

# 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.

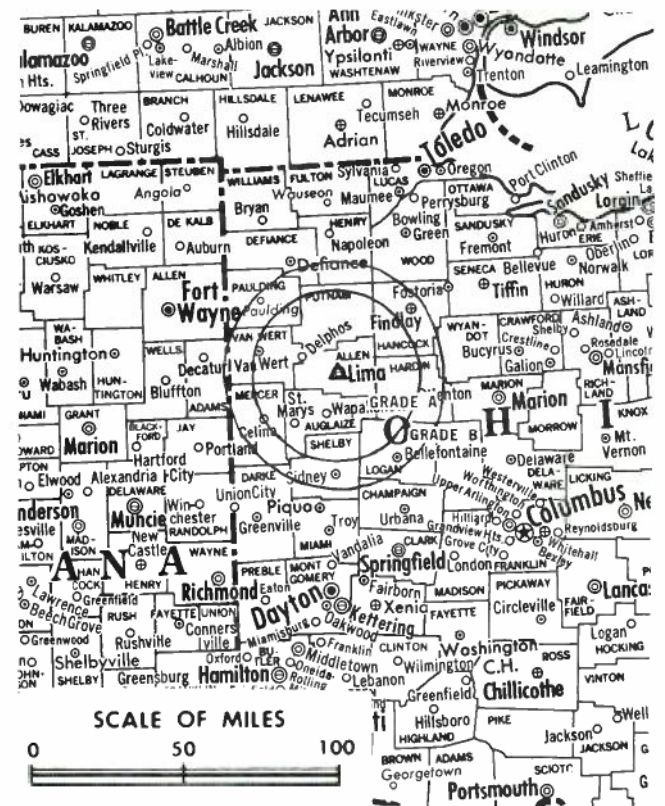
**Highest One Hour Rate:** \$1600.

**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	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	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	%
<b>50% &amp; Over</b>	Putnam	10,900	10,700	98
	Van Wert	11,400	11,200	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Logan	15,400	15,100	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Adams	10,400	10,200	98
	<b>OHIO</b>			
	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	
<b>Station Totals</b>		<b>209,200</b>	<b>205,700</b>	<b>98</b>
<b>Net Weekly Circulation (1987)</b>				<b>97,800</b>
<b>Average Daily Circulation (1987)</b>				<b>58,200</b>