

The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 5, Issue 12

A Kompas/Biel Publication

December 1990

CBA '90
Convention Report

Eleven Claim CBA Local Production Honors

The Community Broadcasters Association's 1990 Conference ended with fanfare as eleven LPTV stations took sixteen production awards during the final black tie gala at Las Vegas's "Top of the Riv." In addition, Video Jukebox Network was honored as "Best Overall Network" for their entries in the network category.

W43AG in Hopkinsville, KY walked away with two of the three News Awards—for 5 p.m. and 6 p.m. newscasts—while "Local Newswatch" from W14AU in Reidsville, NC took the third.

In the Program category, W38AW, which just signed on the air in Rochester, NY this past year, won for its program, "Hometown Crafts." Beach TV in Key West, FL won for "Theatre," and W61BL in Tampa took honors for "Parada Nocturna de Sant' Yago."

Hopkinsville's TV 43 and Beach TV also won in the Promo/PSA category—TV 43 for a PSA entitled "Teen Pregnancy," Beach TV's Panama City Beach, FL station for the "Key TV ID" and for "Gulf World Bumper."

Target TV in Kingman, AZ took a Commercial Award for "Route 66 Distillery." The other two winners were Beach TV, Panama City Beach, for "Nighttown," and WKG-TV Channel 19 in Baton Rouge, LA for "Circle/Metro Bowling Rap."

Honorable Mentions went to K57DR,
continued on page 14

Sikes Praises Localism, Competition Of LPTV Broadcasters

An emphasis on local service and a commitment to quality—these are the factors that will make LPTV prosper, FCC Chairman Alfred C. Sikes told the assembled members and guests of the Community Broadcasters Association during his keynote speech November 17 at the Third Annual LPTV Conference & Exposition in Las Vegas.

Speaking by satellite, his image projected on a large screen at the front of the assembly hall, Sikes praised the LPTV entrepreneurs for their contributions to their communities. "Let me assure you that the FCC still accords a premium value to localism. Consequently, my colleagues and I value highly the service

which your industry provides, particularly to specialized audiences and small communities." The chairman said localism was the "cornerstone for your industry."

Sikes also cited the "considerable public value" of the competition that locally programmed LPTV stations provide in the expanding video marketplace. And he mentioned that in his recent visits to central and eastern Europe, he "pointed to the contribution which low power television stations could make" to the "democratizing" of formerly state-run radio and television systems.

Sikes also praised LPTV entrepreneurs for "their commitment to excellence and quality" and stressed the role of excel-



FCC chairman Alfred C. Sikes addresses LPTV broadcasters at the Third Annual LPTV Conference & Exposition in November.

lence in successful competition. He touched on some of the regulatory issues pending at the FCC—high definition television, "spread spectrum" technology, and digital compression techniques—and the effect that these have on the Commission's decision-making, but he did not address the immediate question on many LPTV broadcasters' minds—the effect of HDTV allocations on LPTV application windows.

However, in response to a question from the audience (transmitted via telephone lines) as to when a new filing window might open, Sikes said that he would be receiving a report from the Mass Media Bureau "before the end of the year" which would "define what sort of window might be opened up that would not directly implicate some of the larger cities where clearly there would be very difficult prob-

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Channel America, FCB Telecom Join Forces

New Program Format To Target Active Seniors

The LPTV industry got a boost last month with the announcement that FCB/Telecom—a division of the New York-based international ad agency, Foote, Cone & Belding—has agreed to take over the programming function of Channel America, an LPTV network of 89 owned and operated and affiliate stations.

Jack McQueen, FCB/Telecom's general manager, told Channel America affiliates at a meeting at the LPTV Conference that the network will adopt a new format targeting adults 50 years and older—an underserved audience, he said, that will comprise half the U.S. population by the year 2000.

"Silver Streak for Primetime People," as the new programming will be called, will not be nostalgia, McQueen pointed out. "It's not going to be a 'senior citizen' network. We're targeting active, involved people in the 'prime time' of their lives."

The "Silver Streak" programming, specially produced by FCB/Telecom, will replace much of Channel America's older fare—the public domain movies and early sitcoms—but the network's "viewer involvement" primetime programming



Channel America's David Post (left) with FCB/Telecom's Jack McQueen (center) and CBA president John Kompas.

will be retained. This includes the "That's Us" series, which provides network segments that stations can localize. FCB/Telecom has a "very high level of interest in the local programming stations do," McQueen said.

The agency also plans to "clean up what's already on Channel America," McQueen said, "remount it and make it look better." He said that the first job was to "develop a distinct personality for the network, so that when people tune in they know they're watching Channel America." The changes will be made daypart by daypart. McQueen did not specify how long the "cleanup" process was expected to take.

David Post, chairman and CEO of

Channel America, assured affiliates that the network was not contemplating a change in the affiliate agreement "at this time." He acknowledged that a change might be possible in the future but not in the next year: "What we'll try to do in 1991 is find out what works best." He said the network would work to "improve the local programming aspect" of the affiliate relationship.

He also said that Channel America's top priority would remain their LPTV affiliates. "We are not a cable network. Our objective is to get LPTV affiliates on cable. Channel America would never choose to affiliate with a cable system over an LPTV station."

Foote, Cone & Belding is a global communications company with 153 offices in 40 countries. FCB/Telecom was established in 1979 and is headquartered in Burbank, CA. It is the largest agency-owned programming unit of its kind, having produced sponsored specials and mini-series for major broadcast networks, as well as ongoing series for ESPN, the Family Channel, USA, Lifetime, and other cable networks. E/R

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In Our View

In January 1986, John Kompas took over the presidency of the Community Broadcasters Association. He inherited an organization with a limited agenda and even more limited resources.

In the nearly four years since then, Kompas has shaped the CBA, guiding its growth from an infant, unstructured group of about fifteen stations to a force that has earned the respect of lawmakers, regulators, other associations, the press, and its own members.

What has been accomplished? Here are some highlights:

The CBA has developed a formal organization—a board of directors, elected officers, and almost 150 dues-paying, active and associate members. It operates according to an accepted business and financial structure.

It has sponsored three annual LPTV conventions—each of which brought much needed money into the treasury, in addition to giving LPTV broadcasters a chance to share and learn. No less distinguished dignitaries than FCC Commissioner James Quello and Chairman Alfred Sikes have keynoted two of the three conventions, and serious inquirers from all sectors of the communications industry have been able to meet LPTV entrepreneurs face to face.

The annual CBA Local Programming Awards were instituted. And since 1988, they have recognized and encouraged excellence in LPTV local production.

CBA has sponsored "mini" conferences at the last four NAB conventions, gatherings that have featured notable speakers from Congress and the FCC and given LPTV broadcasters and observers another opportunity to share information and ideas.

A series of CBA "White Papers" is being published as an educational resource for LPTV broadcasters, as well as an additional source of funds for the CBA. Volume I of the "White Papers" was published fourteen months ago. Volume II is due out in the spring. They are distributed free to CBA members.

CBA sponsors annual industry surveys, conducted by a team of professors at Marquette University. The survey data makes it possible to define the LPTV industry for the rest of the telecommunications world. It is also used to determine potentially useful CBA member services, one of which—a programming cooperative—is in the planning stages now and may be ready to launch as early as summer.

The CBA and the LPTV industry have enjoyed increasing publicity, receiving regular coverage not only in such trade journals as *Multichannel News*, *Television Broadcast*, and *Electronic Media*, but also in the *Los Angeles Times*, the *New York Tribune*, the *Wall Street*

Journal, and dozens of smaller local and regional newspapers. Much of this is due to Kompas's public relations efforts.

The CBA has developed a four-point regulatory agenda: four-letter LPTV call signs; more latitude in minor change filings; power measurements at the antenna input; and parity in cable regulation. And it has a plan of action for achieving these goals.

On the legislative front: In 1986, Kompas helped to gain the support of Congressman Robert Kastenmeier (D-WI) (who chaired the House committee in charge of the Copyright Office) for an amendment of the Copyright Act that made LPTV stations "local" rather than "distant" signals. The amendment made it possible for cable systems to carry LPTV stations without paying distant signal fees, a major step forward in LPTV-cable relations.

He led the CBA's fight for parity with full power stations in cable carriage, twice testifying in Washington before the Senate Communications Subcommittee, and organizing a grassroots legislative network of CBA members and LPTV station viewers to lobby Congress for LPTV cable carriage.

The CBA is launched and active. It is a respected organization with a real voice in communications affairs. But as the presidency passes to the capable hands of D. J. Everett, much is yet to be done.

First, the CBA must get itself on a more solid financial footing. It has tried to manage too long on donations—of funds and talent and time and deferred compensation. And most of this burden has been borne by just a handful of people.

Revenues from membership dues and from the annual conventions meet the operating expenses, but they do not begin to cover the costs of representing LPTV broadcasters in Washington on cable or other issues, or implementing the kind of publicity campaigns that will educate the telecommunications world, and the world at large, to the benefits LPTV can offer local communities.

The immediate and urgent need is your generous response to President Everett's appeal for donations to the cable fight. He is right; your donation is an *investment*, an investment that you absolutely cannot afford not to make. If you fail to support the CBA now, you might as well close your station. Because it will be *years* before you get another chance to secure a strong position in the cable/full power/LPTV mix.

Third, CBA must begin planning for more direct member services—a resource center, insurance programs, a job exchange, for example. Already in the final stages of planning is a programming cooperative that, if all goes well, will provide good quality, first-run, barter programming to any participating station.

Yes, the CBA now has a strong core of members and a dedicated and capable leadership. It can grow comfortably, secure in its direction.

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EXHIBITORS

The following companies had booths at the 1990 LPTV Exposition. If you didn't have a chance to see all of the booths, you may want to call or write the companies you missed directly. Below are the company's names, contact information, and a description of the products or services they exhibited.

Acrodyne Industries, Inc.

516 Township Line Road
Blue Bell, PA 19422
Contact: Joe Wozniak
Sales and Marketing Manager
(215) 542-7000

Exhibit: LPTV transmitters, TV transmitters, UHF STLs, complete transmission system packages, and turnkey installations.

AdVentures International

70 Gold Street
San Francisco, CA 94133
Contact: Harvey B. Borlaug
President
(415) 864-2244

Exhibit: Video sales training program.

American Medical Association

535 North Dearborn

1990 LPTV Conference & Exposition November 17-19 Las Vegas, Nevada

Chicago, IL 60610

Contact: Thomas C. Toftey
Director Public Information
(312) 645-4430

Exhibit: Free services of the AMA—public service announcements, daily feeds on American Medical News, weekly exposure through American Medical Television, media assistance.

Andrew Corporation

10500 West 153rd Street
Orland Park, IL 60462
Contact: Bobbi Rick
Exhibit Coordinator
(708) 349-3300

Exhibit: LPTV antennas, HELIAX™ transmission line.

Antenna Concepts

3234 Saddle Hill Court
Placerville, CA 95667
Contact: Mark Cunningham
Director of Marketing
(916) 621-2015

Exhibit: LPTV transmit antennas, horizontal and circular polarization.

BEXT, Inc.

739 5th Avenue, Suite 7A
San Diego, CA 92101
Contact: Anne DeFazio
President
(619) 239-8462

Exhibit: UHF and VHF transmitters, solid state and tube type.

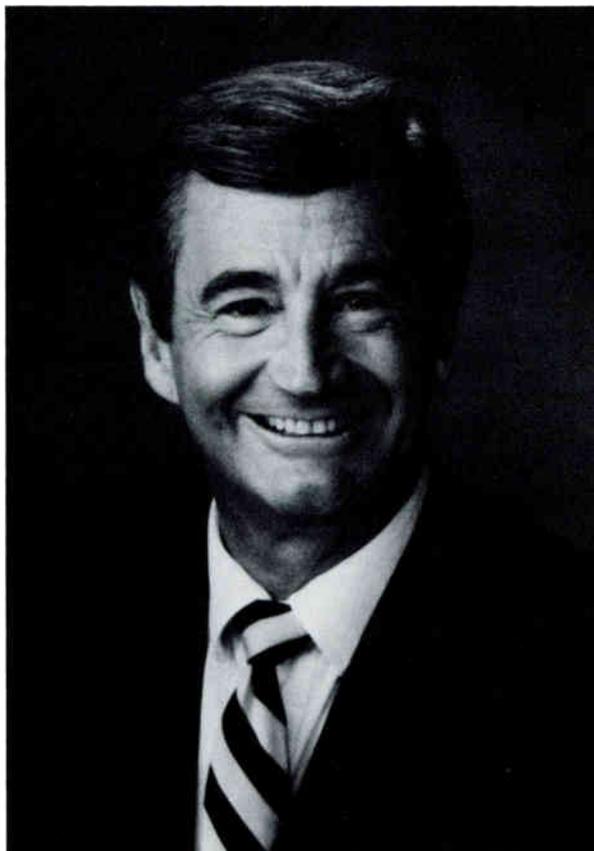
Broadcasting Systems, Inc.

21617 North Ninth Avenue, Suites 105-106
Phoenix, AZ 85027
Contact: Kenneth Casey

President

(602) 582-6550

Exhibit: Andrew and Cablewave cable and connectors, BEXT FM & TV transmitters, TTC transmitters, Nexus STLs, Scala and Bogner antennas, Lindsay antennas, and a complete line of used transmitters and antennas.



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Cablewave Systems

60 Dodge Avenue
North Haven, CT 06473
Contacts: Carol Hamilton, Bill Meola
(203) 239-3311
Exhibit: Bogner UHF, VHF, MMDS/ITFS
transmitting antennas, Cablewave Flex-
well™ cable, connectors, rigid line and
pressurization equipment, mounting
hardware.

Cassandra Enterprises

3250 Harbor Court
Baldwin, NY 11510
Contact: John Basedow
President
(516) 868-7060
Exhibit: Television programming.

Cavalier Computer Services, Inc.

5354 North High Street
Columbus, OH 43214
Contact: Charles W. Jack
President
(614) 888-8388
Exhibit: Computer software for broadcasters.

Channel America Television Network

19 West 21st Street, 2nd floor
New York, NY 10010
Contact: Veronica Albrecht
Vice President, Affiliate Relations
(212) 366-9890
Exhibit: LPTV programming network.

Channematic, Inc.

821 Tavern Road
Alpine, CA 92001
Contact: Lizabeth Jagger Muir
Director of Corporate Communications
(619) 445-2691
Exhibit: Ad insertion equipment, LD
program playback, A/V switchers, cus-
tom time/tone controllers.

Communications Resource Associates

149 Target Industrial Circle
Bangor, ME 04401
Contact: Howard Soule
Manager, Broadcast
(207) 947-4252
Exhibit: Turnkey, LPTV engineering and
construction.

Comprompter, Inc.

P.O. Box 128
La Crosse, WI 54602
Contact: Bill Sacia
Sales Manager
(608) 785-7766
Exhibit: Teleprompting hardware and
software.

Dataworld

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Contact: Marc Grossman
Sales Manager
(708) 299-8080
Exhibit: Video production and post-
production equipment and RF products.

Diversified Marketing

3918 West Clearwater
Kennewick, WA 99336
Contact: Aaron Davis
Owner
(509) 735-6812
Exhibit: Bi-directional microwave sys-
tems.

E.T. America

12030 Sunrise Valley Drive, Suite 300
Reston, VA 22091
Contact: Michael Robert Miller
North American Agent
(703) 391-9191
Exhibit: Promotional games.

EMCEE Broadcast Products

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G & M Power Products, Inc.

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(213) 850-6800
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industry.

Gentner Electronics Corporation

1825 Research Way
Salt Lake City, UT 84119
Contact: Ms. Cory Guttu
Marketing Coordinator
(801) 975-7200
Exhibit: Transmitter remote control sys-
tem; full line of telephone interface
products to improve audio quality; au-
dio routing and distribution equipment.

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ITS Corporation

375 Valley Brook Road
McMurray, PA 15317
Contact: Charles E. Ray
Sales Engineer
(412) 941-1500

Exhibit: ITS-1230 1 kW solid state transmitter tray; ITS-230A 1 kW transmitter.

Jampro Antennas, Inc.

6939 Power Inn Road
Sacramento, CA 95828
Contact: Alex M. Pechevitch
Vice President
(916) 383-1177

Exhibit: TV and FM broadcast antennas.

Jaymen Broadcast, Inc.

7555 Collette Avenue
Van Nuys, CA 91406
Contact: Michael Jaymen
Senior Partner
(818) 994-5265

Exhibit: Transmitters, used broadcast equipment.

Kompas/Biel & Associates, Inc.

P.O. Box 25510
Milwaukee, WI 53225-0510
Contact: John Kompas
President
(414) 781-0188

Exhibit: *The LPTV Report*, LPTV consulting and marketing services.

LCA Communications Group, Int.

9016 Wilshire Blvd., #403
Beverly Hills, CA 90211
Contact: James Forster
President
(213) 655-6958

Exhibit: TV programming.

Lindsay Specialty Products

50 Mary Street West
Lindsay, Ontario, Canada K9V 4S7
Contact: Neil Evans
Sales Manager
(705) 324-2196
Exhibit: LPTV antennas and accessories.

Lodestar Site Management, Inc.

630 US Hwy I, Suite 403
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Sales Director
(800) 635-5608
Exhibit: Multipurpose tower space.

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7250 Bellaire Avenue
North Hollywood, CA 91605
Contact: Peter Farkas
President
(800) 334-2820
(818) 982-0771
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Media Concepts, Inc.

8210 East 71st Street, #310
Tulsa, OK 74133
Contact: Marvin Luke
President
(918) 252-3600
Exhibit: Used television broadcast equipment.

Mega Hertz

6940 South Holly Circle, Suite 200
Englewood, CO 80112
Contact: Robert A. Krebs
Installation Sales Manager
(800) 525-8386
Exhibit: Manufacturer's representative and dealer in broadband, video, commercial insertion, and satellite equipment.

Micro Communications, Inc.

P.O. Box 4365
Manchester, NH 03108-4365
Contact: Jennie E. Allen
Sales and Marketing Manager
(603) 624-4351
Exhibit: LPTV antennas, channel combiners, and RF products.

Microdyne Corporation

491 Oak Road
P.O. Box 7213
Ocala, FL 32672
Contact: Janet L. McKay
Advertising/Public Relations Coordinator
(904) 687-4633, Ext. 316
Exhibit: Satellite receivers and accessory equipment.

Microwave Radio Corporation

847 Rogers Street
Lowell, MA 01852
Contact: Paul Obert
Business Center Manager
(508) 459-7655
Exhibit: Short-haul and long-haul microwave communications equipment.

National Translator Association

P.O. Box 628
113 South 2nd East
Riverton, WY 82501
Contact: Darwin Hillberry
President
Exhibit: TV translator operator association.

Pittsburgh International Teleport

P.O. Box 14070
Pittsburgh, PA 15239
Contact: George A. Sperry, Jr.
General Manager
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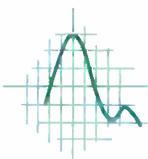
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Advertising Coordinator
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P.O. Box 856
Ebensburg, PA 15931
Contact: David J. Edmiston
President
(814) 472-5436

Exhibit: LPTV and rigid coax, manual switches.

Scala Electronic Corporation

P.O. Box 4580
Medford, OR 97501
Contact: Ellis Feinstein
President
(503) 779-6500

Exhibit: LPTV antennas and accessories.

T.V. Mail

11620 Sorrento Valley Road, Suite A
San Diego, CA 92121
Contact: Peter D. Hobbs
President
(619) 481-8815

Exhibit: Direct mail services for TV.

TE Products, Inc.

2 Central Street
Framingham, MA 01701
Contact: Ernest O. Tunmann
President
(508) 877-6494

Exhibit: Studio automation and commercial insertion systems.

Technosystem U.S.A.

Suite 28
8181 NW 36th Street
Miami, FL 33166
Contact: Richard J. Broadhead
President
(305) 477-5018

Exhibit: Transmitters and microwave equipment.

Television Syndication Company, Inc.

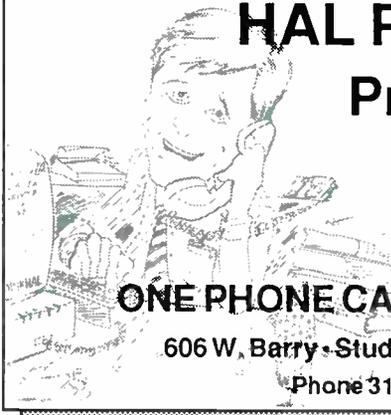
P.O. Box 915123
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Contact: Cassie M. Yde
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Exhibit: Television programming.

Texscan MSI

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Exhibit: Automated LPTV stations, commercial insertion equipment, character generators, satellite program switching, program origination.

Three Angels Broadcasting Network

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(618) 627-4651

Exhibit: Satellite religious broadcasting.

TootleVision Broadcasting, Inc.

2606-B South Sheridan Road
Tulsa, OK 74129
Contact: Harry Tootle
President
(918) 836-1120

Exhibit: LPTV broadcast antennas, LPTV engineering services, LPTV licensing, construction and operations publications.

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449 Avenue A
Rochester, NY 14621
Contact: Ronald D. Kniffin
President
(716) 544-3820

Exhibit: Modular studio stage sets.



FCC Defines "Cable System"

Only video delivery systems that use cable, wire, or other physically closed or shielded transmission paths to deliver signals to subscribers are "cable systems," the Federal Communications Commission has decided.

The definition excludes satellite master antenna systems (SMATV) and other systems that use wire within a building but are fed their signals by radio or other over-the-air methods. Apartment buildings and similar multiple-unit dwellings can be termed cable systems only if signals arrive by way of a physically closed transmission system. If buildings are connected to each other with cable, the systems are called cable systems unless the buildings are commonly owned or controlled and do not use public rights of way.

The Commission was responding to questions raised in recent court decisions about its interpretation of the 1984 Cable Act's basic definition of a cable system and its exclusion of multiple unit dwellings from that definition.



"They do what they say they'll do."

Larry Boyd is the engineer for LPTV channel 57, serving Crawford County, Ill. Their BEXT 1000W transmitter has been on the air since January.

"We bought the BEXT based on its low cost, but we are very impressed with its sturdy construction. It's a good, solid transmitter, operating non-stop with no problems.



"And the company has bent over backwards to answer our questions, even calling back to follow up. We're very satisfied."

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10 / LPTV Report / December 1990



Good Selling!

—by Joe Tilton

Selling Ads In A Difficult Economy

The soft economy you face could be national, regional, or local in scope. But when your sales staff is depressed because of mountains of rejections, it makes little difference where the problem originates.

With a first-class facility and sales staff, you expect advertising revenue to follow. But when you've done everything you can and know to do, yet the advertising community says, "I'd love to buy your ads, but I can't pay for them," your normal response is worry and frustration. The answer is control. When you're in control and know where you're going, confidence builds to make good things happen for you and your clients. Here are some suggestions for achieving control:

Look at the Positive First

You will continue to have viewers, a marketable resource. It's a fact: The merchandising community **MUST** reach its customers in good times and bad. Advertising budgets may be trimmed, but they are still there. So market your viewers' resources. If you have to research the spending power of your viewers, then do it. When you know 1) how many people there are, 2) how often they shop, and 3) how much they hand over, merchants are hard pressed to reject your proposals. And when you actually **DO** deliver, your LPTV station is the first, and **NOT** the "left over funds" buy.

Advertisers rarely spend more on advertising than they think they can afford to lose. So the more sales you deliver, the safer they feel spending bigger dollars. When you are fairly priced (no, I didn't say cheap) with well-educated account representatives dedicated to delivering what your clients want, hard times will find another place to dwell.

Advertising Budgets

Experienced account reps are surprised every evening when they look at the paper and say, "He told me there was no budget for advertising, and here's his ad." It's **NOT** that there's no budget—there's just no budget for advertising perceived as risky. Ask the client point blank, "What is your budget? How has it changed? How do I move my station to the **TOP** of the list?" Most will answer these questions, honestly. In fact, more advertisers are willing to give honest an-

swers than there are account reps brave enough to ask.

I visited an auto dealer in Arizona with a station rep recently. After a few seconds of idle chat, I popped the question, "What do you spend annually on advertising?" The answer was so amazing that the rep's mouth fell open. After we left, he told me the station was getting less than 2% of that advertiser's budget, and that small percentage put the client among the station's top twenty.

Unlike local ad budgets, vendor and co-op budgets are not immediately affected by the market. It takes up to twelve months for co-op and vendor funds to reflect market changes.

Exceptions to local budgets come when the client strongly believes in your plan of action. If you don't have a better idea, you'll get the same old answer.

Staff Attitude

Your attitude affects the spirit, attitude, and drive of the community—and even how well your sales people are accepted. Advertisers will agree **EVERY TIME**, when they are told how bad the market is. And when sales people are negative with a client, they sabotage the sale before they begin. Look for and spread stories of successes **IN YOUR MARKET** and **WITH YOUR STATION**.

The word "depression" is used in both mental health and financial circles. And the way that one use affects the other is frightening. Positive financial talk can ultimately help save both your mental health and your market.

In no way, however, do I advocate hiding negative financial information from your staff. It's what you do with that information that's key. If you interpret a soft market as a forecast of your future business condition, you'll be right. But if soft-market news results in creative action, you'll win.

Specific Sales Tips

Assign a person to the local library once a month. Research newspapers eight to nine months behind the current date. Look for advertising of annual events that will occur in three or four months. Then call on those businesses immediately to capture their budgets. When you sell 90 to 120 days (or more) in advance, other media will discover that

you have the money they would have had.

Bonus money for sales people becomes more important in a slower economy. Make your bonus offers known to the entire staff, and show CASH. During one special sales meeting, I ceremoniously hung a framed \$100 bill on the wall, then presented the sales manager with a list of goals—one for each member of the sales team. The first person to reach his or her goal could take the "C Note" from the wall.

My immediate fear was that the bill would be stolen, but I hadn't considered how the staff would protect the reward. After all, if it was stolen, the sales person who won the race would suffer a personal loss. The plan worked beautifully. (Besides, if you can't trust your staff, you have the wrong people anyway.)

Efficiency Ideas

1. Keep your sales meetings to less than thirty minutes a day. Meetings drain energy, enthusiasm, and resources from a sales day. Shut them down before they are counter-productive.

2. Reduce paperwork for sales people. One form is enough to transfer information from the client to production.

3. Computerize every function you can. And resist asking "How's it going today?" questions. Let the computer do the talking. Several great sales-tracking software packages are available.

4. Make appointments with clients. Avoid wasted travel time and expense. "Drop-in" calls are rarely effective, even though clients give you the "Come on by anytime" invitation. Those people rarely buy—they love to talk.

5. When possible, keep vacation time to a minimum. I don't mean you should cheat your staff, but ask that they take a week now, a week later, rather than two weeks at a time.

6. Organize! Don't tell your staff to "Get organized"; I mean YOU organize.

Finally...

Avoid staff turnover. Education and training is costly. Adding a flood of new faces will confuse and frustrate those in an already tense situation.

Pay your bills ON TIME. A "slow-pay" reputation translates to a "slow-buy" response.

It's a common phrase, "Advertising is the first thing to cut." And none of us believe it. To combat that thinking, become indispensable. To be indispensable, give SERVICE-SERVICE-SERVICE.

Joe Tilton has worked in broadcasting as an announcer, promotion director, chief engineer, news director, sports director, sales manager, and general manager. He now puts his experience to work as a promotions writer and consultant for radio and television stations across the country.

VJN To Add 1-900 Video Classics

Jukebox Network viewers will soon be able to find jobs, sell their homes, and place personal announcements through their television sets, Video Jukebox Network officials announced at an affiliates' meeting November 18 at the Third Annual LPTV Conference and Exposition in Las Vegas.

The new concept—whose working title is "INphoNET"—combines 900 number telephone lines and television into a "video classified ad" service. Viewers will be able to scan a continually scrolling menu of advertising categories and then call up specific ads using a 900 telephone number to read at their leisure. A charge will appear on the viewer's telephone bill.

INphoNET program modules under development include employment, travel, real estate, health care, entertainment, and professional services. The modules are based on 18 months of research into consumer and industry attitudes toward targeted interactive television, said VJN.

The first module, called "JOBNET: Employment Television," will concentrate initially on statewide or regional career opportunities. It will be offered over LPTV stations and local origination or leased access cable channels.

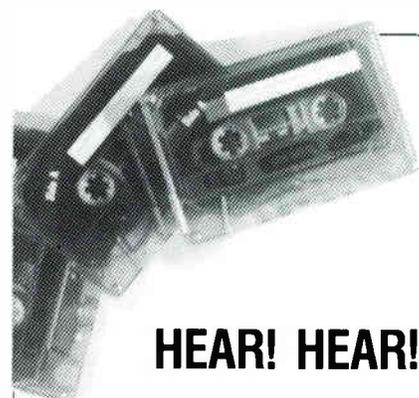
The initial costs of developing the INphoNET service will be covered by some of the proceeds from VJN's November stock sale to Tele-Communications, Inc., the Denver-based cable company. TCI invested \$5 million in exchange for just under 10% of VJN's common stock. The money will also be used to retire short term debt.

FCC Checking Tower Painting, Lighting Compliance

Although they may only lease the space, broadcast licensees are still responsible for seeing that their antenna towers are up to the FCC's painting and lighting codes.

Specifically, licensees must see that all tower lights function properly and that the tower is painted as often as necessary to ensure good visibility. Lights should be checked once every 24 hours and outages reported and corrected promptly. Licensees who operate from towers that do not comply with the rules may be fined.

The Commission issued a Public Notice late last month detailing the responsibilities of licensees for their towers, and began an inspection of broadcast towers across the country. For more information or a copy of the Notice, contact Charles Engle, Antenna Survey Branch, at (202) 632-7521.



HEAR! HEAR!

Third Annual Community Broadcasters Association LPTV Conference & Exposition

Conference Sessions Available On Audio Cassette

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___Tape 1: WELCOME—CBA President John Kompas; KEYNOTE ADDRESS—FCC Chairman Alfred C. Sikes

___Tape 2: PROGRAMMING THE COMMUNITY TELEVISION STATION—Moderator, Jackie Biel; Panelists, Jud Coley, D. J. Everett, Robert Raff

___Tape 3: SALES STRATEGIES THAT WORK, PART I—Don Sabatke

___Tape 4: SALES STRATEGIES THAT WORK, PART II—Don Sabatke

___Tape 5: POWERFUL PROMOTIONS—Jay Curtis, Spencer Mains

___Tape 6: MANAGING YOUR STATION'S FINANCES—Moderator, Rick Wiederhold; Panelists, Sam Bradt, Sherwin Grossman, Jim Pry

___Tape 7: HOW TO BUY EQUIPMENT—Moderator, John Battison; Panelists, Kerry Cozad, Tom James, Joe Wozniak

___Tape 8: LPTV ON THE HILL—Moderator, Tack Nail; Panelists, John Kompas, Marty Rubenstein, Lee Shoblom

___Tape 9: AN INTRODUCTION TO NATPE—Moderator, Dick Block; Panelists, Buz Buzogany, Don Tillman

___Tape 10: UNDERSTANDING TELEVISION RATINGS—Moderator, Michael Couzens; Panelists, David Bright, David McCubbin, Ken Sacharin

___Tape 11: HOW ANTENNAS WORK—Ellis Feinstein

___Tape 12: ADVICE FROM KEITH LARSON—FCC LPTV Branch Chief Keith Larson

___Tape 13: WORKING WITH CABLE—Moderator, Brad Dobbs; Panelists, Jim Pry, Roy Sheppard, Greg Uhrin

___Tape 14: TANNENWALD ON PAPER—CBA Attorney Peter Tannenwald

___Tape 15: THE LEGAL CORNER—Moderator, Peter Tannenwald; Panelists, George Borsari, Gene Bechtel, Jerry Jacobs

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What's Going On

January 3-5, 1991. Association of Independent Television Stations Annual Convention. Los Angeles, CA. Contact: Angela Giroux, Membership Director, (202) 887-1970.

January 14-18, 1991. National Association of Television Program Executives 28th Annual Convention. New Orleans Convention Center, New Orleans, LA. Contact: Nick Orfanopoulos, Conference Director, (213) 282-8801.

January 25-29, 1991. National Religious Broadcasters 48th Annual Convention and Exposition. Sheraton Washington Hotel. Washington, DC. Contact: Michael Glenn, Director of Sales, (201) 428-5400.

February 1-2, 1991. Society of Motion Picture and Television Engineers 26th Annual Television Conference. Westin Detroit. Detroit, MI. Contact: Ann Cocchia, (914) 761-1100.

February 3-4, 1991. National Academy of Cable Programming 1991 Local Programming Seminar. Hyatt Regency. Washington, DC. Contact: Bridgit Blumberg, (202) 775-3611.

February 10-13, 1991. Broadcast Cable Credit Association 25th Credit and Collection Seminar. Loews Summit Hotel. New York, NY. Contact: Mark Matz, Vice President-Marketing, (708) 827-9330.

February 10-15, 1991. National Association of Broadcasters 26th Annual Management Development Seminars for Broadcast Engineers. University of Notre Dame. South Bend, IN. Contact: Jane Frock, NAB Science and Technology, (202) 429-5346.

March 6, 1991. National Association of Black-Owned Broadcasters Awards Dinner. Washington, DC. Contact: James L. Winston, Executive Director, (202) 463-8970.

March 9-10, 1991. Third Annual West Coast Regional Conference of College Broadcasters. USC, Los Angeles, CA. Contact: (401) 863-2225.

March 24-27, 1991. National Cable Television Association Annual Convention. New Orleans, LA. Contact: (202) 775-3669.

April 13-15, 1991. Broadcast Education Association 36th Annual Convention. Las Vegas, NV. Contact: Louisa Nielsen, (202) 429-5355.

April 15-18, 1991. National Association of Broadcasters Annual Convention. Las Vegas, NV. Contact: (202) 429-5356.

April 19-21, 1991. Southern Regional Conference of College Broadcasters. Georgia State University, Atlanta, GA. Contact: (401) 863-2225.

April 21-24, 1991. Broadcast Cable Financial Management Association & Broadcast Cable Credit Association Annual Conference. Century Plaza Hotel, Los Angeles, CA. Contact: Cathy Lynch, Meetings & Conventions Coordinator, (708) 296-0200.

May 16-19, 1991. American Women in Radio & Television 40th Annual National Convention. Atlanta, GA. Contact: Diane Walden, Director of Advertising and Promotion, (202) 429-5102.

June 8-10, 1991. ShowBiz Expo West. Los Angeles Convention Center. Contact: Live Time, Inc., (213) 668-1811.

June 13-19, 1991. 17th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Contact: P.O. Box 97, Rue du Theatre 5, CH-1820 Montreux, Switzerland.

June 16-19, 1991. Broadcast Promotion and Marketing Executives/Broadcast Designers Association Conference & Exposition. Baltimore, MD. Contact: Gregg Balko, (213) 465-3777; Exhibitors contact Susan E. Rosenstock, (301) 468-3210.

September 14-16, 1991. ShowBiz Expo East. Meadowlands Convention Center, Secaucus, NJ. Contact: Live Time, Inc., (213) 668-1811.

September 25-28, 1991. Radio-Television News Directors Association Annual Convention. Denver, CO. Contact: (202) 659-6510.

October 3-6, 1991. Society of Broadcast Engineers National Convention. Houston, TX. Contact: (317) 842-0836.

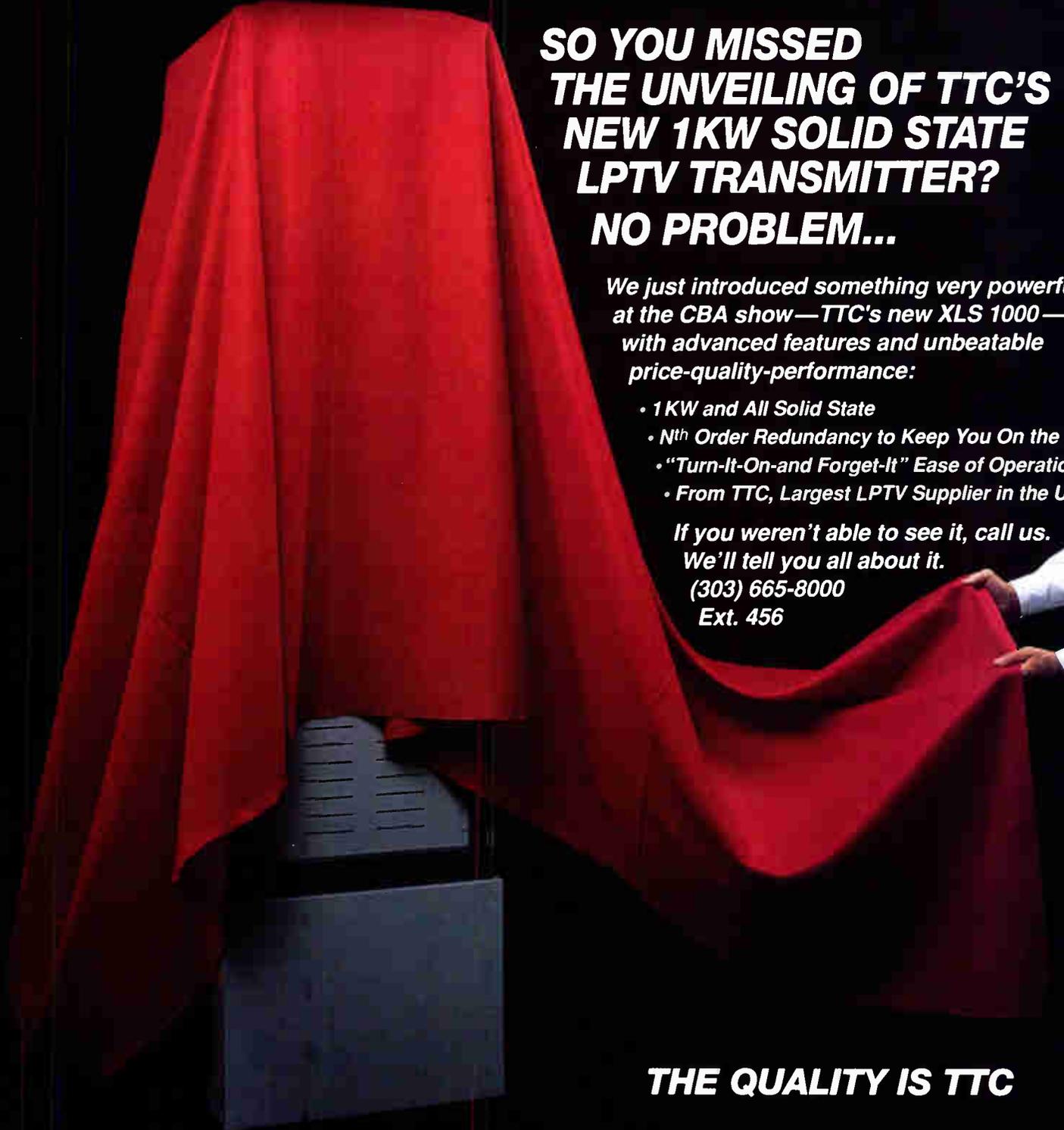
October 26-30, 1991. Society of Motion Picture and Television Engineers Annual Conference. Los Angeles. 1992 Conference: November 10-14, Toronto. Contact: Ann Cocchia, (914) 761-1100.

October 27-30, 1991. Association of National Advertisers 82nd Annual Meeting & Business Conference. Phoenix, AZ. Contact: Cynthia Roberts, Meeting Manager, (212) 697-5950.

November 22, 1991. University Network (U-NET) Annual Affiliates Conference. Brown University, Providence, RI. Contact: (401) 863-2225.

November 22-24, 1991. Fourth Annual National Conference of College Broadcasters, Annual Convention of the National Association of College Broadcasters (Trade Expo, November 23-24). Brown University, Providence, RI. Contact: (401) 863-2225.

November 23-25, 1991. Community Broadcasters Association Fourth Annual LPTV Conference & Exposition. The Riviera, Las Vegas, NV. (1992 CBA Conference: November 20-22, also at The Riviera.) Contact: Suzanne Dooling, (414) 783-5977, or Eddie Barker, (800) 225-8183.



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THE QUALITY IS TTC

CBA Awards

continued from front page

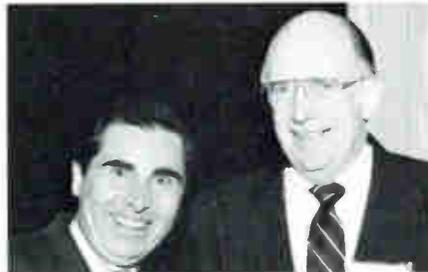
Joplin, MO for "Newsmakers"; W08BV in Columbus, OH for "Mark Pi's China Gate"; W40AF, Carlisle, PA for "TV Cable Promo"; and K39BJ in Morgan City, LA for



Chris Hunter (left) from K39BJ, Morgan City, LA accepts an Honorable Mention Award from Eddie Barker for his program, "South Louisiana Quiz Bowl."



Wendy Johnson of Target TV in Kingman, AZ, winner of a Commercial Award, with Keith Larson.



Enrique Perez (left) of W61BL in Tampa, FL accepts a Program Award from FCB/Telecom's Jack McQueen.

the "South Louisiana Quiz Bowl."

The 1990 CBA Local Programming Awards Competition drew 83 entries from across the country, compared to 56 entries last year. The Monday evening awards ceremonies were followed by entertainment and dancing.

K/B



Jack McQueen (right) of FCB/Telecom presents a Program Award to Ron Kniffin of W38AW in Rochester, NY.



Woody Jenkins (left) and Tammy Trahan (center) of WKG-TV 19 in Baton Rouge accept a Commercial Award. Keith Larson officiates.



Video Jukebox Network's Bill Stacy accepts the "Best Network" award from Eddie Barker.



D. J. Everett accepts a Promo/PSA Award from Peter Tannenwald for his station, W43AG in Hopkinsville, KY.



Rob Compton (left), W14AU, Reidsville, NC, accepts a Local News Award from Tack Nail, editor, Communications Daily.



Breck Southard, production manager, and Bob Lyons, general manager, of W08BV, Columbus, OH with an Honorable Mention Award in the Commercial category.



Jud Colley and Toni Davis of Beach TV, winner of four awards, with presenter Peter Tannenwald.

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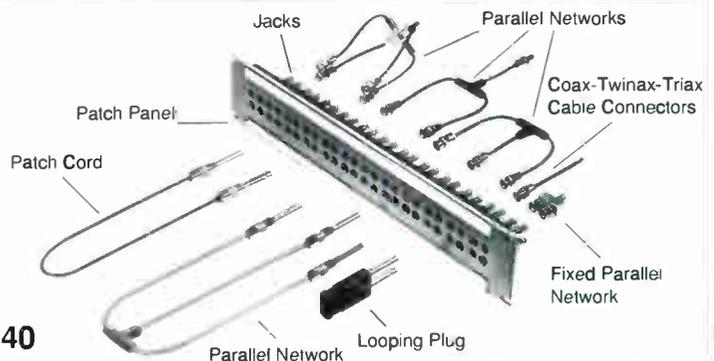
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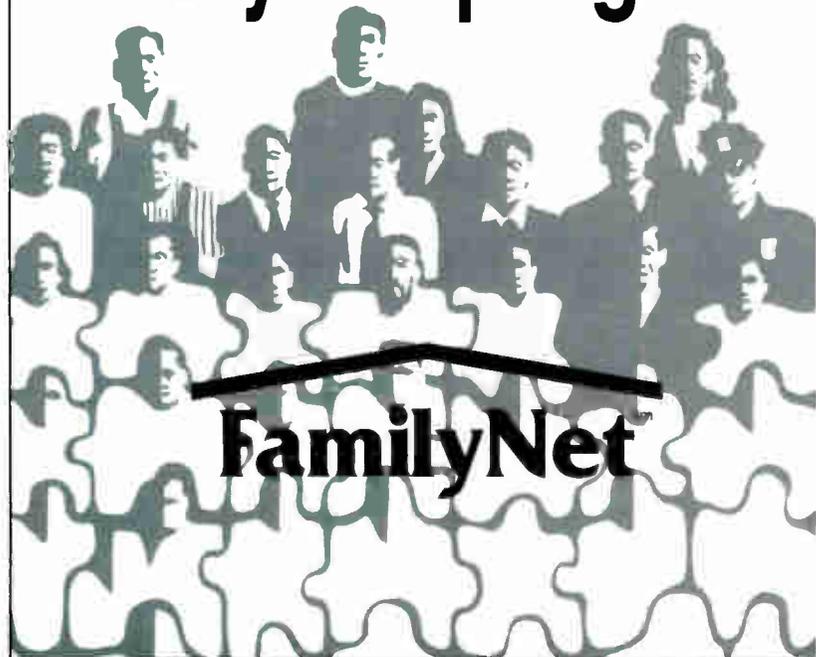
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Sikes Praises LPTV

continued from front page

lems in accommodating the transition to high definition television...."

He also said the Commission "would be happy" to look at the feasibility of four-letter call signs for LPTV stations. He was a bit more vague in answering a question about whether the definition of a minor change could be extended to include engineering changes that would expand coverage contours, referring again to the need to reserve spectrum space for new technologies.

Sikes said the question of granting primary status to locally programmed LPTV stations would "undoubtedly...be addressed as we move through this high definition television rulemaking." And in response to a question about the stance of the FCC toward promoting LPTV in the same way it promotes MMDS and DBS as competition to cable, he said, "I won't hesitate to applaud community broadcasters, low power television broadcasters. I think you're doing important work, and certainly as I confront issues in the future, I'm going to be cognizant of that work and will place a high value on it."

K/B

TTC Joins Chinese Republic In Venture

Transmitter manufacturer Television Technology Corporation has formed a joint venture corporation with the Chinese Republic of Anshan in the Liao Ning Province.

The new company, the Anshan Broadcasting Equipment Plant, will manufacture cavities to be exported and installed in transmitters being built at TTC's Colorado plant. It will also import parts from

TTC for transmitters that it will build for sale and installation in China.

According to TTC president Dirk Freeman, the joint venture will "add further capability to already existing technology transfer agreements and contracts" between TTC and the Chinese.

The company is also making efforts to expand its European sales capability.

K/B



Colorado governor Roy Romer (center) witnesses as Mr. Ma Yan Li, mayor of Anshan (left), and Dr. Byron W. St. Clair, chairman of TTC (right), sign the agreement to form the Anshan Broadcasting Equipment Plant.

Kompas Cites Industry Gains In 1990

Recognition—from Congress, from the FCC, from the advertising community—was the most significant achievement of the LPTV industry in 1990, said outgoing Community Broadcasters Association president John Kompas in his welcome to attendees at the Third Annual LPTV Conference & Exposition in Las Vegas.

Kompas reviewed the progress that the CBA made in its must-carry battle in Congress, and he praised the efforts of the new legislative network of CBA members that was instrumental in winning the support of many Congressional representatives.

"We started from a point where most people in Congress didn't even know what LPTV was," he said. "And we ended up only a couple of votes short of being included in cable carriage amendments."

Kompas also applauded the programming alliance—announced at the Conference—of Channel America and FCB/Telecom (see story, page 2).



Finally, he reported preliminary results from the third annual survey of LPTV stations conducted this past fall for the CBA by Marquette University. The survey showed that community television stations reach an average of nearly 50,000 homes, and that the "largest group" of stations are "commercial, independent LPTV stations—community broadcasters."

The survey reaffirmed last year's findings that LPTV stations typically spend 5-6 hours a day doing local programming, "substantially more" said Kompas, "than most full power stations." He also noted that the majority of the local programming is children's programming. R/B

CBA Board Elects Everett President New Services To Launch In 1991



Veteran LPTV broadcaster D. J. Everett, III of W43AG, Hopkinsville, KY has been elected president of the Community Broadcasters Association by the CBA board of directors. He succeeds John Kompas of W43AV, Waukesha, WI who has held the position for four successive one-year terms.

CBA members elected directors for the 1990 year at a membership meeting on November 18 during the LPTV Conference in Las Vegas. Re-elected for another term were Kompas; Everett; Woody Jenkins of WKG, TV 19 in Baton Rouge, LA; and Bob Moore, W48AP, Toledo, OH. Newly elected to the board are Jim Pry of W54AF and W22AE in Bucyrus, OH; Jud Colley, Beach TV, Panama City Beach, FL; and Sherwin Grossman, W41BF, Coral Gables, FL.

Jenkins retains his position as CBA vice president. Grossman is the association's new secretary/treasurer. Kompas remains active in the CBA as a member of the board and as executive director.

Among the goals of this year's CBA are continuing the fight for parity in cable

carriage. "A new cable bill is already being written for introduction early in 1991. It is imperative that we are ready and able to defend the interests of LPTV broadcasters," said Everett November 19 in his first speech to members as CBA president. The association is soliciting a special donation from LPTV stations to help defray the costs of the expected battle on Capitol Hill.

Also on the agenda, said Everett, is a push to urge the Federal Communications Commission to adopt four-letter call signs for LPTV stations and to expand the definition of "minor change" to accommodate engineering changes that could expand coverage contours slightly but would not cause interference to other stations.

John Kompas announced the decision to form a CBA programming co-op that would create a low-cost pool of quality programming for CBA members. The co-op is expected to be operational by early 1991, he said.

Everett told the members that the CBA board would be more aggressive in soliciting their financial help to accomplish the agenda. "The success of the industry is in the hands of the people in this room," he said. R/B



Woody Jenkins



Bob Moore



Jim Pry

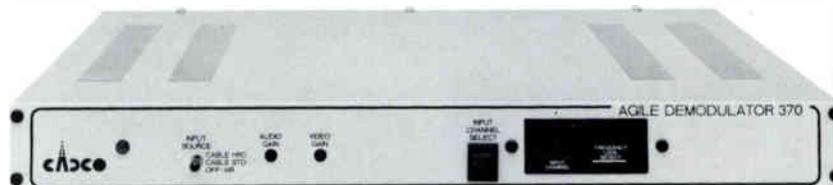


Jud Colley



Sherwin Grossman

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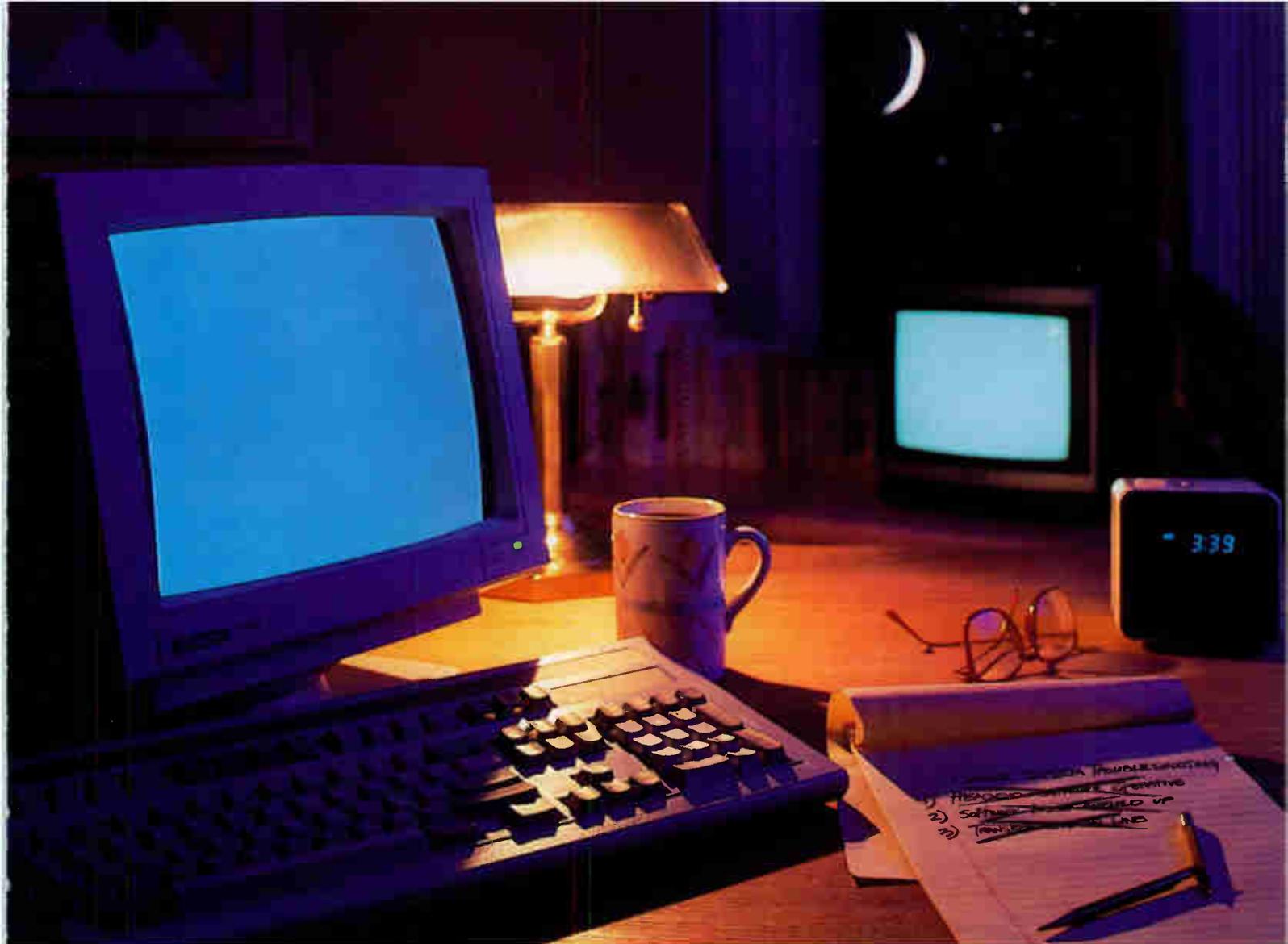
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Something F Convention Speakers Co



Michael Couzens, communications attorney and former FCC staff member, moderates as A. C. Nielsen's David McCubbin, Ken Sacharin from Young & Rubicam, and David Bright from Arbitron explain the television rating system.



LPTV Report columnist John Battison introduces K... Wozniak from Acrodyne (middle), and Tom James fr... purchase, and install LPTV equipment.



Jackie Biel introduces (l to r) D. J. Everett, Robert Raff, and Jud Colley who explain how their stations' distinctive program formats contribute to success in their markets. John Kompas (far left) prepares a question.



Don Sabatke explains his dynamic sales methods in the first of a two-part seminar.



Communications attorneys Jerry Jacobs, George Borsari, Peter... free advice on libel and copyright law, lotteries, and political b...



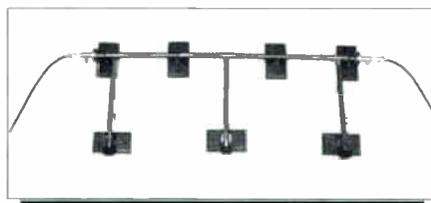
Keith Larson, chief of the FCC's LPTV Branch, explains the LPTV application process.

Not pictured: Consultant Dick Block leads a panel of programming experts discussing the support and services available from the National Association of Television Program Executives. Members of the panel were Buz Buzogany, executive director of NAT-PE*Net; Don Tillman, vice president of programming and production at KTTV-TV 11 in Los Angeles; and Walt Baker, vice president-acquisitions, the Movie Greats Network.

Also not pictured: CBA general counsel Peter Tanenwald discusses general FCC procedures.

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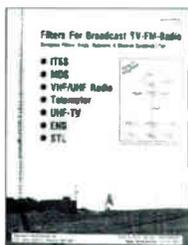
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For Everyone Over Broadcasting Gamut



erry Cozad from Andrew Corporation (far left), Joe from Panasonic (right) who talk about how to specify,



Communications Daily editor Tack Nail (second from left) moderates as CBA legislative consultant Mary Rubenstein (left), CBA president John Kompas, communications coordinator Suzanne Dooling, and past CBA president Lee Shoblom (far right) assess the association's legislative progress in 1990.



Brad Dobbs moderates as Jim Pry, Roy Sheppard, and Greg Uhrin talk about how LPTV broadcasters and cable operators can cooperate for mutual profit.



Spencer Mains (left) and Jay Curtis from BPME shared high-powered promotion strategies.



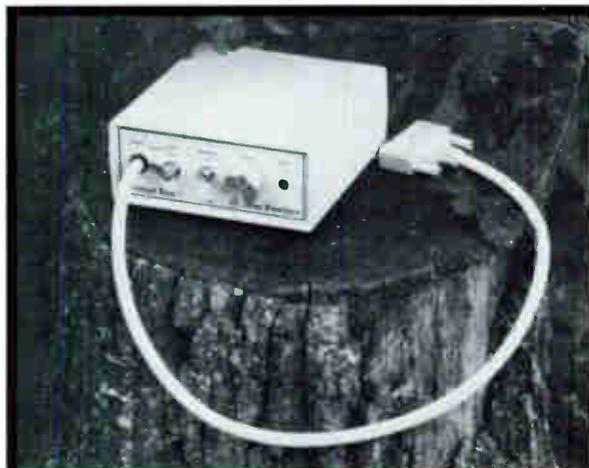
Tannerwald, and Gene Bechtel dispense roadcasting.



Scala Electronic Corporation president Ellis Feinstein presented a seminar on antennas.



A subject of major interest—start-up financing—is discussed by Rick Wiederhold (left), Jim Pry, Sherwin Grossman, and Sam Bradt. John Kompas introduces the speakers.



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Technical Talks

—by John H. Battison, P.E.

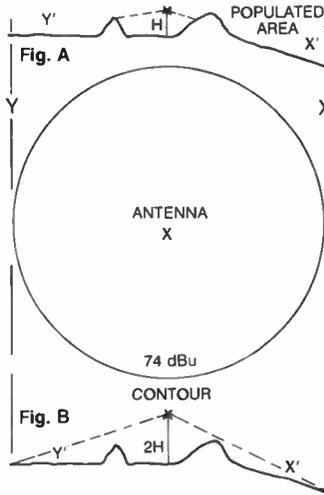
How To Improve Your Coverage With A Minor Change

At the time I write this, no one seems to know just when the next window will open. Some have it that there will not be a general country-wide window until more is decided about high definition television. At the same time, some are saying that we may have regional windows. Whatever happens, it behooves licensees who wish to make engineering changes in their facilities to be ready. This means planning ahead and allowing enough time to their consulting engineers so that the applications can be prepared without errors.

But even if you have to wait for a window to make major changes in your facility, you can still make minor improvements right now. Any change that the FCC considers a "minor change" can be applied for any time.

Application Mills

Many LPTV applications that were filed in the early 80's were prepared in the "application mills" that sprang up at the time. As a result, the stations may have very inadequate antenna arrangements. Frequently, however, the signals of these stations can be improved by way of a minor instead of a major change. I have found that the antennas of many of these stations are situated only one hundred or so feet above ground. Or the antenna site is in a low-lying area where the signal never has a chance to get out. Although these stations may not increase the dis-



tance to their 74 dBu contours, nor increase coverage, they can still bring an improved signal to the area within their existing 74 dBu contour.

Consider the case in the illustration: The antenna in Figure A is low— H feet above ground. It is located in a sort of valley, which is often the case for convenience. The city to be served may be over some low hills. (You'd be surprised how often clients come in with this kind of problem, in which the antenna was located without any consideration given to coverage.)

The circle in the middle is the calculated service contour—74 dBu—for our hypothetical UHF station. Remember, this

is based on the antenna's height *above* the average height of the ground surrounding it (EAH). So when comparative estimates of coverage are made, this overall height figure is used. When accurate estimates of coverage are made, however, the distance along each radial is used for precision. That is why many non-directional antenna coverage patterns have peculiar shapes and look like directional ones; it is all due to the topography of the area.

Hills Get In The Way

The predicted coverage on the operator's coverage map shows coverage out to X and Y . But looking at the topography, we see that the areas X' and Y' cannot get coverage—although the station owner thought they would! The hills are in the way.

How can the station serve these areas without a major change?

Look at Figure B.

Here we see the effect of doubling the antenna height ($2H$). The signal now passes over the high ground, and fills in the areas X' and Y' . Note there is still a small area to the west of the hill on the Y side that will be shadowed, but coverage is vastly improved.

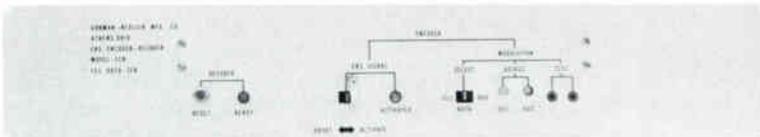
This kind of minor change is quite legal and acceptable—provided that the ERP is reduced to keep the 74 dBu contour within the boundaries originally calculated for it. In our illustration, the new ERP would probably be reduced to about 25% of the original.

Remember that this diagram tends to oversimplify the situation, but the results obtained by increasing tower height and reducing power are frequently very effective. What actually occurs is that many areas that could not receive the TV station before now have that very important line of sight from transmitting antenna to receiving antenna. This can mean that a bow tie indoor antenna will be sufficient to bring the signal in, instead of a large outdoor antenna.

Of course, not every case of poor coverage can enjoy such dramatic change, but it could pay off very well for you to obtain a topographic map and find out exactly what is between your antenna and your viewers!

John H. Battison, P.E. is a consulting engineer with offices in Loudonville, OH.

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Seminars Scheduled In European Broadcast Opportunities

The National Association of Broadcasters is planning small-group seminars in London and Paris next spring on broadcast investment opportunities in Europe.

Scheduled for May 19-25, 1991, the seminars will begin in London on the 19th and continue in Paris on the 22nd. Participants will meet with government officials and major bank and broadcast executives

in each city.

The session topics include foreign ownership; market growth; market analysis, banking, and venture capital; and the possibility for joint ventures between European and U.S. broadcasters.

For more information, contact Charles Sherman, NAB's senior vice president—television, at (202) 429-5361. 

NAB Backs Land-Based, Free DAB

The Federal Communications Commission should establish a digital audio broadcasting (DAB) technology to augment, rather than replace or compete with, the service of existing AM and FM broadcasters, the National Association of Broadcasters said in November comments to the Commission.

The NAB said that any CD-quality, over-the-air broadcast service should be land-based rather than satellite-delivered. Existing AM and FM stations should be the first to employ DAB, and regulators should consider DAB an enhancement—rather than an alternative—to existing radio service.

The NAB also opposed proposals by the Recording Industry Association of America (RIAA) to impose programming restrictions on DAB. One RIAA proposal would limit a broadcast station to playing just one cut from a CD or digital audio cassette in a given time period. Another would require broadcasters to get licenses from the recording copyright holder before broadcasting any recorded item. The record industry is concerned about the impact that home taping of

DAB programs could have on its revenues.

In December, the NAB told the Copyright Office of the Library of Congress that it opposed any attempt by the Copyright Office to recommend home-taping fees or other restrictions on DAB broadcasters. The Library of Congress recently initiated a proceeding to determine, among other things, whether DAB could hurt copyright holders by encouraging listeners to tape the CD-quality sound, and if so what remedies should be considered.

The NAB also opposed both a satellite-delivered digital service and a "hybrid" satellite and land-based distribution system. Besides subverting the FCC's goals of localism and diversity of ownership and programming, satellite delivery systems would require more spectrum, which, says the NAB, should be conserved for advanced television services. Similarly, it opposes requiring DAB broadcasters to scramble their signals, a measure that would limit DAB to a pay service.

The NAB is preparing a report for the FCC on several DAB issues, including the spectrum needs for a land-based DAB service. 

LPTV Distribution by State and Territory

November 26, 1990

	Licenses	CPs*
ALABAMA	9	22
ALASKA	221	10
ARIZONA	27	33
ARKANSAS	9	32
CALIFORNIA	41	86
COLORADO	19	31
CONNECTICUT	0	6
DELAWARE	1	1
WASHINGTON, DC	2	0
FLORIDA	41	132
GEORGIA	19	32
HAWAII	3	22
IDAHO	19	25
ILLINOIS	10	37
INDIANA	12	26
IOWA	12	34
KANSAS	10	30
KENTUCKY	11	29
LOUISIANA	14	43
MAINE	7	16
MARYLAND	2	8
MASSACHUSETTS	6	17
MICHIGAN	10	23
MINNESOTA	33	53
MISSISSIPPI	12	21
MISSOURI	16	29
MONTANA	25	35
NEBRASKA	4	8
NEVADA	19	20
NEW HAMPSHIRE	3	4
NEW JERSEY	2	12
NEW MEXICO	14	34
NEW YORK	29	47
NORTH CAROLINA	11	35
NORTH DAKOTA	4	13
OHIO	18	50
OKLAHOMA	20	33
OREGON	21	26
PENNSYLVANIA	13	54
RHODE ISLAND	0	2
SOUTH CAROLINA	3	19
SOUTH DAKOTA	7	17
TENNESSEE	28	40
TEXAS	50	107
UTAH	19	11
VERMONT	1	8
VIRGINIA	7	21
WASHINGTON	13	22
WEST VIRGINIA	1	8
WISCONSIN	14	9
WYOMING	15	16
GUAM	1	0
PUERTO RICO	5	7
VIRGIN ISLANDS	0	2

TOTALS: Licenses: 922
Construction Permits: 1,468

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LPTV and the LAW

—by Peter Tannenwald

Converting To Full Power

Although I believe that LPTV is the most exciting development in broadcasting since FM radio, it is a secondary service in the eyes of the FCC, which means that an LPTV station can be displaced from its channel by a conventional TV station and perhaps by high definition TV in the future. The only sure way to avoid displacement is to convert your LPTV station into a conventional station.

The minimum effective radiated power required by the FCC for a conventional station is only 100 watts, and there is no minimum antenna height; so converting to conventional status does not necessarily mean shelling out a lot of money for megawatts of transmitting power and facing unthinkable electric power bills. However, there are a lot of roadblocks to overcome, as the licensing procedures and operating rules for conventional TV differ significantly from those for LPTV.

Table of Allotments

The most important difference in licensing is that conventional TV stations will be authorized only on channels listed in the TV Table of Allotments (Section 73.606 of the FCC's Rules). You may apply for an LPTV station on any channel wherever you can fit in without causing interference; but even in the middle of the plains or the desert, you may not apply for a conventional station unless your channel is listed in the Table under your proposed community of license.

In other words, if you want to convert to conventional status, the first thing you have to do is petition the FCC to change the Table of Allotments to list your channel in your community. That is not a particularly difficult process, although it takes several months to complete. The biggest obstacle is that your proposed allotment must meet minimum mileage separation requirements from other stations on the same channel, adjacent channels, and the so-called "UHF taboo" channels; and the mileage separation requirements are based on the assumed maximum power of 5 million watts for your station. Therefore, even if you can successfully operate an LPTV station with no interference, your channel may seri-

ously violate the conventional TV allotments rules.

The Application

If you are lucky enough to be able to meet the allotment rules, either on your own channel or another one, then after the FCC amends the Table, you must file an application for a construction permit. The application is more complicated than an LPTV application. There is also a hefty filing fee of \$2,535, which is almost six times the fee for an LPTV application. And although there are no minimum power and height requirements as such, you are required to place a so-called "principal city grade" signal over all of your community of license—something that you do

not have to do as an LPTV. The signal strength that constitutes principal city grade varies with the channel you use, but it is enough that you are not likely to be able to file for only 100 or 1,000 watts effective radiated power unless your city of license is just a small crossroads.

After you file, the FCC will list your application in its public notices and will allow at least 30 days for other interested parties to file applications. If other parties file, the FCC will not choose among the applicants by lottery as it does for LPTV, but rather will hold a trial-type hearing before an Administrative Law Judge. And woe is you, no preference will be given you for having done all the work of getting the channel allotted. After tens, if not hundreds, of thousands of dollars of legal fees and other expenses in a hearing, the winner will likely be someone who proposes the largest signal coverage area, owns no other stations, proposes to work full time at the station, is a local resident, is a member of a minority group or a woman, and has broadcast experience and a good local civic record; for those are the criteria favored by the FCC in comparative licensing hearings.

Rules of Operation

But you're a lucky person, and maybe no one else will file for your channel. You

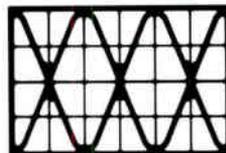
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will be awarded a construction permit, build your facilities, and sign on as a protected conventional station. You will now have several obligations that you did not have as an LPTV licensee. Perhaps the most significant is that a person holding an FCC Radiotelephone Operator Permit must be on duty at your transmitter or remote control point during all hours of operation. The exception for LPTV that permits unattended operation while re-broadcasting a satellite feed does not apply to conventional TV.

You will also have to operate a main studio within your principal city grade contour and maintain a file of certain

documents that is open to inspection by the public any time during regular business hours without an appointment. This "public inspection file" must be located within your city of license; and if your main studio is not in your city of license, people in the city must be able to reach the studio with a toll-free telephone call.

Your transmitter will have to be type accepted or notified under Part 73 of the FCC's Rules, not the Part 74 that governs LPTV; so you will have to make sure that it meets conventional TV standards, and that might raise the price. There are no minimum quality requirements for studio equipment.

You will have to file a report listing the owners of more than 5% of your company once a year, as well as any corporate officers and directors.

Programming

On the programming side, all conventional TV stations, including UHF independents, are expected to present a certain amount of non-entertainment programming, such as news and public affairs. Although the FCC does not prescribe any specific minimum percentage, those who ignore non-entertainment programming are vulnerable to attack at license renewal time, as evidenced by the recent loss of a license to a challenger by a TV station in Chicago that converted to all entertainment subscription TV programming during its last license term. There have also been substantial legislative efforts on Capitol Hill to require every TV station to broadcast a certain amount of programming for children.

Of course, the political access, equal time, and lowest unit charge rules; prohibitions on obscenity and indecency; lottery laws; and other restrictions on programming that apply to LPTV, as well as EEO rules, also apply to conventional TV stations.

So the conventional TV world is not entirely different from LPTV, but the license is harder to get, and there are additional requirements that need attention and create expense when you go on the air. It is by no means out of the question for an ambitious LPTV operator to convert, but it certainly is not routine.

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.

NAB Urges Softer Stance On Anti-Drug Rules

The FCC should not create anti-drug abuse rules that go beyond the intent of Congress by punishing innocent parties to a broadcast license, said the National Association of Broadcasters in comments filed in October.

Responding to a Notice of Proposed Rulemaking issued in July (see *LPTV Report*, August 1990, pages 8 and 13), the NAB said that the way the FCC proposes to implement the Anti-Drug Abuse Act (which allows judges to deny federal benefits, including broadcast licenses, to persons convicted of drug offenses) would inappropriately target the corporate broadcast licensee itself, rather than the individual officer, director, or 5% shareholder who was the wrongdoer under the law.

The NAB urged the Commission to modify its proposed regulations so as not to punish innocent principals involved in broadcast corporations and partnerships.

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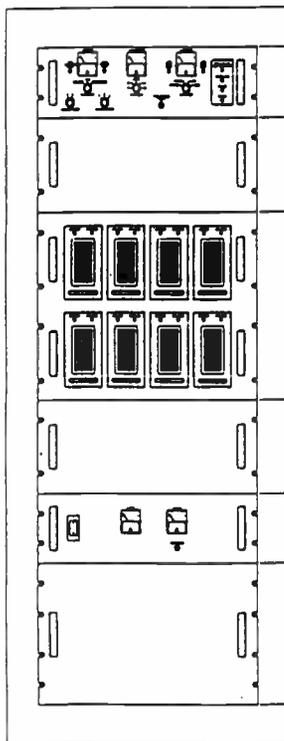
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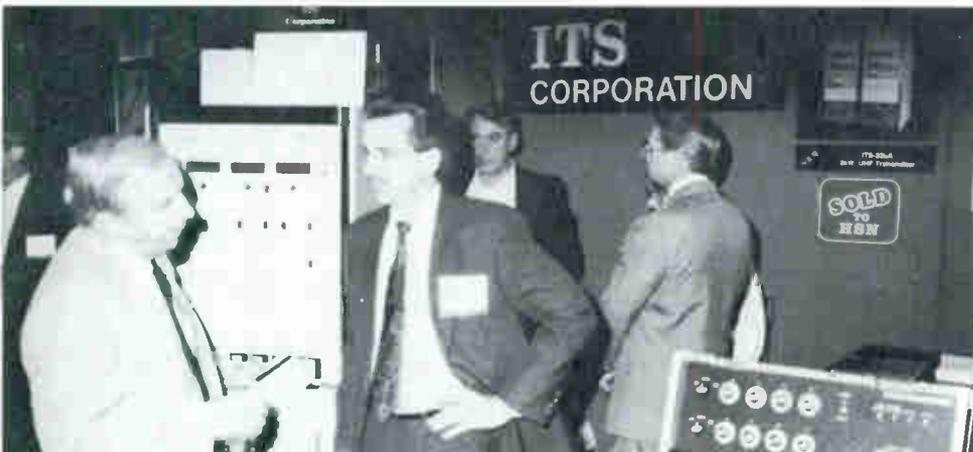
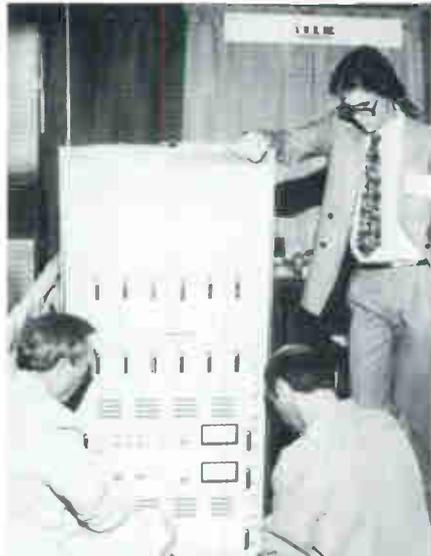
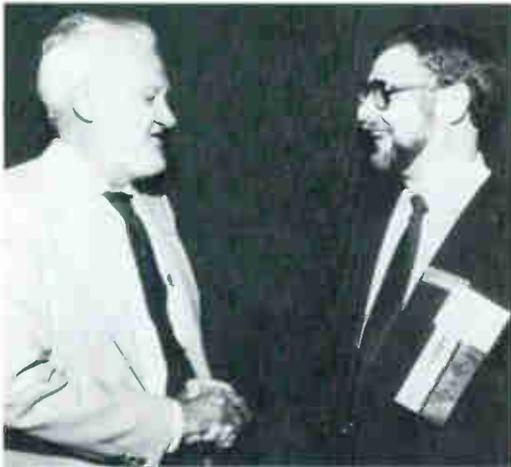


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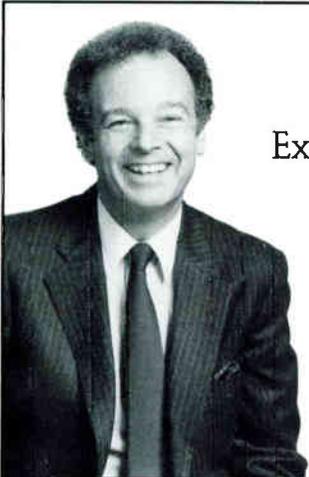
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If these facts scare you, you can do something about it. You can join the **Earth Communications Office**, a non-profit, non-partisan group of communications industry professionals. ECO was formed to mobilize the communications, advertising, design, and entertainment industries—especially motion pictures, television, radio, music, and related fields—to alert the people of the United States and the world about how they can help make the earth a healthy home once again.

Annual dues are only \$50. But even if you don't join, you can air ECO's public service announcements on your station. The spots are professionally produced and feature top film and television stars.

Circle (68) on ACTION CARD

Reel Movies International announces their recent acquisition of the international rights to a series of rock and roll concerts by popular singers from the 1960's. Entitled "Summerfest Rock 'n' Roll," the concerts are currently being edited into 13 half-hour and 13 one-hour programs.

Included are performances by such stars as Eric Burdon (The Animals), John Sebastian (Loving Spoonful), Peter Noon (Herman's Hermits), the Chambers Brothers, and Country Joe McDonald. Also performing are such groups as the Association, Canned Heat, the Mamas and Papas, Buffalo Springfield Revisited, the Standells, and Spirit.

Circle (66) on ACTION CARD

Pinnacle Systems, Inc. has dropped the price on its top-selling 2100 Series 2D Digital Effects Video WorkStation to under \$11,000. The new price is a result of product line repositioning following the

introduction of the new Prizm Video WorkStation in September, according to the company.

The company is also introducing the i860, a rapid rendering graphics enhancement option for its 2140, 3000E, and 3001 models. Featuring an advanced, RISC-based processor and a single plug-in software card, the i860 is 12 to 20 times faster than rendering with a 386 central processing unit.

The i860 is available both as an upgrade for existing systems at \$12,000, or as an option for new systems at \$9,000.

Circle (197) on ACTION CARD

ITS Corporation announces a new 10-watt VHF LPTV transmitter, the ITS-115A. This compact unit requires only 7" (4 rack units) of vertical rack space, including integral power supply and modulator. The aural modulator is stereo-ready, and Class A amplification provides excellent linearity performance.



The ITS-115A.

Also new is a 2 kW UHF TV transmitter, the ITS-234A—designed to enhance coverage for LPTV broadcasters using circularly polarized 1 kW transmission. The transmitter offers extensive metering and remote control capability. Slide-out trays and bi-level diagnostics streamline performance.

Circle (82) on ACTION CARD

For nineteen years, **Dataworld** broadcast directories have been key working handbooks for FCC attorneys, consulting engineers, and anyone else who works in communications. Now Dataworld has divided these references into ten postal regions, each available separately. The regional directories are fully updated and replaced monthly.

The AM, FM, TV, and LPTV/TV translator regional directories list all authorized, pending, and vacant assignments and rulemaking petitions. Included are call letters, location, licensee and contact information, status (license, CP, etc.), channel and offset designation, class or zone, file number, docket number, and engineering information.

Circle (64) on ACTION CARD

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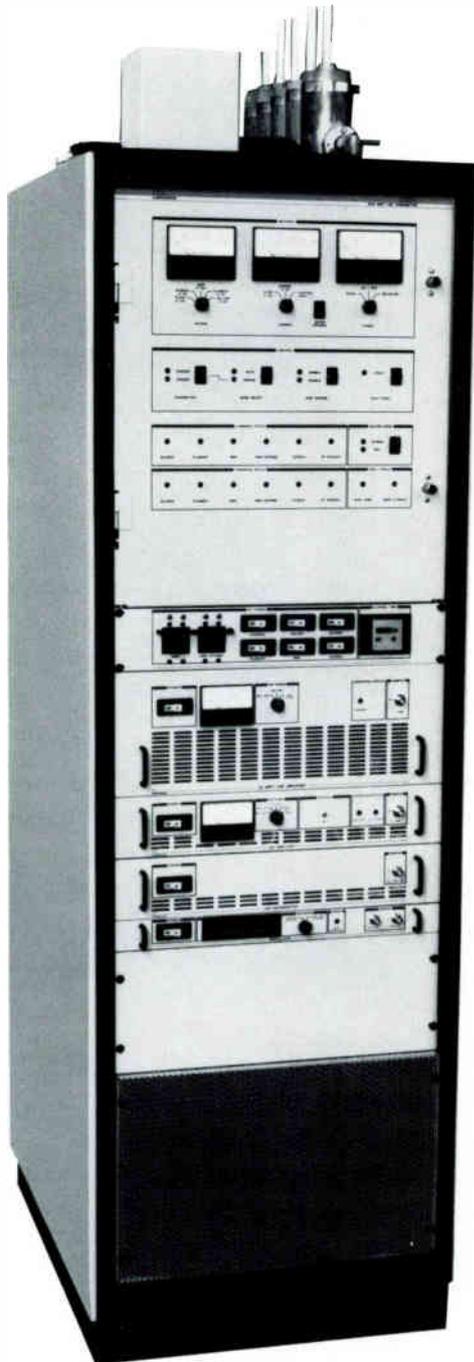
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The fully guaranteed products include Kitchenmate, an easy-to-clean, fast, light, and durable hand mixer and food processor, selling for \$99.95; the Regina Vac, a brand-name appliance with a price of \$159.95; and the Mega Memory, eight audio cassette tapes of simple memory improvement techniques—for \$59.95.

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The Television Syndication Company—an exhibitor at last month's LPTV Exposition—offers several one-hour television specials for barter. "Asia's Last Frontier" explores the contrast between life in North and South Vietnam. Also shown are Cambodia's Killing Fields, the people of slow-paced Laos, and the temple of Angkor Wat.

"Bangkok, Bali & Beyond" is a new one-hour special about the people and cultures of Thailand, Malaysia, Indonesia,

and other exotic countries of Southeast Asia.

Also offered is "World Class Championship Wrestling"—available for broadcast in May 1991—and a brand new holiday special featuring six of rock 'n roll's all-time stars.

Circle (59) on ACTION CARD

Blue Feather Company announces their newest product, the Prompt Box, which turns any IBM-PC compatible computer or laptop screen into a monitor for your teleprompter. The Prompt Box transforms your parallel printer port into a link between your PC and Blue Feather's easy-to-use Portaprompt systems.

Blue Feather is also introducing their new 12" Camera Mounted Display—the largest portable screen display in the industry. Weighing only 18 pounds itself, it can carry a 100-pound camera; yet it uses only ten watts of power.

For more information...

Circle (190) on ACTION CARD

Confused by all the video technologies on the market? **Weynand Training International** has debuted a new series of interactive software that simulates the control panels of common pieces of studio

equipment and provides a relaxed, low pressure, interactive learning experience. New editors or operators can learn at their own pace without tying up expensive equipment or creating down-time while they learn on the job.

The first tutorial introduced so far simulates the operation of the Grass Valley KALEIDOSCOPE control panel. The program runs on Macintosh SE Series personal computers.

Circle (187) on ACTION CARD

The latest contribution to studio technology from **Harrison** is the ARS-9 routing switcher. The microprocessor-controlled unit is designed for multi-room recording, video post-production, broadcast, and film facilities.

The ARS-9 is ideal for standalone applications, but it can also be fully integrated into a subsystem with the Harrison Series Ten B mixing console. It can be fitted with up to 256 inputs and 256 outputs, allowing more than 65,000 switches or crosspoints. Input, output, and switch cards all plug into a 16-slot card cage with internal motherboard and system power supply. The card cage is fitted with standard 19" rack-mount ears.

Circle (124) on ACTION CARD



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Making Friends With A Time Domain Reflectometer

An Instrument
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Find Fault
With!



—by Duff Campbell

Finding a break or loose connection in a wire or cable is now easier, thanks to an instrument you may not even be familiar with!

A time domain reflectometer/cable fault locator (or TDR) is an instrument used to locate faults in a length of cable. In the past, their high cost and complexity have limited their use to larger cable systems and higher level engineers. But a steady progression toward more user-friendly equipment has resulted in a new generation of lower priced, simplified TDR's which are becoming popular in many new industries, including LPTV.

You have a fault in a cable, but where? TDR to the rescue!

A fault in a cable can be a frustrating and time-consuming problem. Many times, despite even your best efforts, you can't pinpoint the location of a problem, and you end up having to replace the entire cable. But a TDR can help prevent these costly replacements.

Time domain reflectometry is the most accurate way to locate a cable fault. A TDR can help find problems such as opens, shorts, pinched cables, loose connections, water in the cable, rodent damage, or any other condition that causes a significant change in the impedance of the cable.

Theory of Operation

A TDR operates on the same principle as radar. The instrument generates a pulse that travels down the cable. As the signal travels, a fraction of the pulse is reflected back to the instrument from any impedance discontinuities encountered along the way. The type and severity of the fault determines the size and shape of the reflection returning to the instrument. And from reflection, the type of fault and its distance away can be determined. Because a TDR operates on the pulse/reflection technique, it is best if both ends of the cable are disconnected from any other equipment. A termination will ab-

sorb the pulse of the TDR, preventing a return reflection.

Waveform TDR's

Although all TDR's work on the same principle, there are two basic ways you can view the information they display:

The more traditional waveform-type TDR displays the actual signature of the cable. The display (CRT or LCD) shows the pulse generated by the instrument, the reflected pulse from the end of the cable, and any other cable imperfections in between. Reflections can be caused by splices, taps, splitters, and system components, or by faults such as loose connections, bad splices, or damaged cable.

From the displayed waveform, you then must calculate the distance between the beginning pulse and the reflection you wish to measure. A few TDR models calculate this distance automatically; however, most models require the operator to adjust the instrument settings to determine the distance to the fault. This type of instrument will read maximum distances from 25,000 to 50,000 feet with accuracy from .01% to 3%. Many models include a printer for a permanent record of the waveform. Prices range from approximately \$3,500 to \$6,500.

Digital TDR's

The second, more simplified, digital TDR displays only a numeric distance reading to the fault. Although this type of instrument receives the same information as its more complex counterpart, the digital model interprets the waveform for you and calculates the distance to the first major reflection or fault. Generally, these instruments will not include a printer or waveform display, although some models can be connected to a standard oscilloscope for viewing the waveform. This type of instrument reads shorter distances, but it is fully as accurate as the more complex models. Prices range from approximately \$700 to \$1,500.

While the waveform type TDR's give you more information and versatility, they are

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also more complex and therefore more expensive. The simplified digital models are smaller, less expensive, and easier to operate; but they do not give you as much information. Both types, however, are very helpful in finding problems in your cable.

A TDR will test any metallic, paired cable. Audio, video, plenum, and computer cables, twisted pair, multi-conductor, coaxial, and hook-up cables can all be tested with equal success. Aerial cables, buried cables, and cables in conduit or behind finished walls, also can be tested.

continued

LPTV Equipment for Sale

- Bogner B16UO Antenna & Brackets
- Bogner LPS-4 Antenna
- 7/8" Coax (200')
- TTC UST-106, 100-watt transmitter
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In the case of the hidden cables, a cable tracer or locator may be needed in conjunction with the TDR. A measuring wheel or tape measure is also helpful.

Velocity of Propagation

Each type of cable has a known Velocity of Propagation (VOP) that determines the speed at which it can transmit a signal. The VOP of a cable is determined by the dielectric material that separates the conductors. The VOP is expressed as a percentage of the speed of light in a vacuum. A cable with a VOP of 90 can transmit a signal at 90% of the speed of light.

The VOP of the cable you are testing is programmed into the TDR for increased accuracy. Each type of cable has its own VOP number—for example, 80-90 for foam coaxial cables, and 60-70 for twisted pair cables. The faster a cable can transmit a signal, the higher the VOP number will be.

The loss or attenuation factor of a cable also determines the maximum cable length that can be tested: the greater the cable loss, the shorter the length of cable that can be tested.

Helpful Hints

As with any type of new test equipment,

familiarity with the instrument improves your chances for success. We are all guilty of trying out a new instrument without first reading the instruction manual, only to end in failure (by no fault of the instrument). Read the operator's manual first, and save yourself some time and trouble in the long run.

Once you are familiar with the instrument, a few simple procedures can help cut down your troubleshooting time and increase your accuracy. If your TDR indicates a fault at a particular distance, first go the distance indicated and look around. There may be an obvious answer to your problem, such as a new drywall nail through your cable, a loose connection, or a splice gone bad.

If a problem is not obvious, mark the distance to which you measured, then test the cable from the opposite end. Again, measure the distance indicated by the second reading. If your two readings indicate a problem in the same place, you have pinpointed the problem. If you get a reading indicating a fault in a different location, you may have two separate faults, or the VOP of the cable may be wrong, or the cable route you are measuring is wrong.

Testing a cable from both ends is always advisable. A small fault, too far away for your TDR to indicate, may be easier to

spot from the opposite end (closer to the fault).

In golf, it is hard to get a hole-in-one on your first shot; but the closer you get to the hole, the easier it is to succeed. The same is true with a TDR. If you get an indication of a fault a long distance away, move yourself closer (at a break-out point) to the fault and re-test. The closer you get to the suspected fault, the more accurate your readings will be.

Sure, we've gotten along without TDR's in the past. We also have gotten along without air conditioning, microwave ovens, and VCR's. The point is that a TDR is not just a convenience, but a time- and money-saving tool.

When you consider what your time is worth, coupled with the availability of today's lower priced instruments, it is definitely worth taking a look at one more way to help you install, maintain, and troubleshoot your wire and cable. A TDR may even pay for itself in just a few applications.

The Time Domain Reflectometer is truly an instrument you can find fault with.

Walter R. ("Duff") Campbell, II is vice president, Sales and Marketing Division, for Riser-Bond Instruments, an electronic cable test equipment manufacturer based in Lincoln, NE. He has been with the company since its formation in 1981. 

...at the FCC

NEW LPTV LICENSES

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

K25DM Phoenix, AZ. Broadcasting Systems, Inc., 10/26/90.
K22DD Santa Clara/San Jose, CA. Linda K. Trumbley, 11/8/90.
W09BS Naples, FL. Caloosa Television Corporation, 11/1/90.
W68CF Tampa, FL. WJUK-TV, Inc., 11/7/90.
W22AN St. Augustine, FL. Lumen, Inc., 11/7/90.
W45AJ Rockford, IL. Katy Communications, Inc., 11/7/90.
W45AG Fort Wayne, IN. Trans Star, Inc., 10/26/90.
K55EX New Orleans, LA. Sur Este Broadcasting Corporation, 11/14/90.
K11SN Columbia, MO. Richard W. Koenig, 11/7/90.
K44CP Eureka, NV. Eureka Television District, 10/26/90.
W25AI Cincinnati, OH. Northcoast Broadcast Corporation, 11/7/90.
W13BN Columbus, OH. Wendy Feldman, 11/7/90.
K07TX Oklahoma City, OK. Operator Broadcasting Systems, 11/7/90.
K65EJ Grants Pass, OR. Better Life Television, 10/26/90.
W22AU Sevierville, TN. South Central Communications Corporation, 11/7/90.

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.

K08KF DeQueen, AR. Communications Dynamics, 11/14/90.
K20AF Cortez, CO. Robert L. Mueller, 11/14/90.

NEW LPTV CONSTRUCTION PERMITS

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

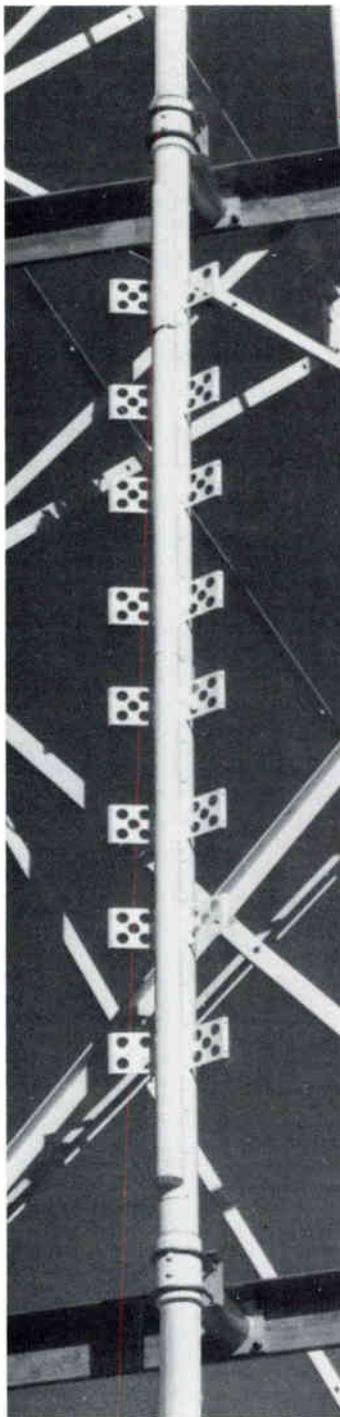
K17CM Duncan, AZ. The Church of the Crosses, Inc., 10/25/90.
K35DG La Jolla, CA. Regents of the University of California, 11/15/90.
K14IG Santa Maria, CA. Eduardo and Rosa Maria Caballero, 11/6/90.
K16CM Parker, CO. J. B. Van De Sande, 10/30/90.
K56EP Peetz, CO. Board of Logan County Commissioners, 10/26/90.
K58DX Peetz, CO. Board of Logan County Commissioners, 10/31/90.
W06BL Hartford, CT. Harvard Broadcasting, Inc., 11/2/90.
W55BV Homestead, FL. DACOM Company, 10/23/90.
W04CQ Chesterton, IN. Wingfield Livingston Chubbs, 10/25/90.
W51BU Indianapolis, IN. Television Interests Company, 10/30/90.
W51BT Marion, IN. Acts of Marion, Inc., 10/26/90.
W04CO Maysville, KY. Philip R. Lewis, 10/31/90.
K21DM Lafayette, LA. K. Sandoval Burke, 10/30/90.
W30AX Hyannis, MA. Barbara A. Nadley, 11/1/90.
K19CW Appleton, MN. Rural Western UHF TV Corporation, 11/2/90.
K49DB Austin, MN. Televue Systems of Minnesota, 11/1/90.
K19CV Redwood Falls, MN. Redwood TV Improvement, 11/7/90.

W53AY Jackson, MS. Neighborhood Television Network, Inc., 11/1/90.
W04CR Washington, NC. Vearl Pennington, 10/26/90.
K53DZ Albuquerque, NM. Summation Broadcasting Company, 11/1/90.
K68DR Albuquerque, NM. Breckenridge Broadcasting Company, 11/1/90.
W16AU Ithica, NY. George W. Kimble, 11/1/90.
W63BM Rochester, NY. George W. Kimble, 10/31/90.
W44BD Rome, NY. Kevin O'Kane, 11/2/90.
W60BD Columbus, OH. Susan Easton, 11/6/90.
W41BJ Wooster, OH. Wooster Broadcasting Company, 10/26/90.
K39CW Tulsa, OK. Lonnie James, 11/6/90.
K63EK Tulsa, OK. John Walton, 11/6/90.
W45AU Uniontown, PA. Abacus Broadcasting, 10/30/90.

W22AX Guayama, PR. Ministerio Radial Cristo Viene, 11/2/90.
W65CJ Guayama, PR. Robert Rodriguez, 11/1/90.
K38DC La Grange, TX. Mountain TV Network, Inc., 11/2/90.
K12OL Waco, TX. Summation Broadcasting Company, 10/26/90.
W69CJ Fredericksburg, VA. RCC-TV, Incorporated, 11/21/90.
K66EC Pasco/Richland, WA. Triac Communications, Ltd., 11/7/90.
K31CV Cody, WY. Generic Television, 10/26/90.

CHANNEL CHANGES

K25DS Junction City, KS. Trinity Broadcasting Network, channel change granted from 26 to 25 on 10/30/90. *continued*



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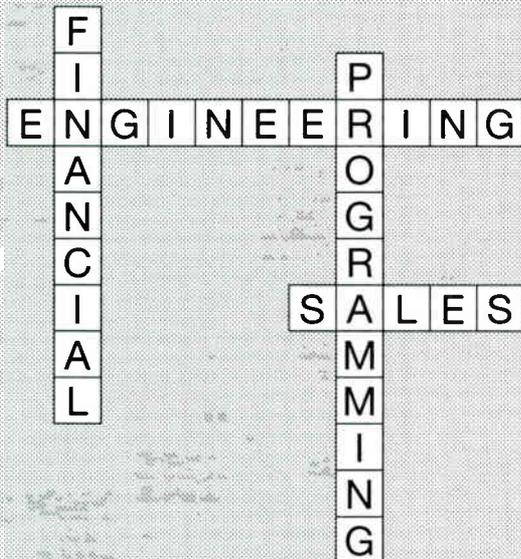


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3 DBM	24	75	(800) 279-3326
Acrodyne Industries, Inc.	36	18	(215) 542-7000
AdVentures	32	97	(800) 541-0505
American Consumers, Inc.	12	141	(919) 632-8717
Andrew Corporation	33	79	(708) 349-3300
Antenna Concepts	8	181	(908) 277-3438
BEXT, Inc.	9	47	(619) 239-8462
Blue Feather	19	54	(608) 527-5077
CADCO	16	117	(214) 271-3651
Channematic	17	6	(619) 445-2691
Coarc Video	28	28	(518) 672-7202
Coral Ridge Hour	6	103	(305) 771-7858
Decisions, Inc.	10	14	(214) 586-0557
Eagle-Lion Video	25	96	(619) 277-1211
FamilyNet	15	106	(800) 832-6638
Gorman-Redlich	20	62	(614) 593-3150
ITS Corporation	29	123	(412) 941-1500
Kompas/Biel & Associates, Inc.	30	19	(414) 781-0188
Manhattan Production Music	26	143	(800) 227-1954
Microdyne Corporation	21	100	(904) 687-4633
Microwave Filter	18	172	(315) 437-3953
New Visions	31	25	(303) 925-2640
Panasonic Broadcast & Television Systems/Professional	4-5	45	(800) 524-0864
Riser-Bond Instruments	27	90	(800) 688-8377
Sabatke & Company	3	168	(813) 772-3994
Showplace	9	180	(312) 871-5246
Sullivan & Co.	28	148	(516) 765-5050
Sunbelt Media	31	169	(303) 665-3767
TE Products, Inc.	7	17	(800) 832-8353
Technosystem USA	23	74	(305) 477-5018
Tel-Test	2	108	(904) 374-4503
Television Technology Corporation	13	7	(303) 665-8000
Trident Productions, Inc.	22	165	(800) 955-5660
Trompeter Electronics	14	183	(818) 707-2020
TV Turnkey Services	34	10	(414) 781-5044

ASSIGNMENTS AND TRANSFERS

K58DE Bentonville, AR. Voluntary assignment of permit granted from KOAM Limited Partnership to Pharis Broadcasting, Inc. on 11/8/90.

K15BD San Luis Obispo, CA. Voluntary assignment of license granted from TV 15 Broadcasting, Inc. to H. B. I. Broadcasting, Inc. on 11/5/90.

K52BH Ames, IA. Voluntary assignment of license from Trinity Engineering Company, Inc. to TV-52, Inc. on 11/26/90.

W23AT Mokena, IL. Voluntary assignment of license granted from Edwin B. Johnson to Northwest Suburban Communications, Inc. on 10/31/90.

W62BM Louisville, KY. Voluntary assignment of permit granted from Highlight Broadcasting Company to Greater Louisville Broadcasting Corporation on 11/8/90.

W18AM Paducah, KY. Voluntary assignment of permit granted from Rodney A. Miller to Dr. David L. Grimes on 10/25/90.

K57EQ New Orleans, LA. Voluntary assignment of permit granted from Southern Baptist Media Associates to Baltimore Broadcasting Corporation on 11/16/90.

W41AM Hyannis, MA. Voluntary assignment of permit granted from American Television Network, Inc. to Channel America LPTV Holdings, Inc. on 11/15/90.

W04CJ Augusta, ME. Voluntary assignment of permit granted from Faith That Pleases God Church Corporation to Kennebec Valley Television, Inc. on 10/31/90.

W09BE East Millinocket, ME. Voluntary assignment of permit granted from Mid-Maine Community Broadcasting to Kennebec Valley Television, Inc. on 11/8/90.

W63BR York Center, ME. Voluntary assignment of permit granted from Mt. Kathadin Television, Inc. to Kennebec Valley Television, Inc. on 11/2/90.

K63CK Carlsbad, NM. Voluntary assignment of license granted from Trinity Broadcasting Network to Prime Time Video, Inc. on 10/30/90.

K57EL Eugene, OR. Voluntary assignment of license granted from Janet Roberts to California Oregon Broadcasting, Inc. on 10/23/90.

K26CH Medford, OR. Voluntary assignment of permit granted from Roger David Green to California Oregon Broadcasting, Inc. on 11/26/90.

W24BB East Stroudsburg, PA. Voluntary assignment of permit granted from the Diocese of Scranton to Joseph S. and Irene F. Gans on 11/26/90.

W12BV Nashville, TN. Voluntary assignment of license granted from Jeanne Conrad to South Central Communications Corporation on 11/26/90.

K56EJ Abilene, TX. Voluntary assignment of permit granted from Residential Entertainment, Inc. to Sage Broadcasting Corporation on 11/26/90.

LPTV LOTTERY WINNERS

The following are tentative selectees of the LPTV/translator lottery held on November 7, 1990. If no petitions to deny the selectees are filed, and if they are otherwise qualified, they will be granted construction permits.

- Ch. 8 Bakersfield, CA. Barbara Dilley.
- Ch. 25 Sacramento, CA. Kidd Communications.
- Ch. 60 Sacramento, CA. Breckenridge Broadcasting Company.
- Ch. 40 San Luis Obispo, CA. Alegria Broadcasting Corporation.
- Ch. 9 Jacksonville, FL. Turnpike Television.
- Ch. 18 Sarasota, FL. George W. Kimble.
- Ch. 19 Sunrise, FL. CBS, Inc.
- Ch. 59 Maui, HI. Susan Durch.
- Ch. 56 Wailuku, HI. Worldwide Enterprises.
- Ch. 47 Lake Charles, LA. James E. Still.
- Ch. 66 Lake Charles, LA. Adventures in Media.
- Ch. 39 Bozeman, MT. Jose Armando Tamez.
- Ch. 32 Fargo, ND. Kelco Television.
- Ch. 56 Fargo, ND. Barbara Dilley.
- Ch. 28 Laughlin, NV. John F. Craven.
- Ch. 68 Stillwater, OK. Mountain TV Network, Inc.
- Ch. 15 San Juan, PR. Arzuaga Broadcasting Group.
- Ch. 43 Abilene, TX. First Choice Video.

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