

The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 7, Issue 7 • July 1992

\$5.00

Call for Entries
'92 CBA Local
Programming Awards
See Page 10

Slattery Amendment Deferred

LPTV Must Carry Hopes Now Rest With Conference Committee

—by Jacquelyn Biel

Just before the final vote, Rep. Jim Slattery (D-KS) pulled away from offering his LPTV must carry amendment during the House Energy and Commerce Committee's markup of H.R. 4850 on June 17. The amendment had the votes of 20 Congressmen, but supporters could not be sure of the two additional votes needed to

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The Sound Of Many Voices Minorities Speak Out With Community Television

—by Anne C. Rosenberger

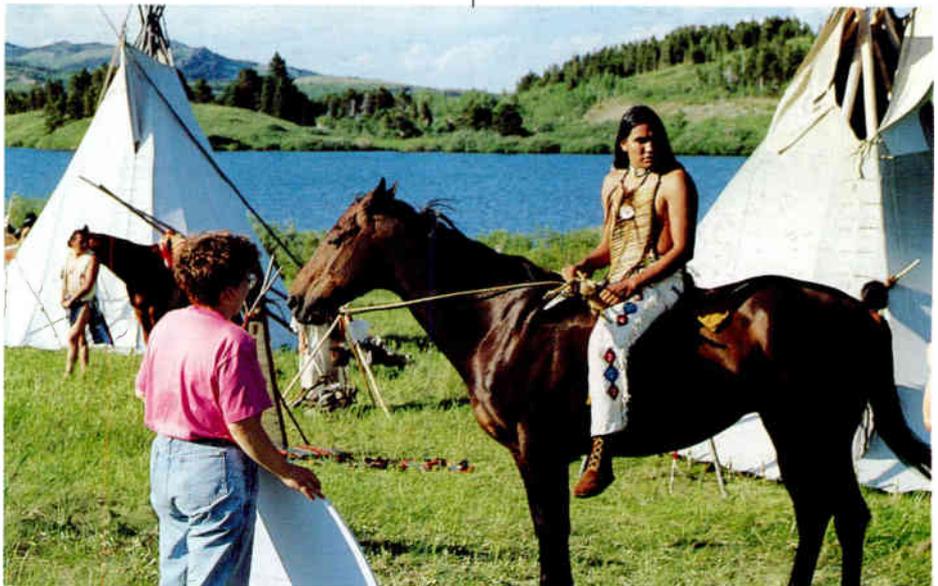
What is community broadcasting all about?

Serious broadcasters think it's about serving the small community in a way that most full power television stations are too big to do.

So in a country that's home to dozens of ethnic and minority groups — communities within communities — it isn't surprising that several LPTV broadcasters have found their calling in airing programming for these special audiences.

ington's Mount Pleasant area between the Hispanic population and the DC police. The cause was, at least in part, cultural misunderstanding and language barriers.

But Channel 48 (W48AW) stepped in and helped to defuse the tense situation by airing bilingual programs explaining the conflict's major issues. DC's Mayor Sharon Pratt Dixon joined some of the broadcasts to promise the Hispanic community that she would begin mandatory sensitivity training for police officers and increase the number of Hispanics on the force.



Rodney Grant (Dances With Wolves) on horseback during a shoot for a Soil Conservation Service program produced by Channel 25 (K25CL) in Pablo, MT.

Native Americans, Asian Americans, and African Americans, communities of Germans, Poles, Russians, Italians, and Hispanics — many are being quietly served by community stations dedicated especially to them.

Here are the stories of just a few.

DC Station Helps Ease Racial Tension

Last year, events in the nation's capital demonstrated just how important minority broadcasting facilities can be (see *LPTV Report*, June 1991, p.7).

In May 1991, violence erupted in Wash-

By taking an aggressive stance, Channel 48 helped to turn a dangerous situation into a chance to improve race relations, and it earned the gratitude of the city and a formal accolade from Mayor Pratt Dixon.

Tampa's TV 61 Sponsors Scholarships

Channel 61 (W61BL) in Tampa, FL is part of the Univision Network, broadcasting Spanish-language soaps, sitcoms, news, and sports since 1982 to metro Tampa's 220,000 Hispanic citizens. The

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In Our View

It's time once again to begin preparing for the yearly gathering of LPTV broadcasters at the Fifth Annual LPTV Conference & Exposition, October 27-29.

This year, the convention will be held in Las Vegas's lush Tropicana Hotel, according to Eddie Barker who is organizing the exhibitions and hotel arrangements. Says Eddie, there has been an unusually strong interest among prospective exhibitors. And while it's probably too early to tell, it could be the biggest convention yet in terms of exhibit space sold.

Woody Jenkins, who runs several community television stations in and around Baton Rouge, is this year's Conference organizer. A priority this year, says Woody, is to get as many people involved in sharing

ideas as possible. To that end, besides the traditional panel discussions, Woody plans to introduce "Round Tables" on a variety of station management topics. Conference goers will be able to participate in the Round Tables, sharing their challenges and successes with other station managers. The round table format, Woody hopes, will allow participants not only to learn from each other but to get to know one another more easily as well.

(By the way, Woody would appreciate hearing from anyone who has suggestions for the Conference. And, of course, volunteers are always welcome to share the workload. It's fun, and a good way to meet people. Call Woody at (504) 928-3146.)

Climaxing the convention will be the Fifth Annual Local Programming Awards festivities. Scheduled for the final evening of the Conference, the Awards will recognize excellence in local program production by community stations. If you haven't entered in the past, make plans now to send in your best program, promotion, commercial, sports production, or news show. It's a chance for the hard-working people at your station to see their efforts recognized by their peers.

For rules and entry information, see page 10 of this issue. And, by the way, can anyone think of something a little snappier to call them than the "CBA Local Programming Awards"??

This year, in addition to the programming awards, the CBA will present several Station of the Year trophies to stations that have demonstrated distinctive programming and service to their communities. Stations will compete within categories based on their formats, so that stations in different format categories won't have to compete with each other.

So make your plans now. Call Eddie Barker at 1-800-225-8183 for registration and hotel information.

If you're a newcomer to the LPTV industry, this is a chance to meet your peers, share ideas, and experience the solidarity of our industry. If you've attended in past years, this is a chance to catch up with old friends and meet some new ones. Either way, you're sure to learn a lot, and have a lot of fun besides.

The LPTV Report

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Duggan Bullish On Future Of Broadcasting



Ervin S. Duggan

Commissioner Ervin S. Duggan exhorted a Federal Communications Bar Association audience recently not to give up on the broadcast networks which have been gradually losing audience share over the past ten years. Unless challenged, said Duggan, present "myths" about the networks, such as the notion of their irreversible decline, "could calcify into a kind of melancholy conventional wisdom" and hasten their decline by inhibiting new ideas that might help them compete.

Speaking May 27 before the association's New York chapter, Duggan said that he favored a gradual loosening of the present regulatory restrictions on the networks so they can compete in the emerging multi-channel video marketplace.

His remarks followed a furor that developed in the trade press when FCC chairman Al Sikes expressed his doubts about the viability of television broadcasting in the multi-channel marketplace of the coming decades.

Sikes, who made his statements during a closed mid-May meeting with a handful of prominent broadcasters, was pelted with denunciations from other present and former commissioners, from Congress, and from the broadcasting industry, after his opinions were leaked to the press. Several questioned Sikes's ability to protect the interests of broadcasters and the public in light of his apparent feelings. 

Abortion Terms Clarified

Selecting the words you use to describe the two sides of the abortion debate is almost as sticky as the debate itself. No matter what your station chooses, somebody is bound to be unhappy.

In the May 1992 "AP Television" newsletter, Barbara Worth explains the policy of the Associated Press: "Use 'pro-choice' and 'anti-abortion,' not 'pro-abortion' and 'pro-life.'"

"Pro-choice," she says, does not necessarily mean "pro-abortion."

"Many [pro-choice adherents] would not have abortions, but they believe a woman has the right to choose abortion," Worth says.

"On the other hand, 'anti-abortion' describes clearly and accurately the position that there is no such thing as the right to abortion." 

Many Voices

continued from front page

station also airs daily local news — concentrating on the Hispanic business market — and such community events as parades and beauty contests.

The ad revenue generated by these special productions is the station's largest income source. The 17-member, mostly-Hispanic staff commands a \$35,000 monthly budget — the cost of producing local programming with, as general manager Enrique Perez says, "a network flare."



Channel 61's Enrique Perez accepts a CBA Local Programming Award from presenter Jack McQueen at the 1990 CBA Awards Gala.

"We end up spending more than we'd like," Perez acknowledged, "but it has to be done if we want to equal the quality of the Univision network feed."

The station also actively works to make life better for its viewers. Because the school dropout rate is high among Tampa Hispanics, Channel 61 established the Hispanic Academic All-Stars \$1,000 Scholarship Program for Hispanic senior high school students who attend one of the metro area high schools.

This past year, more than 100 students submitted essays to the station. Twenty-seven finalists were chosen and interviewed by four judges from several area colleges. And on May 20th, Channel 61 honored four \$1,000 scholarship winners at a dinner in their honor.

"We've had incredible response from viewers and advertisers," Perez said. "Our community has supported us very well." So have the city's cable systems, all four of which carry Channel 61.

Perez added that his station takes its role as liaison between the Hispanic community and the rest of the Tampa area "very seriously."

"We think we're a great resource for everyone from major Florida advertisers to small local businesses. We're the voice of the Hispanic community here, and we try to work for our community the same way it works for us."

Channel 19 Airs to Boston Hispanics

Peter Cuena is the general manager for Channel 19 (W19AH) in Boston, MA. His station broadcasts 20 hours daily in Spanish to a Hispanic community numbering about 200,000. It is carried on Warner Cable and Cablevision of Boston.

Channel 19 is affiliated with the TV Telemundo network out of Miami which supplies Spanish-language entertainment programming and movies. The station also produces local shows, including programs for Boston's Haitian and African American communities — music, interview programs, news, and variety shows are prominent on the local production schedule.

"We've had great audience response, and people call in from all over," Cuena said, pointing out that Channel 19 is the only station broadcasting in their own language to Boston's Hispanic residents.

Despite limited equipment, Cuena is planning even more local programming. At present, the production staff is working on a local news show and a call-in show in which viewers quiz community leaders on Hispanic issues.

Like so many other LPTV broadcasters, Cuena supports cable must carry for local community stations. "We are the community's voice," he said. "We provide an important local service and we should be allowed the growth that cable carriage can give us."

Native American Station Brings PBS to Montana Reservation

Native Americans are another active group in community broadcasting. Pablo, Montana's Channel 25 (K25CL) is a PBS (Public Broadcasting Service) affiliate

broadcasting from Salish Kootenai College on the Flathead Indian Reservation.

The station broadcasts weekly news programs as well as highlights of area high school athletic events. Classes in Native American language and early childhood education programs have also aired. One new program, "Montana Serenade," features music and interviews with local and visiting performers.

Some of the local programs are produced at Channel 25, while others are done by other Montana area PBS LPTV stations — all of which are linked in a network to maximize the resources of each.

The station signed on in April 1988 and is staffed solely by people living on the Flathead Reservation.

"We used grants and underwriting to get started," General Manager Frank Tyro explained, "and we're really close to being in the black. We'll probably make it by this fall."

They would have been profitable already but decided to add a third transmitter last year which tripled their audience. Channel 25 now reaches 90% of the 1.5 million acre reservation via the broadcast transmitters and four area cable systems.

The Flathead Reservation is one of two reservations that was open to homesteading in its early years. The result is that only 20% of the population is Native American, effectively making the Native Americans a minority on their own reservation.

When Channel 25 first signed on the air, the racially mixed audience was skeptical. "A lot of folks were worried that the station would just be a mouthpiece for the Native Americans," Tyro said. "But now that we're up and running and providing

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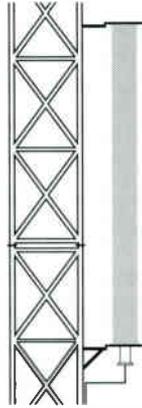
The "Pistol Creek Singers," an Indian Drum group, in the studio of K25CL, Pablo, MT.

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June 5, 1992

	Licenses	CPs
ALABAMA	9	27
ALASKA	257	6
ARIZONA	37	35
ARKANSAS	15	22
CALIFORNIA	56	96
COLORADO	49	34
CONNECTICUT	4	5
DELAWARE	3	1
WASHINGTON, DC	2	0
FLORIDA	50	117
GEORGIA	23	33
HAWAII	3	29
IDAHO	37	30
ILLINOIS	17	32
INDIANA	18	30
IOWA	12	29
KANSAS	12	24
KENTUCKY	13	28
LOUISIANA	18	37
MAINE	7	22
MARYLAND	2	7
MASSACHUSETTS	9	12
MICHIGAN	14	21
MINNESOTA	60	41
MISSISSIPPI	13	19
MISSOURI	21	31
MONTANA	28	51
NEBRASKA	4	9
NEVADA	24	20
NEW HAMPSHIRE	3	3
NEW JERSEY	3	12
NEW MEXICO	16	43
NEW YORK	37	44
NORTH CAROLINA	17	31
NORTH DAKOTA	9	14
OHIO	26	42
OKLAHOMA	26	39
OREGON	45	33
PENNSYLVANIA	26	54
RHODE ISLAND	0	2
SOUTH CAROLINA	4	23
SOUTH DAKOTA	9	20
TENNESSEE	33	33
TEXAS	64	116
UTAH	20	8
VERMONT	1	11
VIRGINIA	9	32
WASHINGTON	35	23
WEST VIRGINIA	4	7
WISCONSIN	15	15
WYOMING	23	17
GUAM	1	0
PUERTO RICO	8	6
VIRGIN ISLANDS	1	2
TOTALS: Licenses: 1,252		
Construction Permits: 1,478		

our service, we're getting a favorable reaction from everyone in the area. We're very gratified with the viewer response."

According to Tyro, LPTV is all and only about community involvement. "LPTV stations offer a very important service," he said. "We've got to make sure they don't get run out of broadcasting."

He pointed out that if it were not for the LPTV broadcasters, people in his area of the country would not have PBS. The closest full-power PBS affiliate is two states away.

And as for program merit, a documentary on Native Americans produced by Channel 25 has been featured at the Smithsonian Native American Film Festival in Washington, DC, and also shown in Estonia of the former Soviet Union.

The Navajo Nation Network

Delfred Smith is the director of Broadcast Services, which operates several community stations in the Southwest. Among them are K44BB in Window Rock, AZ, K13GX in Navajo, NM, and K48AW in Shiprock, NM. The stations, which are licensed to the Navajo Nation, air primarily PBS programming. But a number of local shows are produced in Window Rock for broadcast over the station system.

"The more programming we have that is locally produced, the better the response from our viewers," Smith said.

Currently, Broadcast Services produces several weekly programs, including "Through the Lens," a magazine show that offers viewers a look at community events. Also broadcast is every kind of local sport, from basketball to rodeo.

"We're involved with our community as much as we possibly can be," Smith said. "We try to cover as many community activities as we can, and we encourage schools and other organizations to let us know what's going on."

Eventually, said Smith, Broadcast Services will comprise an LPTV network of five to seven stations serving the entire Navajo Reservation.

Korean News In New York City

Charlotte Castillo is the station manager of W53AA Channel 53 in New York City. Channel 53, which is part of Korean-owned PanAsian Communications, Inc., signed on the air in February 1990 and serves the Korean community of New York City and a portion of nearby New Jersey — some 40,000 households in all.

All of the programming on Channel 53 is in Korean, Castillo said, but a few programs, "less than 5%," have English subtitles. The log includes Korean news, movies, sports events, entertainment, and a "soap opera." All are produced in Korea and are distributed by KTE in California.

Although a decline in revenues due to the recession has forced the station to cut



A KBC newscast from New York City. The radio station shares facilities with sister KBC-TV.

back on local programming, Castillo said, the 20-member Korean staff still produces "New York Day," which takes a look at some of the cultural events that the Big Apple offers, and "Pop's Pop," a program featuring musical entertainment. There are also dozens of community announcements and a 10-minute daily "Community Calendar," as well as Channel 53's live nightly news in Korean.

As Castillo said, "You have to stay in touch with your community, especially when you're serving a special segment of the population."

Not All Stories Have Happy Endings

W11BV, better known as WFBM-TV, used to serve the African American community of downtown Indianapolis. That city's 400,000 blacks comprise 25% of its population.

The station carried Channel America programming for part of the day but specialized in local productions. Dave Smith, who owns WFBM-TV with Lee Jackson, said that live local news, featuring an all-black news staff, aired every night at 6 and 11 p.m. In addition, five days a week, an African American woman hosted a half-hour morning talk show on which local community leaders appeared.

WFBM-TV also produced a variety of other talk, discussion, and interview shows, as well as miscellaneous sporting events. They broadcast the home games of two nearby universities and carried ACC basketball and football games, as well as an occasional "Bowl" or "All-Star" game.

Smith is particularly proud of the several different local music video programs that WFBM produced. Each regularly-aired show featured a VJ from the community.

But now WFBM-TV, Channel 11 is for sale.

As Dave Smith explained, "Indianapolis is approaching 70% cable penetration. When people get cable, they throw away their antennas and rabbit ears, and then

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they suddenly find it hard to get our signal."

So Smith and Jackson approached American Cable and asked for carriage on the system.

American Cable, which is owned by Time-Life and HBO, is the cable system that serves downtown Indianapolis, which is the home of the majority of Indianapolis' African American citizens. American Cable offered to lease their Channel 19 to WFBM-TV for \$18,333 a month.

That's nearly a quarter of a million dollars a year. The station couldn't afford it.

And so, Smith said, "The only locally-owned TV station in the Indianapolis market, and the only black-owned TV or radio station in the market is for sale."

John Scott Lewinski contributed to this story.

CBP

RTNDA Minority News Internships Announced

The Robert R. McCormick Tribune Foundation has awarded a \$150,000 grant to the Radio and Television News Directors Foundation to fund a three-year program of news management internships for minority journalism students.

According to RTNDF executive director Eric Swanson, for the past 20 years, the number of minority men and women in broadcast news management has remained substantially the same, although there has been some overall progress in general newsroom minority hiring. The new program is designed to increase the number of minorities in top management TV and radio news.

The Foundation will sponsor six internships during the three-year pilot program.

Three will be three-month summer internships for college students; the other three will be entry level internships for recent graduates.

Stations wishing to hire interns will have to employ them in a management oriented program rather than using them as "glorified 'go-fers'" or keeping them out in the field, said Swanson. Also, each intern must be assigned a supervisor who will directly supervise the intern's work and who will make certain that the guidelines of the program met.

According to Swanson, stations need not be minority owned to participate. Any station interested in the program may contact Eric Swanson at (202) 659-6510.

What's Going On

July 26-28, 1992. Wireless Cable Association International '92 Convention. Marriott Orlando World Center Hotel, Orlando, FL. Contact: Robert L. Schmidt, President, (202) 452-7823.

August 23-26, 1992. Cable Television Administration and Marketing Society 1992 Convention. San Francisco Hilton, San Francisco, CA. Contact: (703) 549-4200.

September 9-12, 1992. National Association of Broadcasters Annual Radio Convention. New Orleans, LA. 1993 Convention, September 8-11, Dallas, TX. 1994 Convention, September 7-10, Los Angeles, CA. 1995 Convention, September 6-9, New Orleans, LA. Contact: (202) 429-5356.

September 23-26, 1992. Radio-Television News Directors Association Annual Convention. San Antonio, TX. 1993 Convention, September 29-October 2, Miami Beach, FL. Contact: (202) 659-6510.

September 29-October 1, 1992. Infotext Publishing, Conference on Interactive Marketing. Resort at Squaw Creek, Lake Tahoe, CA. Contact: (714) 493-2434.

October 1992. Women in Communications, Inc. National Professional Conference. Chicago, IL. Dates to be announced. Contact: (703) 528-4200.

October 11-13, 1992. Association of National Advertisers, Inc. 83rd Annual Meeting & Business Conference. Hot Springs, VA. 1993 Convention, October 17-19, Palm Beach, FL. Contact: (212) 697-5950.

October 14-17, 1992. Society of Broadcast Engineers National Convention. San Jose, CA. 1993 Convention, October 13-16, Richmond, VA. Contact: (317) 842-0836.

October 27-29, 1992. Community Broadcasters Association LPTV Conference & Exposition. Tropicana Hotel, Las Vegas, NV. Contact: Eddie Barker, (800) 225-8183.

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

November 11-13, 1992. Private Cable Show. The Marriott at Sawgrass Resort, Ponte Vedra Beach, FL. Contact: Nancy L. Toman, (713) 342-9655.

November 12-15, 1992. National Association of Farm Broadcasters Annual Meeting. Kansas City, MO. Contact: (612) 224-0508.

April 19-22, 1993. National Association of Broadcasters Annual Convention and Broadcast Engineering Conference. Las Vegas, NV. Contact: (202) 429-5356.

April 28-30, 1993. Broadcast Cable Financial Management Association/Broadcast Cable Credit Association Annual Conference. Lake Buena Vista, FL. 1994 Conference, April 20-22, Town & Country Hotel, San Diego, CA. Contact: Cathy Lynch, (708) 296-0200.

June 13-16, 1993. Broadcast Promotion and Marketing Executives & Broadcast Designers Association Annual Conference & Expo. Orlando, FL. 1994 Convention, June 10-13, New Orleans, LA. 1995 Convention, June 7-10, Washington, DC. Contact: (213) 465-3777.

TV Answer Signs Up Clients, Completes Hub Site

Five national retailers have added interactive television to their consumer direct marketing programs, signing up as members of TV Answer's "Charter Partners" marketing thrust. The companies are J.C. Penney, Inc. Dallas, TX; Bose Express Music, Framingham, MA; CUC, Inc. Stanford, CT; 800 Spirits, Inc. Hackensack, NJ; and 800 Flowers, Westbury, NY.

Wunderman/Cato Johnson (WCJ), the largest direct marketing and sales promotion company in the U.S., has also become a Charter Partner and will be the first major U.S. agency to offer TV Answer's interactive television services to its clients. WCJ clients include American Express, Apple Computers, Columbia House, Frito-Lay Corporation, Kraft General Foods, Miller Brewing Company, Nordic Track, Perrier Group of America, Taco-Bell, and Time Warner.

TV Answer is a wireless, two-way television technology that operates from transmit/receive "cells" similar in concept to those used for cellular telephones. The FCC authorized the new service, which it calls the Interactive Video and Data Service, in January (see *LPTV Report*, March 1992, page 12).

On April 13, the company was granted a patent for the technology that ties together its nationwide network of cell sites. TV Answer has also been granted international patents for its technology by Canada, Spain, South Africa, and Taiwan, and it is expecting a European patent shortly.

Construction of TV Answer's \$2.1 million satellite network hub site at corporate headquarters in Reston, VA was completed on April 28. The hub site will collect, process, and transmit information between product/service providers and local cell sites. CBP



LPTV and the LAW

—by Peter Tannenwald

When The Inspector Knocks

The FCC must have increased its Field Operations Bureau budget this year, because I have spent a lot of time lately helping stations answer violation notices. The number of station inspections is increasing, and they have been thorough.

I have worked on only one FCC Field inquiry to an LPTV station, but you never know when inspectors will descend on LPTV stations. Are you ready? I wish I had the list of questions inspectors carry in their pockets, but I don't. Maybe, though, I can give you a few educated guesses about what inspectors might look for, so that you can conduct your own "mini-inspection" and be ready when and if the real thing comes.

Interference Problems: Interference avoidance requires that you operate on frequency, at your authorized power level, and in accordance with the terms of your license. An inspector may measure the exact frequency of your station. You are required to make that measurement yourself at least once a year and to keep a written record of the results. Visual and aural carrier tolerances are found in FCC Rule 74.761; remember that they are tighter if your license specifies precise frequency offset. Spurious (out-of-band) emissions are also regulated.

The Transmission System: Your transmitter must be FCC type accepted, with an "FCC ID" label from the manufacturer on the outside. You may change the make and model of your transmitter at will, but

you must use the exact same make and model antenna specified in your license. If the antenna is directional, it must be properly oriented on the tower. Effective radiated power must not exceed the licensed value.

The height of the radiation center of your antenna must be as specified in your station license. The overall height of the tower must also be as stated in your license. The FCC will hold you responsible for any deviation, either up or down, even if you do not own the tower and your antenna is mounted well below the top.

The Tower: Tower painting and lighting are intended to protect against aircraft collisions, so the FCC takes them extremely seriously. If your license requires painting (which is usually required for towers with red lights but not for strobe-lit towers), the orange color must be of the correct hue, and the orange and white colors must not be faded. Color bands must be of the correct width at the correct height on the tower.

If lighting is required, all lights must be in working order. Tower lights must be inspected every day and a written record kept of both inspections and the details of any lighting outage and repair. The daily "inspection" may be made by means of an automatic alarm system, but the alarm system must still create a daily record, and quarterly manual inspection of automated monitoring equipment is mandatory.

You are legally responsible for painting and lighting requirements even if you do not own the tower; so if you are depending on someone else to fulfill these obligations, make sure you know who it is and where the records are kept.

RF Radiation: Since RF radiation very close to a broadcast antenna may be hazardous to human health, your tower should be protected against access by unauthorized persons. If the tower is anywhere near where people may be found, provision should be made to prevent unauthorized persons from climbing it.

Monitoring: A responsible person must be in charge of your transmitter at all times you are on the air. If your station is rebroadcasting another TV or LPTV station using off-air pickup or is being fed directly from a satellite earth station or

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Many low power television stations are well positioned in specialized markets and can qualify for long term institutional financing - including construction costs. Our analysis of this group sector has motivated *cfc* to extend its media activities to include LPTV. *cfc* is a private financial group with an aggressive venture leasing program that may interest holders of low power construction permits. If you have found your collateral lender lacking the expertise to assess your media proposal, why not consider the 10 - 15 year equipment program developed by *cfc*. Supported by leading internationally recognized manufacturers and service vendors, *cfc*'s unique limited recourse equipment program may be the more efficient way for you to conserve capital while completing construction of your station.

As the community television service matures and new stations assume their role as full partners in the broadcast arena, service quality and stability will be dominant factors in station valuation. *cfc* has the depth of experience to insure that you make the asset acquisition decisions today which will keep you in the bigger picture.

Traditional bankers are wary of intangible collateral such as a construction permit, and projections of future performance. At *cfc*, we see a different financing picture - one that includes the community television broadcaster.

To explore the possibility of a financial relationship with *cfc*, invest a little of your time and write a brief precis of your situation on your letterhead. We will mail you a list of specific issues for your further comment. As in all financial matters, *cfc* maintains strict client confidentiality and will use information provided to us to establish a comprehensive basis for financing your proposed station.



Managing Director

Creistre Financial Group
265 Franklin Street, 19th Floor
Boston, Massachusetts 02110



Call For Entries

Fifth Annual CBA Local Program Awards

Has your station produced some top-notch original programming recently? If so, you could win one of fifteen Community Broadcasters Association Local Production Awards to be presented at the CBA Awards Gala on the final evening of the 5th Annual LPTV Conference to be held in Las Vegas October 27-29.

Productions can be entered in any one of five categories: Non-News Programs, News Programs, Sports, Station Promotions or Public Service Announcements, and Local Commercials. As last year, stations may enter in one of two general classifications — those serving communities of 50,000 or more people, and those serving under 50,000.

This year, stations may also enter the competition for a Station of the Year Award. The winning station will be chosen on the basis of the quality of its operation and its overall service to the community,

said CBA director Woody Jenkins, this year's conference organizer.

"We want to honor stations for contributing to the community television industry through their service to their own communities," said Jenkins. Jenkins added that the judges could consider multiple awards in the Station of the Year category.

The deadline for entries for the Local Production Competition and Station of the Year is August 31.

Here are the details:

PROGRAM CATEGORIES

Non-News Program: Each entry, edited sample not to exceed 30 minutes.

Sports Program: Each entry, edited sample not to exceed 30 minutes.

News Program: Each entry, edited sample not to exceed 15 minutes.

Promotion/Public Service Announcement: Each spot, 60 seconds or less.

Commercial: Each spot, 60 seconds or less.

ELIGIBILITY AND JUDGING

This competition is open to all community television stations. Entrants need not be members of CBA.

Entries will be judged on overall creativity, production quality, and achievement of objectives as stated in the entry form.

The judges will be a select panel of experienced broadcasting and production professionals. Decisions are the responsibility of the judges, and all decisions are final.

HOW TO ENTER

Complete one entry form for each submission and attach it securely to your entry. All entry forms must be TYPEWRITTEN. Attach a copy of the form to your check for the entry fee.

There is no limit to the number of entries that you may submit in any category. However, a separate fee must accompany each one.

If you submit multiple entries, please submit ONE check for all fees. Make checks payable to the Community Broadcasters Association.

Entry fees are as follows:

CBA Members: \$35.00 per entry

Non-Members: \$60.00 per entry.

Submit entries on good quality 3/4" or 1/2" video cassettes with no color bars or

FCC Adopts New Cable Technical Standards

The Federal Communications Commission has adopted new technical standards for cable television transmissions, the first major revision in 15 years.

The new standards were devised after the District of Columbia appeals court told the FCC to defend its 1974 decision to preempt the authority of local governments to set cable technical standards. In addition, the Cable Act required a review of rate regulation in 1990.

Generally, the new technical standards are the same as the "guidelines" that the FCC has suggested to cable systems since 1985 when it decided to do away with rules in favor of encouraging voluntary compliance. But there are also new standards reflecting current technology and policy — standards for color signals and requirements for closed captioned data delivery, for example.

The FCC may still preempt local standards. However, rural or very small cable systems will be able to negotiate with franchising authorities for lower standards. Local authorities will be charged with enforcing the standards, and cable systems will have to create a mechanism for handling customer complaints.

The Commission specifically included LPTV station signals among those for which cable systems must meet a minimum signal-to-noise ratio.



microwave system other than an STL, a live operator need not be on duty; but except for translators operating by direct frequency conversion without a local moderator, a responsible person must monitor the station for at least 10 continuous minutes each day.

The FCC must have on file the name and telephone number of a person who may be called at any time an emergency occurs and who can get to the transmitter quickly and knows how to turn it off. During local origination, a live person holding an FCC radiotelephone operator permit must be on duty at the transmitter or a properly equipped remote control point. That person's operator permit must be posted at the transmitter or remote control point. FCC inspectors often ask to see these permits.

If your station rebroadcasts the signal of another broadcast station, you must have the consent of the originating station in writing. The FCC should also have been notified as to which station you are rebroadcasting and should be notified whenever that station changes.

Station ID's: Every LPTV station must transmit its call sign at the beginning and end of each broadcast day and hourly, as close as possible to the top of the hour. If you are rebroadcasting another station, the originating station may transmit your call sign for you; but if it does not, you must have call sign insertion equipment at your control point.

EBS Compliance: Every LPTV station must have an Emergency Broadcast System (EBS) receiver in operation, to alert the operator on duty if an emergency occurs, so that the operator may either transmit emergency messages to the public or take the station off the air. It is an open question what good an EBS receiver does if an LPTV station is operating unattended and there is no one present to hear an alert. This problem has been brought to the attention of FCC officials in two rule making proceedings that are currently open.

These are some of the things FCC inspectors may check and some of the records they may ask to see. But there is one very basic point to remember in all events. If an inspector shows up and tries to find someone responsible for your station who can answer questions, will he or she be able to do so? The call sign of your station; the name, address, and telephone of the licensee or a local representative if the licensee is not locally based; and the name and address of the person and place where station records are kept must be legibly posted at your antenna structure. Is your information posted and up to date? If not, you have work to do.

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.

CBP

Slattery Amendment

continued from front page

pass it, said Slattery's communications aide, Howard Bauleke.

Now LPTV broadcasters must wait until early August when the final version of the bill goes to a conference committee for reconciliation with the Senate's S.12.

"We expect strong support among the Senate conferees," said Bauleke. He added that supporters would try to get a letter signed by as many House members as possible in support of the Senate's position on LPTV must carry.

The Senate passed S.12, its version of the cable reregulation bill, last January. That bill contained an amendment by Senator Wendell H. Ford (D-KY) mandating cable carriage for LPTV stations that do a minimum amount of local programming and meet certain other conditions. Cable carriage for such LPTV stations would be in all cases secondary to carriage of eligible full power stations, and in no case would a cable system have to make more channels available than its maximum requirement in order to carry an LPTV.

According to Jim Dunstan, a Washington attorney representing the Community Broadcasters Association in regard to cable legislation, several lawmakers who were leaning in favor of the measure were out of the room when the vote would have been called. Rep. Ed Markey (D-MA), the bill's sponsor, would have voted his proxies against the amendment, Dunstan said. Instead of risking a defeat, it was decided not to offer the amendment at all.

Also out are H.R. 4850's program access and retransmission consent measures although the provisions allowing the FCC to regulate excessive cable rates were retained. Energy and Commerce Committee chairman John Dingell (D-MI) may try to reintroduce program access and retransmission consent when the bill comes to a vote on the House floor, probably just before the July 4 Congressional recess. If that fails — a possibility because House Republicans are trying to water the bill down enough to forestall a Bush veto — Dingell may try to get them added again by the conference committee.

According to Dunstan, such a turn of events could help the LPTV effort. "LPTV must carry is already in the Senate bill. It'll be hard for Dingell and Markey to get it out, especially if they're trying to reintroduce retransmission consent and program access," said Dunstan.

Lawmakers are hoping to reconcile the House and Senate versions and get the bill to the President's desk before Congress recesses again in September.

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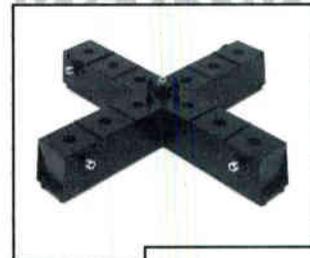
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Circle (172) on ACTION CARD

LPTV Report / July 1992 / 9

tone. Allow at least 10 seconds of black at the head of the cassette. Use a separate cassette for each entry.

Label all cassettes and cassette boxes with the CATEGORY, ENTRY TITLE, SIZE OF COMMUNITY (under 50,000 or 50,000 plus), STATION CALL SIGN, and COMMUNITY OF LICENSE. Tapes will not be returned.

STATION OF THE YEAR

Station of the Year entrants should submit the following:

- A 10-15 minute videotape containing a selection of excerpts displaying the station's best programming for the year. Tapes must comply with the criteria set forth above for local programming competition entries.

- A scrapbook containing a media kit, press clippings, award notifications, and similar materials that, in their entirety, illustrate the activities of the station during the past year. Quality of work and service to the community should be emphasized.

- A cover letter explaining the station's format, its mission, a brief history, a brief description of the community it serves, and the specific reasons that the station team feels it qualifies for the award.

- Entry fee: \$35 for CBA members, \$60 for non-members.

ENTRANT NOTIFICATION

All entries become the property of the Community Broadcasters Association. Your entry in this competition implies that you consent to CBA's use of the material in any fashion deemed necessary to promote the LPTV industry. The CBA may share copies of the material with its members or with other interested parties without your further consent.

DEADLINE

All entries, completed entry forms, and fees must be received by 5 p.m. MONDAY, AUGUST 31, 1992.

Send all materials to:

Community Broadcasters
Association
c/o Eddie Barker & Associates, Inc.
2515 McKinney
Suite 1585, Lock Box 12
Dallas, TX 75201
(214) 720-3814

Finalists will be notified by mail prior to the LPTV Conference & Exposition in October. Winners will receive their awards during the Awards Gala at the Conference.

QUESTIONS??

Contact Woody Jenkins at (504) 928-3146.



Entry Form

Fifth Annual

CBA LOCAL PROGRAMMING COMPETITION

(Form may be photocopied)

Please read the competition rules carefully before completing this form. TYPEWRITTEN copies of this form must accompany EACH entry. Attach one copy of this form to each entry. Attach an additional copy of each entry form to your entry check. Please submit ONE check for multiple entries.

I have read and agree to the rules for submission:

signature

MARKET SIZE (population of city of license)

50,000 and more Under 50,000

CATEGORY

Program (Non-News) News Promo/PSA Commercial Sports
 Station of the Year

Title of Entry _____

Address _____

Submitted by _____
(call sign) (community of license)

Station Contact _____

Phone () _____

OBJECTIVE

(25 words or less) must be completed by all *except* Station of the Year entrants.

FEE

(Include a separate fee for each entry and/or for the Station of the Year competition. Make checks payable to Community Broadcasters Association.)

CBA Member (\$35.00) Non-Member (\$60.00)

Total number of entries submitted _____

Total amount enclosed _____

Mail to: CBA
c/o Barker & Associates
2515 McKinney, Suite 1585
Lock Box 12
Dallas, TX 75201
(214) 720-3814

DEADLINE FOR ENTRIES:
August 31, 1992



Making Money With Programming In An Election Year

—by Ram Sadasiv

It's 1992.

All around the country, politicians are scratching sweaty palms, gearing up for the chance of a lifetime. And everyone else is scratching their heads, stifling yawns, and wondering when the whole thing will finally be over.

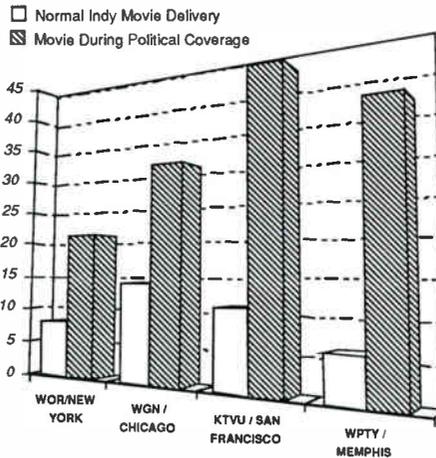
This is an election year folks. And while — as voters — most of us see only depressing prospects, as station operators, we should be jumping for joy. We independent stations are now in perfect position to exercise our rights as Americans...and make a lot of money.

Less than 50% of the country is going to vote this year, yet all three networks are devoting entire weeks of prime time to political conventions: the Democratic Convention, July 13-16 in New York, and the Republican Convention, August 17-21

in Houston. The fact is, however, that most viewers would prefer to watch a good movie instead of hours of stultifying political speech making.

During past presidential years, "Convention Movies" on independents have regularly beaten the networks' prime time coverage. And in many cases, the indies' ratings have more than tripled over those of normal time periods. Conversely, network affiliates' Late News ratings following network convention coverage are less than half their regular showing. So expect your late fringe to more than double against these crippled opponents.

The Effect of Affiliate Political Coverage on an Independent Airing Movies in Prime Time



What effect does affiliate political coverage have on an independent airing a movie in prime time?

As the previous chart indicates, the result is a tremendous surge over normal time period deliveries for movies airing on independent stations against political coverage.

The other side of the windfall is advertising dollars. In 1988, the Bush/Quayle campaign spent \$31.1 million on political advertising, of which \$19.4 million or over 62% went to local media.

Political Ad Dollars Spent by the Bush/Quayle Campaign in 1988

Local	\$19.4 M
Network	\$ 9.2 M
Cable	\$ 1.3 M
Radio	\$ 1.2 M

This year, with Bill Clinton tapping the big Democratic funding bases, and Ross Perot pledging to spend "whatever it takes" for a third party campaign, total advertising dollars could go over \$100 million.

How does this translate to you as a small market independent? Suppose you have a station in Austin, Texas that covers 10% of the market. What the election means to you is a new untapped \$23,500 revenue stream.

But what if you're not in Austin? Well, suppose you had a station in tiny Lima, Ohio. Now Lima's ADI represents just .045% of the country. And suppose your coverage wasn't that great, and you reached only 2% of the market. Your share of the political local spot buy would still come to \$560. Now that may not be a lot to you, but that could be a down payment on "Doogie Howser: M.D."

There is another revenue stream that we have not yet discussed. With Perot's new "town meeting" concept, and the current dissatisfaction with pre-packaged "sound-bites," the candidates will be thinking more than ever about paid political programming — buying half hour slots to communicate directly with voters and get their points across without the distorting lens of the news media. The cost of doing this on a network affiliate, however, can be prohibitive. But as an independent, you are in a position to offer better slots and more reasonable rates.

Don't allow your LPTV status to make you feel powerless. We are a force to be reckoned with on the national scene. With network erosion as a fact of life, it has become imperative for national adver-

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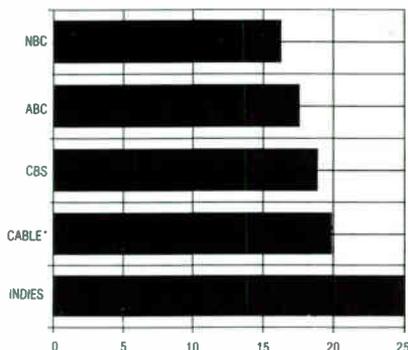
Expected Revenues from Political Advertising Based on Market Size

	Portland .882	Louisville .559	Austin .378	Lima .045
LOCAL SPOT \$62,000,000	\$546,840	\$346,580	\$234,360	\$27,900
If you reach 2% of the market	\$10,937	\$6,932	\$4,687	\$558
If you reach 10% of the market	\$54,684	\$34,658	\$23,436	\$2,790

tisers to look to independents to reach viewers who don't watch the networks.

According to Nielsen, during July 1990, the independent stations continued their long trend of attracting increasing audiences, and commanded 25% of all viewers, while the three networks combined fell to a total share of only 51%.

Audience Share for Networks, Cable, and Independents in 1990.



All this good news should not lull you into complacency. Independents have been historically underutilized by the political parties. These people are not going to come looking for you; it is going to take hard work and perseverance. Find the nearest "Citizens for Perot" office. Call the Republican and Democratic offices and identify their local media buyer. And, remember, the money is out there. You just have to go out, talk to the people, press some flesh, and get it.

Ram Sadasiv has worked in television and radio since 1986. A graduate of the University of Chicago, he has received the Olga and Paul Menn Foundation Award and a Columbia Journalism prize. His writing has appeared in Sabotage Press, Grey City Journal, and The Great Swamp Gazette. Sadasiv is currently research director at Showplace Broadcasting in Chicago. 

Did You Know?

As of Winter 1992...

98% of American households have television, and of those TV households...

- 98% have color TV.
- 65% have two sets.
- 28% have three or more sets.
- 73% have a VCR.
- 61% get basic cable.
- 61% get 30 or more channels.

Average daily viewing is...

- Adults: 4 hours, 46 minutes.
- Teens: 3 hours, 22 minutes.
- Children: 3 hours, 25 minutes.
- Daily Home Use: 7 hours, 32 minutes.

Source: Nielsen Media Research. Data based on viewing in February 1992, including Olympics.

FCC Proposes User Fees

LPTV Stations Could Pay \$125 Yearly

The FCC has proposed levying annual user fees on its licensees, including broadcasters, cable operators, and phone companies. The fees for broadcasters would range from \$100 to \$4,000, depending on the service. Cable systems would pay 22.5¢ per subscriber. Local telephone companies would pay anywhere from \$100 to \$1.125 million annually; long distance companies from \$100

to \$2 million.

LPTV stations would be assessed \$125 annually.

The FCC would use the fees to pay for its costs of policy and rule making, enforcement, and international and user information services and activities. They would be charged in addition to the application fees currently required for most applications and reports. 

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Technical Talks

—by John H. Battison, P.E.

So You Wanna Be In LPTV!

More than a decade has passed since LPTV first hit the headlines and the first applications were filed with the FCC. Many licenses have been issued, and many successful LPTV stations are on the air. So perhaps it's time to look at what is involved in getting an LPTV station to that point, and ask potential applicants...

So You Wanna Be In LPTV?

When the LPTV bug bites, the first thing to do is go to bed and sleep on it! If you still feel the same way in the morning, good luck to you! From now on your life will be very different.

To start, be sure that you have access to \$100,000, or more. You can get a station on the air for less if you or your partners are technically experienced, or for a lot more if you don't care about the ratio of expenditure to potential income.

Under the FCC's present rules, you must wait until a new filing window is announced before you can apply to build a new LPTV station or to make major changes to an existing station or construction permit. These windows are announced at irregular intervals, about nine or more months apart.

The announcements usually give you about six weeks notice before the window opens, and the window is generally "open" for five days. Your applications must be filed within this period. The actual method of filing has become somewhat complicated, and if the requirements are not met you will miss the window and lose your filing fee. It is best to let your attorney or consulting engineer advise you on this.

Becoming a Licensee

First you must file Form 346. This is the application for authority to construct an LPTV station. It is illegal to construct a transmitting station without authorization from the FCC.

In the case of LPTV stations, no deviation is allowed from the plans laid out in Form 346. You are given 18 months in which to build your station. If you have good grounds for requesting it, you can apply on Form 307 for an extension of time to construct. However, the FCC is not as generous with extensions as it was at one time. You have to provide proof of substantial construction progress before you can get extra time.

After your station is built, you must file Form 347. This is an application for a license to broadcast.

Choices

Before you file Form 346, however, you have quite a lot of work to do. First, you should apply for the maximum amount of power available to you in your market.

In my opinion, it is usually not advisable to try to build in a major market. Apart from the fact that currently the FCC has a proscription against filing in the top 50 markets, there are few examples of successful major market LPTV stations. Surprisingly, an LPTV serving New York City is one of them, but it is an exception that proves the rule.

In Columbus, OH there are about eleven LPTV CP's outstanding. There used to be one licensed VHF station, but it went dark. Channel 17 is very successful as a repeater (translator) for Channel 53. But at the time of this writing, as far as I know, there are no other LPTV's on the air. However, if you are planning to air to a specialized audience, such as a minority or ethnic group, then your situation could be quite different.

continued

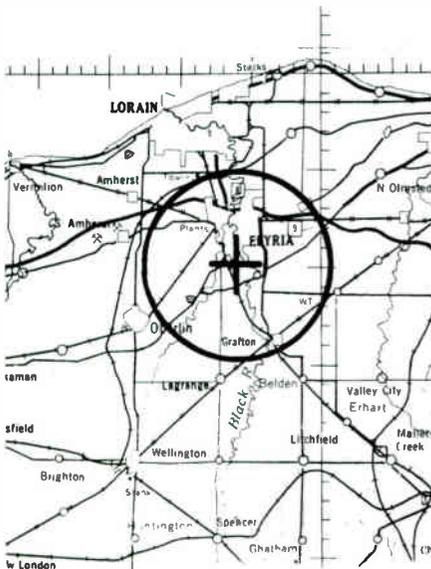


Fig. 1: Non-directional antenna pattern covering the desired city from a central location.



Fig. 2: Cardioid pattern serving the market to the west but protecting the eastern city.

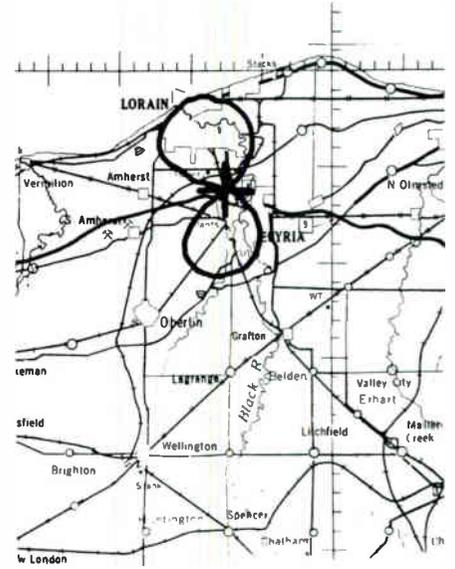


Fig. 3: Figure eight pattern serving two cities and protecting the city to the east.



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Circle (165) on ACTION CARD

Having determined your market, you must choose to broadcast in either VHF (channels 2-13) or UHF (channels 14-69). My advice is to choose the latter because the allowable transmitter output power is 100 times higher for UHF than for VHF — 1 kW vs. 10 watts. Also, one wavelength at UHF is very short, so antennas can be much smaller with gains that are much higher. It is comparatively easy to obtain as much as 40 kW effective radiated power in UHF — a respectable signal in any market.

Another important point is that it is very easy for your viewers to erect high gain UHF receiving antennas that can enlarge your viewing — and selling — area!

Now you must find a channel that is available and at the same time find a suitable site. These two things go hand-in-hand.

Over the years I've had dozens of applicants tell me that there is a channel available in "X" town. Asking how they know, I am usually told "I looked at the list of channels, and there are none nearby," or "There are lots of vacant channels on my TV receiver." Channel studies invariably show that none of these "easy" channels are available.

The only way to be sure that a channel is available is to have a consulting engineer run a channel study for you. This is the point at which your first — and most important — expenditure will be made. Select a consulting engineer, preferably a registered professional engineer (PE), and pay him or her a retainer to find you a channel, determine the best site and antenna system, and prepare the engineering portion of Form 346.

Earlier in this article, I mentioned that the channel and antenna site go hand in hand. The channel will generally dictate the location of the antenna. For example, if you are lucky and find a channel that will work with a non-directional pattern, you can probably place the antenna in the corner of your proposed market — other things being equal. This means that your viewing area is spread more or less

equally around your antenna site (see Figure 1).

However, because of channel restrictions, such as the need to protect other stations, you may have to locate the antenna to one side of the market, and "squirt" the signal away from the interference area and toward the desired market.

Figure 2 illustrates a scenario in which it might be necessary to protect a Cleveland station from interference from your proposed station. Therefore, the antenna is located on the east side of Elyria to minimize the LPTV signal on the east, toward Cleveland, and maximize it over the desired market.

Now, you must find a suitable tower to support your antenna. This can become a big problem. Your engineer should work with you to locate a suitable site. In the end you may have to erect a tower, but give it a great deal of thought beforehand. The cost is usually quite high. Perhaps another channel can be found, or a different pattern used.

Figure 3 illustrates a possible solution. It might be that Lorain is also an attractive market, and your LPTV signal could be significant there as well as in Elyria. Assuming that a suitable tower is available between the two cities, another kind of directional pattern can be used. This will protect Cleveland, and still provide good signals into Lorain and Elyria.

Many variations of directional patterns are available, and it is generally possible to come up with a satisfactory antenna and site. When you have done that, you have cleared the first hurdle toward becoming an LPTV broadcaster.

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

BON MOT

There is only one success — to be able to spend your life in your own way.

Christopher Morley

Supplier Side

Weather Express, Inc. offers a way to place live satellite polar imagery directly on the air at a very low cost.

The Weatherfax Satellite Imagery System is a state-of-the-art retrieval system that can acquire and display real time, full resolution, visible and infrared images of Earth directly from the polar orbiting satellites of many nations.

The economically priced turn-key system utilizes a 386-25 PC computer, including Super VGA monitor and optional NTSC video board, Weatherfax Scancard and user-friendly software, automatic scheduler-timer, and built-in satellite receiver card with automatic save and capture capability.



The Weatherfax Satellite Imagery System from Weather Express, Inc.

The company also offers forecasting services, low-cost weather graphics display systems, meteorological display systems, and data retrieval and information systems that can receive all domestic, international, public, and FAA data.

Circle (152) on ACTION CARD

New from Microwave Filter is the Model 3378-6.8/7.5 high pass filter that isolates audio subcarrier signals on C-band satellite receive systems.



Microwave Filter's 3378-6.8/7.5 TVRO filter.

The passband is 7.5-11 MHz and stopband is 0-6.8 MHz. Loss is 3 dB maximum and rejection is 45 dB minimum. VSWR is 1.5:1 maximum and impedance is 75 ohms. Connectors are type F female or BNC (50 ohm type female).

The size of the filter is approximately 1" x 1.5" x 4". The price is \$225.

Circle (157) on ACTION CARD



...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.

W03BF Greensboro/Marion, AL. Dennis Adams, 5/19/92.
 K56EP Peetz, CO. Board of Logan County Commissioners, 5/21/92.
 K58DX Peetz, CO. Board of Logan County Commissioners, 5/21/92.
 W07CN Lumberton, NC. Billy Ray Locklear, 5/19/92.
 W62BE Columbus, OH. Omni Broadcasting Company, 5/13/92.

LPTV LICENSE RENEWALS

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

K38DF Aurora, CO. Peter B. Van De Sande, 5/27/92.
 K17CF Boulder, CO. Full Gospel Outreach, Inc., 5/27/92.
 K54DK Boulder, CO. Sunbelt Media Group, Inc., 5/27/92.
 K07DM Cahone, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K43CG Colorado Springs, CO. Full Gospel Outreach, Inc., 5/27/92.
 K07UY Cortez/Mancos, CO. Southwest Colorado TV Translator Association, 5/27/92.

K09DM Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K11LP Cortez/Mancos, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K22CU Cortez/Mancos, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K33AE Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K35CH Cortez/Mancos, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K51DB Cortez/Mancos, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K57EX Cortez/Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K59CF Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K04CR Creede, CO. Creede TV Association, 5/27/92.
 K06AR Creede, CO. Creede TV Association, 5/27/92.
 K11LR Creede, CO. Creede TV Association, 5/27/92.
 K04NK Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K05GA Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K08LL Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K10MZ Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K13AT Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K67CO Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K05EW Dove Creek, CO. Southwest Colorado

TV Translator Association, 5/27/92.
 K48BK Dove Creek/Cavenous, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K24CH Mancos/Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K26CI Mancos/Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K31CT Mancos/Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.
 K07PA Manitou Springs, CO. University of Southern Colorado, 5/27/92.
 K07FI Masonic Park, CO. Creede TV Association, 5/27/92.
 K48CU Pueblo, CO. Full Gospel Outreach, Inc., 5/27/92.
 K06BP Paisley, OR. Paisley TV, Inc., 5/14/92.
 K07FW Summer Lake, OR. Paisley TV, Inc., 5/14/92.

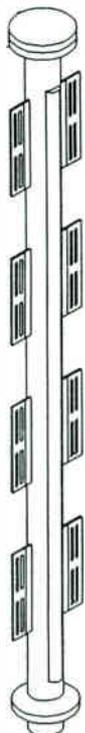
NEW LPTV CONSTRUCTION PERMITS

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

K38CY Van Nuys, CA. Laurence Windsor, 5/28/92.
 W13CQ Atlanta, GA. Gerald Cohen, 5/12/92.
 W34BL Leicester, MA. Carter Valley Broadcasting Corporation, 5/8/92.
 K56FB Albuquerque, NM. Ray Moran, 5/28/92.
 W45AQ Oneida, NY. Craig L. Fox, 5/28/92.
 W32AS Cleveland, OH. Gerald Cohen, 5/11/92.
 K58EG Lawton, OK. Lawton LPTV, Inc., 5/12/92.

continued on page 19

THE ULTIMATE PERFORMERS!



Traveling Wave UHF Slot Antenna

for Performance and Reliability
 Designed Specifically for Low Power TV

- Lightweight rugged aluminum construction
- Radom-covered slots need no pressurization
- Select from seven standard patterns
- Custom patterns available
- Ice Shield optional
- Beam tilt and null fill optional
- VSWR 1.1:1 or better
- Side mount brackets included
- Delivery time 30 to 60 days
- Input power 1Kw 7/8" standard
- Competitive pricing

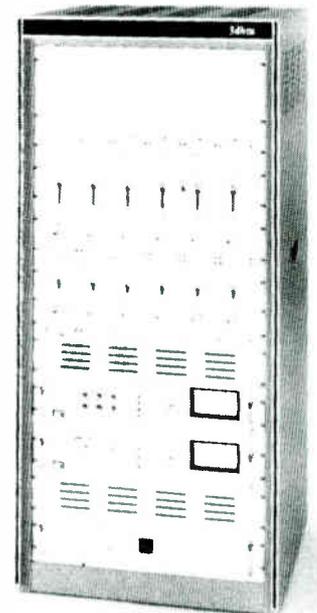
3dbm

Solid State Transmitter

3dbm, a recognized leader in specialized military ground and airborne systems for over 25 years, introduces the Model 800, Solid-State, Low Power Television Transmitter. The Model 800 utilizes the latest in state-of-the-art, solid state technology. It accepts video and audio inputs from virtually any source, and transmits at any standard UHF or VHF channel.

STANDARD FEATURES

- 5 to 1000 Watts Transmit Power
- 2 Video Inputs • 3 Audio Inputs
- Automatic Station Identification
- Automatic VSWR Shutdown Protection
- Integral Output Isolator Protection
- Modular Plug-In Design
- Internal Monitoring of Power Supply and Amplifier Performance
- Local Control and Monitoring Facilities
- Integral Redundant Forced Air Cooling
- Redundant Power Supplies and Power Amplifier Assemblies
- Graceful Degradation in the event of Power Amplifier Module failure
- Internal monitoring and compensation of Exciter, Amplifiers and Power Supplies to ensure uninterrupted broadcasting



For Complete Information Contact Jimmie Joynt at 800-279-3326 • Sales Office POB 25966, Colorado Springs, CO 80936

KTU 100

IV/V band TV amplifier



• **General.** The power amplifier mod. KTU 100 is designed for operating in UHF TV broadcasting transmitters in the band IV/V.

It is specially designed for combined vision/sound transmission.

• **100 watt output power in continuous service:** this amplifier can work with full power in continuous service (24 hours a day) with the greatest security, thanks to very reliable technical solutions employed.

• **3 watt excitation** are enough to achieve full output power.

• **Suitable** as final amplifier for low power transmitters or like driver for high power amplifiers.

• **Long life tube:** the tube employed (YD 1381 or equivalent) is a particularly strong tetrode which working point has been chosen within safety area. This guarantees a long average life also in not ideal conditions.

• **Instrumentation and controls,** located on front panel, allow amplifier's most important functions quick checking.

• **Precision directional coupler** guarantees accurate measures and fast protections intervention.

• **Output notch filter** maintains spectral quality over international standards limits (CCIR/FCC/DOC).

• **Electronic protections,** with indication of light, intervene in case of:

- blowing stop or insufficient cooling
- excessive plate current
- excessive VSWR

• **Forced air cooling.** An overdimensioned centrifugal fan, guarantees tube and cavity cooling.

Full line of TV Modulators. Cavity Tube Amplifiers III, IV, V Band. Antennas. Solid State TV Amplifiers. Connectors. Microwave Links. Broadcasting Mixers and more. For information write or call:

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Tel: (201) 434-5729 • FAX (201) 332-0751

Circle (126) on ACTION CARD

BE-TV Now WBE

World of Better Entertainment (WBE), formerly BE-TV, has announced its move to satellite ASC-1, transponder 16 upper.

The all-free programming network suddenly ceased broadcasting on May 6 when, it charged, its uplink provider, Teleport Denver, preempted its signal.

Broadcasting resumed on June 15  an 18-hour daily schedule.

A/B Switch Reminder Mandate Expires

As of June 10, 1992, cable systems need no longer remind their subscribers that A/B switches are available. But systems still must offer A/B switches to new subscribers.

An A/B switch is a device that allows the viewer to switch a television set between cable and broadcast reception.

Cable operators are permitted to charge for the switch and may charge existing subscribers (but not new subscribers) for its installation. But they may not forbid cable subscribers, either new or old, to buy their own switches from another vendor or to install switches obtained from either the cable operator or another source themselves. 

INDEX TO ADVERTISERS

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

COMPANY	ACTION CARD		ADVERTISER
	PAGE	NUMBER	FACT LINE
3 dbm	17	75	(800) 279-3326
Adtec Productions	7	149	(615) 865-8707
Alan Dick & Co. (USA), Inc.	5	139	(800) 252-2272
American Family Entertainment Network	15	144	(303) 397-4104
Andrew Corporation	13	79	(800) 255-1479
Euro Tech	18	126	(201) 434-5729
ITS Corporation	20	123	(412) 941-1500
Microwave Filter	9	172	(800) 448-1666
Shop at Home	8	147	(419) 526-3830
Showplace	12	180	(312) 472-8828
Texscan MSI	2	26	(800) 367-6011
Trident Productions, Inc.	16	165	(800) 955-5660

Most Stations Comply With Kid TV Rules, Audit Shows

Initial results of an FCC audit of commercials in children's programming reveal that at least 95% of the one-hour segments monitored clearly complied with the commercial time restrictions. Only 15 of the 343 segments apparently exceeded the maximum time permitted for commercials.

The mean value of commercial minutes per hour was 8.8 for all segments monitored. This is well within the limits of 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays. 

69
K60GO Tulsa, OK. Cyril H. Miller, Jr., 5/6/92.
W04CU Knoxville, TN. Dwight R. Magnuson,
5/28/92.

ASSIGNMENTS AND TRANSFERS

K30BI Palo Alto/Los Altos, CA. Voluntary assignment of permit granted from Channel America LPTV Holdings, Inc. to Polar Broadcasting, Inc., 5/11/92.

K53DO Sacramento, CA. Voluntary assignment of permit granted from Channel America LPTV License Subsidiary, Inc. to Kidd Communications, 5/28/92.

W19AX Kissimmee, FL. Transfer of control of license corporation from Michael G. Williamson to Charles S. Namey, 5/11/92.

W24AJ Aurora, IL. Voluntary assignment of permit granted from Channel America License Subsidiary, Inc. to Polar Broadcasting of Arizona, Inc., 5/11/92.

K07TX Oklahoma City, OK. Voluntary assignment of license granted from Operator Broadcasting Systems to Channel 7 Broadcasting, Inc., 5/8/92.

W08CV Myrtle Beach, SC. Voluntary assignment of license granted from O & R Broadcasting Company to Beach TV of South Carolina, Inc., 5/27/92.

K52EA San Antonio, TX. Voluntary assignment of permit granted from Augustin Torres, Jr. to Aracelis Ortiz, 5/29/92.

K45DA College Place, WA. Voluntary assignment of license granted from Blue Mountain Broadcasting Association to Blue Mountain Broadcasting Association Corporation, 5/29/92.

K22BI Walla Walla, WA. Voluntary assignment of license granted from Blue Mountain Broadcasting Association to Blue Mountain Broadcasting Association Corporation, 5/29/92.

K27DD Walla Walla, WA. Voluntary assignment of license granted from Blue Mountain Broadcasting Association to Blue Mountain Broadcasting Association Corporation, 5/29/92.

CANCELLATIONS

The following construction permits were cancelled and their call signs deleted on the dates shown.

K18CS Anchorage, AK. Fireweed Television, 5/29/92.

W31AQ Mobile, AL. Wenda Shaltry — Shaltry Communications, 5/29/92.

K22CO Flagstaff, AZ. Ted Tucker, 5/29/92.

K58DV Phoenix, AZ. Atrium Broadcasting Company, 6/5/92.

K67FC Auburn, CA. Vaughan & Barnett, A Partnership, 5/29/92.

W59BY Cocoa, FL. Donald L. Jones, 5/29/92.

W07BX Melbourne, FL. Valley TV Company, 5/29/92.

W33AS Saint Augustine, FL. Tower of Love, Inc., 5/29/92.

W05BL Sarasota, FL. Faith That Pleases God Church Corporation, 5/29/92.

W17BC Sebastian, FL. Donald L. Jones, 5/29/92.

K52DQ Kailua/Kona, HI. Le Sea Broadcasting Corporation, 5/29/92.

K35DD Lihue, HI. John Patrick Marcom, 5/29/92.

W46BP Belvidere, IL. Katy Communications, Inc., 6/5/92.

W14AT Indianapolis, IN. Black Ink, Inc., 5/29/92.

W44BB Georgetown, KY. Robert J. Spradlin, 6/5/92.

K65EV New Orleans, LA. Frontier Broadcasting, Inc., 5/29/92.

K68DT New Orleans, LA. Neal L. Andrews, Jr., 5/29/92.

K66DT Minneapolis, MN. Baby Boom Broadcasting Company, 6/5/92.

K05JH Joplin/Carthage, MO. Don Stubblefield, 5/29/92.

W36BC Green Pond, NJ. Zenon Reynarowych, 5/29/92.

W67BV Buffalo, NY. K. Sandoval Burke, 5/29/92.

W27AL Monticello, NY. John Mester, 5/29/92.

K63EL Chiloquin, OR. Quentin L. Breen, 6/4/92.

K15CC San Antonio, TX. Gwendolyn May, 5/7/92.

W29AU Coral Bay, VI. Broadcasting Systems, Inc., 5/29/92.

K62DH Seattle, WA. Northwest Christian Television, 6/5/92.

Classifieds

FOR SALE

Eight Acrodyne Model T-230 100-watt UHF television translators. Excellent for LPTV applications. One owner with excellent maintenance. Will sell as is, or will tune to your frequency. Base price \$4,000 each. For quote, call Jack at (602) 753-3829.

Central Ohio LPTV. Great opportunity to enter ownership at low investment. Ideal owner/operator. LPTV on cable and in fastest growing county in Ohio. Has two-year track record! P.O. Box 448, Delaware, OH 43015, (614) 848-3108.

WANTED TO BUY

Wanted to buy: LPTV stations, CP's, or completed but unfilled applications. Also, will buy on terms...used transmitters or translators. Need used 6181 RCA tubes; very weak, OK. Norm Davis, P.O. Box 5180, Defuniak Springs, FL 32433.

LPTV station in south Florida area. Call or write M. Greenberg, c/o Silvercup Studios, 42-25 21st St., Long Island City, NY 11101, Dept. T, (212) 349-9600.

SERVICES OFFERED

LPTV mailing labels. Reach all LPTV licensees, CP holders, applicants. Accurate, up-to-date marketing lists in your choice of format. Call Katie Reynolds at (414) 781-0188.

ATTENTION LPTV STATIONS!!

UNBELIEVABLY LOW PRICED QUALITY SHOWS
\$25 \$50 \$75 \$100

PRODUCER & DISTRIBUTOR OF
AFFORDABLE PROGRAMMING INVITE YOU TO ENTERTAIN, EDUCATE AND MOTIVATE YOUR VIEWERS ATTRACT THE FAMILY AUDIENCE TO YOUR CHANNEL JOIN OUR STATION LINE-UP TODAY AVAILABLE VIA SATELLITE
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Looking for a job in television? Need someone for that hard-to-fill position? Use **The LPTV Report** classifieds.

Employers, list your openings for only **\$10 a month**, a savings of as much as \$20 off the regular classified rates.

Job-seekers, advertise **FREE**.

Ads are limited to 50 words. Please send payment with your order. Ads will run once, unless renewed in writing.

Send your ad copy (and payment, if appropriate) to Katie Reynolds, **The LPTV Report**, P.O. Box 25510, Milwaukee, WI 53225.

ROBERT G. TRUSCOTT
President

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CLASSIFIED RATES: All classified ads are payable in advance. When placing an ad, indicate the exact category you desire: *Help Wanted, Situations Wanted, Business Opportunities, Services Offered, Wanted to Buy, For Sale, Miscellaneous.* The publisher reserves the right to abbreviate, alter, or reject any copy.

Classified advertising is sold at the rate of 60¢/word. There is a \$20.00 minimum charge for each ad. Count each abbreviation, initial, single figure, or group of figures or letters as one word each. Symbols such as *mm, C.O.D., P.O.,* etc. count as one word each. Telephone numbers with area codes, and ZIP codes, count as one word each.

Business Card ad rates are \$50.00 per insertion for each column inch. Rate is discounted to \$45.00 per inch for three or more insertions. Classified Display rates are \$50.00 per column inch.

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at (414) 781-0188.

We now accept VISA/MASTERCARD orders.



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Director, Product Management
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Arent, Fox, Kintner, Plotkin & Kahn

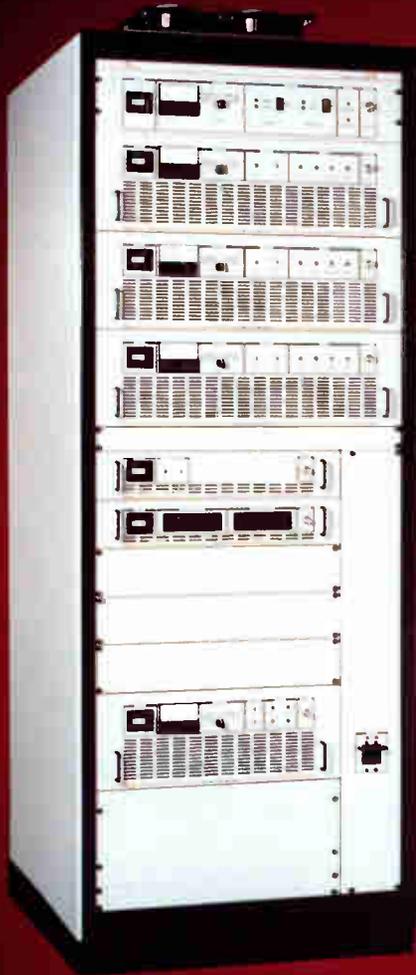
Washington Square 1050 Connecticut Avenue, N.W.
Washington, D.C. 20036-5339

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1kW UHF Solid State Transmitter

Reliability is staying on the air -
Parallel amplifier stages *from exciter to output* . . . redundancy extends to integral power supplies and cooling fans as well. For remote sites, a second exciter with auto-switcher can be added.

Reliability is ease of maintenance -
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Reliability is outstanding value -
True Broadcast quality and features at a competitive price!

For more information on the **ITS-1230**, or our other LPTV transmitters and translators from 10 Watts to 2 KW, call (412) 941-1500 for the name of the **ITS** Representative in your area.

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