This is the Year of the Badmouths.
Come back to American television after
an interlude with the comfortably un-
predictable BBC and you find that [Joe]
Pyne and [Alan] Burke (and to some
extent even David Susk
Green Mid-



14,037,729,000 TV IMPRESSIONS
 To Help The Red Cross



That's how the Petry represented TV stations backed this Advertising Council campaign last year. They believe in performing a public service as well as selling.



THE PETRY REPRESENTED TELEVISION STATIONS—
 —RESPONSIBLE AND RESPONSIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS

A SINGULAR HONOR- FOR TWO

At the April 3 session of the National Association of Broadcasters convention in Chicago, NBC News' Chet Huntley and David Brinkley received the NAB's Distinguished Service Award for 1967.



Previous winners of the award include President Herbert Hoover, Brig. General David Sarnoff, and Edward R. Murrow.

The NBC News team was honored, in part, "for the development and refinement of reporting techniques in their radio and television broadcasts that have given new depth and meaning to the reporting of news to the American public."

Enthusiasm for Chet and David is hardly confined to the industry itself. From January 23 to February 19 of this year, for example, "The Huntley-Brinkley Report" was seen in more than 10,000,000 homes a minute. That's the first time a regularly scheduled early evening news program has topped the 10,000,000 mark over so long a period.*

Ever since "The Huntley-Brinkley Report" went on the air more than ten years ago, NBC has been extremely proud of Chet and David's record of achievement.

This year's singular tribute from the NAB makes us prouder than ever.

NATIONAL BROADCASTING COMPANY

*Source: Nielsen: Feb. 1, 11, 1967. Subject to qualifications available on request.



Gentlemen:

In response to your request for an All-American family, with big dog, we
available for local station programming. 58 half-hours, in color (✓
color homes) with great appeal for those 35 and under
through MGM-TV.

truly,

RESTAURANT VOISIN

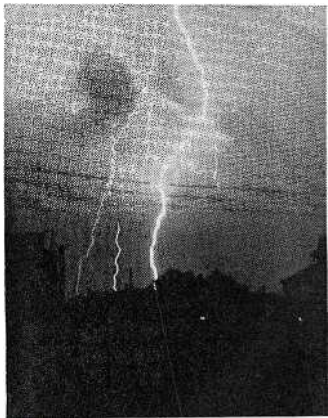
One of the Great
Restaurants of the World
Presents

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.

prix-fixe \$6.00

FOR DINNER AND LUNCHEON RESERVATIONS
MICHEL LE 5-3800
Restaurant Voisin
30 East 65th Street
New York City



Lightning Can Strike

MENTAL ILLNESS CAN STRIKE TOO. It does strike in ten adults and children, and it can hit you or your child. But mental illness is no longer hopeless. Now 7 out of 10 patients can leave the hospital within a year. Some need to be hospitalized if given adequate treatment. Mental Health Centers are available in each

PLAYBACK *continued*

would be a need for greatly increased subsidies."

LOCAL AUTONOMY

From *Life* magazine's condensation of Fred Friendly's Book, "Due to Circumstances Beyond Our Control" published last month by Random House:

"As mediocrity fills the air it creates appetites and styles a nation's taste. If you condition an audience to expect *The McCoys* of course it will reject the Senate Foreign Relations Committee hearings on Vietnam. A Walter Lippman interview broadcast in the weekly time period of *Petticoat Junction* would be greeted by the same outrage Mr. Lippman would receive if he tried to lecture during the intermission at a Time Square double-feature movie house. Gresham's Law—the bad drives out the good—applies not only to television schedules but to television viewers.

"Another dilemma of television is that if by some miracle the network shareholders and officers suddenly determined to use only good taste, good judgment and their conscience to guide their choice of programing, the power of the autonomous local stations would overrule them. Moreover, a network operating with an unbridled sense of responsibility would see its affiliates seceding to another network that traveled the low road to ratings and revenues. Most affiliates are too profitable under present circumstances to tamper with the magic of 'giving the people what they want.' The total investment in actual physical property of many television stations is only a fraction of their net annual profit; in some cases that investment is as low as one fifth of what the station earns every year. . . ."

". . . The inauguration of the CBS Saturday evening news program, an inspiration of Bill Paley's and mine, was delayed for more than a year because the company's owned-and-operated stations—the five jewels in the CBS crown—did not want the television network to sell the time nationally. When a cost study established that the parent company would make more profits out of a national sale than the five stations would lose, the program was given a place on the CBS schedule. . . ."

". . . The TV industry resents talk about public equity. But . . . me reasonable . . . some . . ."

a major public convenience that has tended to be over shadowed by the glamour of television comes into its own when there is a sudden snowstorm When the mobility of a community is at stake, it is almost intuitive to turn to the radio set rather than the TV receiver. The neighborhood radio voice may not attract too much attention beyond its own backyard. But therein lies its strength as a cornerstone of modern broadcasting; when a friend's help is needed, the local radio station is always responsive."

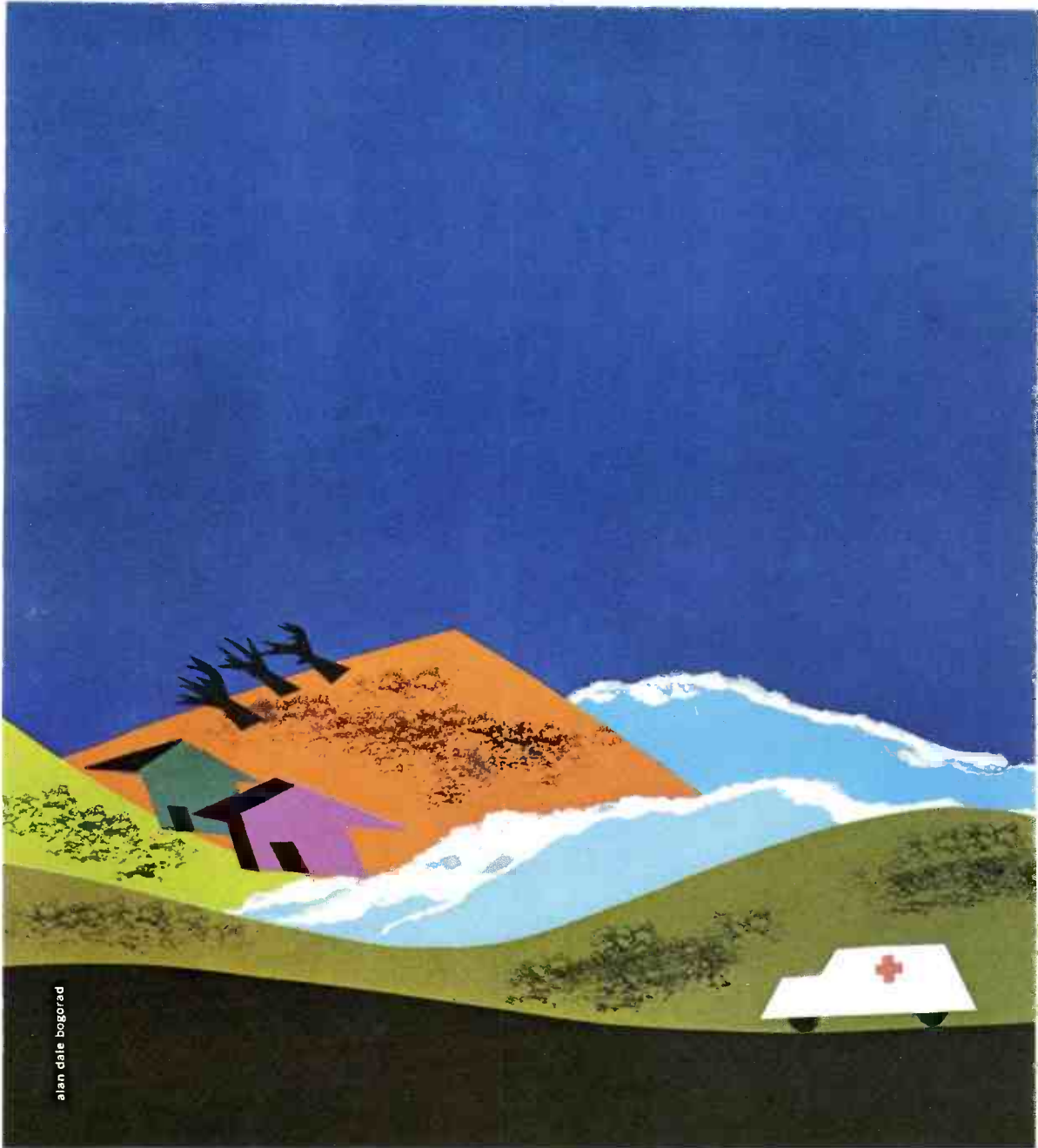
MORE HEAT THAN LIGHT

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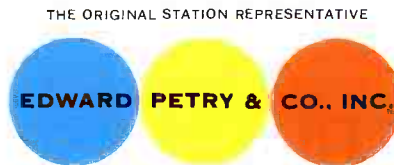


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Interested? You can reach us through MGM-TV.

Yours very truly,

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One of the Great
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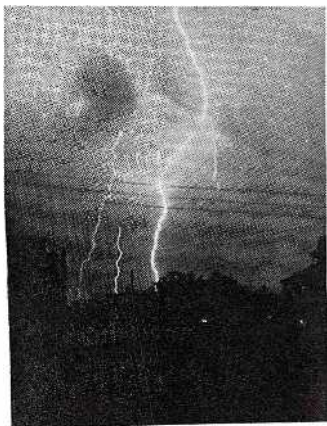
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FOR DINNER AND
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30 East 65th Street
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Lightning Can Strike

MENTAL ILLNESS CAN STRIKE TOO. It does strike one in ten adults and children . . . and it can hit you or your child. But mental illness is no longer hopeless. Now 7 out of 10 patients can leave the hospital within a year. Some need never be hospitalized if given early and adequate treatment. But Mental Health Centers are essential in each community . . . to provide this early adequate treatment . . . to everyone.

PLAYBACK *continued*

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"As mediocrity fills the air it creates appetites and styles a nation's taste. If you condition an audience to expect *The McCoy's* of course it will reject the Senate Foreign Relations Committee hearings on Vietnam. A Walter Lippman interview broadcast in the weekly time period of *Petticoat Junction* would be greeted by the same outrage Mr. Lippman would receive if he tried to lecture during the intermission at a Time Square double-feature movie house. Gresham's Law—the bad drives out the good—applies not only to television schedules but to television viewers.

"Another dilemma of television is that if by some miracle the network shareholders and officers suddenly determined to use only good taste, good judgment and their conscience to guide their choice of programing, the power of the autonomous local stations would overrule them. Moreover, a network operating with an unbridled sense of responsibility would see its affiliates seceding to another network that traveled the low road to ratings and revenues. Most affiliates are too profitable under present circumstances to tamper with the magic of 'giving the people what they want.' The total investment in actual physical property of many television stations is only a fraction of their net annual profit; in some cases that investment is as low as one fifth of what the station earns every year. . . ."

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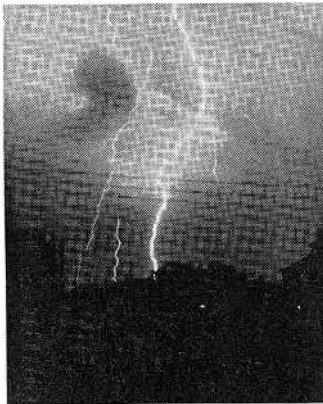
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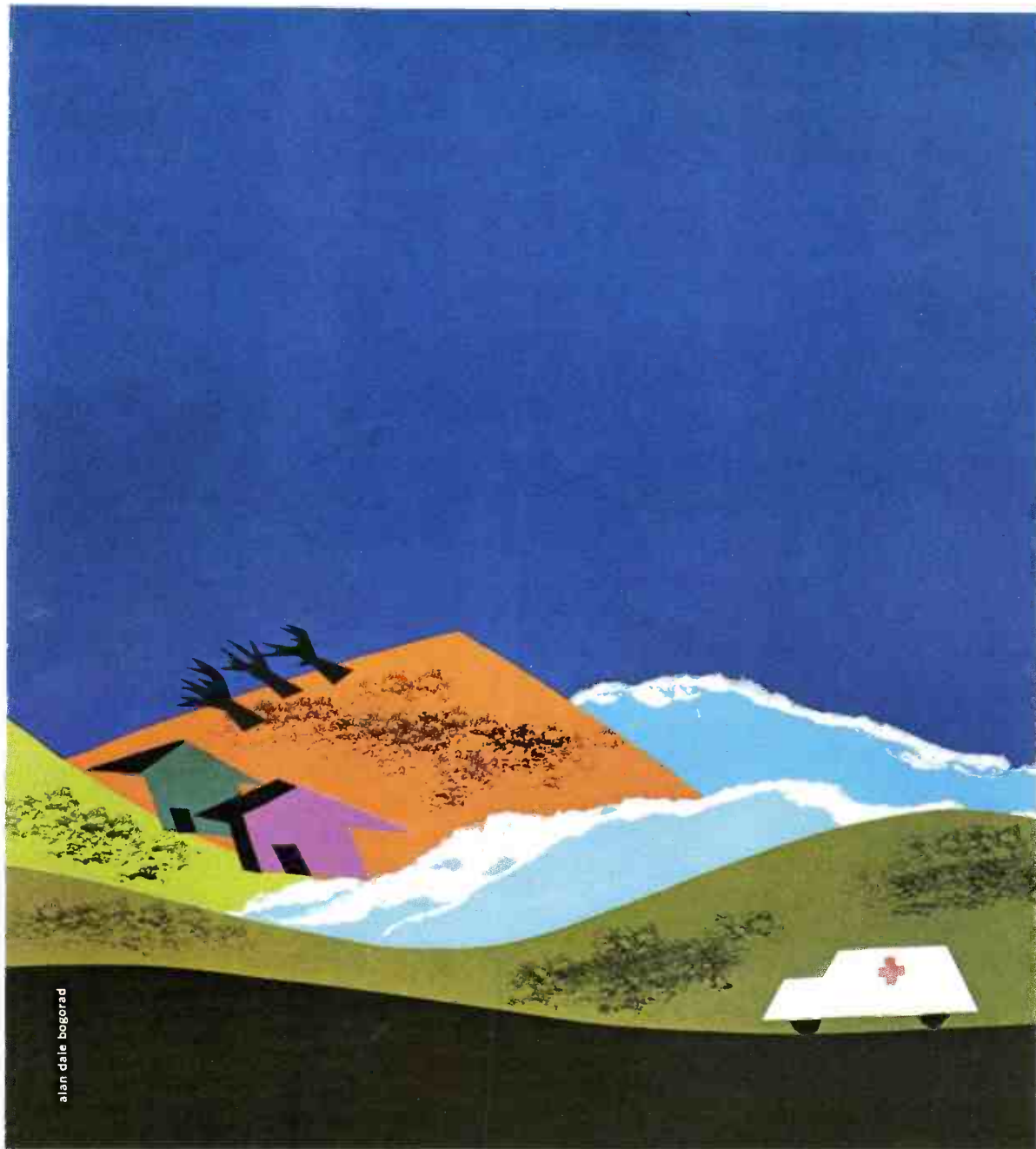
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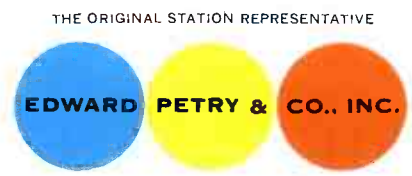
Realist Editor Paul Krassner has been a guest on both Burke and Pyne, and enjoyed himself hugely. (Pyne holding up a copy of his magazine, said, 'Isn't it true that your magazine is full of homosexual material?' 'Why, Joe?' asked Krassner in return. 'Did you see something that interested you?') Krassner feels that the shows are currently popular 'because people in general are bored,' and he could be right."



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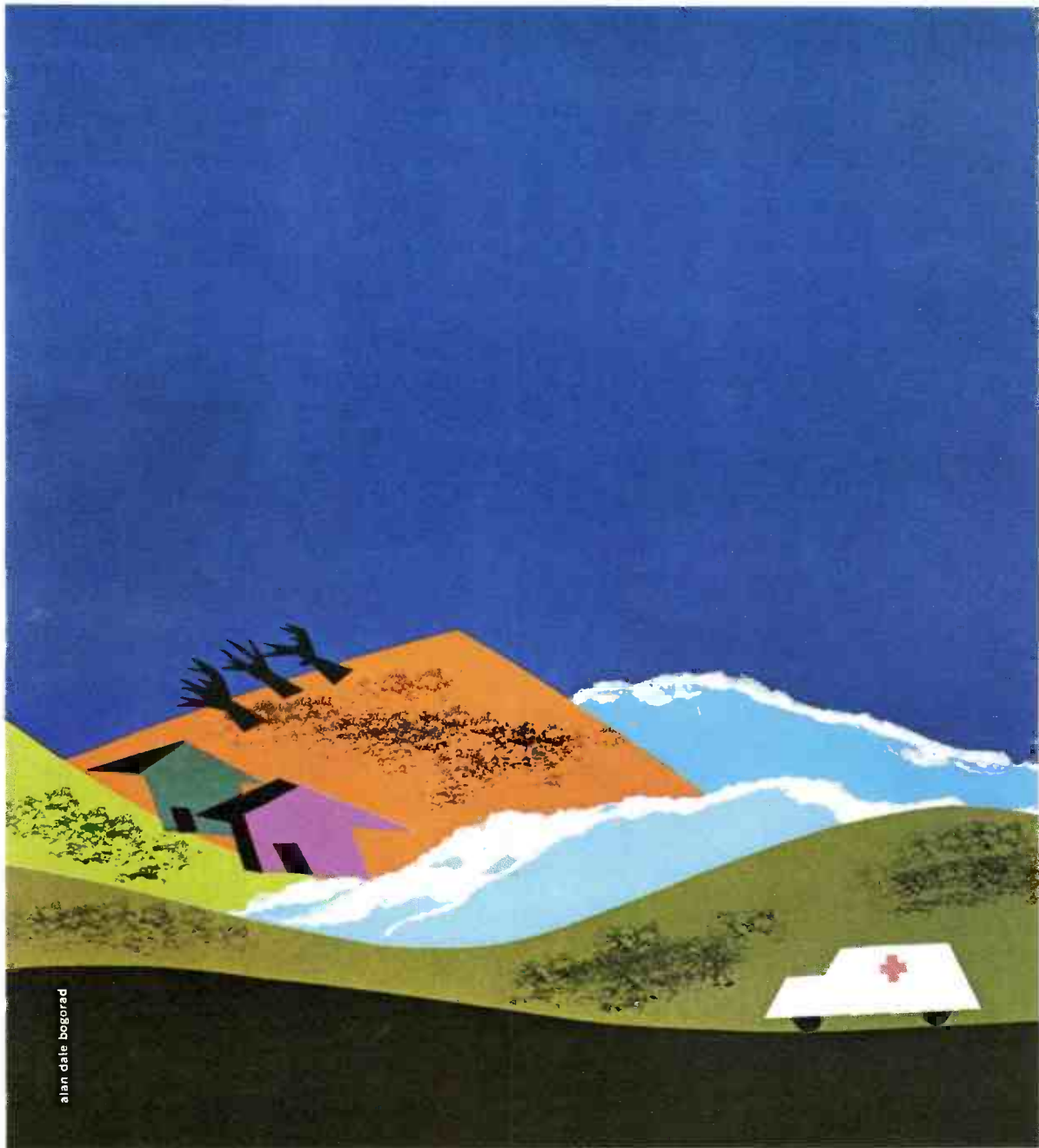
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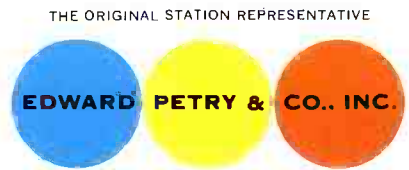
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TELEVISION



DO TV SIGNALS DEFINE MARKETS?

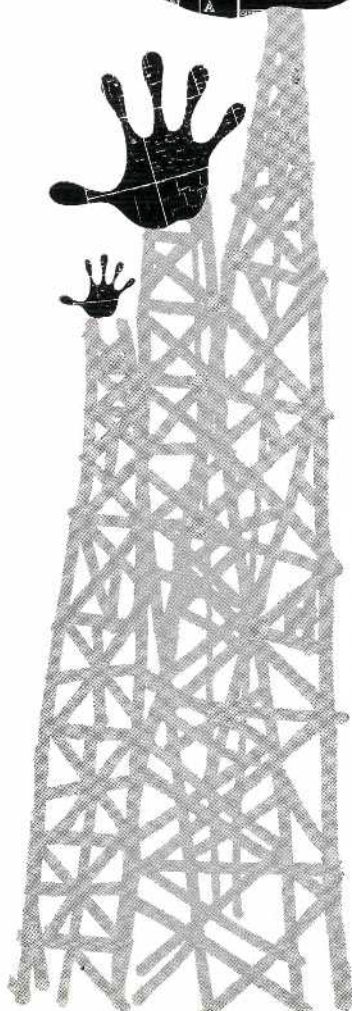
BY RICHARD DONNELLY

IN tomorrow's homogenized, computerized, electronified and ever-more-crowded world, the concept of being from a given town or village or even city may disappear from the American consciousness.

As legal entities, towns, villages and cities may remain, but their inhabitants will be aware of a sense of place that transcends their local origins and concerns, something less than a regional or national identity, something more than those six square blocks or acres or winding lanes that were once their childhood world and that became an adult world more widely defined, but limited nevertheless.

Tomorrow's citizens may describe themselves as from the "greater Boston complex" or from the "San Jose-Salinas-Monterey area"—an area whose homogeneity was established and whose territory was enlarged by the reach of the local television outlets in that market.

To coin a term that might be in McLuhan, man's roots will be radial rather than central. If this seems too much



How have television signal patterns changed advertisers' market practices?

to claim for television, a form of media imperialism, it should be noted that television did not create the situation, it was simply there to take advantage of it. For at the very time television was making tremendous growth strides, so was our extremely mobile population growing, establishing new homes in the suburbs, creating whole new communities, new sales districts, different product needs.

Unlike most other media, TV was able to cover this growth and movement effortlessly. Its average signal reached as far as a commuter would want to travel, as far as even Los Angeles has sprawled to date.

The creation of separate market entities defined by the reach of the television signal has had business meaning as well as cultural meaning. More than a decade ago major advertisers began to hear about the concepts of Megatown (Westinghouse Broadcasting Co.) and Tele-Urbia (Corinthian Broadcasting Co.).

Megatown, for instance, was described as "a new type of community which is not limited by artificial geographical boundaries, post office locations, or population density formulas such as define 'Standard Metropolitan Areas'. Its boundaries are established by the *mobility* of its residents, mobility in transportation, mobility in communication, mobility in customs and habit. This mobility means people now measure distance not in miles, but . . . in time. They live 10 minutes from the shopping center, *not* five miles; 40 minutes from the office, *not* 30 miles."

The implications of this for marketers were obvious even then. No longer would arbitrary state and city lines establish sales districts or even distribution points. The old city and retail-trading-zone concept had meaning only when residents of the outer areas around the city did most of their shopping within the city. Increasingly, as great shopping centers mushroomed out in the suburbs, this proved not to be necessary.

Thus began, or thus were further dramatized, the difficulties facing the large cities. The difficulties facing marketing people were how to relate advertising effort to sales districts and how to measure advertising effectiveness against actual sales.

Many answers to these related questions have been made to date. One especially dramatic one that began to evolve in the late fifties and early sixties was to redo distribution areas to match the areas of the dominant advertising medium being bought. In brief, distribution should follow advertising, not the reverse, and it should do this because the new dominant medium, television, cut across all of the usual lines. That, in capsule form, is the theory and its brief history.

How have major advertisers responded to the challenge of redoing their marketing areas to conform to the television signal that in turn takes in the central city and its surrounding towns and new suburbs?

The answer is: in some cases totally, as with Brown & Williamson; in some cases partially, as with Procter & Gamble, and in some cases not at all, as with Richardson-Merrill.

The concept, bold and revolutionary in its time, had to be tested against historic wholesaler and retailer arrangements that could not be upset by a manufacturer, and it had meaning only for those concerns that spent a great deal of their money in television. It clearly makes no sense for a Schenley's to redefine its sales areas to conform to the pat-

terns of a medium it's not allowed to use; nor does it make too much sense for a magazine-conscious advertiser, who may use television only fitfully, to go to that effort and expense.

Thus, more than a decade after it was actively promulgated as a marketing truism, the concept of the television signal defining the marketing area has not become an iron rule of doing business, even among the television-conscious package-goods firms. And, because of the computer, there are indications that it will be less imperative in the future.

Numerous companies, however, have made radical departures in their marketing operations because of the emphasis they place on advertising weight and strategy. But determining who has done what and when is like wandering through the Pentagon asking questions about missile sites.

Coca-Cola, which reportedly has made severe adjustments in its marketing operations to bring it in line with media thinking, won't talk because it feels it has a clear competitive edge over everyone else in the field. Meanwhile, Pepsi-Cola is doing the same thing and not talking about it for the same reason.

Where they could, all of the large companies such as P&G, certainly Colgate, Lever, General Foods and Bristol-Myers, have done their best to match their marketing areas to the patterns of their dominant advertising medium, television. Reportedly, so have A&P, Ralston-Purina, Piel's beer, Shell Oil and Campbell Soup. Warner-Lambert is just now redoing its sales areas to conform to television coverage patterns.

Obviously, there is no clear-cut picture. Says Edward A. Grey, vice chairman of the board, McCann-Erickson Inc.: "Today, in my opinion, most sophisticated marketers have altered their market definitions to conform to signal areas."

"More than three-and-a-half years ago P&G had been able to give us brand development data according to television areas," says an agency media executive. "But of course it depended on the product and the product category."

With the computer, says Joseph St. Georges, vice president and director of the data and systems department at Young & Rubicam, an advertiser "doesn't have to measure sales by television areas because he can have it county-by-county and in any form he wishes—by television market, by his own sales district, by Nielsen test area, by American Research Bureau's ADI areas."

"I think that the reason few advertisers were able to change their merchandising areas to conform to the television area even though a lot of them entertained the notion, apparently is because they incurred a great deal of difficulty out in the field," says Norman S. Hecht, media research director of Gardner Advertising. "They ran into such problems as state taxes, warehouse inventories."

For four and possibly five Ted Bates & Co. clients, says Justin Gerstle, vice president and director of media information and analysis, "the local dominant medium at a given point in time defines the marketing area."

Other media executives are less positive than Gerstle ("It just doesn't matter today because of the tools we have. We can regroup data any way we want," says Herbert Zeltner, senior vice president, director of marketing services, Needham, Harper & Steers. "There are other criteria than media," notes Alvin A. Achenbaum, vice president, research director, Grey Advertising) but almost all are agreed that

TV-signal-shaped market areas are easier to plan than they are to execute

definitions of television areas (most major agencies have their own private lists) play an important role in budget allocations or in controlling expenditures from a geographical point of view.

The various market rankings the agencies use change slightly depending on criteria, but generally they are alike in one respect: There is no overlap, for counties are assigned to markets on an exclusive basis.

Before getting into that particularly unhappy subject, it might be worthwhile looking at one of the better publicized instances of a major television advertiser defining his distribution area in terms of the television signal (strictly speaking, in terms of dominant viewing in a given area). This is the story of how Busch Bavarian beer, a popular-price entry of Anheuser-Busch some years ago, got started out in life with the then novel idea that the media are the starting point in the entire marketing process. It was first told in the December 1959 issue of *TELEVISION Magazine* and it contained what were at that time probably market-shaking observations by the then regional brands manager of Anheuser-Busch, Walter (Bud) Reisinger, who is now media coordinator and corporate advertising director. Said Reisinger: "The important thing is not where the advertising originates. The critical factor is where do the advertising impressions go? We now say that local advertising is the advertising pressure received within a wholesaler's territory, regardless of where the advertising comes from." Thus, Busch Bavarian wholesalers were assigned to television coverage areas rather than to states, and they were assigned on the basis of where the television dominance came from.

Although analyses of marketing areas to determine potential were the concern of the business planning department of Anheuser-Busch, Gardner Advertising, still the agency of record, got very much involved in distribution planning through its media department. This was because of the need to assign wholesalers to media coverage areas and to allocate advertising budgets against them. At that time, the media department defined the coverage area on the basis of NCS#3.

Busch Bavarian beer proved to be what in low-priced beer circles is an overnight success. In the usually deferential and modest way advertising success stories are never fully told, no one is quite saying that the media/marketing innovation was the key or whether it was the right product at the right time with just the right creative approach. The point is, it worked, and the point was not lost on numerous television-aware advertisers of that time.

Today, things are infinitely more complex and it has led Y&R's computer expert St. Georges to remember with nostalgia the time an unnamed client wanted to allocate 10% of his advertising budget to Springfield, Mass., because that's where 10% of his sales were coming from. The agency found it hard to believe that 10% of sales could come from less than 1% of the population and so it was discovered that Springfield was the distribution point for the entire Northeast. St. Georges thinks things have come a long way from that time and that we're in danger today of getting buried by data—warehouse withdrawal information from a Time-Life subsidiary on the fate of a mushroom-barley soup, monthly Nielsen test market data and the like.

Buried by data or not, advertisers seem to want more of

it. The most recent example of how known sales information, related to known advertising efforts, can increase potential was provided by Dr. Carl H. Rush, senior vice president, Ted Bates & Co., before the Association of National Advertisers' annual workshop on advertising planning and evaluation at the end of last year.

Dr. Rush first noted that there were many ways of allocating budgets, that many advertisers allocate by population or household or television household or by their own factory-shipment records. Still others allocate by size of the retail market in general or in the particular product category, while some persist in allocating expenditures by dollars necessary to buy uniform pressure in all markets. Still another group of advertisers, he says, actually allocates expenditures by matching dollars to competition.

"The trouble with all of these systems," notes Dr. Rush, "is that none carries through on the principles which originally set the national budget—that is, that an appropriate level of advertising activity should be related to a realistic appraisal of the sales and profit potential of specific local areas."

Such a realistic appraisal would take into account the following issues, he says: How much difference in per capita sales of brand share do you have in the different markets? What is the range of performance among regions or markets? Which are your under-developed markets and which are your over-developed?

"The finer you can analyze your sales," he adds, "the more you will be able to see the differences. The use of large sales regions or districts tends to have a leveling effect. . . ."

Dr. Rush feels that the critical comparison to be made is the responsiveness of the market to a previous application of advertising dollars and that one can, with such analyses, "identify markets which appear to be markets of special opportunity."

What follows, therefore, is that decisions on media must take into account the essentially local nature of selling. "To take advantage of the existence of opportunity markets, you just must have funds available to apply locally, and this will limit the amount of money you will be able to spend in national media."

Dr. Rush offered an example of what happens when a market of indicated special opportunity is given extra advertising weight. The product he offered was Kool cigarettes, a Brown & Williamson product and a Bates client.

After noting that Kool's sales performance in seven large geographic regions varied with indexes ranging from a high of 121 to a low of 72, Dr. Rush observed that the differences are relatively small "because of the leveling effect mentioned earlier."

He recalled that "some years ago we developed with our client a method for breaking out his sales figures and advertising expenditures into 184 TV advertising areas. Thus we have a long track record of the responsiveness to advertising of each of these areas and it is these data which enable us to select markets of opportunity."

Narrowing his focus to just the top-50 markets, the Bates executive was able to show the inevitable range in sales performance index—from a low of 58 to a high of 159.

"In this analysis . . . we then examine closely all the information we have on each of the 50 markets searching

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Some
of the
best
features
are
missing

BY RALPH TYLER

VANESSA REDGRAVE
IN MICHELANGELO ANTONIONI'S
FILM "BLOW-UP"



**AS MOTION PICTURES BECAME MORE
'ADULT' TO LURE AUDIENCES FROM THE
TUBE TO THE BOXOFFICE, THEY ALSO
BECAME SEXIER AND MORE VIOLENT.
SINCE HOLLYWOOD'S 'SEX IS FUN' APPROACH
BEGAN, THE TV NETWORKS HAVE BECOME
PRIME USERS OF FEATURE FILMS. WILL
THE 'ADULT' FILMS EVER FIND A
PRIME-TIME SLOT ON THE NETWORKS'
SCHEDULES WITHOUT MAJOR EDITING?**

TELEVISION hasn't joined the sexual revolution—it's been drafted.

What has pressed TV into service on the antibluenose barricades is the medium's hunger for feature films. And the most recent and, therefore, choicest movies are being made by producers who have discovered at least one fact of life: Sex packs them in at the box office.

Ironically, it was television's inroads on the movie business that gave a new lease on life to Hollywood's libido, long in enforced latency under the watchful eye of the industry's self-policing committee. Hollywood had tried wide screen and even 3-D to woo back the customers lost to TV but the results were not spectacular.

Meanwhile a low-budget picture that should have died of neglect in its native Denmark or some such country instead was making it big in the international market. Could it be because its leading lady ran through a birch grove in the buff? Hollywood thought so, and took note.

Of course, this is a gross oversimplification. Sex probably would have been rediscovered by the American picture business even if no foreign product ever made it to these shores. Hollywood could have taken its cue from *Playboy*, the biggest post World War II success in magazine publishing.

Hugh Hefner, who sensed the puritan ethic was dying if not dead, launched *Playboy* in 1953 with a 70,000 press run. Its circulation now is somewhere in the neighborhood of 4 million. Even the statelier women's magazines, although less visually compelling, produce a psychiatrist or two each month to discuss intimate marriage details that would have brought a blush to a dockwalloper's cheek 10 years ago. And *Time* and *Newsweek*, those shapers of public opinion, nowadays carry bare-bosomed illustrations with an effortless, establishment air that brooks no Grundyisms.

Doubtless television, as the central mass medium of our time, would be paying some attention to the sexual climate even if no movies crossed its path. There would still be those late-night panel discussions of homosexuality and those sequences in some downbeat series where a girl contemplates abortion and then thinks better of it.

It's even the opinion of Stockton Helffrich, manager of the New York City office of the National Association of Broadcaster's Code Authority, that television actually may

be ahead of the movies in tackling adult themes. Anyway, he says, the more commonly held belief that TV trails two or three years behind the movies in this matter bears a great deal of researching.

A significant but largely unnoticed difference in the media is that movies have a way of making sex look like fun, while television doesn't. The movies are a big, sensual, glossy medium in which flesh takes on a satiny sheen. Of course the sinners in movies do pay for their sins, and sometimes they pay and pay and pay—but the temptations they had failed to withstand look genuinely tempting. On television, however, sex tends to be comic, as in the late night verbal wit of a Johnny Carson; camp, as in *Captain Nice* and that breed, or just plain discouraging as any number of discussion shows, documentaries and drab slice-of-life dramas indicate. The movies produce the Harlows and Monroes, but on television the doxy yields pride of place to the den mother.

Some will argue that it isn't television's intrinsic nature that makes it unsensual, but its place in the living-room that necessarily bars anything but all-family fare. That's true in part, although Hollywood under the rigorous self-censorship of the Hayes and Johnston offices managed to come up with an oomph girl or two and an elaborate double-entendre approach that allowed it to imply everything and still stay on the right side of the Motion Picture Production Code.

The trouble television now faces is that the entendre of many present-day movies is no longer double. It's unabashedly single, and although this may be a gain for honesty it proves a puzzle for a medium like television that must be all things to all men from the pious senator from the Bible Belt to the dealer at a Las Vegas crap table.

Not only are the movies themselves changing, but many once steady influences appear of late to be staggering in the shifting sands of moral ambiguity. Even the Motion Picture Production Code has been revamped and shortened, and what was once the Legion of Decency is now the National Catholic Office for Motion Pictures with a broader, less solely censorious view of its role vis-a-vis the motion-picture films.

In the meantime the networks, aware that they are devoting 16% of their prime time to the movies and paying some \$52 million for the privilege, obviously would prefer

to operate in a world of moral certainties.

A misreading of the contemporary mood can be costly, as CBS found out when it bought "Psycho" and then returned it unused for a \$400,000 loss. The problem here was largely violence rather than sex, although the latter was not entirely trouble-free. The National Catholic Office for Motion Pictures, in giving "Psycho" a B rating (morally objectionable in part for all), said: "The sensational use of sex and the excessive violence, which partially mar the development of the story, are considered to be entirely lacking in dramatic justification and to be highly objectionable."

William H. Tankersley, program practices vice president at CBS-TV, says "Psycho" was "susceptible to editing" and was no stronger than a good mystery story after necessary but not numerous cuts were made. The bathroom stabbing scene, for one, was considerably shortened and the screaming music that accompanied it was taken out. The film was scheduled, but the tragic killing of the daughter of Charles Percy (then a candidate for the U.S. Senate and now junior senator from Illinois) occurred just before it was to be seen and CBS withdrew it.

The public assumed it would be rescheduled. However, Tankersley says the network decided a negative climate had built up around the picture and it was better not to take a chance with it at all. He feels the picture was unfairly prejudged by people who hadn't seen it in its edited version.

Robert D. Kasmire, vice president for corporate information at NBC, says: "I think you could probably play 'Psycho' edited, but if you edited it in order to play it on TV you'd wreck it." Rod Eagen, supervisor for broadcast standards at NBC, says the network was offered "Psycho" but turned it down post haste because "to make it acceptable for television we would have had to take from it those elements that made it sensationally successful. In fact we'd be emasculating Alfred Hitchcock's work."

Eagen says NBC has been showing feature films two nights a week for the past three years and before that for one night a week starting in 1961. "If you add up all those feature films," he says, "the total amount of editing we've done on them doesn't come to more than 10 minutes."

Of course there are historical reasons for that minimal editing, and things may be different for NBC in the future. Eagen says the initial supplier for NBC's prime-time movies was 20th Century-Fox, which insisted that the features be televised exactly as shown in the theaters. "This meant looking at a film and if there was anything at all wrong with it rejecting it entirely," Eagen says. "For instance 'Lydia Bailey' has one fleeting moment where a little boy was being knifed. Otherwise it was an acceptable film, but we were obliged to turn it back."

Eagen says that after two years both NBC and 20th Century-Fox realized this policy unrealistically excluded attractive films from the medium. A renegotiated contract allowed NBC to edit if necessary. "Because we were given this privilege doesn't mean we use it recklessly," he says. Later NBC switched to Paramount for its film source. Again the network was allowed to edit, but it didn't accept any movie that required substantial cuts.

"We weren't in a position where we had to say: 'Golly, how can we make this film acceptable?'" says Eagen. "If we rejected a picture, Paramount was obliged to give us a film of equal quality. We were alone in the field and we could do this. Now there's a new situation. All three networks are competing for the product of the major studios.



The crucial scene in this Danish film, "A Stranger Knocks," comes when the woman, whose husband was killed by the Nazis, discovers during the act of love a mark on the man's wrist that identifies him with her husband's murderers. "A Stranger Knocks" will be included in a package Trans-Lux Films plans to distribute to TV stations before the end of the year. Trans-Lux fought a New York state censorship effort all the way to the U.S. Supreme Court before the picture was shown in theaters.

When we look at films today it's more or less from the point of view of editing."

At CBS, Tankersley says: "You'd be surprised how many adult themes can be edited. Often there's one scene primarily that causes the trouble, like in 'A Shot in the Dark' where Peter Sellers is struck a karate blow while in bed with a girl. Of course sometimes an objectionable scene is tied into the story so tightly it can't be cut out. Producers are beginning to take this into consideration. Recently one came to us before he shot a scene and asked if we thought it would be acceptable. A possible solution could be to shoot a scene one way for the theaters and another way for television."

Hollywood on occasion will film a crucial bit of footage in one fashion for the domestic market and in another more openly sexy manner for foreign exhibition. For example, Donald Klauber, executive VP and general sales manager of Seven Arts Associated Corp., says there may be two such versions of the coming "Reflections in a Golden Eye," one with Elizabeth Taylor in the nude, the other without. It is possible that some day there will be three versions of a movie, one for domestic theatrical consumption, one for foreign audiences and one for television.

However, part of the value of a movie on television to a viewer is that it is a movie, something that he might have gone out and spent money on at the local Bijou. If every adult-themed motion picture is altered to look like something from the Disney shop for its TV run, the viewer may feel cheated. He also may feel puzzled. Some stations, for example, so tampered with the rape scene in their showing

of the Italian film "Two Women" that the subsequent behavior of the daughter didn't make sense.

It's not only the viewer who may be rankled by television's readiness with the scissors. Directors, particularly those who are at the same time independent producers and thus have some say about what happens to their films, are sounding off about TV "butchery."

Otto Preminger, for example, got into a flap with CBS because the network originally wanted to eliminate references to homosexuality in his "Advise and Consent." CBS finally agreed to leave the theme in with only a minor erasure: A scene in a homosexual bar was excised. No public outcry was heard when "Advise and Consent" was aired in prime time this season.

Preminger also won an agreement from ABC that his "Man With a Golden Arm" would be televised intact and he would be granted the additional privilege of saying where the commercial breaks should fall. According to a press report, "Man With a Golden Arm" cost ABC less than the usual price for top Hollywood product because the picture was in black and white and was burdened with the controversial theme of drug addiction. The movie played without a Motion Picture Production Code seal when it was released by United Artists in 1954, but subsequently obtained one.

The Motion Picture Association's position on portraying drug addiction is a good illustration of how the new code, which came out last year, differs decisively from the old. The code now in operation doesn't even mention drug taking specifically although it can be assumed that it is

covered by the commandment that "evil, sin, crime and wrong-doing shall not be justified." The old code stated specifically:

"Drug addiction or the illicit traffic in addiction-producing drugs shall not be shown if the portrayal: (a) tends in any manner to encourage, stimulate or justify the use of such drugs; or (b) stresses, visually or by dialogue, their temporarily attractive effects; or (c) suggests that the drug habit may be quickly or easily broken; or (d) shows details of drug procurement or of the taking of drugs in any manner; or (e) emphasizes the profits of the drug traffic; or (f) involves children who are shown knowingly to use or traffic in drugs."

The new code's strictures on sex are almost laconic compared to its earlier, richly detailed rulings. The present code says simply this: "Indecent or undue exposure of the human body shall not be presented. Illicit sex relationships shall not be justified. Intimate sex scenes violating common standards of decency shall not be portrayed. Obscene speech, gestures or movements shall not be presented. Undue profanity shall not be permitted. Restraint and care shall be exercised in presentations dealing with sex aberrations."

That last admonition is in sharp contrast to the earlier rule which stated: "Sex perversion or any inference of it is forbidden."

Accompanying this liberalization of the code and helping, in a sense, to bring it about was the establishment of an SMA (Suggested for Mature Audiences) classification. According to the MPA, this alerts parents to get more information about a film before they take young children to see it. It also enables the director who knows his picture will be stamped with the SMA warning to feel less cramped in the topics he deals with, since the kiddies presumably won't be staring wide-eyed at his handiwork.

The use of this type of warning classification by television has only been experimented with by a few stations. The general feeling is that it might backfire by alerting inquisitive youngsters that something forbidden and therefore worthy staying up for is in store.

The Reverend Patrick J. Sullivan, executive secretary of the National Catholic Office for Motion Pictures, says there is a significant difference between showing a film with a mature theme on television and in a movie theater. "In the first place," he says, "it costs money to go to the theater and presumably the youngster has to ask a parent for it. This gives the parent the opportunity to check on what the child wants to see and whether the parent wants him to see it. Also a responsible theater manager exhibiting a film with an SMA seal will discourage youngsters from the box office.

"But when it comes to the TV presentation of the same film the problem is different, particularly in these days when many families have more than one set and junior has

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PHOTO: NEW YORK MUSEUM OF MODERN ART FILM LIBRARY



In this scene from First National's 1930 production of "Kismet", Sidney Blackmer is handling Mary Duncan in a manner quite in keeping with the best Baghdadian tradition of the ninth century. That was the time and place of "Kismet", which starred Otis Skinner.

THE ECONOMICS OF

\$P0000,000,

BY EUGENE FEEHAN

SPORTS on television is no more than a show-business proposition," states a top network executive. "It needs personalities, an ultimate challenge represented by a championship face-off, involves a tremendous amount of money and, in the end, a visual carry-over of acceptable violence."

He relit his filter brand and observed with a smile: "Sports on TV is a middle-class kind of 'Hamlet,' because you'll find a parallel there in at least a few aspects."

Some people with a lot of money feel something special about it, too. It has been estimated that the networks, advertisers and agencies combine to lay out over \$200 million annually just for the privilege of getting broadcast rights for a lot of active men (and a few ladies) rushing back and forth in various types of arenas. No one wants to admit that he contributes more than a few dollars to that staggering total, but certain facts can be quoted immediately.

CBS Television decided last year to invest \$37.6-million for two years of pro football, which is more than three times what it was spending five years ago to present National Football League contests. During 1966, networks, stations, advertisers and their agencies sat down in the usual cigar-smogged rooms and agreed to pay an estimated \$44,105,205 overall for rights to broadcast the games of 24 professional football teams and approximately 118 colleges.

Rights expenditures were far and away the biggest factor in the economics of sports on TV during the past year. It was the year in which the newly merged National and American Football Leagues were able to package a \$9.5 million, four-game Super Bowl broadcast contract (1967-1970), with CBS and NBC. The Super Bowl is, perhaps, the most important "trend" event in contemporary sports broadcasting. Each network laid out \$1 million for rights on the Jan. 15, 1967, simulcast of the Green Bay Packers' collision with the Kansas City Chiefs (from which the Packers trotted off the turf in the expected winning form).

Of itself, the establishment of the Super Bowl set some significant guidelines for the future of rights payments. It created a record of the highest TV rights ever paid by a network for a single sports event. CBS agreed to pay \$2.5 million each year for exclusive coverage rights in 1968 and 1970 (option), while NBC came up with another \$2.5 million for the 1969 Super Bowl. Rumors have it that NBC was not very happy about the way the two-network broadcast went. The TV arrangements called for CBS to produce the game, with NBC taking a video feed, although pro-

viding its own announcers, Curt Gowdy and Paul Christman. CBS had wanted exclusive rights, but it became evident that the broadcast would have to be handled on a forced-sharing basis, and carry with it certain schedule adjustments. With so much money and prestige at stake in the minds of both of the "super" networks, it seems that the temporary marriage was something less than perfect.

The Super Bowl, as important as it has become in telecasting, is a long way from being the only consideration of the networks. Apart from the fact that professional and collegiate football are two of the biggest things ever to hit the tube, the World Series, *The Game of the Week*, pro golf, hockey and, occasionally, boxing, remain the staples of the sports-buff's diet.

A new additive to the stew this year will be soccer, if for no other reason than a number of highly placed TV executives are getting worried about football. "Rights have become so expensive and coverage has grown so fast that we have a vague feeling that TV may kill football just as it did some years ago with boxing," says one, who for clear reasons, left his name off the quote.

"Hockey is the sport to keep an eye on," maintains a National Hockey League spokesman. Six NHL franchises worth \$2 million each were signed in February 1966, with some interesting indications that the sport is going to grow faster than some of its more publicized brethren. Jack Kent Cooke, president of the American Cablevision Corp., has indicated his intention of building a \$7-million arena in Los Angeles seating 16,000 to house his sports promotions, of which hockey and basketball appear to be major elements at the moment.

Questions have arisen about the continuance of the so-called "offbeat" sports, ranging from barrel-jumping to bull-fighting, sail-skiing and other exotica. Jack Dolph, CBS-TV director of sports, states that his network has no intention of getting involved with them to any great extent. "We know that jai alai, for example, may have a certain solid audience in such metropolitan areas as Miami and New York and maybe a few other cities, but it doesn't have the big, long-lasting appeal that a major sport does.

"A lot of unusual sports events were shown on the CBS *Sports Spectacular* in the past, and they served a unique and useful purpose in their time. But we learned at least one valuable lesson from that presentation, and that is that the live, competitive event which is kept on the TV screen

OOOORTS

How much more can TV pay for sports rights before sponsors balk at paying even higher cost - per - thousands?

over a long period of time is the most effective.

"The basic reason is that such a sports program on TV helps to establish a personality in the mind of the public. It identifies him with a specific sport, such as Arnie Palmer with golf or Eddie Arcaro with horse-racing. This sort of emotional identification is absolutely essential to maintaining interest in a sports broadcast."

Dolph riffled through a file of ratings data and added: "You just can't use rugby or lacrosse for 13 weeks and expect to build an identification, because all people see are numbers flashing by, with maybe one or two names coming across on the audio that may mean something. There's no way to create interest as yet on TV with those two sports."

"The whole point of making a dollar with a sports broadcast is to establish a continuous event in which personalities establish themselves with viewers in the same way as a Johnny Unitas or a Mickey Mantle or an Oscar Robertson."

"That's why the feeling at CBS is to go for year-round sports, or at least those which people tend to talk about all year long. Cost-per-minute is always a problem, but especially so in golf, where it can approach the realm of the fantastic, at least as compared directly to other major sporting events. But, for some reason, millions of people are interested in it. It might be an executive pulling down \$100,000 a year, or a young couple who like to go out on a Saturday night and whack away at a driving range. That's why there is no accurate way to measure the significance of the golf-viewing public."

"Golf has a strange fascination about it. Just drop into a clubhouse some Saturday afternoon when a big match is being broadcast and you'll see scores, even hundreds of fans hanging on every swing. I once visited a club in a nearby suburb at such a time and I'll bet there were 500 people in there, glued to that TV broadcast. And, of course, it has to be admitted that network executives love golf, even if they don't get the chance to swing as often as they'd like to. I would say that golf is the most emotional buy we have to offer, believe it or not. Top businessmen are the real golf addicts, and rather frequently they will vote to put their firm's money into it even if the ratings of a specific golf broadcast are not world-beaters."

Soccer is the new hush word of the season, say sports observers who are a bit skeptical of CBS-TV's chances of making it. Again, Dolph comments: "Yes, we're taking a chance

on televising soccer, and we know it. But risk is the name of this business. Let's face it: TV sports are running out of horizons, and we've got to find some new ones. Soccer is the most popular sport in the world, although it obviously hasn't achieved that status here as yet. What we are hoping to do is develop its potential in the U.S.A.

"So, right from the start, you have to begin to appeal to the ethnic groups that have been most identified with it in their homelands. They may be from Latin or South America, or Israel, Italy, Ireland, Hungary or a score of other locales."

Dolph smiled: "One of the strongest supporters of the idea of having soccer broadcast on TV has been Frank Stanton. In fact, his influence has been the major factor in establishing it here as part of our programming plans. He's been interested in it for years and has always felt it is a viable TV commodity. Naturally, there are some people in the television industry who think it's going to be a tough thing to sell. And, to speak frankly, we know that we may have to lose money the first year and maybe even during the second. But we figure it's worth trying, anyway."

"Remember one point about television economics and sports: There was actually a time when football was considered to be a pretty risky proposition. But look where it is today. Our impression here at CBS-TV is that a lot of sports have made it big with the American public because they had good TV coverage."

Dolph finds the retrospective look at the growth of sportscasting to be both indicative and, in a sense, a bit amusing. "The bowl games that CBS was broadcasting 25 years ago caught on so well that eventually we found ourselves in a rather strange position. That is, we had to bid against the competition for the broadcast rights. It seemed as if everybody in the communications world had come to recognize how important sports was."

"This is, I think, why we find our deal on soccer to have so much potential interest. It is a bit complicated, I admit, at least in one sense. For the first six years, we set up a one-year option. In the seventh and eighth years, we have a two-year option. In the ninth and 10th years, we've arranged for a three-year option. At the moment, there are no specific budgetary figures available, but I can say that we expect to announce them soon."

Inevitably, one topic persists in all discussions of TV sports economics: Who is responsible for the rising cost

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Films that would have been 'condemned' 10 years ago are passed 'with reservations' today

his up in his room. When I go on lecture tours around the country I get many questions about these films on television. People are quite worried about them. Even if there's only one set in the family, on weekends a 15- or 16-year-old babysitter may be alone in the house with no supervision over her viewing."

Not everyone shares Father Sullivan's view. Some argue that it is in the home that a parent has the most control over what his child sees, whereas a youngster's weekly allowance can pay his way to a movie theater and a picture his parents know nothing about.

Whatever the case, it can be assumed that a really determined teen-ager will satisfy his curiosity about sex no matter what road blocks are thrown in his way. H. G. Wells, who grew up in the highly restrictive late Victorian era, recalls in his memoirs that he was aroused in his youth by bare-breasted ladies posing as "Liberty" and "France" in patriotic posters.

LATE-NIGHT SCHEDULING

As a partial solution to the problem posed by mature film fare on television, Father Sullivan suggests that such movies be shown at 9:30 p.m. or later on week nights, when parents are likely to be at home and children occupied with homework. As it is now, the networks start their features at 9 p.m. except in the Midwest where they begin, like the schedule generally, an hour earlier.

This problem of time, plus the fact that the networks have to think in terms of many markets rather than one, makes them more cautious as a rule than local stations in acquiring potentially shocking features. Also the networks don't use foreign language films dubbed in English while the stations will, and it is from foreign sources that much of the pioneering in greater realism (or sensationalism as some would have it) has originated.

The networks have never run a picture rated "condemned" by the Catholic Office for Motion Pictures, although some of these pictures have appeared on local stations via syndication. All three networks, however, will run pictures tagged with a B ("morally objectionable in part for all"). They may edit what was deemed objectionable or leave it in. Sometimes it is a question of the film "reflecting the acceptability of divorce" which may not bother others in the way that it does the Catholics.

During this current television season and the one that preceded it the following B-rated pictures have been shown or are scheduled to be shown on the networks: ABC—"A Farewell to Arms," "From the Terrace," "Bachelor Flat,"

"Three Faces of Eve," "Beloved Infidel," "Guys and Dolls," "Bus Stop," "Marines Let's Go," "Wild in the Country," "Sodom and Gomorrah," "Kissing Cousins," "Can Can," "Man with the Golden Arm" and "Of Human Bondage"; CBS—"Rat Race," "Love Has Many Faces," "A Summer Place," "Underworld U. S. A.," "Kings Go Forth," "Five Branded Women," "Island of Love," "The Bramble Bush," "Cry for Happy," "Elmer Gantry," "Parrish" and "The War Lover"; NBC—"Gunfight at OK Corral," "It Started with a Kiss," "G. I. Blues," "Tunnel of Love," "Follow the Boys," "Honeymoon Hotel," "Forever Female," "September Affair," "Two Loves" and "Birds and Bees."

The network showing this year of "Man with the Golden Arm" often is cited as an example of how far television has traveled toward a broader interpretation of what is permissible in a prime-time movie. In giving the picture a B-rating, the NCOMP said: "This film is of low moral tone throughout because it tends to minimize the moral obligations of all the principal characters. It treats in terms of morbid sensationalism narcotic addiction, in so doing fails to avoid the harmful implications relative to this moral and sociological problem. It also contains suggestive costuming, dialogue and situations." ABC, because of its agreement with Preminger, played it as is.

DATED QUALITY

Preminger's pictures often prove a problem. His early "The Moon is Blue," which got a "condemned" rating from the Legion of Decency when the film came out in 1952, was offered to the networks at the same time as "Man with the Golden Arm" but is still unsold. (One of the network men who saw it said it was its "dated quality" rather than its moral tone that put him off.)

Preminger's latest film, "Hurry Sundown," recently was rated "condemned" by the National Catholic Office for Motion Pictures despite the fact that the movie had been approved "for mature audiences" by the Motion Picture Production Code. This was the first time since the code was liberalized that the Catholic office has condemned a movie passed by the code.

(According to the *New York Times*, the Catholic objections were understood to have centered on two scenes, one showing love play between a man and a woman, and the other symbolizing an "unnatural" sex act.)

When the Motion Picture Association revised its code last fall, association President Jack Valenti said in a speech to theater owners: "The new Motion Pic-

ture Code is long overdue. The plain fact is public mores and public customs over the last 30 years had left the motion-picture standards for production languishing in isolation from the truth and temper of the times . . . The new code announces its desire to live in harmony with the mores, the culture, the moral sense, the expectations of the larger society."

An act that could be interpreted as a somewhat similar move to get closer to the existing world was the Legion of Decency's assumption of a new name and an enlarged role in December 1965. Father Sullivan says the office now works extensively in the field of film education and is attempting to create "cinemate" people in the sense that those versed in books are called "literate."

Many noncinemate people, he says, are preoccupied with subject matter and protest against a movie on that basis without looking deeper. "A genuinely mature film can contribute a great deal to an individual who is perceptive and reflects on what he sees," Father Sullivan says. "It can serve as a modern morality play. By coming to grips with an evil dimension of contemporary life it can lead the viewer to realize what is ultimately depersonalizing to the individual and his society as a whole."

A LIST OF RESERVATIONS

Many of these films on mature themes, which the casual observer probably would have expected 10 years ago to appear on a condemned list, now find themselves on the A-IV roster devoted to films that are morally unobjectionable for adults, with reservations.

The Catholic office explains that this classification "is given to certain films that, while not morally offensive in themselves, require caution and some analysis and explanations as a protection to the uninformed against wrong interpretations and false conclusions." Here can be found "Who's Afraid of Virginia Woolf?," "Alfie," "Darling," "Georgy Girl," "The Servant," "This Sporting Life" and other similar pictures the television medium also will seek ways to show because to ignore them is to ignore the most discussed movies of our times.

"Darling" has been sold by Embassy Pictures to the NBC-owned stations, but not to be shown until 1969. E. Jonny Graff, formerly with Embassy and now Official Films VP, says the purchaser considered that only by that year would the public accept a movie like "Darling" on television. It will be aired, of course, at a late hour, and all the owned stations are in large and presumably sophisticated cities—although two of the

cities, New York and Washington, present problems of their own. Sponsors, ad executives and network brass live in New York, while congressmen and federal regulators live in Washington.

Ironically, the last time the industry was called on the carpet about a specific movie by a federal regulator the charge was faint-heartedness rather than daring. The complaint concerned the movie "Room at the Top" and was made by former FCC Chairman E. William Henry before the NAB in March 1966. In what has become known as Henry's "bloop-blop" speech, he said:

"I recently watched an evening television movie called 'Room at the Top,' a film that won many awards and received much praise several years ago. Those of you who saw it may remember that at one point the blustery, plain-spoken father of a young girl calls in the girl's suitor for lunch at the father's club. His daughter has become pregnant by the young man, and the father now insists that marriage is in order. He also insists that the young man dismiss forever an older woman with whom he has been having an affair. On the latter point, the dialogue, though not exactly as quoted here, went something like this:

"*Father:* And by the way, young man, I know your relationship with that other woman, and I'm telling you straight: Get rid of that (*bloop*)!"

"*Young Man:* (heatedly) Don't ever use the word (*bloop*) when you speak of her!"

"*Father:* When I have a word that fits, I believe in using it."

"And there sits the poor audience, wondering what in the name of all that's artistically honest the bloody word is! This bloop-blop technique may be fine for selling razor blades, but is scarcely appropriate in an adult film on a controversial theme.

"We need not remind each other that you operate under a federal statute which prohibits 'obscene, indecent, or profane language by means of radio communication,' and which can never be ignored. It is also true that the requirements of good taste call for the most careful exercise of your judgment as licensees. We can all agree that dramatic programs suitable for late-evening viewing may not be suitable for the entire family, and that the context within which language appears is most important. Particular words spoken as part of a serious drama may raise entirely different questions of taste than would the same words spoken during a program having no artistic pretensions. All this being true, and admitting the sensitive nature of the problem, it is still fair to say that your response to the challenge of artistic freedom often makes as much sense as did the threatened banning in Boston of 'Life With Father.'

"Needless to say, I am not advocating a policy of 'anything goes.' But the alternatives to that extreme do not stop at treating the adult American public as if it were dominated by the Ladies Auxiliary of River City, Iowa, who—as we recall—complained bitterly that the town library had books by Chaucer, Rabelais and Balzac. The 'bloop' button is similar to the one marked 'panic'—and should be used with caution."

It was not long after Henry made this speech urging broadcasters to join the freedom fight that he quit, to be succeeded as the head of the FCC by Rosel H. Hyde. To date Hyde has taken no public position on artistic freedom as it relates to television. He is a Mormon, which might mean he would frown on sexual frankness in movies, but he also is known to advocate a hands-off policy on programing.

Early last year FCC Commissioner Robert E. Lee, who proclaims himself a movie fan, warned broadcasters not to attempt to show the sort of movies he had been seeing at local motion-picture theaters but which didn't "come even close" to meeting the standards of the NAB code.

The problem, he said, would arise when the available stock of motion pictures for television is exhausted and stations will want to air films currently being produced. Code subscribers, Lee said, would be required to reject the new films, but a noncode member might decide to carry them at his own risk. Lee said broadcasters are responsible for their programing. But legal precedents and the legislative history of the Communications Act, according to Lee, support the proposition that if a broadcaster fails that responsibility by presenting programs that are bad legally, such as the broadcasting of obscene, indecent or profane material . . . then the commission has the duty to concern itself with such programing.

Lee also said he hoped the courts soon

would clarify whether the constitutional guarantee of freedom of the press protects broadcasting to the same extent it protects the published word. The courts, he said, have held that "Lady Chatterly's Lover" is not obscene, for purposes of mailing, despite its four-letter words and scenes of sexual activity. But, Lee said, those words said or those activities depicted on television would raise a question of programing contrary to the public interest as well as a question of violation of the criminal code. Lee, it may be relevant to report, is a prominent Catholic layman.

It wasn't until 1952, in a case involving a movie called "The Miracle" (about a feeble-minded peasant woman who gives herself to a man she mistook for St. Joseph), that the Supreme Court ruled that movies were entitled to free-speech guarantees. Earlier decisions had left cloudy the constitutional status of the lowly motion picture.

The FCC has never taken a television station's license away because of programing. A reading of Section 326 of Communications Act of 1934 would suggest that the FCC has little control over programing. The section says:

"Nothing in the act shall be understood or construed to give the commission the power of censorship over radio [read television as well as radio through-out] communications or signals transmitted by any radio station; and no regulation or condition shall be promulgated or fixed by the commission which shall interfere with the right of free speech by means of radio communication."

The industry's own self-regulation rule book, the Television Code of the National Association of Broadcasters, has this to say about programing dealing with sex and sex-related problems:

"Illicit sex relations are not treated as commendable. Sex crimes and abnormalities are generally unacceptable as program material. The use of loca-



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"Did anyone see any lousy TV shows last night that they wanna fill me in on?"

Careful handling of a sensitive theme can make almost any subject acceptable for TV

tions closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

"The costuming of all performers shall be within the bounds of propriety and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

"The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

"Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

"Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually as a solution for marital problems.

"Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words."

CONTROVERSY

Helfrich of the New York code office says he thinks any theme, if handled honestly and with artistic integrity, can be portrayed on television. He emphasizes that part of the duty of "broadcasting in the public interest" is to satisfy the public's right to know—and that includes controversial topics.

The Eugene O'Neill drama "The Iceman Cometh," Helfrich says, helped establish a code approach that is not narrowly censorious. The play originally had been done by educational television, which does not fall under the code, but there were prospects that it would also appear on commercial code stations where its candid approach to life in a bar might raise objections. The problem was discussed for almost a year and a half, Helfrich says, and was taken to the code board level. The following words of the current code reflect this soul-searching:

"It is in the interest of television as a vital medium to encourage and promote the broadcast of programs presenting genuine artistic or literary material, valid moral and social issues, significant controversial and challenging concepts and other subject matter involving adult themes. Accordingly, none of the provisions of this code, including those relating to the responsibility toward children, should be construed to prevent or impede their broadcast.

"All such programs, however, should be broadcast with due regard to the composition of the audience. The highest degree of care should be exercised to

preserve the integrity of such programs and to insure that the selection of themes, their treatment and presentation are made in good faith upon the basis of true instructional and entertainment values, and not for the purposes of sensationalism, to shock or exploit the audience or to appeal to prurient interests or morbid curiosity."

The treatment is the key to whether a movie is offensive or not, according to Elliot Abrams, VP-sales for the Walter Reade Organization. This company, although it also sells American and continental movies to television, is noted for its supply of many of those challenging British pictures of the last decade, like the aforementioned "Room at the Top" and such others as "Saturday Night and Sunday Morning," "A Taste of Honey," "This Sporting Life" and "The Mark."

CAREFUL HANDLING

Abrams says "The Mark," which deals with a potential, if not actual, child molester, is a good example of how the careful handling of a theme can make it acceptable. "It's been syndicated and has played everywhere," Abrams says. "It dealt with his history, it didn't deal with him doing anything on the screen. No one should condemn a film without screening it. Sometimes a film's reputation becomes a factor rather than the film itself. There's no question in my mind that broadcasters have a responsibility for what they put on, and we as distributors have a responsibility for what we distribute. It's certainly true that attitudes are becoming more liberalized and television is maturing, too. A film that was released 15 years ago and caused a great deal of comment might be thought not at all out of the way if it were released today. I think it's important broadcasters recognize this in dealing with their own responsibility: They should judge the film itself rather than its reputation."

Eagen at NBC says it is the reputation of "La Dolce Vita" that has kept that highly praised Fellini film off television although "it is a moral film about immorality." He says the public got such a sensationalized idea of the picture when it was first released "that it would be like waving a red flag to show it on television now."

In the case of "La Dolce Vita," which the Legion of Decency classified as acceptable for adults, with reservations, the American distributors, Astor Pictures Inc., guaranteed that advertising for the film would not appeal to prurient interest. However, the publicity campaigns for some pictures deliberately stress the sensational to lure theater

goers and then try to unstress it when the film is ready to be sold to television.

Al Ordoer, who selects the films NBC-owned stations show, says he often is confronted by a sensational press book at the same time he is told the picture is really like "Lad, A Dog."

This attempt by some distributors to have it both ways was given as a reason by Father Sullivan why the Catholic Office for Motion Pictures never changes a rating once a picture is released. (The sole exception is "The Pawnbroker," whose rating was changed from condemned to morally unobjectionable for adults because, according to the Catholic office, the film had "extraordinary value.")

Father Sullivan says: "We don't want to be a party to a producer who first exploits the market for the sensational and then turns around and makes changes in the film so that he can exploit another market. That's why we don't change the rating of a film once it is in theatrical release."

Some of the suppliers of movies to television complain that this policy is too rigid, particularly in view of the fact that standards of what is objectionable have become considerably more flexible over the years. Yet a condemned rating made more than a decade ago may cost them a sale.

THE CONDEMNED LIST

J. D. Nicola, Catholic Press Features editor, speculates that the Catholic office may drop its condemned rating entirely or at least rename it within a year. Among other liabilities, the rating is closely associated with the old Legion of Decency and draws attention away from the Catholic office's new positive efforts to educate filmgoers and to encourage production of superior movies.

On the condemned list, and thus considered off limits by many television stations, are such critically praised movies as "The Silence," "Smiles of a Summer Night," "I am a Camera," "Jules and Jim," "Knife in the Water," "La Notte," "L'Aventura," "Breathless," "Never on Sunday" and "La Ronde." Of course there are much less distinguished films on the roster as well.

A growing reluctance to use such a drastic measure can be sensed. For an important film, sometimes as many as 90 different written opinions from Catholic film specialists are studied before the decision whether to give it a C-rating or not is made. Antonioni's most recent film, "Blow-Up," was condemned solely because of its nude sequences, Father Sullivan says. "We do not accept nude treatment for motion pictures. That doesn't make nudity obscene, nor

Broadcasters have to make up their own minds about which movies belong on television

do we maintain that nude treatment cannot serve an artistic function. But it never is so essential that without it an artist cannot achieve his effect. Finally, we have no confidence that were a nude treatment approved it would not be exploited immediately, not by people who make those films for the 42d Street grind houses, but by people working within the organized industry."

"Blow-Up" is a milestone of a sort. It is the first picture that MGM has released without the seal of the Motion Picture Association of America.

The ratings of the Catholic office are not the only material examined at the networks and elsewhere to determine whether a picture in a film package may cause trouble on television. Eagen at NBC says he consults the *Green Sheet* put out by the Film Board of National Organizations, ratings of the PTA and *Parents Magazine* and movie reviews from such as Bosley Crowther of the *New York Times*, Judith Crist of the *World Journal Tribune* and Stanley Kauffmann of the *New Republic*.

"I find Bosley Crowther particularly useful," Eagen says. "He often is very sensitive to moral issues, so when I recall that Crowther was shook up about something I give the picture a close look."

IMPERFECT PROCESS

The *Green Sheet*, put out at the same address as the Motion Picture Association, compiles the reports of picture previewers of 10 different organizations, ranging from the American Jewish Committee to the Daughters of the American Revolution. It rates pictures according to suitability for age groups.

In the long run, however, broadcasters have to make up their own minds about what belongs on television and what does not.

Kasmire at NBC says the network guidelines in this area develop from the public itself. "We hope we keep in time with what the generally agreed standards are," he says. "We can't adopt the standards that prevail, say, in the East Village, but we also can't be limited by the views of some isolated fundamentalists. It is a highly imperfect process. It's not a very comfortable thing to do, making judgments for millions of people. They could well say: 'Who the hell do you think you are?' Censorship in a democracy is a tremendously repellant concept. At NBC, before we turn something down, we really look at it hard. And an adverse decision can be appealed to a higher level."

Grace Johnsen, director of ABC-TV's department of broadcast standards and practices, says she hears from time to

time people say they resent the editing of movies on television. "This leads me to the conclusion that people will take more in a movie on television than they will from regular programing." Miss Johnsen also says she does not think that movies necessarily will continue to get more gamy.

"Some old films," she says, "present more of a problem than many of the recent films. These things run in cycles. I remember I was really shocked with some of the movies my mother used to see."

Cy Kaplan, vice president for TV at Embassy Pictures, says Hollywood was producing "Pabulum" and losing its shirt in the process when along came pictures with realistic themes to bring people back into the theaters. "It started with the theatrical business," he says. "It had become a life-and-death struggle for the motion-picture producer who had to come up with exciting pictures. Then television found that there were people out there waiting for pictures that treated life as it really is. Movies were the pioneers who forced television to grow up."

RELIGIOUS CONTROVERSY

Graf of Official Films, who has been selling features to television "from the beginning," says religious or social controversy used to give more trouble than sex or nudity. He recalls that after he sold "Brigham Young" to a Chicago station it refused to play it because it had run into so many complaints over airing "Martin Luther."

Americans are taking a more sophisticated, blunter view of life, Graf says, and television is moving with the times. "Would you have imagined a year ago," he asks, "that David Susskind would put on a program where a man says, 'This man is my lover?'"

The pace quickens. Richard Carlton, executive vice president of Trans-Lux Television Corp., says his company will, by the end of this year, include the movie "A Stranger Knocks" as part of a television package—although two and a half years ago the consensus around Trans-Lux was that the picture would never be seen on TV.

The picture, a Danish import, already has made history of a sort. When it came to the U.S., the State of New York refused to give it a Board of Regents' seal, without which, at that time, no exhibitor could show a film. "We fought it all the way to the Supreme Court and knocked this sort of precensorship into a cocked hat," Carlton says. "Now a picture can be shown in New York without the seal, but of course, if it is obscene any theater owner can still be picked up

for showing it."

According to Carlton, the picture contains "visual indications of sexual intercourse, and they involve a fairly critical scene. The movie, about an affair between a man and a woman, examines the nature of loneliness. In the climatic scene the woman, whose husband was killed by the Nazis, discovers during the act of love a mark on the man's wrist that identifies him with the murderers of her husband."

Carlton says he thinks the film should be shown in its entirety on television because without those scenes that helped make a breakthrough against censorship the picture would not be the film it purports to be.

Herman Keld, sales coordinator for MGM-TV, foresees a day when there will be no codes at all governing what is shown on television. "We are changing more and more from outer-directed to inner-directed people who don't want the government or any other body to determine what we see."

Probably never before in history has it been as difficult as it is today to predetermine what an educated man will consider "forbidden." That makes this not an easy time for a mass medium like television to tread a sure path.

RIGID MORAL VALUES

Some indication of the pressure now at work against rigid moral values can be found in a speech Italian director Michelangelo Antonioni made on the occasion of the showing of his "L'Avventura" at the Cannes Film Festival. He said:

"There exists in the world today a very serious break between science on the one hand, always projecting into the future and each day ready to deny what it was the day before, if that will enable it to advance its conquest of the future even by a fraction . . . between science on the one hand and a fixed, stiff morality on the other, the faults of which are perfectly apparent to man, but which still continue to stand.

"From the moment he is born, man is burdened with a heavy load of feelings. I do not say these feelings are old or out of date, but they are entirely unsuited to his needs; they condition him without aiding him, fetter him without ever showing him a way out of his difficulties.

"And yet man has not succeeded—so it seems—in unburdening himself of this inheritance. He acts, he hates, he suffers, impelled by moral forces and myths which were already old in the time of Homer. Which is an absurdity in our day, on the eve of man's first journey to the moon." END

MARKETS KNOWN from page 39

for opportunities. We look closely at that critical ratio, sales to advertising, and the historical trends of such data in each market. On the basis of all available data we then select opportunity markets and begin extra spending at substantial rates (often 100% increases) in the selected markets using local media. In recent years we have been in 43 different TVAA's probing and checking to see if there is a payout for the additional investment. Some of these tests have been abandoned for lack of success, others have continued to the present time, some even have had increased spending placed on top of existing increases with continued pay-out."

Why, asks Dr. Rush, do not more advertisers do similar probing on a market-by-market basis? He admits that product categories vary widely in responsiveness to advertising, "but another very practical answer is that this approach presents serious mechanical problems to many advertisers. They simply do not have sales and advertising data on the same basis.

"If advertisers are to take advantage of opportunities available to them in certain local areas, they must first take steps to synthesize sales and advertising geography in the most practical manner possible. Much aid in this direction is now coming along, but advertisers must welcome and encourage these new capabilities. Media coverage areas are now being defined in terms of where media are apt to have their principal effect. Warehouse withdrawal data from SAMI and other similar services are now becoming available for ever-larger groups of local markets."

The Bates executive stresses that "sales

geography needs to be meshed with media control." But he makes an important distinction. "This does not mean changing existing sales areas, but simply between better definition of where sales emanate so that they can be broken out much finer than is currently possible. Our great friends, the computers, can put together areas of any size and shape building up from county-by-county data, if that is available for input."

Thus, Dr. Rush comes around to the argument advanced by Y&R's St. Georges, NH&S's Zeltner and other media specialists that increasing computerization makes unnecessary the expensive, arduous and sometimes impossible business of redoing whole sales districts to conform to a television marketing area. For those package-goods advertisers who can make the transition, the benefits, as outlined by Dr. Rush, can be enormous.

As far as Zeltner is concerned, while big sophisticated companies are rightly concerned about advertising accountability, "their biggest help is the computer. In the future, boundaries will be immaterial," he says, because a client can set up lines in any way he likes and still get useful information.

In addition to the usual Nielsen and American Research Bureau information that stations know, what are the other ways of dividing the country? There are, first of all, the various systems established by clients that often go back to the turn of the century. Then there are metro and nonmetro counties, Nielsen food and drug territories (nine of them), Nielsen food and drug territories (by ABCD counties) Nielsen's 27 test areas, and those same areas by ABCD counties, W. R. Simmons Geographic Areas, Starch territories, *Sales Manage-*

ment demographic and sales data. And of course, information from other media, especially newspapers and magazines, where there is usually little up-to-date material, can also be poured into the computer.

The concept of an exclusive television market area is here to stay, whether or not most package-goods companies get around to rearranging their distribution to conform to it. ARB is offering with each local report now an "Area of Dominant Influence" section, and Nielsen is working with the same idea and has just issued an experimental report. These would simply update continually the standing exclusive maps now in use for planning at all the major agencies and at most major advertising concerns.

Although these television areas may not necessarily have affected an advertiser's distribution, they definitely affect the way he allocates budgets and controls budgets—so much so that many major magazines have had to adapt their selling to the television area. Time Inc.'s Spotlife presentation, for instance, is a clear example of this.

It is probably an exaggeration to say that television has revolutionized marketing. It would be more correct to suggest that it has revolutionized the way advertisers look at their markets and it has forced competing media to adapt to an entirely different map of the United States, one laid out in terms of dominant television areas. As more information becomes available and digestible by a computer, the more media analysts and planners will know about a market.

This raises serious questions for television stations, which know what the rating services say about their markets, but have no idea how they are being evaluated by agency and/or client. END

COMMERCIALS from page 15

chanted by these attractive people doing attractive things, the message comes through, brief and simple. Simplicity is basic to Monsanto's strategy. Obviously, this commercial is designed to sell rugs to young people, a segment of the population not always able nor attuned to buying rugs. But its specials give Monsanto perhaps the largest and most diverse of audiences. Monsanto aims to strike a big impression that will cover the needs of myriads of small markets. The key to the commercial is a very general message.

According to Born: "We are trying to get to people, in a large sense, almost an impressionist sense. We leave them with very simple things to remember."

And John Fenyo: "The commercial has universality. Those kids look like

surfer kids, but they could also be Westchester kids."

The marketing folks at Monsanto are confident. Many advertisers want to be reassured by immediate and measurable results. And, unless an ad comes out and says: "Buy our soap flakes," they don't think they have made a sale. To Robert Born, "it is unnecessary to keep precisely defining why somebody should buy something."

Just as the quality of the performer is associated with the quality of the product, a new and modern medium best promotes the image of a product as current, hip, uninhibited. "We are big believers in the contemporary feeling of television," says Born. "The television instrument is the only instrument that is capable of great advantageous change in the future."

The future of this commercial looks

advantageous, too. Monsanto is best off with sponsored specials, Born claims, although, "we plan some participation spots next year." The happy solution would be both specials and spots, "but then it comes down to a question of limits. Television isn't our only medium."

Meanwhile, Monsanto has arranged TV firsts for Grace Kelly and Zero Mostel and has recalled sure winners Dick Van Dyck and Sophia Loren.

Born best sums up Monsanto's marketing philosophy: "Our interest in television major network scheduling stems from the belief that it is the most modern and the most arresting way to get to the American public. We think that with television, now, you have a fighting chance to be memorable."

Sophia Loren is a tough act to follow, but Monsanto is willing to try. END

With no time outs, where will the commercials be scheduled in soccer telecasts?

of rights? No one seems to know or be willing to identify who slipped too much wormwood into the potion that network executives have to swallow when negotiation time comes around. One said in an uncharacteristic burst of emotion: "It's the (censored) club owners. They're so greedy that they're killing us with these impossible demands."

PLAYERS' AIDES

Another observer at the sports desk of a major newspaper put the rap on the performers: "Today's kids are out for one thing: The kind of buck that Joe Namath got from the Jets. You see guys like Garrett, Huarte, Grabowski, Butkus, Anderson and several others running around with more money than most established pro stars will make during their entire lives, and naturally, the owner has to make larger demands on the broadcasters.

"In baseball, the young stars are just as hungry for the six-figure deal, as soon as they heard about the deals that Sandy Koufax, Don Drysdale and other stars have achieved. In basketball, there already has been talk about a million-dollar deal for Lew Alcindor, and he's only a sophomore. Someone has to pick up whatever tab he'll eventually sign for. I'm just happy that I'm not the Knicks' owner, who, they say, will have to dicker with him."

The rights problem is complicated by the fact that the players have some very competent aides in wangling lucrative contracts. Currently, the baseball players' organization is headed by a shrewd union-type named Marvin Miller, who has been suggesting that the leagues should raise the minimum salary from \$7,000 to \$12,000. He has been quoted as saying that \$8,500 would be the starting point of his financial discussions. Miller also frowns on the present system of baseball trading because players are not consulted in advance. He feels that the financial and psychological impact of being shoved from, say, Beantown to Smog City, with no warning is rather unfair. As one writer observed, the blues are brewin' in all of the big sports leagues, and TV is going to get stuck with the money problem unless some sanity is restored.

"Sure," said a network sports chief, "it's been a spectacularly successful relationship on both sides so far, but the cost of rights has gotten out of hand. Frankly, just about everybody I know in this business is getting jumpy about the spiraling costs. Just three years ago, a lot of us felt we were getting to a top-out point, but still the rights continued to climb. Maybe it's cliché, but where will it all end?"

A rather tricky problem in TV sports has arisen with the advent of soccer on CBS this year. In brief, how will commercials be fitted into the broadcasts?

Soccer is perhaps the best-established sport in the history of the world—outside of war, to which it bears a startling resemblance. Its audiences are probably more hot-blooded than any seen at any time in Madison Square Garden or, for that matter, any other stadium or arena in this country. Soccer fans have been known to tear a concrete stadium apart when a referee's decision displeased them. They delight in assaulting players from the opposing team as well as referees, cameramen, the crowd across the field, and, in true democratic spirit, one another.

NO TIME-OUTS

But, from a TV producer's standpoint, this built-in yen to behead the opposition is of little significance. There are no time-outs in soccer, even for injuries. If a player gets clobbered into insensibility, he's hauled off the turf and the melee is resumed without a substitution. That means 45 straight minutes of uninterrupted mayhem, with no chance for the insertion of a commercial. Soccer audiences (on TV) are notably impatient with the suggestion that they miss the action while someone sells them soap, soup or suits.

Bill MacPhail of CBS Sports, when queried about the problem of working commercials into such a hectic format, was quoted: "It's an awful headache. They've tried to cope with the same problem in hockey by running tapes of the game after breaks for commercials. The home audience is only two or three minutes behind the action at the end of each period. That works in Canada, but I don't think Americans will go for it. They immediately suspect something fishy is going on and holler blue murder. They want to see the live action, the instant it happens."

MacPhail added wryly that about the only way to solve the economic problem would be to place a dog on the sidelines and let it loose on the field every 15 minutes. "The fans always get a big belt watching a fat cop chase a mutt, and while everyone is convulsed, we run a commercial."

Although soccer has never caught on here, perhaps because of the great traditional publicity attached to baseball, basketball and soccer's distant cousin, football, the feeling in CBS circles is that Americans are curious about the sport, and television can establish it.

Obviously, sports promoters are more than a little interested. In the past year,

there has been a sudden scramble to acquire soccer teams, players and playing sites. It has been estimated that sports promoters have shelled out \$20 million. They particularly like CBS-TV's interest in the sport.

Since there are virtually no home-grown soccer talents of any importance in this country, soccer promoters are reaching around the world to find the best talent. Two Yugoslavian players with such jaw-breaking names as Stojanovic and Milosevic have already been signed by a San Francisco team, while a Sicilian terror named Gigino de Robertis will be the right wing of the Chicago Spurs, one of 22 new teams ready for action this season.

Weston W. Adams, a well-heeled financier in heavily Irish Boston, owns a soccer franchise that he believes will pay off handsomely. Early this year, he announced plans to import the entire Shamrock Rovers soccer club from Dublin for the three-month season.

Television executives aren't fully convinced that foreign imports are going to keep American viewing audiences interested in a non-American sport for very long. CBS says that amateur soccer players are starting to appear around the country as a result of the greater attention being paid to the sport by U.S. high schools. However, sports experts maintain that there are very few American soccer players of first-rank ability.

TV WANT ADS

The Baltimore Bays, with an eye on potential TV loot, laid out some cash in television advertising to entice new players to come in and try out for the team. The results were not impressive. Nonetheless, according to those who know the game, a competent pro player can do fairly well in the sport, perhaps ranging up to \$20,000 a year or more.

Television executives will find solid interest in certain parts of the country about the potential of soccer on the tube. Southern California tycoon Jack Kent Cooke, owner of the Los Angeles Lakers basketball team and the Los Angeles Kings hockey club, claims to have invested between \$500,000 and \$800,000 in his soccer franchise, the Los Angeles Zorros. Among other interested investors are Lamar Hunt, vice president of the Dallas-based Hunt Oil Co. and owner of the Kansas City Chiefs football team, as well as William C. Ford, a Ford Motor Co. vice president and part-owner of the Detroit Lions football team.

Soccer's biggest chance for making it on TV will derive from its regular appearances on the CBS-TV network on Sunday afternoons, beginning April 16

Is your Blood Pressure HIGH?

Only your doctor can tell. And he can now help most cases of this disease with new drugs and new methods of treatment developed with the help of your Heart Fund dollars. More Heart Fund dollars will support more research to prevent and cure this leading cause of heart attack and stroke.



Give
to your
HEART FUND



SPORTS *continued*

and running through Sept. 3. The new, 10-team National Professional Soccer League believes audiences will give strong support to the broadcasts.

Six major-league baseball clubs already own franchises in one or the other of the new soccer leagues. Other baseball interests are involved as landlords, renting their home fields for the soccer season, which coincides so closely with the baseball season.

Therein lies a big problem, according to knowledgeable sports commentators. One recently said: "Repeated use of a field for soccer makes it, sooner or later, physically unsuitable for baseball." Pointing out that such damage was "not in the best interests of the national game," he then added: "Would fans settle for football on an inaccurately measured gridiron, or basketball with tilted baskets? Baseball on a cleat-scarred surface with shallow, replaced divots is just as bad."

ESTABLISHED SPORTS

Over at NBC, the money is riding on the more-established sports. Sports Vice President Carl Lindemann Jr., stressed the network's enthusiasm for football, baseball and what he terms the "headline-making events" in other top sports. "Our American Football League arrangement is a long-range deal, and we feel it's one of the best ever contracted for television. With the current football figure about \$7 cost-per-thousand, we are planning to lop off a couple of bucks.

"We know there has to be a figure that makes sense to the advertiser on a reasonable media basis. We think we've achieved a workable figure by adding 10 double headers to the package. A most serious effort is being made to reduce the per-unit cost. We keep looking for new approaches to keep costs at a minimum.

"We believe the positive value in our presentation is that we can and do deliver good, solid audiences to our sponsors for their investments. Right now, we're at least three-quarters sold out on baseball, for example. But whether it's football or baseball or any other sport, our problem always remains the same: to find the right sponsor for the event or the series, whichever it may be."

Lindemann continued: "At this point, everybody in the sports programing field faces an increasingly difficult situation."

Lindemann is only one of a number of top TV executives who is seriously troubled about the rise in the cost of rights and what it may be doing to the economics of sports broadcasting. He shrugged his shoulders and admitted that NBC didn't have a simple solution to it and that he felt no one else in the business did, either.

His belief is that NBC has not done yet all it would like to in sports programing. "But, after all, we have to be realistic about just how many chances we can take justifiably in new programing approaches.

"Events such as mountain-climbing or gliding just don't make much sense to the average TV fan, and that's why you won't find us moving in that direction. We will continue to concentrate on the top-20 sports events. In the past year, we did well by keeping our cameras on the headline-makers, and ended up taking seven out of 10 of them, according to the ratings. NBC presently is number one in total hours of sports telecasts. Admittedly, although the margin is pretty small. In the total count of hours, it breaks out as follows: NBC 246, ABC 241, and CBS 231."

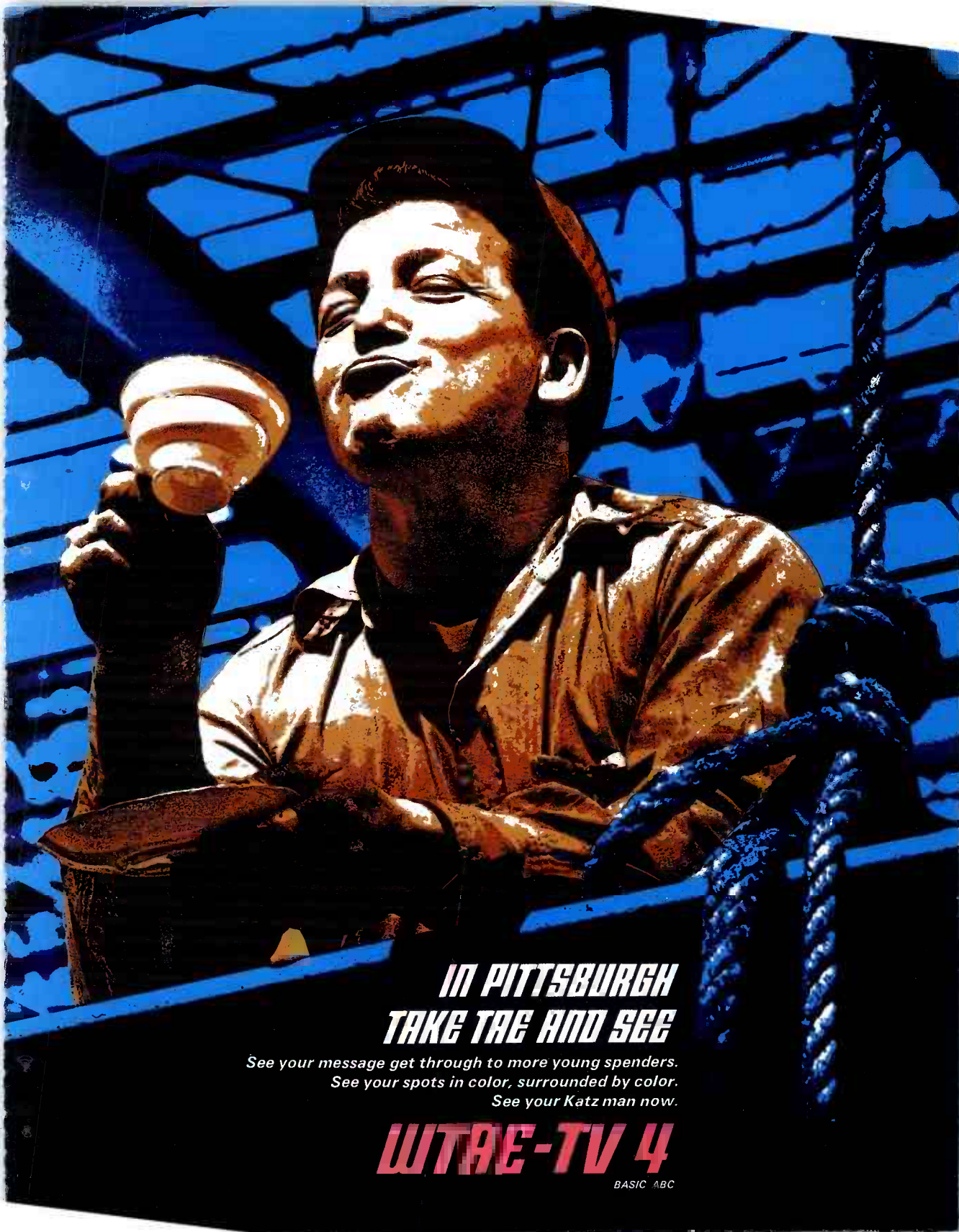
Lindemann spoke bluntly about the question of golf on TV. "It is one of the toughest rights scenes any TV network must face. The Crosby tournament, for example, might well cost over quarter of a million dollars, and who can handle that kind of expense? It's been said that somebody jestingly figured out that the rise in rights and production costs could run the cost-per-thousand to about \$28. Then, too, you always have the possibility of a sudden-death play-off, which can upset your projected budget rather considerably. To put it on the line, a network could get stuck on a golf tournament."

COST CUTTERS

In baseball, at least one famous organization has decided to cut prices for TV rights. New York Yankees President Michael Burke, stated: "Last year, we had raised our prices a bit, but this year we cut back to make the buy more attractive. It was only \$200,000 off \$3.5 million. That doesn't mean that the Yankees made \$3.5 million on the earlier deal, because the figure covered the entire cost to the sponsor of putting the picture on the air, including enormous production and line costs, as well as the rights. Sales resistance, incidentally, stems mainly from the price of the package. At \$3.3 million, a quarter share tops \$800,000, and there aren't a large number of firms in a position to spend that much locally."

Burke made no comment about the CBS purchase of the Yankees in August 1964, although he is well aware that many fans and sportswriters have sounded off about it. The original purchase price was \$11.2 million, which then gave CBS 80% control of the Bronx Bombers in a deal with co-owners Daniel R. Topping and Del E. Webb. They were given options to sell their remaining interest in the team to CBS up until May 1969, and exercised the option last year.

The Yankees, who ended up in 10th



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Does the salary of a sports superstar inflate the rights costs?

place in the American League last year, also signed a two-year contract with the Pabst Brewing Co. of Milwaukee for one-quarter of its games on WPIX (TV) New York. Kenyon & Eckhardt was the agency on the deal with Pabst. The contract with Pabst covers the 1967 and 1968 seasons. Other sponsors already signed with the Yanks are Tidewater Oil (one-quarter radio-TV) and General Cigar one-quarter TV). Late in 1966, P. Ballantine & Sons, Newark, N.J., terminated its 20-year association with the Yanks on WPIX and WCBS (radio).

EXCLUSIVITY

The practice of buying a small part of a sports show, although by now well-established, can breed its own problem, according to ABC-TV's Barry Frank. "Sometimes in working with an advertising agency, they'll lean on you a bit and try to get exclusivity. They know as well as anybody in this business that such a practice isn't quite fair pool. But it still goes on, unfortunately."

Frank was the third of many interviewed who got a furrowed brow about the cost of rights. "We ask each other all the time: When will this thing top out? I don't see it doing that yet, but I'll bet somebody is going to get hurt if ratings start to drop on any big event you can name."

"In television, we're operating very close to a marginal break. In fact, even when TV has a sell-out, it's still running a bit close for comfort. In sports we don't really start to make money until the last minute is sold."

ABC-TV is so far feeling rather enthusiastic about the Olympics. "As of the first week of March, we were five-eighths sold out, and we haven't even had to go out on the street looking for dollars. The interest in the Olympics is something that's hard to believe, but it's there, I can assure you."

"No one knows precisely where to lay the blame for the costs of rights and all it entails. Some say the club owners are too greedy, while others maintain that certain major sports personalities are way overpaid."

He went on: "On a more technical level, I would suggest that color programming is a big, solid expense, but at ABC, we think that it's worth it. In addition, the cost will begin to diminish as local stations start to purchase their own color units for broadcasting in their own areas. Can you imagine what it can cost a network to truck a lot of equipment from New York down to Philly or Washington? It's going to be a tremendously expensive situation for the local stations, but once they get tooled up, everything should move smoothly."

Cost-per-thousand for golf and hockey came in for analysis. Frank said: "Our golf expenditure CPM is about \$6.15, but that's the way it looks on paper. CPM is a bit hard to judge from a value standpoint."

"Take golf, for instance, which everybody expects to get a lot of exposure this year. We figure the cost to run \$22,500-per-minute at \$7.30 CPM. At first glance, that may seem a bit high, but you have to think of it in somewhat different terms. We look at it this way: It's CPM for a male audience and then it can also be thought of as reaching relatively high-income males. Immediately, this affects your measurement of costs and brings the CPM within the range of prime time. In brief, it's impossible to be sure just how much a dollar buys for you in sports programming."

THE SUPERSTARS

In the midst of batting around costs, an interesting sidelight came up as to how the cost of a superstar can influence rights costs. Wilt Chamberlain, unquestionably one of the two or three all-time greats ever seen on a basketball court, is also highly regarded as a polished performer in other sports as well. He has been quoted as saying he could handle just about any position in pro football, with the possible exception of defensive end (although one wonders about the problems a short quarterback would have with Wilt at center). Most recently, he quite seriously challenged Muhammad Ali, but the bid was rejected by the champion's manager. In any event, how much money could he command if he were to appear in several major sports?

Frank smiled. "It's an unusual idea. But if a really unusual athlete with abilities in so many sports such as Chamberlain were to try to make it in several overlapping seasons of sports, he wouldn't do that well. He's already pulling down at least \$100,000 from his basketball activities, which means he's involved in an exhausting sport in widely different cities for a lengthy span of time out of each year."

ABC's approach to the problem of rights is what Frank terms "the long-range thing."

He said: "Everyone in the business is sweating this one. At ABC, we try to alleviate the problem by setting up long-range deals whereby we can guarantee at least some sort of self-protection."

"We are paying \$32 million for four years of National Collegiate Athletic Association football. That guarantees good prices for everyone involved, and it

simultaneously keeps us away from big losses that might be occasioned by fluctuating ratings over that long a period. Similarly, the U.S. Open has great prestige, and it's the kind of event that anyone in this business would be willing to invest in."

Frank claims the over-all effect of the increase in sports programming on TV could be a dangerous one, namely that overexposure and inevitable boredom might set in. "Based on what we hear, everybody seems to be having second thoughts about all these sportscasts."

"Just take one small example of the trend. In 1963, there were 14 college and 32 pro games in action on TV programs. By 1966, that figure had changed as follows: TV had 15 NCAA games and 49 in the pros—just regular season, not preseason or postseason, nor any exhibition games. We like NCAA football because it's the best possible deal one can make, considering what the opposition has."

THE BIGGEST

He pointed out that NCAA football and the Olympic Games were going to be the biggest events put on by ABC in the 1967-68 season. "We've had live telecasts of Muhammad Ali's fights with Cooper, London and Mildenerger. Our plans for sports broadcasting run as follows:

Title	Hours	Weeks
Wide World of Sports	1½	52
NCAA	3¼	14
Golf	approx. 2½	14
NBA	2	17
Pro Bowlers Tour	1½	13
American Sportsman	1	11
Bowl games	3	5
Olympics		
(winter)	26	
(summer)	44	
Miscellaneous Specials:		
Portrait	1	2
National tennis	2	1
Le Mans racing	2	1

He concluded: "I am sure that a comparison of that plan with the one we had some five years ago would show how much sports broadcasting is spiraling. No one can even estimate where and when it will level off, but I am convinced that what is going to happen is what I like to call the selective allocation of leisure time."

The Ford Motor Co. seems equally certain that the aforesaid leisure time will continue to pay off for the auto firm.

Spokesman Robert Buchanan noted: "We began sponsoring NFL games in 1958, and we believe it to be one of the most important advertising ventures we

An area for television sports expansion: coverage of automobile racing

have ever undertaken. You never can be exactly sure just how many cars you move as the result of any single TV ad, but we know our association with NFL football brings us into the view of what we regard as a singularly important buying audience."

He continued: "There is a certain cachet attached to sponsorship of major sports events, and we feel this is especially relevant in our association with professional football on TV. It's conceivable that an auto manufacturer might sell just as many units by sponsoring a comedy series or a drama special, but there has never been for us a really accurate way to determine what is most effective."

"We do know, however, that a lot of our potential customers are deeply interested in sports, and that's why we have become so strongly identified over the years with pro football and golf, among other activities."

TOO RAPID GROWTH

Commenting on the latter two sports, Richard E. Bailey Sr., head of Sports Network Inc., indicated much concern over the price for rights. "In the NFL, it's ridiculous how rights have gone up. In 1962, the NFL was getting \$4,650,000 and last year it was able to work out an \$18.8 million deal with CBS-TV, so you can see how things are going. There are some of us in the industry who feel that that kind of financial growth is a bit too rapid and, perhaps, unwarranted."

He is more sanguine about the situation involving baseball, golf and boxing. "The *Game of the Week* broadcasts seem to have come to a point of sanity. And golf tournament rights should not be regarded as excessive, because careful analysis shows they really aren't. After all, the guy who plays golf tends to like it so much that he'll make every effort to catch the leading golf events when they are broadcast. In addition, he is often a business executive or, for that matter, an advertising official who already is sold on golf, and therefore he's happy to put some dollars behind the broadcasts."

Bailey's opinion is that televised boxing has received "a healthy shot in the arm" from Muhammad Ali. "You may disagree with the man and his ideas, and it sometimes seems like just about everybody is upset about him, but he has brought a lot of people back to the TV screen."

"He talks big, but he performs big, too. More than anything else, Ali is the best promoter to hit televised boxing in its history. There may not be too many good fighters around today, but Ali takes on all comers, and that sort of thing

affects TV viewers more than anything else has."

Bailey suggests that one of the most overlooked of televised sports is auto racing, but he thinks it's beginning to have a strong impact on sports buffs.

"It gets the kids, and that's where the big wave of the future is, obviously. The big problem any sponsor can have with broadcasting the car races is that he has no way of knowing just how bad the weather may be on the day of the race and how much it may contribute to potential accidents."

He has long mulled over the issue of spiraling rights, and thinks the reason they have climbed so high during the past five to 10 years is simply that interest in sports has boomed beyond all expectations.

GOLF TAKES OFF

"No one ever figured golf would take off the way it did. Since 1956, pro football has built audiences that no one would have predicted. But it's quite possible that it's peaked out already. Interest in pro football was overstimulated among the advertisers, and now everybody is getting to be a little worried."

"If," he added, "the networks had been a little more careful and if they had exercised more care, they wouldn't have oversold what is essentially a very fine commodity. Now sponsors think twice before they invest money in any kind of sports event."

Bailey observed: "Here at Sports Network, we don't go overboard on anything these days because we don't want to get hurt badly. A long-term deal at high figures can really put you in trouble financially."

His contention is that televised sports has to have some new action, such as the recent introduction of soccer. "In itself, it has merit as a new idea for sports programming, but you will note its schedule tends to overlap in areas traditionally held for other, better-known American sports. All of this experimentation may eventually lead to a dilution of interest in sports on TV because now there are simply too many events to watch. How many people do you think are going to continue to sit through pro-football doubleheaders? That's an awful lot of football, even for a viewer who really loves the game. We are getting to the point on a weekend where there's just too much to watch in sporting events, and that could become a rather dangerous situation in the long run."

The SNI head doesn't know where to place the blame for the rise in rights costs. "I am told that some people think club owners and certain sports stars

are thought to be greedy, but that isn't necessarily so. There's a bit of greediness in all of us, I guess. Possibly that was the factor in some of the sports-package deals that have been arranged in the past few years. The problem is: Who is to blame whom for the rights increases?"

Meanwhile, amid all the brouhaha about the rates, the networks have another problem: Who is going to be big man on the avenue when the sports ratings are reviewed by sponsors? According to the A.C. Nielsen Co.'s national average audience rating estimates for the past year, CBS stood in the winner's circle. The data gathered indicated that CBS-TV network sports audiences were 28% higher than those of ABC, and 19% higher than NBC.

For all sponsored sports broadcasts covered in the Nielsen ratings from January 1966, through January 1967, CBS had an 11.4 average audience rating, reaching 6,220,000 homes with a 33.6 share of the audience. NBC had a 9.6 average audience rating, 5,210,000 homes and a 29.6 share. ABC got an 8.9 rating, 4,860,000 homes and a 28.9 share.

HIGH FLYERS

In addition to having the over-all largest audience average, CBS-TV had the top-rated regularly scheduled weekly series—the NFL games. In 1966, the NFL regular-season games (21 broadcast dates, including eight doubleheader games) were the number-one sports attraction with a season average of 15.9 and 8,730,000.

The three NFL postseason games were all among the top eight bowl-game specials, with the NFL championship contest first in this category with a 30.3 rating. The NFL Playoff Bowl was fifth with a 22.6 and the NFL Pro Bowl came in eighth with an 18.3. The Super Bowl game on CBS ranked number four on the list with a 23.0 rating. The game was also broadcast on NBC, where it ranked number nine with a 17.8 rating. Golf and horse-racing also paid off handsomely, according to CBS's announcement. The Masters was the top-rated golf tournament of 1966 with an 11.2 average audience rating and 6,020,000 homes. The CBS Golf Classic also got a number one rating as a series, topping *Wonderful World of Golf*, Sam Snead's series and *Big Three Golf*. The Classic had a 5.8 rating and 3,130,000 homes.

The Triple Crown (Kentucky Derby, Preakness and Belmont Stakes) on CBS led the horse-racing field with a 10.5 rating and 5,660,000 homes.

Pro football has been unquestionably the heart of TV sports programming. The rapid growth of the NFL on TV is the

key indicator. According to William A. Brendle, manager of sports information services at CBS-TV: "In 1956, the CBS telecasts reached 4,271,000 homes and in 1966 the figure had moved up to 8,730,000, an increase of 104%. In 1956, 165 stations were carrying the games, reaching up to a figure of 203 in the 1966 season."

If CBS-TV sells all commercial minutes in its 1967 NFL packages at current offering prices, gross revenues should hit \$40 million. One network executive reportedly said this would allow the network to "just about break even or make a million, maybe two." CBS's commitments on rights total in the neighborhood of \$25.5 million. With additional costs for production, lines, etc., it is claimed that the network's outlay would run close to \$40 million.

Last year, its coverage of NFL action yielded less than \$1-million profit. Obviously, the relationship with the league is considered a prestige situation, no matter how marginal the financial setup may seem.

Football package deals at CBS are being offered as plan A with 21 games for \$75,000 per commercial minute; plan B of 16 games for \$48,000 per minute; 24 games each in a pregame plan for \$27,500 per minute and in postgame for \$35,000 per minute. On package sales, the network allows for a 15% agency commission. Availabilities are offered first to national advertisers and when "exhausted" will be sold to regional advertisers.

History contains some ironic records. In 1895, the first pro football game was played in Latrobe, Pa. The players received \$10 each. The first individual player deal took place in 1920, when Bob Nash was purchased from Akron by Buffalo for \$300. When one considers the recent spate of six-figure packages for individual collegians who get salary, spaced-out bonuses, pension plans, hospitalization and "no-cut" deals, one begins to understand the contemporary concern about rights' costs.

Television's impact on football wasn't felt until 1950. Official NFL records for the championship game between the Los Angeles Rams and the Cleveland Browns contained the modest note: "Gross receipts (including radio and television) amounted to \$328,052. Attendance in the Coliseum was 57,522. Each Ram player received \$2,108, and each Brown player \$1,483, the highest in the league's history." No comment was made about the significance or potential of television's role in the contest. However, the file then went on to indicate that the league then instituted a policy of televising "away" games and blacking out "home" games. In the understatement of the decade, it added: "The policy has paid off in enormous gains in home attendance."

By 1970, when the anticipated 28 pro football teams are united under one commissioner, the NFL-AFL championship game rights will be \$5 million. Before the championship tilt, there will be two playoff games between the

champions of the four seven-team divisions. The rights for these will be worth at least \$2.5 million each. The total of \$10 million for these three contests is nearly the total of what baseball is now paid for the World Series, All-Star Game and 26 games of the week, a minimum of 31 events.

Although this infusion of greenbacks will not solve all of the professionals' problems, at least the merger of the NFL and AFL has cut out the costly bidding between the two leagues for untried college talent. Oddly, the one long-established sport that still has problems in that area is professional basketball. NBA club owners recently became uncomfortably aware of it in March of this year when Oscar Robertson, NBA superstar and president of the Players Association, complained that the members of his group wanted an increase as well as a complete revision of their pension plan.

In the complaint to the owners and to NBA President Walter Kennedy, Robertson said the players were planning to avoid participation in \$280,000 worth of postseason playoff games unless the demands were met. This would have involved at least eight of the 10 teams in the league's two divisions.

Kennedy's retort was that the pension plan that had been offered could be revised so that 10-year men, when they reached the age of approximately 60 or 65, would receive benefits of \$500 a month.

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SPORTS continued

of players, working with their attorney, Larry Fleischer, had devised a setup whereby owners would be required to make retroactive payments into the policy plan. The payments, which would come to about \$16,000 per club, would represent a jump of about \$10,000. In essence, this would enable players who had given service to the league to have their longevity "credited to their account," as the players' demand stated it.

Kennedy's reaction seemed to be that the players' action was irresponsible, although he was careful enough not to rush into print with a specific charge. Kennedy then pointed out that basketball cannot afford to keep up with baseball and football. He estimated that basketball's TV revenue is about a million dollars per season, while football gets \$22 million and baseball \$20 million. Kennedy then went on to say that it would require \$500,000 to fund the pension fund demanded by the players.

The players insisted that it would take \$300,000 or \$30,000 per team, less after taxes. Said Walt Bellamy of the New York Knicks: "They (the clubs) are adding two new franchises each next season. That money is for players. Why can't they get the money for the pension fund from that?"

Although the dispute was finally solved, club owners in other areas of the sports world looked on with growing uneasiness and wondered how demands by athletes in a number of sports would affect their pocketbooks.

Meanwhile, baseball, which is already encountering would-be successors to Sandy Koufax, who feel they should make at least \$100,000, is aware that combined radio-TV rights have now achieved a total of \$27,510,000, which increases the amount estimated by Mr. Kennedy rather heftily. The networks are, as

earlier indicated, paying about \$44 million for radio as well as network and local TV coverage of pro and college football. More than one network official felt these figures were, if anything, cautious, and that they certainly didn't reflect the amount of investment in other aspects of televised sports world. "So what you hear reported is just a fraction of the action," maintained a knowledgeable network observer.

The ultimate problem is that escalating demands of sports groups for TV rights are forcing up costs of TV sports sponsorships. Edward M. Stern, vice president and media director of Foote, Cone & Belding, Chicago, routed a now-public memo about the issue to the agency's other departments.

"At some point in time, advertisers just won't be able to go along with the higher prices that result from competitive network bidding without commensurate increases in audience values. While advertiser interest is understandably high, these pro-football buys are surprisingly quite inefficient on a cost-per-thousand basis."

He stated that a good prime-night network participation will deliver audiences at approximately \$3.50 per thousand in terms of home and about \$5 in terms of male viewers. But with pro games running up to \$7.75 per thousand homes and at least \$8 per thousand men, while NCAA games push nearly as high, something is seriously wrong.

He added that "it's hard to escape the conclusion that some pro-football sponsors are buying on merchandising values, emotional involvement or other non-media reasons."

It is apparent that a very hostile, dollar-consuming dragon is loose in the world of TV sports. Before he does in a multimillion dollar television venture, someone or some group had better sponsor an unbeatable knight to put the sword to him. END



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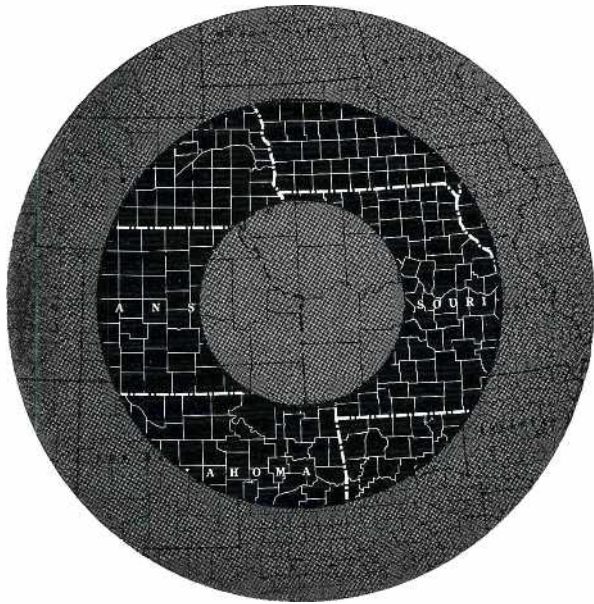
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THE TOP 100 MARKETS

There are many ways to rank markets and the following shows what happens when two different criteria are applied. Markets in the top-100 list on page 62 are ranked in the order they placed on a 25% cutoff formula — that is, where counties are credited to a market on the basis that one-quarter of their TV households view the dominant station in the market in prime time at least one night a week. That is the basic list.

The rankings based on a 50% rather than a 25% cutoff are shown in the second column. For the actual figures these rankings represent, see the market-by-market alphabetical listings beginning on page 64. These also show viewing as based on the American Research Bureau's total area — counties that constitute at least 98% of the network weekly audience for all home stations in the market. To conform with general marketing procedures, market combinations in the ranking sometimes vary from the alphabetical listing, and are shown with an asterisk (*).

THE TOP-100 MARKETS BY 25% AND 50% CUTOFFS

	25%	50%		25%	50%
New York	1	1	Steubenville, Ohio-Wheeling, W. Va.	55	82
Los Angeles	2	2	Orlando-Daytona Beach, Fla.	56	48
Chicago	3	3	* San Jose-Salinas-Monterey, Calif.	57	89
Philadelphia	4	4	Norfolk-Portsmouth-Newport News-Hampton, Va.	58	51
* Boston-Manchester, N.H.	5	6	Tulsa, Okla.	59	57
Detroit	6	5	Green Bay, Wis.	60	68
San Francisco	7	7	Phoenix	61	49
* Cleveland-Akron, Ohio	8	8	Omaha	62	52
Pittsburgh	9	9	Roanoke-Lynchburg, Va.	63	71
Washington	10	10	Salt Lake City	64	58
Baltimore	11	12	Spokane, Wash.	65	72
Dallas-Fort Worth	12	13	Rochester, N.Y.	66	67
St. Louis	13	11	Davenport, Iowa-Rock Island- Moline, Ill.	67	59
New Haven-Hartford-New Britain, Conn.	14	14	Richmond, Va.	67	62
Cincinnati	15	21	Shreveport, La.-Texarkana, Tex.	68	61
Minneapolis-St. Paul	16	15	Champaign-Springfield- Decatur, Ill.	69	69
* Indianapolis-Bloomington, Ind.	17	17	Jackson, Miss.	70	74
Atlanta	18	22	* Columbus-Albany-Macon, Ga.	71	83
Miami	19	16	West Palm Beach, Fla.	72	100
Kansas City, Mo.	20	19	Scranton-Wilkes Barre, Pa.	73	63
Seattle-Tacoma, Wash.	21	18	Little Rock, Ark.	74	65
Buffalo, N.Y.	22	20	Mobile, Ala.-Pensacola, Fla.	74	64
Milwaukee	23	24	* Des Moines-Ames, Iowa	75	71
Providence, R.I.	24	33	Jacksonville, Fla.	76	70
Houston	25	23	Cedar Rapids-Waterloo, Iowa	77	73
Sacramento-Stockton, Calif.	26	25	Binghamton, N.Y.	78	80
Albany-Schenectady-Troy, N.Y.	27	37	Knoxville, Ky.	79	75
* Syracuse-Elmira, N.Y.	28	26	Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	80	78
Columbus, Ohio	29	30	Evansville, Ind.	81	77
Charlotte, N.C.	30	39	Baton Rouge	82	87
Dayton, Ohio	31	31	Madison, Wis.	83	88
Tampa-St. Petersburg, Fla.	32	27	Sioux Falls, S.D.	84	79
Portland, Ore.	33	29	Greenville-Washington- New Bern, N.C.	85	81
Memphis	34	28	Chattanooga	86	90
Birmingham, Ala.	35	36	Columbia, S.C.	87	85
Greenville-Spartanburg, S.C.- Asheville, N.C.	36	41	Fresno, Calif.	88	76
Nashville	37	38	* Lincoln-Kearney-Hastings- North Platte, Neb.	89	84
Denver	38	32	Lafayette, La.	90	101
Johnstown-Altoona, Pa.	39	66	Albuquerque, N.M.	91	86
Lancaster-Harrisburg-York- Lebanon, Pa.	40	47	Erie, Pa.	92	99
New Orleans	41	34	Austin-Rochester, Minn.- Mason City, Iowa	93	98
Charleston-Huntington, W. Va.	42	35	Rockford, Ill.	94	92
Flint-Saginaw-Bay City, Mich.	43	40	Burlington, Vt.-Plattsburgh, N.Y.	95	91
Greensboro-Winston Salem- High Point, N.C.	44	56	Augusta, Ga.	96	97
Grand Rapids-Kalamazoo, Mich.	45	42	Springfield-Holyoke, Mass.	97	95
* Portland-Poland Springs, Me.	46	60	South Bend-Elkhart, Ind.	98	94
Toledo, Ohio	47	44	Bristol, Va.-Johnson City- Kingsport, Tenn.	99	96
Louisville, Ky.	48	43	Peoria, Ill.	100	93
Oklahoma City	49	46			
Raleigh-Durham, N.C.	50	53			
* Wichita-Hutchinson, Kan.	51	50			
San Antonio, Tex.	52	54			
Lansing-Onondaga, Mich.	53	55			
San Diego	54	45			

* Indicates different market combination than in market-by-market listings beginning on page 64

**When it's
springtime in
New York**



...watch it!*

Warm one moment, wintry the next... rain on Long Island, snow in Westchester... is it any wonder that the weather is of vital concern to New Yorkers? Or that they keep a weather eye on WCBS-TV?

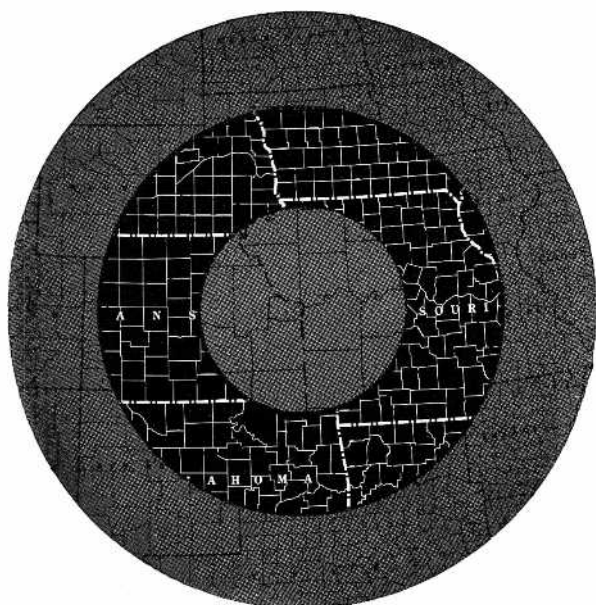
For WCBS-TV is the *only* New York television station which operates its own Weather Bureau, manned by *three* highly-experienced, full-time meteorologists—Harry Geise, Gordon

Barnes and Conrad Gosset—with over 60 years of meteorological experience and a quarter-million forecasts to their credit. Thus, during one recent four-week period, WCBS-TV was able to flash 26 weather “extras” (in addition to its regular weather coverage, of course). And to broadcast “heavy snow” warnings the night before the big blizzard hit town... *hours before anyone else.*

It's safe to forecast that New Yorkers will continue to watch WCBS-TV for the fastest, best and most complete coverage of the weather and *all* news *all* year 'round. Because, quite apart from CBS News' renowned worldwide news organization, WCBS-TV has the largest local television news staff in the country.

What a favorable climate for your advertising!

WCBS-TV ^{*}
New York, CBS Owned / Represented by
CBS Television Stations National Sales



THE TELEVISION MARKETS

**TV HOUSEHOLDS
FROM ABERDEEN
TO ZANESVILLE**

TWO entirely new sets of figures have been added to the 1967 TELEVISION Magazine Marketbook Supplement. They will give the media or market planner, or analyst, a broader view of each television market.

Now available for the first time are market listings with county-by-county estimates of TV households based on a 50% cutoff formula and one that includes all TV homes within the entire viewing area as defined by American Research Bureau (those counties that constitute at least 98% of the net weekly audience).

These two sets of figures for each market are in addition to the listing based on the 25% cutoff formula.

Under the two cutoff formulas all TV households in a county are credited to a market if one-quarter (25% cutoff formula) or one-half (50% cutoff formula) of those households view the dominant station in that market in prime time at least one night a week. If less than the given cutoff

level view the dominant station, no homes in the county are credited to the market. All data have been taken from ARB's last nationwide coverage study released in the fall of 1965, and updated.

There are three basic sets of figures for each television market. First is a summary of TV homes by the 50% cutoff formula, the 25% cutoff formula and the total by the ARB-defined total area. The county-by-county data follow in the same order.

The county totals are cumulative: The 50% figure is the minimum, the 25% figure includes the 50% and is a total for the two and the ARB figure includes these two and the additional counties in the ARB viewing area. These figures are not intended to define circulation or to substitute for station circulation figures. They will be found most useful for media and sales analysis planning and for determining, on a county-by-county basis, coverage patterns for given buys.

*Denotes UHF station

Aberdeen, S. D.

Station: **KXAB-TV (NBC, ABC)**

TV homes 50% cut off: 41,600

TV homes 25% cut off: 49,200

Total ARB viewing area: 112,900

COUNTIES TV HOMES

50%:

Beadle, S. D.	6,600
Brown, S. D.	10,200
Clark, S. D.	1,900
Codington, S. D.	6,200
Day, S. D.	2,800
Edmunds, S. D.	1,300
Faulk, S. D.	1,200
Hand, S. D.	1,800
Hughes, S. D.	4,200
Hyde, S. D.	700
Marshall, S. D.	1,600
Spink, S. D.	3,100

25%:

Dickey, N. D.	1,900
Buffalo, S. D.	300
Hamlin, S. D.	1,700
Jerard, S. D.	1,100
McPherson, S. D.	1,200
Stanley, S. D.	1,400

Other ARB counties:

Big Stone, Minn.	2,300
Lac Qui Parle, Minn.	3,300
Lincoln, Minn.	2,600
Stevens, Minn.	2,800

Traverse, Minn.	1,800
La Moure, N. D.	2,200
McIntosh, N. D.	1,400
Ransom, N. D.	2,300
Richland, N. D.	5,000
Sargent, N. D.	1,800
Aurora, S. D.	1,200
Brookings, S. D.	5,900
Davison, S. D.	4,900
Deuel, S. D.	1,700
Grant, S. D.	2,700
Hanson, S. D.	1,200
Kingsbury, S. D.	2,700
Lake, S. D.	3,500
McCook, S. D.	2,300
Miner, S. D.	1,400
Moody, S. D.	2,300
Potter, S. D.	1,300
Roberts, S. D.	3,100
Sanborn, S. D.	1,100
Sully, S. D.	700
Walworth, S. D.	2,200

Abilene-Sweetwater, Tex.

Stations: **KRBC-TV (NBC, ABC),**

KTXS-TV (CBS, ABC) (KRBC-

TV operates satellite KACB-TV

San Angelo, Tex.)

TV homes 50% cut off: 108,000

TV homes 25% cut off: 124,700

Total ARB viewing area: 141,400

COUNTIES TV HOMES

50%:

Brown, Tex.	6,800
Callahan, Tex.	2,200
Coke, Tex.	800
Coleman, Tex.	3,500
Concho, Tex.	700
Crockett, Tex.	1,000
Eastland, Tex.	5,600
Fisher, Tex.	1,700
Haskell, Tex.	2,900
Irion, Tex.	300
Jones, Tex.	5,500
King, Tex.	200
McCulloch, Tex.	2,000
Menard, Tex.	500
Nolan, Tex.	5,600
Runnels, Tex.	4,000
Schleicher, Tex.	800
Scurry, Tex.	5,100
Shackelford, Tex.	1,000
Stephens, Tex.	2,400
Sterling, Tex.	300
Stonewall, Tex.	700
Sutton, Tex.	800
Taylor, Tex.	33,900
Tom Green, Tex.	19,600

25%:

Kimble, Tex.	900
Reagan, Tex.	1,100

Other ARB counties:

Comanche, Tex.	2,900
----------------	-------

Erath, Tex.	4,900
Garza, Tex.	1,800
Kent, Tex.	400
Knox, Tex.	1,800
Mason, Tex.	700
Mills, Tex.	1,000
Mitchell, Tex.	2,700
Throckmorton, Tex.	500

Ada, Okla.

Station: **KTEN-TV (ABC, CBS, NBC)**

TV homes 50% cut off: 63,800

TV homes 25% cut off: 82,700

Total ARB viewing area: 174,400

COUNTIES TV HOMES

50%:

Atoka, Okla.	2,900
Bryan, Okla.	6,900
Coal, Okla.	1,600
Garvin, Okla.	9,500
Hughes, Okla.	4,400
Johnston, Okla.	2,400
Latimer, Okla.	1,600
Murray, Okla.	4,400
Pontotoc, Okla.	9,800
Pushmataha, Okla.	2,400
Seminole, Okla.	7,900

25%:

Carter, Okla.	13,000
Choctaw, Okla.	3,400

Marshall, Okla.	2,400
Pittsburg, Okla.	10,100

Other ARB counties:

Cleveland, Okla.	14,100
Lincoln, Okla.	5,500
Love, Okla.	1,300
McClain, Okla.	3,700
McCurtain, Okla.	5,900
McIntosh, Okla.	2,700
Okfuskee, Okla.	2,500
Oklmulgee, Okla.	10,600
Pottawatomie, Okla.	13,300
Delta, Tex.	1,300
Grayson, Tex.	22,800
Lamar, Tex.	8,000

Agana, Guam

Station: **KUAM-TV (CBS, ABC, NBC)**

No data available.

Aguadilla, P.R.

Station: **WOLE-TV**

No data.

Akron, Ohio

Station: **WAKR-TV* (ABC)**

Insufficient data available.

Albany, Ga.

Station: **WALB-TV (NBC, ABC)**
TV homes 50% cut off: 129,500
TV homes 25% cut off: 175,900
Total ARB viewing area: 249,000

COUNTIES	TV HOMES
50%:	
Jefferson, Fla.	1,900
Madison, Fla.	2,800
Atkinson, Ga.	1,000
Baker, Ga.	600
Ben Hill, Ga.	3,100
Berrien, Ga.	2,500
Brooks, Ga.	3,200
Calhoun, Ga.	1,300
Coffee, Ga.	4,800
Colquitt, Ga.	8,800
Cook, Ga.	2,800
Crisp, Ga.	4,300
Decatur, Ga.	6,300
Dooly, Ga.	2,300
Dougherty, Ga.	23,900
Early, Ga.	2,500
Echols, Ga.	200
Grady, Ga.	4,100
Irwin, Ga.	1,800
Jeff Davis, Ga.	1,900
Lanier, Ga.	1,000
Lee, Ga.	1,200
Lowndes, Ga.	14,200
Miller, Ga.	1,300
Mitchell, Ga.	4,000
Seminole, Ga.	1,400
Telfair, Ga.	2,300

Terrell, Ga.	2,600
Thomas, Ga.	8,800
Tift, Ga.	6,000
Turner, Ga.	1,700
Wilcox, Ga.	1,500
Worth, Ga.	3,400

25%:	
Hamilton, Fla.	1,500
Jefferson, Fla.	1,900
Leon, Fla.	20,500
Madison, Fla.	2,800
Taylor, Fla.	3,300
Bacon, Ga.	1,800
Bleckley, Ga.	2,300
Clinch, Ga.	1,500
Dodge, Ga.	3,700
Macon, Ga.	2,700
Randolph, Ga.	2,200
Sumter, Ga.	5,900
Wheeler, Ga.	900

Other ARB counties:	
Houston, Ala.	13,700
Columbia, Fla.	5,200
Dixie, Fla.	1,000
Franklin, Fla.	1,700
Gadsden, Fla.	7,800
Gulf, Fla.	2,800
Jackson, Fla.	8,200
Lafayette, Fla.	700
Liberty, Fla.	800
Suwannee, Fla.	3,100
Wakulla, Fla.	1,300
Appling, Ga.	2,700
Clay, Ga.	800
Marion, Ga.	900

Montgomery, Ga.	1,000
Pulaski, Ga.	1,900
Quitman, Ga.	400
Schley, Ga.	600
Stewart, Ga.	1,300
Taylor, Ga.	1,800
Toombs, Ga.	3,800
Ware, Ga.	9,900
Webster, Ga.	400

Albany-Schenectady-Troy, N.Y.

Stations: **WAST-TV (ABC),**
WRGB-TV (NBC),
WTEN-TV (CBS) (operates satellite WCDC Adams, Mass.)
TV homes 50% cut off: 420,000
TV homes 25% cut off: 540,000
Total ARB viewing area: 798,600

COUNTIES	TV HOMES
50%:	
Berkshire, Mass.	43,000
Albany, N. Y.	92,600
Columbia, N. Y.	15,200
Fulton, N. Y.	17,100
Greene, N. Y.	10,300
Hamilton, N. Y.	1,300
Montgomery, N. Y.	18,100
Rensselaer, N. Y.	45,200
Saratoga, N. Y.	28,700
Schenectady, N. Y.	52,200
Schoharie, N. Y.	6,600

Ulster, N. Y.	40,000
Warren, N. Y.	14,300
Washington, N. Y.	14,200
Bennington, Vt.	7,500
Rutland, Vt.	13,500

25%:	
Delaware, N. Y.	12,500
Dutchess, N. Y.	53,100
Herkimer, N. Y.	21,200
Otsego, N. Y.	15,600
Addison, Vt.	5,200
Washington, Vt.	12,300

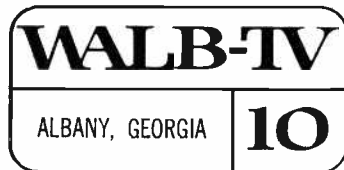
Other ARB counties:	
Litchfield, Conn.	38,400
Franklin, Mass.	16,200
Essex, N. Y.	10,200
Franklin, N. Y.	12,500
Oneida East, N. Y.	57,700
Oneida West, N. Y.	27,300
Orange, N. Y.	59,500
Putnam, N. Y.	11,400
Orange, Vt.	4,300
Windham, Vt.	8,600
Windsor, Vt.	12,600

Albuquerque, N.M.

Stations: **KGGM-TV (CBS),**
KOAT-TV (ABC),
KOB-TV (NBC)
TV homes 50% cut off: 180,000
TV homes 25% cut off: 212,300
Total ARB viewing area: 223,100

COUNTIES	TV HOMES
50%:	
Alamosa, Colo.	2,500
Archuleta, Colo.	600
Conejos, Colo.	1,600
Costilla, Colo.	500
Dolores, Colo.	500
La Plata, Colo.	6,000
Montezuma, Colo.	4,500
Rio Grande, Colo.	2,400
Saguache, Colo.	800
San Juan, Colo.	100
Bernalillo, N. M.	85,400
Cofax, N. M.	2,800
De Baca, N. M.	600
Guadalupe, N. M.	900
Harding, N. M.	200
Lincoln, N. M.	2,000
Los Alamos, N. M.	3,800
McKinley, N. M.	7,000
Mora, N. M.	700
Rio Arriba, N. M.	4,400
Sandoval, N. M.	2,600
San Juan, N. M.	15,500
San Miguel, N. M.	4,000
Santa Fe, N. M.	11,500
Sierra, N. M.	1,700
Socorro, N. M.	2,400
Taos, N. M.	2,800
Torrance, N. M.	1,200
Valencia, N. M.	11,000
25%:	
Hinsdale, Colo.	100
Mineral, Colo.	100
Catron, N. M.	400

ONLY WALB-TV DELIVERS ALL THE RICH ALBANY, GA. MARKET



NBC
ABC

RAYMOND E. CAROW, VICE PRESIDENT, WALB-TV, ALBANY, GEORGIA

... recognized by Forbes as one of the top ten trade cities ... named by Sales Management as a Preferred Market. For avails and details contact Vernard, Torbet and McConnell nationally, and in the South, call James S. Ayers Company.

Chaves, N. M.	17,300
Eddy, N. M.	14,400
Other ARB counties:	
Apache, Ariz.	5,300
Union N. M.	1,200
Grand, Utah	2,200
San Juan, Utah	2,200

Alexandria, La.

Stations: KALB-TV (NBC, ABC, CBS)

TV homes 50% cut off: 68,100

TV homes 25% cut off: 82,200

Total ARB viewing area: 177,300

COUNTIES TV HOMES

50%:	
Avoyelles, La.	9,000
Catahoula, La.	2,200
Concordia, La.	5,200
Grant, La.	3,000
La Salle, La.	3,400
Natchitoches, La.	7,000
Rapides, La.	30,200
Vernon, La.	4,300
Winn, La.	3,800

25%:	
Allen, La.	4,800
Adams, Miss.	9,300

Other ARB counties:

Beauregard, La.	4,600
Caldwell, La.	1,900
Evangeline, La.	7,300
Jackson, La.	4,100
Jefferson Davis, La.	7,700
Lincoln, La.	6,900
Oachita, La.	31,100
Pointe Coupee, La.	4,800
Sabene, La.	3,700
St. Landry, La.	17,500
Franklin, Miss.	1,800
Jefferson, Miss.	1,600
Wilkinson, Miss.	2,100

Alexandria, Minn.

Station: KCMT-TV (NBC, ABC)

TV homes 50% cut off: 104,100

TV homes 25% cut off: 113,700

Total ARB viewing area: 162,900

COUNTIES TV HOMES

50%:	
Aitkin, Minn.	3,100
Big Stone, Minn.	2,300
Cass, Minn.	3,400
Chippewa, Minn.	4,200
Crow Wing, Minn.	8,700
Douglas, Minn.	5,600
Grant, Minn.	2,300
Hubbard, Minn.	2,300
Kandiyohi, Minn.	7,700
Lac Qui Parle, Minn.	3,300
Morrison, Minn.	6,000
Otter Tail, Minn.	11,700
Pope, Minn.	2,900
Stearns, Minn.	18,400
Stevens, Minn.	2,800
Swift, Minn.	3,500
Todd, Minn.	5,200
Traverse, Minn.	1,800
Wadena, Minn.	2,700

Yellow Medicine, Minn.	3,500
Grant, S. D.	2,700

25%:

Beltrami, Minn.	4,700
Meeker, Minn.	4,900

Other ARB counties:

Becker, Minn.	5,700
Benton, Minn.	4,300
Clearwater, Minn.	1,800
Itasca, Minn.	10,200
Lyon, Minn.	5,600
Mahnomen, Minn.	1,200
Mille Lacs, Minn.	3,700
Redwood, Minn.	5,300
Renville, Minn.	5,600
Wilkin, Minn.	2,700
Roberts, S. D.	3,100

Amarillo, Tex.

Stations: KFDD-TV (CBS),

KENC-TV (NBC),

KVII-TV (ABC)

TV homes 50% cut off: 147,700

TV homes 25% cut off: 149,700

Total ARB viewing area: 171,400

COUNTIES TV HOMES

50%:	
Seward, Kan.	5,300
Curry, N. M.	9,800
Quay, N. M.	2,800
Roosevelt, N. M.	4,300
Union, N. M.	1,200
Cimarron, Okla.	1,200
Ellis, Okla.	1,200
Texas, Okla.	4,200
Armstrong, Tex.	400
Bailey, Tex.	2,800
Briscoe, Tex.	1,000
Carson, Tex.	2,300
Castro, Tex.	2,600
Childress, Tex.	1,800
Collingsworth, Tex.	1,200
Cottle, Tex.	800
Dallam, Tex.	1,500
Deaf Smith, Tex.	4,100
Donley, Tex.	900
Gray, Tex.	11,000
Hall, Tex.	1,300
Hansford, Tex.	2,100
Hartley, Tex.	600
Hemphill, Tex.	600
Hutchison, Tex.	10,600
Lipscomb, Tex.	700
Moore, Tex.	4,300
Ochiltree, Tex.	3,100
Oldham, Tex.	500
Parmer, Tex.	3,200
Potter, Tex.	39,800
Randall, Tex.	14,400
Roberts, Tex.	300
Sherman, Tex.	800
Swisher, Tex.	3,300
Wheeler, Tex.	1,700

25%:

Beaver, Okla.	2,000
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Other ARB counties:

Haskell, Kan.	800
Morton, Kan.	900
Stevens, Kan.	1,100
Colfax, N. M.	2,800
De Baca, N. M.	600
Beckham, Okla.	5,000
Dewey, Okla.	1,400

Harper, Okla.	1,800
Roger Mills, Okla.	1,000
Woodward, Okla.	3,800
Hardeman, Tex.	2,000
Motley, Tex.	500

Ardmore, Okla.

Station: KXII-TV (NBC)

TV homes 50% cut off: 36,300

TV homes 25% cut off: 94,100

Total ARB viewing area: 130,500

COUNTIES TV HOMES

50%:	
Atoka, Okla.	2,900
Bryan, Okla.	6,900
Carter, Okla.	13,000
Choctaw, Okla.	3,400
Coal, Okla.	1,600
Johnston, Okla.	2,400
Love, Okla.	1,300
Marshall, Okla.	2,400
Pushmataha, Okla.	2,400

25%:	
Murray, Okla.	4,400
Pontotoc, Okla.	9,800
Cooke, Tex.	6,800
Fannin, Tex.	6,000
Grayson, Tex.	22,800
Lamar, Tex.	8,000

Other ARB counties:

Garvin, Okla.	9,500
Jefferson, Okla.	2,200
Latimer, Okla.	1,600
Pittsburg, Okla.	10,100
Stephens, Okla.	13,000

Atlanta, Ga.

Stations: WAGA-TV (CBS), WAIL-

TV (ABC), WBMO-TV, WJRJ-

TV, WSB-TV (NBC)

TV homes 50% cut off: 572,800

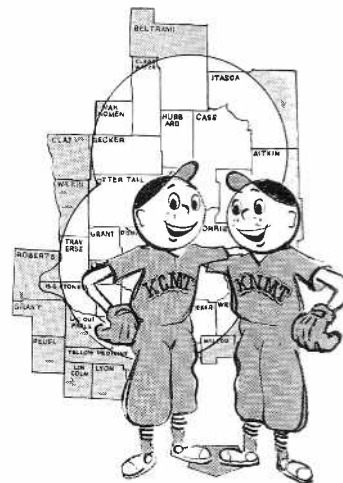
TV homes 25% cut off: 683,500

Total ARB viewing area: 842,600

COUNTIES TV HOMES

50%:	
Cherokee, Ala.	3,500
Cleburne, Ala.	2,200
Randolph, Ala.	4,200
Baldwin, Ga.	5,600
Banks, Ga.	1,400
Barrow, Ga.	4,300
Bartow, Ga.	7,900
Butts, Ga.	2,100
Carroll, Ga.	10,500
Cherokee, Ga.	6,500
Clarke, Ga.	13,200
Clayton, Ga.	15,600
Cobb, Ga.	40,000
Coweta, Ga.	7,600
Dawson, Ga.	800
De Kalb, Ga.	95,800
Douglas, Ga.	5,100
Fannin, Ga.	3,100
Fayette, Ga.	2,000
Floyd, Ga.	20,400
Forsyth, Ga.	3,500
Fulton, Ga.	178,100
Gilmer, Ga.	2,000
Gordon, Ga.	5,400
Greene, Ga.	2,200

MINNESOTA'S TV TWINS



Dominate This 34-County Mid-Minnesota Market

Minnesota's TV Twins, KCMT-TV, Alexandria and KNMT-TV, Walker, offer exclusive and vital coverage of Mid-Minnesota . . . coverage not available from Minneapolis, Duluth or Fargo. Reaching a potential 155,770 TV homes in a total of 34 counties, KCMT/KNMT offer the following — in a market formerly barren of primary television coverage.

Population	669,000
C. S. I.	\$ 1,059,443,000
T. R. S.	\$ 924,013,000
Gross Farm Inc.	\$ 615,429,000
<small>(SRDS CM Data 1-1-66)</small>	

ARB Coverage/65 clearly points out KCMT/KNMT as Mid-Minnesota's hardcore leaders, with over 80% audience share in an 11-county area (43,600 TV Homes), and over 60% audience share in a 20-county area (101,100 TV Homes) . . . KCMT/KNMT delivers 44,700 prime time average homes (ARB March '66).



Atlanta continued

Gwinnett, Ga.	13,600
Habersham, Ga.	4,800
Hall, Ga.	14,900
Haralson, Ga.	3,900
Heard, Ga.	1,100
Henry, Ga.	4,400
Jackson, Ga.	4,800
Jasper, Ga.	1,100
Jones, Ga.	2,000
Lamar, Ga.	2,600
Lumpkin, Ga.	1,800
Meriwether, Ga.	4,400
Monroe, Ga.	2,400
Morgan, Ga.	2,100
Newton, Ga.	5,600
Oconee, Ga.	1,400
Paulding, Ga.	3,800
Pickens, Ga.	2,300
Pike, Ga.	1,400
Polk, Ga.	7,300
Putnam, Ga.	1,700
Rockdale, Ga.	2,900
Spalding, Ga.	10,600
Talbot, Ga.	1,400
Towns, Ga.	1,100
Troup, Ga.	12,000
Union, Ga.	1,400
Upson, Ga.	6,000
Walton, Ga.	5,400
White, Ga.	1,800

25%:

Chambers, Ala.	8,700
DeKalb, Ala.	9,800
Bibb, Ga.	43,200
Chattooga, Ga.	5,300
Crawford, Ga.	1,000
Hancock, Ga.	1,700
Harris, Ga.	2,500
Houston, Ga.	12,700
Madison, Ga.	2,600
Murray, Ga.	2,500
Oglethorpe, Ga.	1,400
Rabun, Ga.	1,800
Whitfield, Ga.	12,700
Clay, N. C.	1,300
Macon, N. C.	3,400

Other ARB counties:

Calhoun, Ala.	25,800
Clay, Ala.	2,600
Coosa, Ala.	2,200
Etowah, Ala.	26,700
Lee, Ala.	11,300
Talladega, Ala.	14,900
Tallapoosa, Ala.	8,200
Dooly, Ga.	2,300
Elbert, Ga.	4,600
Franklin, Ga.	3,500
Hart, Ga.	4,100
Johnson, Ga.	1,700
Laurens, Ga.	7,600
Macon, Ga.	2,700
Marion, Ga.	900
Peach, Ga.	3,600
Schley, Ga.	600
Stephens, Ga.	5,200
Sumter, Ga.	5,900
Taliaferro, Ga.	500
Taylor, Ga.	1,800
Twiggs, Ga.	1,500
Washington, Ga.	3,800
Webster, Ga.	400
Wilkes, Ga.	2,400
Wilkinson, Ga.	2,100
Cherokee, N. C.	3,600
Graham, N. C.	1,300

Jackson, N. C.	3,600
Swain, N. C.	1,500
Polk, Tenn.	2,500

Augusta, Ga.

Stations: WJBF-TV (NBC, ABC), WRDW-TV (CBS)
TV homes 50% cut off: 151,200
TV homes 25% cut off: 186,000
Total ARB viewing area: 386,400

COUNTIES TV HOMES

50%:

Bulloch, Ga.	5,800
Burke, Ga.	4,200
Candler, Ga.	1,300
Columbia, Ga.	3,800
Emanuel, Ga.	4,000
Glascok, Ga.	400
Hancock, Ga.	1,700
Jefferson, Ga.	3,600
Jenkins, Ga.	1,900
Johnson, Ga.	1,700
Lincoln, Ga.	1,200
McDuffie, Ga.	3,400
Montgomery, Ga.	1,000
Richmond, Ga.	39,300
Screven, Ga.	2,800
Taliaferro, Ga.	500
Toombs, Ga.	3,800
Treutlen, Ga.	1,200
Warren, Ga.	1,300
Washington, Ga.	3,800
Wheeler, Ga.	900
Wilkes, Ga.	2,400
Aiken, S. C.	25,400
Allendale, S. C.	2,300
Bafferg, S. C.	3,300
Barnwell, S. C.	4,100
Edgefield, S. C.	3,300
Hampton, S. C.	3,500
McCormick, S. C.	1,600
Orangeburg, S. C.	14,300
Saluda, S. C.	3,200

25%:

Laurens, Ga.	7,600
Abbeville, S. C.	5,000
Calhoun, S. C.	2,200
Greenwood, S. C.	12,700
Newberry, S. C.	7,300

Other ARB counties:

Appling, Ga.	2,700
Bacon, Ga.	1,800
Baldwin, Ga.	5,600
Bryan, Ga.	1,400
Clarke, Ga.	13,200
Coffee, Ga.	4,800
Effingham, Ga.	2,500
Elbert, Ga.	4,600
Evans, Ga.	1,900
Franklin, Ga.	3,500
Greene, Ga.	2,200
Hart, Ga.	4,100
Jeff Davis, Ga.	1,900
Liberty, Ga.	3,900
Long, Ga.	900
Madison, Ga.	2,600
Oglethorpe, Ga.	1,400
Tattall, Ga.	3,300
Telfair, Ga.	2,300
Twiggs, Ga.	1,500
Wayne, Ga.	4,900
Wilkinson, Ga.	2,100
Beaufort, S. C.	10,200
Berkeley, S. C.	12,500

Ciarendon, S. C.	4,600
Colleton, S. C.	6,000
Dorchester, S. C.	5,900
Fairfield, S. C.	4,000
Jasper, S. C.	2,700
Laurens, S. C.	11,800
Lexington, S. C.	17,700
Richland, S. C.	51,900

Austin, Tex.

Stations: KHFI-TV (ABC, CBS-NBC), KTBC-TV (CBS, ABC, NBC)
TV homes 50% cut off: 114,700
TV homes 25% cut off: 169,600
Total ARB viewing area: 231,500

COUNTIES TV HOMES

50%:

Bastrop, Tex.	4,200
Blanco, Tex.	1,100
Burnet, Tex.	2,500
Caldwell, Tex.	4,200
Fayette, Tex.	4,500
Gillespie, Tex.	2,500
Hays, Tex.	5,000
Lampasas, Tex.	2,700
Lee, Tex.	2,100
Llano, Tex.	1,700
McCulloch, Tex.	2,000
Mason, Tex.	700
Milam, Tex.	6,000
San Saba, Tex.	1,400
Travis, Tex.	64,800
Williamson, Tex.	9,200

25%:

Bell, Tex.	27,700
Brazos, Tex.	12,200
Burelson, Tex.	2,500
Colorado, Tex.	5,000
Coryell, Tex.	6,500
Mills, Tex.	1,000

Other ARB counties:

Brown, Tex.	6,800
Coleman, Tex.	3,500
Comal, Tex.	6,000
Gonzales, Tex.	4,300
Guadalupe, Tex.	8,100
Kendall, Tex.	1,600
Kerr, Tex.	5,000
Kimble, Tex.	900
Lavaca, Tex.	4,500
Madison, Tex.	1,400
Robertson, Tex.	3,900
Wharton, Tex.	9,900

Austin-Rochester, Minn.-Mason City, Iowa

Stations: KGLO-TV (CBS), KMMT-TV (ABC), KROC-TV (NBC)
TV homes 50% cut off: 143,400
TV homes 25% cut off: 187,800
Total ARB viewing area: 392,400

COUNTIES TV HOMES

50%:

Cerro Gordo, Iowa	15,200
Floyd, Iowa	6,100

Franklin, Iowa	4,400
Hancock, Iowa	4,000
Howard, Iowa	3,300
Mitchell, Iowa	3,900
Winnebago, Iowa	3,800
Winneshiek, Iowa	5,400
Worth, Iowa	2,700
Dodge, Minn.	3,400
Fairbault, Minn.	6,400
Fillmore, Minn.	6,300
Freeborn, Minn.	10,900
Houston, Minn.	4,400
Mower, Minn.	13,900
Olmsted, Minn.	20,000
Steele, Minn.	7,500
Wabasha, Minn.	4,500
Winona, Minn.	10,700
Vernon, Wis.	6,600

25%:

Allamakee, Iowa	4,200
Chickasaw, Iowa	4,000
Kossuth, Iowa	6,800
Waseca, Minn.	4,700
Buffalo, Wis.	3,700
La Crosse, Wis.	21,000

Other ARB counties:

Bremer, Iowa	6,000
Butler, Iowa	5,000
Clayton, Iowa	5,900
Dickinson, Iowa	3,600
Emmet, Iowa	3,900
Fayette, Iowa	8,000
Humboldt, Iowa	3,700
Palo Alto, Iowa	3,500
Pocahontas, Iowa	3,600
Wright, Iowa	5,700
Blue Earth, Minn.	12,300
Brown, Minn.	7,400
Chippewa, Minn.	4,200
Cottonwood, Minn.	3,900
Goodhue, Minn.	9,400
Jackson, Minn.	3,800
Kandiyohi, Minn.	7,600
Le Sueur, Minn.	5,400
Lyon, Minn.	5,600
Martin, Minn.	7,700
Murray, Minn.	3,500
Nicollet, Minn.	5,300
Nobles, Minn.	6,300
Pipestone, Minn.	3,700
Redwood, Minn.	5,300
Renville, Minn.	5,600
Rice, Minn.	9,400
Rock, Minn.	3,200
Scott, Minn.	6,000
Sibley, Minn.	4,200
Watonwan, Minn.	3,700
Yellow Medicine, Minn.	3,500
Crawford, Wis.	3,900
Eau Claire, Wis.	16,700
Pepin, Wis.	1,900
Trempealeau, Wis.	6,200

Bakersfield, Calif.

Stations: KBAK-TV (CBS)*, KERO-TV* (NBC), KLYO (ABC)*
TV homes 50% cut off: 76,800
TV homes 25% cut off: 126,800

COUNTIES TV HOMES

50%:

Kern West, Calif.	76,800
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25%:

Tulare, Calif.	50,000
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Baltimore

Stations: WBAL-TV (NBC), WJZ-TV (ABC), WMAR-TV (CBS), WMET-TV*
TV homes 50% cut off: 819,100
TV homes 25% cut off: 937,400
Total ARB viewing area 1,926,800

COUNTIES TV HOMES

50%:

Sussex, Del.	21,400
Anne Arundel, Md.	64,600
Baltimore, Md.	457,600
Caroline, Md.	5,800
Carroll, Md.	15,300
Cecil, Md.	14,000
Dorchester, Md.	8,700
Frederick, Md.	21,000
Howard, Md.	11,300
Harford, Md.	23,700
Kent, Md.	4,800
Prince Georges, Md.	118,500
Queen Annes, Md.	5,000
Talbot, Md.	6,800
Adams, Pa.	14,800
Franklin, Pa.	25,800

25%:

Kent, Del.	20,800
Calvert, Md.	4,200
Somerset, Md.	4,900
Worcester, Md.	6,500
Fulton, Pa.	2,700
York, Pa.	75,200
Warren, Va.	4,000

Other ARB counties:

New Castle, Del.	99,500
District of Columbia	252,800
Charles, Md.	8,500
Montgomery, Md.	119,200
St. Marys, Md.	9,900
Washington, Md.	28,100
Wicomico, Md.	15,600
Chester, Pa.	64,400
Cumberland, Pa.	39,500
Dauphin, Pa.	67,600
Lancaster, Pa.	80,600
Arlington, Va.	95,500
Fairfax, W. Va.	96,300
Berkeley, W. Va.	9,700
Morgan, W. Va.	2,200

Bangor, Me.

Stations: WABI-TV (CBS), WEMT-TV (ABC), WLZB-TV (NBC)
TV homes 50% cut off: 87,400
TV homes 25% cut off: 87,400
Total ARB viewing area: 145,200

COUNTIES TV HOMES

50%:

Hancock, Me.	10,200
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Knox, Me.	8,700
Penobscot, Me.	36,700
Piscataquis, Me.	5,000
Somerset, Me.	11,100
Waldo, Me.	6,400
Washington, Me.	9,300

25%:
None

Other ARB counties:

Aroostook, Me.	26,300
Franklin, Me.	5,500
Kennebec, Me.	26,000

Baton Rouge, La.

**Stations: WAFB-TV (CBS, ABC),
WBRZ-TV (NBC, ABC)**

TV homes 50% cut off	177,500
TV homes 25% cut off	246,500
Total ARB viewing area	409,700

COUNTIES	TV HOMES
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50%:	
Ascension, La.	6,900
Assumption, La.	3,900
East Baton Rouge, La.	66,300
East Feliciana, La.	2,900
Iberia, La.	14,100
Iberville, La.	7,000
Lafayette, La.	24,300
Livingston, La.	7,100
Pointe Coupee, La.	4,800
St. Helena, La.	1,700
St. Martin, La.	6,800
St. Mary, La.	13,300
West Baton Rouge, La.	3,600
West Feliciana, La.	1,900
Amite, Miss.	2,600
Pike, Miss.	2,100
Wilkinson, Miss.	2,100

25%:	
Avoyelles, La.	9,000
Concordia, La.	5,200
Evangeline, La.	7,300
St. James, La.	3,900
St. Landry, La.	17,500
Tangipahou, La.	14,900
Adams, Miss.	9,300
Franklin, Miss.	1,800

Other ARB counties:

Acadia, La.	12,500
Allen, La.	4,800
Beauregard, La.	4,600
Catahoula, La.	2,200
Grant, La.	3,000
Jefferson Davis, La.	7,700
Lafourche, La.	14,900
La Salle, La.	3,400
Rapides, La.	30,200
St. Charles, La.	6,100
St. John the Baptist, La.	4,400
St. Tammany, La.	11,300
Terrebonne, La.	15,800
Vermilion, La.	10,800
Vernon, La.	4,300
Washington, La.	11,400
Jefferson, Miss.	1,600
Lincoln, Miss.	6,300
Pearl River, Miss.	5,600
Walthall, Miss.	2,500

Beaumont-Port Arthur, Tex.

Stations: KBMT-TV (ABC),

KFOM-TV (CBS),

KJAC-TV (NBC)

TV homes 50% cut off	173,500
TV homes 25% cut off	179,800
Total ARB viewing area	228,500

COUNTIES	TV HOMES
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50%:	
Beauregard, La.	4,600
Calcasieu, La.	44,700
Cameron, La.	1,700
Vernon, La.	4,300
Hardin, Tex.	7,400
Jasper, Tex.	6,200
Jefferson, Tex.	79,500
Newton, Tex.	2,300
Orange, Tex.	18,700
Sabine, Tex.	1,500
Tyler, Tex.	2,600

25%:	
Chambers, Tex.	3,300
Polk, Tex.	3,000

Other ARB counties:

Acadia, La.	12,500
Allen, La.	4,800
Jefferson Davis, La.	7,700
Angelina, Tex.	12,000
Liberty, Tex.	9,100
San Augustine, Tex.	1,500
San Jacinto, Tex.	1,100

Bellingham, Wash.

Station: KVOS-TV (CBS)

TV homes 50% cut off	31,600
TV homes 25% cut off	54,600
Total ARB viewing area	487,900

COUNTIES	TV HOMES
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50%:	
Clallam, Wash.	9,200
San Juan, Wash.	700
Whatcom, Wash.	21,700

25%:	
Island, Wash.	6,800
Skagit, Wash.	16,200

Other ARB counties:

Grays Harbor, Wash.	15,900
Jefferson, Wash.	2,300
King, Wash.	320,300
Kitsap, Wash.	26,200
Mason, Wash.	5,300
Pacific, Wash.	4,100
Snohomish, Wash.	59,200

Big Spring, Tex.

Station: KWAB-TV (CBS, ABC)

TV homes 50% cut off	17,700
TV homes 25% cut off	17,700
Total ARB viewing area	90,900

COUNTIES	TV HOMES
----------	----------

50%:	
Glasscock, Tex.	300
Howard, Tex.	13,300
Martin, Tex.	1,400
Mitchell, Tex.	2,700

25%:	
None	

Other ARB counties:

Andrews, Tex.	5,100
Borden, Tex.	300
Dawson, Tex.	5,100
Ector, Tex.	31,200
Fischer, Tex.	1,700
Midland, Tex.	24,400
Scurry, Tex.	5,100
Sterling, Tex.	300

Billings, Mont.

**Stations: KOOK-TV (CBS, ABC),
KULR-TV (NBC)**

TV homes 50% cut off	68,900
TV homes 25% cut off	68,900
Total ARB viewing area	81,300

COUNTIES	TV HOMES
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50%:	
Big Horn, Mont.	2,100
Carbon, Mont.	2,200
Custer, Mont.	3,700
Fergus, Mont.	3,600
Garfield, Mont.	400
Golden Valley, Mont.	300
Musselshell, Mont.	1,100
Park, Mont.	4,200
Petroleum, Mont.	200
Phillips, Mont.	1,400
Powder River, Mont.	500
Rosebud, Mont.	1,400
Stillwater, Mont.	1,700
Sweet Grass, Mont.	800
Treasure, Mont.	300
Valley, Mont.	4,800
Wheatland, Mont.	800
Yellowstone, Mont.	26,300
Big Horn, Wyo.	3,000
Park, Wyo.	4,800
Sheridan, Wyo.	5,300

25%:	
None	

Other ARB counties:

Blaine, Mont.	1,900
Carter, Mont.	500
Chouteau, Mont.	2,100
Judith Basin, Mont.	900
Meagher, Mont.	800
Hot Springs, Wyo.	2,000
Johnson, Wyo.	1,600
Washakie, Wyo.	2,600

Biloxi, Miss.

Station: WLOX-TV (ABC)

TV homes 50% cut off	60,500
TV homes 25% cut off	94,100
Total ARB viewing area	105,200

COUNTIES	TV HOMES
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50%:	
Forrest, Miss.	15,100
Harrison, Miss.	33,400
Lamar, Miss.	3,300
Marion, Miss.	5,100
Perry, Miss.	1,800
Stone, Miss.	1,800

25%:	
George, Miss.	2,800
Greene, Miss.	1,600
Hancock, Miss.	3,900
Jackson, Miss.	17,200
Pearl River, Miss.	5,600
Walthall, Miss.	2,500

Other ARB counties:

St. Bernard, La.	11,100
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Binghamton, N.Y.

**Stations: WBJA-TV (ABC)*,
WINR-TV (NBC)*,
WNBZ-TV (CBS)**

TV homes 50% cut off (VHF)	208,700
TV homes 25% cut off (VHF)	267,300
Total ARB viewing area (VHF)	532,500
TV homes 50% cut off (UHF)	69,400
TV homes 25% cut off (UHF)	81,800

COUNTIES	TV HOMES
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50% (VHF):	
Broome, N. Y.	69,300
Chemung, N. Y.	31,400
Chenango, N. Y.	13,200
Delaware, N. Y.	12,500
Otsego, N. Y.	15,600
Tioga, N. Y.	12,100
Tompkins, N. Y.	18,900
Bradford, Pa.	15,200
Sullivan, Pa.	1,700
Susquehanna, Pa.	9,000
Tioga, Pa.	9,800

25% (VHF):	
Cortlandt, N. Y.	12,700
Schuyler, N. Y.	4,500
Steuben, N. Y.	29,600
Wayne, Pa.	7,200
Wyoming, Pa.	4,600

50% (UHF):	
Broome, N. Y.	61,600
Tioga, Pa.	7,800

25% (UHF):	
Chenango, N. Y.	4,100
Susquehanna, Pa.	8,300

Other ARB counties (VHF only)

Madison, N. Y.	16,700
Sullivan, N. Y.	14,600
Yates, N. Y.	5,700
Cameron, Pa.	2,200
Clinton, Pa.	10,500
Columbia, Pa.	15,500
Lackawanna, Pa.	66,700
Luzerne, Pa.	96,600
Lycoming, Pa.	32,200
Potter, Pa.	4,500

Birmingham, Ala.

**Stations: WAPI-TV (NBC, CBS),
WBMG-TV* (ABC, CBS, NBC),
WBRC-TV (ABC)**

TV homes 50% cut off	421,000
TV homes 25% cut off	474,400
Total ARB viewing area	594,600
UHF data insufficient	

COUNTIES	TV HOMES
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50%:	
Bibb, Ala.	2,600
Blount, Ala.	5,600
Calhoun, Ala.	25,800
Cherokee, Ala.	3,500
Chilton, Ala.	5,900
Clay, Ala.	2,600
Cleburne, Ala.	2,200
Colbert, Ala.	11,900
Coosa, Ala.	2,200
Cullman, Ala.	11,100
Etowah, Ala.	26,800
Fayette, Ala.	3,400
Franklin, Ala.	4,700
Greene, Ala.	1,700
Hale, Ala.	3,100
Jefferson, Ala.	182,000
Lamar, Ala.	3,000
Lawrence, Ala.	4,600
Marion, Ala.	4,900
Marshall, Ala.	12,500
Morgan, Ala.	16,100
Perry, Ala.	2,500
Pickens, Ala.	3,800
St. Clair, Ala.	5,600
Shelby, Ala.	7,900
Talladega, Ala.	14,900
Tallapoosa, Ala.	8,300
Tuscaloosa, Ala.	25,900
Walker, Ala.	12,700
Winston, Ala.	3,200

25%:	
Dallas, Ala.	11,600
De Kalb, Ala.	9,800
Lauderdale, Ala.	15,200
Marengo, Ala.	4,500
Lowndes, Miss.	12,300

Other ARB counties:

Autauga, Ala.	4,100
Chambers, Ala.	8,700
Elmore, Ala.	6,600
Jackson, Ala.	8,000
Limestone, Ala.	9,300
Lowndes, Ala.	1,900
Madison, Ala.	46,300
Randolph, Ala.	4,200
Wilcox, Ala.	2,300
Clay, Miss.	4,400
Itawamba, Miss.	3,400
Monroe, Miss.	8,100
Oktibbeha, Miss.	4,900
Tishomingo, Miss.	3,100
Giles, Tenn.	4,900

Bismarck, N.D.

**Stations: KFYZ-TV (NBC, ABC),
KXMB-TV (CBS, ABC)**

TV homes 50% cut off	98,300
TV homes 25% cut off	106,100
Total ARB viewing area	126,200

Bismarck, N.D. continued

COUNTIES TV HOMES

50%:
 Daniels, Mont. 1,100
 McCone, Mont. 900
 Richland, Mont. 2,800
 Roosevelt, Mont. 3,100
 Sheridan, Mont. 1,800
 Valley, Mont. 4,800
 Wibaux, Mont. 300
 Adams, N. D. 900
 Bottineau, N. D. 3,000
 Burke, N. D. 1,300
 Burleigh, N. D. 10,900
 Divide, N. D. 1,400
 Dunn, N. D. 1,200
 Emmons, N. D. 1,900
 Golden Valley, N. D. 800
 Grant, N. D. 1,300
 Hettinger, N. D. 1,400
 Kidder, N. D. 1,200
 Logan, N. D. 1,100
 McHenry, N. D. 2,700
 McIntosh, N. D. 1,400
 McKenzie, N. D. 1,900
 McLean, N. D. 3,000
 Mercer, N. D. 1,400
 Morton West, N. D. 2,800
 Morton East, N. D. 2,800
 Mountrail, N. D. 2,800
 Oliver, N. D. 600
 Pierce, N. D. 1,600
 Renville, N. D. 1,100
 Rolette, N. D. 2,000
 Sheridan, N. D. 900
 Sioux, N. D. 600
 Ward, N. D. 14,500
 Wells, N. D. 2,300
 Williams, N. D. 6,900
 Campbell, S. D. 800
 Corson, S. D. 1,100
 Dewey, S. D. 1,100
 McPherson, S. D. 1,200
 Perkins, S. D. 1,400
 Walworth, S. D. 2,200

25%:
 Bowman, N. D. 1,100
 Stutsman, N. D. 6,500

Other ARB counties:

Dawson, Mont. 3,700
 Fallon, Mont. 1,000
 Phillips, Mont. 1,400
 Prairie, Mont. 600
 Benson, N. D. 2,000
 Billings, N. D. 300
 Eddy, N. D. 1,300
 Foster, N. D. 1,400
 Slope, N. D. 500
 Stark, N. D. 4,800
 Towner, N. D. 1,300
 Edmunds, S. D. 1,300
 Harding, S. D. 500

Bluefield, W. Va.

Station: WHIS-TV (NBC)

TV homes 50%
 cut off 104,000
TV homes 25%
 cut off 150,600
Total ARB viewing area 247,100

COUNTIES TV HOMES

50%:
 Buchanan, Va. 7,300

Russell, Va. 5,800
 Tazewell, Va. 12,700
 Greenbrier, W. Va. 8,400
 McDowell, W. Va. 15,800
 Mercer, W. Va. 20,000
 Monroe, W. Va. 2,400
 Pocahontas, W. Va. 2,000
 Raleigh, W. Va. 21,300
 Wyoming, W. Va. 8,300

25%:
 Bath, Va. 1,200
 Bland, Va. 1,400
 Dickenson, Va. 3,900
 Giles, Va. 4,300
 Fayette, W. Va. 12,400
 Logan, W. Va. 12,000
 Mingo, W. Va. 7,600
 Summers, W. Va. 3,800

Other ARB counties:

Knott, Ky. 2,300
 Letcher, Ky. 4,500
 Martin, Ky. 1,500
 Pike, Ky. 12,400
 Alleghany, N. C. 1,800
 Ashe, N. C. 4,200
 Alleghany, Va. 8,000
 Botetourt, Va. 4,600
 Carroll, Va. 5,300
 Craig, Va. 900
 Floyd, Va. 2,600
 Grayson, Va. 6,200
 Montgomery, Va. 11,400
 Pulaski, Va. 7,100
 Smyth, Va. 7,900
 Wise, Va. 10,500
 Wythe, Va. 5,300

Boise, Idaho

Stations: KBOI TV (CBS, ABC), KTVB (NBC, ABC)

TV homes 50%
 cut off 79,100
TV homes 25%
 cut off 87,700
Total ARB viewing area 187,300

COUNTIES TV HOMES

50%:
 Ada, Idaho 31,800
 Adams, Idaho 800
 Boise, Idaho 500
 Canyon, Idaho 17,300
 Elmore, Idaho 5,700
 Gem, Idaho 2,700
 Owyhee, Idaho 1,800
 Payette, Idaho 3,900
 Valley, Idaho 1,000
 Washington, Idaho 2,300
 Humboldt, Nev. 1,800
 Grant, Ore. 1,700
 Harney, Ore. 1,700
 Malheur, Ore. 6,000

25%:
 Elko, Nev. 3,400
 Baker, Ore. 5,300

Other ARB counties:

Gooding, Idaho 2,400
 Idaho, Idaho 3,800
 Jerome, Idaho 3,200
 Lewis, Idaho 1,300
 Nez Perce, Idaho 9,000
 Twin Falls, Idaho 12,800
 Pershing, Nev. 1,100
 Gillian, Ore. 800
 Morrow, Ore. 1,300

Umatilla, Ore. 12,200
 Union, Ore. 5,100
 Wallowa, Ore. 1,900
 Wheeler, Ore. 500
 Asotin, Wash. 4,400
 Benton, Wash. 18,200
 Columbia, Wash. 1,300
 Franklin, Wash. 7,900
 Garfield, Wash. 600
 Walla Walla, Wash. 11,800

Boston

Stations: WBZ-TV (NBC), WHDH-TV (CBS), WSKB-TV*, WNAC-TV (ABC), WKBG-TV*

UHF data insufficient
TV homes 50%
 cut off 1,574,200
TV homes 25%
 cut off 1,840,000
Total ARB viewing area 2,129,200

COUNTIES TV HOMES

50%:
 Windham, Conn. 21,200
 York, Me. 30,500
 Barnstable, Mass. 25,000
 Bristol North, Mass. 40,600
 Bristol South, Mass. 84,300
 Dukes, Mass. 1,900
 Essex, Mass. 183,100
 Middlesex, Mass. 369,400
 Norfolk, Mass. 158,800
 Plymouth, Mass. 80,000
 Suffolk, Mass. 235,100
 Worcester, Mass. 173,700
 Belknap, N. H. 9,000
 Cheshire, N. H. 13,800
 Hillsboro, N. H. 57,800
 Merrimack, N. H. 20,500
 Rockingham, N. H. 33,700
 Strafford, N. H. 18,700
 Sullivan, N. H. 8,500
 Windham, Vt. 8,600

25%:
 Nantucket, Mass. 1,100
 Bristol, R. I. 12,300
 Kent, R. I. 39,000
 Providence, R. I. 183,100
 Washington, R. I. 17,800
 Windsor, Vt. 12,500

Other ARB counties:

New London, Conn. 56,800
 Franklin, Mass. 16,200
 Carroll, N. H. 5,100
 Newport, R. I. 23,500
 Providence, R. I. 183,000
 Bennington, Vt. 7,600

Bowling Green, Ky.

Stations: WLTV

TV homes 50%
 cut off 23,000
TV homes 25%
 cut off 100,900
Total ARB viewing area 251,800

COUNTIES TV HOMES

50%:
 Butler, Ky. 2,000
 Edmonson, Ky. 1,600
 Grayson, Ky. 3,600

Green, Ky. 2,800
 Hart, Ky. 3,600
 Metcalfe, Ky. 2,000
 Ohio, Ky. 4,200
 Simpson, Ky. 3,200

25%:

Adair, Ky. 2,700
 Allen, Ky. 3,200
 Barren, Ky. 7,600
 Breckinridge, Ky. 3,600
 Harbin, Ky. 14,500
 Hopkins, Ky. 10,400
 Lurie, Ky. 2,900
 Logan, Ky. 5,500
 McLean, Ky. 2,600
 Monroe, Ky. 2,700
 Muhlenberg, Ky. 6,500
 Warren, Ky. 12,700
 Macon, Tenn. 3,000

Other ARB counties:

Harrison, Ind. 5,200
 Perry, Ind. 4,300
 Spencer, Ind. 4,200
 Bullitt, Ky. 4,600
 Caldwell, Ky. 3,500
 Casey, Ky. 2,500
 Christian, Ky. 14,700
 Crittenden, Ky. 2,000
 Cumberland, Ky. 1,400
 Davies, Ky. 20,600
 Hancock, Ky. 1,200
 Marion, Ky. 3,700
 Meade, Ky. 6,200
 Nelson, Ky. 5,300
 Russell, Ky. 2,100
 Taylor, Ky. 4,300
 Todd, Ky. 2,700
 Washington, Ky. 2,500
 Webster, Ky. 3,800
 Cannon, Tenn. 2,100
 Cheatham, Tenn. 2,500
 Clay, Tenn. 1,300
 De Kalb, Tenn. 2,600
 Jackson, Tenn. 1,800
 Montgomery, Tenn. 15,200
 Pickett, Tenn. 700
 Robertson, Tenn. 7,500
 Smith, Tenn. 3,100
 Sumner, Tenn. 10,400
 Trousdale, Tenn. 1,000
 Wilson, Tenn. 7,900

Bristol, Va.-Johnson City-Johnsonport, Tenn.

Stations: WCYB-TV (NBC, ABC), WJHL-TV (CBS, ABC)

TV homes 50%
 cut off 151,400
TV homes 25%
 cut off 180,700
Total ARB viewing area 423,200

COUNTIES TV HOMES

50%:
 Leslie, Ky. 1,000
 Letcher, Ky. 4,500
 Perry, Ky. 4,800
 Avery, N. C. 2,500
 Carter, Tenn. 10,400
 Greene, Tenn. 1,000
 Hawkins, Tenn. 7,000
 Johnson, Tenn. 2,200
 Sullivan, Tenn. 33,700
 Unicoi, Tenn. 3,700

Washington, Tenn. 17,500
 Dickenson, Va. 3,900
 Lee, Va. 4,600
 Russell, Va. 5,800
 Scott, Va. 5,600
 Smyth, Va. 7,900
 Washington, Va. 14,800
 Wise, Va. 10,500

25%:

Ashe, N. C. 4,200
 Watauga, N. C. 4,000
 Yancey, N. C. 2,700
 Hamblen, Tenn. 9,900
 Hancock, Tenn. 1,300
 Buchanan, Va. 7,200

Other ARB counties:

Bell, Ky. 6,100
 Breathitt, Ky. 1,700
 Clay, Ky. 2,900
 Harlan, Ky. 8,500
 Knott, Ky. 2,300
 Knox, Ky. 4,200
 Laurel, Ky. 5,100
 Lee, Ky. 1,000
 Pike, Ky. 12,400
 Whitley, Ky. 5,200
 Wolfe, Ky. 900
 Alexander, N. C. 4,200
 Alleghany, N. C. 1,800
 Buncombe, N. C. 38,300
 Burke, N. C. 14,000
 Caldwell, N. C. 13,400
 Catawba, N. C. 21,800
 Haywood, N. C. 10,800
 McDowell, N. C. 7,100
 Madison, N. C. 3,400
 Mitchell, N. C. 3,200
 Wilkes, N. C. 11,100
 Claiborne, Tenn. 3,200
 Cocke, Tenn. 5,400
 Gainger, Tenn. 2,600
 Jefferson, Tenn. 5,700
 Sevier, Tenn. 5,900
 Blount, Va. 1,400
 Grayson, Va. 6,200
 Tazewell, Va. 12,700
 Mercer, W. Va. 20,000

Buffalo, N.Y.

Stations: WBEN-TV (CBS), WGR-TV (NBC), WKBW-TV (ABC)

TV homes 50%
 cut off 584,600
TV homes 25%
 cut off 607,100
Total ARB viewing area 918,000

COUNTIES TV HOMES

50%:
 Allegany, N. Y. 12,400
 Cattaraugus, N. Y. 24,200
 Chautauqua, N. Y. 48,200
 Erie, N. Y. 328,200
 Genesee, N. Y. 16,900
 Niagara, N. Y. 69,900
 Orleans, N. Y. 10,900
 Steuben, N. Y. 29,600
 Wyoming, N. Y. 10,100
 Cameron, Pa. 2,200
 McKean, Pa. 15,200
 Potter, Pa. 4,500
 Warren, Pa. 12,300

25%:
 Livingston, N. Y. 12,700
 Tioga, Pa. 9,800

IN BUFFALO
THE
LAS
VEGAS
SHOW

will be on WBEN-TV Monday through Friday from 11:30 pm

Starting MAY 1 we'll be carrying THE LAS VEGAS SHOW every weekday evening from 11:30 pm on.

This new late night extravaganza, the most exciting new programming idea to come along in years,

looked good to us—because we know it will look good to our 11-county market. Why not take advantage of the excitement and initial impact this show is bound to have? Buy in now. We'll be

putting a hard-hitting, audience promotion effort behind it.

Sound like a good idea? Act now. Call Harrington, Righter & Parsons, our national reps., or contact WBEN-TV Sales Dept.



WBEN-TV

The BUFFALO EVENING NEWS Stations
WBEN AM-FM-TV

CH. **4** in Buffalo

Buffalo, N.Y. continued

Other ARB counties:

Chemung, N. Y. 31,400
Monroe, N. Y. 194,100
Elk, Pa. 10,300
Erie, Pa. 75,100

Burlington, Vt.-Plattsburgh, N.Y.

Stations: WCAX-TV (CBS), WPTZ (NBC)

TV homes 50% cut off 164,200
TV homes 25% cut off 187,000
Total ARB viewing area 252,800

COUNTIES TV HOMES

50%: Coos, N. H. 11,200
Grafton, N. H. 14,000
Clinton, N. Y. 20,900
Essex, N. Y. 10,200
Franklin, N. Y. 12,500
Addison, Vt. 5,200
Calendon, Vt. 6,500
Chittenden, Vt. 21,800
Essex, Vt. 1,700
Franklin, Vt. 8,300
Grand Isle, Vt. 800
Lamoille, Vt. 3,000
Orange, Vt. 4,300
Orleans, Vt. 5,400
Rutland, Vt. 13,500
Washington, Vt. 12,300
Windsor, Vt. 12,600

25%: Sullivan, N. H. 8,500
Washington, N. Y. 14,200

Other ARB counties:

Merrimack, N. H. 20,500
St. Lawrence, N. Y. 31,000
Warren, N. Y. 14,300

Butte, Mont.

Station: KXLF-TV (CBS, ABC)

TV homes 50% cut off 49,800
TV homes 25% cut off 59,100
Total ARB viewing area 86,000

COUNTIES TV HOMES

50%: Beaverhead, Mont. 2,000
Broadwater, Mont. 800
Deer Lodge, Mont. 5,200
Gallatin, Mont. 7,900
Granite, Mont. 900
Jefferson, Mont. 1,000
Madison, Mont. 1,300
Missoula, Mont. 14,200
Powell, Mont. 1,900
Silver Bow, Mont. 14,600

25%: Judith Basin, Mont. 900
Lake, Mont. 3,400
Meagher, Mont. 800
Park, Mont. 4,200

Other ARB counties:

Chouteau, Mont. 2,100

Flathead, Mont. 9,800
Lewis & Clark, Mont. 8,900
Ravalli, Mont. 3,500
Sanders, Mont. 1,800
Sweet Grass, Mont. 800

Cadillac- Traverse City, Mich.

Stations: WPBN-TV (NBC, ABC), WWTW-TV (CBS, ABC)

TV homes 50% cut off 140,000
TV homes 25% cut off 146,900
Total ARB viewing area 545,200

COUNTIES TV HOMES

50%: Alpena, Mich. 7,900
Antrim, Mich. 2,600
Arenac, Mich. 2,800
Benzie, Mich. 1,900
Charlevoix, Mich. 3,400
Cheboygan, Mich. 3,700
Chippewa, Mich. 8,600
Clare, Mich. 3,400
Crawford, Mich. 1,400
Emmet, Mich. 3,900
Gladwin, Mich. 3,100
Grand Traverse, Mich. 8,900
Isabella, Mich. 8,800
Kalkaska, Mich. 1,000
Lake, Mich. 1,700
Leelanau, Mich. 2,600
Luce, Mich. 1,500
Mackinac, Mich. 2,800
Manistee, Mich. 5,500
Mason, Mich. 6,100
Mecosta, Mich. 5,500
Midland, Mich. 15,100
Missaukee, Mich. 1,700
Montcalm, Mich. 10,800
Montgomery, Mich. 1,200
Oceana, Mich. 4,400
Ogemaw, Mich. 2,800
Osceola, Mich. 3,400
Oscoda, Mich. 1,000
Otsego, Mich. 2,000
Presque Isle, Mich. 3,100
Roscommon, Mich. 2,400
Wexford, Mich. 5,000

25%: Newaygo, Mich. 6,900

Other ARB counties:

Alcona, Mich. 1,800
Bay, Mich. 32,000
Clinton, Mich. 10,600
Eaton, Mich. 14,700
Genesee, Mich. 115,900
Wexford, Mich. 5,000
Gratiot, Mich. 10,300
Ingham, Mich. 62,000
Ionia, Mich. 11,300
Iosco, Mich. 5,400
Livingston, Mich. 11,800
Muskegon, Mich. 44,600
Saginaw, Mich. 55,300
Schoolcraft, Mich. 2,100
Shiawassee, Mich. 15,500

Caguas, P.R.

Station: WKBM-TV (CBS)
No data available

Cape Girardeau, Mo.- Paducah, Ky.- Harrisburg, Ill.

Stations: KVFS-TV (CBS), WPSD-TV (NBC), WSIL-TV (ABC)

TV homes 50% cut off 211,800
TV homes 25% cut off 249,500
Total ARB viewing area 497,200

COUNTIES TV HOMES

50%: Clay, Ark. 5,500
Alexander, Ill. 3,900
Franklin, Ill. 11,400
Hamilton, Ill. 2,600
Hardin, Ill. 1,400
Jackson, Ill. 12,300
Jefferson, Ill. 9,100
Johnson, Ill. 1,700
Massac, Ill. 4,300
Perry, Ill. 5,300
Pope, Ill. 800
Pulaski, Ill. 2,600
Saline, Ill. 7,300
Union, Ill. 4,400
Wayne, Ill. 5,000
Williamson, Ill. 14,200
Ballard, Ky. 2,500
Carlisle, Ky. 1,600
Crittenden, Ky. 2,000
Fulton, Ky. 2,800
Groves, Ky. 8,800
Hickman, Ky. 1,600
Livingston, Ky. 1,900
Lyon, Ky. 1,000
McCracken, Ky. 18,800
Marshall, Ky. 5,500
Bollinger, Mo. 2,100
Butler, Mo. 8,900
Cape Girardeau, Mo. 12,500
Carter, Mo. 800
Iron, Mo. 2,400
Madison, Mo. 2,400
Mississippi, Mo. 4,600
New Madrid, Mo. 6,300
Perry, Mo. 3,800
Reynolds, Mo. 900
Ripley, Mo. 1,800
Scott, Mo. 8,800
Stoddard, Mo. 7,300
Wayne, Mo. 2,100
Lake, Tenn. 1,900
Obion, Tenn. 7,500

25%: Clay, Ill. 4,200
Gallatin, Ill. 1,800
White, Ill. 5,300
Caldwell, Ky. 3,500
Calloway, Ky. 6,100
Dunklin, Mo. 9,300
Shannon, Mo. 1,400
Weakley, Tenn. 6,100

Other ARB counties:

Bond, Ill. 4,100

Clinton, Ill. 6,600
Edwards, Ill. 2,100
Effingham, Ill. 6,300
Jefferson, Ill. 9,100
Marion, Ill. 11,600
Monroe, Ill. 4,600
Perry, Ill. 5,300
Randolph, Ill. 7,800
Wabash, Ill. 4,000
Washington, Ill. 3,800
Gibson, Ind. 8,300
Posey, Ind. 4,900
Christian, Ky. 14,700
Henderson, Ky. 9,600
Hopkins, Ky. 10,300
McLean, Ky. 2,600
Trigg, Ky. 2,300
Union, Ky. 3,700
Webster, Ky. 3,800
Jefferson, Mo. 22,000
Oregon, Mo. 2,000
Pemiscot, Mo. 7,900
St. Francis, Mo. 10,300
Ste. Genevieve, Mo. 3,100
Washington, Mo. 3,500
Benton, Tenn. 2,900
Carroll, Tenn. 5,700
Dickson, Tenn. 5,100
Dyer, Tenn. 7,500
Gibson, Tenn. 11,800
Henderson, Tenn. 3,900
Henry, Tenn. 5,800
Hickman, Tenn. 2,800
Houston, Tenn. 1,000
Humphreys, Tenn. 3,200
Montgomery, Tenn. 15,200
Stewart, Tenn. 1,700

Carlsbad, N.M.

Stations: KAVF-TV (Satellite of KVKM-TV, Monahans, Tex.)

TV homes 50% cut off 14,400
TV homes 25% cut off 14,400
Total ARB viewing area 31,700

COUNTIES TV HOMES

50%: Eddy, N. M. 14,400
25%: None
Other ARB counties: Chaves, N. M. 17,300

Casper, Wyo.

Station: KTWO-TV (NBC, ABC, CBS)

TV homes 50% cut off 50,300
TV homes 25% cut off 59,500
Total ARB viewing area 84,600

COUNTIES TV HOMES

50%: Campbell, Wyo. 1,900
Carbon, Wyo. 4,200
Converse, Wyo. 1,900
Crook, Wyo. 1,200
Fremont, Wyo. 7,900
Hot Springs, Wyo. 2,000

Johnson, Wyo. 1,600
Natrona, Wyo. 18,300
Niobrara, Wyo. 1,100
Sheridan, Wyo. 5,300
Washakie, Wyo. 2,600
Weston, Wyo. 2,300

25%: Custer, S. D. 1,200
Fall River, S. D. 3,200
Park, Wyo. 4,800

Other ARB counties:

Lawrence, S. D. 5,000
Shannon, S. D. 800
Albany, Wyo. 6,400
Big Horn, Wyo. 3,000
Goshen, Wyo. 3,500
Platte, Wyo. 1,900
Sweetwater, Wyo. 4,500

Cedar Rapids-Waterloo, Iowa

Stations: KCRG-TV (ABC), KWWL-TV (NBC), WMT-TV (CBS)

TV homes 50% cut off 240,900
TV homes 25% cut off 270,400
Total ARB viewing area 558,900

COUNTIES TV HOMES

50%: Allamakee, Iowa 4,200
Benton, Iowa 6,900
Black Hawk, Iowa 37,500
Bremer, Iowa 6,100
Buchanan, Iowa 5,700
Butler, Iowa 5,000
Cedar, Iowa 5,300
Chickasaw, Iowa 4,000
Clayton, Iowa 5,900
Delaware, Iowa 4,900
Dubuque, Iowa 21,000
Fayette, Iowa 8,000
Franklin, Iowa 4,400
Grundy, Iowa 4,200
Hardin, Iowa 6,900
Iowa, Iowa 4,600
Johnson, Iowa 14,900
Jones, Iowa 5,900
Keokuk, Iowa 4,100
Linn, Iowa 47,000
Poweshiek, Iowa 5,400
Tama, Iowa 6,300
Washington, Iowa 5,400
Winnishiek, Iowa 5,400
Grant, Wis. 11,900

25%: Floyd, Iowa 6,200
Jefferson, Iowa 4,500
Mahaska, Iowa 6,900
Marshall, Iowa 11,900
Jo Daviess, Ill. 6,000
Rock Island, Ill. 47,500
Cerro Gordo, Iowa 15,200
Clinton, Iowa 16,800
Davis, Iowa 2,600
Des Moines, Iowa 13,900
Hancock, Iowa 4,000
Henry, Iowa 4,800
Howard, Iowa 3,300
Humboldt, Iowa 3,700
Jackson, Iowa 5,900

tasper, Iowa.....	11,200
Kossuth, Iowa.....	6,800
Louisa, Iowa.....	2,700
Mitchell, Iowa.....	3,900
Muscatine, Iowa.....	10,600
Pocahontas, Iowa.....	3,600
Scott, Iowa.....	37,200
Van Buren, Iowa.....	2,800
Wapello, Iowa.....	13,500
Webster, Iowa.....	14,700
Winnebago, Iowa.....	3,800
Worth, Iowa.....	2,700
Wright, Iowa.....	5,700
Crawford, Wis.....	3,900
Iowa, Wis.....	5,000
La Crosse, Wis.....	21,000
Lafayette, Wis.....	4,700
Richland, Wis.....	4,400
Vernon, Wis.....	6,600

Champaign-Decatur-Springfield, Ill.

Stations: WCHU* (NBC), WCIA (CBS), WAND* (ABC), WICS* (NBC)	
TV homes 50%	
cut off (VHF).....	252,800
TV homes 25%	
cut off (VHF).....	291,900
Total ARB viewing area... 486,600	
(VHF only)	
TV homes 50%	
cut off (UHF).....	192,500
TV homes 25%	
cut off (UHF).....	217,900

COUNTIES	TV HOMES
50% (VHF):	
Champaign, Ill.....	38,100
Christian, Ill.....	10,800
Coles, Ill.....	13,400
Cumberland, Ill.....	2,900
De Witt, Ill.....	5,400
Douglas, Ill.....	6,100
Edgar, Ill.....	6,800
Effingham, Ill.....	6,300
Ford, Ill.....	4,900
Iroquois, Ill.....	10,100
Livingston, Ill.....	11,400
Macon, Ill.....	38,700
Moultrie, Ill.....	3,900
Piatt, Ill.....	4,500
Sangamon, Ill.....	47,400
Shelby, Ill.....	6,600
Vermilion, Ill.....	30,100
Benton, Ind.....	3,100
Warren, Ind.....	2,300
25% (VHF):	
Clark, Ill.....	4,800
Jasper, Ill.....	3,000
McLean, Ill.....	25,600
Fountain, Ind.....	5,700
50% (UHF):	
Cass, Ill.....	2,100
Champaign, Ill.....	33,500
Christian, Ill.....	10,800
Coles, Ill.....	11,700
De Witt, Ill.....	5,100
Macon, Ill.....	38,300
Menard, Ill.....	2,800
Moultrie, Ill.....	3,800
Piatt, Ill.....	4,200
Sangamon, Ill.....	47,400
Shelby, Ill.....	6,300

Vermilion, Ill.....	26,500
25% (UHF):	
Douglas, Ill.....	4,500
Ford, Ill.....	2,100
Logan, Ill.....	9,100
Montgomery, Ill.....	4,100
Morgan, Ill.....	5,600
Other ARB counties: (VHF only)	
Cass, Ill.....	4,100
Clark, Ill.....	4,800
Fayette, Ill.....	5,700
Kankakee, Ill.....	25,300
La Salle, Ill.....	33,700
Logan, Ill.....	9,000
Mason, Ill.....	4,700
Menard, Ill.....	2,800
Morgan, Ill.....	9,800
Schuyler, Ill.....	2,500
Woodford, Ill.....	7,200
Clay, Ind.....	7,400
Montgomery, Ind.....	9,900
Parke, Ind.....	4,200
Tippecanoe, Ind.....	25,000
Vermillion, Ind.....	5,000
Vigo, Ind.....	33,600

Charleston, S.C.

Stations: WCJ (NBC), WCSC-TV (CBS), WUSN-TV (ABC)	
TV homes 50%	
cut off.....	136,800
TV homes 25%	
cut off.....	145,100
Total ARB viewing area... 387,100	

COUNTIES	TV HOMES
50%:	
Beaufort, S. C.....	10,200
Berkeley, S. C.....	12,600
Calhoun, S. C.....	2,200
Charleston, S. C.....	63,000
Clarendon, S. C.....	4,600
Colleton, S. C.....	6,000
Dorchester, S. C.....	5,900
Georgetown, S. C.....	7,500
Hampton, S. C.....	3,500
Orangeburg, S. C.....	14,300
Williamsburg, S. C.....	7,000
25%:	
Allendale, S. C.....	2,300
Bamberg, S. C.....	3,300
Jasper, S. C.....	2,700
Other ARB counties:	
Appling, Ga.....	2,700
Bacon, Ga.....	1,800
Bryan, Ga.....	1,400
Bulloch, Ga.....	5,800
Candler, Ga.....	1,300
Chatham, Ga.....	58,100
Effingham, Ga.....	2,500
Emanuel, Ga.....	4,000
Evans, Ga.....	1,900
Glynn, Ga.....	13,400
Jenkins, Ga.....	1,900
Liberty, Ga.....	3,900
Long, Ga.....	900
McIntosh, Ga.....	1,500
Montgomery, Ga.....	1,000
Screven, Ga.....	2,800
Tattall, Ga.....	3,300
Tcombs, Ga.....	3,800
Treutlen, Ga.....	1,200

Wayne, Ga.....	4,900
Wheeler, Ga.....	900
Brunswick, N. C.....	4,700
Columbus, N. C.....	10,700
Barnwell, S. C.....	4,100
Darlington, S. C.....	12,500
Dillon, S. C.....	6,200
Fairfield, S. C.....	4,000
Florence, S. C.....	20,300
Horry, S. C.....	16,400
Kershaw, S. C.....	7,800
Lee, S. C.....	3,900
Marion, S. C.....	6,500
Newberry, S. C.....	7,300
Sumter, S. C.....	18,600

Charleston-Huntington, W. Va.

Stations: WCHS-TV (CBS), WHTN-TV (ABC), WSAZ-TV (NBC)	
TV homes 50%	
cut off.....	430,400
TV homes 25%	
cut off.....	451,200
Total ARB viewing area... 575,500	

COUNTIES	TV HOMES
50%:	
Boyd, Ky.....	15,300
Breathitt, Ky.....	1,700
Carter, Ky.....	4,500
Elliott, Ky.....	1,200
Floyd, Ky.....	7,100
Greenup, Ky.....	8,000
Johnson, Ky.....	4,000
Knott, Ky.....	2,300
Lawrence, Ky.....	2,500
Letcher, Ky.....	4,500
Lewis, Ky.....	2,800
Magoffin, Ky.....	1,700
Martin, Ky.....	1,500
Menifee, Ky.....	700
Morgan, Ky.....	1,900
Pike, Ky.....	12,400
Rowan, Ky.....	2,700
Wolfe, Ky.....	900
Athens, Ohio.....	11,600
Gallia, Ohio.....	6,400
Jackson, Ohio.....	8,200
Lawrence, Ohio.....	15,900
Meigs, Ohio.....	5,900
Scioto, Ohio.....	23,800
Vinton, Ohio.....	2,400
Washington, Ohio.....	15,000
Boone, W. Va.....	6,000
Braxton, W. Va.....	3,000
Cabell, W. Va.....	32,200
Calhoun, W. Va.....	1,400
Clay, W. Va.....	2,000
Fayette, W. Va.....	12,400
Gilmer, W. Va.....	1,500
Jackson, W. Va.....	5,200
Kanawha, W. Va.....	72,000
Lincoln, W. Va.....	4,100
Logan, W. Va.....	12,000
McDowell, W. Va.....	15,800
Mason, W. Va.....	6,300
Mingo, W. Va.....	7,600
Nicholas, W. Va.....	5,500
Putnam, W. Va.....	6,400
Raleigh, W. Va.....	21,300
Ritchie, W. Va.....	2,300
Roane, W. Va.....	3,200
Wayne, W. Va.....	9,900

Webster, W. Va.....	2,400
Wirt, W. Va.....	900
Wood, W. Va.....	23,800
Wyoming, W. Va.....	8,300

25%:	
Perry, Ky.....	4,800
Morgan, Ohio.....	3,300
Pine, Ohio.....	5,400
Buchanan, Va.....	7,200

Other ARB counties:	
Bath, Ky.....	1,900
Harlan, Ky.....	8,500
Lee, Ky.....	1,000
Leslie, Ky.....	1,000
Adams, Ohio.....	5,100
Hocking, Ohio.....	5,700
Morgan, Ohio.....	3,300
Perry, Ohio.....	7,500
Ross, Ohio.....	16,700
Dickenson, Va.....	3,900
Tazewell, Va.....	12,700
Wise, Va.....	10,500
Doddridge, W. Va.....	1,400
Greenbrier, W. Va.....	8,400
Lewis, W. Va.....	4,400
Mercer, W. Va.....	20,000
Monroe, W. Va.....	2,400
Pleasants, W. Va.....	1,800
Summers, W. Va.....	3,800
Upshur, W. Va.....	4,300

Charlotte, N.C.

Stations: WBTV (CBS, ABC, NBC), WCCB-TV*, WSOC-TV (NBC, ABC, CBS)	
TV homes 50%	
cut off.....	414,300
TV homes 25%	
cut off.....	525,300
Total ARB viewing area 1,150,300	

COUNTIES	TV HOMES
50%:	
Alexander, N. C.....	4,200
Anson, N. C.....	5,300
Ashe, N. C.....	4,200
Avery, N. C.....	2,500
Burke, N. C.....	14,000
Cabarrus, N. C.....	19,800
Caldwell, N. C.....	13,400
Catawba, N. C.....	21,800
Cleveland, N. C.....	17,000
Davie, N. C.....	4,400
Gaston, N. C.....	36,400
Iredell, N. C.....	17,700
Lincoln, N. C.....	7,800
McDowell, N. C.....	7,100
Mecklenberg, N. C.....	84,700
Mitchell, N. C.....	3,200
Montgomery, N. C.....	4,800
Rowan, N. C.....	24,300
Rutherford, N. C.....	12,200
Sanly, N. C.....	12,200
Union, N. C.....	11,400
Watauga, N. C.....	4,000
Wilkes, N. C.....	11,100
Yadkin, N. C.....	6,000
Cherokee, S. C.....	8,900
Chester, S. C.....	7,300
Chesterfield, S. C.....	7,300
Fairfield, S. C.....	4,000
Lancaster, S. C.....	10,200
Union, S. C.....	7,300

York, S. C.....	20,200
25%:	
Alleghany, N. C.....	1,800
Buncombe, N. C.....	38,300
Davidson, N. C.....	23,900
Henderson, N. C.....	10,800
Madison, N. C.....	3,400
Polk, N. C.....	3,000
Richmond, N. C.....	9,700
Yancey, N. C.....	2,700
Kershaw, S. C.....	7,800
Newberry, S. C.....	7,400
Johnson, Tenn.....	2,200

Other ARB counties:	
Forsyth, N. C.....	58,900
Inner Guilford, N. C.....	37,100
Outer Guilford, N. C.....	39,300
Haywood, N. C.....	10,800
Hoke, N. C.....	3,100
Lee, N. C.....	7,300
Tazewell, N. C.....	9,600
Randolph, N. C.....	18,400
Robeson, N. C.....	18,100
Scotland, N. C.....	5,300
Stokes, N. C.....	5,700
Surry, N. C.....	13,100
Transylvania, N. C.....	4,200
Abbeville, S. C.....	5,000
Darlington, S. C.....	12,500
Florence, S. C.....	20,300
Greenville, S. C.....	64,100
Greenwood, S. C.....	12,700
Laurens, S. C.....	11,800
Lee, S. C.....	3,900
Lexington, S. C.....	17,700
Marlboro, S. C.....	5,700
Richland, S. C.....	51,900
Spartanburg, S. C.....	43,400
Sumter, S. C.....	18,600
Carter, Tenn.....	10,400
Cocke, Tenn.....	5,400
Greene, Tenn.....	11,000
Hancock, Tenn.....	1,300
Hawkins, Tenn.....	7,000
Sullivan, Tenn.....	33,700
Unicoi, Tenn.....	3,700
Washington, Tenn.....	17,500
Carroll, Va.....	5,300
Grayson, Va.....	6,200
Lee, Va.....	4,600
Scott, Va.....	5,600
Washington, Va.....	14,800

Chattanooga

Stations: WDEF-TV (CBS), WRCB-TV (NBC), WTVC-TV (ABC)	
TV homes 50%	
cut off.....	172,200
TV homes 25%	
cut off.....	233,900
Total ARB viewing area... 375,000	

COUNTIES	TV HOMES
50%:	
Jackson, Ala.....	8,000
Catoosa, Ga.....	6,800
Chattooga, Ga.....	5,300
Dade, Ga.....	2,300
Gordon, Ga.....	5,400
Murray, Ga.....	2,500
Walker, Ga.....	13,800
Whitfield, Ga.....	12,700
Bledsoe, Tenn.....	1,500
Bradley, Tenn.....	11,100

Chattanooga continued

Grundy, Tenn.....	2,300
Hamilton, Tenn.....	73,000
McMinn, Tenn.....	9,000
Marion, Tenn.....	5,200
Meigs, Tenn.....	900
Monroe, Tenn.....	4,900
Polk, Tenn.....	2,500
Rhea, Tenn.....	3,700
Sequatchie, Tenn.....	1,300

25%:

De Kalb, Ala.....	9,800
Fannin, Ga.....	3,100
Floyd, Ga.....	20,500
Gilmer, Ga.....	2,000
Union, Ga.....	1,400
Cherokee, N. C.....	3,600
Cumberland, Tenn.....	4,000
Franklin, Tenn.....	6,400
Roane, Tenn.....	10,900

Other ARB counties:

Etowah, Ala.....	26,700
Madison, Ala.....	46,300
Marshall, Ala.....	12,500
Bartow, Ga.....	7,800
Polk, Ga.....	7,300
Towns, Ga.....	1,100
Clay, N. C.....	1,300
Graham, N. C.....	1,300
Bedford, Tenn.....	6,300
Coffee, Tenn.....	8,500
Lincoln, Tenn.....	5,600
Loudon, Tenn.....	6,500
Moore, Tenn.....	600
Morgan, Tenn.....	2,600
Van Buren, Tenn.....	700
Warren, Tenn.....	6,000

Cheyenne, Wyo.

Station: KFBC-TV (CBS, ABC, NBC)

TV homes 50%
cut off..... 83,000

TV homes 25%
cut off..... 141,500

Total ARB viewing area... 183,900

COUNTIES	TV HOMES
50%:	
Eagle, Colo.....	1,400
Garfield, Colo.....	3,800
Jackson, Colo.....	400
Logan, Colo.....	6,500
Moffat, Colo.....	2,100
Phillips, Colo.....	1,400
Routt, Colo.....	1,300
Sedgwick, Colo.....	1,000
Washington, Colo.....	1,700
Yuma, Colo.....	2,400
Banner, Neb.....	300
Box Butte, Neb.....	3,300
Cheyenne, Neb.....	4,500
Dawes, Neb.....	2,600
Deuel, Neb.....	1,000
Gordon, Neb.....	800
Kimball, Neb.....	2,900
Morrill, Neb.....	1,700
Scotts Bluff, Neb.....	9,800
Sioux, Neb.....	700
Albany, Wyo.....	6,400
Goshen, Wyo.....	3,500
Laramie, Wyo.....	20,500
Niobrara, Wyo.....	1,100
Platte, Wyo.....	1,900

25%:

Larimer, Colo.....	18,900
Morgan, Colo.....	7,100
Weld, Colo.....	23,200
Fall River, S. D.....	3,200
Carbon, Wyo.....	4,200
Converse, Wyo.....	1,900

Other ARB counties:

Boulder, Colo.....	27,100
Grand, Colo.....	900
Kit Carson, Colo.....	1,700
Lincoln, Colo.....	1,600
Summit, Colo.....	700
Chase, Neb.....	1,200
Dundy, Neb.....	900
Hayes, Neb.....	500
Keith, Neb.....	2,400
Perkins, Neb.....	1,100
Sheridan, Neb.....	2,500
Campbell, Wyo.....	1,800

Chicago

Stations: WBBM-TV (CBS), WBKB-TV (ABC), WCIU-TV*, WFLD*, WGN-TV, WMAQ-TV (NBC)

TV homes 50%
cut off..... 2,389,500

TV homes 25%
cut off..... 2,459,500

Total ARB viewing area 2,531,600
UHF data insufficient

COUNTIES	TV HOMES
50%:	
Cook, Ill.....	1,636,600
De Kalb, Ill.....	15,700
Dupage, Ill.....	106,900
Grundey, Ill.....	7,000
Iroquois, Ill.....	10,100
Kane, Ill.....	65,400
Kankakee, Ill.....	25,300
Kendall, Ill.....	5,600
Lake, Ill.....	91,500
La Salle, Ill.....	33,800
McHenry, Ill.....	28,300
Will, Ill.....	60,800
Jasper, Ind.....	5,000
Lake, Ind.....	157,800
LaPorte, Ind.....	28,200
Newton, Ind.....	3,400
Porter, Ind.....	19,500
Pulaski, Ind.....	3,400
Starke, Ind.....	5,200
Berrien, Mich.....	46,300
Kenosha, Wis.....	33,700
25%:	
Boone, Ill.....	6,200
Benton, Ind.....	3,100
Racine, Wis.....	44,500
Walworth, Wis.....	16,300

Other ARB counties:

St. Joseph, Ind.....	72,000
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Chico-Redding, Calif.

Stations: KHSL-TV (CBS), KRCR-TV (ABC, NBC)

TV homes 50%
cut off..... 110,700

TV homes 25%

cut off..... 118,000

Total ARB viewing area... 388,300

COUNTIES TV HOMES

50%:

Butte, Calif.....	28,900
Colusa, Calif.....	3,700
Glenn, Calif.....	5,400
Lassen, Calif.....	3,100
Plumas, Calif.....	3,100
Shasta, Calif.....	21,900
Siskiyou, Calif.....	10,300
Sutter, Calif.....	11,000
Tehama, Calif.....	8,800
Trinity, Calif.....	3,400
Yuba, Calif.....	11,100

25%:

Lake, Calif.....	5,200
Modoc, Calif.....	2,100

Other ARB counties:

Mendocino, Calif.....	14,800
Nevada East, Calif.....	700
Nevada West, Calif.....	6,300
Placer East, Calif.....	1,100
Placer West, Calif.....	19,300
Sacramento, Calif.....	187,500
Sierra, Calif.....	700
Yolo, Calif.....	23,100
Klamath, Ore.....	14,800
Lake, Ore.....	2,000

Cincinnati

Stations: WCPO-TV (CBS), WKRC-TV (ABC), WLWT (NBC), WSCU-TV*

TV homes 50%
cut off..... 583,400

TV homes 25%
cut off..... 826,300

Total ARB viewing area... 950,500

COUNTIES	TV HOMES
50%:	
Dearborn, Ind.....	8,400
Fayette, Ind.....	6,700
Frankling, Ind.....	4,200
Ohio, Ind.....	1,000
Ripley, Ind.....	5,600
Switzerland, Ind.....	1,800
Union, Ind.....	1,600
Wayne, Ind.....	22,700
Boone, Ky.....	7,500
Bourbon, Ky.....	5,000
Bracken, Ky.....	1,800
Campbell, Ky.....	27,200
Carroll, Ky.....	2,200
Fleming, Ky.....	2,800
Gallatin, Ky.....	1,000
Grant, Ky.....	2,300
Harrison, Ky.....	4,000
Kenton, Ky.....	38,700
Mason, Ky.....	4,900
Nicholas, Ky.....	1,500
Owen, Ky.....	1,800
Pendleton, Ky.....	3,100
Robertson, Ky.....	700
Adams, Ohio.....	5,100
Brown, Ohio.....	7,300
Butler, Ohio.....	61,800
Clermont, Ohio.....	25,700
Clinton, Ohio.....	9,200
Hamilton, Ohio.....	278,700
Highland, Ohio.....	8,900

Preble, Ohio.....	9,700
Warren, Ohio.....	20,500

25%:

Jefferson, Ind.....	6,300
Bath, Ky.....	1,900
Franklin, Ky.....	8,600
Lewis, Ky.....	2,800
Montgomery, Ky.....	3,200
Scott, Ky.....	4,100
Trimble, Ky.....	1,300
Darke, Ohio.....	13,600
Greene, Ohio.....	29,200
Montgomery, Ohio.....	171,900

Other ARB counties:

Clark, Ind.....	18,800
Fayette, Ind.....	6,700
Jennings, Ind.....	4,200
Randolph, Ind.....	8,400
Henry, Ky.....	3,000
Menifee, Ky.....	700
Powell, Ky.....	1,100
Clark, Ohio.....	40,500
Fayette, Ohio.....	7,600
Miami, Ohio.....	23,200
Shelby, Ohio.....	10,000

Clarksburg, Weston, W. Va.

Station: WBOY-TV (NBC, CBS)

TV homes 50%
cut off..... 60,000

TV homes 25%
cut off..... 83,000

Total ARB viewing area... 216,000

COUNTIES	TV HOMES
50%:	
Barbour, W. Va.....	3,100
Boddridge, W. Va.....	1,400
Harrison, W. Va.....	20,900
Lewis, W. Va.....	4,400
Marion, W. Va.....	16,900
Randolph, W. Va.....	5,500
Taylor, W. Va.....	3,500
Upshur, W. Va.....	4,300
25%:	
Monongalia, W. Va.....	13,500
Preston, W. Va.....	5,700
Ritchie, W. Va.....	2,300
Tucker, W. Va.....	1,500

Other ARB counties:

Garrett, Md.....	4,700
Monroe, Ohio.....	4,100
Noble, Ohio.....	2,700
Washington, Ohio.....	15,000
Fayette, Pa.....	44,300
Braxton, W. Va.....	3,000
Calhoun, W. Va.....	1,400
Clay, W. Va.....	2,000
Gilmer, W. Va.....	1,500
Grant, W. Va.....	2,000
Mineral, W. Va.....	5,700
Nicholas, W. Va.....	5,500
Pendleton, W. Va.....	1,700
Pleasants, W. Va.....	1,800
Roane, W. Va.....	3,200
Tyler, W. Va.....	2,400
Webster, W. Va.....	2,400
Wetzel, W. Va.....	4,900
Wirt, W. Va.....	900
Wood, W. Va.....	23,800

Cleveland

Stations: WAFT-TV, WEWS-TV (ABC), WJW-TV (CBS), WKYC-TV (NBC), WVIZ-TV

TV homes 50%
cut off..... 1,217,600

TV homes 25%
cut off..... 1,287,700

Total ARB viewing area 1,487,000

COUNTIES	TV HOMES
50%:	
Ashland, Ohio.....	12,200
Ashtabula, Ohio.....	27,700
Carroll, Ohio.....	5,800
Coshocton, Ohio.....	9,400
Cuyahoga, Ohio.....	528,100
Erie, Ohio.....	21,500
Geauga, Ohio.....	14,900
Holmes, Ohio.....	5,000
Huron, Ohio.....	14,000
Lake, Ohio.....	50,200
Lorain, Ohio.....	67,100
Medina, Ohio.....	20,900
Portage, Ohio.....	26,700
Richland, Ohio.....	37,200
Stark, Ohio.....	104,900
Summit, Ohio.....	163,800
Trumbull, Ohio.....	64,100
Tuscarawas, Ohio.....	22,900
Wayne, Ohio.....	21,100

25%:

Crawford, Ohio.....	14,800
Sandusky, Ohio.....	17,300
Seneca, Ohio.....	16,800
Crawford, Pa.....	21,300

Other ARB counties:

Harrison, Ohio.....	4,800
Knox, Ohio.....	11,700
Mahoning, Ohio.....	91,000
Morrow, Ohio.....	5,600
Ottawa, Ohio.....	10,800
Wyandot, Ohio.....	6,300
Lawrence, Pa.....	32,400
Mercer, Pa.....	36,700

Colorado Springs-Pueblo, Colo.

Stations: KKTU (CBS), KOAA-TV (NBC), KRDO-TV (ABC)

TV homes 50%
cut off..... 124,000

TV homes 25%
cut off..... 128,100

Total ARB viewing area... 143,000

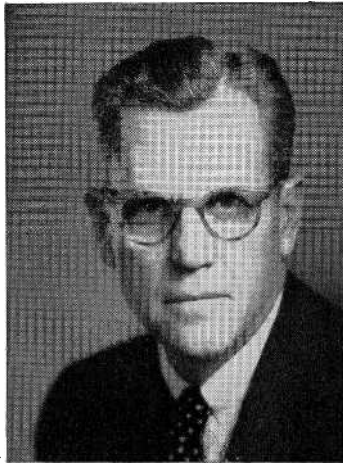
COUNTIES	TV HOMES
50%:	
Baca, Colo.....	1,300
Bent, Colo.....	1,600
Crowley, Colo.....	800
Custer, Colo.....	300
Elbert, Colo.....	800
El Paso, Colo.....	56,200
Fremont, Colo.....	6,500
Huerfano, Colo.....	1,800
Kiowa, Colo.....	600
Las Animas, Colo.....	4,500
Lincoln, Colo.....	1,600
Otero, Colo.....	6,900
Prowers, Colo.....	5,400

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Colorado-Springs-Pueblo continued

Pueblo, Colo.	37,700
25%:	
Park, Colo.	500
Teller, Colo.	800
Colfax, N. M.	2,800
Other ARB counties:	
Alamosa, Colo.	2,500
Chaffee, Colo.	2,600
Cheyenne, Colo.	600
Conejos, Colo.	1,600
Costilla, Colo.	500
Gunnison, Colo.	1,300
Kit Carson, Colo.	1,700
Mineral, Colo.	100
Pitkin, Colo.	800
Rio Grande, Colo.	2,400
Saguache, Colo.	800

Columbia, S.C.

Stations: WIS-TV (NBC), WNOK-TV (CBS)*, WOLO-TV (ABC)	
TV homes 50%	
cut off (VHF)	180,200
TV homes 25%	
cut off (VHF)	233,400
Total ARB viewing area (VHF)	437,300
TV homes 50%	
cut off (UHF)	61,500
TV homes 25%	
cut off (UHF)	66,600

COUNTIES	TV HOMES
50% (VHF):	
Bamberg, S. C.	3,300
Calhoun, S. C.	2,200
Clarendon, S. C.	4,600
Darlington, S. C.	12,500
Fairfield, S. C.	4,000
Florence, S. C.	20,300
Kershaw, S. C.	7,800
Lancaster, S. C.	10,200
Lee, S. C.	3,900
Lexington, S. C.	17,700
Marlboro, S. C.	5,700
Orangeburg, S. C.	14,300
Richland, S. C.	51,900
Saluda, S. C.	3,200
Sumter, S. C.	18,600

25% (VHF):	
Barnwell, S. C.	4,100
Chester, S. C.	7,300
Chesterfield, S. C.	7,300
Newberry, S. C.	7,300
Williamsburg, S. C.	7,000
York, S. C.	20,200

50% (UHF):	
Lexington, S. C.	15,900
Richland, S. C.	45,600

25% (UHF):	
Fairfield, S. C.	1,700
Kershaw, S. C.	3,400

Other ARB counties (VHF only):	
Gaston, N. C.	36,400
Richmond, N. C.	9,700
Scotland, N. C.	5,300
Union, N. C.	11,400
Abbeville, S. C.	5,000
Aiken, S. C.	25,400

Allendale, S. C.	2,300
Berkeley, S. C.	12,500
Cherokee, S. C.	8,900
Colleton, S. C.	6,000
Dillon, S. C.	6,200
Dorchester, S. C.	5,900
Edgefield, S. C.	3,300
Georgetown, S. C.	7,400
Greenwood, S. C.	12,700
Hampton, S. C.	3,500
Horry, S. C.	16,400
Laurens, S. C.	11,800
Marion, S. C.	6,500
Union, S. C.	7,300

Columbia-Jefferson City, Mo.

Stations: KOMU-TV (NBC, ABC), KRCG-TV (CBS, ABC)	
TV homes 50%	
cut off	114,800
TV homes 25%	
cut off	131,200
Total ARB viewing area	195,700

COUNTIES	TV HOMES
50%:	
Audrain, Mo.	8,000
Boone, Mo.	15,600
Callaway, Mo.	6,000
Chariton, Mo.	3,300
Cole, Mo.	11,800
Cooper, Mo.	4,300
Howard, Mo.	2,900
Maries, Mo.	1,900
Miller, Mo.	4,100
Moniteau, Mo.	3,200
Monroe, Mo.	3,300
Montgomery, Mo.	3,400
Morgan, Mo.	2,700
Osage, Mo.	2,600
Pettis, Mo.	11,200
Phelps, Mo.	7,000
Pulaski, Mo.	9,800
Randolph, Mo.	7,000
Saline, Mo.	6,900

25%:	
Camden, Mo.	3,000
Gasconade, Mo.	3,500
Linn, Mo.	4,900
Macon, Mo.	4,800

Other ARB counties:	
Benton, Mo.	2,600
Carroll, Mo.	3,900
Crawford, Mo.	3,700
Dent, Mo.	2,700
Franklin, Mo.	14,300
Henry, Mo.	5,900
Johnson, Mo.	9,000
Knox, Mo.	1,800
Pike, Mo.	5,000
Ralls, Mo.	2,200
St. Clair, Mo.	2,200
Shelby, Mo.	2,800
Sullivan, Mo.	2,300
Warren, Mo.	2,600
Washington, Mo.	3,500

Columbus, Ga.

Stations: WRBL-TV

(CBS, NBC), WTVM-TV (ABC, NBC)	
TV homes 50%	
cut off	191,300
TV homes 25%	
cut off	288,300
Total ARB viewing area	468,300

COUNTIES	TV HOMES
50%:	
Barbour, Ala.	4,400
Bulloch, Ala.	1,900
Chambers, Ala.	8,700
Henry, Ala.	2,900
Lee, Ala.	11,300
Macon, Ala.	4,300
Pike, Ala.	4,800
Randolph, Ala.	4,200
Russell, Ala.	10,500
Calhoun, Ga.	1,300
Chattahoochee, Ga.	1,400
Clay, Ga.	800
Crawford, Ga.	1,000
Crisp, Ga.	4,300
Dooly, Ga.	2,300
Dougherty, Ga.	23,900
Early, Ga.	2,500
Harris, Ga.	2,500
Houston, Ga.	12,800
Lee, Ga.	1,200
Macon, Ga.	2,700
Marion, Ga.	900
Muscogee, Ga.	48,500
Peach, Ga.	3,600
Quitman, Ga.	400
Randolph, Ga.	2,200
Schley, Ga.	600
Stewart, Ga.	1,300
Sumter, Ga.	5,900
Talbot, Ga.	1,400
Taylor, Ga.	1,800
Terrell, Ga.	2,600
Troup, Ga.	12,000
Webster, Ga.	400
25%:	
Clay, Ala.	2,600
Dale, Ala.	8,300
Houston, Ala.	13,700
Tallapoosa, Ala.	8,200
Ben Hill, Ga.	3,200
Bibb, Ga.	43,200
Bleckley, Ga.	2,300
Weriwether, Ga.	4,400
Pulaski, Ga.	1,900
Turner, Ga.	1,700
Twiggs, Ga.	1,500
Upson, Ga.	6,000

Other ARB counties:	
Autauga, Ala.	4,100
Calhoun, Ala.	25,700
Cleburne, Ala.	2,200
Coffee, Ala.	7,000
Cososa, Ala.	2,200
Covington, Ala.	8,000
Crenshaw, Ala.	2,700
Elmore, Ala.	6,600
Geneva, Ala.	4,900
Montgomery, Ala.	44,800
Gadsden, Fla.	7,900
Holmes, Fla.	2,100
Jackson, Fla.	8,200
Washington, Fla.	2,600
Baker, Ga.	600
Coffee, Ga.	4,800
Coweta, Ga.	7,600
Decatur, Ga.	6,300
Dodge, Ga.	3,700

Heard, Ga.	1,100
Irwin, Ga.	1,800
Jeff Davis, Ga.	1,900
Jones, Ga.	2,000
Lamar, Ga.	2,600
Miller, Ga.	1,300
Mitchell, Ga.	4,000
Monroe, Ga.	2,400
Pike, Ga.	1,400
Seminole, Ga.	1,400
Telfair, Ga.	2,300
Wheeler, Ga.	900
Wilcox, Ga.	1,500
Worth, Ga.	3,400

Hocking, Ohio	5,700
Knox, Ohio	11,700
Licking, Ohio	29,000
Logan, Ohio	10,700
Madison, Ohio	7,200
Marion, Ohio	18,700
Morrow, Ohio	5,600
Muskingum, Ohio	23,000
Perry, Ohio	7,500
Pickaway, Ohio	9,800
Pike, Ohio	5,400
Ross, Ohio	16,700
Union, Ohio	6,700
25%:	
Clark, Ohio	40,500

Coshocton, Ohio	9,400
Highland, Ohio	8,900
Morgan, Ohio	3,300
Wyandot, Ohio	6,300
Other ARB counties:	
Adams, Ohio	5,100
Allen, Ohio	31,500
Auglaize, Ohio	10,700
Brown, Ohio	7,200
Clermont, Ohio	25,700
Ciinton, Ohio	9,200
Guernsey, Ohio	10,600
Holmes, Ohio	5,000
Jackson, Ohio	8,200
Miami, Ohio	23,200

Noble, Ohio	2,700
Richland, Ohio	37,200
Scioto, Ohio	17,300
Seneca, Ohio	16,800
Tuscarawas, Ohio	22,900
Vinton, Ohio	2,400

TV homes 25%
cut off 16,300
Total ARB viewing area... 93,100

COUNTIES **TV HOMES**
50%:
Coos, Ore..... 16,300
25%:
None

Coos Bay, Ore.
Station: KCBY (NBC)
TV homes 50%
cut off 16,300

Other ARB counties:
Curry, Ore..... 5,000
Douglas, Ore..... 20,300
Inner Lane, Ore..... 33,600
Outer Lane, Ore..... 17,900

Columbus, Miss.

Station: WCBI-TV
(CBS, ABC, NBC)
TV homes 50%
cut off 61,200
TV homes 25%
cut off 64,900
Total ARB viewing area... 125,100

COUNTIES	TV HOMES
50%:	
Fayette, Ala.	3,400
Lamar, Ala.	3,000
Marion, Ala.	4,900
Pickens, Ala.	3,800
Calhoun, Miss.	3,400
Chickasaw, Miss.	3,500
Choctaw, Miss.	1,400
Clay, Miss.	4,400
Itawamba, Miss.	3,400
Lowndes, Miss.	12,300
Monroe, Miss.	8,100
Noxubee, Miss.	2,500
Oktibbeha, Miss.	4,900
Webster, Miss.	2,200
25%:	
Winston, Miss.	3,700
Other ARB counties:	
Franklin, Ala.	4,700
Tuscaloosa, Ala.	25,900
Attala, Miss.	3,900
Lee, Miss.	11,000
Montgomery, Miss.	2,600
Pontotoc, Miss.	4,000
Tishomingo, Miss.	3,100
Union, Miss.	5,000

**“AFTER ATLANTA, WTVM IS A MUST...
IT DELIVERS MORE HOMES THAN ANY
OTHER GEORGIA TELEVISION STATION”**

(ARB-66 CIRCULATION DATA)



Columbus, Ohio

**Stations: WBNS-TV (CBS),
WLWC (NBC),
WTVN-TV (ABC)**
TV homes 50%
cut off 461,100
TV homes 25%
cut off 529,500
Total ARB viewing area... 765,200

COUNTIES	TV HOMES
50%:	
Athens, Ohio	11,600
Champaign, Ohio	8,800
Crawford, Ohio	14,800
Delaware, Ohio	10,500
Fairfield, Ohio	20,000
Fayette, Ohio	7,600
Franklin, Ohio	221,700
Hardin, Ohio	8,400

DAILY

1. WSB-TV 462,900
2. WAGA 446,500
3. WAIL 361,700

WTVM
CIRCULATION
154,400



BLAIR TELEVISION
A Division of John Blair & Company

Corpus Christi, Tex.

Stations: KIII (ABC),
KRIS-TV (NBC),
KZTV (CBS)
TV homes 50%
cut off 107,200
TV homes 25%
cut off 111,900
Total ARB viewing area . . . 128,900

COUNTIES	TV HOMES
50%:	
Aransas, Tex.	2,400
Bee, Tex.	6,100
Brooks, Tex.	1,800
Duval, Tex.	2,400
Jim Hogg, Tex.	1,000
Jim Wells, Tex.	8,600
Kenedy, Tex.	200
Kleberg, Tex.	8,000
Nueces, Tex.	62,300
Refugio, Tex.	3,000
San Patricia, Tex.	11,400
25%:	
Calhoun, Tex.	4,700
Other ARB counties:	
Goliad, Tex.	1,300
Live Oak, Tex.	1,600
McMullen, Tex.	300
Victoria, Tex.	13,800

Dallas-Fort Worth

Stations: KDTV*,
KRLD-TV (CBS), KTVT,
WBAP-TV (NBC),
WFAA-TV (ABC)
TV homes 50%
cut off 749,700
TV homes 25%
cut off 858,600
Total ARB viewing area . . . 885,900

COUNTIES	TV HOMES
50%:	
Choctaw, Okla.	3,400
Love, Okla.	1,300
Anderson, Tex.	7,300
Bosque, Tex.	3,200
Brown, Tex.	6,800
Collin, Tex.	12,300
Cornamche, Tex.	2,900
Cooke, Tex.	6,800
Dallas, Tex.	338,700
Delta, Tex.	1,300
Denton, Tex.	14,800
Eastland, Tex.	5,600
Ellis, Tex.	12,100
Erath, Tex.	4,900
Fannin, Tex.	6,000
Freestone, Tex.	3,000
Grayson, Tex.	22,800
Hamilton, Tex.	2,200
Henderson, Tex.	5,900
Hill, Tex.	6,200

Hood, Tex.	1,800
Hopkins, Tex.	4,900
Hunt, Tex.	11,300
Johnson, Tex.	11,400
Kaufman, Tex.	7,600
Lamar, Tex.	8,000
Limestone, Tex.	4,700
McCulloch, Tex.	2,000
Navarro, Tex.	9,400
Palo Pinto, Tex.	7,000
Parker, Tex.	7,200
Rains, Tex.	700
Rockwall, Tex.	1,500
Somervell, Tex.	800
Tarrant, Tex.	188,400
Van Zandt, Tex.	5,300
Wise, Tex.	5,500
Wood, Tex.	4,600
25%:	
Bryan, Okla.	6,900
Marshall, Okla.	2,400
Cherokee, Tex.	7,800
Coleman, Tex.	3,500
Jack, Tex.	2,200
Leon, Tex.	2,100
McLennan, Tex.	47,200
Montague, Tex.	4,500
Red River, Tex.	3,400
Smith, Tex.	26,500
Stephens, Tex.	2,500
Other ARB counties:	
Carter, Okla.	13,000
Jefferson, Okla.	2,200
Houston, Tex.	4,100

Mills, Tex. 1,000
San Saba, Tex. 1,400
Young, Tex. 5,600

Davenport, Iowa Rock Island-Moline, Ill.-

Stations: WOC-TV (NBC),
WHBF-TV (CBS),
WQAD-TV (ABC)
TV homes 50% cut off . . . 280,800
TV homes 25% cut off . . . 301,700
Total ARB viewing area . . . 474,000

COUNTIES	TV HOMES
50%:	
Bureau, Ill.	11,400
Carroll, Ill.	5,800
Henderson, Ill.	2,400
Henry, Ill.	15,600
Jo Daviess, Ill.	6,000
Knox, Ill.	19,200
Lee, Ill.	10,200
Mercer, Ill.	4,900
Ogle, Ill.	11,800
Putnam, Ill.	1,400
Rock Island, Ill.	47,500
Stark, Ill.	2,200
Warren, Ill.	6,300
Whiteside, Ill.	18,600
Cedar, Iowa	5,200
Clinton, Iowa	16,800
Des Moines, Iowa	13,900

Henry, Iowa 4,800
Jackson, Iowa 5,900
Johnson, Iowa 14,900
Louisa, Iowa 2,700
Muscatine, Iowa 10,700
Scott, Iowa 37,200
Washington, Iowa 5,400

25%:
Dubuque, Iowa 20,900

Other ARB counties:
Fulton, Ill. 12,700
Hancock, Ill. 7,200
La Salle, Ill. 33,700
McDonough, Ill. 8,700
Marshall, Ill. 3,900
Stephenson, Ill. 14,400
Delaware, Iowa 4,900
Iowa, Iowa 4,600
Jefferson, Iowa 4,500
Jones, Iowa 5,900
Lee, Iowa 12,800
Linn, Iowa 47,000
Grant, Wis. 12,000

Dayton, Ohio

Stations: WHIO-TV (CBS),
WKFE* (ABC, CBS, NBC)†,
WKTR-TV*,
WLWD (NBC, ABC)
TV homes 50%
cut off 459,300
TV homes 25%
cut off 521,900



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.

Total ARB viewing area... 997,100

COUNTIES TV HOMES

50%:

Fayette, Ind.	6,700
Union, Ind.	1,600
Wayne, Ind.	22,700
Auglaize, Ohio	10,600
Butler, Ohio	61,800
Champaign, Ohio	8,700
Clark, Ohio	40,500
Clinton, Ohio	9,200
Darke, Ohio	13,600
Greene, Ohio	29,200
Logan, Ohio	10,600
Mercer, Ohio	9,000
Miami, Ohio	23,300
Montgomery, Ohio	171,800
Preble, Ohio	9,700
Shelby, Ohio	9,800
Warren, Ohio	20,500

25%:

Jay, Ind.	6,200
Randolph, Ind.	8,400
Allen, Ohio	31,400
Fayette, Ohio	7,600
Highland, Ohio	9,000

Other ARB counties:

Blackford, Ind.	4,400
Dearborn, Ind.	8,400
Franklin, Ind.	4,200
Ripley, Ind.	5,600
Boone, Ky.	7,500
Bracken, Ky.	1,800

Campbell, Ky.	27,200
Kenton, Ky.	38,700
Lewis, Ky.	2,800
Mason, Ky.	4,900
Adams, Ohio	5,100
Brown, Ohio	7,200
Clermont, Ohio	25,700
Delaware, Ohio	10,500
Hamilton, Ohio	278,700
Hardin, Ohio	8,400
Marion, Ohio	18,700
Union, Ohio	6,700
Van Wert, Ohio	8,700

Decatur, Ala.

Station: WMSL-TV* (NBC)

TV homes 50%
cut off (UHF)..... 8,600

TV homes 25%
cut off (UHF)..... 70,000

COUNTIES TV HOMES

50% (UHF):

Limestone, Ala.	8,600
-----------------	-------

25% (UHF):

Franklin, Ala.	1,700
Lawrence, Ala.	3,000
Madison, Ala.	45,800
Morgan, Ala.	10,900

Denver

Stations: KBTV (ABC),
KLZ-TV (CBS),

KOA-TV (NBC),
KWGN-TV
TV homes 50%
cut off..... 442,400

TV homes 25%
cut off..... 466,000

Total ARB viewing area... 559,100

COUNTIES TV HOMES

50%:

Adams, Colo.	46,600
Arapahoe, Colo.	43,400
Boulder, Colo.	27,100
Chaffee, Colo.	2,600
Clear Creek, Colo.	900
Denver, Colo.	173,100
Douglas, Colo.	1,800
Eagle, Colo.	1,400
Elbert, Colo.	800
Gilpin, Colo.	300
Grand, Colo.	900
Jackson, Colo.	400
Jefferson, Colo.	51,400
Lake, Colo.	2,000
Larimer, Colo.	18,900
Logan, Colo.	6,500
Moffat, Colo.	2,100
Morgan, Colo.	7,000
Park, Colo.	500
Routt, Colo.	1,300
Summit, Colo.	700
Teller, Colo.	800
Washington, Colo.	1,700
Weld, Colo.	23,200
Albany, Wyo.	6,400
Laramie, Wyo.	20,600

25%:

Alamosa, Colo.	2,500
Garfield, Colo.	3,900
Lincoln, Colo.	1,600
Pitkin, Colo.	800
Butte, Neb.	3,300
Cheyenne, Neb.	4,400
Kimball, Neb.	2,900
Carbon, Wyo.	4,200

Other ARB counties:

Cheyenne, Colo.	600
El Paso, Colo.	56,200
Gunnison, Colo.	1,300
Huerfano, Colo.	1,800
Kit Carson, Colo.	1,700
Las Animas, Colo.	4,500
Phillips, Colo.	1,400
Rio Blanco, Colo.	1,600
Rio Grande, Colo.	2,400
Sedgwick, Colo.	1,000
Yuma, Colo.	2,400
Natrona, Wyo.	18,200

Des Moines, Iowa

Stations: KRNT-TV (CBS),
WHO-TV (NBC)

TV homes 50%
cut off..... 248,200

TV homes 25%
cut off..... 281,300

Total ARB viewing area... 425,100

COUNTIES TV HOMES

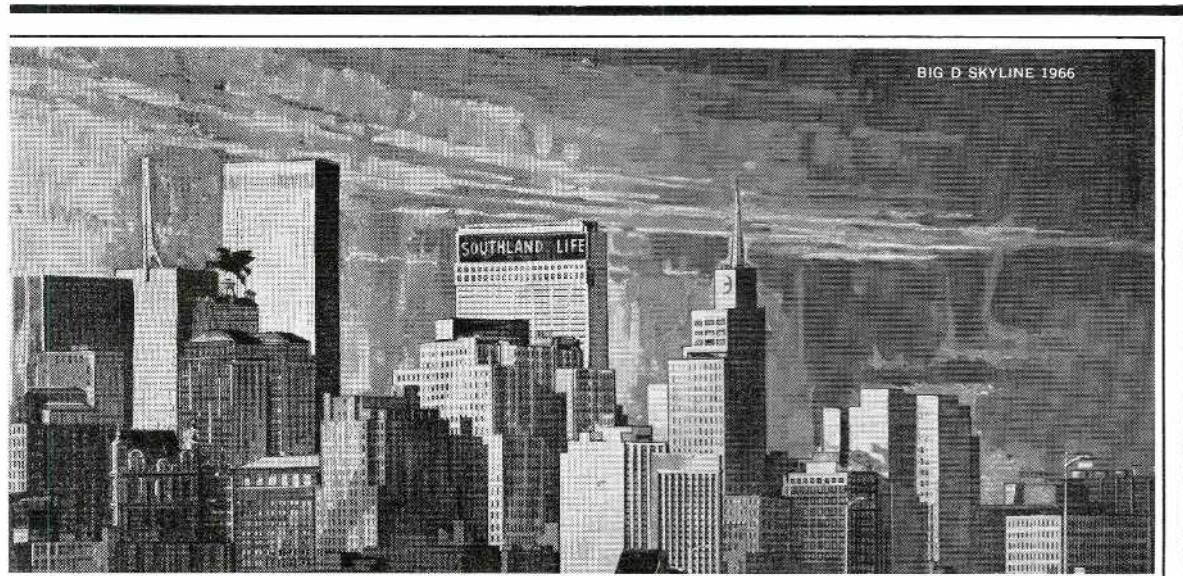
50%:

Adair, Iowa	2,900
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Boone, Iowa	8,100
Calhoun, Iowa	4,500
Carroll, Iowa	6,400
Clarke, Iowa	2,300
Dallas, Iowa	7,400
Emmet, Iowa	3,900
Franklin, Iowa	4,400
Greene, Iowa	4,200
Grundy, Iowa	4,200
Guthrie, Iowa	3,900
Hamilton, Iowa	5,900
Hardin, Iowa	6,900
Humbolt, Iowa	3,700
Jasper, Iowa	11,100
Lucas, Iowa	3,000
Madison, Iowa	3,700
Marion, Iowa	7,200
Marshall, Iowa	12,000
Pocahontas, Iowa	3,600
Polk, Iowa	89,200
Sac, Iowa	4,800
Story, Iowa	14,000
Union, Iowa	3,900
Warren, Iowa	6,300
Webster, Iowa	14,700
Wright, Iowa	6,000

25%:

Audubon, Iowa	3,000
Kossuth, Iowa	6,800
Mahaska, Iowa	6,900
Monroe, Iowa	2,700
Palo Alto, Iowa	3,500
Poweshke, Iowa	5,400
Ringgold, Iowa	2,100
Wayne, Iowa	2,700



the Quality touch

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.

Des Moines, Iowa continued

Other ARB counties:

Adams, Iowa	1,900
Appanoose, Iowa	4,300
Bremer, Iowa	6,000
Buena Vista, Iowa	6,200
Butler, Iowa	5,000
Cass, Iowa	5,300
Cerro Gordo, Iowa	15,200
Cherokee, Iowa	4,900
Clay, Iowa	5,200
Davis, Iowa	2,600
Decatur, Iowa	2,500
Dickinson, Iowa	3,600
Fayette, Iowa	8,000
Floyd, Iowa	6,100
Hancock, Iowa	4,000
Iowa, Iowa	4,600
Keokuk, Iowa	4,100
Lyon, Iowa	3,800
O'Brien, Iowa	5,500
Osceola, Iowa	2,800
Plymouth, Iowa	6,500
Sioux, Iowa	6,700
Tama, Iowa	6,300
Wapello, Iowa	13,500
Washington, Iowa	5,400
Winnebago, Iowa	3,800

Detroit

Stations: WJBK-TV (CBS), WKBD-TV*, WWJ-TV (NBC), WXYZ-TV (ABC), CKLW-TV (CBC)

TV homes 50%
cut off.....1,575,200

TV homes 25%
cut off.....1,649,300

Total ARB viewing area 1,780,000

COUNTIES	TV HOMES
50%:	
Genesee, Mich.	115,900
Lapeer, Mich.	10,900
Lenawee, Mich.	22,400
Livingston, Mich.	11,800
Macomb, Mich.	140,000
Monroe, Mich.	29,500
Oakland, Mich.	222,400
St. Clair, Mich.	31,600
Sanilac, Mich.	8,900
Washtenaw, Mich.	49,800
Wayne, Mich.	787,200
Lucas, Ohio	144,800
25%:	
Jackson, Mich.	39,300
Shiawassee, Mich.	15,500
Fulton, Ohio	8,500
Ottawa, Ohio	10,800
Other ARB counties:	
Hillsdale, Mich.	9,800
Huron, Mich.	8,700
Ingham, Mich.	62,000
Tuscola, Mich.	11,700
Sandusky, Ohio	17,300
Wood, Ohio	21,200

Dickinson, N.D.

Station: KDIX-TV (CBS, ABC)

TV homes 50%
cut off.....19,800

TV homes 25%
cut off.....20,900

Total ARB viewing area 52,100

COUNTIES	TV HOMES
50%:	
Carter, Mont.	500
Fallon, Mont.	1,000
Richland, Mont.	2,800
Wibaux, Mont.	300
Adams, N. D.	900
Billings, N. D.	300
Bowman, N. D.	1,200
Dunn, N. D.	1,200
Golden Valley, N. D.	800
Hettinger, N. D.	1,400
Morton West, N. D.	2,700
Slope, N. D.	500
Stark, N. D.	4,800
Perkins, S. D.	1,400
25%:	
Prairie, Mont.	600
Harding, S. D.	500

Other ARB counties:

Custer, Mont.	3,700
Daniels, Mont.	1,100
Dawson, Mont.	3,700
McCone, Mont.	900
Powder River, Mont.	500
Roosevelt, Mont.	3,100
Sheridan, Mont.	1,800
Valley, Mont.	4,800
Grant, N. D.	1,300
McKenzie, N. D.	1,900
McLean, N. D.	3,000
Mercer, N. D.	1,400
Morton East, N. D.	2,800
Oliver, N. D.	600
Sioux, N. D.	600

Dothan, Ala.

Station: WTVY (CBS, ABC)

TV homes 50%
cut off.....99,500

TV homes 25%
cut off.....127,500

Total ARB viewing area 272,700

COUNTIES	TV HOMES
50%:	
Coffee, Ala.	7,000
Covington, Ala.	8,000
Crenshaw, Ala.	2,700
Dale, Ala.	8,300
Geneva, Ala.	4,900
Henry, Ala.	2,900
Houston, Ala.	13,700
Pike, Ala.	4,800
Bay, Fla.	20,500
Calhoun, Fla.	1,600
Holmes, Fla.	2,100
Jackson, Fla.	8,300
Liberty, Fla.	800
Walton, Fla.	4,000
Washington, Fla.	2,600
Calhoun, Ga.	1,300
Clay, Ga.	800
Early, Ga.	2,500
Miller, Ga.	1,300
Seminole, Ga.	1,400
25%:	
Barbour, Ala.	4,400
Bulloch, Ala.	1,900
Gadsden, Fla.	7,900
Guif, Fla.	2,900

Baker, Ga.	600
Decatur, Ga.	6,300
Mitchell, Ga.	4,000

Other ARB counties:

Butler, Ala.	4,500
Conecuh, Ala.	2,900
Elmore, Ala.	6,600
Monroe, Ala.	3,700
Montgomery, Ala.	44,800
Franklin, Fla.	1,700
Leon, Fla.	20,500
Okaloosa, Fla.	20,200
Wakulla, Fla.	1,300
Dougherty, Ga.	23,800
Grady, Ga.	4,100
Lee, Ga.	1,200
Quitman, Ga.	400
Randolph, Ga.	2,200
Stewart, Ga.	1,300
Terrell, Ga.	2,600
Worth, Ga.	3,400

Duluth, Minn.-Superior, Wis.

Stations: KDAL-TV (CBS), WDIO-TV (ABC), WDSM-TV (NBC)

TV homes 50%
cut off.....147,100

TV homes 25%
cut off.....159,800

Total ARB viewing area 242,800

COUNTIES	TV HOMES
50%:	
Gogebic, Mich.	6,600
Ontonagon, Mich.	2,800
Aitkin, Minn.	3,100
Beltrami, Minn.	4,700
Carlton, Minn.	7,800
Cass, Minn.	3,400
Cook, Minn.	900
Itasca, Minn.	10,200
Koochiching, Minn.	4,300
Lake, Minn.	4,600
St. Louis, Minn.	70,900
Ashland, Wis.	4,400
Bayfield, Wis.	3,000
Douglas, Wis.	13,200
Iron, Wis.	2,000
Sawyer, Wis.	2,500
Washburn, Wis.	2,700

25%:

Crow Wing, Minn.	8,700
Pine, Minn.	4,000

Other ARB counties:

Baraga, Mich.	1,600
Houghton, Mich.	9,000
Becker, Minn.	5,700
Chisago, Minn.	3,800
Clearwater, Minn.	1,800
Hubbard, Minn.	2,300
Isanti, Minn.	3,300
Kanabec, Minn.	2,400
Lake of the Wood, Minn.	700
Mahnomen, Minn.	1,200
Mille Lacs, Minn.	3,700
Morrison, Minn.	6,000
Norman, Minn.	2,700
Sherburne, Minn.	3,200
Todd, Minn.	5,200
Wadena, Minn.	2,700
Barron, Wis.	9,100
Burnett, Wis.	2,600
Oneida, Wis.	6,300
Price, Wis.	3,500

Rusk, Wis.	3,400
Vilas, Wis.	2,800

Eau Claire, Wis.

Station: WEAU-TV (NBC, ABC, CBS)

Major facility change in market subsequent to latest county survey measurement date.

TV homes 50%
cut off.....75,700

TV homes 25%
cut off.....96,700

Total ARB viewing area 161,400

COUNTIES	TV HOMES
50%:	
Barron, Wis.	9,100
Buffalo, Wis.	3,700
Chippewa, Wis.	11,800
Clark, Wis.	7,800
Dunn, Wis.	6,700
Eau Claire, Wis.	16,700
Jackson, Wis.	4,100
Peppin, Wis.	1,900
Rusk, Wis.	3,400
Taylor, Wis.	4,300
Trempealeau, Wis.	6,200

25%:

La Crosse, Wis.	21,000
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Other ARB counties:

Wabasha, Minn.	4,500
Winona, Minn.	10,700
Monroe, Wis.	7,700
Pierce, Wis.	6,200
Polk, Wis.	7,100
Price, Wis.	3,500
St. Croix, Wis.	8,200
Wood, Wis.	16,800

El Paso

Stations: KELP-TV (ABC), KR0D-TV (CBS), KTSM-TV (NBC)

TV homes 50%
cut off.....125,600

TV homes 25%
cut off.....127,600

Total ARB viewing area 131,100

COUNTIES	TV HOMES
50%:	
Dona Ana, N. M.	15,800
Grant, N. M.	3,900
Luna, N. M.	2,700
Otero, N. M.	12,000
Culberson, Tex.	700
El Paso, Tex.	90,000
Hudspeth, Tex.	500
25%:	
Hidalgo, N. M.	1,200
Presidio, Tex.	800

Other ARB counties:

Lincoln, N. M.	2,000
Brewster, Tex.	1,200
Jeff Davis, Tex.	300

Ensign, Kan.

Stations: KTVC (CBS)

TV homes 50%
cut off.....34,200

TV homes 25%
cut off.....36,700

Total ARB viewing area 58,100

COUNTIES	TV HOMES
50%:	
Clark, Kan.	1,000
Cornmanche, Kan.	900
Edwards, Kan.	1,300
Finney, Kan.	4,700
Ford, Kan.	6,300
Grant, Kan.	1,400
Gray, Kan.	1,000
Hamilton, Kan.	700
Haskell, Kan.	800
Hodgeman, Kan.	700
Kearny, Kan.	700
Kiowa, Kan.	1,200
Lane, Kan.	900
Meade, Kan.	1,600
Morton, Kan.	900
Scott, Kan.	1,400
Seward, Kan.	5,300
Stanton, Kan.	300
Stevens, Kan.	1,100
Beaver, Okla.	2,000

25%:

Harper, Okla.	1,800
Lipscomb, Tex.	700

Other ARB counties:

Baca, Colo.	1,300
Prowers, Colo.	3,400
Graham, Kan.	1,600
Greeley, Kan.	600
Ness, Kan.	1,300
Rooks, Kan.	2,800
Trego, Kan.	1,300
Wichita, Kan.	700
Cimarron, Okla.	1,200
Texas, Okla.	4,200
Ochiltree, Tex.	3,000

Erie, Pa.

Stations: WICU-TV (NBC), WJET-TV (ABC)*, WSEE (CBS)*

TV homes 50%
cut off (VHF).....136,400

TV homes 25%
cut off (VHF).....202,900

Total ARB viewing area (VHF) 378,000

TV homes 50%
cut off (UHF).....63,800

TV homes 25%
cut off (UHF).....73,400

COUNTIES	TV HOMES
50% (VHF):	
Ashtabula, Ohio	27,700
Crawford, Pa.	21,300
Erie, Pa.	75,100
Warren, Pa.	12,300

25% (VHF):

Chautauqua, N. Y.	48,200
Forest, Pa.	1,100
Venango, Pa.	17,200

50% (UHF):

Erie, Pa.	63,800
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25% (UHF):

Crawford, Pa.	9,600
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Other ARB counties (VHF only):

Cattaraugus, N. Y.	24,200
Gaega, Ohio	14,900
Trumbull, Ohio	64,000

Clarion, Pa. 9,800
 Elk, Pa. 10,300
 McKean, Pa. 15,200
 Mercer, Pa. 36,700

Eugene, Ore.

**Stations: KEZI-TV (ABC),
 KVAL-TV (NBC)**
TV homes 50%
 cut off 105,500
TV homes 25%
 cut off 130,200
Total ARB viewing area ... 232,200

COUNTIES	TV HOMES
50%:	
Benton, Ore.	10,600
Coos, Ore.	16,300
Deschutes, Ore.	6,700
Douglas, Ore.	20,300
Lane (inner), Ore.	33,600
Lane (outer), Ore.	18,000
25%:	
Lincoln, Ore.	7,600
Linn, Ore.	17,100
Other ARB counties:	
Crook, Ore.	2,500
Curry, Ore.	5,000
Jackson, Ore.	24,600
Jefferson, Ore.	2,000
Josephine, Ore.	9,300
Klamath, Ore.	14,800
Marion, Ore.	36,100
Polk, Ore.	7,700

Eureka, Calif.

**Stations: KIEM-TV (CBS),
 KVIQ-TV (NBC)**
TV homes 50%
 cut off 47,000
TV homes 25%
 cut off 61,800
Total ARB viewing area ... 61,800

COUNTIES	TV HOMES
50%:	
Del Norte, Calif.	6,600
Humboldt, Calif.	36,000
Curry, Ore.	5,000
25%:	
Mendocino, Calif.	14,800
Other ARB counties:	
None	

Evansville, Ind.

**Stations: WEHT* (CBS),
 WFIE-TV (NBC),
 WTVW (ABC)**
TV homes 50%
 cut off (VHF) 216,700
TV homes 25%
 cut off (VHF) 246,700
**Total ARB viewing area
 (VHF) 316,700**
TV homes 50%
 cut off (UHF) 122,200
TV homes 25%
 cut off (UHF) 131,700

COUNTIES	TV HOMES
50% (VHF):	
Clay, Ill.	4,200

Crawford, Ill.	6,400
Edwards, Ill.	2,100
Gallatin, Ill.	1,800
Lawrence, Ill.	5,000
Richland, Ill.	4,600
Wabash, Ill.	4,000
Wayne, Ill.	5,000
White, Ill.	5,300
Crawford, Ind.	2,100
Davies, Ind.	7,000
Dubois, Ind.	7,000
Gibson, Ind.	8,300
Knox, Ind.	12,000
Martin, Ind.	2,600
Perry, Ind.	4,300
Pike, Ind.	3,300
Posey, Ind.	4,900
Spencer, Ind.	4,200
Vanderburgh, Ind.	50,000
Warrick, Ind.	6,500
Breckinridge, Ky.	3,600
Daviess, Ky.	20,600
Hancock, Ky.	1,200
Henderson, Ky.	9,600
Hopkins, Ky.	10,300
McLean, Ky.	2,600
Muhlenberg, Ky.	6,500
Ohio, Ky.	4,200
Union, Ky.	3,700
Webster, Ky.	3,800

25% (VHF):

Jasper, Ill.	3,000
Greene, Ind.	7,700
Orange, Ind.	4,500
Sullivan, Ind.	7,200
Butler, Ky.	2,000
Crittenden, Ky.	2,000
Grayson, Ky.	3,600

50% (UHF):

Edwards, Ill.	1,900
Wabash, Ill.	3,700
White, Ill.	4,100
Gibson, Ind.	8,200
Perry, Ind.	3,300
Pike, Ind.	1,700
Posey, Ind.	4,900
Spencer, Ind.	4,000
Vanderburgh, Ind.	49,000
Warrick, Ind.	6,500
Davies, Ky.	19,400
Henderson, Ky.	9,500
Union, Ky.	3,000
Webster, Ky.	3,000

25% (UHF):

Gallatin, Ill.	1,000
Wayne, Ill.	2,700
Knox, Ind.	4,100
McLean, Ky.	1,700

**Other ARB counties
 (VHF only):**

Effingham, Ill.	6,300
Hamilton, Ill.	2,600
Hardin, Ill.	1,400
Jefferson, Ill.	9,100
Marion, Ill.	11,600
Pope, Ill.	800
Saline, Ill.	7,300
Williamson, Ill.	14,200
Harrison, Ind.	5,200
Owen, Ind.	3,400
Caldwell, Ky.	3,500
Hart, Ky.	3,600
Lyon, Ky.	1,000

Fargo, N.D.

**Stations: KTHI-TV (ABC),
 KXBJ-TV (CBS),
 WDAY-TV (NBC)**
TV homes 50%
 cut off 138,600
TV homes 25%
 cut off 143,300
Total ARB viewing area ... 177,300

COUNTIES	TV HOMES
50%:	
Becker, Minn.	5,700
Clay, Minn.	11,300
Mahnomen, Minn.	1,200
Marshall, Minn.	3,200
Norman, Minn.	2,700
Otter Tail, Minn.	11,800
Pennington, Minn.	3,200
Polk, Minn.	9,400
Red Lake, Minn.	1,200
Wilkin, Minn.	2,700
Barnes, N. D.	4,700
Benson, N. D.	2,000
Cass, N. D.	20,700
Dickey, N. D.	1,900
Eddy, N. D.	1,300
Foster, N. D.	1,400
Grand Forks, N. D.	14,200
Griggs, N. D.	1,300
La Moure, N. D.	2,200
McIntosh, N. D.	1,400
Nelson, N. D.	1,900
Ramsey, N. D.	3,500
Ransom, N. D.	2,300
Richland, N. D.	5,000
Sargent, N. D.	1,800
Steele, N. D.	1,300
Stutsman, N. D.	6,600
Towner, N. D.	1,300
Trail, N. D.	3,000
Walsh, N. D.	4,500
Wells, N. D.	2,300
Marshall, S. D.	1,600
25%:	
Clearwater, Minn.	1,800
Traverse, Minn.	1,800
Logan, N. D.	1,100

Other ARB counties:

Beltrami, Minn.	4,700
Big Stone, Minn.	2,300
Grant, Minn.	2,300
Hubbard, Minn.	2,300
Kittson, Minn.	1,800
Lake of the Woods, Minn.	700
Roberts, S. D.	3,100
Roseau, Minn.	2,100
Wadena, Minn.	2,700
Cavalier, N. D.	2,100
Pembina, N. D.	3,000
Rolatte, N. D.	2,000
Sheridan, N. D.	900
Day, S. D.	2,800
McPherson, S. D.	1,200

Flint-Saginaw-Bay City, Mich.

**Stations: WJRT-TV (ABC),
 WKNX-TV* (CBS, ABC),
 WNEM-TV (NBC)**
TV homes 50%
 cut off (VHF) 404,300
TV homes 25%
 cut off (VHF) 431,900

**Total ARB viewing area
 (VHF) 497,700**
TV homes 50%
 cut off (UHF) 59,400
TV homes 25%
 cut off (UHF) 65,800

COUNTIES	TV HOMES
50% (VHF):	
Alpena, Mich.	8,000
Arenac, Mich.	2,800
Bay, Mich.	32,000
Clare, Mich.	3,300
Clinton, Mich.	10,600
Genesee, Mich.	115,900
Gladwin, Mich.	3,000
Gratiot, Mich.	10,300
Huron, Mich.	8,700
Ingham, Mich.	62,100
Ionia, Mich.	11,300
Isosco, Mich.	5,400
Isabella, Mich.	8,800
Lapeer, Mich.	10,900
Midland, Mich.	15,100
Montcalm, Mich.	10,800
Ogemaw, Mich.	2,800
Saginaw, Mich.	55,300
Shiawassee, Mich.	15,500
Tuscola, Mich.	11,700
25% (VHF):	
Eaton, Mich.	14,800
Emmet, Mich.	3,900
Sanilac, Mich.	8,900
50% (UHF):	
Bay, Mich.	24,000
Saginaw, Mich.	35,400
25% (UHF):	
Tuscola, Mich.	6,400

**Other ARB counties
 (VHF only):**

Alcona, Mich.	1,800
Crawford, Mich.	1,400
Kalkaska, Mich.	1,000
Livingston, Mich.	11,800
Mecosta, Mich.	5,400
Missaukee, Mich.	1,700
Montmorency, Mich.	1,200
Osceola, Mich.	3,400
Oscoda, Mich.	1,000
Presque Isle, Mich.	3,100
Roscommon, Mich.	2,400
St. Clair, Mich.	31,600

Florence, Ala.

Station: WOWL-TV* (NBC)
TV homes 50%
 cut off (UHF) 25,800
TV homes 25%
 cut off (UHF) 25,800

COUNTIES	TV HOMES
50% (UHF):	
Colbert, Ala.	11,000
Lauderdale, Ala.	14,800

25%:
 None

Florence, S.C.

Station: WBTW (CBS, ABC)

TV homes 50%
 cut off 141,400
TV homes 25%
 cut off 171,700
Total ARB viewing area ... 333,200

COUNTIES	TV HOMES
50%:	
Columbus, N. C.	10,700
Richmond, N. C.	9,700
Robeson, N. C.	18,200
Scotland, N. C.	5,300
Chesterfield, S. C.	7,300
Darlington, S. C.	12,500
Dillon, S. C.	6,200
Florence, S. C.	20,400
Horry, S. C.	16,400
Lee, S. C.	3,900
Marion, S. C.	6,500
Marlboro, S. C.	5,700
Sumter, S. C.	18,600

25%:

Anson, N. C.	5,300
Bladen, N. C.	5,600
Clarendon, S. C.	4,600
Ogemaw, Mich.	2,800
Kershaw, S. C.	7,800
Williamsburg, S. C.	7,000

Other ARB counties:

Brunswick, N. C.	4,700
Cumberland, N. C.	38,100
Hoke, N. C.	3,100
Lee, N. C.	7,300
Sanilac, Mich.	9,600
Sampson, N. C.	10,600
Union, N. C.	11,400
Berkeley, S. C.	11,400
Calhoun, S. C.	2,200
Dorchester, S. C.	5,900
Fairfield, S. C.	4,000
Georgetown, S. C.	7,400
Lancaster, S. C.	10,200
Orangeburg, S. C.	14,300
York, S. C.	20,200

Ft. Dodge, Iowa

**Station: KVFD-TV*
 (NBC, ABC, CBS)**
TV homes 50%
 cut off (UHF) 26,900
TV homes 25%
 cut off (UHF) 31,900

COUNTIES	TV HOMES
50% (UHF):	
Calhoun, Iowa.	3,200
Humboldt, Iowa.	3,500
Palo Alto, Iowa.	1,900
Pocahontas, Iowa.	3,200
Webster, Iowa.	12,100
Wright, Iowa.	3,000
25% (UHF):	
Emmet, Iowa.	2,000
Kossuth, Iowa.	3,000

Ft. Myers, Fla.

Stations: WINK-TV (CBS)
TV homes 50%
 cut off 34,000
TV homes 25%
 cut off 34,000
Total ARB viewing area ... 47,300

Ft. Myers, Fla. continued

COUNTIES	TV HOMES
50%:	
Charlotte, Fla.	6,200
Collier, Fla.	7,000
Lee, Fla.	20,800

25%:
None

Other ARB counties:

De Soto, Fla.	2,900
Glades, Fla.	700
Hendry, Fla.	2,200
Highlands, Fla.	7,500

Ft. Smith, Ark.

Stations: KFSA-TV (CBS, ABC, NBC)

TV homes 50%	cut off (UHF)
49,900	
TV homes 25%	cut off
80,000	
Total ARB viewing area	143,100

COUNTIES	TV HOMES
50%:	
Crawford, Ark.	6,400
Franklin, Ark.	2,700
Logan, Ark.	3,900
Scott, Ark.	1,600
Sebastian, Ark.	23,300
Le Flore, Okla.	7,500
Sequoyah, Okla.	4,500

25%:

Johnson, Ark.	3,000
Polk, Ark.	3,300
Washington, Ark.	18,000
Haskell, Okla.	1,800
Latimer, Okla.	1,600
Pushmataha, Okla.	2,400

Other ARB counties:

Benton, Ark.	11,400
Boone, Ark.	5,200
Carroll, Ark.	3,600
Madison, Ark.	1,900
Pope, Ark.	6,100
Yell, Ark.	3,300
Adair, Okla.	3,000
Muskogee, Okla.	18,500
Pittsburg, Okla.	10,100

Ft. Wayne, Ind.

Stations: WANE-TV* (CBS), WKJG-TV* (NBC), WPTA* (ABC)

TV homes 50%	cut off (UHF)
174,200	
TV homes 25%	cut off (UHF)
174,200	

COUNTIES	TV HOMES
50% (UHF):	
Adams, Ind.	6,600
Allen, Ind.	72,700
De Kalb, Ind.	8,200
Huntington, Ind.	14,000
Jay, Ind.	4,700
Noble, Ind.	8,100
Stauben, Ind.	4,100
Wabash, Ind.	8,000
Wells, Ind.	6,100
Whitley, Ind.	6,000
Defiance, Ohio	7,200

Mercer, Ohio	7,400
Paulding, Ohio	4,700
Van Wert, Ohio	8,700
Williams, Ohio	7,700
25%:	
None	

Fresno, Calif.

Stations: KAIL-TV*, KFRE-TV* (CBS), KICU-TV*, KJEO* (ABC), KMJ-TV* (NBC)

TV homes 50%	cut off (UHF)
217,800	
TV homes 25%	cut off (UHF)
218,800	

COUNTIES	TV HOMES
50% (UHF):	
Fresno, Calif.	115,600
Kings, Calif.	13,900
Madera, Calif.	11,100
Merced, Calif.	27,100
Tulare, Calif.	50,000
25% (UHF):	
Mariposa, Calif.	1,000

Glendive, Mont.

Stations: KXGN-TV (CBS, ABC, NBC)

TV homes 50%	cut off
6,400	
TV homes 25%	cut off
6,400	
Total ARB viewing area	10,900

COUNTIES	TV HOMES
50%:	
Dawson, Mont.	3,600
Fallon, Mont.	1,000
McCone, Mont.	900
Prairie, Mont.	600
Wibaux, Mont.	300
25%:	
None	
Other ARB counties:	
Custer, Mont.	3,700
Golden Valley, N. D.	800

Grand Junction, Colo.

Station: KREX-TV (CBS, ABC, NBC)

TV homes 50%	cut off
35,800	
TV homes 25%	cut off
35,200	
Total ARB viewing area	35,300

COUNTIES	TV HOMES
50%:	
Delta, Colo.	4,500
Garfield, Colo.	3,800
Gunnison, Colo.	1,300
Mesa, Colo.	17,700
Montrose, Colo.	5,800
Ouray, Colo.	300
Pitkin, Colo.	800
San Miguel, Colo.	800

25%:	
Hinsdale, Colo.	100
Mineral, Colo.	100
Other ARB counties:	
San Juan, Colo.	100

Grand Rapids-Kalamazoo, Mich.

Stations: WKZO-TV (CBS), WOOD-TV (NBC), WZZM-TV (ABC)

TV homes 50%	cut off
386,200	
TV homes 25%	cut off
421,600	
Total ARB viewing area	734,900

COUNTIES	TV HOMES
50%:	
Allegan, Mich.	16,800
Barry, Mich.	9,700
Branch, Mich.	9,700
Calhoun, Mich.	43,000
Eaton, Mich.	14,800
Hillsdale, Mich.	9,800
Ionia, Mich.	11,300
Kalamazoo, Mich.	51,700
Kent, Mich.	110,400
Muskegon, Mich.	44,600
Newaygo, Mich.	7,000
Ottawa, Mich.	29,000
St. Joseph, Mich.	13,400
Van Buren, Mich.	15,000

25%:

La Grange, Ind.	4,200
Stauben, Ind.	4,700
Cass, Mich.	11,300
Montcalm, Mich.	10,800
Oceana, Mich.	4,400

Other ARB counties:

Lake, Mich.	1,700
Elkhart, Ind.	32,700
St. Joseph, Ind.	72,000
Berrien, Mich.	46,300
Mason, Mich.	6,100
Clinton, Mich.	10,600
Gratiot, Mich.	10,300
Ingham, Mich.	62,000
Mecosta, Mich.	5,400
Isabella, Mich.	8,800
Jackson, Mich.	39,300
Manistee, Mich.	5,500
Osceola, Mich.	3,400
Williams, Ohio	9,200

Great Falls, Mont.

Stations: KFBB-TV (CBS, ABC), KRTV (NBC, ABC, CBS)

TV homes 50%	cut off
56,600	
TV homes 25%	cut off
61,000	
Total ARB viewing area	83,100

COUNTIES	TV HOMES
50%:	
Blaine, Mont.	1,900
Cascade, Mont.	24,900
Chouteau, Mont.	2,100

Glacier, Mont.	2,900
Hill, Mont.	5,700
Judith Basin, Mont.	900
Lewis and Clark, Mont.	8,900
Liberty, Mont.	800
Meagher, Mont.	800
Phillips, Mont.	1,400
Pondera, Mont.	2,200
Teton, Mont.	1,900
Toole, Mont.	2,200

25%:

Broadwater, Mont.	800
Fergus, Mont.	3,600

Other ARB counties:

Flathead, Mont.	9,800
Gallatin, Mont.	7,900
Jefferson, Mont.	1,000
Lake, Mont.	3,400

Green Bay, Wis.

Stations: WBAY-TV (CBS), WFRV-TV (NBC), WLUK-TV (ABC)

TV homes 50%	cut off
254,200	
TV homes 25%	cut off
333,700	
Total ARB viewing area	406,100

COUNTIES	TV HOMES
50%:	
Delta, Mich.	9,100
Dickinson, Mich.	6,700
Iron, Mich.	4,600
Menominee, Mich.	6,400
Brown, Wis.	36,300
Calumet, Wis.	6,000
Door, Wis.	5,800
Florence, Wis.	800
Fond du Lac, Wis.	21,000
Forest, Wis.	1,600
Green Lake, Wis.	4,600
Kewaunee, Wis.	4,900
Langlade, Wis.	4,900
Manitowoc, Wis.	22,100
Marinette, Wis.	9,600
Marquette, Wis.	2,500
Oconto, Wis.	6,500
Oneida, Wis.	6,300
Outagamie, Wis.	29,000
Portage, Wis.	9,800
Shawand, Wis.	8,800
Waupaca, Wis.	10,200
Waushara, Wis.	3,900
Winnebago, Wis.	32,800

25%:

Alger, Mich.	2,200
Baraga, Mich.	1,600
Houghton, Mich.	9,000
Manistee, Mich.	5,500
Marquette, Mich.	15,600
Adams, Wis.	2,200
Sheboygan, Wis.	26,600
Wood, Wis.	16,800

Other ARB counties:

Benzie, Mich.	1,900
Mason, Mich.	6,100
Ononagon, Mich.	2,800
Adams, Wis.	2,200
Dodge, Wis.	17,700
Juneau, Wis.	4,400
Lincoln, Wis.	6,300
Marathon, Wis.	24,700
Price, Wis.	3,500
Vilas, Wis.	2,800

Greensboro-Winston-Salem-High Point, N.C.

Stations: WFMY-TV (CBS), WGHP-TV (ABC), WSJS-TV (NBC)

TV homes 50%	cut off
296,700	
TV homes 25%	cut off
423,200	
Total ARB viewing area	828,900

COUNTIES	TV HOMES
50%:	
Alamance, N. C.	25,700
Alleghany, N. C.	1,800
Caswell, N. C.	4,000
Chatham, N. C.	6,700
Davidson, N. C.	23,900
Davie, N. C.	4,500
Forsyth, N. C.	58,900
Guilford (inner), N. C.	37,000
Guilford (outer), N. C.	39,400
Lee, N. C.	7,300
Montgomery, N. C.	4,800
Moore, N. C.	9,600
Person, N. C.	6,500
Randolph, N. C.	18,400
Rockingham, N. C.	19,600
Stokes, N. C.	5,700
Surry, N. C.	13,100
Yadkin, N. C.	6,000
Patrick, Va.	3,800

25%:

Durham, N. C.	31,300
Orange, N. C.	11,000
Rowan, N. C.	24,300
Grayson, Va.	6,200
Halifax, Va.	9,000
Henry, Va.	16,800
Pittsylvania, Va.	27,900

Other ARB counties:

Alexander, N. C.	4,200
Anson, N. C.	5,300
Ashe, N. C.	4,200
Burke, N. C.	14,000
Cabarrus, N. C.	19,800
Caldwell, N. C.	13,400
Catawba, N. C.	21,800
Cumberland, N. C.	38,100
Franklin, N. C.	5,900
Granville, N. C.	7,100
Harnett, N. C.	11,800
Iredell, N. C.	17,700
Johnston, N. C.	15,100
Mecklenburg, N. C.	84,700
Richmond, N. C.	9,700
Scotland, N. C.	5,300
Stanly, N. C.	11,800
Vance, N. C.	7,600
Wake, N. C.	48,200
Watauga, N. C.	4,000
Wilkes, N. C.	11,100
Chesterfield, S. C.	7,300
Johnson, Tenn.	2,200
Carroll, Va.	5,300
Charlotte, Va.	3,200
Franklin, Va.	6,500
Mecklenburg, Va.	7,100
Smyth, Va.	7,900
Wythe, Ga.	5,300

Greenville-Spartanburg, S.C.

Stations: WISE-TV* (NBC),
WFBC-TV (NBC),
WLOS-TV (ABC),
WSPA-TV (CBS)
TV homes 50%
cut off 386,900
TV homes 25%
cut off 473,300
Total ARB viewing area . . . 826,600

COUNTIES TV HOMES

50%:	
Elbert, Ga.	4,600
Franklin, Ga.	3,500
Hart, Ga.	4,100
Madison, Ga.	2,600
Stephens, Ga.	5,200
Bell, Ky.	6,100
Harlan, Ky.	8,500
Whitley, Ky.	5,200
Buncombe, N. C.	38,400
Burke, N. C.	14,000
Caldwell, N. C.	13,400
Cleveland, N. C.	17,000
Haywood, N. C.	10,800
Henderson, N. C.	10,900
Jackson, N. C.	3,600
Madison, N. C.	3,400
Polk, N. C.	3,000
Rutherford, N. C.	12,200
Swain, N. C.	1,500
Transylvania, N. C.	4,200
Yancey, N. C.	2,700
Abbeville, S. C.	5,000
Anderson, S. C.	28,200
Cherokee, S. C.	8,900
Greenville, S. C.	64,000
Greenwood, S. C.	12,700
Laurens, S. C.	11,800
Newberry, S. C.	7,300
Oconee, S. C.	10,300
Pickens, S. C.	13,100
Spartanburg, S. C.	43,400
Union, S. C.	7,300

25%:	
Banks, Ga.	1,400
Oglethorpe, Ga.	1,400
Wilkes, Ga.	2,400
Knott, Ky.	2,300
Knox, Ky.	4,200
Lincoln, N. C.	7,800
McDowell, N. C.	7,000
Chester, S. C.	7,300
McCormick, S. C.	1,600
York, S. C.	20,200
Greene, Tenn.	11,000
Jefferson, Tenn.	5,700
Unicoi, Tenn.	3,700
Lee, Va.	4,600
Russell, Va.	5,800

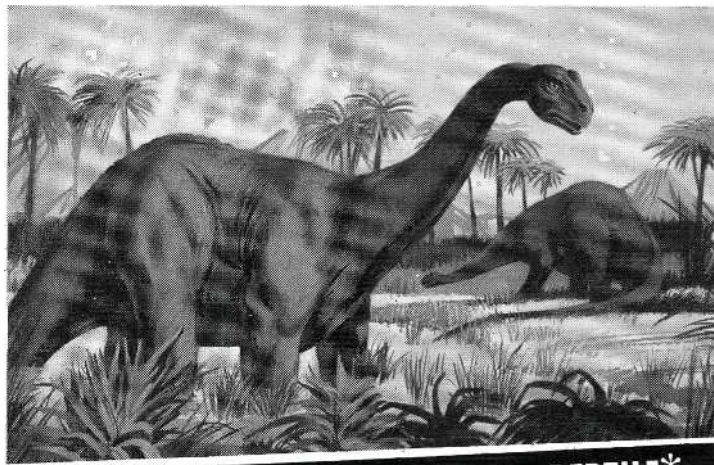
Other ARB counties:	
Barrow, Ga.	4,200
Clarke, Ga.	13,200
Habersham, Ga.	4,700
Hall, Ga.	14,900
Jackson, Ga.	4,800
Lincoln, Ga.	1,200
Lumpkin, Ga.	1,800
Morgan, Ga.	2,100
Oconee, Ga.	1,400
Rabun, Ga.	1,800
Taliaferro, Ga.	500

Towns, Ga.	1,100	Lancaster, S. C.	10,200
Union, Ga.	1,400	Saluda, S. C.	3,200
White, Ga.	1,800	Anderson, Tenn.	15,800
Laurel, Ky.	5,100	Campbell, Tenn.	5,400
Leslie, Ky.	1,000	Carter, Tenn.	10,400
Letcher, Ky.	4,500	Claiborne, Tenn.	3,200
Perry, Ky.	4,800	Cocke, Tenn.	5,400
Alexander, N. C.	4,200	Grainger, Tenn.	2,600
Avery, N. C.	2,500	Hamblen, Tenn.	9,800
Macon, N. C.	3,400	Hancock, Tenn.	1,300
Catawba, N. C.	21,800	Hawkins, Tenn.	7,000
Clay, N. C.	1,300	Loudon, Tenn.	6,500
Gaston, N. C.	36,400	Monroe, Tenn.	4,900
Graham, N. C.	1,300	Sullivan, Tenn.	33,700
Mecklenburg, N. C.	84,700	Union, Tenn.	1,800
Mitchell, N. C.	3,200	Washington, Tenn.	17,500
Chesterfield, S. C.	7,300	Scott, Va.	5,600
Edgefield, S. C.	3,300	Washington, Va.	14,800
Fairfield, S. C.	4,000	Wise, Va.	10,500

Greenville-Washington-New Bern, N. C.

Stations: WITN-TV (NBC),
WNBE-TV (ABC),
WNCT-TV (CBS)
TV homes 50%
cut off 203,500
TV homes 25%
cut off 234,700
Total ARB viewing area . . . 372,300
COUNTIES TV HOMES
50%:
Beaufort, N. C. 8,800
Bertie, N. C. 4,700
Carteret, N. C. 8,100
Carven, N. C. 15,800

Duplin, N. C.	9,100
Edgecombe, N. C.	12,700
Greene, N. C.	3,300
Halifax, N. C.	12,600
Hyde, N. C.	1,000
Jones, N. C.	2,300
Lenoir, N. C.	14,300
Martin, N. C.	5,900
Nash, N. C.	14,500
Onslow, N. C.	21,800
Pamlico, N. C.	2,300
Pitt, N. C.	17,000
Sampson, N. C.	10,600
Washington, N. C.	3,100
Wayne, N. C.	21,400
Wilson, N. C.	14,200
25%:	
Chowan, N. C.	2,600
Dare, N. C.	1,700



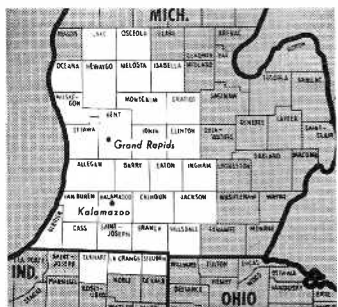
YOU MAY NEVER SEE A 40-TON REPTILE*

BUT . . . Your Spots Carry Weight in the 37th Market via WKZO-TV

SRDS (1966) lists Grand Rapids-Kalamazoo as the nation's 37th television viewing area — UP a couple of notches!

Why the growth? Because the

WKZO-TV MARKET COVERAGE AREA • ARB '65



Greater Western Michigan area is booming! In Kalamazoo alone, for instance, just four new plants meant another 7,200 jobs, 18,000 new people in town, and another \$25,000,000 in retail sales. And that's going on all over the market.

If you want to do a heavyweight job in a big market that's getting bigger, bear down where it will add up throughout Greater Western Michigan — on WKZO-TV. Your Avery-Knodel man can help you increase your impact if you'll give him the chance.

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

*The giant dinosaurs reached this weight.



The Folger Stations
RADIO
WKZO KALAMAZOO BATTLE CREEK
WJEP GRAND RAPIDS
WMTM GRAND RAPIDS KALAMAZOO
WMTV-FM CANTON
TELEVISION
WKZO-TV GRAND RAPIDS KALAMAZOO
WWTW CANTON GRAND RAPIDS
WWUP-TV SAULT STE. MARIE
WOLN-TV CANTON GRAND RAPIDS
WOLN-TV GRAND ISLAND

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc. Exclusive National Representatives

Greenville, N.C. continued

Franklin, N. C.	5,900
Johnston, N. C.	15,000
Northampton, N. C.	5,200
Tyrrell, N. C.	800

Greenwood, Miss.

Station: WABG-TV (ABC)
TV homes 50% cut off 35,000
TV homes 25% cut off 43,700
Total ARB viewing area 95,900

COUNTIES	TV HOMES
50%:	
Bolivar, Miss.	8,400
Carroll, Miss.	1,400
Grenada, Miss.	3,900
Leflore, Miss.	8,900
Montgomery, Miss.	2,600
Sunflower, Miss.	6,300
Tallahatchie, Miss.	3,500

25%:

Calhoun, Miss.	3,400
Humphreys, Miss.	3,100
Yalobusha, Miss.	2,200

Other ARB counties:

Attala, Miss.	3,900
Coahoma, Miss.	8,700
Holmes, Miss.	4,400
Lafayette, Miss.	4,300
Quitman, Miss.	3,400
Sharkey, Miss.	1,800
Washington, Miss.	17,200
Webster, Miss.	2,200
Yazoo, Miss.	6,300

Hannibal, Mo.-Quincy, Ill.

Stations: KHQA-TV (CBS, ABC), WGEM-TV (NBC, ABC)
TV homes 50% cut off 131,200
TV homes 25% cut off 146,600
Total ARB viewing area 215,700

COUNTIES	TV HOMES
50%:	
Adams, Ill.	21,500
Brown, Ill.	1,900
Cass, Ill.	4,100
Hancock, Ill.	7,200
McDonough, Ill.	8,700
Morgan, Ill.	9,900
Pike, Ill.	6,000
Schuyler, Ill.	2,500
Scott, Ill.	1,700
Lee, Iowa	12,900
Van Buren, Iowa	2,800

Adair, Mo.	6,100
Audrain, Mo.	7,900
Clark, Mo.	2,600
Knox, Mo.	1,800
Lewis, Mo.	3,200
Macon, Mo.	4,900
Marion, Mo.	9,100
Monroe, Mo.	3,300
Pike, Mo.	5,000
Ralls, Mo.	2,200
Schuyler, Mo.	1,300
Scotland, Mo.	1,800
Shelby, Mo.	2,800

25%:

Henderson, Ill.	2,400
Davis, Iowa	2,600
Montgomery, Mo.	3,400
Randolph, Mo.	7,000

Other ARB counties:

Calhoun, Ill.	1,500
Fulton, Ill.	12,700
Greene, Ill.	5,000
Des Moines, Iowa	13,900
Henry, Iowa	4,800
Jefferson, Iowa	4,500
Wapello, Iowa	13,500
Washington, Iowa	5,400
Calhoun, Mo.	5,900
Putnam, Mo.	1,900

Harlingen-Weslaco, Tex.

Stations: KGBT-TV (CBS, ABC), KRGV-TV (NBC, ABC)
TV homes 50% cut off 83,700
TV homes 25% cut off 84,400
Total ARB viewing area 84,600

COUNTIES	TV HOMES
50%:	
Cameron, Tex.	36,500
Hidalgo North, Tex.	35,600
Hidalgo South, Tex.	4,200
Starr, Tex.	3,400
Willacy, Tex.	4,000

25%:

Zapata, Tex.	700
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Other ARB counties:

Kenedy, Tex.	200
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Harrisburg-Lancaster-York-Lebanon, Pa.

Stations: WHP-TV* (CBS), WTPA* (ABC), WGAL-TV (NBC), WLYH-TV* (CBS), WSBA-TV* (CBS)
TV homes 50% cut off (VHF) 360,700
TV homes 25% cut off (VHF) 452,100
Total ARB viewing area (VHF) 1,344,800
TV homes 50% cut off (UHF) 135,700
TV homes 25% cut off (UHF) 190,500

COUNTIES	TV HOMES
50% (VHF):	
Adams, Pa.	14,800

Cumberland, Pa.	39,600
Dauphin, Pa.	67,600
Franklin, Pa.	25,800
Juniata, Pa.	4,300
Lancaster, Pa.	80,600
Lebanon, Pa.	26,300
Mifflin, Pa.	12,400
Perry, Pa.	7,500
Snyder, Pa.	6,600
York, Pa.	75,200

25% (VHF):

Centre, Pa.	20,400
Huntingdon, Pa.	10,300
Lycoming, Pa.	32,200
Northumberland, Pa.	28,500

50% (UHF):

Cumberland, Pa.	38,300
Dauphin, Pa.	65,600
Lebanon, Pa.	25,000
Perry, Pa.	6,700

25% (UHF):

Juniata, Pa.	2,300
York, Pa.	52,600

Other ARB counties (VHF only):

Baltimore, Md.	457,600
Carroll, Md.	15,300
Cecil, Md.	14,000
Frederick, Md.	21,000
Harford, Md.	23,700
Howard, Md.	11,300
Kent, Md.	4,700
Queen Annes, Md.	5,000
Washington, Md.	28,100
Berks, Pa.	86,700
Cameron, Pa.	2,200
Chester, Pa.	64,400
Clinton, Pa.	10,500
Columbia, Pa.	15,500
Fulton, Pa.	2,700
Lehigh, Pa.	71,000
Montour, Pa.	3,900
Schuylkill, Pa.	47,400
Sullivan, Pa.	1,700
Union, Pa.	6,000

Harrisonburg, Va.

Station: WSYA-TV (NBC, ABC, CBS)
TV homes 50% cut off 54,600
TV homes 25% cut off 61,100
Total ARB viewing area 233,600

COUNTIES	TV HOMES
50%:	
Augusta, Va.	21,100
Greene, Va.	900
Page, Va.	4,600
Rockingham, Va.	15,700
Shenandoah, Va.	6,500
Grant, W. Va.	2,000
Hardy, W. Va.	2,100
Pendleton, W. Va.	1,700

25%:

Highland, Va.	500
Madison, Va.	1,900
Warren, Va.	4,100

Other ARB counties:

Alleghany, Md.	23,900
----------------	--------

Garrett, Md.	4,700
Washington, Md.	28,100
Bedford, Pa.	11,700
Franklin, Pa.	25,800
Fulton, Pa.	2,700
Albemarle, Va.	17,300
Bath, Va.	1,200
Clarke, Va.	2,300
Culpeper, Va.	4,200
Fluvanna, Va.	1,600
Frederick, Va.	11,700
Louisa, Va.	3,100
Nelson, Va.	2,800
Orange, Va.	3,300
Rappahannock, Va.	1,200
Stafford, Va.	5,200
Berkeley, W. Va.	9,700
Hampshire, W. Va.	2,600
Mineral, W. Va.	5,700
Morgan, W. Va.	2,200
Tucker, W. Va.	1,500

Hartford-New Haven-New Britain, Conn.

Stations: WHCT*, WHNB-TV (NBC)*, WHNC-TV (ABC), WTIC-TV (CBS)
TV homes 50% cut off (VHF) 702,700
TV homes 25% cut off (VHF) 845,200
Total ARB viewing area (VHF) 1,638,400
TV homes 50% cut off (UHF) 224,300
TV homes 25% cut off (UHF) 238,100

COUNTIES	TV HOMES
50% (VHF):	
Hartford, Conn.	223,900
Litchfield, Conn.	38,400
Middlesex, Conn.	27,800
New Haven, Conn.	212,500
Tolland, Conn.	20,500
Franklin, Mass.	16,200
Hampden, Mass.	135,100
Hampshire, Mass.	28,300

25% (VHF):

New London, Conn.	56,800
Windham, Conn.	21,300
Berkshire, Mass.	43,000
Cheshire, N. H.	13,800
Bennington, Vt.	7,600

50% (UHF):

Hartford, Conn.	203,700
Middlesex, Conn.	20,600
Tolland, Conn.	13,800

Other ARB counties (VHF only):

Fairfield, Conn.	214,200
Worcester, Mass.	173,700
Dutchess, N. Y.	53,100
Suffolk, N. Y.	246,700
Ulster, N. Y.	40,100
Kent, R. I.	38,900
Washington, R. I.	17,900
Windham, Vt.	8,600

Hastings-Kearney, Neb.

Stations: KHAS-TV (NBC), KHOL-TV (ABC)
TV homes 50% cut off 142,800
TV homes 25% cut off 160,400

COUNTIES	TV HOMES
50%:	
Phillips, Colo.	1,400
Sedgwick, Colo.	1,000
Yuma, Colo.	2,400
Cheyenne, Kan.	1,100
Decatur, Kan.	1,500
Jewell, Kan.	1,700
Norton, Kan.	2,200
Phillips, Kan.	2,200
Rawlins, Kan.	1,300
Smith, Kan.	2,100
Adams, Neb.	8,848
Antelope, Neb.	2,500
Arthur, Neb.	200
Boone, Neb.	2,400
Buffalo, Neb.	8,000
Chase, Neb.	1,200
Clay, Neb.	2,900
Custer, Neb.	4,200
Dawson, Neb.	5,900
Dundy, Neb.	900
Franklin, Neb.	1,400
Frontier, Neb.	1,000
Furnas, Neb.	2,000
Garden, Neb.	800
Garfield, Neb.	800
Gosper, Neb.	700
Greeley, Neb.	900
Hall, Neb.	11,900
Hamilton, Neb.	2,600
Harlan, Neb.	1,200
Hayes, Neb.	500
Hitchcock, Neb.	1,200
Holt, Neb.	3,400
Howard, Neb.	1,700
Kearney, Neb.	2,000
Keith, Neb.	2,400
Lincoln, Neb.	8,800
Logan, Neb.	300
McPherson, Neb.	200
Madison, Neb.	7,600
Merrick, Neb.	2,500
Nance, Neb.	1,500
Nuckolls, Neb.	2,300
Perkins, Neb.	1,100
Phelps, Neb.	3,200
Pierce, Neb.	2,500
Platte, Neb.	7,400
Polk, Neb.	1,900
Red Willow, Neb.	4,200
Sherman, Neb.	1,400
Stanton, Neb.	1,600
Valley, Neb.	1,800
Webster, Neb.	1,600
Wheeler, Neb.	300
York, Neb.	4,100

25%:

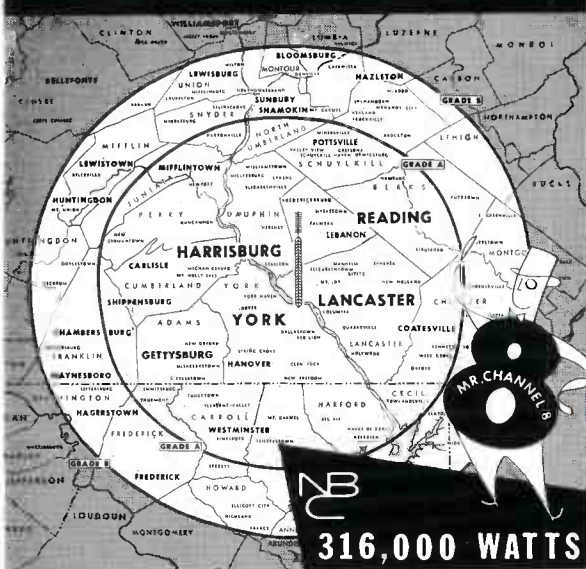
Mitchell, Kan.	2,200
Thomas, Kan.	2,000
Blaine, Neb.	200
Butler, Neb.	2,800
Deuel, Neb.	1,000
Fillmore, Neb.	2,900
Grant, Neb.	300
Knox, Neb.	3,300
Loup, Neb.	300
Thayer, Neb.	2,600

I'LL SAY IT JUST ONCE MORE . . .



**LANCASTER-
HARRISBURG-
YORK-LEBANON
IS ONE
TV MARKET WITH
WGAL-TV
CHANNEL 8**

MULTI-CITY TV MARKET



CHANNEL 8 reaches a great, thriving area, including these four major markets, as well as many other communities. And, it delivers the giant share of the viewers in its market.

Another priceless plus: 23%* color penetration for its all-color local telecasts and NBC programs.

*Based on Oct.-Nov. 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV
Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

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

Hasting-Kearney, Neb.
continued

Other ARB counties:
Insufficient data

Hattiesburg-Laurel, Miss.

Station: WDAM-TV
(NBC, ABC)

TV homes 50%
cut off 54,500

TV homes 25%
cut off 66,800

Total ARB viewing area 147,700

COUNTIES TV HOMES

50%:

Table listing counties and TV homes for Hattiesburg-Laurel, Miss. 50% category.

25%:

Table listing counties and TV homes for Hattiesburg-Laurel, Miss. 25% category.

Other ARB counties:

Table listing other ARB counties and TV homes for Hattiesburg-Laurel, Miss.

Hays, Kan.

Station: KAYS-TV
(CBS, ABC)

TV homes 50%
cut off 37,700

TV homes 25%
cut off 47,400

Total ARB viewing area 76,700

COUNTIES TV HOMES

50%:

Table listing counties and TV homes for Hays, Kan. 50% category.

Table listing counties and TV homes for Sherman, Kan.

Table listing counties and TV homes for Sherman, Kan. 25% category.

Other ARB counties:

Table listing other ARB counties and TV homes for Sherman, Kan.

Helena, Mont.

Station: KBLL-TV
(CBS, ABC, NBC)

TV homes 50% cut off 8,900

TV homes 25% cut off 8,900

Total ARB viewing area 10,700

COUNTIES TV HOMES

50%:

Table listing counties and TV homes for Helena, Mont. 50% category.

25%:

Table listing counties and TV homes for Helena, Mont. 25% category.

Other ARB counties:

Table listing other ARB counties and TV homes for Helena, Mont.

Honolulu

Stations: KGMB-TV (CBS), KHON-TV (NBC)
(operates satellite KHAW-TV, Hilo, and KAIL-TV, Wailuku), KHVH-TV (ABC)
(operates satellites KHVO Hilo, and KMVI-TV, Wailuku), KTRG-TV

TV homes 50% cut off 156,000

TV homes 25% cut off 156,000

Total ARB viewing area 156,000

Houston

Stations: KHOU-TV (CBS), KHTV*, KJDO-TV*, KPRC-TV (NBC), KTRK-TV (ABC)

TV homes 50% cut off 567,900

TV homes 25% cut off 584,700

Total ARB viewing area 631,000

COUNTIES TV HOMES

50%:

Table listing counties and TV homes for Houston.

Table listing counties and TV homes for Galveston, Tex.

Table listing counties and TV homes for Galveston, Tex. 25% category.

Other ARB counties:

Table listing other ARB counties and TV homes for Galveston, Tex.

Huntsville, Ala.

Stations: WAAY-TV* (ABC), WHNT-TV* (CBS)

TV homes 50%
cut off (UHF) 94,000

TV homes 25%
cut off (UHF) 95,700

COUNTIES TV HOMES

50% (UHF):

Table listing counties and TV homes for Huntsville, Ala. 50% (UHF) category.

25% (UHF):

Table listing counties and TV homes for Huntsville, Ala. 25% (UHF) category.

Idaho Falls, Idaho

Stations: KID-TV (CBS, ABC), KIFI-TV (NBC, ABC, CBS)

TV homes 50% cut off 61,300

TV homes 25% cut off 67,400

Total ARB viewing area 114,800

COUNTIES TV HOMES

50%:

Table listing counties and TV homes for Idaho Falls, Idaho.

Table listing counties and TV homes for Teton, Wyo.

25%:
Caribou, Idaho 1,500
Cassia, Idaho 4,600

Other ARB counties:

Table listing other ARB counties and TV homes for Teton, Wyo.

Indianapolis

Stations: WFWM-TV (NBC), WISH-TV (CBS), WLWI (ABC), WTTV

TV homes 50% cut off 672,800

TV homes 25% cut off 734,300

Total ARB viewing area 841,800

COUNTIES TV HOMES

50%:

Table listing counties and TV homes for Indianapolis.

25%:

Table listing counties and TV homes for Indianapolis. 25% category.

Table listing counties and TV homes for Jackson, Ind.

Other ARB counties:

Table listing other ARB counties and TV homes for Jackson, Ind.

Jackson, Miss.

Stations: WJTV (CBS, ABC), WLBT (NBC, ABC)

TV homes 50% cut off 230,000

TV homes 25% cut off 288,600

Total ARB viewing area 384,600

COUNTIES TV HOMES

50%:

Table listing counties and TV homes for Jackson, Miss. 50% category.

25%:

Table listing counties and TV homes for Jackson, Miss. 25% category.

Forest, Miss.	15,000
Jones, Miss.	15,600
Lauderdale, Miss.	18,700

Other ARB counties:

Chicot, Ark.	4,300
Catahoula, La.	2,200
Morehouse, La.	8,100
Ouachita, La.	31,100
Richland, La.	4,900
West Carroll, La.	2,800
Bolivar, Miss.	8,400
Calhoun, Miss.	3,400
Coahoma, Miss.	8,700
Grenada, Miss.	3,900
Lamar, Miss.	3,300
Oktibbeha, Miss.	4,900
Tallahatchie, Miss.	3,500
Webster, Miss.	2,200
Wilkinson, Miss.	2,100
Yalobusha, Miss.	2,200

Jackson, Tenn.

Station: **WDXI-TV (CBS, ABC)**
TV homes 50% cut off . . . 51,700
TV homes 25% cut off . . . 55,700
Total ARB viewing area . . . 162,000

COUNTIES TV HOMES

50%:

Carroll, Tenn.	5,700
Chester, Tenn.	2,100
Decatur, Tenn.	1,800
Gibson, Tenn.	11,800
Hardin, Tenn.	3,800
Henderson, Tenn.	3,900
Madison, Tenn.	16,500
Weakley, Tenn.	6,100

25%:

McNairy, Tenn.	4,000
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Other ARB counties:

Mississippi, Ark.	16,900
Fulton, Ky.	2,800
Alcorn, Miss.	6,200
Prentiss, Miss.	4,200
Tippah, Miss.	3,500
Tishomingo, Miss.	3,100
Pemiscott, Mo.	7,900
Benton, Tenn.	2,900
Crockett, Tenn.	3,400
Dyer, Tenn.	7,500
Fayette, Tenn.	3,700
Hardeman, Tenn.	3,800
Haywood, Tenn.	4,200
Henry, Tenn.	5,800
iLake, Tenn.	1,900
Lauderdale, Tenn.	4,800
Lawrence, Tenn.	6,800
Obion, Tenn.	7,500
Perry, Tenn.	1,000
Tipton, Tenn.	6,200
Wayne, Tenn.	2,200

Jacksonville, Fla.

Stations: **WFGA-TV (NBC)**,
WJKS-TV* (ABC),
WJXT-TV (CBS)
TV homes 50% cut off . . . 249,900
TV homes 25% cut off . . . 279,100
Total ARB viewing area . . . 429,800

COUNTIES TV HOMES

50%:

Alachua, Fla.	19,200
Baker, Fla.	1,700
Bradford, Fla.	3,100

Clay, Fla.	5,700
Columbia, Fla.	5,200
Dixie, Fla.	1,000
Duval, Fla.	144,400
Flagler, Fla.	1,300
Gilchrist, Fla.	700
Hamilton, Fla.	1,500
Levy, Fla.	2,500
Nassau, Fla.	4,800
Putnam, Fla.	9,700
St. Johns, Fla.	8,800
Suwannee, Fla.	3,100
Union, Fla.	700
Appling, Ga.	2,700
Bacon, Ga.	1,800
Brantley, Ga.	1,200
Camden, Ga.	2,800
Charlton, Ga.	1,200
Clinch, Ga.	1,500
Glynn, Ga.	13,500
Pierce, Ga.	1,900
Ware, Ga.	9,900

25%:

Marion, Fla.	15,100
Atkinson, Ga.	1,000
Coffee, Ga.	4,800
Jeff Davis, Ga.	1,900
McIntosh, Ga.	1,500
Wayne, Ga.	4,900

Other ARB counties:

Citrus, Fla.	3,300
Franklin, Fla.	1,700
Jefferson, Fla.	1,900
Lafayette, Fla.	700
Lake, Fla.	20,600
Madison, Fla.	2,800
Seminole, Fla.	19,300
Sumter, Fla.	3,200
Taylor, Fla.	3,300
Volusia, Fla.	51,900
Wakulla, Fla.	1,300
Berrien, Ga.	2,500
Brooks, Ga.	3,200
Cook, Ga.	2,800
Echols, Ga.	200
Lanier, Ga.	1,000
Lowndes, Ga.	14,200
Montgomery, Ga.	1,000
Telfair, Ga.	2,300
Thomas, Ga.	8,800
Toombs, Ga.	3,800
Wheeler, Ga.	900

Johnstown-Altoona, Pa.

Stations: **WFBG-TV (CBS)**,
WARD-TV (CBS, ABC),
WJAC-TV (NBC, ABC)
TV homes 50% cut off . . . 261,600
TV homes 25% cut off . . . 455,300
Total ARB viewing area . . . 1,434,300

COUNTIES TV HOMES

50%:

Garrett, Md.	4,700
Armstrong, Pa.	22,200
Bedford, Pa.	11,700
Blair, Pa.	39,300
Cambria, Pa.	54,700
Cameron, Pa.	2,200
Centre, Pa.	20,400
Clarion, Pa.	9,900
Clearfield, Pa.	21,900
Elk, Pa.	10,300
Forest, Pa.	1,100

Huntingdon, Pa.	10,300
Indiana, Pa.	19,800
Jefferson, Pa.	13,000
Somerset, Pa.	20,100

25%:

Butler, Pa.	33,200
Clinton, Pa.	10,500
Fulton, Pa.	2,800
Mifflin, Pa.	12,500
Potter, Pa.	4,500
Venango, Pa.	17,200
Westmoreland, Pa.	104,100
Grant, W. Va.	2,000
Hampshire, W. Va.	2,600
Hardy, W. Va.	2,100
Morgan, W. Va.	2,200

Other ARB counties:

Allegheny, Md.	23,900
Columbiana, Ohio	31,800
Allegheny, Pa.	479,800
Beaver, Pa.	60,600
Crawford, Pa.	21,300
Fayette, Pa.	44,300
Franklin, Pa.	25,800
Greene, Pa.	10,000
Juniata, Pa.	4,300
Lawrence, Pa.	32,400
Lycoming, Pa.	32,200
McKean, Pa.	15,200
Mercer, Pa.	36,700
Montour, Pa.	3,900
Northumberland, Pa.	28,500
Perry, Pa.	7,400
Snyder, Pa.	6,600
Tioga, Pa.	9,800
Union, Pa.	6,000
Washington, Pa.	62,400
Berkeley, W. Va.	9,700
Mineral, W. Va.	5,700
Monongalia, W. Va.	13,500
Preston, W. Va.	5,700
Tucker, W. Va.	1,500

Jonesboro, Ark.

Station: **KAIT-TV (ABC)**
TV homes 50% cut off . . . 36,900
TV homes 25% cut off . . . 58,200
Total ARB viewing area . . . 103,100

COUNTIES TV HOMES

50%:

Craighead, Ark.	13,700
Greene, Ark.	7,000
Jackson, Ark.	6,000
Lawrence, Ark.	4,200
Randolph, Ark.	3,000
Sharp, Ark.	1,200
Ripley, Mo.	1,800

25%:

Fulton, Ark.	1,200
Clay, Ark.	5,500
Independence, Ark.	5,600
Poinsett, Ark.	7,000
Oregon, Mo.	2,000

Other ARB counties:

Crittenden, Ark.	11,400
Cross, Ark.	4,400
Mississippi, Ark.	16,900
Woodruff, Ark.	2,900
Dunklin, Mo.	9,300

Joplin, Mo.-Pittsburg, Kan.

Stations: **KODE-TV**

(**CBS, ABC**),
KOAM-TV (NBC, ABC)
TV homes 50% cut off . . . 147,400
TV homes 25% cut off . . . 152,300
Total ARB viewing area . . . 195,000

COUNTIES TV HOMES

50%:

Benton, Ark.	11,400
Allen, Kan.	4,700
Bourbon, Kan.	4,800
Cherokee, Kan.	6,800
Crawford, Kan.	12,100
Lafayette, Mo.	7,600
Montgomery, Kan.	13,500
Neosho, Kan.	5,700
Wilson, Kan.	3,500
Woodson, Kan.	1,200
Barry, Mo.	5,100
Barton, Mo.	3,200
Dade, Mo.	2,000
Jasper, Mo.	25,200
Lawrence, Mo.	6,700
McDonald, Mo.	3,100
Newton, Mo.	9,200
Vernon, Mo.	5,300
Craig, Okla.	4,100
Delaware, Okla.	3,500
Ottawa, Okla.	8,700

25%:

Linn, Kan.	2,300
Cedar, Mo.	2,600

Other ARB counties:

Carroll, Ark.	3,600
Madison, Ark.	1,900
Washington, Ark.	17,900
Anderson, Kan.	2,300
Coffey, Kan.	2,100
Elk, Kan.	1,300
Bates, Mo.	4,600
Polk, Mo.	3,700
St. Clair, Mo.	2,200
Nowata, Okla.	3,100

Kansas City, Mo.

Stations: **KCMO-TV (CBS)**,
KMBC-TV (ABC),
WDAF-TV (NBC)
TV homes 50% cut off . . . 597,700
TV homes 25% cut off . . . 648,100
Total ARB viewing area . . . 689,000

COUNTIES TV HOMES

50%:

Anderson, Kan.	2,300
Atchison, Kan.	5,700
Brown, Kan.	3,700
Doniphan, Kan.	2,400
Douglas, Kan.	12,700
Franklin, Kan.	5,900
Geary, Kan.	8,300
Jackson, Kan.	2,800
Jefferson, Kan.	3,200
Johnson, Kan.	51,600
Leavenworth, Kan.	12,500
Linn, Kan.	2,300
Miami, Kan.	5,800
Osage, Kan.	3,900
Shawnee, Kan.	47,200
Wyandotte, Kan.	56,100
Andrew, Mo.	3,400
Bates, Mo.	4,600
Buchanan, Mo.	28,100
Caldwell, Mo.	2,600
Carroll, Mo.	3,900
Cass, Mo.	10,000

Clay, Mo.	31,800
Clinton, Mo.	3,600
Davies, Mo.	2,700
De Kalb, Mo.	1,900
Gentry, Mo.	2,300
Grundy, Mo.	3,800
Henry, Mo.	5,900
Jackson, Mo.	207,300
Johnson, Mo.	9,000
Lafayette, Mo.	7,500
Linn, Mo.	4,900
Livingston, Mo.	4,800
Pettis, Mo.	11,200
Platte, Mo.	7,900
Ray, Mo.	5,000
St. Clair, Mo.	2,200
Saline, Mo.	6,900

25%:

Bourbon, Kan.	4,800
Cloud, Kan.	3,800
Nemaha, Kan.	3,200
Riley, Kan.	10,900
Wabaussee, Kan.	1,700
Benton, Mo.	2,600
Chariton, Mo.	3,300
Harrison, Mo.	3,300
Holt, Mo.	1,900
Nodaway, Mo.	5,800
Vernon, Mo.	5,300
Richardson, Neb.	3,800

Other ARB counties:

Allen, Kan.	4,700
Coffee, Kan.	2,100
Lyon, Kan.	7,600
Marshall, Kan.	4,200
Morris, Kan.	1,900
Pottawatomie, Kan.	3,200
Atchison, Mo.	2,400
Barton, Mo.	3,200
Cedar, Mo.	2,600
Howard, Mo.	2,900
Mercer, Mo.	1,500
Sullivan, Mo.	2,300
Worth, Mo.	1,000
Pawnee, Neb.	1,300

Klamath Falls, Ore.

Station: **KOTI-TV (ABC, CBS, NBC)**
TV homes 50% cut off . . . 16,800
TV homes 25% cut off . . . 29,300
Total ARB viewing area . . . 29,300

COUNTIES TV HOMES

50%:

Klamath, Ore.	14,800
Lake, Ore.	2,000

25%:

Modoc, Calif.	2,200
Siskiyou, Calif.	10,300

Other ARB counties:

None

Knoxville, Tenn.

Stations: **WATE-TV (NBC)**,
WBIR-TV (CBS),
WTVK (ABC)
TV homes 50% cut off (VHF) . . . 219,500
TV homes 25% cut off (VHF) . . . 258,000
Total ARB viewing area (VHF only) . . . 433,700

Knoxville, Tenn. continued

TV homes 50% cut off (UHF)..... None
TV homes 25% cut off (UHF)..... 49,400

COUNTIES TV HOMES

50% (VHF):
 Bell, Ky..... 6,100
 Clay, Ky..... 2,900
 Harlan, Ky..... 8,500
 Knox, Ky..... 4,200
 Laurel, Ky..... 5,200
 McCreary, Ky..... 1,700
 Pulaski, Ky..... 6,600
 Whitley, Ky..... 5,200
 Graham, N. C..... 1,300
 Anderson, Tenn..... 15,800
 Blount, Tenn..... 15,200
 Campbell, Tenn..... 5,400
 Claiborne, Tenn..... 3,200
 Cocke, Tenn..... 5,400
 Cumberland, Tenn..... 4,000
 Grainger, Tenn..... 2,600
 Hamblen, Tenn..... 9,800
 Hancock, Tenn..... 1,300
 Jefferson, Tenn..... 5,700
 Knox, Tenn..... 74,200
 Loudon, Tenn..... 6,600
 Monroe, Tenn..... 4,900
 Morgan, Tenn..... 2,600
 Roane, Tenn..... 10,900
 Scott, Tenn..... 2,600
 Sevier, Tenn..... 5,900
 Union, Tenn..... 1,800

25% (VHF):
 Jackson, Ky..... 1,400
 Leslie, Ky..... 1,000
 Russell, Ky..... 2,100
 Wayne, Ky..... 2,200
 Swain, N. C..... 1,500
 Fentress, Tenn..... 2,200
 Hawkins, Tenn..... 7,000
 McMinn, Tenn..... 9,000
 Rhea, Tenn..... 3,700
 Unicoi, Tenn..... 3,700
 Lee, Va..... 4,600

25% (UHF):
 Anderson, Tenn..... 5,300
 Blount, Tenn..... 5,500
 Knox, Tenn..... 38,600

Other ARB counties

(VHF only):
 Lee, Ga..... 1,200
 Fanny, Ga..... 3,100
 Gilmer, Ga..... 2,000
 Casey, Ky..... 2,500
 Estill, Ky..... 2,000
 Madison, Ky..... 7,800
 Owsley, Ky..... 500
 Perry, Ky..... 4,800
 Rockcastle, Ky..... 2,000
 Buncombe, N. C..... 38,300
 Cherokee, N. C..... 3,600
 Clay, N. C..... 1,300
 Haywood, N. C..... 10,800
 Henderson, N. C..... 10,800
 Jackson, N. C..... 3,600
 McDowell, N. C..... 7,000
 Macon, N. C..... 3,400
 Madison, N. C..... 3,400
 Polk, N. C..... 3,000
 Bledsoe, Tenn..... 1,500
 Bradley, Tenn..... 11,000
 Carter, Tenn..... 10,400
 Greene, Tenn..... 11,000

Johnson, Tenn..... 2,200
 Meigs, Tenn..... 900
 Pickett, Tenn..... 700
 Polk, Tenn..... 2,500
 Sequatchie, Tenn..... 1,300
 Washington, Tenn..... 17,500
 Scott, Va..... 5,600

La Crosse, Wis.

Station: WKBT (CBS, ABC, NBC)
Major facility change in market subsequent to latest county survey measurement data.
TV homes 50% cut off... 121,600
TV homes 25% cut off... 146,900
Total ARB viewing area... 306,300

COUNTIES TV HOMES

50%:
 Allamakee, Iowa..... 4,200
 Winneshiek, Iowa..... 5,400
 Fillmore, Minn..... 6,300
 Houston, Minn..... 4,400
 Wabasha, Minn..... 4,500
 Winona, Minn..... 10,700
 Buffalo, Wis..... 3,700
 Chippewa, Wis..... 11,700
 Crawford, Wis..... 3,900
 Eau Claire, Wis..... 16,800
 Jackson, Wis..... 4,100
 Juneau, Wis..... 4,400
 La Crosse, Wis..... 21,000
 Monroe, Wis..... 7,700
 Trempealeau, Wis..... 6,200
 Vernon, Wis..... 6,600

25%:
 Howard, Iowa..... 3,300
 Adams, Wis..... 2,200
 Clark, Wis..... 7,800
 Dunn, Wis..... 6,700
 Pepin, Wis..... 1,900
 Rusk, Wis..... 3,400

Other ARB counties:

Chickasaw, Iowa..... 4,000
 Clayton, Iowa..... 5,900
 Fayette, Iowa..... 8,000
 Mitchell, Iowa..... 3,900
 Dodge, Minn..... 3,400
 Goodhue, Minn..... 9,400
 Mower, Minn..... 13,800
 Olmsted, Minn..... 20,000
 Grant, Wis..... 11,900
 Iowa, Wis..... 5,000
 Marathon, Wis..... 24,700
 Pierce, Wis..... 6,200
 Richland, Wis..... 4,400
 St. Croix, Wis..... 8,200
 Sauk, Wis..... 9,500
 Taylor, Wis..... 4,300
 Wood, Wis..... 16,800

Lafayette, Ind.

Station: WFAM-TV* (CBS)
TV homes 50% cut off (UHF)..... None
TV homes 25% cut off (UHF)..... 15,300

COUNTIES TV HOMES

50% (UHF):
 None

25% (UHF):
 Benton, Ind..... 900
 Tippecanoe, Ind..... 12,300
 White, Ind..... 2,100

Lafayette, La.

Stations: KATC (ABC), KLFY-TV (CBS)
TV homes 50% cut off... 123,200
TV homes 25% cut off... 213,500
Total ARB viewing area... 304,100

COUNTIES TV HOMES

50%:
 Acadia, La..... 12,500
 Allen, La..... 4,800
 Evangeline, La..... 7,300
 Iberia, La..... 14,000
 Jefferson Davis, La..... 7,700
 Lafayette, La..... 24,300
 St. Landry, La..... 17,500
 St. Martin, La..... 6,800
 St. Mary, La..... 13,300
 Vermillion, La..... 10,700
 Vernon, La..... 4,300

25%:
 Avoyelles, La..... 9,000
 Beauregard, La..... 4,600
 Calcasieu, La..... 44,800
 Cameron, La..... 1,700
 Rapides, La..... 30,200

Other ARB counties:

Tippecanoe, Ind..... 25,000
 Assumption, La..... 3,900
 Grant, La..... 3,000
 Iberville, La..... 7,000
 Lafourche, La..... 14,900
 La Salle, La..... 3,400
 Natchitoches, La..... 7,000
 Pointe Coupee, La..... 4,800
 St. James, La..... 3,900
 Terrebonne, La..... 15,800
 West Feliciana, La..... 1,900

Lake Charles, La.

Station: KPLC-TV (NBC)
TV homes 50% cut off... 63,500
TV homes 25% cut off... 87,800
Total ARB viewing area... 265,800

COUNTIES TV HOMES

50%:
 Allen, La..... 4,800
 Beauregard, La..... 4,600
 Calcasieu, La..... 44,700
 Cameron, La..... 1,700
 Jefferson Davis, La..... 7,700

25%:
 Vernon, La..... 4,300

Other ARB counties:

Acadia, La..... 12,500
 Avoyelles, La..... 9,000
 Evangeline, La..... 7,300
 Lafayette, La..... 24,300
 St. Landry, La..... 17,500
 Vermillion, La..... 10,700
 Harding, Tex..... 7,400
 Jasper, Tex..... 6,200
 Jefferson, Tex..... 79,500
 Newton, Tex..... 2,300
 Orange, Tex..... 18,700
 Tyler, Tex..... 2,600

Lansing, Mich.

Stations: WILX-TV (NBC), WJIM-TV (CBS)
TV homes 50% cut off... 300,400
TV homes 25% cut off... 370,300

Total ARB viewing area 1,030,700

COUNTIES TV HOMES

50%:
 Clinton, Mich..... 10,600
 Eaton, Mich..... 14,800
 Genesee, Mich..... 115,900
 Gratiot, Mich..... 10,300
 Hillsdale, Mich..... 9,800
 Ingham, Mich..... 62,000
 Ionia, Mich..... 11,300
 Jackson, Mich..... 39,400
 Montcalm, Mich..... 10,800
 Shiawassee, Mich..... 15,500

25%:
 Calhoun, Mich..... 43,000
 Livingston, Mich..... 11,800
 Midland, Mich..... 15,100

Other ARB counties:

Steuben, Ind..... 4,700
 Allegan, Mich..... 16,800
 Barry, Mich..... 9,700
 Bay, Mich..... 32,000
 Branch, Mich..... 9,700
 Cass, Mich..... 11,200
 Clare, Mich..... 3,300
 Gladwin, Mich..... 3,000
 Isabella, Mich..... 8,800
 Kalamazoo, Mich..... 51,700
 Kent, Mich..... 110,400
 Lenawee, Mich..... 22,400
 Oakland, Mich..... 222,400
 Saginaw, Mich..... 53,300
 St. Joseph, Mich..... 13,400
 Tuscola, Mich..... 11,700
 Van Buren, Mich..... 15,000
 Washtenaw, Mich..... 49,700
 Williams, Ohio..... 9,200

Laredo, Tex.

Station: KGNS-TV (NBC, ABC, CBS)
TV homes 50% cut off... 15,200
TV homes 25% cut off... 15,200
Total ARB viewing area... 15,200

COUNTIES TV HOMES

50%:
 Webb, Tex..... 14,500
 Zapata, Tex..... 700

25%:
 None

Other ARB counties:

None

Las Vegas

Stations: KLAS-TV (CBS), KORK-TV (NBC), KSHO-TV (ABC)
TV homes 50% cut off... 87,800
TV homes 25% cut off... 92,200
Total ARB viewing area... 111,300

COUNTIES TV HOMES

50%:
 Clark, Nev..... 84,800
 Lincoln, Nev..... 400
 Washington, Utah..... 2,600

25%:
 Mohave, Ariz..... 3,100
 Garfield, Utah..... 700
 Kane, Utah..... 600

Other ARB counties:

Cocorino, Ariz..... 11,700
 Riverside East, Calif..... 4,900
 San Bernardino East, Calif..... 2,500

Lexington, Ky.

Stations: WKYT-TV* (ABC, CBS), WLEX-TV* (NBC, CBS)
TV homes 50% cut off (UHF)..... 100,200
TV homes 25% cut off (UHF)..... 110,500

COUNTIES TV HOMES

50% (UHF):
 Anderson, Ky..... 1,900
 Bath, Ky..... 1,300
 Bourbon, Ky..... 3,400
 Boyle, Ky..... 5,200
 Casey, Ky..... 1,600
 Clark, Ky..... 5,800
 Estill, Ky..... 2,000
 Fayette, Ky..... 41,000
 Garrard, Ky..... 2,300
 Jessamine, Ky..... 3,200
 Lee, Ky..... 600
 Lincoln, Ky..... 3,300
 Madison, Ky..... 7,800
 Mercer, Ky..... 3,200
 Montgomery, Ky..... 3,100
 Owsley, Ky..... 400
 Powell, Ky..... 1,100
 Pulaski, Ky..... 4,900
 Rockcastle, Ky..... 1,900
 Scott, Ky..... 3,400
 Woodford, Ky..... 2,800

25% (UHF):
 Breathitt, Ky..... 800
 Franklin, Ky..... 5,900
 Jackson, Ky..... 500
 Nicholas, Ky..... 900
 Rowan, Ky..... 1,100
 Wayne, Ky..... 600
 Wolfe, Ky..... 500

Lima, Ohio

Station: WIMA-TV* (NBC, ABC)
TV homes 50% cut off (UHF)... 42,400
TV homes 25% cut off (UHF)... 42,400

COUNTIES TV HOMES

50% (UHF):
 Allen, Ohio..... 29,900
 Auglaize, Ohio..... 6,500
 Putnam, Ohio..... 6,000

25% (UHF):
 None

Lincoln, Neb.

Stations: KOLN-TV (CBS) (operates satellite KGIN-TV Grand Island, Neb.)
TV homes 50% cut off... 190,400
TV homes 25% cut off... 215,100
Total ARB viewing area... 215,100

COUNTIES TV HOMES

50%:
 Cloud, Kan..... 3,800

Jewell, Kan.....	1,700
Norton, Kan.....	2,200
Phillips, Kan.....	2,200
Republic, Kan.....	2,600
Smith, Kan.....	2,100
Washington, Kan.....	2,700
Adams, Neb.....	8,800
Boone, Neb.....	2,400
Buffalo, Neb.....	8,100
Butler, Neb.....	2,800
Clay, Neb.....	2,900
Custer, Neb.....	4,200
Dawson, Neb.....	5,900
Fillmore, Neb.....	2,900
Franklin, Neb.....	1,400
Furnas, Neb.....	2,000
Gage, Neb.....	7,700
Garfield, Neb.....	800
Gosper, Neb.....	700
Greeley, Neb.....	900
Hall, Neb.....	11,900
Hamilton, Neb.....	2,600
Harlan, Neb.....	1,200
Howard, Neb.....	1,700
Jefferson, Neb.....	3,300
Johnson, Neb.....	1,800
Kearney, Neb.....	2,000
Lancaster, Neb.....	53,100
Merrick, Neb.....	2,500
Nance, Neb.....	1,500
Nuckolls, Neb.....	2,300
Pawnee, Neb.....	1,300
Phelps, Neb.....	3,200
Platte, Neb.....	7,400
Polk, Neb.....	1,900
Red Willow, Neb.....	4,200
Saline, Neb.....	4,000
Seward, Neb.....	3,900
Sherman, Neb.....	1,400
Thayer, Neb.....	2,600
Valley, Neb.....	1,800
Webster, Neb.....	1,600
Wheeler, Neb.....	300
York, Neb.....	4,100

25%:

Marshall, Kan.....	4,200
Antelope, Neb.....	2,500
Blaine, Neb.....	200
Colfax, Neb.....	2,900
Loup, Neb.....	300
Madison, Neb.....	7,600
Saunders, Neb.....	5,400
Stanton, Neb.....	1,600

Other ARB counties:

Insufficient data

Little Rock, Ark.

Stations: KARK-TV (NBC),
KATV (ABC),
KTHV (CBS),
KLYD-TV* (ABC)

TV homes 50% out off ... 262,100
TV homes 25% out off ... 281,600
Total ARB viewing area ... 384,300

COUNTIES TV HOMES

50%:

Arkansas, Ark.....	6,900
Boone, Ark.....	5,200
Bradley, Ark.....	3,700
Calhoun, Ark.....	1,500
Clark, Ark.....	5,600
Cleburne, Ark.....	2,200
Cleveland, Ark.....	1,400
Conway, Ark.....	4,000

Dallas, Ark.....	2,600
Deshia, Ark.....	4,800
Drew, Ark.....	3,500
Faulkner, Ark.....	6,800
Franklin, Ark.....	2,700
Garland, Ark.....	16,700
Grant, Ark.....	2,300
Hot Springs, Ark.....	6,400
Independence, Ark.....	5,600
Izard, Ark.....	1,300
Jefferson, Ark.....	23,700
Johnson, Ark.....	3,100
Lincoln, Ark.....	2,800
Logan, Ark.....	3,900
Lonoke, Ark.....	6,600
Monroe, Ark.....	3,900
Montgomery, Ark.....	1,300
Nevada, Ark.....	2,500
Quachita, Ark.....	8,700

Perry, Ark.....	1,100
Polk, Ark.....	3,300
Pope, Ark.....	6,100
Prairie, Ark.....	2,400
Pulaski, Ark.....	80,800
Saline, Ark.....	8,500
Searcy, Ark.....	1,700
Stone, Ark.....	1,400
Van Buren, Ark.....	1,700
White, Ark.....	9,200
Woodruff, Ark.....	2,900
Yell, Ark.....	3,300

Scott, Ark.....	1,600
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Other ARB counties:

Ashley, Ark.....	6,300
Baxter, Ark.....	2,800
Chicot, Ark.....	4,300
Lawrence, Ark.....	4,200
Phillips, Ark.....	10,600
Randolf, Ark.....	3,000
Sebastian, Ark.....	23,300
Sharp, Ark.....	1,200
Union, Ark.....	15,100
Bolivar, Miss.....	8,400
Sunflower, Miss.....	6,300
Washington, Miss.....	17,200

KCOP, KHJ-TV, KLXA-TV*, KMEX-TV*, KMTW*, KNBC (NBC), KNXT (CBS), KTLA, KTTV, KWHY-TV*

TV homes 50% out off ... 3,035,900
TV homes 25% out off ... 3,053,700
Total ARB viewing area 3,540,000

COUNTIES TV HOMES

50%:

Inyo, Calif.....	3,300
Kern East, Calif.....	13,200
Los Angeles, Calif.....	2,259,900
Orange North, Calif.....	275,700
Orange South, Calif.....	64,000
Riverside West, Calif.....	113,100
San Bernardino, Calif.....	180,400
Santa Barbara, Calif.....	39,900

Los Angeles

Stations: KABC-TV (ABC),



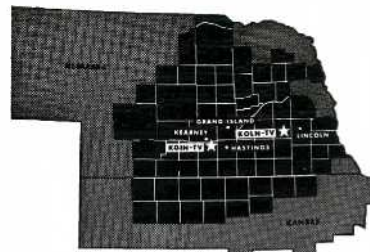
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KOLN-TV/KGIN-TV delivers the greatest share of Total Day, Prime Time and Early Evening audiences of all the nation's all-VHF, three-station markets.*

Now, add UHF stations to the "mix" and the results are still in our favor—and yours—when you buy Lincoln-Land. KOLN-TV/KGIN-TV ranks fourth in Total Daily Viewing share of market; fifth in delivering audiences during Prime Time; and second among all CBS affiliates.

Let Avery-Knodel give you the rundown on KOLN-TV/KGIN-TV leadership in Lincoln-Land. We're the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.



*Source ARB March, 1966, 84 three-station markets. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

New 1,500-foot tower is tallest in Nebraska!

Now KOLN-TV beams its signal from a new 1,500-foot tower—the tallest in the state. The new structure represents an increase of 500 feet (50 per cent) in tower height. Measurements and viewer responses indicate a marked improvement in KOLN-TV/KGIN-TV's coverage of Lincoln-Land.

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WKZO KALAMAZOO-BATTLE CREEK
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WYFA GRAND RAPIDS-KALAMAZOO
WWTW-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTW CADILLAC-TRAVERSE CITY
WKST-TV SHELBYVILLE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

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CHANNEL 10 • 316,000 WATTS
1500 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

Los Angeles continued

Ventura, Calif.....	86,400
25%:	
Imperial, Calif.....	17,800
Other ARB counties:	
Kern West, Calif.....	79,100
Santa Barbara South, Calif.....	40,000
San Diego, Calif.....	367,200

Louisville, Ky.

Stations: WAVE-TV (NBC),	
WORR-TV*,	
WHAS-TV (CBS),	
WLKY-TV* (ABC)	
TV homes 50%	
out off (VHF).....	378,700
TV homes 25%	
out off (VHF).....	403,100
Total ARB viewing area	
(VHF only).....	571,600
TV homes 50%	
cut off (UHF).....	139,700
TV homes 25%	
cut off (UHF).....	141,700

COUNTIES	TV HOMES
50% (VHF):	
Clark, Ind.....	18,800
Crawford, Ind.....	2,100
Dubois, Ind.....	7,000
Floyd, Ind.....	15,800
Harrison, Ind.....	5,200
Jackson, Ind.....	9,000
Jefferson, Ind.....	6,400
Jennings, Ind.....	4,200
Lawrence, Ind.....	10,900
Orange, Ind.....	4,500
Perry, Ind.....	4,300
Scott, Ind.....	4,300
Washington, Ind.....	5,000
Adair, Ky.....	2,700
Anderson, Ky.....	2,500
Boyle, Ky.....	5,400
Breckinridge, Ky.....	3,600
Bullitt, Ky.....	4,600
Casey, Ky.....	2,500
Franklin, Ky.....	8,600
Grayson, Ky.....	3,600
Green, Ky.....	2,800
Hancock, Ky.....	1,200
Hardin, Ky.....	14,500
Henry, Ky.....	3,000
Jefferson, Ky.....	182,800
Larue, Ky.....	2,900
Marion, Ky.....	3,700

Meade, Ky.....	6,200
Mercer, Ky.....	4,000
Nelson, Ky.....	5,300
Oldham, Ky.....	3,300
Shelby, Ky.....	5,200
Spencer, Ky.....	1,400
Taylor, Ky.....	4,400
Trimble, Ky.....	1,300
Washington, Ky.....	2,500
Woodford, Ky.....	3,200

25% (VHF):	
Daviess, Ind.....	7,000
Martin, Ind.....	2,600
Hart, Ky.....	3,600
Jessamine, Ky.....	3,200
Owen, Ky.....	1,800
Russell, Ky.....	2,100
Scott, Ky.....	4,100

50% (UHF):	
Clark, Ind.....	12,000
Floyd, Ind.....	8,900
Jefferson, Ky.....	118,800

25% (UHF):	
Meade, Ky.....	2,000

Other ARB counties	
(VHF only):	
Brown, Ind.....	2,000
Lawrence, Ind.....	10,900
Monroe, Ind.....	16,800
Pike, Ind.....	3,300
Ripley, Ind.....	5,600
Spencer, Ind.....	4,200
Switzerland, Ind.....	1,800
Wayne, Ind.....	22,700
Carroll, Ky.....	2,200
Daviess, Ky.....	20,600
Estill, Ky.....	2,000
Fayette, Ky.....	41,000
Garrard, Ky.....	2,300
Jackson, Ky.....	1,400
Laurel, Ky.....	5,100
Lincoln, Ky.....	3,400
McLean, Ky.....	2,600
Madison, Ky.....	7,800
Ohio, Ky.....	4,200
Pulaski, Ky.....	6,600
Rockcastle, Ky.....	2,000

Lubbock, Tex.

Stations: KCBD-TV (NBC),	
KLBK-TV (CBS)	
TV homes 50% cut off.....	117,100
TV homes 25% cut off.....	120,900
Total ARB viewing area.....	176,900

COUNTIES	TV HOMES
50%:	
Lea North, N. M.....	4,800
Bailey, Tex.....	2,800
Borden, Tex.....	300
Cochran, Tex.....	1,600
Crosby, Tex.....	2,800
Dawson, Tex.....	5,100
Dickens, Tex.....	1,000
Floyd, Tex.....	3,700
Garza, Tex.....	1,800
Hale, Tex.....	11,400
Hockley, Tex.....	6,400
Kent, Tex.....	400
Lamb, Tex.....	6,500
Lubbock, Tex.....	52,200
Lynn, Tex.....	2,900
Motley, Tex.....	500
Scurry, Tex.....	5,100
Terry, Tex.....	4,900
Yoakum, Tex.....	2,900

25%:	
Gaines, Tex.....	3,800
Other ARB counties:	
Curry, N. M.....	9,800
Lea South, N. M.....	12,300
Roosevelt, N. M.....	4,300
Andrews, Tex.....	5,100
Bailey, Tex.....	2,800
Castro, Tex.....	2,600
Cottle, Tex.....	800
Howard, Tex.....	13,300
King, Tex.....	200
Martin, Tex.....	1,400
Mitchell, Tex.....	2,700
Stonewall, Tex.....	700

Lufkin, Tex.

Station: KTRE-TV	
(NBC, CBS, ABC)	
TV homes 50% cut off.....	26,200
TV homes 25% cut off.....	34,000
Total ARB viewing area.....	108,300

COUNTIES	TV HOMES
50%:	
Angelina, Tex.....	12,000
Houston, Tex.....	4,100
Nacogdoches, Tex.....	7,000
San Augustine, Tex.....	1,500
Trinity, Tex.....	1,600

25%:	
Cherokee, Tex.....	7,800
Other ARB counties:	
Anderson, Tex.....	7,300

Hardin, Tex.....	7,400
Leon, Tex.....	2,100
Pandla, Tex.....	4,100
Polk, Tex.....	3,000
Rusk, Tex.....	9,500
Sabine, Tex.....	1,500
Shelby, Tex.....	5,000
Smith, Tex.....	26,500
Tyler, Tex.....	2,600
Upshur, Tex.....	5,300

Macon, Ga.

Station: WMAZ-TV	
(CBS, ABC)	
TV homes 50% cut off.....	96,800
TV homes 25% cut off.....	115,300
Total ARB viewing area.....	140,200

COUNTIES	TV HOMES
50%:	
Baldwin, Ga.....	5,600
Bibb, Ga.....	43,100
Bleckley, Ga.....	2,300
Crawford, Ga.....	1,000
Dodge, Ga.....	3,700
Dooley, Ga.....	2,300
Houston, Ga.....	12,800
Johnson, Ga.....	1,700
Jones, Ga.....	2,000
Laurens, Ga.....	7,600
Peach, Ga.....	3,600
Pulaski, Ga.....	1,900
Taylor, Ga.....	1,800
Telfair, Ga.....	2,300
Twiggs, Ga.....	1,500
Wilcox, Ga.....	1,500
Wilkinson, Ga.....	2,100

25%:	
Ben Hill, Ga.....	3,200
Crisp, Ga.....	4,300
Monroe, Ga.....	2,400
Montgomery, Ga.....	1,000
Putnam, Ga.....	1,700
Treutlen, Ga.....	1,200
Washington, Ga.....	3,800
Wheeler, Ga.....	900

Other ARB counties:	
Butts, Ga.....	2,100
Hancock, Ga.....	1,700
Irwin, Ga.....	1,800
Jasper, Ga.....	1,100
Lamar, Ga.....	2,600
Pike, Ga.....	1,400
Schley, Ga.....	600
Sumter, Ga.....	5,900
Turner, Ga.....	1,700
Upson, Ga.....	6,000

COUNTIES	TV HOMES
50% (VHF):	
Jo Davies, Ill.....	6,000
Adams, Wis.....	2,200
Columbia, Wis.....	10,700
Dane, Wis.....	69,000
Green, Wis.....	7,600
Iowa, Wis.....	5,000
Jefferson, Wis.....	15,200
Juneau, Wis.....	4,400
Lafayette, Wis.....	4,700
Marquette, Wis.....	2,500
Richland, Wis.....	4,400
Rock, Wis.....	35,600
Sauk, Wis.....	9,500

25% (VHF):	
Stephenson, Ill.....	14,400
Crawford, Wis.....	3,900
Dodge, Wis.....	17,700
Grant, Wis.....	12,000
Green Lake, Wis.....	4,600
Monroe, Wis.....	7,700

COUNTIES	TV HOMES
50% (UHF):	
Columbia, Wis.....	8,400
Dane, Wis.....	66,200
Green, Wis.....	7,200
Iowa, Wis.....	4,300
Richland, Wis.....	3,400
Sauk, Wis.....	7,800

25% (UHF):	
Jefferson, Wis.....	5,500
Lafayette, Wis.....	3,200
Rock, Wis.....	29,200

Other ARB counties	
(VHF only):	
Boone, Ill.....	6,200
Carroll, Ill.....	5,800
McHenry, Ill.....	28,300
Ogle, Ill.....	11,800
Winnebago, Ill.....	69,300
Dubuque, Iowa.....	21,000
Jackson, Iowa.....	5,900
Fon du Lac, Wis.....	21,000
La Crosse, Wis.....	21,000
Vernon, Wis.....	6,600
Walworth, Wis.....	16,300
Waupaca, Wis.....	10,100
Waushara, Wis.....	3,900
Waukesha, Wis.....	51,800

Manchester, N.H.

Station: WMUR-TV (ABC)	
TV homes 50% cut off.....	29,600
TV homes 25% cut off.....	201,100
Total ARB viewing area.....	1,498,100

COUNTIES	TV HOMES
50%:	
Belknap, N. H.....	9,000
Merrimack, N. H.....	20,600
25%:	
York, Me.....	30,500
Cheshire, N. H.....	13,800
Hillsborough, N. H.....	57,800
Rockingham, N. H.....	33,800
Stafford, N. H.....	18,700
Sullivan, N. H.....	8,500
Windham, Vt.....	8,600

Other ARB counties:	
Barnstable, Mass.....	25,000
Dukes, Mass.....	1,900
Essex, Mass.....	183,000

Is This Child Marked For Mental Illness?



You helped build a future for children without the fear of polio, diphtheria and smallpox. Your support of scientific research helped conquer these dread diseases . . . but what of mental illness? Mental illness strikes more children and adults . . . it creates more tragedy and waste of human lives . . . than all other diseases combined. Help science conquer mental illness.

Support Your Local Chapter of the National Association for Mental Health



Madison, Wis.

Stations: WISC-TV (CBS),	
WKOW-TV* (ABC),	
WMTV-TV* (NBC)	
TV homes 50%	
cut off (VHF).....	176,800
TV homes 25%	
cut off (VHF).....	237,100
Total ARB viewing area	
(VHF only).....	516,100
TV homes 50%	
cut off (UHF).....	97,300
TV homes 25%	
cut off (UHF).....	135,200

Mass.	16,200
Nantucket, Mass.	1,100
Norfolk, Mass.	158,800
Plymouth, Mass.	80,000
Suffolk, Mass.	235,100
Worcester, Mass.	173,700
Middlesex, Mass.	369,400
Carroll, N. H.	5,100
Grafton, N. H.	14,000
Bennington, Vt.	7,600
Rutland, Vt.	13,500
Windsor, Vt.	12,600

25%:	
Le Seuer, Minn.	5,400
Murray, Minn.	3,500
Nicollet, Minn.	5,300
Nobles, Minn.	6,400
Renville, Minn.	5,600
Yellow Medicine, Minn.	3,500

Other ARB counties:	
Hancock, Iowa	4,000
Humboldt, Iowa	3,700
Pocahontas, Iowa	3,600
Winnebago, Iowa	3,800
Worth, Iowa	2,700
Wright, Iowa	5,700
Chippewa, Minn.	4,200
Kandiyohi, Minn.	7,600
Pipestone, Minn.	3,700
Rice, Minn.	9,400
Rock, Minn.	3,200
Scott, Minn.	6,000
Steele, Minn.	7,500
Freeborn, Minn.	10,900

Mankato, Minn.

Station: **KEYC-TV (CBS)**
TV homes 50% cut off... 82,900
TV homes 25% cut off... 112,600
Total ARB viewing area... 188,600

COUNTIES	TV HOMES
50%:	
Dickinson, Iowa	3,600
Emmet, Iowa	3,900
Kossuth, Iowa	6,800
Palo Alto, Iowa	3,500
Blue Earth, Minn.	12,300
Brown, Minn.	7,500
Cottonwood, Minn.	3,900
Faribault, Minn.	6,400
Jackson, Minn.	3,800
Lyon, Minn.	5,600
Martin, Minn.	7,800
Red Wood, Minn.	5,300
Sibley, Minn.	4,200
Waseca, Minn.	4,600
Watonwan, Minn.	3,700

Marquette, Mich.

Station: **WLUC-TV (CBS, ABC, NBC)**
TV homes 50% cut off... 55,200
TV homes 25% cut off... 59,500
Total ARB viewing area... 96,600

COUNTIES	TV HOMES
50%:	
Alger, Mich.	2,200
Baraga, Mich.	1,600
Delta, Mich.	9,100
Dickinson, Mich.	6,700
Houghton, Mich.	9,000
Iron, Mich.	4,600
Keweenaw, Mich.	600
Marquette, Mich.	15,700
Ontonagon, Mich.	2,800
Schoolcraft, Mich.	2,100
Florence, Wis.	800

25%:	
Luce, Mich.	1,500
Vilas, Wis.	2,800

Other ARB counties:	
Charlevoix, Mich.	3,400
Cheboygan, Mich.	3,700
Emmet, Mich.	3,900
Gogebic, Mich.	6,600
Forest, Wis.	1,600
Iron, Wis.	2,000
Marionette, Wis.	9,600
Oneida, Wis.	6,300

Marion, Ind.

Station: WTAF*	
TV homes 50% cut off (UHF)	None
TV homes 25% cut off (UHF)	15,200
COUNTIES	TV HOMES
50% (UHF):	
None	
25% (UHF)	
Grant, Ind.	15,200

Mayaguez, P.R.

Station: **WORA-TV**
 No data available

Total ARB viewing area... 561,300

COUNTIES TV HOMES

50%:	
Clay, Ark.	5,500
Craighead, Ark.	13,700
Crittenden, Ark.	11,400
Cross, Ark.	4,400
Greene, Ark.	7,000
Jackson, Ark.	6,000
Lawrence, Ark.	4,200
Lee, Ark.	4,400
Mississippi, Ark.	16,900
Phillips, Ark.	10,600
Poinsett, Ark.	7,000
Randolph, Ark.	3,000
St. Francis, Ark.	7,400
Alcorn, Miss.	6,200
Benton, Miss.	1,400
Bolivar, Miss.	8,400
Calhoun, Miss.	3,400
Coahoma, Miss.	8,700
De Soto, Miss.	4,500
Grenada, Miss.	3,900
Lafayette, Miss.	4,300
Lee, Miss.	11,000
Marshall, Miss.	4,300
Panola, Miss.	5,900
Pontotoc, Miss.	4,000
Prentiss, Miss.	4,200
Quitman, Miss.	3,400
Tallahatche, Miss.	3,500
Tate, Miss.	3,500
Tipah, Miss.	3,500
Tunica, Miss.	2,600
Union, Miss.	5,000

Medford, Ore.

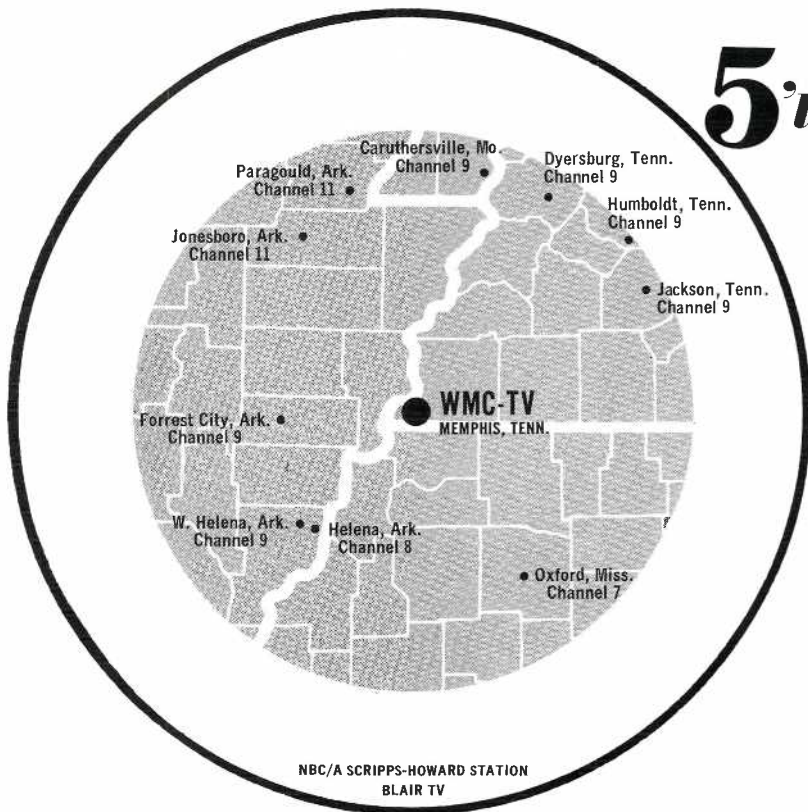
Stations: **KMED-TV (NBC, ABC), KTVM (CBS, ABC)**
TV homes 50% cut off... 33,900
TV homes 25% cut off... 59,000
Total ARB viewing area... 101,600

COUNTIES	TV HOMES
50%:	
Jackson, Ore.	24,600
Josephine, Ore.	9,300
25%:	
Siskiyou, Calif.	10,300
Klamath, Ore.	14,800

Other ARB counties:	
Del Norte, Calif.	6,000
Coos, Ore.	16,300
Douglas, Ore.	20,300

Memphis

Stations: **WHBQ-TV (ABC), WMC-TV (NBC), WREC-TV (CBS)**
TV homes 50% cut off... 469,800
TV homes 25% cut off... 500,800



5'll get you eleven!

WMC-TV PLUS 10 VHF BOOSTERS

WMC-TV, the established Memphis leader in weekly circulation and total homes, now boasts ten new VHF booster stations providing a bonus of reinforced Grade A coverage unequalled by any other station in the Mid-South.

To viewers in these fringe areas, this booster network delivers a powerful signal that assures a strong color-burst and crisp, interference-free reception of all WMC-TV programs.

To advertisers it delivers a bonus of 194,500 viewers now getting a Grade A picture all of the time. Need a strong booster for your product? Get eleven of them with one buy of WMC-TV, the towering voice of the new Mid-South.



Memphis continued

Yalobusha, Miss.....	2,200
Dunklin, Mo.....	9,300
Pemiscot, Mo.....	7,900
Chester, Tenn.....	2,100
Crockett, Tenn.....	3,400
Dyer, Tenn.....	7,500
Fayette, Tenn.....	3,700
Gibson, Tenn.....	11,800
Hardeman, Tenn.....	3,800
Haywood, Tenn.....	4,200
Lake, Tenn.....	1,900
Lauderdale, Tenn.....	4,800
McNary, Tenn.....	4,000
Madison, Tenn.....	16,500
Shelby, Tenn.....	187,300
Tipton, Tenn.....	6,200

25%:

Sharp, Ark.....	1,200
Leflore, Miss.....	8,900
Sunflower, Miss.....	6,300
Tishomingo, Miss.....	3,100
Oregon, Mo.....	2,000
Ripley, Mo.....	1,800
Hardin, Tenn.....	3,800
Henderson, Tenn.....	3,900

Other ARB counties:

Cleburne, Ark.....	2,200
Fulton, Ark.....	1,200
Independence, Ark.....	5,600
Monroe, Ark.....	3,900
Woodruff, Ark.....	2,900
Fulton, Ky.....	2,800
Carroll, Miss.....	1,400

Chickasaw, Miss.....	3,500
Itawamba, Miss.....	3,400
Monroe, Miss.....	8,100
Montgomery, Miss.....	2,600
Webster, Miss.....	2,200
Shannon, Mo.....	1,400
Carroll, Tenn.....	5,700
Obion, Tenn.....	7,500
Weakley, Tenn.....	6,100

Meridian, Miss.

**Station: WTOK-TV
(CBS, NBC, ABC)**

TV homes 50% cut off.....73,600
TV homes 25% cut off.....104,000
Total ARB viewing area.....167,000

COUNTIES TV HOMES

50%:	
Choctaw, Ala.....	3,000
Greene, Ala.....	1,700
Marengo, Ala.....	4,500
Sumter, Ala.....	3,100
Clarke, Miss.....	3,500
Jasper, Miss.....	3,400
Jones, Miss.....	15,600
Kemper, Miss.....	1,900
Lauderdale, Miss.....	18,600
Neshoba, Miss.....	4,400
Newton, Miss.....	4,400
Noxubee, Miss.....	2,500
Wayne, Miss.....	3,300
Winston, Miss.....	3,700

25%:

Hale, Ala.....	3,100
Perry, Ala.....	2,500
Forrest, Miss.....	15,100
Oktibbeha, Miss.....	4,900
Scott, Miss.....	4,800

Other ARB counties:

Clark, Ala.....	4,800
Pickens, Ala.....	3,800
Washington, Ala.....	2,800
Wilcox, Ala.....	2,300
Attala, Miss.....	3,900
Calhoun, Miss.....	3,400
Chickasaw, Miss.....	3,500
Choctaw, Miss.....	1,400
Clay, Miss.....	4,400
Greene, Miss.....	1,600
Leake, Miss.....	3,900
Lowndes, Miss.....	12,300
Monroe, Miss.....	8,100
Perry, Miss.....	1,800
Smith, Miss.....	2,800
Webster, Miss.....	2,200

Miami

**Stations: WCKT-TV (NBC),
WLBW-TV (ABC),
WTVJ-TV (CBS)**

TV homes 50% cut off.....679,100
TV homes 25% cut off.....681,100
Total ARB viewing area.....703,100

COUNTIES TV HOMES

50%:	
Broward, Fla.....	157,300
Collier, Fla.....	7,100
Dade, Fla.....	375,500
Glades, Fla.....	700
Hendry, Fla.....	2,200
Indian River, Fla.....	9,800
Martin, Fla.....	6,800
Monroe, Fla.....	14,200
Palm Beach, Fla.....	91,300
St. Lucie, Fla.....	14,200

25%:

Okeechobee, Fla.....	2,000
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Other ARB counties:

Lee, Fla.....	22,000
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COUNTIES TV HOMES

50% (VHF):	
Dodge, Wis.....	17,700
Jefferson, Wis.....	15,200
Kenosha, Wis.....	33,700
Milwaukee, Wis.....	335,200
Ozaukee, Wis.....	12,300
Racine, Wis.....	44,500
Sheboygan, Wis.....	26,600
Walworth, Wis.....	16,300
Washington, Wis.....	13,800
Waukesha, Wis.....	51,700

25% (VHF):

Fond Du Lac, Wis.....	21,000
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50% (UHF):

None	
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25% (UHF):

Ozaukee, Wis.....	4,400
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Other ARB counties

(VHF only):

Boone, Ill.....	6,200
McHenry, Ill.....	28,300
Muskegon, Mich.....	44,600
Adams, Wis.....	2,200
Calumet, Wis.....	6,000
Columbia, Wis.....	10,700
Daire, Wis.....	69,000
Green Lake, Wis.....	4,600
Juneau, Wis.....	4,400
Manitowoc, Wis.....	22,100
Marquette, Wis.....	2,500
Rock, Wis.....	35,600
Sauk, Wis.....	9,500
Wausara, Wis.....	3,900
Winnebago, Wis.....	32,700



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America's newest and finest
television facility in the
nation's 16th* TV market.

* April 1967, Television Magazine.
Based on 50% cut-off figure



WLBW-TV
MIAMI, FLORIDA

AFFILIATED WITH WCKY
50 KW CINCINNATI, OHIO



Minneapolis-St. Paul

Stations: **KMSP-TV (ABC)**,
KSTP-TV (NBC),
KTCI-TV*, **WCTN-TV**,
WCCO-TV (CBS)
TV homes 50% cut off... 693,200
TV homes 25% cut off... 761,900
Total ARB viewing area... 820,900

COUNTIES TV HOMES

COUNTIES	TV HOMES
50%:	
Anoka, Minn.	28,100
Benton, Minn.	4,300
Blue Earth, Minn.	12,300
Brown, Minn.	7,400
Carver, Minn.	6,000
Chisago, Minn.	3,800
Crow Wing, Minn.	8,700
Dakota, Minn.	23,900
Dodge, Minn.	3,400
Goodhue, Minn.	9,400
Hennepin, Minn.	269,900
Isanti, Minn.	3,300
Kanabec, Minn.	2,400
Kandiyohi, Minn.	7,700
Le Seuer, Minn.	5,400
McLeod, Minn.	6,900
Meeker, Minn.	4,900
Millelacs, Minn.	3,700
Morrison, Minn.	6,000
Nicollet, Minn.	5,300
Pine, Minn.	4,000
Ramsey, Minn.	128,700
Redwood Minn.	5,300
Renville, Minn.	5,600
Rice, Minn.	9,400
Scott, Minn.	6,000
Sherburne, Minn.	3,200
Sibley, Minn.	4,200
Stearns, Minn.	18,400
Steele, Minn.	7,500
Wabasha, Minn.	4,500
Waseca, Minn.	4,600
Washington, Minn.	15,600
Watonwan, Minn.	3,700
Wright, Minn.	7,900
Barron, Wis.	9,100
Burnett, Wis.	2,600
Missoula, Mont.	14,200
Dunn, Wis.	6,700
Pepin, Wis.	1,900
Pierce, Wis.	6,200
Polk, Wis.	7,100
St. Croix, Wis.	8,200
25%:	
Martin, Minn.	7,700
Olmsted, Minn.	20,000
Winona, Minn.	10,700
Yellow Medici, Minn.	3,500
Eau Claire, Wis.	16,800

Other ARB counties:

Dickinson, Iowa	3,600
Cass, Minn.	3,400
Chippewa, Minn.	4,200
Cottonwood, Minn.	3,900
Faribault, Minn.	6,400
Hubbard, Minn.	2,300
Lyon, Minn.	5,600
Todd, Minn.	5,200
Wadena, Minn.	2,700
Buffalo, Wis.	3,700
Chippewa, Wis.	11,700
Dunn, Wis.	6,700
Rusk, Wis.	3,400
Trempealeau, Wis.	6,200

Minot, N.D.

Stations: **KXMC-TV**
(**CBS, ABC**), **KMOT**
(satellite of **KFYR-TV**,
Bismarck, N. D.)
TV homes 50% cut off... 38,600
TV homes 25% cut off... 38,600
Total ARB viewing area... 53,200

COUNTIES TV HOMES

COUNTIES	TV HOMES
50%:	
Benson, N. D.	2,000
Bottineau, N. D.	3,000
Burke, N. D.	1,300
McHenry, N. D.	2,700
McLean, N. D.	3,000
Mercer, N. D.	1,400
Mountrail, N. D.	2,800
Pierce, N. D.	1,600
Renville, N. D.	1,100
Rolette, N. D.	2,000
Sheridan, N. D.	900
Ward, N. D.	14,500
Wells, N. D.	2,300
25%:	
None	
Other ARB counties:	
Divide, N. D.	1,400
Dunn, N. D.	1,200
Eddy, N. D.	1,300
McKenzie, N. D.	1,900
Oliver, N. D.	600
Towner, N. D.	1,300
Williams, N. D.	6,900

Missoula, Mont.

Station: **KGVO-TV**
(**NBC, ABC**)
TV homes 50% cut off... 22,000
TV homes 25% cut off... 36,500
Total ARB viewing area... 65,100

COUNTIES TV HOMES

COUNTIES	TV HOMES
50%:	
Lake, Mont.	3,400
Mineral, Mont.	900
Missoula, Mont.	14,200
Ravalli, Mont.	3,500
25%:	
Flathead, Mont.	9,900
Granite, Mont.	900
Powell, Mont.	1,900
Sanders, Mont.	1,800
Other ARB counties:	
Deer Lodge, Mont.	5,100
Lewis & Clark, Mont.	8,900
Silver Bow, Mont.	14,600

Mitchell, S.D.

Station: **KORN-TV (NBC)**
TV homes 50% cut off... 21,700
TV homes 25% cut off... 32,900
Total ARB viewing area... 65,200

COUNTIES TV HOMES

COUNTIES	TV HOMES
50%:	
Boyd, Neb.	1,200
Aurora, S. D.	1,200
Brule, S. D.	1,900
Buffalo, S. D.	300
Charles Mix, S. D.	2,400

Davidson, S. D.	4,900
Douglas, S. D.	1,200
Gregory, S. D.	1,900
Hanson, S. D.	1,200
Hutchinson, S. D.	3,300
Jurauld, S. D.	1,100
Sanborn, S. D.	1,100

25%:	
Beadle, S. D.	6,500
McCook, S. D.	2,300
Tripp, S. D.	2,400

Other ARB counties:

Cedar, Neb.	3,500
Holt, Neb.	3,400
Knox, Neb.	3,300
Rock, Neb.	700
Bon Homme, S. D.	2,600
Brookings, S. D.	5,900
Hand, S. D.	1,800
Kingsbury, S. D.	2,700
Lake, S. D.	3,500
Lyman, S. D.	1,200
Miner, S. D.	1,400
Moody, S. D.	2,300

Mobile, Ala.-Pensacola, Fla.

Stations: **WALA-TV (NBC)**,
WEAR-TV (ABC),
WKRG-TV (CBS)
TV homes 50% cut off... 264,300
TV homes 25% cut off... 281,600
Total ARB viewing area... 423,400

COUNTIES TV HOMES

COUNTIES	TV HOMES
50%:	
Baldwin, Ala.	13,100
Clarke, Ala.	4,800
Conecuh, Ala.	2,900
Escambia, Ala.	7,500
Mobile, Ala.	88,800
Monroe, Ala.	3,700
Washington, Ala.	2,800
Escambia, Fla.	53,200
Okaloosa, Fla.	20,200
Santa Rosa, Fla.	8,700
George, Miss.	2,800
Greene, Miss.	1,600
Harrison, Miss.	33,400
Jackson, Miss.	17,200
Perry, Miss.	1,800
Stone, Miss.	1,800
25%:	
Wilcox, Ala.	2,300
Forrest, Miss.	15,000

Other ARB counties:

Butler, Ala.	4,500
Choctaw, Ala.	3,000
Coffee, Ala.	7,000
Covington, Ala.	8,000
Dale, Ala.	8,300
Dallas, Ala.	11,600
Geneva, Ala.	4,900
Houston, Ala.	13,700
Marengo, Ala.	4,500
Bay, Fla.	20,500
Calhoun, Fla.	1,600
Gadsden, Fla.	7,900
Gulf, Fla.	2,900
Holmes, Fla.	2,100
Jackson, Fla.	8,200
Liberty, Fla.	800
Walton, Fla.	4,000
Washington, Fla.	2,600

Clark, Miss.	3,500
Jones, Miss.	15,600
Lamar, Miss.	3,300
Wayne, Miss.	3,300

Monroe, La.-El Dorado, Ark.

Stations: **KNOE-TV**
(**CBS, NBC, ABC**),
KTVE-TV (NBC, ABC)
TV homes 50% cut off... 132,400
TV homes 25% cut off... 153,300
Total ARB viewing area... 260,700

COUNTIES TV HOMES

COUNTIES	TV HOMES
50%:	
Ashley, Ark.	6,300
Bradley, Ark.	3,700
Calhoun, Ark.	1,500
Chicot, Ark.	4,300
Drew, Ark.	3,500
Ouachita, Ark.	8,700
Union, Ark.	15,200
Caldwell, La.	1,900
East Carroll, La.	2,700
Franklin, La.	5,300
Jackson, La.	4,100
Lincoln, La.	6,900
Morehouse, La.	8,100
Ouachita, La.	31,100
Richland, La.	4,900
Union, La.	4,200
West Carroll, La.	2,800
Washington, Miss.	17,200

25%:	
Desha, Ark.	4,800
Bienville, La.	3,600
Claiborne, La.	4,100
Bolivar, Miss.	8,400

Other ARB counties:

Catahoula, La.	2,200
Concordia, La.	5,200
Cleveland, Ark.	1,400
Columbia, Ark.	7,100
Dallas, Ark.	2,600
Lafayette, Ark.	2,800
Nevada, Ark.	2,500
Grant, La.	3,000
La Salle, La.	3,400
Madison, La.	3,400
Natchitoches, La.	7,000
Rapides, La.	30,200
Tensas, La.	2,200
Winn, La.	3,800
Adams, Miss.	9,300
Claiborne, Miss.	1,900
Issaquena, Miss.	400
Jefferson, Miss.	1,600
Sunflower, Miss.	6,300
Warren, Miss.	11,100

Montgomery, Ala.

Stations: **WCOV-TV (CBS)***,
WKAB-TV (ABC)*,
WSFA-TV (NBC)
TV homes 50% cut off (VHF)... 135,300
TV homes 25% cut off (VHF)... 159,600
Total ARB viewing area (VHF only)... 273,400

TV homes 50% cut off (UHF)... 51,900
TV homes 25% cut off (UHF)... 51,900

COUNTIES TV HOMES

COUNTIES	TV HOMES
50% (VHF):	
Autauga, Ala.	4,100
Bullock, Ala.	1,900
Butler, Ala.	4,500
Coffee, Ala.	7,000
Conecuh, Ala.	2,900
Covington, Ala.	8,000
Crenshaw, Ala.	2,700
Dale, Ala.	8,300
Dallas, Ala.	11,700
Elmore, Ala.	6,600
Lee, Ala.	11,300
Lowndes, Ala.	1,900
Macon, Ala.	4,300
Montgomery, Ala.	44,800
Pike, Ala.	4,800
Tallapoosa, Ala.	8,200
Wilcox, Ala.	2,300
25% (VHF):	
Barbour, Ala.	4,500
Chilton, Ala.	5,700
Coosa, Ala.	2,200
Geneva, Ala.	4,900
Marengo, Ala.	4,500
Perry, Ala.	2,500
50% (UHF):	
Autauga, Ala.	3,600
Elmore, Ala.	4,500
Lowndes, Ala.	1,300
Montgomery, Ala.	42,500

25% (UHF):	
None	
Other ARB counties (VHF only):	
Chambers, Ala.	8,700
Clarke, Ala.	4,800
Clay, Ala.	2,600
Escambia, Ala.	7,500
Henry, Ala.	2,900
Houston, Ala.	13,700
Dallas, Ark.	3,700
Russell, Ala.	10,500
Holmes, Fla.	2,100
Walton, Fla.	4,000
Washington, Fla.	2,600
Chattahoochee, Ga.	1,400
Clay, Ga.	800
Muscogee, Ga.	48,500

Other ARB counties:

(VHF only):	
Chambers, Ala.	8,700
Clarke, Ala.	4,800
Clay, Ala.	2,600
Escambia, Ala.	7,500
Henry, Ala.	2,900
Houston, Ala.	13,700
Dallas, Ark.	3,700
Russell, Ala.	10,500
Holmes, Fla.	2,100
Walton, Fla.	4,000
Washington, Fla.	2,600
Chattahoochee, Ga.	1,400
Clay, Ga.	800
Muscogee, Ga.	48,500

Muncie, Ind.

Station: **WLBC-TV***
(**NBC, ABC**)
Insufficient data

Nashville

Stations: **WLAC-TV (CBS)**,
WSIX-TV (ABC),
WSM-TV (NBC)
TV homes 50% cut off... 417,400
TV homes 25% cut off... 471,900
Total ARB viewing area... 555,400

COUNTIES TV HOMES

50%:	
Adair, Ky.	2,700
Allen, Ky.	3,200

62

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Nashville continued

Barren, Ky.....	7,600
Butler, Ky.....	2,000
Caldwell, Ky.....	3,500
Calloway, Ky.....	6,100
Christian, Ky.....	14,800
Clinton, Ky.....	1,600
Edmonson, Ky.....	1,600
Cumberland, Ky.....	1,400
Hart, Ky.....	3,600
Hopkins, Ky.....	10,400
Logan, Ky.....	5,500
Metcalfe, Ky.....	2,000
Monroe, Ky.....	2,700
Muhlenberg, Ky.....	6,500
Ohio, Ky.....	4,200
Russell, Ky.....	2,100
Simpson, Ky.....	3,200
Todd, Ky.....	2,700
Trigg, Ky.....	2,300
Warren, Ky.....	12,700
Bedford, Tenn.....	6,300
Benton, Tenn.....	2,900
Cannon, Tenn.....	2,100
Cheatham, Tenn.....	2,500
Clay, Tenn.....	1,300
Coffee, Tenn.....	8,500
Davidson, Tenn.....	125,100
Decatur, Tenn.....	1,800
De Kalb, Tenn.....	2,600
Dickson, Tenn.....	5,100
Fentress, Tenn.....	2,200
Franklin, Tenn.....	6,400
Giles, Tenn.....	4,900
Grundy, Tenn.....	2,300
Hendry, Tenn.....	5,800
Hickman, Tenn.....	2,800
Houston, Tenn.....	1,000
Humphreys, Tenn.....	3,200
Jackson, Tenn.....	1,800
Lawrence, Tenn.....	6,800
Lewis, Tenn.....	1,600
Lincoln, Tenn.....	5,600
Macon, Tenn.....	3,000
Marshall, Tenn.....	4,500
Maury, Tenn.....	11,700
Montgomery, Tenn.....	15,200
Moore, Tenn.....	600
Overton, Tenn.....	2,800
Perry, Tenn.....	1,000
Pickett, Tenn.....	700
Putnam, Tenn.....	7,100
Robertson, Tenn.....	7,600
Rutherford, Tenn.....	14,900
Smith, Tenn.....	3,100
Stewart, Tenn.....	1,700
Sumner, Tenn.....	10,400
Trousdale, Tenn.....	1,000
Van Buren, Tenn.....	700
Warren, Tenn.....	6,000
Wayne, Tenn.....	2,200
White, Tenn.....	3,800
Williamson, Tenn.....	6,400
Wilson, Tenn.....	8,000

25%:

Madison, Ala.....	46,200
McLean, Ky.....	2,600
Carroll, Tenn.....	5,700

Other ARB counties:

Colbert, Ala.....	11,900
Lauderdale, Ala.....	15,200
Limestone, Ala.....	9,300
Casey, Ky.....	2,500
Crittenden, Ky.....	2,000
Graves, Ky.....	8,800
Grayson, Ky.....	3,600

Green, Ky.....	2,800
Lyon, Ky.....	1,000
Pulaski, Ky.....	6,600
Wayne, Ky.....	2,200
Webster, Ky.....	3,800
Chester, Tenn.....	2,100
Cumberland, Tenn.....	4,000
Hardin, Tenn.....	3,800
Henderson, Tenn.....	3,900

New Orleans

**Stations: WDSU-TV (NBC),
WVUE-TV (ABC),
WWL-TV (CBS)**
TV homes 50% cut off... 431,000
TV homes 25% cut off... 451,300
Total ARB viewing area... 607,000

COUNTIES TV HOMES

50%:	
Ascension, La.....	6,900
Assumption, La.....	3,900
Jefferson, La.....	70,100
Lafourche, La.....	14,900
Orleans, La.....	189,900
Plaquemines, La.....	6,200
St. Bernard, La.....	11,100
St. Charles, La.....	6,100
St. James, La.....	3,900
St. John the Baptist, La.....	4,400
St. Mary, La.....	13,300
St. Tammany, La.....	11,300
Tangipahoa, La.....	14,900
Terrebonne, La.....	15,500
Washington, La.....	11,400
Hancock, Miss.....	3,900
Harrison, Miss.....	33,400
Pearl River, Miss.....	5,600
Stone, Miss.....	1,800
Walthall, Miss.....	2,500

25%:

Livingston, La.....	7,100
St. Helena, La.....	1,700
Lamar, Miss.....	3,300
Pike, Miss.....	8,200

Other ARB counties:

East Baton Rouge, La.....	66,300
East Feliciana, La.....	2,900
Iberia, La.....	14,100
Iberville, La.....	7,000
Points Coupee, La.....	4,800
St. Martin, La.....	6,700
West Baton Rouge, La.....	3,600
West Feliciana, La.....	1,900
Amite, Miss.....	2,600
Forrest, Miss.....	15,000
Franklin, Miss.....	1,800
George, Miss.....	2,800
Jackson, Miss.....	17,200
Marion, Miss.....	5,100
Perry, Miss.....	1,800
Wilkinson, Miss.....	2,100

Newark, N.J.

Station: WNJU-TV*
Insufficient data

New York

**Stations: WABC-TV (ABC),
WCBS-TV (CBS),
WNBC-TV (NBC),
WNEW-TV, WNYC-TV***

WOR-TV, WPIX-TV
TV homes 50% cut off... 5,790,500
TV homes 25% cut off... 5,912,200
Total ARB viewing area... 6,348,500

COUNTIES TV HOMES

50%:	
Fairfield, Conn.....	214,200
New Haven, Conn.....	212,600
Bergen, N. J.....	273,500
Essex, N. J.....	295,700
Hudson, N. J.....	196,800
Hunterdon, N. J.....	17,800
Middlesex, N. J.....	146,700
Monmouth, N. J.....	114,400
Morris, N. J.....	88,200
Ocean, N. J.....	42,800
Passaic, N. J.....	138,400
Somerset, N. J.....	47,500
Sussex, N. J.....	16,600
Union, N. J.....	169,600
Bronx, N. Y.....	463,100
Dutchess, N. Y.....	53,100
Kings, N. Y.....	836,100
Nassau, N. Y.....	423,400
New York, N. Y.....	607,600
Orange, N. Y.....	59,500
Putnam, N. Y.....	11,400
Queens, N. Y.....	650,400
Richmond, N. Y.....	70,000
Rockland, N. Y.....	50,800
Suffolk, N. Y.....	246,700
Sullivan, N. Y.....	14,600
Ulster, N. Y.....	40,100
Westchester, N. Y.....	266,300
Monroe, Pa.....	12,400
Pike, Pa.....	3,000
Wayne, Pa.....	7,200

25%:

Litchfield, Conn.....	38,400
Mercer, N. J.....	83,300

Other ARB counties:

Middlesex, Conn.....	27,800
Burlington, N. J.....	68,400
Camden, N. J.....	129,700
Gloucester, N. J.....	44,100
Warren, N. J.....	20,600
Carbon, Pa.....	14,400
Lehigh, Pa.....	71,000
Northampton, Pa.....	60,300

Norfolk, Va.

**Stations: WAVY-TV (NBC),
WHRO-TV*, WYAH-TV*,
WTAR-TV (CBS),
WVEC-TV (ABC)**
TV homes 50% cut off... 325,100
TV homes 25% cut off... 337,000
Total ARB viewing area... 407,500

COUNTIES TV HOMES

50%:	
Bertie, N. C.....	4,700
Camden, N. C.....	1,400
Chowan, N. C.....	2,600
Currituck, N. C.....	1,600
Dare, N. C.....	1,600
Gates, N. C.....	1,900
Hertford, N. C.....	5,200
Northampton, N. C.....	5,200
Pasquotank, N. C.....	6,600
Perquimans, N. C.....	2,200

Tyrrell, N. C.....	800
Accomack, Va.....	8,200
Chesapeake, Va.....	141,500
Gloucester, Va.....	3,700
Hampton News, Va.....	61,600
Isle of Wight, Va.....	4,600
James City, Va.....	4,700
Mathews, Va.....	2,100
Manesmond, Va.....	12,000
Northampton, Va.....	4,500
Southampton, Va.....	6,300
Surry, Va.....	1,400
Virginia Beach, Va.....	33,400
York, Va.....	7,300
25%:	
Washington, N. C.....	3,100
Greensville, Va.....	3,700
Lancaster, Va.....	2,600
Sussex, Va.....	2,500

Other ARB counties:

Somerset, Md.....	4,900
Worcester, Md.....	6,500
Halifax, N. C.....	12,600
Hyde, N. C.....	1,000
Martin, N. C.....	5,900
Amelia, Va.....	1,600
Brunswick, Va.....	3,600
Charles City, Va.....	1,000
Dinwiddie, Va.....	15,100
Lunenburg, Va.....	2,900
Middlesex, Va.....	1,700
New Kent, Va.....	1,000
Northumberland, Va.....	2,700
Prince George, Va.....	10,000

North Platte, Neb.

Station: KNOP-TV (NBC)
TV homes 50% cut off... 21,000
TV homes 25% cut off... 28,400
Total ARB viewing area... 32,200

COUNTIES TV HOMES

50%:	
Sedgwick, Colo.....	1,000
Arthur, Neb.....	200
Custer, Neb.....	4,200
Frontier, Neb.....	1,000
Garden, Neb.....	800
Grant, Neb.....	300
Hooker, Neb.....	300
Keith, Neb.....	2,400
Lincoln, Neb.....	8,900
Logan, Neb.....	300
McPherson, Neb.....	200
Perkins, Neb.....	1,100
Thomas, Neb.....	300

25%:

Blaine, Neb.....	200
Dawson, Neb.....	5,900
Deuel, Neb.....	1,000
Loup, Neb.....	300

Other ARB counties:

Phillips, Colo.....	1,400
Chase, Neb.....	1,200
Gosper, Neb.....	700
Hayes, Neb.....	500

Oak Hill, W. Va.

**Station: WOAY-TV
(CBS, ABC)**
TV homes 50% cut off... 50,500

TV homes 25% cut off... 96,400
Total ARB viewing area... 270,300

COUNTIES TV HOMES

50%:	
Braxton, W. Va.....	3,000
Fayette, W. Va.....	12,400
Nicholas, W. Va.....	5,500
Raleigh, W. Va.....	21,300
Wyoming, W. Va.....	8,300

25%:

Clay, W. Va.....	2,000
Gilmer, W. Va.....	1,500
Greenbrier, W. Va.....	8,400
Logan, W. Va.....	12,000
McDowell, W. Va.....	15,800
Summers, W. Va.....	3,800
Webster, W. Va.....	2,400

Other ARB counties:

Alleghany, Va.....	8,000
Bland, Va.....	1,400
Buchanan, Va.....	7,200
Craig, Va.....	900
Dickenson, Va.....	3,900
Giles, Va.....	4,300
Montgomery, Va.....	11,400
Tazewell, Va.....	12,700
Boone, W. Va.....	6,000
Calhoun, W. Va.....	1,400
Kanawha, W. Va.....	72,000
Lewis, W. Va.....	4,400
Mason, W. Va.....	6,300
Mercer, W. Va.....	20,000
Monroe, W. Va.....	2,400
Pocahontas, W. Va.....	2,000
Putnam, W. Va.....	6,400
Roane, W. Va.....	3,200

Odessa-Midland, Tex.

**Stations: KMID-TV (NBC),
KOSA-TV (CBS),
KVKM-TV (ABC)**
TV homes 50% cut off... 108,500
TV homes 25% cut off... 124,700
Total ARB viewing area... 154,900

COUNTIES TV HOMES

50%:	
Lea North, N. M.....	4,800
Lea South, N. M.....	12,300
Andrews, Tex.....	5,100
Brewster, Tex.....	1,200
Crane, Tex.....	1,500
Crockett, Tex.....	1,000
Ector, Tex.....	31,200
Gaines, Tex.....	3,800
Glasscock, Tex.....	300
Jeff Davis, Tex.....	300
Loving, Tex.....	100
Loup, Tex.....	100
Martin, Tex.....	1,400
Midland, Tex.....	24,500
Pecos, Tex.....	3,300
Presidio, Tex.....	800
Reagan, Tex.....	1,100
Reeves, Tex.....	5,100
Terrell, Tex.....	500
Upton, Tex.....	1,700
Ward, Tex.....	4,200
Winkler, Tex.....	4,300

25%:

Howard, Tex.....	13,300
Yoakum, Tex.....	2,900



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Odessa-Midland, Tex
continued

Other ARB counties:

Eddy, N. M.	14,400
Borden, Tex.	300
Culberson, Tex.	700
Dawson, Tex.	5,100
Mitchell, Tex.	2,700
Schleicher, Tex.	800
Scurry, Tex.	5,100
Sterling, Tex.	300
Sutton, Tex.	800

Oklahoma City

**Stations: KLPR-TV*,
KOCO-TV (ABC),
KWTW-TV (CBS),
WKY-TV (NBC)**

TV homes 50% out off . . . 362,000
TV homes 25% out off . . . 380,700
Total ARB viewing area . . . 510,800

COUNTIES TV HOMES

50%:

Alfalfa, Okla.	2,300
Beckham, Okla.	5,000
Blaine, Okla.	3,300
Caddo, Okla.	7,800
Canadian, Okla.	7,400
Cleveland, Okla.	14,100
Custer, Okla.	6,700
Dewey, Okla.	1,400
Garfield, Okla.	17,400
Garvin, Okla.	9,500
Grady, Okla.	8,700
Grant, Okla.	2,200
Harmon, Okla.	1,300
Harper, Okla.	1,800
Hughes, Okla.	4,400
Kay, Okla.	17,200
Kingfisher, Okla.	3,200
Kiowa, Okla.	4,200
Lincoln, Okla.	5,500
Logan, Okla.	5,200
McCain, Okla.	3,700
Major, Okla.	1,800
Murray, Okla.	4,400
Noble, Okla.	3,200
Oklahoma, Okla.	162,800
Payne, Okla.	13,000
Pontotoc, Okla.	9,800
Pottawatomie, Okla.	13,400
Roger Mills, Okla.	1,000
Seminole, Okla.	7,900
Washita, Okla.	5,300
Woods, Okla.	3,300
Woodward, Okla.	3,800

25%:

Carter, Okla.	12,900
Ellis, Okla.	1,200
Greer, Okla.	2,100
Okfuskee, Okla.	2,500

Other ARB counties:

Cowley, Kan.	11,200
Sumner, Kan.	8,000
Atoka, Okla.	2,900
Coal, Okla.	1,600
Comanche, Okla.	27,500
Creek, Okla.	12,500
Jackson, Okla.	10,300
Johnston, Okla.	2,400
Osage, Okla.	10,400
Pawnee, Okla.	3,000
Pittsburg, Okla.	10,100
Stephens, Okla.	13,000

Washington, Okla.	15,500
Wheeler, Tex.	1,700

Omaha

**Stations: KETV (ABC),
KMTV (NBC),
WOW-TV (CBS)**

TV homes 50% out off . . . 322,200
TV homes 25% out off . . . 327,600
Total ARB viewing area . . . 392,800

COUNTIES TV HOMES

50%:

Adams, Iowa	1,900
Audubon, Iowa	3,000
Cass, Iowa	5,300
Crawford, Iowa	5,000
Fremont, Iowa	2,700
Harrison, Iowa	4,800
Hills, Iowa	3,300
Monona, Iowa	3,700
Montgomery, Iowa	4,200
Page, Iowa	5,700
Pottawattama, Iowa	25,800
Shelby, Iowa	4,200
Taylor, Iowa	2,600
Atchison, Mo.	2,400
Burt, Neb.	2,900
Butler, Neb.	2,800
Cass, Neb.	5,600
Colfax, Neb.	2,900
Cuming, Neb.	3,400
Dodge, Neb.	11,300
Douglas, Neb.	112,700
Gage, Neb.	7,700
Johnson, Neb.	1,800
Lancaster, Neb.	53,100
Nemaha, Neb.	2,400
Otoe, Neb.	5,200
Pawnee, Neb.	1,300
Platte, Neb.	7,400
Saline, Neb.	4,000
Sarpy, Neb.	10,000
Saunders, Neb.	5,400
Seward, Neb.	3,900
Washington, Neb.	3,800

25%:

Richardson, Neb.	3,800
Stanton, Neb.	1,600

Other ARB counties:

Buena Vista, Iowa	6,200
Carroll, Iowa	6,400
Ida, Iowa	2,900
Ringgold, Iowa	2,100
Sac, Iowa	4,800
Union, Iowa	3,900
Marshall, Kan.	4,200
Washington, Kan.	2,700
Nodaway, Mo.	5,800
Antelope, Neb.	2,500
Boone, Neb.	2,400
Jefferson, Neb.	3,300
Madison, Neb.	7,500
Polk, Neb.	1,900
Thurston, Neb.	1,600
Wayne, Neb.	2,900
York, Neb.	4,100

Orlando-Daytona Beach, Fla.

Stations: WDBO-TV (CBS),

**WESH-TV (NBC),
WFTV (ABC)**

TV homes 50% out off . . . 332,800
TV homes 25% out off . . . 350,900
Total ARB viewing area . . . 400,400

COUNTIES TV HOMES

50%:

Brevard, Fla.	48,500
Citrus, Fla.	3,300
Lake, Fla.	20,500
Marion, Fla.	15,100
Orange, Fla.	99,200
Osceola, Fla.	7,600
Polk, Fla.	64,200
Seminole, Fla.	19,300
Sumter, Fla.	3,200
Volusia, Fla.	51,900

25%:

Hernando, Fla.	3,900
Pasco, Fla.	14,200

Other ARB counties:

Alachua, Fla.	19,100
Clay, Fla.	5,700
Dixie, Fla.	1,000
Flagler, Fla.	1,300
Gilchrist, Fla.	700
Lafayette, Fla.	700
Levy, Fla.	2,500
Putnam, Fla.	9,700
St. Johns, Fla.	8,800

Ottumwa, Iowa

**Station: KTVO-TV
(CBS, NBC, ABC)**

TV homes 50% out off . . . 55,100
TV homes 25% out off . . . 84,300

COUNTIES TV HOMES

50%:

Appanoose, Iowa	4,300
Davis, Iowa	2,600
Jefferson, Iowa	4,500
Monroe, Iowa	2,700
Van Buren, Iowa	2,800
Wappelo, Iowa	13,500
Adair, Mo.	6,100
Linn, Mo.	4,900
Macon, Mo.	4,900
Mercer, Mo.	1,500
Putnam, Mo.	1,900
Schuyler, Mo.	1,300
Scotland, Mo.	1,800
Sullivan, Mo.	2,300

25%:

Decatur, Iowa	2,500
Henry, Iowa	4,800
Keokuk, Iowa	4,100
Mahaska, Iowa	6,900
Wayne, Iowa	2,700
Clark, Mo.	2,600
Grundy, Mo.	3,800
Knox, Mo.	1,800

Panama City, Fla.

**Station: WJHG-TV
(NBC, ABC)**

TV homes 50% out off . . . 63,100
TV homes 25% out off . . . 122,700
Total ARB viewing area . . . 159,400

COUNTIES TV HOMES

50%:

Geneva, Ala.	4,900
Houston, Ala.	13,700
Bay, Fla.	20,500
Calhoun, Fla.	1,600
Franklin, Fla.	1,700
Gulf, Fla.	2,900
Holmes, Fla.	2,100
Jackson, Fla.	8,300
Liberty, Fla.	800
Walton, Fla.	4,000
Washington, Fla.	2,600

25%:

Dale, Ala.	8,300
Gadsden, Fla.	7,900
Leon, Fla.	20,500
Okaloosa, Fla.	20,200
Wakulla, Fla.	1,300
Seminole, Ga.	1,400

Other ARB counties:

Coffee, Ala.	7,000
Covington, Ala.	8,000
Henry, Ala.	2,900
Santa Rosa, Fla.	8,700
Decatur, Ga.	6,300
Early, Ga.	2,500
Miller, Ga.	1,300

Parkersburg, W. Va.

**Station: WTAP-TV*
(NBC, ABC)**

TV homes 50% out off (UHF) . . . None
TV homes 25% out off (UHF) . . . 23,700

COUNTIES TV HOMES

50% (UHF):

None	
------	--

25% (UHF):

Washington, Ohio	8,000
Pleasants, W. Va.	1,000
Wood, W. Va.	14,700

Pembina, N.D.

**Station: KCND-TV
(ABC, NBC)**

TV homes 50% out off . . . 13,500
TV homes 25% out off . . . 21,500
Total ARB viewing area . . . 52,100

COUNTIES TV HOMES

50%:

Kittson, Minn.	1,800
Roseau, Minn.	2,100
Cavalier, N. D.	2,100
Pembina, N. D.	3,000
Walsh, N. D.	4,500

25%:

Marshall, Minn.	3,200
Ramsey, N. D.	3,500
Towner, N. D.	1,300

Other ARB counties:

Lake of the Wood, Minn.	700
Pennington, Minn.	3,200
Polk, Minn.	9,400
Red Lake, Minn.	1,200
Grand Forks, N. D.	14,200
Nelson, N. D.	1,900

Peoria, Ill.

**Stations: WEEK-TV* (NBC),
WIRL-TV* (ABC),
WMBD-TV* (CBS)**

TV homes 50% out off (UHF) . . . 155,400
TV homes 25% out off (UHF) . . . 180,300

COUNTIES TV HOMES

50% (UHF):

Fulton, Ill.	11,700
Logan, Ill.	9,100
McLean, Ill.	24,800
Marshall, Ill.	3,900
Mason, Ill.	4,700
Menard, Ill.	2,800
Peoria, Ill.	58,000
Putnam, Ill.	1,100
Tazewell, Ill.	32,200
Woodford, Ill.	7,100

25% (UHF):

La Salle, Ill.	18,600
Livingston, Ill.	4,800
Stark, Ill.	1,500

Philadelphia

**Stations: KYW-TV (NBC),
WCAU-TV (CBS),
WFIL-TV (ABC), WIBF-TV*
WKBS-TV, WPHL-TV***

TV homes 50% out off . . . 2,103,600
TV homes 25% out off . . . 2,200,800
Total ARB viewing area . . . 2,767,200

COUNTIES TV HOMES

50%:

Kent, Del.	20,800
Newcastle, Del.	99,500
Atlantic, N. J.	57,000
Burlington, N. J.	68,300
Camden, N. J.	129,700
Cape May, N. J.	17,900
Cumberland, N. J.	34,600
Gloucester, N. J.	44,100
Mercer, N. J.	83,300
Salem, N. J.	18,400
Warren, N. J.	20,600
Berks, Pa.	86,700
Bucks, Pa.	102,800
Carbon, Pa.	14,400
Chester, Pa.	64,400
Delaware, Pa.	175,100
Lancaster, Pa.	80,600
Lehigh, Pa.	71,000
Monroe, Pa.	12,400
Montgomery, Pa.	166,700
Northampton, Pa.	60,300
Philadelphia, Pa.	627,600
Schuylkill, Pa.	47,400

25%:

Sussex, Del.	21,400
Cecil, Md.	14,000
Hunterdon, N. J.	17,800
Columbia, Pa.	15,500
Northumberland, Pa.	28,500

Other ARB counties:

Hartford, Md.	23,700
Monmouth, N. J.	114,400
Ocean, N. J.	42,800
Somerset, N. J.	47,500
Dauphin, Pa.	67,600
Lackawanna, Pa.	66,700
Lebanon, Pa.	26,300

Luzerne, Pa.	96,600
Montour, Pa.	3,900
Sullivan, Pa.	1,700
York, Pa.	75,200

Phoenix

Stations: KOOL-TV (CBS), KPAZ-TV*, KPHO-TV, KTAR-TV (NBC), KTVK-TV (ABC)
TV homes 50% cut off . . . 331,200
TV homes 25% cut off . . . 331,200
Total ARB viewing area . . . 463,400

COUNTIES	TV HOMES
50%:	
Coconino, Ariz.	11,800
Gila, Ariz.	7,400
Graham, Ariz.	4,200
Greenlee, Ariz.	3,000
Maricopa, Ariz.	253,000
Mohave, Ariz.	3,100
Navajo, Ariz.	8,400
Pima West, Ariz.	4,200
Pinal, Ariz.	18,000
Yavapai, Ariz.	9,500
Riverside, Calif.	4,900
San Bernardino East, Calif.	2,500
Hidalgo, Calif.	1,200

25%:	None
Other ARB counties:	
Cochise, Ariz.	16,700
Pima East, Ariz.	32,800
Santa Cruz, Ariz.	3,600
Yuma, Ariz.	15,200
Grant, N. M.	3,900

Pittsburgh

Stations: KDKA-TV (CBS), WIIC-TV (NBC), WTAE-TV (ABC)
TV homes 50% cut off . . . 1,138,500
TV homes 25% cut off . . . 1,283,600
Total ARB viewing area . . . 1,523,900

COUNTIES	TV HOMES
50%:	
Garrett, Md.	4,700
Columbiana, Ohio	31,800
Jefferson, Ohio	27,800
Allegheny, Pa.	479,800
Armstrong, Pa.	22,300
Beaver, Pa.	60,600
Butler, Pa.	33,100
Cambria, Pa.	54,700
Clarion, Pa.	9,800
Fayette, Pa.	44,300
Greene, Pa.	10,000
Indiana, Pa.	19,800
Jefferson, Pa.	13,000
Lawrence, Pa.	32,400
Somerset, Pa.	20,100
Venango, Pa.	17,300
Washington, Pa.	62,500
Westmoreland, Pa.	104,000
Barbour, W. Va.	3,100
Brooke, W. Va.	8,100
Hancock, W. Va.	11,800
Harrison, W. Va.	20,900
Marion, W. Va.	16,900
Monongalia, W. Va.	13,500
Preston, W. Va.	5,700

Randolph, W. Va.	5,500
Taylor, W. Va.	3,500
Tucker, W. Va.	1,500

25%:	
Belmont, Ohio	24,500
Harrison, Ohio	4,800
Monroe, Ohio	4,200
Blair, Pa.	39,300
Clearfield, Pa.	21,900
Elk, Pa.	10,300
Forest, Pa.	1,100
Grant, W. Va.	2,000
Marshall, W. Va.	10,700
Ohio, W. Va.	21,400
Wetzel, W. Va.	4,900

Other ARB counties:	
Allegheny, Md.	23,900
Guernsey, Ohio	10,600
Mahoning, Ohio	90,900
Noble, Ohio	2,700
Bedford, Pa.	11,700
Crawford, Pa.	21,300
Huntingdon, Pa.	10,300
McKean, Pa.	15,200
Mercer, Pa.	36,700
Hampshire, W. Va.	2,600
Lewis, W. Va.	4,400
Mineral, W. Va.	5,700
Upshur, W. Va.	4,300

Ponce, P.R.

Stations: WRIK-TV, WSUR
No data available

Portland, Ore.

Stations: KATU (ABC), KGW-TV (NBC), KOIN-TV (CBS), KPTV
TV homes 50% cut off . . . 466,400
TV homes 25% cut off . . . 510,600
Total ARB viewing area . . . 594,900

COUNTIES	TV HOMES
50%:	
Benton, Ore.	10,700
Clackamas, Ore.	36,700
Clatsop, Ore.	7,800
Columbia, Ore.	6,200
Coos, Ore.	16,300
Crook, Ore.	2,500
Deschutes, Ore.	6,800
Gilliam, Ore.	800
Harney, Ore.	1,700
Hood River, Ore.	3,800
Jefferson, Ore.	2,000
Lane Outer, Ore.	17,900
Lincoln, Ore.	7,600
Linn, Ore.	17,000
Marion, Ore.	36,100
Multnomah, Ore.	177,900
Polk, Ore.	7,700
Sherman, Ore.	700
Tillamook, Ore.	5,000
Wasco, Ore.	6,300
Washington, Ore.	31,300
Wheeler, Ore.	500
Yamhill, Ore.	9,200
Clark, Wash.	30,000
Cowlitz, Wash.	17,800
Klickitat, Wash.	3,900
Skamania, Wash.	1,500
Wahkiakum, Wash.	700
25%:	
Baker, Ore.	5,200

Lane Inner, Ore.	33,600
Morrow, Ore.	1,300
Pacific, Wash.	4,100

Other ARB counties:	
Douglas, Ore.	20,300
Umatilla, Ore.	12,200
Union, Ore.	5,100
Gray Harbor, Wash.	15,900
Lewis, Wash.	12,200
Thurston, Wash.	18,500

Portland-Mt. Washington, Me.

Stations: WCSH-TV (NBC), WGAN-TV (CBS), WMTW-TV (ABC)
TV homes 50% cut off . . . 280,600
TV homes 25% cut off . . . 416,200
Total ARB viewing area . . . 531,500

COUNTIES	TV HOMES
50%:	
Androscoggin, Me.	26,200
Cumberland, Me.	56,700
Franklin, Me.	5,500
Kennebec, Me.	26,000
Knox, Me.	8,700
Lincoln, Me.	5,700
Oxford, Me.	12,600
Sagadahoc, Me.	6,900
Somerset, Me.	11,100
York, Me.	30,500
Belknap, N. H.	9,000
Carroll, N. H.	5,100
Coos, N. H.	11,200
Grafton, N. H.	14,000
Sullivan, N. H.	8,600
Caledonia, Vt.	6,500
Essex, Vt.	1,700
Orange, Vt.	4,300
Orleans, Vt.	5,400
Washington, Vt.	12,300
Windsor, Vt.	12,600

25%:	
Rockingham, N. H.	33,700
Strafford, N. H.	18,800
Clinton, N. Y.	20,800
Essex, N. Y.	10,200
Addison, Vt.	5,200
Chittenden, Vt.	21,800
Lamoille, Vt.	3,000
Rutland, Vt.	13,500
Windham, Vt.	8,600

Other ARB counties:	
Waldo, Me.	6,400
Cheshire, N. H.	13,800
Hillsborough, N. H.	57,900
Merrimack, N. H.	20,500
Bennington, Vt.	7,600
Franklin, Vt.	8,300
Grand Isle, Vt.	800

Presque Isle, Me.

Stations: WAGM-TV (CBS, ABC, NBC), WMEM-TV
TV homes 50% cut off . . . 26,300
TV homes 25% cut off . . . 26,300

COUNTIES	TV HOMES
50%:	
Aroostook, Me.	26,300

25%:	None
Other ARB counties:	None

Providence, R.I.

Stations: WJAR-TV (NBC), WPRO-TV (CBS), WTEV (ABC)
TV homes 50% cut off . . . 441,000
TV homes 25% cut off . . . 586,500
Total ARB viewing area . . . 1,784,900

COUNTIES	TV HOMES
50%:	
New London, Conn.	56,800
Windham, Conn.	21,300
Bristol South, Mass.	84,200
Dukes, Mass.	1,900
Nantucket, Mass.	1,100
Bristol, R. I.	12,400
Kent, R. I.	38,900
Newport, R. I.	23,500
Providence, R. I.	183,000
Washington, R. I.	17,900

25%:	
Barnstable, Mass.	25,000
Bristol North, Mass.	40,500
Plymouth, Mass.	80,000

Other ARB counties:	
Tolland, Conn.	20,500
Essex, Mass.	183,100
Middlesex, Mass.	369,400
Norfolk, Mass.	158,800
Suffolk, Mass.	235,100
Worcester, Mass.	173,700
Hillsborough, N. H.	57,800

Raleigh-Durham, N.C.

Stations: WRAL-TV (ABC), WTVD-TV (CBS, NBC)
TV homes 50% cut off . . . 304,200
TV homes 25% cut off . . . 379,900
Total ARB viewing area . . . 761,800

COUNTIES	TV HOMES
50%:	
Bladen, N. C.	5,600
Chatham, N. C.	6,800
Cumberland, N. C.	38,000
Durham, N. C.	31,200
Edgecombe, N. C.	12,700
Franklin, N. C.	5,900
Granville, N. C.	7,200
Halifax, N. C.	12,600
Harnett, N. C.	11,800
Hoke, N. C.	3,100
Johnston, N. C.	15,000
Lee, N. C.	7,300
Moore, N. C.	9,600
Nash, N. C.	14,500
Orange, N. C.	11,000
Person, N. C.	6,500
Sampson, N. C.	10,600
Vance, N. C.	7,600
Wake, N. C.	48,200
Warren, N. C.	3,400
Wayne, N. C.	21,400
Wilson, N. C.	14,200

25%:	
Alamance, N. C.	25,700
Duplin, N. C.	9,100
Greene, N. C.	3,300
Lenoir, N. C.	14,300
Northampton, N. C.	5,200
Robeson, N. C.	18,100

Other ARB counties:	
Bertie, N. C.	4,700
Caswell, N. C.	4,000
Columbus, N. C.	10,700
Davidson, N. C.	23,800
Davie, N. C.	4,400
Guilford Inner, N. C.	37,100
Guilford Outer, N. C.	39,300
Jones, N. C.	2,300
Martin, N. C.	5,900
Montgomery, N. C.	4,800
New Hanover, N. C.	21,400
Onslow, N. C.	21,800
Pender, N. C.	4,000
Pitt, N. C.	17,000
Randolph, N. C.	18,400
Richmond, N. C.	9,700
Rockingham, N. C.	19,600
Rowan, N. C.	24,300
Scotland, N. C.	5,300
Halifax, Va.	96,300
Mecklenburg, Va.	7,100

Rapid City, S.D.

Stations: KOTA-TV (CBS, ABC), KRSD-TV (NBC, ABC)
TV homes 50% cut off . . . 5,400
TV homes 25% cut off . . . 63,400
Total ARB viewing area . . . 74,300

COUNTIES	TV HOMES
50%:	
Box Butte, Neb.	3,300
Dawes, Neb.	2,600
Grant, Neb.	300
Sheridan, Neb.	2,500
Sioux, Neb.	700
Bennett, S. D.	600
Butte, S. D.	2,600
Custer, S. D.	1,200
Fall River, S. D.	3,200
Haakon, S. D.	1,000
Harding, S. D.	150
Jackson, S. D.	500
Lawrence, S. D.	5,000
Meade, S. D.	3,200
Pennington, S. D.	19,700
Shannon, S. D.	800
Washabaugh, S. D.	100
Ziebach, S. D.	400
Campbell, Wyo.	1,800
Crook, Wyo.	1,200
Weston, Wyo.	2,300

25%:	
Scotts Bluff, Neb.	9,900
Other ARB counties:	
Carter, Mont.	500
Fallon, Mont.	1,000
Banner, Neb.	300
Cherry, Neb.	2,200
Garden, Neb.	800
Morrill, Neb.	1,700
Perkins, S. D.	1,400
Converse, Wyo.	1,900
Niobrara, Wyo.	1,100

Reno

Stations: **KCRL (NBC, ABC),
KOLO-TV (CBS, ABC)**
TV homes 50% cut off... 63,600
TV homes 25% cut off... 65,600
Total ARB viewing area... 110,300

COUNTIES	TV HOMES
50%:	
Alpine, Calif.	100
Eldorado East, Calif.	3,200
Lassen, Calif.	3,100

Modoc, Calif.	2,200	Pershing, Nev.	1,100
Mono, Calif.	700	Storey, Nev.	200
Nevada East, Calif.	700	Washoe, Nev.	35,400
Placer East, Calif.	1,200	25%:	
Churchill, Nev.	3,000	Lake, Ore.	122,000
Douglas, Nev.	1,400	Other ARB counties:	
Esmeralda, Nev.	200	El Dorado West, Calif.	8,600
Eureka, Nev.	200	Inyo, Calif.	3,300
Humboldt, Nev.	1,800	Nevada West, Calif.	6,300
Lander, Nev.	400	Placer West, Calif.	19,300
Lyon, Nev.	2,200	Plumas, Calif.	3,100
Mineral, Nev.	1,800	Sierra, Calif.	700
Nye, Nev.	1,600	Elko, Nev.	3,400
Ormsby, Nev.	3,100		

Richmond, Va.

Stations: **WRVA-TV (NBC),
WTVR-TV (CBS),
WXEX-TV (ABC)**
TV homes 50% cut off... 270,300
TV homes 25% cut off... 301,700
Total ARB viewing area... 460,400

COUNTIES	TV HOMES
50%:	
Albemarle, Va.	17,400
Amelia, Va.	1,600
Augusta, Va.	21,100
Brunswick, Va.	3,600
Buckingham, Va.	2,100
Caroline, Va.	2,900
Charles City, Va.	1,000
Chesterfield, Va.	27,800
Cumberland, Va.	1,200
Dinwiddie, Va.	15,100
Essex, Va.	1,500
Fluvanna, Va.	1,600
Goochland, Va.	1,900
Greene, Va.	900
Greensville, Va.	3,800
Hanover, Va.	7,600
Henrico, Va.	110,000
King & Queen, Va.	1,300
King William, Va.	1,800
Lancaster, Va.	2,600
Louisa, Va.	3,100
Lunenburg, Va.	2,900
Madison, Va.	1,900
Middlesex, Va.	1,700
Nelson, Va.	2,800
New Kent, Va.	1,000
Northumberland, Va.	2,700
Nottoway, Va.	3,900
Orange, Va.	3,300
Powhatan, Va.	1,500
Prince Edward, Va.	3,200
Prince George, Va.	10,000
Richmond, Va.	1,600
Surry, Va.	1,400
Sussex, Va.	2,500
25%:	
Gloucester, Va.	3,600
James City, Va.	4,700
Page, Va.	4,600
Rockingham, Va.	15,700
Westmoreland, Va.	2,800
Other ARB counties:	
St. Marys, Md.	9,900
Gates, N. C.	1,900
Halifax, N. C.	12,600
Northampton, N. C.	5,200
Accomack, Va.	8,200
Amherst, Va.	5,200
Appomattox, Va.	2,300
Charlotte, Va.	3,200
Culpeper, Va.	4,200
Fauquier, Va.	6,600
Halifax, Va.	9,000
Isle of Wight, Va.	4,500
King George, Va.	1,900
Mathews, Va.	2,100
Mecklenburg, Va.	7,100
Nansemond, Va.	12,000
Northampton, Va.	4,500
Prince William, Va.	16,200
Rappahannock, Va.	1,200
Rockbridge, Va.	7,800
Shenandoah, Va.	6,500
Southampton, Va.	6,300
Spotsylvania, Va.	7,800
Stafford, Va.	5,200
York, Va.	7,300

Riverton, Wyo.

Station: **KWRB-TV
(ABC, CBS, NBC)**
TV homes 50% cut off... 12,600
TV homes 25% cut off... 15,600
Total ARB viewing area... 22,000

COUNTIES	TV HOMES
50%:	
Fremont, Wyo.	7,900
Hot Springs, Wyo.	2,000
Washakie, Wyo.	2,700
25%:	
Big Horn, Wyo.	3,000
Other ARB counties:	
Johnson, Wyo.	1,600
Park, Wyo.	4,800

Roanoke-Lynchburg, Va.

Stations: **WDBJ-TV (CBS),
WRFT-TV* (ABC),
WLSL-TV (NBC),
WLVA-TV (ABC)**
TV homes 50% cut off... 248,200
TV homes 25% cut off... 323,300
Total ARB viewing area... 647,600
UHF data insufficient

COUNTIES	TV HOMES
50%:	
Caswell, N. C.	4,000
Alleghany, Va.	8,000
Amherst, Va.	5,200
Appomattox, Va.	2,300
Bath, Va.	1,200
Bedford, Va.	8,200
Bland, Va.	1,400
Botetourt, Va.	4,600
Campbell, Va.	26,300
Carroll, Va.	5,300
Charlotte, Va.	3,200
Craig, Va.	900
Floyd, Va.	2,600
Franklin, Va.	6,500
Giles, Va.	4,300
Grayson, Va.	6,200
Halifax, Va.	9,000
Henry, Va.	16,800
Highland, Va.	500
Mecklenburg, Va.	7,100
Montgomery, Va.	11,400
Pittsylvania, Va.	27,900
Putaski, Va.	7,100
Roanoke, Va.	52,200
Rockbridge, Va.	7,900
Wythe, Va.	5,300
Greenbrier, W. Va.	8,400
Monroe, W. Va.	2,400
Pocahontas, W. Va.	2,000
25%:	
Alleghany, N. C.	1,800
Person, N. C.	6,500
Rockingham, N. C.	19,600
Nelson, Va.	2,800
Patrick, Va.	3,800
Smyth, Va.	7,900
Tazewell, Va.	12,700
Mercer, W. Va.	20,000



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Other ARB counties:

Alamance, N. C.	25,700
Ashe, N. C.	4,200
Forsyth, N. C.	58,900
Franklin, N. C.	5,900
Granville, N. C.	7,100
Guilford Inner, N. C.	37,100
Guilford Outer, N. C.	39,300
Stokes, N. C.	5,700
Surry, N. C.	13,100
Vance, N. C.	7,600
Warren, N. C.	3,400
Yadkin, N. C.	6,000
Albemarle, Va.	17,300
Augusta, Va.	21,100
Buckingham, Va.	2,100
Cumberland, Va.	1,200
Greene, Va.	900
Lunenburg, Va.	2,900
Madison, Va.	1,900
Orange, Va.	3,300
Prince Edward, Va.	3,200
McDowell, W. Va.	15,800
Nicholas, W. Va.	5,500
Pendelton, W. Va.	1,700
Raleigh, W. Va.	21,300
Summers, W. Va.	3,800
Wyoming, W. Va.	8,300

Rochester, N.Y.

**Stations: WHEC-TV (CBS),
WOKR (ABC),
WROC-TV (NBC)**
TV homes 50% cut off... 259,200
TV homes 25% cut off... 305,800
Total ARB viewing area... 445,200

COUNTIES	TV HOMES
50%:	
Livingston, N. Y.	12,700
Monroe, N. Y.	194,000
Ontario, N. Y.	21,000
Wayne, N. Y.	21,400
Wyoming, N. Y.	10,100

25%:	
Genesee, N. Y.	16,900
Steuben, N. Y.	29,700

Other ARB counties:

Allegany, N. Y.	12,400
Cattaraugus, N. Y.	24,300
Cayuga, N. Y.	22,000
Chemung, N. Y.	31,400
Orleans, N. Y.	10,900

Schuyler, N. Y.	4,500
Seneca, N. Y.	9,300
Tompkins, N. Y.	18,900
Yates, N. Y.	5,700

Rockford, Ill.

**Stations: WCEE-TV* (CBS),
WREX-TV (ABC),
WTVO-TV* (NBC)**
TV homes 50%
cut off (VHF)... 161,200
TV homes 25%
cut off (VHF)... 187,400
Total ARB viewing area
(VHF only)... 396,700
TV homes 50%
cut off (UHF)... 112,600
TV homes 25%
cut off (UHF)... 119,000

COUNTIES	TV HOMES
50% (VHF):	
Boone, Ill.	6,200
Jo Daviess, Ill.	6,000
Lee, Ill.	10,300
Ogle, Ill.	11,800
Stephenson, Ill.	14,400
Winnebago, Ill.	69,300
Green, Wis.	7,600
Rock, Wis.	35,600
25% (VHF):	
Carroll, Ill.	5,800
De Kalb, Ill.	15,700
Lafayette, Wis.	4,700

50% (UHF):	
Boone, Ill.	5,000
Stephenson, Ill.	12,500
Winnebago, Ill.	65,900
Rock, Wis.	29,200
25% (UHF):	
Ogle, Ill.	6,400

**Other ARB counties
(VHF only):**

Bureau, Ill.	11,300
La Salle, Ill.	33,700
McHenry, Ill.	28,300
Whiteside, Ill.	18,600
Clinton, Iowa	16,800
Jackson, Iowa	5,900
Dane, Wis.	69,000
Iowa, Wis.	5,000

Richland, Wis.	4,400
Walworth, Wis.	16,300

Roseburg, Ore.

Station: KPIC (NBC)
TV homes 50% cut off... 20,300
TV homes 25% cut off... 20,300
Total ARB viewing area... 127,400

COUNTIES	TV HOMES
50%:	
Douglas, Ore.	20,300

25%:
None

Other ARB counties:

Coos, Ore.	16,300
Curry, Ore.	5,000
Jackson, Ore.	25,000
Josephine, Ore.	9,300
Lane Inner, Ore.	33,600
Lane Outer, Ore.	17,900

Roswell, N.M.

**Stations: KBIM-TV (CBS),
KSWs-TV (NBC)**
TV homes 50% cut off... 50,600
TV homes 25% cut off... 69,400
Total ARB viewing area... 100,300

COUNTIES	TV HOMES
50%:	
Chaves, N. M.	17,200
Curry, N. M.	9,800
Eddy, N. M.	14,400
Lea North, N. M.	4,900
Roosevelt, N. M.	4,300

25%:	
De Baca, N. M.	600
Guadalupe, N. M.	900
Lea South, N. M.	12,400
Lincoln, N. M.	2,000
Yoakum, Tex.	2,900

Other ARB counties:

Torrance, N. M.	1,200
Bailey, Tex.	2,800
Castro, Tex.	2,600
Cochran, Tex.	1,600
Gaines, Tex.	3,800
Hockley, Tex.	6,400
Loving, Tex.	100

**If your product
is found in any
of the categories
listed below:**

- | | |
|-----------------------|----------------------|
| Toothpaste | Shortening-liquid |
| Deodorant-spray | Shortening-solid |
| Deodorant-cream | Margarine-regular |
| Shampoo | Margarine-corn oil |
| Pain Relievers | Milk-fresh |
| Bread-regular | Baked/Pork & Beans |
| Bread-dietary | Fruit Drink-canned |
| Potato/Corn Chips | Beer/Ale/Malt Liq. |
| Saltines | Insect Spray |
| Coffee-instant | Ldy. Prod.-Fine Fab. |
| Coffee-regular | Ldy. Prod.-Hv. Dy.; |
| Tea-boxed, bagged | Hi Suds |
| Tea-instant | Ldy. Prod.-Hv. Dy.; |
| Mustard | Lo Suds |
| Jelly | Liquid Ldy. Prod. |
| Syrup | Dishwashing Liquids |
| Peanut Butter | Dishwasher Prods. |
| Mayonnaise/Salad | Detergent-tablet |
| Dressing | Liquid Cleaners |
| Cereal | Cleaners |
| Cake Mix | Fabric Softeners |
| Sugar-granulated | Spray Starch |
| Sugar-confectionery | Bleach-liquid |
| Milk-evaporated | Bleach-dry |
| Milk-dry non-fat | Bar Soap-Deod. |
| Artificial Creamers | Bar Soap-Beauty |
| Artificial Sweeteners | Bar Soap-Hv. Duty |
| Flour | Paper Towels |
| Dog Food-canned | Paper Napkins |
| Dog Food-boxed | Facial Tissues |
| Dog Food-bagged | Toilet Tissue |
| Cat Food-canned | Aluminum Foil |
| Cat Food-boxed | Plastic Wrap |
| | Sandwich Bags |

Write for:
**"Food Census
of
92 Supermarkets"
within the
Roanoke-Lynchburg
Television Market**

For a copy of the Census Category
showing your brand, write enclosing
the name of your product or prod-
ucts to:

**Food Store Census
WDBJ-Television
P. O. Box 227
Roanoke, Va. 24002**

WDBJ-TV

Roanoke

National representatives:
Peters, Griffin, Woodward, Inc.

ROANOKE-VIRGINIA'S NO. 1 TV MARKET*

* SOURCE:
ARB ESTIMATE
JANUARY 1966



41ST IN THE NATION WITH 647,600
TV HOMES AS COMPARED WITH 460,400
IN MARKET B AND 407,500 IN MARKET C

**FULL COLOR
WSLS-TV**

 THE KATZ AGENCY, Inc.
STATION REPRESENTATIVES

Roswell, N. M. continued

Parmer, Tex.....	3,200
Terry, Tex.....	4,900
Winkler, Tex.....	4,300

Sacramento-Stockton, Calif.

**Stations: KCRA-TV (NBC),
KQVR-TV (ABC),
KXTV-TV (CBS)**

**TV homes 50% cut off... 546,600
TV homes 25% cut off... 549,400
Total ARB viewing area 1,443,900**

COUNTIES TV HOMES

50%:

Amador, Calif.....	3,100
Butte, Calif.....	28,900
Calaveras, Calif.....	3,300
Colusa, Calif.....	3,700
Contra Costa East, Calif.....	72,600
El Dorado West, Calif.....	8,600
El Dorado East, Calif.....	3,200
Lake, Calif.....	5,200
Lassen, Calif.....	3,100
Nevada West, Calif.....	6,400
Nevada East, Calif.....	700
Placer West, Calif.....	19,300
Plumas, Calif.....	3,100
Sacramento, Calif.....	187,500
San Joaquin, Calif.....	78,600
Solano East, Calif.....	19,000
Stanislaus, Calif.....	50,300
Sutter, Calif.....	10,900
Tuolumne, Calif.....	4,900
Yolo, Calif.....	23,100
Yuba, Calif.....	11,100

25%:

Mariposa, Calif.....	1,700
Placer East, Calif.....	1,100

Other ARB counties:

Alameda East, Calif.....	10,900
Alameda West, Calif.....	319,100
Contra Costa West, Calif.....	69,100
Glenn, Calif.....	5,300
Marin, Calif.....	54,300
Mendocino, Calif.....	14,800
Merced, Calif.....	27,100
Napa North, Calif.....	3,600
Napa South, Calif.....	17,400
Santa Clara East, Calif.....	8,600
Santa Clara West, Calif.....	241,700
Sierra, Calif.....	700
Solano West, Calif.....	25,000
Sonoma North, Calif.....	35,900
Sonoma South, Calif.....	16,800
Tehama, Calif.....	8,800
Washoe, Nev.....	35,400

St. Joseph, Mo.

Station: KFEQ-TV (CBS, ABC)
TV homes 50% cut off... 80,700
TV homes 25% cut off... 102,800
Total ARB viewing area... 634,200

COUNTIES TV HOMES

50%:

Ringgold, Iowa.....	2,100
Taylor, Iowa.....	2,600
Brown, Kan.....	3,700
Doniphan, Kan.....	2,400
Nemaha, Kan.....	3,200

Andrew, Mo.....	3,400
Atchison, Mo.....	2,400
Buchanan, Mo.....	28,100
Daviess, Mo.....	2,700
De Kalb, Mo.....	1,900
Gentry, Mo.....	2,300
Grundy, Mo.....	3,800
Harrison, Mo.....	3,300
Holt, Mo.....	1,900
Livingston, Mo.....	4,800
Mercer, Mo.....	1,500
Nodaway, Mo.....	5,800
Worth, Mo.....	1,000
Richardson, Neb.....	3,800

25%:

Decatur, Iowa.....	2,500
Atchison, Kan.....	5,700
Jackson, Kan.....	2,800
Caldwell, Mo.....	2,600
Clinton, Mo.....	3,600
Linn, Mo.....	4,900

Other ARB counties:

Adams, Iowa.....	1,900
Freemont, Iowa.....	2,700
Mills, Iowa.....	3,300
Montgomery, Iowa.....	4,200
Page, Iowa.....	5,700
Anderson, Kan.....	2,300
Coffey, Kan.....	2,100
Douglas, Kan.....	12,700
Franklin, Kan.....	5,900
Jefferson, Kan.....	3,200
Johnson, Kan.....	51,600
Leavenworth, Kan.....	12,500
Lyon, Kan.....	7,600
Marshall, Kan.....	4,200
Miami, Kan.....	5,800
Osage, Kan.....	3,900
Pottawatomie, Kan.....	3,200
Shawnee, Kan.....	47,200
Wabunsee, Kan.....	1,700
Wyandotte, Kan.....	56,100
Adair, Mo.....	6,100
Carroll, Mo.....	3,900
Cass, Mo.....	10,000
Clay, Mo.....	2,600
Jackson, Mo.....	207,300
Johnson, Mo.....	9,000
Lafayette, Mo.....	7,500
Pettis, Mo.....	11,200
Platte, Mo.....	7,900
Putnam, Mo.....	1,900
Ray, Mo.....	5,000
Saline, Mo.....	6,900
Schuyler, Mo.....	1,300
Sullivan, Mo.....	2,300
Johnson, Neb.....	1,800
Nemaha, Neb.....	2,400
Otoe, Neb.....	5,200
Pawnee, Neb.....	1,300

St. Louis

**Stations: KMOX-TV (CBS),
KPLR-TV, KSD-TV (NBC),
KTVI-TV (ABC)**
TV homes 50% cut off... 820,900
TV homes 25% cut off... 857,300
Total ARB viewing area... 984,400

COUNTIES TV HOMES

50%:

Bond, Ill.....	4,100
Calhoun, Ill.....	1,500
Clinton, Ill.....	6,600
Effingham, Ill.....	6,300

Fayette, Ill.....	5,700
Greene, Ill.....	5,000
Jefferson, Ill.....	9,100
Jersey, Ill.....	4,900
Macoupin, Ill.....	13,200
Madison, Ill.....	71,800
Marion, Ill.....	11,600
Monroe, Ill.....	4,700
Montgomery, Ill.....	9,300
Perry, Ill.....	5,300
Randolph, Ill.....	7,800
St. Clair, Ill.....	80,100
Scott, Ill.....	1,700
Washington, Ill.....	3,800
Crawford, Mo.....	3,700
Dent, Mo.....	2,700
Franklin, Mo.....	14,300
Gasconade, Mo.....	3,500
Iron, Mo.....	1,800
Jefferson, Mo.....	22,000
Lincoln, Mo.....	4,700
Madison, Mo.....	2,400
Perry, Mo.....	3,800
St. Charles, Mo.....	20,000
St. Francois, Mo.....	10,300
St. Louis, Mo.....	470,000
Ste. Genevieve, Mo.....	3,100
Warren, Mo.....	2,600
Washington, Mo.....	3,500

25%:

Clay, Ill.....	4,200
Morgan, Ill.....	9,900
Pike, Ill.....	6,000
Reynolds, Mo.....	900
Montgomery, Mo.....	3,400
Phelps, Mo.....	7,000
Pike, Mo.....	5,000

Other ARB counties:

Brown, Ill.....	1,900
Franklin, Ill.....	11,400
Jackson, Ill.....	10,100
Jasper, Ill.....	3,000
Sangamon, Ill.....	47,400
Wayne, Ill.....	5,000
Bollinger, Mo.....	2,100
Butler, Mo.....	8,800
Carter, Mo.....	800
Howell, Mo.....	5,300
Maries, Mo.....	1,900
Oregon, Mo.....	2,000
Osage, Mo.....	2,600
Pulaski, Mo.....	9,800
Shannon, Mo.....	1,400
Stoddard, Mo.....	7,300
Texas, Mo.....	4,200
Wayne, Mo.....	2,100

Salinas-Monterey, Calif.

**Station: KSBW-TV
(CBS, NBC)**
TV homes 50% cut off... 173,200
TV homes 25% cut off... 173,200
Total ARB viewing area 1,654,500

COUNTIES TV HOMES

50%:

Monterey West, Calif.....	31,600
Monterey East, Calif.....	26,400
San Benito, Calif.....	4,500
San Luis Obispo, Calif.....	30,500
Santa Barbara North, Calif.....	32,500
Santa Clara East, Calif.....	8,600
Santa Cruz, Calif.....	34,200
Tuolumne, Calif.....	4,900

25%:

None	
------	--

Other ARB counties:

Alameda East, Calif.....	10,900
Alameda West, Calif.....	319,100
Calaveras, Calif.....	3,300
Contra Costa East, Calif.....	72,600
Contra Costa West, Calif.....	69,100
Fresno, Calif.....	115,600
Kearn East, Calif.....	13,200
Kern West, Calif.....	79,100
Kings, Calif.....	13,900
Marin, Calif.....	54,300
Merced, Calif.....	27,100
Napa North, Calif.....	3,600
Napa South, Calif.....	17,400
San Joaquin, Calif.....	78,600
San Mateo, Calif.....	168,400
Santa Barbara South, Calif.....	39,900
Santa Clara West, Calif.....	241,700
Sonoma North, Calif.....	35,900
Sonoma South, Calif.....	16,800
Stanislaus, Calif.....	50,300
Tulare, Calif.....	50,500

Salisbury, Md.

**Station: WBOC-TV*
(CBS, ABC, NBC)**
**TV homes 50%
cut off (UHF)..... 37,200**
**TV homes 25%
cut off (UHF)..... 41,100**

COUNTIES TV HOMES

50% (UHF):

Sussex, Del.....	12,200
Somerset, Md.....	4,900
Wicomico, Md.....	13,900
Worcester, Md.....	6,200

25% (UHF):

Accomack, Va.....	3,900
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Salt Lake City

**Stations: KCPX-TV (ABC),
KSL-TV (CBS),
KUTV-TV (NBC)**
TV homes 50% cut off... 288,300
TV homes 25% cut off... 316,700
Total ARB viewing area... 430,600

COUNTIES TV HOMES

50%:

Rio Blanco, Colo.....	1,600
Bear Lake, Idaho.....	1,900
Caribou, Idaho.....	1,500
Franklin, Idaho.....	1,900
Oneida, Idaho.....	1,000
Fergus, Mont.....	3,600
Elko, Nev.....	3,500
White Pine, Nev.....	3,000
Beaver, Utah.....	1,000
Box Elder, Utah.....	7,400
Cache, Utah.....	10,000
Carbon, Utah.....	5,100
Davis, Utah.....	19,700
Duchesne, Utah.....	1,300
Emery, Utah.....	1,300
Garfield, Utah.....	700
Grand, Utah.....	2,200
Iron, Utah.....	2,900
Juab, Utah.....	1,000
Kane, Utah.....	600

Millard, Utah.....	1,600
Morgan, Utah.....	700
Piute, Utah.....	100
Rich, Utah.....	400
Salt Lake, Utah.....	125,800
San Juan, Utah.....	2,200
Sanpete, Utah.....	2,700
Sevier, Utah.....	2,800
Summit, Utah.....	1,300
Tooele, Utah.....	5,200
Uintah, Utah.....	2,900
Utah, Utah.....	29,100
Wasatch, Utah.....	1,300
Wayne, Utah.....	400
Weber, Utah.....	34,100
Sweetwater, Wyo.....	4,500
Uinta, Wyo.....	2,000

25%:

Beaverhead, Mont.....	2,000
Gallatin, Mont.....	7,900
Park, Mont.....	4,300
Sweet Grass, Mont.....	800
Valley, Mont.....	4,800
Eureka, Nev.....	200
Lander, Nev.....	400
Daggett, Utah.....	300
Lincoln, Wyo.....	2,400
Sheridan, Wyo.....	5,300

Other ARB counties:

Coconino, Ariz.....	11,700
Moffat, Colo.....	2,100
Bannock, Idaho.....	15,000
Blaine, Idaho.....	1,300
Cassia, Idaho.....	4,600
Jerome, Idaho.....	3,200
Minidoka, Idaho.....	4,400
Power, Idaho.....	1,100
Twin Falls, Idaho.....	12,800
Cascade, Mont.....	25,000
Custer, Mont.....	3,700
Deer Lodge, Mont.....	5,100
Powell, Mont.....	1,900
Silver Bow, Mont.....	14,600
Washington, Utah.....	2,600
Park, Wyo.....	4,800

San Angelo, Tex.

**Stations: KACB-TV (NBC,
ABC), (Satellite of KRBC-TV,
Abilene) KCCTV (CBS, ABC)**
TV homes 50% cut off... 28,900
TV homes 25% cut off... 30,900
Total ARB viewing area... 43,100

COUNTIES TV HOMES

50%:

Coke, Tex.....	800
Concho, Tex.....	700
Crockett, Tex.....	1,000
Irion, Tex.....	300
Menard, Tex.....	500
Runnels, Tex.....	4,000
Schleicher, Tex.....	800
Stirling, Tex.....	300
Sutton, Tex.....	800
Tom Green, Tex.....	19,700

25%:

Kimble, Tex.....	900
Reagan, Tex.....	1,100

Other ARB counties:

Coleman, Tex.....	3,500
McCulloch, Tex.....	2,000
Juab, Utah.....	700
Milam, Tex.....	6,000

4th in the West

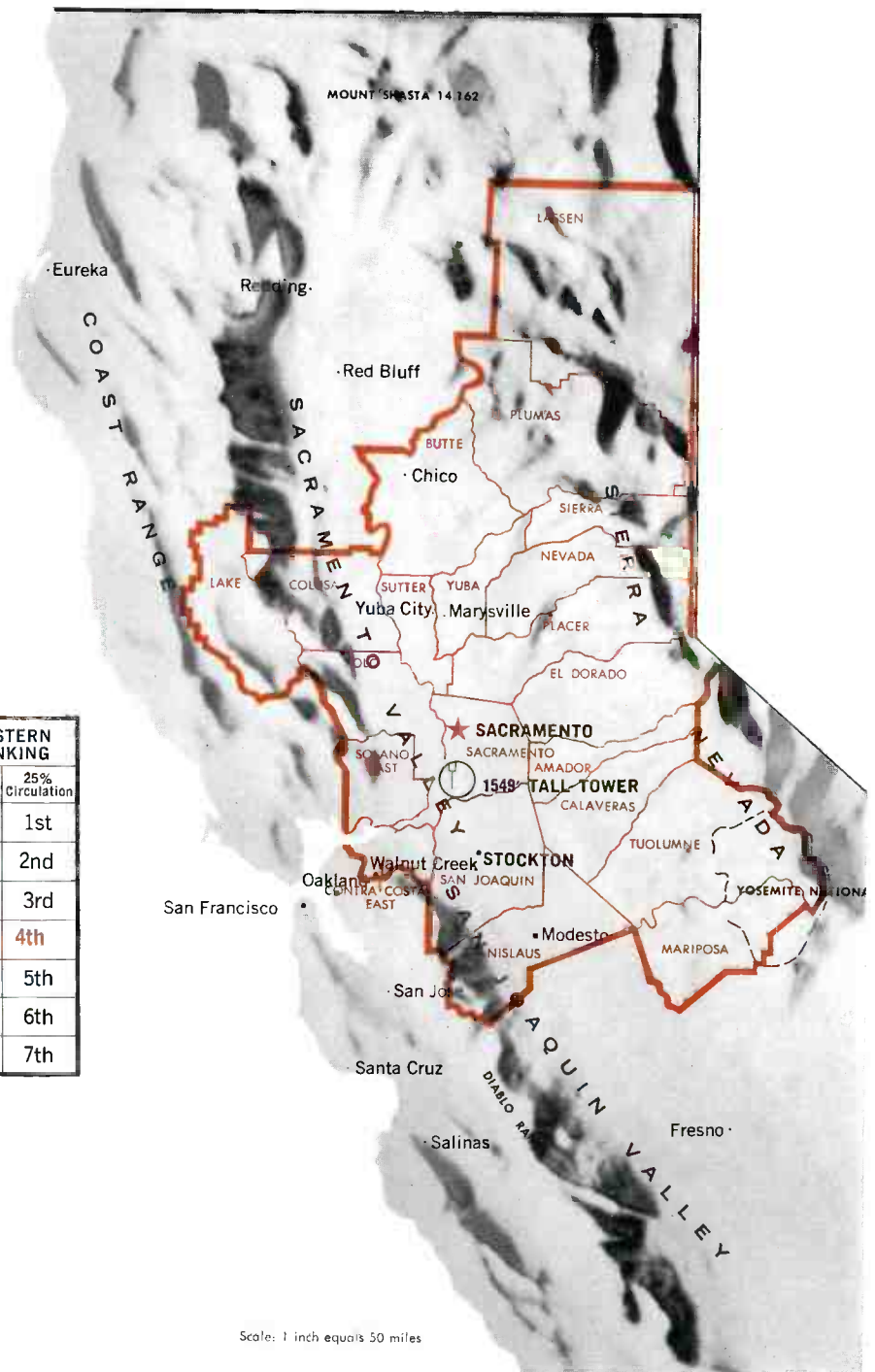
KCRA-TV COUNTRY

TELEVISION MARKET	TOTAL U.S. RANKING		WESTERN RANKING	
	50% Circulation	25% Circulation	50% Circulation	25% Circulation
Los Angeles	2nd	2nd	1st	1st
San Francisco	7th	7th	2nd	2nd
Seattle-Tacoma	18th	21st	3rd	3rd
Sacramento-Stockton	25th	26th	4th	4th
Portland	29th	33rd	5th	5th
Denver	32nd	38th	6th	6th
San Diego	45th	54th	7th	7th

Source: April 1967 Television Magazine Market Issue

KCRA-TV

KELLY BROADCASTING CO.
SACRAMENTO, CALIFORNIA



Scale: 1 inch equals 50 miles

San Antonio

Station: **KENS-TV (CBS), KONO-TV (ABC), KWEX-TV*, WOAI-TV (NBC)**
TV homes 50% cut off (VHF)..... 302,000
TV homes 25% cut off (VHF)..... 371,500
Total ARB viewing area (VHF only)..... 442,400
TV homes 50% cut off (UHF)..... None
TV homes 25% cut off (UHF)..... 1,200

COUNTIES TV HOMES

50% (VHF):

Atascosa, Tex..... 4,200
 Bandera, Tex..... 1,100
 Bexar, Tex..... 201,500
 Caldwell, Tex..... 4,200
 Comal, Tex..... 6,000
 Dewitt, Tex..... 5,100
 Dimmit, Tex..... 1,600
 Edwards, Tex..... 300
 Frio, Tex..... 2,000
 Gillespie, Tex..... 2,500
 Goliad, Tex..... 1,300
 Gonzales, Tex..... 4,300
 Guadalupe, Tex..... 8,100
 Hays, Tex..... 5,000
 Karnes, Tex..... 3,100
 Kendall, Tex..... 1,600
 Kerr, Tex..... 5,000
 Kimble, Tex..... 900
 Kinney, Tex..... 400
 La Salle, Tex..... 900
 Lavaca, Tex..... 4,500
 Live Oak, Tex..... 1,600
 Maverick, Tex..... 2,500
 McMullen, Tex..... 300
 Medina, Tex..... 4,700
 Real, Tex..... 300
 Uvalde, Tex..... 4,100
 Val Verde, Tex..... 6,200
 Victoria, Tex..... 13,800
 Wilson, Tex..... 2,700
 Zavala, Tex..... 2,200

25% (VHF):
 Blanco, Tex..... 1,100
 Jackson, Tex..... 3,500
 Travis, Tex..... 64,900

50% (UHF):
 None

25% (UHF):
 Maverick, Tex..... 1,200

Other ARB counties (VHF only):

Sutton, Tex..... 800
 Arkansas, Tex..... 2,400
 Bastrop, Tex..... 4,200
 Bee, Tex..... 6,100
 Burnett, Tex..... 2,500
 Calhoun, Tex..... 4,700
 Colorado, Tex..... 5,000
 Duval, Tex..... 2,400
 Fayette, Tex..... 4,500
 Llano, Tex..... 1,700
 Mason, Tex..... 700
 Matagorda, Tex..... 7,500
 McCulloch, Tex..... 2,000
 Menard, Tex..... 500
 Schleicher, Tex..... 800
 Webb, Tex..... 14,500

Wharton, Tex..... 9,900
 Zapata, Tex..... 700

San Diego

Stations: **KAAR-TV*, KFMB-TV (CBS), KOGO-TV (NBC), XETV-TV (ABC)** (Tijuana, Mex.)
TV homes 50% cut off..... 367,200
TV homes 25% cut off..... 367,200
Total ARB viewing area..... 819,400

COUNTIES TV HOMES

50%:
 San Diego, Calif..... 367,200

25%:
 None

Other ARB counties:

Imperial, Calif..... 17,800
 Orange South, Calif..... 275,600
 Santa Barbara North, Calif..... 32,500
 Santa Barbara South, Calif..... 39,900
 Ventura, Calif..... 86,400

San Francisco

Stations: **KGO-TV (ABC), KPIX-TV (CBS), KRON-TV (NBC), KSNB-TV*, KTVU**
TV homes 50% cut off..... 1,336,200
TV homes 25% cut off..... 1,425,800
Total ARB viewing area..... 1,653,900

COUNTIES TV HOMES

50%:
 Alameda East, Calif..... 10,900
 Alameda West, Calif..... 319,100
 Contra Costa East, Calif..... 72,600
 Contra Costa West, Calif..... 69,100
 Lake, Calif..... 5,200
 Marin, Calif..... 54,300
 Mendocino, Calif..... 14,800
 Napa North, Calif..... 3,600
 Napa South, Calif..... 17,400
 San Benito, Calif..... 4,500
 San Francisco, Calif..... 266,500
 San Mateo, Calif..... 168,400
 Santa Clara West, Calif..... 241,700
 Santa Clara East, Calif..... 8,600
 Solano West, Calif..... 25,000
 Sonoma North, Calif..... 35,900
 Sonoma South, Calif..... 16,800
 Esmeralda, Nev..... 200
 Nye, Nev..... 1,600

25%:
 Monterey West, Calif..... 31,600
 Santa Cruz, Calif..... 34,200
 Solano East, Calif..... 18,900
 Tuolumne, Calif..... 4,900

Other ARB counties:

Amador, Calif..... 3,100
 Calaveras, Calif..... 3,300
 Colusa, Calif..... 3,700
 El Dorado East, Calif..... 3,200
 El Dorado West, Calif..... 8,600
 Merced, Calif..... 27,100
 Monterey East, Calif..... 26,400
 San Joaquin, Calif..... 78,600
 Sierra, Calif..... 700
 Stanislaus, Calif..... 50,300

Yolo, Calif..... 23,100

San Juan, P.R.

Stations: **WAPA-TV (ABC), WITA-TV*, WTSJ (NBC)***
 No data available

Santa Barbara, Calif.

Station: **KEYT (ABC)**
TV homes 50% cut off..... 103,000
TV homes 25% cut off..... 103,000
Total ARB viewing area..... 556,600

COUNTIES TV HOMES

50%:
 San Luis Obispo, Calif..... 30,600
 Santa Barbara North, Calif..... 32,500
 Santa Barbara South, Calif..... 39,900

25%:
 None

Other ARB counties:

San Diego, Calif..... 367,200
 Ventura, Calif..... 86,400

Savannah, Ga.

Stations: **WSAV-TV (NBC, ABC), WTOG-TV (CBS, ABC)**
TV homes 50% cut off..... 105,000
TV homes 25% cut off..... 116,900
Total ARB viewing area..... 157,900

COUNTIES TV HOMES

50%:
 Appling, Ga..... 2,700
 Bryan, Ga..... 1,400
 Bulloch, Ga..... 5,800
 Candier, Ga..... 1,300
 Chatham, Ga..... 58,100
 Effingham, Ga..... 2,500
 Evans, Ga..... 1,900
 Liberty, Ga..... 3,900
 Long, Ga..... 900
 McIntosh, Ga..... 1,500
 Tattnall, Ga..... 3,300
 Toombs, Ga..... 3,800
 Wayne, Ga..... 4,900
 Beaufort, S. C..... 10,200
 Jasper, S. C..... 2,800

25%:
 Bacon, Ga..... 1,800
 Jeff Davis, Ga..... 1,900
 Montgomery, Ga..... 1,000
 Screven, Ga..... 2,800
 Wheeler, Ga..... 900
 Hampton, Ga..... 3,500

Other ARB counties:

Brantley, Ga..... 1,200
 Coffee, Ga..... 4,800
 Emanuel, Ga..... 4,000
 Glynn, Ga..... 13,400
 Pierce, Ga..... 1,900
 Telfair, Ga..... 2,300
 Treutlen, Ga..... 1,200
 Ware, Ga..... 9,900
 Allendale, S. C..... 2,300

Seattle-Tacoma, Wash.

Stations: **KING-TV (NBC), KIRO-TV (CBS), KOMO-TV (ABC), KTNT-TV, KTVW**
TV homes 50% cut off..... 632,600
TV homes 25% cut off..... 632,600
Total ARB viewing area..... 639,500

COUNTIES TV HOMES

50%:
 Clatsop, Ore..... 7,800
 Clallam, Wash..... 9,300
 Grays Harbor, Wash..... 15,900
 Island, Wash..... 6,800
 Jefferson, Wash..... 2,300
 King, Wash..... 320,300
 Kitsap, Wash..... 26,300
 Kittitas, Wash..... 5,500
 Lewis, Wash..... 12,200
 Mason, Wash..... 5,300
 Pacific, Wash..... 4,100
 Pierce, Wash..... 100,500
 San Juan, Wash..... 700
 Skagit, Wash..... 16,100
 Snohomish, Wash..... 59,200
 Thurston, Wash..... 18,600
 Whatcum, Wash..... 21,700

25%:
 None

Other ARB counties:

Columbus, Ore..... 6,200
 Wahkiakum, Wash..... 700

Selma, Ala.

Station: **WSLA-TV (ABC)**
TV homes 50% cut off..... 11,600
TV homes 25% cut off..... 11,600
Total ARB viewing area..... 54,700

COUNTIES TV HOMES

50%:
 Dallas, Ala..... 11,600

25%:
 None

Other ARB counties:

Autauga, Ala..... 4,100
 Bibb, Ala..... 2,600
 Butler, Ala..... 4,500
 Chilton, Ala..... 5,800
 Coosa, Ala..... 2,200
 Greene, Ala..... 1,700
 Hale, Ala..... 3,100
 Lowndes, Ala..... 1,900
 Marengo, Ala..... 4,500
 Perry, Ala..... 2,500
 Shelby, Ala..... 7,900
 Wilcox, Ala..... 2,300

Shreveport, La.

Stations: **KSLA-TV (CBS), KTAL-TV (NBC), KTBS-TV (ABC)**
TV homes 50% cut off..... 278,100
TV homes 25% cut off..... 297,600
Total ARB viewing area..... 437,900

COUNTIES TV HOMES

50%:
 Columbia, Ark..... 7,100

Hempstead, Ark..... 5,100
 Howard, Ark..... 3,000
 Lafayette, Ark..... 2,800
 Little River, Ark..... 2,100
 Miller, Ark..... 9,600
 Nevada, Ark..... 2,500
 Pike, Ark..... 1,900
 Sevier, Ark..... 2,900
 Bienville, La..... 3,600
 Bossier, La..... 16,800
 Caddo, La..... 69,700
 Claiborne, La..... 4,100
 De Soto, La..... 5,600
 Jackson, La..... 4,100
 Natchitoches, La..... 7,000
 Red River, La..... 1,900
 Sabine, La..... 3,700
 Webster, La..... 11,000
 McCurtain, Okla..... 5,900
 Bowie, Tex..... 17,800
 Camp, Tex..... 1,800
 Cass, Tex..... 6,100
 Franklin, Tex..... 1,200
 Gregg, Tex..... 21,700
 Harrison, Tex..... 11,500
 Marion, Tex..... 1,700
 Morris, Tex..... 3,800
 Nacogdoches, Tex..... 7,000
 Panola, Tex..... 4,100
 Red River, Tex..... 3,400
 Rusk, Tex..... 9,500
 Sabine, Tex..... 1,500
 San Augustine, Tex..... 1,500
 Shelby, Tex..... 5,000
 Titus, Tex..... 4,800
 Upshur, Tex..... 5,300

25%:
 Lincoln, La..... 6,900
 Union, La..... 4,200
 Winn, La..... 3,800
 Wood, Tex..... 4,600

Other ARB counties:

Calhoun, Ark..... 1,500
 Clark, Ark..... 5,600
 Hot Spring, Ark..... 6,400
 Montgomery, Ark..... 1,300
 Ouachita, Ark..... 8,700
 Polk, Ark..... 3,300
 Scott, Ark..... 1,600
 Union, Ark..... 15,100
 Ouachita, La..... 31,100
 Choctaw, Okla..... 3,400
 Pushmata, Okla..... 2,400
 Angelina, Tex..... 12,000
 Cherokee, Tex..... 7,800
 Hopkins, Tex..... 4,900
 Lamar, Tex..... 8,000
 Rains, Tex..... 700
 Smith, Tex..... 26,500

Sioux City, Iowa

Stations: **KTIV (NBC, ABC), KVTV (CBS, ABC)**
TV homes 50% cut off..... 141,000
TV homes 25% cut off..... 160,100
Total ARB viewing area..... 222,400

COUNTIES TV HOMES

50%:
 Buena Vista, Iowa..... 6,200
 Cherokee, Iowa..... 4,900
 Clay, Iowa..... 5,200
 Dickinson, Iowa..... 3,600
 Ida, Iowa..... 2,900
 Lyon, Iowa..... 3,800

HEMISFAIR'68®

HemisFair'68 . . . history's most exciting World's Fair will open April 6, 1968 . . . right in the heart of downtown San Antonio . . . only 200 yards from the historic Alamo.

An extension of San Antonio's picturesque river will weave its romantic, old world charm throughout the fair grounds. More than 10 million visitors will enjoy the '68 World's Fair from colorful gondolas and riverside promenades dotted with landscaped courts and fountains. Millions will take an orientation tour on the Mini-Monorail designed to go through, as well as around, various exhibits*. Throngs will see a breathtaking, panoramic view from the top of the majestic 622 foot "Tower of the Americas".

HemisFair'68 will present cultural, performing and creative arts of North, Central and South America and their legacy from the Old World. Hosting this \$156 million World's Fair . . . metro San Antonio, America's 14th largest city (over 800,000 population), will be celebrating its 250th anniversary.

WORLD'S FAIR

San Antonio APR. 6/OCT. 6/'68

San Antonio's booming market makes current statistical information obsolete. The construction for this \$156 million World's Fair, ahead of schedule, has already had tremendous economic impact on all segments of this dynamic market. Additional millions of dollars will pour into San Antonio during HemisFair. In contrast to other World Fairs, many buildings will be permanent, including the \$10 million Civic Center complex.

All good reasons to take advantage of San Antonio's unique advertising bonus now . . . and tomorrow.

*Exhibitors who have already signed to participate with the multi-million dollar U.S. and Texas Pavilions include — Mexico, Spain, Peru, Bolivia, Panama, Canada, Honduras, The Philippines, Free China, Italy, Southwestern Bell Telephone Co. (with AT&T and Western Electric), IBM Corporation, PepsiCo., (with Frito-Lay), General Electric Co., Humble Oil and Refining Co., the Coca-Cola Co., Pearl Brewing Co., Lone Star Brewing Co., and Gulf Insurance Group.



NBC
WOAI-TV
ch. 4

CBS
KENS-TV
ch. 5

ABC
KONO-TV
ch. 12

Sioux City, Iowa continued

Monona, Iowa.....	3,700
O'Brien, Iowa.....	5,500
Osceola, Iowa.....	2,800
Plymouth, Iowa.....	6,500
Sac, Iowa.....	4,800
Sioux, Iowa.....	6,700
Woodbury, Iowa.....	32,500
Antelope, Neb.....	2,500
Cedar, Neb.....	3,500
Dakota, Neb.....	3,800
Dixon, Neb.....	2,100
Holt, Neb.....	3,400
Knox, Neb.....	3,300
Madison, Neb.....	7,500
Pierce, Neb.....	2,500
Stanton, Neb.....	1,600
Thurston, Neb.....	1,600
Wayne, Neb.....	2,900
Bon Homme, S. D.....	2,600
Clay, S. D.....	3,100
Turner, S. D.....	3,500
Union, S. D.....	3,100
Yankton, S. D.....	4,700

25%:

Crawford, Iowa.....	5,000
Emmet, Iowa.....	3,900
Burt, Neb.....	2,900
Cuming, Neb.....	3,400
Lincoln, S. D.....	3,800

Other ARB counties:

Carroll, Iowa.....	6,400
Palo Alto, Iowa.....	3,500
Pocahontas, Iowa.....	3,600
Nobles, Minn.....	6,300
Rock, Minn.....	3,200
Boone, Neb.....	2,400
Boyd, Neb.....	1,200
Charles Mix, S. D.....	2,400
Douglas, S. D.....	1,200
Hutchinson, S. D.....	3,300
Minnehaha, S. D.....	28,900

Sioux Falls, S.D.

**Stations: KELO-TV (CBS, ABC),
KSOO-TV (NBC, ABC)**
TV homes 50% cut off... 210,700
TV homes 25% cut off... 236,900
Total ARB viewing area... 302,800

COUNTIES	TV HOMES
50%:	
Clay, Iowa.....	5,200
Dickinson, Iowa.....	3,600
Lyon, Iowa.....	3,800
O'Brien, Iowa.....	5,500
Osceola, Iowa.....	2,800
Sioux, Iowa.....	6,700
Big Stone, Minn.....	2,300
Jackson, Minn.....	3,800
Lac Qui Parle, Minn.....	3,300
Lincoln, Minn.....	2,600
Murray, Minn.....	3,500
Nobles, Minn.....	6,300
Pipestone, Minn.....	3,700
Rock, Minn.....	3,200
Traverse, Minn.....	1,800
Boyd, Neb.....	1,200
Brown, Neb.....	1,100
Cherry, Neb.....	2,200
Keya Paha, Neb.....	500
Knox, Neb.....	3,300
Rock, Neb.....	790
Aurora, S. D.....	1,200

Beadle, S. D.....	6,500
Bon Homme, S. D.....	2,600
Brookings, S. D.....	5,900
Brown, S. D.....	10,300
Brule, S. D.....	1,900
Buffalo, S. D.....	300
Charles Mix, S. D.....	2,400
Clark, S. D.....	1,900
Codington, S. D.....	6,200
Davison, S. D.....	4,900
Day, S. D.....	2,800
Deuel, S. D.....	1,700
Douglas, S. D.....	1,200
Edmunds, S. D.....	1,300
Faulk, S. D.....	1,200
Grant, S. D.....	2,700
Gregory, S. D.....	1,900
Hamlin, S. D.....	1,700
Hand, S. D.....	1,800
Hanson, S. D.....	1,200
Hughes, S. D.....	4,200
Hutchinson, S. D.....	3,300
Hyde, S. D.....	700
Jackson, S. D.....	500
Jerauld, S. D.....	1,100
Jones, S. D.....	500
Kingsbury, S. D.....	2,700
Lake, S. D.....	3,500
Lincoln, S. D.....	3,800
Lyman, S. D.....	1,200
McCook, S. D.....	2,300
McPherson, S. D.....	1,200
Marshall, S. D.....	1,600
Mellette, S. D.....	500
Miner, S. D.....	1,400
Minnehaha, S. D.....	29,000
Moody, S. D.....	2,300
Potter, S. D.....	1,300
Roberts, S. D.....	3,100
Sanborn, S. D.....	1,100
Spink, S. D.....	3,100
Stanley, S. D.....	1,400
Sully, S. D.....	700
Todd, S. D.....	800
Tripp, S. D.....	2,400
Turner, S. D.....	3,500
Yankton, S. D.....	4,700

25%:

Emmet, Iowa.....	4,000
Stevens, Minn.....	2,800
Swift, Minn.....	3,500
Yellow Medicine, Minn.....	3,500
Holt, Neb.....	3,400
Dickey, N. D.....	1,900
Clay, S. D.....	3,100
Haakon, S. D.....	1,000
Union, S. D.....	3,100

Other ARB counties:

Buena Vista, Iowa.....	6,200
Plymouth, Iowa.....	6,500
Chippewa, Minn.....	4,200
Cottonwood, Minn.....	3,900
Kandiyohi, Minn.....	7,600
Lyon, Minn.....	5,600
Redwood, Minn.....	5,300
Renville, Minn.....	5,600
Cedar, Neb.....	3,500
Dakota, Neb.....	3,800
Dixon, Neb.....	2,100
Loup, Neb.....	300
Pierce, Neb.....	2,200
La Moure, N. D.....	2,200
McIntosh, N. D.....	1,400
Bennett, S. D.....	600
Campbell, S. D.....	800
Dewey, S. D.....	1,100
Walworth, S. D.....	2,200

Washabaugh, S. D.....	100
Ziebach, S. D.....	400

South Bend-Elkhart, Ind.

**Stations: WNDU-TV* (NBC),
WSBT-TV* (CBS),
WSJV* (ABC)**
TV homes 50% cut off (UHF)..... 151,500
TV homes 25% cut off (UHF)..... 184,300

COUNTIES	TV HOMES
50% (UHF):	
Elkhart, Ind.....	32,700
Fulton, Ind.....	4,900
Kosciusko, Ind.....	12,800
La Grange, Ind.....	3,800
Marshall, Ind.....	10,100
Pulaski, Ind.....	2,000
St. Joseph, Ind.....	72,000
Starke, Ind.....	3,000
Cass, Mich.....	10,200

25% (UHF):

Berrien, Mich.....	25,000
St. Joseph, Mich.....	7,800

Spokane, Wash.

**Stations: KHQ-TV (NBC),
KREM-TV (ABC),
KXLY-TV (CBS)**
TV homes 50% cut off... 243,400
TV homes 25% cut off... 308,800
Total ARB viewing area... 363,700

COUNTIES	TV HOMES
50%:	
Beneviah, Idaho.....	1,800
Bonner, Idaho.....	4,700
Boundary, Idaho.....	1,500
Clearwater, Idaho.....	2,400
Idaho, Idaho.....	3,800
Kootenai, Idaho.....	10,100
Latah, Idaho.....	5,900
Lewis, Idaho.....	1,300
Shoshone, Idaho.....	5,800
Flathead, Mont.....	9,800
Lincoln, Mont.....	3,800
Mineral, Mont.....	900
Sanders, Mont.....	1,800
Umatilla, Ore.....	12,200
Union, Ore.....	5,100
Wallowa, Ore.....	1,900
Adams, Wash.....	3,200
Asotin, Wash.....	4,400
Chelan, Wash.....	12,800
Columbia, Wash.....	1,300
Douglas, Wash.....	4,600
Ferry, Wash.....	900
Garfield, Wash.....	600
Grant, Wash.....	15,400
Lincoln, Wash.....	3,300
Okanogan, Wash.....	6,400
Pend Oreille, Wash.....	1,800
Spokane, Wash.....	91,000
Stevens, Wash.....	4,900
Walla Walla, Wash.....	11,900
Whitman, Wash.....	8,100
25%:	
Nez Perce, Idaho.....	9,000
Glacier, Mont.....	2,900
Hill, Mont.....	5,700

Missoula, Mont.....	14,200
Toole, Mont.....	2,200
Baker, Ore.....	5,300
Benton, Wash.....	18,200
Franklin, Wash.....	7,900

Other ARB counties:

Adams, Idaho.....	1,900
Cascade, Mont.....	24,900
Deer Lodge, Mont.....	5,100
Granite, Mont.....	900
Lake, Mont.....	3,400
Lewis & Clark, Mont.....	8,900
Liberty, Mont.....	800
Ravalli, Mont.....	3,500
Kittitas, Wash.....	5,500

Springfield, Mo.

**Stations: KTTS-TV (CBS, ABC),
KYTV (NBC, ABC)**
TV homes 50% cut off... 140,000
TV homes 25% cut off... 162,800
Total ARB viewing area... 240,000

COUNTIES	TV HOMES
50%:	
Baxter, Ark.....	2,800
Boone, Ark.....	5,200
Carroll, Ark.....	3,600
Fulton, Ark.....	1,200
Madison, Ark.....	1,900
Marion, Ark.....	1,400
Newton, Ark.....	1,000
Sharp, Ark.....	1,200
Barry, Mo.....	5,100
Benton, Mo.....	2,600
Camden, Mo.....	3,000
Cedar, Mo.....	2,600
Christian, Mo.....	3,600
Dade, Mo.....	2,000
Dallas, Mo.....	2,800
Douglas, Mo.....	2,100
Greene, Mo.....	42,300
Hickory, Mo.....	1,100
Howell, Mo.....	5,300
Laclede, Mo.....	5,400
Lawrence, Mo.....	6,800
Oregon, Mo.....	2,000
Ozark, Mo.....	1,400
Polk, Mo.....	3,700
Pulaski, Mo.....	9,800
St. Clair, Mo.....	2,200
Shannon, Mo.....	1,400
Stone, Mo.....	1,800
Taney, Mo.....	3,100
Texas, Mo.....	4,200
Webster, Mo.....	3,800
Wright, Mo.....	3,600

25%:

Izard, Ark.....	1,300
Searcy, Ark.....	1,700
Dent, Mo.....	2,800
Phelps, Mo.....	7,000

Other ARB counties:

Benton, Ark.....	11,400
Stone, Ark.....	1,400
Washington, Ark.....	17,900
Barton, Mo.....	3,200
Crawford, Mo.....	3,700
Jasper, Mo.....	25,200
McDonald, Mo.....	3,100
Miller, Mo.....	4,100
Morgan, Mo.....	2,700
Newton, Mo.....	9,200
Vernon, Mo.....	5,300

Springfield-Holyoke, Mass.

**Stations: WHYN-TV* (ABC),
WWLP-TV* (NBC)**
TV homes 50% cut off (UHF)..... 170,700
TV homes 25% cut off (UHF)..... 184,500

COUNTIES	TV HOMES
50% (UHF):	
Franklin, Mass.....	13,100
Hampden, Mass.....	131,000
Hampshire, Mass.....	26,600
25% (UHF):	
Tolland, Conn.....	13,800

Syracuse, N.Y.

**Stations: WHEN-TV (CBS),
WNYX-TV (ABC),
WSYR-TV (NBC)**
TV homes 50% cut off... 500,900
TV homes 25% cut off... 529,900
Total ARB viewing area... 605,300

COUNTIES	TV HOMES
50%:	
Cayuga, N. Y.....	22,000
Chemung, N. Y.....	31,400
Chenango, N. Y.....	13,200
Cortland, N. Y.....	12,700
Jefferson, N. Y.....	26,900
Lewis, N. Y.....	6,400
Madison, N. Y.....	16,700
Oneida East, N. Y.....	57,700
Oneida West, N. Y.....	27,300
Onondaga, N. Y.....	140,400
Ontario, N. Y.....	21,000
Oswego, N. Y.....	26,100
Schuyler, N. Y.....	4,500
Seneca, N. Y.....	9,300
Steuben, N. Y.....	29,600
Tompkins, N. Y.....	19,000
Wayne, N. Y.....	21,400
Tioga, N. Y.....	9,800
Yates, N. Y.....	5,700

25%:

Delaware, N. Y.....	12,500
Hamilton, N. Y.....	1,300
Bradford, Pa.....	15,200

Other ARB counties:

Herkimer, N. Y.....	21,200
Otsego, N. Y.....	26,100
Tioga, N. Y.....	12,100
Potter, Pa.....	4,500
Sullivan, Pa.....	1,700
Tioga, Pa.....	9,800

Tallahassee, Fla.-Thomasville, Ga.

Station: WCTV-TV (CBS, ABC)
TV homes 50% cut off... 116,600
TV homes 25% cut off... 163,200
Total ARB viewing area... 236,800

COUNTIES	TV HOMES
50%:	
Calhoun, Fla.....	1,600
Dixie, Fla.....	1,000
Franklin, Fla.....	1,700

Gadsden, Fla.	7,900
Gulf, Fla.	2,900
Hamilton, Fla.	1,500
Jefferson, Fla.	1,900
Lafayette, Fla.	700
Leon, Fla.	20,500
Liberty, Fla.	800
Madison, Fla.	2,800
Taylor, Fla.	3,300
Wakulla, Fla.	1,300
Baker, Ga.	600
Berrien, Ga.	2,500
Brooks, Ga.	3,200
Colquitt, Ga.	8,700
Cook, Ga.	2,800
Decatur, Ga.	6,300
Echois, Ga.	200
Grady, Ga.	4,100
Lanier, Ga.	1,000
Lowndes, Ga.	14,300
Miller, Ga.	1,300
Mitchell, Ga.	4,000
Seminole, Ga.	1,400
Thomas, Ga.	8,900
Tift, Ga.	6,000
Worth, Ga.	3,400

25%:	
Jackson, Fla.	8,200
Suwannee, Fla.	3,100
Atkinson, Ga.	1,000
Ben Hill, Ga.	3,100
Calhoun, Ga.	1,300
Dougherty, Ga.	23,900
Early, Ga.	2,500
Irwin, Ga.	1,800
Turner, Ga.	1,700

Other ARB counties:	
Henry, Ala.	2,900
Houston, Ala.	13,700
Bay, Fla.	20,500
Columbia, Fla.	5,200
Gilchrist, Fla.	700
Holmes, Fla.	2,100
Walton, Fla.	4,000
Washington, Fla.	2,600
Bacon, Ga.	1,800
Clay, Ga.	800
Coffee, Ga.	4,800
Crisp, Ga.	4,300
Jeff Davis, Ga.	1,900
Lee, Ga.	1,200
Randolph, Ga.	2,200
Telfair, Ga.	2,300
Terrell, Ga.	2,600

Tampa-St. Petersburg, Fla.

Stations: WFLA-TV (NBC), WLCY-TV (ABC), WSUN-TV*, WTVT-TV (CBS)	
TV homes 50% cut off (VHF).....	488,100
TV homes 25% cut off (VHF).....	514,600
Total ARB viewing area (VHF only).....	560,100
TV homes 50% cut off (UHF).....	260,100
TV homes 25% cut off (UHF).....	275,500
COUNTIES	TV HOMES
50% (VHF):	
Charlotte, Fla.	6,200

Citrus, Fla.	3,300
De Soto, Fla.	2,900
Hardee, Fla.	3,500
Hernando, Fla.	3,800
Highlands, Fla.	7,500
Hillsborough, Fla.	137,400
Manatee, Fla.	30,100
Pasco, Fla.	14,200
Pinellas, Fla.	178,700
Polk, Fla.	64,200
Sarasota, Fla.	36,300

25% (VHF):	
Lee, Fla.	20,800
Levy, Fla.	2,500
Sumter, Fla.	3,200

50% (UHF):	
Hillsborough, Fla.	93,400
Manatee, Fla.	22,000
Pinellas, Fla.	144,700

25% (UHF):	
Pasco, Fla.	3,800
Sarasota, Fla.	11,600

Other ARB counties (VHF only):	
Collier, Fla.	7,000
Glades, Fla.	700
Lake, Fla.	20,600
Marion, Fla.	15,100
Okeechobee, Fla.	2,100

Terre Haute, Ind.

Stations: WTHI-TV (CBS, ABC), WTWO (NBC)	
TV homes 50% cut off.....	128,300
TV homes 25% cut off.....	148,700
Total ARB viewing area.....	249,400

COUNTIES	TV HOMES
50%:	
Clark, Ill.	4,800
Crawford, Ill.	6,400
Cumberland, Ill.	2,900
Edgar, Ill.	6,800
Jasper, Ill.	3,000
Lawrence, Ill.	5,000
Richland, Ill.	4,600
Clay, Ind.	7,400
Daviess, Ind.	7,000
Fountain, Ind.	5,700
Greene, Ind.	7,700
Knox, Ind.	12,000
Martin, Ind.	2,600
Parke, Ind.	4,200
Sullivan, Ind.	7,200
Vermillion, Ind.	5,000
Vigo, Ind.	33,700
Warren, Ind.	2,300

25%:	
Clay, Ill.	4,200
Effingham, Ill.	6,400
Pike, Ind.	3,300
Putnam, Ind.	6,500

Other ARB counties:	
Coles, Ill.	13,300
Douglas, Ill.	6,000
Edwards, Ill.	2,100
Vermilion, Ill.	30,100
Wabash, Ill.	4,000
Wayne, Ill.	5,000
Benton, Ind.	3,100
Dubois, Ind.	7,000
Monroe, Ind.	16,800
Montgomery, Ind.	9,900
Owen, Ind.	3,400

Toledo, Ohio

Stations: WDHO-TV*, WSPD-TV (ABC, NBC), WTOL-TV (CBS, NBC)	
TV homes 50% cut off.....	374,300
TV homes 25% cut off.....	414,000
Total ARB viewing area.....	667,900

COUNTIES	TV HOMES
50%:	
Lenawee, Mich.	22,400
Monroe, Mich.	29,500
Allen, Ohio	31,500
Crawford, Ohio	14,800
Defiance, Ohio	9,200
Fulton, Ohio	8,500
Hancock, Ohio	17,300
Henry, Ohio	7,500
Lucas, Ohio	144,700
Ottawa, Ohio	10,800
Putnam, Ohio	7,300
Sandusky, Ohio	17,300
Seneca, Ohio	16,800
Williams, Ohio	9,200
Wood, Ohio	21,200
Wyandot, Ohio	6,300

25%:	
Hillsdale, Mich.	9,800
Erie, Ohio	21,500
Hardin, Ohio	8,400

Other ARB counties:	
Steuben, Ind.	4,700
Jackson, Mich.	39,300
Washtenaw, Mich.	49,700
Auglaize, Ohio	10,700
Huron, Ohio	14,000
Lorain, Ohio	67,100
Medina, Ohio	20,900
Morrow, Ohio	5,600
Paulding, Ohio	4,700
Richland, Ohio	37,200

Topeka, Kan.

Station: WIBW-TV (CBS, ABC, NBC)	
TV homes 50% cut off.....	107,800
TV homes 25% cut off.....	123,200
Total ARB viewing area.....	633,400

COUNTIES	TV HOMES
50%:	
Chase, Kan.	1,000
Clay, Kan.	2,900
Coffey, Kan.	2,100
Geary, Kan.	8,200
Jackson, Kan.	2,800
Jefferson, Kan.	3,200
Lyon, Kan.	7,600
Marshall, Kan.	4,200
Morris, Kan.	1,900
Nemaha, Kan.	3,200
Osage, Kan.	3,900
Pottawatomie, Kan.	3,200
Riley, Kan.	10,900
Shawnee, Kan.	47,200
Wabaunsee, Kan.	1,700
Washington, Kan.	2,700
Woodson, Kan.	1,200
25%:	
Brown, Kan.	3,700
Cloud, Kan.	3,800
Dickinson, Kan.	6,500
Pawnee, Neb.	1,300

Other ARB counties:	
Allen, Kan.	4,700
Anderson, Kan.	2,300
Atchison, Kan.	5,700
Doniphan, Kan.	2,400
Douglas, Kan.	12,700
Franklin, Kan.	5,900
Greenwood, Kan.	3,100
Johnson, Kan.	51,600
Leavenworth, Kan.	12,500
Linn, Kan.	2,300
Marion, Kan.	3,900
Miami, Kan.	5,800
Neosho, Kan.	5,700
Ottawa, Kan.	1,900
Republic, Kan.	2,600
Saline, Kan.	18,100
Wilson, Kan.	3,500
Wyandotte, Kan.	56,100
Andrew, Mo.	3,400
Buchanan, Mo.	28,100
Cass, Mo.	10,000
Clay, Mo.	31,800
Holt, Mo.	1,900
Jackson, Mo.	207,300
Platte, Mo.	7,900
Gage, Neb.	7,700
Jefferson, Neb.	3,300
Johnson, Neb.	1,800
Nemaha, Neb.	2,400
Richardson, Neb.	3,800

Tucson, Ariz.

Stations: KGUN-TV (ABC), KOLD-TV (CBS), KVOA-TV (NBC)	
TV homes 50% cut off.....	118,400
TV homes 25% cut off.....	125,600
Total ARB viewing area.....	433,800

COUNTIES	TV HOMES
50%:	
Apache, Ariz.	5,200
Cochise, Ariz.	16,700
Pima East, Ariz.	92,900
Santa Cruz, Ariz.	3,600

25%:	
Greenleaf, Ariz.	3,000
Pima West, Ariz.	4,200

Other ARB counties:	
Coconino, Ariz.	11,700
Gila, Ariz.	7,400
Graham, Ariz.	4,200
Maricopa, Ariz.	253,000
Navajo, Ariz.	8,400
Pinal, Ariz.	18,000
Catron, N. M.	400
Grant, N. M.	3,900
Hidalgo, N. M.	1,200

Tulsa, Okla.

Stations: KOTV-TV (CBS), KTUL-TV (ABC), KVOO-TV (NBC)	
TV homes 50% cut off.....	294,200
TV homes 25% cut off.....	335,800
Total ARB viewing area.....	459,100

COUNTIES	TV HOMES
50%:	
Washington, Ark.	17,900
Chautauqua, Kan.	1,600
Elk, Kan.	1,300

Montgomery, Kan.	13,500
Wilson, Kan.	3,500
Adair, Okla.	3,000
Cherokee, Okla.	4,600
Craig, Okla.	4,100
Creek, Okla.	12,500
Delaware, Okla.	3,500
Haskell, Okla.	1,800
Latimer, Okla.	1,600
McIntosh, Okla.	2,700
Mayes, Okla.	6,200
Muskogee, Okla.	18,500
Nawata, Okla.	3,100
Okfuskee, Okla.	2,500
Oklmulgee, Okla.	10,600
Osage, Okla.	10,400
Pawnee, Okla.	3,000
Pittsburg, Okla.	10,100
Rogers, Okla.	6,800
Tulsa, Okla.	131,300
Wagoner, Okla.	4,600
Washington, Okla.	15,500

25%:	
Benton, Ark.	11,400
Kay, Okla.	17,200
Payne, Okla.	13,000

Other ARB counties:	
Crawford, Ark.	6,400
Polk, Ark.	3,300
Scott, Ark.	1,600
Sebastian, Ark.	23,300
Cherokee, Kan.	6,800
Cowley, Kan.	11,200
Labette, Kan.	7,600
Woodson, Kan.	1,200
Atoka, Okla.	2,900
Coal, Okla.	1,600
Hughes, Okla.	4,400
Le Flore, Okla.	7,500
Lincoln, Okla.	5,500
Noble, Okla.	3,200
Ottawa, Okla.	8,700
Pottawatomie, Okla.	13,300
Pushmataha, Okla.	2,400
Seminole, Okla.	7,900
Sequoyah, Okla.	4,500

Tupelo, Miss.

Station: WTVW (NBC, ABC)	
TV homes 50% cut off.....	37,300
TV homes 25% cut off.....	60,000
Total ARB viewing area.....	109,000

COUNTIES	TV HOMES
50%:	
Chickasaw, Miss.	3,500
Itawamba, Miss.	3,400
Lee, Miss.	11,000
Monroe, Miss.	8,100
Pontotoc, Miss.	4,000
Prentiss, Miss.	4,200
Tishomingo, Miss.	3,100

25%:	
Calhoun, Miss.	3,400
Clay, Miss.	4,400
Oktibbeha, Miss.	4,900

Other ARB counties:	
Fayette, Ala.	3,400
Franklin, Ala.	4,700
Lamar, Ala.	3,000
Lawrence, Ala.	4,600
Marion, Ala.	4,900
Pickens, Ala.	3,800
Alcorn, Miss.	6,200

Tupelo, Miss. continued

Choctaw, Miss.....	1,400
Lowndes, Miss.....	12,300
Tippah, Miss.....	3,500
Union, Miss.....	5,000
Webster, Miss.....	2,200
McNairy, Tenn.....	4,000

Twin Falls, Idaho

Station: KMVT
(CBS, ABC, NBC)
TV homes 50% cut off... 30,000
TV homes 25% cut off... 30,000
Total ARB viewing area... 40,700

COUNTIES TV HOMES

50%:

Blaine, Idaho.....	1,300
Camas, Idaho.....	300
Cassia, Idaho.....	4,600
Gooding, Idaho.....	2,400
Jerome, Idaho.....	3,200
Lincoln, Idaho.....	1,000
Minidoka, Idaho.....	4,400
Twin Falls, Idaho.....	12,800

25%:
None

Other ARB counties:

Butte, Idaho.....	1,100
Elmore, Idaho.....	5,700
Oneida, Idaho.....	1,000
Owyhee, Idaho.....	1,800
Power, Idaho.....	1,100

Tyler, Tex.

Station: KLTW
(ABC, NBC, CBS)
TV homes 50% cut off... 83,900
TV homes 25% cut off... 109,500
Total ARB viewing area... 199,200

COUNTIES TV HOMES

50%:

Anderson, Tex.....	7,300
Cherokee, Tex.....	7,800
Franklin, Tex.....	1,200
Gregg, Tex.....	21,700
Rusk, Tex.....	9,500
Smith, Tex.....	26,500
Upshur, Tex.....	5,300
Wood, Tex.....	4,600

25%:

Camp, Tex.....	1,800
Henderson, Tex.....	5,900
Hopkins, Tex.....	4,900
Nacogdoches, Tex.....	7,000
Rains, Tex.....	700
Van Zandt, Tex.....	5,300

Other ARB counties:

Choctaw, Okla.....	3,400
Angelina, Tex.....	12,000
Cass, Tex.....	6,100
Delta, Tex.....	1,300
Freestone, Tex.....	3,000
Harrison, Tex.....	11,500
Houston, Tex.....	4,100
Kaufman, Tex.....	7,600
Lamar, Tex.....	8,000
Leon, Tex.....	2,100
Limestone, Tex.....	4,700
Marion, Tex.....	1,700
Morris, Tex.....	3,800
Panola, Tex.....	4,100

Red River, Tex.....	3,400
Rockwall, Tex.....	1,500
Shelby, Tex.....	5,000
Titus, Tex.....	4,800
Trinity, Tex.....	1,600

Utica-Rome, N.Y.

Station: WKTV (NBC, ABC)
TV homes 50% cut off... 121,900
TV homes 25% cut off... 147,700
Total ARB viewing area... 332,800

COUNTIES TV HOMES

50%:

Herkimer, N. Y.....	21,200
Oneida East, N. Y.....	57,800
Oneida West, N. Y.....	27,300
Otsego, N. Y.....	15,600

25%:

Hamilton, N. Y.....	1,300
Lewis, N. Y.....	6,400
Montgomery, N. Y.....	18,100

Other ARB counties:

Chenango, N. Y.....	13,200
Delaware, N. Y.....	12,500
Fulton, N. Y.....	17,100
Madison, N. Y.....	16,700
Saratoga, N. Y.....	26,700
Schenectady, N. Y.....	52,200
Schoharie, N. Y.....	6,600
Ulster, N. Y.....	40,100

Waco-Temple, Tex.

Stations: KCEN-TV (NBC), KWTX-TV (CBS, ABC)
TV homes 50% cut off... 138,300
TV homes 25% cut off... 163,900
Total ARB viewing area... 219,700

COUNTIES TV HOMES

50%:

Bell, Tex.....	27,700
Bosque, Tex.....	3,200
Brazos, Tex.....	12,200
Burleson, Tex.....	2,500
Coryell, Tex.....	6,500
Falls, Tex.....	5,200
Freestone, Tex.....	3,000
Grimes, Tex.....	2,900
Lampasas, Tex.....	2,700
Leon, Tex.....	2,100
Limestone, Tex.....	4,700
McLennan, Tex.....	47,200
Madison, Tex.....	1,400
Melan, Tex.....	6,000
Mills, Tex.....	1,000
Robertson, Tex.....	3,900
San Saba, Tex.....	1,400
Washington, Tex.....	4,700

25%:

Hamilton, Tex.....	2,200
Hill, Tex.....	6,200
Lee, Tex.....	2,100
Trinity, Tex.....	1,600
Walker, Tex.....	4,300
Williamson, Tex.....	9,200

Other ARB counties:

Angelina, Tex.....	12,000
Bastrop, Tex.....	4,200
Brown, Tex.....	6,800
Cherokee, Tex.....	7,800
Comanche, Tex.....	2,900
Fayette, Tex.....	4,500

Houston, Tex.....	4,100
Montgomery, Tex.....	7,700
Polk, Tex.....	3,000
Waller, Tex.....	2,800

Washington

Stations: WDCA-TV*, WMAL-TV (ABC), WOOK-TV*, WRC-TV (NBC), WTOP-TV (CBS), WTTG
TV homes 50% cut off... 934,000
TV homes 25% cut off... 1,118,000
Total ARB viewing area... 1,745,900

COUNTIES TV HOMES

50%:

District of Columbia.....	252,800
Allegheny, Md.....	23,900
Anne Arundel, Md.....	64,600
Charles, Md.....	8,500
Dorchester, Md.....	8,700
Frederick, Md.....	21,000
Montgomery, Md.....	119,200
Prince Georges, Md.....	118,500
St. Marys, Md.....	9,900
Washington, Md.....	28,100
Arlington, Va.....	95,500
Clarke, Va.....	2,300
Culpeper, Va.....	4,200
Fairfax, Va.....	96,300
Fauquier, Va.....	6,600
Frederick, Va.....	11,700
King George, Va.....	1,900
Loudoun, Va.....	6,800
Prince William, Va.....	16,200
Rappahannock, Va.....	1,200
Spotsylvania, Va.....	7,800
Stafford, Va.....	5,200
Westmoreland, Va.....	2,800
Berkeley, W. Va.....	9,700
Jefferson, W. Va.....	4,900
Mineral, W. Va.....	5,700

25%:

Sussex, Del.....	21,400
Calvert, Md.....	4,200
Caroline, Md.....	5,800
Carroll, Md.....	15,300
Howard, Md.....	11,400
Queen Annes, Md.....	5,000
Somerset, Md.....	4,900
Talbot, Md.....	6,800
Wicomico, Md.....	15,600
Worcester, Md.....	6,500
Adams, Pa.....	14,800
Franklin, Pa.....	25,800
Fulton, Pa.....	2,700
Caroline, Va.....	2,900
Madison, Va.....	1,900
Orange, Va.....	3,300
Page, Va.....	4,600
Rockingham, Va.....	15,700
Shenandoah, Va.....	6,600
Warren, Va.....	4,000
Hampshire, W. Va.....	2,600
Morgan, W. Va.....	2,200

Other ARB counties:

Baltimore, Md.....	457,600
Harford, Md.....	23,700
Kent, Md.....	4,700
Bedford, Pa.....	11,700
Cumberland, Pa.....	40,000
York, Pa.....	75,200
Greene, Va.....	900
Lancaster, Va.....	2,600
Louisa, Va.....	3,100
Northumberland, Va.....	2,700

Richmond, Va.....	1,600
Grant, W. Va.....	2,000
Hardy, W. Va.....	2,100

Watertown-Carthage, N.Y.

Station: WWNY-TV
(CBS, ABC, NBC)
TV homes 50% cut off... 64,300
TV homes 25% cut off... 64,300
Total ARB viewing area... 104,200

COUNTIES TV HOMES

50%:

Jefferson, N. Y.....	26,900
Lewis, N. Y.....	6,400
St. Lawrence, N. Y.....	31,000

25%:
None

Other ARB counties:

Franklin, N. Y.....	12,500
Hamilton, N. Y.....	1,300
Oswego, N. Y.....	26,100

Wausau, Wis.

Stations: WAOW-TV (ABC), WSAU-TV (CBS)
TV homes 50% cut off... 91,000
TV homes 25% cut off... 132,000
Total ARB viewing area... 316,700

COUNTIES TV HOMES

50%:

Adams, Wis.....	2,200
Clark, Wis.....	7,800
Forest, Wis.....	1,600
Langlade, Wis.....	4,900
Lincoln, Wis.....	6,300
Marathon, Wis.....	24,700
Oneida, Wis.....	6,300
Portage, Wis.....	9,800
Price, Wis.....	3,500
Taylor, Wis.....	4,300
Vilas, Wis.....	2,800
Wood, Wis.....	16,800

25%:

Chippewa, Wis.....	11,800
Juneau, Wis.....	4,400
Marquette, Wis.....	2,500
Rusk, Wis.....	3,400
Shawano, Wis.....	8,800
Waupaca, Wis.....	10,100

Other ARB counties:

Dickinson, Mich.....	6,700
Iron, Mich.....	4,600
Ontonagon, Mich.....	9,100
Barron, Wis.....	9,100
Brown, Wis.....	36,300
Dunn, Wis.....	6,700
Florence, Wis.....	800
Fon du Lac, Wis.....	21,000
Green Lake, Wis.....	4,600
Iron, Wis.....	2,000
Jackson, Wis.....	4,100
Monroe, Wis.....	7,700
Oconto, Wis.....	6,500
Outagamie, Wis.....	29,000
Trempealeau, Wis.....	6,200
Waushara, Wis.....	3,900
Winnebago, Wis.....	32,700

West Palm Beach, Fla.

Stations: WEAT-TV (ABC),

WPTV-TV (NBC)

TV homes 50% cut off... 127,100
TV homes 25% cut off... 284,400
Total ARB viewing area... 694,900

COUNTIES TV HOMES

50%:

Glades, Fla.....	700
Hendry, Fla.....	2,200
Indian River, Fla.....	9,800
Martin, Fla.....	6,800
Okeechobee, Fla.....	2,100
Palm Beach, Fla.....	91,300
St. Lucie, Fla.....	14,200

25%:

Broward, Fla.....	157,300
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Other ARB counties:

Charlotte, Fla.....	6,200
Collier, Fla.....	7,100
Dade, Fla.....	375,500
Highlands, Fla.....	7,500
Monroe, Fla.....	14,200

Wheeling, W. Va.-Steubenville, Ohio

Stations: WTRF-TV (NBC), WSTV-TV (CBS, ABC)
TV homes 50% cut off... 194,300
TV homes 25% cut off... 364,700
Total ARB viewing area... 1,374,300

COUNTIES TV HOMES

50%:

Belmont, Ohio.....	24,500
Carroll, Ohio.....	5,800
Columbiana, Ohio.....	31,800
Guernsey, Ohio.....	10,600
Harrison, Ohio.....	4,800
Jefferson, Ohio.....	27,800
Monroe, Ohio.....	4,100
Noble, Ohio.....	2,700
Tuscarawas, Ohio.....	22,900
Brook, W. Va.....	8,100
Hancock, W. Va.....	11,800
Marshall, W. Va.....	10,700
Ohio, W. Va.....	21,400
Tyler, W. Va.....	2,400
Wetzel, W. Va.....	4,900

25%:

Coshocton, Ohio.....	9,400
Beaver, Pa.....	60,600
Washington, Pa.....	62,500
Lewis, W. Va.....	4,400
Marion, W. Va.....	16,900
Pleasants, W. Va.....	1,800
Randolph, W. Va.....	5,500
Taylor, W. Va.....	3,500
Tucker, W. Va.....	1,500
Upshur, W. Va.....	4,300

Other ARB counties:

Holmes, Ohio.....	5,000
Mahoning, Ohio.....	91,000
Morgan, Ohio.....	3,300
Muskingum, Ohio.....	23,000
Washington, Ohio.....	15,000
Allegheny, Pa.....	479,800
Armstrong, Pa.....	22,300
Butler, Pa.....	33,200
Fayette, Pa.....	44,300
Greene, Pa.....	10,000
Indiana, Pa.....	19,800
Lawrence, Pa.....	32,400

Mercer, Pa.	36,700
Somerset, Pa.	20,100
Venango, Pa.	17,200
Westmoreland	104,100
Barbour, W. Va.	3,100
Doddridge, W. Va.	1,400
Grant, W. Va.	2,000
Harrison, W. Va.	20,900
Monongalia, W. Va.	13,500
Preston, W. Va.	5,700
Ritchie, W. Va.	2,300
Taylor, W. Va.	3,500

Wichita, Kan.

Stations: KAKE-TV (ABC),
KARD-TV (NBC),
KTVH (CBS)
TV homes 50% cut off... 325,400
TV homes 25% cut off... 374,400
Total ARB viewing area... 427,300

COUNTIES TV HOMES

50%:	
Barber, Kan.	2,600
Barton, Kan.	9,900
Butler, Kan.	12,000
Chase, Kan.	1,000
Cheyenne, Kan.	1,100
Clark, Kan.	1,000
Cowley, Kan.	11,200
Decatur, Kan.	1,500
Dickinson, Kan.	6,500
Edwards, Kan.	1,300
Elk, Kan.	1,300
Ellis, Kan.	5,700
Ellsworth, Kan.	2,200
Finney, Kan.	4,600
Ford, Kan.	6,200
Gove, Kan.	1,000
Graham, Kan.	1,600
Grant, Kan.	1,400
Gray, Kan.	1,000
Greeley, Kan.	600
Greenwood, Kan.	3,100
Hamilton, Kan.	700
Harper, Kan.	2,700
Harvey, Kan.	8,000
Haskell, Kan.	800
Hodgeman, Kan.	700
Kearny, Kan.	700
Kingman, Kan.	2,800
Kiowa, Kan.	1,200
Lane, Kan.	900
Lincoln, Kan.	1,400
Logan, Kan.	1,100
McPherson, Kan.	6,700
Marion, Kan.	3,900
Meade, Kan.	1,600
Mitchell, Kan.	2,200
Morton, Kan.	900
Ness, Kan.	1,300
Norton, Kan.	2,200
Osborne, Kan.	1,900
Ottawa, Kan.	1,900
Pawnee, Kan.	2,600
Pratt, Kan.	3,700
Rawlins, Kan.	1,300
Reno, Kan.	18,600
Rice, Kan.	3,900
Rooks, Kan.	2,800
Rush, Kan.	1,500
Russell, Kan.	2,900
Saline, Kan.	18,100
Scott, Kan.	1,400
Sedgwick, Kan.	112,400
Seward, Kan.	5,400
Sheridan, Kan.	1,100

Sherman, Kan.	1,700
Stafford, Kan.	2,000
Stanton, Kan.	300
Stevens, Kan.	1,100
Sumner, Kan.	8,000
Thomas, Kan.	2,000
Trego, Kan.	1,300
Wichita, Kan.	700
Dundy, Neb.	900
Furnas, Neb.	2,000
Hayes, Neb.	500
Hitchcock, Neb.	1,200
Red Willow, Neb.	4,300
Woods, Okla.	3,300

25%:	
Baca, Colo.	1,300
Prowers, Colo.	3,400
Yuma, Colo.	2,400
Clay, Kan.	2,900
Comanche, Kan.	900
Geary, Kan.	8,200
Lyon, Kan.	7,600
Morris, Kan.	1,900
Chase, Neb.	1,200
Beaver, Okla.	2,000
Kay, Okla.	17,200

Other ARB counties:	
Cheyenne, Colo.	600
Kit Carson, Colo.	1,700
Lincoln, Colo.	1,600
Washington, Colo.	1,700
Chautauqua, Kan.	1,600
Cloud, Kan.	3,800
Jewell, Kan.	1,700
Phillips, Kan.	2,200
Republic, Kan.	2,600
Riley, Kan.	10,900
Smith, Kan.	2,100
Wallace, Kan.	300
Harlan, Neb.	1,200
Webster, Neb.	1,600
Alfafa, Okla.	2,300
Cimarron, Okla.	1,200
Grant, Okla.	2,200
Harpers, Okla.	1,800
Texas, Okla.	4,200
Woodward, Okla.	3,800
Lipscomb, Tex.	700
Ochiltree, Tex.	3,100

Wichita Falls, Tex.-Lawton, Okla.

Stations: KSWO-TV (ABC),
KAUZ-TV (CBS),
KFDX-TV (NBC)
TV homes 50% cut off... 134,400
TV homes 25% cut off... 152,400
Total ARB viewing area... 208,200

COUNTIES TV HOMES

50%:	
Comanche, Okla.	27,600
Cotton, Okla.	2,000
Greer, Okla.	2,100
Harmon, Okla.	1,300
Jackson, Okla.	10,300
Jefferson, Okla.	2,200
Kiowa, Okla.	4,200
Stephens, Okla.	13,000
Tillman, Okla.	4,200
Archer, Tex.	1,500
Baylor, Tex.	1,600
Clay, Tex.	2,300
Foard, Tex.	700
Hardeman, Tex.	2,000

Jack, Tex.	2,200
Knox, Tex.	1,800
Montague, Tex.	4,500
Throckmorton, Tex.	500
Wichita, Tex.	39,700
Wilbarger, Tex.	5,100
Young, Tex.	5,600

25%:	
Carter, Okla.	13,000
Childress, Tex.	1,800
Cottle, Tex.	800
Stephens, Tex.	2,400

Other ARB counties:	
Beckham, Okla.	5,000
Caddo, Okla.	7,800
Custer, Okla.	13,000
Love, Okla.	1,300
Washita, Okla.	5,300
Callahan, Tex.	2,200
Collingsworth, Tex.	1,200
Cooke, Tex.	6,800
Eastland, Tex.	5,600
Hall, Tex.	1,300
Haskell, Tex.	2,900
King, Tex.	200
Motley, Tex.	500
Shackelford, Tex.	1,000
Wheeler, Tex.	1,700

Wilkes-Barre-Scranton, Pa.

Stations: WBRE-TV* (NBC),
WDAU-TV* (CBS),
WNEP-TV* (ABC)
TV homes 50% cut off (UHF)... 267,300
TV homes 25% cut off (UHF)... 283,400

COUNTIES TV HOMES

50% (UHF):	
Clinton, Pa.	8,100
Columbia, Pa.	13,500
Lackawanna, Pa.	66,000
Luzerne, Pa.	93,700
Lycoming, Pa.	30,900
Montour, Pa.	3,900
Northumberland, Pa.	27,100
Snyder, Pa.	5,200
Susquehanna, Pa.	8,300
Union, Pa.	5,900
Wyoming, Pa.	4,500

25% (UHF):	
Centre, Pa.	8,200
Mifflin, Pa.	7,000
Sullivan, Pa.	1,000

Wilmington, N.C.

Stations: WECT (NBC, CBS),
WWAY (ABC)
TV homes 50% cut off... 81,100
TV homes 25% cut off... 173,400
Total ARB viewing area... 215,600

COUNTIES TV HOMES

50%:	
Bladen, N. C.	5,600
Brunswick, N. C.	4,700
Columbus, N. C.	10,800
New Hanover, N. C.	21,400
Pender, N. C.	4,000
Robeson, N. C.	18,200
Horry, S. C.	16,400

25%:	
Cumberland, N. C.	38,100

Duplin, N. C.	9,100
Onslow, N. C.	21,800
Sampson, N. C.	10,600
Dillon, S. C.	6,200
Marion, S. C.	6,500

Other ARB counties:	
Hoke, N. C.	3,100
Jones, N. C.	2,300
Onslow, N. C.	21,800
Richmond, N. C.	9,700
Scotland, N. C.	5,300

Yakima, Wash.

Stations: KIMA-TV*
(CBS, ABC), KNDU-TV*
(NBC, ABC, CBS)

TV homes 50% cut off... 105,900

TV homes 25% cut off (UHF)... 105,900

COUNTIES TV HOMES

50% (UHF):	
Nez Perce, Iowa	7,900
Gilliam, Ore.	600
Morrow, Ore.	1,200
Umatilla, Ore.	10,300
Asotin, Wash.	3,900
Benton, Wash.	17,700
Franklin, Wash.	7,800
Kittitas, Wash.	3,900
Walla Walla, Wash.	10,900
Yakima, Wash.	41,600

25% (UHF): None

Youngstown, Ohio

Stations: WFMJ-TV* (NBC),
WKBN-TV* (CBS),
WYTV* (ABC)

TV homes 50% cut off (UHF)... 166,800
TV homes 25% cut off (UHF)... 188,200

COUNTIES TV HOMES

50% (UHF):	
Mahoning, Ohio	86,400
Trumbull, Ohio	47,400
Mercer, Pa.	33,100
25% (UHF):	
Lawrence, Pa.	21,400

Yuma, Ariz.-El Centro, Calif.

Stations: KBLU-TV (CBS),
KIVA-TV (NBC, ABC)
TV homes 50% cut off... 33,100
TV homes 25% cut off... 33,100
Total ARB viewing area... 33,100

COUNTIES TV HOMES

50%:	
Yuma, Ariz.	15,200
Imperial, Calif.	17,800

Zanesville, Ohio

Station: WHIZ-TV* (NBC)
TV homes 50% cut off (UHF)... 18,400
TV homes 25% cut off (UHF)... 20,600

COUNTIES TV HOMES

50% (UHF):	
Muskingum, Ohio	18,400
25% (UHF):	
Morgan, Ohio	2,200

WTRF-TV STORY BOARD

7
How many?*

MIXERS... a recipe for the older crowd. A 'Tired Bloody Mary' is a blend of vodka, tomato juice and Geritol.

wtrf-tv Wheeling
TERSE VERSE! Chute didn't open-Jump/Thump!

Wheeling wtrf-tv
DOCTOR'S ADVICE to executive patient, "You are very run down, I suggest you lay off golf for a while and get a good day in now and then at the office."

Wheeling/Stuebenville TV
PEOPLE OF THE WORLD will never do anything about nuclear testing until it begins to interfere with TV reception.

Upper Ohio River Valley
COLLEGES in WTRF-TV Wheeling/Stuebenville area have doubled enrollment in the last five years. Another booming Ohio Valley industry.

ALL COLORcasting
A CONFIRMED ATHEIST is the person who hesitates accepting the Cadillac won in a church raffle.

Nation's Ninth Color Market
REMEMBER when women had to bend to pull down their skirts?

wtrf-tv Wheeling
STATUS SYMBOLS... you're top man if your wife rides the best snow plow in the neighborhood.

Wheeling wtrf-tv
NEW WHEELING STEEL production facility (employing 700) producing metal containers under an \$8,000,000 government contract.

Nat. Rep: BLAIR Television
*COLOR TV HOMES? The October-November '66 Nielsen estimates 149,343 Color TV Homes in the WTRF-TV Wheeling-Stuebenville Market. Ask your Blair Television Man for more color TV facts and the WTRF-TV audience.





EDITORIAL

**A middle way
that Friendly
never found**

AS everyone in or around the television business must now be aware, Fred W. Friendly, former president of CBS News, has written a book decrying the depersonalization of television. In Friendly's view, television has turned into a monstrous money-making machine, and its executives have turned into its indentured servants.

Friendly has a point, up to a point, but he has oversimplified a vastly complex mechanism. Moreover he has assumed that his own defeat in his struggle with the system was a rebuff to the whole American public. Clearly Friendly's reputation for self-assurance is deserved.

Still, Friendly has performed a useful service, however unwittingly, in setting out his version of the circumstances that led to his resignation from CBS. There is an inflexibility in network scheduling, and there is confusion among some executives as to the mission of a television network, but neither condition exists in quite the form that Friendly has described.

FRIENDLY'S personal crisis was reached on Feb. 10, 1966, when John A. Schneider, then newly appointed head of all CBS broadcasting divisions, refused to scrap the regular daytime schedule and its lucrative commercials for live, unsponsored coverage of former Ambassador George Kennan's testimony on Vietnam before the Senate Foreign Relations Committee. Friendly objected that Schneider had been put between him and William S. Paley, CBS chairman, and Frank Stanton, CBS president, to whom the head of news had previously reported. Friendly lays no personal blame on Schneider who, in Friendly's view, was merely a victim of the system that requires television corporations to show larger profits each year. Friendly, of course, was a victim of the system too, and he has \$410,000 in severance pay to prove that the system is indeed founded on economic incentive.

The key issue in the dispute between Schneider and Friendly was whether the network should stick by its regular schedule or go to Washington for complete coverage of the Kennan testimony, with all the *ers, ahs, harrumphs* and senatorial toilet breaks carried live from coast to coast. This is precisely the same sort of issue that has divided business-oriented

management from news management at CBS and both other networks, to say nothing of affiliated stations, on more occasions than anyone could number. It is a poor issue, for it offers only two alternatives, neither always suitable to advance television on its course of providing both amusement and enlightenment.

AT some point in television evolution it must dawn on both general management and news management that there is a third way to present news between the extremes of live, unedited coverage or snippets of film or tape fudged into regular news roundups. Is there no way to find room for unscheduled news reports of appropriate length when news events require less than start-to-finish coverage and more than ordinary newscast treatment? With skillful editing and narration, could not the Kennan hearing have been put into television story form of, say, a half hour for presentation later that same day?

Granted there will be difficulties for any network news chief who proposes to displace any regular evening entertainment program with a special news report. But there is a stronger argument for that, it seems to us, than for the traditional alternatives of all or next to nothing.

Friendly points out that when CBS pre-empted the regular evening schedule the night of March 16, 1966, to carry live coverage of the flight of Gemini 8 which went out of control, affiliated stations protested. Well they might have. During the whole long night there were three bits of hard news: the restoration of flight control, the firing of the retro-rockets and the sighting of the craft after splashdown—all of which could have been reported in brief insertions in or between regular programs. The rest of the coverage was filler material dredged up by the networks to keep from going to black.

Friendly has disavowed the commercial television system and has staked his future on the noncommercial system that he foresees developing into the kind of devil-hang-the-cost, nuts-to-the-mass-audience service that he was unable to persuade CBS to provide. He would have left a deeper mark on the commercial system if he had found a way to schedule news more flexibly. □

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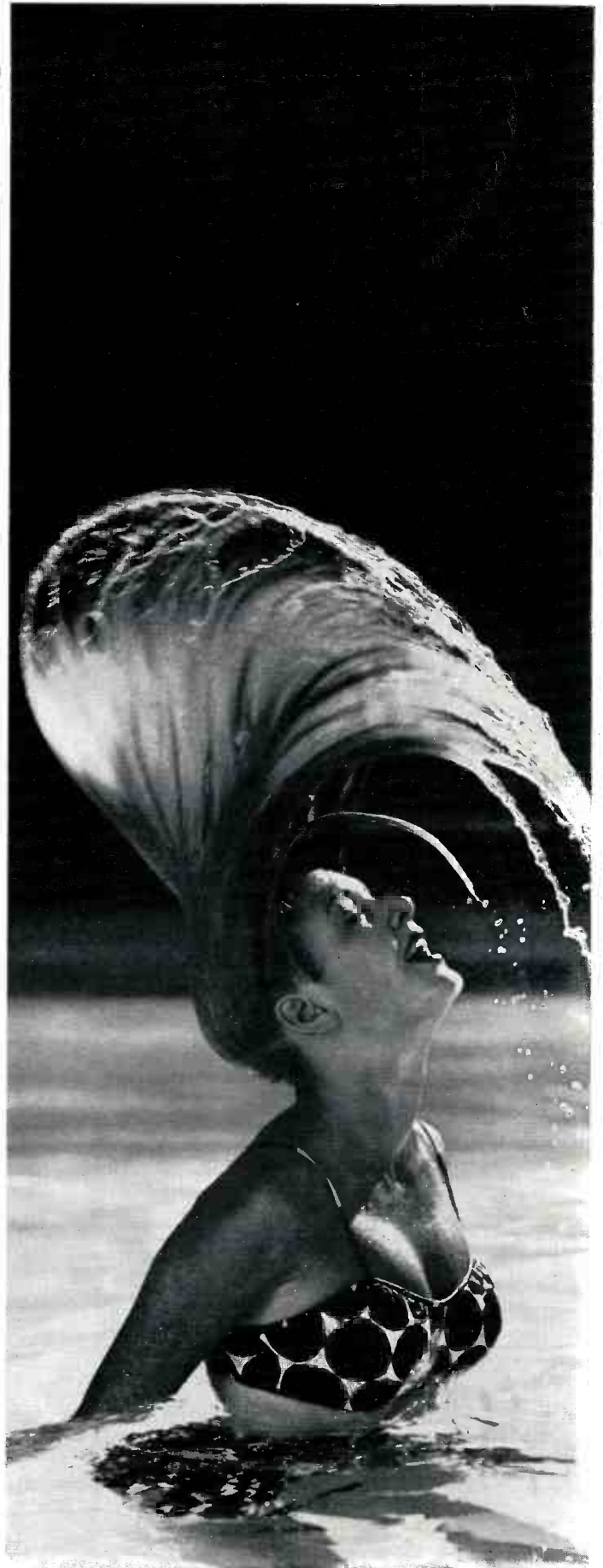
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