

# The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 7, Issue 8 • August 1992

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**AUTOMATING  
YOUR STATION  
Stories Inside**



The Hometown Team: Joe Gusnerowski, production supervisor; Karen Dumin, sales manager; Brian Ronan, program supervisor; Jeff Manotti, general manager.

## Ingenuity, Creativity Make Carlisle's TV40 Grow

—by Anne C. Rosenberger

Carlisle, Pennsylvania has a lot to offer. It's a mere 25 miles from Harrisburg, the state capital, and there are three colleges nearby, as well as a number of large corporations including IBM and Blue Cross.

Carlisle also has TV40.

Jeff Manotti, TV40's station manager, describes Carlisle as one of those rare places that manages to offer all the advantages of a big city while maintaining the feel of a small town.

"Essentially, Carlisle is a hub connecting five interstates," said Manotti. "And because we're so close to the state capital, quite a few state and federal workers choose to settle here. Many retired military personnel also move to the Carlisle area after having been stationed here. It's a good place to raise children."

Carlisle is also a good place for an LPTV station, although you wouldn't have guessed it when TV40 first signed on the air in December 1988.

According to Manotti, the station's first two years were rough. In fact, when he signed on as sales manager last year, he discovered that for those first years TV40

*continued on page 9*

## Cable Bill Sweeps House 340-73

—by Jacquelyn Biel

The cable industry received a stronger than anticipated message from the House of Representatives on July 23 when, by an overwhelming 340-73, lawmakers passed H.R.4850, the tough cable reregulation legislation that has been in the works since early this year.

Among other provisions, the bill would allow the FCC to regulate basic cable and "unreasonable" premium channel rates and require cable companies that produce programming to sell that programming to their competitors. The program access provision—which was included in the original version of H.R.4850 but which was deleted during the House Energy and Commerce Committee's markup—was reinserted via an amendment offered by Rep. Billy Tauzin (D-LA) and passed by the House, 338-68.

### Conference Committee To Vote On LPTV Must Carry

Also killed during markup was the bill's retransmission consent option for broadcasters. This provision was not included in the final version, but it is expected to be reinserted during the House-Senate

*continued on page 3*

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## In Our View

This month's column will be brief because I'm taking a short vacation. But there are three comments to make that can't wait.

First, if you saw our May issue, you know about the pool of money that Boston's Creistre Financial Group is making available to LPTV stations. The money — which could total \$50,000-\$350,000 per station and will be offered in the form of a long-term loan — may be used either for building new facilities or for upgrading older ones. LPTV licensees, construction permit holders, and applicants are encouraged to apply.

Many of you have called asking for a telephone number. Perry Morton, Creistre's managing director, prefers not to work over the telephone. But if you want to know more about Creistre's offer, just send Morton a short letter briefly describing your plans. He will take it from there. Send your letter to Perry Morton, Creistre Financial Group, 265 Franklin Street, 19th Floor, Boston, MA 02110.

This opportunity, from all indications, is a real breakthrough for our industry which has been struggling for financing since its birth in the early 80's.

The second item is the CBA Convention. CBA vice president Woody Jenkins is in charge of planning the Conference portion.

As I mentioned in last month's column, one of his ideas is to schedule a series of "Round Tables" where station people share ideas with one another in an informal setting.

Right now, Woody would like to hear from anyone who wants to participate in a Round Table. You don't have to be a CBA member to do so. Call him at (504) 928-3146 or drop him a note at TV 19, 914 North Foster Drive, Baton Rouge, LA 70806.

Lastly, don't forget to send in your entries for the Local Programming Awards. Again, you don't have to be a CBA member to enter. The deadline is August 31. For details, call Woody, or see the July issue of this magazine.

### The LPTV Report

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## Cable Bill

*continued from front page*

conference committee reconciliation. An amendment by Rep. Jim Slattery (D-KS) that would have included locally programmed LPTV stations in that provision was not offered in committee (see *LPTV Report*, July 1992, p. 1), but Slattery and LPTV supporters are pushing to get it included by the conference committee.

Community Broadcasters Association officials are optimistic that the final outcome will be a bill that includes LPTV must carry. An LPTV must carry amendment sponsored by Sen. Wendell H. Ford (D-KY) was added to the Senate bill last year during markup and is included in the S.12, the Senate's version of the cable bill. Ford, who is the Senate's Democratic Whip, is expected to be a member of the conference committee.

The CBA is now pushing to consolidate its support in the House and among House conferees. Named to the conference committee on July 31 were Energy and Commerce Committee chairman John Dingell (D-MI) and Committee members Ed Markey (D-MA), author of H.R.4850; Tausin; Dennis Eckert (D-OH); Ralph Hall (D-TX); Thomas Manton (D-NY); Claude Harris (D-AL); Norman Lent (R-NY); Matthew Rinaldo (R-NJ); Mike Bilirakis (R-FL); and Jack Fields (R-TX). Also expected to join the conferees are Judiciary Committee chairman Jack Brooks (D-TX) and member William J. Hughes (D-NJ).

### Veto Is Uncertain

Meanwhile, cable supporters are working hard to ensure a veto when the bill reaches President Bush—probably in September—and to round up the Congressional votes needed to sustain the veto. But cable industry leaders are beginning to worry that Bush's poor showings in the polls and his need to recapture the consumer vote may push him to sign the measure in spite of his opposition to reregulation.

According to news reports following the House action, a top aide to Senate minority leader Robert Dole (R-KS) told a New England cable group that Bush may not want to risk an override—an event that would mar his record of 30 sustained vetoes and would send a bad message to voters at a crucial time in the presidential campaign.

After the two versions of the bill are reconciled, it will be voted on once again by both Houses of Congress before it goes to the President who has ten days (excluding Sundays) to act on it. The bill must be presented before September 23 to avoid a pocket veto, which occurs when Congress adjourns before the ten days have expired. In that case, Bush could simply refuse to sign it into law, and there would be no opportunity for Congress to override.

CBP

# Automation... The What & Why For LPTV

—by Robert G. Truscott

TV automation is not new. It has been with us in various forms for more than 30 years. And its purpose today is the same as it was 30 years ago — that is, to accomplish more tasks more efficiently with fewer errors and fewer people, thus enabling stations to reduce their technical

staffs and improve their profit margins or cut their losses.

Before the invention of videotape, all TV commercial material, with the exception of live studio or remote productions, was aired from a combination of film and slide sources. This required a projectionist who would manually roll the film projectors and change the slides on cue from

a director or master control operator. It was a very cumbersome and inefficient way to "run a railroad," so people began finding ways to improve the system.

The first step was to introduce remote control of the film and slide projectors so that the master control operator could control them from a panel next to the video switcher. This enabled the master control operator to take on the duties of projectionist in addition to the master control duties, thus eliminating the need for a full time projectionist in many stations.

## Back in '61...

The downside of all this was that the master control operator got overloaded by the many precisely timed functions — typically as many as 30 — that he or she had to perform in the short time interval of a 60- or 90-second station break. This resulted in many "blown" commercials and a sloppy on-air break. Clearly further improvement was called for.

The first attempt to fill this need was an automation system designed about 1961 that took care of all of the functions mentioned above. All the operator had to do was push a single button on a control panel. As I recall, this system consisted of perhaps two 7-foot equipment racks filled with dozens (perhaps even hundreds) of vacuum tubes and mechanical relays. It was a marvel. That is, one had to marvel that the manufacturer was ever able to demonstrate it successfully, let alone deliver a usable product.

The system was, in fact, delivered to a number of stations, but if any of the installations ever worked properly it was a well kept secret. Typically, the "marvel" and other similar systems caused as many commercial losses as the overloaded master control operator caused — if not more.

## The 2" Tape Breakthrough

The next step toward automation occurred when 2" videotapes came into use. They allowed station people to pre-record their commercials, thus ensuring that the films, slides, and live segments were properly integrated prior to airing. The old problems associated with live production — breaking film, slides out of sequence, announcer goofs, etc. — were eliminated. In addition, entire station breaks could be pre-recorded on "one string," so to speak. Two-inch tape was a giant step forward, but its practicality was questioned because of the great amount of pre-production work required.

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The next step was the introduction of the 2" videotape cartridge machine by Ampex and RCA. These truly *were* marvelous machines and they did indeed run a perfect station break sequence with simply the push of a single button. However, they were so complex electronically and mechanically that one had to be a near genius to keep them running. This created an elite corps of indispensable people in engineering departments across the country.

At the risk of oversimplifying the process, I'll just say that these machines used carousels loaded with a number of randomly accessible 2" video cartridges. Each cartridge usually contained a single commercial, promotion, or public service announcement. The machine could be programmed to run selected cartridges back to back to back for as long as necessary to complete a particular sequence.

#### What's A Sequencer?

The technical quality of these cartridges was good, but they were limited to short program segments — several minutes at 1 recall. Many of these machines are still in service, but they are doomed to extinction because of the high cost of 2" tapes and the excessive amount of maintenance they require.

The next step was the so called "sequencer," a device intended to control the start and stop functions of a number of video cassette players. The ones I know about required manual cueing of the various tape players in the system and were quite unreliable. But they did point the industry in the direction it needed to go, and the systems that are most desirable for LPTV stations are an apparent outgrowth of that clumsy beginning.

Automation systems currently available to LPTV broadcasters are really very good and are quite reliable. Typically, a system will control four or more video cassette players of any format. They can be activated by sub-audible cue tones from a satellite network, thus making unattended operation practical.

Again, at the risk of oversimplifying, the process goes like this: All currently active spots are normally assembled on a single reel and encoded for automatic cueing. This master tape is then duplicated so that identical reels can be loaded onto three or more players to permit random access to all spots. The controller is then programmed to play any desired sequence when it receives cue tones from the satellite network — or at a specific time if that is desired. The system can be programmed to return to the satellite or to a different program source at the conclusion of the break. It is possible to run an entire day's programming in this manner without human intervention.

It should be noted that proper operation of the current systems, as of all past systems, depends upon the precise tim-

ing of all spots where a station break must be confined within a specific time interval.

#### On to Digital Automation

The next step in the development of automation may well have been demonstrated at the NAB convention this past spring. One company showed a computer-based system that promises to eliminate videotape players in the playback system. The technical quality was quite good, and — just as importantly — the system would eliminate the maintenance costs and troubles associated with

tape players. It was a prototype; the jury is still out.

Now the big question. Why should LPTV broadcasters invest in automation systems? There are a number of answers. The ones that come to mind are these:

1. In the eyes of the viewers, LPTV stations are not (at least *should* not be) a secondary (or inferior) service. The viewers should see the LPTV as just another TV station, but they won't unless the on-air look is as smooth as that of the big stations. A good automation system will give the LPTV the professional on-air look that it must have to compete.

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# LPTV and the LAW

—by Peter Tannenwald

## Reviewing The Political Broadcasting Rules

In some seven years of writing for *The LPTV Report*, I do not recall writing more than once about any topic other than HDTV. But there are many more LPTV stations on the air today than there were when I last wrote about political broadcasting laws, and many of these laws have undergone changes, so I think it is important to review this area again.

The political broadcasting laws are more complex now than they were during the last elections, and the FCC is enforcing them more vigorously. In the space available to me here, I can only hit the highlights. You will probably need individual legal advice if you get into a complicated time buy situation or a dispute with a candidate.

If you have my earlier articles handy, please don't rely too much on them. When I say there have been changes, I mean just that.

[Ed. Note: Mr. Tannenwald also wrote about the political broadcasting laws in the September 1987 and the June and July 1990 issues of *The LPTV Report*.]

### Basic Concepts

Three basic concepts underlie political broadcasting law: equal time for opposing candidates, a right of access to your air time for candidates for federal office, and limitations on what you may charge candidates. These rules do apply to LPTV stations, although I think the FCC would rule that you do not have to originate

local programming for a candidate if you originate no other local programming. But if you have local insertion equipment and a federal candidate wants to use it, you must make it available.

### Equal Time

Whenever a candidate appears on the air, all other candidates for the *same office* have the right to appear for the same length of time, in a time period expected to reach a comparable audience, and at the same price, including for free if the first candidate does not pay. *Bona fide* newscasts and news interviews, on-the-spot news event coverage, and *bona fide* news documentaries where the candidate's appearance is incidental to the main subject are exempt.

In a change from the 1990 rules, equal time obligations arise only when a candidate intended to appear. If you run an old movie that happens to include an appearance by a current candidate, opponents have no equal time rights unless the candidate asked or paid you to run the movie.

Equal time rights accrue only from personal appearances by candidates, not by spokespersons; but the candidate need not be on for the entire length of the program or spot, as long as he or she is recognizable.

Only legally qualified candidates for office have equal time rights. The definition of "legally qualified" can get complicated

for fringe candidates, but it is definitely not limited to the two major parties. In general, if a candidate is qualified to be on the ballot in your state, is qualified in 10 states even if not in your own, or makes a proper showing of qualification for write-in voting, he or she has equal time rights.

Equal time rights expire seven days after the first candidate's appearance. You must keep written records of candidate appearances, including any amount paid, and make them available on request to other candidates.

If a candidate appears via a network or other satellite feed, the network may choose to fulfill the equal time obligation; but if it does not, your station must do so on its own.

### Right of Access

Candidates for federal office (including President, Senate, and House of Representatives) have a right of access to air time. It is up to you whether you give time free or sell it, but you may not refuse time altogether. Federal candidates have the right to purchase both spots and program time of any reasonable length during any day part. You may reasonably limit the amount of time provided, but what is "reasonable" is often the subject of disputes.

Candidates for state and local office do not have an absolute right of access, but excluding them when you have time available may have adverse implications in terms of your fulfillment of your public interest responsibility.

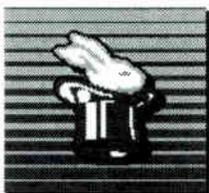
The right of access should be interpreted reasonably in light of your origination capabilities.

Even if you have a studio, you are not required to make production facilities available to candidates. If you do make them available, you may charge a fee, which should be reasonable but is not expressly limited by law.

You may not censor or alter any material in a broadcast during which a candidate personally appears, but neither are you liable for defamation or any other consequence of the broadcast.

The true identity of the party paying for all political time must be clearly disclosed at the end of the spot or program by the

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specific words "paid for" or "sponsored by" followed by the correct name of the entity which bought the time. If the candidate does not provide the sponsorship ID, you must add it, and you may charge for the extra time. The FCC has specified how large the disclosure print must be. Federal election law not related to the FCC further requires an on-air statement of whether the broadcast was or was not authorized by the candidate.

## Rates

You may give time to candidates for free or charge for it, as you choose. Within 60 days of election day (and 45 days before primaries), every candidate — state, federal, or local — is entitled to buy time at your "lowest unit charge," a term of art that has been the subject of many FCC rulings.

The lowest unit charge ("LUC") is the lower of your station's lowest published rate or the lowest rate charged any advertiser whose spot airs within the 60-day period. Candidates may not be required to purchase any particular quantity to qualify for the LUC, even if commercial advertisers earn that rate only by purchasing a package. If you sell packages, you must assign a price to each spot for purposes of figuring out your LUC, and you must keep a written record at your station of how the package is broken down. The candidate gets the lowest rate without having to buy the package.

LUC ignores quantity, but you may have different LUC's for different classes of time. However, you may not use classifications to force candidates to pay more for a special "fixed" class of time when pre-emptible advertisers get on the air at a lower rate. The rules governing pre-emptible rates are very complicated, but

they essentially allow you to charge a candidate no more than the lowest price paid by any commercial advertiser whose spot actually clears and gets on your air. Never create a special premium class of fixed time especially for candidates.

If a commercial advertiser's spot clears after a political broadcast at a lower rate than the candidate paid, you may owe the candidate a refund. And remember that when equal time rights are exercised, the second candidate must never be charged more than the first candidate paid.

If a candidate elects to buy time directly from you rather than through an agency and provides material in final form ready for broadcast, the candidate may deduct the commission you would normally pay an agency.

You may provide production services to candidates for a fee that is not subject to the LUC rule. You are not obligated to provide such services, although if you normally make them available to commercial advertisers, it would be wise to make them available to candidates at the same rates.

The LUC rule does not apply more than 60 days prior to Election Day, but you may not charge a candidate more than your normal commercial rates at any time.

## Notifications

You do not have to notify candidates when their opponents appear, except within 72 hours of Election Day. However, you should keep written records of political appearances (date, amount of time, price) that may be reviewed on request by candidates.

You must notify a candidate if you editorialize for or against him or her and send a tape or transcript with an offer of time to reply. An expression of personal

views by a commentator is not considered an "editorial" unless the position is expressed as that of the licensee of the station rather than the individual.

## Questions

The FCC maintains a staff of experts, headed by Mr. Milton Gross. Any of them can answer your political broadcasting questions. Just call (202) 632-7586.

*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.* 

## Independent Productions To Get Bona Fide News Exemptions

*Bona fide* news programs by independent producers must be treated the same under the political programming rules as programs produced by licensees and networks, the FCC ruled in early July.

The Public Broadcasting Service, the Association of America's Public Television Stations, and the Independent Television Service all petitioned the Commission to change its traditional interpretation of the section of the Communications Act that exempts broadcasters who air *bona fide* news programs about a political candidate from offering equal air time to competing candidates.

Formerly, the FCC applied the exemption only to "licensees" and "networks," but after reviewing the legislative history of the Act, the Commission found no reason not to extend the exemption to independent producers as well. 

# Automation...

## Computerizing Your Business Functions

—by **Chuck Jack**

How many commercials do you have to air tomorrow?

What time will you air them?

Have you billed your advertisers for the commercials you aired last month?

Have your advertisers all paid for those commercials?

These are just a few of the questions you need to answer routinely and quickly if you want to run your station efficiently.

In your mind you see two or three people working long hours to keep track of all this detail. (What if they get sick? Or go on vacation!?) Now if you could only automate your station's traffic, billing, and accounting ... wouldn't your life be easier?

Computer technology is now available that can manage many of these functions. But choosing the right technology for your operation is confusing, at the very least. You need to know about both computer hardware and computer software if you're going to make good buying decisions.

Computer hardware is the physical computer equipment. This includes a central processing unit, monitor, disk storage, and printer. Computer software is the set of instructions that tell the com-

puter what to do when you turn on your machine.

Selecting computer hardware can be confusing. There are many "good deals" in the marketplace today, and you can shop anywhere from your local computer store to mail order suppliers to pawn shops to the local discount store. What do you buy that will work for you? Actually, you first have to decide on your computer software; then you choose the hardware that will run it.

### **Start With a List**

To select computer software, you must first define what you want your computer to do. Do you need to track and bill production, or schedule camera crews and equipment? Will the computer have to calculate the depreciation on your equipment, pay your bills and employees, or keep the company's books?

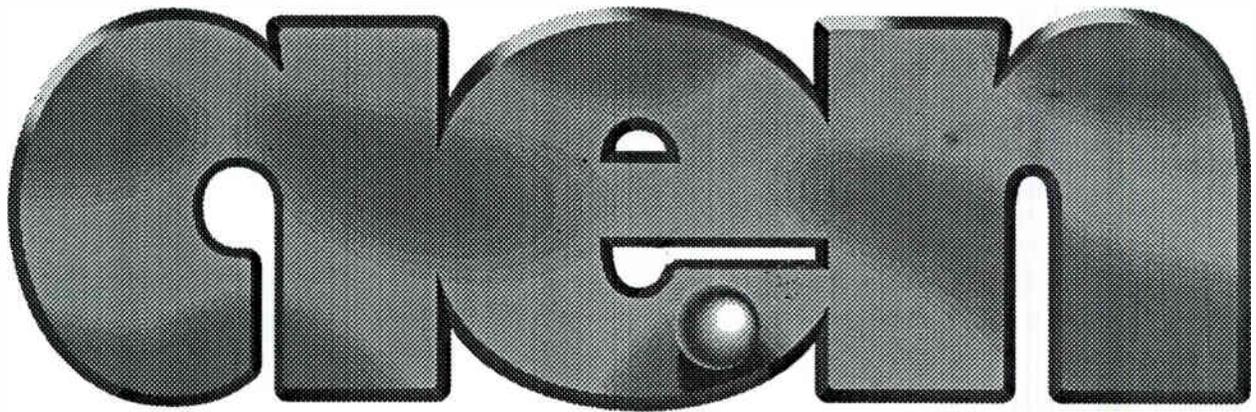
Do you want your computer to schedule commercials, print bills, or tell you how many commercials will be played tomorrow? Should it keep track of your movie contracts, store records of film footage, and print the viewers' log for the newspa-

per? Make a list of functions that the computer will have to perform before you begin your search for software.

Your list will probably include three categories of software. The first is the operating system software which is usually determined by the computer you select and the software you choose to perform the specific functions on your list.

The second category is "off the shelf" software. This includes software that will pay your bills and employees and keep your books — general functions common to most business operations.

When selecting off-the-shelf software you need to consider the support services and update policies of the company that makes it. Does the company provide updates as tax laws and accounting procedures change? Imagine having a payroll program that does not provide ways to change withholding tables when the IRS rates or even your state tax rates change. Or consider a depreciation program that was not updated when the depreciation laws changed. Good off-the-shelf software suppliers will provide regular updates to their software, usually for a nominal fee.



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## Vertical Market Software

The third category of software in your function list is "vertical market" software. This is software written specifically for your industry, and the choices are fewer compared to standard, off-the-shelf software. This category of software is the most important to match to the list of functions you want the computer to perform.

Vertical market software vendors are usually very familiar with your daily station operations. With your list of functions as an outline, ask each vendor your questions. Does the vendor's software schedule commercials? Will it leave holes in the log causing black space on the air? How many commercials can it schedule in a day? Will the software print bills? Can the software be interfaced with the automation equipment in your studio? Get very specific. Get an answer you understand.

You also need to investigate the flexibility of the software. As your station's needs change and equipment and technology advance, will you be able to change your software? Ask questions about the language in which the software is written. Does the vendor provide the source code? Can it be modified? By whom? Does the vertical market software interface with off-the-shelf software? Does the vendor write custom program changes?

### Support is Essential

Finally, does the vendor offer training and support? A good training program can save you or your employees many

frustrating hours of trying to learn the software on your own. After the instructor leaves, you will undoubtedly come up with more questions. Can you call someone to get your answers?

Again, ask questions until you get answers you understand.

Now that you have all your questions answered, you are ready to make your decision. Select the "vertical market" software that meets your needs first. Then complement it with off-the-shelf software where needed. Finally, purchase operating system software and computer hardware that runs the software you selected.

Can the computer really automate your business functions? Yes, partially. The computer, like any other equipment in your station, needs an operator. While the computer will "remember" the details of your business, it takes an operator to manage the detail and quickly provide current information about your station.

The computer can be a valuable tool for performing many of the day-to-day functions of your station faster and more easily. It must, however, be managed. Remember it can even make mistakes faster!

*Chuck Jack is president of Cavalier Computer Services, Inc. of Columbus, OH. He has served as a consultant to the radio and television broadcasting industry for more than nine years providing software design, training, and consulting. He has also consulted with the direct mail advertising industry and cellular telephone communications.*

*Mr. Jack can be reached at (614) 888-8388.*

## Carlisle's TV40

*continued from front page*

had had little or no sales activity. Needless to say, he had a big job ahead of him.

### Marketing Without A Budget

It's a situation familiar to many LPTV broadcasters. As Manotti said, "I know how to promote, but we don't have the money to do much." Which means using a lot of ingenuity and shoe leather.

The first thing Manotti did was to call on all of the customers he'd worked with during his eight years in radio sales.

"It was a bit awkward trying to convince all of my clients — to whom I had downplayed television in favor of radio — that LPTV is *really* the way to go," Manotti said with a chuckle, "but with LPTV we're selling TV at radio rates."

Competitive selling is more than necessary when all of the "big three" networks are represented in your viewing area. There are ABC, CBS, and PBS affiliates in Harrisburg, an NBC affiliate in Lancaster, and another CBS affiliate in Lebanon — all cities within 50 miles of Carlisle.

But the absence of another LPTV sta-

tion in the area is to TV40's advantage. "We can afford to work with the little guys. We can help the 'Mom and Pop' stores get a little bigger," Manotti pointed out.

"TV40 is smaller but more focused than the other stations in the market. Our programming is unique, but I would be comfortable showing any of it to my 94-year-old grandmother or my two-year-old daughter."

### Unique Programming Is Key

TV40 — which reaches approximately 375,000 households and an additional 15-16,000 cable subscribers — is affiliated with Channel America and barbers for a few shows such as "Hit Country Video" (J & M Productions) and "Fishing the West." However, in Manotti's opinion, it is the station's concentration on unique local programming that sets it apart.

The crown jewel is "Roundtripper," a half-hour program for families about destinations and vacations that are educational and fun. Hosted by local personality Bill Irwin, the program started out as "Daytripper" and featured camping and travel trips that would take only a day or a weekend. However, the name was changed to reflect the expanded coverage

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Circle (154) on ACTION CARD

LPTV Report / August 1992 / 9

## LPTV Distribution by State and Territory

June 23, 1992

	Licenses	CPs
ALABAMA	9	27
ALASKA	257	6
ARIZONA	37	36
ARKANSAS	15	22
CALIFORNIA	56	97
COLORADO	49	32
CONNECTICUT	4	6
DELAWARE	3	1
WASHINGTON, DC	2	0
FLORIDA	52	115
GEORGIA	24	33
HAWAII	3	30
IDAHO	37	30
ILLINOIS	18	31
INDIANA	19	29
IOWA	13	28
KANSAS	12	24
KENTUCKY	13	28
LOUISIANA	19	36
MAINE	7	22
MARYLAND	2	7
MASSACHUSETTS	9	10
MICHIGAN	14	22
MINNESOTA	71	31
MISSISSIPPI	13	20
MISSOURI	21	31
MONTANA	29	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	10	13
OHIO	26	41
OKLAHOMA	27	38
OREGON	45	34
PENNSYLVANIA	26	55
RHODE ISLAND	0	2
SOUTH CAROLINA	5	22
SOUTH DAKOTA	10	19
TENNESSEE	34	32
TEXAS	69	111
UTAH	20	8
VERMONT	1	11
VIRGINIA	9	33
WASHINGTON	35	27
WEST VIRGINIA	4	7
WISCONSIN	16	14
WYOMING	23	17
GUAM	1	0
PUERTO RICO	8	7
VIRGIN ISLANDS	1	2

TOTALS: Licenses: 1,282  
Construction Permits: 1,459

that resulted when the Channel America Network began carrying the show nationally.

"Roundtripper" received a 1991 "President's Award" from the Community Broadcasters Association. More important, in Manotti's opinion, are the rave reviews from viewers and from the places profiled on the show. "Roundtripper" has visited Sea World, zoos, the Amish in Lancaster County, and the Binney & Smith (Crayola) plant, to name just a few. With all of the historic areas in and near Pennsylvania, there is little danger of running out of program ideas.

Another popular local feature is "Roundtable," a half-hour news and talk show. "Roundtable" offers an in-depth look into community needs and happenings and is an ideal forum for local politicians, business people, and community leaders. TV40 is able to produce three episodes at a time, which helps to keep production costs down. Each show is also aired four times.

Since TV40 is so close to the state capital, "Focus On Pennsylvania" and "Capital Connection," both half-hour shows produced by the Republican and Democratic Senate Committees, are naturals — although Manotti admits that they're not always terribly exciting.

### Sports Are Popular

Excitement isn't a problem during the summer months. TV40 offers dirt track auto racing from the Williams Grove and Silver Spring Speedways. Races are taped on Friday and Saturday nights and shown from Sunday through Wednesday.

"Racing has proven to have a large, loyal family appeal," says Manotti. "We show every race at least two times throughout the week to try to accommodate as many viewers as possible. Even the families that attend the race will watch the repeats to catch anything that they missed."

The quality of the Williams Grove races attracted the attention of the Sports-Channel America Network which carried them nationally for 13 weeks last season and will repeat them this season. TV40 gets two minutes of national ad time for each show.

TV40 also airs high school football and basketball games from three or four schools in the viewing area. This season,



Jeff Manotti

the station will air ten of each. "High school sports is something you can sell to everybody," said Manotti. "Everyone seems to have something to do with it, whether it's their kids out there on the field or it's their old school."

The station has also aired local college sports such as the Kiwanis Basketball Tournament at Carlisle's Dickinson College, as well as a number of local parades.

### Community Service Provides Income

One of the most popular, and profitable, enterprises at TV40 is the "27 News At 7." WHTM-27 is Harrisburg's ABC affiliate and is rated number one in local news for the Harrisburg market. Because many TV40 viewers work in the state capital and can't make it home in time to catch the beginning of the 6 p.m. newscast, WHTM allows TV40 to record the 6 p.m. news (including commercials) and air it at 7 p.m. TV40 may not sell ads inside the newscast, but it may cover WHTM station promos with its own. And it sells two minutes of adjacencies before and after the newscast at premium rates that are still a fraction of the rates that WHTM's advertisers pay.

Another source of revenue is what Manotti calls corporate videos. "Lawyers, for instance, are often reluctant to advertise, for whatever reason. They feel that advertising their services somehow cheapens them," said Manotti.

But TV40's inventive staff found a way to avoid that stigma. They did a video on DUI (Driving Under the Influence) for the Cumberland County Bar Association. The video, entitled "DUI — Struggle for Justice," follows a party-goer as he drives away drunk from a party. He is pulled over and arrested, and the camera follows him to jail. A 15-minute panel discussion follows, featuring local authorities and lawyers.

In connection with the annual "Law Day" celebration, the video was distributed and shown to local students. It also aired on TV40 at 5:30 p.m. every Tuesday in May and was well received by the public and by the Bar Association which nominated it for several awards.

TV40 charged the Bar Association about \$2,000, just enough to cover costs. But the good will that the station earned is worth many times what it could have charged in profit, said Manotti.

TV40 also sells tapes of the auto races as well as high school games and parades. At \$19.95 a tape, racing videos alone accounted for over \$600 in revenue last season.

"Videos are a great source of revenue for LPTV stations," says Manotti. "You already have all the equipment, and the possibilities are limited only by your imagination."

The "Kiss the Pig Contest" video that TV40 produced to promote a local charity event certainly proves that point.

## Ad Sales Require Tenacity

TV40's biggest problem is with advertisers who can't comprehend buying without ratings. The key to sales, however, is to pique their interest.

Towards that end, TV40 did a compilation tape of "Roundripper" and distributed it to businesses because, as Manotti said, "the hardest thing to do is to sell to someone who doesn't get your station." He has also found that getting people to see themselves on television is often a very effective sales technique.

With a budget of about \$8,000 a month and with each half-hour of local production costing from \$300 to \$400, a sound base of advertisers is very important to TV40. One way the staff encourages continued support is to offer a substantial discount for long-term buys. TV40 charges \$20 to \$30 per spot for a 1-12 week run but cuts the price in half for a 52-week contract.

Manotti explained, "Repeat broadcasts also serve to lower the average spot rate because we don't charge for repeat broadcasts." This approach has built a loyal following of advertisers including appliance stores, auto mechanics and dealers, mobile home dealers, the local Sears Roebuck Outlet store, and — for the auto races — a national brewery.

Karen Durnin, a new addition to the TV40 team, is working to expand the sales network even further. Durnin, who is in charge of sales at TV40, has former experience with LPTV and, in Manotti's estimation, is "fantastic."

Since her arrival, for example, Durnin has set up the "Mayapple Golf Show." She persuaded Mayapple, a new golf course in the area, to underwrite the half-hour show in exchange for eight minutes of advertising. She's now pitching a similar idea to a local real estate agency.

It was also Durnin's idea to implement a new advertising policy for the station's high school sports. Formerly, TV40 had allowed advertisers to choose the games they wanted to air in, a good-hearted gesture that resulted in mass confusion. Now advertisers must purchase all games in block — 10 football and/or 10 basketball. This policy ensures that all of the games will be supported equally.

## Cable Ownership Helps & Hinders

TV40 is part of the Raystay Corporation which owns several radio stations as well as TV Cable of Carlisle. Being sisters with a cable system can both help and hinder the affiliation with other systems because of the intense competition between systems in the area, Manotti said. But the station's relationships with cable are fairly good, nevertheless.

Flight Systems and AmeriCable both carry TV40 in its entirety, while York Cable carries a few of the auto races several times a week. However, Sammons Communications, which is the largest cable

system in the area with about 85,000 subscribers, carries only one auto race a week on a one-week delayed broadcast. Manotti is pitching TV40's series of high school football and basketball games to Sammons, in hopes that the foot in the door will gain TV40 full carriage someday.

## If Comes Down To Community

The best advice Manotti has for new LPTV broadcasters is that they should "get in solid with the Chamber of Commerce and make as many community contacts as possible." He also suggests that LPTV broadcasters try as hard as they can to get cable behind them.

And to become active in the community. "Get out there and let the people know what you're going to do for them. Utilize your viewers and their video cameras. Most of all, look into your local resources. They're out there: golf courses, law firms, and real estate agencies, to name just a few.

"And remember, if the community knows that you're behind them, and you, in turn, need their help, all you have to do is ask. You'll usually get the help you need."

Manotti believes firmly in the future of community television. "There is a time and a place for LPTV. That time is now. It's only a matter of time before everyone realizes that we're the pioneers. We're in exactly the same position FM radio was in during the '60's when AM was king.

"We need to change the minds in government, and one way to do that is by pulling on the heart strings of local legislators. There's no reason that we should have to fight dirty." 



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Circle (153) on ACTION CARD

## First Digital HDTV Broadcast A Success

Digital HDTV broadcasts work.

So discovered Zenith and AT&T in May when, with the help of engineers and transmission equipment from Television Technology Corporation, the first long-distance over-the-air signals of Zenith/AT&T's Digital Spectrum Compatible HDTV transmission system were sent from WMVT(TV), Channel 36, in Milwaukee, WI to a directional antenna atop Zenith's Glenview, IL technical center, 75 miles away.

The Zenith center is at the very fringes of WMVT's coverage area whose Grade B contour lies 48 miles from the transmitter. Conventional analog signals originating from the station are extremely noisy and snowy by the time they reach the Zenith center.

But using less than one-tenth the power needed to transmit an analog full power TV signal, the Zenith/AT&T team successfully transmitted and received digital signals of computer animation, film shot and transferred at 60 frames per second, and videotape footage of a Chicago Bulls basketball

game. There was no evidence of signal noise or ghosts.

There was also no interference from an LPTV station 9.6 miles away from the Zenith center — W36AO in Palatine, IL. When WMVT is transmitting NTSC signals, however, interference from the LPTV makes WMVT's signals unviewable at Zenith.

Ed Johnson, president of Channel 36, said that Zenith asked the station to shut down during the transmission, which they did with the help of Carl Eilers, a Zenith engineer. According to Eilers, Channel 36 was turned off and on numerous times throughout the HDTV test without causing any interference.

The transmission also proved that with digital there is no "cliff effect," the sudden and total loss of picture associated with errors in the digital signal far from the transmitter. Said Zenith vice president Wayne Luppow, "If the outcome [of standards testing] is decided by technology, we feel very confident our system will come out on top. We'll have to see how other factors turn out." 

# LPTV STATION FOR SALE MIDWEST

Currently broadcasting  
24 hours News, Sports  
and Features.

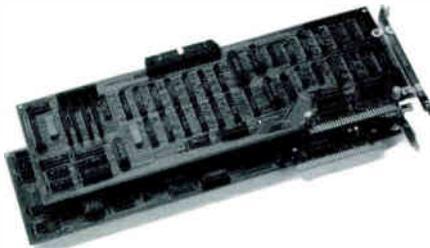
Reply Box 178  
The LPTV Report.

Circle (178) on ACTION CARD

## Supplier Side

Dynatech Cable Products Group previewed its new low-cost automated character generator, the DynaGen 400, at the NCTA show this past May.

The product, which is also suitable for some broadcast applications, is a set of circuit boards that can produce from one to four character and graphics generators in a standard IBM PC AT computer chassis. Customers can purchase their own computers locally and upgrade the CG channels with professional fonts, clip art, scanned graphics and logos, titling, instant sizing and positioning of text and graphics, 124 colors, six screens, 300-20,000 pages of memory, and an on-



The DynaGen 400 Series character and graphics generator.

screen operating menu accessible with "helps."

The company bills the new unit as the "character generator that gives you practically everything for practically nothing."

Circle (159) on ACTION CARD

Knox Video Products has announced a new line of 8 x 8 audio/video routing switchers in a slimline 1" chassis.

The low-cost units feature easy front-panel push-button operation, but they may also be controlled by terminal or software-based controller via the RS-232 input.



Knox Video's RS8 x 8 routing switcher.

Any of eight NTSC or PAL video inputs may be routed to any or all eight outputs. Stereo audio can follow or be routed separately. Front panel LED indicators display the present routing pattern at all times. An internal battery remembers and restores the current pattern in case of power failure. Either BNC or RCA video connectors are provided; Y/C connectors are optional.

The unit is available immediately at \$1,495 (\$995 for the video-only version).

Circle (8) on ACTION CARD

Eliminate spikes and surges in your AC power, RF, and telephone lines with the CC 1653 Communication Control System from Pulizzi Engineering.

The unit, which is designed to handle surges as extreme as lightning strikes, includes a built-in test to indicate whether or not all circuits are functioning properly.



The CC 1653 Communication Control System from Pulizzi Engineering.

The CC 1653 is packaged in a convenient, easy to install, 19" rack mountable steel enclosure. Height is 1.75"; depth is only 6". NEMA connectors are available for AC lines, RJ45 for telephone and data lines, terminals for motor drive and sensor circuits, and F type connectors for coaxial cables.

The unit sells for under \$450. The projected life expectancy of the protective circuit devices is more than 20 years.

Circle (168) on ACTION CARD



WorldRadioHistory

## Supplier Solo

### Automation...

### Wise Equipment Choices Key To Success

—by Dennis Gourley

A totally automated LPTV station is one of the many operating choices open to community broadcasters. But designing an efficient automation system requires careful program planning and wise equipment selection.

The equipment must be expandable, remote capable, and specifically designed to work in automated applications. And the programming source or sources must contain the cues necessary to operate the automated system.

#### Selecting Programming

There are several satellite-delivered program sources catering to LPTV markets. Some of these, however, are not 24-hour per day services. This means that you will have to provide for automated switching between two or more different services in order to fill your broadcast day. Other network signals are designed to be videotaped and played back later.

The satellite services best suited for LPTV automation provide cue commands for taping, switching, and local ad insertion. Start and end designation cues are provided for programs and insertion points.

The most common cue commands in the U.S. are "DTMF" tones. These commands may be carried on any of the subcarriers for a channel; or they may be inaudible commands. Inaudible commands are preferable.

#### The Next Step — A Good CG

Once you've selected your programming sources, you'll need to begin looking at equipment. One of the most important pieces will be your character generator.

Character generators have been on the market for several years filling many needs from production titling to text displays to simple graphics. Unlike the studio CG, however, the character generator for the automated LPTV station must be fully remote capable, with a memory that is protected against power bumps or outages. It is advisable to choose a CG that is modular in design so that spare boards can be purchased in the event one of them fails.

Character generators serve many functions and can provide a variety of automatic services. Here are a few examples of the

automatic displays possible with a good CG:

- Your station ID. The FCC requires a visual ID display every 30 minutes;
- Your local time and date;
- Your current local weather;
- The NOAA weather forecast for your area as well as emergency weather warnings;
- Your station's program guide.

Here are the features to look for if you're buying a character generator for an automated operation:

- The CG must be controllable by the network tones and by remote via a telephone modem.
- It must be able to genlock to external video to provide an automatic station ID.
- It must have built-in time and calendar and a built-in event scheduler to control the automatic station ID.
- Text and setup parameters must be protected against power interruptions.
- The CG must be easy to program and update remotely without disturbing any current displays.
- Although not mandatory, a flexible screen format is helpful when a new look is desired or additional automatic services are to be added.
- The CG must provide a variety of fonts, text sizes, colors, and text display types so

that a professional on-air look can be achieved.

- It should have several I/O ports and accompanying software in order to receive external data from weather instruments and other data services.

#### And Then Insertion Equipment

Of course, the most important part of any automated system is the part that makes the money! This is the ad insertion equipment. But to understand ad insertion, you need to understand the three basic ad formats in general use today.

- **Run-of-Schedule:** For run-of-schedule (ROS) ads, all of the ads to be aired are recorded into groups called "pods." Several pods are recorded onto a videotape, and when the cue command to air the pod is received, each pod is aired as it was recorded.

The advantage of this method is that only one videotape playback machine is required, but the system's inability to schedule ads reduces their value and therefore reduces station revenue.

- **Random Pod:** The random pod format is similar to ROS, except for the playback order. In Random Pod, any ad group or pod may be scheduled to air at any given break time.

The advantage of this method is again

cost, as only one videotape playback machine is required.

- **Full Random Access:** This format is the most advantageous. Not only can you sell ad spots for a particular time of day, but you can also schedule any number of ad groupings without re-editing your ad tape.

Full random access also shortens the time necessary for editing and scheduling and increases the value of the ads to be shown.

#### The Commercial Inserter

The device that automatically inserts ads into a program is called a commercial inserter.

Some manufacturers have designed their commercial inserters to work in networks with other systems. These obviously need to be remote controllable and programmable. It is equally important that a commercial inserter has memory protection for ad schedules as well as ad play logs for billing. And modular design allows you to keep spare boards on hand in case of failure.

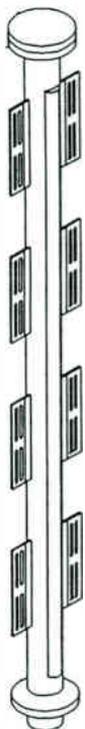
Your commercial inserter should:

- Allow you to add VCR's to accommodate virtually any size and level of operation — sequential as well as sophisticated full random access;

- Be compatible with various VCR tape formats and VCR brands;

*continued*

## 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
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- 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

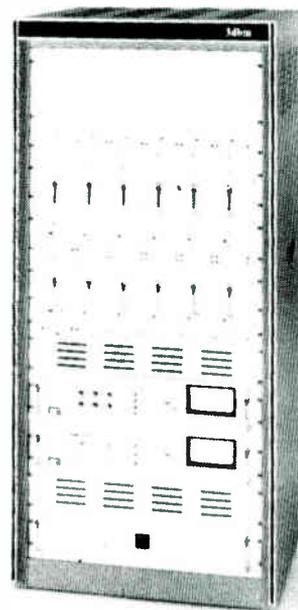
## 3dbm

### 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.

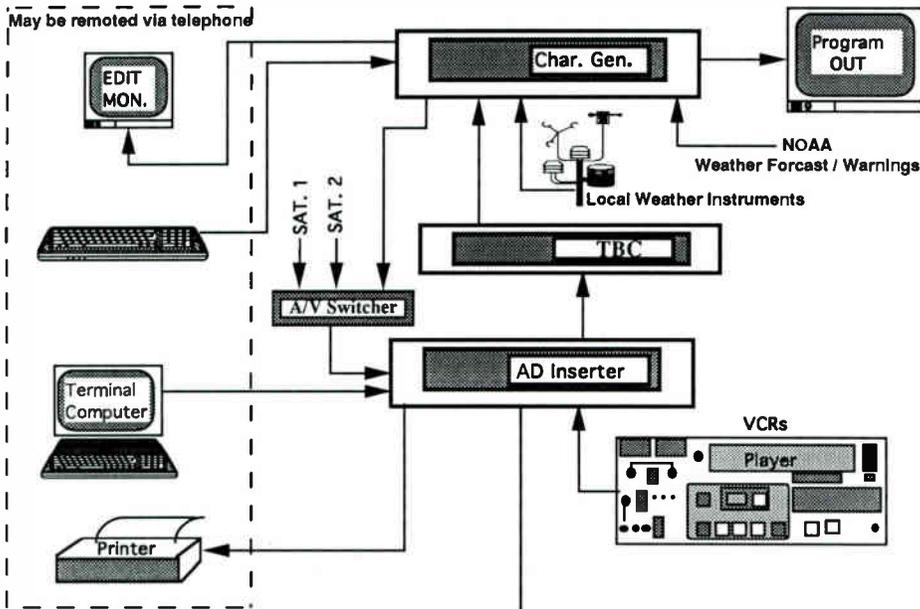
#### STANDARD FEATURES

- 5 to 1000 Watts Transmit Power
- 2 Video Inputs • 3 Audio Inputs
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- Automatic VSWR Shutdown Protection
- Integral Output Isolator Protection
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- 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

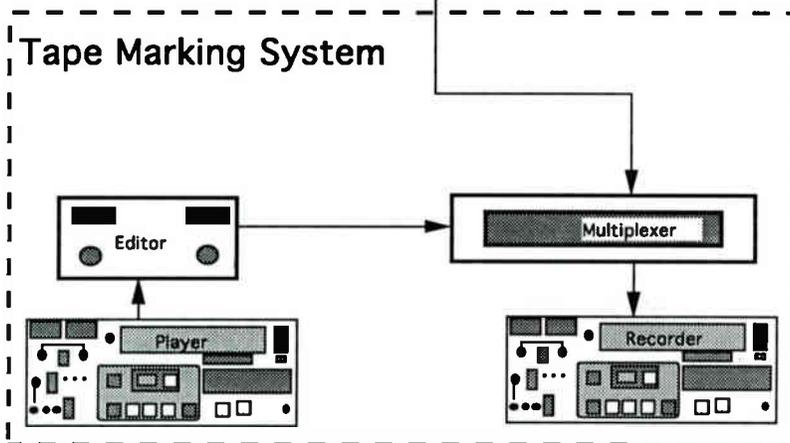


For Complete Information Contact Jimmie Joynt at 800-279-3326 • Sales Office POB 25966, Colorado Springs, CO 80936

# Auto-LPTV System



## Tape Marking System



- Automatically receive and store ad spot schedules;
- Automatically store the ad play logs needed for affidavits, invoices, and reports.
- Automatically detect satellite cue tones for local ad insertion;
- Automatically return to network programming at the end of a local ad insertion operation;
- Provide broadcast quality vertical interval on-air switching between the network program and the ad insertion, along with AGC audio; and
- Automatically monitor video quality while ads play.

### Other Features

Here are some special features to look for as you consider an automated system for your station:

- **Automatic VCR Time Averaging:** Automatic time averaging ensures accurate

pre-rolls as tape decks age;

- **Automatic Fail Safe Operation:** This protects against a VCR failure during an ad break;

• **Stereo Audio Switching:** Network programming and ads are often in stereo;

- **100% Ad Verification:** The system must be able to verify the ad being aired, not just its location on the tape;

• **Direct Ad Spot Search:** In direct search, VCR's shuttle the tape back and forth to the next ad location without returning to the tape header. This provides semi-random access with only two VCR's and also dramatically reduces VCR wear;

• **Selectable End-of-Break:** This provides either a satellite end-of-break cue that returns the system to network programming, or an automatic "time-out." The feature ensures that, after short local breaks, the system won't be returned to the network too soon;

- **External Processor Loop:** This allows a single (optional) time base corrector to

process the video from the VCR's;

• **Multi-tasking Software:** Multi-tasking software is ideal for smaller systems where an economical hardware approach is needed. Tapes may be marked on one VCR while another VCR is playing ad spots;

• **Modular Design:** This reduces down time in the event of a board failure and provides support to a variety of VCR's and tape formats. It also provides for changing at will to different deck types.

### The Right Manufacturer

Finally, it is important to select equipment suppliers that are well-established and who provide good after-the-sale service dedicated to supporting you, their customer.

With good pre-planning, and with solid support from your equipment suppliers, you will be well on the way to a successful and profitable LPTV broadcast station.

*Dennis Gourley has worked in the cable and broadcast video market for more than 25 years. He is experienced in engineering, marketing, and sales. For the past ten years, Mr. Gourley has been industrial marketing manager for Texscan MSI, a manufacturer of automated playback character generators, as well as pay-per-view and commercial insertion equipment.*

*For further information on automated equipment products, call Mr. Gourley at Texscan MSI, (801) 359-0077.*

## The What & Why

*continued from page 5*

2. Blown commercials and the attendant make-goods are expensive. Automation will minimize these losses and protect the bottom line.

3. Clients will not stay with you unless you consistently demonstrate that you can air their commercials in a professional manner. Automation will improve the odds.

4. Automation will significantly reduce your staffing requirements and cut your expenses.

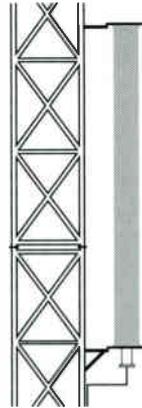
In summary, the success of an LPTV station is dependent, among other things, upon a well-designed technical operation. And such an operation will become better if it is built around a good automation system. Many LPTV broadcasters prefer to put off purchasing automation until their stations make enough money for them to afford it. But maybe they won't without it. You can't hatch an egg unless you first have a chicken — or is it the other way around?

*Robert G. Truscott is a television engineering consultant. After 35 years as chief engineer with three major market full power stations, he opened Truscott Broadcast Services, Inc., a Bolingbrook, IL consulting firm. He can be reached at (708) 972-9658.*



ALAN DICK & CO. (USA), INC.

## CBA Series Low Power UHF Television Antennas



- **Low VSWR  $\leq 1.10:1.00$**
- **Null fill and beam tilt standard**
- **Up to 10 Kw power rating**
- **Horizontal polarization**
- **Circular polarization available**
- **Radomes Standard**
- **Hydrophobic coating available**
- **Custom patterns available**

ALAN DICK & CO. (USA), INC. offers a line of low power TV transmitting antennas to the community broadcaster. The antennas are of the slotted cylinder design, similar in design to our higher power UHF transmitting antennas.

The CBA Series low power antennas are designed to be side mounted to a tower or support structure. The entire antenna is enclosed in a radome to protect it from the adverse effects of snow, ice and rain. The surface of the radome is covered with a durable, weather resistant, epoxy or a long lasting hydrophobic coating that prevents ice build-up in climates where icing is possible.

ADC (USA) will work with you from start to finish on your low power project. We will assist you in the selection of the proper antenna for your particular coverage requirements.

Circularly polarized and top mounted antennas are also available.



**ALAN DICK & CO. (USA) INC.**

9 Clinton Drive, Hollis, New Hampshire 03049  
TEL (603) 598-4500 FAX (603) 598-4212

# Supplier Shorts

Leitch Inc.'s CSD-5300 Master Clock System Driver and related clock products were part of a National Geographic Society display at the Explorers Hall Museum in Washington, DC, March 5 through June 14. The Leitch products were included as examples of modern timekeeping equipment in the "It's a Matter of Time" exhibit.

...

Continuing its brisk thrust into international markets, Colorado transmitter manufacturer **Television Technology Corporation** has agreed to supply 100-watt television transmitters for an extensive over-the-air, pay TV system in Argentina. TTC has also joined forces with Nortec West, a Vancouver, Canada distributor of broadcast transmission products. Bob Whitehouse of Nortec West will represent TTC's full FM radio and LPTV product line in Canada.

And TTC and Rohde & Schwarz, Inc. of Lanham, MD have reached a preliminary agreement allowing TTC to include the Rohde & Schwarz modulator/exciter as a premium option in their UHF transmitter product line for the U.S. marketplace. The

two companies hope to expand their agreement to include further distribution of each other's products, TTC in the U.S. and Rohde & Schwarz in Europe, Asia, and the Middle East.

Finally, TTC will be providing New Life Evangelical Center in St. Louis, MO with three XL-1000 1 kW transmitters for LPTV stations in Osage Beach, Sykeston, and Lebanon, MO.

...

San Diego, CA's Cubic Defense Systems has purchased 40 Panasonic AG-7750 S-VHS HiFi VCR's for the U.S. Army's Combat Maneuver Training Center at the Hoenfels Training Range in Germany. The VCR's will be used to record training maneuvers.

**Panasonic Broadcast & Television Systems Company**, which supplies the equipment, has also announced that as of April 1, it is a new company within its parent company, Matsushita Electric Corporation of America. Formerly it was run as a division.

The new designation will provide Panasonic with additional resources to serve the needs of its customers. Steven Bonica is the new president of PBTSC and is responsible for all sales and marketing of the company's video and audio hardware and software products. CBP

# ...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.

- W12CN Pensacola, FL. Vernon Watson, 6/19/92.
- W69BO Vero Beach, FL. Vero Beach Broadcasting, Ltd., 6/4/92.
- W35BB Dublin, GA. Gil Gillis, 6/19/92.
- K35CF Des Moines, IA. R. B. Sheldahl, 6/19/92.
- W54BE Sugar Grove, IL. Waubensee Community College, 6/4/92.
- W24AW Valparaiso, IN. Studio 5, Inc., 6/9/92.
- K14IE New Orleans, LA. Rodney A. Moore, 6/19/92.
- K45DF Austin, MN. Televue Systems of Minnesota, 6/9/92.
- K51CY Austin, MN. Televue Systems of Minnesota, 6/9/92.
- K53DI Austin, MN. Televue Systems of Minnesota, 6/9/92.
- K55FJ Austin, MN. Televue Systems of Minnesota, 6/9/92.
- K57EU Austin, MN. Televue Systems of Minnesota, 6/9/92.
- K61EU Austin, MN. Televue Systems of Minnesota, 6/9/92.
- K45DJ Granite Falls, MN. Minnesota Valley TV Improvement, 6/19/92.
- K19CV Redwood Falls, MN. Redwood TV Improvement, 6/10/92.
- K21DJ Redwood Falls, MN. Redwood TV Improvement, 6/19/92.



## 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:

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- excessive plate current
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• **Forced air cooling.** An overdimensioned centrifugal fan, guarantees tube and cavity cooling.

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Circle (142) on ACTION CARD

K25DN Redwood Falls, MN. Redwood TV Improvement, 6/19/92.  
K13VS St. Cloud/Sartell, MN. Community Communications, 6/9/92.  
K59EM Chinook, MT. Blaine County Public Television, Inc., 6/22/92.  
K63ER Belcourt, ND. Schindler Community TV Service, 6/22/92.  
K39CW Tulsa, OK. Lonnie James, 6/9/92.  
W11BR Myrtle Beach, SC. Pearl TV Associates, 6/9/92.  
K32DK Watertown, SD. Jeffco Broadcasting, 6/4/92.  
W11BF Murfreesboro, TN. Great Southern Broadcasting Company, Inc., 6/4/92.  
K54DT Abilene, TX. Sage Broadcasting Corporation, 6/19/92.  
K30DW Big Spring, TX. Prime Time Christian Broadcasting, Inc., 6/19/92.  
K21DK Giddings, TX. KXAN, Inc., 6/4/92.  
K04NW Houston, TX. Gordon B. Madlock, 6/19/92.  
K32DA La Grange, TX. KXAN, Inc., 6/4/92.  
W08CK Madison, WI. Healthy's, Inc., 6/9/92.

### 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.

K02MF Cahone/Dove Creek, CO. Southwest Colorado TV Translator Association, 5/27/92.  
K55CI Craig, CO. Moffat County, 5/27/92.

### NEW LPTV CONSTRUCTION PERMITS

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

K31DI Phoenix, AZ. Raul Infante, Jr., 6/5/92.  
K38DK Santa Barbara, CA. Costa De Oro Television, Inc., 6/1/92.  
W51BK Hartford, CT. Trident Broadcasting, 6/22/92.  
W62CB Bainbridge, GA. The Bainbridge Post-Search Light, Inc., 6/4/92.  
K49DJ Hilo, HI. Alegria Broadcasting Corporation, 6/4/92.  
K23DM Des Moines, IA. R. B. Sheldahl, 6/1/92.  
W60BW Shepherdsville, KY. Valuevision International, Inc., 6/1/92.

W03BE Bay City, MI. Warren R. Wright, 6/8/92.  
K39DK Minneapolis, MN. Telethon Television Company, 6/1/92.  
W69CR Jackson, MS. HSN Broadcasting — LPTV, Inc., 6/1/92.  
K38DG Fairfield, MT. Teton County, 6/5/92.  
K15DO Bend, OR. A. B. Herman, 6/1/92.  
W48BK Erie, PA. Inspiration Time, Inc., 6/17/92.  
W67CR Mayaguez/Anaasco, PR. Evelyn Rivera, 6/4/92.  
W60BP Charleston, SC. Charles S. Namey, 6/5/92.  
K16CY Killeen, TX. Augustin Torres Jr., 6/4/92.  
K35EH Lubbock, TX. Judy Ball, 6/1/92.  
W66BZ Suffolk, VA. WAVY Television, Inc., 6/4/92.  
K39DM Ellensburg, WA. Christian Broadcasting of Yakima, 6/5/92.  
K39DL Moses Lake, WA. Melvin L. Kimmell, 6/5/92.  
K34DU Spokane, WA. Browne Mountain Television, 6/1/92.  
K63EX Spokane, WA. Browne Mountain Television, 6/1/92.

### ASSIGNMENTS AND TRANSFERS

K03GJ Sitka, AK. Voluntary assignment of license granted from State of Alaska to Sitka School District on 6/22/92.  
W10BQ New Haven, CT. Transfer of control of Hartford Low Power Translator, Inc. from David T. Chase to David T. Chase, Cheryl Chase Freedman, Arnold L. Chase on 6/11/92.  
W06BE Tampa, FL. Voluntary assignment of license granted from Carol E. Schatz to WVJ-TV, Inc. on 6/22/92.  
K65FC Kailua, HI. Voluntary assignment of permit

granted from John Patrick Marcom to Oceania Broadcasting Network, Inc. on 6/22/92.

W33AY Springfield, IL. Voluntary assignment of license granted from Richard D. Martin to North Central LPTV, Inc. on 6/2/92.

W08CT New Albany, IN. Voluntary assignment of permit granted from Brightness Ministries, Inc. to Lou Smith Ministries, Inc. on 6/15/92.

K15DD Wichita, KS. Voluntary assignment of license granted from Krista Fordham to South Central LPTV, Inc. on 6/2/92.

W67BA Dennis, MA. Voluntary assignment of license granted from Cape Cod Television, Inc. to Cape Television, Inc. on 6/18/92.

W62BD Minneapolis, MN. Voluntary assignment of license granted from Domsat of Minnesota, Inc. to Valuevision International, Inc. on 6/2/92.

W62BE Columbus, OH. Voluntary assignment of license granted from Omni Broadcasting Company to Premier Broadcasting Company, Inc. on 6/22/92.

K41DF Eugene, OR. Involuntary assignment of permit granted from A. B. Herman to Estate of A. B. Herman on 6/17/92.

K66EJ Newberg, OR. Involuntary assignment of permit granted from A. B. Herman to Estate of A. B. Herman on 6/17/92.

K56EI Portland, OR. Involuntary assignment of license granted from A. B. Herman to Estate of A. B. Herman on 6/17/92.

K62DV Portland, OR. Involuntary assignment of license granted from A. B. Herman to Estate of A. B. Herman on 6/17/92.

K18DW Redmond/Prineville, OR. Involuntary assignment of permit granted from A. B. Herman to Estate of A. B. Herman on 6/17/92.

W11BR Myrtle Beach, SC. Voluntary assignment of license granted from Pearl TV Associates to Beach TV of South Carolina, Inc. on 6/15/92.

W17BH Huntington, WV. Voluntary assignment of license granted from Francis R. Santangelo to North-east LPTV, Inc. on 6/2/92.

### CHANNEL CHANGE

K62EG St. Louis, MO. Catholic Views Broadcasts, Inc. Channel change granted from 69 to 62 on 6/1/92.

### CANCELLATIONS

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

K40CX Colorado Springs, CO. Richard A. Warren, 6/16/92.

*continued*

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*Plautus*

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Circle (28) on ACTION CARD

K57FF Greeley, CO. J. B. Van De Sande, 6/16/92.  
 W04CR Washington, DC. Vearl Pennington, 6/16/92.  
 K33CY Des Moines, IA. Iowa Broadcasting Company, Inc., 6/16/92.  
 W04CO Maysville, KY. Philip R. Lewis, 6/16/92.  
 W67CE Chicopee, MA. Carter Broadcasting Corporation, 6/16/92.  
 W22BB Taunton, MA. Greenburger/Acton Rights Associates, 6/16/92.  
 W41BJ Wooster, OH. Wooster Broadcasting Company, 6/16/92.  
 W43BC Columbia, SC. Norma Levin, 6/16/92.  
 K34CY College Station, TX. Clear Channel Communications, Inc., 6/16/92.  
 K38DC La Grange, TX. Mountain TV Network, Inc., 6/23/92.

#### PROPOSED CONSTRUCTION PERMITS

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

granted. The proposed construction permits were released June 29, 1992.

#### New Stations

Ch. 55 Kingman, AZ. KUSK, Inc.  
 \*Ch. 43 Chico, CA. Sainte Limited.  
 \*Ch. 53 Indio, CA. Communications Programming.  
 Ch. 17 San Diego, CA. Basic Economic Education, Inc.  
 Ch. 2 Weott, CA. Ell River Lions Club.  
 \*Ch. 36 Sweetwater, CO. Garfield County.  
 \*Ch. 49 Waunita Hot Springs, CO. Gunnison County Metropolitan Recreation District.  
 Ch. 28 Bridgeport, CT. Paging Associates, Inc.  
 Ch. 6 Louisville, KY. Eddie L. Whitehead.  
 Ch. 38 Duluth, MN. Steven R. Zuckerburg.  
 Ch. 56 Duluth, MN. Fred Y. Hirayama.  
 Ch. 60 Duluth, MN. Philip A. Card.  
 Ch. 62 Duluth, MN. Dan Blechman.  
 Ch. 64 Duluth, MN. Steven R. Zukerberg.  
 Ch. 66 Duluth, MN. Harold and/or Sue Krogman.  
 Ch. 68 Duluth, MN. Lawrence E. Burns.  
 Ch. 38 Hibbing, MN. Lyn R. Guin.  
 Ch. 56 Hibbing, MN. Alfred D. Jumper.  
 Ch. 62 Hibbing, MN. John A. Hudak.  
 Ch. 64 Hibbing, MN. KAR Enterprises.

Ch. 66 Hibbing, MN. Lyn R. Guin.  
 Ch. 64 Morris, MN. Televue Systems of Minnesota.  
 Ch. 67 Morris, MN. Televue Systems of Minnesota.  
 Ch. 69 Morris, MN. Televue Systems of Minnesota.  
 Ch. 24 San Jon, NM. Panhandle Telecasting.  
 \*Ch. 15 Buffalo, NY. Craig L. Fox.  
 Ch. 24 Amarillo, TX. Roderick Harris.  
 Ch. 24 Littlefield, TX. Prime Time Christian Broadcasting.  
 Ch. 41 Fruitland/Currant Creek, UT. Duchesne County.  
 Ch. 18 Rural Beaver County, UT. Iron County.  
 Ch. 2 Ticaboo, UT. Garfield County.  
 Ch. 4 Ticaboo, UT. Garfield County.  
 Ch. 5 Ticaboo, UT. Garfield County.  
 Ch. 7 Ticaboo, UT. Garfield County.  
 Ch. 54 Ellensburg/Kittitas, WA. Kelly Television Company.

#### Modifications

\*K60AX Kingman, AZ. Mohave County Board of Supervisors.  
 \*K25DM Phoenix, AZ. Broadcasting Systems, Inc.  
 K20BV Grass Valley, CA. Sierra Joint Junior College District.  
 \*K66BM Palm Springs, CA. Trinity Broadcasting Network.  
 K59AA Estes Park, CO. Translator TV, Inc.  
 K53AC Windcliff, CO. Translator TV, Inc.  
 W28AJ West Haven, CT. Paging Associates, Inc.  
 W12CL Windsor Locks, CT. John Andrew Thompson.  
 W61AK Inverness, FL. WTOG-TV, Inc.  
 W59BC Jacksonville, FL. Jacksonville Translator, Inc.  
 W02CB Naples, FL. Way of the Cross Outreach, Inc.  
 K59EI Maui, HI. Susan Durch.  
 W05BE Jeffersonville, IN. 5TV, Inc.  
 K06MD Plaquemine, LA. Great Oaks Broadcasting Corporation.  
 K30DX Eli, MN. M.I.R.A. TV Partnership.  
 K34DS Ely, MN. M.I.R.A. TV Partnership.  
 W17BE Sparta, NJ. Oleg Matias.  
 K18— Hillsboro, NM. Hillsboro TV Association.  
 K56ER Santa Rosa, NM. Santa Rosa Chamber of Commerce.  
 W25AI Cincinnati, OH. Elliott B. Block.  
 W13CB Cleveland, OH. TV 31, Inc.  
 K06LS Chiloquin, OR. California Oregon Broadcasting, Inc.  
 \*K58DL Yakima/Toppenish, WA. Mel Kimmel.

\* Application seeks waiver of Section 74.705 or 74.707 of the Commission's Rules.

## INDEX TO ADVERTISERS

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

COMPANY	PAGE	ACTION CARD NUMBER	ADVERTISER FACT LINE
3 dbm	13	75	(800) 279-3326
Adtec Productions	7	149	(615) 865-8707
Alan Dick & Co. (USA), Inc.	15	139	(800) 252-2272
American Entertainment Network	8	144	(303) 397-4104
Andrew Corporation	5	79	(800) 255-1479
Channelmatic	20	6	(800) 766-7171
Coarc Video	18	28	(518) 672-7202
Community Broadcasters Association	4	131	(800) 225-8183
EMCEE Broadcast Products	1	1	(800) 233-6193
Euro Tech	16	126	(201) 434-5729
Jampro Antennas	9	154	(916) 383-1177
"LPTV Station For Sale"	12	178	
MATCO	17	142	(408) 998-1655
Sound Concepts	6	188	(800) 332-5780
Summit Software Systems	11	153	(303) 443-9866
Texscan MSI	2	26	(800) 367-6011

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**LPTV CP in Grand Forks, ND.** Good market. Call (310) 436-4482.

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**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.

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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.

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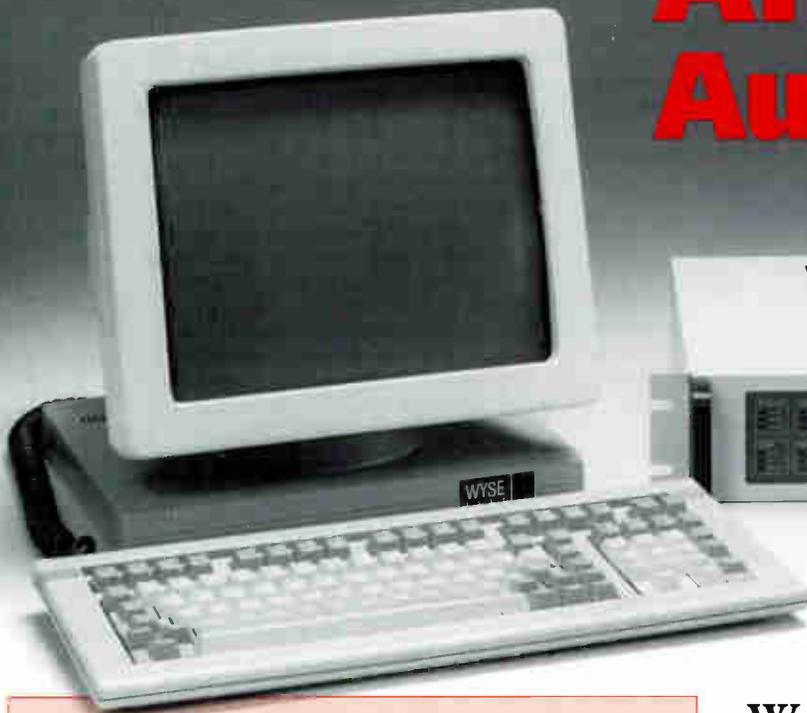
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