

# The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 3, Issue 9

A Kompas/Biel Publication

October 1988

**CBA**  
Convention Issue!

## Inside the LPTV Branch A Conversation with Keith Larson

—by Jacquelyn Biel

It has been two years this month since we last interviewed Keith Larson for *The LPTV Report*. As most of you know, Larson is chief of the LPTV Branch of the FCC's Mass Media Bureau. He is directly responsible for administering the LPTV and translator services, as well as for accepting and processing thousands of applications for LPTV construction permits and licenses. More than anyone else at the Commission, Larson is in touch with

the day-to-day affairs of our industry.

A communications engineer by training, Larson has been with the FCC since 1973. He served on the task force that developed the original recommendations for the LPTV service, and he has worked with the LPTV Branch since it was formed in 1982. In March 1986, he was named branch chief.

Inheriting a backlog of some 12,000 LPTV applications filed in the first half of the decade, and an industry impatient

with what many regarded as shortsighted FCC procedures and policies, Larson has handled difficult situations with grace and diplomacy. And under his tenure, the service has made great strides: the backlog is almost gone, nearly 2,500 applications from two filing windows are all but through the processing cycle, and a third window is expected to open shortly.

Here, from the man in charge, is the latest word on the LPTV service.

*continued on page 26*

## CBA Conference & Exhibition To Lead Off With Production Awards

The Community Broadcasters Association Conference and Exhibition opens October 25 at Caesar's Palace in Las Vegas with a gala awards evening in which the winners of the CBA's 1988 "Best Local Production" Competition will be honored. Eleven winners—in news, general program, commercial, and station promotion categories—were selected by the judges in early October.

Wednesday begins with a general session welcome by CBA president John Kompas and continues with concurrent workshops on LPTV station construction and programming. During the rest of the week, morning and afternoon workshops are scheduled on cable carriage, automation systems, business management, local news production, and other subjects related to LPTV station management. Special sessions on LPTV programming networks and program promotion end the day on Wednesday and Thursday. Friday features a special workshop in which early LPTV station operators discuss their pioneering experiences.

The Exhibit Hall will be open from 10:30 to 2:30 daily. Conventioneers will be able to visit at their leisure with more than thirty LPTV programming, equipment, and services suppliers during the "Walk-around Lunches" featured during exhibit hours.



Keith Larson

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6:30-8:30 p.m.

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*continued on page 15*



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## In Our View

"Whatever the outcome of the arguments, the heated debates, the calm deliberations that occur over the present dilemma of telecasting, low-power stations would appear to fill an important niche in the scheme of things. . . . The immediate problem is the efficient utilization of known principles that will enable profitable independent station operation in both large and small communities."

Written when? Would you believe—1957?

My Uncle George runs a TV repair business in Cumberland, WI, a tiny town in the northwest part of the state. He's getting to the age where he wants to start enjoying some well-earned leisure; and one day, as he was sorting through several musty boxes filled with decades of manuals and spec sheets, he came across a slim paperback by Harold E. Ennes. Entitled *Low Power Telecasting: A Handbook for Station Owners and Operators*, it was pub-



lished in February 1957, apparently only shortly after the FCC authorized "low-power transmitter installations" with ERP's of up to 1000 watts.

The authorization apparently allowed local origination. Ennes says, "Programming can and must be brought in all its potential glory within the practicability of the small independent operator," and management must learn, he says, "to sense and satisfy the needs of the local audience." He adds, "In the years to come, we strongly suspect it will be found that low-power will satisfy a need just as great as that met by local AM broadcast stations, if not greater."

One wonders what happened to this new service. Why did it never develop?

A clue is the "undercurrent of fear" that Ennes says pervaded the UHF service which was then just getting under way. Listen to this: "There have been many surrenders of CP's by prospective telecasters. Many UHF channels are going begging in areas either already served by VHF or where VHF channels are being hotly contested by numerous applicants. The majority of television station failures have been those who tried UHF service."

However, says Ennes, "84% of the total television channels are UHF," and he calls on small market "radiomen," who understand the "vagaries" of UHF, to make use of the cost savings they can realize by combining their radio operations with a low power TV installation. ". . . upon . . . the nation's radiomen lies the burden of proving that a truly competitive television system can exist for the benefit of all."

Of course, we know that, after a shaky start, UHF took firm hold in the television marketplace, and the rise of independent stations began. (Similarly, FM, which Ennes says had been stifled by "economic factors," has since eclipsed the AM service.) So it is doubtful that the rest of this technical little book—which explains in detail the operation of low power transmitters and antennas, station installations, and other engineering esoterica—was very widely read.

But the vision is appealing. The "heart" is there.

". . . it is conceivable that, in the final outcome, the entire nation will be served by a great number of 'limited areas.'" "When all communities in the United States are afforded the possibility of local interest TV, a truly nationwide competitive system can be established."

Just thought you'd like to know that LPTV isn't so new, after all!

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### CBA Petitions For License Renewal Rule Change

The Community Broadcasters Association has filed a petition for rulemaking seeking to revise that part of the FCC's *Rules* pertaining to broadcast announcements of license renewal.

CBA argued that the mandatory language in Section 73.3580—some of which refers to public inspection files, main studio location, and programming—would confuse the public because LPTV stations are not required to maintain public files or have a main studio, and programming information is not required in the application for an LPTV station renewal.

CBA also objected to language in the *Rules* requiring that the announcements be made during specified dayparts, because LPTV stations have no minimum required hours of operation and may not be broadcasting during the required hours.

"It is inappropriate for LPTV stations to broadcast announcements with misleading language. It can only lead to confusion and frustration, some of which will be unjustly directed toward LPTV licensees, when members of the audience who hear the announcements cannot find the material they seek," said the trade group.

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Luminance (Color Mode)	57.2	51.7	52.0	49.0
Chrominance (AM)	51.8	47.5	51.4	44.5
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Data represents measurements by independent engineering evaluation. VCRs taken at random from inventory.

• Signal Source:	Shibasoku TG-7/1	• Noise Meter:	Rohde & Schwarz UPSF2 UPSF2E2
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# Our Readers' Comments

As an owner/operator of cable television systems in a number of states, I've followed with interest the frustrations of LPTV operators in their efforts to access channel space. When we were offered the opportunity to acquire an operating station, a quick call to the MSO decision maker confirmed that we could gain access. However, we did not buy the LPTV station, and today they continue without cable position.

As a result of this contemplated acquisition, however, we subscribed to your publication. Each time it arrives on our desk, we come to the same conclusions that prompted our original interest in LPTV. We were confident then and now that an LPTV station with cable channel position would be on a par with any other UHF or VHF station in the market.

In the early 1970's, cable system operators were desperate for services to fill channels. Satellite-delivered programming was not then available. To fill the void, cable conceived "local origination" or "LO" and tried haphazardly to put our own version of LPTV together. The result of these "LO" efforts was generally poor quality programming.

Today, available free from the satellites is an abundance of quality programming and thus LPTV, with its limited resources, is in a less competitive and appealing position and is reminiscent of the old "LO" attempts.

If I owned an LPTV station, our approach would be to structure a joint venture with the cable company to fill a void in their commercial insertion endeavor and help provide a local channel that could enhance their community position. This would have positive benefits for both the LPTV operator and the cable company.

**P. E. McIntosh**  
President and CEO  
Partners in Communication  
Louisville, KY

In a recent issue of *Broadcasting*, I read an article that should hit home to more LPTV operators than it did broadcasters.

In it they describe going into an ice cream parlor wanting chocolate mocha supreme and finding they have only vanilla. When asked why, the man behind the counter says that since most people like vanilla enough to settle for it if what they really want isn't available, why should the store stock anything but vanilla.

Television today is much like this. People today are offered, at least by broadcasters, a mass-appeal vanilla programming that may not be their first viewing choice but is still preferable to turning the TV off.

Most of the broadcasters today, whether they are network or independent, offer this mass-appeal programming and pay top dollar for it.

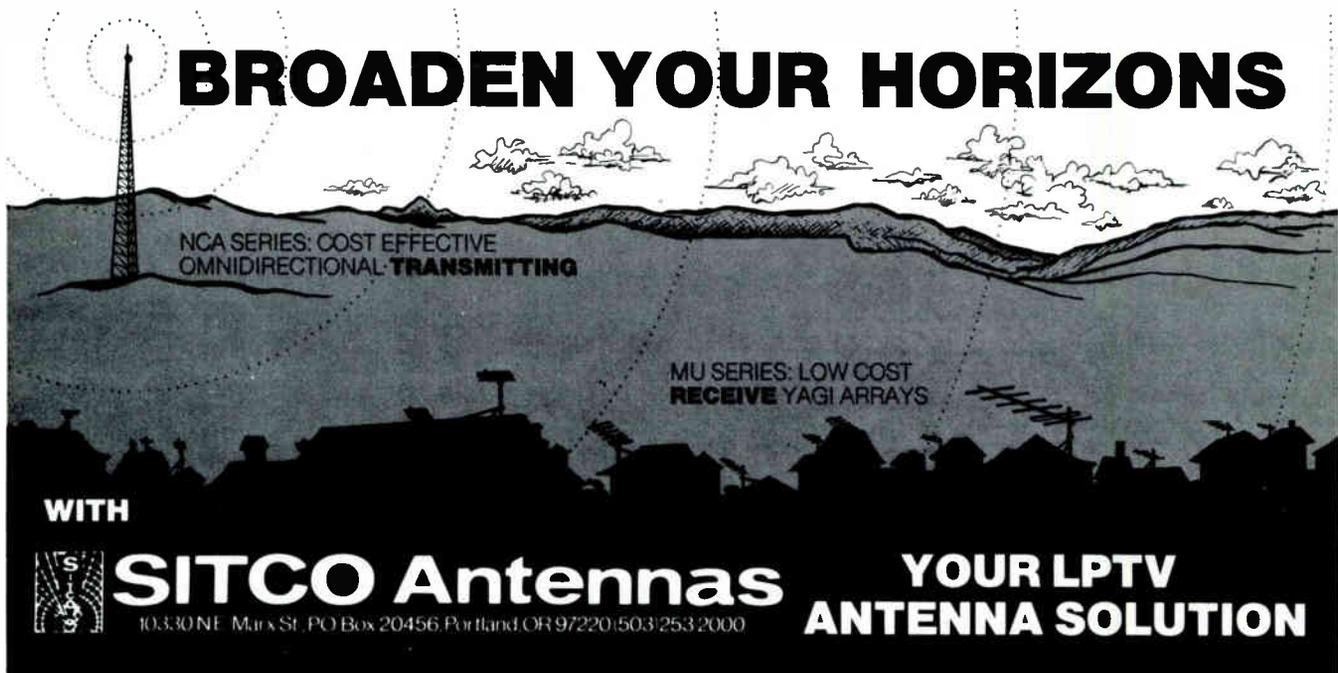
I feel the LPTV operator should take a lesson from the cable industry and examine the concept of "commercial narrowcasting." By narrowcasting, the LPTV operator can differentiate himself from the other broadcasters by carving a niche that will provide him with identity in the market. When an advertiser wants to advertise to the niche that the LPTV operator is filling, the LPTV operator can clearly show how he can help.

The LPTV operator should decide for himself what he believes will work best in his market, whether it be all movies, sitcoms, nostalgia, children's, news/talk/information, sports, nature/adventure/wildlife, etc.

An added advantage to this "commercial narrowcasting" is that by offering an alternative to the "vanilla" programming in the market, you are more likely to be carried by cable as a true viewing alternative.

An ice cream parlor may be able to survive for a little while serving vanilla, but in the long run it will fail. There are too many people demanding chocolate mocha supreme.

**Rick Goetz**  
Television Technology Corporation 



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## The Learning Channel Schedules New Fall Fare

The Learning Channel, which recently began marketing to LPTV, has announced several new documentary series to begin in October.

"The Brain," leads the line-up with eight hour-long episodes that explore the role the brain plays in vision, movement, sleep, learning, language, mental illness, and memory.

Another new series, "Spirit of Place," takes viewers on a unique tour of America—from remote Alaskan villages to sleepy towns in the Deep South. "Lifequest '88" explores such health topics as stress, life extension, and the immune system. And the International Association of Black Business Educators will host eight half-hour programs focussing on small business entrepreneurial development.

A 13-week series entitled "College Previews" introduces high-school students and their parents to more than thirty colleges and universities through camera tours of classrooms, labs, libraries, and student unions. Each program features a different concentration: engineering, architecture, home economics, business, education, pre-medicine, pre-law, nursing, and dentistry. Students, professors, and administrators candidly discuss financial aid, admissions requirements, tuition, and courses.

Other new fare includes "Captain's Log," a boating safety series; "Oceanus: The Marine Environment," a series exploring the sea and its inhabitants; "Great Chefs of New Orleans," set in the kitchens of many of that city's finest restaurants; "Portraits of American Labor," a look at labor today, hosted by Ed Asner; "Conversemos," in which conversational Spanish is taught through vignettes of real-life situations; "A Matter of Taste," a new cooking show stressing nutrition; and "Bravo," a weekly Oprah-style national news magazine focussing on Hispanic issues.

Programming from The Learning Channel is available on Satcom 3R, transponder 2 to LPTV stations in all markets on a fee basis, according to spokesperson Ferne Barrow. K/B

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Circle (134) on ACTION CARD

## Omni Broadcasting Finances LPTV Station Through Public Offering

As of mid-August, Omni Broadcasting Company had sold about 20% of the units in a public offering to raise \$500,000 for construction and operating expenses for LPTV station W62BE in Columbus, OH. One of the first LPTV companies in the nation to offer public stock, Omni plans to program to Columbus's mature audience. The offering is limited to residents of Ohio.

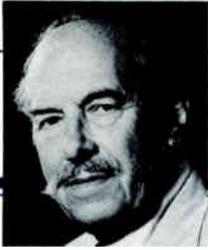
The company, which is handling the of-

fering itself, is selling 500 units at \$1,000 per unit. Each unit comprises one share of no par common stock and warrants to purchase four additional shares of such stock. When the offering is completed, said Omni Broadcasting's founder, Paul L. Parshall, the company will declare a 1,000 for 1 split of the units. Each unit holder will then have 1,000 units at a purchase value of \$1.00 each.

The officers and directors of Omni

Broadcasting are Paul L. Parshall, president and treasurer; Philip H. Herzing, secretary; John H. Battison; Thomas G. Ryan; Stephen E. Campbell; and Donald G. Schreiber.

"We hope to be completed no later than November 1," said Parshall. "We do anticipate an aftermarket for the stock," he added, saying that two Columbus-area securities firms are willing to handle the aftermarket if it develops. K/B



## Technical Talks

### Calculating Terrain Effects

—by John H. Battison, P.E.

Recently the FCC issued a decision that can affect many present and potential LPTV station operators. This is the rule concerning terrain effects. Although the Commission has had a rule on the books for many years concerning the effects of rough terrain, it has not applied to LPTV stations. Now, however, it can be used to tailor coverage and interference limits, so that in many cases an LPTV station licensee, construction permittee, or applicant can increase his/her station's coverage area.

Section 73.684 of the *Rules* covers the calculation of prediction of coverage for standard TV stations, and 73.684(h) deals with the effect of terrain roughness. Normally the distance to the pertinent contours—either interference or coverage—is based on the ERP and the

height of the antenna radiation center above average terrain.

Average terrain is the governing factor here, and, although it may have a confusing name, it is really very simple to calculate. I have pointed out before in this column that the FCC does not require the applicant for an LPTV construction permit to provide the effective antenna height (EAH), or height above average terrain (HAAT)—both expressions mean the same thing. The FCC does, however, use this factor when it checks the interference potential of an applicant. (One reason given for this anomaly is that calculating HAAT is "too complicated" for the LPTV applicant.)

#### How To Calculate HAAT

It seems to me that because the FCC has to use EAH or HAAT in checking for

compliance with the *Rules*, it would be logical to require this information on Form 346. It is very easily calculated.

The height above average terrain is merely the height of the center of the antenna above the average of the eight radials that are used in computation. The FCC requires that eight radials, each ten miles long, be drawn at zero degrees and at every 45 degrees around the transmitter site. Along each radial at intervals of one tenth of a mile—or more, depending on the roughness of the ground—the height of the ground is read from the contour lines on the 1:24,000 topographic map (this may also be done automatically using the 30-second data base). The ground elevation to the two-mile point is ignored, but from two miles to ten miles the ground elevations are added together and divided by the number of points where height was measured. The answer



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Circle (101) on ACTION CARD

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for each radial is the *average height of the ground along the radial*.

The difference between the antenna center height above sea level and the average height of the ground is the height above average terrain for that radial.

To find the EAH (or HAAT), the average ground heights for each radial are added together and divided by 8 (the number of radials). The answer is the *average* elevation of the eight radials. The EAH, or HAAT, is merely the height of the antenna radiation center above this average.

## 2 To 10 Mile Rule

If there are significant obstructions between the transmitter site and the two-mile point, they are generally ignored with this system. Also, if there are sudden high points after the ten-mile point, they are not taken into account. However, it is often the case that a signal will travel a fairly smooth, level path for the first ten miles, and then high ground will block the signal, preventing it from going further. Under the *Rules*, though, the two- to ten-mile distance controls the calculations of coverage—or interference. In other words, what happens to the ground after ten miles is not taken into account. Similarly, high ground close in is often ignored when calculating coverage or interfering contours.

Now, for the first time, the Commission has said that LPTV stations may submit a statement modifying the normal contour calculations to take into account ground heights. Data from the 30-second base are acceptable except in the case of disputes, when the actual data from topographic maps must be used. However there is nothing in the *Rules* to prevent an applicant from presenting terrain modification data in his or her original application. In a case where there are no competing applicants, such a presentation might make the difference between dismissal or grant of the application. Or, in an application for modification of a CP or license, the use of rough terrain data might make a power increase possible while restricting interfering radiation in another direction.

## Radial Profiles

If you want to use terrain roughness correction data, it is advisable to prepare a profile along the radial(s) where it is possible to show a departure from the normally calculated contours. This will show exactly how the ground varies along the radial. If there are high mountains along the path, it may be possible to use the shadow they cast to show that they will protect stations that normally would receive interference from yours.

The rough terrain factor should gener-

ally be handled by your consulting engineer because of the need for familiarity with the *Rules* and their application. Often, however, an applicant will know of local conditions that his consulting engineer many miles away will not know of, or may not be able to perceive from the topographical maps. 

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

## Audio Gathering To Honor Best of Past 100 Years

"A Century of Technology in the Service of Artistry" is the theme of the 85th Annual Audio Engineering Society Convention to be held November 3-6 in Los Angeles.

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# YES!

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## Channel America Begins Around-The-Clock Programming

### Innovative Format Includes Viewer-Participation Game Shows and Original Programming

Original programming, repertory theater productions, and viewer-participation game shows in which home audiences can win cash, cars, and other prizes fill the 24-hour schedule of Channel America, the new satellite-delivered LPTV network that officially launched on Monday, October 10.

"We believe Channel America can be to LPTV what CBS was to high-power television," said David Post, the network's founder and chairman. "We have made a commitment to programming that has its own unique personality and will attract both viewers and advertisers."

Among Channel America's new concepts is an on-staff repertory company whose members host the network's game shows and star in other original productions, as well as present their own weekly program.

The game shows debuting on Channel America are "Bingo," "Lucky Number," "The Name Game," "Kennel Club," and "Jai Ali." Viewers participate with free game cards sponsored by advertisers and distributed through magazine and newspaper inserts, local stores, and the mail. They win cash awards and prizes on the results of the on-air action.

According to Post, the "Play TV" game card concept has already proven a popular entertainment innovation in Europe and has attracted larger-than-expected audiences and sponsors. Channel America is the first broadcast network to offer the "Play TV" concept in the United States.

Other original programs debuting this season include "Runway Club," a twice-weekly original show for the baby-boom generation that reports on the newest lifestyle trends and products. "Runway Club's" first season will feature a seven-

part series, "The Paris Mystique," which takes the audience backstage to view the Fall '88 collections of such major fashion designers as Valentino, Kenzo, Sonia Rykiel, Montana, Bernard Perris, and Thierry Muglar.



Also planned for production is "My Hometown," an original show that will take viewers to the hometowns of famous celebrities to share the memories and insights of friends, neighbors, schoolmates, and relatives.

A new magazine program, "Press Pass," and a sports/information series, "Sports Sampler," will also be part of the Channel America programming mix, along with shows from the Golden Age of television and movies from the network's 400-plus library of classic films.

Additionally, Post said, Channel America will offer a variety of "consumer-oriented" broadcasts such as "Home Video Club," where viewers can preview and even order by telephone home video releases of movies, fitness tapes, and special interest subjects.

Channel America's fall season runs through January 31, 1989. The network's programming is delivered over Spacenet II, transponder 3, channel 5.

### Channel America Viewers To Choose Show Hosts

Some 200 would-be television network personalities turned out last month to audition for host spots on Channel America's fall show line-up. The auditions were held in New York September 14 and 15.

David Post, chairman and CEO of the LPTV network, said he was "very pleased" with the response. "We had some excellent people audition. There were several that were extraordinary—as good as anyone out of Hollywood now," he said.

After the pool of talent is narrowed down to about 60 people, the audition tapes will be aired so that the viewers can select the performers they like best. The chosen entertainers—dubbed informally "The Not Ready For Full Power Players"—will host Channel America's game shows and will also star in their own program.

Post added that recently he has been calling on major New York ad agencies and teaching them "what LPTV is all about."

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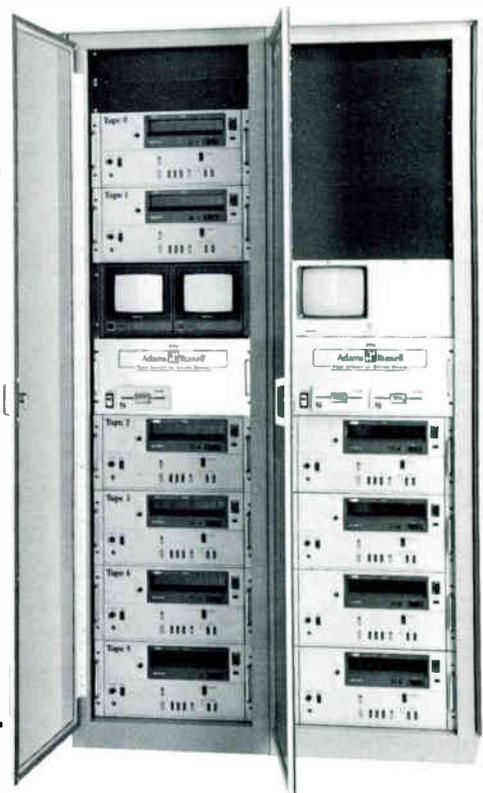
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## **Telephone Broadcasts Require Prior Notice, Says Commission**

Parties to a telephone conversation must be told ahead of time if the conversation is being broadcast or recorded for broadcast, said the FCC in response to rulemaking petitions suggesting that the present rules should be relaxed because they interfere with spontaneity and the free flow of information.

People have the right to answer the telephone without having even part of their conversations made public, said the Commission. In fact, in contrast to non-broadcast recordings of telephone conversations—where notice may be given during the recording, in the case of conversations that are to be broadcast, notice that the conversation is to be recorded or broadcast must be given *before* the on-air conversation or the recording is begun.

While it appears, said the Commission, that altering the rule would increase the spontaneity of on-air telephone conversations, such an enhancement to a station's programming cannot justify intruding on individual privacy. K/B

## **Sarasota's LPTV-24 To Build Local Viewer Support In Fight Against Storer Cable**

—by Colette Carey

W24AT in Sarasota, FL is looking to its local audience for help in fighting a recent rejection from Storer Cable. The LPTV station, which signed on the air last July, suffered a major setback when Storer denied it access to its Sarasota-area cable system.

Warren Cave, president of TV-24, said that building support among the station's local audience seems, at this point, to be the best course of action against Storer, because of the social pressure on the cable company that viewers could exert. Most legal alternatives have already been explored; and Cave said that about the only course of action that TV-24 could take at this point would be a Breach of Oral Agreement suit. No commitments have been made, however.

The operations manager at Storer's Sarasota office could not be reached for comment, despite repeated attempts.

Since TV-24 prides itself on the quality of the programming it delivers to its audience, building strong local support may not be difficult. Along with a variety of syndicated programming, the station also

airs CNN News, three movies daily, and nightly programming from the International Television Network.

The station has also broadcast some 65 to 70 live major league baseball games this season—something that Cave sees as vital to audience loyalty, since the majority of the games featured either the Chicago White Sox or the Baltimore Orioles, both of which teams have spring training camps in the area.

"These teams may be at the bottom of their divisions right now," said Cave, "but they have a very loyal following in Sarasota."

TV-24 may still be able to obtain cable carriage from Paragon Cable in Bradenton, FL. Cave said that Paragon is reviewing the station's proposal to buy time on the system. Although no firm decision has yet been made, Cave is optimistic that the two companies will be able to come to an agreement.

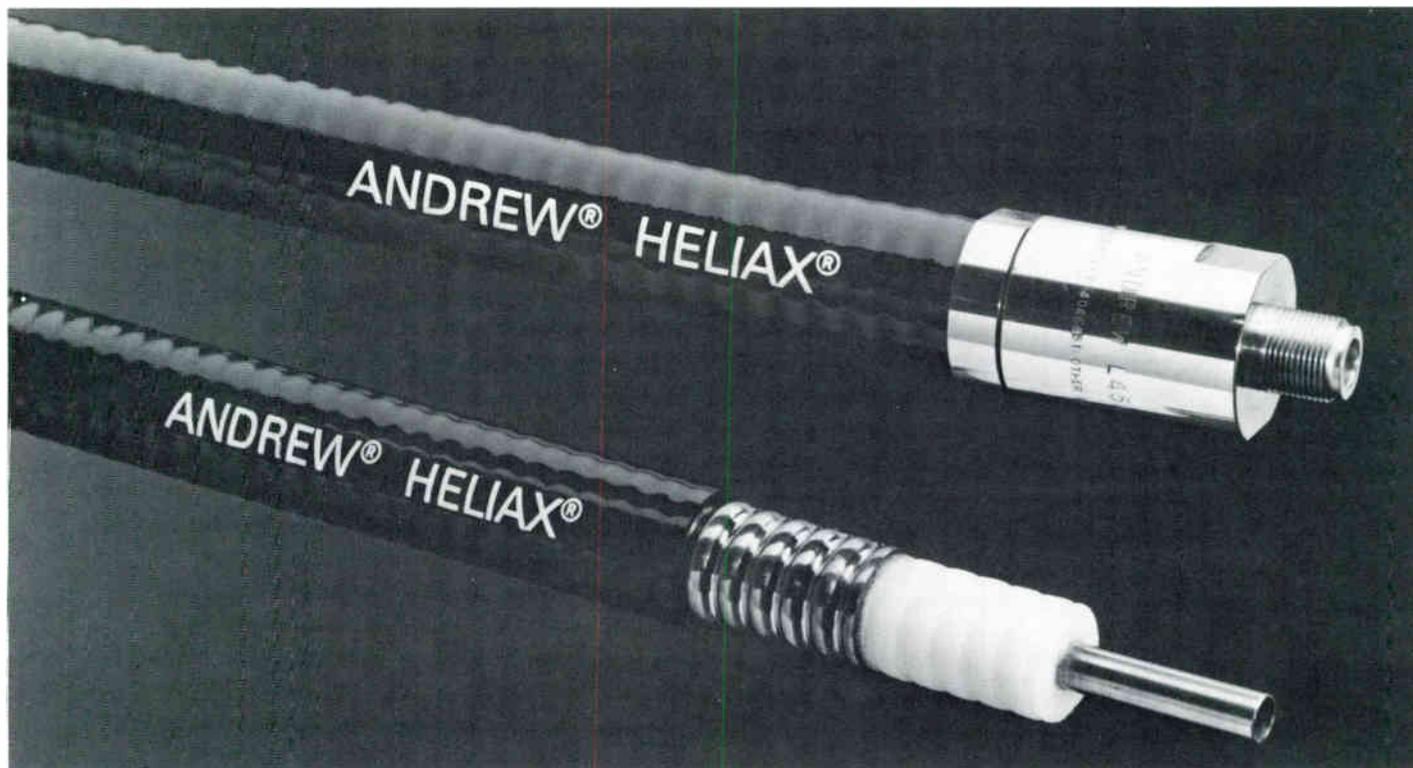
But he is not giving up on Storer. "After Storer's decision, we figured that we could either cry in our beer, or get out there and build some valuable local support. That is what we are trying to do now." K/B

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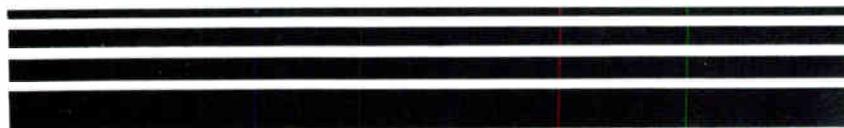
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## FCC Issues Report On ATV Systems

Early last month, the Federal Communications Commission issued preliminary findings in its on-going investigation into the implementation of advanced television (ATV) systems, including high definition television, or HDTV.

In a Tentative Decision and Further Notice of Inquiry, based on the June report of its Advisory Committee on Advanced Television Service, the Commission announced three major conclusions. First, the public interest would be served best if a system were adopted that would utilize the existing television broadcast system. Second, so that consumers can continue to receive television signals using their present equipment, either the ATV signals must be compatible with the existing NTSC standard, or ATV broadcasters must duplicate the signals on another channel. Third, if additional spectrum is needed for ATV signals, it should be taken from the existing VHF and UHF TV bands.

The Commission said that it would soon publish its spectrum studies for public comment. In the meantime, it requested comments on four possible spectrum plans for ATV: 1) that no additional spectrum be utilized; 2) that a 3 MHz channel supplement the main 6 MHz channel, though it need not be contiguous to the main channel; 3) that 6 MHz, not necessarily contiguous, be used to augment the main channel, or 4) that an additional 6 MHz be used to simulcast ATV and NTSC signals until such time as most consumers have installed ATV receivers.

The Commission noted that a 6 MHz NTSC-compatible ATV system, using no additional spectrum, would have only a relatively small economic impact on broadcasters, cable operators, and consumers. Existing transmitters and receivers would be able to process the new signals, and new equipment would be able to process either NTSC or ATV signals. Furthermore, broadcasters would not have to suffer cuts in their service areas, especially in larger cities where station density is greatest.

The Commission also noted that such a system "would not displace LPTV and TV translator stations" and might also allow additional non-broadcast use of the UHF band.

On the other hand, assigning 6 MHz for simulcasting an ATV signal would enable stations to broadcast the regular NTSC signal on their primary channel while at the same time broadcasting the ATV signal on another channel. When enough viewers have ATV receivers, the ATV transmissions could be shifted to the primary channel and the supplementary channel could be restored to service for a new allotment.

In a separate statement, Commissioner James Quello warned that allocating additional spectrum would lock some broadcasters out of the ATV service: "... there is not enough broadcast spectrum in the top 10 markets to give additional ATV spectrum to each existing licensee," he said, adding that such a situation would create "two classes of broadcasters—the HDTV haves and the have nots."

Chairman Dennis R. Patrick agreed that some broadcasters would be left out, but said that it might be possible for local broadcasters to adjust their markets more precisely than the Commission is able to: "... the Commission necessarily treats markets as a series of circles... Reality, of course, more closely resembles odd shaped pieces of a jigsaw puzzle. For that reason, we address the possibility of licensees adjusting the spectrum assignments initially made by the Commission, subject to Commission approval."

Commissioner Patricia Diaz Dennis cautioned, however, that such "flexible use" of the spectrum must not result in curtailing any existing NTSC service.

Comments on these and other issues raised in the Notice (MM Docket No. 87-268) are due October 31. Reply comments are due December 1.

FCC *Week* reported September 12 that House telecommunications subcommittee chairman Ed Markey (D-MA) called for "action memos" from trade associations and other organizations on how the federal government can help in the domestic development of HDTV. Markey noted that ATV systems are expected to create between \$50 billion and \$250 billion in economic activity and tens or hundreds of thousands of jobs over the next several decades. 

## New FCC Forms Issued

The FCC has issued new forms for applicants seeking to license LPTV or TV translator stations, or to extend construction permits or replace expired CP's for LPTV, AM and FM radio, TV, TV translator, FM translator, and international broadcast stations.

Extension application Form 307 (June 1988) replaces the old Form 701, a modified version of which is now used for com-

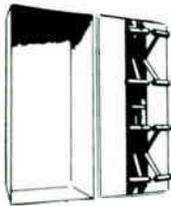
mon carrier services only. License applications should be made on the revised Form 347 (April 1988), "Application for a Low Power TV, TV Translator, or TV Booster Station License."

The new forms may be ordered from the FCC's Operations Support Division, Service and Supply Branch, Room B-10, 1919 M Street, NW, Washington, DC 20554, telephone (202) 632-7272. 

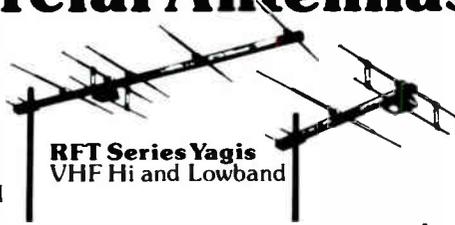
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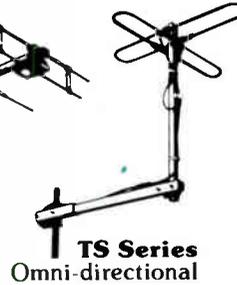
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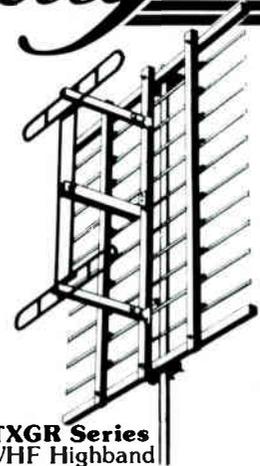
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## Convention

continued from front page

Wednesday, October 26, 1988

8:00 a.m.-6:00 p.m.

**REGISTRATION  
PRESS ROOM OPEN**

8:00-9:15 a.m.

**GENERAL SESSION**

9:30-10:30 a.m.

**TWO CONCURRENT WORKSHOPS**

### 1. PROGRAMMING: FROM PURCHASE TO PLACEMENT

Learn about acquiring and scheduling programming—the ins and outs of dealing with distributors; how to compile and analyze the information you need to beat your competition; how to forecast and budget for your programming needs.

Moderator: **Dick Block**, consultant to the National Association of Television Program Executives.

Panelists: **Ed Branca**, Station Manager, KADY, Oxnard, CA.  
**Carole Cartwright**, Program Director, KNBC, Burbank, CA.  
**Neil Derrough**, President & General Manager, KNSD, San Diego, CA.  
**Charles Larsen**, President, Republic Pictures Corporation.

### 2. HOW TO EQUIP YOUR LPTV STATION

Choosing from the variety of hardware available to the station operator is a difficult, time-consuming task. This panel will cover everything from types of transmitters to video cameras and recorders for the studio. Price ranges and buying tips will also be covered.

Moderator: **Charles Holcomb**, Holcomb Broadcasting, Green River, WY.

Panelists: **John H. Battison**, President, John H. Battison Associates, Consulting Engineers, Columbus, OH.  
**Richard D. Bogner**, Technical Director, Bogner Broadcast Equipment.  
**Herman Schkolnick**, Corporate Accounts Executive, Panasonic Audio Video Systems Group.

10:30-2:30 p.m.

**EXHIBIT HALL**

12:00-1:15 p.m.—Walkaround Lunch

Bag Lunch compliments of CHANNEL AMERICA

2:45-3:45 p.m.

**TWO CONCURRENT WORKSHOPS**

### 1. THE CABLE CONNECTION: IS THERE ONE?

This panel will explore the options available to LPTV operators who want to extend their coverage. Panelists will discuss their efforts to negotiate cable carriage and offer suggestions and alternatives.

Moderator: **Bob Lyons**, General Manager, Howard LP Television (W08BV, Columbus, OH).

Panelists: **Michael Wright**, Vice President- Affiliate Relations, ACTS Network.

**Roy Sheppard**, Cable Services, Inc.

**Ron Nicholas**, General Manager, Choice Olean TV (W20AB, Olean, NY).

### 2. HOW TO DEVELOP A NEWS DEPARTMENT

The LPTV station is an ideal medium for community news and public affairs. This panel will discuss the various sources for news and information and the best methods for gathering, coordinating, and broadcasting it.

Moderator: **Bob Horner**, President, Video Relations, Atlanta, GA.

Panelists: **Jack Hubbard**, Executive Producer, KGGM, Albuquerque, NM.

**Mark Osmondson**, President, MTN Broadcasting (K39AS, Marshalltown, IA).

**Dr. Art Stamler**, President, Ruarch Associates (W10AZ, Woodstock, VA).

4:00-5:00 p.m.

**SPECIAL SESSION:  
THE POWER OF PROMOTION**

Studies have proven that viewers are loyal to programs—not stations. If you offer the programs viewers want to see, you'll be successful...providing they *know* what you have. Getting your message to your viewers in the most efficient, effective way will be the topic for this panel. Learn how to plan events, measure your audience, improve your on-air image, and help your sales force.

Moderator: **Lance Webster**, Executive Director, Broadcast Promotion & Marketing Executives.

Panelists: **Three BPME Members.**

continued

Thursday, October 27, 1988

8:00 a.m.-12:00 noon

**PRESS ROOM OPEN**

8:00-9:15 a.m.

9:30-10:30 a.m.

**REGISTRATION**

**GENERAL SESSION**

**TWO CONCURRENT WORKSHOPS**

### 1. STATION MANAGEMENT: THE BUSINESS OF RUNNING A BUSINESS

The sales credo, "Plan your work and work your plan," is equally applicable to every LPTV operator. This session will cover market research, positioning, staffing, timetables, corporate goal setting, and the relationship between projections and the on-going budget process. A MUST for the new operator.

Moderator: **Steve Schmidt**, President and Owner, W48AU, Narberth, PA.

Panelists: **D. J. Everett, III**, Vice President and General Manager, W43AG, Hopkinsville, KY.

**John Kompas**, President, Kompas-Biel & Associates, Inc.

**Richard P. Wiederhold**, Vice President-Finance, Kompas/Biel & Associates, Inc.

### 2. LOCAL PRODUCTION: MAKING THE BEST USE OF YOUR STUDIO

Here's how-to information on effective, low-cost copy approaches, commercial formats, and production techniques to employ in your studio. Find out how advertising revenues can foot the bill for local production.

Panelists: **Ron Kniffin**, President, Uni-Set Corporation, Rochester, NY.

**Bill Coleman**, President and General Manager, K45AX, Park City, UT.

**Mike Williams**, Production Manager, KTNV, Las Vegas, NV.

10:30-2:30 p.m.

**EXHIBIT HALL**

12:00-1:15 p.m. — Walkaround Lunch

2:45-3:45 p.m.

**TWO CONCURRENT WORKSHOPS**

### 1. AUTOMATION SYSTEMS

If you thought that automated systems were out of your price range, or that they couldn't handle your format...think again. Representatives from the industry will discuss the pros and cons of automated systems in non-technical terms, and introduce affordable hardware for the LPTV operator.

Moderator: **John Kompas**, President, Kompas/Biel & Associates, Inc.

Panelists: **Tom Carbaugh**, Telecom Products.

**Roger Strawbridge**, Adams-Russell, Waltham, MA.

**Ernest Tunmann**, President, Tele-Engineering, Framingham, MA.

### 2. LPTV LEGAL CLINIC

A panel of communications attorneys discuss the legal issues of the LPTV industry. Topics to be covered include libel laws, copyright laws, and government regulations. An overview of legal issues that are most likely to develop will also be presented.

Moderator: **LeRoy Stevens**, The ACTS Network.

Panelists: **George Borsari**, Partner, Bechtel, Borsari, Paxton & Cole.

**Peter Tannenwald**, Partner, Arent, Fox, Kintner, Plotkin & Kahn.

4:00-5:00 p.m.

**SPECIAL SESSION:**

**LPTV NETWORKS: STRENGTH IN NUMBERS?**

With the increase in LPTV operations comes the advent of the LPTV networks. Find out which networks are up and running, what the future holds, and if your station would benefit by joining one of them. Participants include representatives from The ACTS Network, Capitol TV Network, Channel America, Country Music TV, Family Net, RFD-TV, Telemundo, The Learning Channel, and Video Marketing Network.

Time will be allotted for "Round Table" discussions with representatives from each network.

Friday, October 28, 1988

8:00-10:00 a.m.

**REGISTRATION**

**PRESS ROOM OPEN**

**GENERAL SESSION**

8:30-10:00 a.m.

11:15 a.m.-12:15 p.m.

**PIONEER PANEL: THE REAL LPTV SUCCESS STORIES**

LPTV operators share their experiences in LPTV station management and their observations of the young and promising industry.

Moderator: **Michael Couzens**, former FCC staff attorney now in private practice; chief author of the FCC's "Green Report," which led to the authorization of the LPTV service.

Panelists: **John Wesley Hembree**, President, Good News Television (W61AR and W10BI, Nashville, TN).

**James Pry, II**, Allonas Communications (W54AF and W22AE, Bucyrus, OH).



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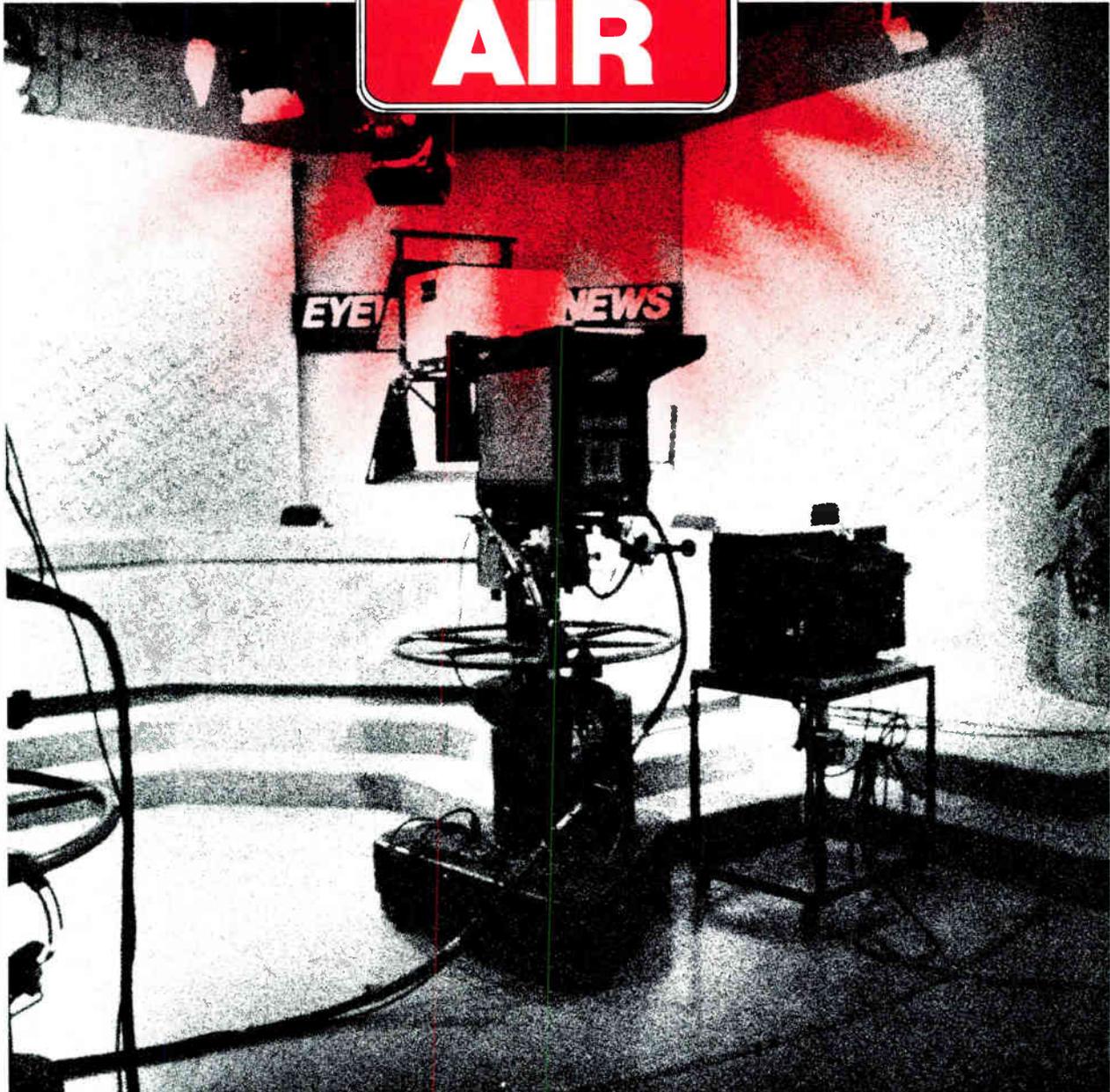
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# You Asked!

—by Kathryn G. Tesh, N.C.E.

**If we can find a better transmitter site than the one specified in our CP, can we modify our CP for the new site? What effect does this have on the 18-month construction period?**

The FCC is not in the habit of granting extensions of time to construct LPTV stations based upon the permittee's business judgment that the authorized site or facilities are inadequate. However, if you must change your site for reasons beyond your control, you may have grounds for an extension.

When making any CP modification, keep in mind the Commission's distinction between "major" and "minor" changes. A major change is basically any change that will increase your coverage area. This requires waiting for a window and exposes you to the possibility of becoming "daisy-chained" with other applications. If you feel that you need to make such a change, the fact that the coverage area of your existing CP is protected from competing applications will reduce the risk that your major change application will go to lottery, but you need to be aware of this danger.

If the clock is ticking on your CP, you probably do not want to wait for a filing window. The thing to do is to find a site close to your present one and plan your facility so that the coverage area is not increased. Your technical consultant can

help you with the details. This is a minor change and the Commission can process it much more quickly.

**Our UHF LPTV station will be using a Bogner 16UA antenna whose signal, I believe, is 100% horizontally polarized. I am concerned that many loop and small antennas will not receive a good signal. Should a percentage of the ERP be dedicated to vertical polarization? Is vertical polarization that important?**

You're right; the addition of vertical polarization can improve reception in marginal areas. These include areas where people use indoor antennas, and areas of rough terrain where there may be some shadowing problems. The addition of vertical polarization also makes the picture less susceptible to movement in the room with the television set, and makes the orientation of the receive antenna less critical.

The FCC allows you to double the maximum permitted transmitter output power, putting half of it into horizontal polarization and half into vertical polarization. This is called circular polarization. Your ERP remains the same, because the Commission considers only the horizontally polarized component. The vertically polarized signal in any direction must not exceed the horizontally polarized signal in that direction. In this case, a new antenna is required. Antenna manufacturers can supply their antennas designed for either horizontal or circular polarization, so the

new antenna can have the same horizontal plane pattern.

Of course, any such change requires the filing of FCC Form 346 to obtain prior approval. This is a minor change application, and one done with no risk of opening yourself up to competing applications.

**Why is the location of my transmitter important?**

The location of your transmitter is one of the most important decisions you will make. It has a tremendous effect on the viability of your LPTV station. If people can't receive your signal, the most wonderful programming in the world won't produce cash flow.

Television signals propagate mainly by line-of-sight. This simply means that anything you cannot see through (such as trees, buildings, or mountains), your signal cannot penetrate well. This results in "holes" in your coverage.

The situation is complicated by reflected and multi-path signals. These have "bounced" off some obstruction to arrive at the same place as the direct signal, but since they have traveled a longer path, these signals contain picture and sound information slightly older than the direct signal.

Here are four typical effects transmitter location can have:

First, due to the propagation characteristics of television signals, you need a site that is high enough to permit the signal to "see" over most obstructions. You should avoid a site surrounded by higher obstructions, such as the roof of a shorter building in a tall downtown area.

You must also worry about giving and receiving interference. Site selection affects the amount of interference given to a station that must be protected. It usually works best to place your transmitter site between your desired coverage area and a station you must protect. This allows you to radiate a lot of signal toward your city and only a little signal toward the station. This is a very important factor to consider in transmitter location, because it affects your ability to get a CP in the first place.

Third, due to the directionality of most receive antennas, it helps your reception if receive antennas are pointed at you.

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This may be a reason to be on the same side of town as the high power guys. It also helps if you can be on the opposite side of your coverage area from any station that might cause you interference, if you can do it without causing interference to that station. The antennas that point at you are then pointing away from the interfering station, and that allows you to take full advantage of the receive antennas' discrimination between the signals.

A fourth effect is on ERP. Although it is an advantage to be high, LPTV stations cannot benefit from very tall towers. Since they are licensed on transmitter power output (not on effective radiated power out of the antenna, as high power stations are), very long transmission lines severely reduce the total ERP. This is one reason sites on the roofs of tall buildings are popular—the transmitter can be located close to the antenna.

I have had some follow-up to earlier columns that I would like to share with you.

First, there has been some discussion of the constraints involved in changing antenna sites. According to the FCC's *Rules*, a move to a site more than a few miles from your original site will probably mean that your coverage area increases. Whether your coverage increases or not depends on your antenna power and pattern. But if it does, the move is a major change, and a major change requires a filing window for acceptance.

I have heard from a licensee who successfully sought permission to move to a site several miles from his original one. He had lost his original site due to reasons beyond his control and was able to make a good public interest showing that the station was necessary and that there was no other available site. This is a hard showing to make, but the Commission is willing to be somewhat flexible in interpreting the *Rules*. The key is to justify it in the public interest. Benefit to the licensee or permittee is not enough.

Also, an attorney recently shared some information with me regarding tower lighting. It is possible to prepare a contractual agreement between tower occupants which assigns responsibility for tower lighting to one party. If this is then filed with the FCC, the FCC will not hold the other occupants liable. If you are interested in such an arrangement, talk to your communications attorney. He or she will be aware of the formal requirements necessary. K/B

*Kathryn G. Tesh, N.C.E. 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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# CBA Comment

—by Lori Wucherer

There is a lot of news in this issue about the LPTV Conference & Exhibition itself, so I thought I'd use this month's column to offer some suggestions about what to do in Las Vegas *after* a day of attending sessions and exploring the exhibit area.

I won't dwell on the obvious (because I can't offer any advice on how to beat the odds). If you've never been to Las Vegas, you'll be overwhelmed at the sights and sounds of the casinos. You'll undoubtedly be tempted to try your luck, and that's part of the excitement of the city. But there are also many other things to see and do.

Las Vegas is an entertainment capital. There are live shows nightly—from comedy cabarets to follies to magic shows and every kind of musical entertainment imaginable. Headliners in town during our meetings include Sammy Davis, Jr. and Jerry Lewis at Bally's; Joan Rivers (October 23-24) and the Beach Boys (October 26-31) at Caesar's Palace; Rich Little and Toni Tenille at the Desert Inn; Don Rickles (October 20-25) and Yakov Smirnoff (Oc-

tober 27-November 1) at the Golden Nugget; and Frankie Valli and the Four Seasons at the Las Vegas Hilton through October 30. If you are interested in any of these shows, you can call the hotels directly to make reservations.

If you have the time, Grayline Tours offers a wide variety of sightseeing tours, from city sights and shopping to a helicopter trip through the Grand Canyon! There are also several tours of varying lengths to Hoover Dam. If you've planned a few extra days in the city, you might want to take the Colorado River Raft Tour or an overnight excursion to Zion and Bryce National Parks. Schedules and prices will be available at Caesar's Palace. Or you can call Grayline direct at (702) 384-1234.

Las Vegas knows how to mix business and pleasure. We hope that your experience at the first LPTV Conference & Exhibition will be enhanced by all that it has to offer you.

*Lori Wucherer is administrative director of the Community Broadcasters Association.*

## CBA Program Co-op Plans Shelved

Joe Loughlin, executive director of the Community Broadcasters Association Program Cooperative, announced that plans for the one-stop program source were being postponed until more LPTV stations are on the air.

In a September letter to CBA members, Loughlin said that the co-op, as pro-

posed, would not be able to meet the needs of either established LPTV stations, who are already dealing directly with distributors, or start-up stations, who need programming for virtually all of their air time. He also said that at least eight networks are now delivering programming to LPTV affiliates via satellite, which makes a co-op unnecessary.

## VMN Buys America's Value Network in Major Expansion Move

Robert J. Murley, president of Video Marketing Network, announced recently that VMN has purchased the Eau Claire, WI home shopping service, America's Value Network. The amount of the all-cash purchase was not disclosed.

AVN will be a wholly-owned subsidiary of VMN, said Murley. "We're keeping all of AVN's employees," he added. The purchase includes AVN's 32,000 square-foot offices in Eau Claire as well as its 52 existing affiliates, of which four are LPTV stations and ten are cable systems.

AVN relays its signal 24 hours daily from Satcom 4, transponder 5. Murley said the affiliate agreement for AVN would be the same as that for VMN—stations will receive 10% of the gross revenues, plus incentives such as free use of a Cadillac.

VMN itself now has 22 LPTV construction permits with options on an additional 120. "It's the way to go," said Murley of his LPTV affiliations. "Everything else is sewed up," he said, referring to high power television.

The private company is also negotiating to purchase another shopping service. However, Murley declined to identify the potential acquisition.

## Forest Service Amends Tower Rental Fees

The U. S. Forest Service has increased the fees it will be charging those who rent space on Forest Service lands for towers and other communications uses.

TV and radio translators, broadcast television, microwave relays, amateur radio, cellular telephone, and cable and subscription television are among the services that will be affected.

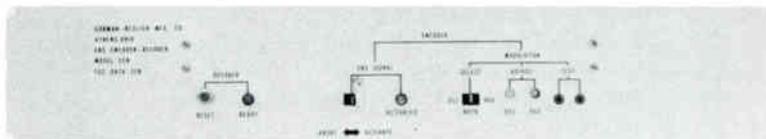
The fee schedules vary by Forest Service region. LPTV and TV translator fees begin at \$75/year for the smallest markets and increase to as much as \$1,500/year in heavily populated areas. Fee waivers will be decided at the local level. Fee increases will be phased in over a period of up to five years, depending on the Forest Service region involved.

**BON MOT**

**I cannot praise a fugitive and cloistered virtue, unexercised and unbreathed, that never sallies out and sees her adversary, but slinks out of the race where that immortal garland is to be run for, not without dust and heat.**

*John Milton, Areopagitica, 1644*

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F88



## LPTV and the LAW

### The Emergency Broadcast System

—by Peter Tannenwald

The Emergency Broadcast System, known as "EBS" in the FCC world, is an important part of our nation's system for responding to emergencies of all kinds, from bombs to floods to hurricanes and tornados. Every broadcast station, including every LPTV station, plays a part in the system. Your LPTV station may be officially designated as "participating" or "non-participating," but whichever you are, you must still understand the system and be prepared to respond appropriately in the event of an emergency. Every LPTV station must be equipped with an FCC certificated decoder to receive emergency attention signals.

I may be showing my age when I remember back to the days of the old "Conelrad" EBS system in effect when I played with crystal radios. In an emergency, all normal signals would go off the air, and transmitters would be turned up on 640 and 1240 kHz. Today's modern EBS system depends instead on networks of primary and secondary stations that remain on the air on their regular frequencies and relay programming from one to the other. Most major program distributors participate in disseminating alerts to broadcasters; these include the commercial television networks and PBS, the major radio networks, the AP and UPI news services, and no fewer than ten program services distributed via satellite primarily to cable systems.

#### How It Works

The EBS system is activated by the transmission of a unique two-tone signal that automatically triggers specially equipped receivers. When the attention signal is received during a real national emergency, participating stations remain on the air, while non-participating stations broadcast a specific FCC-designated message and then go dark.

To become a participating station, you must have an EBS authorization from the FCC. All high power stations automatically receive EBS authorizations and are participating stations unless they take the initiative and ask to be non-participating. In the case of LPTV, however, stations are

automatically non-participating unless they contact the FCC and ask to participate.

Every station, whether participating or not, must have an EBS receiver/decoder where an operator on duty can turn off the transmitter in an emergency or can insert an emergency feed if the station is participating. The receiver/decoder may be at the transmitter, the studio, or an authorized remote control point—wherever the operator is on duty. It must be certificated by the FCC for broadcast use and will generally cost a few hundred dollars. Home-type receivers that respond to the two-tone EBS alert signal are available for less than \$100 but do not qualify for use by broadcast stations.

Your receiver should be tuned to the primary station for your area. The FCC has a nationwide plan that tells you what station to monitor and provides alternates if you cannot receive your designated primary station. At least once a week, at a random time, the primary station will transmit the attention signal, activating your receiver. You must keep a written record of the date and time of each such signal you receive. If you have a network feed or newswire, you must also log the date and time you receive weekly test alerts via those systems.

You also need an EBS checklist, which contains instructions on how to respond to an EBS alert; an EBS special instruction card, to post beside your newswire or control board; and an EBS authenticator list, issued once a year and containing code words to verify whether an alert is real or false.

#### In Case Of Failure

If your EBS receiver fails, you may continue broadcasting for up to 60 days without authority from the FCC. If repairs take longer, contact the engineer-in-charge of your local FCC radio district for permission to keep operating without the receiver. When the receiver is out of service, you should keep a conventional receiver in your office tuned to the primary station so that you will know if an alert is sounded.

If your station is participating, you must

also have an FCC type-accepted EBS encoder, enabling you to transmit the unique two-tone attention signal. The system must be tested by transmitting the signal once a week at random times. Every full power station must have an encoder, but only "participating" LPTV's require them.

There is what appears to be an unintentional gap in the FCC's EBS rules (which start at Section 73.901) with respect to unattended operation by LPTV stations. LPTV's were intentionally exempted from the mandatory transmission of EBS attention signals, but the FCC assumed that they would all have receiver/decoders and would respond to emergencies. When an LPTV is originating programming, an operator is on duty to hear the alert. When the station is acting as a translator, the alert will come through the station whose signal is being rebroadcast, and if the primary station goes dark, the absence of an input signal will presumably shut down the translator.

But the FCC did not address the situation in which an LPTV is taking a direct satellite feed. In that limited situation, unattended operation is permitted, so there is no operator on duty to hear an EBS alert. If the satellite service is an EBS participant, the alert will be broadcast on the

LPTV, but there still may be no system to shut down the LPTV transmitter, and there is no way for the alert to be heard if the satellite service does not participate. The FCC recently became aware of this problem and may address it in future rule changes.

#### All Emergencies Covered

The EBS system may be used for state and local, as well as national, emergencies. State and local emergency officials devise plans for their areas and work directly with broadcasters. No FCC authority is required to participate in state and local plans; you need not be a "participating" station in the national system.

For more information about EBS receivers, the EBS checklist, special instruction cards, and the authenticator list, as well as information about how to become a participating station, write to the Emergency Broadcast System, FCC, Washington, DC 20554, or telephone (202) 634-1600. M/B

*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.*

## Cable Consortium To Research HDTV

Four major cable companies—Telecommunications, Inc., American Television and Communications Corporation, Continental Cablevision, and Comcast Cable Communications—have formed a research and development consortium to study new television technologies, including high definition TV.

Cable Television Laboratories, Inc.—or Cable Labs, as the new entity is called—is the result of plans developed by the National Cable Television Association's R & D Committee. Its three main purposes are 1) to serve as a central source of information about technological developments in the cable industry, 2) to plan and fund cooperatively-supported R & D projects, and 3) to facilitate the transfer of new technology to member companies.

The four founding companies have each made initial three-year financial commitments to fund the consortium's annual operating budget of \$7.5 million. All members of the cable industry are invited to participate. M/B

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## FCC May Scrap Two-Year Network Affiliation Rule, Seeks Comments On Network/Cable Cross-Ownership

In a move to update a half-century-old policy designed to protect start-up networks from monopoly competition, the Federal Communications Commission has proposed to eliminate the rule that limits the term of affiliation between networks and stations to two years.

Originally adopted for radio, the two-year rule was designed to stop established networks from blocking the growth of new networks by signing up all the available stations. However, said the Commission, the tremendous increase in broadcast outlets since the rule was adopted in 1941, the rise of a large pool of independent stations who are potential affiliates for new networks, and the benefit to be gained by letting networks and stations bargain freely all argue for eliminating the rule.

Comments (MM Docket 88-396) are sought on the impact such an action would have on networks and stations, and on possible modification of the rule.

In another action, the Commission

wants further comments on its proposal (BC Docket 82-434) to allow common ownership of national television networks and cable systems. Developments such as the rise of cable and the concomitant decline of the big three networks make it necessary to review the 1982 proposal, said the Commission.

In 1980, a special FCC committee concluded that network entry into cable ownership could increase competition in the cable industry, resulting in improved service to the public. Based on that report, the Commission issued a Notice of Proposed Rule Making seeking comments on the elimination of the cross-ownership rule. However, according to FCC Chairman Dennis Patrick, no action was taken because it was feared that cable's growth and consequent competition to broadcast television might be affected.

In June 1988, the National Telecommunications and Information Administration urged that the present rule preventing network/cable cross-ownership be elimi-

nated on the grounds that national programming and advertising markets have become more competitive since the rule was imposed in 1970. Specifically, said the NTIA, the television networks have become less powerful and therefore less able to restrict competition by owning cable systems.

The Commission added that regulatory changes such as the Cable Act of 1984, the elimination of must-carry, and the reimposition of syndicated exclusivity have significantly affected the competitive relationship between broadcast and cable.

In a separate statement, Commissioner Patricia Diaz Dennis defined what she perceived as the essence of the issue: "...should we continue to deny to networks the opportunity to own cable systems as well as program services, an opportunity players in the cable industry already enjoy? Or, is the public interest better served by separating programming ownership from the means of delivering it?"

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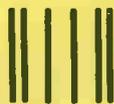
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## LPTV On Curriculum At Dodge City College

—by Colette Carey

John Ewy, associate professor of communication at Dodge City Community College in Dodge City, KS, teaches LPTV in his electronic media classes.

The small two-year college is planning either to apply for an LPTV station or to purchase an existing construction permit. With its own station, the school not only could broadcast classes to students at satellite campuses, but would also have a powerful public relations tool.

In the meantime, the students in Ewy's classes use *The LPTV Report* to help them stay on top of the industry while they learn to program and support their own hypothetical LPTV station. "There are so many possibilities for the students," said Ewy about his station plans. "I hope to be an LPTV pioneer in this community." KJ/DB

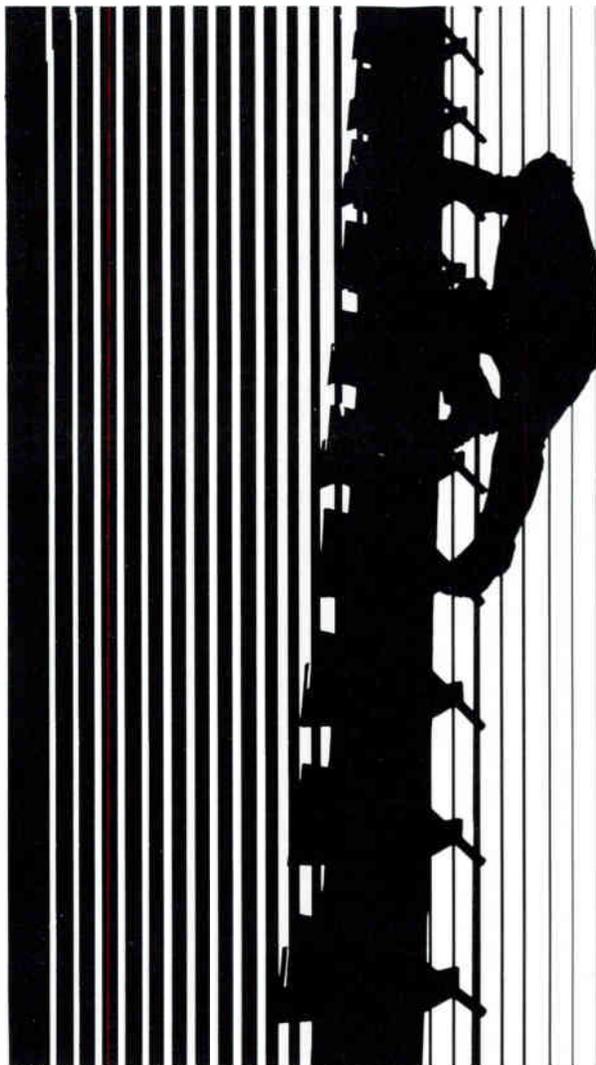
## LPTV-8 in Columbus Increases Power To 80 Watts

W08BV in Columbus, OH has installed a new 80-watt transmitter to replace its original 10-watt unit, announced general manager Bob Lyons last month.

TV-8 engineers designed the transmitting antenna system so that ten watts of power are directed into each of eight different VHF antennas. Each antenna is directional, and in combination the eight give the station nearly equal signal distribution in all directions. The antennas are also designed to improve reception to television sets with indoor as well as outdoor receiving antennas.

To reduce transmission line power losses, the transmitter is installed in a weatherproof enclosure at the 700-foot level of the tower. KJ/DB

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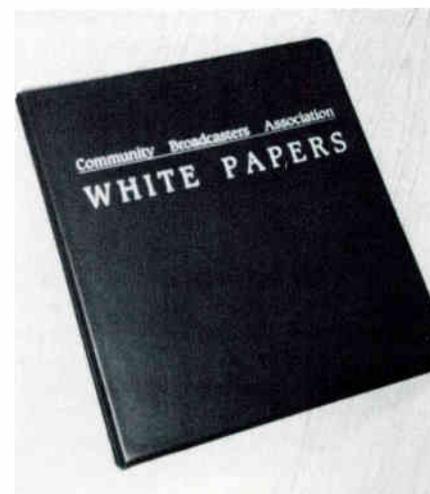
## CBA White Papers Feature Industry's Best

The Community Broadcasters Association has published the inaugural volume of what is to be an on-going series of white papers written by suppliers and consultants to the LPTV industry. Copies of the papers, bound in three-ring binders, were sent to all CBA members in August.

The six papers of the first volume are "Making Effective Use of Communications Counsel," by Peter Tannenwald of the Washington law firm Arnt, Fox, Kintner, Plotkin & Kahn; "Choosing Your LPTV Transmitting Antenna," by Richard D. Bogner, technical director of Bogner Broadcast Equipment; "The Broadcast Station Promotion Director," by Lance Webster, executive director of the Broadcast Promotion & Marketing Executives;

"The Proper Care, Handling, and Storage of Videotape," by James F. MacKay, director of marketing electronics for Eastman Kodak's Motion Picture and Audiovisual Products Division; "Choosing An LPTV Transmission System," by John Saul, vice president, EMCEE Broadcast Products; and "Why You Need A Time Base Corrector," by William B. Hendershot, III, president of Prime Image, Inc.

CBA plans to publish a second volume of white papers in early 1989. The papers are intended to provide LPTV broadcasters with an easy-to-use reference to basic broadcast technical and management principles. Suppliers interested in participating should contact Lori Wucherer at (414) 783-5977 for more information. KJ/DB



# Interview: Larson

continued from front page

**LPTV Report:** Keith, please give us an update on the status of the applications filed in last June's window.

**Larson:** We are very gratified by the results of the 1988 window. Of the approximately 1,000 applications that were filed, we found to our great delight that 50% of them—or about 500—can be granted as singleton applications without having to go to lottery. About one-third of the applications had to be returned for predicted interference, and about one-sixth will go into a lottery. It looks as if the window procedures are working very successfully in getting grants into the hands of the applicants.

**LPTV Report:** How many of the applications filed in the last window are translator applications, and how many are for major changes?

**Larson:** In my estimation, about two-thirds are LPTV applications and one-third are translators. I don't have a breakdown yet on what percentage are for new stations and what percentage are for major changes.

**LPTV Report:** Have you finished processing all of the applications from the 1987 window?

**Larson:** We have finished essentially all of the singleton applications and have granted between 500 and 600 applications from that window. Also, we have either scheduled for lottery or held lotteries on just about all applications that were mutually exclusive.

**LPTV Report:** What about the original backlog of applications—those filed from 1981 to 1984?

**Larson:** We are steadily cutting into that backlog. I think we still have around 2,000 applications from that period, and a sizeable percentage of those are still tied up in daisy chains that we have to chip away at through the lottery process. Some of the applications involve several rounds of lotteries, in some cases as many as six or seven. Other applications in that batch, perhaps 500, cannot be processed further, because we are still waiting to finalize an interference treaty with the Mexican government.

**LPTV Report:** Can you elaborate on that?

**Larson:** We have a working arrangement with the Mexican government, pending the outcome of final treaty negotiations, whereby our stations have to protect Mexican authorizations. Basically, whenever we come across proposed facilities that are in sufficient proximity to the Mexican border or that have what we call "interference limited contours" that

would cross over into Mexico, we have to defer processing until the negotiations are finalized.

That situation also affects applications that are directly mutually exclusive or indirectly mutually exclusive with an application that can't be granted due to Mexican proximity.

**LPTV Report:** When do you think these applications will be finalized?

**Larson:** The word I hear is that it is very close. But I don't know when this will be.

**LPTV Report:** By "very close," do you mean months?

**Larson:** I couldn't elaborate on it.

**LPTV Report:** You said approximately one-third of the last batch of applications was returned for defects. Is there any one kind of error that occurs most frequently?

**Larson:** The primary defect would be predicted interference to an authorized station. Approximately 50 applications had to be returned because of violations of the letter perfect standard, but that is substantially less than in the 1987 window. I think part of the reason may be the efforts we made to make the application form a little bit clearer in certain respects.

**LPTV Report:** How long will a 1988 window applicant have to wait to hear whether the application has been granted, or is being returned or entering a lottery?

**Larson:** Last year, in the 1987 window, we had our first large proposed grant list of those window applications, I think, in the middle of October. We hope to beat that by two or three weeks on this year's timetable. If we are successful in doing that, we should be making our first grants perhaps as early as December.

**LPTV Report:** Does that mean we will be opening another window this year?

**Larson:** There are a number of good reasons for opening the window this year—the first and foremost being that we can make a lot of quick grants. But we don't know whether we'll be able to open another window in 1988 because of the very tight budget situation facing us in fiscal 1989. Until the impact of the budget on the filing window is clear, the Commission cannot commit to any filing windows.

**LPTV Report:** When will the budget be finalized?

**Larson:** I don't know the answer to that. I would presume that it would be some time early in the fiscal year, but it's really out of my area.

[Since this interview, Congress has approved a new budget for the FCC—for

continued on page 28

## LPTV Distribution by State and Territory September 19, 1988

	Licenses	CPs*
ALABAMA	4	20
ALASKA	18	41
ARIZONA	15	50
ARKANSAS	6	38
CALIFORNIA	42	60
COLORADO	15	41
CONNECTICUT	0	5
DELAWARE	2	1
WASHINGTON, DC	0	1
FLORIDA	23	75
GEORGIA	5	52
HAWAII	4	16
IDAHO	6	46
ILLINOIS	3	28
INDIANA	7	22
IOWA	4	57
KANSAS	5	70
KENTUCKY	3	23
LOUISIANA	4	51
MAINE	5	12
MARYLAND	1	1
MASSACHUSETTS	4	12
MICHIGAN	4	21
MINNESOTA	18	53
MISSISSIPPI	10	14
MISSOURI	8	65
MONTANA	16	59
NEBRASKA	4	28
NEVADA	14	22
NEW HAMPSHIRE	1	4
NEW JERSEY	2	7
NEW MEXICO	9	61
NEW YORK	16	42
NORTH CAROLINA	4	44
NORTH DAKOTA	2	29
OHIO	4	34
OKLAHOMA	15	35
OREGON	19	35
PENNSYLVANIA	5	21
RHODE ISLAND	0	2
SOUTH CAROLINA	1	24
SOUTH DAKOTA	4	22
TENNESSEE	11	42
TEXAS	25	167
UTAH	17	23
VERMONT	1	6
VIRGINIA	4	23
WASHINGTON	6	35
WEST VIRGINIA	1	4
WISCONSIN	10	29
WYOMING	18	59
GUAM	1	0
PUERTO RICO	1	10
VIRGIN ISLANDS	0	1

TOTALS: Licenses: 427

Construction Permits: 1,742

\*Construction Permits

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**7. MINNESOTA, IOWA**

**Vaughn Communications, Inc.**  
7951 Computer Avenue South  
Minneapolis, MN 55435  
(612) 831-2248

**5. WISCONSIN, N. ILLINOIS**

**Video Images, Inc.**  
285 N. Janacek Road  
Waukesha, WI 53186-1924  
(414) 785-8998

**2. MICHIGAN, N.W. OHIO**

**General Television Network**  
Communications Systems Group  
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Oak Park, MI 48237  
(313) 399-2000

**9. COLORADO**

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Denver, CO 80215  
(303) 238-6493

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Madison, WI 53716  
(608) 221-8888

1121 Tower Lane  
Bensenville, IL 60106  
(312) 766-1100

**8. NEBRASKA**

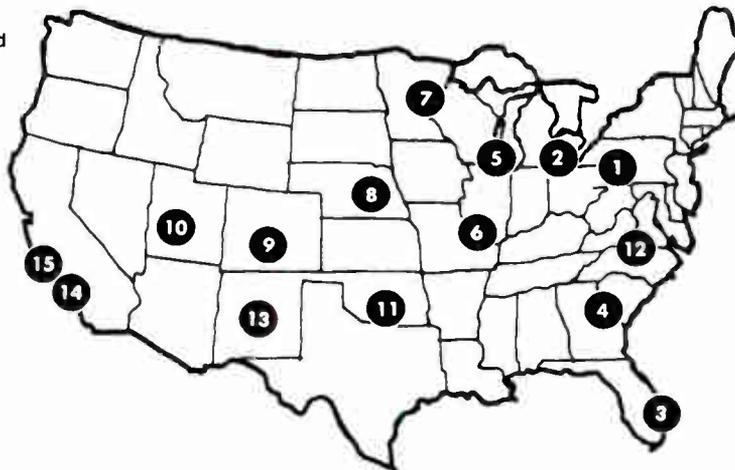
**Audio Visual, Incorporated**  
8025 Maple Street  
Omaha, NE 68134  
(402) 393-9911

**1. PENNSYLVANIA**

**Alpha Video Electronics, Co.**  
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(412) 923-2070

**14. CALIFORNIA**

**A-VIDD Electronics Co.**  
3920 Gilman Street  
Long Beach, CA 90815  
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**12. NORTH CAROLINA**

**Clark-Powell & Associates, Inc.**  
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Winston-Salem, NC 27114  
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NC Wats 800 533-1099

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**Televideo San Diego**  
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San Diego, CA 92111  
(404) 455-7610  
1 800 554-5440

801 Clanton Road  
Suite 101  
Charlotte, NC 28217  
(704) 525-4223

**4. GEORGIA, S. CAROLINA**

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Atlanta, GA 30341  
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**11. OKLAHOMA**

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\$99.6 million, or \$5 million less than the President had requested.)

**LPTV Report:** How much more room is left for LPTV stations in this country? Do you think we will reach that 4,000 number that the Commission was predicting in 1980?

**Larson:** I think the 4,000 number may be realistic in the long term, but in the next two years, I don't think we will get there. Our records show right now that we are close to a total of 600 licensed LPTV stations. I think that if in the next five years that number could be increased to between 1,200 and 1,500 stations, it would be most gratifying.

**LPTV Report:** Power increases. People have been asking, since the LPTV service started, about increasing the output power of stations. What is the status of the idea right now? Is it being considered?

**Larson:** No. In view of the high definition TV proceedings going on, I don't think now would be a good time to consider making changes in the technical standards of the LPTV service, and that would include either the power or the definition of the contours or any of the other interference protection criteria.

**LPTV Report:** Let's talk about secondary status. A recent survey of LPTV stations showed that locally originating stations are averaging about 16 hours a week of local programming.

*These stations seem to be fulfilling the public interest tenets of the Communications Act in this regard. In light of this level of service, what rationale does the Commission have for maintaining the secondary status of LPTV stations?*

**Larson:** Very simply, the philosophy behind LPTV was to fill in the areas missed by the high power television framework. Considering what else is going on in broadcasting, particularly in the ATV television proceeding and the possible additional spectrum requirements there, I believe that LPTV will remain a secondary service, at least for the foreseeable future. I can't see that status changing at this point in time.

**LPTV Report:** What about a situation where the local station, doing local programming, is displaced by a high power station that does not do local programming for the community? That situation is in direct conflict with the Commission's traditional public interest emphasis.

**Larson:** The LPTV station always has the option of trying to upgrade to high power status by going through the necessary steps to have the television table of assignments amended. That would be one option. But short of that, the Commission has provided measures for displaced stations to seek relief on other channels. At this point, however, we believe that is as far as we can go.

**LPTV Report:** How many stations have been displaced?

**Larson:** It's in the hundreds. I don't have an exact count, but the policy has worked extremely well. Most stations who have sought other channels have been accommodated.

**LPTV Report:** What percentage?

**Larson:** I would guess about 90% or better.

**LPTV Report:** Are these stations able to stay on their new channels?

**Larson:** It appears they are. I have yet to run across a case where a station has been bumped from two channels.

**LPTV Report:** Keith, could you personally support primary status for locally originating LPTV stations?

**Larson:** I would reserve judgment on that until the service has been in existence for a few more years. It is a very difficult question to answer right now. The question can really not be answered in the abstract. It has to take into account what the Commission's other activities are concerning broadcasting.

**LPTV Report:** One of the proposals made in the Commission's recent Further Notice of Inquiry into advanced television systems is to use additional spectrum for high definition broadcasting. If, say, a 9 MHz system were adopted, how would LPTV be affected?

**Larson:** It's really unclear what the impact of any channeling scheme would be on LPTV at this time. The Commission

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also indicated that the interference standards for an advanced television system would have to be more robust, in the sense that they can tolerate more interference than NTSC receiving systems can. As a matter of fact, there is even a reference to a study by the Office of Engineering Technology that accommodating broadcast licensees in an advanced television system would require eliminating the UHF taboos. In this case, LPTV stations would be mainly concerned about co-channel and first adjacent channel interference to any channel augmentations to broadcast licensees for advanced television.

Until further studies are made, it is really unclear what the impact can be. I imagine there will be conflicts in some of the major markets between LPTV stations and advanced television systems, in which case the LPTV station, being a secondary service, would again face the problem of eliminating interference.

But the Commission is going to be moving quickly in determining the spectrum choices. And I would urge the Community Broadcasters Association and other LPTV operators to make themselves heard in that proceeding.

**LPTV Report:** Will VHF and UHF channels be handled differently?

**Larson:** I don't believe a decision has been made on that, either. I think you'll just have to stay tuned.

**LPTV Report:** What is the time frame on this? Is it weeks or months before this decision will be made?

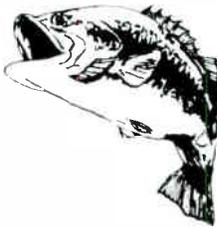
**Larson:** I don't think the Commission has set a specific time line. I think they are interested in moving as quickly as they can, but they want to have a full record. The Commission is in the process of narrowing the issues down right now. This is a very important and significant proceeding for many years to come. The Commission is deliberately being very thorough in considering all of the options.

**LPTV Report:** Keith, what do you see the future of LPTV to be right now?

**Larson:** I'm still excited about the future of LPTV. We have authorized construction permits in markets of virtually all sizes, including, I think, all of the top 100 television markets. The caliber of the permittees right now is the highest that it has ever been. And the rate at which stations are being built is increasing steadily.

I still think we are in a shakedown process here. It may take another year or two until people really know what's going to work in what size markets. I think that LPTV is like the FM service was fifteen to twenty years ago. It will survive and serve a very useful and valuable function. 

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## Sony Wins Emmy For D-1 Digital Technology

Sony Corporation captured two Emmy Awards from the Academy of Television Arts and Sciences this year. The first was for developing the component digital format (D-1) video recording system for the broadcast industry. The second was awarded to Sony engineers in recognition of the engineering skill involved in the development of the format.

"D-1 component technology was Sony's response to the industry's demand for a high quality system capable of stor-

ing and manipulating graphics for use in high-end post-production settings," said Richard K. Wheeler, president of Sony Communications Products Company. "We're pleased to be honored by the Academy for this important achievement."

Sony also announced that nearly 1,000 units of the Betacam® and Betacam SP® equipment were shipped to Seoul, Korea for the 1988 Summer Olympics in September. 



Holding Sony's two Emmy Awards are (l to r) Takeo Eguchi, general manager, Video Products Division, Sony Communications Products Group; Richard K. Wheeler, president, Sony Communications Products Company; and Peter A. Dare, vice president, Product Management and Operations, Sony Communications Products Company.

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## Kompas/Biel Expands

Four new people have recently joined Kompas/Biel & Associates.

Scott R. Swartwout began in August as an account executive responsible primarily for advertising sales for *The LPTV Report*.

Swartwout is a graduate of the University of Wisconsin-Milwaukee where he majored in communications and was active in forensics, debate, and radio. His background also includes experience in sales, advertising, and photography—all of which will be useful in his work with the *Report*.

LPTV stations will be getting calls from a new reporter—Colette Carey, a 1987 Marquette University graduate with a B.A. in broadcast communications and a minor in journalism.

Colette comes to *The LPTV Report* from a Milwaukee ad agency where she handled public relations for a variety of clients. She has also done part-time PR for Weight Watchers of Wisconsin and the Wisconsin State Fair. Colette will be covering LPTV station news.

And Barbara Barr has joined the staff as an administrative assistant. She succeeds Cathy Berse who recently married and now lives in Boise, ID. Barb holds an Associate of Arts degree in marketing from Milwaukee's Stratton College.

Also on the staff part-time is Heather Kompas, who is attending Wauwatosa West High School in Wauwatosa, WI.

Welcome, Scott, Colette, Barb, and Heather! [K/B]



Barbara Barr



Colette Carey



Heather Kompas



Scott Swartwout

## FCC To Amend Environmental Assessment Procedures

The Federal Communications Commission has issued a Notice of Proposed Rulemaking seeking to review the rules under which applicants may construct communications facilities.

Under present rules, facilities not requiring a construction permit may be built without a prior environmental assessment, though an assessment must be completed before licensing. This procedure, however, poses the risk that construction will cause substantial damage to the environment. Further, the applicant runs the risk that no license can be awarded because of such damage.

Under the proposed revision, however, if construction could significantly affect the environment as defined in Section 1.1307 of the FCC's Rules, it would not be permitted until an environmental assessment is filed and processed or until the Commission ascertains that no significant impact would occur.

Conversely, if the proposed construction would not significantly affect the environment, the applicant could build without prior Commission approval. [K/B]

## LPTV-17 Signs On In Columbus

"With our success so far, it's really hard to stop smiling," says Gary Clarke, general manager of W17AI, which signed on the air on August 20 in Columbus, OH. Channel 17 airs movies, game shows, and such syndicated fare as "Wild, Wild West," "Gunsmoke," and the "Beverly Hillbillies." To bolster start-up revenue, Clarke has also leased some air time to WWAT, Channel 53 out of Chilicothe, OH.

Clarke and his wife Sue, owner of the station, have big plans for local programming—eventually local fare will fill as much as 80% of air time, he said. Local news, interviews with visiting celebrities, and a Columbus version of "Candid Camera" shot live with the station's three

remote cameras are some of the programs on the drawing boards now.

The Acrodyne transmitter throws a signal an astounding 80 miles north into Marysville, OH and 35 miles west into Lancaster. Clarke said that the reach is due probably to the fact that most of Ohio is very flat. "We're real happy with Acrodyne and the work they've done," he added, praising the company for its support during the last weeks before sign-on.

Right now, the concentration is on promotion. Clarke is planning a series of city bus ads; and to get public attention he'll be staging a real old-time bank robbery—complete with cowboys, horses, and sixshooters—in downtown Columbus. 

## Dynatech Buys ALTA

The ALTA Group, California manufacturer of television signal processing equipment, has been acquired by Dynatech Corporation of Massachusetts.

Founded in 1985, ALTA manufactures

the Pyxis, Pyxis-E, and Cygnus—modestly priced time base correction, frame sync, and digital effects units, as well as the still store Centaurus, and Pictoris, a picture compression unit. 

## Video Images To Build Bradley Center Studios

Video Images, a Milwaukee-based video systems dealer, was awarded a \$375,000 contract to supply the television production system for Milwaukee's Bradley Center.

The \$71 million sports arena is a gift to the Milwaukee community from Jane and Lloyd Pettit in honor of Ms. Pettit's father, the late Harry Bradley, founder of the Allen-Bradley Company. It will be the home for the Milwaukee Bucks NBA franchise, the Milwaukee Admirals hockey team, the Marquette Warriors basketball team, and the Milwaukee Wave indoor soccer team.

The state-of-the-art system features

Sony Betacam SP production equipment configured for multiple source editing through Grass Valley Group switching and processing equipment. New Sony solid-state color cameras provide the pictures for the video scoreboard and for the video monitors in the luxury suites and the concession areas. The system also receives signals from television vans parked outside the facility.

Steve Schmidbauer, director of marketing for Video Images, said that the system performed perfectly at an October 1 exhibition hockey game between the Chicago Blackhawks and the Edmonton Oilers. 

## ... at the FCC

### 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.

- K20CB Palm Springs, CA. Robert H. Gray, 7/29/88.
- K36AF New Castle, CO. Pikes Peak Broadcasting Company, 7/29/88.
- K57CR Rifle, CO. Pikes Peak Broadcasting Company, 7/29/88.
- W27AJ Dover, DE. Delmarva Broadcast Service, 7/29/88.
- W07BR Fort Myers, FL. Caloosa Television Corporation, 7/29/88.
- W59BC Jacksonville, FL. Jacksonville Translators, Inc., 7/29/88.
- W59BE Perry, FL. Perry Translators, Inc., 7/29/88.
- K47BW Lewiston, ID. Inland Northwest Television, Inc., 7/29/88.
- K07UJ Baton Rouge, LA. Jeanne Conrad, 5/31/88.
- W13BH St. Ignace, MI. Mighty Mac Broadcasting Company, 5/31/88.
- K28BT Alexandria, MN. Selective TV, Inc., 7/29/88.
- K54AT Brainerd, MN. Red River Broadcast Corporation, 5/31/88.
- W64BB Jackson, MS. Sur Este Broadcasting Corporation, 7/29/88.
- K25CL Pablo/Ronan, MT. Salish Kootenai College, 5/31/88.
- K28CF St. Ignatius, MT. Salish Kootenai College, 5/31/88.
- W13BG Nashua, NH. Center Broadcasting Corporation of New Hampshire, 7/29/88.
- K29BD Alamogordo & Tularosa, NM. Trinity Broadcasting Network, 7/29/88.
- K41CJ Carlsbad, NM. Lawrence P. O'Shaughnessy, 7/29/88.
- W08CJ Glens Falls, NY. Grich Broadcasting Corporation, 5/31/88.
- W68BP Dayton, OH. Trinity Broadcasting Network, 7/29/88.
- K14HA Roseburg, OR. Inspiration TV of Southern Oregon, 5/31/88.
- W05BG Williamsport, PA. Kennedy Broadcasting, 7/29/88.
- K42CC Sioux Falls, SD. Localvision, 7/29/88.
- K27BZ Wellington, Dodson, TX. Greenbelt TV Translator System Inc., 5/31/88. *continued*

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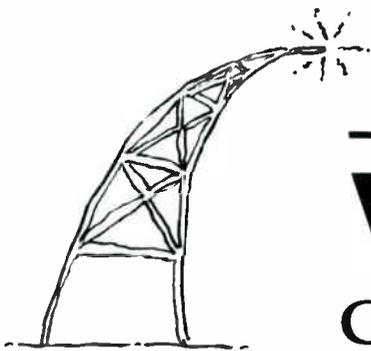
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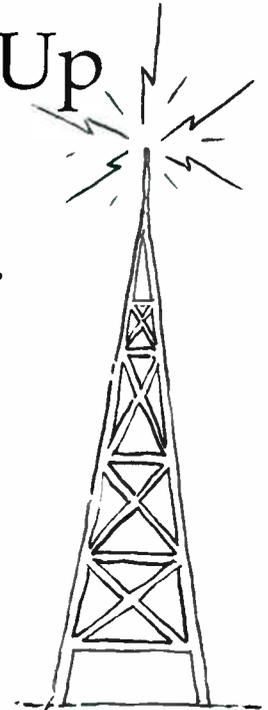
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### LPTV LICENSE RENEWALS

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

- K42BS Fayetteville, AR. Brooks Broadcasting, Inc., 7/18/88.
- K40AP Tsaile, AZ. Navajo Community College, 7/5/88.
- K34AV Fresno, CA. Family Television, Inc., 6/29/88.
- K21AC Victorville, CA. Victor Valley Public Translator, Inc., 7/12/88.
- K25AD Victorville, CA. Victor Valley Public Translator, Inc., 7/12/88.
- K27AE Victorville, CA. Victor Valley Public Translator, Inc., 7/12/88.
- K31AD Victorville, CA. Victor Valley Public Translator, Inc., 7/12/88.
- W49AI Inglis/Yankeetown, FL. Suncoast Family Television Corporation, 7/19/88.
- W34AD Key West, FL. Carter Broadcasting Corporation, 7/19/88.
- W17AB Tallahassee, FL. Phipps Communications, Inc., 7/18/88.
- W53AH Vero Beach, FL. Malrite of Florida, Inc., 8/31/88.
- W16AB Columbus, GA. Dr. Stephen Hollis, 7/18/88.
- W51AF La Salle/Oglesby, IL. Christians Communications of Chicagoland, Inc., 7/18/88.
- W04BV Evansville, IN. American Television Network, Inc., 7/18/88.
- W05BC Evansville, IN. S. Jerry Kissinger, 7/19/88.
- W32AC Muncie, IN. Full Gospel Business Men's Fellowship International, 8/5/88.
- W04BP Campbellsville, KY. Heartland Communications, Inc., 7/18/88.
- W62BH Hopkinsville, KY. Trinity Broadcasting Network, 7/18/88.

- W64AV Hopkinsville, KY. Kentucky Authority for Educational Television, 7/19/88.
- W49AK Baton Rouge, LA. Great Oaks Broadcasting Corporation, 7/18/88.
- W16AE Cresaptown, MD. Trinity Broadcasting Network, Inc., 6/7/88.
- W66BV Detroit, MI. Los Cerezos Television Company, 7/18/88.
- W59AZ Grand Rapids, MI. International Union, UAW, LPTV Project, 8/31/88.
- W35AK Iron Mountain, MI. U.P. TV Systems, Inc., 7/21/88.
- K22AE New Ulm, MN. Ogden Broadcasting of Minnesota, Inc., 7/6/88.
- K52AY St. Louis, MO. Flor Del Rio Television Company, 7/18/88.
- W56CA St. Louis, MO. St. Louis Metropolitan Baptist Association, 7/18/88.
- W31AG Clarksdale, MS. Trinity Broadcasting Network, 7/18/88.
- W25AD Columbus, MS. Trinity Broadcasting Network, 7/18/88.
- W10BD Jackson, MS. K. Sandoval Burke, 7/26/88.
- W64BB Jackson, MS. Sur Este Broadcasting Corporation, 7/18/88.
- W36AC McComb, MS. Commonwealth Venture Systems, Inc., 7/18/88.
- W64AZ Kinston, NC. Local Television Associates, Inc., 8/5/88.
- W54AF Bucyrus, OH. Allonas Communications, Inc., 5/2/88.
- W07BM Cookeville, TN. First Baptist Church, 7/19/88.
- W59AW Nashville, TN. Microband Corporation of America, 7/18/88.
- W64AU Adams, WI. State of Wisconsin—Educational Communications Board, 7/19/88.
- W55AS Milwaukee, WI. Weigel Broadcasting Company, 7/18/88.

### NEW LPTV CONSTRUCTION PERMITS

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

- W57BF Florence, AL. Linda D. Clevenger, 6/30/88.
- W31AQ Mobile, AL. Wenda Shaltry, dba Shaltry Communications, 7/29/88.
- W20AI Augusta, AR. Mountain TV Network, 7/29/88.
- 20— Harrison, AR. Mountain TV Network, 7/29/88.
- K49CG Little Rock, AR. American Christian Television System, 7/29/88.
- K38CG Bullhead City, AZ. Robert H. Gray, 7/29/88.
- K44CN Cottonwood, AZ. Scripps Howard Broadcasting Company, 7/29/88.
- K22CO Flagstaff, AZ. Ted Tucker, 8/16/88.
- K14HP Florence/Globe, AZ. Generic Television, 8/12/88.
- K29BI Globe, AZ. Mountain TV Network, Inc., 8/12/88.
- K31CA Prescott, AZ. Mountain TV Network, Inc., 6/30/88.
- K68CT Arroyo Grande, CA. Erwin Scala Broadcasting Corporation, 8/12/88.
- K44BS Barstow, CA. Response Broadcasting Corporation, 8/16/88.
- K38CF Parker Dam, CA. Richard J. Washington, 7/29/88.
- K23CE Sacramento, CA. John Francis Hassler, Jr., 6/30/88.
- K55FC South Oroville, CA. Response Broadcasting Corporation, 6/30/88.
- K66DK Aurora, CO. Jerold R. Welch, 7/29/88.
- K48CV Lamar, CO. Mountain TV Network, Inc., 8/12/88.
- K16BR Limon, CO. Mountain TV Network, Inc., 6/30/88.

K52CY Limon, CO. Mountain TV Network, Inc., 6/30/88.  
 K39BZ Manassa, CO. Mountain TV Network, Inc., 8/16/88.  
 W10BR Gainesville, FL. Board of Regents, University of Florida, 7/29/88.  
 W48AY Oldsmar, FL. Gaylord Broadcasting Company, 8/16/88.  
 W53AL West Palm Beach, FL. Richard & Ann Vermillion, 8/29/88.  
 K24CF Haleakala, HI. John Patrick Marcom, 7/29/88.  
 K61ED Lihue, HI. Mountain TV Network, 8/12/88.  
 K04NM Ames, IA. Taft Broadcasting Company, 7/29/88.  
 K54CW Ames, IA. Baby Boom Broadcasting Company, 7/29/88.  
 K53DF Carter Lake, IA. TV 53, Inc., 7/29/88.  
 K53CV Dubuque, IA. Russell Communications, 8/12/88.  
 K59FH Sioux City, IA. James Connell, 7/29/88.  
 K13VK Arco, ID. Lee J. Stillwell, 7/29/88.  
 K02OE Firth/Basalt, ID. William L. Armstrong, III, 7/29/88.  
 K40CJ Osburn, ID. Mountain TV Network, Inc., 8/24/88.  
 K02NO Rupert, ID. William L. Armstrong, III, 7/29/88.  
 W30AL Plano, IL. Nelson Enterprises, Inc., 6/30/88.  
 W14AT Indianapolis, IN. American Christian TV System, 8/12/88.  
 K47CW Bunker Hill, KS. Wireless Cable Broadcasting Company, 8/12/88.  
 K31CB Dodge City, KS. Crossroads Communications Company, 7/29/88.  
 K25CS Emporia, KS. Lawrence P. O'Shaughnessy, 7/29/88.  
 K56EA Marysville, KS. Mountain TV Network, Inc., 7/29/88.  
 K68CX Marysville, KS. Mountain TV Network, Inc., 6/30/88.  
 K28CP Teterville, KS. Mountain TV Network, Inc., 6/30/88.  
 K21AP Topeka, KS. Trinity Broadcasting Network, 7/29/88.  
 K53DD Wichita, KS. Western Bible College, 7/29/88.  
 K47DB Collinston, LA. TV Northeast, Inc., 8/16/88.  
 K46CE Lafayette, LA. K. Sandoval Burke, 6/30/88.  
 K21CN Leesville, LA. Mountain TV Network, Inc., 7/29/88.  
 K30CJ Many, LA. Mountain TV Network, Inc., 8/12/88.  
 K65EB Morgan City, LA. American Lo-Power TV Network, Inc., 8/12/88.  
 K69EY Morgan City, LA. Mountain TV Network, Inc., 6/30/88.  
 W54AS Fall River, MA. Greenburger/Action Rights Associates, 8/16/88.  
 W42AW Biddeford, ME. Kathadin Television, Inc., 6/30/88.  
 W48AX Grand Rapids, MI. American Christian Television System, 7/29/88.  
 K17CD Bemidji, MN. John W. Boler, 6/30/88.  
 K35CA Ortonville, MN. Kaercher Publications, Inc., 8/16/88.  
 K14HS Cape Girardeau, MO. Calvary Temple Church, Inc., 7/29/88.  
 K34BR Festus, MO. Cozzin Communications Inc., 6/30/88.  
 W54AS Fall River, MA. Greenburger/Action Rights Associates, 8/16/88.  
 W42AW Biddeford, ME. Kathadin Television, Inc., 6/30/88.  
 W48AX Grand Rapids, MI. American Christian Television System, 7/29/88.  
 K17CD Bemidji, MN. John W. Boler, 6/30/88.  
 K35CA Ortonville, MN. Kaercher Publications, Inc., 8/16/88.  
 K14HS Cape Girardeau, MO. Calvary Temple Church, Inc., 7/29/88.  
 K34BR Festus, MO. Cozzin Communications Corporation, 6/30/88.  
 K32CL Neosho, MO. Gary M. Kenny, 8/17/88.

W62BQ Oxford, MS. American Translator Development, Inc., 8/12/88.  
 K36CE Conrad, MT. Satellite Communications Corporation, 8/18/88.  
 K44CO Conrad, MT. Satellite Communications Corporation, 8/18/88.  
 K29BX White Sulphur Springs, MT. Mountain TV Network, Inc., 7/29/88.  
 K48CK Whitefish/Kalispell, MT. Lawrence P. O'Shaughnessy, 7/29/88.  
 W69CA Hope Hills, NC. Heritage Broadcasting Company, 8/12/88.  
 W52AR Pine Hurst, NC. Destin Community Television, 7/29/88.  
 W60BF Roanoke Rapids, NC. Leslie T. Wright, 8/12/88.  
 K23CG Forman, ND. Mountain TV Network, Inc., 7/29/88.  
 K43CL Goodrich, ND. Mountain TV Network, Inc., 7/29/88.  
 K27CF Williston, ND. Generic Television, 7/29/88.  
 K48BV Wishek, ND. Mountain TV Network, Inc., 8/24/88.  
 K64DE Wishek, ND. Mountain TV Network, Inc., 6/30/88.  
 K48CZ Falls City, NE. Mountain TV Network, Inc., 7/29/88.  
 W36AS New Brunswick, NJ. Deepak Viswanath, 7/29/88.  
 K27CQ Clayton, NM. Mountain TV Network, Inc., 6/30/88.  
 K17CE Grants, NM. Mountain TV Network, Inc., 6/30/88.  
 K14HQ Hobbs, NM. Mountain TV Network, Inc., 6/30/88.  
 K65DX Hobbs, NM. Southwest Community TV, 8/16/88.  
 K30CM Tucumcari, NM. Mountain TV Network, Inc., 6/30/88.  
 K38CE Tucumcari, NM. Mountain TV Network, Inc., 6/30/88.  
 W10BU Canton/Potsdam, NY. David James Alteri, 7/29/88.  
 W34AR Canton/Potsdam, NY. David James Alteri, 6/30/88.

W14AZ Glens Falls, NY. Control Design Service, 8/16/88.  
 W14AV Plattsburg, NY. Elizabeth E. Terrell, 7/29/88.  
 W13BU Syracuse, NY. Craig L. Fox, 7/29/88.  
 W34AQ Syracuse, NY. Craig L. Fox, 6/30/88.  
 W39AV Dayton, OH. Local Broadcasting Corporation, 6/30/88.  
 W38AU Marion, OH. Scantland Communications Corporation, 7/29/88.  
 W32AN Montville, OH. Timothy M. Novak, 6/30/88.  
 K21CM Beaver, OK. Mountain TV Network, Inc., 6/30/88.  
 K16BS Weatherford, OK. Mountain TV Network, Inc., 6/30/88.  
 K51CW Weatherford, OK. Mountain TV Network, Inc., 7/29/88.  
 K57EL Eugene, OR. Janet Roberts, 7/29/88.  
 K26CJ The Dalles, OR. Telecrafter Corporation, 7/29/88.  
 W07CB Philadelphia, PA. Harvard Broadcasting, Inc., 8/16/88.  
 W26AP Scranton, PA. Joseph S. & Irene F. Gans, 8/16/88.  
 W46AZ San Juan, PR. Eastern Satellite Services, Inc., 8/12/88.  
 W62BO Georgetown, SC. Impact Television Group, Inc., 7/29/88.  
 K33CO Rapid City, SD. Robert D. Kymala, 7/29/88.  
 W39AW Chattanooga, TN. Ying Hua Bennis, 7/29/88.  
 W60BH Clarksville, TN. Howard P. Batie, 7/29/88.  
 W22AQ Dyersburg, TN. Dyersburg Local Television, Inc., 7/29/88.  
 W17AS Knoxville, TN. Robert D. Kymala, 7/29/88.  
 W29AN Lenoir City, TN. Knoxville Community Broadcasting, Inc., 8/16/88.  
 K30CF Brønham, TX. Bonnie Lee Blum, 8/12/88.  
 K11SQ Brownwood, TX. Generic Television, 6/30/88.  
 K17BZ Carrizo Springs, TX. Mountain TV Network, Inc., 8/12/88. *continued*

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K30CG Democrat, TX. Mountain TV Network, Inc., 8/12/88.  
K43CM Huntsville, TX. Mountain TV Network, Inc., 7/29/88.  
K64DC Jasper, TX. Mountain TV Network, Inc., 8/12/88.  
K62DG Lubbock, TX. Local Service Television, Inc., 7/29/88.  
K48CW Odessa, TX. Todd and Fugit, 8/12/88.  
K53DC Paris, TX. Localvision, 7/29/88.  
K33CK San Antonio, TX. Diana Castro Hagee, 7/29/88.  
K22CK Spearman, TX. Mountain TV Network, Inc., 7/29/88.  
K46CD Spearman, TX. Mountain TV Network, Inc., 6/30/88.  
K32CK Tyler, TX. Focus Translators, Inc., 6/30/88.  
K60DV Victoria, TX. Hombres Enterprises, Inc., 8/16/88.  
K51CQ Logan, UT. Reed Bullen, 6/30/88.  
W62BL Chesapeake, VA. Acts Broadcasting Company of Chesapeake, 11/30/87.  
W44AN Killington, VT. Killington, Ltd., 7/29/88.  
W14AY Saint Johnsbury, VT. Local Communications, 8/12/88.  
K25CX Omak/Riverside, WA. The Omak Chronicle Inc., 6/30/88.  
K53DA Seattle, WA. Public Management Information Service, 6/30/88.  
W35AP Frederic, WI. Community Communications, Inc., 7/29/88.  
K29BU Dubois, WY. Mountain TV Network, Inc., 6/30/88.  
K29BV Jackson, WY. Mountain TV Network, Inc., 7/29/88.  
K03GU Kemmerer, WY. Anne A. Nordby, 7/29/88.  
K23CB Rawlins/Carbon, WY. Generic Television, 8/12/88.  
K52CX Wheatland, WY. Mountain TV Network, Inc., 6/30/88.

#### CHANNEL CHANGES

W19AW Baton Rouge, LA. Great Oaks Broadcasting Corporation. Channel change granted from 49 to 19 on 8/16/88.  
K69FN St. Louis, MO. Catholic Views Broadcasts, Inc. Channel change granted from 46 to 69 on 8/12/88.  
W02BT Sharon/Greenfield, TN. Day Star Ministries. Channel change granted from 4 to 2 on 8/12/88.

#### ASSIGNMENTS AND TRANSFERS

K24BS Fayetteville, AR. Assignment of license granted from Brooks Broadcasting, Inc. to Trinity Christian Center of Santa Ana, Inc., dba Trinity Broadcasting Network, on 7/1/88.  
K64CN Phoenix, AZ. Voluntary assignment of permit granted from Michael L. Owens to Buck Owens Production Company, Inc. on 5/23/88.  
K39BV Quartzsite, AZ. Voluntary assignment of permit granted from LPTV Quartzsite Broadcasting, Inc. to American Television Network, Inc. on 8/18/88.  
K43CA Quartzsite, AZ. Voluntary assignment of permit granted from LPTV Quartzsite Broadcasting, Inc. to American Television Network, Inc. on 8/18/88.  
K40BZ Shonto, AZ. Voluntary assignment of permit granted from Southwest Indian Media Ministries, Inc. to Gospel Overseas Television Network, Inc. on 7/18/88.  
K47CP Eureka, CA. Voluntary assignment of permit granted from Janet Roberts to California Oregon Broadcasting, Inc. on 7/8/88.  
K18AO Oroville, CA. Transfer of control granted from Goltrin Communications, Inc. to Goltrin Acquisition Partnership on 7/22/88.  
K69FB Sacramento, CA. Voluntary assignment of permit granted from Mintelco, Inc. to Trinity Christian Center of Santa Ana, Inc., dba Trinity Broadcasting Network, on 7/5/88.  
W57BA Tampa, FL. Voluntary assignment of permit granted from Bogner Antenna Corporation to Channel America LPTV Holdings, Inc. on 8/22/88.  
W19AQ Town of Palm Beach, FL. Voluntary as-

signment of permit granted from Frazer Broadcasting Company to Palm Beach Broadcasting Company, 5/27/88.

W51AF La Salle/Oglesby, IL. Transfer of control granted from Owen Carr to Thomas Vaughn on 6/2/88.

W36AO Palatine, IL. Voluntary assignment of permit granted from Edwin B. Johnson to Community Broadcasting, Inc. on 7/18/88.

K59DG New Orleans, LA. Voluntary assignment of permit granted from Communicators of New Orleans to Trinity Broadcasting Network, Inc. on 8/12/88.

W61AZ New Orleans, LA. Voluntary assignment of permit granted from Bogner Antenna Corporation to Channel America LPTV Holdings, Inc. on 8/16/88.

W30AK Iron Mountain, MI. Transfer of control granted from Richard E. Abraham as trustee for Richard E. Abraham to Communications Entertainment, Inc. on 7/8/88.

W35AK Iron Mountain, MI. Transfer of control granted from Richard E. Abraham as trustee for Richard E. Abraham to Communications Entertainment, Inc. on 7/8/88.

W65BN Iron Mountain, MI. Transfer of control granted from Richard E. Abraham as trustee for Richard E. Abraham to Communications Entertainment, Inc. on 7/8/88.

K60DS Rochester, MN. Voluntary assignment of permit granted from George Fritzingler to Trinity Broadcasting Network, Inc. on 8/12/88.

K48Cb Poplar Bluff, MO. Voluntary assignment of permit granted from Telemedia, Inc. to Trinity Broadcasting Network on 7/27/88.

W53AF Booneville, MS. Transfer of control granted from Free State Broadcasting, Inc. to Unity Broadcasting, Inc. on 7/5/88.

W33AK Nashua, NH. Voluntary assignment of permit granted from Tel-Radio Communications Properties, Inc. to Center Broadcasting Corporation of New Hampshire on 8/25/88.

K48AM Albuquerque, NM. Transfer of control granted from James P. Fitzgerald, Esq. to Sunwest Communications Associates, Inc. on 8/3/88.

K68CG Incline Village, NV. Voluntary assignment of permit granted from Channel America c/o David Post to Channel America LPTV Holdings, Inc. on 8/16/88.

W10BH Jamestown, NY. Voluntary assignment of permit granted from SCS Communications of Erie, Inc. to Trinity Christian Center of Santa Ana, Inc., dba Trinity Broadcasting Network, on 7/1/88.

W38AM Westbury, NY. Assignment of license granted from Thomas F. Liotti, Esq. to WLIG-TV, Inc. on 7/21/88.

W10BK Akron, OH. Voluntary assignment of permit granted from Frederic Bruce Poneman to TV 10, Inc. on 8/1/88.

K43AG Inyokern & Ridgecrest, CA. Assignment of license granted from Kitchen Productions to Roy William Mayhugh on 7/18/88.

W59BP Ashland, OH. Voluntary assignment of permit granted from Ashland Broadcasting Corporation to North Central Ohio T.V. Corporation on 7/8/88.

W56BR Dayton, OH. Voluntary assignment of permit granted from LPTV, Inc. to Channel America LPTV Holdings, Inc. on 8/8/88.

K58CO Portland, OR. Voluntary assignment of permit granted from Focus Translators, Inc. to Christian Community Network, Inc. on 7/8/88.

K63DR Austin, TX. Voluntary assignment of permit granted from Communicators of Austin to Trinity Broadcasting Network, Inc. on 8/15/88.

K65DW Austin, TX. Voluntary assignment of permit granted from LPTV Inc. to Channel America LPTV Holdings, Inc. on 7/6/88.

K08KK Paris, TX. Assignment of license granted from Webb-Johnson Paris L.P.T.V. to Webb-Johnson Paris L.P.T.V., Inc. on 8/8/88.

W02BN Richmond, VA. Voluntary assignment of permit granted from Trinity Christian Center of Santa Ana, Inc., dba Trinity Broadcasting Network, to Christel Broadcasting, Inc. on 7/18/88.

K26BM Casper, WY. Voluntary assignment of permit granted from Howard LP Television, Inc. to University of Wyoming on 7/28/88.

K22BK Rock Springs, WY. Voluntary assignment of permit granted from Jeffco Broadcasting to Central Wyoming college on 8/8/88.

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By offering simultaneous reception from all domestic satellites, the new Simulsat eliminates the need for an antenna farm or a steerable antenna. It is available in 3-, 5-, and 7-meter sizes.

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**Sony Corporation** offers a continuing series of concentrated video training workshops in cities around the country. The three-day, hands-on workshops are conducted by the faculty of the Sony Institute of Applied Video Technology, the Hollywood-based educational arm of Sony Corporation of America.

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Workshops presently being offered include "Fundamentals of Video Technology, Level 1," an introduction to the NTSC signal and how it represents pictures. The agenda includes the physics of light and color theory, scanning and raster systems, measuring video signals with a waveform monitor, basic and advanced camera circuits, and the composite video signal. "Level 2" continues with direct, color-under, and component systems; signal processors; time code theory; sub-carriers; and studio systems specifications.

Other courses include "Electronic Field Production 1 and 2," "Electronic News Gathering," "Location Lighting," "Audio for Video Production," "Editing," "Interactive Video," "Designing and Operating a Video Network," and "Producing a Video Satellite Event."

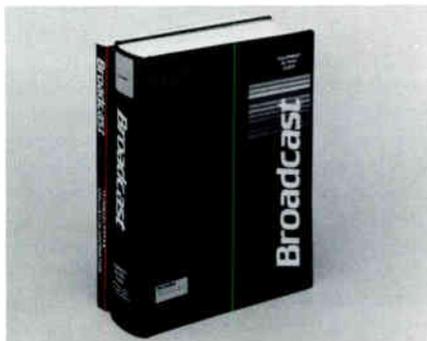
Tuition for each three-day session is \$695. Savings are available if you register for more than one session at a time.

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**E & M Development, Inc.**, a Washington research and design firm, has introduced a line of broadcast quality microwave studio to transmitter links and portable video/audio transfer systems.

The moderately priced but high quality line, dubbed Bidirectional Microwave, offers simplex video from the transmitter to the receiver with two duplex audio sub-carrier channels. One is for set-up and alignment, while the other is broadcast quality. Another optional simplex audio channel from the transmitter to the receiver is available for stereo.

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- **XL 10U and XL 20U**—These "power flexible" 10 Watt and 20 Watt units are TTC's most affordable, featuring VHF, UHF, or modulator input.

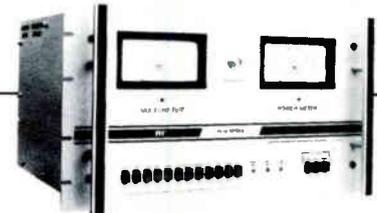
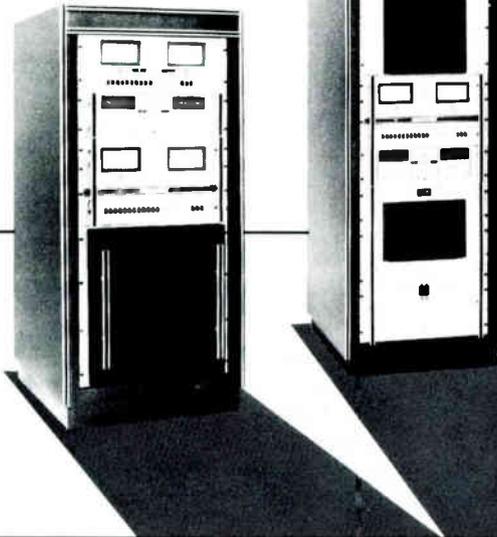
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XL 1000U 1000 Watt  
XL 100U 100 Watt



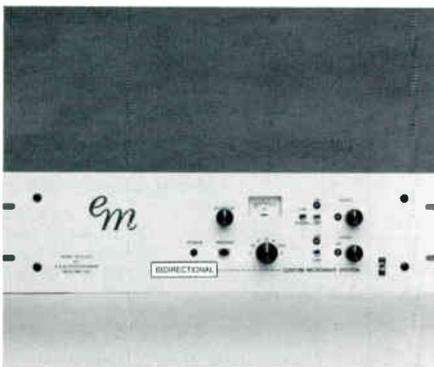
XL 20U 20 Watt

Circle (7) on ACTION CARD

12.7-13.25 GHz band. They meet all the requirements of the broadcast standard RF-250 B specifications. Theoretical distances of up to twenty miles can be achieved with a two-foot parabolic antenna.

Bidirectional Microwave is marketed exclusively through Diversified Marketing.

Contact: Aaron Davis  
Diversified Marketing  
3918 West Clearwater  
Kennewick, WA 99336  
(509) 735-6812  
(509) 946-4459



The Bidirectional Microwave STL.

A Y/C (super VHS) version of the popular 6119 switcher has been announced by **Crosspoint Latch Corporation**. The 6119YC operates in both the Y/C and the composite modes. The unit features six inputs, three buses—with two levels of keying and key invert on DSK, and a GPI interface standard.



The Crosspoint Latch 6119YC.

It also offers twelve wipe patterns, a joystick positioner, soft or variable color bordered edges, colorizer, auto transitions with variable rate control, and master fade to black. The two fader handle architecture permits the operator to dissolve to a split screen or fade to black from a split screen with a key.

Standard features also include an internal sync generator, four black burst outputs, blanking, processor, and a test mode.

Options and accessories include an RGB chroma keyer, audio follow mixers, intercom/tally, extended wipe generator (32 additional matrix wipes), and the microprocessor controller which allows the 6119YC to be controlled from the keyboard of an edit controller for completely automated operation.

List price is \$5,995.

Contact: Michael Molinaro  
National Sales Manager  
Crosspoint Latch Corporation  
95 Progress Street  
Union, NJ 07083  
(201) 688-1510

Have you looked at **Ardrey Promotions** lately? The California company offers custom-designed bingo promotions with exclusive presentation rights in your market on a first request basis.

"Bingo Express" is 13 weeks of :90 mini game shows, ready to schedule once or twice a day. "Bingo Break" is a nine-minute blackout bingo game that can be segmented into three three-minute games or backed up with another "Bingo Break" to create a half-hour show with five commercial breaks. "Bingo Break Live" brings the ex-



Play Bingo with Ardrey Promotions.

citement of live gaming right into your studios.

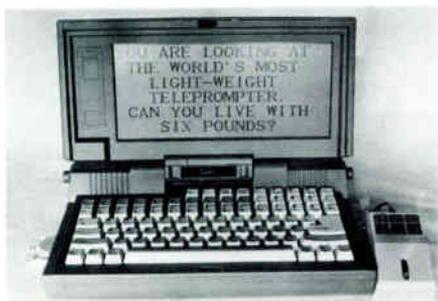
All offer client TV exposure, couponing, vendor co-ops, newspaper tie-ins, and in-store visuals.

Contact: Bob Ardrey  
Ardrey Promotions  
P.O. Box 1600  
La Quinta, CA 92253  
(619) 564-4393  
1-800-443-4258

**Computer Prompting Corporation's** CPC-1000 teleprompter software now runs on IBM PC-compatible laptop computers. The small, battery-powered laptops make prompting available for location shooting. Scroll speed and direction is controlled by a reconfigured mouse type control which is connected to the serial port of the laptop. The scroll can also be controlled from a conventional mouse or the keyboard.

The CPC-1000 software allows scripts typed on virtually any word processor to be downloaded and scrolled, and its built-in text editor allows for extremely rapid last-second script changes. It features nine fonts and over four hours of continuous scrolling, provides hard copy with line numbers which correspond to the built-in text editor line numbers, and electronically "cuts and pastes" thousands of stories.

Contact: Sidney Hoffman  
Vice President, Marketing  
Computer Prompting Corporation  
3408 Wisconsin Avenue, NW, Suite 201  
Washington, DC 20016  
(202) 966-0980



Created with teleprompting software from Computer Prompting Corporation.

### Clarification

The WeatherCheck-2 weather service featured in the July/August "Supplier Side" is not yet television broadcast compatible, although, says national sales manager Rick Eubank, "We're working hard to make it so."

Also the \$149/month price assumes the purchase of the company's satellite receiver. An earth station is required for reception. M/B

**Hemingway Broadcasting Company** has announced a college football package designed especially for LPTV stations. The package, which is being offered on a barter basis, features such teams as the Air Force, Brigham Young, the Army, the Navy, and Notre Dame.

Each game is broadcast live over satellite and contains 14 minutes of time for local ad spots.



Sean Covey (10), Brigham Young University quarterback, is one of the stars of Hemingway Broadcasting's football package.

The games began on September 3, but stations may enter the package at any time.

Contact: Mike Hemingway  
President  
Hemingway Broadcasting Company  
Suite 1000, Kennecott Building  
Salt Lake City, UT 84123  
(801) 237-1776

Documentaries, children's and family films, animations, and shorts—these are just some of the programs being offered on a cash basis by **Phoenix Films**. Catalogs and preview cassettes are available upon request.

Contact: Suzanne Rose  
Phoenix Films & Video  
468 Park Avenue South  
New York, NY 10016  
(212) 684-5910

### Address Change

Associated Production Music, suppliers of broadcast background music and sound effects, has moved.

The new address is 6255 Sunset Boulevard, Suite 820, Hollywood, CA 90028; Telephone: (213) 461-3211; FAX: (213) 461-9102; Production Hotline: 1-800-543-4276.

# Supplier Solo

## Terrain Shadowing Studies Can Supplement LPTV Applications

—by Hank Brandenburg

At some point, every licensed LPTV station has had a map drawn that depicts its "coverage area." Typically, this is done by a consulting engineer as part of an engineering study that supports an FCC application for license: A service contour is drawn on a map, and the coverage area is considered to be the area within this contour. (Service contours were thoroughly explained by John H. Battison in the June 1987 issue of *The LPTV Report*. See also his column in this issue for more on terrain effects.)

Occasionally, some areas within this service contour will receive less than the signal level indicated by the contour value. More frequently, however, there will be areas outside the contour that enjoy good reception. Why do these things happen?

The method most consulting engineers use to predict the extent of coverage is based on the FCC's F(50,50) curves. Generally, eight radials from the transmitter site are studied, and the predicted distance to the contour is computed for each radial. In this method, only two factors are used to determine this distance: the effective radiated power (ERP) from the antenna, and the height above average terrain (HAAT) for the radial in question.

The ERP for each radial is easily determined by using the horizontal plane radiation pattern supplied by the manufacturer, and the input power to the antenna. The HAAT figure is a bit trickier to calculate and often is the reason for discrepancies between predicted and actual LPTV signal strength levels. The method for determining HAAT is dictated by Section 73.684 (d) of the FCC *Rules*. The terrain along the radial in question is studied, and an average elevation is determined for the section of the radial between two and ten miles from the transmitter site. This terrain average is subtracted from the height of the radiation center (antenna) above mean sea level (AMSL). The resulting figure is the HAAT for the radial, and is used in conjunction with the ERP to produce a distance to contour from the F(50,50) charts.

This method was developed more than 20 years ago by the FCC— with the assistance of a number of consulting engineers—for the prediction of TV and FM field strengths. Today it is relied upon heavily as a regulatory mechanism; it is routinely used when comparing two proposed TV or FM broadcasting facilities, or when attempting to predict whether interference will occur between two facilities.

*continued*

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The model performs quite satisfactorily for these purposes.

For predicting actual LPTV station coverage, however, the 2-10 mile terrain average may be somewhat inappropriate. Since the coverage radius for an LPTV station is so small (usually less than six miles), a significant portion of the 2-10 mile segment lies outside the coverage area being predicted, and therefore has no effect on the distance to contour at all! Is there another method of examining the problem?

One procedure commonly used is called a terrain shadowing study. A potential receive point is considered to be shadowed when intervening terrain blocks the path to the transmitting antenna; that is, if you were standing next to the receiving antenna, you would be unable to see the transmitting antenna because there would be a hill or other obstacle between the two.

Dataworld has designed a terrain shadowing computer program that provides a graphic output of this kind of situation. A transmitter site, the height of the radiation center AMSL, and the height of the receiving antenna above ground level (AGL) are supplied to the program. Then 360 radials around the transmitter site are studied. For each radial, the program first retrieves a terrain profile from the NGDC 30-second terrain database (Figure 1). This profile is represented to the computer as a series of numbers which correspond to terrain elevations. Next, standard  $4/3$  Earth correction is applied to the terrain elevations to account for signal diffraction due to the earth's atmosphere (although this correction has very little effect for LPTV studies because of the small coverage areas involved).

The profile is then examined mathematically to determine where zones of shadowing are present. Finally, the shad-

owed areas are represented by line segments on a see-through map overlay (Figure 2). This overlay is produced by a sophisticated X-Y plotter and is available at any map scale and a variety of map projections. In this case, the overlay has been enhanced by adding circles around the transmitter site at two and ten miles, along with the FCC F(50,50) predicted coverage area. It is a simple matter to locate the areas within the service contour that are actually shadowed, as well as areas that lie just outside the coverage area, yet have a clear line of sight path to the transmitting antenna.

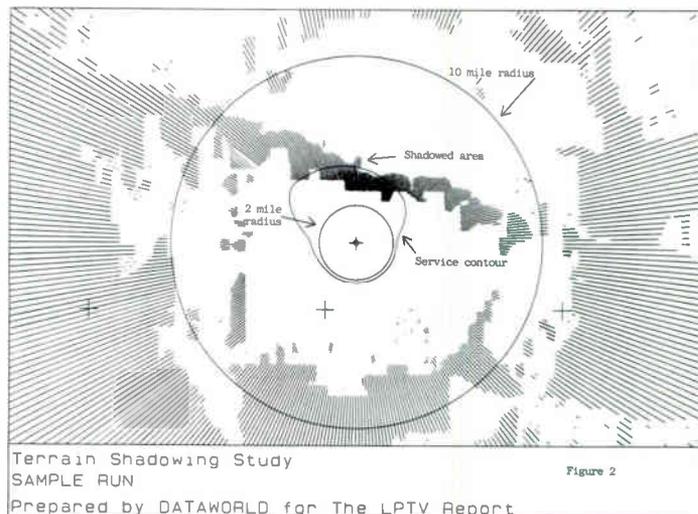
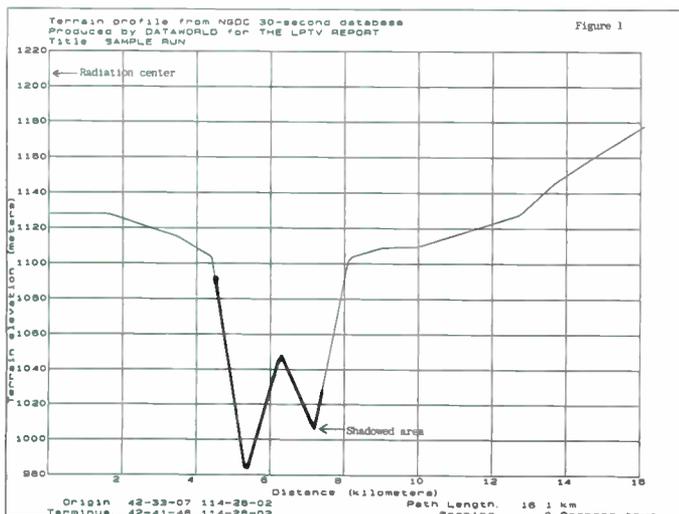
On April 21, 1988, the FCC revised its policy concerning terrain shielding in the evaluation of LPTV applications. While definitive criteria were not fully set forth, it seems evident from the policy statement (FCC 88-160) that terrain studies of this type can be used to support requests for waivers of Sections 74.705, 74.707, and 74.709 of the FCC's Rules. Requests for such waivers should always be prepared by a competent broadcast engineer.

Contact: Bob Richards  
Marketing Manager  
Dataworld

P.O. Box 30730  
4827 Rugby Avenue, Suite 200  
Bethesda, MD 20814  
(301) 652-8822  
1-800-368-5754

Hank Brandenburg is director of data processing for Dataworld. 

"Supplier Solo" is a new column in which broadcast industry suppliers can explain their products in more detail than the usual news story or product vignette allows. For information on how to contribute, call Jackie Biel at (414) 781-0188.



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MC/BI

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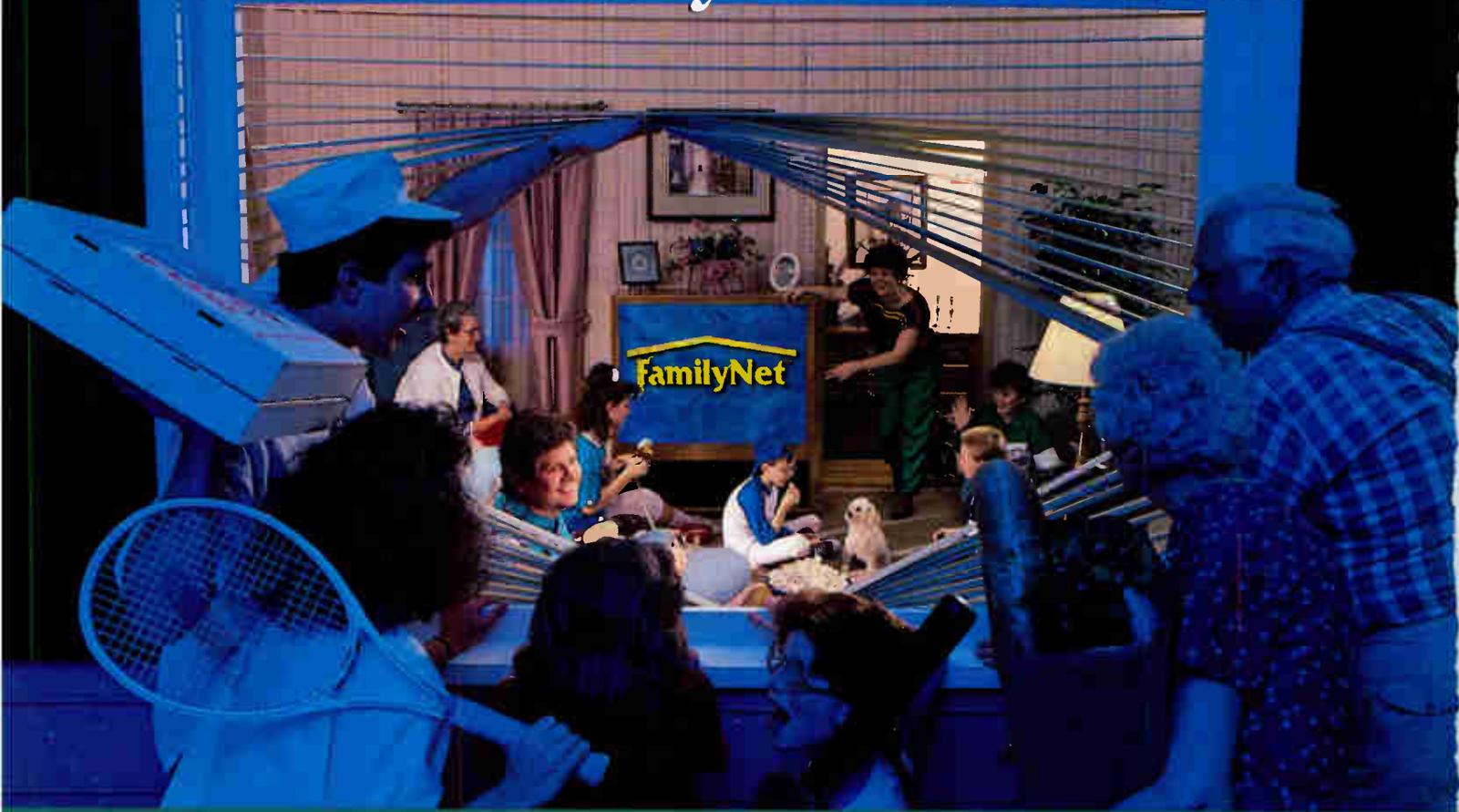
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