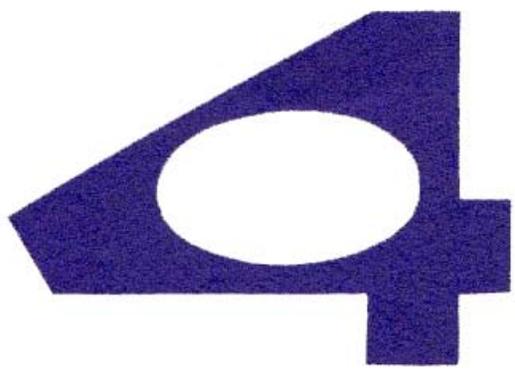
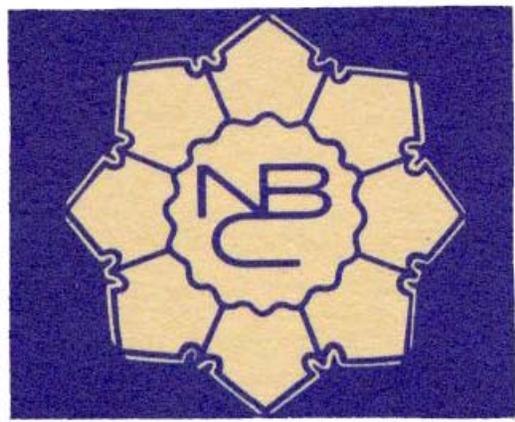


KVOA-TV



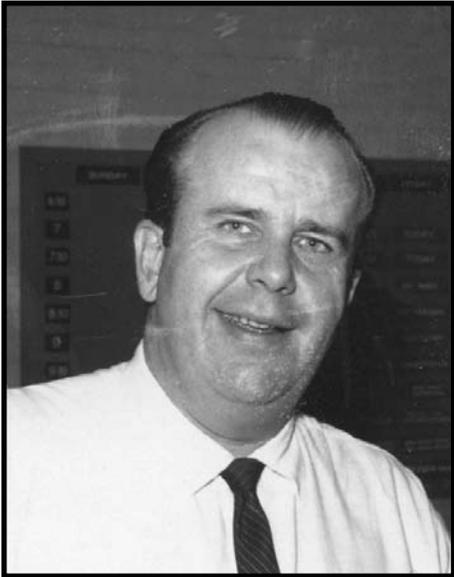
TUCSON





Gordon E. "Doc" Hamilton

1926 - 2004



Doc was from Norfolk, Nebraska. He not only went to high school with Johnny Carson, he also "Produced" and managed Carson's appearances as a shopping center promotion magician/personality. Doc produced the Magic Land of Alacazam and sold it to Kellogg. He got a master's at SMU and would have gone on to his doctorate in the philosophy of communications, but the university couldn't put a committee together to manage Doc's doctoral program. Doc also studied theology, which was natural as his grandfather was a preacher who had moved to the midwestern US from Virginia. In WWII, Doc served as an army sergeant in Europe. He was a fine golfer and crack table tennis player, as well as a strong thespian. But there was that television thing -- and he worked with ad agencies while he was in Texas doing his graduate school. At WFAA-TV, owned by the powerful Dallas Morning News, Doc earned his spurs as a pioneer broadcaster. He literally put the station together department by department, except for engineering, and told amazing stories about his adventures in the uncharted territory of early black & white TV production. It was all live, and full of the antics of personality/ego among performers. WKRP Cincinnati was a faithful rendition of those years, along with Lou Grant and the gang on the Mary

Tyler Moore show. When his buddy, Fred Vance called on Doc to come work his magic as operations manager at the Tucson NBC coffee-pot station in 1959. KVOA was embryonic even after five + years.

Doc found the first of the four ownerships strapped tight and struggling in a market that had no price discipline or advertising business practices that permitted it to program much quality. In the Mountain time zone, there was no "live network feed" and so many holes in our signal coverage that Doc scarcely knew where to begin. Engineering was the realm of Ray Holsclaw, and Doc went with him to set up translators and encourage cable operators everywhere. Outside the city were "nothing but jackrabbits", the saying went...and distant towns that didn't get our signal. Doc built the audience over years of dogged pursuit and Ray was a magician when it came to stretching a dollar and solving myriad problems. Even when we put our transmitter up on Mt. Bigelow (with a building shared with KOLD-TV) we kept our "downtown transmitter" on "standby" in our building at 209 W Elm St at 10th Av...both dustmaking dirt roads...so when the storms knocked out our power on Mt. Bigelow, we at least stayed on the air. We kept up with technology despite year-long budget freezes that were part of changing owners every 3 or 4 years. Doc and Ray managed to obtain Tucson's first modern TV switcher by buying the test prototype Grass Valley switching apparatus from California. We tied with KGUN-TV getting an Ampex two-inch VCR machine and then forged ahead with K-vec that corrected some problems of synchronizing picture (TV) and sound (FM radio signal). That allowed us to edit video-tape on our VCR machines for commercial and news production.

Buying programming like movies was improved by Doc's superior negotiating skills, industry contacts and growing reputation. Our ratings were phenomenal for a four-station, and later five and more station market that had such minimal population. But Doc found another impediment to growth in the community and backed a strong news effort to give our TV voice both power and credibility in the community. Behind the scenes we worked for civic improvements like urban renewal, United Way's first million dollar annual campaign, and turning out 85% of the community for Sabin polio vaccine. We worked with and supported so many community improvement groups that we were able to win the DuPont award for small market broadcast public service leadership for 1962. We received a thousand dollar prize which Doc forced ownership to split with his news director, Garry Greenberg, who had a four man department by then. Our owners by then were the Steinman Stations of Lancaster, Pennsylvania. That was the

very dignified (respected) radio-TV arm of a chain of community newspapers that went back to pre-WWI and never missed a paycheck thru the Great Depression years. Along with community leadership, Doc won battles with the rating services to force them to acknowledge every drop of audience we could claim, and build us first into the “top 100” US markets, and then into the top 75, so that national advertisers would include us in their budgets. That put Doc on the road for at least a week of every month, meeting with sales rep organizations and making calls on agencies in all the major US markets. What Doc sold was not just KVOA/NBC (seldom the top network during his 15 years at the station), but also Tucson, itself. We were a very popular test market, though often just a tag-along part of the Phoenix market as that was both the state capital and also the warehouse headquarters for chain stores of all kinds. Doc was a strong promoter. He felt the station itself was our strongest promotion arm -- just as well since we almost never had a budget for billboard or newspaper advertising. He believed to his toes that TV--with sight, sound, action and later color was a superior medium to print. He also believed in ad agencies, but not “house” agencies that claimed a fifteen percent ad agency discount that was “unearned”. Doc required his sales force to use the standard 4-A contract that had been adopted by the Ad industry, nationwide, and he seldom allowed going “off” rate card for aggressive ad agencies or direct clients. He declined to allow a big bank (Valley National) to sponsor our late news more than three times each week because that would give the advertiser too much say over news talent or policy. He forced ownership to subscribe to the ethics code of the National Association of Broadcasters which was also the industry’s best defense against too much government control of our programming and operations. Doc was a Republican and a civic leader. He editorialized and backed news endorsement of candidates, political cartooning by Chuck Waggin and he wrote his own editorials on important local issues. Always the leader and innovator, determined to push and push hard for his community, good business ethics and for his people. Doc fought and with supporting documentation from business manager, Paul Falvey, won a structure of talent payments for announcers and on air anchors. He built the 15 minute news at 5:30pm to a half hour by adding local news/weather/sports, covering U of A athletics all the way from boiling day to freezing night football in WAC college towns from El Paso, Texas to Laramie, Wyoming. Doc went himself and ran our 16mm black & white film coverage of those 1960’s games. To get us the popular Dean Martin variety show, Doc had it kinescoped (recorded on film...then later on videotape, but pre-color) and shipped to Tucson by bus to be played a week later than its network play-dates, each week. Likewise the Tonight Show, which we recorded on a feed from Phoenix and played with the segments out of order to get them on the same night after our news.

Doc applied his creativity and artistic talents in many ways. Over his Tucson years he designed our KVOA-TV building expansion, a new facility for sister-station KOAT-TV, Albuquerque and even a new facility for the church his family attended. Recognising the impish humor and tremendous talents of the KVOA-TV art director, Chuck Waggin (the late Charles Amesbury), Doc kept him busy all the time with promotion and other station projects.

Of course there was more...endless amounts of stories and people and problems solved. Doc would have remained at KVOA-TV after the local syndicate (Don Diamond, Don Pitt, with Dick Block of Albuquerque) bought us, but after fifteen years, he felt he deserved to be allowed to “buy in” and earn a small equity interest in the station he built from darn near nothing to a multi-million dollar industry phenom. The new owners declined his request, hired him as a consultant to put together their upcoming license renewal, and bade him farewell in 1974. Doc went to the University of Arizona then, and ran their radio-tv department for half a dozen years. One of Doc’s major contributions as broadcast dean at the U of A was to institute an internship program, placing lots of students at local stations and helping countless graduates land jobs.

Bio Submitted by:
Garry Greenberg

**This is the on-the-air staff that helped to win
The ALFRED I. DUPONT Award for 1962**





Dick Mayers

Dick Mayers reports Channel 4's first full length newscast of the day, Morning News Report. The format includes late-breaking news developments on the local, state, and regional fronts, and on the weather front. This news is for the ladies, with a heavy accent on what is happening in Tucson today.

DICK MAYERS REPORTS

11:45 - 11:55 AM / 11:45 - 11:55 AM



Paul Mayer

Paul Mayer offers mature and informed commentary and insight on a variety of subjects - from apples to zebras! A prominent Tucson businessman, Paul is active in most phases of civic community endeavor, and is Tucson's most vociferous booster ... and critic. When Paul voices an opinion, his viewers react!

PAUL MAYER REPORTS

11:55 - 12:00 NOON



Marie Fraesdorf

Winner of McCall's "Golden Mike" Award, Woman's Editor Marie Fraesdorf conducts a tightly knit program of news and features each weekday afternoon. Well-known and active in civic and social circles in Tucson, Marie's sparkling delivery and vivacious personality entrance her audience, capturing the essence of the days news from the woman's angle. Her guests must be news makers in the community.

WOMAN'S REPORT

5:00 - 5:15 PM



Evans Thornton

Business and Financial Editor Evans Thornton has a college background in economics. He reads 30 business publications a month, keeps a close eye on the business community, and relates from our own facilities news in business trends. The business community here is well aware of this report, because they and their representatives offer countless stories about their businesses and compete eagerly for space on the program.

BUSINESS REPORT

5:22 - 5:30 PM / 6:15 - 6:30 PM



Ralph Anderson

Ralph Anderson sells Miller High Life two days weekly at 5:37 PM, represents New Car Dealers' Association, three.

SPORTS REPORT



Jake Crellin

Jake Crellin is with a fast-paced wrap-up of the day's news. KVOA-TV brings into play every news facility at its command to make this the most important single program of the day. The 10:00 PM News Report is considered the place to watch the latest news by most Southern Arizona viewers.

JAKE CRELLIN REPORTS

10:00-10:10 PM

Hank Hubbard



Channel 4's "Weather-in-Motion" really moves with the new "technamation" process. Veteran weathercaster Hank Hubbard reports on the local, state and national weather picture with Weather Report. Hank is now something of a weather expert with good understanding of the complex technical aspects of weather forecasting. Most important, he reports and prognosticates in terms the viewer can understand.

WEATHER REPORT

6:00 - 6:07 PM / 10:10 - 10:15 PM

Gary Frank



Gary Frank has a fresh, involved approach to sports reporting. A letter man in college, Gary's wide experience in all phases of sports activity has won him a wide audience. Interviews, analysis and enthusiastic reporting provide Tucson sports fans with top-notch sports reports from the athletic world.

SPORTS REPORT

6:07 - 6:15 PM

1962 BANNER YEAR POINTS TO 1963 OPPORTUNITIES, MANAGER SAYS

"The year 1962 has been a banner year for Channel 4 based on new and renewal advertisers," G. E. "Doc" Hamilton, Station Manager of Channel 4 reports, "and



G. E. 'DOC' HAMILTON
Starting his second year as KVOA-TV Station Manager is "Doc" Hamilton who sees a bright future for Channel 4 in 1963.

1963 promises even greater opportunity for KVOA-TV and its advertisers to reach wider audiences."

Pointing out that the viewing to the station is now well-established from its Mt. Bigelow transmitter which was new in October of 1961, Hamilton predicted a wider area of opportunity for advertisers.

"In addition to metropolitan Tucson where Channel 4 has enjoyed audience dominance for years," he said, "the response from outer areas has been most gratifying. Relay transmitters and community antenna systems have carried our influence clear into New Mexico and to far Western Arizona, and from the White Mountains deep into Old Mexico."

Hamilton pledges that 1963 would see KVOA-TV endeavoring to maintain a good balance of entertainment, news, education, and information along with a good sales climate for local, state, and national advertisers.

KVOA-TV 4 Crew from 1962

MEET SOME OF THE GANG AT KVOA-TV



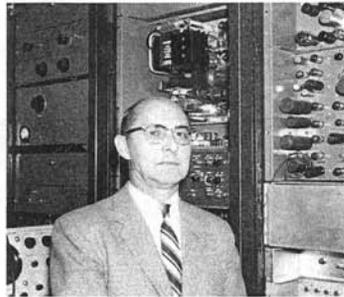
Hard at work in poolside conference are Station Manager Gordon "Doc" Hamilton (left) and General Manager Fred Vance.



Program Director Hank Hubbard holds the Alfred I. duPont Award plaque won by KVOA-TV for an outstanding year of public service, news and information broadcasting in 1962.



Art Director Chuck Waggin keeps staff members laughing with his keen sense of humor while constantly demonstrating his skill with brush and pastels.



Chief Engineer Ray Holesclaw heads the 7-man full-time staff that's kept KVOA-TV on the air for almost 10 years. Ray's engineers are split between station headquarters in downtown Tucson and the transmitter 30 miles away and 8660 feet up Mount Bigelow.



News Director (and Watts New correspondent) Garry Greenberg and two reporter-photographers man the station's news department. Actually, every KVOA-TV staff member has a hand in producing the 38 studio-produced weekly news shows.



Local sales are handled by a 3-man (or, more correctly, 2-man-1-woman) staff with a glowing record of service, hard work and results. Rosalie McElroy is on the phone, backed up by Tony Rogers (left) and Duet DuBois.



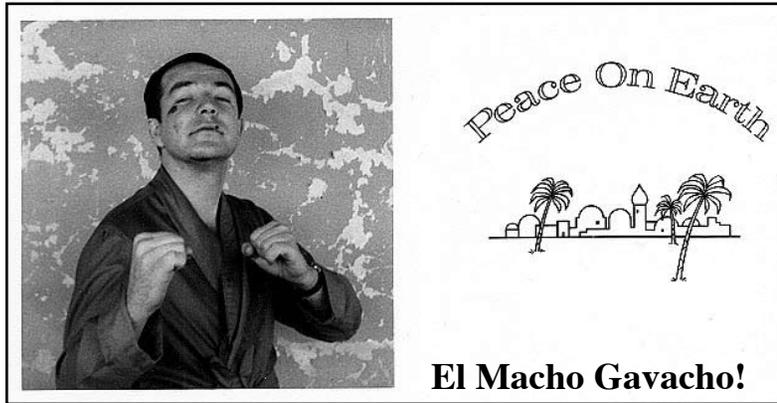
"Ready on two" with a Southern drawl means Film Director Jim Richards has the film ready to roll. Jim and assistants Emily Wooden and Charles Dellinger rely heavily on part-time staffers in their department.



Holland Williams (left) keeps traffic and promotion running smoothly as Sales-Service Coordinator while Business Manager Paul Falvey runs the front office.



Lowell Cable (left), shown with director Don Hart, has five full-time directors and a dozen part-time camera and floor men in his Production Department. Production facilities include a videotape recorder which currently carries over 70% of station commercials.



El Macho Gavacho!

KVOA Picnic in 1963



L-R: Lance Freeman, Marshall Terry, Kay Mayers, Dick Mayers and Harry West.



Aww, Now doesn't this picture make you want to sip a glass of lemonade on your front porch rocker. **ROCK CHALK JAYHAWKS!**



Sue Green and Emily Wooden / Film Department

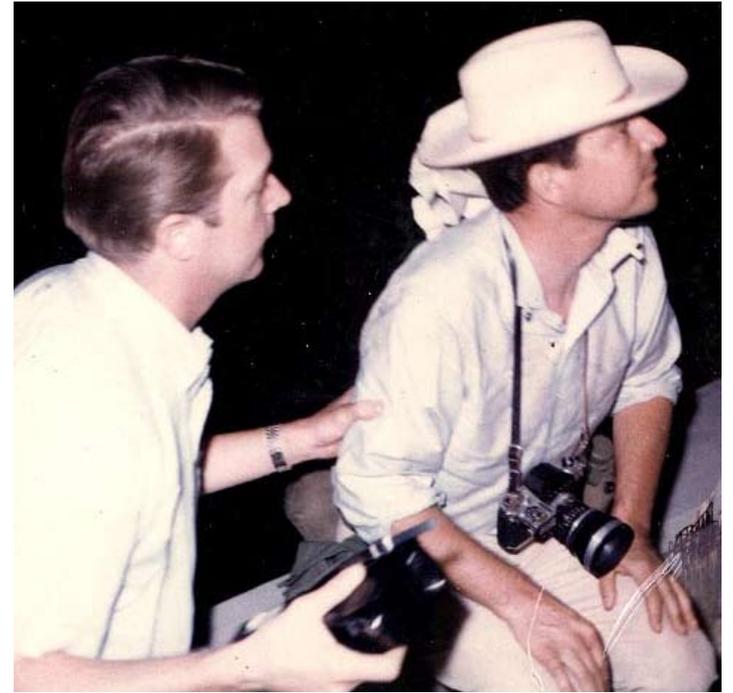


Those Big Hair Days have never gone out of style

Sue Green



Bob Lee - Director / Operations Manager



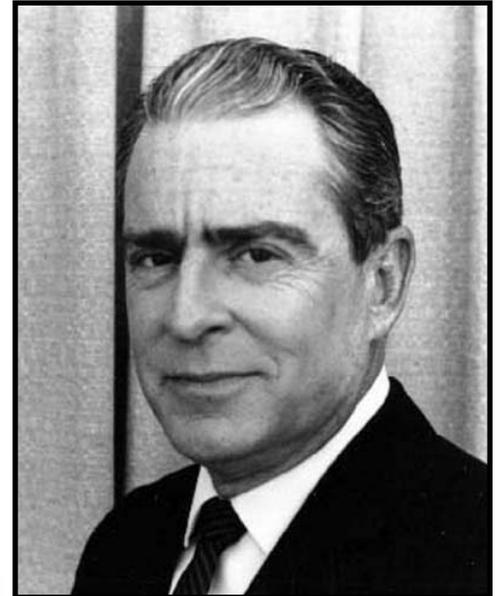
Jake and Peewee Herman Mayers



Dick Mayers and Dewey Dubois



Evans Thornton



Hank Hubbard



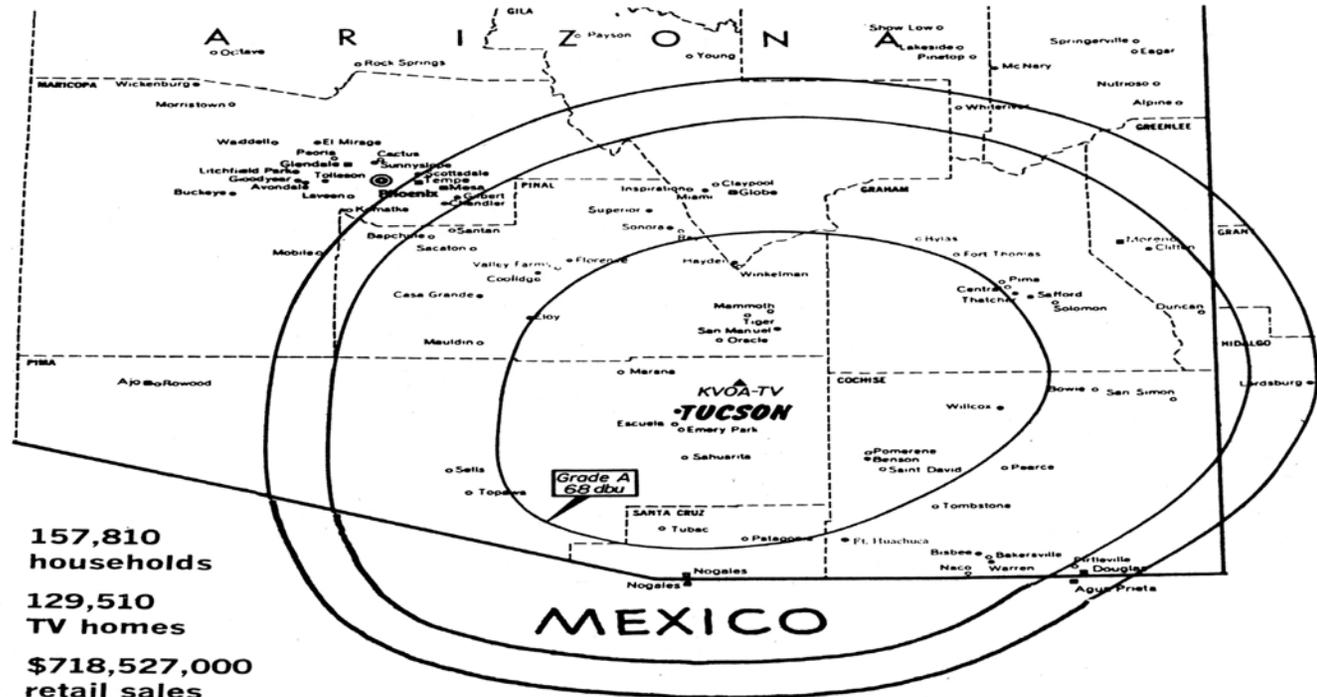
Gary Frank



Jake Crellin



PROGRAM PERSONALITY INFORMATION



157,810
households
129,510
TV homes
\$718,527,000
retail sales
\$992,348,000
spendable income

STEINMAN STATION
 Clair McCollough, Pres.
 Gordon E. "Doc" Hamilton, Mgr.
 Representative: The MEEKER Company, Inc.
 New York • Chicago • Los Angeles • San Francisco

How FIRST can you get?

Day Part Station Shares And Total Homes Reached Tucson - November, 1961

(Based on the homes reached by each station in the average 1/4 hour)

Table 1. Metro Area (Percent)

STATIONS CH.	MONDAY THRU FRIDAY					SUNDAY THRU SATURDAY	
	MORNING		AFTERNOON		EVE	NIGHT	
	6 AM 9 AM	9 AM Noon	Noon 3 PM	3 PM 5 PM	5 PM 7 PM	7 PM 10 PM	10 PM 1 AM
	%	%	%	%	%	%	%
KNOW-TV	□	14	25	35	25	28	24
KVOA-TV 4	26	28	33	14	23	28	22
KVOA-TV 4	72	57	41	50	51	42	51
OTHERS	□	□	□	□	□	2	□
TOTAL	100	100	100	100	100	100	100
AVG. H.U.T.	7	19	22	27	49	65	22

Table 2. Station Totals (Homes)

STATIONS CH.	MONDAY THRU FRIDAY					SUNDAY THRU SATURDAY	
	MORNING		AFTERNOON		EVE	NIGHT	
	6 AM 9 AM	9 AM Noon	Noon 3 PM	3 PM 5 PM	5 PM 7 PM	7 PM 10 PM	10 PM 1 AM
	(00)	(00)	(00)	(00)	(00)	(00)	(00)
KNOW-TV	□	36	59	98	128	184	47
KVOA-TV 4	15	42	60	31	94	151	39
KVOA-TV 4	40	90	74	106	211	232	87
TOTAL	55	168	193	235	433	567	173

N.B. The above figures represent the average quarter-hour audience for each station within each day-part. For specific quarter-hour Metro Shares and Station Total Audiences, see the body of the report, beginning on page 8. Nielsen reserves the right to merge non-subscribing stations with the "Others" and to furnish this material as a SEPARATE report.

Each station is assumed to be on a full operating schedule within these time blocks.

□ Below minimum Reporting Standards or not regularly scheduled.

THE TUCSON TELEVISION AUDIENCE

NOVEMBER 1961

METRO AREA SHARE OF AUDIENCE SUMMARY

BROAD DAY-PARTS	KVOA (NBC)	KNOW-TV	OTHERS	AVG STU
MONDAY THRU FRIDAY 9:00 AM to 12:00 Noon	44	16	25	15
12:00 Noon to 6:00 PM	44	24	20	12
SATURDAY & SUNDAY 9:00 AM to 12:00 Noon	30*	7*	51	19
12:00 Noon to 6:00 PM	45	21	25	9
MONDAY THRU SUNDAY 6:00 PM to 10:00 PM	44	24	25	7
10:00 PM to Midnight	45	22	25*	9
6:00 PM TO MIDNIGHT	44	24	25*	8
9:00 AM TO MIDNIGHT	44	23	24	9

AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY

BROAD DAY-PARTS	KVOA (NBC)	KNOW-TV	OTHERS
MONDAY THRU FRIDAY 9:00 AM to 12:00 Noon	6,100	3,100	3,200
12:00 Noon to 6:00 PM	8,300	6,200	3,600
SATURDAY & SUNDAY 9:00 AM to 12:00 Noon	3,700	700	3,700
12:00 Noon to 6:00 PM	10,400	5,200	5,400
MONDAY THRU SUNDAY 6:00 PM to 10:00 PM	23,400	15,600	12,200
10:00 PM to Midnight	9,600	5,400	5,100
6:00 PM TO MIDNIGHT	18,800	12,200	10,000
9:00 AM TO MIDNIGHT	12,300	7,900	6,200

The American Research Bureau has developed the above standard definitions for network option time and local time day-parts, and these definitions are identical for all markets within the same time zone.

These shares are based on time periods when the station was on the air. The asterisk is used only for stations that are on less than the station telecasting the most quarter hours during the particular period.

The average sets-in-use figure is based on the total quarter hour periods within the specified period of time.

AMERICAN RESEARCH BUREAU

COVERAGE SECOND TO NONE IN ARIZONA WITH MAXIMUM POWER FROM MT. BIGELOW

KVOA-TV-4

KVOA - TV TUCSON
Rate Card #19 Revised Effective 7/1/74

<u>CLASS</u>	<u>LENGTH</u>	<u>PREMIUM</u>	<u>I</u>	<u>II</u>	<u>IMPACT</u>
"AA"	30 Sec.	\$200	\$150	\$120	\$100
	10 Sec. (ID)		75	50	30
"A"	30 Sec.		80	-	-
	10 Sec.		30	-	-
"B"	30 Sec.		65	55	-
	10 Sec.		25	20	-
"C"	30 Sec.		40	30	-
	10 Sec.		20	15	-
"D"	30 Sec.		25	20	-
	10 Sec.		15	10	-

"D" COMBO

Two or more announcements (within same week) in:

M-F	6:00 - 8:00am	Today Show
Mon	2:30 - 3:30pm	Merv Griffin
Tu-Fri	2:30 - 4:00pm	Merv Griffin
Tu-Fri	4:00 - 4:30pm	Courtship Of Eddie's Father
Tu-Fri	4:30 - 5:00pm	Lucy Show
M-F	12:00 - 12:15am	Midnight News
Sat	10:00 - 10:30am	True Adventure
Sat	10:30 - 11:00am	Vagabond
Sun	10:30 - 11:30am	Gospel Jubilee
Sun	1:30 - 2:00pm	Dr. Who
Sun	3:00 - 4:00pm	Invaders

Each 60 second announcement for	\$ 25
Each 30 second announcement for	\$ 13
Each 10 second announcement for	\$ 6

FRINGE COMBO:

One class "B" announcement and one class "C" announcement in designated programs earn:

Two 60 second announcements	\$130
Two 30 second announcements	\$ 65
Two 10 second announcements	\$ 30

DAY ROS,	M-F	(8:00 - 5:00pm) 30 seconds	\$ 15
		(Sign-on thru 5pm) one 10 second	\$ 6

Sports and special features (SF) : Contact station for rate details.

MINUTES ARE DOUBLE THE PRICE OF APPLICABLE 30 SECOND ANNOUNCEMENT.

News/weather/sports, FRANCHISE MINUTES, A-1 \$160, for thirteen or more weeks may elect open or closing sponsorship identification.

RATE PROTECTION:

SECTION I	Fixed position, non-pre-emptible	90 days
SECTION II	Fixed position, pre-emptible on 2x notice	28 days
IMPACT	Fixed position, immediately pre-emptible	28 days



SELLING INFORMATION

MARKET TOTALS

Tucson/Pima County

1973 Population (metro) 462,800*

(ARB) 11/73	metro	ADI	TSA (+000)
households	136.6	175.6	233.8
TV households	131.9	167.3	220.4
color 64%			

NET WEEKLY CIRCULATIONS:

KVOA-TV (NBC)	140,000
KOLD-TV (CBS)	139,000
KGUN-TV (ABC)	135,000

ADI rank #96

DMA 1973 total HH rank #100

Foodstore Annual dollar (NRI 1/71) #95

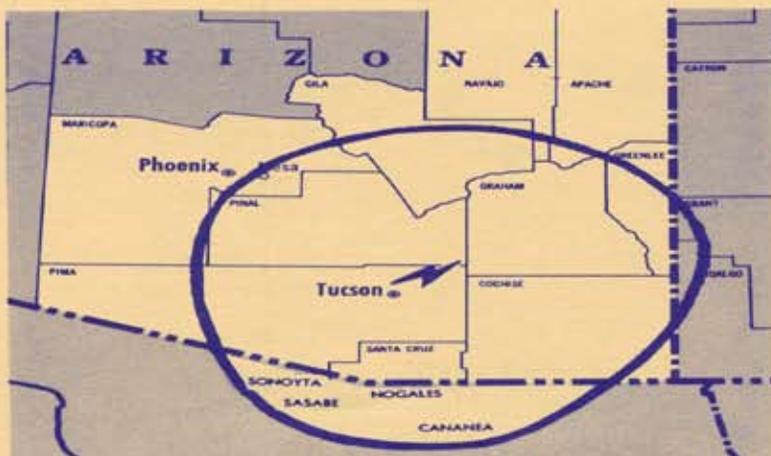
Drugstore Annual dollar (NRI 1/71) #84

Total Retail Sales ('72) \$920,700,000
(Ariz. tax Commission — excludes gas)

Median home value ('72) \$16,400.
income ('73) \$9,697.*

population age 25.6 years

(*First National Bank of Arizona)



TRANSLATORS:
Pima
Woodruff
Alpine
Casas Adobes
Show Low

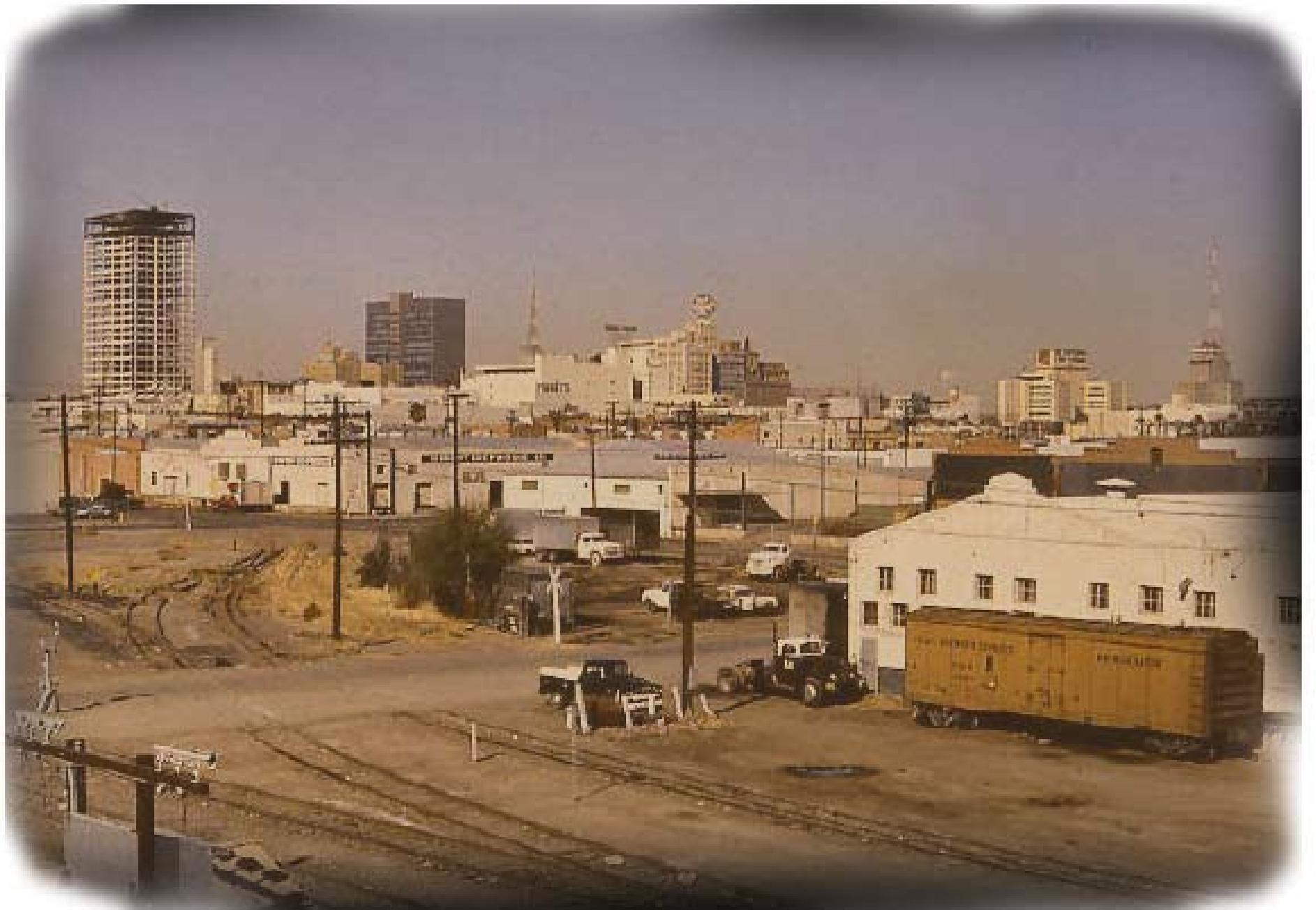
Duncan
York-Sheldon
St. John's
Springerville
Greer

Glenwood, New Mexico
Gila, Luna " "
Reserve " "
Rodeo " "
Silver City " "

CABLE SYSTEMS (CATV): 27,000 Homes

LOCATION:	SUBSCRIBERS:
Bisbee	2,750
Fort Huachuca	2,400
Safford, Pima, Thatcher	3,080
Globe-Miami	2,900
Lordsburg, New Mexico	820
Rio Rico	150

LOCATION:	SUBSCRIBERS:
Nogales	2,700
Ajo	1,800
Douglas	3,300
Sierra Vista	4,300
Huachuca City	500 (est)
Clifton/Morenci (late '74)	2,300





*Thanks
For All
The Memories*