

# The LPTV Report

News and Features for the Community Television Industry

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June 1987

## Tallahassee's LPTV-17 and WCTV-TV Team Up For Market Dominance

by Jacquelyn Biel

What do you get when you cross a full power station and an LPTV?

A television duo that responds to both local and regional viewers, and a big leg up on the competition.

We're not just talking translators here, mind you. W17AB in Tallahassee is a full-fledged television station with a specific audience niche and a mission all its own. But working *with* Tallahassee's WCTV-Channel 6, allows Channel 17 to do what it does best—provide programming specifically for Tallahassee viewers. And that leaves WCTV free to do what it does best—serve the variety of regional viewers in its Florida/Georgia coverage area.

Both stations are owned by John Phipps, who also owns Tallahassee real estate, mobile telephone and paging systems, satellite uplinks, and various other enterprises. Originally a translator for Octagon Broadcasting's WMBB in Panama City, Channel 17 was acquired by



Photo by Chuck Sawyer

The TV-17 staff in the production control room. Standing l to r: Lori Kasten, secretary; Karen Collins, bookkeeper; Robert Levine, promotions manager; Chuck Sawyer, program/operations manager; Gertrude Ware, traffic manager; Lissa Moon, account executive. Seated l to r: Don Abel, master control operator; Ed Thomas, videographer/editor.

Phipps in March 1986 and now serves the city of Tallahassee exclusively.

The stations share a general manager and an office building. But each has its own staff, its own programming, its own equipment, and its own loyal viewers and advertisers. They promote each other; and 17 rebroadcasts 6's 6 p.m. half-hour nightly news at 7. But otherwise, the relationship is one of friendly rivalry.

### Active Promotion Wins Viewers

"We are very aggressive in promoting this station. We jump on *any* opportunity," says Chuck Sawyer, 17's program director. "For instance, when Florida State U's star pitcher, Mike Loynd, was drafted into the Texas Rangers, we immediately went out and got a 26-game contract with the Rangers." This aggressiveness has also won Channel 17 two cover stories in the Tallahassee *Democrat's* TV magazine, and several appearances in both the Nielsen and the Arbitron books.

"Last Halloween, we pulled a 66 Arbitron metro share," Sawyer says proudly, "and we were the first LPTV station in America to break both Arbitron and Nielsen. In fact, we have a larger net weekly viewership than any other LPTV in the country."

As for programming, "We operate Channel 17 just like any other independent," says general manager Frank Watson. That means getting—and paying for—prime time movies, popular syndicated series, and five entire afternoons

*continued on page 6*

## Lubbock LPTV Named ACTS Affiliate of the Year

K40AN in Lubbock, TX has been named the 1987 Affiliate of the Year by the American Christian Television System. General manager Wayne Sorge commented, "A variety of music programming, as well as a heavy schedule of sports, news documentaries, and business news, gave the station the identity that led to the award."

Sorge, who also received a distinguished service award from the ACTS Network, predicts that LPTV stations will soon take the lead in documentaries and public affairs programming as the pursuit of ratings and the budget crunch prompt more full power stations into a "Ken and Barbie headline service mind set."

### Inside

New EMCEE Leasing Plan...4

Watch Out For Indecency...6

Compulsory Copyright and Exclusivity Explained...11

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## In Our View

One of the objectives of the Community Broadcasters Association is to start a programming cooperative so that LPTV stations can acquire good programming at an affordable price. What follow are the preliminary ideas of one consultant about how such a co-op might work. Please read them carefully, and then let CBA know what you think.

The basic goals would be 1) to create negotiating leverage with program suppliers by buying in volume and by relieving the suppliers of such administrative costs as dubbing and billing, and 2) to create a channel through which national advertisers can buy ad time on many LPTV stations at once. This money would help pay the expenses of operating the co-op and might also pay a portion of the program fees, further reducing the cost to affiliated stations.

The co-op would be run by an elected committee of station personnel, who would hire a professional manager to deal with the program syndicators and to present program purchase options to the committee. The committee would be large enough to represent the entire spectrum of co-op affiliates.

Programs would be selected by vote of the committee, then dubbed and bicycled to any co-op members who desire them. Stations would be charged for the use of the programs, but costs would be reduced because of the co-op's group buying power. Stations would also have to pay a monthly or annual co-op membership fee to cover operating overhead. The incentive, of course, is that the more a station uses the co-op, the more money it saves on programming, and the lower is its membership fee relative to its programming costs.

As for national advertising, the problem up to now has been that individual station markets are too small, and the present rating systems too unwieldy and inaccurate, for advertisers to make significant attempts to buy LPTV ad time. However, if they are able to buy a group of LPTV stations with similar demographics at once, both problems are solved and the whole concept of reaching markets through LPTV becomes suddenly more feasible.

Some have suggested letting stations do their own insertions. Our consultant suggests inserting the commercials directly into the programs before they are aired by the stations. He cites a comparable situation in the Pepsi commercial at the beginning of all the *Top-Gun* home

videotapes: Pepsi reaches an audience it might otherwise not have reached, and the cost to the consumer of the videotape is reduced. He adds, "The same approach and arguments can be made about LPTV and its audience. All that is needed is some quality research and a good presenter to pitch the idea to major spot and network advertisers. The right price and the right pitch could definitely skim some dollars off of the network, spot, and cable budgets into the LPTV coffers."

Of course, there is a lot of detail work to be done. We need to consider carefully the costs involved in such a venture, the practicality of (or alternatives to) the bicycling mechanism, whether or not member stations can really save money, whether national advertisers will be willing to risk their dollars in what is—for them—the new and untested LPTV medium, whether program suppliers will sell to us under such an arrangement and how potential program exclusivity problems can be resolved. Most important, will LPTV station operators participate?

Readers, please take a moment to jot down your thoughts about this and send them to CBA, P.O. Box 26736, Milwaukee, WI 53226. We need input from anyone who would potentially be involved.

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## Our Readers' Comments

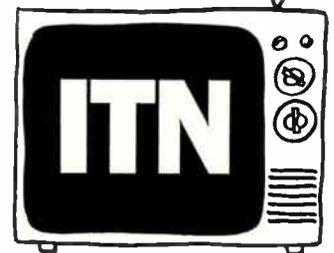
I am greatly concerned about the fact that America seems to be losing its system of free, over-the-air broadcasting. I just received a letter from a major cable programmer announcing nine commercial-free radio formats being offered to cable companies. Such services, along with pay television, are pushing free broadcasting out of the marketplace. In some communities, there is no commercial-supported, over-the-air service at all—only pay cable.

This is not a matter of programming, but of signal delivery. Broadcast stations are being excluded from America's televisions by a most aggressive cable industry.

The broadcast industry needs to show concern *now* before it is too late to stop this trend.

Gerald Hale, CEO  
K02MT, Parker, AZ

K/B



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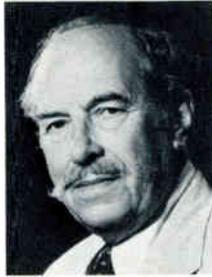
## New Broadcast EEO Rules Adopted

The Federal Communications Commission has adopted new Equal Employment Opportunity rules and reporting requirements for broadcasters that emphasize a licensee's overall EEO efforts rather than simply the composition of its workforce.

Under the new, two-step system, every station's EEO program will be reviewed carefully at license renewal, regardless of the composition of its staff. The first step will be an evaluation of all the information submitted by the licensee on its annual and program reports, any EEO complaints filed against it, and the composition of the local labor force (which it is the responsibility of the licensee to provide).

If the initial evaluation indicates that the licensee's efforts have been lacking, further investigations will commence. The Mass Media Bureau staff will be increased to handle the increased workload of this new evaluation program.

To assist in reporting, the Commission adopted a revised Broadcast Station Annual Employment Report (FCC Form 395-B) which must be filed annually by stations with five or more full time employees. Also adopted was a new Broadcast EEO Program Report (Form 396) that replaces the existing Form 396, the 10-point EEO program submitted with license renewal applications. K/B



## Technical Talks

### Service Contours: A Definition

—by John H. Battison

What is a "service contour"?

There are really two definitions of this ubiquitous term. The official FCC definition is that a service contour is a theoretical area where protected, clear, interference-free reception of an LPTV station can be expected. This is the criterion the FCC uses to determine whether another station will cause you interference, or vice versa. Subpart G of the Rules, commencing with §74.701, contains all the pertinent regulations for LPTV operation; §74.707 defines the service contour.

The FCC establishes 62 dBu as the protected contour for channels 2 through 6, 68 dBu for channels 7 through 13, and 74 dBu for UHF. In radio, we talk about "half millivolt" and "one millivolt" service contours. The equivalent dBu values in millivolts are 1.2, 2.5, and 5.0 millivolts, respectively. Engineers use the FCC values as a fixed reference when they are comparing two stations.

#### Contours

A contour is simply a line drawn on a map joining all the points on the ground where the signal strength is the same. The contour may be circular, or it may be heart shaped (cardioid) or any other strange shape produced by a combination of ground and antenna radiation patterns. And, as far as the FCC is concerned, a service contour is just a line passing along the outside edge of the area containing the points where viewers receive an acceptable picture.

Broadcasters, however, often use a far more generous (lower) reference level to define what might be called the "operating" service contour, or the perimeter of the area where your viewers can receive a good quality signal from your station.

The quality depends on several factors, quite probably mostly on your viewer's critical appraisal of your signal.

If you take the service contour that your consulting engineer plotted when he/she prepared your application, you will know that, barring unforeseen local circumstances, viewers within that contour should be able to receive your station on an indoor antenna. But many, maybe most, of your viewers are outside this contour, and they all get excellent pictures. Why?

#### Gain

When engineers talk about signal strength, they think in terms of the actual value of a signal in the air—without the aid of an antenna; this is also the concept that the FCC uses. What the viewer and broadcaster talk about, however, is the signal that the TV receiver gets at its antenna terminals. There is a big difference between the two.

Just about every TV reception antenna has a certain amount of "gain", which is the engineering term for increase, or amplification. Generally speaking, the more elements (rods, etc.) on the antenna, the greater the gain. An antenna gain of, say, 3 dB approximately doubles the signal that is sent to the TV receiver. So even if the viewer is outside your station's service contour, and therefore gets a weaker "in-air" signal than theory says is necessary, a high antenna gain may bring the signal up to a usable strength.

Another way of increasing your service contour is to use preamplifiers up at the receiving antenna. We will discuss preamplifiers, antenna gain, and transmission line next month. K/B

John H. Battison, P.E. is president of John H. Battison & Associates, Consulting Radio Engineers, in Columbus, OH.

## EMCEE Inaugurates New LPTV Leasing Plan

EMCEE Broadcast Products, manufacturers of transmitters and other broadcast hardware, has proposed a leasing plan as an alternative financing strategy for LPTV operators.

Under the plan, a qualified operator can lease rather than buy equipment from EMCEE. The cost of leasing

\$250,000 worth of equipment would be less than \$5,000 per month, or \$60,000 per year, said Frank Trainor, director of marketing and sales for the company. "The equipment leasing plan is a significant addition to the options we offer LPTV operators," he commented, "and also a reflection of EMCEE's increasing optimism about the future of LPTV."

## FCC Redefines Indecency

The Federal Communications Commission will no longer limit its definition of indecent language to George Carlin's famous "seven dirty words". Rather, from now on, it will apply the *generic* definition of indecency advanced in the 1975 *Pacific* case: "language or material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." The context in which specific sexual or excretory words or phrases are used will be an important factor in determining indecency.

Stations broadcasting indecent language or material will be subject to FCC sanction if the broadcast is made at a time of day when there is a "reasonable risk" that children are in the audience. Thus, airing indecent matter after 10:00 p.m. does not necessarily mean that the broadcast is permissible; the determining factor is the risk that children will be exposed. Arbitron ratings were used in the *Pacific* case to prove that children were indeed among the viewers of post-10 p.m. broadcasts.

The Commission also affirmed that even if indecent material is aired at a time of day when children are not in the audience, the broadcast must still be preceded by an adequate warning.

The National Association of Broadcasters has asked the Commission to clarify its ruling by identifying what may constitute "patently offensive" programming and what comprises "contemporary community standards for the broadcast medium." It also asked that "serious literary, artistic, political, or scientific value" be considered in determining if a program is indecent. K/B

## Steamboat Springs To Host Video Competition

The first Steamboat Video Summit opens September 13 in Steamboat Springs, CO and will host, among other events, the Steamboat Adventure Video Festival.

The Festival seeks video entries that "document the human quest for adventure." Four classes of entries have been established—short and long form videos by professionals and short and long form videos by pre-professionals. Silver Summit Awards will be offered in each class, with the best adventure video in the festival winning the Golden Summit.

For further information, contact Bob Scott at (303) 879-6842. Or write P.O. Box 882554, Steamboat Springs, CO 80488. K/B

## Main Studio Location and Program Origination Rules Amended

A recent FCC ruling now permits radio and television broadcasters to locate their main studios within their principal community contours instead of within the community of license. The Commission also ruled that stations will no longer be required to originate a majority of non-network programming from their main studios or the principal community.

The FCC supported its new position by stating that, because of advances in broadcast technology, neither coverage of local issues nor responsiveness to the needs and desires of the viewers necessarily requires local origination. However, every station must maintain its public inspection file within the community of license and must have a local or toll-free telephone number. K/B

## Survey Shows TV Broadcasters Committed to New Technologies

Seventy-seven percent of commercial high power television general managers surveyed recently by the National Association of Broadcasters believe that high definition TV (HDTV) is "very important" or "important" to the future of television. Predictions are that HDTV products will reach the U.S. consumer market in three to five years.

The national telephone survey, conducted in late March on a random sample of 200 stations, also revealed that 39% broadcast in stereo, 97% have access to a satellite dish, 29% use cellular telephones, and 79% use microcomputers. K/B

## Univision Adds Kids' Shows

Univision-Spanish International Network has added a four-hour block of children's programming to its Saturday morning line-up. The internationally-produced cartoon series and kids' programs are dubbed into Spanish and include such classic titles as "The Little Prince".

Univision has also introduced the nation's first Spanish-language morning news show, broadcast from Miami with news feeds from Univision bureaus around the world.

Univision serves the nation's Hispanic citizens through a network of cable and broadcast stations, including some 20 LPTV stations. WorldRadioHistory K/B

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## NAB Survey Shows Stations Accept Condom Ads

A recent NAB survey of general managers at 185 television and 410 radio stations showed that 35.3% of those stations now accept condom advertising, while nearly two-thirds of those who do not say they are considering doing so in the future. PSA's about the AIDS epidemic are being broadcast by 86.5% of the stations.

## New Databank for Productions in Progress

Productions in Progress, a non-profit corporation that maintains a databank of television and film productions in progress, has published the first issue of its *Reference Index*.

The *Index* provides information about virtually every production being worked on at the time of publication. Subscribers include funders and investors, advertising agencies, publishers, educators, and producers. For more information, write P.O. Box 23562, L'Enfant Plaza, Washington, DC 20026. Or call (202) 488-0717.

BON MOT

As we celebrate the bicentennial, we need to recall that the Constitutional Convention was an event whose immediate success rested in part upon one literally unspeakable compromise of principle—the continuation of slavery.

Walter Dellinger, Professor of Law, Duke University, in a paper delivered at a bicentennial commemoration, April 1987.

## Tallahassee's Team

*continued from front page*

each week of children's shows—including such kid pleasers as "Rambo" and the "Fantastic World of Hanna-Barbera". In the morning, while WCTV, a CBS affiliate, does a local talk show, Channel 17 picks up the network's "Morning Program", which airs under a "special LPTV test authority". That's followed by business programs, exercise shows, music videos, and a movie. Evenings feature game shows like "Crosswits," and the "Million Dollar Chance of a Lifetime," as well as movies, mini-series like "Sho-gun," "Entertainment Tonight," and, every night at 10, "Dallas."

### Invest in Good Programming

"We pay cash for a lot of our programming," says Watson. "To be really successful in getting barter programming, you need ratings. And to get the ratings, you need good programming. So we decided to spend the money up front to get into the books. Now we're set up to deal more strongly with the barter syndicators."

Also contributing to Channel 17's success is the fact that, unlike WCTV, the other two major network affiliates are comparatively new to the Tallahassee market. Viewer habits prefer the older Channel 6, and its protegee, 17; and both stations capitalize on the unique responsiveness to the viewers that they can achieve together.

Right now, Channel 17 is adding local programs as fast as viewer desires and the budget allow. It does a daily state government agenda called "The Legislature Today". There is a call-in sports program called "On the Line", hosted by Florida State University basketball coach Pat Kennedy. There is "The Bobby Bowden Show", featuring FSU's football

coach. And there are frequent specials such as the fund-raising telethon recently aired for the Multiple Sclerosis Society.

"Programming like this is perfect for Channel 17, which reaches only the Tallahassee metro area," says Watson. "If we did this on Channel 6, we'd tune out all of the Georgia viewers who don't need to know about Florida politics and generally don't care about Florida college sports. This stuff has specific value and relevance to the people of Tallahassee."

Rather than try to compete for advertisers with Channel 6, Watson uses Channel 17 to develop new business. "We target radio advertisers who don't feel they can afford TV," he said. Channel 17's rates—ranging from \$12 all the way to \$125/30 (for "The Bobby Bowden Show")—are competitive with radio rates in the area, and like radio, 17 offers a wide range of ad packages.

### New Advertiser Niche

"We do try to tailor our ad sales to the programming," comments Sawyer. "but we get a lot of emotional buys, too. We've got one advertiser who's an old movie buff, and so he buys all his spots in those time periods. And when Loynd got the Ranger contract, everyone was so excited we sold out the entire Ranger series."

Advertisers include a palmist, a comic book memorabilia boutique, and a shoe repairman called Cowboy who has become somewhat of a Tallahassee celebrity because of his exposure on Channel 17. But they also include larger businesses, such as the city's auto dealers and appliance stores.

Cable carriage has not posed a problem so far. "We're on the Comcast system here in Tallahassee, and I've got several other cable systems interested in carrying us as soon as we can work out the



Don Abel, master control operator, at TV-17's master control console.

Photo by Chuck Sawyer

engineering," says Watson. "The cable company in Perry also called us recently wanting to carry us, and they already have their own LPTV there." (W69AX in Perry, FL has been on the air since 1984.)

Unlike many LPTV stations, Channel 17 does not pay for any of the cable carriage. Sawyer attributes this to strong public pressure on the cable systems in the Tallahassee area. "The people here are really aggressive in making their desires known to the cable companies," he commented.

#### Station On Track

Although Watson would not give specific figures, he indicated that Channel 17 was on schedule with its budget. "We're taking it slowly, and we're in it for the

long term," he said. "We're not scheduled to break even yet, but we're on our way."

As for the future, Watson comments, "We try to look just like 'regular' TV to the viewer. We want to continue to do that. We want to continue to provide the alternative programming that the bigger stations can't. And we want to increase our live, local programming as the opportunities arise. Eventually, the station will be standing on its own."

"We feel like pioneers," adds Sawyer. "We're really trying to do something with this LPTV station, and it's working. We're all tremendously proud of it, and the viewers and advertisers know it."

Maybe that's why they're succeeding.

K/B

### Equipment System: W17AB Tallahassee, Florida

- 2 Grass Valley 3410 pulse DA's
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- Broadcast Electronics 8M-150 8-channel mixer
- Microtime S-230 TBC/frame sync
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- Scientific Atlanta 6250 demodulator
- Chyron VP-2 character generator
- 2 Avantek LNA 90°
- Drake LNA 100°
- Bogner antenna
- 2 Scientific Atlanta 6650 satellite receivers
- Videotek 17" monitor
- RCA TP-15 multiplexer
- Grass Valley 900 power supply
- Grass Valley 950 sync generator
- Grass Valley 955 3.58 oscillator
- Grass Valley 908 black generator
- 2 Sony M3 color cameras
- 2 Sony VO-4800 portable recorder/players
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- Broadcast Electronics 2100RP tape cart machine
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# The Dynamics of Localism

—by Mark J. Banks

As a concept, localism has strong historical roots in broadcasting, dating back to the earliest years of regulation. When the first comprehensive regulatory system was established with the Radio Act of 1927, Congress and the newly formed Federal Radio Commission promoted local service by licensing as many local stations as possible. Later, they did the same for television, allocating channels so that as many communities as possible could have local service, given the limited number of channels available.

Since then, there have been numerous regulatory efforts to promote localism, especially in programming. The Prime Time Rule was designed to make certain that some part of the evening prime time would be programmed locally and not monopolized by the national networks. The requirement that stations conduct ascertainment studies of the market was an effort to promote local responsiveness. And, of course, recent efforts to maximize localism have included the authorization of the LPTV service.

## Localism and the Networks

But even in the 1920's, when broadcasting began, full, pure local service was not usually economically feasible. Audiences were unsatisfied with the often poor quality of locally produced programs, whose attraction often paled in comparison to the programming of networks. It was simply an economic function—money pooled for programming could result in better programs. So while localism was advocated, there was a general evolution toward centralized, non-local services, resulting eventually in the prominence of national networks for radio, television, and cable.

Even in local programming, national identity often takes precedence over local identity. There has been a preponderance of "sameness" in the image, jargon, accent, priorities, and attractions of local programs. For example, local news is eminently local. But it is often staffed by reporters and anchors who move from market to market, who look and usually sound like news personalities anywhere. The influence of news consultants has helped provoke this interchangeability. Even radio, which is virtually entirely local, has a national identity manifested by recordings and generally acceptable formats and styles.

Advertising has likewise promoted regionalism or nationalism and, thus, homogeneity. Even local advertisers prefer the types of programming that have a proven track record.

## What is Localism?

But localism need not give way entirely to the homogeneous national image. LPTV offers an opportunity for individual, local response to the television needs of a community, especially at a time when most other media reflect the broader national character.

Traditionally, localism has been defined as news and public affairs programming, or "non-entertainment" or "sustaining" programming. To be sure, a portion of local programming is news and public affairs, and that category represents the largest proportion of local programming engaged in by local high-power stations.

But localism is a concept that has a broader meaning for broadcasting. First of all, localism is served by the mere existence of a station in a market. If a station is an ethnic or minority-programmed station, it serves some of the identity needs of the community subculture. If it is a new station in a market where no other local television stations exist, its potential for local responsiveness is great—it is the only local television voice in the community.

More specifically, to the extent that a

station gives local advertisers a television outlet, it serves the commercial sector of the community, and stimulates the local economy in both direct and indirect ways.

To the extent that it generates and responds to telephone calls and inquiries by audience members, it is "local". If it employs local people, both as on-air talent and for behind-the-scenes work, it serves localism.

To the extent that a station encourages community participation in its programming efforts, it is local. Such participation may be in the form of responses to call-in programs, guest appearances, or coverage of local school events and sports. The same is true of public service announcements: school closings, traffic reports, weather reports, community bulletin boards, etc. These are the types of things that can fit into some of the smaller windows of a station's schedule.

Localism is manifested to the extent that a station inquires about the needs and desires of the market. If it engages in any kind of local market research, it is responsively local. If that inquiry extends beyond audience numbers into community needs and audience preferences, it is so much the more locally representative.

## New Opportunities Open

The number of ways to serve localism is vast. These suggestions are some of them, but they are traditional and well-tried. LPTV has perhaps the greatest opportunity in many years to try new things as well. Is it necessary, for example, to do the news just like big television does? Does LPTV news *have* to have the look, feel, schedule, format, and personality of what we normally think of as television news? Does public affairs programming have to be the "talking heads" that we so often see? Can LPTV, like cable public access channels, invite local community members to try their own hands at some programming?

Opportunities to serve localism in non-traditional ways are certainly abundant. The essential ingredients are imagination, the willingness to take risks, an eye and an ear to the community, and diligence. The many unique uses of LPTV that you read about in *The LPTV Report* are manifestations of the possibilities, and set the stage. If LPTV is to achieve its promising potential, innovative localism is one important key. M/B

*Mark J. Banks, Ph.D. is an assistant professor in the Department of Broadcast Communications at Marquette University in Milwaukee. His teaching and research specialties are new communication technologies, cable television, broadcast news, and corporate media.*

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## LPTV Distribution by State and Territory

June 1987

	Licenses	CPs*
ALABAMA	4	21
ALASKA	12	35
ARIZONA	7	37
ARKANSAS	3	42
CALIFORNIA	26	46
COLORADO	10	58
CONNECTICUT	0	2
DELAWARE	0	3
WASHINGTON, DC	0	1
FLORIDA	14	63
GEORGIA	3	42
HAWAII	1	8
IDAHO	5	42
ILLINOIS	3	13
INDIANA	4	21
IOWA	4	38
KANSAS	4	86
KENTUCKY	2	12
LOUISIANA	2	28
MAINE	2	11
MARYLAND	1	4
MASSACHUSETTS	3	7
MICHIGAN	2	30
MINNESOTA	15	47
MISSISSIPPI	7	31
MISSOURI	3	64
MONTANA	11	124
NEBRASKA	2	76
NEVADA	15	45
NEW HAMPSHIRE	0	2
NEW JERSEY	1	5
NEW MEXICO	8	58
NEW YORK	11	22
NORTH CAROLINA	1	24
NORTH DAKOTA	1	65
OHIO	3	17
OKLAHOMA	8	61
OREGON	14	66
PENNSYLVANIA	3	17
RHODE ISLAND	0	1
SOUTH CAROLINA	0	11
SOUTH DAKOTA	1	69
TENNESSEE	6	30
TEXAS	20	112
UTAH	14	61
VERMONT	1	5
VIRGINIA	3	25
WASHINGTON	6	35
WEST VIRGINIA	0	2
WISCONSIN	9	32
WYOMING	17	53
GUAM	0	1
PUERTO RICO	1	1
VIRGIN ISLANDS	0	2

In addition to the stations listed above, ALASKA operates a 241-station LPTV educational network.

\*Construction Permits

Source: Kompas/Biel & Associates, Inc.

## CBA Supports Bahia Honda, INTV Petition

The Community Broadcasters Association has filed Comments in partial support of and partial opposition to Bahia Honda and INTV's Petition for Reconsideration of the FCC's February Report and Order on the displacement rules for translators and LPTV stations (see May 1987 LPTV Report).

CBA contends that the displacement relief afforded by the Order is unmeaningful in most cases because a displaced station may apply only for unused channels for which no other applications are pending; it asserts that "in all but the most isolated geographic areas, finding a completely clear channel is rarely possible."

CBA therefore "strongly supports" Bahia Honda's suggestion either that displaced stations be given a decisive preference in lotteries, or that a paper comparative hearing be held with a strong presumption in favor of the displaced facility. "As much as CBA would like to see more construction permits issued for new LPTV stations and as many new parties as possible enter the industry, it is clear that if there is to be a viable industry at all, a greater measure of stability must be achieved than now exists. The public will be ill served by stations going on the air and then being suddenly replaced by other stations over and over again. Continuity of operation must be achieved, even if secondary status requires an individual LPTV station to change channels from time to time."

CBA disagrees, however, with INTV's proposal that translators be given priority over LPTV stations. It argues that such a priority would amount to distinguishing between translators and LPTV stations based on program content, a "distinction repugnant to the First Amendment."

It also notes that such a priority carries great potential for abuse because translator licensees may change their status to LPTV's and back again at will; thus, a displaced station may operate as a translator only long enough to obtain a preference and then begin originating programming immediately after it succeeds in obtaining a new channel. K/B

## FCC Proposes New Pick-up Policy

The Commission recently proposed allowing portable broadcast auxiliary TV pickup stations to share UHF TV bands 530-608 MHz and 614-806 MHz (channels 24-36 and 38-69) for transmitting program material over limited distances. The pickup stations would operate on a secondary, non-interference basis to all other services, including LPTV and TV translators. K/B

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# LPTV and the LAW

## The FCC Looks at Copyright and Exclusivity Rules

—by Peter Tannenwald

The FCC is taking a look at some of the rules governing the acquisition and distribution of television programming to see if those rules may be distorting the workings of the free marketplace or discouraging the production of new programming.

The areas under review are 1) the compulsory copyright license, which allows cable systems to carry TV signals upon payment to the Copyright Office of a blanket copyright license fee; 2) the network non-duplication rule, which requires cable systems to black out network programming on distant stations in order to protect local network affiliates; 3) the former syndicated exclusivity rule, which required cable systems to black out non-network programming on distant stations if it was also being carried by a local station; and 4) the territorial exclusivity rule, which prohibits TV stations from purchasing exclusive broadcast rights against other stations more than 35 miles away.

### Compulsory Copyright

The compulsory copyright license allows cable TV systems to carry TV signals without negotiating performance rights with the producer of each program broadcast on the TV station, or even with the TV station itself. All the cable systems have to do is pay a fee to the Copyright Royalty Tribunal in Washington, DC and they are in the clear. Although the fee increases when distant signals are carried, it is otherwise easy for the cable operator to deal with, because it is a known amount and because it is paid to only one place.

After collecting the fees, the Copyright Royalty Tribunal divides the fee pool among program producers according to specific formulas. These are determined after hearings, which so far have been lengthy and hotly contested proceedings.

The compulsory license was an important element in enabling the cable industry to get off the ground in its early years; but now that the industry is relatively mature, the FCC is questioning whether or not the license is fair or necessary any longer.

The effect of the license is to allow cable systems to carry broadcast signals without paying whatever the market might support if the price for the pro-

gramming had to be negotiated with the individual owners of programming rights. If the market price for a particular program would exceed the portion granted under the compulsory license arrangement, then, presumably, the existing system is unfair to the program distributor who owns the rights.

The existing system also impairs the ability of program distributors to negotiate, and to be paid for, exclusive distribution rights in a market. A cable program origination service, either local or national, can negotiate exclusive distribution rights in any market it likes. But a TV station cannot buy exclusive rights that prevent a cable system from importing that program on a distant broadcast signal. Because of the risk of distant signal importation, a program distributor cannot charge, and a TV station will not pay, as much for exclusivity as might be paid if that risk were not there.

The FCC's initial thinking is that the compulsory copyright system is unfair because it interferes with the freedom of program producers to negotiate for as much or as little exclusivity as they choose. They can negotiate freely with cable but not with broadcasters. This interference not only intrudes into the free marketplace but also, because it prevents maximization of profits, may discourage program producers from producing the maximum amount of programming, thereby restricting the selection available to viewers.

However, the FCC's analysis misses an important element—the effect of the compulsory license on LPTV. It may be true that the compulsory license restricts the ability of an LPTV station to negotiate for exclusive rights to a program as against distant TV signals on cable. But it also allows cable systems to carry LPTV stations without negotiating with the owners of the copyrights in each of the LPTV stations' programs.

Because LPTV is a fledgling industry (as cable once was), and because cable systems are not obligated to carry LPTV's, it is important that there be no financial or administrative obstacles to voluntary carriage. That is why the Community Broadcasters Association worked so long and hard to have the copyright statute amended so that local LPTV's would not be treated as distant signals, and their carriage on cable would not increase the

*continued on next page*

WorldRadioHistory

## Bingo Goes International

World Wide Bingo, Inc. announced recently the formation of a new company to market audience participation bingo internationally.

World-Wide Telecommunications, Inc., based in Atlanta, will provide uplink capabilities and studio production facilities for majority owner World Wide Bingo. The 11,000 square-foot facility will allow World Wide Bingo to produce their Bingo, Lingo, and other programs in-house.

World Wide Bingo is the country's oldest and largest producer of radio and TV bingo programs. It recently joined with Channel America, an LPTV station and programming network, to market a TV Bingo format to LPTV stations. 

## More on Must-Carry

Under new rules adopted by the FCC, cable systems will be required to make input selector (A/B) switches available to new and existing cable subscribers; and they may charge subscribers for them. Subscribers may refuse the switches or install switches they obtain from other sources.

Cable systems must tell their subscribers annually that 1) for the next few years, they may not be required to carry all broadcast signals available in the community, 2) after five years they will no longer be required to carry any broadcast signals, and 3) an antenna may be necessary, as well as the A/B switch, if the cable subscriber is to receive off-air signals.

In addition, cable systems will have to 1) describe how input selector switches work, 2) explain that the switch will enable the subscriber to receive off-air signals, 3) state that switches may be available from suppliers other than the cable system, and 4) identify any broadcast signals in the area that are not carried on cable.

New subscribers must be informed of these facts at the time cable service is installed in their homes; existing subscribers must be informed within six months of the effective date of the new ruling. All subscribers must be reminded of their options once a year until the five year period is over.

In a related proceeding, the Commission is gathering information about the feasibility of requiring input selector switches to comply with the technical standards outlined in Section 15.606(a) of the FCC Rules. It encouraged, but will not require, manufacturers to equip television receivers with built-in input selector switches. 

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cable system's compulsory copyright license payments. If the compulsory copyright license were eliminated, LPTV stations seeking cable carriage might have to purchase cable rights along with broadcast rights to their programming, so as to relieve the cable system of that obligation and expense. This could substantially increase the programming costs of LPTV stations.

In other words, there is still a need for the compulsory cable license. The cable industry may be maturing, but to eliminate the license now could severely impair the ability of the LPTV industry to grow and to develop the unique kinds of localized and specialized program services that high power television does not provide. The result might be the reverse of the increase in diversity of programming choices that the FCC is seeking to encourage.

The compulsory cable copyright license is created by statute, not FCC rule, so the FCC cannot change it by itself. What the Commission has in mind, however, is making recommendations to Congress regarding changes, if not in the compulsory license itself, then perhaps in the way the license is administered and fees are collected and distributed by the Copyright Royalty Tribunal. Therefore, the FCC's present proceeding is only an inquiry for the purpose of collecting comments, not for adopting new FCC rules.

### Network and Syndicated Exclusivity

Amending the compulsory cable copyright statute is likely to be a long and difficult political process. Meanwhile, the FCC is thinking that since the compulsory license favors cable over broadcasting, maybe some of the rules that favor broadcasters should be strengthened. This idea is again consistent with the FCC's overall philosophy of allowing industry elements the greatest possible freedom to protect programming product by negotiating limited distribution rights.

In this situation, we are dealing with FCC rules, not Congressional statutes, so the FCC is conducting not only an inquiry but also a proposed rule making, which may result in the adoption of new rules.

The first rule at issue is the network non-duplication rule. This rule establishes the right of a local broadcast network affiliate to insist that a cable system black out network programming carried by a distant signal on the cable when the local affiliate also broadcasts that program. This rule protects the exclusive right of network affiliates to carry network programming in their local areas. Cable viewers can see the program, but always with the local station's commercials.

The FCC has invited comments as to whether the rule should be modified. For example, should only local affiliates be

permitted to invoke the rule, or should networks themselves be permitted to invoke it? Should distant signals be blacked out only when both stations broadcast a program at the same hour on the same day, or should they be blacked out regardless of the time of the local station's broadcast?

Syndicated exclusivity involves non-network programs but works essentially the same way. It permits a station that carries a particular non-network program to insist that the local cable system black out that program if it is carried by a distant station.

This rule was adopted in 1972 but repealed in 1980. The FCC is now asking whether or not the rule should be reinstated in order to equalize the rights of network and non-network stations and to restore the ability of local stations to purchase and enforce exclusive distribution rights to non-network programs.

### Non-Network Territorial Exclusivity

The final rule up for review prohibits TV stations from negotiating for exclusive distribution rights for non-network programming for areas more than 35 miles away, except in so-called "hyphenated" multi-city markets, where market-wide exclusivity is permitted. This is not a cable rule. It governs relationships among broadcasters.

The FCC is asking whether the rule is desirable at all, because it restricts the freedom to negotiate as much exclusivity as a broadcaster is willing to pay for. On the other hand, if the rule is beneficial, then the FCC is asking whether 35 miles is the proper radius; should it be more or less?

Some LPTV operators have found the territorial exclusivity rule to be a useful tool in persuading program distributors to sell to them despite exclusive contracts with high power stations more than 35 miles away. If the FCC were to expand that radius to 45 or 50 miles or more, LPTV stations operating in smaller communities in the shadows of major markets could be adversely affected.

The deadline for comments on syndicated exclusivity (MM Docket 87-24) has been extended to July 22, with reply comments due September 8. Corresponding compulsory copyright comment deadlines (MM Docket 87-25) are August 6 and September 21, respectively. But regardless of formal deadlines, LPTV operators should take advantage of any opportunity that comes along to make both the FCC and their Congressional representatives aware of problems they face in trying to break through this newest frontier in broadcasting. 

*Peter Tannenwald is a partner in the Washington, DC law firm of Arent, Fox, Kintner, Plotkin & Kahn. He is general counsel to the Community Broadcasters Association.*



## CBA Comment

—by Lee Shoblom

The CBA was well-represented by yours truly and CBA president John Kompas at the National Cable Television Association Convention in Las Vegas in May. We walked the convention floor, pressed the flesh, and spread the word about LPTV to as many cable people as we could. It all went very well, as did our visits with the FCC people in attendance, among them Jim McKinney, chief of the Mass Media Bureau.

Contacts such as these are invaluable in our efforts to make ourselves known, and to correct problems such as that Congressman Al Swift referred to at our CBA Conference in Dallas—the fact that LPTV is “the best-kept secret in Washington.”

We must be constantly diligent in our public relations efforts. Not only must we have a good relationship, one-on-one, with the cable operators in our communities—we must convince them that they need us, both for good programming and to help satisfy local programming mandates—but we really must cultivate relationships with our legislators on a local, state, and federal level. They must know about our industry so that they can speak on our behalf when we need them.

As past president of the Arizona Broadcasters Association, and two-term director of the National Association of Broadcasters, I can assure you that the on-going public relations efforts of the government relations people and the legislative liaison committees are as important as anything these associations do. It is clear to me that if the CBA is to successfully represent you, its members, it too must maintain regular communication with Congress and other governmental bodies that can affect the future of LPTV.

But CBA contact alone is not enough. Regular communication from you, the individual broadcaster, is also critical.

If you're new to broadcasting, there is something you may not have thought of yet. All politicians, of course, want as many votes as they can get. But what they really want is the support of broad-

casters, because broadcasters reach a whole group of listeners and viewers with a whole group of votes. So when you write a letter or make a call inviting a politician to do an interview the next time he or she is in town, you really get their attention!

Here's another suggestion. Invite your Congresspeople to do a weekly or monthly program on their activities in Washington (government video facilities are available on Capitol Hill for this purpose). You'll make an impression, believe me!

You have a lot more power than you may think you have. If you support your representatives, then when some legislative matter comes up which could negatively affect the LPTV stations in their districts—the same stations that interview them at election time—well, let's just say that there will be some real re-thinking about the issue. I have 30 years in broadcasting, so trust me on this one; it works very, very well.

Watch this column. Big things are going to happen soon in CBA. You need to be a member, and we really need you! So sign up today!

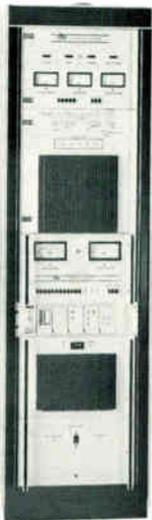
K/B

*Lee Shoblom is owner and general manager of K45AJ in Lake Havasu City, AZ. He is chairman of the Community Broadcasters Association.*

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## Viacom Transfer Granted Over Wodlinger Objections

The FCC has granted the application for transfer of control of Viacom International, Inc. to Viacom, Inc., a subsidiary of National Amusements, Inc. despite objections filed by two companies, Arch Communications Corporation, licensee of WTIC-TV in Hartford, CT and Wodlinger Broadcasting of Texas, Inc., licensee of K05HU in Houston, the flagship station of Hit Video USA, a satellite-delivered music video programming service.

Arch contended that Viacom had tried to obstruct competition by filing numerous objections to several of its engineering change and transfer of control applications. Wodlinger had asked the Commission to withhold action on the transfer until the Department of Justice and the Federal Trade Commission had completed their investigations into allegations that Viacom had engaged in monopolization and restraint of trade through its contracts with the record industry and cable TV systems.

The Commission said that Arch had not proven that Viacom intended to delay action on Arch's requests. To Wodlinger it replied that it does not defer actions of applications due to pending proceedings before other agencies concerning alleged misconduct not involving FCC regulations.

K/B

## ...at the FCC

### LPTV LICENSE RENEWALS

The following LPTV stations received license renewals on the dates shown. Station call sign, location, and the name of the licensee are also given.

K30AJ Wenatchee, WA. Spokane Television, Inc., 11/21/86.  
K22AD Gillette, WY. Summit Communications, Inc., 11/21/86.

### NEW LPTV LICENSES

The following LPTV stations received licenses on the dates shown. Station call sign, location, and the name of the licensee are also given.

W63AU Pittsburgh, PA. The Bon-Tele Network, 4/29/87.  
K40AP Tsaile, AZ. Navajo Community College, 4/29/87.  
K38AT Twenty Nine Palms, CA. Carter Broadcasting Corp., 4/29/87.  
K07TO Manhattan, KS. Brooks Broadcasting, Inc., 4/27/87.  
W58AV Buffalo, NY. Citizens Television Systems, Inc., 4/27/87.  
K14AK Lovelock, NV. Pershing County, 4/21/87.  
W41AE Utica, NY. Trinity Broadcasting Network, Inc., 4/21/87.  
W02BG Biloxi, MS. Trinity Broadcasting Network, Inc., 4/21/87.

### ASSIGNMENTS AND TRANSFERS

K36BF Hoquiam, WA. Voluntary assignment of permit granted from Black Women's Network of New Jersey, Inc. to Seattle Television Limited Partnership, 2/17/87.

W10AX Jacksonville, FL. Transfer of control granted from Figgie International, Inc. (an Ohio corporation) to Figgie International, Inc. (a Delaware corporation), 2/19/87.

K12NM Waco, TX. Transfer of control granted from Figgie International, Inc. (an Ohio corporation) to Figgie International, Inc. (a Delaware corporation), 2/19/87.

W04BR Atlanta, GA. Transfer of control granted from Anthony C. Kupris (licensee: Phoenix Broadcasting Company, Inc.) to Charles Woods, 2/20/87.

K43AN Loveland, CO. Voluntary assignment of permit granted from Loveland Television Company to Trinity Broadcasting Network, Inc., 2/25/87.

W08CG Myrtle Beach, SC. Voluntary assignment of permit granted from Millard V. Oakley to O & R Broadcasting Company, Form 316, 3/4/87.

K18AL Sulphur Springs, TX. Assignment of license granted from TPC Communications, Inc. to Chuck Hibbs and Lafayette Turner, dba H & B Broadcasting, 3/9/87.

K16AV Juneau, AK. Voluntary assignment of permit granted from McCaw Communications Companies, Inc. to Cooke Cablevision, Inc., 3/9/87.

K20AZ Sitka, AK. Voluntary assignment of permit granted from McCaw Communications Companies, Inc. to Cooke Cablevision, Inc., 3/9/87.

K24BD Ketchikan, AK. Voluntary assignment of permit granted from McCaw Communications Companies, Inc. to Cooke Cablevision, Inc., 3/9/87.

K32BD Ketchikan, AK. Voluntary assignment of permit granted from McCaw Communications Companies, Inc. to Cooke Cablevision, Inc., 3/9/87.

W17AI Columbus, OH. Voluntary assignment of permit granted from LaMarca Community TV to Columbus Broadcasting Corporation on 3/19/87.

K29BD Alamogordo & Tularosa, NM. Voluntary assignment of permit granted from Impact Television Group, Inc. to Trinity Broadcasting Network, Inc. on 3/24/87.

K52BH Ames, IA. Voluntary assignment of permit granted from Low Power Technology, Inc. to Trinity Engineering Company, Inc. on 4/1/87.

K18BN Glasgow, MT. Voluntary assignment of permit granted from Matlock Communications, Inc. to Valley County TV District No. 1 on 4/1/87.

K16AZ Glasgow, MT. Voluntary assignment of permit granted from Matlock Communications, Inc. to Valley County TV District No. 1 on 4/1/87.

K50AO Corpus Christi, TX. Voluntary assignment of permit granted from Sight & Sound Systems to TV 50, Inc. on 4/13/87.

K11SE Bend, OR. Voluntary assignment of permit granted from KBND, Inc. to Denco Broadcasting Corporation on 4/29/87.

K48BG Quartzsite, AZ. Voluntary assignment of permit granted from LPTV Broadcasting to LPTV Quartzsite Broadcasting, Inc. on 4/20/87.

K50BB Quartzsite, AZ. Voluntary assignment of permit granted from LPTV Broadcasting to LPTV Quartzsite Broadcasting, Inc. on 4/20/87.

K10MW Brainerd, MN. Voluntary assignment of permit granted from Jose Armando Tamez to Faith That Pleases God Church, Inc. on 4/20/87.

W03AY Augusta, ME. Voluntary assignment of permit granted from Jose Armando Tamez to Faith That Pleases God Church, Inc. on 4/20/87.

K58BX Davenport, IA. Voluntary assignment of permit granted from Capitol Telecasters, Inc. to Trinity Broadcasting Network, Inc. on 4/28/87.

W18AC Cave City, KY. Voluntary assignment of permit granted from Barrett, Dunn & Ray to Murray Communications, Inc. on 5/1/87.

W10BC Springfield, MA. Transfer of control granted from Louis Maisel to Harvard Broadcasting, Inc. on 5/1/87.

W08CH Hyannis, MA. Transfer of control granted from Louis Maisel to Harvard Broadcasting, Inc. on 5/1/87.

K34BQ Las Vegas, NV. Voluntary assignment of permit granted from Heidi A. Terrill to Trinity Broadcasting Network, Inc. on 5/6/87.

W44AG Erie, PA. Voluntary assignment of permit granted from Heidi A. Terrill to Trinity Broadcasting Network, Inc. on 5/6/87.

W69AX Perry, FL. Assignment of license granted from Nathan Price to Perry Channel 69-TV, Inc. on 5/6/87.

K47BW Lewiston, ID. Voluntary assignment of permit granted from Gilbert Martinez to Edna Louise Tucker, 5/6/87.

### NEW LPTV CONSTRUCTION PERMITS

The following parties received LPTV construction permits on the dates shown. Station call sign and location are also given.

W41AN Marathon, FL. Lloyd A. Moriber, 4/16/87.

W54AJ LaCrosse, WI. American Television Network, Inc., 4/16/87.

W44AJ Ripon, WI. Jose A. Rosado, 4/16/87.

K61DT San Antonio, TX. International Cultural Network, Inc., 4/16/87.

K32BI Tucumcari, NM. Mountain TV Network, Inc., 4/27/87.

K58CS Erick, OK. Northfork TV Translator System, 4/27/87.

K29BG Worthington, MN. Worthington Daily Globe, Inc., 4/24/87.

K36BI Chico, CA. National Innovative Programming Network, Inc. of California, 4/24/87.

W43AO Vidalia, GA. American Lo-Power TV Network, Inc., 4/24/87.

W61BD Muncie, IN. Broadcast Data Corp., c/o R.L. VEGA, 4/24/87.

W35AH Jackson, TN. Tel Radio Communica. Properties, Inc., 4/17/87.

K59DC Bay City, TX. Mountain TV Network, Inc., 4/17/87.

K32BQ Quanah, TX. Mountain TV Network, Inc., 4/17/87.

W02BN Richmond, VA. Tel-Radio Communications Prop., Inc., 4/17/87.

W59BJ Green Bay, WI. James F. Fitzgerald, 4/17/87.

K02NH Woodward, OK. Russell Communications, 4/17/87.

K31BJ Altamont, OR. Blacks Desiring Media, Inc., 4/17/87.

K26BR Tillamook, OR. Mountain TV Network, Inc., 4/17/87.

K30BN Coos Bay, OR. Quanta Communications, 4/17/87.

K52BU Yankton, SD. Generic Television, 4/17/87.

K42BZ Bozeman, MT. CBC TV, 4/17/87.

W29AF Manteo, NC. L.F. Amburn, Jr., 4/17/87.

K21BM Grants, NM. Mountain TV Network, Inc., 4/17/87.

continued on page 16

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K29BF Clayton, NM. Mountain TV Network, Inc., 4/17/87.

K23BM Beaver, OK. Mountain TV Network, Inc., 4/17/87

K21BO Otmwa, IA. Blacks Desiring Media, Inc., 4/17/87.

K31BG Grangeville, ID. Mountain TV Network, Inc., 4/17/87.

K39BJ Morgan City, LA. Ginger A. Price, 4/17/87.

K58CP Springfield, MO. George Fritzinger, 4/17/87.

W11BK Arab, AL. BMTC Systems, Inc., 4/17/87.

K26BY Prescott, AZ. Linda D. Clevenger, 4/17/87.

K55EU Midland, TX. Debra M. Kamp, 4/16/87.

W35AI Cleveland, OK. The National Black Media Coalition, 4/16/87.

K67EA Santa Barbara, CA. N & K LPTV. c/o JH Kanter, 4/16/87.

K43BS Colorado Springs, CO. Zenon Reynarowych, 4/16/87.

K19BO Ridgecrest, CA. Arnold N. Applebaum, 5/11/87.

K17BO Leadville, CO. Mountain TV Network, Inc., 5/11/87.

W11BJ Hartford, CT. National Black Media Coalition, 5/11/87.

W59BH Orlando, FL. American Christian TV System, Inc., 5/11/87.

W30AH Lecanto, FL. Cowboy Junction Broadcasting, 5/11/87.

W59BI Inverness, FL. Impact Television Group, Inc., 5/11/87.

K03GQ Aberdeen, WA. Charles C. Payne, 5/11/87.

W63BB Atlanta, GA. Frontier Gulf Broadcasting, Inc., 5/14/87.

### LPTV LOTTERY WINNERS

The following are the tentative selectees of the LPTV/translator lottery held on February 27, 1987. If no petitions to deny the selectees are filed, and

if the selectees are otherwise qualified, construction permits for these stations will be granted.

Ch. 14, Calumet/Laurium, MI. Bernard Lafayette, Jr.

Ch. 22, Hancock, MI. Owen Broadcasting Enterprises.

Ch. 41, Mansfield, OH. Oralia R. Lozoya.

Ch. 28, West Plains, MO. Ozark Television.

Ch. 44, Bartlesville, OK. Bartlesville Media Company.

Ch. 58, Mt. Pleasant, MI. Defene.

Ch. 53, Tucumcari, NM. Brunhilda Salgado.

Ch. 64, Phoenix, AZ. Michael L. Owens.

Ch. 16, Houghton, LA. K. Sandoval Burke.

Ch. 59, Bryan, TX. Classic Video Systems.

Ch. 43, Colorado Springs, CO. Zenon Reynarowych.

Ch. 9, Bossier City, LA. Brunhilda Salgado.

Ch. 2, Richmond, VA. Tel-Radio Communications Properties, Inc.

Ch. 59, Green Bay, WI. James F. Fitzgerald.

Ch. 54, Gardner, IL. Melanese Reeves.

Ch. 34, Perry, FL. Felix de Jesus.

Ch. 67, Santa Barbara, CA. N & K LPTV, Inc.

Ch. 8, Santa Barbara, CA. Northcoast Broadcast Corporation.

Ch. 58, Springfield, MO. George Fritzinger.

Ch. 61, Wichita, KS. KSN Community Services, Inc.

Ch. 50, Demopolis, AL. Linda D. Clevenger.

Ch. 62, Spokane, WA. Classic Video Systems.

Ch. 59, Pontiac, IL. Livingston County Broadcasters, Inc.

Ch. 46, Lahaina Wailuku, Maui, HI. American Translator Development Company, Inc.

Ch. 63, Coos Bay, OR. Thomas J. LaLanne.

Ch. 34, Buras, LA. Dr. John R. Cook.

Ch. 42, Buras, LA. Mountain TV Network, Inc.

Ch. 21, Sheridan, WY. Eddie Robinson.

Ch. 19, Ridgecrest, CA. Arnold N. Applebaum.

Ch. 49, Roanoke, VA. Allbritton Communications, Inc.

Ch. 52, Yankton, SD. Generic Television.

Ch. 2, Bozeman, MT. Jo Anna's Balloons.  
Ch. 27, Estelline, TX. Mountain TV Network, Inc.  
Ch. 41, Liberal, KS. Crossroads Communications Corporation.

Ch. 21, Twin Falls, ID. Linda D. Clevenger.

Ch. 26, Dubuque, IA. Community Communication, Inc.

Ch. 68, Beckley, WV. Millard V. Oakley.

Ch. 43, Iron Mountain, MI. Jo Anna's Balloons.

Ch. 50, Douglas, AZ. Lidia Rodriguez.

Ch. 64, Montgomery, AL. Mike A. Mendoza.

Ch. 44, Orcas Island, WA. Project Interspeak.

Ch. 68, Detroit, MI. Public Management Information Service.

Ch. 17, Leadville, CO. Mountain TV Network, Inc.

Ch. 65, Terre Haute, IN. Wabash Valley Christian TV, Inc.

Ch. 28, Arecibo, PR. Angel F. Ginorio.

Ch. 50, Raleigh, NC. Microband Corporation of America.

Ch. 49, Myrtle Beach, SC. Missionary Broadcasters, Inc.

Ch. 10, Nashville, TN. Millard V. Oakley.

Ch. 31, Altamont, OR. Blacks Desiring Media, Inc.

Ch. 47, Farmington, NM. San Juan Broadcasting Corporation.

Ch. 61, Pampa, TX. Mountain TV Network, Inc.

Ch. 42, Bozeman, MT. CBC TV.

Ch. 6, Lebanon, KY. W & H Broadcasting.

Ch. 9, Erie, PA. SCS Communications of Erie, Inc.

Ch. 65, Rock Rapids, IA. Owen Van Essen.

Ch. 15, Carlsbad, NM. Lawrence P. O'Shaughnessy.

Ch. 6, Baudette, MN. Mike A. Mendoza.

Ch. 38, Douglas, AZ. Gilbert Martinez.

Ch. 28, Brownwood, TX. Owen Broadcasting Enterprises.

Ch. 51, Jose A. Rosado. Eau Claire, WI.

Ch. 55, Rainswood, VA. Community Television.

Ch. 24, Ironwood, MI. Owen Broadcasting Enterprises.

Ch. 56, Bangor, ME. Richard Teller.

Ch. 69, Vero Beach, FL. Earl W. Cravens.

Ch. 22, Pecos, TX. Residential Entertainment, Inc.

Ch. 32, Flat River, MO. Ogden Leisure, Inc.

Ch. 5, Park Rapids, MN. Owen Broadcasting Enterprises.

Ch. 57, Hampton Bays, NY. American Promotion Group, Inc.

Ch. 27, Muncie, IN. Lidia Rodriguez.

Ch. 48, Flagstaff, AZ. Carter Broadcasting Corporation.

Ch. 26, Prescott, AZ. Linda D. Clevenger.

Ch. 32, Flagstaff, AZ. Eddie Robinson.

Ch. 20, Flagstaff, AZ. Linda D. Clevenger.

Ch. 35, Redding, CA. Baby Boom Broadcasting Company.

Ch. 12, Bryan, TX. Global Village Video Resource Center.

Ch. 56, Perry, FL. Lawrence P. O'Shaughnessy.

Ch. 5, Chibley, FL. Pentacom Broadcasting Corporation.

Ch. 21, Santa Fe, NM. KOAT Television, Inc.

Ch. 40, Rochester, NY. La Marca Community TV.

Ch. 10, Tyler, TX. Mark VII Broadcasting.

Ch. 33, Nashua, NH. Tel-Radio Communications Properties.

Ch. 17, San Antonio, TX. Clear Channel Communications, Inc.

Ch. 26, Junction City, KS. Focus Translators, Inc.

Ch. 10, Boise, ID. Williams LPTV Network.

Ch. 61, Muncie, IN. Broadcast Data Corporation.

Ch. 29, Worthington, MN. Worthington Daily Globe, Inc.

Ch. 36, Moses Lake, WA. Telecrafter Corporation.

The following are the tentative selectees of the LPTV/translator lottery held on March 27, 1987. If no petitions to deny the selectees are filed, and if the selectees are otherwise qualified, construction permits for these stations will be granted.

Ch. 33, Nashua, NH. Tel-Radio Communications Properties.

Ch. 17, San Antonio, TX. Clear Channel Communications, Inc.

Ch. 26, Junction City, KS. Focus Translators, Inc.

Ch. 10, Boise, ID. Williams LPTV Network.

Ch. 61, Muncie, IN. Broadcast Data Corporation.

Ch. 29, Worthington, MN. Worthington Daily Globe, Inc.

Ch. 36, Moses Lake, WA. Telecrafter Corporation.

## LPTV-43 Viewer Wins CMT Getaway

Patricia Stagner of Hopkinsville, KY won an all-expense paid trip for two to the Grand Cayman Islands from Country Music Television. The nation-wide contest, co-sponsored by RCA, was broadcast over TV-43 in Hopkinsville, which celebrated by awarding Mrs. Stagner an additional \$43 "fun money".

K/B

D. J. Everett, III of TV-43 congratulates CMT winner Patricia Stagner.



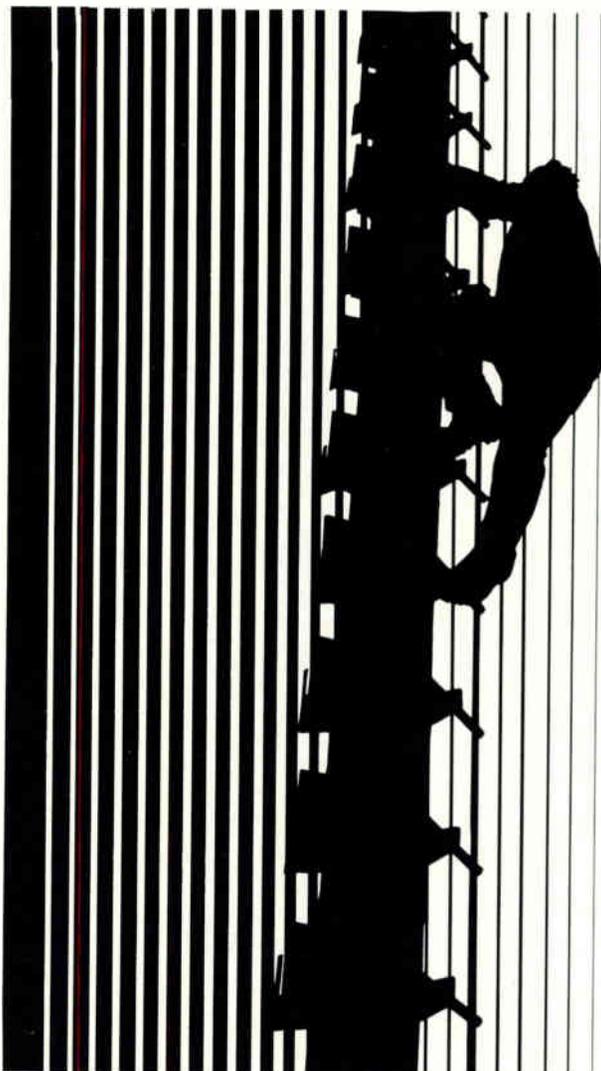
WorldRadioHistory

- Ch. 9, Fayetteville, AR. Kim Mooney.
- Ch. 28, Salem, IL. Salem Broadcasting Company.
- Ch. 22, Clarksdale, MS. Community Broadcasting Corporation.
- Ch. 39, Marion, OH. Charles Hutchinson and Richard Riggs.
- Ch. 18, St. Louis, MO. Kim Mooney.
- Ch. 45, Worthington, MN. Mountain TV Network, Inc.
- Ch. 67, Waterloo, IA. MidAmerica LPTV Associates, Inc.
- Ch. 60, Wabasha, MN. County Cablevision of Plainview, Inc.
- Ch. 45, Des Moines, IA. Jeffco Broadcasting.
- Ch. 53, St. Paul, MN. Catholic Views Broadcasts, Inc.
- Ch. 24, Chicago, IL. Communicators of Chicago.
- Ch. 24, Rensselaer, IN. Linda D. Clevenger.
- Ch. 41, Huntsville, TX. Mountain TV Network, Inc.
- Ch. 43, Vidalia, GA. American Lo-Power TV Network, Inc.
- Ch. 39, Uvalde, TX. Mountain TV Network, Inc.
- Ch. 58, Greenville, NC. Millard V. Oakley.
- Ch. 49, Andalusia, AL. Free State Broadcasting, Inc.
- Ch. 44, Brookings, OR. Mountain TV Network, Inc.
- Ch. 52, Poplar Bluff, MO. Telemedia, Inc.
- Ch. 57, Laredo, TX. Judith Breen.
- Ch. 55, Montgomery, AL. K. Sandoval Burke.
- Ch. 59, Tuscaloosa, AL. Summa Communications, Inc.
- Ch. 66, Anchorage, AK. Lawscos Broadcasting Group.
- Ch. 54, Grainola, OK. KOTV, Inc.
- Ch. 17, Palestine, TX. Tel-Radio Communications Properties, Inc.
- Ch. 27, San Angelo, TX. Todd, Branton & Fugit.
- Ch. 55, Pahrump, NV. Communications Engineering, Inc.
- Ch. 39, Tacoma, WA. J. B. Television, Inc.
- Ch. 47, Hobbs, NM. American Lo-Power TV Network, Inc.
- Ch. 39, Rosewell, NM. Todd, Branton & Fugit.
- Ch. 7, Scottsbluff, NE. Oralia R. Lozoya.
- Ch. 56, Duluth, MN. Susan Easton.
- Ch. 63, Jamestown, TN. N. Jean Baz.
- Ch. 34, Martinsville, VA. Moneta Associates.
- Ch. 24, Alamogordo, NM. Rural Television System.
- Ch. 19, Aberdeen, WA. Russell Communications.
- Ch. 20, Malcolm, NE. Brooks Broadcasting, Inc.
- Ch. 41, Williston, ND. Williston Daily Herald, Inc.
- Ch. 31, Carlsbad, NM. American Lo-Power TV Network, Inc.
- Ch. 41, Glasgow, MT. Valley County TV District No. 1.
- Ch. 55, New Orleans, LA. Sur Este Broadcasting Corporation.
- Ch. 39, Globe, AZ. Mountain TV Network, Inc.
- Ch. 47, Fort Walton Beach, FL. Jo Ann's Balloon Boutique, Inc.
- Ch. 61, Montgomery, AL. Broadcast Data Corporation.

The following are the tentative selectees of the LPTV/translator lottery held on April 24, 1987. If no petitions to deny the selectees are filed, and if the selectees are otherwise qualified, construction permits for these stations will be granted.

- Ch. 27, Murfreesboro, TN. John Thomas McCreery, III.
- Ch. 66, Jackson, WY. Randy Douglas.
- Ch. 45, Lufkin, TX. Tel Radio Communications Properties.
- Ch. 61, Sacramento, CA. Arike Logal, M.D.
- Ch. 65, Portland, OR. Residential Entertainment, Inc.
- Ch. 25, Scobey, MT. Blacks Desiring Media, Inc.
- Ch. 12, Lakewood, OH. Karen Klaus
- Ch. 50, Salina, KS. Mountain TV Network, Inc.
- Ch. 56, Rochester, MN. Midamerica LPTV Associates, Inc.
- Ch. 11, Lawton, OK. George Fritzing.

## Bogner—20 years, over 1000 TV transmitting antennas and still climbing!



In the twenty years since we innovated a remarkable slot array design we have succeeded to a leadership role in TV broadcast antennas. We had to be better than the competition. We still are.

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- Ch. 19, West Palm Beach, FL. Cassidyne Productions, Inc.
- Ch. 16, Teterville, KS. Mountain TV Network, Inc.
- Ch. 48, Rawlins, WY. Mountain TV Network.
- Ch. 33, Evanston, WY. Listeners' Network-TV.
- Ch. 27, Green River, WY. Telecrafter Corporation.
- Ch. 50, Paso, TX. EPTV.
- Ch. 31, Redmond, OR. Black Women's Network of N.J., Inc.
- Ch. 33, Brunswick, GA. Christian Renewal Ministries.
- Ch. 52, Quartzsite, AZ. John F. Craven, III.
- Ch. 32, Enid, OK. American Lo-Power TV Network, Inc.
- Ch. 33, Billings, MT. Colleen Demery.
- Ch. 56, Estelline, TX. Mountain TV Network, Inc.
- Ch. 19, Springfield, CO. Mountain TV Network, Inc.
- Ch. 69, Greenville, SC. WFF-TV/Pulitzer Broadcasting Co.
- Ch. 41, Eureka, CA. North American Television Network.
- Ch. 29, Del Rio, TX. Mountain TV Network, Inc.
- Ch. 8, Mobile, AL. Summa Communications, Inc.
- Ch. 22, Boise, ID. Low Power Technology, Inc.
- Ch. 34, Fond Du Lac, WI. Daniel F. Finnane.

## Kreisman Promoted

Barbara A. Kreisman has been named deputy chief of the Policy and Rules Division of the FCC's Mass Media Bureau.

Kreisman preceded Keith Larson as chief of the LPTV Branch of the Video Services Division before becoming chief of the Legal Branch, Policy and Rules Division, in October 1985.

AK/IB

## Hit Video USA Adds LPTV Affiliates

Hit Video USA, the Houston-based, 24-hour music video network, recently added two LPTV affiliates: W09BF in Williamsport, PA and Echonet Corporation's K11SF in Austin, TX. Channel 11 serves all of downtown Austin, including the campus of the University of Texas.

AK/IB

## New Bumping Rule Tried

Two displaced LPTV stations and seven displaced translators have applied for new channels under the FCC's recent displacement ruling. The two LPTV's are W62BF in St. Petersburg, FL, owned by Frontier Gulf Broadcasting, Inc.; and K78BK of Seiling, OK, owned by OK-TV Translator System of Seiling. They have applied for new Channels 35 and 53, respectively.

K/B

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### WANTED

**LPTV Construction Permits or Licenses.** If you have an LPTV license or CP for sale, we have interested buyers. Confidentiality assured. John Kompas, Kompas/Biel & Associates, Inc., (414) 462-7010.

### SERVICES

**Attention LPTV's, all markets:** professional programming, equipment packages, consultation with successful broadcasters. Call ASN-Television, (305) 682-5884.

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**CLASSIFIED RATES:** All classified ads are payable in advance. When placing an ad, indicate the exact category you desire: *Help Wanted, Situations Wanted, Services Offered, Wanted to Buy, For Sale, Miscellaneous.* The publisher reserves the right to abbreviate, alter, or reject any copy.

Classified advertising is sold at the rate of 50¢/word. There is a \$15.00 minimum charge for each ad. Count each abbreviation, initial, single figure, or group of figures or letters as one word each. Symbols such as mm, C.O.D., P.O., etc., count as one word each. Telephone numbers with area codes, and ZIP codes, count as one word each.

Business Card ad rates are \$35.00 per insertion. For Classified Display rates, call John Kompas at (414) 462-7010.

# Supplier Side

Darino Films is offering two special effects packages to LPTV operators and permittees. The first, priced at \$1,000 plus shipping, includes three one-hour U-Matic Masters plus a 10-second station ID logo. The second package, for \$1,500, comprises five one-hour masters, the station logo, and a special sports effect package.

The license includes unlimited use, and a 25% buy-out option after five years.

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New York, NY 10003  
(212) 228-4024

**Voodoo Technology** announces the release of "TiComp", a hand-held, battery-powered, time code and film edge number calculator which can significantly reduce the time and expense of production and post-production.

TiComp easily adds, subtracts, and converts time codes, film edge numbers,

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Voodoo Technology's TiComp.

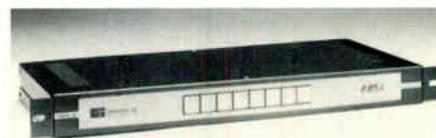
and frames so that you can calculate durations and take pre-rolls into account. Powered by a 9-volt battery, TiComp has 13 memories for storing and recalling intermediate time code or film edge number values that you expect to use frequently. With an optional accessory, the unit also becomes a hand-held SMPTE time code reader.

The unit is priced at \$325 and carries a 90-day parts and labor warranty.

Contact: Marshall Schaffer  
President

Voodoo Technology  
3109 Scotts Valley Drive, Suite 101  
Scotts Valley, CA 95066  
(408) 438-7412

**Channelmatic, Inc.** has introduced a new addition to its line of television switching and control equipment. Called the 8-BALL<sup>®</sup>, it is a true instrument-grade monitor switcher designed from the outset as a piece of test equipment to simplify signal monitoring. It is completely integrated-circuit based, and it features unity gain on both audio and video sections so the switched signal is unaffected in any manner by the switcher itself. It is completely transparent to the signal sources and to the destination monitor to which the signal is directed.



The Channelmatic 8-BALL.

The 8-BALL switcher offers electronically controlled vertical interval switching, stereo audio capability, and high quality front panel switches. Single quantity list priced at \$750, the 8-BALL offers the tight broadcast specifications of switchers costing many times more.

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"Champions...World's Greatest Athletes", a series of eight one-hour specials, is available on a barter basis from **The Television Distribution Company.**

The series is designed to play prime time or weekend fringe time periods and may be scheduled year-round in conjunction with other sports events. Each show in the series is an individual story about a popular American sport, as seen through the eyes of that sport's best competitor. Included are such programs as baseball with Gary Carter of the New York Mets, basketball with Julius Irving of the Philadelphia 76'ers, marathon running with Bill Rogers and Alberto Salazar, tennis with Bjorn Borg, and boxing with Sugar Ray Leonard.

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over a several year license period. "Champions" can be acquired on a cash or a spots-in-show barter basis.

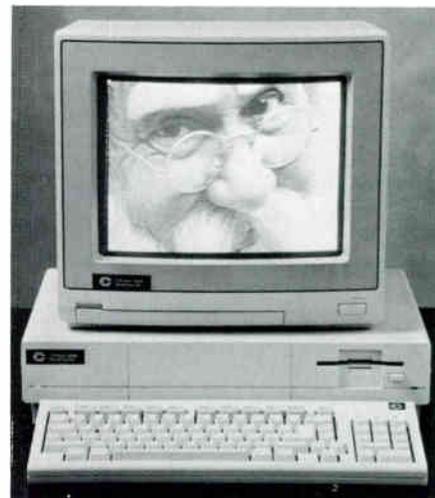
*Contact:* Matt O'Daly  
The Television Distribution Company, Inc.  
97 North Main Street  
Southampton, NY 11968  
(516) 287-1640

"**Flag Day USA**" is an artfully-produced and fast-paced 60-minute spectacular featuring the annual Flag Day parade at Appleton, WI—an event that has been described as being to the American flag what the Tournament of Roses is to football. The parade is the nation's largest and most lavish observance of the establishment of the Stars and Stripes as the national emblem.

Begun more than 30 years ago, the Flag Day parade draws over 100,000 spectators annually. While the colorful parade activity is the focus of the program, strategic cut-aways provide interest and variety for the viewer. The event is scripted to be updated and fresh through the Christmas Holiday period.

The package is highly saleable to financial and insurance institutions, auto and real estate dealerships, and local industries. It is available in a 3/4" cassette format, and will be distributed on a first-come, first-served basis.

*Contact:* Walt Kalata  
Film-TV Liaison  
City of Appleton  
Appleton, WI 54912  
(414) 731-9790 after 11:30 a.m. weekdays



The CG-Plus from D.E.L. Compu-Cable.

**D.E.L. Compu-Cable Systems** introduces the new, low-cost, high-performance, broadcast standard CG-Plus Character Generator/Title. The CG-Plus, which is priced at \$3796, can be used for production titling, for alpha-numeric advertising, and as a television information display character generator.

Standard features include 640 x 400 pixel resolution, 100 pages expandable to 600, 4096 color selection, shadowing, multiple character fonts and sizes, underlining, flashing, and a seven-day scheduler. Options include color digitalizing, paint-brush graphics, and genlock.

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TBC+ without effects 150-000	\$3,990		•		•	•							
DUB•TBC+ 160-000	\$5,200		•	•	•	•							
TBC•SYNC+ with effects 200-000	\$8,888	•	•		•	•	•	•	•	•	•	•	•
TBC•SYNC+ limited effects 250-000	\$6,666	•	•		•	•	•	•	•	•			

NOTE: • indicates product capability

All Prime Image products made in USA



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