

# The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 5, Issue 4

A Kompas/Biel Publication

April 1990

## "You Created LPTV," Kompas Reminds Senate In Second Testimony

The U.S. Senate encouraged the Federal Communications Commission to create the LPTV industry in 1979, and the Congress appropriated \$10 million in 1983 to pay for application lotteries. John Kompas, president of the Community Broadcasters Association, reminded the Senate communications subcommittee of their early support for LPTV during a second round of cable hearings in Washington April 4.

"We believe we're fulfilling Congress's intentions when you helped create us, because we're bringing new local programming to hundreds of communities," Kompas said. "But we need your help again now." Kompas's appearance was the second before this committee which is drafting regulatory legislation for cable. He also testified last October 25, shortly before S.1880, Senator John Danforth's cable bill, was released [see *LPTV Report*, December 1989, page 17].

Kompas reminded the committee that the language of the S.1880 draft improperly defines LPTV as one of the "passive" broadcast technologies that do not originate local programming. He said that the

*continued on page 10*



LPTV broadcasters at the NAB session: "LPTV...It's Here and There and Just About Everywhere!"

## Localism, HDTV, Hot Topics At NAB Panel

"LPTV is in good hands at the Federal Communications Commission," said Roy Stewart, chief of the FCC's Mass Media Bureau and one of four featured speakers at a panel for LPTV broadcasters April 1 at the 1990 National Association of Broadcasters Convention in Atlanta.

Stewart was speaking of Barbara Kreisman, who succeeded him last December as chief of the Video Services Division, and of LPTV Branch chief Keith Larson. Kreisman developed the lottery procedures and steered the LPTV service through some trying early years. And Larson designed the

filing window system which has eliminated the overfiling of the early 1980's and accelerated application processing. Stewart himself has long been a supporter of LPTV.

Joining Stewart before the standing room only crowd of LPTV broadcasters were John Kompas, president of the Community Broadcasters Association and the panel's moderator; Peter Tannenwald, CBA general counsel; Marty Rubenstein, political consultant to the association; and Eddie Barker whose firm, Eddie Barker & Associates, manages the CBA's annual conventions.

*continued on page 13*

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### INSIDE

<b>LPTV Programming:</b>	
A Survey.....	4
<b>Know Your Rights About A/B</b>	
Switches.....	9
<b>Successful Screenings:</b>	
The Inside Story.....	12

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## In Our View

Coca-Cola president Donald R. Keough announced his company's media plans for the 90's at the NAB show April 2. In a nutshell, Coke is moving from a strategy of blanketing the market with a single message to sending customized messages through narrowly targeted outlets that reach specific consumer demographic or lifestyle groups.

Keough, chief marketer of probably the most intensively marketed product in the world ("Coca-Cola was and is a creation of communication," he told the television luncheon audience), said that his company's advertising methods have had to change in response to consumers' changing use of the media. Not only has the audience fragmented—cable and extra TV sets in the home mean more choices for viewers; but there is more advertising "clutter"—55% more TV commercials air per week now than in 1980.

The answer is to "think in different terms," said Keough, to "redefine just exactly what we mean by 'media.'"

The response to clutter is to change the message: The ideal Coca-Cola drinker is no longer just a buyer but a "loyal friend" "bonded" to the company "for life, if possible."

The response to fragmentation is to change the medium: from a broadly to a narrowly targeted advertising vehicle.

Said Keough, "We are looking for media options that are most focused to specific demographics or lifestyle segments of the consumer audience...."

"In the future, more and more marketers will be looking for...the outlet that has its own personality ... the outlet in Chicago that says I have the Cubs or the Bulls and if you want that audience it is through my station. Or in Los Angeles...I deliver the bulk of the Hispanic market...."

"Marketers will look more and more at the quality of audience than the quantity of audience, and to be competitive you must be focused."

Well, Mr. Keough, LPTV is focused.

Channel 53 in New York City reaches 1.7 million Asian-Americans, in their own languages. Channel 58 programs to the university community in Buffalo, NY. Tourist channel 45 in Panama City Beach, FL could sell a lot of Coke to thirsty sunbathers. The farmers that watch channel 39 in Marshalltown, IA, or channel 11 in Lebanon, TN get thirsty too. So do the teenagers who run Princeton, Indiana's channel

6. And the 250,000 blacks served by Milwaukee's channel 65.

You want focus? We got it.

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LPTV audiences are loyal. After all, this is the first time many towns have had "their own" television station. Certainly some of this community pride could rub off—even on giants like Coke.

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# Programming The Community Station

## Local Shows, Syndicated Fare Dominate Schedules

—by Jacquelyn Biel

The average LPTV station airs about six hours of local programming every day, nearly ten hours of syndication, and eight hours of a combination of satellite feeds.

That's the profile of LPTV programming that emerged in a telephone survey of 94 stations completed last October by Marquette University communications professors Mark Banks and Mike Havice and their students. Graduate student Sara E. Titus coded and compiled the raw data.

The 94 stations had been on the air an average of 41 months. Half had been broadcasting for more than three years. The great majority—83%—were commercial operations. Eleven percent were public or educational. Four offered subscription programming some or all of the time.

One third of the stations said they were in rural areas, slightly more than a third (36%) served urban areas, and 10% were in suburbs. The rest offered combinations. The average number of households reached was 112,000, though half of the stations serve fewer than 40,000 households.

### Satellite Feeds Fill Schedules

As for hours of operation, 75% of the stations broadcast 24 hours a day, seven days a week. One station reported a low of 60 hours a week, but less than 10% of the

stations are on the air fewer than 100 hours weekly.

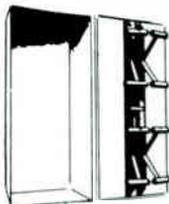
LPTV stations rely heavily on satellite-delivered programming. Seventy-one percent own at least one C-band downlink, and for these stations, satellite fare comprised 62% of the program schedule. However, there is no single dominant satellite programming source. In fact, more than half of the stations cherry pick their fare from multiple sources. These include the Fox Network, PBS, the RFD Television Network, Channel America, Univision, Telemundo, FamilyNet, The Learning Channel, Home Shopping Network, Trinity Broadcasting Network, the ACTS Network, and HSE Sports. Surprisingly, two stations reported feeds from ABC and NBC.

Syndicated programming fills an average 44% of the programming day for two-thirds of the stations. Major studios such as Paramount and Twentieth Century Fox supply at least one-fifth of the syndicated programming that stations use. Sports programming (including wrestling and outdoor shows) comprises 12%. Almost 10% is movies. The balance is fairly evenly divided among a variety of shows from smaller syndicators.

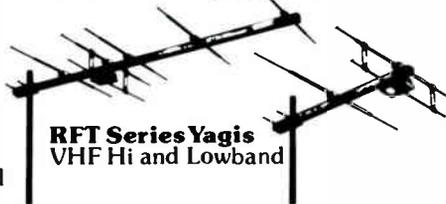
### 24% Local

Local programming—which many believe is the *raison d'être* of LPTV stations—

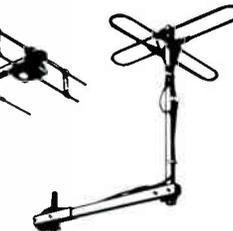
# LPTV Commercial Antennas



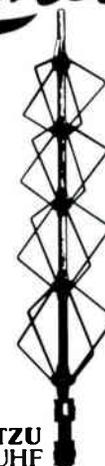
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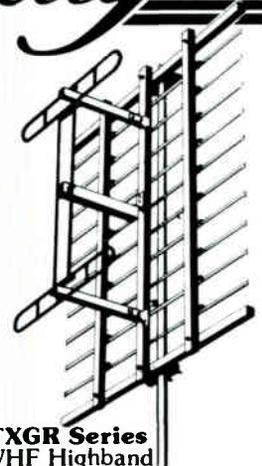
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comprises an average 24% of the programming schedule. That's nearly six hours—more than many, if not most, conventional full power stations. In fact, while only 6% of LPTV's said they do no local programming, nearly 10% do nothing but local fare!

The most frequent types of local programs are public affairs, sports, and news, followed by civic and magazine or talk shows, religious programs, music videos, children's shows, and other miscellaneous types.

Six out of ten stations do live local programming, although 82% of these limit live programming to 10% or less of their schedule. Almost two-thirds of the live programming produced is news, sports, and public affairs programs. Magazine or talk shows, religious and civic programs, music videos, instructional shows, interviews, and quiz shows make up the rest.

As for costs, programming purchases represent a considerable portion of the monthly expense for those stations for which programming is a cash expense item (slightly more than half say they do not spend cash for programming). While the monthly operating budget for the average station is just under \$12,000, the average expenditure for programming for those who buy it is nearly \$4,000. Syndicated product accounts for an average \$757 of that figure.

Not surprisingly, stations prefer to barter

for programs. In fact, 41% of the stations that use syndicated programming acquire all of it on barter, and two-thirds barter at least half the cost.

About 14% of the stations do some simultaneous rebroadcasting with one or more other full power or LPTV stations. For these, 44% of their programming day was rebroadcast. The survey did not include any of the more than 200 stations in the Rural Alaska Television Network, which are 100% satellite fed, or any stations owned and operated by Trinity Broadcasting Network, the majority of which carry the satellite network exclusively. 

## Correction

A few weeks ago, Debbie Heisler of W58AV in Buffalo, NY called to point out that the federal government doesn't publish a poster called "Your Rights Under the Unfair Labor Standards Act."

So any of you who may have diligently followed up on your federal posting requirements as outlined on page 10 of our January 1990 issue will have better luck requesting "Your Rights Under the Fair Labor Standards Act." 

Oh well...

## LPTV Distribution by State and Territory

March 30, 1990

	Licenses	CPs*
ALABAMA	8	19
ALASKA	219	28
ARIZONA	17	47
ARKANSAS	7	34
CALIFORNIA	38	91
COLORADO	18	35
CONNECTICUT	0	4
DELAWARE	1	0
WASHINGTON, DC	2	0
FLORIDA	36	106
GEORGIA	17	45
HAWAII	3	23
IDAHO	19	39
ILLINOIS	6	34
INDIANA	9	26
IOWA	11	43
KANSAS	10	48
KENTUCKY	11	25
LOUISIANA	12	50
MAINE	7	15
MARYLAND	2	6
MASSACHUSETTS	6	20
MICHIGAN	8	17
MINNESOTA	31	40
MISSISSIPPI	10	21
MISSOURI	12	35
MONTANA	23	38
NEBRASKA	4	16
NEVADA	18	15
NEW HAMPSHIRE	3	4
NEW JERSEY	2	12
NEW MEXICO	14	47
NEW YORK	21	46
NORTH CAROLINA	7	44
NORTH DAKOTA	4	22
OHIO	11	40
OKLAHOMA	17	36
OREGON	18	30
PENNSYLVANIA	11	44
RHODE ISLAND	0	4
SOUTH CAROLINA	2	22
SOUTH DAKOTA	6	18
TENNESSEE	24	47
TEXAS	46	121
UTAH	18	16
VERMONT	1	9
VIRGINIA	6	21
WASHINGTON	10	35
WEST VIRGINIA	1	4
WISCONSIN	10	26
WYOMING	23	40
GUAM	1	0
PUERTO RICO	3	7
VIRGIN ISLANDS	0	2

TOTALS: Licenses: 824  
Construction Permits: 1,617

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## Freeman Takes Reins At TTC



The Partnership, Inc. has committed to a major private investment in Television Technology Corporation, which recently saw the departure of president and majority stockholder William J. Kitchen. The new partnership was announced March 31 at the NAB Convention by Dr. Byron St. Clair, TTC's chairman and founder.

The investor group is led by Dirk Freeman who was vice president of marketing for TTC between March 1987 and October 1988. Freeman will assume the presidency of TTC from St. Clair who has held the position since Kitchen left in March.

Freeman said that in the past three years, TTC's investment in new technology has enabled the company to achieve significant new products in FM, LPTV, and full power TV and thus increase its sales in these areas.

The company has also actively pursued new markets in emerging democracies and has done several million dollars worth of business with the Pacific rim nations, including China. A TTC solid state LPTV transmitter was selected for the balloon-based TV Marti system currently being built by the Voice of America.

Freeman said that he would concentrate on supplementing the strong engineering and manufacturing capabilities of the company with ongoing improvements in marketing, service, and customer relations. M/T

## Bozo Creator Honored By Clown Hall Of Fame

Larry Harmon, creator of "Bozo the Clown," star of the longest-running children's show on television, received a "Lifetime of Laughter" achievement award April 21 from the Clown Hall of Fame.

The award is the first to be presented by the Delavan, WI museum, which opened last year as an archival and educational repository of the clowning arts.

A second award was presented to "Today" show weatherman Willard Scott, who began his television career performing as Bozo on a Washington, DC station.

Larry Harmon created Bozo in the 1950's and was the clown's voice on records and in cartoons. He has trained more than 200 actors to portray his character, and today the Bozo programs reach more than 100 million homes worldwide. Last year, the Smithsonian Institution added the original Bozo costume to its cultural exhibits. M/T

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## RFD Television Network Unveils New Affiliate Services

Following a year of reorganization and reevaluation, the RFD Television Network has emerged "very strongly committed" to serving the LPTV industry with a variety of programming and affiliate arrangements, according to Patrick Gottsch, affiliate relations director.



"We spent the last few months getting a lot of feedback from our LPTV affiliates so we could design a package that will fill almost every station's needs," Gottsch said. The new policies provide 19 hours daily of programming on a sliding fee scale based on the number of 60-second avails the LPTV broadcaster wants to retain for sale in his/her own market. The fees range from \$250 per month for one avail up to \$1,000 for four avails per hour.

Public broadcasting or non-profit stations may take the programming at no charge but cannot retain the avails. Other stations who wish to carry only part of the

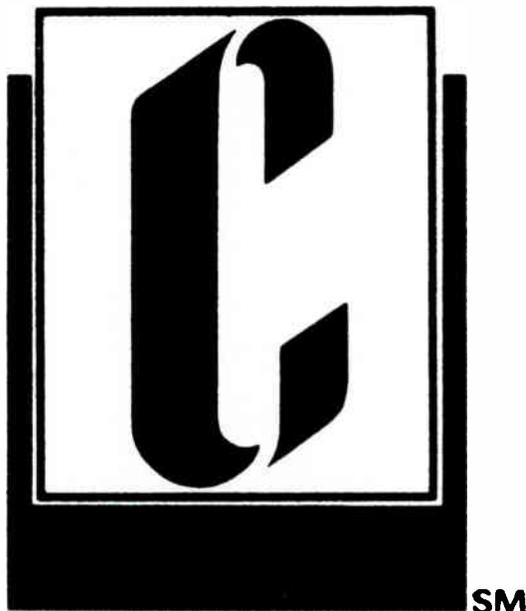
feed, or who want to cherry-pick from the schedule, may do so with certain restrictions. The charges are based on the amount of carriage they request.

Gottsch also said that the network has made several changes in response to suggestions from present affiliates. Program schedules will be sent two months in advance to make promotion planning and schedule printing easier. A Wegner Q-tone system has been installed for affiliates with unattended operations. And there is a 20% discount allowed to stations who pre-pay for one year's programming.

Also new is a semi-annual audience analysis package. A questionnaire, which will be given to about 300 viewers from each station, will ascertain programming preferences as well as produce a demographic profile of each community's audience. The information will be used to fine-tune the programming to the desires of the viewers.

"We want to underscore our commitment to the LPTV industry," said Gottsch. "We've put a lot of effort into this package and we think we have something that will satisfy everyone." M/T

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# LPTV and the LAW

## What You Need To Know About A/B Switches

—by Peter Tannenwald

Once a year, your local cable television system is supposed to send its subscribers an offer to supply an "A/B switch." Do you know what that switch is? You should, especially if your LPTV station is not carried on the cable.

An A/B switch, more formally known as an input selector switch, is a device that allows a television viewer to alternate between cable television and an antenna (either outdoor or indoor) as the feed to the VHF antenna input of a TV receiver. Throw the switch one way and you look at cable. Throw the switch the other way and you can tune to whatever your antenna picks up off the air. With an A/B switch, the viewer can change back and forth between cable and over-the-air viewing sources without disconnecting the cable and hooking up an antenna to the TV set.

Section 73.66 of the FCC's *Rules* requires cable system operators to offer an A/B switch to every subscriber, both existing and new. The offer must be made to new subscribers when their service is first installed and to all existing subscribers who do not already have a switch once a year until June 10, 1992. No cable subscriber is required to accept the switch, and subscribers are free to purchase switches elsewhere than from the cable operator and to install switches themselves. If a subscriber turns down a switch offer, the offer must be repeated each

year, and a switch must be offered for every TV set in the home that is connected to the cable.

### Subscribers Must Be Informed

Cable operators may charge for switches and may charge an installation fee to existing subscribers who choose to have the cable operator do the work. New subscribers may be charged for the switch itself but nothing extra for the installation.

Cable operators must also provide subscribers with certain information as part of the switch offer, including a statement that the system is not required to carry all local TV stations and a list of the stations not being carried by call letters and channel number. Unfortunately, the rule does not require this list to include LPTV stations, but there is no rule against including LPTV's, so you are free to contact your local cable operator and ask to be included (assuming that the operator lacks the foresight to carry your station on the cable).

The purpose of the A/B switch rule is to ensure that cable subscribers do not lose access to over-the-air broadcast stations that are not carried on the cable. While there is no rule requiring any subscriber to maintain an antenna for over-the-air reception, an important part of the switch

rule forbids cable operators from discouraging the maintenance of antennas. This is a rule that is not always properly observed, so let's look at the exact wording of Section 76.66(a)(5), which requires cable systems to "comply with the following with respect to antennas:"

(i) If an antenna is present, the operator shall not recommend that the antenna be removed;

(ii) If an antenna is not present, the operator shall inform the subscriber that the switch will be operational only if it is connected to an antenna;

(iii) Where the operator installs a switch and an antenna is present, it shall connect the switch to that existing antenna.

### The UHF Exception

Some notices distributed by cable operators imply that an A/B switch is necessary for any viewing of over-the-air signals. That of course is not true in most cases involving LPTV, because the cable is generally connected only to the VHF antenna input of the TV set and does not interfere with an antenna permanently hooked up to the UHF input. Because most LPTV stations operate in the UHF band, viewers can receive them simply by tuning the TV set to the appropriate UHF

*continued*

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channel, without using any A/B switch at all.

In other words, no matter how deep cable penetration is in your community, there is nothing to stop you from disseminating information about good UHF antennas and how to install and use them without affecting the cable hookup. Over-the-air VHF reception does require an A/B switch, but cable operators must offer the switches to all their customers once a year. It will be worth your while to make sure that your local operator is complying with the rules by making the offer and not discouraging the maintenance and use of antennas.

If you have local zoning ordinances or

housing development covenants which limit or prohibit outdoor TV antennas, point out to the authorities that such restrictions run contrary to federal policy, which mandates that viewers be free to make a ready choice at any time between cable and over-the-air reception. I would like to see the FCC pre-empt all local zoning regulations in this regard, but that remains an item on my wish list and is a subject for another day.

*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.* 

## Senate Hearing

*continued from front page*

language reflected the FCC's old cable carriage rules, which were written before LPTV existed.

The language should be corrected, he said, to require carriage of local LPTV stations when a cable system's broadcast channel quota is not filled with local conventional broadcast stations. He also said that the cable operator should be able to choose a local LPTV station instead of a conventional full power station that is not providing "adequate local programming service."

Kompas cited a CBA survey completed last fall which revealed that locally originating LPTV stations average six hours a day of local programming. The survey also showed that 20% of LPTV stations are owned by minorities—"a significantly higher percentage than for conventional stations," he noted. One of the reasons for creating the LPTV service was to increase broadcast ownership diversity, including the number of broadcast outlets owned by minorities.

"We in the industry are working hard to fulfill the mission established for us by the Congress," said Kompas, reminding the committee that "Today's legislation should reflect today's facts." 

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W56CA; Delaware, OH

W47AG; Rocky Mt., NC  
K51BG; Victoria, TX  
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## Smullin Receives Distinguished Service Award



Bill Smullin, chairman and founder of California Oregon Broadcasting, Inc., received the National Association of Broadcasters 1990 Distinguished Service Award at the opening luncheon of the NAB Convention on March 31.

Smullin was honored for his pioneering work in small market broadcasting. He began his career in newspapers and in 1933 got into radio, then television. As a television station owner, he also branched into cable television and microwave TV.

Today, California Oregon Broadcasting, comprises a small empire of radio and television stations in southern Oregon and northern California. It includes several LPTV stations.

In the early 1960's, Smullin helped form a corporation to buy and distribute films for rural TV stations, a move that helped make the smaller markets competitive. He also helped develop public broadcasting in the Northwest, and he is a founding member of both the California and the Oregon associations of broadcasters. 

Circle (21) on ACTION CARD WorldRadioHistory

# FCC Chooses Simulcast Standard For HDTV

On March 21, the Federal Communications Commission voted to adopt a simulcast system for delivering high definition television signals, ending months of speculation by would-be purveyors of the advanced TV technology. The decision nixed the "augmentation" system that had also been considered and to some extent reassured worried broadcasters who saw their channel allotments threatened.

Under the simulcast approach, television transmission systems use two 6 MHz channels, one of which broadcasts standard NTSC signals, while the other (which need not be adjacent to the first) broadcasts the enhanced HDTV signal.

Viewers with standard television sets will be able to receive the signal as well as those with HDTV sets. Eventually, when all viewers own HDTV receivers, the NTSC signal will be phased out.

Augmentation systems, on the other hand, require 9 Mhz of continuous spectrum to create an HDTV image. Adopting this system would have meant major reallocations of channel assignments and would have forced many existing broadcasters off the air.

Even with the simulcast system, some LPTV broadcasters have worried that the additional channel space requirement could force LPTV stations off the air—

especially those in the high UHF channels. But Roy Stewart, chief of the FCC's Mass Media Bureau, told LPTV broadcasters at a panel at the NAB Convention April 1 that he thought the new system would affect urban LPTV stations more than rural ones because available spectrum is more limited in larger markets.

FCC Chairman Alfred Sikes said that the Commission will select an HDTV standard from the eight remaining contenders by 1993, and he asked the Advisory Committee for Advanced Television to submit its final report and recommendations by the end of September 1992. 

## Sikes Asks 9.7% Budget Hike, Urges Congress To Protect Localism

In statements made before the House and Senate Appropriations Committees this spring, FCC Chairman Alfred Sikes requested \$117.9 million for the agency's fiscal 1991 budget, a 9.7% increase over the fiscal 1990 budget.

About 45% of the increase will cover unavoidable rises in costs, said Sikes. The balance is for additional funds and personnel needed to regain optimal functioning at the FCC. Sikes noted that during the 1980's the communications and information economy roughly doubled in revenues, while the FCC's budget shrank by one-third in actual spending power.

Sikes urged the lawmakers to protect the Commission's ability to respond to technological change in the communications industry. Referring particularly to HDTV, he added, "We want to make sure that all the succeeding technological generations of high-resolution television introduced in the United States preserve, indeed, reinforce our own unique broadcast culture and the principle of localism." 

## NCTV, FamilyNet On New Satellites

As of March 26, NCTV has moved to Westar 5, transponder 2X, channel 4. The new satellite is home to NCTV's expanded programming, transmitted nightly from midnight to 6:00 a.m. EST. Previously, the network was using Satcom F4, transponder 1.

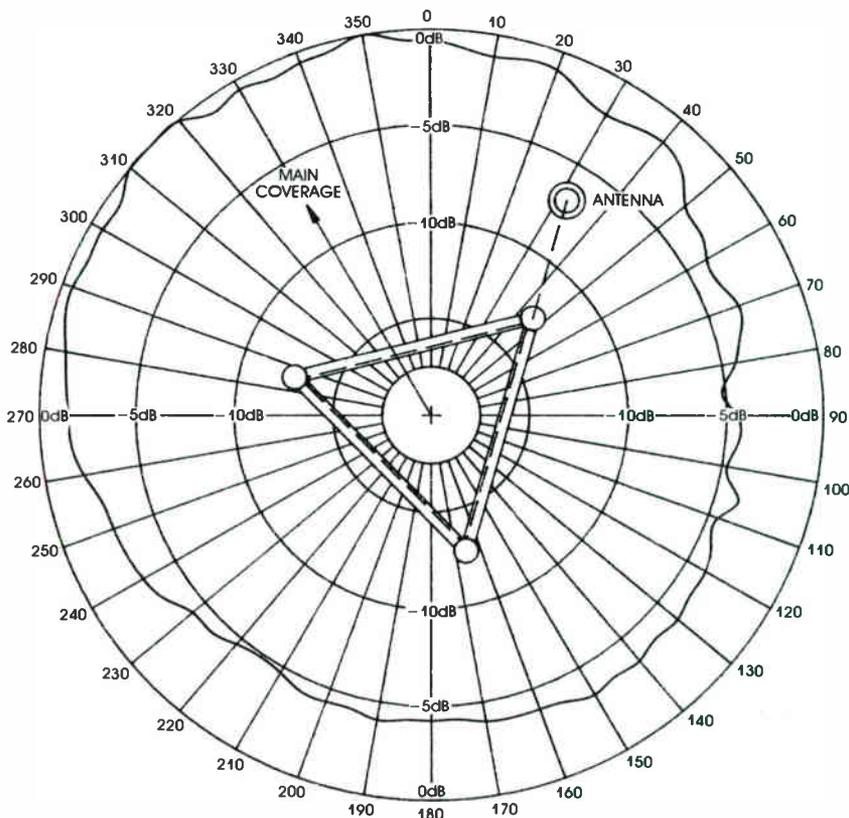
The expanded programming includes two new student-produced programs, "The College Dating Club" and "The Dance Connection."

Also moving is FamilyNet. The religious and family programming service switched transmissions March 29 to Satcom 4, transponder 5. 

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## Broadcast Station Publicity

Part Five

### Successful Screenings

—by Lance Webster

Screenings, press conferences, and station parties are all events designed to attract members of the press to the station, where they can receive printed information and talk one-on-one with the station's staff.

In their simplest form, screenings provide a chance for critics or reviewers to see television programs in advance, so that their reviews can appear in newspapers prior to, or on the day of, air.

It is not possible to make a reviewer like a program. Nor is it desirable to have newspaper critics come to the station to see every program. The time isn't available—for either the television station or members of the press. However, a comfortable environment and congenial atmosphere may influence the critic's mood...and that may have an effect on his or her perception of the program.

It is traditional to preview new series premieres, major documentaries, special or unusual episodes of on-going series, and entertainment specials. These are the things audiences are most likely to be interested in, and thus the ones that reviewers most want to see and report on—or critique.

The station's promotion staff must be aware of the interest of people in many different departments at each local paper. It is possible that people at the newspaper other than the TV critic may want to preview a program. All who might be interested should be invited.

#### **Whom To Invite**

The guest list should include representatives from college papers, and people responsible for in-house or company newsletters at major local corporations, plants, or associations. Special interest groups with interests related to an upcoming program might also be included as a public relations gesture.

Screenings range from the large scale variety, with dozens of people present, to the small one-on-one screening for just one newspaper critic. The following tips apply to both, and the range in between.

Provide some form of refreshments. Chances are most of the guests have had to travel—sometimes in rush hour traffic from across town—to be present. Most stations have no policy against making alcoholic refreshments available. Those that do should also provide a variety of non-alcoholic beverages, ice, and—at the very least—potato chips, pretzels, peanuts, or something similar. The larger the gathering, the greater the need for catered hors d'oeuvres. Often these can be

paid for by a program sponsor or underwriter.

Provide adequate screening facilities and viewing space. Be sure everyone invited can clearly see the picture and hear the sound. Avoid screenings in busy offices, or any place where office noise or interruptions can distract reviewers. Make sure the room temperature is comfortable. A cold draft or a hot house won't help your relations with the press.

#### **Prepare A Press Kit**

Give attendees at a screening whatever handouts are available before you actually show the program. Allow them time to review the written material. A news release containing a basic description of the program, the air date and time, and your channel number is mandatory. If possible, prepare a press kit containing photos, background and pertinent biographical information, and a list of cast and production crew members. Such a list is impressive and can encourage the reviewer to devote more space to the program. Feature releases increase the story potential still further.

If you're screening a local production, have the cast members and key production people (the producer and director) available for interviews. One of these people can make a few brief introductory remarks, and all can answer questions after the show is over.

Some newspaper critics have their own cassette machines for screenings. If at all possible, hand-deliver cassettes to them. This provides an opportunity to discuss publicity materials in person, and answer questions on the spot.

Finally, accept negative reviews with good grace. If a critic's response to viewing a show seems negative, point out some positive elements of the show. But don't argue with the critic's judgments on specific points. Not all programs are good. Not all critics are always fair and just—but most usually are. And most programs have some redeeming features. If you're fortunate, the critic will pick up on those in the review.

*Lance Webster is the administrative director of the Earth Communications Office, a non-profit environmental awareness group of communications industry professionals. He is the former executive director of the Broadcast Promotion and Marketing Executives (BPME). This article is the fifth in a multi-part series on station publicity excerpted from Broadcast Advertising and Promotion: A Handbook for Students and Professionals, available from BPME. [E]*



Marty Rubenstein



Eddie Barker



Peter Tannenwald



John Kompas



Roy Stewart

## Panel

*continued from front page*

The discussion quickly centered on the importance of localism to LPTV broadcasting and on the CBA's present efforts to gain must carry rights for LPTV stations.

### LPTV Touches Lives

LPTV has already proven that it can meet the goals of localism and diversity in broadcasting that the FCC envisioned when it authorized the service, said Stewart. "I am...impressed by its growth in stature and by the way it touches lives in small communities," he said.

Rubenstein agreed that localism was the real strength of the LPTV industry. "If the day comes when a decision must be made between two stations," he said, "no one will take the license away from a station that does local programming."

Tannenwald said that localism is the industry's best argument for must carry. "Take heed of what...localism [in LPTV] is doing for the country. That is what Washington is hearing right now. It's the ticket we need when John and Marty and I go to the Hill and talk to people about cable." Tannenwald was referring to the CBA's efforts to get must carry rights for LPTV into cable legislation currently being drafted in the Senate.

Stewart mentioned that Rep. Al Swift (D-WA), in a recent meeting on new technologies, expressed serious concern that the basic principles underlying the Communications Act—localism and the public interest—not be lost or altered because of technological change. "The thing that stopped him—and I don't think he's alone on this—was localism. Is that DBS satellite going to deal with the local needs and affairs and issues of the community?"

Peter Ohm, owner of W53AA, an LPTV station broadcasting to New York City's Asian community, complained to the panel that the refusal of the city's cable companies to carry his station had seriously hampered his ability to educate Asian viewers about the importance of the census.

### Impact of HDTV

Responding to a question about the potential effects of the FCC's high definition television policies on LPTV, Stewart said that HDTV "will be the test of my ability to account for you." Just before the convention, the FCC chose a simulcast standard for HDTV in the United States. Under the system, a station will simultaneously broadcast

NTSC on one channel and HDTV on another, effectively doubling the number of channels needed for television broadcasting (see story, page 11). Where channels are already filled, some stations will have to shut down to make room for the HDTV transmissions of others.

The situation particularly threatens LPTV because, as a secondary service, it must yield the airwaves to full power stations regardless of the quality or presence of local programming, or the community's desires.

Stewart said that the Commission was not yet sure how much channel capacity would be required for HDTV transmissions. But, he said, the new technology would affect urban LPTV stations more than rural ones because fewer channels are available in urban areas.

Presenting a somewhat brighter view was Peter Tannenwald, who noted that the new HDTV technology is a digital system operating at lower power levels and therefore causing less interference. "Eventually we may have room for more stations than we have today. It [the digital system] could spell the end of spectrum scarcity for television."

### Simulcast Better

He also reminded the broadcasters that the simulcast system was the better in the long run. "I've heard people say that this is awful, that HDTV is really going to push LPTV out. I see it the other way. I think that the bad thing for us would have been an augmentation system where every station had to have 9 or 12 MHz in order to broadcast."

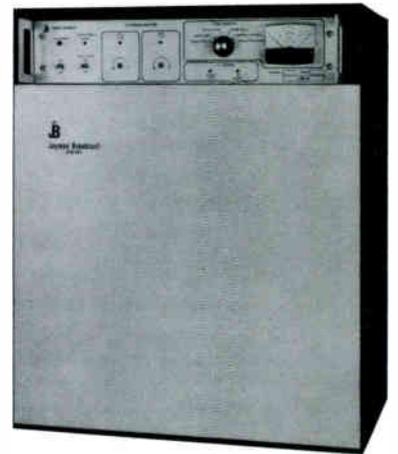
But Tannenwald acknowledged the danger to LPTV stations and said no one was sure yet how the extra channels would be allocated. "HDTV is politically extremely popular right now. How it will come out, I'm not sure."

Eddie Barker introduced the 1990 industry theme—"LPTV...It's Here and There and Just About Everywhere!"—and announced the Third Annual LPTV Conference & Exposition for November. "It's going to be a real barnburner!" he said, adding that the number of booths already committed to exceeds the total number of booths sold for the first convention in 1988.

Stewart said that he would be deciding on the date for a new LPTV application window "in the next few months" and indicated that it may be a regional window rather than a national. "I will do what I can to get another window open and to make it as broad as I can in terms of geographic area," he promised.

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LPTV Report / April 1990 / 13

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### TALK IS CHEAP

Marilyn Freeman spotlights people who stand up and affect social change! Plus, how you can, too!

### Live and Laughed

The best in college comedy produced live! Watch out Letterman! By students at WSU-Pullman

### GOOD NEWS BAD NEWS

The world's first college sitcom! Zany antics of a college paper. By students at UCLA

### The Roommate Diaries

Roommates find out how much they know about each other! By students at The American University

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NEW SHOW! The weekly adventures of the world's most inept private eye! By students at Columbia University

#### NCTV NEWS

College news briefs every half-hour, presented by student anchors from across the nation

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NCTV, Inc. One Madison Avenue, New York, NY 10010

Circle (20) on ACTION CARD

## Supplier Solo

### Panasonic S-VHS The Better Alternative

—by Terry Gardner



Buying the proper video equipment is crucial to the cost-conscious LPTV broadcaster. We at Panasonic realize that you can't afford to make mistakes when you choose your video system. You need reliable, easy-to-use equipment that will produce superb on-air pictures and at the same time help generate additional revenue. Furthermore, when you buy, you have to consider not only your station's current equipment needs but its future needs as well.

Let's look at the advantages of S-VHS.

First, compared to other video production formats, Panasonic S-VHS equipment gives you the best cost-performance ratio available.

With more than 400 lines of horizontal resolution, S-VHS videotape gives you two hours of recording—twice the recording time of 3/4" and 3/4" SP! This means that you can run a two-hour movie without having to switch to another VTR. And more 30- and 60-second commercials can be recorded on a two-hour tape. You need less tape and fewer tape decks, and there is less tape handling.

In addition, the tapes themselves take up less storage space and thus save you storage costs.

#### S-VHS = Good Spots

S-VHS equipment can also help you generate additional revenue with local commercials. For \$11,300 list price, you can buy a 3-CCD color camera/S-VHS dockable VTR. The Panasonic WV-F300 3-CCD color video camera features 700 lines of resolution and a 60 dB signal-to-noise ratio. The AG-7450 S-VHS Hi-Fi VCR docks to three Panasonic CCD cameras: the WV-F300 just mentioned, the WV-F200A 3-CCD camera, and the WV-F70D 2-CCD camera. The 3/4" format, on the other hand, does not offer docking capability.

With this professional camera/recorder system, you can create commercials for businesses that don't have the budget for a big advertising agency. A single camera

## Film, Television Workshops Scheduled

More than 100 workshops in film and television will be offered again this summer at the 1990 International Film & Television Workshops in Rockport—a small fishing village on the Maine coast.

Courses are taught by established film and video professionals and include corporate script writing, screen writing, directing, film production, cinematography, special effects for film and video, video editing, acting for television, broadcast

journalism, computer graphics and animation, and various video technologies.

The week-long programs combine intense study with an atmosphere of creative experimentation. Tuition ranges from \$500 to \$900. Accommodations and meals run \$350 to \$550 per week.

For further information, call or write The Workshops, Rockport, ME 04856, (207) 236-8581.

operator can shoot several commercials on one tape. If additional S-VHS tape is needed, it can easily be purchased in many retail and video stores.

For basic editing, Panasonic offers an editing system at a list price of \$11,000. The system comprises the AG-7500A S-VHS Hi-Fi Editing VCR, the AG-7510 S-VHS Hi-Fi Source Player, and the AG-A750 Single Event Edit Controller.

Another advantage of S-VHS over other video production formats is that a client can view her commercial at her place of business, instead of at the station. For example, you can insert the S-VHS recorded tape of the commercial into the AG-7510 player. Then by throwing a switch on the AG-7500A, you can dub the tape to the AG-7500A as a VHS recording. Because the majority of consumers own VHS VCR's, the client can review the tape of her commercial at her convenience.

In contrast, if you were using 3/4" VCR's, you'd have to feed the 3/4" tape to a VHS VCR, an operation that you'd probably have to do at the station. Thus S-VHS saves you not only time but the cost of the additional VCR.

#### Generations of Good Pictures

A third advantage is quality. In this editing example, three generations were recorded. The horizontal resolution of the third generation S-VHS picture is much better than the resolution that 3/4" and 3/4" SP offer after three generations. And it is radically better than first generation VHS, which offers only 240 lines of resolution. If you incorporate Panasonic's TBC-200Plus time base corrector into the editing process, you can go down as far as five generations and still have a usable video signal.

For more sophisticated editing, such as A/B roll, replace the AG-A750 with Panasonic's AG-800 Multi-Event Edit Controller and add a second AG-7510 source player. Then complete the package with two time base correctors, such as the TBC-200Plus, and the AG-SW800 Audio/Video A/B roll switcher.

If you can't afford to jettison your current editing system, Panasonic also has the answer—interformat editing. There are two considerations with interformat editing: VTR control interface and video signal quality. In the case of control, Panasonic offers three options. The Panasonic IFP-45 machine control interface box allows control between Sony RM-440 and Sony RM-450 edit controllers and Panasonic 34-pin VCR's. Panasonic's IFP-422 Serial-to-Parallel Interface Unit allows control when used with RS-422 serial controllers and Panasonic 34-pin VCR's. And in the exciting new field of computer-aided multimedia, the new Panasonic IFP-232CJ interface will allow a personal computer to control Panasonic's 34-pin VCR's.

In an interformat system, to achieve the

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problem. Select from dozens of other Microdyne systems, fixed or motorized, in C or Ku-band. Or both. Or let us install a customized system.

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best signal possible without a generation loss, you can use the Panasonic UTP-2 transcoder, which takes virtually any input video signal and transcodes it into any other output signal.

Panasonic is continuously making improvements in S-VHS, and is committed to marketing the most cost-effective, technically advanced products for LPTV stations.

To learn more about Panasonic S-VHS products, write Panasonic Communications & Systems Company, Audio Video Systems Group, 50 Meadowland Parkway, Secaucus, NJ 07094, or telephone 1-800-524-1197, or 1-800-624-1711 in New Jersey.

*Terry Gardner is marketing manager-professional video, in the Audio Video Systems Group of Panasonic Communications & Systems Company.* 

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*Mario Cuomo, 1982 Gubernatorial Inaugural Address*

## North Carolina LPTV Wins Microdyne Vista-Link

W67BO, an LPTV station in Rocky Mount, NC was the lucky winner of a \$10,000 Microdyne VistaLink microwave system at the National Association of Broadcasters Convention in Atlanta.

"Is this a joke?" said a surprised Bruce Whitehead of Family Broadcasting Enterprises, holder of TV-67's construction permit, when a Microdyne representative called him to announce the prize. "I've never even won a candy bar!"

The fact that an LPTV station won the system is a boon for the company which has only recently begun targeting the LPTV market with the economically priced VistaLink. "We couldn't have been more thrilled or excited," said Janet McKay, advertising and public relations coordinator for Microdyne. "It couldn't have been better if we'd orchestrated it!"

The unit will be installed sometime in April or May. LeRoy McKay, the company's installation engineer and Janet McKay's husband, will direct the installation. 



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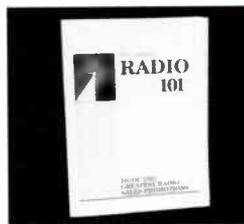
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# Supplier Side



"The Grassroots of Selling Advertising," a training program for broadcast sales people, is now available from **Sabatke & Company**. The program is conducted at your station for your sales staff and can be adjusted to your needs and budget—as little as one hour or as much as two days.

"Grassroots" emphasizes the basics of selling—from the opening line to "the best and only close you will ever need." Topics include overcoming objections, cold calling, selling against print, and sales contests.

Also available is a collection of proven promotions. Written originally for radio, they also work well for LPTV.

**Circle (141) on ACTION CARD**

"America's Defense Monitor," a lively weekly series on military and international topics, is being offered free of charge to LPTV stations. Among the programs scheduled this spring are "The Politics of Military Spending," "The Military and the Environment," "Reducing Armed Forces in Eu-

rope," and "National Security in the 1990's."

"America's Defense Monitor" brings together experts with a broad range of views and ordinary citizens who are interviewed on the street.

The series is produced in Washington by the **Center for Defense Information**, a non-profit, non-partisan research organization that was founded in 1972 and accepts no funding from government, military, political, or industrial organizations. It is hosted by Admiral Gene R. La Rocque, a 31-year veteran of the U.S. Navy and the Center's director.

**Circle (152) on ACTION CARD**

In the last issue, we featured several sound effects companies. Add this one to the list: **The Hollywood Edge**. Billed as the best of ten years of production and post-production sound design from the studios that helped produce *Born On The Fourth Of July*, the Hollywood Edge Premiere Edition comprises thousands of wide imaging sound effects, edited from more than 2,000 hours of professionally recorded and edited material on 20 compact disks. Both real life sounds and meticulously staged studio effects are digitally recorded to be used alone or in combination to achieve a nearly unlimited effects repertoire. The entire package of 20 disks sells for \$895, with no additional licensing, clearance, or royalty fees required.

Write for a free demo disk.

**Circle (151) on ACTION CARD**

## ... at the FCC

**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. 15 Alabaster, AL. Doris Nell Legrand.
- Ch. 11 Decatur, AL. Richard W. Baker.
- Ch. 29 Dothan, AL. Frank A. Baker.
- Ch. 5 Montgomery, AL. Video Jukebox Network, Inc.
- Ch. 8 Appleton, AR. Arkansas Rural Television Co-op Company.
- Ch. 14 Arkadelphia, AR. David Jones, A General Partnership.
- Ch. 10 Batesville, AR. Arkansas Rural Television Co-op Company.
- Ch. 13 Camden, AR. Arkansas Rural Television Co-op Company.
- Ch. 5 El Dorado, AR. Arkansas Rural Television Co-op Company.
- Ch. 28 Little Rock, AR. Jimmy Cowsert.
- Ch. 51 Little Rock, AR. John Walton.
- Ch. 34 Jaynes, AZ. Mountain States Broadcasting, Inc.
- Ch. 25 Phoenix, AZ. Broadcasting Systems, Inc.
- Ch. 25 Williams, AZ. Great American TV & Radio Company, Inc.
- Ch. 27 Williams, AZ. Meredith Corporation.
- Ch. 4 Bakersfield, CA. Eduardo and Rosa Maria Caballero.
- Ch. 39 Barstow, CA. Katherine Estes Wilkerson.
- Ch. 66 Calexico, CA. Hector P. Burgos, Jr.
- Ch. 65 Chico, CA. California-Oregon Broadcasting, Inc.
- Ch. 55 Escondido, CA. Hector P. Burgos, Jr.

- Ch. 19 Fort Bragg, CA. Capital Foothills Broadcasters, Inc.
- Ch. 32 Lakehead, CA. Davis-Goldfarb Company.
- Ch. 27 Monterey, CA. Peninsula Communications, Inc.
- Ch. 60 Oceanside/Carlsbad, CA. Robert Lynn Suffer.
- Ch. 17 Palm Springs, CA. Biltmore Broadcasting Corporation.
- Ch. 4 Red Bluff, CA. Kidd Communications.
- Ch. 34 Redding, CA. Northern California Conference Association.
- Ch. 8 Sacramento, CA. Atrium Broadcasting Company.
- Ch. 19 Salinas, CA. Peninsula Communications Inc.
- Ch. 15 Santa Barbara, CA. Skywave Communications Corporation.
- Ch. 30 Santa Rosa, CA. The Chronicle Publishing Company.
- Ch. 68 Tahoe City, CA. Adam Laird Marko.
- Ch. 26 Ukiah, CA. California-Oregon Broadcasting, Inc.
- Ch. 25 Ventura, CA. Sterling Recreation Organization Company.
- Ch. 60 Vista, CA. D'Amico Brothers Broadcasting.
- Ch. 20 Weaverville, CA. Miller Broadcasting Company.
- Ch. 30 Blue Mesa, CO. Storm King TV Association, Inc.
- Ch. 54 Boulder, CO. Skywave Communications Corporation.
- Ch. 42 Cripple Creek, CO. The Pikes Peak Broadcasting Company.
- Ch. 61 Denver, CO. Lansman & Schatz Partnership.
- Ch. 44 Eagle, CO. Eagle Valley TV Corporation.
- Ch. 31 Grand Junction, CO. Mesa County.
- Ch. 57 Greeley, CO. J. B. Van De Sande.
- Ch. 16 Parker, CO. J. B. Van De Sande.
- Ch. 34 Redvale, CO. Montrose County.
- Ch. 18 South Fork, CO. University of Southern Colorado.
- Ch. 46 Sterling, CO. Board of Logan County Commissioners.
- Ch. 48 Sterling, CO. Board of Logan County Commissioners.
- Ch. 6 New Haven, CT. Trident Broadcasting.
- Ch. 12 Windsor Locks, CT. Morning Star Communications.
- Ch. 55 Talleyville, DE. William E. Mattis, Jr.
- Ch. 46 Wilmington, DE. William E. Mattis, Jr.
- Ch. 59 Cocoa, FL. Donald L. Jones.
- Ch. 4 Fort Pierce, FL. Stephen G. Watford.
- Ch. 8 Fort Pierce, FL. Jerry C. Coone.
- Ch. 13 Fort Myers, FL. Patrick J. Shepard.
- Ch. 14 Fort Walton Beach, FL. Scott Brehany.
- Ch. 44 Fort Pierce, FL. South Florida Public Telecommunications.
- Ch. 66 Fort Pierce, FL. South Florida Public Telecommunications.
- Ch. 18 Haines City, FL. Charles S. Namey.
- Ch. 27 Kissimmee, FL. Charles S. Namey.
- Ch. 48 Lakeland, FL. John Gerena.
- Ch. 37 Leesburg, FL. Paradise Media Group.
- Ch. 57 Madeira Beach, FL. Harry W. Perlow and Charles H. Simon, Jr.
- Ch. 13 Melbourne, FL. Penny C. Wilmoth.
- Ch. 46 Melbourne, FL. Treasure Coast Educational Broadcasting, Inc.
- Ch. 48 Melbourne, FL. Jerry E. Coone.
- Ch. 20 Mexico Beach, FL. Scott Brehany.
- Ch. 39 Midway, FL. Scott Brehany.
- Ch. 16 Naples, FL. Susan A. Lawrenson.
- Ch. 43 Naples, FL. Russell R. Weddell.
- Ch. 39 Ocala, FL. Press Broadcasting Company.
- Ch. 60 Palmetto, FL. Randy Meharg.
- Ch. 41 Pensacola, FL. Stephen G. Watford.
- Ch. 49 Perdido Key, FL. Toni Davis.
- Ch. 5 Port Charlotte, FL. Caloosa Television Corporation.
- Ch. 16 Stuart, FL. Stuart Tower Corporation.
- Ch. 59 Stuart, FL. Aubrey Smith.
- Ch. 65 Stuart, FL. Dennis E., Sr. and Margaret A. Murray.
- Ch. 21 Tallahassee, FL. Jeff Jacobsen.
- Ch. 7 Titusville, FL. Press Broadcasting Company.
- Ch. 56 Venice, FL. Warren J. Cave.

continued on page 18



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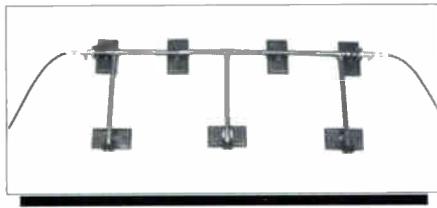
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Ch. 47 West Palm Beach, FL. Treasure Coast  
Educational Broadcasting, Inc.  
Ch. 60 Brunswick, GA. Neighborhood  
Broadcasting Services, Inc.  
Ch. 7 Columbus, GA. Dr. Steven Hollis.  
Ch. 25 Newnan, GA. Max Marko.  
Ch. 34 Savannah, GA. Charles Namey.  
Ch. 41 Summerville, GA. Victory Broadcasting  
Corporation.  
Ch. 23 Kailua, HI. Alegria Broadcasting  
Corporation.  
Ch. 36 Kailua Kona, HI. Le Sea Broadcasting  
Corporation.  
Ch. 61 Maui, HI. Susan Durch.  
Ch. 10 Davenport, IA. Richard D. Martin.  
Ch. 45 Des Moines, IA. Janet Jacobsen.  
Ch. 16 Waterloo, IA. William D. Silverson, III.  
Ch. 31 Coeur D'Alene, ID. King Broadcasting  
Company.  
Ch. 58 Coeur D'Alene, ID. King Broadcasting  
Company.  
Ch. 39 Cottonwood, ID. New Life Broadcasting  
Company.  
Ch. 23 McArthur, ID. Mountain TV Network, Inc.  
Ch. 50 Moscow, ID. Raymond D. Tucker.  
Ch. 44 Soda Springs, ID. Caribou County TV.  
Ch. 51 Belvidere, IL. Belvidere Daily Republican.  
Ch. 59 Belvidere, IL. Belvidere Daily Republican.  
Ch. 64 Bloomington, IL. Douglas Sheldahl.  
Ch. 39 Champaign, IL. Robert H. Shreffler.  
Ch. 72 Chicago, IL. Regina Hayes.  
Ch. 12 Mount Carmel, IL. Starlight Television  
Corporation.  
Ch. 18 Schaumburg, IL. Caribbean Broadcasting  
Corporation.  
Ch. 7 Shelbyville, IL. The Cromwell Group, Inc.  
of Illinois.  
Ch. 28 Springfield, IL. The Marian Center.  
Ch. 33 Springfield, IL. Richard D. Martin.  
Ch. 24 Bloomington, IN. Dennis W. Wallace.  
Ch. 54 Chesterton, IN. Studio 5, Inc.  
Ch. 5 Fort Wayne, IN. Patrick J. Sheppard.  
Ch. 9 Fort Wayne, IN. Dennis W. Wallace.  
Ch. 15 Martinsville, IN. Randy J. Manley.  
Ch. 9 West Lafayette, IN. David A. Lawson.  
Ch. 61 Topeka, KS. Norma Torres.  
Ch. 15 Wichita, KS. Krista Fordham.  
Ch. 41 Wichita, KS. Warren A. Wright.  
Ch. 51 Wichita, KS. Channel 24, Ltd., Debtor in  
Possession.

Ch. 55 Wichita, KS. Channel 24 Ltd.  
Debtor-in-Possession.  
Ch. 14 Berea, KY. Robert J. Spradlin.  
Ch. 44 Georgetown, KY. Robert J. Spradlin.  
Ch. 20 Glasgow, KY. Brightness Ministries, Inc.  
Ch. 5 Lewisport, KY. Hancock Communications,  
Inc.  
Ch. 6 Lexington, KY. Veart Pennington.  
Ch. 42 Owensboro, KY. Douglas Sheldahl.  
Ch. 43 Radcliff, KY. Jimmie C. Lee.  
Ch. 21 Richmond, KY. Robert J. Spradlin.  
Ch. 30 Bogalusa, LA. Mountain TV Network, Inc.  
Ch. 62 Lafayette, LA. United Television, Inc.  
Ch. 9 Shreveport, LA. Clarabelle F. Boone.  
Ch. 54 Slidell, LA. Gerald Brothers, Jr.  
Ch. 8 Ocean City, MD. Bernard Marko.  
Ch. 63 York Center, ME. Mt. Kathadin Television,  
Inc.  
Ch. 44 Ann Arbor, MI. Rodney A. Moore.  
Ch. 3 Bay City, MI. Warren R. Wright.  
Ch. 68 Dearborn, MI. Rodney A. Moore.  
Ch. 59 Jackson, MI. Inspiration TV of Southern  
Oregon, Inc.  
Ch. 12 Kalamazoo, MI. Penny C. Wilmoth.  
Ch. 41 Pontiac, MI. Gwendolyn Moore.  
Ch. 11 Whitehall, MI. Gary Van Nortwick.  
Ch. 16 Alexandria, MN. Selective TV, Inc.  
Ch. 18 Alexandria, MN. Selective TV, Inc.  
Ch. 15 Appleton, MN. Rural Western UHF TV  
Corporation.  
Ch. 17 Appleton, MN. Rural Western UHF TV  
Corporation.  
Ch. 43 Austin, MN. Televue Systems of  
Minnesota.  
Ch. 45 Austin, MN. Televue Systems of  
Minnesota.  
Ch. 63 Austin, MN. Televue Systems of  
Minnesota.  
Ch. 51 Donnelly, MN. Televue Systems of  
Minnesota.  
Ch. 53 Donnelly, MN. Tri-County UHF, Inc.  
Ch. 16 Granite Falls, MN. Minnesota Valley TV  
Improvement.  
Ch. 18 Granite Falls, MN. Minnesota Valley TV  
Improvement.  
Ch. 22 Granite Falls, MN. Minnesota Valley TV  
Improvement.  
Ch. 24 Granite Falls, MN. Minnesota Valley TV  
Improvement.  
Ch. 26 Granite Falls, MN. Minnesota Valley TV  
Improvement.

Ch. 21 Redwood Falls, MN. Redwood TV  
Improvement.  
Ch. 25 Redwood Falls, MN. Redwood TV  
Improvement.  
Ch. 34 Willmar, MN. UHF-TV, Inc.  
Ch. 11 Jefferson City, MO. Raymond A.  
Karpowicz.  
Ch. 5 Joplin, MO. Don Stubblefield.  
Ch. 9 Joplin/Carthage, MO. Gary M. and  
Deborah R. Kenny.  
Ch. 46 Joplin/Carthage, MO. Gary M. and  
Deborah R. Kenny.  
Ch. 38 Monett, MO. Peggy L. Davis and  
Deborah R. Kenney.  
Ch. 15 Springfield, MO. Nancy M. Kuni.  
Ch. 43 Springfield, MO. Susan A. Lawrenson.  
Ch. 53 Booneville, MS. Unity Broadcasting, Inc.  
Ch. 5 Starkville, MS. First United Methodist  
Church.  
Ch. 9 Boyes, MT. Hansford County Translator  
System.  
Ch. 26 Bozeman, MT. KXLF Communications,  
Inc.  
Ch. 19 Emigrant, MT. Paradise Valley TV  
Association.  
Ch. 34 Eureka, MT. Rural Television System.  
Ch. 53 Great Falls, MT. Robert D. Kymala.  
Ch. 26 Kalispell, MT. R. B. Sheldahl.  
Ch. 58 Libby, MT. KPAX Communications, Inc.  
Ch. 40 Livingston, MT. Mountain Network, Inc.  
Ch. 56 Apex, NC. Victory Television Network.  
Ch. 29 Biscoe, NC. Journal Broadcasting of  
Charlotte, Inc.  
Ch. 34 Durham, NC. Beasley Broadcast Group  
of Eastern North Carolina.  
Ch. 34 Fayetteville, NC. Beasley Broadcast  
Group of Eastern North Carolina.  
Ch. 58 Greenville, NC. Local Television  
Associates, Inc.  
Ch. 7 Lumberton, NC. Billy Ray Locklear.  
Ch. 25 Lumberton, NC. Wilmington Telecasters,  
Inc.  
Ch. 66 Raleigh, NC. Christina M. Berry.  
Ch. 56 Wilmington, NC. Local Television  
Associates, Inc.  
Ch. 18 Broken Bow, NE. North Platte Television,  
Inc.  
Ch. 20 Lincoln, NE. Richard W. Baker.  
Ch. 28 Lincoln, NE. Patrick J. Shepard.  
Ch. 31 Lincoln, NE. Susan A. Lawrenson.  
Ch. 63 Keene, NH. Paugus Television, Inc.  
Ch. 44 Point Pleasant, NJ. New Jersey  
Broadcasting Authority.  
Ch. 21 Alamogordo, NM. John Myrl Warren.  
Ch. 51 Antonito, NM. Son Broadcasting, Inc.  
Ch. 38 Aztec, NM. Regents of the University of  
New Mexico.  
Ch. 49 Caballo, NM. KOAT Television, Inc.  
Ch. 57 Carlsbad, NM. KOB-TV, Inc.  
Ch. 51 Deming, NM. KOAT Television, Inc.  
Ch. 60 Deming, NM. Mountain States  
Broadcasting.  
Ch. 47 Farmington, NM. Christian Broadcasting  
Communications.  
Ch. 39 Ruidoso, NM. Paso Del Norte  
Broadcasting Corporation.  
Ch. 6 San Mateo, NM. Television Viewers  
Association.  
Ch. 28 Austin, NV. Austin Television Association.  
Ch. 62 Glendale, NV. Moapa Valley TV  
Maintenance District.  
Ch. 19 Las Vegas, NV. "Hey Buddy"  
Broadcasting Company.  
Ch. 46 Las Vegas, NV. Neal L. Andrews, Jr.  
Ch. 33 Buffalo, NY. George W. Kimble.  
Ch. 15 Cazenovia, NY. Kevin O'Kane.  
Ch. 19 Champlain/Chazy, NY. Champlain Radio.  
Ch. 49 Gloversville, NY. Michael A. Sleezer.  
Ch. 69 Hammond, NY. Videolink.  
Ch. 16 Ithaca, NY. George W. Kimble.  
Ch. 30 Liberty, NY. John Mester.  
Ch. 57 Nyack, NY. Bernard Marko.  
Ch. 22 Oneida, NY. Kevin O'Kane.  
Ch. 43 Rochester, NY. Ronald D. Kniffen.  
Ch. 63 Rochester, NY. George W. Kimble.  
Ch. 44 Rome, NY. Kevin O'Kane.  
Ch. 39 Schenectady, NY. Penny C. Wilmoth.  
Ch. 51 White Lake, NY. Mesters TV.  
Ch. 11 Akron, OH. Gwendolyn Moore.  
Ch. 30 Chagrin Falls, OH. Media-Com Television,  
Inc.  
Ch. 27 Cincinatti, OH. James Worrall.  
Ch. 18 Toledo, OH. Rodney A. Moore.  
Ch. 52 Youngstown, OH. James Worrall.  
Ch. 69 Youngstown, OH. Richard W. Baker.  
Ch. 27 Claremore, OK. Locke Supply Company.

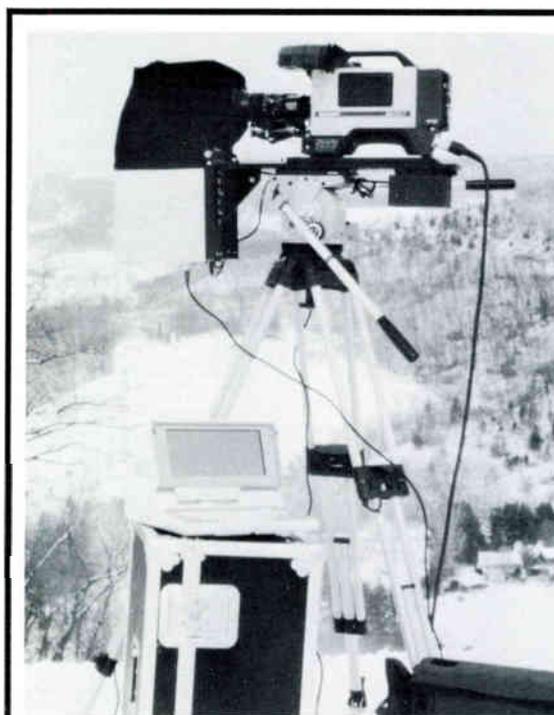
Ch. 54 Edmond, OK. Locke Supply Company.  
 Ch. 7 Norman, OK. Gerald Brothers.  
 Ch. 46 Norman, OK. Lola E. Brothers.  
 Ch. 4 Tulsa, OK. Harry V. Tootle.  
 Ch. 15 Tulsa, OK. Locke Supply Company.  
 Ch. 36 Tulsa, OK. Linda K. Trumbly.  
 Ch. 39 Tulsa, OK. Lonnie James.  
 Ch. 63 Tulsa, OK. John Walton.  
 Ch. 64 Applegate, OR. Freedom Communications, Inc.  
 Ch. 26 Astoria, OR. Fisher Broadcasting, Inc.  
 Ch. 34 Astoria, OR. KOIN-TV, Inc.  
 Ch. 43 Canyonville, OR. Metrocom of Oregon, Inc.  
 Ch. 59 Chiloquin, OR. Kurt Petersen.  
 Ch. 61 Chiloquin, OR. Quentin L. Breen.  
 Ch. 63 Chiloquin, OR. Quentin L. Breen.  
 Ch. 65 Chiloquin, OR. Quentin L. Breen.  
 Ch. 67 Chiloquin, OR. Quentin L. Breen.  
 Ch. 50 Cottage Grove, OR. South Lake Television, Inc.  
 Ch. 52 Florence, OR. West Lane Translator, Inc.  
 Ch. 46 Heppner, OR. Blue Mountain Translator District.  
 Ch. 38 Lincoln City/Newport, OR. KOIN-TV, Inc.  
 Ch. 42 Lincoln City, OR. Fisher Broadcasting Inc.  
 Ch. 82 Phoenix, OR. Freedom Communications, Inc.  
 Ch. 23 Prineville, OR. Christ Loves You Broadcasting.  
 Ch. 29 Prineville, OR. Fisher Broadcasting, Inc.  
 Ch. 31 Prineville, OR. KOIN-TV, Inc.  
 Ch. 2 Reedsport, OR. State of Oregon.  
 Ch. 8 Silver Lake, OR. State of Oregon.  
 Ch. 27 Tumalo, OR. Columbia River Television, Inc.  
 Ch. 64 Kittanning, PA. Abacus Broadcasting.  
 Ch. 9 Scranton/Dunmore, PA. George W. Kimble.  
 Ch. 18 Scranton, PA. Diocese of Scranton.  
 Ch. 50 Sharon, PA. Harvest Television.  
 Ch. 36 State College, PA. The New York Times Company.  
 Ch. 39 State College, PA. The New York Times Company.  
 Ch. 42 State College, PA. The New York Times Company.  
 Ch. 10 Wilkes-Barre, PA. Robert H. Shreffler.  
 Ch. 66 Quebradillas, PR. Arzuaga Broadcasting Group.  
 Ch. 60 Charleston, SC. Charles S. Namey.  
 Ch. 65 Darlington, SC. James W. Owens.  
 Ch. 35 Hilton Head Island, SC. Myron K. Hines.  
 Ch. 16 Sumter, SC. James W. Owens.  
 Ch. 20 Aberdeen, SD. Warren L. Carter.  
 Ch. 60 Rapid City, SD. Rey F. Franco Perez.  
 Ch. 54 Rowena, SD. Sioux Valley Rural Telecom Co-op, Inc.  
 Ch. 13 St. Louis, MO. Todd M. Cralley.  
 Ch. 24 St. George, UT. American Television of Utah, Inc.  
 Ch. 38 St. Augustine, FL. Donald L. Jones.  
 Ch. 66 St. Louis, MO. EZ Communications, Inc.  
 Ch. 28 Bristol, TN. Susan A. Lawrenson.  
 Ch. 55 Chattanooga, TN. TV 14, Inc.  
 Ch. 26 Dickson, TN. Lorianne Crook-Owens.  
 Ch. 28 Franklin, TN. Lorianne Crook-Owens.  
 Ch. 56 Knoxville, TN. Robert H. Shreffler.  
 Ch. 22 Memphis, TN. Eddie L. Whitehead.  
 Ch. 67 Memphis, TN. Francis R. Santangelo.  
 Ch. 69 Memphis, TN. Stephen G. Watford.  
 Ch. 13 Oneida, TN. Knoxville Channel 8 Limited Partnership.  
 Ch. 13 Shelbyville, TN. Lenk Broadcasting Company, Inc.  
 Ch. 9 Beaumont, TX. Max Marko.  
 Ch. 5 Beverly, TX. Sentinel Bluff Television, Inc.  
 Ch. 20 Brownsville, TX. Joseph A. Zavaletta, M.D., PA.  
 Ch. 53 Carrizo Springs, TX. Mountain TV Network, Inc.  
 Ch. 69 Clear Lake, TX. Far Eastern Telecasters.  
 Ch. 57 College Station/Bryan, TX. Pueblo Broadcasting Corporation.  
 Ch. 35 Corpus Christi, TX. David A. Davila.  
 Ch. 66 Corpus Christi, TX. Elva Denise Hinojosa.  
 Ch. 56 El Paso, TX. Linda K. Trumbly.  
 Ch. 30 Freeport, TX. Claude Johnson.  
 Ch. 21 Giddings, TX. Kingstip Communications, Inc.  
 Ch. 36 Harlingen, TX. Faith That Pleases God Corporation.  
 Ch. 52 Harlingen, TX. Agustin Torres, Jr.  
 Ch. 55 Houston, TX. Breckenridge Broadcasting Company.  
 Ch. 62 Jasper, TX. Mountain TV Network, Inc.  
 Ch. 32 La Grange, TX. Kingstip Communications, Inc.

Ch. 56 Levelland, TX. South Plain College.  
 Ch. 62 Marshall, TX. Rey F. Franco Perez.  
 Ch. 26 McAllen, TX. TWC Television Ministries.  
 Ch. 57 McAllen, TX. TWC Television Ministries.  
 Ch. 67 McAllen, TX. Norma Torres.  
 Ch. 62 Midland, TX. Gerald D. Kamp.  
 Ch. 20 Odessa, TX. Kaleb C. Trumbley.  
 Ch. 27 Paris, TX. Matthew Murillo, Jr.  
 Ch. 58 Richmond, TX. Robert W. Fisher.  
 Ch. 27 Taylor, TX. Kingstip Communications, Inc.  
 Ch. 10 Texarkana, TX. Effie Marko.  
 Ch. 26 Tyler, TX. Rey F. Franco Perez.  
 Ch. 48 Tyler, TX. Elva Denise Hinojosa.  
 Ch. 62 Victoria, TX. Pueblo Broadcasting Corporation.  
 Ch. 9 Wichita Falls, TX. Effie Marko.  
 Ch. 26 Cedar City, UT. American Television of Utah, Inc.  
 Ch. 29 Eureka, UT. Juab County.  
 Ch. 33 Eureka, UT. Juab County.  
 Ch. 35 Eureka, UT. Juab County.  
 Ch. 50 Ogden, UT. First National Broadcasting Company.  
 Ch. 12 Panguitch, UT. Panguitch City Corporation.  
 Ch. 25 Park City, UT. University of Utah.  
 Ch. 33 Park City, UT. American Television of Utah, Inc.  
 Ch. 18 Price, UT. University of Utah.  
 Ch. 22 Rural Summit County, UT. University of Utah.  
 Ch. 47 Orange, VA. Dennis N. Currence.  
 Ch. 4 Richmond, VA. Krista Fordham.  
 Ch. 42 Richmond, VA. Summation Broadcasting Company.  
 Ch. 48 Richmond, VA. Television Interests Company.  
 Ch. 56 Roanoke, VA. Penny C. Wilmoth.  
 Ch. 58 Ruckersville, VA. Ridge Broadcasting Corporation.  
 Ch. 42 South Boston, VA. Charles Everette Beaver.  
 Ch. 17 Charlotte Amalie, VI. Paradise Superstation Limited, Inc.  
 Ch. 11 Burlington, VT. Susan A. Lawrenson.

Ch. 13 Burlington, VT. Susan Webb.  
 Ch. 38 Rutland, VT. WNNV-TV, Inc.  
 Ch. 15 Bellingham, WA. Gaylord Broadcasting Company.  
 Ch. 19 Camas, WA. A. B. Herman.  
 Ch. 10 Prosser, WA. Washington State University.  
 Ch. 58 Seattle, WA. Breckenridge Broadcasting Company.  
 Ch. 43 Wenatchee, WA. Gaylord Broadcasting Company.  
 Ch. 13 Green Bay, WI. Robert H. Shreffler.  
 Ch. 51 Green Bay, WI. Richard D. Martin.  
 Ch. 19 Janesville, WI. Douglas Sheldahl.  
 Ch. 5 Madison, WI. Warren J. Cave.  
 Ch. 11 Madison, WI. Skywave Communications Corporation.  
 Ch. 33 Madison, WI. Inspiration TV of Southern Oregon.  
 Ch. 43 Milwaukee, WI. Telethon Television Company.  
 Ch. 31 Minocqua, WI. Ronald La Verne Myers.  
 Ch. 36 Charleston, WV. John Walton.  
 Ch. 17 Huntington, WV. Francis R. Santangelo.  
 Ch. 52 Huntington, WV. National Minority TV, Inc.  
 Ch. 19 Evanston, WY. American Television of Utah, Inc.

#### Modifications

K18CS Anchorage, AK. Fireweed Television.  
 K20AG Anchorage, AK. Alaska Broadcast Television, Inc.  
 K05HC Kenai, AK. State of Alaska.  
 W55BE Montgomery, AL. K. Sandoval Burke.  
 W61BG Montgomery, AL. Trinity Broadcasting Network.  
 K22BZ Little Rock, AR. Catch-22 Broadcasting, Inc.  
 K28CI Atwater, CA. Trinity Broadcasting Network.  
 K33BY Bakersfield, CA. Sterling Recreation Organization Company.  
 W07BR Bakersfield, CA. Caloosa Television Corporation.  
 K33DI East Weed, CA. California-Oregon Broadcasting, Inc. *continued*



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K14HX Lakehead, CA. Northern California Educational TV Association, Inc.

K28CY Lewiston, CA. Northern California Educational TV Association, Inc.

K50CL McKittrick, CA. Belridge Elementary School District.

K65DJ Redding, CA. Trinity Broadcasting Network.

K69FE San Luis Obispo, CA. Alegria Broadcasting Corporation.

K06ll Susanville, CA. Northern California Educational TV Association, Inc.

K66DK Aurora, CO. Jerold R. Welch.

K49AX Delta, CO. Montrose County.

K69CZ Grand Junction, CO. Mesa County, Colorado.

K24CH Mancos, CO. Montezuma-Dolores County Metropolitan Recreational District.

K04FY Nucla, CO. San Miguel Power Association, Inc.

K48CU Pueblo, CO. Full Gospel Outreach, Inc.  
W26AU Wilmington, DE. National Minority TV, Inc.

W05BF Chiple, FL. Pentacom Broadcasting Corporation.

W67BY Fort Myers, FL. Trinity Broadcasting Network.

W59BC Jacksonville, FL. Jacksonville Translator, Inc.

W07BX Melbourne, FL. Valley TV Company.

W11BM Orlando, FL. The National Black Media Coalition.

W49AW Palatka, FL. Pentecostal Revival Association, Inc.

W17AB Tallahassee, FL. Associated Christian TV System, Inc.

W20AU Atlanta, GA. Nancy Davis.

W44AF Augusta, GA. Neighborhood Broadcasting Services, Inc.

W33AL Brunswick, GA. Trinity Broadcasting Network.

W04CG Metcalf, GA. Timothy Brumlik.

K68BE Hanalei, HI. Hawaii Public Broadcasting Authority.

K60DJ Cedar Rapids, IA. Trinity Broadcasting Network.

K35CF Des Moines, IA. Douglas Sheldahl.

K69DC Burley, ID. State Board of Education

(IEPBS).

W45AJ Rockford, IL. Katy Communications, Inc.

W26AS Clarksville, IN. Brightness Ministries, Inc.

W18AT Gary, IN. Studio 5, Inc.

W14AT Indianapolis, IN. American Christian TV System, Inc.

W31AL Indianapolis, IN. Kingdom of God Ministries, Inc.

W08CT New Albany, IN. Brightness Ministries, Inc.

W65BK Terre Haute, IN. Trinity Broadcasting Network.

W69CF Greenville, KY. Sue P. Thomas.

W06BM Hawesville, KY. Hancock

Communications, Inc.

W46BE Murray, KY. Elbert Lee Grimes.

W56DR Baton Rouge, LA. Trinity Broadcasting Network.

K59DG New Orleans, LA. Trinity Broadcasting Network.

W20AF New Orleans, LA. Frontier Gulf Broadcasting, Inc.

W29BA Lawrence, MA. Tele Italia, Inc.

W42AU Pittsfield, MA. Trinity Broadcasting Network.

W11BX Springfield, MA. Harvard Broadcasting, Inc.

W13BV Springfield, MA. Harvard Broadcasting Inc.

W52AS Frederick, MD. Great Trails Broadcasting Corporation

W42AW Biddeford, ME. Mt. Kathadin Television, Inc.

W61BH Portland, ME. Figgie Communications, Inc.

W40AN Escanaba, MI. Burnham Broadcasting Company, L.P.

W17AV Petoskey, MI. Heritage Broadcasting Company of Michigan.

W29CB Brainerd, MN. Howard F. Roycroft.

K21AK Donnelly, MN. Television Systems of Minnesota, Inc.

K58BS Minneapolis, MN. Trinity Broadcasting Network.

K60DS Rochester, MN. Trinity Broadcasting Network.

continued on page 22

# It's 12:00 am ...

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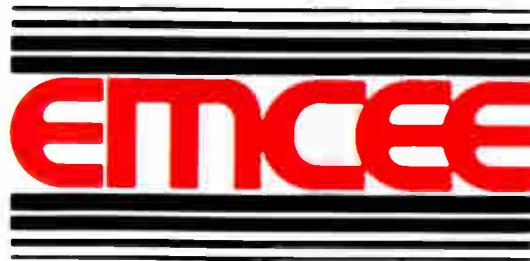
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### What's Going On

- April 18-20, 1990.** Broadcast Financial Management Association's 30th Annual Meeting. Hyatt Regency, San Francisco, CA. *Contact:* Cathy Milana, (312) 296-0200.
- May 7, 1990.** TV Active 90: The Conference on Interactive Television. Four Seasons Hotel, Los Angeles, CA. *Contact:* Sally E. Chin, (212) 382-3929.
- May 17-20, 1990.** American Women in Radio and Television's 39th Annual Convention. Capital Hilton, Washington, DC. *Contact:* Diane Walden, (202) 429-5102.
- May 20-23, 1990.** Cable '90, The National Show, sponsored by the National Cable Television Association. Georgia World Congress Center, Atlanta, GA. *Contact:* NCTA Convention/Exposition Headquarters, (202) 775-3606.
- June 2-4, 1990.** ShowBiz Expo, sponsored by Live Time, Inc. Los Angeles Convention Center, Los Angeles, CA. *Contact:* Live Time, Inc., (213) 668-1811.
- June 3-9, 1990.** Eleventh Banff Television Festival. Banff, Alberta, Canada. *Contact:* Box 1020, Banff, Alberta, Canada T0L 0C0, (403) 762-3060.
- June 10-13, 1990.** 1990 BPME & BDA Annual Conference, sponsored by the Broadcast Promotion and Marketing Executives and the Broadcast Designers' Association. Bally's, Las Vegas, NV. *Contact:* Jay Curtis, (213) 465-3777.
- June 11-14, 1990.** Management Seminar for News Directors, sponsored by the Radio-Television News Directors Association and the University of Missouri School of Journalism. *Contact:* David Bartlett, (202) 659-6510.
- September 16-18, 1990.** Southern Cable Television Association 1990 Eastern Show, Washington Convention Center, Washington, DC. *Contact:* (404) 252-2454.
- September 21-25, 1990.** Audio Engineering Society 89th Convention. Los Angeles Convention Center, Los Angeles, CA. *Contact:* Ronald L. Bennett, (818) 986-4643.
- September 24-27, 1990.** Radio-Television News Directors Association Annual Convention. San Jose, CA. *Contact:* (202) 659-6510.
- October 1990.** Women in Communications Annual Conference. Boston, MA. *Contact:* Susan Lowell Butler, (703) 528-4200.
- October 4-7, 1990.** Society of Broadcast Engineers 5th Annual National Convention. St. Louis, MO. *Contact:* (317) 842-0836.
- October 13-17, 1990.** Society of Motion Picture and Television Engineers Annual Conference. Jacob J. Javits Convention Center, New York City. 1991 Conference: October 26-30, Los Angeles. 1992 Conference: November 10-14, Toronto. *Contact:* Ann Cocchia, (914) 761-1100.
- October 16-17, 1990.** Broadcast Credit Association 24th Credit and Collection Seminar. Harbour Castle Westin Hotel, Toronto, Canada. *Contact:* Mark Matz, Vice President-Marketing, (708) 827-9330.
- November 17-19, 1990.** Community Broadcasters Association Third Annual LPTV Conference & Exposition. Riviera Hotel, Las Vegas, NV. *Contact:* Eddie Barker & Associates, 1-800-225-8183.
- January 7-10, 1991.** Association of Independent Television Stations Annual Convention. Century Plaza, Los Angeles, CA.
- January 14-18, 1991.** National Association of Television Program Executives 28th Annual Convention. New Orleans Convention Center, New Orleans, LA.
- February 1-2, 1991.** Society of Motion Picture and Television Engineers 25th Annual Television Conference. Westin Detroit. Detroit, MI. *Contact:* Ann Cocchia, (914) 761-1100.
- June 13-19, 1991.** 17th International Television Symposium and Technical Exhibition. Montreux, Switzerland. *Contact:* PO. Box 97, Rue du Theatre 5, CH-1820 Montreux, Switzerland.

- K64DP Spring Lake Park, MN. Mark Denyes.  
K07SD Rolla, MO. Curators of the University of Missouri.  
K34BR St. Charles, MO. Trinity Broadcasting Network.  
K18BT St. Louis, MO. Trinity Broadcasting Network.  
K210D St. Louis, MO. Ken Jacobsen.  
W53AF Booneville, MS. Unity Broadcasting, Inc.  
W09AU Laurel, MS. WLOX Television, Inc.  
W58BO Natchez, MS. Trinity Broadcasting Network.  
W20AO Philadelphia, MS. Morgan D. Hardy.  
K47BL Lewistown, MT. KULR Corporation.  
K70EZ Lewistown, MT. KFBB Corporation.  
W28AC Charlotte, NC. Michael B. Ginter.  
W58BL Highlands, NC. University of North Carolina.  
W08BI Hot Springs, NC. WLOS-TV, Inc.  
W05BI Morehead City, NC. Roy H. Park Broadcasting, Inc.  
W10BZ Wilmington, NC. Edward J. Bolton.  
K41BV Williston, ND. Trinity Broadcasting Network.  
K64CL Malcolm, NE. K. Sandoval Burke.  
K21CY Ogallala, NE. North Platte Television, Inc.  
K61FA Cebolla, NM. Cebolla Television Booster's Assn.  
K49BY Clovis, NM. New Mexico Broadcasting Co., Inc.  
K18CT Raton, NM. Grace Television Ministries.  
K08KX Taos, NM. KOAT Television, Inc.  
K63EF Las Vegas, NV. Gerald D. Kamp.  
K69BJ Quinn River Area, NV. Humbolt County.  
W14AZ Glens Falls, NY. Trinity Broadcasting Network.  
W39BC Hamburg, NY. Southtown's Christian Center, Inc.  
W07BJ Ithaca, NY. WENY, Inc.  
W51AN Olean, NY. Trinity Broadcasting Network.  
W15AL Rochester, NY. Monica Kimble.  
W12BZ Rome, NY. Kevin O'Kane.  
W11BP Syracuse, NY. Craig L. Fox.  
W13BU Syracuse, NY. Craig L. Fox.  
W40AE Chillicothe, OH. Trinity Broadcasting Network.  
W12BS Cleveland, OH. TV 12, Inc.  
W13CB Cleveland, OH. TV 31, Inc.  
W02BY Fremont, OH. Seeway Broadcasters.  
W39AI Youngstown, OH. Trinity Broadcasting Network.  
K44BQ Ardmore, OK. Trinity Broadcasting Network.  
K27CH Broken Bow, OK. Jewell B. Callahan.  
K14HT Milton, OR. Apple Valley Broadcasting, Inc.  
K39CL Yoncalla, OR. California-Oregon Broadcasting, Inc.  
W51BJ Freedom, PA. Abacus Television.  
W61BU Lock Haven, PA. Diversified Communications.

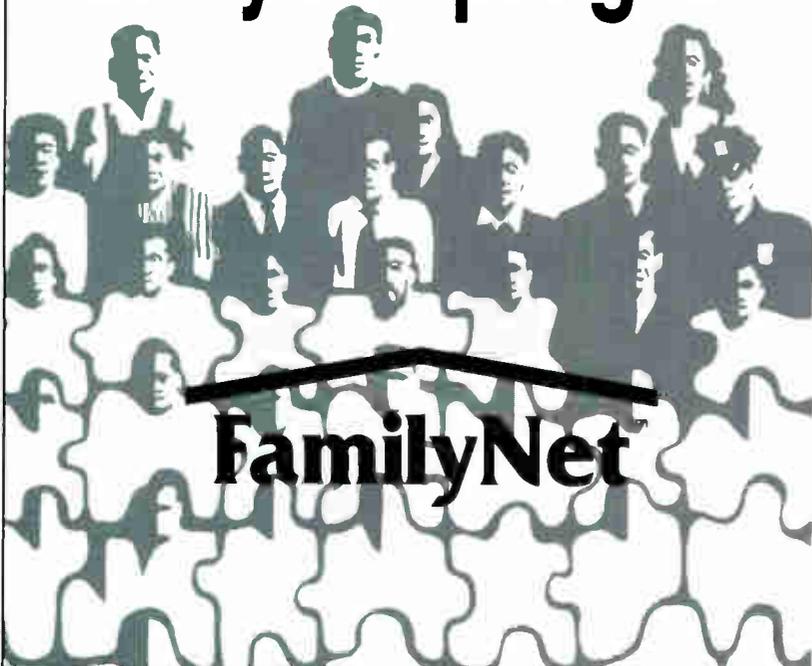
W50AV San German, PR. Aracelis Ortiz.  
 W42BH Charleston, SC. Media Properties.  
 W58BQ Greenville, SC. National Minority  
 Television, Inc.  
 W68BZ Myrtle Beach, SC. Diversified  
 Communications.  
 K46CB Sioux Falls, SD. Heritage Broadcasting  
 Group.  
 W51BG Farragut/Knoxville, TN. Dwight R.  
 Magnuson.  
 W63OL Memphis, TN. Janet Jacobsen.  
 W10BI Nashville, TN. TV 10, Inc.  
 K13VC Austin, TX. Global Information  
 Technologies, Inc.  
 K30CE Austin, TX. Austin Television.  
 K55EN Austin, TX. Frontier Broadcasting, Inc.  
 K68DE Dallas, TX. Frontier Southwest  
 Broadcasting, Inc.  
 K33DB Houston, TX. Dupont Investment Group,  
 85 Ltd.  
 K05HR Livingston, TX. Polk County Broadcasting  
 Company.  
 K66CA Livingston, TX. International Broadcasting  
 Network.  
 K64AC Perryton, TX. C. L. & O. Translator  
 System, Inc.  
 K66AB Perryton, TX. C. L. & O. Translator  
 System, Inc.  
 K68AD Perryton, TX. C. L. & O. Translator  
 System, Inc.  
 K40CT San Marcos, TX. Kingstip  
 Communications, Inc.  
 K65ES San Antonio, TX. Louis Martinez.  
 W51BH Gloucester, VA. Bowen Media  
 Corporation.  
 W02BN Richmond, VA. Christel Broadcasting,  
 Inc.  
 W16AL Burlington, VT. Trinity Broadcasting  
 Network.  
 K23AS Aberdeen, WA. Trinity Broadcasting  
 Network.  
 K66BT Prescott, WA. Prescott School District.  
 W54BH Madison, WI. WSSM-TV, Inc.  
 W39AZ Parkersburg, WV. Brightness Ministries,  
 Inc.  
 K21CV Rawlins, WY. KTWO Corporation. 

## 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
Access America Television, Inc.	12	24	(305) 576-6000
Acrodyne Industries, Inc.	17	18	(215) 542-7000
Broadcast Systems, Inc.	6	9	(602) 582-6550
Capitol Television Network	8	153	(818) 992-8807
CJM Productions	6	93	(615) 320-7556
Community Broadcasters Association	2	131	(800) 225-8183
Comprompter Corporation	19	81	(608) 785-7766
CRA	22	31	(207) 989-6055
Dataworld	16	4	(301) 652-8822
Dielectric	11	162	(609) 435-3208
EMCEE Broadcast Products	21	1	(717) 443-9575
FamilyNet	23	106	(800) 832-6638
Jayman Broadcast	13	82	(818) 994-5265
Latham Foundation, The	3	33	(415) 521-0929
Lindsay Specialty Products	4	12	(705) 324-2196
Microdyne Corporation	15	100	(904) 687-4633
Microwave Filter	18	172	(315) 437-3953
NCTV	14	20	(212) 689-0088
Quantum Marketing	10	21	(215) 345-9399
RFD-TV	9	6	(402) 345-2322
Starion Premiere Cinema	24	15	(213) 393-3746
TE Products, Inc.	20	17	(800) 832-8353
Television Technology Corporation	5	7	(303) 665-8000
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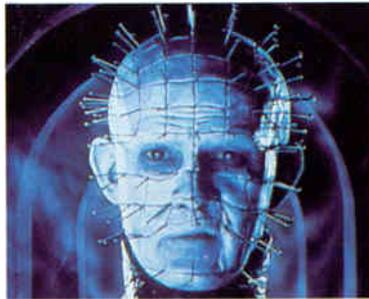
**PUNCHLINE**



**WORKING GIRL**



**TWINS**



**HELL RAISER II**



**RUNNING MAN**



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