The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 5, Issue 1 A Kompas/Biel Publication January 1990

The FOURTH ANNUAL DIRECTORY
of LPTV Programming Suppliers

The Starship Enterprise, from Paramount.

It's time once again for our annual compilation of LPTV programming sources. And as you'll see, this year's directory is twice as big as last year's!

We contacted every program supplier we could locate and asked them to list the products they have for LPTV stations. The following companies responded, many of them with huge envelopes full of intriguing flyers. In fact, several have much more product than we could even begin to list. So if you're looking for programming, here's a good place to start.

Accu-Weather, Inc.
619 West College Avenue
State College, PA 16801
Contact: Dr. Joel N. Myers
President
(814) 237-0309
Type of payment: Cash
Type of programming: Weather service

Sample title: "WeatherShow" (custom-designed weather presentation combining graphics and voiceover).

ACTS Satellite Network
6350 West Freeway
Ft. Worth, TX 76150
Contact: Mike Wright
Vice President, Affiliate Relations
(800) 292-2287
Type of programming: Documentaries, Drama, Educational, Family, Magazine/Talk, Religion, Specials, Sports, Variety/Music.

AEI Music Network
3717 National Drive, Suite 109
Raleigh, NC 27612
Contact: Bonnie Sullivan
National Sales Manager
(919) 783-0391
Type of payment: Cash
Type of programming: Variety/Music

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Indiana Teens Get Head Start With Own LPTV Station

—by Colette Carey

If you were a student at Princeton Community High School, your daily schedule probably would be a bit different than the average high school student's. Besides taking history tests and doing algebra homework, you'd be busy writing scripts for a daily TV magazine show, or directing a segment about your team's basketball victory, or even anchoring a live news program.

W06BD in Princeton, IN is a full service LPTV station, operating seven days a week from the Princeton Community High School. Students in the broadcasting curriculum produce both live and taped programming for their station. The seniors do most of the taping, editing and studio work, while the pet project of the junior class is a live daily local news and feature program called "Good Morning Gibson County," which is fashioned after the national network morning programs. The seniors also produce a live news update show called "PM Report." The twice-weekly program serves as an on-camera refresher course for the senior class.

"The sophomores stick to book work until the last six weeks of the school year," said Bob Cloin, station manager and head of the television department.

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In its Cable Communications Policy Act of 1984, Congress required the FCC to file a report after six years on how the cable industry has fared under the Act. As you probably know by now, FCC Chairman Al Sikes wants to complete the report by July 31—three months earlier than required—in response to the growing urgency in Congress to do something about the inequities that have arisen between cable and other video providers. So just before the holidays, the Commission issued a 46-page Notice of Inquiry seeking to gather facts with which it can evaluate the nation's cable service.

The Cable Act was passed to help the struggling young cable industry grow by reducing its regulatory burdens. According to the Notice, "Congress intended the...Act of 1984 to encourage the growth and development of cable systems that would provide the widest possible diversity of information sources and services to the public." But, according to complaints, diversity has been threatened by the changes in the cable industry during the past few years. Specifically, says the Notice, cable has become so concentrated that 1) it may be no longer responsive to the public and 2) it can unfairly impede competitors from offering alternative services to viewers.

The Notice asks for comments by March 1 on the effect of cable market power and competition in both local and national markets, and the interrelationships between local and national markets that may have been affected by cable. Specifically, the Commission wants to know about the following areas:

- **Local competition and market power:** What rates do cable systems charge their subscribers and how have rates changed since the Cable Act became law? What kind of service has cable provided to subscribers? For example, how many basic and pay channels are offered, and how good is cable's customer service? Who are the cable system's competitors in the local market? How can competition be encouraged from alternative technologies like DBS, MMDS, home satellite dishes, and second or third cable franchises in a market? The Commission also wants facts and opinions on must-carry, channel positioning, compulsory license, and leased access. And it wants comments on cable rate regulation and system trafficking.

- **National horizontal concentration, vertical integration, and market power:** The Commission wants to know about the economic power gained by large MSO's through horizontal concentration—their assimilation of more and more small independent cable systems. What are the patterns of assimilation? What is the effect of the purchasing power of large MSO's on competition for programming? How does vertical integration—the acquisition of programming and other ancillary services by MSO's—affect these services and their availability to other buyers? Does vertical integration impede competition among programmers? What are the possible remedies for the problems involved in horizontal and vertical integration?

- **Interrelationships of markets, market forces, and competitors:** How do local and national market issues relate to one another? What is the interplay between horizontal market power and vertical integration? To what extent might an increase in competition on the local level defuse the harmful effects of national concentration? How have cable, broadcast, and other video providers begun to cooperate in delivering video to the public, and what may be the long-term effects of such interplay between providers? This is only an outline of the issues that the Commission wants to know about. But it is crucial that LPTV broadcasters respond.

Diversity in media has been a focus of policy for decades. The Cable Act was designed to increase the diversity of information available to the public through cable. And one of the major reasons for authorizing the LPTV service was to increase the diversity of broadcast ownership and, therefore, voices. Diversity is the common ground here. One has only to look at countries with government-controlled television (Romania, both pre- and post-Ceausescu, is an excellent example) to realize just how important media diversity is to an informed and capable public.

As agents of this purpose as well as protectors of our own livelihoods, we must comment on these proceedings—both individually, and collectively through the CBA. We need to remind the Commission of the diversity we provide.

You'll need a copy of the Notice of Inquiry. Call your communications attorney. Or call the CBA offices at (414) 783-5977. They can send you one free if you're a member, for a nominal fee if you're not. Comments are due March 1, 1990. Reply comments are due April 2.

Please write. Our many local voices are at stake.

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

The LPTV Report, ISSN 0882-5585, is published monthly by Kompas/Biel & Associates, Inc., 5235 124th Street, Suite 22, Butler, WI 53007, or P.O. Box 25510, Milwaukee, WI 53225-0510. Copyright 1988 by Kompas/Biel & Associates, Inc. All rights reserved.

Subscription price: 1 year, $35.00; 2 years, $55.00; Outside USA: 1 year, $43.00; 2 years, $71.00. Back issues: $3.75 each. POSTMASTER: Please send address changes to: The LPTV Report, P.O. Box 25510, Milwaukee, WI 53225-0510.

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continued from front page
Sample titles: *Startracks—24-hour Satellite Music* (adult contemporary original hits), *“Lifestyle”* (traditional instrumental), *“Debut”* (popular hits, new releases), *“Interiors”* (upbeat contemporary instrumental).

Alpha Video Productions
20 Music Square West, Suite 106
Nashville, TN 37203
Contact: Harold Hodges
Vice President
(615) 254-6656
Type of payment: Cash, Cash & Barter
Type of programming: Educational, Fashion, Variety/Music (country), Pi Spots, Infomercials.

Aristo Video Promotions
PO. Box 22765
Nashville, TN 37202
Contact: Jeff Walker
President
(615) 269-7012
FAX: (615) 269-0131
Type of payment: Free
Type of programming: Music video clips (serviced free of charge for scheduling). Aristo does require detailed information on playdates, play frequency, etc.

Army/AF Air Force Hometown News
Kelly AFB, TX 78241-5000
Contact: Max H. Sydow
Chief, Marketing Division
(512) 925-6261
Type of payment: Free
Type of programming: Documentaries, Features/Packages, News/News Stories, Holiday Greetings (feature news stories highlighting military service members). Programs are distributed to television stations in service members’ hometowns.

Associated Television International
650 North Bronson
Hollywood, CA 90004
Contact: I. Collins
Vice President of Marketing
Type of payment: Cash

WorldRadioHistory

Type of programming: Educational, Family, Features/Packages, International, News/News Stories, Program Inserts/Shorts, Series, Series/First Run, Specials, Variety/Music, Travel Sample titles: “Locals Only” (36 half-hours, kids’ magazine ages 8-13), “Newspaper Recipes” (7 half-hours, food specials), “Specials” (7 half-hours, news specials), “Travel Tips” (100 hours, news specials), plus specials with Latoya Jackson and Martin Mull.

Associated Press Broadcast Services
1829 K Street, NW, Suite 615
Washington, DC 20006
Contact: Pat Hazan
Director of Station Services
(202) 955-7200
Type of payment: Cash
Type of programming: Features/Packages, News/News Stories (available in video or wire service).

Associated Production Music
6255 Sunset Blvd., Suite 820
Hollywood, CA 90028
Contact: Connie Red
Broadcast Sales Manager
(213) 461-3211
Type of payment: Cash
Type of programming: Production Music Libraries (APM represents four different CD libraries: KPM, Sonoton, and Themes. Broadcast One is a selection of 36 CD’s from all four libraries carefully tailored for your programs, spots, promotions, and PSAs).

Avery Productions, Inc.
4843 Voltaire Street, Suite A
San Diego, CA 92107
Contact: Michael R. Avery
President
(619) 483-2030
continued on page 12
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The Quality is TTC

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The educational project began ten years ago with a microwave transmitter and a closed circuit feed to the high school and to Princeton's elementary school. But when the school bought some color cameras, Cloin decided to let his students branch out and cover more community events. At the same time, he went to Princeton Cable, a TCI franchise, and negotiated carriage for the programming. Later, deciding that he wanted to reach more of the community, Cloin filed for an LPTV permit. He and engineer Jerry Ott signed TV-6 on the air September 1, 1988.

"My favorite aspect of the station is that it is live," said Jeremy Moore, a junior at PCHS. "Every week we switch positions. Sometimes we run camera, sometimes we're on-air, and sometimes we work the booth."

At this point, TV-6 broadcasts thirteen hours daily, Monday through Friday and in the evenings on Saturday and Sunday. Much of the programming is taken from The Learning Channel and the RFD Television Network. The station is also one of only five Indiana Pacers affiliates in the state. In fact, TV-6 is the only Pacers affiliate, Cloin claims, south of I-70.

This association with the Pacers (currently ranked second in the NBA Central Division) has helped the station win many viewers who tuned in originally for the basketball. The cable system is happy too: Cloin says that TV-6 and Princeton Cable have "a very good working relationship. They say we're good for business."

Designed originally as an instructional tool for the students, TV-6 has become, says Cloin, "an excellent PR tool" for the community as well. To help raise money for the non-profit station, the students have been doing productions for local businesses and industries. In fact, they have recently completed a ten-minute promistrional video for the Princeton Chamber of Commerce, which has been

**Evolution of the Idea**

Two years ago, the school won a bid to create a promotional video for Hansen Manufacturing, an area clock manufacturer. The company chartered a jet and flew the students to the main factory in Tennessee, where they got a thorough overview of the operation and did some preliminary shooting. The final video was such a success that the company asked the students to create an updated version later this year.

This kind of work not only helps to raise money for the station, but ultimately provides students with resume tape material long before they even start college. "Most of our students go on to study broadcasting in college," says Cloin. "The work at TV-6 gives them a head start.

PCHS graduate Joe Stoll agrees with Cloin about the education he has received from the station. Currently a student at Vincennes University in Vincennes, IN, Stoll said that the overall experience has put him "light years ahead of the students that come into the school cold. I've done things at TV-6 that they haven't even covered at VU." Stoll now runs the master control for TV-6 during the evenings.

The only problem, says Cloin, is the textbooks. Most of the station's equipment isn't covered—even in the most recent texts. "S-VHS isn't even mentioned in the books that we use!"

**NCTV Goes To 42 Hours**

NCTV, National College Television, has expanded its programming schedule to 42 hours a week.

As of mid-November, the network is transmitting Monday through Saturday, from 12 to 6 a.m. EST on Satcom F4, transponder 3. The new feed is in addition to the original transmission on Mondays from 11 a.m. to 5 p.m. EST on the same satellite's transponder 14.

NCTV, an advertiser-supported basic cable service featuring programming by and for college students, has recently been targeting the LPTV market.
LPTV and the LAW

Federal Posting Requirements

—by Peter Tannenwald

You may not know it, but you need a big bulletin board, because your friendly neighborhood government requires you to put a lot of things up on the wall for all to see. This article will discuss federal posting requirements. Many states have additional requirements, which you can learn about by consulting a local attorney.

Many of the requirements apply only to stations with more employees than most LPTV stations have. But don't skim through too quickly. Even if you have a small operation with only one or two employees, there are still some notices that you have to display.

FCC Notices

- Station License: The FCC's rule for posting station licenses was written for unattended translators; but even though it may not sound right to require such posting for fully staffed LPTV's, the rule applies to them as well. The license must be kept in a secure station record file, available for inspection upon request by a representative of the FCC.

At the transmitter, you must post a sign that states the name, address, and telephone number of the licensee (or of the station's local representative if the licensee is not locally based) and the name and address of the person who maintains the station's records. This information must be displayed on a sign mounted on your tower or other antenna support structure and must be maintained in good condition so as to remain legible despite outdoor weather. The sign must be able to be read by a person standing on the ground; if your tower is on the roof of a building, put the sign on the building.

The rule does not contemplate antennas on the rooftops of tall buildings, such as downtown urban office buildings. For these, I suggest that you post the sign inside, at the door of the exit to the rooftop.

- Operator Licenses: Except when operating under the unattended translator rules, every broadcast transmitter must be under the supervision and control of an FCC-licensed operator during all hours when the station is on the air. The operator may have any class of license, including a Restricted Radiotelephone Operator Permit which requires no examination.

Operator licenses should normally be posted on the wall at the operator's duty location. If there are several operators, it is permissible to keep their licenses in a book at the control point instead of posting them on the wall. If an operator is employed at more than one station, a photocopy of his or her permit may be posted along with a certificate from the manager of the station indicating that the original has been inspected and stating where the original is posted.

- EEO Notices: If your station has five or more full time employees, including managers or owners who work thirty or more hours a week, the station must adopt the FCC's Model Equal Employment Opportunity Program. That program includes posting a notice that the station has an EEO program and that employees or applicants with complaints may contact the FCC, the Equal Employment Opportunity Commission, or state EEO authorities.

Equal Employment Opportunity Commission (EEOC)

All businesses with fifteen or more employees must display a poster entitled "Equal Employment Opportunity is the Law." It consolidates information required by the Fair Labor Standards Act, the Civil Rights Act, and the Age Discrimination Act. It must be posted where it can be readily seen by both employees and applicants. To obtain a copy, call 1-800-USA-EEOC (1-800-877-3363).

Department of Labor—Fair Labor Standards Act (FLSA)

The EEOC poster does not cover all FLSA requirements, so you also need the poster, "Your Rights Under the Unfair Labor Standards Act." This poster deals with minimum wage, overtime pay, and child labor. It must be posted by all businesses with employees engaged in commerce, no matter how few employees they have. It must be readily seen by all employees but not necessarily by job applicants. To obtain a copy, call (202) 523-7043 or (202) 523-8743.

In 1988, Congress adopted legislation that protects employees against abusive polygraph (lie detector) tests and provides for yet another poster, which must be displayed by all businesses with any employees engaged in commerce. If the
Department of Labor has not sent you one, call (202) 523-8412.

Occupational Safety and Health Administration (OSHA)

A poster entitled "Job Safety and Health Protection" must be posted by all businesses with any number of employees. This poster can be obtained by calling (202) 523-9667.

In addition, each February, businesses with eleven or more employees must post OSHA Form 200, which is a summary of recordable injuries and illnesses during the preceding calendar year.

OSHA notices must be posted in a conspicuous place where employee notices are customarily posted, such as near state OSHA posters or federal EEOC posters.

Other Agencies

Additional posting requirements are imposed on all government contractors and all businesses whose employees work on federal or federally financed construction projects. LPTV stations generally do not fall within these categories. Additional information is available from the Department of Labor at (804) 771-2995.

Format Requirements

There are no minimum size requirements for the FCC EEO, EEOC, and FLSA posters, but they must be large enough to be easily readable. The OSHA Job Safety poster must be at least 8-1/2 x 14 inches. All the posters provided by government agencies may be photocopied, but the minimum size must be maintained for the OSHA poster.

State Requirements

I cannot possibly cover the requirements of all fifty states in this article, but some general principles apply everywhere. Many states have requirements that parallel federal requirements. However, the FCC, EEO, EEOC, and FLSA federal posters must be displayed even if your state requires a state poster on the same subject.

One exception is that if your state has a federally approved occupational safety and health plan and you display a state poster under that plan, then the federal OSHA poster is not required. However, the federal record of injuries and illnesses must still be posted by businesses with eleven or more employees.

Worker’s compensation, unemployment insurance, and health insurance are three areas where some states require posting, but the federal government does not. It is a good idea for anyone who has employees to check with a local attorney about state and local requirements.

Now that I’ve written this month’s column, I think I’ll buy stock in a bulletin board company!

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.

Lynne Grasz Named BPME Executive Director

Lynne M. Grasz, Emmy-award winning producer and promotions professional, has been named executive director of the Broadcast Promotion and Marketing Executives. She succeeds Lance Webster who resigned the post in October. Before joining BPME, Grasz headed the Television Information Office, where she was responsible for representing the television industry to government, education, and the general public. Her varied background also includes a stint as director of communications for the CBS Broadcast Group, where she produced the "Read More About It" series of informational vignettes.

Grasz has won two Emmys and a BPME International Award of Excellence. She served on the BPME Board of Directors for seven years and became its president in 1977. In 1984, she was selected as one of sixty outstanding Women in Communications.

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billy dilworth enterprises

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Billy Dilworth Show
Box 506
Lavonia, GA 30553
WNEG-TV, Channel 32
Toccoa, GA 30577
Contact: Billy Dilworth
Producer
(404) 335-7741
Type of payment: Cash
Type of programming: Variety/Music
Sample titles: "The Billy Dilworth Show" (a three-hour live country music video show with Nashville guests. The show, in its fifth year, airs Saturday 8 p.m. to 11 p.m. The stars appearing include: Jerry Reed, Bill Anderson, Ronnie McDowell, Judy Rodman, Billy Joe Royal, plus many more from Nashville and the "Grand Ole Opry").

BizNet
U.S. Chamber of Commerce
1615 H Street, NW
Washington, DC 20002
Contact: Frank Allen Philpot
Syndication Manager
(202) 463-5834
Type of payment: Barter
Type of programming: Magazine, talk, public affairs, live call-in

Sample titles: "It's Your Business" (weekly public affairs on business and economics), "Ask Washington" (live call-in).

Blue Feather Productions
N8494 Poplar Grove Road
New Glarus, WI 53574
Contact: Becky Hustad
Promotions Coordinator
(608) 527-5077
Type of payment: Cash
Type of programming: Drama, Series/First Run.

Boutique Europe/Comimex Corporation
48 East 43rd Street
Fifth Floor
New York, NY 10017
Contact: Caroline Winston
Vice President, Programming
(212) 983-1420
Type of programming: Home Shopping

The Cable Agency
1565 Larkin Road
Virginia Beach, VA 23451
Contact: Scott Hessek
Vice President
(804) 422-5652
Type of payment: Cash, Cash & Barter
Type of programming: Documentaries, International, Program Inserts/Shorts

Sample titles: African documentaries; soccer and other sports.

Cable Films
PO. Box 7171, Country Club Station
Kansas City, MO 64113
Contact: Herb Miller
President
(913) 362-2804
Type of payment: Cash
Type of programming: Action/Adventure, Animal/Nature/Outdoors, Animated, Cartoons, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Features/Packages, Program Inserts/Shorts, Series, Variety/Music

Sample titles: "Angel & The Badman/Helltown" (a dozen John Wayne features, 13 Roy Rogers), "Secret Agent/Man Who Knew Too Much" (7 Hitchcock titles), "Terror By Night/Dressed to Kill" (6 Sherlock Holmes titles), "Vagabond/East Street" (2 dozen Charlie Chaplin shorts), "The General/Son of the Sheik" (15 silent films). Also "It's A Wonderful Life," "Meet John Doe," "His Girl Friday," and many more.

Capitol Television Network
PO. Box 8339
Calabasas, CA 91302
Contact: Jon Elliott
President/CEO
(818) 992-8807
Type of payment: Cash & Barter

Cardinal Television Programming
39 Baywood Road
Rexdale, Ontario, Canada M9W 3Y8
Contact: Robert McKay
President
(416) 745-6540

Type of payment: Cash
Type of programming: Docu-Drama,
Documentaries, Educational, Family,
International, Magazine/Talk, Program
Inserts/Shorts, Religion Series, Series/Off
Network, Sports, Variety/Music

Sample titles: "Casting Out" (sport fishing
fun in Canada and the USA, 52 half-hours),
"You’re Beautiful" (contemporary issue talk
show, for women, 52 half-hours), "Haley’s
Handy Hints" (household hints and humor,
130 two-minute shorts), "Big Sky Country" (C
& W music with international guests, 52
half-hours). "Fitness Break" (exercise, 125
half-hours or 115 quarter-hours).

Cascom, Inc.
707 18th Avenue South
Nashville, TN 37203
Contact: Timothy McGuire
Dennis M. Kosiyk
(615) 329-6112

Type of payment: Cash
Type of programming: Animated Effects
Sample titles: "Select Effects Library" (two
volumes of graphic animation for use in
station ID’s, programming, and local
commercials); station image ID packages.

Centaur Distribution Corporation
342 Madison Avenue. Suite 714
New York, NY 10173
Contact: Claude S. Hill
President
(212) 867-1700
Type of payment: Cash

LPTV Distribution by State and Territory
November 30, 1989

<table>
<thead>
<tr>
<th>State</th>
<th>Licenses</th>
<th>CPs*</th>
</tr>
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TOTALS: Licenses: 746
Construction Permits: 1,757

Eagle-Lion Video presents...

HOLLYWOOD CLASSICS

An impressive library of the world’s favorite classic motion pictures, at surprising prices.

They become your property, so there are no limits on the number of airings.

This collection of over 600 films, includes many academy award winners and features such stars as Cary Grant, Jimmy Stewart, Frank Sinatra, Humphrey Bogart, Charlton Heston, Kirk Douglas, Ronald Reagan, Audrey Hepburn, Walter Matthau, Elizabeth Taylor, and hundreds more.

All Films are available in VHS, 3/4", or 1".

For a complete catalog and sample tape, call (619) 277-1211 or write: Eagle-Lion Video Productions, 7710 Balboa Ave., San Diego, CA 92111

Circle (96) on ACTION CARD
### Channel America Television Network

24 West 57th Street  
New York, NY 10019  
**Contact:** Veronica Albrecht  
Director of Affiliate Relations  
**Type of payment:** Cash & Barter  
**Type of programming:** Action/Adventure, Animal/Nature/Outdoors, Animated, Cartoons, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Fashion, Features/Packages, Game Shows, Magazine/Talk, Mini-Series, Program Inserts/Shorts, Series/First Run, Series/Off Network, Sports, Variety/Music, Viewer Participation Programming.

### Children's Television International, Inc.

8000 Forbes Place, Suite 201  
Springfield, VA 22151  
**Contact:** Dean Tinnin  
Programming Manager  
(703) 321-8455  
**Type of payment:** Cash & Barter  
**Type of programming:** Action/Adventure, Animated, Comedy, Drama, Educational, Family, Series/Off Network  

### Christian Broadcasting Network

CBN Center  
Virginia Beach, VA 23463  
**Contact:** Lynne Gilham  
Media Syndication  
(804) 424-7777  
**Type of payment:** Barter  
**Type of programming:** Animation, Children's, Movies, Series, Variety/Music.

### Cinema Shares International Television

450 Park Avenue  
New York, NY 10022  
**Contact:** Ellen Cantor  
President  
(212) 421-3161  
**Type of payment:** Cash  
**Type of programming:** Features/Packages, Swashbucklers/Westerns, Family Entertainment, Martial Arts, Romance, and Drama.

### CJM Productions

812 19th Avenue, South  
Nashville, TN 37203  
**Contact:** Jeff Mosely  
President  
(615) 327-4048  
**Type of payment:** Cash, Program Co-op  
**Type of programming:** Nature Documentaries, Series/First Run, Country Music Videos, Celebrity Interviews  
**Sample titles:** "Music Row Profile" (half-hour weekly program).

### Classic Films International

5241 Cleveland Street, Suite 113  
Virginia Beach, VA 23462  
**Contact:** Joseph Clement  
President  
(804) 499-9263  
**Type of payment:** Cash, Barter, Cash & Barter  
**Type of programming:** Action/Adventure, Animated, Cartoons, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Features/Packages, Game Shows, International, Program Inserts/Shorts, Series, Series/Off Network, Variety/Music.

### Classic Entertainment Production Archive

5241 Cleveland Street, Suite 113  
Virginia Beach, VA 23462  
**Contact:** Jack Hill  
Archivist  
(804) 499-9243  
**Type of payment:** Cash  

### COE Film Associates, Inc.

65 East 96th Street  
New York, NY 10128  
**Contact:** Susan Eenigenburg  
Special Projects Director  
(212) 831-5355  
**Type of payment:** Cash  
**Type of programming:** Action/Adventure, Animal/Nature/Outdoors, Animated, Cartoons, Docu-Drama, Documentaries, Family, Program Inserts/Shorts, Series, Specials (over 7,000 programs to choose from).

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**For every size station, there's an IBM system.**

Sometimes small stations need as much help as big ones. And Jefferson-Pilot Data Services can provide it, with IBM hardware and software solutions, plus programs of service and support. Large market or small, JDS can also offer you all the quality and reliability you'd expect from IBM products.

So whatever your size, bring your station's traffic and accounting needs to JDS. You'll get the solutions and service that you'd expect from an IBM Authorized Industry Remarker.
NO MAN IS AN ISLAND...

...ENTIRE OF ITSELF, EVERY MAN IS A PIECE OF THE CONTINENT, A PART OF THE MAIN.

— John Donne (1572–1631)

Don’t leave your viewers stranded for quality programming! Plug into an oasis of superior educational and entertaining programming from Modern TV.

The Modern TV library houses hundreds of informative programs covering business, health, travel, the arts, consumerism and religion to name a few.

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5000 Park Street North
St. Petersburg, Florida 33709

Eagle-Lion Productions
7710 Balboa Avenue, Suite 102
San Diego, CA 92111
Contact: Robert Wright
President
(619) 277-1211
Type of payment: Cash
Type of programming: Features/Packages (600 feature films and 1000 TV shows).
Sample titles: "Royal Wedding" (Fred Astaire film), "Father’s Little Dividend" (comedy with Spencer Tracy and Elizabeth Taylor), "The Outlaw," "The Snows of Kilimanjaro." (Gregory Peck and Ava Gardner).

Ebony/Jet Showcase
820 South Michigan Avenue
Chicago, IL 60607
Contact: Ozzie Bruno
Vice President/TV Sales & Syndication
Type of payment: Barter
Type of programming: Magazine/Talk, Series, Series/First Run, Specials, Vignettes
"Ebony/Jet Showcase" (half hour celebrity-driving program), "Great Moments in Black History" (60-second inserts on black historians), "American Black Achievement Awards" (90-minute annual award program).

Enoki Films USA, Inc.
16501 Ventura Blvd., Suite 606
Encino, CA 91436
Contact: Yoshi Enoki
President
(818) 907-0503
Type of payment: Cash
Type of programming: Animated, Cartoons, Series, Series/First Run
Sample titles: "Star Fleet," "Sci-Fi" (space adventure/puppets), "Peppermint Park" (educational puppet series), "The Adventures of Scamper" (78 minute animated feature), "Serendipity, the Pink Dragon" (90 minute animated feature).

Entertainment Syndication, Inc.
6525 Sunset Blvd.
Hollywood, CA 90028
Contact: Kris Gangadean
President
(213) 469-9998
Type of payment: Cash
Type of programming: Animal/Nature/Outdoors, Family, Features/Packages, Variety/Music
Sample titles: "tribute to Fists of Fury" (29 martial art feature films starring top martial artists), "Camp Wilderness" (78 half hours, dramatic adventure), "Outdoor Adventure Movie Package" (feature films geared for all family viewing), "Sultans of Soul" (90 minute music special featuring top artists performing their hit recordings).

ESPY-TV
530 West 23rd Street, Room 317
New York, NY 10011
Contact: William Hohauser
Program Director
(212) 929-0174
Type of payment: Cash, Cash & Barter
Type of programming: Animal/Nature/Outdoors, Features/Packages, Magazine/Talk, Series, Sports, Variety/Music
Sample titles: "Martial Arts World" (26-week series on karate, kung-fu, etc.) "Guitar Show" (solo performances and talk by the world’s greatest guitarists), "British on a Budget" (152 classic films), "Richie Collins, Fisherman" (13 weeks of fishing tips from an award-winning fisherman).

Excel Telemedia International Corporation
745 Fifth Avenue, Suite 1516
New York, NY 10151-0077
Contact: Allen G. Hart
President/President
(212) 371-7333
Type of payment: Cash
Type of programming: Action/Adventure, Animated, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Features/Packages, Magazine/Talk, Series, WorldRadioHistory

Series/First Run, Specials, Variety/Music

FamilyNet
PO Box 196
Forest, VA 24551-0196
Contact: Affiliate Marketing Department
1-800-8-FAMNET
Type of payment: Barter

File Tape Company
210 East Pearlson
Chicago, IL 60611
Contact: Ms. Susan Caraher
President
1-800-637-TAPE
IL: (312) 649-0599
Type of payment: Cash
Type of programming: Stock Footage

Fishing The West
5484 SE International Way
Milwaukee, OR 97222
Contact: Lana Coon
Director of Syndication
(800) 347-4978
(503) 654-0092
Type of payment: Barter
Type of programming: Action/Adventure, Educational, Series, Series/First Run, Specials
Sample titles: "Fishing the West," National locations featured each week. Special episodes each season from international areas of interest such as the Soviet Far East, Tasmania, Costa Rica, Canada.

Fishing Texas
8918 Tesoro Drive, Suite 200
San Antonio, TX 78217
Contact: Charles Goodloe

Circle (40) on ACTION CARD
G.T.V. Teleproductions/G.T.V. Sports
975 Fourth Avenue, PO. Box 368
New Kensington, PA 14068
Contact: Dennis F. Gianotti
President
(412) 337-3535
Type of payment: Cash
Type of programming: Specials (sports), Sports, Variety/Music, Real estate preview programs
Sample titles: “This Week in Pocket Billiards” (weekly series, highlighting tournaments, people and history of the sport), “University of Pittsburgh Sports—Varsity” (swimming, diving, track & field, soccer, men’s wrestling and baseball), “Pro Boxing and Golden Gloves” (30- and 90-minute programs).

GPN
PO. Box 80669
Lincoln, NE 68501
Contact: Stephen Clenzen
Associate Director
(800) 228-4630
Type of payment: Cash
Type of programming: Educational, Family
Sample titles: “Close to Home” (three 30-minute programs, parenting workshop), “Job Seeking” (eight 15-minute programs, for high school students entering the job market), “Rainbow Movie of the Week” (ten 60-minute programs, coping with modern day problems), “Teaching Infants and Toddlers,” “Taking Better Pictures.”

Gubern-Peters Television
1990 South Bundy Drive, Penthouse
Los Angeles, CA 90025
Contact: Mary Jester
Director of Creative Services
(213) 820-2100
Type of programming: Game Shows, Talk Shows, Specials, Variety/Music

Hit Video USA
1000 Louisiana, Suite 3500
Houston, TX 77002
Contact: Laura Dodge
Vice President, Affiliate Relations
(713) 650-0055
Type of payment: Barter
Type of programming: Features/Packages, Specials, Variety/Music, Contemporary Music Videos

Home Shopping Network
PO. Box 9090
Clearwater, FL 34618-9090
Contact: Jim Bocock
Vice President of Broadcast Affiliations
(813) 572-8585
Type of payment: Stations are paid to air programming
Type of programming: Home shopping.

The Home Visions Network
2755 South 160th Street
New Berlin, WI 53151
Contact: Ken George
Executive Producer
(414) 796-2755
Type of payment: Cash & Barter
Type of programming: Comedy, Magazine/Talk, Children’s Automotive Movie Package
NOW
LPTV CAN COMPETE WITH THE BIG BOYS!

NEWS SPORTS WEATHER

* HALF-HOUR NEWS PROGRAM EACH WEEKDAY
* 8 MINUTES FOR COMMERCIAL AD SALES TO AFFILIATES...
* LOCAL INSERTS AVAILABILITY FOR AFFILIATES...
* YOUR NEWS, YOUR SPORTS, YOUR WEATHER
* DISTRIBUTED VIA SATELLITE...
* SURPRISINGLY AFFORDABLE!

INQUIRIES CONTACT: DAVE MURRAY
1-800-843-3685
9AM-5PM EASTERN TIME

IFEX Film Corporation
201 West 52nd Street
New York, NY 10019
Contact: Gerald Rapoport
President
(212) 582-4318
Type of payment: Cash & Barter
Type of programming: Animated, Cartoons, Documentaries, Educational, Family, International.

Images-Starpath Productions
209 NW 31st Street
Oklahoma City, OK 73118
Contact: Burke Hully
Executive Producer
(405) 528-0443
Type of payment: Barter
Type of programming: Docu-Drama, Documentaries, Magazine/Talk
Sample titles: "Moment of Truth: A Window on Life After Death," "Invitation to a U.F.O."

INN-The Independent News
220 East 42nd Street, 10th Floor
New York, NY 10017
Contact: Barbara M. Sawyer
Director/Affiliate Relations and Marketing
(212) 210-2400
Type of payment: Cash & Barter
Type of programming: News/News Stories, Program Inserts/Shorts, Series/First Run, Sports
Sample titles: "USA Tonight" (daily satellite-fed primetime newscast), "USA Tonight Newsbriefs" (30-second, satellite-fed primetime newscasts, available as a bonus to "USA Tonight" affiliates, Monday-Friday), "INN Magazine" (satellite-fed half-hour weekend news magazine), "INDX" (daily satellite-fed national news service).

Internal Revenue Service
AV Development and Marketing Team
1111 Constitution Avenue, NW
Washington, DC 20224
Contact: Ms. Mariane Williams
Public Affairs Specialist
(202) 535-9190
Type of programming: Tax Information

Italtoons Corporation
32 West 40th Street, Apt. 2L
New York, NY 10018
Contact: Gianlana Nicodemi
President
Type of payment: Cash
Type of programming: Animated, Cartoons, Comedy, Educational, Family, International, Program Inserts/Shorts, Series.

Ivy Entertainment
165 West 46th Street
New York, NY 10036
Contact: Joshua Tager
Vice President
(212) 382-0111
Type of payment: Cash

Jimmy Houston Outdoors
PO. Box 26
Cookson, OK 74427
Contact: John Storlojahn
Associate Producer
(918) 457-5113

Type of payment: Barter
Type of programming: Animal/Nature/Outdoors, Sports (fishing experiences from North, Central, & South America).

Joel Cohen Productions & Distribution, Inc.
11500 Olympic Blvd., Suite 418
Los Angeles, CA 90064
Contact: Joel Cohen
Vice President
(213) 473-7444
Type of payment: Cash
Type of programming: Animal/Nature/Outdoors, Documentaries, Features/Packages, Game Shows, International, Program Inserts/Shorts, Series/Off Network, Specials, Sports, Variety/Music
Sample titles: "Fourth Annual Diamond Awards Show" (many popular rock stars. 4 1-hour programs), "Church Street Station" (78 half-hours, best of country western music). "Score/Cash Card" (interactive sports shorts). "Bingomania" (interactive TV game show format), "Tricks & Deceptions" (10 hours of master magicians performing, edited into 3- to 12-minute segments).

Johnson Publishing Company
820 South Michigan Avenue
Chicago, IL 60605
Contact: Ozzie Bruno
Vice President/TV Sales & Syndication
(312) 322-9409
Type of payment: Barter
Type of programming: Magazine/Talk, Series, Series/First Run, Specials, Vignettes
Sample titles: "Ebony/Jet Showcase" (half-hour celebrity-driven program), "Great Moments in Black History" (60-second inserts on Black historians, "American Black Achievement Awards" (90-minute annual award program).

Joseph Green Pictures Company
200 West 58th Street
New York, NY 10019
Contact: Joseph Green
President & Sales Manager
(212) 246-9343
Type of payment: Cash, Barter, Cash & Barter
Type of programming: Action/Adventure, Comedy, Drama, Features/Packages, Series.

The Kay Arnold Group
34 Kramer Drive
Paramus, NJ 07652
Contact: Kay Arnold
President
(201) 652-6037
Type of payment: Cash
Type of programming: Animal/Nature/Outdoors, Comedy, Documentaries, Program Inserts/Shorts
Sample titles: "The World Outdoors," "Outdoor World" (fishing, boating, etc.), "River of Salmon" (saving the salmon), "Kay's Krazy Comics" (26 12-minute comedy shorts), "Ebenezer Scrooge" (stage musical for Christmas).

Keystone Inspirational Network
PO. Box 216
Red Lion, PA 17356
Contact: John Stokstill
Director of Marketing
1-800-552-4546

World Radio History
Type of payment: Free

Keystone Inspirational Network
Box 216, Windsor Road
Red Lion, PA 17356
Contact: Jerry Jacobs
1-800-552-4546

Type of payment: Free
Type of programming: Education, Religion, Family

King Features Entertainment
235 East 45th Street
New York, NY 10017
Contact: Laurie Latham
Promotion Manager
(212) 455-4000
1-800-426-KING

Type of payment: Free
Type of programming: Animated, Cartoons, Comedy, Docu-Drama, Features/Packages, Magazine/Talk, Mini-Series, Program Inserts/Shorts, Series.

LaMac Productions, Inc.
1300 Division Street, Suite 203
Nashville, TN 37203
Contact: Liz LaMac
(800) 433-8520
(615) 885-1521

Type of payment: Cash & Barter
Type of programming: Action/Adventure, Comedy, Docu-Drama, Features/Packages, Magazine/Talk, Mini-Series, Program Inserts/Shorts, Series.

LaMac Productions, Inc.
1300 Division Street, Suite 203
Nashville, TN 37203
Contact: Liz LaMac
(800) 433-8520
(615) 885-1521

Type of payment: Cash & Barter
Type of programming: Action/Adventure, Comedy, Docu-Drama, Features/Packages, Magazine/Talk, Mini-Series, Program Inserts/Shorts, Series.

Larry Harmon Corporation
650 North Bronson Avenue
Los Angeles, CA 90004
Contact: Larry Harmon
President
(213) 463-2331

Type of payment: Cash, Cash & Barter (except foreign areas)
Type of programming: Cartoons
Sample titles: "Bozo Cartoon Library" (156 6-minute episodes), "Bozo Wrap-Arounds" (live-action, utilizing Harmon-trained talent, to host local animated kids' blocks), "Bozo's 3-ring Schoolhouse" (65 30-minute "themed productions"), "Bozo's Big Top" (130 30-minute circus-themed shows starring Bozo and live audience), "Bozo Franchise" (live-action local production, 60- or 90-minute format), "Laurel and Hardy Cartoon Library" (156 5-minute episodes, 39 half-hour programs).

The Latham Foundation
Latham Plaza
Clement & Schiller
Alameda, CA 94501
Contact: Dick Burns
Marketing & Development
(415) 521-0920

Type of payment: Free
Type of programming: Animal/Nature/Outdoors, Educational, Family, Series, Series/First Run
Sample title: "Withit" (52 half-hour series).

LBS Communications, Inc.
875 Third Avenue
New York, NY 10022
(212) 418-3000

Type of payment: Cash

The Learning Channel
1529 Wilson Blvd.
Rosslyn, VA 22209
Contact: John McLaurin
Vice President, Marketing
(703) 276-0881

Type of payment: Cash

WHAT? A SERIES AND NO BAD GUYS?

Catch Withit and be absorbed in the world that nature intended.

This half-hour series, presented in color and live action, is at once entertaining and educational. Without cops 'n robbers.
You'll learn about dolphins, a dairy, people — make friends with seals, even witness the destructive fury of a forest fire.
Withit is laughing, living and learning with nature. And you'll love every exciting minute. A weekly series for everyone presented by the Latham Foundation.

LPTV Report / January 1990 / 19
AWARD-WINNING
half-hour sports specials
available on a 2/4 barter split.
Celebrities and sports
commentators step into the
sports arena and touch your
viewing audience with the
magic that makes
America’s love affair with
sports so great! When you
need entertainment for
people of all ages, call
Julie Olson at New Visions, Inc.
for the best in
sports syndication.

Lyndal Entertainment, Inc.
2337 Lemoine Avenue
Fort Lee, NJ 07024
Contact: Alvin Sussman
President
(201) 947-7111
Type of payment: Cash
Type of programming: Cartoons, Comedy,
Drama, Family, Feature Films
Sample titles: “Power House Package” (175
public domain features starring, among
others: Fred Astaire, John Wayne, Kirk
Douglas, Ava Gardner, Gary Grant, William
Holden, Burt Lancaster, Jack Nicholson, David
Niven, James Stewart, Peter Ustinov, Orson
Wells, Joan Collins, Elizabeth Taylor, Roger
Moore).

MG/Perin, Inc.
124 East 40th Street, Suite 30C
New York, NY 10016
Contact: Richard Perin
Executive Producer
(212) 697-8687
Type of payment: Cash, Barter
Type of programming: Features/Packages,
Magazine/Talk, Program Inserts/Shorts,
Series/First Run, Specials, Sports
Sample titles: “Inside Video: This Week”
(weekly half-hour, what’s new in home
videos), “GLOW” (26 hours, women’s
wrestling), “Super Bowl Record Book” (30
30-second highlight inserts), “The Magic
Boy’s Easter” and “The First Valentine”
(two half-hour family holiday specials),
“B.C.—A Special Christmas” (half-hour, animated,
from the B.C. comic strip), “Churchill and
the Generals,” “The Gathering Storm”
(Churchill pre-WWII), starring Richard Burton.

Mighty Minute Programs
840 Battery Street
San Francisco, CA 94111
Contact: Andrew Meblin
Vice President of Operations
(415) 788-1211
Type of payment: Cash, Cash & Barter,
Inventory Exchange
Type of programming: Magazine/Talk
(Inserts), Series, Sports (1 hour weekly), News
Feature Stories
Sample titles: “60 Second Housecall” (with
Dr. Bob Lanier, 54-second fresh daily medical
report, 260 per year), “The Seafood Steward,”
(with Gary Rainer, 75-second fresh daily news
report about fish and shellfish), “The Senior
Report” (with Doris Winckler, 90 seconds, 3
per week), “Produce Reporter” (with Peter
Lucetti, 90 seconds, 4 per week, about fresh
fruit and vegetables).

London Films
1901 Avenue of the Stars, Suite 240
Los Angeles, CA 90069
Contact: Mark Shelmerdine
CEO
Type of payment: Cash, Barter, Cash &
Barter
Type of programming: Documentaries,
Drama, Series, Series/First Run
Sample titles: “Great British Classics” (5
half-hour compilations of classic movies),
“Best of British” (26 half-hour compilations
of classic movies), “I, Claudius” (13 one-hour
drama series), “Poldark” (29 one-hour drama
series).

Lyndal Entertainment, Inc.
2337 Lemoine Avenue
Fort Lee, NJ 07024
Contact: Alvin Sussman
President
(201) 947-7111
Type of payment: Cash
Type of programming: Cartoons, Comedy,
Drama, Family, Feature Films
Sample titles: “Power House Package” (175

programming:

Contact: Alvin Sussman
Type of payment: Free
Type of programming: Action/Adventure,
Animal/Nature/Outdoors, Animated, Comedy,
Docu-drama, Documentaries, Drama,
Educational, Family, Fashion,
Features/Packages, International, Program
Inserts/Shorts, Religion, Series, Specials,
Sports.

Mother Basilea Films
9849 North 40th Street
Phoenix, AZ 85028
Contact: Sister Adaiha
(602) 996-4040
Type of payment: Free
Type of programming: Program
Inserts/Shorts, Religion, Series, Specials.
Sample titles: “Fill All the World with Songs
of Praise,” "Daily Discoveries," "God’s Heart
Breaks with Love," "God Lives and Works
Today," "Life’s Deepest Meaning," “A Walk
Through Jerusalem at Jesus’ Side,” “It Began
at a Party” (youth oriented Christmas
special), "No Greater Love" (artistic
portrayals of Christ, half-hour special).

Moviecraft, Inc.
PO. Box 438
Orland Park, IL 60462
Contact: Larry Urbanski
President
(708) 460-9099
Type of payment: Cash, Barter on wrestling
show only
Type of programming: Action/Adventure,
Cartoons, Comedy, Docu-Drama,
Documentaries, Drama, Educational, Games
Shows, Mini-Series, Program Inserts/Shorts,
Religion, Series, Series/Off Network, Specials
Sample titles: “TV’s Magic Memories” (52
half-hours, the best of early television), “The
Big Attack” (38 half-hours, true stories of the
heroes of WWII), “The War Time Years” (13
half-hours, actual WWII propaganda films),
“It’s A Great Life” (13 half-hours, comedy),
“Big Town” (13 half-hours, drama), “Chicago
Championship Wrestling” (52 new weekly
half-hours), “Tough Chicago Pro Wrestling”
(52 new weekly half-hours. Available in
Spanish language), “Hollywood Dreams” (130
5-minute episodes, many Hollywood stars).
NCTV
One Madison Avenue
New York, NY 10010-3690
Contact: Pete Church
(212) 689-0088
Type of payment: Barter
Type of programming: Documentaries, Educational, Sports
Sample titles: "The Amazing World of Gumball," "Sports Highlights"

North American Harness Racing Marketing Association
405 Lexington Avenue, 33rd Floor
New York, NY 10174
Contact: Ellen Harvey, Amy Buckingham
Producers
(212) 983-4460
Type of payment: Barter
Type of programming: Sports
Sample titles: "World in Harness" (weekly half-hour review of national harness racing news and features).

The Nostalgia Channel
71 West 23rd Street, Suite 502
New York, NY 10010
Contact: Joe Schramm
Director of Marketing
(212) 463-7740
Type of payment: Free
Type of programming: Lifestyle information and traditional entertainment
Sample titles: "AARP Modern Maturity" (television news magazine for and about maturing American lifestyles), "Narrative Television Network" (special movie of the week—for the hearing impaired), "Nostalgia News" (daily news segment), "Early TV Series" (Emmy-winning shows and stars), "Documentaries" (award-winning TV specials).

NTV International Corporation
50 Rockefeller Plaza, Suite 940
New York, NY 10020
Contact: Yasuo Ema
Senior Vice President
(212) 489-8390
Type of payment: Cash
Type of programming: Animated, Cartoons, Documentaries, Drama, Family, Series/First Run
Sample titles: "Haachi" (animated), "In the Beginning" (animated), "The Anpan-Bread Man" (animated), "Cliff Hanger" (animated), "Return to Glory—Michael Angelo Revealed" (documentary).

Olympus Television, Inc.
14724 Ventura Blvd.
Sherman Oaks, CA 91403
Contact: George Mitchell
President
(818) 788-7877
Type of payment: Cash
Type of programming: Animal/Nature/Outdoors, Features/Packages
Sample titles: "Confrontation With Nature" (13 half-hours), "Boxing" (28 one-hours professional boxing), "In Wilderness" (mini-series).

Paragon International
260 Richmond Street
Toronto, Ontario, Canada M5V 1W5
Contact: Isme Bennie
(416) 595-6300
Type of payment: Cash
Type of programming: Animated, Documentaries, Drama, Family, Program Inserts/Shorts.

Program Marketing Associates, Inc.
60 East 42nd Street, Suite 1701
New York, NY 10165
Contact: Al Goustin
General Manager
(212) 687-5755
Type of payment: Cash
Type of programming: Action/Adventure, Animated, Cartoons, Comedy, Docu-Drama, Drama, Family/Children, Features/Packages, Series/Off Network.

Sample titles: feature films include: 100 family/children (copyrighted and public domain), 400 action/adventure (all with star names), 320 sci-fi and horrors (best of the genre, many in color), 750 classics (mostly public domain), 125 "A" westerns (all with big name stars).

Progressive Video Network
733 South Meridian Road
Mt. Pleasant, MI 48858
Contact: Mr. Dana S. Brust
(517) 773-2630
Type of programming: Animation, Music, Videos
PSC, Inc.
10560 Arrowhead Drive
Fairfax, VA 22030
Contact: Don Hammack
(703) 691-2738
Type of programming: Soviet News, Soviet Specials and Documentaries
Sample titles: "Vremya," "Spotlight on Perestroika," "Novosti."

Reel Movies International, Inc.
8235 Douglas Avenue, Suite 770
Dallas, TX 75225
Contact: Tom T. Moore
President/CEO
(214) 363-4400
Type of payment: Cash
Type of programming: Action/Adventure, Animated, Cartoons, Drama, Family, Features/Packages, Series
Sample titles: "Dragnet" (40 half-hours),

Network Programs
11811 N. Tatum Blvd., Suite 3031
Phoenix, AZ 85028
Contact: Richard S. Shaw
President
(602) 953-6690 FAX (602) 953-7704
Type of payment: Cash, Barter, Cash & Barter, Free
Type of programming: Documentaries, Educational, Family, Program Inserts/Shorts, Series, Sports, Science & Technology
Sample titles: "Bob Mann Golf," "Bob Mann Fitness," "Bob Mann's Instant Karate," "Seed to Semiconductor" (use and creation of microchips explored), "Thomas & Beulah" (based on Rita Dove's Pulitzer Prize-winning book of a black family's life).

New Visions
44895 Highway 82
Aspen, CO 81611
Contact: Julie Olson
Distribution Director
(303) 925-2640
Type of payment: Barter
Type of programming: Action/Adventure, Documentaries, Specials, Sports
Sample titles: "Colorado Picture Perfect" (John Denver special), "Road to Performance" (auto racing), "All the King's Horses," (Clydesdale horses documentary), "Travelin' On—Northern California" (exploring California), "Travelin' On—Northern Florida" (exploring northern and central Florida).

Richard S. Shaw
President

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"Reel Cartoons" (15 hours), "Reel Platinum" (approximately 100 classic films), "Reel Gold" (approximately 100 classic films).

Republic Pictures
Box 3383, Station A
Portland, ME 04107
Contact: J. Rory Strunk
President
(207) 772-5000
Type of programming: Resort
Sports-oriented Specials, Movies, Documentaries, Features, Instructional Programs.

RFD Television Network
2615 Farnam
Omaha, NE 68131
Contact: Terri Spalding
Director, Affiliate Relations
(402) 345-2322
Type of payment: Barter

Robert Rosenheim Associates
P.O. Box 366, White Hollow Road
Sharon, CT 06069
Contact: Robert R. Rosenheim
President
(203) 364-0050
Type of payment: Cash
Type of programming: Family, Features/Packages, Religion.

Royal Communications International
222 Sierra Road
Ojai, CA 93023
Contact: Michael Magrutsch
Vice President
(805) 646-7866
Type of payment: Cash
Sample titles: "Miss Moscow" (1-hour special on the first Soviet beauty pageant), "Olympic Archery" (26-minute special on highlights of the 1988 Seoul event), "Search for Adventure I" (12 one-hour documentaries of exploration, sports, & adventure), "Search for Adventure II" (12 additional hours of exciting and thrilling challenges), "Adventures of the Little Prince" (26 half-hours of animation based on the St. Exupery classic).

RP Communications
P.O. Box 3653
Pacific, CA 93133-3653
Contact: Mr. Jim Smith, Esq.
(818) 896-5346
Type of payment: Free
Type of programming: Religious Series

Santa Fe Communications
2525 Naomi Street
Burbank, CA 91504
Contact: Ken Silverman
Director of Marketing
(818) 848-5800
Type of payment: Free
Type of programming: Magazine/Talk, Religion, Specials/First Run

Scott Entertainment
P.O. Box 554
Westbury, NY 11590
Contact: Scott Sobel
President
(516) 797-3265
Type of payment: Cash
Type of programming: Features/Packages, Series/Off Network, Program Inserts, Specials

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The Silent Network
6365 Sunset Blvd., Suite 930
Los Angeles, CA 90036
Contact: Lou Miles
Vice President of Marketing and Sales
(213) 464-7446
Type of payment: Cash
Type of programming: Animal/Nature/Outdoors, Educational, Family, Magazine/Talk, News/News Stories, Specials/First Run, Specials, Variety/Music. Weekly satellite delivered program for the 13 million deaf and hearing impaired in the U.S. All programs are open captioned—no decoder needed.

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Contact: Ken Tucker, Host or Amy Madsen, Assistant to the Producers
(205) 867-9440
Type of payment: Barter
Type of programming: Animal/Nature/Outdoors (hunting).

Star Pine Telepictures
249 South Hwy 101
Solana Beach, CA 92075
Contact: Peter Kreklow
Owner
(619) 481-2833
Type of payment: Barter
Type of programming: Features/Packages, Program Inserts/Shorts, Series
Sample titles: "TV Facts" (50 60-second inserts from the golden age of television), "Haunted Hollywood" (15 two-hour horror features), "Casebook of Sherlock Holmes" (37 half-hours of Sherlock Holmes mysteries).

Tamco Productions, Inc.
7721 San Felipe, Suite 200
Houston, TX 77063
Contact: Thomas A. Moran Jr.
President
(713) 266-2187 or 953-1044
Type of payment: Cash & Barter
Type of programming: Animal/Nature/Outdoors
Sample title: "Outdoor Magazine" (conservation/outdoor safety. 52 episodes).

Teacher Productions
210 East Third Street
Gainesville, IA 50438
Contact: Gregory Schmidt
Producer/Director
(515) 923-3070
Type of payment: Cash
Type of programming: "Easter is Special" (family holiday special), "Michael, My Brother" (award-winning docu-drama), "Opera House Live" (country-western ja) (documentary on political pulpits).

The Tel-A-Cast Group
203 Wise Hollow Road
Aiken, SC 29801
Contact: Randy Davidson
Syndication Director
(803) 648-8798
Type of payment: Barter
Type of programming: Series (garden and backyard projects)
Sample title: "Backyard America" (weekly half-hour on gardening, landscaping, and backyard projects).

Telemedia
2025 Royal Lane, Suite 300
Dallas, TX 75229
Contact: Harry Nice
President
1-800-521-8683
Type of payment: Cash, Cash & Barter
Type of programming: Features/Packages, Series.

Telemundo Group, Inc.
1740 Broadway
New York, NY 10019
Contact: Gary McBride
Senior Vice President, Sales & Marketing
Type of payment: Cash

TeleVentures
1925 Century Park East, Suite 2140
Los Angeles, CA 90067
Contact: Patrick Kenney
President/CEO
Type of payment: Cash, Cash & Barter
Type of programming: Action/Adventure, Comedy, Series, Series/Off Network, Movies
Sample titles: "Hunter" (one-hour action/series), "21 Jump Street" (one-hour action/series), "Sha Na Na" (half-hour music/comedy series), "Classical Color" (12 movie classics—colorized), "Pegasus I & II" (41 Tri-Star feature films), "TV-1" (20 action and comedy features).

Television Latina
550 Biltmore Way, 9th Floor
Coral Gables, FL 33134
Contact: Cesar Diaz
Vice President
(305) 442-3418
Type of payment: Cash, Cash & Barter
Type of programming: Documentaries, Drama, Series, Spanish Soap Operas.

Tomwil Entertainment, Inc.
4621 Cahuenga Blvd.
Toluca Lake, CA 91607
Contact: James Rokos
Executive Vice President
(818) 769-0883
Type of payment: Cash
Type of programming: Features/Packages

Trinity Broadcasting Network
P.O. Box A
Santa Ana, CA 92711
Contact: Deanna J. Sebastian
LPTV Director
(714) 665-2122
Type of payment: Free

continued
Type of programming: Animated, Drama, Educational, Family, Magazine/Talk, Religion, Specials, Variety/Music, 700 Club.

USDA Office of Information
410-A Administration Building
Washington, DC 20250
Contact: Ms. Marcella M. Hilt
Director, Radio-TV Division
(202) 447-6445
Type of payment: Free
Type of programming: Agricultural News

Video Jukebox Network, Inc.
3550 Biscayne Blvd.
Miami, FL 33137
Contact: Bill Stacy
Vice President
(305) 573-6122
Type of payment: Viewer pays, station participates in revenue
Type of programming: The Jukebox Network; other products under development.

Videofashion, Inc.
One West 37th Street, 5th Floor
New York, NY 10018
Contact: Anne V. Adam
(212) 869-4666
Type of payment: Cash & Barter
Type of programming: Fashion, International, Series
Sample titles: "Videofashion Monthly" (52 programs, 12 per year), "Videofashion News" (12 per year, magazine format), "Videofashion Specials" (2 volumes, international fashion), "Videofashion Men" (4 per year).

Vision Television Network
3448 Columbus Road
Wooster, OH 44691
Contact: Debbie Fenton
Vice President. Network Affiliates
(800) 448-0464
Type of payment: Barter
Type of programming: Action/Adventure, Animal/Nature/Outdoors, Cartoons, Comedy, Docu-Drama, Documentaries, Drama, Family, Game Shows, Magazine/Talk, Mini-Series, Series, Series/Off Network, Specials, Sports, Variety/Music
Sample titles: "Romance Theatre" (daily soap), "Quigley's Village" (children's program, preschool), "American Country Magazine" (weekly country music magazine show), "Opportunity Knocks" (weekly business program), 24-hour LPTV Network.

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Oxnard, CA 93034-0360
2055 Saviors, Suite 12
Oxnard, CA 93033-3693
Contact: Beverly S. Verman
Operations Manager
(805) 486-4495
Type of payment: Cash
Type of programming: Animated, Cartoons, Comedy, Documentaries, Family, Features/Packages, Program Inserts/Shorts, Series, Series/First Run, Series/Off Network, Serials
Sample titles: Features including: "Cactus in the Snow," "Slightly Scarlet," "Baron of Arizona," "30's and 40's vintage movies, westerns, "Those Crazy Americans" (one-hour documentary), "Kids Say the Darndest Things" (series, over 600 color episodes), "Make Room For Daddy" (161 half-hour programs), "Alice" (10 cartoons by Walt Disney).

Westchester Films, Inc.
342 Madison Avenue, Suite 714
New York, NY 10173
Contact: Claude S. Hill
President
(212) 867-1700
Type of payment: Cash
Type of programming: Animated
Sample titles: "Star Blazers" (77 half-hour episodes of animation).

WNVC Public TV
8101-A Lee Highway
Falls Church, VA 22042
Contact: Dave Gallagher
Operations Manager
(703) 698-9682
Type of payment: Cash

continued on page 27
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Researching LPTV Audiences Electronically

by Mark J. Banks, Ph.D. and Michael J. Havice, Ed.D.

Several station managers posed interesting questions after listening to the broadcast ratings presentation at the November LPTV Conference. Most of the questions had to do with a problem that plagues LPTV broadcasters as they try to sell time on their stations: the need for audience ratings that are both accurate and affordable.

In this article, we'll talk about the problem of defining the audience in an LPTV service area, and we'll tell you about one solution—an electronic survey technique that makes it possible to conduct inexpensive surveys and market research without sacrificing accuracy.

What to Consider

There are several important factors involved in measuring the audience of an LPTV station. Among them are:

1. Determining the true service area;
2. Selecting a representative sample;
3. Keeping costs low;
4. Deciding what information is needed; and
5. Deciding whether to do research in-house or to purchase it.

*The service area.* One of the most important considerations is the specific description of the station's effective service area. For full power stations, the market area is expressed by Arbitron as the Area of Dominant Influence (ADI) and by Nielsen as the Designated Market Area (DMA).

But the signal of an LPTV station does not usually reach all of the population in an ADI or DMA. Even if the LPTV signal is carried on the cable systems in the market area, some 43% of the households (on average) do not get cable. Therefore, if you want an accurate measure of your LPTV station's audience share, you first have to find out what the true service area is.

*Selecting representative samples.* The size of a sample is not determined by the number of people in the service area. For example, a sample of 300 people can be quite adequate whether there are 8,000 or 80,000 people in the market. For decades, in fact, Nielsen used a sample of 1,200 homes to measure the entire nation.

Sample size is, however, influenced by the kind of information you are seeking. For example, if there are only two television signals serving a market area, a small sample will be adequate to get reliable ratings and share information. If, however, the market is served by 50 cable channels and 12 local stations, a much larger sample is required to make comparisons of viewing habits statistically reliable.

Another important factor in representative sampling is to ensure that every person living in the survey area has an equal chance of participating in the study. This is achieved through random sampling.

*Costs.* Large research companies survey large market areas served by many full power broadcasters. They base their charges to each broadcaster who buys audience research on the number of households in the market area, and on the number of questions asked and/or the number of surveys conducted.

But unlike the full power station, an LPTV station covers only a small portion of that market area. So the real problem for LPTV operators who use data from the entire survey area is that they are probably paying for information which is of no use to them.

*Deciding what information is needed.* LPTV operators need specific information related to their audiences. For example, stations conduct studies to determine station image, marketing niches, program reach, audience preferences for types of programming, and the times of preferred television viewing for their service area. What LPTV program directors and sales people need is a survey mechanism that collects appropriate audience data and makes comparisons within the station's actual service area.

*Deciding whether to do research in-house or to purchase it.* There are several ways to get audience information for an LPTV station:

1. In markets where the ratings services take enough samples, you can buy special analyses of the survey data, singling out the areas of your station's market.
2. You can buy specially commissioned market studies from rating services or other research organizations.
3. You can do your own audience research, by generating a random list of telephone numbers in your station's service area, and then conducting telephone surveys, or house-to-house interviews, or mail surveys. Many radio stations do this kind of research, and it may be the least expensive way for an LPTV station to get information. But it is difficult to convince potential advertisers that the information is unbiased. And unless you or someone at your station is trained and experienced in research methods, there is the risk of invalidating the survey findings through poor technique.

4. Or you can consider an electronic survey device.

How It Works

With an electronic survey device, you can zero in on a very specific geographic area. At the same time, your cost is reduced because you don’t have to hire and train human interviewers.

Basically, the method works like this. First, an interview of up to 20 questions is developed. Then it is recorded into the computer using a human voice. After the voice is coded as a questionnaire, the survey is tested on a small sample to make sure that the questions are understandable, that they elicit the right kind of information, and that the survey device is operating efficiently.

Next, a random sample of telephone numbers is generated by the computer for the specific geographic area to be studied. The size of the sample depends upon the population of the market and the complexity of the questions you want to have answered. Because the list of phone numbers is truly random, it includes unlisted households.

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LPTV LICENSE RENEWALS

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

W69AU Mobile, AL, John Franklin Ministries, Inc., 11/13/89.
K13DF Lame Deer, MT, Dull Knife Memorial College, Inc., 11/13/89.
W24AE Nashville, TN, Robert D. Gathings, 10/17/89.
K45AX Park City, UT, William H. Coleman, 10/18/89.

ASSIGNMENTS AND TRANSFERS

K39AH Durango, CO, Voluntary assignment of license granted from Mountain States Broadcasting to KGSW-TV, Inc. on 11/21/89.

ASSIGNMENTS TO MG

W12CD Orlando, FL, Voluntary assignment of permit granted from Newsouth Media Corporation to Televisa, Inc. on 11/1/89.
W22AH Columbus, GA, Assignment of license granted from Georgia Regional Community TV to Dr. Stephen Hollis on 11/30/89.
W56CD Rome, GA, Voluntary assignment of permit granted from Broomall Broadcasting Company to John O. Broomall on 11/27/89.
K96LZ Salina, KS, Assignment of license granted from SJL of Kansas Corporation to Wichita License Subsidiary Corporation on 11/7/89.
W65CE Shreveport, LA, Voluntary assignment of permit granted from All American TV, Inc. to Trinity Broadcasting Network, Inc. on 11/30/89.
W57AQ Calais, ME, Assignment of license granted from WLBZ-TV, Inc. to Maine Broadcasting Company on 11/21/89.
W99BE East Millinocket, ME, Voluntary assignment of permit granted from TV Board of Calvary Temple, Inc. to Mid-Maine Community Broadcasting on 11/14/89.
W44AK Waterville, ME, Assignment of license granted from WLBZ-TV, Inc. to Maine Broadcasting Company on 11/21/89.
K07TV Worthington, MN, Voluntary assignment of permit granted from Worthington Broadcasting Company to Nobles Broadcasting Company on 11/22/89.
K31BX Carlsbad, NM, Voluntary assignment of permit granted from Mountain States Broadcasting to KGSW-TV, Inc. on 11/21/89.
K21BM Grants, NM, Voluntary assignment of permit granted from Mountain States Broadcasting to KGSW-TV, Inc. on 11/21/89.
K56CZ Rosewell, NM, Voluntary assignment of permit granted from Mountain States Broadcasting to KGSW-TV, Inc. on 11/21/89.
W64SH Albany, NY, Voluntary assignment of permit granted from Inspiration TV of Southern Oregon to Trinity Broadcasting Network on 11/7/89.
K68EK Oklahoma City, OK, Voluntary assignment of permit granted from Clear Channel Communications, Inc. to Le Sea Broadcasting Corporation on 11/2/89.
K13VC Austin, TX, Voluntary assignment of permit granted from Barbara B. Stanton to Global Information Technologies, Inc. on 11/30/89.
K46SU Salt Lake City, UT, Assignment of license granted from Brooks Broadcasting, Inc. to Ogden Television, Inc. on 11/30/89.
W24OH Norfolk, VA, Voluntary assignment of permit granted from All American TV, Inc. to Trinity Broadcasting Network on 11/30/89.
K49CN Richland, WA, Assignment of license granted from Full Gospel Business Men’s Fellowship to Triad Communications Ltd. Partnership on 11/7/89.

CHANNEL CHANGES

W555O Oakland Park, FL, CBS, Inc., channel change granted from 25 to 55 on 11/24/89.

NEW LPTV CONSTRUCTION PERMITS

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

K97UJ Fairbanks, AK, St. Pierre & Company, 11/16/89.
K18CZ Harrison, AR, Mountain TV Network, Inc., 11/16/89.
K64DS Harrison, AR, Mountain TV Network, Inc., 11/30/89.
K18DA Hot Springs, AR, ABC Minority Investments, Inc., 11/16/89.
K45DE Hot Springs, AR, Little Rock Communications Associates, 11/16/89.
K59EA Chico/Paradise, CA, FZ Partnership, 11/20/89.
K98VM Fresno, CA, Norma Levin, 11/30/89.
K141A Sacramento, CA, Silvia M. Landin, 11/17/89.
W41BF Coral Gables, FL, Sherwin Grossman, 11/16/89.
W44AV Daytona Beach, FL, Aubrey Smith, 11/17/89.
W53AW Daytona Beach, FL, Donald L. Jones, 11/17/89.
W20AV Tampa, FL, Randolph Weigner, 11/30/89.
W36BB Dublin, GA, Gil Gillis, 11/20/89.
K27DK Kalkas, MI, Alegria Broadcasting Corporation, 11/30/89.
K96FY Burlington, IA, American Lo-Power TV Network, Inc., 11/30/89.
K86DS Cedar Rapids, IA, Gaylord Broadcasting Company, 11/16/89.
K85DM Ottumwa, IA, Russell Communications, 11/16/89.
K26CY Boise, ID, Patricia Screen, 11/16/89.
K13VP Rigby, ID, W. L. Armstrong, 11/16/89.
K16CK Sandpoint, ID, Owen Broadcasting Enterprises, 11/30/89.
W15AW Farmington, ME, WHRF Broadcasting, 11/16/89.
W36BD Clason, MI, Telethon Television Company, 11/16/89.
K65MA Baudette, MN, John W. Boler, 11/16/89.
K34DB Redwood Falls, MN, Redwood TV Improvement Corporation, 11/30/89.
K21DG St. James, MN, Watonwan TV Improvement Association, 11/16/89.

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The Broadcast Promotion and Marketing Executives has announced the 29th annual Gold Medallion Awards competition.

BPME's International Gold Medallion Awards are presented each year to recognize creative excellence in television and radio promotion and marketing. The competition is open to print, audio, and video entries introduced in campaigns or promotional projects during the calendar year 1989. The deadline for entries is March 9, 1990.

All entries are judged on overall creativity, production quality, and achievement of objectives and are judged in categories divided by market size. Entrants need not be members of BPME.

For information and entry forms, contact Jay Curtis at (213) 465-3777.
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