

HERSCHEL SHOSTECK ASSOCIATES

APPLIED SURVEY RESEARCH
COMMUNICATION
PUBLIC POLICY
MARKETING

WASHINGTON, D.C. OFFICE
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301, 589-2259

April 23, 1980

James J. Popham, Esq.
National Association of Broadcasters
1771 N Street, N.W.
Washington, D.C. 20036

Dear Jim:

As you requested, I am enclosing all of the data runs we have received.

With the exception of copies of the three latest pages (on 8 1/2 x 11), these sheets are all originals and/or copies as we received them from b i Associates.

Very sincerely,

HERSCHEL SHOSTECK ASSOCIATES


Herschel Shosteck, Ph.D.

HS/clk

Enclosures

60000 2 and 3, (continued)

APPL 6/18

Nov 22 1978

ALL REPORTING CABLE SYSTEMS V A B REPORT FCC PROG. DATA CARRIAGE NOTATION COPYRIGHT 1979 B I ASSO

577,241	7,626,802	50,251	1,346,778	36.4	124,365	7.7	1267
5,437,167.85	6,421,774	45.7	1,040,614	45.5	1,298,100.76	11	679
TTL. ROYALTIES	TTL DISTANT TV HOURS	TTL "LOCAL" HOURS	TOTAL LOCAL TV	REMAINDER	TTL SYSTEMS		
56,004,378.57	14,048,636	2,387,392	31,422,465.74	64,591,912.83	2,156		

TTL EN	EYA	EYB	EYC	EYD	NN	NYA	NYB	NYC	NYD	IN	IYA
2,040	3	1	31	931	1,277	13	276	228	4,109	1,880	28

DATA BASE # 1
 SPORTS % NO PBS

1/1-6/30/78

USE THESE WITH

REPORTING CABLE SYSTEMS. N A B REPORT CABLE CARRIAGE NOTATION COPYRIGHT 1979 D I ASSOCIATES, INC

1,152,026	171	1,175,920	35.5	1,431,815	38.0	252,584	14.7	1,238,000
5,573,783	82.1	6,548,590	94.7	1,036,168	42.2	1,473,038.30	85.3	688 41
TTL. ROYALTIES	TTL DISTANT TV HOURS	TTL "LOCAL" HOURS	TOTAL LOCAL TV	REMAINDER	TTL SYSTEMS			
6,725,403.19	14,774,510	2,467,983	81,725,626.81	84,999,776.38	2,146			

LN	EYA	EYB	EYC	EYD	NN	NYA	NYB	NYC	NYD	IN	IYA
022	1	2	31	913	7,319	17	249	236	3,977	1,806	20

DATA BASE 1/2 7/1-12/31/78

SPORTS % NO PBS

16.7 6
25.2

ALL REPORTING CABLE SYSTEMS

N A D REPORT CABLE CARRIAGE NOTATION COPYRIGHT 1979 D I ASSOCIATES, INC

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WLTE TV 5,790 LOCX .144 PBS 5,790 THINS /60=HR 96.50 X 26 2,507 LOCHIN 834 /60=HR 13.90 X 26 361 X LOCL .144 IYD
 WNET TV 6,098 LOCX 1.000 IND 6,098 THINS /60=HR 114.97 X 26 2,989 LOCHIN 6,098 /60=HR 114.97 X 26 2,989 X LOCL 1.000 IYD

CONTINENTAL CABLE- 29 EAST MAIN STREET NORWALK OH 00000
 ROYALTY \$2,392.60 TOTAL DISTANT HOURS 5,490 LOCAL HOURS 3,150 X .609 REMAINDER \$935.54 \$1,457.14 LOC-TV

WKDD TV 6,789 LOCX .024 IND 6,789 THINS /60=HR 113.15 X 26 2,942 LOCHIN 163 /60=HR 2.72 X 26 71 X LOCL .024 IYD
 WUHQ TV 7,635 LOCX .017 .363N 2,772 THINS /60=HR 46.20 X 26 1,201 LOCHIN 130 /60=HR 2.17 X 26 56 X LOCL .047 NYD
 CBET TV 6,098 LOCX 1.000 IND 6,098 THINS /60=HR 114.97 X 26 2,989 LOCHIN 6,098 /60=HR 114.97 X 26 2,989 X LOCL 1.000 IYD
 WGVC TV 6,750 LOCX .144 PBS 6,750 THINS /60=HR 112.50 X 26 2,925 LOCHIN 972 /60=HR 16.20 X 26 421 X LOCL .144 EYD
 WTVS TV 7,200 LOCX .144 PBS 7,200 THINS /60=HR 120.00 X 26 3,120 LOCHIN 1,037 /60=HR 17.28 X 26 449 X LOCL .144 EYD

PT/TH STA. MO/DATE HOURS FROM-TO PT/TH STA. MO/DATE HOURS FROM-TO
 WTCG 09117 0100 0600
 HR/HFEK 35.00 X 26 WKS 910

CONTINENTAL CABLEN 333 WASHINGTON SQ. NO. LANSING MI 00000
 ROYALTY \$15,350.52 TOTAL DISTANT HOURS 14,007 LOCAL HOURS 4,022 X .286 REMAINDER \$10,960.28 \$4,390.24 LOC-TV

WLVI TV 7,227 LOCX .034 IND 7,227 THINS /60=HR 120.45 X 26 3,132 LOCHIN 246 /60=HR 4.10 X 26 107 X LOCL .034 IYD
 WSRK TV 7,519 LOCX .057 IND 7,519 THINS /60=HR 125.32 X 26 3,298 LOCHIN 429 /60=HR 7.15 X 26 106 X LOCL .057 IYD

CONTINENTAL CABLEV 474 CENTRAL AVE DOVER NH 01554
 ROYALTY \$2,869.69 TOTAL DISTANT HOURS 6,390 LOCAL HOURS 293 X .046 REMAINDER \$2,737.69 \$132.00 LOC-TV

WJDK TV 8,936 LOCX .102 .363N 3,244 THINS /60=HR 54.07 X 26 1,406 LOCHIN 1,626 /60=HR 27.10 X 26 705 X LOCL .501 NYD
 WKYC TV 8,815 LOCX .111 .363N 3,200 THINS /60=HR 53.33 X 26 1,307 LOCHIN 978 /60=HR 16.30 X 26 424 X LOCL .306 NYD
 WKYC TV 8,815 LOCX .171 .363N 3,045 THINS /60=HR 50.75 X 26 1,320 LOCHIN 1,602 /60=HR 26.70 X 26 694 X LOCL .526 NYD
 WUAB TV 7,835 LOCX .086 IND 7,835 THINS /60=HR 130.50 X 26 3,395 LOCHIN 674 /60=HR 11.23 X 26 292 X LOCL .086 IYD
 WJKW TV 7,020 LOCX .106 .363N 3,274 THINS /60=HR 54.57 X 26 1,419 LOCHIN 956 /60=HR 15.93 X 26 414 X LOCL .292 NYD
 WKDD TV 6,789 LOCX .024 IND 6,789 THINS /60=HR 113.15 X 26 2,942 LOCHIN 163 /60=HR 2.72 X 26 71 X LOCL .024 IYD

CONTINENTAL-CABLE- 90 S WASHINGTON TIFFIN OH 00000
 ROYALTY \$6,405.44 TOTAL DISTANT HOURS 11,069 LOCAL HOURS 2,600 X .219 REMAINDER \$5,065.13 \$1,420.31 LOC-TV

WKDD TV 6,789 LOCX .024 IND 6,789 THINS /60=HR 113.15 X 26 2,942 LOCHIN 163 /60=HR 2.72 X 26 71 X LOCL .024 IYD
 CBET TV 6,098 LOCX 1.000 IND 6,098 THINS /60=HR 114.97 X 26 2,989 LOCHIN 6,098 /60=HR 114.97 X 26 2,989 X LOCL 1.000 IYD
 WJKW TV 7,020 LOCX .106 .363N 3,274 THINS /60=HR 54.57 X 26 1,419 LOCHIN 956 /60=HR 15.93 X 26 414 X LOCL .292 NYD

CONTINENTAL-CABLES 207 WEST MAIN CROSS FINDLAY OH 00000
 ROYALTY \$9,752.05 TOTAL DISTANT HOURS 7,390 LOCAL HOURS 3,474 X .473 REMAINDER \$5,139.34 \$4,612.71 LOC-TV

CBET TV 6,098 LOCX 1.000 IND 6,098 THINS /60=HR 114.97 X 26 2,989 LOCHIN 6,098 /60=HR 114.97 X 26 2,989 X LOCL 1.000 IYD
 WOTV TV 8,134 LOCX .109 .363N 2,953 THINS /60=HR 49.22 X 26 1,280 LOCHIN 807 /60=HR 14.78 X 26 304 X LOCL .300 NYD
 WXON TV 5,298 LOCX .045 IND 5,298 THINS /60=HR 88.30 X 26 2,296 LOCHIN 238 /60=HR 3.97 X 26 103 X LOCL .045 IYD
 WKZO TV 8,245 LOCX .096 .363N 2,993 THINS /60=HR 49.90 X 26 1,297 LOCHIN 792 /60=HR 13.20 X 26 343 X LOCL .264 NYD
 WKDD TV 6,789 LOCX .024 IND 6,789 THINS /60=HR 113.15 X 26 2,942 LOCHIN 163 /60=HR 2.72 X 26 71 X LOCL .024 IYD

CONTINENTAL-CABLEV 333 WASHINGTON SQ N LANSING MI 00000
 ROYALTY \$8,844.54 TOTAL DISTANT HOURS 10,804 LOCAL HOURS 1,090 X .100 REMAINDER \$5,660.51 \$3,104.01 LOC-TV

ALL REPORTING CABLE SYSTEMS

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TTL ROYALTIES	TTL DISTANT TV HOURS	TTL "LOCAL" HOURS	TOTAL LOCAL TV	REMAINDER	TTL SYSTEMS	TTL DISTANT TV
\$6,028,476.49	3,334,288,085	2,775,585	\$1,317,768.29	\$4,710,708.20	3,725	8,756

TTL EN	EYA	EYB	EYC	EYD	NN	NYA	NYB	NYC	NYD	IN	IYA	IYB	IYC	IYD
4,534	3	1	31	931	14,770	13	276	228	4,140	4,137	28	193	63	2,849

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TTL. ROYALTIES	TTL DISTANT TV HOURS	TTL "LOCAL" HOURS	TOTAL LOCAL TV	REMAINDER	TTL SYSTEMS	TTL DISTANT TV
\$6,020,476.49	22,741,537	8,674,668	\$1,628,690.35	\$4,399,786.14	3,725	8,756

TTL EN	EYA	EYB	EYC	EYD	NN	NYA	NYB	NYC	NYD	IN	IYA	IYB	IYC	IYD
4,534	3	1	31	931	14,770	13	276	228	4,140	4,137	28	193	63	2,849

*New Sports
Upgraded PBS
Added Pt time*

ALL REPORTING CABLE SYSTEMS

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includes radio time
TTL. ROYALTIES TTL DISTANT TV HOURS TTL "LOCAL" HOURS *includes TV line* TOTAL LOCAL TV REMAINDER TTL SYSTEMS TTL DISTANT TV
36,028,476.49 3,334,288.085 2,775,989 31,311,768.29 4,710,708.20 3,725 8,756

TTL EN EYA EYB EYC EYD NN NYA NYB NYC NYD IN IYA IYB IYC IYD
4,534 3 1 31 931 14,770 13 276 228 4,140 4,137 26 193 63 2,849

NAB #1 NO SPORTS
NO PBS

Forget

If all 4000 cable systems reported on Form 3, hours & dollar eq would equal

the 1

These are only 2-3

Form 3's systems only

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5432167	7234042	1157450	1667705	3,769	8894	3673
TTL. ROYALTIES	TTL DISTANT TV HOURS	TTL "LOCAL" HOURS	TOTAL LOCAL TV	REMAINDER	T L SYSTEMS	TTL DISTANT TV
10,004,370.97	10,053,690	2,670,670	11,004,605.47	4,199,699.10	2,160	8,712

only (submit Form 1) do not require local carriage notation. Regn with consent in 6 weeks

TTL (EN)	EYA	EYB	EYC	EYD	NN	NYA	NYB	NYC	NYD	IN	IYA	IYB	IYC	IYD
2,040	3	1	31	931	7,277	13	276	220	4,109	1,000	20	193	63	2,036
948	3	1	23	336	3,162	10	176	171	1,398	982	21	109	57	1,311

948
NON-DISTANT
EDUCATIONAL
SERVICES

(Form 1) will be reconstructed by Regn in 6 weeks

DATA BASE # 2
SPORTS FLAGSHIP & APPLIED
INCLUDES PBS

xxx 4 year capitation less 1,500
Form 1 expense and reporting
= 2,500 Mod of the money comes from the big 800

M	44
B	470
C	322
D	7876
Σ = 8712	

x certain inclusions all forms 1 & forms 2-3 which report no distant signals. Form 1 is effectively missing is ≈ \$25,000 or approx 1,700 cable systems

xx excludes radio includes split carriage / part time / late night

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TTL. ROYALTIES	TTL DISTANT TV HOURS	TTL "LOCAL" HOURS	TOTAL LOCAL TV	REMAINDER	TTL SYSTEMS	TTL DISTANT TV
6,004,378.57	14,048,636	2,307,392	11,422,463.74	24,381,912.03	2,100	8,712

TTL EN	EYA	EYB	EYC	EYD	NN	NYA	NYB	NYC	NYD	IN	IYA	IYB	IYC	IYD
2,040	3	1	31	931	7,277	13	216	228	4,109	1,000	28	193	63	2,036

DATA BASE # 2
SPORTS FLAGSHIP & APPLIED
EXCLUDES PBS