

The LPTV Report

News and Features for the Community Television Industry

Vol. 3 Issue 3

A Kompas/Biel Publication

March 1988

New LPTV Application Window May Open In April

The Federal Communications Commission may open a second LPTV/translator application window as early as April, according to Keith Larson, chief of the Mass Media Bureau's LPTV Branch. The window, which would be open for ten days, will be formally announced 30 days in advance of its opening.

Larson said that, in January, 373 new and major change applications from the June 1987 window were granted, about two-thirds of them LPTV's. Most of these were uncontested, or "singleton," applications that did not go to lottery. The June window yielded 1,357 applications, 1,046 of which were for LPTV stations.

"The new grants are going to translate into stations being built," said Larson. "These are applicants who applied only six or seven months ago. They still have their money and their enthusiasm."

The equipment marketplace is already feeling the effects of the increased interest in LPTV. Owners of older CP's, in particular, are scrambling to build their stations before their permits expire. "Our sales of LPTV transmitters have tripled in the past 60 days. The LPTV market is absolutely exploding," said Frank Trainor, marketing manager for EMCEE Broadcast Products, a Pennsylvania transmitter manufacturer and turn-key station builder.

Leonard King, president of Bogner Broadcast Equipment, an antenna manu-

continued on page 7



—by Steve Olson

There are dozens of monitors on the market today, at prices ranging from a few hundred dollars to as much as \$10,000. With the variety of sizes and features available, how can you decide which ones are right for your station?

First of all, select your monitors on the basis of their function. A monitor that will

be used to judge the quality of your picture as it goes to the transmitter will have to be a lot better than the monitors you use in the editing system.

Secondly, make your selections after you have set your budget and after you know what features you require. If you are inexperienced in buying video equipment, you may wish to enlist the help of a competent video dealer. *continued on page 8*



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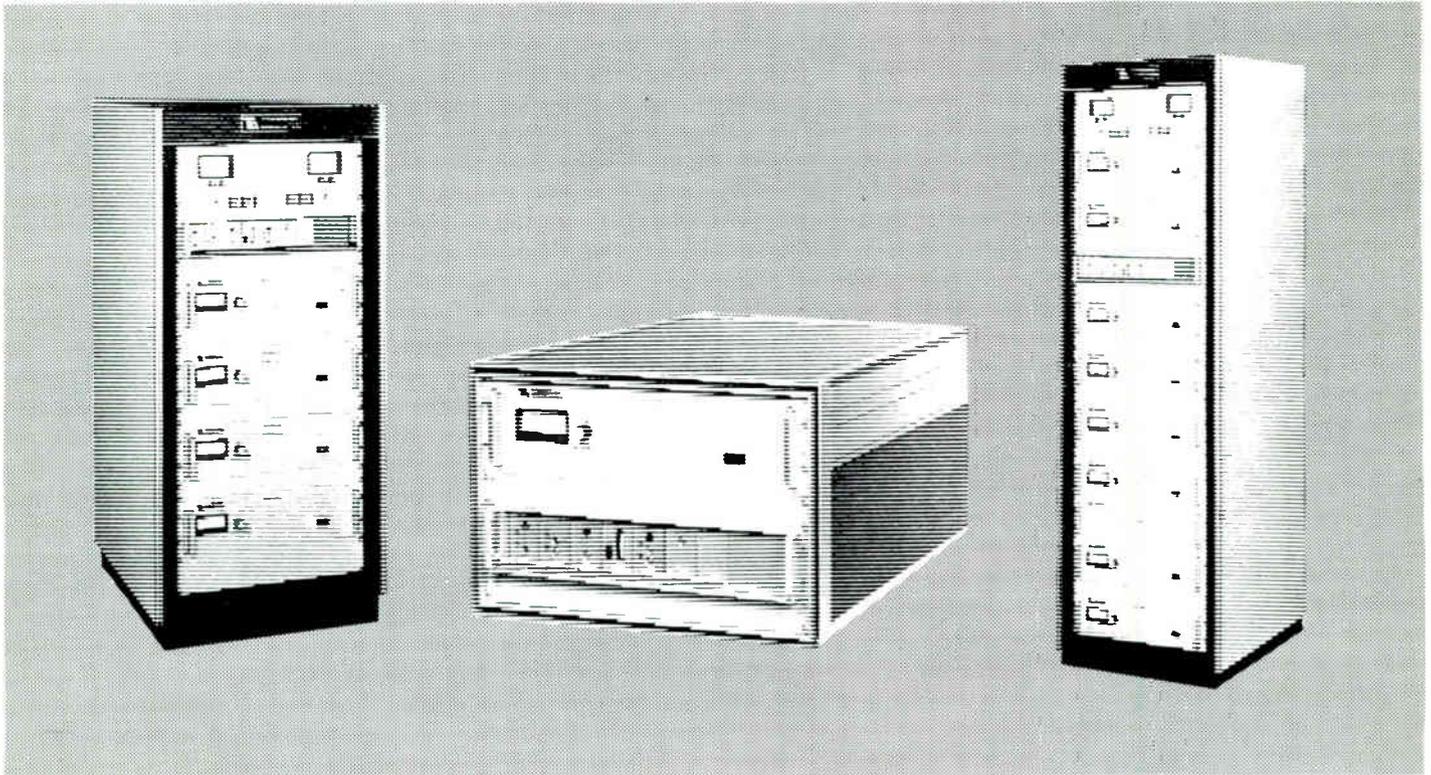
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Hulk Hogan puts a hold on Jackie Biel at NATPE.

In Our View

The NATPE Program Conference in this, its 25th Anniversary year, was a victory celebration. Strength was the theme—and even the Hulk could claim no monopoly there.

The Houston event was billed as a record-breaking convention — over 240,000 square feet of exhibit space, more than 5,000 executives from television stations across the country, some 220 syndicators from the United States and Canada, France, Austria, Italy, West Germany, Australia, and Japan, to name just a few of the countries represented—the 25th Annual NATPE Program Conference was the glittering quintessence of the buying and selling business of television programming.

There were stars all over the place—Vanna White, the Munsters, Connie Stevens, Merv Griffin, Oprah—and starched professionals (including your editor) ogled the rich and famous like a bunch of wide-eyed ten-year-olds. There were thousands of dollars of free food and drink, heaps of hors d'oeuvres, oceans of open bars.

NATPE executive director Phil Corvo boasted, "Sales made in Houston this week will dictate to a large extent what the country and perhaps the world will be watching on television starting with the 1988 fall season." And despite the gloomy pre-Conference prognostications about the soft syndication market, you sure couldn't tell from the floor that buyers were being cautious. NATPE was fun business, and the gaiety and excitement was irresistible.

Seeing all this made it hard to believe that just ten years ago, the association's entire annual budget would have barely covered just the costs for the shuttle buses at this year's Program Conference. Or that in 1969, with 168 members, NATPE planners worried whether East Coast station managers would front the travel money for a Los Angeles convention. Or that in 1963, according to Lew

Klein, one of the founding "Chicago Six," TV program directors were "a sort of second level hired hand."

Sounds like us, doesn't it.

Small but hardy, led by a band of committed broadcasters and supported by a cadre of professionals who have brought their expertise to the industry with often not much more than a promise and their own generosity for reward, the Community Broadcasters Association, like the early NATPE, has made for itself a tested nucleus, a seed around which the emerging industry can crystallize. Making our presence felt—at the FCC, in Congress, in the buying arenas of the television industry—we are being noticed, and there is little doubt left anywhere that in ten years we, too, will be a strength to be reckoned with.

• • •

We are very pleased to introduce a new columnist this month—Kathryn Tesh, an engineer with the Greenville, NC consulting firm, Lawrence Behr Associates, Inc. In her column, "You Asked!" she'll be answering your questions on anything LPTV— from towers to transmitters, from vectorscopes to voltage. Send your questions to Kathryn here at **The LPTV Report**, P.O. Box 25510, Milwaukee, WI 53225.

And welcome, Kathryn!

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The LPTV Report

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Butler, WI 53007
(414) 781-0188

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Affiliations: **CBA** *The LPTV Report* is the official information channel of the Community Broadcasters Association.

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Subscription price: 1 year, \$25.00; 2 years, \$45.00. Outside USA: 1 year, \$31.00; 2 years, \$57.00. POSTMASTER: Please send address changes to: *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225-0510.

Hit Video USA Curtails Hours

In a move to reduce operating costs, Hit Video USA has curtailed its programming schedule and stopped serving cable systems.

Said owner and CEO Constance Wodlinger, "This move is the direct result of MTV's restrictive contracts with the nation's MSO's (multiple system owners), which prevent Hit Video USA from doing business with 80% of the nation's cable systems."

Formerly a 24-hour service, Hit Video USA is now serving broadcast affiliates from 1 a.m. to 8 a.m. CST, with a consequent 45% reduction in expenditures. Broadcast stations represent upwards of 98% of Hit Video's television households, according to Michael Baxter, Hit Video spokesman. Baxter said that so far there has not been much comment from broadcasters on the new hours.

The Federal Trade Commission is investigating alleged restrictive contracts made by competitor MTV with the nation's cable MSO's barring them from using other music video services. Hit Video USA has also filed an anti-trust suit against MTV.



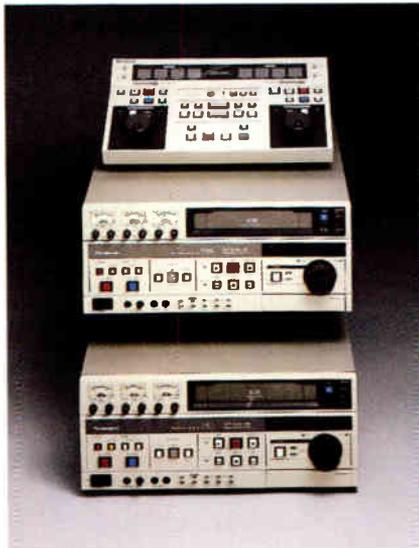
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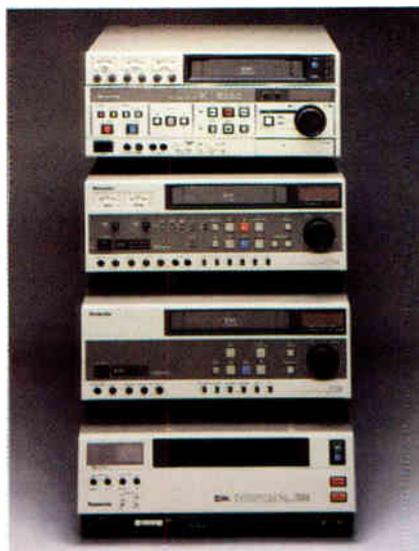
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For more information on the Panasonic Pro Series, call Panasonic Industrial Company at 1-800-553-7222. Or contact your local Panasonic Professional/Industrial Video dealer.

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*Based on a comparison of Panasonic edit machines.

LPTV and the LAW

DEALING WITH BMI AND ASCAP

—by Peter Tannenwald and Mania K. Baghdadi

Broadcast Music, Inc. (BMI) has been sending letters to LPTV stations demanding that they sign music licensing agreements. Most stations do need this kind of license; but that does not mean that you should automatically sign what BMI or any other organization sends you. If the LPTV industry bands together, it should be possible to negotiate a better deal.

In general, unless specifically exempted by statute from liability, any broadcast station, high power or LPTV, must be licensed by the copyright owner or his/her agent to use copyrighted music on the air. There is a statutory exemption for non-profit, pure translators. Further, non-commercial stations affiliated with high power non-commercial radio or television stations may already be licensed under nationwide public broadcasting li-

ensing agreements. But every other station needs its own copyright clearances. Programming that you buy from outside sources rarely comes already cleared; copyright for this programming is usually the responsibility of each individual broadcast station.

Right to Perform, Right to Record

There are two kinds of copyrights. One is the right to perform. The other is the right to record. This article will deal only with performing rights, because you need no recording license if you record no more than one copy of a program for transmission or archival purposes—an exemption that takes care of most broadcaster recording. A "performance" occurs any time a musical selection is played on the air—as background in a program, as part of a commercial, in a video, or in any other situation. Obvi-

ously, nearly every LPTV station "performs" some music.

Obtaining performance rights from the author of every individual piece of copyright music is impractical, so national music societies have been formed to act as agents for the composers. The three principal societies are ASCAP (American Society of Composers, Authors and Publishers), BMI, and SESAC (Society of European Stage Authors and Performers). All three control music commonly used by broadcasters, but each handles different selections. Thus you cannot deal with just one society and cover all the music you need.

So far, BMI has been the most active in approaching LPTV stations, but ASCAP has also made some contacts. The license agreement being offered by BMI is complex and expensive. It is known as a "blanket" license, which means that the payment is the same no matter how much or how little music you use. The fee



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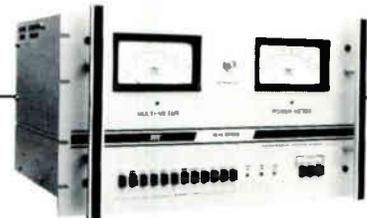
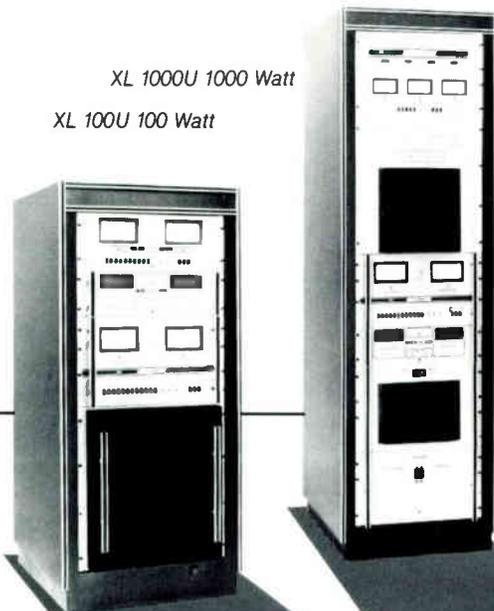
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is based on a percentage of revenue (less certain deductions), with a minimum of \$300 per year. The alternative to a blanket license is a "per program" license, which involves a fee for each program in which copyrighted music is used. The societies do not generally offer per program licenses, although many television broadcasters who use very little music have argued that Congress should require by law that such a license be available.

Negotiation is Critical

The high power TV and radio industries have formed the All-Industry Music Licensing Committee to negotiate on behalf of broadcasters with the societies. The Committee has won important concessions over the years in negotiations that have been lengthy and often acrimonious, as well as litigious, due to the fact that ASCAP and BMI operate under judicial supervision arising from past court cases.

The license agreement that BMI is asking LPTV operators to sign is identical to one that it tried to impose on high power TV several years ago. The TV industry rejected it and negotiated a better deal. The LPTV industry must likewise negotiate to avoid the burden of excessive charges, thereby setting a precedent for ASCAP and SESAC as well.

The Community Broadcasters Association has been in touch with the All-Industry Committee and has also contacted BMI to begin negotiations on behalf of the LPTV industry. BMI has tentatively agreed to defer, at least for now, bringing legal proceedings against LPTV operators who do not sign their agreement, although the society is not legally committed to defer and is not foregoing the right to demand back payment after a final license is negotiated.

It is not wise to ignore the licensing problem, because the legal liability is clear, and statutory damages for violations are large. BMI and ASCAP have a history of not hesitating to sue those who ignore them, and they usually win either a judgment or a settlement.

CBA will try to make the best deal it can for LPTV. No LPTV operator may be compelled to join in the CBA effort or to be represented by CBA, nor will any LPTV station be legally bound by the results of negotiations. However, without your support, CBA's position will be weakened. Please let CBA know of your experiences with BMI, and please join and pay your dues to support CBA's activities on your behalf.

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.

Mania K. Baghdadi is an associate with Arent, Fox.

Application Window

continued from front page

facturer, said that the company is "very busy, right now" with people whose construction permits are about to expire.



Keith Larson

Marvin Bredemeier, LPTV and translator sales manager for the transmitter manufacturer, Television Technology Corporation, confirmed King's observation. "Our business level has been quite good for some time now," he said. "We expect business to increase with the new CP grants, but most of our business to this point has been with people who've waited till the last minute to build." K/B

Cosmopolitan Broadcasting Urges Experimental Station Authority For LPTV

Cosmopolitan Broadcasting has suggested to the FCC that LPTV stations be granted experimental authority to broadcast high definition TV signals. The recommendation was made in comments responding to the FCC's August 1987 *Notice of Inquiry* into Advanced Television Systems (FCC 87-246).

Citing its fear that a foreign HDTV system might be adopted before American systems have been thoroughly tested, Cosmopolitan suggests that LPTV stations be allowed to provide the HDTV testing ground, as long as such broadcasting does not interfere with existing high power television signals.

It states that high power stations might be reluctant to test HDTV systems because the testing would deprive them of viewers who do not have the appropriate receivers in their homes, and that "Many LPTV permittees and licensees have not yet found a commercially feasible niche in their marketplace, and would be far more willing than established full power stations to permit the use of their facilities for experimental purposes." It notes that LPTV "licensees and permittees would be free to elect, based upon their perception of marketplace forces, whether to permit unconventional uses for their stations and, if so, for what periods and under what conditions."

Cosmopolitan is the former licensee of WHBI (FM) in Newark, NJ. It has no media interests at present. K/B

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Monitor Overview

continued from front page

Below, in alphabetical order by manufacturer, is an overview of a number of monitors suitable for LPTV broadcast applications.

CONRAC

Conrac has been providing the broadcast and industrial video industry with quality monitors for years.

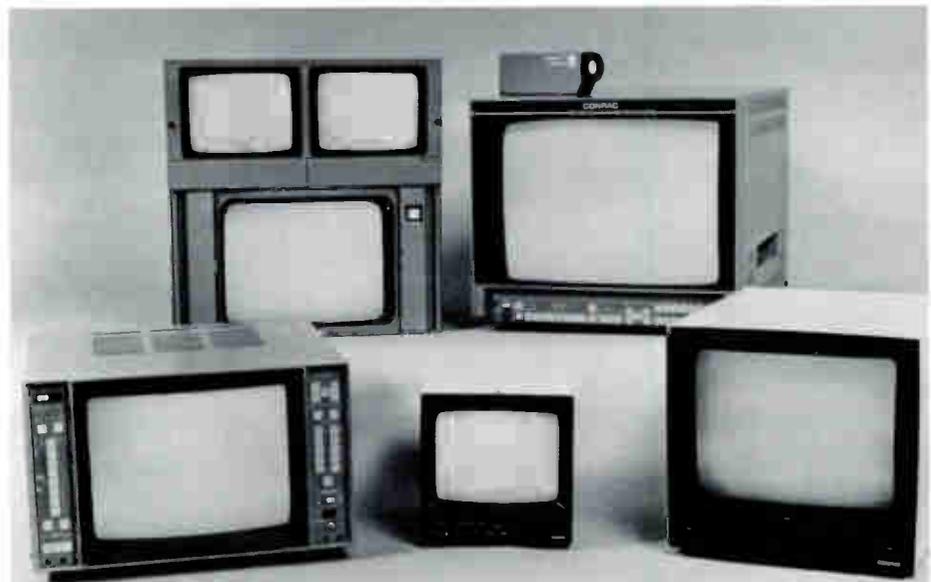
Conrac's **Model 6545/6550 Micro-match** color monitor system offers some unique features. The 6550 photometer allows you to set up and then store the monitor settings you want. The 6545 can be rack mounted and is available with either a 13" or a 19" picture. It has more than 800 TV lines resolution with two video inputs, an RGB input, a test input, and an external sync input. The front panel contains soft touch controls and digital electronics.

The **2600 Series** black and white monitors provide a choice of high performance equipment for a variety of applications. The series features 750 lines minimum resolution, a 9" CRT, a wide range of scan frequencies up to 34 KHz, and a video band width of either 12, 25 or 30 MHz.

Conrac's successful **SNA Series** black and white monitors are similar to the 2680, which uses a P45 phosphor CRT for greater brightness and stability.

HITACHI

Hitachi offers three series of monochrome monitors, as well as a compact 13" color monitor, the **CT1365VM**. The tinted picture tube on the **CT1365VM** increases picture contrast and prevents



Clockwise from top left: Conrac's 2620/2R atop the 2600R15, the 6545C19 with 6550 photometer, the 2600C15, the 2620C9, and the 6545C13.

ambient light from reflecting off the screen. Also featured are AV in/out jacks and an A/V loop-through feature that incorporates auto load termination, allowing the display of a virtually unlimited number of monitors in series. Audio comes on instantly, and the picture appears within 4 seconds of turning on the set.

The **VM-900** 9" monochrome monitor features 500 lines of horizontal resolution at center and loop-through video input. The **VM-920** and **VM-921** have more than 850 lines of horizontal resolution, 9" CRT's, underscan (921 only), and a white suppress circuit.

The **VM-1220** and **1221** are 12" monochrome units designed with a high resolution picture of 800 lines at center. The 1221 features a wide bandwidth video amplifier and dynamic focusing, as well

as a built-in underscan select function.

The **VM-1720** and **VM-1721** are 17" monitors with features similar to those of the 1220 series.



The Hitachi VM-1220/1221.

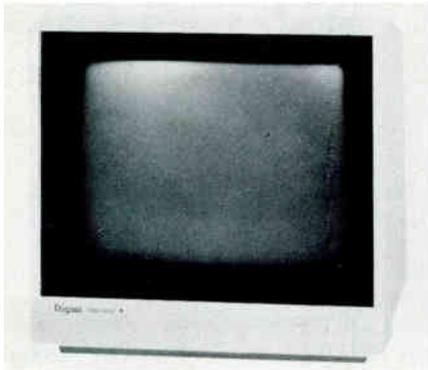


Ikegami's PM-930.

IKEGAMI

Ikegami has a full line of broadcast and industrial monitors for both monochrome and color applications.

The **PM Series** of monochrome monitors ranges from a 5" triple rack-mount configuration—which is excellent for camera preview monitors that are in close proximity to the video switcher—to a 20", high-resolution, double scanning, 1125-line interlace monitor. In between, Ikegami offers black and white monitors with 9", 12", and 17" CRT's.



The Ikegami CMU-1450.

The **CMU-1450** is a 14", high performance color monitor featuring stable color synchronization, low noise, and low retrace performance. The resolution on this monitor is 350 lines at center and 300 at the corners. The CRT features a black matrix, strip pitch tube for excellent depth in color reproduction.

JVC

JVC offers a complete line of color monitors, including S-VHS and component units.

The **VM-R190SU** is a 19" high resolution (600 lines) color monitor designed for use with component systems. Its features include an internal/external sync switch, pulse cross, RGB select switch, notch filter, underscan/overscan, and tally light.

Like the VM-R190SU, the **VM-R140SU** is a multi-format color monitor that works with component/composite S-VHS and analog RGB. The VM-R140SU has a 14" CRT, while the VM-R190SU has a 19" screen.

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The **TM-R14U** is a 400-line color video monitor with a 14" (full-square) CRT. The unit has two sets of video inputs, both of which can be used for bridged connections. RGB and external sync inputs are standard.

JVC's **TM-2084U** color monitor utilizes a comb filter and has 350 lines of resolution. The unit also features two video inputs (A and B); input B is 8-pin or BNC selectable.

The JVC **TM-13U** is a monitor with uses in the commercial, education, training, and sales promotions areas. This 13" CRT weighs only 25 pounds and has a 4" audio speaker.



The JVC TM-91SU.



The VM-R140SU from JVC.

The **TM-R9U** is JVC's 9" broadcast color video monitor with resolution of more than 310 lines. The TM-R9U can be rack mounted in an EIA standard rack, or it can be used with 12- or 24-volt DC power. The unit has blue gun, pulse cross, a monochrome switch, and external sync input. It weighs 24 pounds.

The **TM-91SU** is a compact portable color video monitor that accepts both composite and S-VHS inputs. This unit has audio and, like the TM-R9U, can be rack mounted side by side in an EIA standard rack.

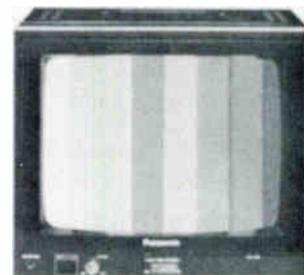
Yet another 9" color monitor is JVC's **TM-9U**. It is a desk top or rack-mounted monitor that is excellent for space saving applications.

The **TM-22U** and the **TM-63U** are 5" portable color monitors with built-in audio for monitoring sound. The TM-22U has a rechargeable battery system that uses NB-PI batteries. The TM-63U can be operated from a standard 12-volt DC auto battery via the optional AP23 adaptor.

PANASONIC

Panasonic's **BT-Series** color, **CT-Series** color, **MT-Series** color, and **TR/WV Series** of black and white and color monitors make up one of the most complete lines of monitors and monitor/receivers on the market today.

Panasonic CRT's are available in 5", 7", 10", 13", 14", 19", and 25" sizes. The company also offers a video projection system designed for use with large audiences.



Panasonic's BT-S1300N.

The BT-Series, which includes the S-VHS line, has such standard features as blue gun only, pulse cross, and under-scan. The **BT-D1910Y** has a 19" CRT, S-VHS terminals, A/B split screen, A/B inputs, pulse cross, under-scan, and blue gun only. It is also VTR and RGB selectable. The **BT-M1310Y** has a 13" CRT. Like the BT-D1910Y, it can be rack mounted and features 550 lines of horizontal resolution.



The CT-2000M multi-standard monitor from Panasonic.

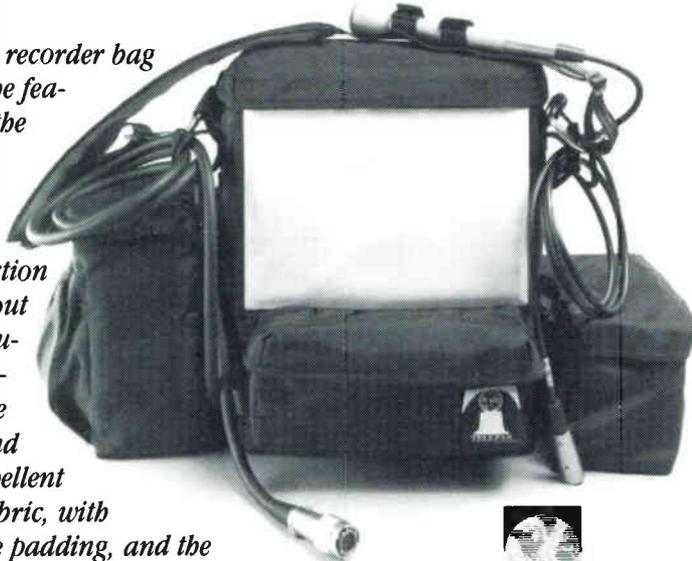
The **CT-2010Y** is a 20" S-VHS or composite video monitor with 450 lines of horizontal resolution. The **CT-2580VY** is a 25" monitor/receiver that accepts S-VHS as well as composite video signals.

The **CT-2000M** is a 19" CRT built for use with the various international standards. This monitor accepts PAL, SECAM, NTSC 3.58 and NTSC 4.43 video signals. However, you would need a multi-standard VCR to play back non-NTSC 3.58 video tapes.

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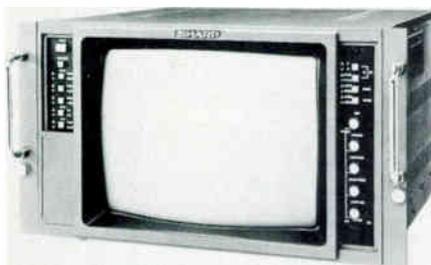
**Telepak offers the field productionist
the best in soft protective
carrying cases**

The TR/WV Series of monitors have 5", 8.25" and 19" CRT's that can be either rack mounted or used desk top. The majority of this series of monitors are used for monochrome applications.

SHARP

Sharp's XM-1300 color monitor is a 13" high-resolution (600 lines at center), rack-mounted monitor for studio, electronic field production, and graphics display. The Sharp XM-1900 has the same high resolution, yet provides a 19" display.

Standard features include RGB inputs/outputs, Video A and B, normal, underscan, H and V delay functions, internal/external sync switch, comb or notch filter selection, tally light, and an AFC fast/slow speed selection for reviewing VTR signals.



The Sharp XM-1300.

The Sharp XM-900 is a quality 9" color monitor. At more than 310 lines, this monitor can be powered via battery from 12 to 24 volts, doubling as a flexible portable EFP monitor. It has cross pulse, underscan, blue gun, and internal and external sync capability. The XM-900 is dual rack mountable.

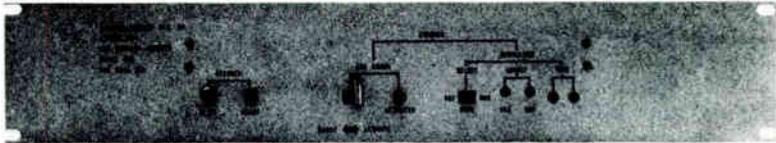
SONY

Sony Video Communications manufactures several lines of color and black and white monitors ranging in size from quadruple 4" rack-mounted monitors to a 30" receiver monitor. Many units feature such items as pulse cross, underscan and blue gun. Some are designed to operate with RGB inputs.



Sony's PVM-2030 cubic monitor.

EBS EQUIPMENT



Model CEB Encoder-Decoder	Price
Model CE Encoder	\$475.00
Model CD Decoder	330.00
Required for L.P.T.V.	280.00
Encoder FCC Type Accepted Decoder FCC Certified	
Exceeds FCC Specifications	
Receiver can be supplied to drive Decoder	\$100.00

All interconnections to the EBS equipment are made through a barrier terminal block. No special connectors necessary. In stock—available for immediate delivery.

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Sony Broadcast Products offers a line of high quality color monitors in 13" and 19" sizes. These units feature 700 and 900 lines of resolution respectively, accomplished through the unique TRINITRON™ cylindrical, one-gun CRT. Various optional input and output cards as well as an automatic set-up probe are available.

The Sony PVM-5300 features three 5" color monitors on one chassis. The rack-mountable set allows you to monitor several cameras at one time.

The PVM-8020 8" portable color monitor can be powered from its own internal battery packs (NP-1's), from a car battery, from an external battery, or from an A/C outlet. This versatile monitor has such features as A/B video inputs, audio, loop-through outputs, underscan, pulse cross, and blue gun. The PVM-8220 is a 9" studio version of the 8020.



The Sony PVM-1271Q super fine pitch monitor.

The PVM-1271Q can handle four of the world's TV standards—PAL, SECAM, NTSC, and NTSC 4.43. This monitor will also accept analog or digital RGB signals and is compatible with a wide range of computers. The PVM-1910Q is a 19" monitor that accepts multi-standard video signals as well as an analog/digital RGB computer signal.

The PVM-1380 is the new black face 14" color video monitor with dual video inputs. The PVM-1910 color monitor has A/B/VTR video inputs, audio, digital or analog RGB inputs, underscan, external sync switch, a switchable comb or trap

filter, and 350 lines of horizontal resolution.

The PVM-2030 and PVM-2530 are Sony's 20" and 25" cubic monitors, respectively. The cubic style makes the monitor almost the same size as the CRT that it houses. Touch panels provide the controls, instead of the usual knobs. Because of the wideband video circuit, both the 2030 and the 2530 can display 560 TV lines (composite input) and 2,000 characters (RGB input).

The PVM-91 is a monochrome 9" monitor with 800 lines resolution at center. It has underscan and can be rack mounted with a waveform monitor or vectorscope.

Sony also offers a complete line of video projectors with screen sizes ranging from 60" to 250", measured diagonally.

VIDEOTEK

Videotek has a full line of color monitors and monitor/receivers. The AVM Series provides economical signal monitoring, as well as built-in audio, making it ideal for use in production, duplication, and editing applications. The monitors also feature professional rack-mount 8" and 13" CRT's.

Videotek's RM-Series is their most



The AVM-19S from Videotek.

comprehensive line of monitor/receivers. CRT's range from 5" to 26". DC restoration, 8-pin VTR connectors, audio, and isolation transformers are standard features available on the RM series. Also available are such popular features as pulse cross, underscan, and external sync.

Steve Olson is Milwaukee district sales manager for Video Images, Inc., a Waukesha, WI turn-key builder of LPTV stations. Questions about monitors may be directed to Steve at (414) 785-8998.



You Asked!

—by Kathryn Tesh

WHERE TO CALL

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Midwest: (312) 833-3310
Southeast: (404) 294-1004
Southwest: (818) 966-3511
Northwest: (408) 727-1474
Mid-Atlantic: (617) 485-3843
Eastern Canada: (416) 286-2294

Hitachi Denshi, Ltd.

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Woodbury, NY 11797
New York: (516) 921-7200
Chicago: (312) 250-8050
Dallas: (214) 233-7623
Atlanta: (404) 451-9453

Ikegami

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Maywood, NJ 07607
Northeast: (201) 368-9171
West Coast: (213) 534-0050
Southwest: (214) 869-2363
Midwest: (312) 834-9774
Southeast: (813) 884-2046
Hawaii: (808) 946-5955

JVC Company of America

41 Slater Drive
Elmwood Park, NJ 07407
(201) 794-3900

Panasonic

One Panasonic Way
Secaucus, NJ 07094
Northeast: (201) 348-7620
Midwest: (312) 981-4826
Southeast: (404) 925-6835
Southwest: (214) 257-0763
West: (714) 895-7200
Northwest: (206) 251-5209

Sharp Electronics Corporation

Sharp Plaza
Mahwah, NJ 07430
(201) 529-8200
Sales "Hotline": (201) 529-8731

Sony

Professional Video Division
1600 Queen Anne Road
Teaneck, NJ 07666
(201) 833-5200

Videotek, Inc.

243 Shoemaker Road
Pottstown, PA 19464
East: (215) 327-2292
West: (602) 997-7523



My LPTV rents space on a tower. Whose responsibility is it to check and fix tower lights?

The FCC holds all occupants of a tower responsible for the aeronautical marking and lighting. Normally, in the lease agreement, the tower owner takes primary responsibility for maintenance. However, this will not relieve you of your responsibility in the eyes of the FCC.

What are "C" band and "KU" band satellites? Which is better?

C band satellite downlinks operate in the 3.72 GHz to 4.18 GHz frequency band. Ku band satellite downlinks operate on 11.7 GHz to 12.26 GHz. The Ku band may require only a 1-meter dish for reception, instead of the 3-meter and larger dishes used for C band reception. Signal quality is superior in the Ku band because the transponder on the satellite is much more powerful and terrestrial interference is less. But signal attenuation due to rain is worse. If you are in a rainy area, it can get very expensive to have near 100% reliability with the Ku band.

I am told that interference with mobile radios could be expensive if I build my channel 69 CP. Is this true?

Since channel 69 is adjacent to some land mobile frequencies, there is the possibility that the two operations may interfere with each other. This happens because mobile receivers cannot discriminate completely between the two signals, especially if the undesired one is very strong. At typical LPTV power levels, this will usually occur only when the LPTV transmitter is located quite close to the mobile receive site.

The problem can usually be fixed by placing filters on the output of the LPTV transmitter and on the receivers involved. Although you will have to bear the cost of the filters if the mobile station was on the air first, the FCC requires the mobile operator to cooperate in the resolution of any problems. Changing the LPTV directional antenna pattern may help, as well. Bear in mind also that only a few mobile

frequencies are close enough to channel 69 to pose potential problems.

You may have heard recently of a situation in Atlanta in which filters were ineffective and hundreds of mobile stations had to change frequency or move to avoid problems with a channel 69 station. This is the first documented case in which filters were unable to resolve the problems.

In that case, the television station was a high power, 5,000,000 watt station. Since LPTV stations rarely operate with effective radiated power over 100,000 watts, the risk is not as great; but you still should consider it as you plan your station.

Incidentally, a similar problem can occur on Channel 14, so be aware!

A new full power CP is coming on my channel. What can I do to avoid going dark?

Although the filing windows are presently closed, the FCC has been accepting applications from LPTV stations wishing to change channels so that they can stay on the air. You must select a channel and an antenna pattern that will protect all existing stations, as well as all pending applications. If your application is not involved in a "daisy-chain" with another applicant, and is accompanied by the appropriate waiver requests, the FCC will permit you to make a major change such as this to avoid going dark. Your consulting engineer can help you with the form your application must take.

Kathryn Tesh is an LPTV technical specialist with Lawrence Behr Associates, Inc. in Greenville, NC.

Do YOU have questions on LPTV transmission systems or FCC technical matters? Send them to Kathryn Tesh, c/o The LPTV Report, P.O. Box 25510, Milwaukee, WI 53225.

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Please send me complete details on the ARVIS-1000 Broadcast System.

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Street _____

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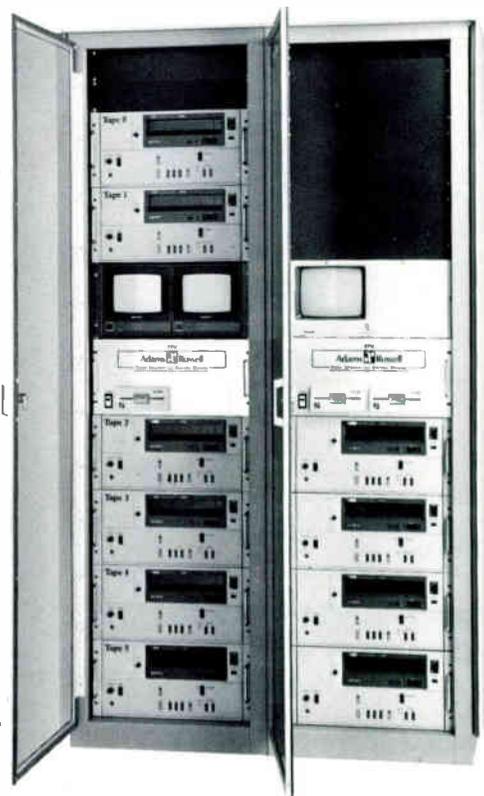
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NAB '88 Promises Full Television Schedule

The 1988 Annual Convention and International Exposition of the National Association of Broadcasters is just around the corner! And there's something for everyone.

The exhibit hall in the Las Vegas Convention Center is open from 9 a.m. to 6 p.m. Saturday, April 8 through Monday, April 11 and 9 a.m. to 4 p.m. on April 12. Engineering sessions start Friday, April 8; radio sessions start Saturday; and television sessions (listed below) begin Sunday, April 10.

For more information or registration materials, contact the NAB at 1771 N Street, NW, Washington, DC 20036, (202) 429-5300.

• • •

1988 NAB TELEVISION SESSIONS

Sunday, April 10
9:00-10:15 a.m.

WHAT'S HAPPENING IN THE REP BUSINESS?

The diminishing number of rep firms, margin pressures, and increasing direct national sales are changing the way TV stations do business. A special Q & A session brings you face to face with rep firms.

12:00-2:00 p.m.

TELEVISION LUNCHEON

At the television luncheon, NAB will induct Lucille Ball and Milton Berle into the Broadcasting Hall of Fame. They will be honored for their outstanding contributions to the television industry from its infancy to the present. The television luncheon speaker will be NBC Nightly News anchor Tom Brokaw.



2:45-5:00 p.m.

HUNDRED PLUS EXCHANGE

Two panels devoted to the exclusive concerns of small market stations. Promotion Idea Exchange: Group discussion of successful and innovative promotional ideas developed in small markets. How Do You Run the Sales and News Departments? 100+ operators will discuss staffing and organizational tips in small groups.

Monday, April 11

9:00-10:15 a.m.

THE ECONOMY & MARKET: WHAT EFFECT ON TV?

Experts discuss the economy, the relationship between advertising and television, and television as an investment.

9:00-10:15 a.m.

TELEVISION MUSIC LICENSING

A discussion of the All-Industry Music Licensing Committee and the status of current legislation, negotiations, and budgeting.

10:30-11:45 a.m.

THE PUBLIC, THE PRESS, THE POLITICAL CANDIDATES

David Frost leads a fast-moving examination of the sometimes conflicting desires and responsibilities of candidates and TV journalists. Leading politicians, campaign experts, journalists, and broadcasters will concentrate on the need for fair and accurate television news coverage of candidates and how they attempt to "use" television.

2:30-3:45 p.m.

A CHANGING WORLD...TOMORROW'S SHARE FOR BROADCASTERS

Market fragmentation is shrinking television's share of the advertising pie. How will you stay competitive?

2:30-3:45 p.m.

WHAT'S A TV STATION WORTH TODAY?

Martin Pompadour, managing general partner of Television Station Partners, leads a group of broadcast financial experts in a discussion of television valuation in today's market.

2:30-3:45 p.m.

ALL'S NOT FAIR IN THE RATINGS WAR

Broadcasters and the ratings companies discuss ratings distortion and ethics.

2:30-3:45 p.m.

FIGHTING THE AIDS EPIDEMIC: BROADCASTERS' RESPONSIBILITY

Nationally-known AIDS experts discuss how to handle the AIDS epidemic in your station and on the air.

Tuesday, April 12

9:00-10:15 a.m.

THE INTERNATIONAL MARKETPLACE: PROBLEMS AND OPPORTUNITIES

Local broadcasters are beginning to generate revenue from around the world in creative and untraditional ways. Program syndicators, international marketing consultants, and foreign broadcasters analyze these international business opportunities.

9:00-10:15 a.m.

NUMBER ONE IN NEWS

General managers who have brought their stations to the top in news competition share their successful strategies in journalism, promotion, and management.

10:30-11:45 a.m.

INSIDE THE PROGRAMMING MARKETPLACE

Programming producers and syndicators discuss what kinds of programs will be produced during the next several years for network, first-run, and cable distribution.

10:30-11:45 a.m.

THE GOLDEN LINKS—CORPORATE AMERICA, BROADCASTERS, COMMUNITY

Serve your audience and strengthen your bottom line by joining forces with your city's business and community leaders. Here are tips on how to do just that.

10:30-11:45 a.m.

GETTING ALONG WITH YOUR CABLE OPERATOR

Broadcasters, cable operators, and consultants offer suggestions on improving rapport between stations and cable operators—achieving carriage, gaining good channel position, and increasing your own revenue through cable carriage.

12:15-2:15 p.m.

ALL-INDUSTRY LUNCHEON

FCC Chairman Dennis Patrick keynotes this new addition to the NAB Convention program.

PLUS . . . Three special events on HDTV

Sunday, April 10

9:00-10:15 a.m.

HDTV: A 1988 ASSESSMENT

Leaders from the NAB and the FCC, along with FCC Advisory Committee on Advanced Television Systems Chairman Richard Wiley and NAB HDTV Task Force Chairman Daniel Gold discuss the status of this new technology.

10:30-11:45 a.m.

HDTV: SYSTEMS UNDER DEVELOPMENT

What systems are on the horizon? What guidelines are being used in the development of new HDTV equipment? HDTV pioneers explain their approaches and why they think they're on the right track.

And . . . **HDTV: A SHOWCASE**

Adjacent to the Television Management Sessions will be a special area where you can learn about the various applications of high definition television. Experts will be on hand to demonstrate prototype equipment and answer your questions. 

CBA To Hold LPTV Meeting And Seminar At NAB

The Community Broadcasters Association will sponsor a seminar and reception during the National Association of Broadcasters Convention in Las Vegas in April. The free seminar will be held from 5 p.m. to 6:30 p.m. on Sunday, April 10 in Room B-2, East Meeting Room Complex of the Las Vegas Convention Center. An informal reception will follow the seminar.

Details will be announced by mail to all CBA members. Others may request information from the CBA administrative offices at P.O. Box 26736, Milwaukee, WI 53226. 

LPTV Distribution by State and Territory

March 1988

	Licenses	CPs*
ALABAMA	4	15
ALASKA	10	25
ARIZONA	11	34
ARKANSAS	4	26
CALIFORNIA	27	40
COLORADO	11	31
CONNECTICUT	0	5
DELAWARE	1	2
WASHINGTON, DC	0	1
FLORIDA	14	59
GEORGIA	4	37
HAWAII	1	10
IDAHO	5	29
ILLINOIS	2	17
INDIANA	5	19
IOWA	4	34
KANSAS	4	54
KENTUCKY	2	17
LOUISIANA	2	32
MAINE	3	11
MARYLAND	1	1
MASSACHUSETTS	2	7
MICHIGAN	2	17
MINNESOTA	14	46
MISSISSIPPI	9	11
MISSOURI	4	56
MONTANA	12	50
NEBRASKA	3	24
NEVADA	12	13
NEW HAMPSHIRE	0	2
NEW JERSEY	2	3
NEW MEXICO	7	47
NEW YORK	13	29
NORTH CAROLINA	3	31
NORTH DAKOTA	1	19
OHIO	3	24
OKLAHOMA	13	25
OREGON	14	30
PENNSYLVANIA	4	17
RHODE ISLAND	0	1
SOUTH CAROLINA	0	16
SOUTH DAKOTA	1	21
TENNESSEE	7	26
TEXAS	23	116
UTAH	15	22
VERMONT	1	3
VIRGINIA	4	18
WASHINGTON	5	21
WEST VIRGINIA	1	3
WISCONSIN	9	20
WYOMING	18	48
GUAM	1	0
PUERTO RICO	1	4
VIRGIN ISLANDS	0	1

TOTALS: Licenses: 322
Construction Permits: 1,270

* Construction Permits

Kompas/Biel & Associates, Inc.

First Volume of CBA White Papers To Be Published in April

The Community Broadcasters Association has announced that Volume I in the White Paper Series will be distributed to members in April.

The CBA White Paper Series is an ongoing publication of informative and explanatory papers and articles by suppliers to the LPTV industry. Geared to the new broadcaster, the Papers are designed to provide in-depth but easily understood explanations of key concepts in engineering, operations, programming, and other areas of LPTV broadcasting.

Volume I comprises papers by Eastman-Kodak, Prime Image, Bogner Broadcast Equipment, the Broadcast Promotion and Marketing Executives, EMCEE, and the law firm of Arent, Fox, Kintner, Plotkin & Kahn.

Each volume of the White Papers will be distributed free of charge to CBA members. Non-members may purchase copies by calling the CBA offices at (414) 781-0188. K/B

BON MOT

The problems of victory are more agreeable than those of defeat, but they are not less difficult.

Sir Winston Churchill

FCC Reinstates Minority And Female Preferences In Comparative Licensing And Distress Sale Policies

The Federal Communications Commission has reinstated the broadcast station comparative licensing and distress sale policies in effect prior to September 12, 1986. The policies had been suspended pending the outcome of an FCC inquiry that was ordered after the distress sale and women's preference policies were challenged in three separate cases in Washington's U.S. Court of Appeals.

Under the comparative licensing policy, racial, ethnic, and gender preferences are awarded in comparative licensing proceedings. The distress sale policy allows a broadcast station for which an administrative hearing is pending for some violation of FCC rules to be sold to a minority buyer prior to the hearing for 75% of fair market value. The tax certificate policy allows broadcasters who sell to minorities to defer capital gains taxes on the sale.

The action was taken in response to a provision in the FCC appropriations bill for 1988 ordering the Commission to terminate its inquiry and reinstate the original policies. The legislation was signed into law by President Reagan in December. K/B



CBA Comment

—by Lee Shoblom

Your CBA is certainly on the move! Most recently, I attended the Association of Independent Television Stations (INTV) annual convention in Los Angeles. It was a gratifying experience, both for me and for Joe Loughlin, who's heading up our programming co-op. We were received extremely well in the programming suites where, as recently as a year ago, the comment was often "low power what?"

Programmers now know of us, they are dealing with many of us, and they're interested in hearing more about the CBA co-op plan. Everyone in the TV business seems to know and respect Joe from his many years in high power television. He was a real champion for us at this event.

A number of LPTV operators attended the convention, even though INTV makes no provision in their by-laws for LPTV membership. Their president, Preston Padden, told me that LPTV's "secondary status" was the problem—a position similar to NAB's. I explained the partial rectification that has already been made in that area (the fact that displaced LPTV stations may now move to a vacant channel without waiting for a window) and told him that removing the secondary status stigma was CBA's top priority. Padden was interested in our development and asked us to stay in touch, especially when he found out about the number of LPTV stations coming on line every month.

Call For CBA Convention Panelists

Panels are now being formed for the Community Broadcasters Association Convention and Exhibition to be held in Las Vegas in October. The CBA welcomes suggestions for panel topics and/or speakers.

What do YOU want to know about? Send your suggestions to Lori Wucherer, Director of Administration, CBA, P.O. Box 26736, Milwaukee, WI 53226. Or call (414) 781-0188.

The INTV sessions were good, the parties were wonderful. It was interesting to visit with the big boys. But the best news of all was the fact that the programmers are finally aware of us and are interested in pursuing us as a new marketplace for their product. Next is the NATPE programming convention in Houston, then the big NAB convention in Las Vegas. Joe will be attending both, stumping on our behalf. We simply couldn't have a better representative.

Several of INTV's founding fathers commented that the similarities between the independent television industry fifteen years ago and LPTV now are amazing. INTV headquarters back then was literally the trunk of a car. And INTV itself was in the hands of a few dedicated indy operators. The comments really reinforced my feelings about our own pioneering efforts in LPTV.

Another very nice indication of a higher level of activity is the phone calls and visits from newly licensed operators and from interested, qualified, and financially secure people with brand new permits, anxious to get into the game. That means more equipment sales, more programming activity, better community service, and more LPTV operators successfully contributing to the stability of LPTV across the land. K/B

CBA To Recognize Best LPTV Local Production

The Community Broadcasters Association is instituting an annual award for the best local production by an LPTV station. The first award will be given at the 1988 CBA Convention and Exhibition in Las Vegas in October. Entrance rules, entry categories, and deadlines will be announced in April.

The CBA invites all interested parties to submit names for the award. Please send your suggestions, with a sentence or two explaining the reasons for your choice, to Lori Wucherer, Director of Administration, CBA, P.O. Box 26736, Milwaukee, WI 53226.

How to Motivate and Keep Good Sales Personnel

—by Chris Kidd

Most station managers, at one time or another, have complained about the apparent lack of good salespeople. Many people want to operate cameras, anchor the news, and do production. But without a good staff dedicated to sales, your station's livelihood is limited.

The most important factor in hiring, motivating, and keeping good sales personnel is making sure that they are compensated fairly for their work. When you develop a commission schedule, you need to look at the rate from your salespeople's point of view. They need a commission rate that they can make a living with. If it's too low, they won't stay, and you'll have continuous turnover, a situation in which everyone loses.

A commission rate of at least 20% is recommended for spots that are placed in free or barter programming. Higher commissions of 25% to 30% on this kind of programming are reasonable for sales personnel who receive no salary or monthly draw. Cash programming, on the other hand, can justify a lower commission rate of 15% to 18%.

These days it's very hard to find qualified salespeople who will work full time without a salary, even at the higher commission rate. The best way to handle this is with a salary/draw against 20% commission. The question now is what is a reasonable figure for that salary or draw.

A draw of between \$1,000 and \$2,000 per month is probably sufficient for the needs of most salespeople. This is usually a non-repayable draw. Say, for instance, a salesman on 20% commission and a \$1,500/month draw sells \$9,000 of advertising in his third month of employment. That month's paycheck would show \$1,800 without deductions for the draw from the first and second months.

In the above example, the salesman was paid \$1,500 per month the first two months while developing new business for the station. In the first month, his clients ran \$5,000 of billings, and in the second month, \$7,500. Commissions for these months would total \$1,000 and \$1,500, respectively, leaving a net draw of \$500. You could require the salesman to repay the \$500 from excess sales in the third month. If you do this, however, I guarantee you he will quickly become disillusioned. More important is the fact that if that salesman had stayed just two months, he could have walked away with that entire \$3,000 salary/draw and, by law, not owe the station anything. So in one respect the salesman has done the station a service by staying the third

month, and has earned and deserves his full \$1,800 commission.

Keeping enthusiasm high also means fairly distributing the different types of accounts among your salespeople. New sales personnel should be assigned a few accounts that either are presently running spots or have advertised on the station in the past. In most cases, 90% of their sales calls are cold calls. The remaining 10%—clients who are already familiar with the station—can do a lot to make the new salesperson feel more comfortable.

Setting a fair commission rate, provid-

ing the security of a base salary or draw against commission, and distributing the station's accounts equitably are the keys to getting—and keeping—a competent and successful sales staff.

Chris Kidd is the owner of Kidd Communications, a broadcast equipment sales company in Fair Oaks, California. He also owns five LPTV construction permits in California, Nevada, North Dakota, and Minnesota. He has worked at a number of radio stations on the air, in programming, in sales and promotion, and in engineering.

KB

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BUSINESS OPPORTUNITIES

FREE Listing Service! We will list your CP for sale at no charge. Send copy of permit with phone number

and asking price to KIDD COMMUNICATIONS, 4096 Bridge Street, Suite 4, Fair Oaks, CA 95628, or CALL (916) 961-6411.

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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.

W51AG Presque Isle, ME. Trinity Broadcasting Network, Inc., 1/26/88.

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.

K58AO Crystal Bay, NV. Donrey of Nevada, Inc., 1/5/88.

K11JN Reno, NV. Donrey of Nevada, Inc., 1/5/88.

K02LY Gunnison, CO. Callihan Broadcasting Group, Inc., 1/11/88.

K14AJ Incline Village, NV. North Lake Tahoe Community Foundation, 1/19/88.

K09SN Ivanof Bay, AK. State of Alaska, 1/20/88.

K35AN Ruidoso, NM. Todd, Branton, Wooton & Fugit, 2/2/88.

K14AK Lovelock, NV. Pershing County, 2/2/88.

K25AL Lake Havasu City, AZ. Lake Havasu Christian Television, Inc., 1/24/88.

K14AL Ely, NV. White Pine Television District #1, 1/24/88.

K12MP Timberon, NM. Vision Broadcasting Network, Inc., 1/27/88.

K63CD Alamogordo, NM. Vision Broadcasting Network, Inc., 1/27/88.

ASSIGNMENTS AND PERMITS

K45AY Jonesboro, AR. Assignment of license granted from Jonesboro Television Associates to M. G. Productions on 12/31/87.

W65BI Augusta, GA. Voluntary assignment of permit granted from Microband Corporation of America to Trinity Broadcasting Network, Inc. on 1/4/88.

K45BT Lufkin, TX. Voluntary assignment of permit granted from Tel-Radio Communications Properties, Inc. to East Texas Telemedia, Inc. on 1/4/88.

W68BS Green Bay, WI. Voluntary assignment of permit granted from Microband Corporation of America to Trinity Broadcasting Network, Inc. on 1/4/88.

W64AU Adams, WI. Assignment of license granted from Adams STV, Inc. to State of Wisconsin-Educational Communications Board on 1/4/88.

W25AB Watertown, NY. Transfer of control granted from Moreland Broadcast Associates to Moreland Broadcast Associates (pro forma) on 1/11/88.

W61BA Pensacola, FL. Voluntary assignment of permit granted from N & K LPTV, Inc., c/o J. H. Kanter to Trinity Broadcasting Network, Inc. on 1/13/88.

W05BE Jeffersonville, IN. Assignment of license granted from 5TV, Inc. to Brightness Ministries, Inc. on 1/15/88.

W68BR Rockford, IL. Voluntary assignment of permit granted from Microband Corporation of America to Christian Communications of Chicagoland, Inc. on 1/15/88.

W34AH Chebanese, IL. Voluntary assignment of permit granted from Impact Television Group, Inc. to Video Marketing Network, Inc. on 1/29/88.

K43BS Colorado Springs, CO. Voluntary assignment of permit granted from Zenon Reynarowych to Full Gospel Outreach, Inc. on 1/22/88.

K24BW Whitefish, MT. Voluntary assignment of permit granted from Kelco Television to Russell Communications on 1/22/88.

CHANNEL CHANGES

W69BV Madison, WI. Teltron, Inc. Channel change granted from 43 to 69 on 1/22/88.

NEW LPTV CONSTRUCTION PERMITS

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

K08KS King Salmon, AK. State of Alaska Division of Telecommunications Operations, 1/11/88.

W55BJ Jasper, AL. Video Image Productions, Inc., 1/25/88.

K57EH Batesville, AR. Linda D. Clevenger, 1/14/88.

K44BV Russellville, AR. Russell Communications, 1/13/88.

K61EG Batesville, AR. Linda D. Clevenger, 1/14/88.

K20CE Crossett, AR. Blacks Desiring Media, Inc., 1/25/88.

K32BW Randall, AR. Mountain TV Network, Inc., 1/13/88.

K46BZ Fort Smith, AR. Family Media of Fort Smith, 1/14/88.

K54CR Kayenta, AZ. Navajo Community College, 1/22/88.

K18CB Bullhead City, AZ. Howard F. Roycroft, 1/11/88.

K43BZ Prescott, AZ. Howard Wapner, 1/25/88.

K25CD Page, AZ. True Way Radio Communications, 1/7/88.

K18CC Phoenix, AZ. Ellen Bloom, 1/11/88.

K40BZ Shonto, AZ. Southwest Indian Media Ministries, 1/12/88.

K26CE Blythe, CA. Palo Verde Valley TV Club, Inc., 1/11/88.

K25CI Klamath, CA. California Oregon Broadcasting, Inc., 1/11/88.

K61EI San Luis Obispo, CA. Alegria Broadcasting Company, 1/22/88.

K43BX Redding, CA. Kidd Communications, 1/11/88.

K20CB Palm Springs, CA. Robert H. Gray, 1/11/88.

K34BW Willow Creek, CA. California Oregon Broadcasting, Inc., 1/14/88.

K49BZ Santa Barbara, CA. Response Broadcasting Corporation, 1/14/88.

K20BV Grass Valley, CA. Sierra Joint Junior College District, 1/11/88.

K28CC Mammoth Lakes, CA. BJM Communications, 1/11/88.

K53CR Oroville, CA. Linda D. Clevenger, 1/14/88.

K33CA Merced, CA. Family Television, Inc., 1/14/88.

K16BJ Redding, CA. American Independent Broadcasting, 1/14/88.

K29BK Craig, CO. Mountain TV Network, Inc., 1/13/88.

K10MZ Dolores, CO. Montezuma-Dolores County Metro. Recreational District, 1/12/88.

K57CR Rifle, CO. Pikes Peak Broadcasting Company, 1/14/88.

K15BO Leadville, CO. Mountain TV Network, Inc., 1/13/88.

K54CQ Fort Collins, CO. Echonet Corporation, 1/7/88.

W06BB Hartford, CT. Harvard Broadcasting, Inc., 1/14/88.

W10BL Hartford, CT. Harvard Broadcasting, Inc., 1/14/88.

W46AW Melbourne, FL. American Translator Development Company, Inc., 1/25/88.

W07BX Melbourne, FL. Valley TV Company, 1/20/88.

W14AO Big Pine Key, FL. Lloyd A. Moriber, 1/14/88.

W11BQ Daytona Beach, FL. American TV Network, Inc., 1/27/88.

W27AQ Fort Lauderdale, FL. J. Rodger Skinner, Jr., 1/26/88.

W59BO Fort Myers, FL. Beach Broadcasting, 1/22/88.

W04CC Fort Myers, FL. Shoreline Broadcasting, 1/12/88.

W14AP St. Augustine, FL. William Y. Tankersley, 1/14/88.

W38AR Perry, FL. Linda D. Clevenger, 1/14/88.

W22AN St. Augustine, FL. First City Broadcasting, Inc., 1/14/88.

W22AK Perry, FL. Neighborhood Television, Inc., 1/13/88.

W06BA Jacksonville, FL. Carol E. Schatz, 1/26/88.

W11BT Ocala, FL. Greenlight Broadcasting, 1/27/88.

W21AM Tallahassee, FL. Buley Television, 1/20/88.

W11BN Islamorada, FL. Lloyd A. Moriber, 1/14/88.

W42AQ Augusta, GA. American Christian TV System, Inc., 1/13/88.

continued on next page

Hulk Hogan Meets Andre The Giant On LPTV-49

Kris Harvey, general manager of K49AZ in Twin Falls, ID, has added championship wrestling to her Saturday morning lineup. The one-hour programs, which began February 6, are contracted on a barter basis.

TV-49 is the first and, so far, only LPTV station to sign a deal with the World Wrestling Federation, according to Harvey. She anticipates that the addition will put a full nelson on her competition and pin down Saturday morning ad sales in the Twin Falls market. K/B

Paramount Wins Contention Re: "Entertainment Tonight"

The Federal Communications Commission has granted the request of Paramount Pictures Corporation that its programs, "Entertainment Tonight" and "Entertainment This Week," be granted the bona fide newscast exemption, whereby appearances by legally qualified candidates for office are considered exempt from the "equal opportunities" requirement of Section 315 of the Communications Act.

In its decision, the Commission cited the fact that both programs restrict themselves to reporting and commenting on events in the entertainment industry, in the same manner that other newscasts report and comment on events in other areas, and that the subject matter—entertainment—had no bearing on whether or not the programs were indeed bona fide newscasts with genuine news value. K/B

Hembree Adds LPTV-10 To Nashville Station Line-up

John Wesley Hembree, president of Nashville's Good News Television, Inc., and his wife, Linda, have acquired the construction permit for the city's W10BI.

Channel 10, which will operate under the name Family Broadcasting, began airing in February, duplicating the signal of Good News Television's Channel 61. Programming includes classic movies and old series, local sports, children's programs, talk shows, and religious programs. K/B

Mark Fowler, Lucille Ball, Others To Receive NAB Awards

Lucille Ball and Milton Berle will be inducted into the National Association of Broadcasters' Broadcasting Hall of Fame during ceremonies at the NAB Convention television luncheon on Sunday, April 10. Also recognized will be country singer Roy Acuff and the late radio announcer William B. Williams.

Former FCC chairman Mark S. Fowler will receive the NAB's Distinguished Service Award in recognition of his "passionate commitment to deregulation." K/B

W60AZ Tifton, GA. Linda D. Clevenger, 1/14/88.
W45AK East Dublin, GA. Creative Broadcast Communications, 1/14/88.
W65BP McRae, GA. John W. Davidson, 1/22/88.
W02BO Thomasville, GA. A T Productions, Inc., 1/14/88.
W02BQ Waycross, GA. Newsouth Broadcasting Corporation, 1/11/88.
W04CD Dublin, GA. Arthur C. Broadbooks & Associates, 1/14/88.
W62BJ Ocilla, GA. County Vision Associates, 1/14/88.
K58CV Kaim, HI. Mountain TV Network, Inc., 1/13/88.
K47CG Kaim, HI. Mountain TV Network, Inc., 1/13/88.
K02NL Jefferson, IA. Lyon Company, Inc., 1/14/88.
W07UL Burley, ID. William L. Armstrong, III, 1/11/88.
K04NN Soda Springs, ID. James D. Nordby, Jr., 1/14/88.
K67EE Pocatello, ID. Peyton Broadcasting, Inc., 1/27/88.
K50BV Osburn, ID. Mountain TV Network, Inc., 1/13/88.
K05IX Twin Falls, ID. Ellen M. Armstrong, 1/12/88.
K62CQ Osburn, ID. Mountain TV Network, Inc., 1/13/88.
K29BP Grangeville, ID. Mountain TV Network, Inc., 1/22/88.
K30BZ Boise, ID. Generic Television, 1/11/88.
W21AK Effingham, IL. Robert W. Sudbrink, 1/12/88.
W45AJ Rockford, IL. Katy Communications, Inc., 1/13/88.
W65BL Goshen, IN. William N. Udell, 1/14/88.
W40AI South Bend, IN. Tran-Star, Inc., 1/14/88.
K42CJ Liberal, KS. Mountain TV Network, Inc., 1/22/88.
K57EC Junction City, KS. Mountain TV Network, Inc., 1/13/88.
K40CD Medicine Lodge, KS. Mountain TV Network, Inc., 1/22/88.
K22BT Teterville, KS. Mountain TV Network, Inc., 1/13/88.
K58CX Lawrence, KS. Northeast Kansas Broadcast Service, Inc., 1/11/88.
K46BS Teterville, KS. Mountain TV Network, Inc., 1/13/88.
K33BW Manhattan, KS. Northeast Kansas Broadcast Service, Inc., 1/14/88.
K39BR Junction City, KS. Northeast Kansas Broadcast Service, Inc., 1/14/88.
K31BW Manhattan, KS. Full Gospel Business Men's Fellowship International, 1/27/88.
W18AM Paducah, KY. Rodney A. Miller, 1/14/88.
W06BC Mt. Sterling, KY. Vearl Pennington, 1/7/88.
W15AK Paducah, KY. Robert W. Sudbrink, 1/12/88.
W09BN Mayfield, KY. David Allen Crabtree, 1/14/88.
K23BW Many, LA. Black Women's Network of NJ, Inc., 1/27/88.
K55FB Bonita, LA. TV Northeast, Inc., 1/11/88.
K21CG Baton Rouge, LA. Guaranty Broadcasting Corporation, 1/22/88.
K07UJ Baton Rouge, LA. Jeanne Conrad, 1/7/88.
K45CD Leesville, LA. Mountain TV Network, Inc., 1/22/88.
K56DR Baton Rouge, LA. LPTV, Inc., 1/20/88.
W20AH New Bedford, MA. Freedom WLNE-TV, Inc., 1/4/88.
W17AR Nantucket, MA. Katy Communications, Inc., 1/27/88.
W42AU Pittsfield, MA. WKNE Corporation, 1/22/88.
W67BW Portland, ME. Microband Corporation of America, 1/14/88.
W55BH Saco, ME. Porquoi Pas TV, 1/14/88.
W30AK Iron Mountain, MI. U.P. TV Systems, Inc., 1/14/88.
W67BU Grand Rapids, MI. Kinetications, Inc., 1/14/88.
W65BN Iron Mountain, MI. U.P. TV Systems, Inc., 1/11/88.
K27CK Willmar, MN. West Central Christian Communications, Inc., 1/14/88.
K07TY Worthington, MN. Worthington Broadcasting Company, 1/13/88.
K07UI Minneapolis, MN. White Sage Broadcasting Company, 1/11/88.

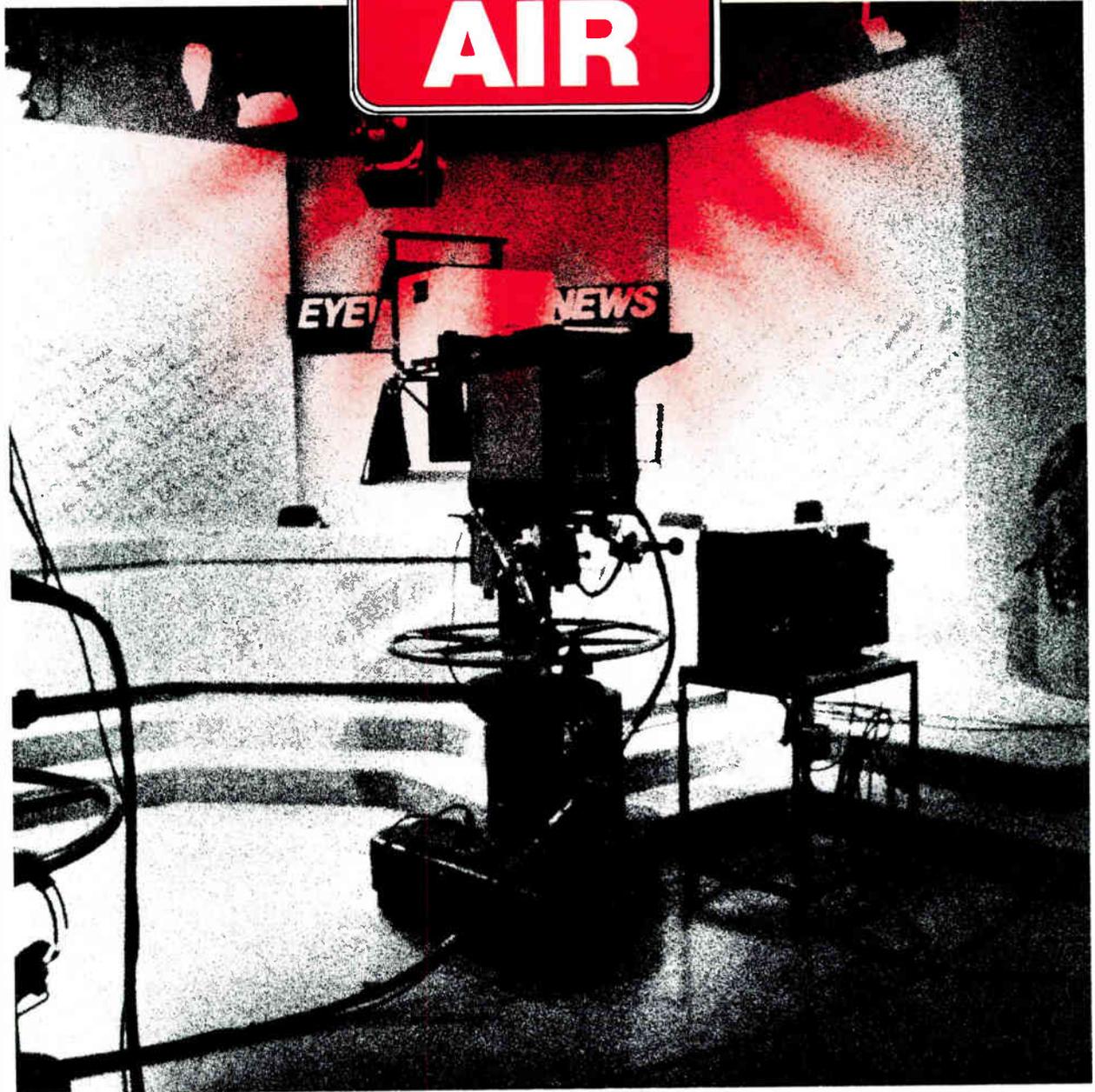
K40BU St. James, MN. Watonwan TV Improvement Association, 1/11/88.
K60DS Rochester, MN. George Fritzing, 1/22/88.
K31BT Appleton, MN. Rural Western UHF TV Corporation, 1/12/88.
K47CM Cape Girardeau, MO. Calvary Temple Church, Inc., 1/14/88.
K11SN Columbia, MO. Richard E. Koenig, 1/14/88.
K43CD Camdenton, MO. Camdenton Broadcast Group, Inc., 1/26/88.
K30CA Camdenton, MO. Camdenton Broadcast Group, Inc., 1/26/88.
K54CS Camdenton, MO. Camdenton Broadcast Group, Inc., 1/26/88.
K43CB Bethany, MO. Mountain TV Network, Inc., 1/22/88.
K59DK Lebanon, MO. Lebanon ACTS, 1/11/88.
K61EE Lebanon, MO. Lebanon ACTS, 1/12/88.
W35AL Biloxi, MS. Free State Broadcasting, Inc., 1/14/88.
W11BU Webb, MS. David Ellington, 1/13/88.
W58BD Jackson, MS. Residential Entertainment, Inc., 1/22/88.
W56CB Tupelo, MS. Residential Entertainment, Inc., 1/22/88.
K17BT Livingston, MT. Shields Valley TV Tax District, 1/14/88.
K27CJ Harlem, MT. Blaine County Public Television, Inc., 1/11/88.
K67EC Pinesdale, MT. Bitterroot Valley Public Television, Inc., 1/22/88.
K21CA Plains & Paradise, MT. Plains-Paradise TV District, 1/11/88.
K34CE Eureka, MT. Rural Television System, Inc., 1/7/88.
K28CD Fort Benton, MT. Rural Television System, Inc., 1/11/88.
K55FE Browning, MT. Browning Public Schools, 1/27/88.
K52CE Whitehall, MT. Whitehall Low Power Television, Inc., 1/22/88.
K38BS Baker, MT. Mountain TV Network, Inc., 1/13/88.
W52AN Manteo, NC. Jennifer J. Frost & Lilius J. Morrison, 1/13/88.
W23AF Cullowhee, NC. University of North Carolina, 1/13/88.
W63BE Raleigh, NC. Capitol Broadcasting Company, Inc., 1/14/88.
W42AR Greensboro, NC. Capitol Broadcasting Company, Inc., 1/12/88.
W26AM Charlotte, NC. Capitol Broadcasting Company, Inc., 1/12/88.
W19AV Fayetteville, NC. Capitol Broadcasting Company, Inc., 1/12/88.
W51AX Washington, NC. John W. Gainey, III, 1/4/88.
W57BB Clinton, NC. Destin Community Television, 1/27/88.
W60AY Wilmington, NC. Residential Entertainment, Inc., 1/22/88.
W65BO Southern Pines, NC. Black Media Associates, 1/22/88.
K61EF Turtle Mt. Indian Reservation, ND. Schindler Community TV Services, 1/14/88.
K31BO Elgin, ND. Owen Broadcasting Enterprises, 1/13/88.
K59DM Belcourt, ND. Schindler Community TV Services, 1/12/88.
K31BP Page, NE. Mountain TV Network, Inc., 1/13/88.
K07UM Scottsbluff, NE. Jose Armando Tamez, 1/22/88.
K28CE Socorro, NM. The Church of the Crosses, Inc., 1/12/88.
K18BX Hobbs, NM. Mountain TV Network, Inc., 1/13/88.
K29BO Farmington, NM. Linda D. Clevenger, 1/14/88.
K25CM Farmington, NM. Linda D. Clevenger, 1/14/88.
K45BV Hobbs, NM. Mountain TV Network, Inc., 1/13/88.
K39BU Hobbs, NM. Black Media Associates, 1/27/88.
K44CH Carlsbad, NM. Impact Television Group, Inc., 1/22/88.
K50CB Carlsbad, NM. Black Media Associates, 1/22/88.
K23BX Hobbs, NM. Black Media Associates, 1/22/88.
K25CN Grants, NM. Mountain TV Network, Inc., 1/22/88.
K24CB Raton, NM. Mountain TV Network, Inc., 1/22/88.

K32CA Battle Mountain, NV. Lander County General Improve. District #1, 1/11/88.
W53AM Utica, NY. Kevin O'Kane, 1/14/88.
W13BR Oneida/Wampsville, NY. Kevin O'Kane, 1/11/88.
W57BC Mineola, NY. Richard D. Bogner and Leonard H. King, 1/4/88.
W11BS Utica/Marcy, NY. Kevin O'Kane, 1/11/88.
W67BV Buffalo, NY. K. Sandoval Burke, 1/27/88.
W11BP Syracuse, NY. Craig L. Fox, 1/11/88.
W15AL Rochester, NY. Monica Kimble, 1/11/88.
W26AN Ithaca, NY. Park Broadcasting, Inc., 1/22/88.
W26AJ Glen Falls, NY. James Edward Grich, 1/10/88.
W64BG Columbus, OH. James W. Feasel, 1/11/88.
W56CA Delaware, OH. James N. Shaheen, 1/14/88.
K31BV Stillwater, OK. Media Company of Stillwater, 1/14/88.
K48CS Enid, OK. Blacks Desiring Media, Inc., 1/22/88.
K27CH Broken Bow, OK. Jewel B. Callahan, 1/11/88.
K64CP Checotah, OK. Retherford Publications, Inc., 1/13/88.
K27CL Coos Bay, OR. KEZI, Inc., 1/12/88.
W47AO Berwick, PA. Joseph S. & Irene F. Gans, 1/14/88.
W24AP Clarks Summit, PA. Joseph S. & Irene F. Gans, 1/11/88.
W29AH Pittsburgh, PA. ATN of Pittsburgh, 1/14/88.
W32AL Williamsport, PA. George W. Kimble, 1/14/88.
W48AU Narberth, PA. Stephen C. & Bonnie B. Schmidt, 1/11/88.
W42AQ Pottsville, PA. George Kimble, 1/14/88.
W63BF Aguada, PR. Evelyn Rivera, 1/11/88.
W53AK Branchville, SC. Thelma W. Anglin, 1/13/88.
W47AP Charleston, SC. Communicators of Charleston, 1/14/88.
W16BJ Greenville, SC. Focus Translators, Inc., 1/14/88.
W67BQ Rock Hill, SC. Michael Gliner, 1/14/88.
W36AP Charleston, SC. Media Properties, 1/27/88.
K46CT Sisseton, SD. Mountain TV Network, Inc., 1/13/88.
K40BQ Yankton, SD. Zylstra Communications Corporation, 1/13/88.
K66DD Chamberlain, SD. Mountain TV Network, Inc., 1/22/88.
W12BV Nashville, TN. Jeanne Conrad, 1/14/88.
W48AT Harrogate, TN. Kentucky Central Television, Inc., 1/14/88.
W50AR Knoxville, TN. Dwight R. Manguson, 1/11/88.
K19BX Waco, TX. Rene Hinojosa, 1/14/88.
K51CK Abilene, TX. Abilene Christian University, 1/11/88.
K63DR Austin, TX. B. S. Grimm and Communicators of America, 1/27/88.
K47CU Nacogdoches, TX. Blacks Desiring Media, Inc., 1/27/88.
K54CP Amarillo, TX. Cyntation, 1/22/88.
K21CF Beaumont, TX. Sunset Broadcasting Corporation, 1/14/88.
K62CY Waco, TX. Clear Channel Communications, Inc., 1/14/88.
K48CR Gatesville, TX. ACTS of Gatesville, 1/14/88.
K07UF Abilene, TX. Abilene Christian University, 1/14/88.
K47CS Bay City, TX. Mountain TV Network, Inc., 1/22/88.
K64CX Abilene, TX. Abilene Christian University, 1/11/88.
K21BX Marble Falls, TX. Hawkins Broadcasting, Inc., 1/13/88.
K11SI Lufkin, TX. International Broadcasting Network, 1/13/88.
K65DW Austin, TX. LPTV, Inc., 1/22/88.
K38BW Fairfield, TX. George E. Gunter, 1/22/88.
K21BY Logan, UT. Blacks Desiring Media, Inc., 1/13/88.
W40AH Chesapeake, VA. ACTS Broadcasting Company of Chesapeake, 1/4/88.
W17AQ Chesapeake, VA. ACTS Broadcasting Company of Chesapeake, 1/4/88.
W34AP Front Royal, VA. Shenandoah Valley LPTV Company, 1/14/88.
W18AO Traffic, VA. Community Television, 1/22/88.

continued

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K03GR Centralia, WA. Highline's Inspirational Signal TV, 1/13/88.
 K42CI Oak Harbor, WA. Natrona Broadcasting Company, Inc., 1/14/88.
 K62CP Colville, WA. Mountain TV Network, Inc., 1/13/88.
 -27— Fairbanks, WA. Lawscos Broadcasting Group, 1/27/88.
 K50BU Colville, WA. Mountain TV Network, Inc., 1/13/88.
 W20AG Sheboygan, WI. Tel-Radio Communications Properties, 1/14/88.
 W62BN Fond du Lac, WI. Near North Communications, Inc., 1/14/88.
 W55BI Wausau, WI. Daniel F. Finnane, 1/27/88.
 K33CB Wausau, WI. Jose A. Rosado, 1/27/88.
 W67BS Appleton, WI. Near North Communications, Inc., 1/14/88.
 K21BW Sheridan, WY. Telecrafter Corporation, 1/13/88.
 K15CF Worland, WY. Lee E. Hollingsworth, 1/11/88.
 K28BU Gillette, WY. Kentel, 1/13/88.
 K16BH Cokeville, WY. Anne A. Nordby, 1/11/88.
 K48CM Casper, WY. Linda Day Spain, 1/14/88.
 K03CG Cheyenne, WY. Russell Communications, 1/14/88.
 K19BW Border, WY. Anne A. Nordby, 1/12/88.
 K25BY Green River, WY. Telecrafter Corporation, 1/13/88.
 K26CA Kemmerer, WY. Mountain TV Network, Inc., 1/13/88.
 K50CD Rawlins, WY. Mountain TV Network, Inc., 1/22/88.

LPTV LOTTERY WINNERS

The following are tentative selectees of the LPTV/translator lottery held on January 29, 1988. If no petitions to deny the selectees are filed, and if they are otherwise qualified, they will be granted construction permits.

Ch. 45 Hot Springs, AR. Millard V. Oakley.
 Ch. 22 Russellville, AR. Little Rock Communications Associate.
 Ch. 18 South Shore, CA. Bueno Communications.
 Ch. 28 Cortez, CO. Susan Easton.
 Ch. 45 Colorado Springs, CO. Walton, Bauer & Company.
 Ch. 39 Pueblo, CO. MidAmerica LPTV Associates, Inc.
 Ch. 27 Grand Junction, CO. Western Slope Communications, Ltd.
 Ch. 26 Cortez, CO. Collins Michael Callihan.
 Ch. 48 Pueblo, CO. Zenon Reynarowych.
 Ch. 56 St. Petersburg, FL. WTSP-TV, Inc.
 Ch. 65 Pensacola, FL. Charles E. Baca, Jr.
 Ch. 56 Cedar Rapids, IA. Pauline Ellis.
 Ch. 50 Storm Lake, IA. Mountain TV Network, Inc.
 Ch. 52 Davenport, IA. Cathedral Communications, DBA.
 Ch. 30 Osborn, ID. Mountain TV Network, Inc.
 Ch. 25 Emporia, KS. Lawrence P. O'Shaughnessy.
 Ch. 62 Salina, KS. Impact Television Group, Inc.
 Ch. 24 London, KY. London Broadcasting Company, Inc.
 Ch. 57 Louisville, KY. Kentucky Authority for Educational TV.

Ch. 67 Baton Rouge, LA. Applied Communications Technologies.
 Ch. 34 Portland, ME. Kim Mooney.
 Ch. 21 Duluth, MN. Nancy J. Douglas.
 Ch. 58 St. Louis, MO. George Fritzing.
 Ch. 57 Louisville, MS. Free State Broadcasting, Inc.
 Ch. 69 Jacksonville, NC. Local Sights and Sounds, Inc.
 Ch. 69 Winston-Salem, NC. Media Properties.
 Ch. 38 Reeder, ND. Owen Broadcasting Enterprises.
 Ch. 43 Grand Forks, ND. VUECOM, Inc.
 Ch. 24 Clovis, NM. Evangelina Garcia Garza.
 Ch. 50 Tucumcari, NM. Mountain TV Network, Inc.
 Ch. 14 Plattsburg, NY. Elizabeth E. Terrell.
 Ch. 58 Westerville, OH. Capital City Telecasting, Inc.
 Ch. 21 Elk City, OK. Oklahoma Publishers Electronic Comm.
 Ch. 57 Medford, OR. Inspiration TV of Southern Oregon.
 Ch. 50 San German, PR. Aracelis Ortiz.
 Ch. 44 Crossville, TN. William T. Conner.
 Ch. 57 Abilene, TX. Classic Video Systems.
 Ch. 51 Spokane, WA. Edith C. Smith.
 Ch. 53 Seattle, WA. Public Management Information Service.
 Ch. 58 Bellingham, WA. Quentin L. Breen.
 Ch. 30 Bellingham, WA. Kim Mooney.
 Ch. 25 Omak-Riverside, WA. The Omak Chronicle, Inc.
 Ch. 51 Eau Claire, WI. Daniel F. Finnane.
 Ch. 38 Rawlins, WY. Mountain TV Network, Inc.

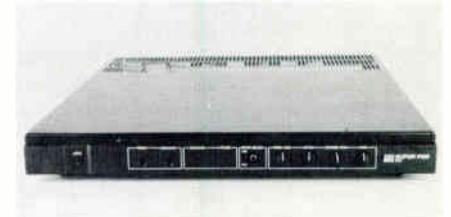
FCC To Disband, Says Dawson

Deputy transportation secretary Mimi Weyforth Dawson predicts that within ten years the Federal Communications Commission will be replaced by a telecommunications agency under the federal executive branch, according to the February 8 *FCC Week*.

The former FCC commissioner told a panel discussion audience at the recent Communication Networks trade show in Washington, DC that commissioners now spend 90% of their time deciding policy matters that should be handled by the executive branch. "It's very difficult for the U.S. to have a [telecommunications] policy when you have an independent regulatory agency sitting in the middle with a hammer," she said.

Supplier Side

Fortel has just announced the SuperPro, their newest Super VHS-compatible time base corrector. Also compatible with subcarrier feedback 3/4" systems, SuperPro features 5.5 MHz video bandwidth, 4xSC sampling, full proc amp controls, H phase control, and two composite video outputs.



Fortel's SuperPro.

Contact: Darryl Keeler
 Manager, Sales & Marketing
 Fortel, Inc.
 6420 Atlantic Boulevard, Suite 100
 Norcross, GA 30071
 1-800-241-5046
 In GA: (404) 449-4343

Just in time for Easter comes **Teacher Productions'** "Easter Is Special," a collection of prose and verse that speaks of family, nature, art, springtime, and Easter Sunday. Similar in format to music videos, these written works are brought to life by actors and voice performers in colorful scenes shot on film and video at various locations around the Midwest and Southwest.

Custom made for medium to small market stations that want to take advantage of the local springtime advertising from hardware stores to farm suppliers, this half-hour family holiday special offers six minutes for local ad sales.

Contact: Gregory W. Schmidt
 Teacher Productions
 4922 Franklin Avenue
 Los Angeles, CA 90027
 (213) 665-0233
 To order release tape, contact Ed Raleigh at (515) 423-2540.

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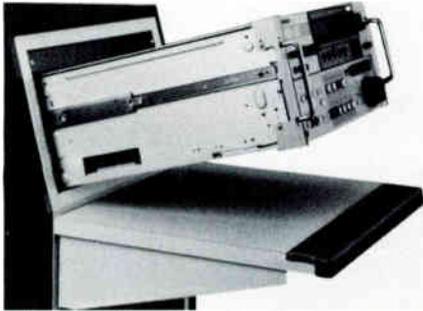
312 • 272 • 4970



Three Stooges, W.C. Fields, and late 30's and 40's Bugs Bunny.

Contact: John M. Poole
President
Corinth Films
34 Gansevoort Street
New York, NY 10014
(212) 463-0305

Winsted Corporation announces a new rack slide kit designed for Sony BVU-950 VCR's. A choice of two models allows mounting VCR's into either slope or vertical rack cabinets.



Winsted's new rack slide kit.

The rack slide kits attach easily to the Sony BVU-950 for simple mounting in a Winsted 19" EIA rack cabinet. Full extension ball bearing slides feature a positive lock at full extension for easy service and maintenance. Both models—F8525 for slope cabinets and F8526 for vertical cabinets—are available for immediate shipment.

Contact: The Winsted Corporation
10901 Hampshire Avenue South
Minneapolis, MN 55438
(612) 944-8556



CBA/BMI Music Licensing Talks On Hold Until April

Representatives from the Community Broadcasters Association and Broadcast Music, Inc. have agreed to defer further negotiations regarding a music license fee arrangement for LPTV stations until they meet again at the NAB Convention in April. The groups held a March 1 telephone conference in an effort to reach agreement on the amount and form of the fee. BMI has proposed an annual fee of 1% of a station's gross billings, less certain deductions, or \$300, whichever is greater.

John Kompas, CBA president, said that the next step is for CBA to present a fee proposal to BMI. "We're trying for an equitable license fee that takes into account the youth of the LPTV industry and the need to pay for music product in a manner consistent with the operating formats of LPTV stations." Robert Warner, assistant vice president-licensing for BMI, declined to comment on the discussions so far.



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LPTV Broadcasters, Syndicators Agree On Need For Co-op Station Nucleus

A group of LPTV station operators and program suppliers agreed that the Community Broadcasters Association Programming Cooperative should begin by forming a nuclear buying group of LPTV stations with similar budgets and programming needs to test the workability of the co-op arrangement. The consensus was reached at an informal meeting February 25 at the NATPE Convention in Houston.

Among those attending the meeting—which was chaired by CBA Programming Co-op executive director Joe Loughlin—were John Mielke and John Field of K25AS in Eugene, OR; Mark Osmundson

of K39AS, Marshalltown, IA; Kris Harvey and Heidi Davis of K49AZ in Twin Falls, ID; Robert Raff and Roland Waechter of K06KZ in Junction City, KS; D. J. Everett, III of W43AG in Hopkinsville, KY; Andy and Tommy Wurst of AT Productions in Thomasville, GA; Ray Moran from Lubbock, TX; and Bill O'Donnell and Bob Silverman from West Palm Beach, FL. Syndicators in attendance included Video Marketing Network, Hemingway Broadcasting Company, and Fox/Lorber.

The group agreed that uniqueness of programming was important to establishing an identity for LPTV as an industry and in individual markets.

April NATPE Seminars Set On Programming And The Law

The NATPE Educational Foundation has announced that it will sponsor four one-day regional seminars in April entitled "The Law and the Program Director."

The seminars will explain employment practices, libel, slander, contracts, music licensing, copy acceptance, and general communications law. Speakers include representatives from the New York and Los Angeles law firm of Loeb, Loeb; the Miami firm, Leibowitz & Spencer; and the All Industry Television Station Music License Committee.

The one-day workshops will take place from 10 a.m. to 3 p.m. at the Adam's Mark in St. Louis on Friday, April 15; at Atlanta's Marriott Marquis on Monday, April 18; at the Minneapolis Hyatt on Friday, April 22; and at Salt Lake City's Downtown Marriott on Monday, April 25. The charge is \$25 per attendee, which includes a luncheon.

For registration information contact Steve Currie, seminar coordinator, at (503) 243-6666 or Lew Klein, president of the Educational Foundation, at (609) 667-8100.

See us at NAB Booth #3556

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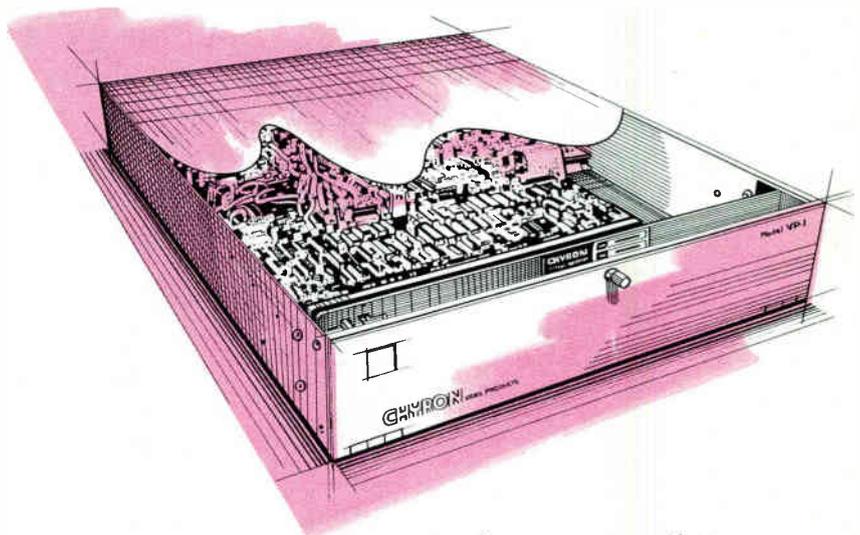
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