

# The LPTV Report

News and Strategies for Community Television Broadcasting

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**CBA '92**

# WE WON!

## New Cable Law Includes LPTV Must Carry In First Bush Veto Override

—by Jacquelyn Biel

It wasn't everything they wanted. But it was more than almost any of them thought they'd get three years ago when the Community Broadcasters Association and a vocal group of LPTV broadcasters began lobbying Congress for LPTV must carry.

On October 5, Congress overrode President Bush's veto of cable reregulation legislation by 308 to 114 in the House and 74 to 25 in the Senate. Both votes were well in excess of the two-thirds majority needed to override a veto, and it was the first defeat for the President, whose 31 previous vetoes had been sustained.

It was also a major victory for

broadcasters—and for LPTV broadcasters in particular, whose service to their communities is now recognized in law.

The legislation becomes effective 60 days after the override vote, or December 5. It now says:

Cable systems with 35 or fewer channels must carry one "qualified" LPTV station. Those with 36 or more channels must carry up to but not more than two qualified LPTV stations.

A qualified LPTV station is one that, according to Federal Communications Commission standards, provides programming that addresses the "local news and information needs of the community to which it is licensed." This is a change from the Senate bill's requirement that the LPTV station carry "a substantial amount of locally originated and produced programming," and apparently means that the programming need not be locally produced.

The LPTV station must also broadcast for at least the minimum number of hours required by the FCC for full power television broadcast stations under Part 73. And it must meet all obligations required of full power stations under Part 73 with respect to non-entertainment programming, political programming and rates, election issues, controversial issues of public importance, editorials and personal attacks, children's programming, and equal employment opportunity.

Cable systems that are required to carry two LPTV stations may carry one of them on an unused public, educational, or governmental channel.

Restrictions added during the final conference committee bargaining between Senate majority whip Wendell H. Ford (D-

*continued on page 18*

## The 1992 CBA Walk-Through

—compiled by Anne C. Rosenberger and Jacquelyn Biel

The 1992 Community Broadcasters Association LPTV Conference & Exposition will be a landmark event. LPTV broadcasters will have cause to celebrate mightily their cable victory in Congress. And to share it with them will be a number of suppliers who will be exhibiting at the convention.

Here is a brief description of the wares to be offered by each company.

**Acrodyne Industries, Inc.:** Acrodyne will be displaying several high-performance, low-cost LPTV transmitters and TV translators.

The TLU/1KS solid state 1 kW UHF TV transmitter features four slide-out, 250-watt amplifiers for a combined 1 kW output—each with individual power supplies and individual blowers for full amplifier redundancy.

The TLU/1KACE tetrode 1 kW UHF TV transmitter is a low priced system

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## In Our View

LPTV broadcasters around the country will indeed have something to be thankful for this Thanksgiving Day.

The must carry provisions in the new cable law, albeit somewhat limited, are at least a foot in the door for LPTV stations. Although many stations are already carried on cable systems in their area, some have run into bitter resistance, particularly from major MSO's. The new law rectifies that.

The victory is another step in the LPTV-cable saga, which began with a copyright law that made any LPTV signal a "distant signal" for the purposes of cable carriage — even if the station was next door to the cable headend. The little oversight — the result of the fact that LPTV stations didn't exist when the Copyright Act was passed in 1976 — meant sometimes huge copyright payments for cable systems carrying LPTV signals. The result was disastrous for the new stations just getting started.

But the problem was rectified after much effort on the part of then Congressman Bob Kastenmeier (D-WI) and Senator Charles McC. Mathias (D-MD). In August of 1986, President Reagan signed into law an amendment to the Copyright Act that reclassified LPTV signals as "local" signals for the purposes of cable carriage thus relieving cable systems of the need to pay distant signal fees.

Another problem for us was the A/B switch rule.

In 1987, the FCC told cable systems to provide A/B switches to subscribers so that they could switch their television sets to over-the-air reception when they wanted to watch stations the cable systems didn't carry. It was an effort to avoid excessive regulation. And it might have worked except that cable companies routinely disconnected subscribers' rooftop TV antennas when they installed their

own service. The A/B switch was useless except for stations close enough or powerful enough to be picked up by rabbit ears.

Meanwhile, must carry for full power stations was commanding the attention of both the FCC and the courts. Late in 1987, a Washington, DC appeals court struck down the must carry rule, only to reverse its own decision the following February, reinstating the rules temporarily. But by mid-1989 the FCC did away with must carry altogether.

LPTV broadcasters lost nothing, not having had must carry in the first place. But many weaker full power stations were thrown off their cable systems, while at the same time compulsory license denied those stations being carried any compensation for their signals.

The stage was set for Congressional intervention.

In 1989, LPTV broadcasters began lobbying the Senate, which was considering a cable bill, S.1880, sponsored by Senator John Danforth (R-MO). Commissioner James Quello, in his keynote address at that year's CBA Convention, promised that "the voice of the LPTV industry will be heard."

But the Senate wasn't ready. Calling LPTV stations "passive repeaters," S.1880 specifically excluded them from must carry. It took hard lobbying by the CBA to get the Senate Commerce Committee to add findings language during its June 1990 markup that "encouraged" cable systems to carry LPTV stations.

Meanwhile the House was drafting its own version of cable legislation. LPTV broadcasters had better results there: the House version included an amendment directing the FCC to study the feasibility of must carry for LPTV stations.

Fortunately for us, neither bill made it

to a vote. Firm White House opposition to cable regulation and wrangling among the members of Congress killed the effort for 1990.

But we had learned a lot and made some friends.

S.12 was introduced in the next Congress, and in May 1991, the Senate Commerce Committee approved an amendment by Senator Wendell H. Ford (D-KY) granting must carry to LPTV stations meeting certain conditions of location and local programming. Key to the successful vote was the highly organized lobbying effort by LPTV broadcasters across the country. On January 31, 1992, S.12 passed the Senate by a vote of 73 to 18.

Now it was the House of Representatives' turn. H.R. 4850 was introduced. But it contained no LPTV provisions. Our champion in the House, Rep. Jim Slattery (D-KS), decided to introduce an LPTV must carry amendment during the Commerce Committee's markup. But hard lobbying by LPTV broadcasters met with unexpected resistance from cable sympathizers on the committee, and it soon became apparent that the vote would be too close to guarantee passage of the Slattery amendment.

It was a hard blow, especially in light of the support we'd thought we had early in the markup. But a defeat at that stage would have guaranteed failure. So Slattery decided to wait until the bills were before the House-Senate conference committee to negotiate inclusion of his LPTV must carry. At that point, Ford picked up the fight again.

The rest of the story starts on page one.

It was a long and hard fight. But we pulled through. Congratulations to all of us!

And our deepest gratitude to our champions, Senator Ford and Congressman Slattery and their aides, Martha Malone and Howard Baulecke. Without your efforts, the LPTV industry would have lost this one. And many of us believe it would have been a death sentence.

Because of you, we now have the chance to compete fairly.

Thank you.

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# Good Selling!

—by Joe Tilton

## The Last to Know

The president of the Radio Advertising Bureau, Gary Fries, said in a recent presentation to the National Association of Broadcasters, "We can't just continue to sell spots ... We're becoming marketing companies with two strong tools: our inventory and our listeners."

As a columnist for *The LPTV Report*, I am reluctant to comment on other reports and speeches because experts have a right to make their points without interference. Allow this one exception, please.

LPTV stations are taking their market positions at a time when radical changes are occurring in advertising, media, and the marketplace. Mr. Fries is correct. Yet to be just — and with the LPTV industry in mind — I must address the issues of this new thinking.

### Focus On Marketing

We are marketing companies, or need to be. And both inventory and audience are strong tools. Yet the "tools" that make the real difference are market-savvy operators and market-skilled sales staffers.

Fries said in Las Vegas: "I think the advertisers are looking at ways to get their marketing dollars — not their advertising dollars — to the point where they can have an impact on their target consumers."

This statement was true fifty years ago! The target word in his statement is IMPACT. And what is startling news for some

is that the marketing and advertising dollar is one and the same.

Advertising does NOT mean "waste" or "gamble" to your clients. The merchandising community has been marketing from the day the first piece of goods was sold. But most broadcasters are late with this discovery.

Marketing: (verb) Offering for sale... The commercial functions involved in transferring goods from producer to consumer.

If your LPTV station, or the industry for that matter, is to survive (much less prosper), this definition of "marketing" must be a continual goal.

### How Effective Is Your Plan?

Take inventory of your effectiveness in this new marketing world. How many on your staff — sales people or others — have completed a college marketing course? How about your sales consultant? Having viewers (numbers) is one thing, but can you IMPACT those people so that the result is transferring goods from producer to consumer?

Do you know HOW to affect the transfer of money from viewers to clients? Your clients expect your staff to know, and they are paying you to ensure their satisfaction with increased sales at their cash registers. Can you market for your local clients as effectively as "Shop at Home" and "HSC" market for theirs?

My point is this: Be a step ahead, not behind. Success in sales comes by leading the market with a plan, with a clear focus, and with desire.

Now ... what do plan, focus, and desire mean?

**The Plan:** Shift your thinking from "How many sales can I get out of this market?" to "How can I best serve my clients to create greater sales."

If your promotion packages don't reflect this critical shift, then keep working until you create a sound, workable plan. Sell merchandise for your local clients, rather than "spots" for your monthly sales goal.

### Write It Down

And do more than talk about your sales plan. WRITE IT.

Changing your focus from advertising to marketing can be illustrated by the following analogy:

When I hire a mechanic to repair my car, what I am buying is safe and dependable transportation — NOT the joy of watching him (or her!) turn a wrench.

Similarly, your clients want you to bring more customers and money to them; they don't want to watch the commercials they've bought. They believe that you and your staff can create that change. Can you? I would be appalled if I brought a car back to the shop only to hear, "Oh, I just turn wrenches. You wanted a dependable car?" How often do we say (or have the attitude), "My responsibility ends when the spot runs. You wanted more sales? Don't ask me!"

Advertising is turning wrenches. Marketing is getting the job done.

### Three Principles

The quickest way to lose a client is to force him or her to write a check for the advertising bill, when both he and the

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salesperson know the station didn't do the job.

"But we ran the spots," I hear some say. Yes, spots ran. But the job wasn't done.

The most frequently asked question in advertising is: "How do I know my advertising is working?" Keeping a client can depend on how truthfully you answer.

**Clear Focus:** Market myopia is a company's failure to define its purpose from the consumer's perspective. Does your staff see through the myopia fog to the real purpose?

What is the real reason for having an LPTV station? That is a serious question for those who want to be successful. Motives ranging from vanity to ministry have caused many to invest in a station, yet most clients think you're in business to affect commerce — make money. Obviously, your clients need to know why you own or operate a station, particularly if you want their money to further your cause.

If your programming attracts viewers — and if your advertising techniques effect the transfer of goods — then money (sales) is no problem. If money is a problem, consider adjusting your focus to reflect clearly how your station's money is made.

Focus on creating success for clients. Separate your agenda from the client's to give the best service you can. Get rid of market myopia.

### Helping Your Customers

**Desire:** "When you help enough other people get what they want, you will have what you want." This philosophy is the key to your station's plan for greater sales. Conversely, if you are helping an owner gratify his or her own vanity, then he should be expected to pay for it himself.

Desire and determination work wonders when coupled with vision-oriented leadership and an ability to change and adapt. Adapting to the marketing vision can mean requiring all staff members who come into contact with clients to complete a college marketing course. In such

a course, they will learn, for example, how to recognize basic marketing problems in clients' businesses — and how to suggest possible solutions.

According to marketing textbooks, there are three parts to a salesperson's job: The salesperson must 1) be client oriented in all matters, b) stress long-run profitability rather than short-term profits or sales volume, and c) integrate and coordinate marketing functions with other corporate functions.

Are you or your salespeople failing to meet these criteria?

Become the merchant's primary source of marketing (not just advertising) information. If necessary, hire a local college marketing professor to teach short courses in your studios or a hotel meeting room.

### Don't Give Up

Be determined to do whatever it takes to build and maintain a strong, positive marketing reputation — one client at a time. Master consistency, education, motivation — or, in other words, plan focus, and desire. Don't give up until you reach goals — your clients' as well as your own.

Get past the dependency of cost-per-point, cable connections, ADI population, output power, and tower height. Move into the world of serious and effective marketing activities that have nothing to do with the capabilities or limitations of your facility. Your station is not the *end*; it's a *means* for your client's success.

Said RAB's Gary Fries, "The [broadcast] industry cannot afford to watch as companies shift money from advertising budgets to marketing and promotion. [We] must shift with the money."

Mr. Fries is right.

*Ed Note: As he promised a few months ago, Mr. Tilton has selected two LPTV stations as subjects for this column in the months to come. The stations are different in scope, size, and structure, but sales is a problem for both. Joe will consider working with your station too. Call him at 817-577-2754. And watch this column for ideas you can use.*

## LPTV Distribution by State and Territory

September 15, 1992

	Licenses	CPs
ALABAMA	9	28
ALASKA	257	6
ARIZONA	38	37
ARKANSAS	15	22
CALIFORNIA	59	92
COLORADO	52	30
CONNECTICUT	4	6
DELAWARE	3	1
WASHINGTON, DC	2	0
FLORIDA	55	113
GEORGIA	24	36
HAWAII	3	33
IDAHO	38	31
ILLINOIS	19	30
INDIANA	20	27
IOWA	14	28
KANSAS	12	27
KENTUCKY	13	27
LOUISIANA	19	36
MAINE	7	23
MARYLAND	2	12
MASSACHUSETTS	9	9
MICHIGAN	14	27
MINNESOTA	72	38
MISSISSIPPI	13	22
MISSOURI	21	33
MONTANA	30	50
NEBRASKA	4	17
NEVADA	24	18
NEW HAMPSHIRE	3	3
NEW JERSEY	3	12
NEW MEXICO	16	43
NEW YORK	40	42
NORTH CAROLINA	17	35
NORTH DAKOTA	11	12
OHIO	26	39
OKLAHOMA	27	41
OREGON	47	36
PENNSYLVANIA	26	55
RHODE ISLAND	0	2
SOUTH CAROLINA	5	25
SOUTH DAKOTA	11	20
TENNESSEE	34	33
TEXAS	71	109
UTAH	20	9
VERMONT	1	11
VIRGINIA	9	34
WASHINGTON	35	28
WEST VIRGINIA	4	7
WISCONSIN	16	14
WYOMING	23	16
GUAM	1	0
PUERTO RICO	8	8
VIRGIN ISLANDS	1	2

TOTALS: Licenses: 1,307

Construction Permits: 1,494

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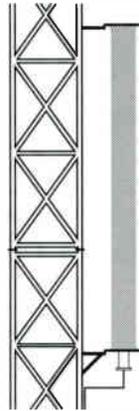
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## Walk-Through

continued from front page

equipped with a Burel 9017 tetrode which typically reaches a 10-15,000 hour life expectancy.

And the TLU/100SE solid state 100-watt UHF TV translator is a low-priced convection cooled system.

Each of these units will be on display at CBA '92.

**Adtec Productions, Inc.:** Adtec will be featuring the active 64-16 multi-channel broadcast controller. This automation controller is unsurpassed in price and features, with control capabilities for 16 machines with a 16 x 5 router, random access, logger, and library management.

The 64-16 goes beyond commercial insertion on a satellite network by allowing insertion in local origination programming as well.

APC racks and consoles will also be shown. Both are an economical way to rack your expensive equipment.

**American Medical Association:** With offices in New York, Washington, DC and Chicago, the AMA provides numerous services for broadcasters: interviews and background on socioeconomic and scientific medical topics; a daily radio news story via satellite or telephone; a weekly science news packet; video news releases via satellite; public service announcements; and media briefing conferences. Reporters and producers in New York should call Mark Stuart at (212) 697-2819; in Washington, Jim Stacey at (202) 789-7419. All others should call Dan Maier, (312) 464-5374.

**Andrew Corporation:** Andrew Corporation will be introducing the newest

member of its LPTV antenna family. The new AL8 Series antenna can be ordered for UHF channels 14-83 and comes standard with 8 bays, an omni-directional pattern, null fill, and a 1 kW input power rating. Several features included with the AL8 allow simplified ordering and installation, such as a 7/8" EIA gas barrier input.

The AL8 antenna is extremely light weight and slender in profile, which keeps tower loading to an absolute minimum.

**Antenna Concepts Inc.:** Antenna Concepts will be showing a wide array of rugged and reliable, high-performance standard or custom-designed UHF and VHF television transmit antennas. The company also provides full customer support services.

**Audio Services Corporation:** Audio Services specializes in the sale, service, and rental of sound equipment for broadcast, film, and video production, as well as live sound applications. ASC will be displaying a wide variety of ENG/EFP equipment, including wireless microphones and communications systems, complete digital recording packages, and accessories.

ASC has one of the largest inventories of production equipment in the United States. The company's service department provides factory-certified repair and maintenance for every leading brand of professional audio gear. Emergency telephone service is available 24 hours daily, every day of the year.

**BEXT Inc.:** BEXT will be featuring several products at this year's CBA convention.

The NS-100 TV amplifier offers field-proven stability in a single-tube 100-watt UHF amplifier. It combines a set of design

and performance features that are otherwise unavailable at anywhere near its price. All voltages, including plate voltage, are regulated through a unique ferro-resonance power supply. Output power is held constant even with AC line fluctuations of +/- 20%.

The unit also features a stainless steel cabinet and a copper/silver/rhodium plated cavity. An automatic shutdown and restart routine protects the operations. Connections are provided for use with remote control systems.

Also to be shown is the NS-1000S UHF amplifier which provides 1,000 watts of stable output power in a single tube. Fully protected against VSWR, plate overload, main AC line overload, and filament or control system failure, the NS-1000S is engineered for long service and high performance. This amplifier is impervious to AC line fluctuations of up to 15%, and modular internal components make troubleshooting and upgrading easy.

**Broadcast Software, Ltd.:** Broadcast Software will be featuring Guardian III "Smart Software" for remote control and management of transmitter sites.

Guardian III software operates Gentner VRC remote controls, the Burk ARC remote control, and the SVS computer interface remote control. This software will operate in single or multi-site applications and allow you to mix or match any of the above remote controls on a single computer.

To be introduced at CBA '92 is Broadcast Software's SVS computer interface remote control system, which was designed in close cooperation with SVS Computers, Inc. to fill the LPTV market's remote control needs at a price that every broadcaster can afford.

**Browning Labs, Inc.:** Browning is in-

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roducing its new Gold Line series of TV exciters and transmitters. The transmitters meet both US FCC and Canadian DOT specs, and all are solid state units ranging in power from 2 watts to 5,000 watts. Browning's first transmitters were installed in 1980 and are still going strong.

Browning manufactures transmitting equipment, antennas, and accessories. The company can also provide full turn-key installations.

**Cablewave Systems:** Cablewave Systems will exhibit Bogner low and medium power television broadcast antennas in high VHF band III and UHF bands IV and V; transmission line systems; RF connectors; and rigid line components. The featured antenna is a low power, four-bay, slot cavity antenna. The pattern is a 240° cardioid — one of the many standard coverage patterns presently offered. Special patterns are available on request.

**Channelmatic, Inc.:** Channelmatic will be presenting its full line of television automation systems. These systems are designed for reliable, fully automatic program playback and local ad insertion.

Units range from the top-of-the-line Adcart full random access system, and the new digital Adcart/D, to the low-cost,

sequential Li'l MoneyMaker system and the Spotmatic Jr., which features built-in logging capability.

Channelmatic offers an affordable solution for every automation need.

**Dataworld:** Dataworld, a division of DW, Inc., will be featuring a TV allocation map book as well as a received signal level map.

Also on display will be all standard studies relating to TV and LPTV.

**Dielectric Communications Antenna:** Dielectric, which has been manufacturing broadcast antennas for 45 years, will exhibit its most recent LPTV UHF antenna, designed for either circular or horizontal polarization. DCA's LPTV antenna installation includes a free calculation of the optimal mounting location and orientation on the supporting tower. The result is maximum coverage and minimum picture distortion.

Antennas are on file with the FCC for quick application processing. Custom patterns are available.

**ITS Corporation:** ITS will be exhibiting several different LPTV transmitters at CBA '92. The ITS-220A, a 100-watt transmitter, offers high quality in a compact package. This unit measures only slightly over 17" high, allowing four transmitters to fit in a standard cabinet.

ITS will also be showing two versions of their 1 kW transmitter, the ITS-230A and the ITS-1230A.

The 230A is the standard tube type LPTV transmitter. It uses the reliable, but low cost, Burle 9017 tetrode. The ITS-1230A is the second generation, solid state 1 kW transmitter. This unit offers exceptional redundancy—there is no single driver stage—along with excellent picture quality and reasonable cost.

These transmitters, as are all ITS broadcast products, are stereo- and remote control-ready. They come standard with many features including  $\pm 1$  kHz frequency stability and a broadcast quality exciter.

**J & L Associates:** J & L Associates distributes S.W.R. antennas, DB Electronica transmitters and translators, 3dbm solid state LPTV transmitters, and Lindsay antennas. J & L is a full-service company offering financing, installation, and a variety of other customer support services.

**Jampro Antennas, Inc.:** On display in the Jampro booth will be several antennas including the JA/LS LPTV UHF slot antenna. The JA/LS is made of a light weight aluminum alloy, ensuring excellent weather resistance, low wind loading, and less dead load. It is available in 10 standard azimuth patterns, as well as custom patterns.

The JUHD LPTV UHF panel antenna is designed as either a side or top mount

antenna. Radome enclosures are used to protect the radiating elements against rain and ice. The JUHD features higher gain per panel than other antenna designs, thus allowing lower weight and wind load. Its broadband operation allows several transmitters to use a single antenna.

The Jampro JY series Yagi antenna system is specially designed for use as a VHF/UHF/FM transmitting antenna array. The system is also designed for reception of CATV and monitoring applications. Due to excellent VSWR, the system produces superior performance for NTSC television transmission. Circular, horizontal, and vertical polarizations are available.

**Texscan MSI:** Texscan will be exhibiting a fully automated station complete with auto station ID, program guide, and commercial insertion. All of Texscan's systems are completely remote controllable, expandable, and time proven.

**Video Communications, Inc.:** Established in 1976 as a supplier of programming for cable systems, Video Communications, Inc. is now entering the LPTV market with a movie library of more than 1,500 titles, including more than 300 licensed or copyrighted features, many of which have never been seen in syndication or on pay TV.

The VCI Library is packaged in eight genre categories to help stations match the films with their programming strategies.

Included are such first-run feature films as *The Night Visitor*, with Max Von Sydow, Liv Ullman, and Trevor Howard; *The Only Way*, starring Jane Seymour; and *Quackser Fortune Has A Cousin In The Bronx*, with Gene Wilder and Margot Kidder.

Also among the VCI selections are the thrillers *Revenge* (Michael Wayne and John Carradine) and *Bird With The Crystal Plumage* (Tony Musante), and family films like *The Tomboy And The Champ* (Ben Johnson).

VCI is also the only licensed distributor for the "Cisco Kid" and "Dick Tracy" series.

**Weather Express, Inc.:** On display at the Weather Express booth will be the MSAT GDS Graphics system, which is a PC Microsoft Windows-based system with open architecture. This system is not limited to weather but can also be used by other departments. The real-time, up-to-the-minute, product system features its own database management software.

Also on exhibit will be weather graphics delivered by Ku-band satellite for NTSC use on air; MSAT-90 software, PC-based weather database management software; and an in-house, PC-based satellite imagery system, which allows you to receive live Polar satellite images as well as manipulate other images from Weather Express. 

## How Good Is Your Station's Programming?

And Who Is There To Help?



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## No Lotteries, Says NAB

Federal regulators should "significantly alter" the methods used to approve broadcast licenses but should reject any random selection process, such as a lottery, to decide between competing applicants because lotteries do not test the fitness of would-be broadcasters, said the National Association of Broadcasters in comments on recent FCC proposals to reform the broadcast licensing process.

The NAB favors keeping the present comparative hearing process but altering it so that stations that demonstrate good management and a commitment to local community service receive a preference in a hearing. The NAB says preferences should also be given to applicants who have identified the need for a new station in the market, who commit to long-term operation of a new station, and who can demonstrate with reasonable certainty that a local market can support a new station.

Comparative hearings are used to decide between competing applicants for all broadcast licenses except LPTV and TV translator licenses which are awarded by lottery. CBP

## Belcore Unveils Viewer-Controlled TV Camera

A new video technology called "electronic panning" will allow TV viewers to select their own scenes by controlling the television camera — without affecting the picture seen by other viewers.

Electronic panning, which was invented by four Bell Communications Research engineers, combines a new camera system and a high speed communications network to allow an unlimited number of people in separate locations to view a scene from an infinite number of directions.

For example, according to Lanny Smoot, one of the inventors, during a televised football game "one person could watch the action on the field, another person could watch the band practice in the end zone, while a third could look around the stands. With electronic panning, [the viewer becomes] the director."

The new camera captures a field of view that is dramatically wider than that of a standard television screen. Using a variety of remote controllers, viewers can move the picture to the right or left — or zoom in or out to capture a closeup or a long view. It is technologically possible to develop an electronic panning system that spans 180 or even 360 degrees, say the inventors.

The technology — which depends for delivery on a telecommunications network such as cable or fiber optics — could ultimately make it possible for viewers to check rush hour traffic, visit the Grand Canyon, or look in on the kids at school, all without leaving home and with complete control of the view they see. CBP

## No More Hoaxes

Fines of up to \$25,000 a day can now be imposed on radio and TV stations that broadcast harmful hoaxes, according to a new ruling adopted in May by the Federal Communications Commission.

The new rule bars any licensee or permittee from knowingly broadcasting false information concerning a crime or catastrophe — if it is foreseeable that such a broadcast could cause "substantial" public harm, and if the broadcast does cause harm. The latter restriction — that the broadcast does in fact cause harm — is intended to protect broadcasters' First Amendment rights.

The action was taken after several recent broadcast hoaxes that needlessly engaged public safety and law enforcement resources. Prior to this ruling, the FCC could only issue letters of admonishment to the perpetrators. Now as much as \$250,000 in fines is possible. CBP

## Phone Companies To Sell Video In New "Video Dialtone" Ruling

Hoping to provide marketplace rather than regulatory curbs on the cable industry, the FCC has adopted new rules allowing local telephone companies to offer cable television programming to consumers on a common carrier or "video dialtone" basis.

As expected, the cable industry vehemently opposes the new rules and warns that consumers will end up paying the expenses of the telcos' gear-up. Broadcasters are worried that the new rules will threaten the momentum of Congress's cable reregulation legislation which is in conference committee at this writing.

Under the new rules, telcos will be allowed to offer video signals but not to own the programming they carry, to exercise editorial control on its content, to discriminate between program providers, or to set the price or conditions under which the programming is provided. They will not have to get cable franchises to offer the dialtone service, but they may not buy cable systems within their own service areas.

Telcos would, however, be permitted to own up to 5% of the programming they offer and to provide unlimited debt financing to programmers, as long as they do not have control of programming operations. Telco lobbyists had argued that the cable industry would refuse to sell their programs to a competing delivery system and that therefore the phone companies needed another way to acquire programming.

Telcos will be able to supply "non-programming" video services like menus and text messages, as well as ancillary services like billing, collections, and installation.

The FCC also recommended that Congress repeal its prohibition on telephone companies owning cable systems. Currently, telcos may not own cable systems except in "rural" communities with populations of 2,500 or fewer. The FCC asked in addition that the definition of "rural" be changed to include areas with up to 10,000 people. CBP

## IAB To Meet At NAB '93

The International Association of Broadcasting will hold its 23rd General Assembly in Las Vegas next April 19-22 in conjunction with NAB '93.

The IAB, which is headquartered in Montevideo, Uruguay, represents commercial radio and television broadcasters and associations, including NAB, in 25 countries. The IAB will be holding meetings on all three days of the NAB convention. CBP



# Promoting Promotion

—by Ram Sadasiv

Somewhere in your station, there is a document that outlines the enormous benefits that businesses can reap through advertising. It is a sales kit, and every commercial station has one, or its rough equivalent. In fact, the chances are that at this very moment a salesperson from your station is trying to convince a business owner that it is in his or her best interest to advertise.

Increasing your visibility, informing the public about new products, convincing consumers that you have something to offer, educating people about their needs and how your products fulfill those needs — that is why you need to advertise.

You have to let people know you're out there, you have to show that you have something worthwhile to sell, that people need your product, and that yours is the best product they can buy.

If you have a successful business, you

have to advertise to preserve your edge. If revenues are flat, you must advertise to ensure growth. And if revenues are down, now, more than ever, is the time to advertise, to stem the red tide and move yourself back into the black. These ideas apply to the business of television as much as, if not more than, to business in general. Having the number one advertising medium at your disposal and not using it is a business folly of the highest order.

### Let People Know

The first step is public awareness. Especially in community broadcasting, it is essential to let your community know that you exist. This doesn't have to cost a lot of money.

One of the most successful promotions we ever ran was for a Green Bay, WI sta-

tion that had been airing religious programming and was just coming out of Chapter 11 proceedings. We contacted a company of sign painters across the street from our studio and traded a series of ROS (run of schedule) spots in exchange for having the station logo painted on all the employee's cars. We were always out driving our cars, and pretty soon, everywhere you looked, there was a Channel 13 logo staring you in the face.

That's just an example, and I'm not suggesting that you run out and repaint all your employees' cars, but you do have to do something.

That something is not running an extra station ID every half hour. You need to expand the base of your viewership, and preaching to the converted is not going to accomplish that. Find other outlets that target your potential viewers — a nearby radio station, a local events publication, high traffic businesses. Go to them, show them your common interest — that you are both reaching the same audience — and get those businesses to join you in collaborative advertising. Try to trade spot time with radio stations, or give barter ads to businesses that will display your station's logo prominently to customers. You must present your product to as many potential customers as possible.

*continued*

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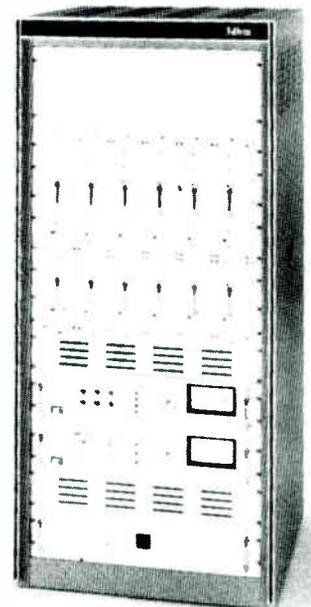
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People are not going to tune you in if they don't know you're out there.

### Good Product

The next step is to convince potential viewers that you have a good product, that is, quality programming. You don't have to go out and buy "Roseanne," but the programming does have to be something that will pique people's interest. You could start with a noteworthy special, a first-run movie, a new program that will become your anchor show, or a popular local event. But take this bit of programming and promote the heck out of it. Put it right up there next to the call letters of the station in your collaborative advertising. You want to give as many viewers as possible the inclination and opportunity to check you out.

Then when you do show the special, don't sell all the spot time. Use this forum to showcase your station, preview your next schedule, introduce a new television personality. That is what the networks do with the Olympics and other sorts of "event" programming; and while your scale may be smaller, your station is essentially the same.

Promotion does not have an immediate payoff, but it is something that will help position your station in the community and continue working for you far into the future. You can hardly expect business to advertise on your station if they've never heard of you. Running joint promotions will immediately raise your visibility in the business community.

### More Viewers

The outcome of these promotions will be increased viewership, which in turn will make it easier for you to market your spot time to advertisers. And when you get increased advertising dollars flowing into your station, you can make the needed improvements, like equipment, coverage, and programming, that will raise your visibility, and start the cycle rolling all over again. But you've got to start somewhere.

To promote promotion, I am going to run a contest. Send me your promotion ideas, and I will print the best responses in this column, along with a profile of your station. Then, I will follow up with the results of your promotion, and you can show how far you've come, and how far your peers can go, with just a little bit of creativity and a dash of patience.

Send your promotion ideas and station information to Ram Sadasiv, c/o SHOWPLACE, 1962 N. Bissell, Chicago, IL 60614-5015.

*Ram Sadasiv has worked in television and radio since 1986. A graduate of the University of Chicago, he 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.*

## LPTV Branch To Enforce Six-Month Limit On Major Changes

The FCC's LPTV Branch is cracking down on construction permittees who dawdle with major changes.

According to FCC rules, CP holders who are granted major changes have an additional six months to build their stations, in addition to the 18 months originally awarded for a CP. Up to now, the LPTV Branch has been generous in extending the time allowed for construction — sometimes for several years.

But, said Branch chief Keith Larson, too many CP holders have been taking advantage of the situation, "so we're going to start enforcing the rule literally."

The six-month limit affects only construction permits. Licensed stations have a longer time to accomplish major changes.

## FCC Upholds Kids' TV Rules For Home Shopping Stations

Home shopping stations must follow the same rules regarding commercial announcement limits and required educational programs as other stations that air children's programming, said the FCC recently.

The Commission denied a petition by three citizens' groups seeking to exempt home shopping stations from compliance; the groups argued that the only programs on home shopping stations that might be subject to the Act's requirements are under five minutes long. Earlier the Commission had decided that stations airing children's programs of five minutes or more in duration would have to comply on a pro-rata basis with the 10.5 minutes per hour limit on commercials directed toward children.

In addition, the FCC reiterated the Act's second provision that all stations must air some educational and informational children's programs of one-half hour or longer, including home shopping stations.

The petition was brought by the Telecommunications Research and Action Center, and the Maryland and Virginia chapters of the Washington Area Citizens' Coalition Interested in Viewers' Constitutional Rights.

## US Cable Households Top 61%

Cable penetration in U.S. television households reached 61.1% in May, according to statistics from Nielsen Media Research. Total cabled households, including those in Alaska and Hawaii, were 56,235,340.

The figures represented a 24% increase over the 49.2% penetration peak of May 1987.



# LPTV and the LAW

—by Peter Tannenwald

## Full Power Ownership Rules May Change

Although the FCC's action earlier this year increasing the number of radio stations a single party may own from 12 AMs and 12 FMs to 30 AMs and 30 FMs generated some heat on Capitol Hill, and the rule may have been changed by the time you read this column, the FCC is moving ahead with proposals to relax ownership restrictions in the television industry as well. These restrictions apply only to full power TV; there are no restrictions on LPTV except for the number of new station applications in which any person may have an interest during a single filing window.

### How Many May You Own?

Today, no person may have an "attributable" interest in more than 12 television stations or TV stations serving more than 25% of total television households nationwide. "Attributable" means 5% or more for individuals and 10% or more for passive institutional investors (although, in a separate proceeding, the FCC is looking at raising those thresholds). If one entity has absolute control of a station through 51% or more of the stockholder or partnership votes, the interests of all other owners are not counted toward the limits. The limits are increased to 14 stations and 30% of households if at least two stations are minority controlled.

The FCC has initiated a rule making looking toward increasing the limits to somewhere between 18 and 24 stations and an audience reach of 30% or 35%. It has invited comments on variations of these proposals, as well as whether minority groups should continue to have higher limits and whether satellite TV stations (which rebroadcast another full power station) should be exempt.

### Signal Contour Overlap

Under current rules, no person may have a cognizable interest in two stations with overlapping Grade B contours. The FCC is considering changing the rule to Grade A contour overlap, which would allow common ownership of stations with overlapping Grade B service areas and

perhaps some common audience in practice.

The terms "Grade A" and "Grade B" are not used by the FCC in regulating LPTV. They vary with the frequency band of the station. The 74 dBu protected contour for LPTV stations approximates a full power Grade A signal.

The FCC has also suggested that maybe even more overlap should be allowed when one or both stations are UHF, because UHF stations are usually less financially successful than VHF stations are. The total number of stations in a market may also be taken into account, to ensure that enough separately owned stations remain to accommodate all the major networks and still provide some independent service.

### Time Brokerage Agreements

In time brokerage, an outside entity buys a block of time on a station to put on a program in which the outsider sells advertising and keeps the revenue. While brokerage in the past has raised questions of abandonment of control of a station by the licensee, the FCC has become more favorably disposed to it in the last couple of years. Brokerage of large blocks of time, all the way up to 24 hours a day, is becoming popular in the radio business under the rubric of a "Local Marketing Agreement" or "LMA." However, under the latest radio ownership rules, LMA's count as an ownership interest of the broker for some purposes.

While selling large blocks of time is a fairly well known practice in the LPTV industry, it is not common in full power TV. The FCC has invited comment on whether, and how, it should regulate the practice.

### Ownership of Radio and TV

Ownership of radio and television stations in the same market is not permitted today, although waivers are not difficult to obtain in the top 25 markets or if a TV station is in bankruptcy or other serious financial trouble. The FCC is thinking about perhaps permitting common ownership of one AM, one FM, and one TV per

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market, which was the rule many years ago. Alternatively, perhaps only AM-TV common ownership would be permitted, as a way to help the ailing AM industry.

### Other Changes

Other changes proposed by the FCC would allow one entity to operate more than one television network — a practice that is now prohibited unless the networks serve entirely different geographic areas or operate at different times. The concern about eliminating this rule is that it might discourage the production of new independent programming.

Networks are not now allowed to own television stations in very small markets, where there are not enough stations to provide affiliates for all the networks. This rule is also under review.

The FCC will likely end up relaxing its present rules to some extent, but how far is a question with a lot of political overtones, and when the changes will be made is also an open question. Keep in mind that the FCC is expected to take as many major actions as it can before Election Day in November.

*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.*

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## 78% Of High School Teachers Use Cable, Says Survey

More than three-fourths of high school teachers in schools connected to cable TV use cable programming in their teaching, according to a survey commissioned by Cable in the Classroom, a public service project of the cable television industry. Cable in the Classroom offers schools

more than 500 hours per month of commercial-free cable programming via 21 channels including PBS, CNN Newsroom, The Discovery Channel, A & E, C-Span, and ESPN.

Programmers supply teachers with free

study guides, and many cable companies are connecting schools free of charge and working with them to obtain more video equipment. Cable in the Classroom members have committed to connect all public junior and senior high schools passed by cable by December 1992.

### What's Going On

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

**October 28-30, 1992.** National Infomercial Marketing Association 3rd Annual Meeting & Trade Exhibition. The Mirage, Las Vegas, NV. Contact: (202) 962-8342.

**November 10-13, 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.

**January 26-29, 1993.** NATPE International Program Conference. San Francisco, CA. 1994 Conference, January 25-28, Miami, FL. Contact: Nick Orfanopoulos, (213) 282-8801.

**February 13-16, 1993.** National Religious Broadcasters 50th Annual Convention & Exposition. Los Angeles, CA. Contact: (703) 330-7000.

**March 15-17, 1993.** TV Bureau of Advertising Annual Meeting. New Orleans, LA. Contact: Eleanor Pachanik, Conference Director, (212) 486-1111.

**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 6-9, 1993.** National Cable Television Association Annual Convention. San Francisco, CA. Contact: (202) 775-3669.

**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.

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

**September 29-October 2, 1993.** Radio-Television News Directors Association Annual Convention. Miami Beach, FL. Contact: (202) 659-6510.

**October 1993.** Women in Communications, Inc. National Professional Conference. Pittsburgh, PA. Contact: (703) 528-4200.

# Supplier Shorts

**Dielectric Communications** of Raymond, ME has been selected by the Advanced Television Field Test Project of the Public Broadcasting Service to provide a UHF transmitting antenna for HDTV field tests. The special HDTV antenna will be a center-fed, top-mount design with a non-directional gain of 20 and input power rating of 60 kW. The antenna will be fully range-tested before shipment.

Dielectric has also agreed with **Kline Towers** of Columbia, SC to enter into a joint venture to offer a range of services including turnkey design, construction, and installation of new towers, transmission equipment and antennas; inspection and maintenance services; and HDTV feasibility studies to the broadcast industry.

**Tradewest, Inc.** has finalized a deal with **Bohbot Distribution** to bring Tradewest's hit Nintendo "Battletoads™" to television in a half-hour animated cartoon. The superhero Toads — Zitz, Pimple, and Rash — are well-known to video game enthusiasts. The cartoon will air as part of Bohbot's "Kids' Day Off," a three-hour block of animation set for the day after Thanksgiving.

**Andrew Corporation's** 3.7-meter Ku-band earth station antenna has received final Intelsat E-1, G, and Z type approval following extensive factory testing. The type number is ES37K-124W. According to the company, customers will be able to save up to \$10,000 in field tests per antenna installation.

A similar product, the F-1 Type approved 3.7 meter C-band earth station antenna, will be used as part of COMSAT Corporation's International Business Service communications network.

**Panasonic Broadcast & Television Systems Company** has signed on 19 sales organizations to sell the company's new D-3 1/2" digital products to the professional video market. The line includes the AJ-D350 studio videotape recorder, the AJ-D310 one-piece digital camera/recorder, the AJ-D320 field portable VTR, the AQ-20 digital signal processing camera with digital output, and the AQ-225 full-digital studio camera.

The new sales representatives are: Custom Supply, Birmingham, AL; A-VIDD Electronics Co., Long Beach, CA; Audio Video Supply, Inc., San Diego, CA; Florida Video Systems, Miami, FL; Video Supply Sales Co., Inc., Atlanta, GA; Swiderski Electronics, Inc., Elk Grove Village, IL; Professional Video Supply, Inc., Overland Park, KS;

Crescent Communications, Kenner, LA; Crimson Tech, Cambridge, MA; C.T.L.

Communications Televideo, Ltd., Silver Spring, MD; Communications Systems Group, Oak Park, MI; Alpha Video & Audio, Inc., Bloomington, MN; Modern Communications, Inc., St. Louis, MO; Technical Video Systems, Inc., Winston-Salem, NC; Video Technical Services, Inc., Albuquerque, NM;

Industrial Broadcast Services, Tulsa, OK; R.P.C. Video, Inc., Verona, PA; Vidicom Distributors, Inc., Houston, TX; TV Specialists, Inc., Salt Lake City, UT; A VEC Electronics Corp., Richmond, VA; and Avonix Video Systems, Inc., Brookfield, WI.

On August 14, **Laird Telemedia, Inc.** was purchased by its former employees. The president of the newly formed, employee-owned corporation—MOCCE Inc. (pronounced "moxie")—is Laird's former general manager, Randy E. Steele. Steele says that the acquisition will allow MOCCE/Laird to expand its product range.

MOCCE Inc. will continue to sell and service the entire current Laird line of video equipment, and all product warranties will be honored.

**Beyerdynamic** microphones, wireless systems, and headphones are part of the sound system being used by the pop/rock group, Genesis, on their current world-wide tour.

**Browning Labs, Inc.** of Miami is finalizing the first part of a \$500,000 contract for a nation-wide television network for Sri Lanka. The network will originate in Colombo, the capital, and relay to transmitters located in Nuwaraeliya, Ratnapura, Galle, Kandy, and Mannar. The network is expected to be in full operation by late November.

The **National Religious Broadcasters Association** has moved from its former offices in northern New Jersey to new quarters in Manassas, VA—close to Washington, DC. The new address and telephone are 7839 Ashton Avenue, Manassas, VA 22110, (703) 330-7000. The FAX is (703) 330-7100.

**Acrodyne Industries, Inc.** closed a deal at the NAB '92 convention in April for a 30 kW tetrode VHF television transmitter from Flamingo Broadcasting Network, Inc. of the Netherlands Antilles. Operating in stereo, the transmitter will provide a new, privately owned television service to audiences in Bonaire and Curacao. The deal includes the transmitter, ancillary equipment, installation, and on-site training.

**Alan Dick & Co. (USA), Inc.** has moved to 9 Clinton Drive, Hollis, NJ 03049. Phone: (703) 598-4500. FAX: (603) 598-4212.

## Prime Time Network Plans January Launch

A group of independent TV stations has formed a new network with programming to be supplied by Warner Bros. Domestic Television Distribution and ads handled by Time Warner. LPTV stations are invited to join the network, according to John Michaeli, a Warner spokesman.

The Prime Time Network (which recently changed its name from the Television Consortium) will launch in January with four prime time first-run programs to run from 8 p.m. to 10 p.m. local time on Wednesdays. Included in the line-up are two new action-adventure series — "Kung Fu: The Legend Continues" and "Time Trax" — and a special two-hour science fiction thriller, "Babylon 5." And Lincoln-Mercury has signed on as the first of what are hoped will be four sponsors for a 10-hour documentary miniseries, "The Wild West," to debut next March.

To date, the programs have been cleared in 91 markets covering 78% of the country. The network could expand its programming if any of the existing major networks scales back.

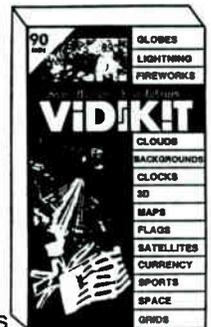
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Circle (182) on ACTION CARD

# Must Carry LPTV Markets

LPTV stations in the following metropolitan areas may be eligible for must carry on their local cable systems.

The areas listed are the Metropolitan

Statistical Areas defined by the US Office of Management and Budget on June 30, 1990. The smallest area is the Enid, OK MSA with 56,735 people as of April 1, 1990.

Metropolitan Area	Rank	City	Rank	City	Rank
Bremerton, WA	160	Monroe, LA	201	Pascagoula, MS	243
Springfield, IL	161	Jamestown/Dunkirk, NY	202	Sioux City, IA/NE	244
Waco, TX	162	Janesville/Beloit, WI	203	Florence, SC	245
Yakima, WA	163	Eau Claire, WI	204	Billings, MT	246
Amarillo, TX	164	Battle Creek, MI	205	Fayetteville/Springdale, AR	247
Fort Collins/Loveland, CO	165	Las Cruces, NM	206	Albany, GA	248
Houma/Thibodaux, LA	166	Joplin, MO	207	Columbia, MO	249
Chico, CA	167	Laredo, TX	208	Lawton, OK	250
Merced, CA	168	Greeley, CO	209	Bloomington, IN	251
Fort Smith, AR/OK	169	Alexandria, LA	210	Danville, VA	252
New Bedford, MA	170	Decatur, AL	211	Burlington, NC	253
Asheville, NC	171	Burlington, VT	212	Yuma, AZ	254
Champaign/Urbana/Rantoul, IL	172	Florence, AL	213	Midland, TX	255
Clarksville/Hopkinsville, TN/KY	173	Charlottesville, VA	214	Rochester, MN	256
Cedar Rapids, IA	174	Dothan, AL	215	Sheboygan, WI	257
Lake Charles, LA	175	Terre Haute, IN	216	Fitchburg/Leominster, MA	258
Longview/Marshall, TX	176	Anderson, IN	217	Cumberland, MD/WV	259
Benton Harbor, MI	177	Lafayette/West Lafayette, IN	218	Gadsden, AL	260
Olympia, WA	178	Altoona, PA	219	San Angelo, TX	261
Topeka, KS	179	Bloomington/Normal, IL	220	La Crosse, WI	262
Wheeling, WV/OH	180	Bellingham, WA	221	Kokomo, IN	263
Muskegon, MI	181	Panama City, FL	222	Kankakee, IL	264
Athens, GA	182	Mansfield, OH	223	Iowa City, IA	265
Elkhart/Goshen, IN	183	Sioux Falls, SD	224	Elmira, NY	266
Lima, OH	184	State College, PA	225	Sherman/Denison, TX	267
Fargo/Moorhead, ND/MN	185	Pueblo, CO	226	Bangor, ME	268
Naples, FL	186	Yuba City, CA	227	Lewiston/Auburn, ME	269
Tyler, TX	187	Wichita Falls, TX	228	Owensboro, KY	270
Tuscaloosa, AL	188	Bryan/College Station, TX	229	Dubuque, IA	271
Richland/Kennewick/Pasco, WA	189	Hagerstown, MD	230	Pine Bluff, AR	272
Jacksonville, NC	190	Sharon, PA	231	Bismarck, ND	273
Jackson, MI	191	Wilmington, NC	232	St. Joseph, MO	274
Parkersburg/Marietta, WV/OH	192	Texarkana, TX/Texarkana, AR	233	Lawrence, KS	275
Manchester, MN	193	Muncie, IN	234	Rapid City, SD	276
Redding, CA	194	Abilene, TX	235	Pittsfield, MA	277
Waterloo/Cedar Falls, OH	195	Odessa, TX	236	Jackson, TN	278
Medford, OR	196	Williamsport, PA	237	Great Falls, MT	279
Anderson, SC	197	Glens Falls, NY	238	Victoria, TA	280
Fort Walton Beach, FL	198	Decatur, IL	239	Cheyenne, WY	281
Steubenville/Weirton, OH/WV	199	Santa Fe, NM	240	Grand Forks, ND	282
Lynchburg, VA	200	Anniston, AL	241	Casper, WY	283
		Wausau, WI	242	Enid, OK	284

# Cable Bill

continued from front page

KY) and House Energy and Commerce Committee chairman John Dingell (D-MI) are as follows:

The community of license of the LPTV station and the franchise area of the cable system must both be located outside of the largest 160 Metropolitan Statistical Areas—ranked by population as of June 30, 1990. In addition, the population of the community of license of the LPTV station must not exceed 35,000.

There also must be no full power TV station licensed to any community within the county or other political subdivision served by the cable system.

And the LPTV station must be located within 35 miles of the cable system's headend, and deliver a signal of good quality, as determined by the FCC, to the cable system.

The win was a result of long and bitter wrangling between proponents of the broadcast, cable, and motion picture industries. And in the end it was the LPTV provision that was the sticking point. By Friday, September 11, the House/Senate conference committee had ironed out all of the differences between the two versions of the cable bill, S.12 and H.R. 4850.

All, that is, but LPTV.

According to preliminary reports, Ford had won agreement to must carry for LPTV stations within 75 miles of the cable headend. But Ford and Dingell reportedly butted heads through the weekend over the LPTV issue, Ford holding out for the Senate's LPTV language, which he sponsored, and Dingell opposed to any LPTV provisions at all.

Although Rep. Jim Slattery (D-KS) had championed LPTV in the House, the probable House Energy and Commerce Committee markup vote on LPTV would have been too close for comfort, and Slattery withdrew the proposal in favor of pushing an amendment in the conference committee (see *LPTV Report*, July 1992, page 1).

Also under the conference agreement, cable operators are not now required to carry home shopping stations or channels. The FCC must decide within 270 days whether such stations are serving the public interest, convenience, and necessity. The Commission will have to consider such issues as viewership levels for home shopping stations and their role in providing effective competition to cable or other non-broadcast services.

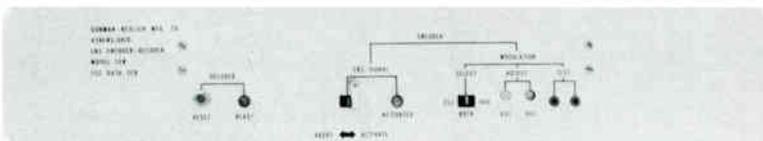
It is not known at this point how many LPTV stations will meet the criteria for must carry.

## BON MOT

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Filmmaker Jocelyn Moorhouse

## EBS EQUIPMENT



Model CEB Encoder-Decoder	Price
Model CE Encoder	\$540.00
Model CE Stereo Encoder	375.00
Model CD Decoder	405.00
Encoder FCC Type Accepted decoder FCC Certified	320.00
Exceeds FCC Specifications	
Receiver can be supplied to drive Decoder	\$100

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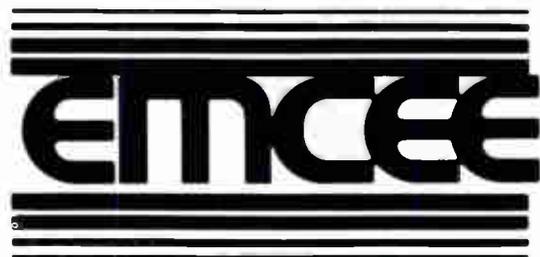
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## NEW LPTV LICENSES

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

W21AU Orlando, FL. William K. Rowell, 8/7/92.  
K41DD Des Moines, IA. Susan Webb, 9/1/92.  
W18AT Gary, IN. Studio 5, Inc., 8/18/92.  
K43DU Buttem, MT. Big Horn Communications, Inc., 9/1/92.  
K53EJ Baker, OR. Columbia River Television, Inc., 8/14/92.  
K49CN Odessa, TX. Telemundo of Galveston-Houston, Inc., 8/14/92.

## 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.

K24CF Haleakala, HI. Tele-Entertainment Broadcasting, Inc., 9/3/92.  
K52BS Santa Fe, NM. Telemundo of Santa Fe, Inc., 8/6/92.

## NEW LPTV CONSTRUCTION PERMITS

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

W43BE Decatur, AL. Charlie Ezell, 8/4/92.  
K62EK Tucson, AZ. Community Service Television Company, 8/4/92.  
K65FK Bridgeville/Swains, CA. Fortuna Economic Development Corporation, 8/25/92.  
K15DP Crowley Lake, CA. Mono County Service Area #1, 8/10/92.  
K32DO Independence, CA. Benett Kessler, 9/14/92.  
K21DW Santa Barbara, CA. Costa De Oro Television, Inc., 8/13/92.  
K45DR Pueblo, CO. Beta Broadcasting, Inc., 9/14/92.  
W18BH Eastman, GA. Carl L. Gillis, Jr., 9/14/92.  
W19BO McRae, GA. Carl L. Gillis, Jr., 9/14/92.  
W61CD Metter, GA. Carl L. Gillis, Jr., 9/14/92.  
K25ER LaHaina, HI. Family Entertainment Network, Inc., 9/14/92.  
K33DW LaHaina, HI. Family Entertainment Network, Inc., 9/14/92.  
K43EA LaHaina, HI. Family Entertainment Network, Inc., 9/14/92.  
K35DR Sioux City, IA. Independent Communications, Inc., 9/1/92.  
K040H Challis, ID. Ambassador Media Corporation, 8/4/92.  
W24BP Flora, IL. H & R Communications, Inc., 8/4/92.

K53EO Colwich, KS. River City Broadcasting Corporation, 9/9/92.

K15DQ Manhattan, KS. Montgomery Publications, Inc., 8/4/92.

K59EW Alexandria/Pineville, LA. R. J. V. Broadcasting, Inc., 8/4/92.

W04CV Ocean City, MD. Ocean 4 Broadcasting Association, 9/11/92.

W11CJ Ocean City, MD. Ocean 11 Broadcasting Association, 9/11/92.

W22BI Ocean City, MD. Ocean 22 Broadcasting Association, 9/11/92.

W60BZ Ocean City, MD. Ocean 60 Broadcasting Association, 9/11/92.

W69CU Ocean City, MD. Ocean 69 Broadcasting Association, 9/11/92.

W22BH Crystal, MI. Omnivision, 8/4/92.

W26BD Crystal, MI. Omnivision, 8/4/92.

W51BX Crystal, MI. Mid-Michigan Wireless, 8/4/92.

K19DJ Branson, MO. New Life Evangelistic Center, Inc., 8/4/92.

K56FD Springfield, MO. New Life Evangelistic Center, Inc., 8/4/92.

K20DY Belgrade, MT. Bighorn Communications, Inc., 8/10/92.

K42DL Libby, MT. Flathead Valley Community College, 9/15/92.

W52BL Chapel Hill, NC. University Broadcasting Company, 8/10/92.

K38DP Garland, NE. J. Lewis Warren, 8/13/92.

K40DU Garland, NE. J. Lewis Warren, 9/9/92.

K60EV Garland, NE. J. Lewis Warren, 9/9/92.

K56FC Grand Isle, NE. Hall County, 8/4/92.

K65FL Omaha, NE. K. Sandoval Burke, 8/3/92.

K141Q Superior, NE. Robert E. & Rosalie T. Dettle, 9/9/92.

K13WI Hawthorne, NV. Scott Becker, 8/4/92.

K59EX Laughlin, NV. People's Communications, 8/13/92.

W44BG Ithaca, NY. R. B. Sheldahl, 8/25/92.

W31BD Oneonta, NY. Kevin O'Kane, 9/10/92.

K02OM Norman, OK. Gerald Brothers, 9/10/92.

K49DO Selling, OK. Shafer Translator, Inc., 8/25/92.

K51EB Seiling, OK. Shafer Translator, Inc., 8/25/92.

K14IR Tulsa, OK. Gerald Brothers, 9/10/92.

W20BB Culebra, PR. Claudio Matos, 8/26/92.

W24BR Quebradillas, PR. Signal Television, 9/14/92.

W52BP Kingstree, SC. James W. Owens, 9/9/92.

W45BB Sevierville, TN. James W. Owens, 9/9/92.

K16DB Lubbock, TX. Lasandra Morrow, 8/25/92.

K62EO Marshall, TX. Rey Franco Perez, 9/9/92.

K21DZ San Antonio, TX. Ruben Azariah, 8/14/92.

K69GP San Antonio, TX. Simon, Inc., 8/10/92.

K23DR Roosevelt, UT. Duchesne County, 8/13/92.

K21DZ San Antonio, TX. Ruben Azariah, 8/14/92.

K69GP San Antonio, TX. Simon, Inc., 8/10/92.

K23DR Roosevelt, UT. Duchesne County, 8/13/92.

W36BK Mappsville, VA. WAVY Television, Inc., 8/4/92.

K31DJ Point Roberts, WA. Concorde Ventures, Ltd., 8/14/92.

## ASSIGNMENTS AND TRANSFERS

K14ID Arkadelphia, AR. Voluntary assignment of permit granted from David Jones, a general partnership, to Henderson State University, 8/7/92.

K43CW Tucson, AZ. Voluntary assignment of license granted from Ted Tucker to Polar Broadcasting of Arizona, Inc., 8/26/92.

W36AO Palatine, IL. Voluntary assignment of license granted from Community Broadcasting, Inc. to Trinity Broadcasting Network, 8/28/92.

W22AJ Waukegan, IL. Voluntary assignment of license granted from Northwest Suburban Communications, Inc. to Trinity Broadcasting Network, 8/28/92.

K49DE Lafayette, LA. Voluntary assignment of permit granted from Acadina Christian Broadcasters to Trinity Broadcasting Network, 8/17/92.

K14IE New Orleans, LA. Voluntary assignment of license granted from Rodney A. Moore to South Central LPTV, Inc., 9/8/92.

W63BR York Center, ME. Voluntary assignment of permit granted from Kennebec Valley Television, Inc., 8/17/92.

K35CY Bozeman, MT. Voluntary assignment of license granted from Ronald D. Kniffin to North Central LPTV, Inc., 9/2/92.

K58AO Crystal Bay, NV. Voluntary assignment of license granted from Donrey of Nevada, Inc. to DR Partners, 8/28/92.

W25AB Watertown, NY. Voluntary assignment of license from Watertown Television Corporation, D.I.P. to Desert Communications V, Inc., 8/18/92.

W55BU Chattanooga, TN. Voluntary assignment of permit granted from TV 14, Inc., to Sudbrink Broadcasting Company, 8/31/92.

K08KK Paris, TX. Voluntary assignment of license granted from Eastern Oklahoma Television Company, Inc., 8/31/92.

## RESCISSIONS

K33CG Sierra Vista, AZ. Voluntary assignment of license rescinded from Richard Richards to Elsie Weick, 8/21/92.

## CHANGES OF COMMUNITY

W64BJ Scottsboro, AL. Trinity Broadcasting Network. Change of principal community granted from Huntsville, AL to Scottsboro, AL on 9/9/92.

K24CM San Fernando Valley, CA. Northridge Community Broadcasting Company. Change of principal community granted from Northridge, CA to San Fernando Valley, CA on 8/10/92.

W58BR Washington, DC. Lura S. Madarang. Change of principal community granted from Waldorf, MD to Washington, DC on 9/11/92.

W42AO Athens, GA. Georgia Regional Community TV. Change of principal community granted to add Watkinsville, GA to community on 8/4/92.

W06BH Columbus, GA. Greene Communication, Inc. Change of principal community granted to add Phenix City, GA to community on 8/25/92.

W57BS Alton, IL. Principia College Communications. Change of principal community granted from Elsay, IL to Alton, IL on 8/4/92.

K47DY Morris, MN. Television Systems of Minnesota. Change of principal community granted from Donnelly, MN to Morris, MN on 9/11/92.

K35CT Kansas City, MO. Triangle Television Company, Inc. Change of principal community granted from Overland Park, MO to Kansas City, MO on 8/25/92.

W55BQ Centerville, OH. Donald R. Norvell. Change of principal community granted from Springboro, OH to Centerville, OH on 8/14/92.

K04OG Reedville, OR. Kenneth J. Seymour. Change of principal community granted from McMinnville, OR to Reedville, OR on 8/25/92.

## CHANNEL CHANGES

W41BN Dothan, AL. Trinity Broadcasting Network. Channel change granted from 29 to 41 on 9/14/92.

K24DM Oxnard, CA. Laurence Windsor. Channel change granted from 23 to 24 on 8/10/92.

W56CV Syracuse, NY. AGK Communications

*continued*

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Associates. Channel change granted to 56 on 9/10/92.

W21BF Fremont, OH. Seaway Broadcasters. Channel change granted from 2 to 21 on 8/14/92.

K15DS Newport, OR. Columbia River Television, Inc. Channel change granted from 18 to 15 on 9/9/92.

W36BO Madison, WI. Select Business Resources, Inc. Channel change granted from 5 to 38 on 8/25/92.

### CANCELLATIONS

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

K08LK Bakersfield, CA. Barbara Dilley, 8/21/92.

K10NP Eureka, CA. Philip J. Plank, 8/21/92.

W13CA Ocala, FL. Shoreline Broadcasting, 9/10/92.

W06BM Hawesville, KY. Hancock Communications, Inc., 8/21/92.

W05BT Lewisport, KY. Hancock Communications, Inc., 8/21/92.

K47DT Lake Charles, LA. James E. Still, 8/21/92.

K48DN St. Louis, MO. Silvia M. Landin, 8/21/92.

K31CU Billings, MT. Wenda Shaltry, transmitting as Shaltry Communications, 8/21/92.

K39CY Bozeman, MT. Jose Armando Tamez, 9/10/92.

K32DB Fargo, ND. Kelco Television, 8/21/92.

K50CN Las Vegas NV. Biltmore Broadcasting Corporation, 9/10/92.

K69GD Las Vegas, NV. Jerome F. Snyder and Diane R. Snyder, 8/21/92.

W05BY Rochester, NY. Assal Broadcasting Company, 9/10/92.

K68DU Stillwater, OK. Mountain TV Network, Inc., 8/21/92.

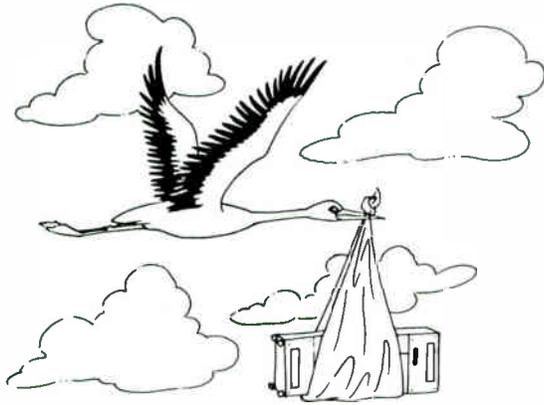
W33AQ Palmerton, PA. Radio New Jersey, 8/24/92.

*continued*

### 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 FACT LINE
	PAGE	NUMBER	
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Acrodyne Industries, Inc. ....	27	18	(800) 523-2596
Adtec Productions .....	9	149	(615) 865-8707
Alan Dick & Co. (USA), Inc. ....	8	139	(800) 252-2272
Andrew Corporation .....	5	79	(800) 255-1479
BPME .....	22	173	(213) 465-3777
Broadcast Software, Inc. ....	15	174	(813) 649-5978
Browning Labs .....	24	169	(305) 885-3356
Cascom .....	17	182	(615) 329-4112
Channelmatic .....	25	6	(800) 766-7171
Coarc Video .....	4	28	(518) 672-7202
EMCEE Broadcast Products .....	19	1	(800) 233-6193
Gorman-Redlich .....	18	62	(614) 593-3150
Jampro Antennas .....	28	154	(916) 383-1177
King Joe's Palace .....	6	179	(304) 927-1496
Leitch .....	26	128	(800) 231-9673
NATPE International .....	11	177	(213) 282-8801
Panasonic Broadcast & Television Systems .....	7	45	(800) 524-0864
RTI .....	14	80	(800) 323-7520
Showplace .....	12	180	(312) 472-8828
Sound Concepts .....	20	188	(800) 332-5780
Texscan MSI .....	2	26	(800) 367-6011
VCI-TV .....	16	176	(800) 331-4077
Visual Communications Replay Corporation .....	10	171	(800) 745-8272
Worship Network .....	21/23	167	(800) 435-3233



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### Circle (169) on ACTION CARD

W63BF Aguada, PR. Asociacion Evangelistica Cristo Vien, 9/10/92.  
K43DN Abilene, TX. First Choice Video, 9/10/92.  
K53DV Carrizo Springs, TX. Mountain TV Network, Inc., 9/10/92.  
K31CV Cody, WY. Generic Television, 8/21/92.

#### LPTV LOTTERY WINNERS

The following are tentative selectees of the LPTV/translator lottery held on August 27, 1992. If no petitions to deny the selectees are filed, and if they are otherwise qualified, they will be granted construction permits.

Ch. 58 Montgomery, AL. David Chew.  
Ch. 21 Lake Havasu City, AZ. Mohave County Board of Supervisors.  
Ch. 65 Tucson, AZ. E & M Development Company.  
Ch. 36 Redding, CA. Robert L. Wood.  
Ch. 51 New Haven, CT. Zenon Reynarowych.  
Ch. 20 Miami, FL. John H. Thayer.  
Ch. 52 Panama City, FL. Sandeep Sirsi.  
Ch. 18 St. Petersburg, FL. WSSM-TV, Inc.  
Ch. 61 Tallahassee, FL. B. F. J. Timm.  
Ch. 31 Haikue, HI. Gary Cross.  
Ch. 42 Clinton, IA. Douglas Sheldahl.  
Ch. 53 Davenport, IA. David Chew.  
Ch. 20 Ketchum, ID. Ida Tours, Inc.  
Ch. 52 Champaign/Urbana, IL. Specchio Developers, Ltd.  
Ch. 41 Peoria, IL. All American TV, Inc.  
Ch. 61 Evansville, IN. B. N. Viswanath.  
Ch. 52 Lafayette, LA. Roderick Harris.  
Ch. 60 Lafayette, LA. David Chew.  
Ch. 35 New Iberia, LA. Kay Group.  
Ch. 64 Portland, ME. Robert H. Ruark.  
Ch. 39 Crystal, MI. Mid-Michigan Wireless.  
Ch. 45 Crystal, MI. Mid-Michigan Wireless.  
Ch. 48 Grand Rapids, MI. Alvin Wheeler, Jr.  
Ch. 67 Grand Rapids, MI. Lasandra Morrow.

Ch. 58 Hobbs, MN. Pulitzer Broadcasting Company.  
Ch. 60 Nowata, OK. Murphy D. Boughner.  
Ch. 52 Medford, OR. Better Life Television.  
Ch. 59 Memphis, TN. Alvin Wheeler, Jr.  
Ch. 15 Laredo, TX. Joseph A. Zavaletta, M.D.  
Ch. 35 McAllen, TX. Joseph A. Zavaletta, M.D.  
Ch. 28 Midland, TX. Dana Ruark.  
Ch. 17 San Antonio, TX. Nicolas Communications Corporation.  
Ch. 15 Farmville, VA. Farmville Broadcasting Association.  
Ch. 17 Richmond, VA. Cristel Broadcasting, Inc.  
Ch. 51 Burlington, VT. Deepak Viswanath.

#### PROPOSED CONSTRUCTION PERMITS

The following LPTV and TV translator applications have been accepted for filing and are not mutually exclusive with any other pending applications. If no petitions to deny these applications are filed, they will be granted. The proposed construction permits were released September 8, 1992.

#### New Stations

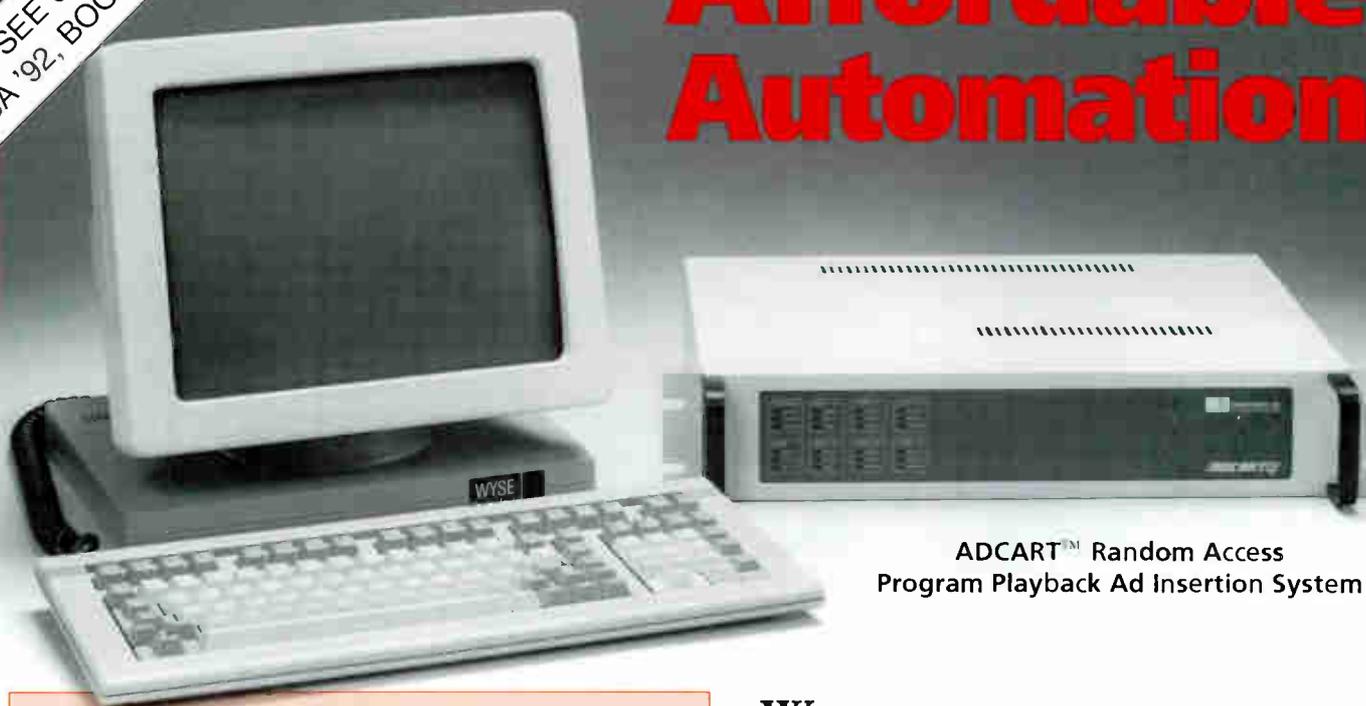
Ch. 8 Kenai/Soldotna, AK. Fireweed Communications Corporation.  
Ch. 56 Eufala, AL. James E. Jones, Jr. & Linda C. Jones.  
Ch. 63 Eufala, AL. Kenneth A. Frost. Ch. 30 Batesville, AR. Barry N. Ferguson.  
Ch. 44 Batesville, AR. Horace F. & Alma K.G.S. Sharrocks.  
Ch. 59 Batesville, AR. Kenneth L. Austin.  
Ch. 69 Batesville, AR. John D. Davies.  
Ch. 43 Bullhead City, AZ. MW TV, Inc. Ch. 57 Kingman, AZ. Scripps-Howard Broadcasting Company.  
Ch. 66 Tucson, AZ. Residential Entertainment, Inc.  
Ch. 4 Bishop, CA. Benett Kessler.  
Ch. 15 Gualala, CA. Gerhard J. Hanneman, Ph.D.

Ch. 54 Redding, CA. Family Stations, Inc.  
Ch. 27 Santa Maria, CA. Telemundo of Northern California, Inc.  
Ch. 21 Stockton, CA. Eduardo & Rosa Maria Caballero.  
Ch. 15 Willits/Ukiah, CA. Precht Television Associates, Inc.  
Ch. 4 Sargents, CO. Gunnison County Metropolitan Recreational District.  
Ch. 3 Spring Creek, CO. Gunnison County Metropolitan Recreational District.  
Ch. 10 Vero Beach, FL. Edward C. Bowlds.  
Ch. 46 Vidalia, GA. Carl L. Gillis, Jr.  
Ch. 34 Haiku, HI. Gary Cross.  
Ch. 50 Evansville, IN. Lasandra Morrow.  
Ch. 30 Bangor, ME. Television 30 Partners.  
Ch. 15 Duluth, MN. Dan Blechman.  
Ch. 27 Duluth, MN. Arnold J. Rettig.  
Ch. 30 Duluth, MN. J. & G. Brugman.  
Ch. 32 Duluth, MN. Dean R. and/or Mildred M. Foster.  
Ch. 34 Duluth, MN. Susan I. Nishimura.  
Ch. 28 Ely, MN. Margie P. Reed.  
Ch. 54 Ely, MN. Reed Boys Trust.  
Ch. 68 Ely, MN. Jeanne A. Larson.  
Ch. 28 Hibbing, MN. Barry Mitchell.  
Ch. 30 Hibbing, MN. Barry Mitchell.  
Ch. 32 Hibbing, MN. Barry Mitchell.  
Ch. 34 Hibbing, MN. Robert Button.  
Ch. 36 Hibbing, MN. Robert Button.  
Ch. 17 Branson, MO. Lorianne Crook-Owens.  
Ch. 31 Branson, MO. Branson Television Partnership.  
Ch. 47 Brookhaven, MS. Gail T. Flesher.  
Ch. 47 Hattiesburg, MS. Mississippi Authority For Educational TV.  
Ch. 23 Jackson, MS. Jackson State University.  
Ch. 23 Natchez, MS. Ellen Baragona.  
Ch. 58 Garland, NE. J. Lewis Warren.  
Ch. 58 Grand Island, NE. Hall County.  
Ch. 49 Grand Island/Hastings, NE. Christian Hilliard.



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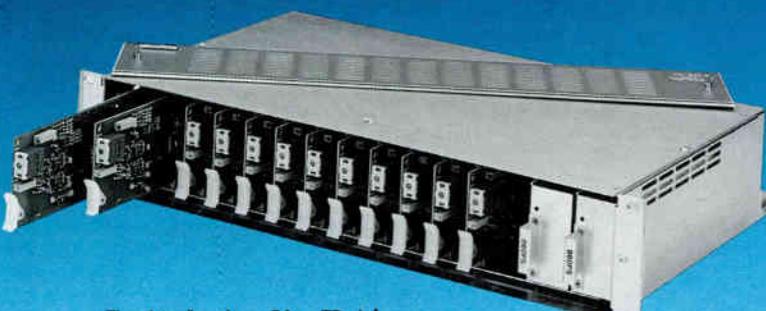
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