

# 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

*continued on page 6*

## 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 would probably 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 Our View

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.

*Jackie Biel*

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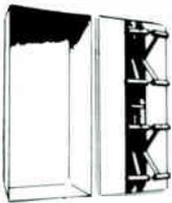
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# LPTV Commercial Antennas

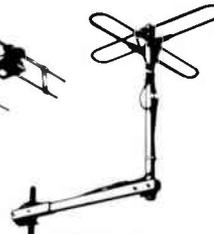
*Lindsay*



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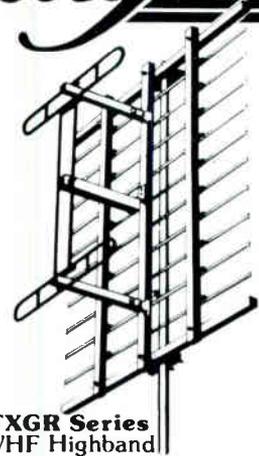
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### The LPTV Report

5235 North 124th St., Suite 22  
Butler, WI 53007  
(414) 781-0188

John Kompas, *Publisher*  
Jacquelyn Biel, *Editor*  
Colette Carey, *Reporter*

*Columnists:* John H. Battison, P.E., Bob Horner, Peter Tannenwald, Joe Tilton, Lance Webster, Richard P. Wiederhold

*Guest Contributors:* Mark J. Banks, Ph.D. and Michael J. Havice, Ed.D.

### Advertising Sales:

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(414) 781-0188

#### Western Region: James E. Heath

**Heath & Associates**  
2385 Roscomare Road  
Los Angeles, CA 90077  
(213) 471-3630

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## Directory

*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 instrumentals).

### Alpha Video Productions

20 Music Square West, Suite 106  
Nashville, TN 32703

**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

P.O. Box 22765  
Nashville, TN 37202

**Contact:** Jeff Walker

President

(615) 269-7071/2

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/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:** J. Collins

Vice President of Marketing

**Type of payment:** Cash

**Type of programming:** Educational, Family, Features/Packages, International, News/News Stories, Program Inserts/Shorts, Series, Series/First run, Specials, Variety/Music, Travel  
**Sample titles:** "Boomerang" (63 half-hours, kids' magazine ages 5-13), "Serendipity Singers Show" (72 half-hours, travel/music variety), "Travel Tips" (100hours, news inserts), five Christmas specials—Christmas in New Zealand, London, Europe, Poconos, and Australia, plus specials with Latoya Jackson and Martin Mull.

### Associated Press Broadcast Services

1825 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

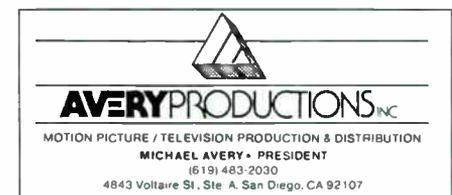
**Contact:** Connie Red

Broadcast Sales Manager

(213) 461-3211

**Type of payment:** Cash

**Type of programming:** Production Music Libraries (APM represents four different CD libraries: KPM, Bruton, Sonoton and Themes. Broadcast One is a selection of 36 CD's from all four libraries carefully tailored for your programs, spots, promotions, and PSA's).



### Avery Productions, Inc.

4843 Voltaire Street, Suite A  
San Diego, CA 92107

**Contact:** Michael R. Avery

President

(619) 483-2030

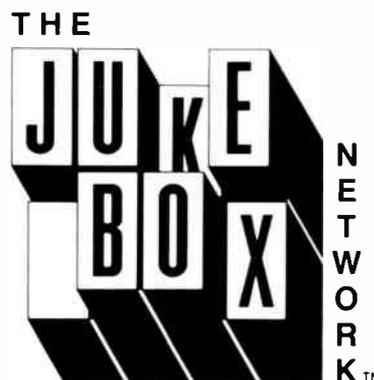
*continued on page 12*

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# Head Start

continued from front page

"That's when they can begin practicing on the equipment to prepare for 'Good Morning Gibson County.'"

## Evolution of the Idea

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."



Stephanie Hoover, Ted Thompson, and Bryan Stough in master control.

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 Pacer affiliates in the state. In fact, TV-6 is the only Pacer 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 promotional video for the Princeton Chamber of Commerce, which has been



Angie Meyer (l) and Sandra Bishop (r) make sure Matt Luecking looks his best before air time.

sent to Japan and Korea in an effort to attract new business to the Princeton area.

## Getting Hands-On Experience

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!"

K/78

## 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.

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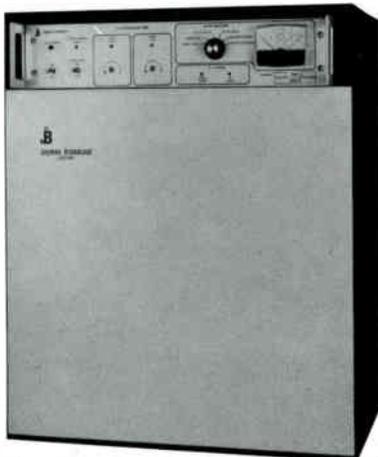
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# LPTV and the LAW

## 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; so 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 (1-800-872-3363).

### 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 EEO 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. Addi-



tional 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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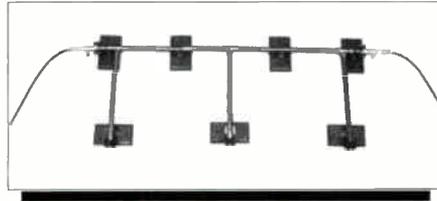
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Circle (172) on ACTION CARD

## Directory

continued from page 6

**Type of payment:** Cash

**Type of programming:** Action/Adventure, Cartoons, Comedy, Documentaries, Family, Features/Packages, Game Shows, Series, Variety/Music

**Sample titles:** "The Golden Years of Television" (series of vintage television from the 50's); classic feature films (600 titles); "Heroes of The West" (150 half-hours with Annie Oakley, Roy Rogers, Judge Roy Bean, Kit Carson, Cisco Kid, Range Rider, Hawkeye); "Crimebusters" (100 half-hours of "Dragnet," "Racket Squad," "Federal Men"); "Anthology" (165 half-hours of "Four Star Playhouse," "Telephone Time"); Sci-Fi/Fantasy (72 hours with "One Step Beyond," "Flash Gordon," "Rocky Jones"); Adventure (120 half-hours of "Robin Hood," "Captain Gallant," "Long John Silver"); Comedy (110 half-hours of "Make Room for Daddy," "The Jack Benny Show," "Burns & Allen," "Trouble With Father.")

### **BBC Lionheart**

630 Fifth Avenue, Suite 2220  
New York, NY 10111

**Contact:** Susan Rosenberg  
Director of Creative Services  
(212) 541-7000

**Type of programming:** Action/Adventure, Animal/Nature/Outdoors, Animated, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Mini-Series.

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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 20062

**Contact:** Frank Allen Philpot  
Syndication Manager  
(202) 463-5834

**Type of payment:** Barter

**Type of programming:** Magazine, talk, public affairs, live call-in

WorldRadioHistory

**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 Laskin 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, Specials, Sports

**Sample titles:** African documentaries; soccer and other sports.

### **Cable Films**

P.O. 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**

P.O. Box 8339  
Calabasas, CA 91302

**Contact:** Jon Elliott  
President/CEO  
(818) 992-8807

**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, Home Shopping, International, Magazine/Talk, Program Inserts/Shorts, Series, Series/First Run, Specials, Sports, Variety/Music, Special Interest Programming.

### **Cardinal Television Programming**

39 Baywood Road  
Rexdale, Ontario, Canada M9V 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. Kostyk  
(615) 329-4112

**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

*continued*

## LPTV Distribution by State and Territory November 30, 1989

	Licenses	CPs*		Licenses	CPs*
ALABAMA	5	25	NEVADA	13	21
ALASKA	217	32	NEW HAMPSHIRE	2	5
ARIZONA	15	51	NEW JERSEY	2	13
ARKANSAS	8	37	NEW MEXICO	14	50
CALIFORNIA	31	97	NEW YORK	20	42
COLORADO	14	37	NORTH CAROLINA	8	46
CONNECTICUT	0	5	NORTH DAKOTA	4	24
DELAWARE	1	0	OHIO	10	39
WASHINGTON, DC	1	0	OKLAHOMA	16	36
FLORIDA	27	120	OREGON	16	33
GEORGIA	16	57	PENNSYLVANIA	10	51
HAWAII	2	25	RHODE ISLAND	0	4
IDAHO	19	37	SOUTH CAROLINA	2	23
ILLINOIS	7	34	SOUTH DAKOTA	6	20
INDIANA	8	30	TENNESSEE	19	52
IOWA	11	53	TEXAS	43	124
KANSAS	7	55	UTAH	16	19
KENTUCKY	6	35	VERMONT	1	9
LOUISIANA	9	58	VIRGINIA	5	21
MAINE	7	17	WASHINGTON	6	40
MARYLAND	1	6	WEST VIRGINIA	1	4
MASSACHUSETTS	6	21	WISCONSIN	10	27
MICHIGAN	7	17	WYOMING	14	45
MINNESOTA	29	38	GUAM	1	0
MISSISSIPPI	11	20	PUERTO RICO	3	8
MISSOURI	12	36	VIRGIN ISLANDS	0	2
MONTANA	23	40	TOTALS: Licenses: 746		
NEBRASKA	4	16	Construction Permits: 1,757		

\*Construction Permits

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**Type of programming:** Animated, Cartoons Series

**Sample titles:** "Rocket Robinhood" (52 half-hour episodes, animated), "Max the 2000 Year Old Mouse" (104 five-minute animated episodes), "Strange Paradise" (195 half-hour episodes, gothic soap operas).

#### **Center One Video Productions**

P.O. Box 3749  
1706-D Capital Circle, NE  
Tallahassee, FL 32308

**Contact:** David W. Murray  
President  
1-800-843-3685

**Type of payment:** Cash

**Type of programming:** News/News Stories, Sports

**Sample titles:** "Mike Martin Show" (baseball from Florida State University), "Satellite News America" (news, sports, & weather with space for local inserts), "Satellite News Magazine" (college football, basketball, preview reports).

#### **CFB Productions, Inc.**

101 River Road  
Collinsville, CT 06022

**Contact:** Clinton Billups  
President  
(203) 693-1637

**Type of payment:** Cash

**Type of programming:** Specials

**Sample title:** "Kreskin's Quest" (series of three one-hour specials starring The Amazing Kreskin, the world's foremost mentalist).

#### **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

**Sample titles:** "Short Story/The Novel," "From Script to Screen," "Fabulous Fables," "The Gentle Giant," "The Storytellers."

#### **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

**Type of programming:** Action/Adventure, Animal/Nature/Outdoors, Animated, Broadway Highlights, Cartoons, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Fashion, Game Shows, International, News/News Stories, Series, Series/Off Network, Stock Footage (1920 to 1960), Trailers.

#### **COE Film Associates, Inc.**

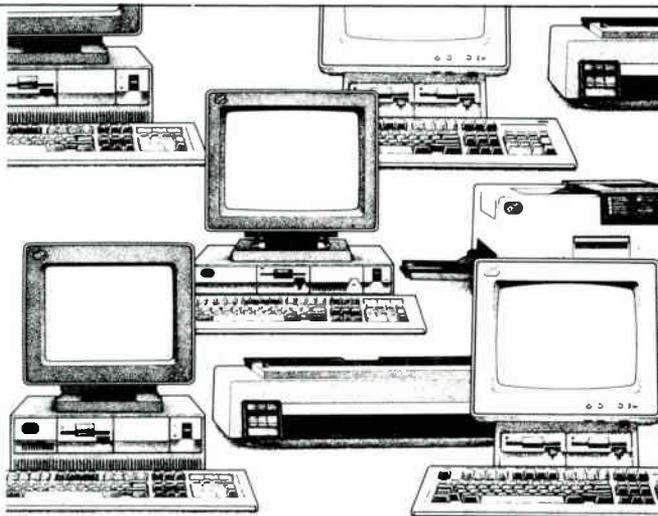
65 East 96th Street  
New York, NY 10128

**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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**Coral Pictures Corporation**

6850 Coral Way, Suite 404  
Miami, FL 33155

**Contact:** Manolo Vidal  
Executive Vice President  
(305) 661-8922

**Type of payment:** Cash

**Type of programming:** Action/Adventure, Animated, Comedy, Cartoons, Documentaries, Drama, Educational, Family, Features/Packages, International, Mini-Series, Series, Series/First Run, Series/Off Network, Specials, Variety/Music

**Sample titles:** "Cristal" (the secret life of a fashion tycoon), "Senora" (woman takes revenge on the man who ruined her life), "La Dama de Rosa" ("The Lady in Pink"), "Rubi" (a ghetto child turns into a wealthy woman), "Brigada Expecial," "Quo Vadis?" "Leonardo da Vinci," "Mysteries of the Ancient World," "Expedition to the Amazon."

**Corinth Video**

34 Gansevoort Street  
New York, NY 10014

**Contact:** John Poole  
(212) 463-0305

**Type of payment:** Cash

**Type of programming:** Classic Films

**Sample title:** "Scrooge."

**Country Music Television**

c/o Direct Distribution  
2096 Edgcombe Road  
St. Paul, MN 55116

**Contact:** Patrick F. Dolan  
President  
(612) 642-4558

**Type of payment:** Cash, Cash & Barter  
**Type of programming:** Variety/Music.

**Dan Curtis Distribution Corporation**

10000 West Washington Blvd., Suite 3014  
Culver City, CA 90232

**Contact:** Dan Curtis or Ruth Kennedy  
President/Assistant to the President

**Type of programming:** Action/Adventure, Drama, Family.

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**Darino Films**

222 Park Avenue, South  
New York, NY 10003

**Contact:** Ed Darino  
President

(212) 228-4024

**Type of payment:** Cash, Cash & Barter

**Type of programming:** Action/Adventure, Animated, Cartoons, Documentaries, Drama, Educational

**Sample titles:** "Hot Action Package" (16 features), "Moonlight Horror" (8 features), "American Video Action Series" (25 films), "Special Effects Library" (for all occasions), "English for Business."

**DeWolfe Music Library**

26 West 45th Street  
New York, NY 10036

**Contact:** Mitchell J. Greenspan  
Vice President  
(212) 382-0220

**Type of programming:** Music Library Service.

**Distribution Internationale Cine—Groupe J.P. Inc.**

1151, Rue Alexandre-Deseve  
Montreal, Quebec, Canada H2L 2T7

**Contact:** Jacques Pettigrew  
President

(514) 524-7567

**Type of programming:** Animated, Cartoons, Mini-Series

**Sample titles:** "The Little Flying Bears" (39 half-hours), "Ovid and the Gang" (33 half-hours), "Moon Glow" (4 half-hours and 1 84-minutes), "Desert Chase" (3 hours and 1 107-minutes).

**Do It Yourself, Inc.**

P.O. Box 36565  
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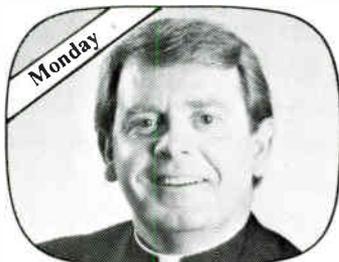
**Contact:** Robert Roskind  
(704) 342-9608

**Type of payment:** Barter

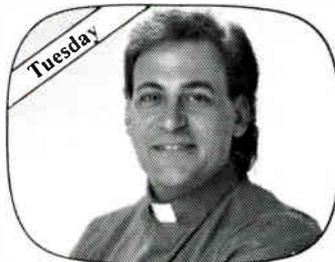
**Type of programming:** Educational

**Sample titles:** "Ceramic Tile: Walls" (27 minutes), "Ceramic Tile: Floors and Countertops" (27 minutes), "Basic Home Repair" (30 minutes), "Preparing Your Home For Sale" (25 minutes), "Inspecting a House Before You Buy" (30 minutes), "Decorating: Selecting the Right Carpet" (25 minutes),

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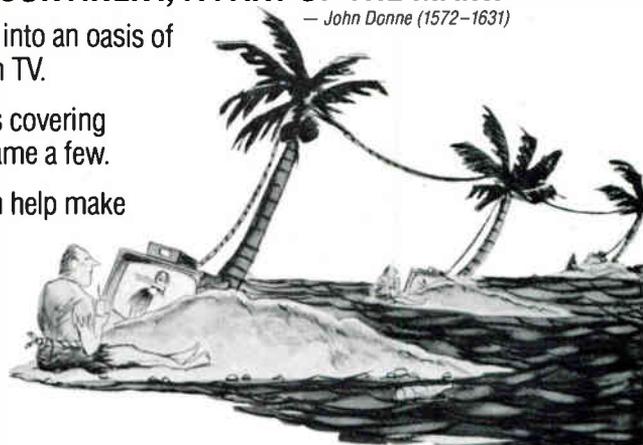
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"Building Tables" (40 minutes), "Building Cabinets" (35 minutes), "Building Bookcases" (40 minutes).

#### **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 60605

**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) 907-6503

**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 puppets, series), "The Adventures of Scamper" (78 minute, animated feature), "Serendipity, the Pink Dragon" (90 minute, animated feature).

#### **Entervision 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 arts 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 Hohaus  
Program Director  
(212) 929-6174

**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" (52 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  
Vice 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,

Series/First Run, Specials, Variety/Music  
**Sample titles:** "Wings of Fire," "The Leonard Rosen Show," "Pathfinders," "Rollermania," "Scotland Yard," "Venus Meets the Son of Hercules."

#### **FamilyNet**

P.O. Box 196  
Forest, VA 24551-0196

**Contact:** Affiliate Marketing Department  
1-800-8-FAMNET

**Type of payment:** Barter

**Type of programming:** Action/Adventure, Animal/Nature/Outdoors, Documentaries, Educational, Family, Features/Packages, Home Shopping, Magazine/Talk, Program Inserts/Shorts, Religion, Series, Series/First Run, Specials, Sports, Variety/Music, Classic Movies, Children's Shows.

#### **File Tape Company**

210 East Pearson  
Chicago, IL 60611

**Contact:** Ms. Susan Caraher  
President  
1-800-637-TAPE  
in IL: (312) 649-0599

**Type of payment:** Cash

**Type of programming:** Stock Footage

#### **Fishing The West**

5484 SE International Way  
Milwaukie, 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

**Type of payment:** Barter  
**Type of programming:** Sports  
**Sample title:** "Fishing Texas."

**Fox/Lorber Associates, Inc.**

432 Park Avenue South  
New York, NY 10016

**Contact:** Rob Miller  
Eastern Sales Manager  
(212) 686-6777

**Type of payment:** Cash & Barter

**Type of programming:** Cartoons, Comedy, Docu-Drama, Documentaries, International, News/News Stories, Specials, Series/First Run, Variety/Music

**Sample titles:** "The Elvis Collection" (3 concert specials), "The Dr. Fad Show" (weekly), "Michelob Presents Night Music" (weekly), "Driver's Seat" (weekly), "Overboard" (4 two-hour blocks or 8 individual one-hour specials), "King...Montgomery to Memphis" (portrayal of Dr. Martin Luther King, Jr., 2 hours).



**G.T.V. Teleproductions/G.T.V. Sports**

975 Fourth Avenue, P.O. Box 368  
New Kensington, PA 14068

**Contact:** Dennis F. Gianotti  
President  
(412) 337-3352

**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**

P.O. 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."

**Grand Slam Communications**

5150 Linton Blvd., Suite 420  
Delray Beach, FL 33484

**Contact:** Jim Wilhelm  
Vice President

**Type of payment:** Barter

**Type of programming:** Specials, Sports  
**Sample titles:** "Barry Gibb Love & Hope Special" (diabetes fund raiser), "Tennis Magazine Show," "Inside Golf."

**Great Chefs Video**

P.O. Box 70677  
New Orleans, LA 70172

**Contact:** John Shoup  
Executive Producer  
(504) 561-8323

**Type of payment:** Cash

**Type of programming:** Educational, International, Series, Specials  
**Sample titles:** "Holiday Table" (60 minutes, preparation of holiday dishes), "Great Bar-B-Q" (60 minutes, travel to hot BBQ spots), "New Orleans Jazz Brunch" (60 minutes, interviews with 10 chefs), "Great Chefs of New Orleans" (26 30-minute shows, 15 New Orleans chefs), "Great Chefs of the West" (26 30-minute shows, 60 chefs from the west and south), "Great Chefs of San Francisco" (13 30-minute shows), "Great Chefs of Chicago" (13 30-minute shows).

**The Great Entertainment Company**

2170 Broadway, Suite 2275  
New York, NY 10024

**Contact:** Nancy B. Dixon  
President

(212) 787-6291

**Type of payment:** Barter, Cash & Barter

**Type of programming:** Action/Adventure, Animal/Nature/Outdoors, Game Shows, Magazine/Talk, Series, Series/First Run, Specials, Variety/Music  
**Sample titles:** "Water Sports World" (half-hour weekly series, available January 1990), "America's Gospel Jamboree" (weekly gospel/country concert, hosted by Johnny Cash).

**Group W Newsfeed**

888 Seventh Avenue, 40th Floor  
New York, NY 10106

**Contact:** Richard P. Sabreen  
Vice President & General Manager  
(212) 307-3218

**Type of payment:** Cash & Barter

**Type of programming:** Features/Packages, News/News Stories, Program Inserts/Shorts, Series, Sports, Variety/Music  
**Sample titles:** "Newsfeed" (broadcast news service), "The Entertainment Report" (broadcast entertainment news service).

**Guber-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

**Sample titles:** "The Quiz Kids Challenge" (game show, 175 85-minute programs, 5 hours), "Chutes & Ladders" (game show), "Born Lucky" (game show), "Midnight Zoo" (talk show), "Kenny Rogers" (special).

**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

**Sample titles:** "Hit Video Countdown" (top 30 videos of the week), "Women In Rock" (featuring popular female artists), "New Music Review" (newest video releases of the week), "Hit Video Weekly" (top 40 chart toppers), "Power Mixx USA" (featuring rap and urban contemporary videos).

**Home Shopping Network**

P.O. 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**

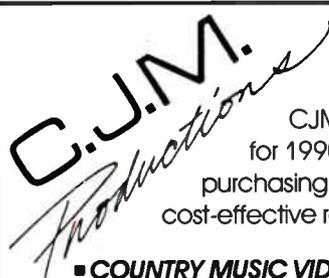
2755 South 160th Street  
New Berlin, WI 53151

**Contact:** Ken George  
Executive Producer  
(414) 796-2755

**Type of payment:** Cash & Barter

**Type of programming:** Comedy, Magazine/Talk, Children's Automotive Movie Package

**Sample titles:** "Too Loose & Co." (hosted movie package, 26 weeks), "The Home Visions Show" (magazine-style real estate show with holes for local realtors), "I.D.E.A. Central" (children's show hosted by a robot who learns about things on earth). *continued*



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 TALLAHASSEE, FL 32308

Circle (132) on ACTION CARD

**IFEX Film Corporation**

201 West 52nd Street  
 New York, NY 10019  
**Contact:** Gerald Rappoport  
 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 newsbriefs, 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:** Ginliana 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  
**Type of programming:** Action/Adventure, Animal/Nature/Outdoors, Animated, Cartoons, Comedy, Documentaries, Drama, Educational, Family, Features/Packages, International, Series/Off Network, Stage Plays, Variety/Music.

**Jimmy Houston Outdoors**

P.O. Box 26  
 Cookson, OK 74427

**Contact:** John Storjohann  
 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:** Joan 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 Crazy Comics" (26 12-minute comedy shorts), "Ebenezer Scrooge" (stage musical for Christmas).

**Keystone Inspirational Network**

P.O. Box 216  
 Red Lion, PA 17356

**Contact:** John Stockstill  
 Director of Marketing  
 1-800-552-4546

**Type of payment:** Free

**Type of programming:** Action/Adventure, Animal/Nature/Outdoors, Animated, Cartoons, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Fashion, Features/Packages, International, News/News Stories, Program Inserts/Shorts, Religion, Series, Series/Off Network, Specials, Sports, Variety/Music.

**Keystone Inspirational Network**

Box 216, Windsor Road  
Red Lion, PA 17356

**Contact:** Jerry Jacobs  
1-800-552-4546

**Type of payment:**

**Type of programming:** Religion, Family

**King Features Entertainment**

235 East 45th Street  
New York, NY 10017

**Contact:** Laurie Tritini  
Promotion Manager  
(212) 455-4000  
1-800-426-KING

**Type of payment:** Cash & Barter

**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, Cash & Barter

**Type of programming:** Children's, Comedy, Family

**Sample title:** "King Joe's Palace" (features dummies, puppets, ventriloquists).

**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).

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Circle (33) on ACTION CARD

**LBS Communications, Inc.**

875 Third Avenue  
New York, NY 10022  
(212) 418-3000

**Type of payment:** Cash

**Type of programming:** Action/Adventure, Animal/Nature/Outdoors, Animated, Cartoons, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Features/Packages, Game Shows, International, Mini-Series, News/News Stories, Series, Series/First Run, Series/Off Network, Specials, Sports, Variety/Music

**Sample titles:** "Hope Diamonds" (Bob Hope's finest films), "Hardcastle & McCormick," "Gidget," "Mask," "Inspector Gadget," classics such as "Dennis the

Menace," "Father Knows Best," and "Wild Bill Hickok," documentaries including "John Fitzgerald Kennedy" and "Marilyn Monroe."

**The Learning Channel**

1525 Wilson Blvd.  
Rosslyn, VA 22209

**Contact:** John McLaurin  
Vice President, Marketing  
(703) 276-0881

**Type of payment:** Cash

**Type of programming:** Action/Adventure, Animal/Nature/Outdoors, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, International, Magazine/Talk, News/News Stories, Series, Nature/Outdoors.



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### Leisure Video

P.O. Box 70677  
New Orleans, LA 70172  
**Contact:** John Shoup  
Executive Producer  
(504) 561-0531

**Type of payment:** Cash

**Type of programming:** Variety/Music

**Sample titles:** "Jazz Masters in New Orleans" (60 minutes), "Toots Thielemans in New Orleans" (jazz harmonica player with trio—including interviews), "Dukes of Dixieland & Friends" (New Orleans Jazz with New Orleans Pops Orchestra), "Stephanne Grapelli in New Orleans" (French violinist with trio in French Quarter pub), "Jack Sheldon in New Orleans" (Merv Griffin's trumpet & quintet in Bourbon Street bar), "Les McCann & His Magic Band in New Orleans" (Blues/Pop pianist with quartet in New Orleans French Quarter), "Charlie Byrd in New Orleans" (Guitarist and Byrd Trio plays in French Quarter).

### Lifepanning TV

8566 East Vista Bonita Drive  
Scottsdale, AZ 85255  
**Contact:** Robb Dalton  
President

(602) 585-9220

**Type of payment:** Cash

**Type of programming:** News/News Stories, Program Inserts/Shorts

**Sample titles:** "Lifepanning" (5-week news series), "Lifepanning for the 90's (4-week news series), "Teenagers and Tough Decisions" (2-week news campaign for teens and parents).

### 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 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 Series

**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 Lockett, 90 seconds, 4 per week, about fresh fruit and vegetables).

WorldRadioHistory

### MKTV, Inc.

155 North Michigan Avenue  
Chicago, IL 60601

**Contact:** Pamela Gargrave  
Vice President/Director of Sales  
(312) 819-1100

**Type of payment:** Barter, Cash & Barter

**Sample titles:** "The Student Union" (36 original, one-hour shows and 13 repeats, weekly series), "A Better Way" (limited series package consisting of four one-hour specials, totaling one per quarter, commencing January 1990).

### Modern TV

1161 York Avenue  
New York, NY 10021

**Contact:** Nina Thorbecke  
Director of Marketing  
(800) 237-8913

**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 Adaiah  
(602) 996-4040

**Type of payment:** Free

**Type of programming:** Program Inserts/Shorts, Religion, Series, Specials, :30 and :60 PSA's, Holiday PSA's for Thanksgiving, Christmas, Easter

**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's Side," "It Began at a Party" (youth oriented Christmas special), "No Greater Love" (artistic portrayals of Christ, half-hour special).

### Moviemcraft, Inc.

P.O. 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:** Cash & Barter

**Type of programming:** Cartoons, Comedy, Game Shows, Magazine/Talk, News, Music

**Sample titles:** "University" (soap opera from UNC—Chapel Hill, 30 minutes), "Take One" (movie reviews from WA State University, 30 minutes), "Adult Cartoons" (classic cartoons from Museum of Cartoon Art, 30 minutes), "Healthy State" (health and fitness for dorm dwellers, 30 minutes), "Talk is Cheap" (talk show with answers and solutions, 30 minutes), "Good News, Bad News" (sitcom from UCLA, 30 minutes), "The Roommate Game" (game show from American U., 30 minutes), "Video Underground" (college radio comes to TV, 30 minutes).

Richard S. Shaw  
President



11811 N. Tatum Blvd. Suite 3031, Phoenix, AZ 85028  
(602) 953-6690 FAX (602) 953-7704

### **Network Programs**

11811 North Tatum Blvd., Suite 3031  
Phoenix, AZ 85028

**Contact:** Richard S. Shaw  
President  
(602) 953-6690

**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).

### **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 (18 motion pictures), Sports

**Sample titles:** "Confrontation With Nature" (13 half-hours), "Boxing" (28 one-hours professional boxing), "In Wildness" (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.

WorldRadioHistory

**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:** "Dagnet" (40 half-hours),



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**Circle (4) on ACTION CARD**

LPTV Report / January 1990 / 21

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

### Republic Pictures

12636 Beatrice Street  
Los Angeles, CA 90066-0930

**Contact:** Chuck Larsen  
President, Domestic Sales  
(213) 306-4040

**Type of payment:** Cash

**Type of programming:** Feature Films

### Resort Sports Network

Box 5383, 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

**Type of programming:** Animal/Nature/Outdoors, Documentaries, Educational, Family, News/News Stories, Specials, Sports, Variety/Music, International Weather, Market Information.

### 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

**Type of programming:** Action/Adventure, Animated, Cartoons, Documentaries, Educational, Family, Fashion, International, Series, Series/Off Network, Specials, Sports  
**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

excitement 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  
Pacoima, CA 91333-3653

**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, Series/First Run

**Sample titles:** "A New Beginning" (magazine show), "And Now for the Good News" (home Bible story), "Forum" (contemporary social issues), "Search" (home retreat), "Sunday Mass," "Innervision" (interviews).



### 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  
**Sample titles:** "Rhino Films" (50's and 60's teenage science fiction films), "The Movie Classics" (titles from 30's and 40's), "Haunted Hollywood" (16 features hosted by John Carradin), "Nostalgia Network One" (13-week classic series from TV's golden years), "Golden Years of Television" (70hours, baby boomer appeal), "Casebook of Sherlock Holmes" (37 half-hours, 1950's series), "TV Facts" 50 one-minute inserts, nostalgia and trivia), "The Many Faces of Sherlock Holmes" (one hour, hosted by Christopher Lee).

### The Silent Network

6363 Sunset Blvd., Suite 930  
Los Angeles, CA 91316

**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, Series/First Run, Specials, Variety/Music. Weekly satellite delivered programming for the 34 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  
 Garner, 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 jamborees), "Religion or Politics" (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 (gardening 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  
**Type of programming:** Spanish Language Television Network: Action/Adventure, Animal/Nature/Outdoors, Cartoons, Drama, Educational, Family, Game Shows, International, News/News Stories, Specials, Sports, Variety/Music.

**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), "Classicolor I" (twelve 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  
**Sample titles:** "Texas Chainsaw Massacre," "Wise Blood" (John Huston), "Slave of the Cannibal God," "Bloodlink," "The Boogey Man."

**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*



WorldRadioHistory

**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.



**Weiss Global Enterprises**

P.O. Box 20360  
Oxnard, CA 93034-0360  
2055 Saviers, 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 Blazes" (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

**Type of programming:**

Animal/Nature/Outdoors, Documentaries, Educational, Features/Packages, International, Magazine/Talk, News/News Stories, Series, Specials, Sports, Stage Plays, Variety/Music.

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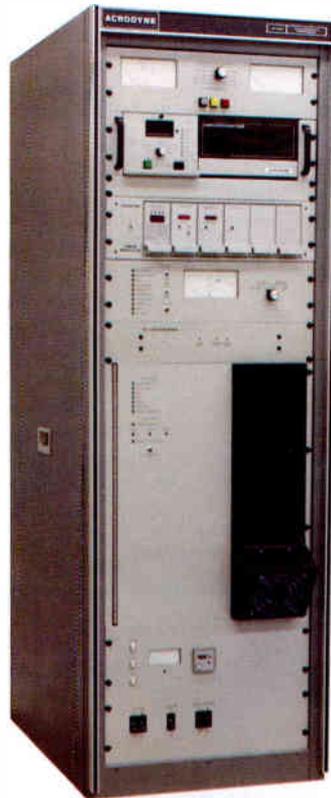
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# Researching LPTV Audiences Electronically

—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.

After the telephone numbers are generated, the computer is instructed to call

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during specific hours, and interviews are conducted. The subjects answer questions by pushing the buttons on their touch tone phones. At the end of each calling period, the data is collected and prepared for statistical analysis. Finally, when enough interviews are completed, a statistical report is prepared.

### Human vs. Machine

Early trials involving electronic polling have shown that, although people hang up on the electronic survey device more than they do on human interviewers, the electronic method does collect a representative sample. Furthermore, the cost of conducting the electronic survey is less than that for a live survey because the computer places the calls, conducts the interviews, collects data, and converts the data to usable information for statistical manipulation—all without human intervention. At the same time, the researcher is assured that every participant received exactly the same survey administered in exactly the same manner.

One caveat is the fact that the electronic survey method requires that a high percentage of telephone customers have touch tone service. But this is a problem in only the more rural areas of the country. The fact that the response rate is lower for electronic surveying than for live

surveying is not a concern because the electronic survey device is at least fourteen times more efficient than a live caller is, thus preserving the representativeness of the population under study.

The survey method was tested this past fall in a market study of Waukesha County, WI. Half of the interviews were done by human interviewers, half by the computer.

The test showed two important results: First, an inexpensive study specifically designed for a small geographic area can be successfully conducted using an electronic survey device. Secondly, there were no significant differences in the results obtained from live interviews and electronic interviews for most of the questions. When there was a significant difference in the responses, it was a result of the way the question was worded.

### Where to Call

Our tests have shown that the electronic survey device can collect information about station image, coincidental program viewing and cumulative audiences, public opinion, station markets, and much else. If you would like to do a market or audience study using this method, we can work out an inexpensive, tailor-made, and reliable survey for your service area. The survey would be conducted over a three-week period with calls made during all parts of the day.

WorldRadioHistory

Results are provided within three weeks after the survey is conducted. For more information, call either one of us at (414) 288-3494 or 288-3495.

Havice and Banks are professors in the Department of Communications at Marquette University. 

## Directory

continued from page 24

### World Wide Bingo, Inc.

P.O. Box 2311  
Littleton, CO 80161  
**Contact:** Richard Ludvigsen  
Executive Vice President  
(303) 792-0090

**Type of payment:** Cash, Cash & Barter  
**Type of programming:** Viewer Participation Game Shows, Station/Advertiser Promotions  
**Sample titles:** "10,000 Bingo!" "Cash-Card."

### Zoli Teleproductions

P.O. Box 485  
Palmer Lake, CO 80133  
**Contact:** Janice Lloyd  
Vice President/Marketing  
**Type of payment:** Cash & Barter, Barter  
**Type of programming:** Action/Adventure, Animal/Nature/Outdoors, Features/Packages, Specials, Rodeo  
**Sample titles:** "Rodeo Sports Page" (series, pro-rodeo half-hour shows), "American Junior Rodeo Finals" (2 hours), "Cowboy Polo." 

# ... at the FCC

## LPTV LICENSE RENEWALS

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

W69AU Mobile, AL. John Franklin Ministries, Inc., 11/13/89.

K61AP Burley, ID. The Post Company, 10/25/89.

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.

W12CD Orlando, FL. Voluntary assignment of permit granted from Newsouth Media Corporation to Televista, 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.

K06LZ 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.

W09BE East Millinocket, ME. Voluntary assignment of permit granted from TV Board of Calvary Temple, Inc. to Mid-Maine Community Broadcasting on 11/14/89.

W04AK Waterville, ME. Assignment of license granted from WLBZ-TV, Inc. to Maine Broadcasting Company on 11/21/89.

K07TY 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 Roswell, NM. Voluntary assignment of permit granted from Mountain States Broadcasting to KGSW-TV, Inc. on 11/21/89.

W64BH Albany, NY. Voluntary assignment of permit granted from Inspiration TV of Southern Oregon to Trinity Broadcasting Network on 11/7/89.

K69EK Oklahoma City, OK. Voluntary assignment of permit granted from Clear Channel Communications, Inc. to Le Sea Broadcasting Corporation on 11/22/89.

K13VC Austin, TX. Voluntary assignment of permit granted from Barbara B. Stanton to Global Information Technologies, Inc. on 11/30/89.

K46BJ Salt Lake City, UT. Assignment of license granted from Brooks Broadcasting, Inc. to Ogden Television, Inc. on 11/30/89.

W24OI 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

W55BO 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.

K07JU 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.

K09VH Fresno, CA. Norma Levin, 11/30/89.

K14IA 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.

W21AX Princeton, FL. Iglesia Casa De Alabanza, 11/28/89.

W20AV Tampa, FL. Randolph Weigner, 11/30/89.

W36BB Dublin, GA. Gil Gillis, 11/20/89.

K27DK Kailua, HI. Alegria Broadcasting Corporation, 11/30/89.

K69FY Burlington, IA. American Lo-Power TV Network, Inc., 11/30/89.

K66DS Cedar Rapids, IA. Gaylord Broadcasting Company, 11/16/89.

K58DM 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 Clawson, MI. Telethon Television Company, 11/16/89.

K06MA Baudette, MN. John W. Boler, 11/16/89.

K34DB Redwood Falls, MN. Redwood TV Improvement Corporation, 11/30/89.

K21DG St. James, MN. Watowan TV Improvement Association, 11/16/89.

continued on page 31

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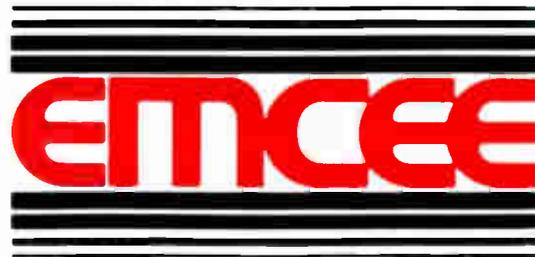
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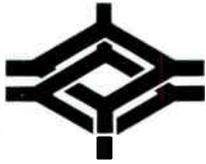
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**Turnkey site development** services include site acquisition, negotiation, and permitting; site construction/installation, and maintenance; transmitter/downlink optimization, and site management. Our reputation is that of being responsible, fair, and professional. We're Shaffer Communications Group, Inc., 3050 Post Oak Blvd., Suite 1700, Houston, TX 77056, (713) 621-4499, FAX (713) 621-5751.

**LPTV channel search:** Free info packet. Ross Electronics, 1351 Fairview Court, Livermore, CA 94550, (415) 443-1796.

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## BPME Announces Gold Medallion Competition

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.

W67CG Jackson, MS. Broadcast Data Corporation, 11/30/89.  
 K47DO Fargo, ND. William G. Malitz, Jr., 11/30/89.  
 K66DX Fargo, ND. Jose Castellanos, 11/30/89.  
 W17BE Sparta, NJ. Oleg Matiash, 11/17/89.  
 W53AX North Randall, OH. Breckenridge Broadcasting Company, 11/30/89.  
 W47BE Seven Hills, OH. Breckenridge Broadcasting Company, 11/30/89.  
 K62DV Portland, OR. A. B. Herman, 11/17/89.  
 W43AX Butler, PA. Abacus Broadcasting, 11/16/89.  
 W65CG Pittsburgh, PA. Richard E. Deutch, Jr., 11/16/89.  
 K49CY Austin, TX. Kingstip Communications, Inc., 11/17/89.  
 K45DB Corpus Christi, TX. Hye Chin Lowery, 11/30/89.  
 K57FC Corpus Christi, TX. Hye Chin Lowery, 11/30/89.  
 K22DK Kerrville, TX. Elizabeth E. Terrell, 11/30/89.  
 K56EK Killeen, TX. Rey F. Franco Perez, 11/30/89.  
 K64DN Victoria, TX. American Christian TV System, Inc., 11/16/89.  
 K30DJ Wichita Falls, TX. ACTS of Wichita Falls, Inc., 11/17/89.  
 K52DK Pullman, WA. American Translator Development, Inc., 11/16/89.  
 K59ED Spokane, WA. James Connell, 11/30/89.

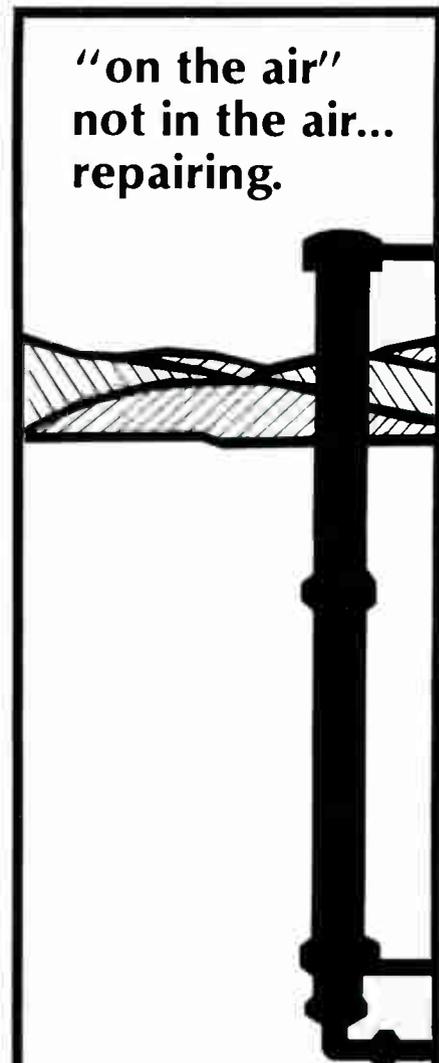
**PROPOSED CONSTRUCTION PERMITS**

The following LPTV and TV translator applications have been accepted for filing and are not mutually exclusive with any other pending applications. If no petitions to deny these applications are filed, they will be granted.

**New Stations**

Ch. 13 Chenega, AK. State of Alaska—Division of Telecommunications.

Ch. 32 Augusta, AR. Mountain TV Network, Inc.  
 Ch. 11 Golden Valley, AZ. Mohave County Board of Supervisors.  
 Ch. 25 Tucson, AZ. Ponyland Broadcasting Company.  
 Ch. 8 Miranda, CA. Gamma Tau Sorority.  
 Ch. 38 Colorado Springs, CO. Zenon Reynarowych.  
 Ch. 45 Pueblo, CO. Zenon Reynarowych.  
 Ch. 22 Titusville, FL. Donald L. Jones.  
 Ch. 66 Kailua Kona, HI. Charleen Shero.  
 Ch. 36 Many, LA. Mountain TV Network, Inc.  
 Ch. 63 Annapolis, MD. Robert E. Kelly.  
 Ch. 63 Baltimore, MD. Flamingo Broadcasting Corporation.  
 Ch. 30 Bemidji, MN. Howard F. Roycroft.  
 Ch. 32 Dillon, MT. Mountain TV Network, Inc.  
 Ch. 63 Rosebud Creek Valley, MT. Dull Knife Memorial College, Inc.  
 Ch. 3 Sula, MT. Sula TV District.  
 Ch. 5 Sula, MT. Sula TV District.  
 Ch. 35 White Sulphur Springs, MT. Mountain TV Network, Inc.  
 Ch. 54 Fargo, ND. Community Telecommunications Development Foundation.  
 Ch. 12 Taos, NM. Mountain States Broadcasting.  
 Ch. 32 Poughkeepsie, NY. Amos Communications, Inc.  
 Ch. 47 Findlay, OH. Charles Hutchinson and Richard Riggs.  
 Ch. 59 Woodward, OK. Oklahoma TV Translator System, Inc.  
 Ch. 52 Memphis, TN. Quanta Communications.  
 Ch. 36 Jasper, TX. Mountain TV Network, Inc.  
 Ch. 17 Paris, TX. Tel-Radio Communication Properties, Inc.  
 Ch. 65 San Antonio, TX. Louis Martinez.  
 Ch. 52 Wichita Falls, TX. Locke Supply Company.  
 Ch. 25 Staunton, VA. Kathleen and Claude Caylor.  
 Ch. 9 Smoot, WY. Star Valley TV Association. **K/B**



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**INDEX TO ADVERTISERS**

Use this handy chart to find the ad you're looking for. Then fill out the ACTION CARD bound in this magazine for FAST answers to all your questions.

COMPANY	PAGE	ACTION CARD NUMBER	ADVERTISER FACT LINE
Acrodyne Industries, Inc.	24	18	(215) 542-7000
BASC Associates	31	3	(800) 252-BASC
Blue Feather	22	54	(608) 527-5077
Bogner Broadcast Equipment Co.	23	23	(516) 997-7800
Capitol Television Network	2	153	(818) 992-8807
Center One Video	18	132	(800) 843-3685
CJM Productions	17	93	(615) 320-7556
Dataworld	21	4	(301) 652-8822
Decisions, Inc.	30	14	(214) 586-0557
Eagle-Lion Video	10	96	(619) 277-1211
EMCEE Broadcast Products	4	1	(717) 443-9575
FamilyNet	32	106	(800) 832-6638
Home Shopping Network	24	129	(813) 572-8585
Jayman Broadcast	10	82	(818) 994-5265
Jefferson Pilot Data Services	14	85	(704) 347-8051
Keystone Inspirational Network	26	30	(800) 552-4546
The Latham Foundation	19	33	(415) 521-0929
Lindsay Specialty Products	6	12	(705) 324-2196
Microwave Filter	12	172	(315) 437-3953
Modern TV	16	40	(813) 541-7571
MSE Videotape	11	94	(213) 721-1656
New Visions	20	25	(303) 925-2640
Paltex International	27	157-158	(714) 731-3300
Panasonic PIV	4-5	45	(201) 392-6548
Santa Fe Communications	15	163	(818) 848-5800
Shaffer Communications	23	88	(713) 621-4499
The Silent Network	9	90	(213) 464-7446
Simmons Communications	22	87	(404) 596-0265
Telemedia	1	110	(800) 521-8683
Television Technology Corporation	21	7	(303) 665-8000
Uni-Set Corporation	3	29	(716) 554-3820
Video Jukebox Network, Inc.	7	145	(305) 573-6122

# The following LPTVs have discovered the FamilyNet™ advantage:

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Mike Dougherty

K65BP TV65  
Santa Barbara, CA  
Walter Wolf

K39AS TV39  
Marshalltown, IA  
Tom Stevenson

...original  
programming

W61AR TV61  
Nashville, TN  
Anthony Singleton

K07UD TV7  
Corpus Christi, TX  
Christopher York

W46BF TV46  
Sanford, NC  
Burke Buchanan

K20BW TV20  
San Antonio, TX  
Charles Hupp

K06KZ TV6  
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K66CE TV66  
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