

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 3-6000

June 23, 1966

SUBJECT: THE LEAD MATRIX

To Members of the Lead Industries Association, Inc.:

Attached are two lists. List A is of the television stations which have shown the Lead Matrix; list B gives the names of other TV stations which are screening the film for possible telecast.

Very truly yours,

John M. McAvard

John M. McAvard
Advertising Manager

JM:mc
Attach.



Look Ahead with Lead

(List A) TELEVISION STATIONS WHICH HAVE TELECAST THE LEAD MATRIX

<u>Station & Location</u>	<u>Telecast Time</u>	<u>Estimated Audience</u>
WLOX Biloxi, Miss.	5:00 PM	27,000
KITV Springfield, Mo.	6:00 PM	72,056
KHPL Hayes Center, Nebr.	2:00 PM	
KHOL Holdrege, Nebr.	2:00 PM	9,000
WFM Ft. Monmouth, N.J.	11:20 AM	1,000
WHP Harrisburg, Pa.	6:00 AM	5,782
WISC Milwaukee, Wisc.	2:20 PM	13,500
KNOP North Platte, Nebr.	4:30 PM	1,957
KORK Las Vegas, Nev.		3,795
WJAR Providence, R.I.	11:00 AM	52,950
KUSD Vermillion, S.D.	6:00 PM	22,500
KVID Eureka, Calif.		6,131
WATR Waterbury, Conn.		9,900
WOCK Washington, D.C.	9:00 PM	24,750
WEDU St. Petersburg, Fla.	6:30 PM	56,250
WZAT Savannah, Ga.	2:00 PM	13,185
WUL Louisville, Ky.	12:00 PM	3,000
WUL Louisville, Ky.	9:00 AM	3,000
WABG Greenwood, Miss.	10:45 PM	87,075
WCMC Wildwood, N.J.	6:15 PM	10,624
WCCB Charlotte, N.C.		46,320
WCCB Charlotte, N.C.		46,320
WPTV Portland, Ore.	10:00 AM	26,925
WJAC Johnstown, Pa.	1:30 PM	51,948
KOFM Mitchell, S.D.		7,065
KSOO Sioux Falls, S.D.		25,222
WDCN Nashville, Tenn.		24,508

Total Estimated Audience: 651,763

(list B)

STATIONS SCREENING THE LEAD MATRIX

<u>Station</u>	<u>Location</u>	<u>Name of Contact</u>
KLRN	Austin, Texas	Mrs. L. Shelto
KTVI	St. Louis, Mo.	R. Miron
KARD	Wichita, Kansas	L. Ault
KTVG	Ensign, Kansas	L. Steinal
WSPA	Montgomery, Ala.	A. Mayfield
WHYY	Philadelphia, Pa.	P. Ebert
KAIL	Clovis, Calif.	M. James
WFAN	Lafayette, Ind.	J. McConnell
WMVS	Milwaukee, Wisc.	J. Lenke
KMRB	Thermopolis, Wyo.	C. Voight
WATE	Knoxville, Tenn.	B. Humphrey
WJKS	Jacksonville, Fla.	J. Hodgins
KARK	Little Rock, Ark.	W. Buckner
WMCT	Memphis, Tenn.	E. Greaney
WTW	Evansville, Ill.	G. Smith
WABG	Greenwood, Miss.	E. Leach
WJAC	Johnstown, Pa.	D. Ott
WDSH	Duluth, Minn.	L. Parker
WTVI	Charlotte, N.C.	D. Davenport
KBTX	Bryan, Texas	M. McMulla
WRPT	Roanoke, Va.	L. Anderson
WENT	Cincinnati, Ohio	J. Fiorini