

FEDERAL COMMUNICATIONS COMMISSION
MELLON BANK APPLICATION RETURN FORM

Date: April 5, 1994

Data Preparation Center
Mellon Bank
Room 153-2718
Pittsburgh, PA 15259-0001

Re: Reading Broadcasting, Inc.

The enclosed application(s) can be processed as filed. Please refer to the following instructions:

- Use original date stamped, and stamp all receipt copies with the same date.
- Restamp application(s) and all other documents.
- Application sent to wrong location, and is being forwarded for processing.
- Process application(s) in Lockbox 358165.

Please contact the Fee Section, Billings & Collections Branch, at (202) 632-0241, if you have any questions.

Sincerely,


Regina W. Dorsey, Chief
Billings & Collections Branch

Enclosure



WTVE • Reading Broadcasting, Inc.

March 29, 1994

Federal Communications Commission
Mass Media Services
P.O. Box 358165
Pittsburgh, PA 15251-5165
Attn: Wholesale Lockbox Shift Supervisor

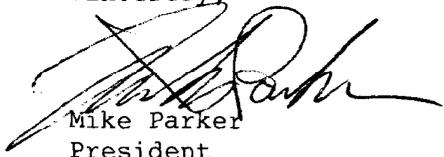
To Whom It May Concern:

On behalf of Reading Broadcasting, Inc., I am transmitting herewith, in duplicate, on FCC Form 303-S, the license renewal application for WTVE-TV, Reading, Pennsylvania. Also enclosed is our Equal Employment Opportunity Program Report on FCC Form 396.

In accordance with the Commission's schedule of fees, a check in the amount of one hundred dollars, made payable to the Federal Communications Commission, also is transmitted.

Should any questions arise concerning this application, kindly contact me.

Sincerely,



Mike Parker
President

MP/blw

Enclosure

FOR
FCC
USE
ONLY

MM 99-153

FCC 303-S

APPLICATION FOR RENEWAL OF LICENSE FOR
COMMERCIAL AND NONCOMMERCIAL
AM, FM OR TV BROADCAST STATION

04-11-94 8165680 001

FOR COMMISSION USE ONLY

FILE NO. BRCT-940407KF

SECTION I - APPLICANT FEE INFORMATION			
1. APPLICANT NAME (Last, First, Middle Initial)			
Reading Broadcasting, Inc.			
MAILING ADDRESS (Line 1) (Maximum 35 characters)			
1729 N. 11th Street			
MAILING ADDRESS (Line 2) (Maximum 35 characters)			
CITY	STATE OR COUNTRY (if foreign address)	ZIP CODE	
Reading	PA	19604	
TELEPHONE NUMBER (include area code)	CALL LETTERS		
610-921-9181	WTVE		
2. A. Is a fee submitted with this application?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If No, indicate reason for fee exemption (see 47 C.F.R. Section 1.1112).			
<input type="checkbox"/> Governmental Entity	<input type="checkbox"/> Noncommercial educational licensee	<input type="checkbox"/> Other (Please explain):	
C. If Yes, provide the following information:			
Enter in Column (A) the correct Fee Type Code for the service you are applying for. Fee Type Codes may be found in the "Mass Media Services Fee Filing Guide." Column (B) lists the Fee Multiple applicable for this application. Enter in Column (C) the result obtained from multiplying the value of the Fee Type Code in Column (A) by the number listed in Column (B).			
(A)	(B)	(C)	FOR FCC USE ONLY
FEE TYPE CODE	FEE MULTIPLE (if required)	FEE DUE FOR FEE TYPE CODE IN COLUMN (A)	
M G T	0 0 0 1	\$100.00	

3 ON II - APPLICANT RENEWAL INFORMATION			
1. NAME OF APPLICANT			
Reading Broadcasting, Inc.			
MAILING ADDRESS			
1729 N. 11th Street			
CITY	STATE	ZIP CODE	
Reading	PA	19604	
2. This application is for:			
<input type="checkbox"/> AM	<input type="checkbox"/> FM	<input checked="" type="checkbox"/> TV	
Principal Community		City	State
		Reading	PA
3. Attach as an Exhibit an identification of any FM booster or TV booster station for which renewal of license is also requested.			Exhibit No.

4. Have the following reports been filed with the Commission:

(a) The Broadcast Station Annual Employment Reports (FCC Form 395-B) as required by 47 C.F.R. Section 73.3612?

Yes No

If No, attach as an Exhibit an explanation.

Exhibit No.

(b) The applicant's Ownership Report (FCC Form 323 or 323-E) as required by 47 C.F.R. Section 73.3615?

Yes No

If No, give the following information:

Date last ownership report was filed: _____

Call letters of station for which it was filed: _____

5. Is the applicant in compliance with the provisions of Section 310 of the Communications Act of 1934, as amended, relating to interests of aliens and foreign governments?

Yes No

If No, attach as an Exhibit an explanation.

Exhibit No.

6. Since the filing of the applicant's last renewal application for this station or other application, has an adverse finding been made or final action been taken by any court or administrative body with respect to the applicant or parties to the applicant in a civil or criminal proceeding, brought under the provisions of any law relating to the following: any felony; mass media related antitrust or unfair competition; fraudulent statements to another governmental unit; or discrimination?

Yes No

If the answer is Yes, attach as an Exhibit a full disclosure concerning the persons and matters involved, including an identification of the court or administrative body and the proceeding (by dates and file numbers), and the disposition of the litigation. Where the requisite information has been earlier disclosed in connection with another application or as required by 47 U.S.C. Section 1.65(c), the applicant need only provide: (i) an identification of that previous submission by reference to the file number in the case of an application, the call letters of the station regarding which the application or Section 1.65 information was filed, and the date of filing; and (ii) the disposition of the previously reported matter.

Exhibit No.

7. Would a Commission grant of this application come within 47 C.F.R. Section 1.1307, such that it may have a significant environmental impact, including exposure of workers or the general public to levels of RF radiation exceeding identified health and safety guidelines issued by the American National Standards Institute?

Yes No

If Yes, attach as an Exhibit an Environmental Assessment required by 47 C.F.R. Section 1.1311.

Exhibit No.

If No, explain briefly why not.

See Exhibit I & II

8. Has the applicant placed in its station's public inspection file at the appropriate times the documentation required by 47 C.F.R. Sections 73.3526 or 73.3527?

Yes No

If No, attach as an Exhibit a complete statement of explanation.

Exhibit No.

9. For commercial AM, FM and TV applicants only:

Is the station currently on the air?

Yes No

If No, attach as an Exhibit a statement of explanation, including the steps the applicant intends to take to restore service to the public.

Exhibit No.

10. For commercial TV applicants only:

(a) Attach as an Exhibit a summary of the applicant's programming response, nonbroadcast efforts and support for other stations' programming directed to the educational and informational needs of children 16 years old and under, and reflecting the most significant programming related to such needs which the licensee has aired, as described in 47 C.F.R. Section 73.3526(a)(8)(iii).

Exhibit No.
III

(b) For the period of time covered by this report, has the applicant complied with the limits on commercial matter as set forth in 47 C.F.R. Section 73.670? (The limits are no more than 12 minutes of commercial matter per hour on weekdays, and no more than 10.5 minutes of commercial matter per hour during children's programming on weekends. The limits also apply pro rata to children's programs which are 5 minutes or more and which are not part of a longer block of children's programming.)

Yes No

(c) If No, submit as an Exhibit a list of each segment of programming 5 minutes or more in duration designed for children 12 years old and under and broadcast during the license period which contained commercial matter in excess of the limits. For each programming segment so listed, indicate the length of the segment, the amount of commercial matter contained therein, and an explanation of why the limits were exceeded.

Exhibit No.

The APPLICANT hereby waives any claim to the use of any particular frequency or of the electromagnetic spectrum as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise, and requests an authorization in accordance with this application. (See Section 304 of the Communications Act of 1934, as amended.)

The APPLICANT acknowledges that all the statements made in this application and attached exhibits are considered material representations and that all the exhibits are a material part hereof and are incorporated herein as set out in full in the application.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FOREFETURE (U.S. CODE, TITLE 47, SECTION 503))

CERTIFICATION

1. By checking Yes, the applicant certifies, that, in the case of an individual applicant, he or she is not subject to a denial of federal benefits that includes FCC benefits pursuant to Section 5301 of the Anti-Drug Abuse Act of 1988, 21 U.S.C. Section 862, or, in the case of a non-individual applicant (e.g., corporation, partnership or other unincorporated association), no party to the application is subject to a denial of federal benefits that includes FCC benefits pursuant to that section. For the definition of a "party" for these purposes, see 47 C.F.R. Section 1.2002(b). Yes No
2. I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name Micheal L. Parker	Signature 
Title President	Date 3/29/94

EXHIBIT I

The current levels of RF radiation at our transmitter site fall within the guidelines issued by the American National Standards Institute.

EXHIBIT II

In response to the environmental processing rules for broadcasters, effective January 1, 1986, WTVE-TV 51's transmitter and microwave facilities pose no radiation threat to humans or the environment.

With regard to renewal applications, the licensee has evaluated the consequences of any change in the station's surroundings, usually the construction of nearby businesses and residences. WTVE reports that no construction of nearby businesses or residences has occurred in the area during the previous license term. Further, no construction of nearby businesses or residences has occurred ever, as far as can be determined.

WTVE's main transmitter facility is located on a remote area atop Mt. Penn. An access road leads from Skyline Drive through a forest preserve. The access road cuts through woodlands that are uninhabited. The area is restricted by a gate, with appropriate warning signs. Access to the grounds by unauthorized visitors is highly improbable. Three other transmission installations are in the immediate area, served by the same access road. No other types of businesses and/or residences are anywhere nearby.

WTVE limits access to the main transmitter area with three individually locked doors and screen-guarded windows. This tower is protected by a six foot chain-link fence, upon which RF radiation hazard warning signs are affixed. The antenna is situated one hundred feet above the ground and poses no threat to human exposure. Maintenance on the antenna is done with the transmitter turned off and safety interlocks activated.

Also, the microwave facility located atop the roof of the studio facility at 1729 North Eleventh Street is not accessible to the public or other employees other than authorized engineering personnel. In addition, the very low power output poses no immediate human radiation threat.

In review of the Commission's standards, I assert the following:

A). The tower is marked by appropriate warning signs, leading to the assumption that there is no significant effect on the human environment with regard to exposure to the general public.

B). The area of concern is marked by appropriate warning signs, leading to the assumption that there is no significant effect on the human environment with regard to exposure of the general public and that fences are used where it is deemed feasible.

C). The area of concern is fenced and marked by appropriate warning signs, leading to the assumption that there is no significant effect on the human environment with regard to exposure of the general public.

For these reasons, I state that it may be presumed that the facilities producing the RF radiation do not significantly affect the quality of the human environment and do not require the filing of an environmental assessment.

EXHIBIT III (PART ONE)

CHILDREN'S PROGRAMMING

This exhibit summarizes all of the Children's Programming, broadcasted by WTVE-TV51, in its efforts to serve the educational, informational and cognitive needs of the children in its viewership.

Because of its responsibilities as a broadcaster in the interests of children, WTVE-TV51 offer its production services free to local agencies and organizations gearing campaigns and Public Service Announcements toward children.

In addition to promoting local agencies and organizations, WTVE-TV51 provides air time for pre-produced children's PSA's from nationally recognized organizations and agencies.

Some examples of the many Public Service Accouncements aired on WTVE-TV51 are:

- 1) The American Dental Association sponsors this thirty second PSA that features "Dudley the Dinosaur", educating youngsters about the need for proper tooth care.
- 2) Smokey the Bear appeals to children in this thirty second PSA sponsored by the U.S. Forestry Department.
- 3) National Center for Kids in Crisis is a thirty second PSA directed toward abused children. Help is available by calling a national 24 hour hotline that appears in this spot.

LIST OF CHILDREN'S PROGRAMS BROADCAST BY WTVE-TV51

"Adventure Pals"

Christian Children's Associates produces this award-winning series for children using a mix of stories, music, clowns, puppets and speckal guests to address real-life issues facing children. Self-esteem, parent/child relationships and concern for others are some of the topics. Broadcast weekly, the half-hour program encourages the development of positive, pro-social character traits such as sharing, honesty, integrity and taking responsibility.

"Widget"

This half-hour children's program covers such topics as saving the environment, saving endangered species and the adverse effects of greed on the ecology. This series serves the educational and cognitive needs of children by informing them at an early age about the need to preserve our environment. The National Education Association endorses the pro-social, pro-earth/better universe educational and informational content of the series. The Earth Day International Association named Widget as its children's representative. The National Safe Kids Campaign has made Widget "Spokesalien" for its fire safety project, stating that Widget is "well thought of by education advocates and kids alike". The appearance in "TV Guide's" October 30, 1993 issue reported on "TV that's good for your kids", praising Widget as one of the "few animated tales that teach" as well as a "best bet" for parents. Widget airs weekly on WTVE-TV51.

"The Children's Room"

Christian Science Monitor, in conjunction with Monitor Television and Main Street Television, produce this half-hour program entitled "The Children's Room". The wide, wonderful world of children's literature comes to life through the weekly readings featured on the program, including classic tales, enchanting picture books and new stories from around the world. "The Children's Room", hosted by George Capaccio and Nona Scoville, instills a love of books and reading in children ages four through eight. The show's colorful sets and friendly hosts create the perfect environment for listening and learning. The focus throughout is on quality - dynamic stories, lively illustrations, and vivid animation. The wholesome, enlightening materials presented on "The Children's Room" also provide parents with the perfect opportunity for reviewing the latest children's books, and reacquainting themselves with the classic works from this very special literary form. Children's Room airs weekly on WTVE-TV51.

"Kids Korner"

These three-minute segments, aimed at children three to twelve years of age, are produced locally at the WTVE-TV51 studios. Students from area schools are invited to attend the video taping of most Kids Korner segments. As members of the studio audience, these children have the opportunity to participate and interact with the program's guest speakers. The topics that are covered by program guests are always informative, educational, and entertaining. Some examples of previous Kids Korner segments include:

- 1) Paramedic speaks to children about the 911 emergency phone number.

EXHIBIT III (PART TWO)

CHILDREN'S NON-BROADCAST EFFORTS

WTVE-TV51 works with children, schools, libraries, museums, and children's organizations in its non-broadcast efforts to serve the younger community.

Some examples of non-broadcast efforts include:

- 1) Guided tours of the TV51 facility are conducted regularly with students, parents, boy scouts, girl scouts and many other organizations.
- 2) During the school year, WTVE-TV51 staff members travel to local schools and talk to students in auditorium or classroom settings. The purpose of these lectures are to inform students about career opportunities which may exist in the broadcasting industry.
- 3) Produce fund raising public service announcements and videos for local organizations. One example is a video that WTVE produced to help an athletic organization raise funds for a football tournament in Florida. The program benefited youths six to thirteen years of age from the inner city of Reading. The organization used this video to receive sponsorship from local corporations to help defray transportation and housing costs.

The efforts listed above are just a small sampling of WTVE's Children's Non-broadcast efforts. WTVE is excited about upcoming efforts to meet the needs of youngsters in our community by holding a "Public Safety Fair" and "Amusement Park Ticket Give-aways" among other local events.

- 2) The Humane Society of Berks County Representative warns children about approaching stray animals and wildlife.
- 3) Costumed mascots "Porcupine Pat" and "Captain Environment" discuss and demonstrate the benefits of recycling and preserving the environment.

Kids Korner segments are broadcasted daily and updated on a weekly basis. Program taping takes place every month, sometimes even on-location.

"Twinkle"

This animated half-hour program features a magical character who has the power to make dreams a reality. He's an intergalactic genie with an ultra-cool attitude. His mission is to make children's wishes come true, and he's also here to have a little fun. He's Twinkle, the Dream Being, a cosmically cool, extra-terrestrial. His interstellar adventures teach children important pro-social skills, integrity and responsibility and how to save the environment.* Twinkle airs weekly on WTVE-TV51.

* Please note in the attached copy of TV Guide's March 12, 1994 issue, "Twinkle" was listed in the category, "10 Best Pre-School Shows".

BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT

(To be filed with broadcast license renewal application)

Call Letters WTVE

(For FCC Use Only) Code No.

Name of Licensee Reading Broadcasting, Inc.
City and State which station
is licensed to serve Reading, PA

TYPE OF BROADCAST STATION (Check one)

- | | | | |
|---|--|--|--|
| Commercial Broadcast Station | | Noncommercial Broadcast Station | |
| <input type="checkbox"/> AM | <input checked="" type="checkbox"/> TV | <input type="checkbox"/> Educational Radio | |
| <input type="checkbox"/> FM | <input type="checkbox"/> Low Power TV | <input type="checkbox"/> Educational TV | |
| <input type="checkbox"/> Combined AM & FM
in same area | <input type="checkbox"/> International | | |

SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:

Name <u>Michael L. Parker</u>	Street Address <u>1729 N. 11th Street</u>		
City <u>Reading</u>	State <u>PA</u>	ZIP Code <u>19604</u>	Telephone No. <u>(610) 921-9181</u>

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, and sex. See Section 73.2080 of the Commission's Rules. Pursuant to these requirements, a license renewal applicant who employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity for women and minority groups (that is, Blacks not of Hispanic origin, Asians or Pacific Islanders, American Indians or Alaskan Natives, and Hispanics). If minority group representation in the available labor force is less than five percent (in the aggregate), equal employment opportunity (EEO) program information for minority group members need not be filed. However, EEO program information must be filed for women since they comprise a significant percentage of virtually all area labor forces. If an applicant employs fewer than five full-time employees, no equal employment opportunity activity information need be filed.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in license renewal being delayed or denied. These requirements are contained in Section 73.2080 of the FCC Rules (47 CFR 73.2080), and are authorized by the Communications Act of 1934, as amended.

If your station employs fewer than five full-time employees, check the box at left, complete the certification below, return the form to the FCC, and place a copy in your station's public file. You do not have to complete the rest of the form.

If your station employs five or more full-time employees, you must complete all of this form and follow all instructions.

If minority group representation in the available labor force is less than 5 percent (in the aggregate) and you choose not to file EEO program information for minority groups, check the box at left and complete the rest of this form with only the information for your program directed towards women.

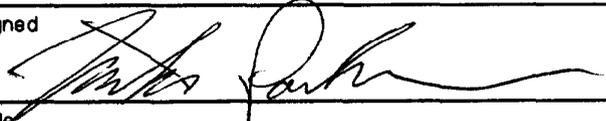
CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(11), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	
Title	President
Date	March 29, 1994
Name of Respondent	Micheal L. Parker
Telephone No. (include area code)	610-921-9181

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The solicitation of personal information requested in this application is authorized by the Communications Act of 1934, as amended. The principal purpose for which the information will be used is to determine if the license renewal requested is consistent with the public interest. The staff, consisting variously of attorneys, accountants, engineers, and applications examiners, will use the information to determine whether the license renewal application should be granted, denied, dismissed or designated for hearing. If all the information requested is not provided, the application may be returned without action having been taken upon it or its processing may be delayed while a request is made to provide the missing information. Accordingly, every effort should be made to provide all necessary information. Your response is required to obtain the requested authority.

Public reporting burden for this collection of information is estimated to average 3 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection information, including suggestions for reducing this burden to Federal Communications Commission, Office of Managing Director, Washington, DC 20554, and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (3060-0113), Washington, DC 20503.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552(a)(3) AND THE PAPERWORK REDUCTION ACT OF 1980, P.L. 96-511, DECEMBER 11, 1980, 44 U.S.C. 3507.

The purpose of this document is to remind broadcast station licensees of their equal employment opportunity responsibilities and to provide the licensee, the FCC and the public with information about whether the station is meeting these requirements.

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

A broadcast station must also encourage applications from qualified minorities and women for hiring and promotion to all types of jobs at the station.

I. RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

NAME George Mattmiller TITLE Assistant General Manager

It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

POLICY DISSEMINATION

A broadcast station must make effective efforts to make management, staff, and prospective employees aware that it offers equal employment opportunity. The Commission considers the efforts listed below to be generally effective. Indicate each practice that your station follows. You also may list any other efforts that you have undertaken.

[X] Notices are posted informing applicants and employees that the station is an Equal Opportunity Employer and that they have the right to notify an appropriate local, State, or Federal agency if they believe they have been the victims of discrimination.

[X] Our station's employment application form contains a notice informing prospective employees that discrimination because of race, color, religion, national origin or sex is prohibited and that they may notify the appropriate local, State, or Federal agency if they believe they have been the victims of discrimination.

[] We seek the cooperation of the unions represented at the station to help implement our EEO program and all union contracts contain a nondiscrimination clause.

[] Other (specify)

III. RECRUITMENT

A broadcast station must make efforts to attract qualified minority and women applicants for all types of jobs at the station whenever vacancies occur.

Indicate each practice that your station follows and, where appropriate, list sources and numbers of referrals.

[X] When we place employment advertisements with media some of such advertisements are placed with media which have significant circulation or viewership, or are of particular interest to minorities and women in the recruitment area. Examples of media utilized during the past 12 months and the number of minority and/or women referrals are:

Table with 3 columns: Media Source, Minority Referrals, Women Referrals. Rows include Reading Eagle/Times Newspapers, Broadcasting & Cable, and Electronic Media.

- Recruit prospective employees from educational institutions, including area schools and colleges with minority and women enrollments. Educational institutions contacted for recruitment purposes during the past 12 months and the number of minority and/or women referrals are:

Educational Institution	Number of Referrals	
	Minority	Women
<u>Reading Area Community College</u>	<u>0</u>	<u>0</u>
<u>Kutztown University</u>	<u>0</u>	<u>0</u>

- Contact a variety of minority and women's organizations to encourage the referral of qualified minority and women applicants whenever job vacancies occur. Examples of such organizations contacted during the past 12 months are:

Organization	Number of Referrals	
	Minority	Women
<u>Hispanic Center of Reading/Berks County</u>	<u>0</u>	<u>0</u>
<u>Spanish Council of Reading/Berks</u>	<u>0</u>	<u>0</u>
<u>PA Federation of Business & Professional Women's Clubs</u>	<u>0</u>	<u>0</u>
<u>NAACP</u>	<u>0</u>	<u>0</u>

- We encourage present employees to refer qualified minority and women candidates for job openings. The number of minority and/or women referrals are:

<u>0</u>	<u>0</u>
Minority	Women
<u>1</u>	<u>0</u>

- Other (specify) and the number of minority and/or women referrals are:
 Police Athletic League
 State Employment Service

<u>0</u>	<u>0</u>
Minority	Women
<u>0</u>	<u>0</u>

IV. JOB HIRES

A broadcast station must consider applicants for job openings on a nondiscriminatory basis. Further, to assure that qualified minorities and women are given due consideration for available positions, it must make efforts to encourage them to apply for job openings.

During the twelve-month period prior to filing this application beginning (Month-Day-Year) 3/4/93 and ending (Month-Day-Year), 3/2/94 we hired:

Total hires 4 Minorities 2 Women 0

During this period, for positions in the upper four job categories, we hired:

Total hires, upper 4 Minorities 2 Women 0
 four categories

V. PROMOTIONS

A broadcast station must promote individuals on a nondiscriminatory basis. Further, to assure that qualified minorities and women are given due consideration for promotional opportunities, it must make efforts to encourage them to qualify and apply for advancement.

During the twelve-month period prior to filing this application beginning (Month-Day-Year) 3/4/93 and ending (Month-Day-Year) 3/2/94, we promoted:

Total promotions 4 Minorities 2 Women 0

During this period, in the upper four job categories, we promoted:

Total promotions, upper 4 Minorities 2 Women 0
 four categories

VI. AVAILABLE LABOR FORCE

A broadcast station must evaluate its employment profile and job turnover against the availability of minorities and women in the relevant labor market. The FCC will use labor force data for the MSA in which your station is located, or county data if the station is not located in an MSA, to evaluate your station's equal employment efforts. If you use these data in your evaluation, you need not submit them to the FCC.

This section is optional:

As an alternative to MSA or county labor force data, you may use other data that more accurately reflect the percentages of women and minorities in the labor force available to your station. If such alternative data are used, that data must be submitted on the table below and an explanation attached as to why they are more appropriate.

Percentage in the Labor Force	Women	Blacks not of Hispanic Origin	Asian or Pacific Islanders	American Indians or Alaskan Natives	Hispanics
63.45	56.2	2.62	0.69	0.09	3.85

The above information is for:

M.S.A.

City

County

Other (specify)

VII. COMPLAINTS

You must provide here a brief description of any complaint which has been filed before any body having competent jurisdiction under Federal, State, territorial or local law, alleging unlawful discrimination in the employment practices of the station including the persons involved, the date of filing, the court or agency, the file number (if any), and the disposition or current status of the matter. Examples of such jurisdiction may include the Equal Employment Opportunity Commission, state and local equal opportunity commissions, or other appropriate agencies.

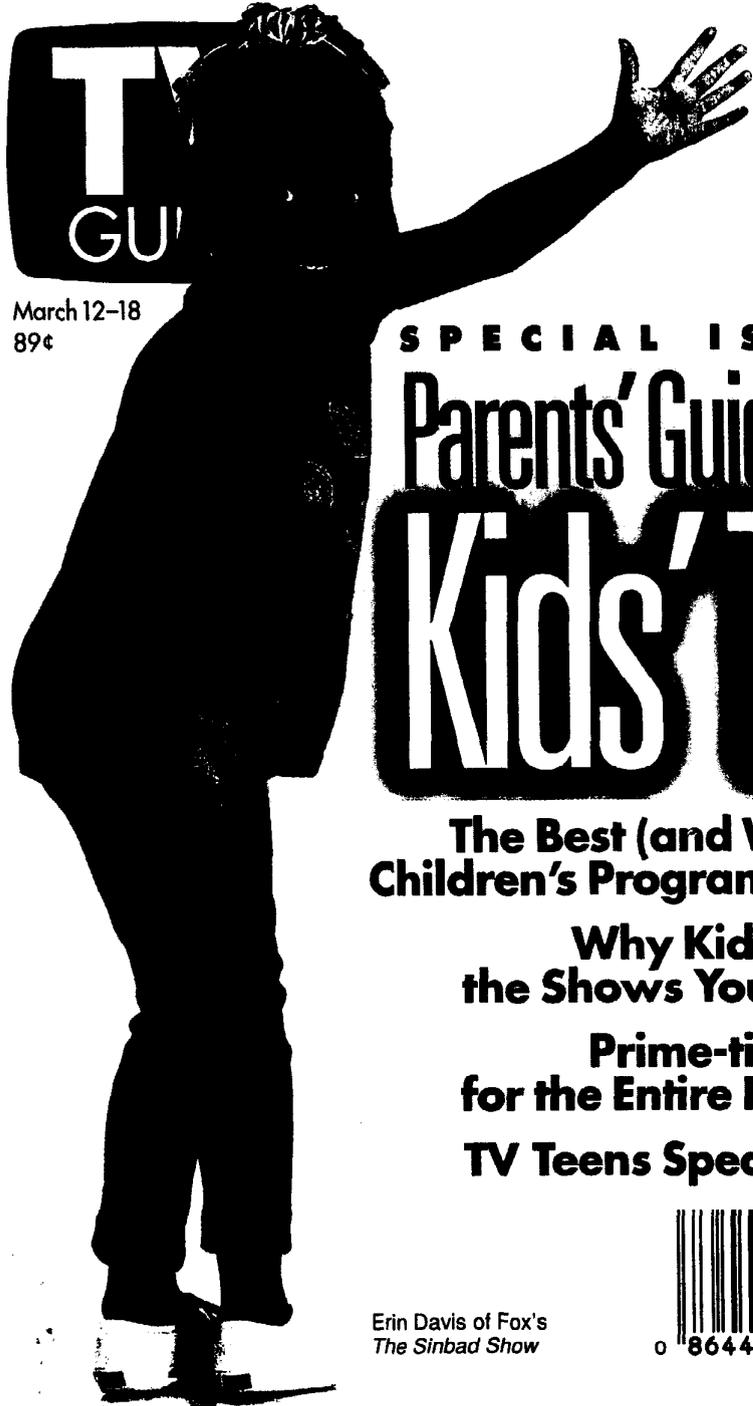
VIII. OTHER INFORMATION

You may also describe other information that you believe would allow the FCC to evaluate more completely your efforts in providing equal opportunity in employment at your station. Submission of such information is optional. Among the additional information you may choose to provide are:

Any training programs the station has undertaken that are designed to enable minorities and women to compete in the broadcast employment market including, but not necessarily limited to, on-the-job training and assistance to students, schools or colleges.

Any problems the station has experienced in assuring equal employment opportunity, or attracting qualified minority and women candidates for employment or promotion.

Any efforts the station has undertaken or will undertake to promote equal opportunity in its employment and to encourage applications from minorities and women.



March 12-18
89¢

SPECIAL ISSUE

Parents' Guide to

Kids' TV

The Best (and Worst)
Children's Programming

Why Kids Love
the Shows You Hate

Prime-time TV
for the Entire Family

TV Teens Speak Out

Erin Davis of Fox's
The Sinbad Show



makes his way through his world, conscious of his feelings and his frailties but always positive and hopeful about life. In addition to segments with Gerbert and his two best people-friends, Patrick and Tyler, the show blends songs, poems, music videos, and wonderful inserts like Binney the Brush, who teaches painting.

Jim Henson's *The Secret Life of Toys* (The Disney Channel)

All kids know that when they leave a room, their stuffed animals and dolls come to life—and that's what happens here. Best of all, the toys' play mirrors that of young children: There are a lot of things they can't quite manage, but they are independent and determined. The plots have excitement—will the real kids catch them?—and lots of adventure.

From the Henson studios, the puppetry is masterful and the sets detailed and fun.

Lamb Chop's *Play-Along* (PBS)

Has there ever been a puppet as comforting, endearing, and reassuring as little Lamb Chop?

Fuzzy-wuzzy
puppets delight
on "Eureeka's
Castle."



Probably not. There's lots of love and hugs, learning and laughter in this show. The combination of jokes, brain-teasers, games, tricks, and stunts—plus Lamb Chop, Charlie Horse, Hush Puppy, and Shari Lewis herself—is enough to win the hearts of every toddler (and older kids, too) in America. Shari Lewis is a powerhouse. Can't beat this one.

Madeline (The Family Channel) This animated series, based on Ludwig Bemelmans' classic *Madeline* books, offers preschoolers simple rhymes and delightful songs. Little Madeline is always getting into some kind of trouble, or trying to help someone else out of it. Lots of learning is hidden in the cartoons, like the episode "Madeline at the Louvre," which is a toddler-size introduction to art history. Actor Christopher Plummer narrates the series, another quality touch.

Twinkle, the Dream Being

(Syndicated) Twinkle, a 2-foot-tall intergalactic genie, comes to Earth to grant children's wishes. He's friendly, nonviolent, and wise. A child has no friends? Twinkle grants a wish so he learns how to make them. Simple stories, nice morals make this a worthwhile cartoon for little ones.

The World of Peter Rabbit and Friends (The Family Channel)

Squirming preschoolers are captivated by the escapades of Peter Rabbit, Benjamin Bunny, Mrs. Tiggy-Winkle, and the rest of the Beatrix Potter characters. This spare-no-expense production—\$11 million for six episodes—pays off in gorgeous animation that's crisp, clear, and evocative. Children will be charmed, amused, and reassured by the stories.—*Hilary Cosell*

TV GUIDE MARCH 12, 1994

BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT

(To be filed with broadcast license renewal application)

(For FCC Use Only)
Code No.

Call Letters WTVE

Name of Licensee Reading Broadcasting, Inc.

City and State which station
is licensed to serve Reading, PA

TYPE OF BROADCAST STATION (Check one)

Commercial Broadcast Station

Noncommercial Broadcast Station

- AM
- FM
- Combined AM & FM
in same area

- TV
- Low Power TV
- International

- Educational Radio
- Educational TV

SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:

Name Micheal L. Parker		Street Address 1729 N. 11th Street	
City Reading	State PA	ZIP Code 19604	Telephone No. (610) 921-9181

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, and sex. See Section 73.2080 of the Commission's Rules. Pursuant to these requirements, a license renewal applicant who employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity for women and minority groups (that is, Blacks not of Hispanic or Asian or Pacific Islanders, American Indians or Alaskan Natives, and Hispanics). If minority group representation in the available labor force is less than five percent (in the aggregate), equal employment opportunity (EEO) program information for minority group members need not be filed. However, EEO program information must be filed for women since they comprise a significant percentage of virtually all area labor forces. If an applicant employs fewer than five full-time employees, no equal employment opportunity activity information need be filed.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in license renewal being delayed or denied. These requirements are contained in Section 73.2080 of the FCC Rules (47 CFR 73.2080), and are authorized by the Communications Act of 1934, as amended.

If your station employs fewer than five full-time employees, check the box at left, complete the certification below, return the form to the FCC, and place a copy in your station's public file. You do not have to complete the rest of the form.

If your station employs five or more full-time employees, you must complete all of this form and follow all instructions.

If minority group representation in the available labor force is less than 5 percent (in the aggregate) and you choose not to file EEO program information for minority groups, check the box at left and complete the rest of this form with only the information for your program directed towards women.

CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(11), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	
Title	President
Date	March 29, 1994
Name of Respondent	Michael L. Parker
Telephone No. (include area code)	610-921-9181

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The solicitation of personal information requested in this application is authorized by the Communications Act of 1934, as amended. The principal purpose for which the information will be used is to determine if the license renewal requested is consistent with the public interest. The staff, consisting variously of attorneys, accountants, engineers, and applications examiners, will use the information to determine whether the license renewal application should be granted, denied, dismissed or designated for hearing. If all the information requested is not provided, the application may be returned without action having been taken upon it or its processing may be delayed while a request is made to provide the missing information. Accordingly, every effort should be made to provide all necessary information. Your response is required to obtain the requested authority.

Public reporting burden for this collection of information is estimated to average 3 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Federal Communications Commission, Office of Managing Director, Washington, DC 20554, and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (3060-0113), Washington, DC 20503.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3) AND THE PAPERWORK REDUCTION ACT OF 1980, P.L. 96-511, DECEMBER 11, 1980, 44 U.S.C. 3507.

The purpose of this document is to remind broadcast station licensees of their equal employment opportunity responsibilities and to provide the licensee, the FCC and the public with information about whether the station is meeting these requirements.

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

A broadcast station must also encourage applications from qualified minorities and women for hiring and promotion to all types of jobs at the station.

I. RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

NAME George Mattmiller TITLE Assistant General Manager

It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

II. POLICY DISSEMINATION

A broadcast station must make effective efforts to make management, staff, and prospective employees aware that it offers equal employment opportunity. The Commission considers the efforts listed below to be generally effective. Indicate each practice that your station follows. You also may list any other efforts that you have undertaken.

- Notices are posted informing applicants and employees that the station is an Equal Opportunity Employer and that they have the right to notify an appropriate local, State, or Federal agency if they believe they have been the victims of discrimination.
- Our station's employment application form contains a notice informing prospective employees that discrimination because of race, color, religion, national origin or sex is prohibited and that they may notify the appropriate local, State, or Federal agency if they believe they have been the victims of discrimination.
- We seek the cooperation of the unions represented at the station to help implement our EEO program and all union contracts contain a nondiscrimination clause.
- Other (specify)

III. RECRUITMENT

A broadcast station must make efforts to attract qualified minority and women applicants for all types of jobs at the station whenever vacancies occur.

Indicate each practice that your station follows and, where appropriate, list sources and numbers of referrals.

- When we place employment advertisements with media some of such advertisements are placed with media which have significant circulation or viewership, or are of particular interest to minorities and women in the recruitment area. Examples of media utilized during the past 12 months and the number of minority and/or women referrals are:

	Number of Referrals	
	Minority	Women
<u>Reading Eagle/Times Newspapers</u>	<u>2</u>	<u>1</u>
<u>Broadcasting & Cable</u>	<u>2</u>	<u>0</u>
<u>Electronic Media</u>	<u>0</u>	<u>0</u>

- Recruit prospective employees from educational institutions, including area schools and colleges with minority and women enrolments. Educational institutions contacted for recruitment purposes during the past 12 months and the number of minority and/or women referrals are:

Educational Institution	Number of Referrals	
	Minority	Women
<u>Reading Area Community College</u>	<u>0</u>	<u>0</u>
<u>Kutztown University</u>	<u>0</u>	<u>0</u>

- Contact a variety of minority and women's organizations to encourage the referral of qualified minority and women applicants whenever job vacancies occur. Examples of such organizations contacted during the past 12 months are:

Organization	Number of Referrals	
	Minority	Women
<u>Hispanic Center of Reading/Berks County</u>	<u>0</u>	<u>0</u>
<u>Spanish Council of Reading/Berks</u>	<u>0</u>	<u>0</u>
<u>PA Federation of Business & Professional Women's Clubs</u>	<u>0</u>	<u>0</u>
<u>NAACP</u>	<u>0</u>	<u>0</u>

- Berks Community Action Program Inc. We encourage present employees to refer qualified minority and women candidates for job openings. The number of minority and/or women referrals are:

Minority	Women
<u>1</u>	<u>0</u>

- Other (specify) and the number of minority and/or women referrals are:

	Minority	Women
<u>Police Athletic League</u>	<u>0</u>	<u>0</u>
<u>State Employment Service</u>	<u>0</u>	<u>0</u>

IV. JOB HIRES

A broadcast station must consider applicants for job openings on a nondiscriminatory basis. Further, to assure that qualified minorities and women are given due consideration for available positions, it must make efforts to encourage them to apply for job openings.

During the twelve-month period prior to filing this application beginning (Month-Day-Year) 3/4/93 and ending (Month-Day-Year), 3/2/94 we hired:

Total hires 4 Minorities 2 Women 0

During this period, for positions in the upper four job categories, we hired:

Total hires, upper four categories 4 Minorities 2 Women 0

V. PROMOTIONS

A broadcast station must promote individuals on a nondiscriminatory basis. Further, to assure that qualified minorities and women are given due consideration for promotional opportunities, it must make efforts to encourage them to qualify and apply for advancement.

During the twelve-month period prior to filing this application beginning (Month-Day-Year) 3/4/93 and ending (Month-Day-Year) 3/2/94, we promoted:

Total promotions 4 Minorities 2 Women 0

During this period, in the upper four job categories, we promoted:

Total promotions, upper four categories 4 Minorities 2 Women 0

VI. AVAILABLE LABOR FORCE

A broadcast station must evaluate its employment profile and job turnover against the availability of minorities and women in the relevant labor market. The FCC will use labor force data for the MSA in which your station is located, or county data if the station is not located in an MSA, to evaluate your station's equal employment efforts. If you use these data in your evaluation, you need not submit them to the FCC.

This section is optional:

As an alternative to MSA or county labor force data, you may use other data that more accurately reflect the percentages of women and minorities in the labor force available to your station. If such alternative data are used, that data must be submitted on the table below and an explanation attached as to why they are more appropriate.

Percentage in the Labor Force	Women	Blacks not of Hispanic Origin	Asian or Pacific Islanders	American Indians or Alaskan Natives	Hispanics
63.45	56.2	2.62	0.69	0.09	3.85

The above information is for:

M.S.A.

City

County

Other (specify)

VII. COMPLAINTS

You must provide here a brief description of any complaint which has been filed before any body having competent jurisdiction under Federal, State, territorial or local law, alleging unlawful discrimination in the employment practices of the station including the persons involved, the date of filing, the court or agency, the file number (if any), and the disposition or current status of the matter. Examples of such jurisdiction may include the Equal Employment Opportunity Commission, state and local equal opportunity commissions, or other appropriate agencies.

VIII. OTHER INFORMATION

You may also describe other information that you believe would allow the FCC to evaluate more completely your efforts in providing equal opportunity in employment at your station. Submission of such information is optional. Among the additional information you may choose to provide are:

Any training programs the station has undertaken that are designed to enable minorities and women to compete in the broadcast employment market including, but not necessarily limited to, on-the-job training and assistance to students, schools or colleges.

Any problems the station has experienced in assuring equal employment opportunity, or attracting qualified minority and women candidates for employment or promotion.

Any efforts the station has undertaken or will undertake to promote equal opportunity in its employment and to encourage applications from minorities and women.

ORIGINAL

BECHTEL & COLE
CHARTERED
ATTORNEYS AT LAW
SUITE 250
1901 L STREET, N.W.
WASHINGTON, D.C. 20036
TELEPHONE (202) 833-4190

MM 99-153

HARRY F. COLE

TELECOPIER
(202) 833-3084
INTERNET/E-MAIL
COLESLAW@EROLS.COM

April 30, 1999

HAND DELIVERED

Magalie Roman Salas, Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

RECEIVED

APR 30 1999

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: File No. BPCT-940630KG - Application of Adams Communications Corporation for authority to construct a new television station in Reading, Pennsylvania

Dear Ms. Salas:

Submitted herewith in triplicate on behalf of Adams Communications Corporation is an amendment to its above-referenced application (File No. BPCT-940630KG) for authority to construct a new television station in Reading, Pennsylvania.

Please call me if you have any questions about this matter.

Sincerely,



Harry F. Cole



Counsel for Adams Communications Corporation

Cc (w/enc.): Howard A. Topel, Esquire

COPY SENT REF ROOM

Section II - LEGAL QUALIFICATIONS (Page 2)

6. List the applicant, parties to the application and non-party equity owners in the applicant. Use one column for each individual or entity. Attach additional pages if necessary.

(Read carefully - The numbered items below refer to line numbers in the following table.)

- a. Name and residence of the applicant and, if applicable, its officers, directors, stockholders, or partners (if other than individual also show name, address and citizenship of natural person authorized to vote the stock). List the applicant first, officers next, then directors and, thereafter, remaining stockholders and partners.
- b. Citizenship.
- c. Office or directorship held.
- d. Number of shares or nature of partnership interests.
- e. Number of votes.
- f. Percentage of votes.

NOTE: Radio applicants ONLY: Radio applicants need not respond to subparts g and h of the table. Instead, proceed and respond to Questions 7, 8 and 9, Section II below.

- g. Other existing attributable interests in any broadcast station, including the nature and size of such interests.
- h. All other ownership interests of 5% or more (whether or not attributable), as well as any corporate officership or directorship, in broadcast, cable, or newspaper entities in the same market or with overlapping signals in the same broadcast service, as described in 47 C.F.R. Section 73.3555 and 76.501, including the nature and size of such interests and the positions held.

a.	Adams Communications Corporation c/o Robert L. Haag 400 Skokie Blvd. - Ste. 400 Northbrook, IL 60062	Robert L. Haag c/o Robert L. Haag & Co. 400 Skokie Blvd. - Ste. 400 Northbrook, IL 60062	Howard N. Gilbert Holleb & Coff 55 E. Monroe St.-Ste. 4100 Chicago, IL 60603
b.		U.S.	U.S.
c.		President, Director	Vice President, Secretary Director
d.		320	210
e.		320	210
f.		18.5%	12.1%
g.		None	None
h.		None	None

Section II - LEGAL QUALIFICATIONS (Page 2)

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a.	Robert L. Haag 1994 Family Limited Partnership c/o Robert L. Haag 400 Skokie Blvd.-Ste. 400 Northbrook, IL 60062	Howard N. Gilbert 1994 Family Limited Partnership c/o Howard N. Gilbert 55 E. Monroe St.-Ste. 4100 Chicago, IL 60603	Wayne J. Fickinger 1244 Forest Glen Dr. So. Winnetka, IL 60093
b.	U.S.	U.S.	U.S.
c.	--	--	Vice President, Director, Treasurer
d.	400	100	200
e.	400	100	200
f.	23.1%	5.8%	11.6%
g.	None	None	None
h.	None	None	None

Section II - LEGAL QUALIFICATIONS (Page 2)

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a.	Manfred Steinfeld Shelby Williams Industries Inc. 1348 Merchandise Mart Chicago, IL 60654	A. R. Umans RHC/Spacemaster Corp. 1400 North 25th Avenue Melrose Park, IL 60160	Calvin I. Leibovitz 741 Carlyle Rd. Northbrook, IL 60062
b.	U.S.	U.S.	U.S.
c.	Director	Vice President, Director	--
d.	150	150	30
e.	150	150	30
f.	8.7%	8.7%	1.7%
g.	None	None	None
h.	None	None	None

Section II - LEGAL QUALIFICATIONS (Page 2)

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a.	Talmadge Hill 412 Randolph Street Oak Park, IL 60302	Elinor Woron One Longfellow Place #3410 Boston, MA 02114	Milton Podolsky Podolsky & Assocs., Ltd. 1 Westbrook Corp. Center Westchester, IL 60153
b.	U.S.	U.S.	U.S.
c.	--	--	--
d.	60	10	100
e.	60	10	100
f.	3.4%	0.6%	5.8%
g.	None	None	None
h.	None	None	None

EXHIBIT 3

FCC Form 301, §III, ¶¶1-3

Financial Qualifications

Adams Communications Corporation ("Adams") certifies that sufficient net liquid assets are on hand or that sufficient funds are available from committed sources to construct and operate the requested facilities for three months without revenue.

Based on cost estimates provided by its consultants, together with the past business experience of its principals, Adams initially estimated that a total of \$4,500,000 would be necessary to construct and operate the requested facility for three months without revenue. In view of the passage of time and following further consultation with its consulting engineers, Adams believes that it would be prudent to increase that estimate to \$7,000,000, which would include the anticipated costs of preparation and prosecution of Adams' application, as well as a "cushion" of extra funds to meet presently unanticipated expenses.

Adams' shareholders have committed to contribute funds as necessary during the prosecution of the application and to construct and operate the station. As part of its financing, Adams intends to rely on a loan commitment from the American National Bank and Trust Company of Chicago, 120 South LaSalle Street, Chicago, Illinois 60603 (John Q. McKinnon - 312-661-5907) in the amount of \$5,000,000 (Five Million Dollars).