

The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 6, Issue 1

A Kompas/Biel Publication

January 1991

The FIFTH ANNUAL DIRECTORY Of LPTV Programming Suppliers

Once more it's time for our annual directory of LPTV programming sources. And this year's directory is even bigger than last year's!

We contacted every program supplier we could locate and asked them to list the

products they have for LPTV stations. The following companies responded, many of them with much more information than we have space to print here. So if you're looking for programming, here's a good place to start.



The classiest CLASS at Acme Looniversity: Steven Spielberg's "Tiny Toon Adventures," from Warner Bros.

Acama Films

14724 Ventura Blvd., Suite 610
Sherman Oaks, CA 91403

Contact: William D. Morrison
(818) 981-4344

Type of payment: Cash

Type of programming: Action/Adventure, Animal/Nature/Outdoors, Animated, Cartoons, Comedy, Features/Packages, Series/First Run, Series, Sports, Specials, Variety/Music, Concerts, Children's.

Sample titles: "Hank Williams, Jr.: A Star-Spangled Country Party," "The Frooties" (children's series), "New Zoo Revue" (children's series), "The Explorers" (a look at world cultures), classic films, martial arts, wrestling, boxing.

Accu-Weather, Inc.

619 West College Avenue
State College, PA 16801

Contact: Sheldon Levine
Director of Sales
(814) 234-9601

Type of payment: Cash

Type of programming: Weather

Sample titles: "WeatherShow™" (fully synchronized weather graphics and voiceover, for your local area), "Weather Graphics" (more than 4,000 ready-for-air graphics each day), "Forecast/Briefing Service™" (exclusive forecasts for your area), "Amiga Weather Graphics System™" (low cost, high quality weather graphics system).

America's Defense Monitor

1500 Massachusetts Avenue, NW
Washington, DC 20005

Contact: Sanford Gottlieb
Senior Producer
(202) 862-0700

Type of payment: Free

Type of programming: Interview/talk program on military spending, weapons systems, war and peace.

America's Disability Channel and The Silent Network

1777 NE Loop 410, Suite 1401
San Antonio, TX 78212

Contact: Laurie Kimmel
Manager of Affiliate Relations
(512) 824-7446
(512) 824-1666 TDD

Type of payment: Cash

Type of programming: Animal/Nature/Outdoors, Documentaries, Drama, Educational, Family, Magazine/Talk, Series/First Run, Specials, Variety/Music.

Sample titles: "Spectrum USA" (public service

continued on page 9

POWL-0789-0790-0691 SB
JRP STATIONS
JOHN R. POWLEY OWNER
1536 LOGAN AVENUE
ALTONA, PA 16602

ADDRESS CORRECTION REQUESTED

LPTV Report
P.O. Box 25510
Milwaukee, Wisconsin 53225-0510

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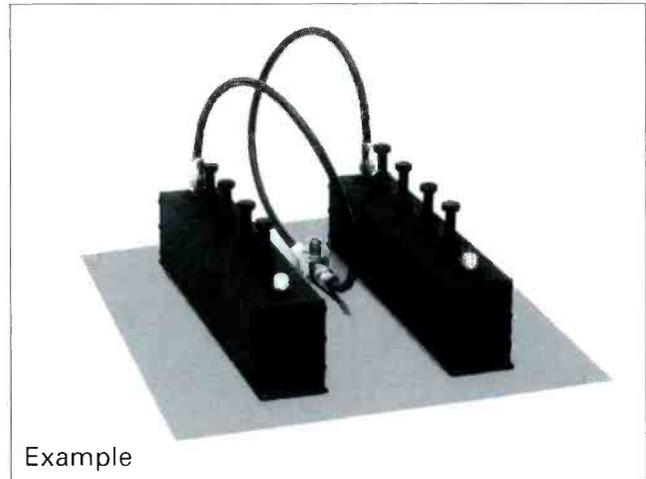
Catalog LPTV/90 gives details of these combiners, plus a full line of LPTV functional station filters.

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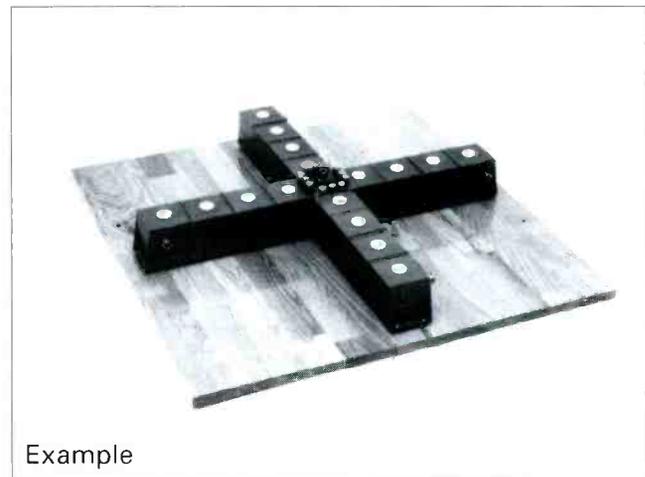


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Example

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Circle (172) on ACTION CARD



In Our View

One of the things you want more of in this magazine is information about programming—programming services, program scheduling, program buying. You also want more news about LPTV stations. And more new product reports.

Those conclusions were clear as we analyzed the first responses to our informal survey of LPTV Report subscribers, bound in the October 1990 issue. So far, we've received surveys back from just over 5% of our subscribers. Thank you all! And if you haven't sent yours in, please do. We'd really like to see it.

Among the other findings...

Three-fourths of our respondents are members of corporate or station management. Almost two-thirds operate LPTV stations. Twenty-nine percent are engineers or technical people.

After reading an ad in *The LPTV Report*, two-thirds of you contacted the advertiser directly for more information. Forty percent requested information through the ACTION CARD. And 46% went to a dealer or distributor.

Thirty percent of you bought something—which suggests that the LPTV market is a very active one.

A very substantial 70% of you rely first on information or advertising in *The LPTV Report* when you make a purchase decision. Thanks! This is important because it tells us that our advertiser clients are making the right decision when they place ads with us.

Your second most important source of information was contact with dealers or distributors (63%); the third was catalogs (46%). Input from colleagues, other magazines, trade shows, and direct mail made up the balance.

Most of you (88%) share your copies of *The LPTV Report* with at least two other readers; in fact 46% of the magazines are read by three people. One reader shares his (hers?) with nine others!

And nearly nine out of ten of you thought that the level of complexity of features and articles was "just about right."

Speaking of content...

On a scale of 1 to 5, 1 being excellent, 63% of you gave our efforts either a 1 or a 2. The rest gave us a 3. No one thought we did a poor or very poor job. Thanks again!

Almost 80% thought the readability level of the magazine was either excellent or good, and three-fourths of you said the same for the magazine's design and layout. Accessibility of the articles rated lower—83% gave us either a 2 or a 3; which allows me to mention that, yes, as soon as the amount of advertising warrants a consistent magazine of more than 50 pages, we will be making some changes—adding a table of contents, for example—that will make it easier to access articles and news items. Right now it's probably more important to save the space for information that you can use.

We scored less well on timeliness of news, though 50% of you did give us either excellent or good marks on that item. (Just so you know, regardless of the date of the issue, the news is as current as we can get it, given the magazine's production time and the time it takes the postal service to get your copies to you. So it has sometimes happened that a September issue, for instance, has included news as recent as September 10.)

On the matter of timely issue arrival, 50% of you thought we did a good or a fair

job—which is generous of you. Most of you do get your issues within a few days or at most a week of the mail date. A few subscribers in the western states, however, sometimes have to wait two weeks or even more. There's not a whole lot we can do about that, at least not while we mail third class. Unfortunately, our circulation is still too small to qualify for the more expeditiously handled second-class service.

We don't always get the magazines out as early as we'd like. Sometimes the amount of work is a bit too much for our small staff to handle, and we get behind. This happens particularly when there is a lot of late-breaking news—such as the cable bill activity in Congress last fall—or when the issues get especially big. We apologize for that. We're confident, though, that as the LPTV industry grows and the magazine gets more advertising revenue, we'll be able to keep to a better schedule. (You can help by telling advertisers that you saw their ad here.)

Thank you...

But the most rewarding parts of the survey were your comments. "What's the best thing about the magazine," we asked. You said, "There's nothing else like it," "That it's published," "It exists," "It focuses on LPTV," "It covers an underserved industry," "It maintains communication among LPTV stations," "It concentrates on LPTV," "For us, about us, featuring us, caring about us."

"Your real commitment to LPTV shows in every article," said one of you. And you're right—we are committed. We have absolutely no doubt that community television will continue to grow as the medium by which Americans in every community can celebrate their uniqueness. We are committed to helping you fulfill that mission.

Kompas/Biel & Associates, Inc.

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The LPTV Report

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(414) 781-0188

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2385 Roscomare Road
Los Angeles, CA 90077
(213) 471-3630

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Directory

continued from front page

programming donated by disability organizations), "Deaf Connection" (interactive talk show of interest to the deaf community), "Say It With Sign" (sign language instructional show), "Hear Kitty Kitty" (informative cat care series), "Festival" (a fun and fast-paced program for deaf children).

American Motion Pictures

2247 15th Avenue West
Seattle, WA 98119
Contact: Jacki Artley
Vice President, Syndication
(206) 282-1776

Type of payment: Cash & Barter
Type of programming: Documentaries, Educational, Magazine/Talk, Program Inserts/Shorts, Series, Specials.

Aristo Video Promotions

P.O. Box 22765
Nashville, TN 37202
Contact: Jeff Walker
President
(615) 269-7071/2
Fax: (615) 269-0131

Type of payment: Free
Type of programming: Music video clips (served free of charge for scheduling. Aristo requires detailed information on playdates, play frequency, etc.).

Army/Air Force Hometown News

Kelly AFB, TX 78241-5000
Contact: Max H. Sydow
Chief, Marketing Division
(512) 925-6261

Type of payment: Free
Type of programming: Documentaries, Features/Packages, News/News Stories, Holiday Greetings (feature news stories highlighting military service members). Programs are distributed to television stations in service members' hometowns).

Associated Press Broadcast Services

1825 K Street, NW, Suite 615
Washington, DC 20006
Contact: Evelyn Cassidy
Director of Station Services
(202) 955-7200

Type of payment: Cash
Type of programming: Features/Packages, News/News Stories, Graphics.

Associated Production Music

6255 Sunset Blvd., Suite 820
Hollywood, CA 90028
Contact: Connie Red
Broadcast Sales Director
(213) 461-3211
(800) 543-4276

Type of payment: Cash
Type of programming: Production Music Libraries (APM represents four different CD libraries: KPM, Bruton, Sonoton and Themes. Broadcast One is a selection of 36 CD's from all four libraries.)

Avery Productions, Inc.

4843 Voltaire Street, Suite A
San Diego, CA 92107
Contact: Michael R. Avery
President
(619) 483-2030
Fax: (619) 223-3038

Type of payment: Cash, Barter
Type of programming: Action/Adventure, Cartoons, Comedy, Documentaries, Family, Features/Packages, Game Shows, Series, Variety/Music.

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

Billy Dilworth Show

Box 506
Lavonia, GA 30553
WNEG-TV, Channel 32
Toccoa, GA 30577
Contact: Billy Dilworth
Producer
(404) 335-7741



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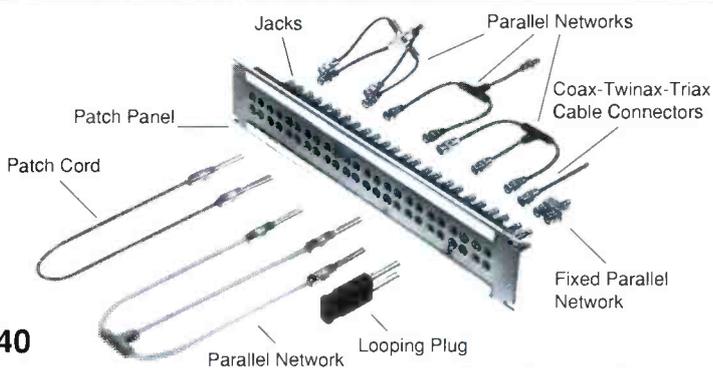
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Type of payment: Cash

Type of programming: Variety/Music.

Sample titles: "The Billy Dilworth Show" (a three-hour live country music video show with Nashville guests. The show, in its sixth year, airs Saturday 8 p.m. to 11 p.m. The stars appearing include: Jerry Reed, Bill Anderson, Ronnie McDowell, Judy Rodman, Billy Joe Royal, plus many more from Nashville and the "Grand Ole Opry").

Biznet/U.S. Chamber of Commerce

1615 H Street, NW
Washington, DC 20062

Contact: Frank Allen Philpot
Director of Syndication
(202) 463-5834

Type of payment: Barter

Type of programming: Magazine, Talk, Public Affairs, Live Call-in.

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

Blue Feather Productions

N8494 Poplar Grove Road
New Glarus, WI 53574

Contact: Denise Gruetzman
Production Assistant
(608) 527-5077

Type of payment: To be determined upon negotiation.

Type of programming: Specials, Science Fiction.

Sample titles: "Future Transmissions" (a science fiction series), "Untitled" (a computer-generated art special).

The Cable Agency

1565 Laskin Road
Virginia Beach, VA 23451

Contact: Scott Hessek

Vice President
(804) 422-5652

Type of payment: Cash, Cash & Barter

Type of programming: Documentaries, International, Program Inserts/Shorts, Specials, Sports.

Sample titles: African documentaries; soccer and other sports.

Cable Films

P.O. Box 7171, Country Club Station
Kansas City, MO 64113

Contact: Herb Miller
President
(913) 362-2804

Type of payment: Cash

Type of programming: Action/Adventure, Animal/Nature/Outdoors, Animated, Cartoons, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Features/Packages, Program Inserts/Shorts, Series, Variety/Music.

Sample titles: "Angel & The Badman/Helltown" (a dozen John Wayne features, 13 Roy Rogers), "Secret Agent/Man Who Knew Too Much" (7 Hitchcock titles), "Terror By Night/Dressed to Kill" (6 Sherlock Holmes titles), "Vagabond/East Street" (24 Charlie Chaplin shorts), "The General/Son of the Sheik" (15 silent films). Also "It's A Wonderful Life," "Meet John Doe," "His Girl Friday," and many more.

Cannell Distribution

1925 Century Park East, Suite 2140
Los Angeles, CA 90067

Contact: Patrick Kenney
President
(213) 785-0111

Type of payment: Cash, Cash & Barter

Type of programming: Action/Adventure, Series.

Sample titles: "21 Jump Street" (one-hour action/series), "Wise Guy" (one-hour action/series).

Cardinal Television Programming

39 Baywood Road
Rexdale, Ontario, Canada M9V 3Y8

Contact: Robert McKay
President
(416) 745-6540
Fax: (416) 745-7179

Type of payment: Cash

Type of programming: Docu-Drama, Documentaries, Educational, Family, International, Program Inserts/Shorts, Series, Sports, Variety/Music.

Sample titles: "Casting Out" (sport fishing fun in Canada and the USA, 52 half-hours), "Halley's Handy Hints" (household hints and humor, 130 two-minute episodes), "Fitness Break" (exercise, 125 half-hours or 115 quarter-hours), "Music Meant For You" (13 half



"Today's FBI" on Channel America.

hours of the world's best piano interpretations), "Size Small" (130 half-hours; children show with original songs, stories, and skits).

Cascom, Inc.

806 Fourth Avenue South
Nashville, TN 37210

Contact: Doug McLuen
Sales Manager
(615) 242-8900

Type of payment: Cash

Type of programming: Graphic Animation.

Sample titles: "Select Effects Library" (volumes of backgrounds, transitions, and wipes for use in production of commercials, ID's, programming, and promotions).

Cassandra Enterprises, Inc.

3250 Harbor Court
Baldwin, NY 11510

Contact: Fred Santos
Vice President, Station Sales
(516) 868-7060

Type of payment: Cash, Cash & Barter

Type of programming: Educational, Family, Magazine/Talk, News/News Stories, Program Inserts/Shorts, Series, Series/First Run, Variety/Music.

Sample titles: "Images" (weekly magazine format health series), "Newsworthy" (weekly news feature series), "Ad Lib" (46 half-hours of jazz programming), "Space" (20 half-hours of space exploration), "How Come & Why" (13

half-hours educational children's programming).

Centaur Distribution Corporation

342 Madison Avenue, Suite 714
New York, NY 10173

Contact: Claude S. Hill
President
(212) 867-1700

Type of payment: Cash

Type of programming: Animated, Cartoons, Educational, Program Inserts/Shorts, Series.

Sample titles: "Strange Paradise" (Gothic soap opera, 195 half-hour episodes), "Rocket Robinhood" (52 half-hour episodes, animated space adventure), "Max, The 2000 Year Old Mouse" (104 five-minute animated educational shorts), "Kids Like Us" (72 one-minute animated educational shorts), "Russian Circus" (10 one-hour episodes of the famous circus from Russia).

Center One Video/HomeNet Satellite News

1706-D Capital Circle, NE
Tallahassee, FL 32308

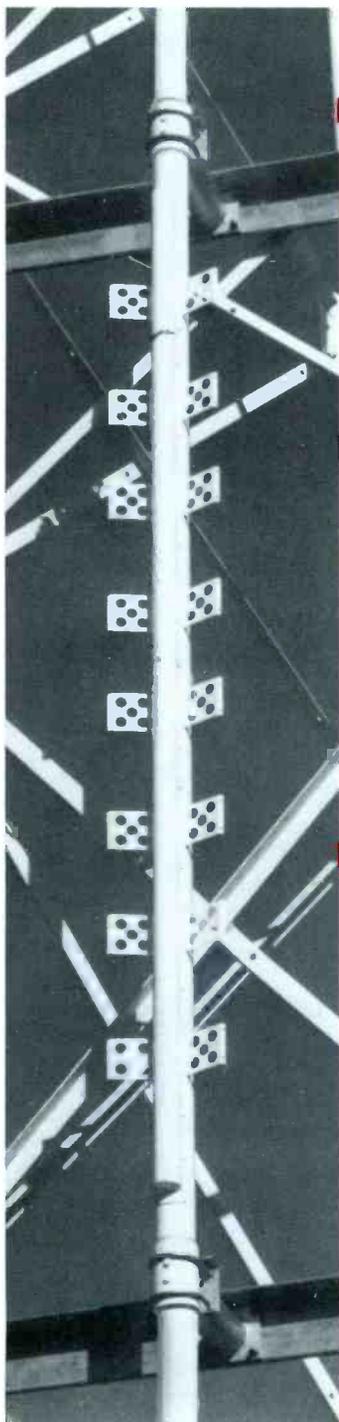
Contact: David W. Murray, Sr.
President

(904) 656-7000

Type of payment: Cash & Barter

Type of programming: News/News Stories, Sports.

Sample titles: "College Football Preview" (top 25 college teams, a look ahead), "College Basketball Preview" (top 25 college teams, a look ahead), "HomeNet Satellite News" (national news, weather, and sports, 5 days a week).



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Channel America Television Network

19 West 21st Street, 2nd Floor
New York, NY 10010

Contact: Veronica Albrecht
Vice President, Affiliate Relations

Type of payment: Cash & Barter

Type of programming: Action/Adventure, Animal/Nature/Outdoors, Animated, Cartoons, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Fashion, Features/Packages, Game Shows, Magazine/Talk, Program Inserts/Shorts, Religion, Series, Series/First Run, Series/Off Network, Sports, Variety/Music.

Children's Television International, Inc.

8000 Forbes Place, Suite 201
Springfield, VA 22151

Contact: J. Dean Tinnin
Programming Manager
(703) 321-8455

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

Type of programming: Action/Adventure, Animated, Documentaries, Drama, Educational, Family, Series/Off Network.

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

Ciné-Groupe

1151 Alexandre-DeSève Street
Montreal, Quebec, Canada H2L 2T7

Contact: Hubert Gariépy
Marketing Director
(514) 524-7567

Type of payment: Free

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

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

CJM Productions

812 19th Avenue, South
Nashville, TN 37203

Contact: Jeff Mosely
President
(615) 327-4048

Type of payment: Cash, Program Co-op.

Type of programming: Nature Documenta-
ries, Series/First Run, Country Music Videos,
Celebrity Interviews.

Sample titles: "Music Row Profile" (half-hour
weekly program).

Classic Entertainment Productions

5241 Cleveland Street, Suite 113
Virginia Beach, VA 23462

Contact: James Mierop
Producer
(800) 477-9243

Type of payment: Barter

Type of programming: Guests needed to pro-
mote their business opportunities: franchise,
distributorship, multi-level organization,
school, company.

COE Film Associates, Inc.

65 East 96th Street, Suite 1B
New York, NY 10128

Contact: Susan Eenigenburg
Special Projects Director
(212) 831-5355

Type of payment: Cash

Type of programming: Action/Adventure,
Animal/Nature/Outdoors, Animated, Documen-
taries, Drama, Educational, Family, Features/
Packages, International, Program Inserts/
Shorts, Series, Specials, Sports.

Coral Pictures Corporation

6101 Blue Lagoon Drive, Suite 400
Miami, FL 33126

Contact: Ricardo Pannefle, Director of Sales
Gustavo Basalo, Director of Marketing
(305) 261-9660

Type of payment: Cash

Type of programming: Action/Adventure, Ani-
mated, Comedy, Cartoons, Documentaries,
Drama, Educational, Features/Packages, Inter-
national, Mini-Series, Series, Specials, Variety/
Music.

Sample titles: "Senora" (229 hours. After a
harsh jail sentence, a woman takes revenge on
the man who ruined her life.), "Carmen
Querida" (200 hours. A contemporary drama
that realistically portrays the changing role of
women.), "Leonela" (Raped graduate law stu-
dent becomes a relentless prosecutor).

Coral Ridge Hour

C. R. Advertising Associates
5554 North Federal Highway
Drexel Bldg., Third Floor
Ft. Lauderdale, FL 33308

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Cash & Success

Direct Response Marketing Hosted by Alvy Moore
who plays Hank Kimball on Green Acres:

Money Management Network Television

P. O. Box 214, Bedford, TX 76095

817-282-6770

Attn: Greg Martin, CEO

Circle (36) on ACTION CARD

Contact: (305) 771-7858

Type of payment: Revenue shared with sta-
tion.

Type of programming: Religion/Inspirational.

Country Music Television

c/o Direct Distribution
1389 Goodrich Avenue
St. Paul, MN 55105

Contact: Patrick F. Dolan
President
(612) 642-4547

Type of payment: Cash, Cash & Barter.

Type of programming: Magazine/Talk, News/
News Stories, Series, Variety/Music.

Dan Curtis Distribution Corporation

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

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

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

Darino Films

222 Park Avenue, South
New York, NY 10003

Contact: Ed Darino

President
(212) 228-4024

Type of payment: Cash, Cash & Barter.

Type of programming: Action/Adventure, Ani-
mated, Cartoons, Documentaries, Drama, Edu-
cational.

Sample titles: "Cartoons Grab Bag" (30 selec-
tions), "Special Visual Effects" (for all occa-
sions, 6 hours), "English for Business," "Eng-
lish for Executives" (as specials or short daily
spots), "Family Series" (30 selections), "The
Power of the Mind" (12 half-hours), "The
World" (series of documentaries).

Devillier Donegan Enterprises

4401 Connecticut Avenue, NW
Washington, DC 20008

Contact: Frank Liebert
Director, Domestic Sales
(202) 686-3980

Type of payment: Cash

Type of programming: Animal/Nature/
Outdoors, Animated, Comedy, Documentaries,
Drama, Educational, Family.

DeWolfe Music Library

25 West 45th Street
New York, NY 10036

Contact: Mitchell J. Greenspan
Vice President

(212) 382-0220

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Eagle-Lion Video

7710 Balboa Avenue, Suite 117
 San Diego, CA 92111

Contact: Robert E. Wright
 President
 (619) 277-1211

Type of payment: Cash

Type of programming: Action/Adventure, Cartoons, Comedy, Documentaries, Drama, Family, Features/Packages, Specials, Variety/Music.

Sample titles: "Royal Wedding" (color Fred Astaire film), "Father's Little Dividend" (comedy with Spencer Tracy and Elizabeth Taylor), "The Outlaw," (with Jane Russell), "The Snows of Kilimanjaro" (Gregory Peck and Ava Gardner), "Flying Deuces" (Laurel & Hardy).

Earthwatch Productions

1028 East Hayden
 Pocatello, ID 83201

Contact: Mary Jane Hegman
 Executive Producer
 (208) 233-9034

Type of payment: Cash, Barter, Cash & Barter, Free.

Type of programming: Action/Adventure, Animal/Nature/Outdoors, Documentaries, Educational, Family, Features/Packages, International, Program Inserts/Shorts, Series, Series/First Run, Specials.

Sample titles: "Western Style Vacation" (adventure vacation travel series), "Visions in the Sun" (international sun & sea vacations), "Wish You Were Here" (one-minute travel sponsored standalones).

Ebony/Jet Showcase

820 South Michigan Avenue
 Chicago, IL 60605

Contact: Ozzie Bruno
 Vice President/TV Sales & Syndication

Type of payment: Barter

Type of programming: Magazine/Talk, Series, Series/First Run, Specials, Vignettes.

"Ebony/Jet Showcase" (half-hour celebrity program), "Great Moments in Black History" (60-second inserts on Black historians), "American Black Achievement Awards" (90-minute annual award program).

Enoki Films USA, Inc.

16501 Ventura Blvd., Suite 606
 Encino, CA 91436

Contact: Yoshi Enoki
 President
 (818) 907-6503

Type of payment: Cash

Type of programming: Animated, Cartoons, Series, Series/First Run.

Sample titles: "Star Fleet," "Sci-Fi" (space adventure/puppets), "Peppermint Park" (educational puppets, series), "The Adventures of Scamper" (78-minute, animated feature), "Serendipity, the Pink Dragon" (90-minute, animated feature).

Entervision Syndication, Inc.

6305 Yucca Street, Suite 300
 Hollywood, CA 90028

Contact: Kris Gangadean
 President
 (213) 469-9998

Type of payment: Cash

Type of programming: Animal/Nature/Outdoors, Family, Features/Packages, Variety/Music.

Sample titles: "Tribute to Fists of Fury" (29 martial arts feature films starring top martial artists), "Camp Wilderness" (78 half-hours, dramatic adventure), "Outdoor Adventure Movie Package" (feature films geared for all-family viewing), "Sultans of Soul" (90-minute music special featuring top artists performing their hit recordings).

Envoy Productions

2185 Hampton Avenue
 St. Louis, MO 63139

Contact: Sandi Clement
 Account Executive
 (314) 647-4900

Type of payment: Free

Type of programming: Drama, Family, Religion, Series, Specials.

Sample titles: "This Is The Life" (30-minute weekly drama), "Esta Es La Vida" (30-minute weekly Spanish drama), "The First Valentine" (30-minute special), "The Magic Boy's Easter" (30-minute Easter drama), "Waiting For The Wind" (30-minute Father's Day special).

Excel Telemedia International Corporation

745 Fifth Avenue, Suite 1516
 New York, NY 10151-0077

Contact: Allen G. Hart
 Vice President
 (212) 371-7333

Type of payment: Cash

Type of programming: Action/Adventure, Animated, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Features/Packages, Magazine/Talk, Series, Series/First Run, Specials, Variety/Music.

Sample titles: "Wings of Fire," "The Leonard

Rosen Show," "Pathfinders," "Rollermania," "Scotland Yard," "Venus Meets the Son of Hercules."

FamilyNet

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

Contact: David Lewis
 (804) 582-7503

Type of payment: Barter

Type of programming: Documentaries, Educational, Family, Home Shopping, Magazine/Talk, Religion, Series, Series/First Run, Specials, Sports, Variety/Music, Classic Movies, NCAA Sports.

Features International, Ltd.

1011 Eden Way North
 Chesapeake, VA 23320

Contact: Steven Newton
 Vice President, Marketing & Sales
 (804) 547-0547

Type of payment: Cash & Barter

Type of programming: Animal/Nature/Outdoors, Documentaries, Drama, Family, Features/Packages, International, News/News Stories, Program Inserts/Shorts, Religion, Series, Specials, Spanish Movies, Spanish Specials, Spanish Music.

Sample titles: "Feature Films" (color and B/W classics), "African Update" (weekly magazine show on wildlife, culture, people, and places), "Wagner's Outdoors" (hunting and fishing in North America), "Quigley's Village" (first-run children's show featuring positive values), "Robin Hood" (classic series starring Richard Greene).

File Tape Company

210 East Pearson
 Chicago, IL 60611

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

Type of payment: Cash

Type of programming: Stock Footage

Financial News Network

6701 Center Drive West
 Los Angeles, CA 90045

Contact: Bradley E. Jones
 Director, Affiliate Relations
 (213) 670-1100

Type of payment: Cash

Type of programming: Series/First Run, Specials, Sports, Financial.

Fishing Texas

8918 Tesoro Drive, Suite 200
 San Antonio, TX 78217

Contact: Leon Bryant
 Production Director
 (512) 822-5642

Type of payment: Barter

Type of programming: Series, Sports.

Sample title: "Fishing Texas" (award winning weekly half-hour outdoor program featuring fresh and saltwater fishing from locations throughout the State of Texas).

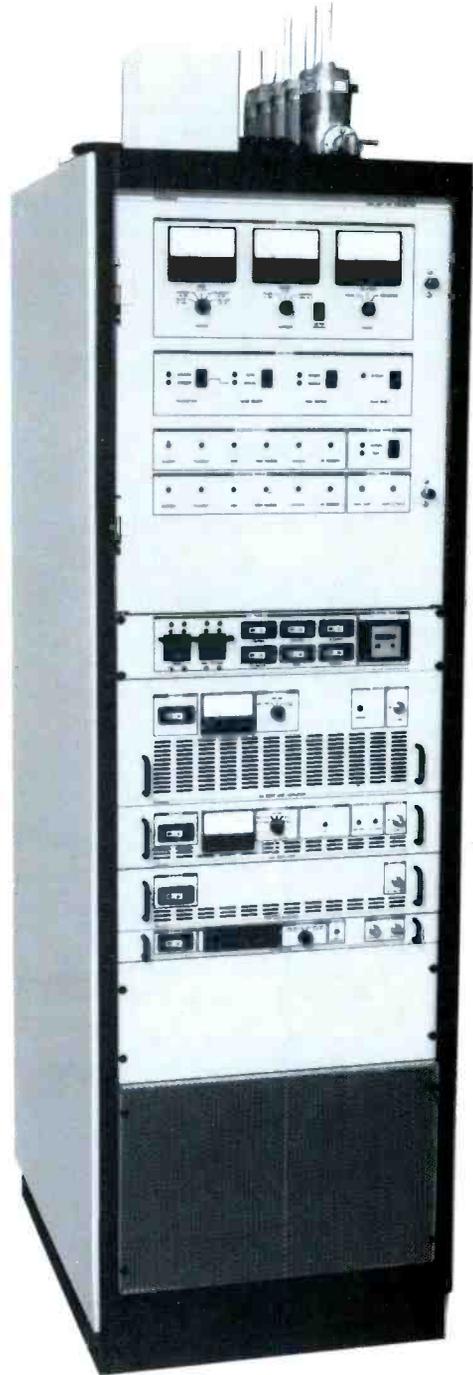
Fishing The West

5484 SE International Way
 Milwaukie, OR 97222

Contact: Lana Coon
 Director of Syndication
 (800) 347-4978
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Type of payment: Cash & Barter

Type of programming: Family, International, Series, Series/First Run, Sports.

Sample titles: "Fishing the West" (26 new episodes annually, featuring guest experts with host Larry Schoenborn. Highlights all areas of U.S. with beautiful scenics and great fishing experiences.)

Fox/Lorber Associates, Inc.

419 Park Avenue South
New York, NY 10016

Contact: Robert G. Miller
Vice President, U.S. Television
(212) 686-6777

Type of payment: Cash & Barter

Type of programming: Action/Adventure, Animal/Nature/Outdoors, Animated, Comedy, Docu-Drama, Documentaries, Educational, Family, Features/Packages, International, Series/First Run, Specials, Variety/Music.

Sample titles: "The Elvis Collection" (3 concert specials), "The Dr. Fad Show" (weekly), "King...Montgomery to Memphis" (portrayal of Dr. Martin Luther King, Jr., 2 hours), "Overboard...Again" (8 comedy hours featuring Gallagher and others).

Galavision

2121 Avenue of the Stars, Suite 2300
Los Angeles, CA 90067

Contact: Stuart Livingston
Vice President of Broadcasting
(213) 286-0122

Type of programming: Globally-recognized Spanish-language movies, novelas (soap op-

eras), comedy, sports and variety; ECO news and entertainment service.

GNP

P.O. Box 80669
Lincoln, NE 68501

Contact: Stephen Clenzen
Associate Director
(800) 228-4630

Type of payment: Cash

Type of programming: Educational, Family.

Sample titles: "Close to Home" (three 30-minute programs, parenting workshop), "Job Seeking" (eight 15-minute programs, for high school students entering the job market), "Rainbow Movie of the Week" (ten 60-minute programs, coping with modern day problems), "Teaching Infants and Toddlers," "Taking Better Pictures."

Group W News Services

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

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

Type of payment: Cash & Barter

Type of programming: Features/Packages, News/News Stories, Program Inserts/Shorts, Series, Sports, Variety/Music.

Sample titles: "Newsfeed" (broadcast news service), "The Entertainment Report" (broadcast entertainment news service).

GTV/GTV Sports

P.O. Box 368
New Kensington, PA 15068

Contact: Dennis F. Gianotti
President

(412) 337-3352

Type of payment: Cash & Barter

Type of programming: News/News Stories, Sports, Variety/Music.

Sample titles: "This Week in Pocket Billiards" (half-hour weekly news and entertainment program about pocket billiards), "Steelers '90 Magazine" (weekly show featuring interviews with past and present players), "Collegiate Sports" (Penn State University, University of Pittsburgh, and Duquesne Varsity sports).

Hearst Entertainment

235 East 45th Street
New York, NY 10017

Contact: Leonard Soglio
Vice President & Southern Division Sales Manager
(212) 455-4000

Type of payment: Cash & Barter.

Type of programming: Action/Adventure, Animated, Cartoons, Drama, Educational, Features/Packages, Program Inserts/Shorts.

Hit Video USA

1000 Louisiana, Suite 3500
Houston, TX 77002

Contact: Laura Dodge
Vice President, Operations
(713) 650-0055

Type of payment: Cash & Barter

Type of programming: Variety/Music.

Sample titles: "Hit Video Countdown" (top 10 music videos of the week), "Women In Rock" (profiles of top female artists), "New Music Review" (newest music video releases), "Power Mixx USA" (dance music videos).

Home Entertainment Network

1000 Centerville Turnpike
Virginia Beach, VA 23464

Contact: M.S. Buddy Merrick
General Manager
(804) 424-7777, Ext. 3543

Type of payment: Barter. Stations must air "The 700 Club."

Type of programming: Animation, Children's, Movies, News, Religion, Series, Sports, Variety/Music. Some programming in Spanish.

Home Shopping Network

P.O. Box 9090
Clearwater, FL 34618-9090

Contact: Jim Bocock or Todd Cralley
(813) 572-8585

Type of payment: Stations are compensated monthly for affiliation.

Type of programming: Home shopping.

IFEX Film Corporation

201 West 52nd Street
New York, NY 10019

Contact: Gerald Rappoport
President

Wendy Reeds
Vice President, Sales
(212) 582-4318

Type of payment: Cash & Barter

Type of programming: Animated, Cartoons, Documentaries, Drama, Family, International (foreign language features with English subtitles).

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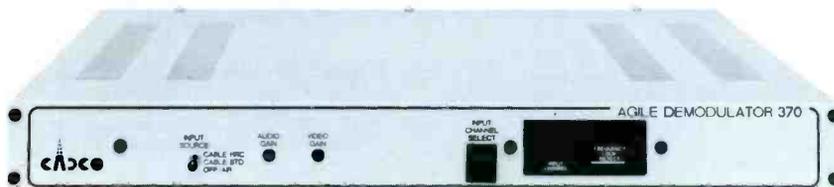
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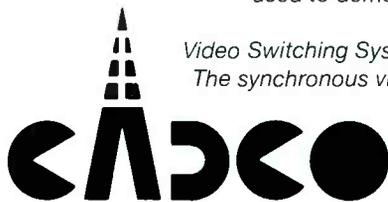
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Contact: Giuliana Nicodemi
President

Type of payment: Cash

Type of programming: Animated, Cartoons, Comedy, Educational, Family, International, Program Inserts/Shorts, Series.

Ivy Classics

725 Providence Road, #204
Charlotte, NC 28201

Contact: Joshua Tager
President
(704) 333-3991

Type of payment: Cash

Type of programming: Action/Adventure, Animated, Cartoons, Comedy, Documentaries, Drama, Educational, Family, Features/Packages, International.

JM Entertainment, Inc. (JME)

133 East 58th Street
New York, NY 10022

Contact: Brian J. Molfese
Senior Vice President, Sales & Marketing
(212) 319-9152

Type of payment: Cash

Type of programming: Animated, Documentaries, Series, Specials, Sports, Variety/Music.

Joel Cohen Productions & Distribution, Inc.

11500 Olympic Blvd., Suite 418
Los Angeles, CA 90064

Contact: Joan Cohen
Vice President
(213) 473-7444

Type of payment: Cash

Type of programming: Animal/Nature/Outdoors, Documentaries, Features/Packages, Game Shows, International, Program Inserts/Shorts, Series/Off Network, Specials, Sports, Variety/Music.

Sample titles: "Fourth Annual Diamond Awards Show" (many popular rock stars, 4 1-hour programs), "Church Street Station" (78 half-hours, best of country western music), "Score/Cash Card" (interactive sports shorts), "Bingomania" (interactive TV game show format), "Tricks & Deceptions" (10 hours of master magicians performing, edited into 3-to 12-minute segments).

Johnson Publishing Company

820 South Michigan Avenue
Chicago, IL 60605

Contact: Ozzie Bruno
Vice President/TV Sales & Syndication
(312) 322-9409

Type of payment: Barter

Type of programming: Magazine/Talk, Series, Series/First Run, Specials, Vignettes.

Sample titles: "Ebony/Jet Showcase" (half-hour celebrity-driven program), "Great Moments in Black History" (60-second inserts on Black historians, "American Black Achievement Awards" (90-minute annual award program).

Joseph Green Pictures Company

200 West 58th Street
New York, NY 10019

Contact: Joseph Green
President & Sales Manager
(212) 246-9343
Fax: (212) 246-9344

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

Type of programming: Action/Adventure, Comedy, Drama, Features/Packages, Series.

The Kay Arnold Group

34 Kramer Drive
Paramus, NJ 07652

Contact: Kay Arnold
President
(201) 652-6037

Type of payment: Cash

Type of programming: Animal/Nature/Outdoors, Comedy, Documentaries, Program Inserts/Shorts, Specials.

Keystone Inspirational Network

P.O. Box 216
Red Lion, PA 17356

Contact: John Stockstill
Director of Marketing
(800) 552-4546

Type of payment: Free

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

King Features Entertainment

235 East 45th Street
New York, NY 10017

Contact: Laurie Hurst
Promotion Manager
(212) 983-6379

Type of payment: Cash & Barter

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

The Latham Foundation

Latham Plaza
Clement & Schiller
Alameda, CA 94501

Contact: Dick Burns
Vice President
(415) 521-0920

Type of payment: Free

Type of programming: Animal/Nature/Outdoors, Educational, Family, Series, Series/First Run.

Sample title: "Withit" (52 half-hour series).

LBS Communications, Inc.

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

Type of payment: Cash

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

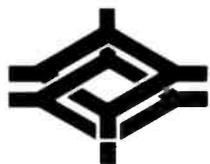
Sample titles: "Hope Diamonds" (Bob Hope's finest films), "Hardcastle & McCormick," "Gidget," "Mask," "Inspector Gadget," classics such as "Dennis the Menace," "Father Knows Best," and "Wild Bill Hickok," documentaries including "John Fitzgerald Kennedy" and "Marilyn Monroe."

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Rosslyn, VA 22209

Contact: Edward Burakowski
Vice President of Affiliate Sales
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continued on page 17



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14 / LPTV Report / January 1991

Supplier Solo

The Watchword Is Value At MPB Technologies

—by **Scott Ashford**

Getting good value at a reasonable price is everyone's goal. And lacking the larger budgets of network broadcast stations and cable companies, LPTV broadcasters must view each purchase with a sharp eye for quality and cost.

MPB Technologies, Inc. offers two products that satisfy both criteria—System 7, an Integrated Video Production and Graphics Character Generation System, and the MLC 960 Atmospheric Laser Transmission System.

The System 7

System 7 is a powerful, MS-DOS based graphics and character generation computer package. It features high quality video, a user-friendly text/graphics composition and editing software package, and a selection of video display features that is unsurpassed by other TV character generators.

The hardware comprises a PC/AT personal computer and a video/graphics controller that is compatible with most other video equipment. It can be used as a desktop unit or rack mounted in the studio or a mobile van. Contained in this ergonomic package are all of the tools you need for either on-line broadcasting or for producing professional, interesting, and dynamic videos.

The graphics display features include a variety of resident fonts and sizes; independent coloring of symbols, backgrounds, and edges; and a choice of 16 million colors. The video display features include two channels; unlimited page and character overlays; and a host of visual effects such as rolling, wiping, and so on. Composing a page is easy using the software's menus and the keyboard's predefined action keys. Stylized alphabets and complex graphics can be generated quickly with the drawing tool set and then stored in the memory for instant access later. And the scanner composition option enables you to convert existing artwork directly into machine code and store it in memory.

Specialized software packages are also available for applications like election coverage, sports events, sports timing, and telethon broadcasting.

So what about price? Well, first of all,

System 7 retails for under \$10,000. Secondly, your production staff will not have to consume expensive studio time in editing. Finally, the extensive tools allow you to use this system to do everything from weather maps to specialized sports and news broadcasting—saving you further expenditures.

The MLC 960 Laser Transmission System

Also from MPB Technologies is the MLC 960 Atmospheric Laser Transmission System. This is a short haul transmission system that uses an eye-safe laser to transmit video and audio signals over a line-of-sight distance of up to 1.5 miles. The system has proven invaluable in situations where cables are impractical or impossible.

The MLC 960 system consists of a transmitter, a receiver, and two interface/electronics boxes, along with such options as tripods and additional channels. It offers the LPTV broadcaster a tremendous remote broadcasting capability for news gathering, live interviews, and special events. Because the system is compact and light weight, it can be moved from one location to another quickly and can be set up, ready for use, by the camera man and the reporter in less than fifteen minutes.

Unlike microwave systems—a similar technology—the laser transmitter does not require an FCC license or specialized operators. In dense urban areas such as the downtown core of most cities, the laser system is not affected by reflections or other transmission systems. And, in turn, it emits no signals that will interfere with your existing equipment.

Your ability to cover local news and special events will be significantly enhanced through the use of the MLC 960 Atmospheric Laser Transmission System. If you consider the salaried time lost in laying and collecting cables and the loss of revenues from local events that you are unable to cover, the MLC 960 is a very good value. At a list price of less than \$17,000, the system can generally pay for itself in less than eight months.

Scott S. Ashford is manager of business development for MPB Technologies, Inc., a Canadian firm headquartered in Quebec.

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Music Licensing: An Insider's View

—by Robert W. Warner, Jr.

Most broadcasters are the first to admit that they know very little about music licensing. Yet 80% of all radio stations, and an even higher percentage of TV stations and cable systems, have music on their programs.

Playing music over the air is a public performance which must be licensed, according to federal copyright law. The American Society of Composers, Authors, and Publishers (ASCAP); Broadcast Music, Inc. (BMI); and SESAC are the three performing rights organizations recognized in the copyright law. They act as "music police" for their affiliated songwriters, composers, and publishers. Ninety percent of all music heard in America is controlled by these three organizations.

Cable is considered the last frontier of music licensing. Local cable operators

have remained unlicensed while infrequent and unfruitful talks have been held over the years between the licensing organizations and the National Cable Television Association. However, some major cable producers/programmers have been licensed on an experimental basis since 1978. (Early last year, NCTA filed an anti-trust suit in Washington, DC and Los Angeles against BMI.)

BMI represents more than 100,000 songwriters, composers, and publishers and carries about 1.5 million titles in its database. ASCAP represents fewer writers and publishers, but holds more than three million titles in its computer. Together, the two organizations distribute more than \$350 million in royalty payments to their writers and publishers each year—the vast majority of these dollars coming from the broadcast industry. Joining these organizations is relatively simple—for a songwriter and ensures that he or she is compensated when a song is publicly performed in a venue that is logged.

How Performances are Logged

The methods and venues for logging public performances vary with the three organizations. BMI and ASCAP use primarily radio and TV as the basis for their distribution systems. However, classical and pop music concerts and college radio are also logged for payment purposes. A nationwide statistical sample of the broadcast universe is the basis for these payment systems and is judged to be reasonably accurate.

Ordinarily, there are two types of licenses available to a broadcaster—blanket agreements or per-program agreements. The blanket license allows the music user unlimited play of the licensing organization's repertoire. The fee for a blanket license is based on an annual percentage of the station's gross revenue after certain allowable deductions. The per-program license is normally for stations with all-talk, all-news, or other formats that use a limited amount of music. The per-program fee is based on a two-tier pay schedule. Generally, if less than 20% of a station's format is music, the station qualifies for the per-program rate.

In round numbers, the broadcasters pay a combined total of 3% of their adjusted gross revenue to BMI and ASCAP. Although this percentage has been de-

clining over the years (it began at 10%), licensing revenues to BMI and ASCAP have risen sharply due to the increase in the total number of stations and the increased use of music in general.

Licensing Difficulties

There are several uses of music where licensing is hard to achieve. Some U.S. foreign-language stations, for example, may reasonably expect not to be licensed. This is due to the inability of the performing rights organizations to provide a "chain of title" when suing a station for copyright infringement.

When all attempts at licensing a station fail, the licensing organization may file an infringement suit in federal court. The cases are usually well documented, with copies of correspondence to the station and records of telephone calls and visits. In addition, the station will have been taped to provide evidence of the actual infringements of the copyrights of affiliated writers. With this in hand, the licensing organization seldom loses a case; it is generally awarded license fees for music performed since the first contact with the station, damages, and court costs amounting to thousands of dollars.

All venues where music is played publicly require licenses. This includes colleges, hotels, motels, restaurants, stores, shopping malls, circuses, ice shows, aerobic studios, hospitals, medical and dental offices, music on hold, Radio City Music Hall, Lincoln Center, airlines, banks, and so on. These uses of music earn royalty payments for the writers which then are collected by licensing organizations.

International Performances

Another area of income for the U.S. performing rights organizations is their association with more than 40 international licensing organizations in Europe, South America, and the Far East. This arrangement allows U.S. licensing companies to receive payments for the worldwide use of their affiliates' music. BMI and ASCAP also remit payments for the use of foreign writers' music in the U.S. to the appropriate performing rights society.

Currently, American performing rights organizations receive considerable revenue each year from their counterparts abroad. Undoubtedly, these revenues will increase as East Bloc countries are democratized and more American music is

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Circle (90) on ACTION CARD

played. American broadcasters are beginning to establish their own stations overseas or entering into partnerships with European broadcasters. This will lead to an increase in the use of American music and, thus, increased royalties for songwriters.

In Europe, the process of licensing music is different than it is here at home. European countries each have a single licensing organization for public performance—often a quasi-governmental body. It receives help and assistance from the government in locating music users—largely non-broadcast performances. Until quite recently, there have been no commercial radio or TV stations in these countries. As a result, nearly all non-broadcast music performances are licensed. Yet between the three licensing organizations here in the United States, probably less than half the number of non-broadcast users are licensed!

Where to Call

Here is contact information for the three licensing organizations operating in the United States:

American Society of Composers, Authors & Publishers (ASCAP)

One Lincoln Plaza
New York, NY 10023
(212) 595-3050
Morton Gould, President
Arthur Hamilton, Vice President
Irwin Z. Robinson, Vice President

Broadcast Music, Inc. (BMI)

320 West 57th Street
New York, NY 10019
(212) 586-2000
10 Music Square East
Nashville, TN 37203
(615) 259-3625
8730 Sunset Blvd.
Hollywood, CA 90069
(213) 659-9109
Frances W. Preston, President and CEO
Len Henzel, Vice President, Broadcast Relations

SESAC, Inc.

156 West 56th Street
New York, NY 10019
(212) 586-3450
FAX: (212) 397-4682
55 Music Square East
Nashville, TN 37203
(615) 320-0055
A. H. Prager, Chairman and President
Vincent Candilora, Executive Vice President and CEO
W. F. Myers, Vice President

Robert W. Warner, Jr. is a former vice president with BMI. He is now a consultant specializing in music licensing. He can be reached at 320 Strawtown Road, New City, NY 10956, (914) 634-6630.

11/18

Directory

continued from page 13

Type of payment: Cash

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

Liz LaMac Productions, Inc.

P.O. Box 25265
Nashville, TN 37202-5265
Contact: Mack D. Boggs
President
(615) 883-4542
(919) 383-8299

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

Type of programming: Comedy, Family, Series, Series/First Run.

Sample title: "King Joe's Palace" (half-hour weekly children/family comedy, 39 new shows).

Lyndal Entertainment, Inc.

2337 Lemoine Avenue
Cliffside Park, NJ 07024
Contact: Alvin Sussman
President
(201) 947-7111

Type of payment: Cash, Cash & Barter.

Type of programming: Cartoons, Comedy, Documentaries, Features/Packages, International, Series, Series/First Run, Specials.

Sample titles: "The Soupy Sales Show" (comedy first run), "Legends" (women's sports show, first run), "The Comedy Hall of Fame" (comedy series, first run), "Feature Films" (175 public domain features starring, among others: Fred Astaire, John Wayne, Kirk Douglas, Ava Gardner, Cary Grant, William Holden, Burt Lancaster, Jack Nicholson, David Holden, Burt Lancaster, Peter Ustinov, Orson Wells, Joan Collins, Elizabeth Taylor, Roger Moore).

M & M Syndications

1000 Laurel Oak Corporate Center, Suite 108
Voorhees, NJ 08043
Contact: Michelle Pruy
President
(609) 784-1177

Type of payment: Barter

Type of programming: Educational, Family, Magazine/Talk, Series, Specials, Sports, Variety/Music.

Sample titles: "Sports Quest" (family-oriented sports program, half-hour weekly), "Street Beat" (music news, half-hour weekly), "Boxing Illustrated" (boxing highlights, news, interviews, half-hour, twice monthly), "Record Guide Stereo Scene" (music videos, interviews, half-hour or strip), "Country Record Guide" (country music videos, half-hour weekly).

Majestic Entertainment, Inc.

217 West Alameda Avenue, Suite 203
Burbank, CA 91506
Contact: Walter E. Baxter
President
(818) 848-1368

Fax: (818) 848-7934

Type of payment: Cash

Type of programming: Action/Adventure, Cartoons, Comedy, Documentaries, Drama, Series, Variety/Music.

Manhattan Production Music

311 West 43rd Street, Suite 702
New York, NY 10036

continued

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Circle (39) on ACTION CARD

LPTV Report / January 1991 / 17

Contact: Ron Goldberg
National Sales Manager
(800) 227-1954
(212) 333-5766

Type of payment: Cash

Type of programming: Thirty compact discs of original production music tailor made for LPTV stations. Each cut is edited onto :60, :30, :20 and :10 spots, as well as full length versions.

MCA TV

100 Universal City Plaza
Universal City, CA 91608

Contact: Mort Slakoff

Senior Vice President, Creative Services
(818) 777-1000

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

Type of programming: Action/Adventure, Comedy, Family, Features/Packages, Talk, Series, Series/First Run, Series/Off Network.

Sample titles: "Harry And The Hendersons" (weekly half-hour comedy; continuing story of a family that found a Bigfoot-type creature in the woods and took it home, 72 episodes, January 1991 start), "Roggin's Heroes" (weekly half-hour series takes a humorous look at everyday activities of people), "Mickey Spillane's Mike Hammer" (78 half-hours), "Rod Serling's Night Gallery" (97 half hours), "Ironside" (198 hours), "Five Star Mystery" (Delvechio/Ellery Queen/O'Hara/etc., 87 one-hours).

Media Masters

3840 Dickerson Road
Nashville, TN 32707

Contact: Harold Hodges
Vice President

(615) 868-2312

Type of payment: Cash & Barter, Free, Per Inquiry.

Type of programming: Educational, Variety/Music (country), PI Spots, Infomercials.

Sample titles: "Country Music Video Clips" (Music video and artist interview segments. Free in selected, new competing markets. Documentation of airplay required).

Mighty Minute Programs

840 Battery Street
San Francisco, CA 94111

Contact: David Meblin
President
(415) 788-1211

Type of payment: Cash & Barter

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

Sample titles: "How Do They Do That?" (with Ed McMahon, 90 seconds daily, 260 per year, explaining the wonders of the world), "60-Second Housecall" (54 seconds with Dr. Bob Lanier, America's most respected TV medical reporter), "Seafood Steward" (with Gary Rainer, 70-second daily news report about how to buy fish and shellfish), "Wildlife Journal" (with Steve Karlin, 75-second environmental reports with wild animals), "On Produce" (with Michael Marks, 70-second daily news report about fresh fruits and vegetables).

Mitchell Productions

1875 South State
Orem, UT 84058

Contact: Jess Mitchell
(801) 225-1293

Type of payment: Cash, Barter, Cash & Barter, Free.

Type of programming: Educational, Magazine/Talk, Program Inserts/Shorts, Variety/Music.

Modern Video Programs

5000 Park Street North
St. Petersburg, FL 33709

Contact: Nina Thorbecke
Supervisor of TV Services
(800) 237-8913

Type of payment: Free

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

Money Management Network

P.O. Box 214
Bedford, TX 76095

Contact: Greg Martin
President
(817) 282-6770

Type of payment: Free

Type of programming: Infomercials

Mother Basilea Films

9849 North 40th Street
Phoenix, AZ 85028

Contact: Sister Adaiiah
(602) 996-4040

Type of payment: Free

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

Sample titles: "Fill All the World with Songs of Praise," "Daily Discoveries," "God's Heart Breaks with Love," "God Lives and Works Today," "Life's Deepest Meaning," "A Walk Through Jerusalem at Jesus's Side," "It Began at a Party" (youth oriented Christmas special), "No Greater Love" (artistic portrayals of Christ, half-hour special).

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7110 N. CENTRAL
PHOENIX, AZ 85018

Moviecraft, Inc.

P.O. Box 438

Orland Park, IL 60462

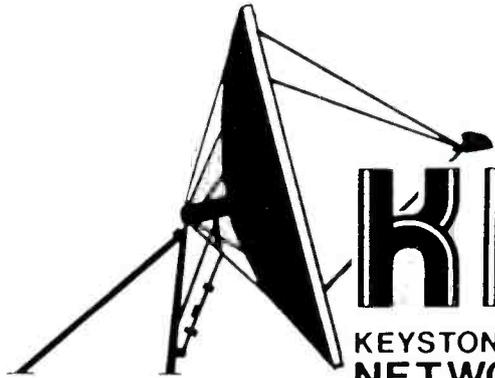
Contact: Larry Urbanski
President

(708) 460-9099

Type of payment: Cash

Type of programming: Action/Adventure, Cartoons, Comedy, Docu-Drama, Documentaries, Drama, Educational, Family, Features/Packages, Game Shows, International, Mini-Series, Program Inserts/Shorts, Religion, Series, Series/Off Network, Specials.

Sample titles: "TV's Magic Memories" (52 half-hours, the best of early television), "The Big Attack" (38 half-hours, true stories of the heroes of WW II), "The War Time Years" (13 half-hours, actual WW II propaganda films),



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Circle (48) on ACTION CARD

A large piece of equipment is completely covered by a vibrant red cloth. The cloth is draped over the top and sides, leaving only the bottom portion of the equipment visible. On the right side, a person's hands are seen pulling the red cloth away from the equipment, suggesting an unveiling or reveal. The background is dark, making the red cloth stand out prominently.

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LPTV Distribution by State and Territory

January 7, 1991

	Licenses	CPs*
ALABAMA	10	23
ALASKA	221	11
ARIZONA	27	35
ARKANSAS	9	32
CALIFORNIA	44	87
COLORADO	19	34
CONNECTICUT	1	5
DELAWARE	1	1
WASHINGTON, DC	2	0
FLORIDA	42	131
GEORGIA	19	32
HAWAII	3	24
IDAHO	19	25
ILLINOIS	11	36
INDIANA	13	24
IOWA	12	31
KANSAS	10	29
KENTUCKY	12	30
LOUISIANA	15	42
MAINE	7	17
MARYLAND	2	8
MASSACHUSETTS	6	16
MICHIGAN	11	25
MINNESOTA	33	53
MISSISSIPPI	12	21
MISSOURI	18	27
MONTANA	26	35
NEBRASKA	4	8
NEVADA	21	20
NEW HAMPSHIRE	3	4
NEW JERSEY	2	14
NEW MEXICO	14	34
NEW YORK	29	47
NORTH CAROLINA	11	33
NORTH DAKOTA	9	10
OHIO	20	46
OKLAHOMA	21	30
OREGON	22	26
PENNSYLVANIA	14	55
RHODE ISLAND	0	2
SOUTH CAROLINA	3	19
SOUTH DAKOTA	7	16
TENNESSEE	29	37
TEXAS	51	107
UTAH	20	9
VERMONT	1	8
VIRGINIA	8	24
WASHINGTON	16	21
WEST VIRGINIA	1	9
WISCONSIN	15	14
WYOMING	24	17
GUAM	1	0
PUERTO RICO	5	8
VIRGIN ISLANDS	0	3

TOTALS: Licenses: 956
Construction Permits: 1,455

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"It's A Great Life" (13 half-hours, comedy), "Big Town" (13 half-hours, drama), "Hollywood Dreams" (120 5-minute episodes, many Hollywood stars), "Trouble With Father" (78 half-hours, comedy), "Theater Cavalcade" (40 half-hours, heroes of America, top stars), "Captain David Grief" (20 half-hours, high sea adventure), "Treasure Men In Action" (13 half-hours, drama), "Silver Screen Movie Shorts" (13 musical & comedy shorts from the '30's and '40's), "Cliffhanger Theater" (Best of the serials from the '30's and '40's), "Mr. & Mrs. North" (30 half-hours, private detective action), "Judge Roy Bean" (39 half-hours, Edgar Buchanan western), "People's Choice" (20 half-hours, Jackie Cooper comedy), "African Patrol" (15 half-hours, African police patrol), "TV's Magic Memories Feature Presentations" (10 features, classic B/W).

Multimedia Entertainment

75 Rockefeller Plaza, 22nd Floor
New York, NY 10019

Contact: Julie Farin

Promotion Coordinator

(212) 484-7025

(213) 479-5150

Type of programming: Magazine/Talk, Variety/Music.

Sample titles: "Donahue" (daily talk show, 60 minutes), "Sally Jessy Raphael" (daily talk show, 60 minutes), "Big Break" (new music/variety weekly program hosted by Natalie Cole, 60 minutes).

NCTV

One Madison Avenue

New York, NY 10010

Contact: Marilyn J. Freeman

Senior Vice President/General Manager

(212) 689-0088

Type of payment: Free

Type of programming: Cartoons, Comedy, Drama, Game Shows, Magazine/Talk, News/News Stories (for and by college students).

Network Programs

11811 North Tatum Blvd., Suite 3031

Phoenix, AZ 85028

Contact: Richard S. Shaw

President

(602) 953-6690

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

Type of programming: Animal/Nature/Outdoors, Documentaries, Educational, Family, Series, Specials, Sports.

Sample titles: "The Alaska Series" (13 half-hours on people, places, wildlife, and history), "The Bob Mann Sports Series" (6 half-hours of instruction on golf, fitness, and self defense/karate), "2001—Imagine The Possibilities" (one half-hour look into our lives in 2001), "Seed to Semiconductor" (one half-hour look at the mighty microchip in robots, surgery, and space), "Thomas & Beulah" (based on Rita Dove's Pulitzer Prize-winning book of a Black family's life).

New Visions

44895 Highway 82

Aspen, CO 81611

Contact: Greg Jacobs

Distribution Director

(303) 925-2640

Type of payment: Barter

Type of programming: Action/Adventure, Documentaries, Specials, Sports.

Sample titles: "Backside, The Hidden Triple

Crown" (horse racing), "Golf, the Perfect Passion" (with Bob Hope), "Legacy of Speed...The Andretti Story" and "Mastery of Motion" (auto racing), "The Poet and The Roughrider" (the history of Yellowstone National Park), "Travelin' On Southwest" (exploring Arizona, New Mexico, and Utah), "The World On Skis" (exciting ski resorts from the USA to Japan).

Olympus Television, Inc.

14724 Ventura Blvd., Suite 611

Sherman Oaks, CA 91403

Contact: George Mitchell

President

(818) 788-7877

Fax: (818) 788-7942

Type of payment: Cash

Type of programming: Animal/Nature/Outdoors, Mini-Series, Sports.

Sample titles: "Confrontation With Nature"

(13 half-hours), "Boxing" (28 one-hour professional boxing shows), "In Wildness" (mini-series).

Pinnacle Communications

8566 East Vista Bonita Drive

Scottsdale, AZ 85255

Contact: Robb Dalton

President

(602) 585-9220

Type of payment: Cash

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

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

PSC, Inc.

10560 Arrowhead Drive

Fairfax, VA 22030

Contact: Don Hammack

(703) 691-2738

Type of programming: Soviet News, Soviet Specials and Documentaries.

Sample titles: "Vremya," "Spotlight on Perestroika," "Novosti."

Quantum Marketing International

550 Pinetown Road, Suite 300

Fort Washington, PA 19034

Contact: Leigh Sellstedt

Revenue Share Coordinator

Type of payment: Stations are paid to run the programs.

Type of programming: Educational, Game Shows, Home Shopping, Music, Product Infomercials.

Sample titles: "Solid Gold Rock & Roll" (Wolfman Jack's personal selection of the greatest rock & roll from the 50's and 60's), "Kitchen-mate" (easy to clean, fast, light, durable, hand-held, all-in-one mixer and food processor), "Great Woks of China" (hand-hammered wok with lid and all accessories; ancient gourmet Chinese cooking made simple with the Great Wok), "Regina Vac" (this brand-name vacuum picks up coins, nails, paper clips, and dirt), "Mega Memory" (eight audio tape cassettes of Kevin Trudeau's simple techniques for improving your memory).

Reel Movies International, Inc.

8235 Douglas Avenue, Suite 770

Dallas, TX 75225

Contact: Tom T. Moore

President/CEO

(214) 363-4400

What's Going On

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.

Type of payment: Cash

Type of programming: Action/Adventure, Animated, Cartoons, Drama, Family, Features/Packages, Series.

Sample titles: "Dragnet" (40 half-hours), "Reel Cartoons" (15 hours), "Reel Platinum" (approximately 100 classic films), "Reel Gold" (approximately 100 classic films).

Reflex Teleproductions

22 Sewall Street
Marblehead, MA 01945
Contact: Curt Havens
President/Owner
(617) 639-2700

Type of payment: Barter

Type of programming: Series/First Run.

Sample titles: "Home Improvement Magazine" (home improvement television series).

Republic Pictures

12636 Beatrice Street
Los Angeles, CA 90066-0930
Contact: Diana Foster
(817) 267-0777

Type of payment: Cash

Type of programming: Features/Packages, Series/Off Network.

Sample titles: "Bonanza" (260 hours color), "John Wayne Collection" (16 features), "Hollywood Stars" (16 features).

Resort Sports Network

Box 5383, Station A
Portland, ME 04107
Contact: J. Rory Strunk
President
(207) 772-5000

Type of payment: Barter, Cash & Barter.

Type of programming: Action/Adventure, Program Inserts/Shorts, Series, Series/First Run, Series/Off Network, Specials, Sports, Documentaries.

Sample titles: "World Pro Mogul" (10 30-minute mogul skiing events), "U.S. Pro Tour Ski Racing" (10 one-hour programs of the world's best ski racing), "Biff America" (celebrity talk show with a ski theme, hosted from Colorado ski resorts), "Windsurfing Magazine" (series of 30-minute features on windsurfing, done on location around the world), "Après Ski Show" (MTV format featuring highlights from the hottest ski movies), also ski movies, snowboarding, mountain biking, golf, tennis, and short sports tips.

Royal Communications International

117 North Ventura Avenue
Ventura, CA 93001
Contact: Michael Magrutsch
Vice President
(805) 641-1990

Type of payment: Cash

Type of programming: Action/Adventure, Ani-

mated, Cartoons, Documentaries, Educational, Family, Fashion, International, Series, Series/Off Network, Specials, Sports.

Sample titles: "Miss Moscow" (1-hour special on the first Soviet beauty pageant), "Olympic Archery" (26-minute special on highlights of the 1988 Seoul event), "Search for Adventure" (32 one-hour documentaries of exploration, sports & adventure), "Adventures of the Little Prince" (26 half-hours of animation based on the St. Exupery classic).

The Samuel Goldwyn Company

10203 Santa Monica Blvd.
Los Angeles, CA 90067

Contact: Dick Askin
President, Television
(213) 552-2255

Type of payment: Cash & Barter

Type of programming: Features/Packages, Series/First Run.

Sample titles: "American Gladiators" (athletic

"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.

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A Corporate One Hundred Company



Circle (108) on ACTION CARD

games and competition), "Gamepro" (new weekly series on video games—reviews, tips, strategy), "Samuel Goldwyn Theatre" (15 classic features), the "November Gold" series including "The 39 Steps," "Nightmare on Elm Street II."

Santa Fe Communications

2525 Naomi Street
Burbank, CA 91504
Contact: Ken Silverman
Director of Marketing
(818) 848-5800

Type of payment: Free
Type of programming: Magazine/Talk, Religion, Series/First Run.
Sample titles: "A New Beginning" (magazine show), "And Now for the Good News" (home Bible story), "Forum" (contemporary social issues), "Search" (home retreat), "Sunday Mass," "Innervision" (interviews).

The Sportsman's Showcase with Ken Tucker

P.O. Box 872, Highway 31
Brewton, AL 36427
Contact: Ken Tucker, Host or Rhonda Walton, Assistant to the Producers
(205) 867-9440
Type of payment: Barter
Type of programming: Animal/Nature/Outdoors (hunting).

Sudzin's Country Video

P.O. Box 766
Bound Brook, NJ 08854
Contact: Herb Sudzin

Host/Producer
(201) 271-8244
Type of payment: Free
Type of programming: Country music interviews and videos.

Teacher Productions

240 East Third Street
Garner, IA 50438
Contact: Gregory Schmidt
Producer/Director
(515) 923-2349
Type of payment: Cash
Type of programming: Animal/Nature/Outdoors, Docu-Drama, Documentaries, Drama, Educational, Family, Religion.
Sample titles: "Easter is Special" (family holiday special), "Michael, My Brother" (award-winning docu-drama), "Opera House Live" (country-western jamboree), "True Stories From Guatemala" (theatrical monologue), "Religion or Politics" (documentary on political pulpits), "They Built The Alaska Highway" (history documentary).

The Tel-A-Cast Group

203 Wise Hollow Road
Aiken, SC 29803
Contact: Randy Davidson
Syndication Director
(803) 648-8798
Type of payment: Barter
Type of programming: Series (gardening and backyard projects).
Sample title: "America's Backyard" (series, weekly half-hour on gardening, landscaping, and backyard projects).

Telemundo Group, Inc.
1740 Broadway
New York, NY 10019
Contact: Gary McBride
Senior Vice President, Sales & Marketing
Type of payment: Cash
Type of programming: Spanish Language Television Network: Action/Adventure, Animal/Nature/Outdoors, Cartoons, Drama, Educational, Family, Game Shows, International, News/News Stories, Specials, Sports, Variety/Music.

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

The Television Syndication Company, Inc.
P.O. Box 915123
Longwood, FL 32791
Contact: Cassie M. Yde
President
Type of payment: Barter
Type of programming: Specials, Series, Variety/Music.
Sample titles: "Asia's Last Frontier" (Vietnam, Cambodia & Laos today), "Rockin' Through the Holidays" (starring The Diamonds, The Dixie Cups, Rockin' Robin, and others), "Bangkok, Bali & Beyond" (one-hour documentary special).

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Telemundo's "El Show de Lucy."

Trinity Broadcasting Network

Box C 11949
Santa Ana, CA 92711
Contact: Deanna J. Sebastian
LPTV Director
(714) 665-2122

Type of payment: Free with permission, 80% return on revenues to affiliates.

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

Sample titles: "Praise" (2-3 hour religious talk show).

U•Net (University Network)

Box 1955, Brown University
Providence, RI 02912
Contact: Jeff Southard
U•Net Director
(401) 863-2225

Type of payment: Free

Type of programming: Animated, Comedy, Documentaries, Drama, Educational, Features/Packages, Game Shows, Magazine/Talk, News/News Stories, Program Inserts/Shorts, Variety/Music, (5 hours weekly, student produced programming).

Sample titles: "Take One" (movie review show from Washington State University), "From the Academy" (award-winning student film series), "Campus Response News" (produced by Hast-

ings College), "BMI Live" (music and interviews with new bands), "Null & Void" (comedy from Syracuse University), "Spotlight" (public affairs show from Howard University).

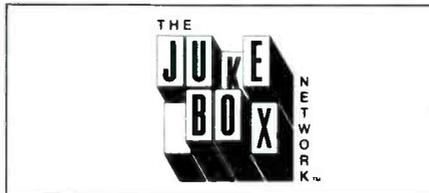
USDA Office of Information

410-A Administration Building
Washington, DC 20250

Contact: Ms. Marcella M. Hilt
Director, Radio-TV Division
(202) 447-6445

Type of payment: Free

Type of programming: Agricultural News



Video Jukebox Network, Inc.

12000 Biscayne Blvd.
Miami, FL 33181

Contact: Bill Stacy
Vice President, Operations/LPTV
(305) 892-3640

Type of payment: Viewer pays, station participates in revenue.

Type of programming: The Jukebox Network (interactive music videos).

Visions Productions, Ltd.

16745 West Blue Mound Road
Brookfield, WI 53005

Contact: Rick Felski
President

Type of payment: Cash

Type of programming: Custom-designed, animated station ID's, bumpers, logos, etc. Opens for special programs, sports also available.

Warner Bros.

Domestic Television Distribution
4000 Warner Blvd.
Burbank, CA 91522
(818) 954-6000

Type of programming: Cartoons, Children's.

Sample titles: "Tiny Toon Adventures" (new Steven Spielberg animated series starring a new cast of cartoon characters: from the originators of Bugs Bunny, Daffy Duck, and others).

Weiss Global Enterprises

P.O. Box 20360
Oxnard, CA 93034-0360

2055 Saviers, Suite 12
Oxnard, CA 93033-3693

Contact: Adrian Weiss
President

(805) 486-4495

Type of payment: Cash

Type of programming: Animated, Cartoons, Comedy, Documentaries, Family, Features/Packages, Program Inserts/Shorts, Series, Series/Off Network, Serials.

Sample titles: Features including: "Cactus in the Snow," "Baron of Arizona," 30's and 40's vintage movies, westerns, "Those Crazy Americans" (one-hour documentary), "Kids Say the Darndest Things" (series, over 500 color episodes), "Make Room For Daddy" (161 half-hour programs), "Alice" (10 cartoons by Walt Disney).

Westchester Films, Inc.

342 Madison Avenue, Suite 714
New York, NY 10173

Contact: Claude S. Hill
President

(212) 867-1700

Type of payment: Cash

Type of programming: Animated.

Sample titles: "Star Blazes" (77 half-hour episodes of animation).

Zoli Teleproductions

P.O. Box 485
Palmer Lake, CO 80133

Contact: Janice Lloyd
Vice President/Marketing

Type of payment: Cash & Barter, Barter

Type of programming: Action/Adventure, Animal/Nature/Outdoors, Features/Packages, Specials, Rodeo.

Sample titles: "Rodeo Sports Page" (series, pro-rodeo half-hour shows), "American Junior Rodeo Finals" (2 hours), "Cowboy Polo." 

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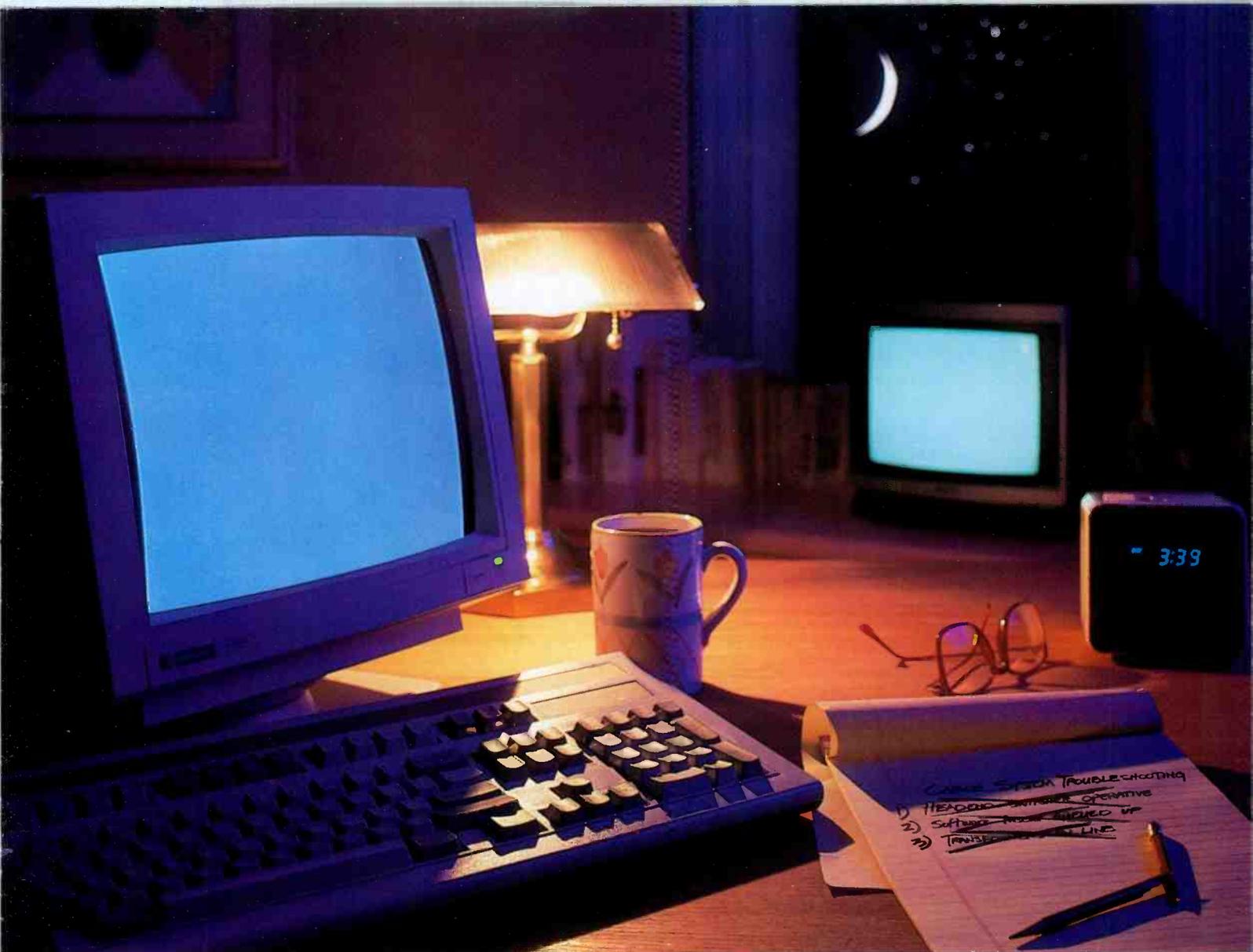


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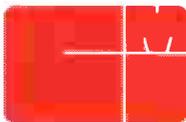
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LPTV and the LAW

—by Peter Tannenwald

Tuning In On Employment

If you are going to take your LPTV station seriously and run it as a locally involved community institution, you will need a good staff. You can hire a good general or sales manager or an on-air personality with a handshake if you like, but if you want to attract and hold someone who is really competent, you ought to consider a formal employment contract.

You should consider a contract as a way to protect yourself, especially if your employee is truly outstanding, because employment offers from conventional TV stations may soon come along at more salary than you can afford to pay. Unless you want to become a revolving door training ground for bigger stations, you should

give careful consideration to making your company an attractive place to work, while contractually protecting yourself against raids.

What to Include

Here are some thoughts about the kinds of things you might include in an employment contract:

- Try to spell out as best you can what the duties of the employee will be. Will a sales employee be expected just to sell, or also to collect accounts, train other personnel, and produce spots? Will an air personality be expected to make personal appearances around town as well as work on the air?

- Specify the hours to be worked, which will usually not be just 9 to 5 at a broadcast station. Remember, however, that for non-managerial employees, any work over 40 hours a week must be paid for at overtime rates.

- Will the employee be permitted to have any outside jobs or business interests of any kind? At a minimum, it is important that you require disclosure of all of an employee's outside activities, business interests, and sources of income, so that you can determine whether there are any conflicts of interest with your station. Whether or not you try to forbid such interests will depend on how much time you need the employee to work and whether you can afford to pay enough to make outside income unnecessary.

You certainly will want to reserve the right to bar conflicts of interest, and you will want to insist that work for your station take priority over any other permitted activities. You also need disclosure of other activities and income sources to make sure that you comply with the FCC's payola and plugola rules, which means that your employee must never receive any payment related to anything broadcast on the air without on-air disclosure to your viewers.

Salary Arrangements

- The amount and method of compensation should be specified. A simple

hourly or weekly salary is easy to recite, but contracts can become more complicated when compensation includes incentives based on personal or overall station performance. If an employee is to receive a percentage of sales, when will payment be made—at the time of the sale, at the time the advertising is run, at the time of billing, or at the time of collection? Will payment be withheld or charged back if the account never pays the station? How is the "sales" base defined? Does it include agency commissions and national sales? If incentive payments are based on overall station performance, does that mean cash flow or net income after depreciation and other non-cash items?

- Establish in the contract who is responsible for paying the employee's expenses. This is especially important for sales personnel who may be expected to wine and dine clients and to drive an automobile on company business. The higher percentage of sales an employee is paid, the more reasonable it is to ask that employee to pick up his or her own expenses. If the station will pay expenses, specify whether and how these expenses will be limited, even if you only state that expenses must be approved by the general manager. If the employee will be moving from out of town, you may want to pay moving costs as an incentive to attract a particularly desirable person.

Leaving the Company

- Even though you are just starting out, you must not neglect what happens when the honeymoon is over, and you want your employee to leave, or the employee quits. In most cases, you will want to insist on employment being "at will," which means that you can discharge the employee for any reason at any time. However, the employee may in turn demand severance pay, especially if termination comes very soon after the job starts. In other words, if you have in mind a one- or two-year contract, you may want to reserve the right to discharge the employee early in return for a flat, agreed-on severance payment.

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• It is very important to have a covenant not to compete that becomes effective when an employee leaves for any reason, because otherwise, you will be vulnerable to a situation in which employees may be jumping from one station to another in the same market and taking trade secrets and account lists with them when they leave. A court will not enforce a contractual provision that absolutely forbids an employee from quitting and requires him or her to work for a full contract term no matter what happens, so your only real protection against raids is a provision that is targeted to keep the employee from working for your competitor.

Courts are strict in enforcing covenants not to compete and will often favor the employee and declare a covenant to be null and void if it is too onerous. The covenant must be reasonable in time, geographic scope, and scope of activities covered.

What is "Reasonable"

Being reasonable in time means restricting your covenant to only the period of time you will need to get back on your feet after the employee leaves. For example, it may be difficult to argue that a salesperson must be kept out of town for more than six months after quitting your station, because you should be able to have his or her accounts properly serviced by someone else within that time.

Reasonable geographic scope means that you do not bar your employee from working any farther from your station than is realistic considering your market. You can certainly preclude working for another station whose signal overlaps with your own, but a covenant barring work within 200 miles would probably not be enforceable in favor of an LPTV station.

Finally, the scope of the prohibited activity must be reasonable. A sales person might be barred from selling time for any other mass medium (radio, TV, LPTV, cable TV, and even a newspaper) in the same market, but it would be much less reasonable to try to stop him or her from working as a bartender, even right down the street from you.

In all events, be sure to state that records compiled while working for the station belong to the station and may not be taken by a departing employee.

Contracts can be a bother, but oral misunderstandings can be worse. When you hire an employee who is important to your station, think carefully about what you do, and do not, want to offer; and consider the advantages of writing it down so that both parties have the same understanding.

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.

...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.

- W39AY Montgomery, AL. Sunbelt Media Group, Inc., 11/30/90.
- K58DJ Bakersfield, CA. Park Place Broadcasting Company, 12/4/90.
- K43DM Escondido, CA. Howard LP Television, Inc., 12/4/90.
- K66CQ O'Neals, CA. K. Sandoval Burke, 12/3/90.
- W13BF Hartford, CT. Channel 13 Television, Inc., 1/2/91.
- W24BF St. Petersburg, FL. Jay Ramsey, 11/30/90.
- W28AI Salem, IL. Three Angels Broadcasting Network, Inc., 12/20/90.
- W07CL Auburn, IN. C. P. Broadcasters, Inc., 1/3/91.
- W46BE Murray, KY. Murray Broadcasting Company, Inc., 11/30/90.
- K56DR Baton Rouge, LA. Trinity Broadcasting Network, 12/4/90.
- W44AR Detroit, MI. Fairlane Assembly of God, 11/30/90.
- K39CI Springfield, MO. Christian Life Communications, 12/4/90.
- K52DH Springfield, MO. Trinity Broadcasting Network, 11/30/90.
- K63EA Bridger, MT. Clarks Fork Valley TV District No. 1, 1/2/91.
- K53DH Belcourt, ND. Schindler Community TV Services, 12/4/90.
- K55FH Belcourt, ND. Schindler Community TV Services, 12/4/90.

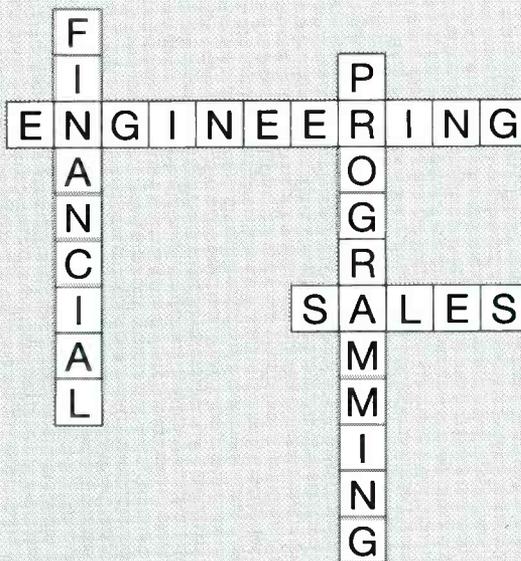
- K57EY Belcourt, ND. Schlinder Community TV Services, 12/4/90.
- K59DM Belcourt, ND. Schindler Community TV Services, 12/4/90.
- K61EF Belcourt, ND. Schindler Community TV Services, 12/3/90.
- K43CT Reno, NV. Kidd Communications, 12/4/90.
- K63DN Reno, NV. Generic Television, 12/21/90.
- K17AY Seaman, OH. Tranquility Community Church, 12/4/90.
- K60BJ Toledo, OH. Tran Star, Inc., 12/20/90.
- K21CS Tahlequah, OK. Tahlequah TV-21, 11/30/90.
- K52DE Salem, OR. Columbia River Television, Inc., 1/2/91.
- W36BE State College, PA. The New York Times Company, 1/2/91.
- W51BG Farragut/Knoxville, TN. Dwight R. Magnuson, 11/30/90.
- K22BH Corpus Christi, TX. Clear Channel Communications, Inc., 1/2/91.
- K38CN Salt Lake City, UT. William Allen Marshall, 11/30/90.
- W26AZ Front Royal, VA. Ruarch Associates Limited Partnership, 11/30/90.
- K22BI Walla Walla, WA. Blue Mountain Broadcasting Association, 1/4/91.
- K27DD Walla Walla, WA. Blue Mountain Broadcasting Association, 12/21/90.
- K60EB Yakima/Wapato, WA. Ronald Alan Theodore Bivens, 1/2/91.
- K68DG Shoshoni, WY. Riverton Fremont TV Club, Inc., 12/4/90.

NEW LPTV CONSTRUCTION PERMITS

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

- W52BF Mobile, AL. Penny C. Wilmoth, 1/3/91.
- continued*

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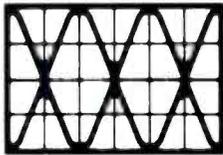
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K08LK Bakersfield, CA. Barbara Dilley, 12/19/90.
K10NP Eureka, CA. Philip J. Plank, 12/20/90.
K11TC Fortuna/Ferndale, CA. North Star Communications, 1/3/91.
K07UX Fresno, CA. Eduardo and Rosa Maria Caballero, 1/4/91.

K66ED Redlands, CA. First Assembly of God, 1/4/91.
K25DU San Diego, CA. Citizens Television System, Inc., 12/5/90.
K63EN San Diego, CA. Civic Light, Inc., 12/5/90.
K40DF San Luis Obispo, CA. Alegria Broadcasting Corporation, 12/19/90.

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BEXT, Inc.	21	47	(619) 239-8462
CADCO	13	117	(214) 271-3651
Channelmatic	25	6	(619) 445-2691
Coarc Video	26	28	(518) 672-7202
Decisions, Inc.	14	14	(214) 586-0557
Eagle-Lion Video	23	96	(619) 277-1211
LPTV Programming	17	39	(212) 725-8949
ITS Corporation	11	123	(412) 941-1500
Keystone Inspirational Network	18	48	(717) 246-1682
Microdyne Corporation	29	100	(904) 687-4633
Microwave Filter	2	172	(315) 437-3953
Money Management Television Network	9	36	(817) 282-6770
New Visions	10	25	(303) 925-2640
Panasonic Broadcast & Television Systems/Professional	4-5	45	(800) 524-0864
Resort Sports Network	6	38	(207) 772-5000
Riser-Bond Instruments	16	90	(800) 688-8377
Sabatke & Company	30	168	(813) 772-3994
TE Products, Inc.	12	17	(800) 832-8353
Technosystem USA	28	74	(305) 477-5018
Tel-Test	22	108	(904) 374-4503
Television Technology Corporation	19	7	(303) 665-8000
Trident Productions, Inc.	30	165	(800) 955-5660
Trompeter Electronics	7	183	(818) 707-2020
TV Turnkey Services	27	10	(414) 781-5044
Video Jukebox Network, Inc.	32	145	(305) 573-6122

K25DV Santa Rosa, CA. Earl Manuel Ettienne, Ph.D., 12/20/90.
W57BI Miami, FL. Educational Television Corporation, 12/7/90.
W18AZ Sarasota, FL. George W. Kimble, 12/19/90.
W39BK Valdosta, GA. Impact Television Group, Inc., 12/20/90.
W39BJ Waycross, GA. Women's LPTV Network, 12/20/90.
K59EI Maui, HI. Susan Durch, 12/19/90.
K56EQ Wailuku, HI. Worldwide Enterprises, 12/19/90.
K16CQ Twin Falls, ID. The Little TV Station, 12/19/90.
W48BG Kokomo, IN. Kingdom of God Ministries, Inc., 1/2/91.
W07CU Lexington, KY. Clarabelle F. Boone, 1/7/91.
K47DI Lake Charles, LA. James E. Still, 1/2/91.
W66BR Lake Charles, LA. Adventures in Media: Jeffrey W. Young, 12/19/90.
K09VN Shreveport, LA. Clarabelle F. Boone, 1/3/91.
K39CY Bozeman, MT. Jose Armando Tamez, 1/4/91.
K32DB Fargo, ND. Kelco Television, 12/20/90.
K28DN Laughlin, NV. John F. Craven, III, 12/20/90.
W05BY Rochester, NY. Assal Broadcasting Company, 1/4/91.
W64BM Toledo, OH. Lonnie James, 12/5/90.
K46CW Norman, OK. Lola E. Brothers, 12/5/90.
K68DU Stillwater, OK. Mountain TV Network, Inc., 1/2/91.
K53EA Eugene, OR. Gerald D. Kamp, 1/3/91.
W15BB San Juan, PR. Arzuaga Broadcasting Group, 12/19/90.
K12ON Bryan, TX. Clark Ortiz, 1/4/91.
K55FX Corpus Christi, TX. Norma Torres, 1/2/91.
W17BG Charlotte Amalie, VI. Paradise Superstation Ltd., Inc., 12/5/90.

ASSIGNMENTS AND TRANSFERS

K64DR Phoenix, AZ. Assignment of license granted from Broadcasting Systems, Inc. to Hispanic Broadcasters of Arizona, Inc. on 12/26/90.
K38CX Shonto/Tonalea, AZ. Voluntary assignment of permit granted from Navajo Bible Believers to Trinity Broadcasting Network on 1/3/91.
K69FM South Phoenix, AZ. Assignment of license granted from Broadcasting Systems, Inc. to Polar Broadcasting of Arizona on 12/28/90.
K58DJ Bakersfield, CA. Voluntary assignment of permit granted from Park Place Broadcasting Company (General Partnership) to Park Place Broadcasting Company (Sole Proprietorship) on 12/11/90.
K06MB Indio, CA. Voluntary assignment of permit granted from Park Place Broadcasting Company (General Partnership) to Park Place Broadcasting Company (Sole Proprietorship) on 12/11/90.
K53DO Sacramento, CA. Voluntary assignment of permit granted from Channel America LPTV Holdings, Inc. to Channel America LPTV License Subsidiary, Inc. on 12/13/90.
K15BD San Luis Obispo, CA. Assignment of license granted from TV 15 Broadcasting, Inc. to H. B. I. Broadcasting, Inc. on 12/5/90.
W31AT Gainesville, FL. Assignment of license granted from James Vincent Fitzpatrick to Video Jukebox Network, Inc. on 12/18/90.
W09BU Jupiter, FL. Assignment of license granted from Pauline Therese Mantwill to Spirit Productions, Inc. on 1/2/91.
W35AJ St. Petersburg, FL. Assignment of license granted from Channel America LPTV Holdings, Inc. to Channel America LPTV License Subsidiary, Inc. on 12/13/90.
W34AW Sarasota, FL. Voluntary assignment of permit granted from Ronald D. Kniffin to WJTV, Inc. on 12/28/90.
W09BI Tallahassee, FL. Assignment of license granted from Florida Broadcasting Company to Associates Christian Television System, Inc. on 12/12/90.
W57BA Tampa, FL. Assignment of license granted from Channel America LPTV Holdings, Inc. to Channel America LPTV License Subsidiary, Inc. on 12/13/90.

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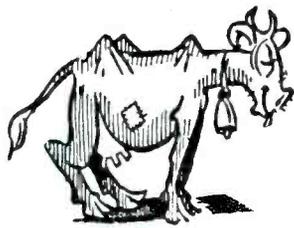
At TV 43, primary programming is received on a fixed Microdyne antenna. The VistaLink antenna rotates to receive programming from other satellites.

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W43AT Dalton, GA. Assignment of license granted from John Forshner to Family Life TV 43 on 12/12/90.

W55AW Savannah, GA. Assignment of license granted from Channel America LPTV Holdings, Inc. to Channel America LPTV License Subsidiary, Inc. on 12/13/90.

W53HI Valdosta, GA. Assignment of license granted from CFF Properties, Inc. to General Management Consultants, Inc. on 12/10/90.

K51CR Dubuque, IA. Voluntary assignment of permit granted from Robert H. Hanson to Thomas H. Valley on 12/19/90.

K13VK Arco, ID. Assignment of license granted from Lee J. Stillwell to Ambassador Media Corporation on 11/27/90.

K09VD Ashton, ID. Assignment of license granted from Ellen M. Armstrong to Ambassador Media Corporation on 11/27/90.

K13VI Blackfoot, ID. Assignment of license granted from W. L. Armstrong to Ambassador Media Corporation on 11/27/90.

K07UL Burley, ID. Assignment of license granted from William L. Armstrong, III to Ambassador Media Corporation on 11/27/90.

K08KU Challis, ID. Assignment of license granted from Lee J. Stillwell to Ambassador Media Corporation on 11/27/90.

K09UZ Driggs, ID. Assignment of license granted from William L. Armstrong, III to Ambassador Media Corporation on 11/27/90.

K02NP Filer, ID. Voluntary assignment of permit granted from William L. Armstrong, III to Ambassador Media Corporation on 11/27/90.

K12OE Firth/Basalt, ID. Assignment of license granted from W. L. Armstrong to Ambassador Media Corporation on 11/27/90.

K12NZ Idaho Falls, ID. Assignment of license granted from W. L. Armstrong to Ambassador Media Corporation on 11/27/90.

K08KV Jerome, ID. Assignment of license granted from William L. Armstrong, III to Ambassador Media Corporation on 11/27/90.

K04ND Paul, ID. Assignment of license granted from James D. Nordby, Jr. to Ambassador Media Corporation on 11/27/90.

K12OA Pocatello, ID. Voluntary assignment of permit granted from Ellen M. Armstrong to Ambassador Media Corporation on 11/27/90.

K13VP Rigby, ID. Assignment of license granted from W. L. Armstrong to Ambassador Media Corporation on 11/27/90.

K02ND Rupert, ID. Assignment of license granted from William L. Armstrong, III to Ambassador Media Corporation on 11/27/90.

K12OB St. Anthony, ID. Assignment of license granted from Ellen M. Armstrong to Ambassador Media Corporation on 11/27/90.

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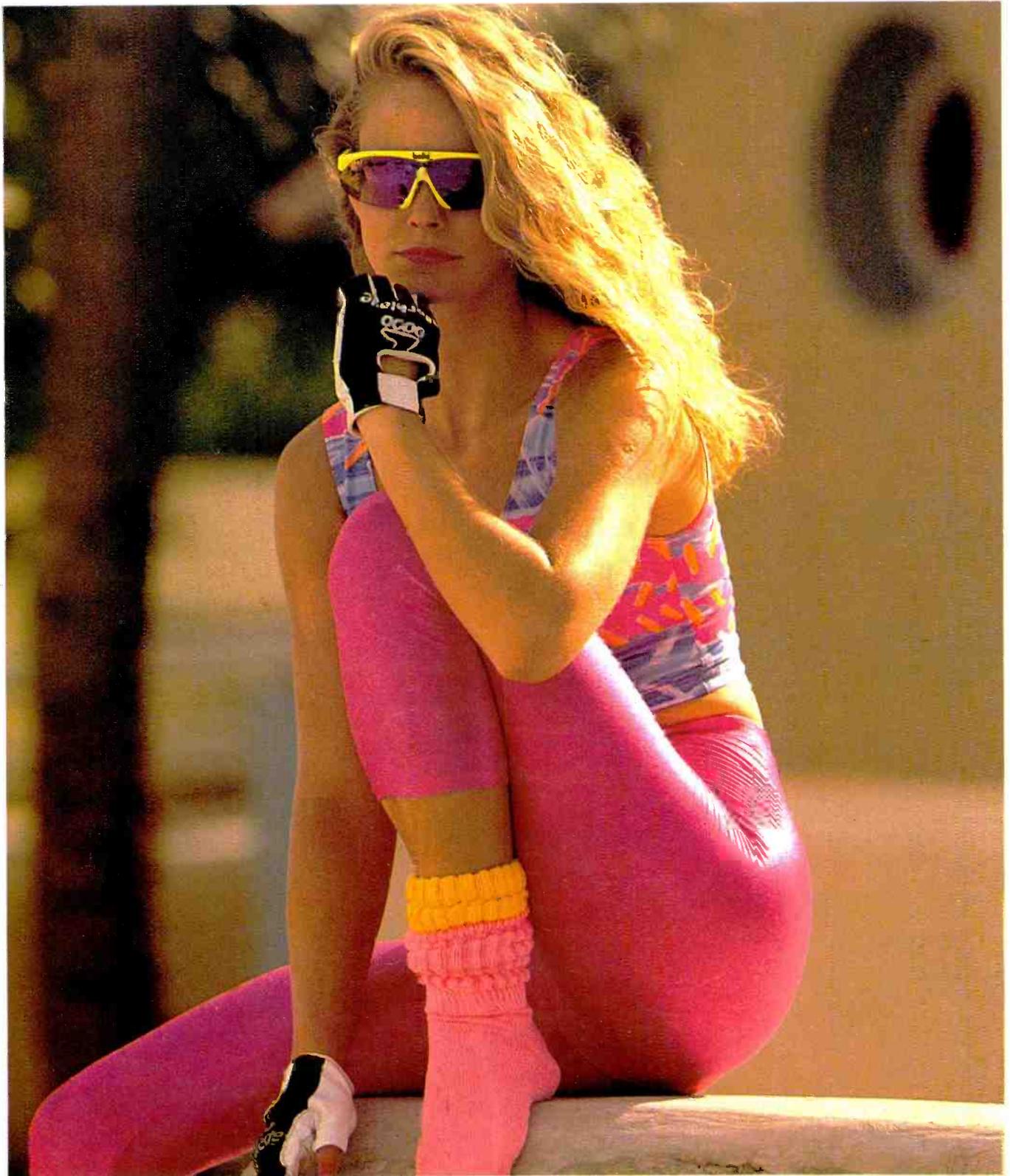
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