

Washington—Tacoma-Seattle

KCPQ

Ch. 13

Network Service: Fox.

Licensee: Kelly Television Co., Box 98828, Tacoma, WA 98499.

Studio: 4400 Steilacoom Blvd., Tacoma, WA 98499.

Sales Office: 100 S. King, Seattle, WA 98104.

Telephone: 206-582-8613. **TWX:** 910-441-1606. **Fax:** 206-383-9551.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 2000-ft. above av. terrain, 708-ft. above ground, 2395-ft. above sea level.

Latitude 47° 32' 53"
Longitude 122° 48' 22"

Holds CP for change to 1191-ft. above av. terrain, 922-ft. above ground, 1309-ft. above sea level; lat. 47° 36' 59", long. 122° 18' 23", transmitter to SW corner of 19th & E. Madison Sts., Seattle. BPCT-900104KF.

Transmitter: Gold Mountain, 6.5-mi. W of Bremerton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 11-meter C-band; Scientific-Atlanta, 10-meter C-band; Vertex, 4.6-meter Ku-band; DX Antenna, M/A-Com, Scientific-Atlanta receivers.

News Service: CNN.

Ownership: Kelly Broadcasting Co. (Group Owner).

Began Operation: August 2, 1953 as a commercial station. Left air Dec. 13, 1974. Sale to Clover Park School District No. 400 approved by FCC Sept. 9, 1975. Resumed operation as an educational station Jan. 4, 1976. Sale to present owners approved by FCC Dec. 4, 1979. Resumed operation as a commercial station Nov. 4, 1980.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

- Robert Kelly, Partner/Program Director.
- Roger Ottenbach, General Manager.
- Dan Jensen, Sales Development Manager.
- Jay Maxey, General Sales Manager.
- Lloyd Low, Western Regional Sales Manager.
- Mike Seifert, Eastern Regional Sales Manager.
- Dennis McCormick, Local Sales Manager.
- Bob Galvin, Promotion Director.
- Marlene Gottfried, Accounting Supervisor.
- Don Lacy, Operations Manager.
- Larry Brandt, Chief Engineer.

Rates: On request.

City of License: Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 16.

Total Households: ©MSI Consumer Market Data as of 1/1/91. TV Homes, TV% and Circulation ©1991 Arbitron. County coverage based on Arbitron study.



KCPQ BPCT-900104KF Granted 9/20/90

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Net Weekly Circulation	State County	Total Households	TV Households	%
WASHINGTON				
50% & Over	Grays Harbor	25,500	23,900	94
	Island	21,600	21,100	98
	Jefferson	8,400	8,100	96
	King	603,700	582,800	97
	Kitsap	69,800	68,100	98
	Mason	15,100	14,700	97
	Pierce	215,900	210,400	97
	Skagit	29,500	28,400	96
	Snohomish	165,800	161,300	97
	Thurston	63,900	62,100	97
Whatcom	47,700	45,700	96	
WASHINGTON				
Between 25-49%	Chelan	21,300	20,400	96
	Clallam	22,800	21,800	96
	Cowlitz	32,000	31,000	97
	Douglas	10,000	9,700	97
	Lewis	23,200	22,100	95
WASHINGTON				
Between 5-24%	Kittitas East	8,000	7,500	94
	Kittitas West	2,200	2,100	93
	Pacific	7,600	7,100	93
	San Juan	4,600	4,400	96
Station Totals		1,398,600	1,352,700	97
Net Weekly Circulation (1991)				803,700
Average Daily Circulation (1991)				335,800