

MEMBER SPOTLIGHT: KSTP AND KSTC-TV



kstc45.com

Family-owned and operated television stations are rare in this age of media proliferation and conglomeration. Yet right here in the Twin Cities there are two such stations: KSTP-TV (ABC-Channel 5) and KSTC-TV (IND-Channel 45).

KSTP-TV is the flagship station of Hubbard Broadcasting in St. Paul and it is a television station of many “firsts.” It was back in 1938 that founder Stanley Hubbard bought the first television camera commercially available from RCA and began experimenting with closed-circuit television.

- By 1961, the station was the first in the country to broadcast entirely in color.
- During the 1980’s the station’s nightly newscast ratings often beat long-time competitor WCCO-TV. This was also the decade when the magazine-style program *Good Company* began a successful 12-year run.
- During the late 80’s and into the 90’s, HBI pioneered satellite news gathering through CONUS – a coalition of news stations throughout the country.
- More recently HBI created an independent station, KSTC-TV, Channel 45. Channel 45 is the Official Broadcast Partner for the Minnesota State High School League.

It’s estimated that 333,000 Twin Cities area households – or 19% - do not have cable or satellite. That’s why “free television” stations such as KSTC-TV play such an important role locally.

MN WIFT added KSTP-TV and KSTC-TV on as corporate members in June of 2012. We’re proud to add a television partner with committed Minnesota roots and an independent tradition. Head to <http://www.kstp.com/index.html> and <http://kstc45.com/> to learn more.