

Ohio—Lima

WLIO

Ch. 35

Network Service: NBC, ABC.

Licensee: Lima Communications Corp., 1424 Rice Ave., Lima, OH 45805.

Studio: 1424 Rice Ave., Lima, OH 45805.

Telephone: 419-228-8835. **TWX:** 810-447-2720.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 661-kw visual, 132-kw aural. Antenna: 540-ft. above av. terrain, 549-ft. above ground, 1419-ft. above sea level.

Latitude 40° 44' 53.5"
Longitude 84° 07' 55.5"

Transmitter: 1424 Rice Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 3-meter; RCA Americom; Harris receivers.

News Service: AP.

Ownership: Blade Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: March 30, 1953. Sale to present owners by WLOK Inc. approved by FCC Jan. 19, 1972. Previous sale by Pixley & Case families approved Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

JAMES C. DAGES, president & general manager.
DOUGLAS FERGUSON, station manager & program director.
BRUCE OPPERMAN, sales manager.
GEORGE DUNSTER, news director.
FRED VOBBE, chief engineer.

Highest One Hour Rate: \$1600.

Highest 30 Sec. Rate: \$750.

City of License: Lima. **ADI:** Lima. **Rank:** 195.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Allen	40,900	40,200	98
	Auglaize	15,800	15,500	98
	Hardin	11,800	11,500	98
	Mercer	13,100	12,900	98



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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Putnam	10,900	10,700	98
	Van Wert	11,400	11,200	98
Between 25-49%	OHIO			
	Logan	15,400	15,100	98
Between 5-24%	INDIANA			
	Adams	10,400	10,200	98
Station Totals	OHIO			
	Defiance	13,900	13,700	99
	Hancock	24,600	24,300	99
	Henry	10,300	10,200	99
	Paulding	7,300	7,200	99
	Shelby	15,300	15,100	99
Wyandot	8,100	7,900	98	
Station Totals		209,200	205,700	98
Net Weekly Circulation (1987)				97,800
Average Daily Circulation (1987)				58,200