



ABOUT KTBS-3 AND THE SHREVEPORT DMA



In March 1922, a 10-watt radio station broadcast from the Agurs area of Shreveport, LA. That station was KWEA and in seven short years, it grew to a 1000-watt broadcast facility in the Dixie Garden area and changed its call sign to reflect its new ownership, the Tri-State Broadcasting System-KTBS.

In 1944, the Wray family of Shreveport assumed ownership of the facility and have owned it ever since. On September 3, 1955, KTBS added television to its service and now broadcasts from its state-of-the-art facility on East Kings Highway, located in the heart of Shreveport, LA. The Wray family has never lost sight of its original goal. . . to bring news and entertainment programming to its constituents and to serve its purpose as a guardian of the public airwaves.

The Shreveport DMA is ranked the 81st largest television market in the U.S. by Nielsen Media Research. The market, known by locals as the Ark-La-Tex, consists of 27 counties and parishes and is nestled in the piney woods area of Northwest Louisiana, Southern Arkansas and Northeast Texas. Made up from an array of mid-size communities, the DMA population is over 900,000 people and over 372,000 television households.

Shreveport, the hub of the Ark-La-Tex, was recognized in 1996 by the US Chamber of Commerce as one of the 5 fastest growing cities in the country. With a metropolitan population of more than 350,000, the city of Shreveport is the economic leader of the Region.