

The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 4, Issue 6

A Kompas/Biel Publication

June 1989

Local Sports Wins Viewers For TV-8, Columbus



TV-8's remote van with (l-r) Scott Burns, program manager; John Patterson, sales manager; Rob Mezey, chief engineer; and Bob Lyons, general manager.

—by Colette Carey and Jacquelyn Biel

For almost four years now, Bob Lyons and Company have been growing W08BV, the first LPTV station in Columbus, OH. And they've been doing it with local sports and carefully chosen syndicated favorites.

Columbus, Ohio's state capital, is big on sports. TV-8 airs football and basketball games from more than thirty high schools in its Franklin County coverage area, and it holds an exclusive contract to cover Ohio State University hockey games, wrestling, golfing, women's gymnastics, and women's basketball.

continued on page 9

CBA, NTA To Join Forces On Industry Issues

The Community Broadcasters Association and the National Translator Association have agreed in principle to support each other on issues of common concern to translator operators and LPTV broadcasters. Representatives of the two associations met at the 25th Annual NTA Convention and Seminar held May 18-20 in Medford, OR.

CBA president John Kompas and Darwin Hillberry, president of the NTA, pledged the cooperation of their organizations in the effort to address current issues facing broadcasters.

"The television industry is in the midst of major change," said Kompas. "Network

viewing is down and cable and VCR sales are expanding in most cities. Cable must-carry discussion is more intense than ever. High definition TV seems likely to have a significant effect on the future of our industry.

"CBA and NTA don't want the only voices heard on these issues to be those of network and cable executives or major station operators, because that would leave a significant segment of the viewing public unrepresented."

Hillberry pointed out that the two organizations share many of the same points of view on industry issues. "We have discussed our mutual interests," he said,

"and we've agreed to help each other when it will benefit both associations to do so. Most of the time we'll be working toward the same goals."

Specific policies and issues of common interest have not yet been formally identified by the organizations.

Some 200 people attended the NTA Convention, which featured three days of seminars, demonstrations, and workshops on such subjects as terrain shielding, alternate programming sources for translators, lightning protection, power line interference, and FCC issues. Sixteen companies serving the television translator industry exhibited. K/B

TELEMEDIA

1 IN
VINTAGE
PROGRAMMING

800-521-8683

2025 Royal Lane, Suite 300 Dallas, Texas 75229
(800) 521-8683 (214) 243-2290

Circle (110) on ACTION CARD

ADDRESS CORRECTION REQUESTED

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

BULK RATE
U.S. POSTAGE
PAID
Permit No. 16
New Richmond, WI
54017

Kompas/Biel & Associates, Inc.

S.E. Bradt, *Chairman of the Board*
John Kompas, *President and*
Chief Executive Officer
Jacquelyn Biel, *Executive Vice President and*
Secretary
Richard P. Wiederhold, *Vice President—*
Finance and Treasurer

The LPTV Report

5235 North 124th St., Suite 22
Butler, WI 53007
(414) 781-0188

John Kompas, *Publisher*
Jacquelyn Biel, *Editor*
Colette Carey, *Reporter*
Barbara Barr, *Administrative Assistant*
Heather Kompas, *Gofer*

Columnists: John H. Battison, P.E., Bob
Horner, Peter Tannenwald, Lance Webster,
Richard P. Wiederhold

Guest Contributor: Aaron Davis

Advertising Sales:

Kompas/Biel & Associates, Inc.

P.O. Box 25510
Milwaukee, WI 53225-0510
(414) 781-0188

Affiliations: **CBA** *The LPTV Report* is the official information channel of the Community Broadcasters Association.

The LPTV Report, ISSN 0892-5585, is published monthly by Kompas/Biel & Associates, Inc., 5235 124th Street, Suite 22, Butler, WI 53007, or P.O. Box 25510, Milwaukee, WI 53225-0510. Copyright 1988 by Kompas/Biel & Associates, Inc. All rights reserved.

Subscription price: 1 year, \$25.00; 2 years, \$45.00. Outside USA: 1 year, \$31.00; 2 years, \$57.00. Back Issues: \$3.00 each. POSTMASTER: Please send address changes to: *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225-0510.

BON MOT

...he was not old enough to talk and say nothing at the same time.

William Faulkner, *Light* in August



In Our View

As everyone knows, free, over-the-air television has been under serious siege lately. HDTV development has frozen the spectrum, must-carry laws are gone (though perhaps not for long), cable and home VCR's have ravaged the networks—which long were the economic base of free television, and fiber seems to be the inevitable carrier and perhaps eventually the great equalizer of 21st century communications.

But while these new technologies are exciting, and although the opportunities they present for ever more programming choices are breathtaking, there is reason to believe that the public will eventually find itself paying for all of its television service, in the same way that it now pays for telephones or electricity.

This possibility is disturbing, not only to broadcasters but also to anyone who believes that free broadcast television is necessary to keep all Americans, no matter what their economic status or geographic location, informed and aware and effective as citizens and as members of society.

In an effort to head off unmindful erosion of free television, the National Association of Broadcasters has begun a campaign to raise public awareness of the benefits of free TV and the dangers it faces. The campaign was inaugurated at the April NAB Convention by Milton Maltz, chairman and CEO of the Malrite Communications Group in Cleveland, OH, and chairman of the NAB's Free Television Task Force.

"The public is used to the many ser-

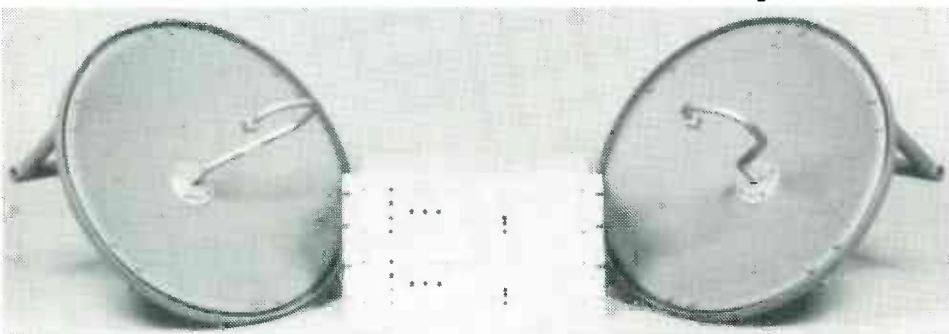
vices broadcasters provide without cost..." said Maltz. "However, they do not realize that the survival of free broadcast television is endangered.... We must educate the public that free TV is not a birth-right. In many parts of the world, there is no free television. Our broadcast system is a precious national resource that must be nurtured and preserved."

Calling free TV "the consumer issue of the 90's," Maltz called on all television broadcasters to join the education campaign. It will be launched later this summer with a nationally televised message by Walter Cronkite to be aired simultaneously, at the beginning of prime time, on commercial stations nationwide.

To support the campaign, the NAB will send promotion kits to all the nation's television stations, who will be asked to join with other stations in their markets to produce local spots designed to educate the public about the benefits of free TV. The kit will contain press materials, announcements, a musical jingle, a logo for air and print, and special contests.

Free broadcast television is, of course, just what most LPTV stations are all about. The Community Broadcasters Association has offered NAB its support in this effort. And we urge LPTV broadcasters individually to participate in whatever ways they can. As Maltz said, it is time for the greatest marketers in the world—American television broadcasters—to start marketing themselves.

BIDIRECTIONAL Microwave Systems



Broadcast STL \$10,846.40

Broadcast Portable \$9,246.40

DIVERSIFIED MARKETING

3918 W. Clearwater Kennewick, WA 99336 (509) 735-6812

Circle (115) on ACTION CARD

Site Plotter Program Available From NTA

A "Map Plotter" program that calculates the longitude and latitude of a site from a reference is available free from the National Translator Association. The program runs on any IBM or compatible.

Darwin Hillberry, NTA president, said that copies of the program may be obtained through him at P.O. Box 628, Riverton, WY 82501.

Final Count On March Window Is 855

A total of 855 LPTV and television translator applications were filed in the March window, reports Keith Larson, chief of the FCC's LPTV Branch. Of that total, 588—or 69%—were LPTV applications and 267 were translator applications.

Larson said that about half, some 400, of the applications were singletons—that is, not mutually exclusive with other applications—and are probably directly

grantable. About one-third do not meet the letter-perfect standard and will be returned. About one-sixth will go to lottery.

The mutually exclusive applications are being grouped for lottery now, Larson said, with the first lotteries scheduled for later this summer. Lottery groups will be small—three to four applicants on average, he said.

K/B

Our Readers' Comments

I found out about *The LPTV Report* through Mr. Jim Chladek on an interactive television program he hosts every Sunday night on W44AI in Hicksville/Long Island,

Gore Bill Pushes HDTV Growth In U.S.

A new bill, presented to the Senate in mid-May by Sen. Al Gore (D-TN), is designed to spur U.S. development of high definition television (HDTV) systems.

According to the May 22 *FCC Week*, the bill, S. 1001, directs the Secretary of Commerce to submit a plan within 90 days for the government's role in U.S. development of HDTV systems. In a hearing before the Senate Subcommittee on Science, Technology, and Space, which Gore chairs, witnesses testified that competitiveness in HDTV technology was crucial to the health of the American economics industry.

Among the witnesses was Dr. John Abel, executive vice president, Operations, of the National Association of Broadcasters, who testified that the establishment of a single HDTV broadcast transmission standard was the most important aspect of this effort. Abel said that testing would be completed and the FCC could select a standard in 1992 or 1993, and that by 1994 broadcasters will be installing HDTV equipment.

He also stressed the need to preserve spectrum for broadcast, because the HDTV signal requires more bandwidth than current transmission standards require. He opposed a suggestion by a consultant to the Defense Advanced Research Projects Agency that President Bush declare all American homes wired for fiber and that the television broadcast spectrum be turned over to other industries on the assumption that television broadcasters will be out of business. Abel said such a move would impose unacceptable costs to the American consumer: "America needs to ask whether we want a nation of HDTV 'haves' and HDTV 'have nots.'"

K/B

NY. On this program he talks about the developments in cable TV, over-the-air TV, wireless cable, high definition television, VCR's, and videos.

Channel 44 covers Central Long Island, most of Queens, and parts of Brooklyn and the Bronx. Just recently, the station's owners started operating translator channel 54—W54AY—in Brownsville and Brooklyn, NY. Channel 54 rebroadcasts the signals of channel 44, covering Brooklyn and areas of Staten Island.

Channel 44/54 broadcasts locally produced, live, ethnic and cultural programs, as well as religious, travel, business, news, and music video programs.

Another New York City station is channel 60—W60AI. It transmits from the top of the World Trade Center and covers all five NYC boroughs and parts of western Long Island with a home shopping service.

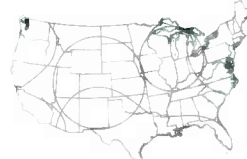
As you can see, LPTV is healthy and well in New York City and Long Island. Much continued luck and success to this industry. You may be low in power, but you are high in original, creative, and innovative programming.

Steve C. Scott
New York, NY

W44AI was featured in the September 1987 issue of The LPTV Report. In a later letter, Mr. Scott noted that W53AA, licensed to Accord Communications, Inc., began broadcasting from atop the Empire State Building in April.

K/B

EXECUTIVE DECISION MAKERS



DO YOU KNOW YOUR MARKET? YOUR COMPETITION DOES!

Are Your Contours Really Where You Think They Are?

Are Your Sales/Marketing People Market Oriented?

Can You Target Your Ethnic/Demographic Markets?

Do You Know Where Your Signal May Be Marginal?

Do You Have A Special Mapping Requirement?

DATAWORLD MAPS CAN WORK FOR YOU

MAP OPTIONS

- SHADOWING (TERRAIN SHIELDING)
- POPULATION DENSITY
- CONTOUR COVERAGE
- POWER DENSITY
- COMPOSITES
- SPECIALS

dataworld[®]
A Service of DW, Inc.

P.O. Box 30730, Bethesda, Maryland 20814

Fax (301) 656-5341

(301) 652-8822

(800) 368-5754

Circle (4) on ACTION CARD

BPME's Lance Webster Resigns Post



Lance Webster, executive director of the Broadcast Promotion and Marketing Executives, has resigned his position as of June 30. Webster has worked with BPME since 1979 and was its first and only full time executive director, a position he assumed in September 1987.

Bert Gould of WCBS Radio in New York heads the committee charged with finding a new head for the association.

K/B

Second HDTV Report Released

The FCC's Advisory Committee on the Advanced Television Service has released its Second Interim Report. According to the Report, testing of proposed HDTV systems will be finished by November 1991, at which time the Committee will recommend a transmission standard for the U.S.

Copies of the Report, along with associated comments and the reports of the three ATV subcommittees, can be purchased from International Transcription Services, Inc., Suite 140, 2100 M Street, NW, Washington, DC 20037, (202) 857-3800.

K/B

More and more people are lining up for the Panasonic SVHS Pro Series.

One look is all it takes. And you'll see why more and more people are lining up for the Panasonic® SVHS Pro Series. Because anyone in the market for a high-quality professional video production system, simply can't afford not to look at what the Pro Series can do for them.

Take Cost-Performance. The Panasonic SVHS Pro Series delivers both. By combining the efficiency and systems flexibility of half-inch technology with the exceptional performance of Y/C component signal processing.

The result. A comprehensive video production system that provides two hours of operation on a single cassette. With over 400 lines of horizontal resolution. And signal integrity through five generations.

By now it should be obvious. The closer you look and the more you compare the Pro Series to historical video formats, the sooner you'll line up for the Pro Series.

As a Panasonic SVHS Pro Series user, you'll have direct access to Panasonic's nationwide network of engineering, service and technical support specialists. And with over 300 professionally trained dealers, many of whom are self servicing, you'll always get the most out of your Pro Series equipment.

Finally, a professional video format more and more people are lining up for. The Panasonic SVHS Pro Series.

For more information and your local dealer,
call your nearest regional office.

Eastern Zone: (201) 348-7620 • Central Zone: (312) 981-4826

Southern Zone:

Dallas Region: (817) 685-1122 • Atlanta Region: (404) 925-6837

Western Zone:

Seattle Region: (206) 285-8883 • Los Angeles Region: (714) 373-7275





Panasonic
VIIS
Presentation



To assure excellent quality, support, service and professionalism, the Panasonic Pro Series is available through authorized dealers.

Panasonic
Professional/Industrial Video

Circle (45) on ACTION CARD



LPTV and the LAW

—by Peter Tannenwald

Some Thoughts On Lottery Licensing

The LPTV industry is used to licensing by lottery; lotteries have been used to resolve conflicts among our applications from the start. But now the FCC has proposed to license *all* broadcast stations that way.

Why? Well, the FCC seems to feel that the present comparative hearing system does not work very well: it takes too long and costs too much, and there is no evidence that the winners serve the public any better than the losers would have. Moreover, even if the winners might provide the best service, they often sell the stations right after they build them to buyers who never underwent scrutiny in the hearing process.

The debate over these proposals is likely to be long and spirited. Congress may intervene, because the statute per-

mitting the FCC to award licenses by lottery was not intended—at least when it was written—to apply to all of broadcasting. The legislative history indicates that Congress intended lotteries to be used only when a large number of licenses were available, the number of mutually exclusive applications was overwhelming, and a lottery would significantly accelerate the process of getting service to the public and significantly improve the diversity of information available in the community.

LPTV and Cellular

The two services Congress had in mind at the time it authorized lotteries were LPTV and cellular telephone. In both these services, there were so many appli-

cations that, without some kind of innovative system like a lottery, years could have passed, if not decades, before licenses were ever issued.

While it is true that the number of broadcast applications has increased significantly in the past few years and the licensing process as a result has gotten bogged down, especially in the case of FM radio, the backlog has not reached anything like the tens of thousands of LPTV and cellular applications the FCC has had to process.

However, there may be truth to some of the FCC's criticisms of the comparative hearing process the way it is now administered.

In comparative hearings, each group of mutually exclusive applications is designated for hearing before an Administrative Law Judge. A hearing is like a trial—with depositions, live testimony, briefs, appeals, and lots of lawyers. Hearings take a long time, partly because we are a nation of laws with a Constitution that requires due process; and they cost a lot, since time and money generally go hand in hand in legal proceedings. The FCC has to pay the judges and provide the hearing rooms and other facilities; so some cost is imposed on the taxpayer as well as on the private litigants, although the \$6,000 fee per applicant that the FCC charges hear-

ITS CORPORATION

The Closer You Look The Better We Look

At ITS, we've been designing and producing quality modulators and full service transmitters for years. Our products are widely known for their superior engineering, quality construction, and reasonable cost.

Our low power transmitters and translators offer many features that are either costly options or simply not available on other brands — without compromising performance, quality, or price.

Along with these superior products, we offer top-notch field support. Over 100 full service customers value this service — we think you will, too.

If you'll look closely and compare, you'll agree that ITS looks better and better.



ITS-230 1kW UHF Transmitter

PERFORMANCE: standard broadcast (*not cable TV*) modulator/processor is FCC type accepted under both part 74 (LPTV) and part 73 (full service).

FEATURES: many full service features such as IF processing, stereo aural, interactive control circuits, and extensive remote control are standard.

QUALITY: totally designed and manufactured by ITS.

OPERATING COSTS: Low power consumption and designed for easy maintenance - final amplifier uses RCA 9017 tetrode (approximate replacement cost \$1,900).

PRICE: very competitive.

ITS CORPORATION • 375 VALLEY BROOK ROAD • McMURRAY, PA 15317 • (412) 941-1500

Circle (123) on ACTION CARD

ing participants helps defray the cost to the taxpayer.

On March 18, the American Federal Communications Bar Association held an all-day seminar on what might be done to improve the comparative hearing process, and whether lotteries or some other alternative would better serve the public interest. It was interesting to listen to the luncheon speech by FCC general counsel Diane Killory and the remarks by FCC Mass Media Bureau chief Alex Felker. There is no doubt where they stand personally, even though the FCC has not yet officially made a decision; they like the lottery idea. But of a room full of lawyers with three to thirty years' experience, not one spoke in favor of lotteries.

Lotteries Not Best Answer

No, it is not that lawyers make a living from hearings. Quite the contrary, while some do, others find the process frustrating, with fees difficult to collect from unhappy clients. I, for one, do not like the hearing process any more than the FCC does. However, just about everyone who believes that broadcasters bear any kind of special responsibility in our society to operate in the public interest is not willing to give up the effort to choose licensees wisely and turn the process over to a machine full of air-propelled ping pong balls.

Several people at the seminar asked me what the LPTV industry thinks of lotteries. Not having taken a poll, I could not answer officially; but my thought was that we needed lotteries to get our industry started because of the morass of pending applications. But had the FCC done something in the first place to deter speculative applications and to limit the field to serious applicants, I think that most people who actually operate LPTV stations would have preferred to have been able to file a serious application and be awarded a license on their merits, instead of having to take a chance on a bunch of lottery tickets at \$375 a pop for the filing fee.

There are also many speculative applications in full power broadcasting. The


difficulty of the hearing process encourages some applicants to file solely in the hope that they can get bought out; and, in fact, 80% of the cases are settled out of court. But if the FCC tightened its application requirements, the number of applicants might be more manageable. And if the current comparative criteria—which favor local residents and minority group members with no other media interests who will work full time at the station and have good civic records and broadcast experience—do not produce good licensees, then let's change them.

Other Solutions

If the FCC is discouraged because the best qualified licensees sell their stations instead of running them, then it should restore the requirement that they operate for three years before being permitted to sell at a profit. In other words, there are many ways to repair the present system without abandoning all hope of selecting wisely.

I personally believe that broadcasting does occupy a very special place in our society and that broadcasting can be driven in a constructive direction without intruding upon the First Amendment's vital freedom of speech. I am excited about the local and specialized programming services being developed by many LPTV operators today. There must be a way to recognize these services and to bring public service-minded licensees into the field.

I hope that the day will come when we can do that and move away from lotteries for LPTV without slowing or bogging down the licensing process and without sacrificing the remarkable accomplishments of Keith Larson and the LPTV Branch at the FCC, who have brought our industry to life by converting a mountain of paper into hundreds of real, live construction permits.


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. 

Must Carry Rules Gone, A/B Switch Rule Retained

The Federal Communications Commission has finally formally eliminated its must-carry rules and lifted the stay imposed earlier on the A/B (input selector) switch and consumer education requirements. As of November 1, 1989, cable operators must supply subscribers with A/B switches—devices that enable cable-wired TV sets to pick up broadcast signals—and make consumers aware of the availability of local broadcast signals not carried by the system.

In December 1987, the U.S. Court of

Appeals struck down the FCC's interim must-carry rules. But the Commission wanted to clarify whether the Court's order also struck down the consumer education and A/B switch requirements. The Court ruled in January 1988 that the order did not, in fact, extend to these requirements.

The rule does not apply to any community that does not receive at least a Grade B signal from a full power station or non-commercial translator and in which no such station is "significantly viewed." 

NOW LPTV CAN COMPETE WITH THE BIG BOYS!

NEWS SPORTS WEATHER

- * HALF-HOUR NEWS PROGRAM EACH WEEKDAY
- * 8MINUTES FOR COMMERCIAL AD SALES TO AFFILIATES...
- * LOCAL INSERTS AVAILABILITY FOR AFFILIATES...
- * YOUR NEWS, YOUR SPORTS, YOUR WEATHER
- * DISTRIBUTED VIA SATELLITE...
- * SUPRISINGLY AFFORDABLE!

INQUIRIES CONTACT:

DAVE MURRAY

(904)656-7000

9AM-5PM EASTERN TIME

CENTER
ONE
VIDEO

CENTER ONE VIDEO PRODUCTIONS

1706-D CAPITAL CIRCLE N.E.

TALLAHASSEE, FL 32308

Circle (132) on ACTION CARD



All Solid State 1kW UHF Transmitter

Acrodyne's Next Generation TV Transmitter
is Sensibly Priced.

The compact, highly dependable TRU/1000 design is loaded with features. Like built-in diagnostics. And field proven visual and aural amplifier modules, mounted on slide-out drawers for easy access and maintenance. It's a total transmission package that also provides these advantages:

- No Tube Replacements
- No Tuning
- Plug-In Exciter
- Redundant Power Supplies

Immediate availability. Our 1kW solid state transmitter is competitively priced with 1kW single tube units and available *now*.
Please call or write for more information.

ACRODYNE

Acrodyne Industries, Inc.
516 Township Line Road
Blue Bell, PA 19422
1-800-523-2596

In Pennsylvania, 215/542-7000
FAX: 215-540-5837

Circle (18) on ACTION CARD

LPTV Distribution by State and Territory

May 15, 1989

	Licenses	CPs*
ALABAMA	5	28
ALASKA	223	32
ARIZONA	11	51
ARKANSAS	5	37
CALIFORNIA	24	86
COLORADO	14	37
CONNECTICUT	0	6
DELAWARE	3	0
WASHINGTON, DC	1	0
FLORIDA	21	112
GEORGIA	9	56
HAWAII	1	23
IDAHO	18	41
ILLINOIS	3	32
INDIANA	8	26
IOWA	8	57
KANSAS	5	59
KENTUCKY	7	33
LOUISIANA	7	53
MAINE	6	13
MARYLAND	1	4
MASSACHUSETTS	5	19
MICHIGAN	6	18
MINNESOTA	18	49
MISSISSIPPI	10	20
MISSOURI	9	42
MONTANA	16	47
NEBRASKA	3	19
NEVADA	12	24
NEW HAMPSHIRE	2	5
NEW JERSEY	2	10
NEW MEXICO	8	62
NEW YORK	10	46
NORTH CAROLINA	4	48
NORTH DAKOTA	3	18
OHIO	8	39
OKLAHOMA	15	32
OREGON	15	36
PENNSYLVANIA	11	37
RHODE ISLAND	0	3
SOUTH CAROLINA	2	22
SOUTH DAKOTA	4	19
TENNESSEE	15	45
TEXAS	35	131
UTAH	18	19
VERMONT	0	10
VIRGINIA	2	22
WASHINGTON	5	37
WEST VIRGINIA	0	6
WISCONSIN	8	30
WYOMING	12	54
GUAM	1	0
PUERTO RICO	2	9
VIRGIN ISLANDS	0	1

TOTALS: Licenses: 641
Construction Permits: 1,765

*Construction Permits

Kompas/Biel & Associates, Inc.

Ready. Get Uni-Set.[®] Go.



You've got a set-design problem. We've got a quick and easy answer: The Uni-Set[®] Modular Studio Staging System.

Design your set using the Uni-Set[®] Planning Model, working out your camera angles as you go. Then your studio floor people can easily assemble the full-sized modules into a workable setting in record time. The Uni-Set[®] Graphic Design System completes the transformation. In only a few hours you've gone from an idea to a finished, camera-ready setting.

Call Uni-Set[®] Corporation today, and let us show you how this low-cost, reusable staging system can solve your studio setting problems.

UNI-SET[®]
CORPORATION
449 Avenue A
Rochester, New York 14621
(716) 544-3820

Circle (29) on ACTION CARD

TV-8, Columbus

continued from front page

And though it lacks the equipment and people to cover OSU men's football, TV-8 airs a live "Tailgate Show" before every game. The show features game clips and live interviews with Buckeye players and coaches, and is hosted by two-time Heisman Trophy winner and former Buckeye Archie Griffin.

"We've done it for three straight years now," said Lyons, "and it's the only product that we always do live. We have to rent microwave and everything; it's very costly—but it's worth it."

The biggest single production that the station does is the annual Ohio State "Scarlet and Grey" game. This is the final spring scrimmage for the team and, according to Lyons, it's "very, very popular—50,000 people will come out to Ohio Stadium for it."



"It's brutal, because we're basically not equipped to cover an event of that magnitude, but we do it. We rent the cameras and other equipment that we need, and we have to hire free lance production people to supplement our own staff. But the expense is well worth it. Ohio State football is as close as this town has to a pro team; in fact, it is the pro team in many people's minds around here. Covering it is good for us."

Softball is Popular

To round out its sports coverage, TV-8 airs adult softball games.

"Columbus claims to be the softball capital of the world," says Lyons. "There are over 35,000 active softball players on 2,000 teams, and that's a pretty big chunk. So we'll cover ten games—a game a week—opening up with maybe a women's game, then a men's, and then a co-ed game. We tape it on a Monday or Tuesday and then air it on Thursday and Saturday. We try to give everything we produce two airings on two different days at two different times."

"We got into softball because in the summer our production truck wasn't being used very much. So we looked for something to do and decided on this. With softball, we're addressing a market segment that rarely gets any attention

continued on page 10

DIAL IN FOR SOLUTIONS...

INTRODUCING...

SKY PHASOR - a novel UHF antenna!
 ...high gain (≥ 12 dbd)... **LOW COST**
 ...circular polarization... broad band... surfaces available for logo etc.

Call or write for your free VHF Wavelength Calculator.

SITCO Antennas
 10330 N.E. Marx St., P.O. Box 20456, Portland, OR 97220 (503) 253-2000

Circle (139) on ACTION CARD

from the Columbus TV stations. That's good for us, too."

TV-8, which signed on the air September 30, 1985, covers most of Franklin County, an area with nearly 400,000 homes and almost 1 million people. Columbus's Warner Cable system doesn't carry the station's entire 24-hour daily schedule, but it does pick up all of the local programming that TV-8 airs.

Says Lyons, who was a senior account executive for Warner before coming in to head TV-8, "It's basically a win-win situation. We wanted carriage; Warner was looking for programs that their subscribers couldn't get otherwise. Since adding us to the line-up, they've gotten some positive feedback from their viewers. That opens the door a bit more for us."

The Classic Station

Local programming is supplemented with syndicated stuff chosen carefully to support TV-8's image as Columbus's "Classic Station."

"We try to run programming that has played on the networks in years past but hasn't been played in the market recently. Starting at 5 p.m. every weekday, we run products like 'The Addams Family,' 'Green

Acres,' 'Lost in Space,' 'Mr. Ed.' We run a movie every night at eight. We also have things like 'The Fugitive,' 'Mission Impossible,' and 'The Untouchables.'

"At 11 p.m., we do what we call the 'Sports Checkerboard,' a half-hour sports show that covers everything from fishing to auto racing to harness racing. At 11:30 we run INN News. At midnight, we have some religious programming. Overnight, we run videos."

TV-8 also runs music videos during most of the day. "When we started out, our salespeople had enough problems selling the prime time programming, much less the afternoons, so we decided to run videos off the satellite, which we could do inexpensively." Now that the station is making headway in the market, however, Lyons is beginning to revamp the daytime slots.

"In the morning we have some women's programming—an exercise show, for one, that has a nice viewership. And we're going to be following that, starting very soon, with what we call 'Romance Theatre.' That will be a half-hour program, just like a morning soap. We divide a romance videotape into five segments and air one segment each day. Then the next Monday, we start all over again."

One reason for TV-8's conservative programming strategy is sales. Lyons feels that while local programming sells well, unknown outside programming would not.

Classics Sell

"When salespeople go out of our door, they have a tough enough time explaining who we are. The advertisers find it hard to accept our smaller signal range and the fact that we're not on cable. We didn't want our salespeople to have to explain the programming too. So that's why we're the 'Classic Station.'"

TV-8's advertiser clients come from the whole gamut of Columbus businesses—from the big ad agencies down to very small neighborhood merchants. But, says Lyons, it took several years to reach this kind of acceptance. Back in 1985, it wasn't so easy.

"We felt very clearly that we had to work hard to establish ourselves in our market. First we looked at our competition—three network affiliates, one independent. We knew that we'd be immediately compared with them. In fact, one reason we don't do news is that they do it and do it very well; we can't compete with them in news.

"We needed to set ourselves apart—sell what we do well. So we stuck to the sports and the classics. Another thing we do is research all our programs. We just bought 'Lost in Space,' for example, and now we're researching our audience to find out how well it's doing and who's watching it."

TV-8's promotion activity is low-key, limited mainly to a listing in the program guide of the city's one daily newspaper. Instead, Lyons concentrates the station's resources into local programming.

"Most of our efforts and energies are tied to our productions. And for what we are capable of doing, we get good quality and consistency. There is no question that without our local productions, we would not be as successful as we are in this market. The local productions keep us out front. That's how important they are.

"We get a lot of phone calls: 'Will you cover this game?' 'Will you cover that meeting?' We've had to turn down a lot of different things. Everyone wants you to make a TV show out of their stuff.

"When we do cover some of those things, though, we can make some pretty big splashes in the newspaper and radio. It's really good for us."

Innovative Engineering

Probably one of the most important contributions to TV-8's acceptance in the market was not a production but a technical change. Poor signal quality had plagued the station from the beginning. Says Lyons, "When we started out, adver-

continued on page 12

NOW, LP MEANS LOCAL POWER

Introducing a new LP in the LPTV Industry.

- ▶ *"LP" no longer means Low Power and second class citizenship.*
- ▶ *It no longer means Limited Potential because of the high cost of people, programming and production.*
- ▶ *It no longer means Losing Proposition because of high construction and equipment costs.*

The Jukebox Network's unique, patented, fully automated interactive programming allows your viewers to locally program their own channel. Truly Local Programming with Limitless Potential and Leaping Profits. We've got the Living Proof already in Jacksonville, Orlando and Des Moines.

So, now when you talk about the LP in LPTV, remember:

Now, LP means Local Power.

*Introducing a new LP
in the TV Industry*



*The first and only
Interactive
TV Network*

*Interact with us today.
Call Bill Stacy at 305-573-6122*

continued from page 10

tisers were lining up to buy spots. But then they turned their TV sets on, and within sixty days everything fell apart."

Rob Mezey, TV-8's chief engineer, explained the engineering change, which was completed last October:

"The problem was that, with the power limitations of our VHF signal, we couldn't get the range that we wanted and that we needed. So we went from an omnidirectional antenna to a system of eight directional antennas.

"Basically, the signal is concentrated in eight directions, all of them 90 degrees from each other. They're running vertical and horizontal polarity right now with ten watts into each antenna. This gives us more gain and concentrates our signal into the areas that we want to reach. We still have an omni-looking pattern, but it is actually a series of directional signals."

To reduce transmission line losses and preserve the signal even more, TV-8's transmitter is housed in a weather-proof enclosure beside the antennas at the 700-foot level of the tower. The unconventional antenna arrangement passes muster with the FCC because it does not increase the station's coverage area and because the actual power into each antenna does not exceed the 10-watt limit for VHF stations.



Breck Southard in TV-8's production suite.

The effect of the new engineering has been dramatic, according to Mezey. Signal quality in some areas has tripled, or even quadrupled. Rooftop antennas as far away as thirty miles can pick up the station. And where before the change, indoor antennas, or rabbit ears, could not

pick up the signal, now they can. Lyons commented, "Now, if we get one call a week from people who don't know how to get our signal, that's a lot. We used to get at least five of those calls every day."

TV-8 also showed up for the first time in the October Arbitrons, which has made

MAJOR MARKET OPPORTUNITIES

Low Power TV Stations available in these markets

Atlanta, GA — channel 4
Chicago, IL — channel 13
Evansville, IN — channel 69*
Naples/Fort Myers, FL — channel 18*
Newberry/Gainesville, FL — channel 33*
Ocala, FL — channel 7**
Orlando, FL — channel 4
Milwaukee, WI — channel 8

* Construction permit only

** Second fastest growing metro area in the U.S.

For Prospectus or
Additional Information:
Rick Lipps
Woods Communications Group, Inc.
3040 E. Cherry St.
Springfield, MO 65802
Phone 417/862-2727

Circle (130) on ACTION CARD

BE A RATINGS WINNER!!!

OUTSTANDING LIBRARY OF FEATURE FILMS AVAILABLE
SUITABLE FOR ANY TIME PERIOD

★ ★ 112 FEATURE FILMS—ALL COLOR ★ ★

ACTION-PACKED ADVENTURES ★ HEARTWARMING DRAMA AND ROMANCE
FAMILY FAVORITES ★ WILD, WILD WESTERNS ★ HEART-STOPPING HORROR
AWARD WINNING STARS, THE WORLD'S TOP FILMMAKERS
ALL PART OF THE FORMULA FOR SUCCESSFUL NUMBERS

FOR FURTHER INFORMATION CONTACT:

ELLEN CANTOR OR DELANIE ABNEY
CINEMA SHARES INTERNATIONAL TELEVISION L.P.
450 PARK AVENUE, NEW YORK, NEW YORK 10022
(212) 421-3161

Circle (51) on ACTION CARD

spot sales a lot easier.

Mezey feels that the antenna change was critical to the station's survival, because Columbus metro-area viewers are somewhat spoiled with the signal quality they get from the full power stations. "They don't have to try very hard to pick up a station. All they have to do is throw up one side of their rabbit ears and they've got it. People outside the county know how to pick us up because they have outside antennas and they know how to tune them. But here in the metro area, they can stick a coat hanger on their TV and get a signal. So educating people here on how to pick us up has been real tough."



Two of TV-8's eight antennas mounted at 700 feet.

Viewers Must Be Taught

Lyons agrees that viewer education is one of the most difficult issues that an LPTV broadcaster must deal with.

"People 40 miles away who have to work to get their TV signals have a different attitude than people do who live a quarter mile away and who can just plug in their TV sets and get three affiliates. Suddenly an LPTV comes on the air. Both sets of viewers will know about the LPTV, but in most cases neither one will do anything different to get the LPTV signal.

"This is the industry's problem. Not the viewer's. The viewer will complain about it, but it is not his problem. We have to educate viewers. It's like cable was in the early 70's. It was there and people were starting to find out about it, but they didn't really know about it or understand it, and they really didn't have any idea of what it would become."

Educating the advertiser is also important, Lyons believes. "Before the antenna change, our advertisers would complain, 'Hey, I can't get you at my house, and I talked to my employees and they can't get you either.' Now they can get us, but we still have to tell them how: we have to re-educate them on how to pick us up. After enough time, our sales rep out there is going to be pretty adept at handling objections about our signal and telling people how to get it.

"They also used to complain that because we weren't on cable we couldn't get into half the homes in Columbus. But while most homes have only one cable hook-up, most homes have more than one television set. We do have access into cable homes via the second and third TV sets. That's why getting the rabbit ear signal to the homes was so important to us. And now we have to make the advertisers understand that we do get into the cable

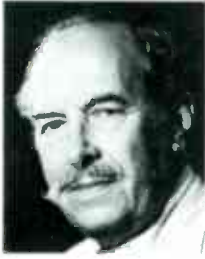
homes for more than just our local programming.

"On the plus side, we can show advertisers that people really like our programming. It's a matter of positioning. Look at radio. The stations are selling either a demographic, or a product, or a format. That's what we have to do. We look at what's happening with spot sales in our market and we position ourselves beside it—not against it. We're a complement, we're part of the mix.

"You have to sell your station in the beginning. But eventually it comes down to selling the product. Viewers watch programs, not stations, and advertisers know that." K/B

Equipment List W08BV, Columbus, OH

- TTC MA-TV-F-10 (10-watt) transmitter
- TTC XL-100-MV (100-watt) transmitter
- 8 Scala HDCA-5 antennas
- Comtech 5-meter receive dish
- 2 DX Antenna DSA-643-A satellite tuners
- 4 JVC KY-210 cameras
- 9 Sony VO-5850 VTR's
- 3 Sony BVV-820 VTR's
- 2 Sony VO-6800 VTR's
- JVC KM-2000 switcher
- Crosspoint Latch 6139A switcher
- Fortel Turbo V TBC
- Sony BVT-810 TBC
- 4 Digital DPS-103 TBC's
- 3M D-3600 character generator
- Chyron VP-2 character generator
- Lowel VP-95 lighting kit
- Audiotronics 200 Series audio board



Technical Talks

—by John H. Battison, P.E.

Converting Coordinates From A Map

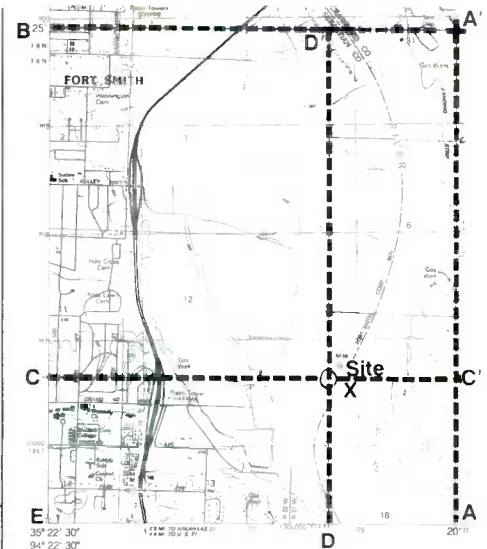
In a recent column I promised to show you how to convert the location of a site on a map to latitude and longitude for filing with the FCC, or for other purposes. Here is the method.

Let's assume that our site is on the left side of the map, and towards the bottom. The map, of course, is a 24,000:1 topographic (quadrangle) map. It is almost impossible to obtain an accurate set of coordinates from a map with a larger scale ratio. The Sectional Aeronautical Charts, with a scale of 500,000:1—meaning that one inch on the map equals 500,000 inches on the earth—have a graticule with one-minute (1') divisions. But it is quite difficult to divide one of the divisions into 60 seconds (60") with any accuracy!

The first thing to do is to pencil in an "X" at the site. Now draw a light line from the longitude point (A) at the bottom of the map to the intersection of the graticule (A'). (The graticule is the grid formed by the intersection of latitude and longitude lines. You will recall that there are intermediate graticule markers—little "+" marks—every 2° 30". You can read these 2° 30" points across the bottom and the top, and along the sides, of the map.)

Draw another line from the latitude point B to A'. I have emphasized the point of intersection on the figure.

Draw a line C—C' through the site, parallel to the bottom edge of the map. Draw another line D—D' parallel to A—A'. The line C'—A should be approximately the



same length as C—E, and D—A should equal D'—A' approximately.

Measuring Longitude

Let's measure longitude first. We'll assume that the map in question covers the region W92° 15' 00" through W92° 22' 30". Our site is between W92° 20' 00" and W92° 22' 30". Measure the distance in millimeters between these points along line C—C'. It will probably be about 158 mm. (Remember, the distance will be less with higher latitude, because the longitude lines get closer together as they approach the poles.)

Now measure the distance in millimeters between the 20' 00" point (C') and the site (X). We'll say it is 49 mm.

Now comes the tricky part. Using simple proportion, we say:

$$158 \text{ mm} = 150'' (2' 30'' = 150'')$$

Therefore,

$$1 \text{ mm} = 150/158 = 0.95''$$

Thus,

$$C'—X = 0.95'' \times 49 \text{ mm} = 46.5'',$$

which is rounded to 47".

The longitude of our site is:

$$W92^\circ 20' 00'' + 47''$$

or

$$W92^\circ 20' 47''$$

Just over the Horizon

MetroNet™

Over 900 new television programs will be available to you in August 1989 as part of a network affiliation program that will revolutionize LPTV.

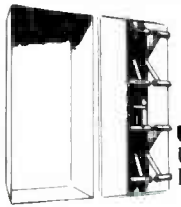
For more information
call
Mr. Brooks McCarty
at
213-854-6595

MetroNet™ is a subsidiary of FEC © 1989

Circle (154) on ACTION CARD

LPTV Commercial Antennas

Lindsay



UP1469
UHF
Broadband



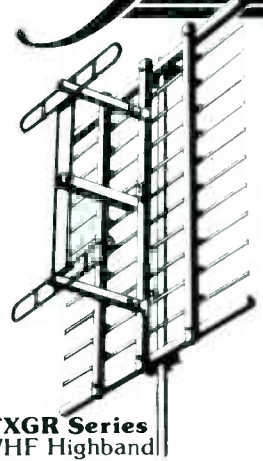
RFT Series Yagis
VHF Hi and Lowband



TS Series
Omni-directional



TZU
UHF



TXGR Series
VHF Highband

- ★ Custom engineered to your specifications
- ★ Weather protected for any climate
- ★ Vertical, horizontal or omni-directional
- ★ VHF/UHF, single channel or broadband

LINDSAY SPECIALTY PRODUCTS

50 Mary Street, Lindsay, Ontario, Canada, K9V 4S7 (705) 324-2196 FAX: 705 324 5474
Circle (12) on ACTION CARD

Measuring Latitude

We calculate latitude in the same way. Let's assume the site is in the same left corner section of the map as the longitude meridian.

We measure from N35° 22' 30" up to N35° 25' 00", in millimeters as before. We find the distance is approximately 192 mm. As for longitude, we find that there are 150" between these parallels of latitude. So we use proportion in the same way. The distance up from N35° 22' 30" (D) to the site is 57 mm.

Using proportion, we find:
192 mm = 150"
1 mm = 150/192 = 0.78"

Therefore:
D-X = 0.78" x 57 = 44.5",
or 45" rounded.

Now add 45" to 35° 22' 30". The answer is 35° 22' 75", or 35° 23' 15" (75" minus 1 minute [60"]!). So our site coordinates are:

N35° 23' 15"
W92° 20' 47"

This is what you report to the FCC and the FAA, and anyone else who wants to know.

But remember: *Your coordinates are only as accurate as your site plotting on the map, and your measuring and calculating.* It is not hard to make a mistake. So always check your work by calculating the site from the opposite direction; the figures should match very closely. The FCC allows *one second of error.* This is often only about 150 feet. So be careful!

P.S. I used imaginary values for the illustration because I did not expect to have space for a map. It turns out that the site I picked is in the middle of the river!

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

Cable Films Marks 13th Birthday

Created in 1976 as an independent source of motion picture programming for the broadcast and cable markets, Cable Films now is celebrating its 13th year in business.

Established by Herbert Miller, a former sales executive for Columbia Pictures TV and NBC, the company established a reputation in the cable industry for feature films at low rates. It is now expanding its marketing to LPTV stations.

Currently, more than 300 films are distributed, compared to the 75 titles that the company started with in 1976. Films are transferred from 16 mm prints to 1" master tapes, and leased to clients from a library of more than 2,000 U-matic cassettes.

Channel America Signs On Two More LPTV Stations

Channel America LPTV Holdings, Inc. has recently added two more LPTV stations to its owned and operated station network—W55AW in Savannah, GA and W42AM in Daytona Beach, FL.

The newest additions bring Channel America's service universe to 23 LPTV stations, seven cable systems, one full power television station, and the home satellite dish market. The company estimates that it now reaches more than six million homes.

Channel America airs classic movies, vintage programming, and several hours each week of original programming, including viewer participation game programs in which the home audience can win prizes.

NOW 24 HOURS ON WESTAR 4, TR. 9



KIN

KEYSTONE INSPIRATIONAL
NETWORK

Attention **LPTV's**
*Christian Family
Programming*

CALL TOLL FREE
for more information

1-800 552-4546

BOX 216 WINDSOR RD. RED LION, PA. 17356

Circle (30) on ACTION CARD

From **TELSYND, INC.**

A NEW GAME SHOW YOU CAN AFFORD

13 SHOWS
IN
THE CAN
EXCLUSIVELY
FOR
YOUR MARKET



A GAME SHOW YOU CANNOT AFFORD TO LOSE

This is an unbelievable opportunity for your station to profit.
Call the **TELSYND, INC.** rep at **(619) 428-6387**, and believe!!

Circle (32) on ACTION CARD

Panasonic Sponsors Kid Witness News

Panasonic has completed the first semester of what is hoped will be a continuing project directed to young people. Dubbed Kid Witness News, the project is an innovative, hands-on video education program being offered to selected schools across the country.

This past spring, students from twelve inner-city grammar schools in New York City, Baltimore, Atlanta, Chicago, and Los Angeles learned some valuable communications skills as they prepared news programs for airing in their schools. Panasonic supplied the schools with complete video production studios as well as a variety of instructional materials, including a video featuring Jesse Jackson, Jr., student guidebooks, and a teacher's manual.

Students worked with teacher-counselors to produce their own 15-30

minute news videos. During the course of the program, they were introduced to all aspects of news gathering and video production—story development, research, reporting, directing, videotaping, and editing.

The completed news videos will be judged, and winning entries will earn prizes for the schools ranging from a Panasonic color television and VHS VCR to a complete Panasonic video studio.

Bob Greenberg, Panasonic's general manager-communications, said that the program teaches students important organizational and communication skills, as well as making them aware of how video and television can influence them.

Plans are under way to expand the Kid Witness News program in the fall to more schools in more cities. K/B

New Sports Show On FamilyNet

Sam Rutigliano, former head coach of the Cleveland Browns, is the host of a new sports highlights program from FamilyNet, a Virginia-based family program network. Targeted to the 25- to 44-year-old male audience, the hour-long show will feature weekly football highlights, sports features, and guest segments.

Rutigliano headed up the Cleveland Browns from 1978 to 1984 and was NFL "Coach of the Year" in 1979 and 1980. After a stint as a sportscaster on NBC/ESPN, he became head football coach at Liberty University in Lynchburg, VA. K/B

Missouri LPTV To Focus On Youth

Gary and Debbie Kenny are looking forward to bringing new opportunities to the young people of Neosho, MO through their new LPTV station—K23CL—which they signed on the air last April.

Right now, the station is carrying Trinity Broadcasting Network programming; but the Kennys are busy developing plans to supplement TBN with local programming oriented to the family. Already in the works is a show called "Getting to Know You." Local high school students run the cameras as Kenny and Company highlight special (and even ordinary) events in Neosho.

According to Debbie Kenny, the show presents a specific message to Neosho's young people. "I want these children to grow up knowing that they can do anything," she said. She feels that the opportunities the station will offer to young people will encourage more of them to stay closer to the Neosho community. K/B



Jesse Jackson, Jr. (center) is joined by Christina Phoenix (left) and Olori Manns (right) as he inaugurates Panasonic's Kid Witness News.

EMCEE

The High Point in High Tech

EMCEE gets your LPTV system off the ground with the newest in high technology.

From Studio Design to turnkey systems, EMCEE provides the products and services you need for your LPTV station.

From one to 5000, we fill every watt with power—and transmit your signal through the most reliable and technically advanced broadcast equipment . . . all provided by EMCEE.

Our 29 years of tower installation experience and our turnkey capabilities mean that your station comes in loud and clear . . . with EMCEE Broadcast Products.

Reach the high point in high tech: Call us today at 1-800-233-6193 for free systems design assistance.

EMCEE BROADCAST PRODUCTS, Div. of Electronics, Missiles & Communications, Inc.
White Haven, Pa. 18661 FAX (717) 443-9257

Call Toll-free: 1-800-233-6193 • (In PA: 717-443-9575) • TWX: 510-655-7088 • Ans: EMCEE WHHV

Circle (1) on ACTION CARD



EMCEE

**advanced technology
systems excellence**

Omni Broadcasting Seeking Second Round Of Financing

Omni Broadcasting, holder of the construction permit for W62BE in Columbus, OH, is hoping to raise \$400,000 through a public stock offering announced May 15. The proceeds will be added to the \$200,000 already raised and used for construction of the station.

Former *Columbus Business Journal* publisher Paul L. Parshall is president, and long-time Columbus television newscaster Tom Ryan is chairman of the board (elect) of the station, which will target the city's 45-plus audience.

The 180-day offering, underwritten by Parsons Securities, Inc. in Columbus, consists of 2,900 units at \$200 per unit, each comprising two shares of common stock and one common stock purchase warrant.

Parshall had made an offering last summer, brokering it himself, but was able to raise only \$200,000 of the needed half million in capital. "It was very, very difficult to do it myself, so we decided to go with a securities firm this time," he said. If the offering is successful, channel 62 will be the only publicly owned and controlled commercial television station in the Columbus market. K/B

Newscasts Available From Center One Video

—by Colette Carey

Center One Video Productions, based in Tallahassee, FL, has developed a national/local daily news program for LPTV broadcasters. The program, which began transmitting June 26 on Westar 5, transponder 16, provides a local broadcaster with national news, sports, and weather—with cut-ins for local news. Nine minutes are available in each newscast for local spots.

"The one thing that LPTV broadcasters can do to identify their stations with the community and the community with the stations is news," said Dave Murray, Sr., president of Center One. "But news is also one of the most expensive things to do." Murray feels that Center One offers an excellent chance for LPTV stations to present quality national and local news at an affordable cost.

The charge for the news service is \$25 per day. Murray pointed out that if a station sold all of the available nine minutes of ad time, at as little as \$5 a spot, it could gross \$90 for the half-hour production.

The program, which is transmitted five days a week at 3:30 EDT from Center One's studios in Tallahassee, is produced by a staff of news professionals, with material supplied in part by Group W and ESPN. Members of the on-air staff are currently holding affiliate jobs in the Tallahassee area, so the program cannot run in that market. Right now, Center One has only one news crew, but as soon as Murray signs 50 affiliates, he will add another daily newscast.

To assist those LPTV stations who may have only minimal production capability, Center One will provide news, weather, or sports slides or footage that the stations can use with their local inserts. Murray also suggests asking viewers to send in their own videotapes for use as background during the local portion of the newscast. K/B

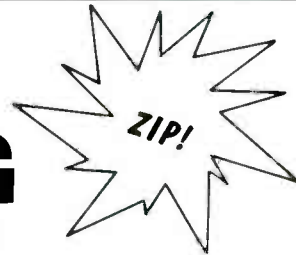
BON MOT

In nature there are neither rewards nor punishments; there are consequences.

Found in a fortune cookie.

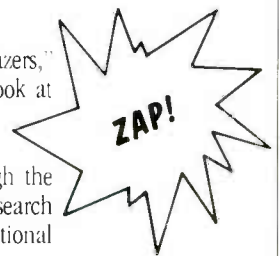


How is **GRAZING** Affecting You?

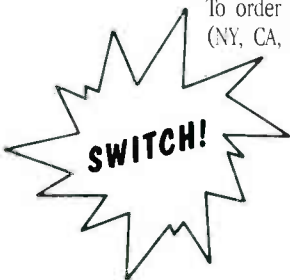


Now CHANNELS magazine's nationally acclaimed report, "How Americans Watch TV: A Nation of Grazers," is available to you. This unprecedented study gives you the most complete and comprehensive look at how remote control has altered the way Americans watch TV.

The phenomenon coined as "grazing" by CHANNELS magazine, is extensively examined through the expertise of Dr. Richard R. Gilbert, television's leading researcher and consultant with NBC; research professionals at Frank N. Magid Associates and CHANNELS magazine; and a talented team of additional television professionals.



To order your copy of "How Americans Watch TV: A Nation of Grazers," for \$75.00 plus \$5.00 postage (NY, CA, & IL. order add applicable sales tax)*, please call or write:



How Americans Watch TV

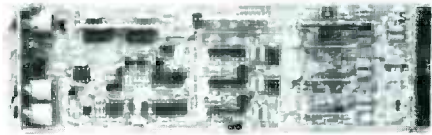
Order Department
401 Park Avenue South
New York, NY 10016
(212) 302-2680

*U.S. orders sent via UPS Standard. All others must pay applicable Air Mail charges.

Circle (78) on ACTION CARD

Supplier Side

Grass Valley Group has just introduced a compact linear keyer, the 8530 Title Inserter. The inexpensive unit increases the keying power of small production switchers, and integrates low-cost character generators into systems wherever keying is needed.



Grass Valley's 8530 Title Inserter.

The 8530 has a loop-through program input, hole-cut and fill inputs, and four outputs. Front edge key-clip and luminance-fill controls are standard. When the 8530 is used in GVG's 8500T2R (remote control) trays, remote key clip is possible.

Circle (184) on ACTION CARD

"The Road to Performance," a new half-hour special from **New Visions**, offers viewers the excitement of high-risk auto racing. Some of the best drivers in the world perform in such races as the relentless Baja 1000, and the high-altitude Pike's Peak Hill Climb.



Freewheelin's cameraman sets up a P.O.V. shot with Walker Evans (national off-road racing champion).

The show is hosted by Sam Posey, co-host and color commentator for ABC's live telecasts of the Indianapolis 500 in 1986, 1987, and 1989. Himself a former auto racing champion, Posey offers a unique perspective on the love affair between race drivers and their cars.

The special contains two minutes of pre-sold national spots and four minutes for local spots. Preview tapes are available in 3/4" format. Either 3/4" or 1" tapes are provided for broadcast.

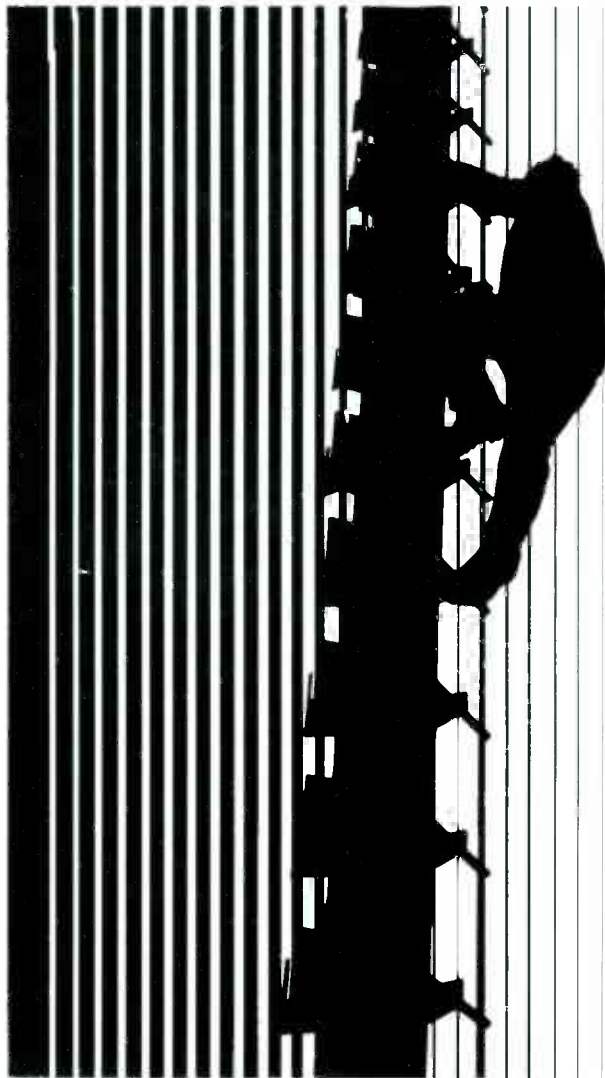
Circle (185) on ACTION CARD

What's new at the **Internal Revenue Service**? Something for everyone...surely!

Every Tuesday the agency transmits one hour of free tax information programming via satellite from 2-3 p.m. ET. There is no copyright on government programming, so you can air the shows immediately or record them for later replay.

Panel discussions, instructional videos, news releases, theatrical videos, and other formats provide interest and variety. A sample show includes videos geared towards day care providers and people with second jobs, and a 30-minute docu-

Bogner—22 years, over 1000 TV transmitting antennas and still climbing!



Circle (23) on ACTION CARD

In the twenty-two years since we innovated a remarkable slot array design, we have succeeded to a leadership role in TV broadcast antennas. We had to be better than the competition. We still are.

Today, there are over 1000 Bogner TV transmitting antennas in use, more than from any other single manufacturer. Antennas with a long history of trouble-free performance and unequalled coverage.

Bogner antennas come in every power range and with the largest number of standard patterns in the industry; in addition, Bogner offers hundreds of custom patterns plus special designs to meet particular requirements.

Find out more. Call or write: Bogner Broadcast Company, 603 Cantiague Rock Road, Westbury, New York 11590, (516) 997-7800.

When you need us
we'll be there.

BOGNER[®]
WE MAKE THEM SMARTER

mentary that follows a family through the audit process.

The programs are relayed on Westar 4, transponder 6D, audio frequency 6.2 and 6.8. For further information, or a copy of the program schedule, call (202) 535-9190 or write the IRS Audio Visual Marketing Team, T.T.I Room 1315, 1111 Constitution Avenue, NW, Washington, DC 20224.

Circle (190) on ACTION CARD

Acrodyne Industries, Inc. has introduced a new 1 kW solid state UHF transmitter. The compact, highly efficient TRU/1000 is priced competitively with tube models.

Visual and aural amplifier module designs incorporate devices and circuitry proven in dozens of Acrodyne systems over the past three years. Four slide-out visual amplifier modules rated at 350 watts each are hybrid combined for a

conservative 1 kW output. The separate aural amplifier delivers a 100-watt output.

The unit also features built-in diagnostics for trouble-shooting amplifier boards and other components, as well as individual interchangeable power supplies, low-level pre-correction, an internally mounted diplexer, and full remote control capability.

Circle (186) on ACTION CARD



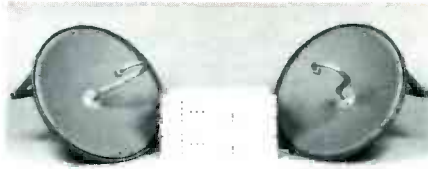
The solid state TRU/1000 from Acrodyne. 

Supplier Solo

S-VHS Bidirectional Microwave Now Available

—by Aaron Davis

The latest addition to the line of bidirectional microwave equipment by E & M Development is high resolution S-VHS Y/C systems with reversible video and three audio channels. These studio-transmitter link (STL) and portable video/audio transfer systems are designed for top performance in the accelerated world of high resolution television.



Among the features of these systems is simplex (combined) video and audio and a duplex order channel from the transmitter to the receiver. A third audio channel from the transmitter to the receiver is available as an option for stereo. Reversible video is also optional. Attached to the back of the antennas are remote heads which house the RF transmitter.

The signal and power from the radio to the antenna is run through RG-59 co-axial cable.

To eliminate confusion and to make set-up easy, both the STL and the portables are fully automatic. Antennas are bolted to the front of the portable models. Alignment is simplified by a built-in alignment tone laid over the duplex audio order channel.

To align the systems, all you have to do is point the antennas toward one another, pick up the telephone hand sets (which then ring on the opposite end), turn on the alignment tone, and move the antennas left or right of center until the tone is at its highest pitch. During the alignment process, operators on both ends instruct each other over the telephone hand sets while listening to the tone.



After you align the systems, switch off the tone to activate a sophisticated microprocessor which maintains optimal video/audio latch up. Frequency stability is set by this circuitry, as well as internal voltages, RF conditions, and RF power levels. RF chamber temperatures and humidity levels are also monitored. An IBM PC can be plugged into an optional PC interface port, enabling you to review the functional status of the system over the entire link.

Both the STL and the portable operate at a minimum of 60 mW RF power output in the 12.2-13.25 GHz band. A 10 GHz model is available for government, and a more easily licensed 39 GHz model will be available soon. Systems arrive turn-key with 2-foot parabolic antennas which enable transmissions over theoretical distances of 20 miles or more.

Aaron Davis is president of Diversified Marketing, a Kennewick, WA firm which is the exclusive distributor of bidirectional microwave systems.

Contact: Aaron Davis
President
Diversified Marketing
3918 W. Clearwater Ave.
Kennewick, WA 99336
(509) 735-6812

GET YOUR SHARE OF 100 MILLION A MONTH.

"NOW AVAILABLE FOR LPTV"



For further information,
contact Todd Cralley
at (813) 572-8585

© HSN 1989 An American Stock Exchange Company—Trading Symbol: HSN All Rights Reserved
HSN Gross Floor Sales For November 1988.

Circle (129) on ACTION CARD

Classifieds

FOR SALE

LPTV used equipment: JVC video movie compact model BR-C100V with carrying case, three batteries, charger, and film cassette adapter, plus some film—\$400; WX4A Texas Electronic weather station—\$500; SA 6330 ch. 9 modulator—\$200; SA 6650 receiver—\$300; Jerrold Commander IV processor, CIC ch. 9/ICC ch. 9 converter—\$1,000. All equipment used less than 18 months. Pat Graham, Box 271, Colville, WA 99114; or call (509) 684-4567.

Basic UHF LPTV: Provides service to potential 100,000 people within 25 miles. All UHF market, Victoria, TX. Network affiliate, permit for 1 kW. Will operate unattended for less than \$1,000 per month. Requires sales/management. For sale or lease with option, all or part. (512) 578-5555. P.O. Box 2404, Victoria, TX 77902.

LPTV Station, K76CQ, Pasco, WA for sale. K76CQ provides coverage in Pasco, Kennewick, Richland, and Walla Walla, WA. Bids accepted for license only or for license, translator, and all operating equipment. Bids accepted through July 31, 1989. Contact Surplus Property, Washington State University, Pullman, WA 99164-1101, (509) 335-8619 for bid form. WSU reserves the right to reject any or all bids in the best interests of the University.

SERVICES OFFERED

Turnkey site development services include site acquisition, negotiation, and permitting; site construction/installation, and maintenance; transmitter/downlink optimization, and site management. Our reputation is that of being responsible, fair, and professional. We're Shaffer Communications Group, Inc., 3050 Post Oak Blvd., Suite 1700, Houston, TX 77056, (713) 621-4499, FAX (713) 621-5751.

WANTED

Immediate buyers for LPTV construction permits, top 100 markets. Call Bill Kitchen at Television Technology Corporation, (303) 665-8000. Or write for full details to: Bill Kitchen, Television Technology Corporation, P.O. Box 1385, Broomfield, CO 80020.

LPTV equipment: Six-month project requires ten used 100W UHF transmitters and/or translators with related equipment. Call ASTRO, (301) 961-6530.

Sales manager for LPTV equipment manufacturer. Excellent salary and benefits to most qualified applicant. Respond with resume to BOX A, c/o *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225.

CLASSIFIED RATES: All classified ads are payable in advance. When placing an ad, indicate the exact category you desire. *Help Wanted, Situations Wanted, Services Offered, Business Opportunities, 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 50¢/word. There is a \$15.00 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.

LPTV STATIONS COAST TO COAST

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT **SHERWOOD** INC.

Illinois Office
3125 Maple Leaf Dr. • Glenview IL 60025

312 • 272 • 4970

Washington D.C. Office
Ellen Sherwood Lyle 105 S. Alfred St. • Suite A-43
703-549-1510 Alexandria, VA 22314



USED TRANSMITTERS AND ANTENNAS (save thousands)

DEALERS FOR:
**ANDREW, BOGNER, CABLEWAVE,
EMCEE,
LINDSAY, M/A COM, SCALA & TTC
(one watt to 50 KW)**

Broadcasting Systems, Inc.

Turnkey LPTV Construction
21617 North Ninth Avenue, Suites 105 & 106
Phoenix, AZ 85027

(602) 582-6550

FAX (602) 582-8229

Kenneth Casey
(30 YEARS EXPERIENCE)

JOHN H. BATTISON, P.E. & ASSOCIATES

Consulting Low Power TV Engineers
2684 State Route 60, RD #1
Loudonville, Ohio 44842

Applications, Licensing, Turnkey
(419) 994-3849



Developers of the Crown System Family
of Radio and TV Broadcasting Software
~ Established in 1980 ~

AM • FM • TV • LPTV • Custom Programming

(614) 888-8388

555 N. HIGH STREET • COLUMBUS, OHIO 43214

WAYNE S. McCULLOUGH

WMc Communications

Complete Field Service Specialists
MMDS • ITFS • LPTV • TRANSLATORS

P.O. Box 87
White Haven, PA 18661

(717) 443-8028
(412) 241-6551

Arent, Fox, Kintner, Plotkin & Kahn

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

General Counsel to the
Community Broadcasters Association

Telephone (202) 857-6000 Telex WU 892672 Telecopier (202) 857-6395

WAKE UP YOUR AUDIENCE!

THE LIBRARY OF SPECIAL VISUAL EFFECTS
ON TAPE READY TO USE

500 EFFECTS \$ 500

DARINO FILMS (212) 228-4024

FCC ON-LINE DATABASE

dataworld

Allocation/Terrain Studies

AM • FM • TV • LPTV • ITFS

P.O. Box 30730

Bethesda, MD 20814

(301) 652-8822 (800) 368-5754

1 kW

FINALLY...

A Fully Solid State 1 kW UHF TV Transmitter,*

NO TUBES!!!

Contact COMARK for Additional Information on The Latest Advancements in UHF TV Transmitter Technology.

*U.S. STANDARD

COMARK
A Thomson-CSF Company

Rt. 309 and Advance Lane
Colmar, PA 18915

(215) 822-0777 • Fax (215) 822-9129 • Telex 846075

Circle (155) on ACTION CARD

Mark Your Calendar!

THE DATE — November 5-8, 1989

THE PLACE — Riviera Hotel in Las Vegas

THE EVENT — 2nd Annual LPTV Conference and Exposition



**For Information
on attending, exhibiting, participating or
CBA membership
Call 1-800-225-8183**

Circle (131) on ACTION CARD

... at the FCC

MARCH 1989 WINDOW PROPOSED CONSTRUCTION PERMITS

The following LPTV applications were filed in the window of March 6-10, 1989. They 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. (Note: This list does not include translator applications filed during the same window.)

New Stations

- Ch. 07 Atmore, AL. Eddie L. Tullis.
- Ch. 13 Atmore, AL. Eddie L. Tullis.
- Ch. 17 Brewton, AL. Southern Breeze Communications, Inc.
- Ch. 47 Butler, AL. Cornelius Dornell Ruffin.
- Ch. 64 Huntsville, AL. Richard E. Deutch, Jr.
- Ch. 62 Fayetteville, AR. The Times Southwest Broadcasting, Inc.
- Ch. 27 Fort Smith, AR. Pharis Broadcasting, Inc.
- Ch. 63 Fort Smith, AR. Pharis Broadcasting, Inc.
- Ch. 20 Springdale, AR. Christians Incorporated for Christ, Inc.
- Ch. 35 Texarkana, AR. Beech Street Communications Corporation.
- Ch. 41 Texarkana, AR. Beech Street Communications Corporation.
- Ch. 67 Bitter Springs/Lechee, AZ. Navajo Nation.
- Ch. 35 Duncan, AZ. Southern Greenlee County TV, Inc.

- Ch. 10 Lake Havasu City, AZ. American Television Network, Inc.
- Ch. 28 Phoenix, AZ. Norma Levin.
- Ch. 31 Phoenix, AZ. Harlan L. Jacobsen.
- Ch. 41 Phoenix, AZ. Harlan L. Jacobsen.
- Ch. 49 Phoenix, AZ. Harlan L. Jacobsen.
- Ch. 64 Phoenix, AZ. Broadcasting Systems, Inc.
- Ch. 38 Shonto/Tonalea, AZ. Navajo Bible Believers.
- Ch. 65 Tuba City, AZ. Navajo Nation.
- Ch. 25 Yuma, AZ. Richard J. Washington.
- Ch. 58 Bakersfield, CA. Leo Kesselman.
- Ch. 69 Carmel, CA. Peninsula Communications, Inc.
- Ch. 33 East Weed, CA. California-Oregon Broadcasting, Inc.
- Ch. 06 Indio, CA. Leo Kesselman.
- Ch. 38 Mammoth Lakes, CA. Louis Martinez.
- Ch. 52 McFarland, CA. Eduardo & Rosa Maria Caballero.
- Ch. 53 Monterey, CA. Skywave Communications Corporation.
- Ch. 35 Oroville, CA. Kidd Communications.
- Ch. 64 Paradise Pines, CA. California-Oregon Broadcasting, Inc.
- Ch. 20 Porterville, CA. Eduardo & Rosa Maria Caballero.
- Ch. 62 Sacramento, CA. Eduardo & Rosa Maria Caballero.
- Ch. 26 Santa Monica, CA. White Sage Broadcasting Company.
- Ch. 43 Santa Barbara, CA. Biltmore Broadcasting Corporation.
- Ch. 65 South Lake Tahoe, CA. Kidd Communications.
- Ch. 23 Ventura, CA. Laurence Windsor.
- Ch. 36 Aurora, CO. F. Cosmo Harris.
- Ch. 18 Colorado Springs/Denver, CO. Nancy Davis.
- Ch. 26 Pueblo, CO. Lomas De Oro Broadcasting Corporation.
- Ch. 12 New Haven, CT. Zenon Reynarowych.
- Ch. 38 Stamford, CT. Zenon Reynarowych.
- Ch. 52 Big Pine, FL. Board of County Commissioners—Monroe County.
- Ch. 48 Destin, FL. Beach TV Cable Company, Inc.
- Ch. 60 Duneedin, FL. Skywave Communications Corporation.
- Ch. 30 Melbourne, FL. Blackstar Communications, Inc.
- Ch. 13 Ocala, FL. Shoreline Broadcasting.
- Ch. 13 Orlando, FL. Henri Hall.
- Ch. 42 Rutland, FL. Community Television.
- Ch. 17 Sebastian, FL. Donald L. Jones.
- Ch. 15 West Palm Beach, FL. Aubrey Smith.
- Ch. 20 Atlanta, GA. Nancy Davis.
- Ch. 44 Columbus, GA. Dr. Stephen Hollis.
- Ch. 20 Cedar Rapids, IA. Patricia Screen.
- Ch. 44 Storm Lake, IA. Millard V. Oakley.
- Ch. 26 Boise, ID. Patricia Screen.
- Ch. 43 Boise, ID. Kentel.
- Ch. 13 Rigby, ID. W. L. Armstrong.
- Ch. 22 Chicago, IL. Blackstar Communications, Inc.
- Ch. 17 Johnston City, IL. Three Angels Broadcasting Network, Inc.
- Ch. 39 Marion, IL. Community Broadcasting Corporation, Inc.
- Ch. 06 Mattoon, IL. The Cromwell Group, Inc. of Illinois.


News Staff Training Program Offered

"Many Faces, One Country: The Challenge of Diversity," a forty-minute television program to help broadcasters find, train, and promote minority journalists, will be broadcast by satellite beginning July 18, 1989.

Co-sponsored by the Radio-Television News Directors Association (RTNDA) and Gillett Broadcasting, Inc., the program is designed for internal use by both radio and television stations.

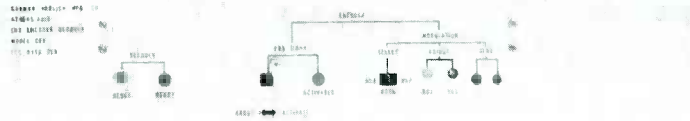
The 45-minute panel discussion features the presidents of all four minority journalism associations—Evelyn Hernandez of the National Association of Hispanic Journalists, DeWayne Wickham of the National Association of Black Journalists, Lloyd LaCuesta of the Asian Ameri-

can Journalists Association, and Mark Trahan of the Native American Press Association. Also on the panel is Gary Wordlaw, news director of WMAR-TV, the Gillett station in Baltimore, MD where the program was videotaped. The moderator is Ernie Schultz, RTNDA president.

The telecast schedule is as follows: Tuesday, July 18, 12 noon- 1 p.m. EDT, Westar 5, transponder 2X (ch. 4); Wednesday, July 19, 3-4 p.m. EDT, Westar 5, transponder 2D (ch. 3); and Tuesday, July 25, 8-9 p.m. EDT, Westar 5, transponder 11D (ch. 21). Audio frequencies are 6.2 and 6.8 MHz. The panel will begin five minutes after the hour. Until then, color bars will be broadcast with "GILLETT WASH" superimposed. 

- Ch. 62 Rockford, IL. Inspiration TV of Southern Oregon, Inc.
- Ch. 57 Schaumburg, IL. Television Interests Company.
- Ch. 57 Angola, IN. Marguerite Kyzer, dba Kyzer Broadcasting.
- Ch. 07 Auburn, IN. C. P. Broadcasters, Inc.
- Ch. 52 Evansville, IN. South Central Communications Corporation.
- Ch. 47 Indianapolis, IN. Video Jukebox Network, Inc.
- Ch. 36 Lafayette, IN. CPM Broadcasting Company.
- Ch. 21 Heuvelton, NY Lexington Equipment & Supply, Inc.
- Ch. 40 Antonino, KS. Wireless Cable Broadcasting Company.
- Ch. 23 Kansas City, KS. University of Kansas.
- Ch. 57 Kansas City, KS. University of Kansas.
- Ch. 69 Kansas City, KS. University of Kansas Medical Center.
- Ch. 14 Lawrence, KS. University of Kansas.
- Ch. 68 Overland Park, KS. University of Kansas.
- Ch. 20 Corbin, KY. Derek Ray Eubanks.
- Ch. 55 Greenville, KY. Charles R. Lewis.
- Ch. 06 Hawesville, KY. Hancock Communications, Inc.
- Ch. 46 Baton Rouge, LA. Patricia Screen.
- Ch. 11 Donaldsonville, LA. Great Oaks Broadcasting Corporation.
- Ch. 22 Donaldsonville, LA. Great Oaks Broadcasting Corporation.
- Ch. 13 Gonzales, LA. Great Oaks Broadcasting Corporation.
- Ch. 40 Lafayette, LA. Castor Fernandez.
- Ch. 07 Morgan City, LA. Great Oaks Broadcasting Corporation.
- Ch. 06 Plaquemine, LA. Great Oaks Broadcasting Corporation.
- Ch. 07 Shreveport, LA. Jeremy D. Lansman.
- Ch. 18 Shreveport, LA. Flamingo Broadcasting Corporation.
- Ch. 40 Shreveport, LA. Castor Fernandez.
- Ch. 33 Boston MA. Randolph Weigner.
- Ch. 34 Cherry Valley, MA. Triangle Television Company.
- Ch. 29 Lawrence, MA. Tele Italia, Inc.
- Ch. 58 Waldorf, MD. Video Jukebox Network, Inc.
- Ch. 25 Augusta, ME. Capitol Television, Inc.
- Ch. 22 Bangor, ME. D. Lee Caron.
- Ch. 15 Farmington, ME. W.H.R.F. Broadcasting.
- Ch. 36 Clawson, MI. Telethon Television Company.
- Ch. 38 Coldwater, MI. Lansing 53, Inc.
- Ch. 22 Iron Mountain, MI. U. P. TV Systems, Inc.
- Ch. 24 Iron Mountain, MI. U. P. TV Systems, Inc.
- Ch. 40 Muskegon, MI. Fenton Lynn Kelly.
- Ch. 14 Fisher, MN. Diane Eggebraaten.
- Ch. 27 Fisher, MN. Diane Eggebraaten.
- Ch. 02 Columbia, MO. Raymond A. Karpowicz.
- Ch. 42 Kennett/Malden, MO. Robert W. Sudbrink.
- Ch. 29 Oaks, MO. Triangle Television Company.
- Ch. 35 Overland Park, MO. Triangle Television Company.
- Ch. 07 Raytown, MO. Triangle Television Company.
- Ch. 28 Belgrade, MT. Telecrafter Corporation.
- Ch. 34 Lewistown, MT. Educational Opportunity for Central MT, Inc.
- Ch. 36 Livingston, MT. Mountain TV Network, Inc.
- Ch. 50 Missoula, MT. David A. Tucker.
- Ch. 21 Virginia City, MT. Mountain TV Network, Inc.
- Ch. 25 Asheville, NC. The Real Estate Network, Ltd.
- Partnership.
- Ch. 20 Charlotte, NC. Patricia Screen.
- Ch. 29 Greensboro, NC. Silvia M. Landin.
- Ch. 34 Mount Airy, NC. Applied Design & Development Corporation.
- Ch. 13 Raleigh, NC. Norma Levin.
- Ch. 20 Roanoke Rapids, NC. Donald Frank White.
- Ch. 30 Weaverville, NC. Sidney Braverman.
- Ch. 42 Bismarck, ND. Richard A. Warren.
- Ch. 21 Garrison, ND. A & F Mechanical, Inc.
- Ch. 48 Omaha, NE. Nancy Davis.
- Ch. 25 Atlantic City, NJ. Engle Broadcasting.
- Ch. 28 Raton, NM. Mountain TV Network, Inc.
- Ch. 21 Santa Fe, NM. Leo Kesselman.
- Ch. 29 Taos, NM. Mountain TV Network, Inc.
- Ch. 19 Canandaigua, NY. George W. Kimble.
- Ch. 26 Lake Grove, NY. Triangle Television Company.
- Ch. 12 Martinsburg, NY. Lexington Equipment & Supply, Inc.
- Ch. 13 Rutland, NY. Lexington Equipment & Supply, Inc.
- Ch. 30 Canton, OH. TV 29, Inc.
- Ch. 46 Lorain, OH. TV 29, Inc.
- Ch. 50 Mansfield, OH. Mid State Media, Inc.
- Ch. 25 Newark, OH. Kendrick Broadcasting Company.
- Ch. 17 Seaman, OH. Tranquility Community Church.
- Ch. 55 Springboro, OH. Donald R. Norvell.
- Ch. 24 Steubenville, OH. Abacus Broadcasting.
- Ch. 53 Lawton, OK. BSP Broadcasting, Inc.
- Ch. 61 Lawton, OK. BSP Broadcasting, Inc.
- Ch. 30 Norman, OK. Breckenridge Broadcasting Company.
- Ch. 02 Oklahoma City, OK. Breckenridge Broadcasting Company.
- Company.
- Ch. 27 Ponca City, OK. Diana Kay Hall.
- Ch. 33 Tulsa, OK. Teletlevision Broadcast Company.
- Ch. 45 Corvallis, OR. John Field.
- Ch. 34 Portland, OR. Richard E. Deutch, Jr.
- Ch. 56 Portland, OR. A. B. Herman.
- Ch. 62 Roseburg, OR. California-Oregon Broadcasting, Inc.
- Ch. 49 Freedom, PA. Turnpike Television.
- Ch. 51 Freedom, PA. Abacus Broadcasting.
- Ch. 28 Greensburg, PA. Abacus Broadcasting.
- Ch. 23 Lancaster, PA. Raystay Company.
- Ch. 31 Lancaster, PA. Raystay Company.
- Ch. 38 Lebanon, PA. Raystay Company.
- Ch. 55 Lebanon, PA. Raystay Company.
- Ch. 30 Meadville, PA. Clark Ortiz.
- Ch. 65 Pittsburgh, PA. Richard E. Deutch, Jr.
- Ch. 67 Pottstown, PA. Whitehead Communications, Inc.
- Ch. 56 Red Lion, PA. Raystay Company.
- Ch. 68 Shickshinny, PA. Joseph S. And Irene F. Gans.
- Ch. 29 Washington, PA. Turnpike Television.
- Ch. 40 Lignum, VA. Jeanette R. Currence.
- Ch. 18 Georgetown, SC. Destin Community Television.
- Ch. 08 Myrtle Beach, SC. O & R Broadcasting Company.
- Ch. 38 Arlington, SD. Sioux Valley Rural Telecom Co-op, Inc.

EBS EQUIPMENT



Model CEB Encoder-Decoder **Price \$540.00**
 Model CE Encoder **375.00**
 Model CE Stereo Encoder **405.00**
 Model CD Decoder **320.00**

Required for L.P.T.V.

Encoder FCC Type Accepted decoder FCC Certified
 Exceeds FCC Specifications
 Receiver can be supplied to drive Decoder **\$100**

All interconnections to the EBS equipment are made through a barrier terminal block.
 No special connectors necessary. In stock—available for immediate delivery.

GORMAN REDLICH MFG. CO.

257 W. UNION STREET • ATHENS, OHIO 45701 • (614) 593-3150

Circle (62) on ACTION CARD

- Ch. 38 Beresford, SD. Jeffco Broadcasting.
- Ch. 15 Brookings, SD. Sioux Valley Rural Telecom Co-op, Inc.
- Ch. 27 Madison, SD. Sioux Valley Rural Telecom Co-op, Inc.
- Ch. 63 Montrose, SD. Sioux Valley Rural Telecom Co-op, Inc.
- Ch. 22 Rapid City, SD. Jeffco Broadcasting.
- Ch. 52 Rowena, SD. Sioux Valley Rural Telecom Co-op, Inc.
- Ch. 30 Sioux Falls, SD. Harlan L. Jacobsen.
- Ch. 40 Sioux Falls, SD. Harlan L. Jacobsen.
- Ch. 48 Sioux Falls, SD. Rey F. Franco Perez.
- Ch. 13 St. Cloud/Sartell, MN. Community Communications, Inc.
- Ch. 16 St. James, MN. Watonwan TV Improvement Association.
- Ch. 24 St. Petersburg, FL. Jay Ramsey.
- Ch. 25 St. Mary's, OH. Western Buckeye Broadcasting Company.
- Ch. 48 St. Louis, MO. Silvia M. Landin.
- Ch. 30 Chattanooga, TN. Castor Fernandez.
- Ch. 19 Gallatin, TN. Richard & Lisa Goetz.
- Ch. 21 Gallatin, TN. Jim Owens.
- Ch. 63 Gallatin, TN. Joe F. Bryant.
- Ch. 34 Knoxville, TN. South Central Communications Corporation.
- Ch. 47 Lebanon, TN. Joe F. Bryant.
- Ch. 63 Memphis, TN. Janet Jacobsen.
- Ch. 32 Oneida, TN. On Track, Inc.
- Ch. 66 Union City, TN. The New York Times Broadcasting Service, Inc.
- Ch. 41 Woodbury, TN. Joe F. Bryant.
- Ch. 52 Beaumont, TX. Clark Ortiz.
- Ch. 20 Bertram, TX. Kingstip Communications, Inc.
- Ch. 31 Blanco, TX. Kingstip Communications, Inc.
- Ch. 12 Bryan, TX. Clark Ortiz.
- Ch. 22 Bryan, TX. Ileana Luftop.
- Ch. 35 Colorado City, TX. Kimberly J. Brunson.
- Ch. 43 Houston, TX. HSN Silver King Broadcasting Company, Inc.
- Ch. 43 Jacksonville, TX. Morris Joe Dimsdale, Jr.
- Ch. 65 Kingsville, TX. Texas Television, Inc.
- Ch. 46 Lubbock, TX. Ray Moran.
- Ch. 59 Lubbock, TX. F. Cosmo Harris.
- Ch. 60 Odessa, TX. Telemundo of Galveston-Houston, Inc.
- Ch. 40 San Marcos, TX. Kingstip Communications, Inc.
- Ch. 48 Wichita Falls, TX. BSP Broadcasting, Inc.
- Ch. 44 Richfield, UT. University of Utah.
- Ch. 24 Tooele, UT. University of Utah.
- Ch. 38 Gainesville, VA. Yvonne Denise Malony.
- Ch. 19 Lynchburg, VA. Liberty University, Inc.
- Ch. 05 Norfolk, VA. Acts Broadcasting Company of Chesapeake, Inc.
- Ch. 07 Norfolk/Newport News, VA. Silvia M. Landin.
- Ch. 29 Coral Bay, VI. Broadcasting Systems, Inc.
- Ch. 27 Waterloo, NY. George W. Kimble.
- Ch. 27 Walla Walla, WA. Blue Mountain Broadcasting Association.
- Ch. 36 Walla Walla, WA. Blue Mountain Broadcasting Association.
- Ch. 58 Yakima, WA. Mel Kimmel.
- Ch. 07 Brookfield, WI. Telethon Television Company.
- Ch. 02 Elm Grove, WI. Telethon Television Company.
- Ch. 45 Green Bay, WI. Three Angels Broadcasting Network, Inc.
- Ch. 57 Green Bay, WI. Three Angels Broadcasting Network, Inc.
- Ch. 24 Hurley, WI. Libra-1 TV.
- Ch. 11 Richland Center, WI. Rita A. Bane.
- Ch. 40 West Bend, WI. Kompas/Biel & Associates, Inc.
- Ch. 06 Wheeling, WV. Cornerstone Television, Inc.
- Ch. 35 Shoshoni, WY. KTW0 Corporation.

Modifications

- W39AY Montgomery, AL. Ken Jacobsen.
- K3380 Blytheville, AR. Sudbury Services, Inc.
- K46BZ Fort Smith, AR. Pharos Broadcasting, Inc.

- K130W Little Rock, AR. Jim C. Cowser.
- K68DA Phoenix, AZ. James C. Connell.
- K04NT Indio, CA. Leo Kesselman.
- K2500 Redding, CA. Kidd Communications.
- K52BS Santa Fe, CA. Penny Drucker.
- K38AT Yucca Valley, CA. American Television Network, Inc.
- K48CG Loveland, CO. Trinity Broadcasting Network, Inc.
- W12CC Cocoa, FL. Shoreline Broadcasting.
- W41AX Fort Pierce, FL. Howard C. Story, Jr.
- W19AX Kissimmee, FL. Specialty Broadcasting, Inc.
- W23AQ Lake City, FL. Joy Explosion Ministries, Inc.
- W65BW Lake City, FL. Joy Explosion Ministries, Inc.
- W09BS Naples, FL. New Florida Broadcasting Company, Inc.
- W19AQ Palm Beach, FL. Palm Beach Broadcasting Company.
- W09BI Tallahassee, FL. Florida Broadcasting Company.
- W24AL Atlanta, GA. Hispanic Broadcasting Corporation.
- W65BI Augusta, GA. Trinity Broadcasting Network, Inc.
- W43AT Dalton, GA. John Forshner.
- W55AW Savannah, GA. Channel America LPTV Holdings, Inc.
- K58BX Davenport, IA. Trinity Broadcasting Network, Inc.
- W24AJ Aurora, IL. Communicators of Chicago.
- W36AL Carbondale, IL. Robert W. Sudbrink.
- W17AT Salem, IN. Rebecca Coomer.
- W24AW Valparaiso, IN. Studio 5, Inc.
- K26BZ Jupiter City, KS. Trinity Broadcasting Network, Inc.
- K05IM Wichita, KS. Latin American Television, Ltd.
- K59DA Wichita, KS. Trinity Broadcasting Network, Inc.
- W12BJ Owensboro, KY. Commonwealth of KY/University of KY.
- W18AM Paducah, KY. Rodney A. Miller.
- K07UJ Baton Rouge, LA. Jeanne Conrad.
- K65EF Baton Rouge, LA. Great Oaks Broadcasting Corporation.
- W24AR Portland, ME. NTV.
- W52AL Flint, MI. Media Properties.
- W11BE Grand Rapids, MI. Jo Ann's Balloon Boutique, Inc.
- W69BJ Lansing, MI. Trinity Broadcasting Network, Inc.
- K58CM Duluth, MN. Trinity Broadcasting Network, Inc.
- K45AR Eagle Bend, MN. Independent School District No. 790.
- K43CS Erhard, MN. Rural Services of Central MN, Inc.
- K07UI Minneapolis, MN. White Sage Broadcasting Company.
- K05IV Park Rapids, MN. Red River Broadcast Corporation.
- W02BG Bilozi, MS. Trinity Broadcasting Network, Inc.
- W46AV Pascagoula, MS. Trinity Broadcasting Network, Inc.
- W68BK Raleigh, NC. Saint Augustine's College.
- K61EQ Albuquerque, NM. Western Bible College.
- K31BX Carlsbad, NM. Mountain States Broadcasting.
- K47CF Hobbs, NM. Ramar Communications, Inc.
- W42AP Massena, NY. Moreland Broadcast Associates.
- W35AQ Syracuse, NY. Craig L. Fox.
- W13BN Columbus, OH. Wendy Feldman.
- W68BP Dayton, OH. Trinity Broadcasting Network, Inc.
- W10BK Kent, OH. TV 10, Inc.
- W48AP Toledo, OH. Paul M. Moore.
- K48DB McAlester, OK. Lakeland Cable TV, Inc.
- K07TX Oklahoma City, OK. Mike A. Mendoza.
- K69EK Oklahoma City, OK. Clear Channel Communications, Inc.
- K30BN Coos Bay, OR. Quanta Communications.
- K63DO Coos Bay, OR. Localvision.
- K65EJ Grants Pass, OR. Better Life Television.
- W07CB Philadelphia, PA. Harvard Broadcasting, Inc.
- W56CC Florence, SC. WELY, Inc.
- W11BR Myrtle Beach, SC. Pearl Television Associates.
- W68BZ Myrtle Beach, SC. Diversified Communications.
- W33AD Clarksville, TN. Howard P. Batie.
- W34AZ Columbia, TN. Joe F. Bryant.
- W27AN Murfreesboro, TN. John Thomas McCreery, III.
- W12BV Nashville, TN. Jeanne Conrad.
- K51CK Abilene, TX. Trinity Broadcasting Network, Inc.
- K11SF Austin, TX. Echonet Corporation.
- K55EU Midland, TX. Debra M. Kamp.
- K17BO Waco, TX. Continental Satellite Corporation.
- W05BD Madison, WI. Weather Center International, Inc.
- W20AG Sheboygan, WI. Trinity Broadcasting Network, Inc.

Join the FamilyNet™ Revolution



Something revolutionary is happening in the world of television. People are turning off TV that's predictable, and they're coming over to something new and creative. **FamilyNet** will soon be airing new, original programs especially for the millions who are saying, "The family is the most important part of our lives. We want television that reflects our values!"

REVOLUTIONARY PROGRAMS

Our 24-hour program schedule offers a wide selection of excellent family shows, including music, women's shows, sports,

outdoor adventures, children's shows, health and fitness, movie classics, inspirational and issues-oriented programs.

A BIG REVOLUTION TO COME

In the coming months, you'll see more original programs on **FamilyNet**. It's already happening, with **FamilyNet Sports™**, shows for young adults, music programs, TV shopping, family dramas, and more. It's all part of the growing **FamilyNet** Revolution.

COME ON OVER!

If you are an LPTV operator who would like to affiliate with a growing, family entertainment network, call FamilyNet today.

Monthly Programming News Release ■ Local spot avails
New and Original Shows ■ Live NCAA Football & Basketball
Classic Movies ■ The Best Inspirational Programs ■ Available on Galaxy III Transponder 23.

FamilyNet programming is now carried by LPTV's nationwide. To find out how your station can become an affiliate, call 1-800-8 FAMNET.



The Family Television Network

The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 4, Issue 7

A Kompas/Biel Publication

July 1989

Right: The KY-25U from JVC Professional Products.

Below: Panasonic's AK-400 CCD camera.

Below: The Ikegami HL-55.



Flexibility On A Budget Some Thoughts On LPTV Studio Cameras

—by Michael J. Havice, Ed.D.

So you're thinking about buying studio cameras for your LPTV station.

Your production staff is doing some catching local programs, but they've complained about the picture quality, and they think you need to get some good studio cameras if it's going to improve.

The salespeople support the production department because they want to improve the quality of the commercials your station produces for their clients.

Your budget says it's a good time to upgrade to studio cameras as long as you can improve production values at a "reasonable" cost.

Your problem: What is the best studio camera purchase for your LPTV station? Here are some tips on making a decision that will both improve your productions and keep your staff happy.

Production Values

Camera technology is not the sole determinant of production values. A high

quality camera produces a "clean" signal that allows a clear picture to be sent to the transmitter. But the production values inherent in set design, audio, lighting, costuming, make-up, performance, scripting and directing will be clearly visible to the viewing audience if the picture is "clean."

In other words, buying a new camera will not automatically improve your station's image. But using the best camera possible means that the quality of your

continued on page 8

ALTOONA, PA 16602
1536 LOGAN AVENUE
JOHN R. POWLEY OWNER
JRP STATIONS
POML-0789-0789-0690

ADDRESS CORRECTION REQUESTED

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

BULK RATE
U.S. POSTAGE
PAID
Permit No. 16
New Richmond, WI
54017

TELEMEDIA

IN
#1 VINTAGE
PROGRAMMING
800-521-8683

2025 Royal Lane, Suite 300 Dallas, Texas 75229
(800) 521-8683 (214) 243-2290

Circle (110) on ACTION CARD

LPTV Distribution by State and Territory

June 16, 1989

	Licenses	CPs*
ALABAMA	5	28
ALASKA	223	32
ARIZONA	12	50
ARKANSAS	6	37
CALIFORNIA	24	90
COLORADO	14	38
CONNECTICUT	0	6
DELAWARE	3	0
WASHINGTON, DC	1	0
FLORIDA	22	115
GEORGIA	11	54
HAWAII	1	23
IDAHO	20	40
ILLINOIS	3	32
INDIANA	8	26
IOWA	10	57
KANSAS	5	59
KENTUCKY	7	34
LOUISIANA	7	53
MAINE	6	14
MARYLAND	1	4
MASSACHUSETTS	6	18
MICHIGAN	6	18
MINNESOTA	18	51
MISSISSIPPI	11	21
MISSOURI	11	41
MONTANA	16	47
NEBRASKA	4	18
NEVADA	12	25
NEW HAMPSHIRE	2	6
NEW JERSEY	2	10
NEW MEXICO	9	62
NEW YORK	11	46
NORTH CAROLINA	4	48
NORTH DAKOTA	3	18
OHIO	8	39
OKLAHOMA	15	34
OREGON	16	36
PENNSYLVANIA	11	38
RHODE ISLAND	0	3
SOUTH CAROLINA	2	23
SOUTH DAKOTA	4	10
TENNESSEE	16	44
TEXAS	36	131
UTAH	18	19
VERMONT	0	10
VIRGINIA	3	22
WASHINGTON	5	38
WEST VIRGINIA	0	6
WISCONSIN	8	30
WYOMING	12	54
GUAM	1	0
PUERTO RICO	2	9
VIRGIN ISLANDS	0	1

TOTALS: Licenses: 661
Construction Permits: 1,777

*Construction Permits

Kompas/Biel & Associates, Inc.



In Our View

One of the more debated topics on the broadcast industry agenda recently has been the FCC's proposal to use a lottery to choose between competing applicants for full power TV and radio construction permits rather than the cumbersome and expensive comparative hearing process.

The FCC argues that the comparative hearings are flawed. Applications may lie in limbo for years because of procedural delays, thereby depriving communities of broadcast service. Hearings are expensive: they tie up the Commission's staff and drain the applicants' pockets. Often permits are awarded based on almost insignificant differences between virtually equally qualified applicants; and then many times those very permits are modified or sold or otherwise altered after they're granted, making the whole comparative procedure moot. Many applicants file solely in the hope that they can be bought out by competitors trying to avoid a hearing. The entire process, says the Commission, costs time and money and should be replaced with a lottery system. Look, they say, at the success of the LPTV lotteries.

That's too easy.

Both the Community Broadcasters Association and the National Association of Broadcasters have filed comments opposing a lottery system for radio and full power TV. The NAB says that comparative hearings are the only way to guarantee that the public interest is served. The CBA reminds the Commission that the lotteries were instituted to deal with an overload of applications, not for any intrinsic advantages that lotteries themselves may have.

It is true that the comparative hearing system doesn't cover all the cases. But as long as licensees use the public's airwaves, they should be held responsible for using them in the public interest. And as long as that is the case, the FCC—as the agency responsible for overseeing the use of the airwaves—is obligated at least to try to award licenses to those who will serve the public the best. That goes for all licenses—LPTV included.

The FCC proposes to protect the public interest by using the same applicant qualifiers that they use in the LPTV lotteries. They want to establish a "fairly high acceptance standard" for TV and radio ap-

plications, similar to the letter-perfect standard now used for LPTV applications. They suggest imposing stringent financial conditions on applicants, requiring that applicants prove they have enough money lined up to build the station should they get the permit. They want to require ownership information like that asked for in LPTV applications so applicants cannot "load" a lottery by filing a large number of applications under different names.

These are workable suggestions. But they are preventive rather than creative in nature; they prevent abuses of the system rather than ensure that the system works actively in the public interest. In fact, lotteries themselves are only preventive. They remove some administrative problems but do not work actively to increase service to the public.

We believe that, unless the Commission is prepared to give up on the idea of using its regulatory power to enhance service to the public, it should reexamine its present comparative system with an eye to improving it rather than throwing it out. Certainly it should not look to the LPTV experience for a model. Unlike radio and full power TV, LPTV is a secondary service with very little regulation, and it was under those assumptions that a lottery was considered in the first place. And although lotteries certainly helped to get construction permits out, whether the CP's went to those "most deserving" is a matter of question in many cases.

It would be good to see a revised comparative hearing process that eliminates the abuse, that does not drain the applicants' financial resources or the Commission's energies, and that preserves the public interest standards of the present system. Perfection may not be possible, but even modest improvement in this case is preferable to abandoning the public interest premise altogether.

Jackie Biel

Form 301 Revised, License Renewal Processes Reformed

The Federal Communications Commission has revised its Form 301 to deter the filing of sham applications for new stations. It has also severely limited the amounts that broadcast licensees can pay those who challenge their license renewal applications. The limitations, hopes the Commission, will prevent challengers from extorting large settlements from incumbent licensees or starting lengthy court proceedings.

FCC Form 301 is used to apply for authority to construct new commercial AM, FM, or full power TV broadcast facilities. The new form will require more detailed financial, ownership, and integration information from applicants. The changes, which were proposed by the Federal Communications Bar Association (FCBA), will prevent unscrupulous applicants from filing competing applications in a market solely to extort settlements from bona fide applicants. They will also help to prevent unqualified applicants from being granted construction permits.

Existing licensees are subject to challenge at renewal time by both petitions to deny and by "comparative challenges" by outside parties seeking the frequency. To deter abuses in this area, the Commission adopted several reforms:

1) All settlement payments made in return for withdrawing competing applications are banned prior to the Initial Decision stage of a comparative hearing; and, thereafter, such payments are limited to the legitimate and prudent expenses of the withdrawing applicant;

2) Payments made in exchange for withdrawing petitions to deny are limited to the legitimate and prudent expenses of the petitioner;

3) The FCC must approve all other agreements between competing parties for a license to ensure that the agreements are in the public interest and do not

conflict with the reasonable and prudent expense standard;

4) The *Cameron* doctrine is eliminated. This doctrine allowed competing applicants in a comparative renewal proceeding to assume that they could acquire the incumbent licensee's transmitter site, and thereby to avoid completing the engineering sections of the application form. **K/B**

Pirate Broadcaster Shut Down

An unlicensed and illegal Miami-area radio broadcast station was shut down in late May by U.S. marshals and FCC representatives. The station, which called itself "La Voz de Alpha 66," transmitted on 6666.6 kHz, a frequency used by aircraft in flight.

Transmissions were made from a mobile van that regularly changed its location, causing problems for authorities who tried to find the source of the illegal signal. The programming was in Spanish and appeared to be directed toward Cuba.

The transmitter was operated by Diego Medina, apparently secretary of a group known as Alpha 66 Organizacion Revolucionaria Cubana. The group has been fined twice before for unlicensed operations. **K/B**

Channel America Adds New Talk Shows

Two new talk shows premiered in early July on Channel America.

"The Rik Turner Show," a 30-minute comedy/variety program, airs at 10:30 p.m. Wednesdays and 11 p.m. Fridays. The show features comedy, talk, and music and is a favorite of young adults on the East Coast, according to the network.

Hollywood celebrities are interviewed on "The Paul Ryan Show," taped in Los Angeles and telecast Tuesdays at 6 p.m. and Fridays at 7 p.m. All times are Eastern and Pacific time.

The new additions bring the line-up of fun programs on Channel America to **K/B**

Guest Contributor: Michael J. Havice, Ed. D.

Advertising Sales:

Kompas, Biel & Associates, Inc.
P.O. Box 25510
Milwaukee, WI 53225-0510
(414) 781-0188

Affiliations: **CBA** *The LPTV Report* is the official information channel of the Community Broadcasters Association.

The LPTV Report, ISSN 0892-5585, is published monthly by Kompas/Biel & Associates, Inc., 5235 124th Street, Suite 22, Butler, WI 53007, or P.O. Box 25510, Milwaukee, WI 53225-0510. Copyright 1988 by Kompas/Biel & Associates, Inc. All rights reserved.

Subscription price: 1 year, \$35.00; 2 years, \$55.00. Outside USA: 1 year, \$43.00; 2 years, \$71.00. Back issues: \$3.75 each. POSTMASTER: Please send address changes to: *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225-0510.

Kompas/Biel & Associates

S.E. Bradt, *Chairman of*
John Kompas, *President and*
Chief Executive Officer
Jacquelyn Biel, *Executive Vice President and*
Secretary
Richard P. Wiederhold, *Vice President—*
Finance and Treasurer

The LPTV Report

5235 North 124th St., Suite 22
Butler, WI 53007
(414) 781-0188

John Kompas, *Publisher*
Jacquelyn Biel, *Editor*
Colette Carey, *Reporter*
Barbara Barr, *Administrative Assistant*
Heather Kompas, *Gofer*

Columnists: John H. Battison, P.E., Bob
Horner, Peter Tannenwald, Lance Webster,
Richard P. Wiederhold

NOW LPTV CAN COMPETE WITH THE BIG BOYS! NEWS SPORTS WEATHER

* HALF-HOUR NEWS PROGRAM
EACH WEEKDAY

* 8MINUTES FOR COMMERCIAL
AD SALES TO AFFILIATES...

* LOCAL INSERTS AVAILABILITY
FOR AFFILIATES...

* YOUR NEWS, YOUR SPORTS,
YOUR WEATHER

* DISTRIBUTED VIA SATELLITE...

* SUPRISINGLY AFFORDABLE!

INQUIRIES CONTACT:

DAVE MURRAY

(904)656-7000

9AM-5PM EASTERN TIME

CENTER
ONE
VIDEO

CENTER ONE VIDEO PRODUCTIONS

1706-D CAPITAL CIRCLE N.E.

TALLAHASSEE, FL 32308

Circle (132) on ACTION CARD



LPTV and the LAW

—by Peter Tannenwald

Access to Towers

I have run into a lot of situations lately where holders of construction permits for new stations are disillusioned to find themselves unable to gain access to a good transmitting tower. They did not plan ahead well enough, the time allowed by the FCC to build and get on the air is running out, and panic is setting in. Either the permittee cannot find a site at all, or the owner of the site proposed in the construction permit application is grinning with fangs bared as he quotes an astronomical rent on a take it or leave it basis.

Good tower space is critical to the success of any broadcast operation. Without adequate height and a centralized location, an LPTV station will not have adequate signal coverage. And if the rent is too high, the station may not be economically viable.

The heart of the problem is that good tower sites are getting harder and harder to find, because more and more municipalities are adopting zoning regulations that prohibit the construction of new towers altogether or impose conditions that are impossible to meet. At the same time, the demand for tower space is growing, as hundreds of new LPTV and FM broadcast stations go on the air. Compounding the problem even further are the land mobile radio operators, including cellular telephone and Specialized Mobile Radio systems, who are also competing for space.

As the demand increases faster than the supply, the laws of economics dictate that prices will increase, and locating good space will become increasingly difficult. In some areas, all existing towers are full, and local land use regulations will permit no more to be built. The problem is especially severe in resort markets, many of which are attractive for LPTV stations, where the city fathers (and mothers) want nothing to disturb the beauty of their scenery, regardless of the public service rewards that a new station will provide.

"Reasonable Assurance" Required

How can you, the LPTV applicant who expects a construction permit to be granted shortly, protect yourself against this problem? It is a question of balancing expense against risk.

Although LPTV applicants must certify on their applications that they have a site, the FCC does not require any kind of binding contract with the site owner. To verify the certification, the FCC often checks the name and telephone number of the site owner given in the application—as some of my clients have found out the hard way. But neither a contract to buy, a signed lease, nor an option to buy or lease is required.

You must have what is known as "reasonable assurance" of a site, which

means a clear understanding with the site owner that there is space at the site, that the space will be sold or leased to you if you want it, and that terms and conditions can be agreed upon. The precise terms and conditions (price, length of lease, and so on) need not be firmly established, but neither is it satisfactory simply to agree to talk about terms later. You must know the general parameters of the deal and that the deal can be made when the time comes.

If you walk away with only a handshake after a general discussion of the terms of a sale or lease, you are taking a significant risk, even if you pass FCC muster. Three problems are common. First, the FCC may take a long time to process your application; and by the time you get a grant, the space you were going to use may have been sold or leased to someone else. Second, if you plan to buy or lease land and build your own tower, local land use authorities may not approve the project. Third, once you have a construction permit in hand, the bargaining power changes. When you first approached the landowner, he or she was looking for business and needed you, so you had bargaining power. When you have a permit in hand, you need him, so the tables are turned. He has the bargaining power, because even if you are able to find another suitable site, changing location will require a new FCC application and maybe even a wait until the next filing window. Your back is against the wall, and you will pay a price for that.

Do not expect the FCC to bail you out. The price and other terms of tower leases are not federally regulated, except in the very rare case where one broadcaster controls the only usable site in an area and excludes all competitors from it. Zoning and other land use regulations are solely the province of local and state authorities.

Protect Yourself

The only FCC rule is one that pre-empts local zoning regulations that block or impair the installation of satellite receiving dishes for reasons unrelated to health, safety, or aesthetics; or bar satellite dishes while permitting other antennas of similar size; or bar satellite transmitting antennas or Amateur Radio antennas under certain circumstances. The FCC will not intervene even if local regulations totally preclude you from building an LPTV station and the community ends up with no local service at all as a consequence.

To avoid these dire straits, before specifying a site in your LPTV application, make sure that the owner understands exactly how much space you will need and when you will need it. If you plan to build a new tower or increase the height of an existing tower check local land use regulations at the outset. If a hearing is

continued on page 6

NOW 24 HOURS ON WESTAR 4, TR. 9



Attention LPTV's
Christian Family
Programming

CALL TOLL FREE
for more information

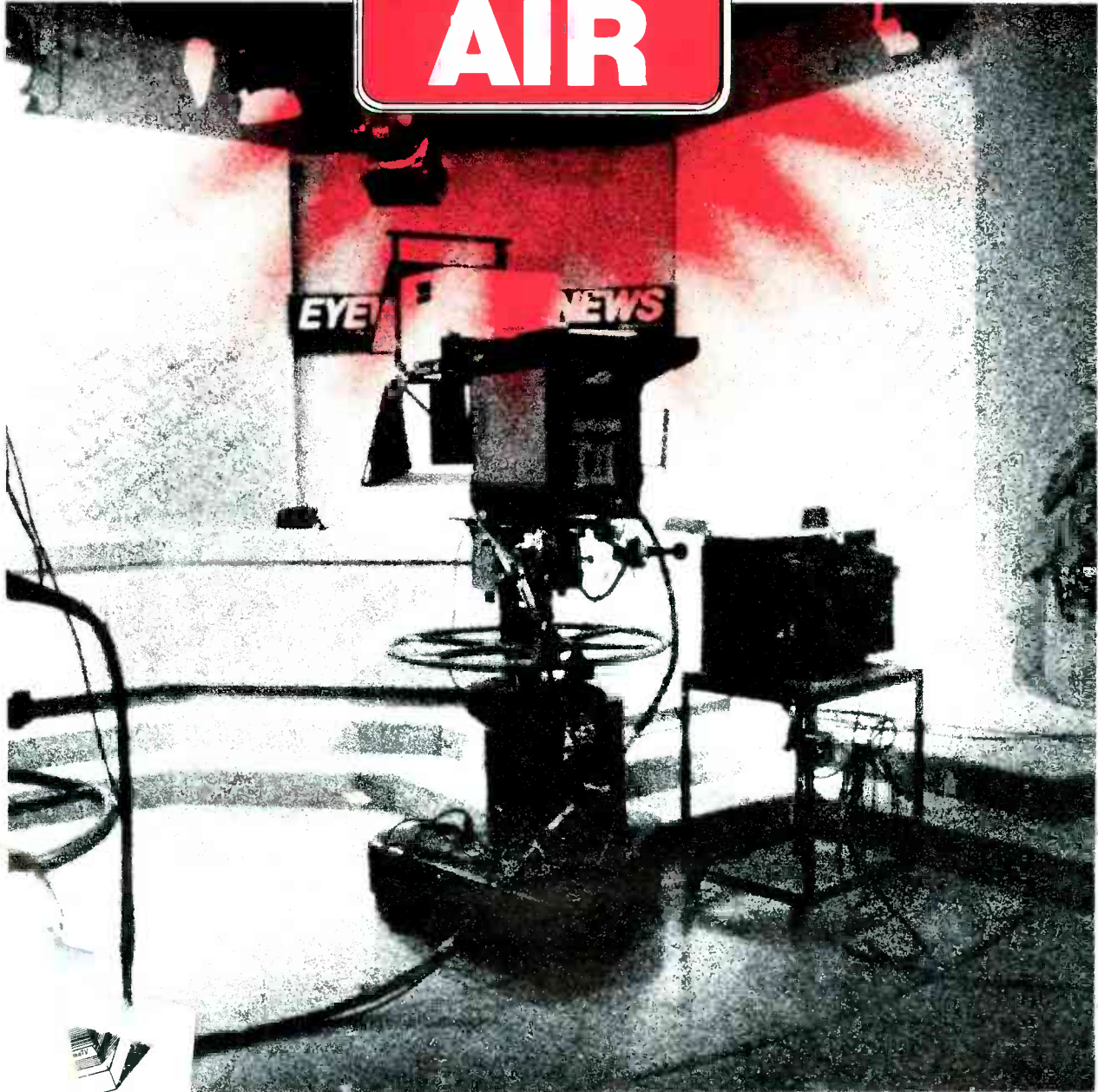
1-800 552-4546

BOX 216 WINDSOR RD. RED LION, PA. 17356

Circle (30) on ACTION CARD

5...4...3...2...1...

**ON THE
AIR**



factured
on the air!

...s come true.
...ion is sending out a signal,
...ear. Every hour of planning
...e equipment is backing
...backing
...ation.
...eo
...e in
...e the
...service,

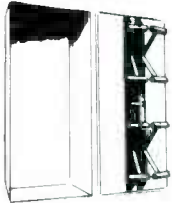
...maintenance, training and parts.
You wouldn't entrust your dream to
just anybody. EMCEE is on the air
with you.
EMCEE BROADCAST PRODUCTS,
...of Electronics, Missiles &
...munications, Inc.
White Haven, Pa. 18661
FAX (717) 443-9257
Call Toll-free: 1-800-233-6193
(In PA: 717-443-9575)
TWX: 510-655-7088
Ans: EMCEE WHHV
Circle (1) on ACTION CARD

EMCEE
*advanced technology
systems excellence*

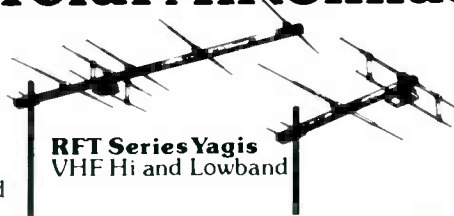
LPTV

Lindsay

Commercial Antennas



UP 1469
UHF
Broadband



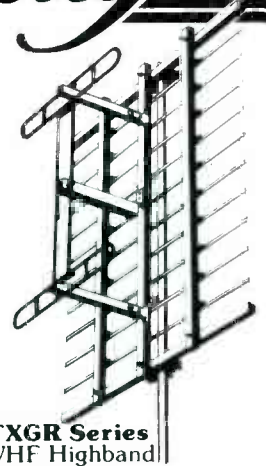
RFT Series Yagis
VHF Hi and Lowband



TS Series
Omni-directional



TZU
UHF



TXGR Series
VHF Highband

- ★ Custom engineered to your specifications
- ★ Weather protected for any climate
- ★ Vertical, horizontal or omni-directional
- ★ VHF/UHF, single channel or broadband

LINDSAY SPECIALTY PRODUCTS

50 Mary Street, Lindsay, Ontario, Canada, K9V 4S7 (705) 324-2196 FAX: 705 324 5474

Circle (12) on ACTION CARD

needed to get a zoning variance or a building permit, find out how long it will take, and get the procedure started early on.

Do everything you can to lock in the price. The only sure ways to do that are with a signed option or an actual lease or contract to purchase land. Most applicants are reluctant to spend money on real estate options or contracts, even as insurance. But a little money spent now may pay off handsomely later if you can get on the air a year earlier because your site is available immediately.

If you have not yet made a contract, do so immediately after your construction permit is granted. It is penny wise and pound foolish to postpone a lease until the last minute to avoid paying rent. If you want to avoid paying rent too far in advance of going on the air, suggest to the landlord that you sign a lease now but postpone the first rental payment until you begin regular programming. The landlord will undoubtedly not agree to an open-ended provision of that nature, but you can make it fair by agreeing to start paying rent at either your sign-on date or a certain number of months after the lease is signed, whichever comes first. This assures the landlord that rent money will start to flow at a known date. You do that, however, be sure an escape provision that allows you to cancel the lease if you do not get on the air for any reason after a set date, so that you are not stuck with years of payments if for some reason your project fails.

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.

K/B

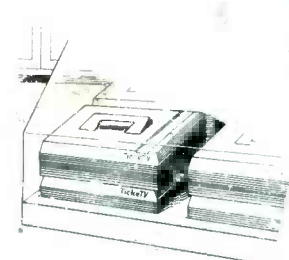
"Tamper-Proof" PPV System Enters Market

International TeleSystems, Inc. (ITSI) has developed a positive trap technology that allows broadcasters to air pay-per-view programming inexpensively and with more protection from tampering than broadcast scrambling systems have provided up to now. The company's new "TickeTV" service offers major sporting events, concerts, feature films, theater performances, and other special programs. The first program using the new technology is scheduled for late fall.

Until now, only a few major events have made their way to pay-per-view, and their distribution has been limited to a few cable operators with expensive addressable access equipment. With the TickeTV system, however, an encoder at the broadcast transmitter scrambles the signal—then received in the viewer's home by a small and inexpensive unit. Viewers can easily connect to the television set. The signal is unscrambled, and the set.

The ticket can be manufactured at a cost of \$15 a unit. The ticket (which costs \$100), is actually unscrambled electronic "ticket" which can be used at the same outlets. Viewers who bought the ticket will see only the scrambled signal.

Slightly smaller than a business card,



the ticket can be manu-

ticket for a single sports event, or a "season" ticket that will descramble a series of programs.

The set-up cost to a broadcaster is related to power output. The system works with UHF and high-VHF signals and costs from \$2 to \$3 per watt to install—or \$2,000 to \$3,000 for a UHF LPTV station transmitting at 1,000 watts. The receiving boxes can be financed by the consumer through the station or simply bought outright for about \$15 each.

"The TickeTV technology means that local broadcast stations can prosper from pay-per-view rather than be victimized by it," said Shultz. He added that both cable and broadcast stations in the same market can use the technology at the same time.

Shultz is a former executive with Unicorn/MCA Records and the Jon Peters/Barbra Streisand Organization. Stephen Dart, ITSI's chairman and CEO, is also the managing general partner of Dart Oil & Gas and of the Whitlock Energy Partnerships. Directors of the company include Francois R. Brenot, a former close business associate of Jacques Cousteau; Andre A. Blay, former chairman of Embassy Home Video and former president of CBS/Fox Home Video; and Peter Grad, president of MTM Television. K/B

Washington Conference Highlights Broadcast/Cable Issues

The future of television regulation was highlighted during a conference held in Washington, DC in early June, according to a report in the June 12 *FCC Week*.

Keynote speaker Rep. Ed Markey (D-MA), chairman of the House telecommunications subcommittee, criticized the deregulatory stance of the FCC during the past administration and said government and industry must work more cooperatively if the nation is to compete with foreign technologies.

Sen. Daniel Inouye (D-HI), chairman of the Senate communications subcommittee, said that his subcommittee would be pushing for rules to control the kind and amount of television programming for children. He also said he would be looking at reinstating must-carry rules, among other broadcast and cable issues. K/B

Cable Vertical Integration Benefits Public, Says NCTA Study

The public benefits when cable system operators invest in programming networks, says Dr. Benjamin Klein, a UCLA professor of economics. In a report released in June by the National Cable Television Association, Klein says that such investment means viewers "can choose from an increased variety of programming choices not previously available...."

He also said that "there is no evidence that vertically integrated MSOs [multiple system operators] systematically exclude programming networks in which they do not have ownership interests." Vertical integration has been opposed by some members of the television industry on the grounds that it threatens the ability of program suppliers not owned by cable interests to compete for cable carriage. K/B

Hit Video USA Adds New Feature

Hit Video USA, the Houston-based music video satellite network, has added a new program—"Power Mixx USA"—to its weekly feature program lineup. "Power Mixx USA" is an urban contemporary

dance music video program hosted by VJ Eric Easton.

The network has also recently added K22BG in Lubbock, TX to its family of broadcast affiliates. K/B

Mark Your Calendar!

September 5-8, 1989

— Riviera Hotel in Las Vegas

THE EVENT — 2nd Annual LPTV Conference and Exposition



loud and clear and every part of that signal, because EMCEE is them: site selection, satellite earth station, transmitter, transmitting antennas and line towers, translators. . . even a complete studio package of cameras, lighting, video switcher, audio console and more. EMCEE's 27 years of experience in low power television guarantee the best equipment, installation

For information contact us at 1-800-225-8183

Circle (131) on ACTION CARD



The Sony DXC-M7.



Hitachi's FP-C2.

LPTV Studio Cameras

continued from front page

other equipment and the creativity of your staff will show to their best advantage.

The Camera Selection Process

As general manager, you must be involved in the purchase decision beyond simply defining the expense limits and approving the purchase. For example, you need to know that you are purchasing *broadcast quality*, not industrial standard, cameras; and you need to know whether or not the price includes the lens, monitor, cable, and camera control unit (CCU). In many cases, the purchase price of a studio camera includes only the camera body. Mounting gear, cables, lenses, and other necessary items are extra.

Consult with your engineering and production staff during the selection process. Your job includes making sure that the cameras your station finally purchases will enable them to do a better job of creating video products you will be proud to broadcast.

Price

I hope you're sitting down. A high-end studio camera, without lens, support system, or CCU, will cost more than \$55,000. Is it worth the cost? Yes! Every dime.

OK, now, catch your breath and ask yourself whether you really need a high-end studio camera. You do need a camera that will give you a signal that can compete in technical quality with the signal of a studio camera. And a high-end EFP/ENG camera (broadcast standard) in a studio configuration may be just the ticket. Remember, the news inserts you see every day on a commercial full power station are shot using a high-end, broadcast standard, ENG camera.

High-end EFP/ENG cameras range in price from about \$8,000 to \$15,000. Like studio cameras, they can be purchased in packages or as components. When you set your budget, make sure you include enough money to cover all of the components that will be necessary for the cameras to function properly in your studio. For example, if you want chroma key, you

must decide whether to purchase the chroma key option for one camera or for all of them. You may, for example, designate camera number two as the chroma key camera.

Tube or CCD?

The pick-up device in a camera is either a tube or a charge-coupled device (CCD). The difference between the two lies in how they interpret the image presented on their pick-up surface. A pick-up tube scans the pick-up surface, 525 lines at a time, to create a frame of video. A CCD takes in the whole pick-up surface, made up of thousands of pixels, at once. (For a detailed discussion of the differences between pick-up tubes and CCD's, see *The LPTV Report*, September 1988, page 10.)

The camera you choose should be configured as either a three-tube or three-CCD camera. Each tube or CCD handles one color. A three tube/CCD will create better color separation than a one-tube or one-CCD camera will.

Right now, the performance of both tube and CCD cameras is quite similar. You must remember, however, that each type has advantages and limitations, depending upon your needs and your other equipment. When you have narrowed your decision to one camera manufacturer, ask the salesperson to demonstrate both tube and CCD cameras in your studio. Record the output of each camera under the same production conditions, and make your decision from there.

Resolution

Resolution is the measure of the sharpness of the picture. It is usually expressed as horizontal lines. A studio camera should have at least 600 lines of horizontal resolution. Hitachi's FP-Z31A, for example, has a resolution of 800 horizontal lines and Ikegami's ITC-735 has a resolution of 750 lines.

Resolution is important because television is a two-dimensional medium. Sharper resolution makes it easier for the viewer to distinguish the edges of objects in a picture. Assuming that there is appropriate lighting, resolution will create the illusion of depth in the two-dimensional picture.

The resolution characteristics of a cam-

era can be maximized in a studio by paying proper attention to lighting.

Signal-to-Noise Ratio

Signal-to-noise ratio (S/N) is also an important consideration in camera selection. A basic television signal is composed of noise, which is the "snow" you see when you get poor television reception. In a good picture, the television signal (or the image you want to see) overpowers the noise, and you see a clear image: the signal-to-noise ratio is high. In other words, for all practical purposes, the higher the S/N ratio, the more distinguishable the signal is from the noise generated by the system. A high S/N ratio makes the television picture less "grainy."

Lenses

Studio and high-end EFP/ENG cameras may or may not come with a lens. For studio use, a short lens is usually more desirable than a long lens. The shorter lens gives a wider angle of view and a deeper depth of field. If you have the money, purchase a short glass lens instead of a longer plastic lens. Even though it will cost more, a glass lens has better optical characteristics than a plastic lens does. And the clearer and sharper the image presented to the pick-up surface, the clearer and sharper will be the recorded or transmitted picture.

If you purchase a CCD camera, be sure to order a CCD lens. Because the pick-up surfaces of tubes and chips are different, special lenses are needed for each. In other words, if you put a tube lens on a CCD camera, your picture will look very funny!

Genlock

Make absolutely sure that the cameras you purchase are genlockable to system. Genlock allows the signals from several video sources to be locked onto one signal. In order to perform takes, mixes, wipes, keys, and special effects, studio cameras must have a genlock function.

Registration and Set-up

Tube cameras must be registered: the red, blue, and green tubes must be

continued on page 10

NOW, LP MEANS LOCAL POWER

Introducing a new LP in the LPTV Industry.

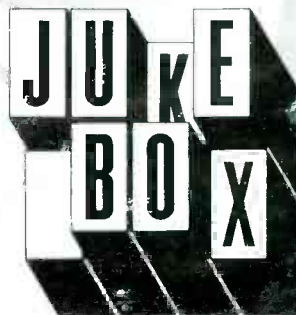
- ▶ *"LP" no longer means Low Power and second class citizenship.*
- ▶ *It no longer means Limited Potential because of the high cost of people, programming and production.*
- ▶ *It no longer means Losing Proposition because of high construction and equipment costs.*

The Jukebox Network's unique, patented, fully automated interactive programming allows your viewers to locally program their own channel. Truly Local Programming with Limitless Potential and Leaping Profits. We've got the Living Proof already in Jacksonville, Orlando and Des Moines.

So, now when you talk about the LP in LPTV, remember:

Now, LP means Local Power.

*Introducing a new LP
in the TV Industry*



*The first and only
Interactive
TV Network*

*Interact with us today.
Call Bill Stacy at 305-573-6122*

Circle (145) on ACTION CARD

EXECUTIVE DECISION MAKERS



DO YOU KNOW YOUR MARKET? YOUR COMPETITION DOES!

- Are Your Contours Really Where You Think They Are?
- Are Your Sales/Marketing People Market Oriented?
- Can You Target Your Ethnic/Demographic Markets?
- Do You Know Where Your Signal May Be Marginal?
- Do You Have A Special Mapping Requirement?

DATAWORLD MAPS CAN WORK FOR YOU

MAP OPTIONS

- SHADOWING (TERRAIN SHIELDING)
- POPULATION DENSITY
- CONTOUR COVERAGE
- POWER DENSITY
- COMPOSITES
- SPECIALS

dataworld®
A Service of DW, Inc.

P.O. Box 30730, Bethesda, Maryland 20814

Fax (301) 656-5341

(301) 652-8822

(800) 368-5754

Circle (4) on ACTION CARD

aligned so that they don't overlap. CCD cameras need not be registered, because the chips do not move.

In a studio configuration, the cameras must be "set up." That means each camera must be adjusted so that all of them deliver the same brightness, contrast, and color. For instance, if you use three cameras to shoot Fred's auto commercial, Fred's red sweater should be the same hue and saturation regardless of which camera is being used.

Make sure your engineers and production people are present when registration and set-up procedures are demonstrated. They should make sure that they can perform registration and set-up procedures, and that all the necessary test equipment is available so the signal can be properly evaluated.

Support Equipment

The camera you choose will need a support system comprising a camera head, a tripod, and a dolly. Chances are, you already have such a system. But it's important to make sure that your system is suitable for the camera you purchase. In fact, it's a good idea to actually mount the camera on the tripod and purchase on the camera head to see how it performs. It may

be too light or too heavy for the support system you already have.

If you have a videoprompter, test the camera using the videoprompter. It is easier to solve videoprompter and camera mounting problems before, rather than after, the purchase is made. You may, for example, encounter a lens refraction problem that could be easily corrected with an alternative camera lens.

If you select a high-end EFP/ENG camera as your studio camera, you will want to consider purchasing the studio configuration bundle. That bundle should include studio head mounting gear, a viewfinder, zoom and focusing cables, camera-to-control video cable, and a CCU. Other options are also available.

The Camera Control Unit (CCU)

A CCU allows you to set up and control the camera remotely. It is an advantage in the studio because the output of the camera can be adjusted while a production is in progress. It is a necessity if there are adjustments to be made in camera set-up during a taping session.

In some studios, all camera adjustments are made at the camera head because there is no CCU. The advantage here is the cost saving. The disadvantage is that adjustments cannot be made during a taping session.

Engineering

Engineering support is an absolute must. The camera you purchase is a very sophisticated piece of equipment, so find out what type of support the salespeople and manufacturer will provide. If you can afford it, purchase the replacement boards many manufacturers offer. Having these handy means that your engineer

can replace a defective board without taking a camera out of service. Then the defective board can be repaired by your engineer or sent out for repair at leisure. One set of replacement boards will be enough for three cameras of the same make and model.

Replacement boards are most appreciated when a camera goes "down" in the middle of a costly production, but is back "up" within half an hour. Those seemingly expensive boards end up paying for themselves when your production effort is not ruined because of a camera problem.

To Summarize...

The quality of a camera is measured by how well it reproduces the images that you wish to transmit. A good camera signal is one that contributes to the technical image of your station. In general, high-end studio cameras produce pictures that are technically superior to those of high-end EFP/ENG cameras. But the high-end ENG/EFP camera can be a suitable studio camera for an LPTV station. If you have good broadcast engineering support and transmit a clean signal, most viewers will not notice any difference between the signals of high-end broadcast quality EFP/ENG cameras and those of more expensive studio cameras.

The accompanying chart shows some of the camera models available, along with prices and specifications. The information was provided by the Milwaukee video systems houses of Avonix, Roscor, and Video Images.

Michael J. Havice, Ed.D. is assistant professor of broadcast communication at Marquette University. He is a specialist in video production and interactive video technologies.

Manufacturer	Model	Pick-up Device	Lens	Price	Horizontal Resolution	Signal-to-Noise
Hitachi	FPC2U	CCD	No	\$6,449	620	57 dB
Hitachi	FPC2UD	CCD	Yes	8,090	620	57 dB
Hitachi	FPZ31PUE	CCD	No	13,680	660	57 dB
Hitachi	FPZ31PUC	CCD	Yes	15,210	660	57 dB
Ikegami	HL-55	CCD	No	30,860	700	62 dB+
Ikegami	HL-95D	Tube	No	33,464	650	60 dB
JVC	KY15UL16	CCD	Yes	8,280	500	58 dB
JVC	KY-25U	CCD	No	7,640	700	60 dB
Panasonic*	AK400	CCD	No	22,000	650	60 dB
Panasonic	AK400	CCD	Yes	23,900	650	60 dB
Panasonic	AK450	CCD	No	29,500	800	62 dB
Panasonic	AK450	CCD	Yes	31,400	800	62 dB
Sony	DXCM7	CCD	No	12,650	570 (RGB)	60 dB
Sony	DXCM7	CCD	Yes	14,550	570 (RGB)	60 dB

*Panasonic Broadcast Systems Company
Note: Prices do not include studio configuration.



Technical Talks

—by John H. Battison, P.E.

Flashback

In the eight years since LPTV was thrust upon a world of latent television entrepreneurs, a lot has happened. The average LPTV station today probably has about eight full-time employees and a simple technical operation compared with that of a full power TV station. Nevertheless, the equipment in an LPTV station today is probably far more complex and complete than that of many early full power operations.

LPTV is not new!!

When the FCC announced the new TV allocation plan following the three-year "TV Freeze" in 1953, it included the idea of "community stations" in the announcement. The intention was to have large full power stations serving larger areas, and smaller "community" stations serving each community. But the idea never really caught on, probably because of cost in most cases.

In 1956, I put KAVE-TV on the air on channel 6 in Carlsbad, NM. By 1956 standards KAVE-TV was a full power operation; by 1989 standards it was equivalent to an LPTV station! My ERP was 11 kW. But that is the only thing that separated it from today's LPTV's.

When we signed the station on the air, the governor of New Mexico, the late Honorable John Simms, performed the ceremonies, and Sunny Skies gave a ritual dance—all on camera.

Systems Were Simple

We had one Dumont studio camera, with three lenses—50, 90, and 135 mm. The studio was 30' x 30' with a control room across one corner. Videotape had not been invented; instead we had two Bell and Howell projectors and a slide projector in the film chain, which was a Sarkes Tarzian product and worked very well. We also owned an Auricon single system, sound-on-film 16 mm camera which I used to make commercials. That was the sum of our video equipment! We had no special effects generators—all we could do was fade between sequences.

The film chain was in the transmitter

room and immediately adjacent to the video control room. This allowed me to run the station single-handedly from 9 p.m. until sign-off at 11:30 p.m. Running the station meant changing films as necessary, running voice over slides, logging the transmitter operation every 30 minutes (a former FCC requirement), and operating the switcher. I needed a first class FCC license to operate the transmitter; compare this with today's requirements!

Our staff was two salesmen; an engineer; a film editor; a secretary who wrote copy, logs and everything else; a part-time bookkeeper; and I. Both salesmen also did air work, as did one of our AM DJ's. That was the staff.

We did about twenty hours of live programming each week, including the spots, which were all live (or very occasionally on film) or slides with voiceover. We had public service time available for any local group, and a ladies' afternoon show from 2:30 to 5 with a studio kitchen, films, and a hostess. On Saturdays we aired an hour of live country music—with our one studio camera. We had to go to commercial, or slide, or black, when we needed to change the lens on our rotary camera turret!

Studio Birthday Parties

I did a live kids' show—"Dan the Trainman"—from 5 to 6 p.m. each night, Monday through Thursday, and a live studio birthday party for kids every Friday. We could, and did, bring autos into the studio, and we helped bring a micro-midget speedway into being in Carlsbad.

Everything was in black and white. But we *did* transmit color without knowing it! As a CBS Extended Market Plan (EMP) affiliate, we paid for interconnection to the national network system and had a microwave tie-in. One afternoon we received an excited phone call from a viewer thirty miles away who said, "I'm getting a color picture—thank you!!"

We were unaware that we were transmitting color! We had no color monitors, nor the proper processing equipment. It

said a lot for our Dumont transmitter that it was broad-banded enough to pass color. Apparently the viewer had won a round-screen Motorola color TV in a raffle and was using it for normal reception when, to his amazement, color appeared!

So much for reminiscing. Next month we'll talk about the aftermath of the last window, and what you can do to improve your own operation.

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



TRYLON A•B•C
Towers

A low-cost alternative for Low Power Television

- 96' self-support, delivered to your door for \$1500
- Designed to meet your unique requirements
- Rugged, dependable triangular construction

TRYLON
MANUFACTURING CO. LTD.

P.O. BOX 186
21 HOWARD AVE.
ELMIRA, ONTARIO
CANADA N3B 2Z6

TEL. (519) 669-7421
FAX (519) 669-8912

Delivery included from major centres in the U.S.


Circle (67) on Reader Service Card

Minority Broadcast Ownership Seminars Set

Ten regional seminars designed to train minorities for ownership opportunities in broadcasting are slated for this summer, according to an announcement by the Broadcast Capital Fund, Inc. (BROADCAST-CAP). The seminars will explore strategies for finding and evaluating broadcast ventures, obtaining financing, and using FCC and IRS incentives. The series is co-sponsored by the Interracial Council for Business Opportunity (ICBO).

Sessions are scheduled from June through September in New Orleans; Dallas; San Francisco; San Diego; Miami; Memphis; Cleveland; Kansas City; Washington, DC; and St. Thomas, U.S. Virgin Islands.


BROADCASTCAP is a private, non-profit venture capital company founded in 1978 by the National Association of Broadcasters to assist minorities in the acquisition and development of broadcast properties. ICBO is a full-service business development organization founded in 1963 to foster minority economic growth.

For further information, contact Anna Johnson, ICBO, 51 Madison Avenue, Suite 2212, New York, NY 10010, (212) 779-4360. 

CBA Opposes Broadcast Licensing Lotteries

The Community Broadcasters Association has filed comments opposing the FCC's proposal to select radio and full power television licensees with lotteries.

CBA disagreed with those arguing that because lotteries have been used successfully to award LPTV construction permits, extending the practice to other broadcast services is justified. CBA noted that the lotteries were started in order to deal with the tens of thousands of applications filed in the early years of the LPTV service, and that even now—when the application load is much smaller—they serve some purpose in that many LPTV applicants could not afford the costs of comparative hearings.

CBA also disagreed with the argument that it is impossible to reform the present comparative hearing system. LPTV operators still resent the speculators that the lottery process attracts, and many construction permits have been awarded through the lottery to frivolous applicants who never build their stations. Said CBA, "...many communities that might now enjoy new locally based television service if applicants had been evaluated on their merits remain without that service." 



The News In Community Broadcasting

Planning Your Newscasts

—by Bob Horner

In our April column, we suggested that before you make any decisions about your newscast, you conduct some basic research. Your studies don't have to be expensive or elaborate. Even your employees and their families can help you find out some interesting things about your community.

In this column, we will discuss how to use your results to plan the newscast your community may want but is not getting.

Scheduling

The most important question in your survey may be the one that asks *when* the viewers want to see a newscast. Remember, you aren't bound by the rules, regulations, and traditions that affect the scheduling of local news on full-power network affiliates. You, as a community broadcaster, truly have the opportunity to present the news when your area wants and needs it.

In many areas, newscasts are not properly timed to the needs of a community. In highly industrialized areas, shift times sometimes dictate the best time to plan a newscast, and your research should give you an indication if this is the case. In rural, farming areas sometimes the lunch break is a good time for a major newscast. Do people in your community generally go to sleep fairly early? Then, a 9 or 10 p.m. may be the best way to plan your broadcast.

The important thing here is not to be tied to tradition. Don't think in terms of morning, noon, 6 p.m., and 11 p.m., just because those newscasts already exist. What you are trying to find is the time your community is really interested in seeing the news, either as a main newscast or as a supplement what they are already watching.

Content

The answers to questions about content on your survey can give you valuable information about planning not only your newscast but the way you will spend

money. If your community tells you that it's really interested in community news, you can plan your resources in that direction. Again, it's important not to be tied to tradition.

In most cases, local newscasts use a relatively small amount of news, and then feel compelled to do a world roundup using material from a network. You aren't tied to these stereotypes. It's my opinion that people are still interested in knowing what happened when they hear sirens that go on for half an hour. It's amazing how many newspapers now feel that information is "too local" to print.

I suspect that the question on what kinds of events and subjects people would like to see covered will yield some very interesting answers, if you pose it as an open-ended question. It could very well form the basis for your assignment system, which we'll cover in a later column.

In the area where you ask the potential viewers to describe what kind of meeting news they would like to see, take note of their areas of interest, particularly in terms of deciding possible live coverage. For instance, you may find there's a market for running the city council meeting live, and then rebroadcasting it the next evening.

Issues vs. Incidents

After you have determined what the audience is interested in, you are ready to start looking at how to cover these topics. Again we emphasize that it's important not to be tied to the old ways. Most news departments organize their reporters on the ancient "beat" system, which was an outgrowth of the ways that newspapers organized their coverage. Television is best served by a new way of thinking in this area...a more issue-oriented approach.

This means covering *crime*, rather than the police beat. And it's more than just a name change. It means covering the reasons and solutions, not just reporting a laundry list of incidents. Of course, there

continued on page 14

ACRODYNE. OUR NUMBERS TELL THE STORY.

1st

LPTV transmitters in
the U.S.

20

years in the broadcast
industry

330

turnkey installations

4000

units in the field

24

hour, round-the-clock
support

100%

spare parts availability

It all adds up.
Acrodyne has the
products and
technical skill you
need to stay on the
air. Plus on-time
delivery and com-
petitive prices.

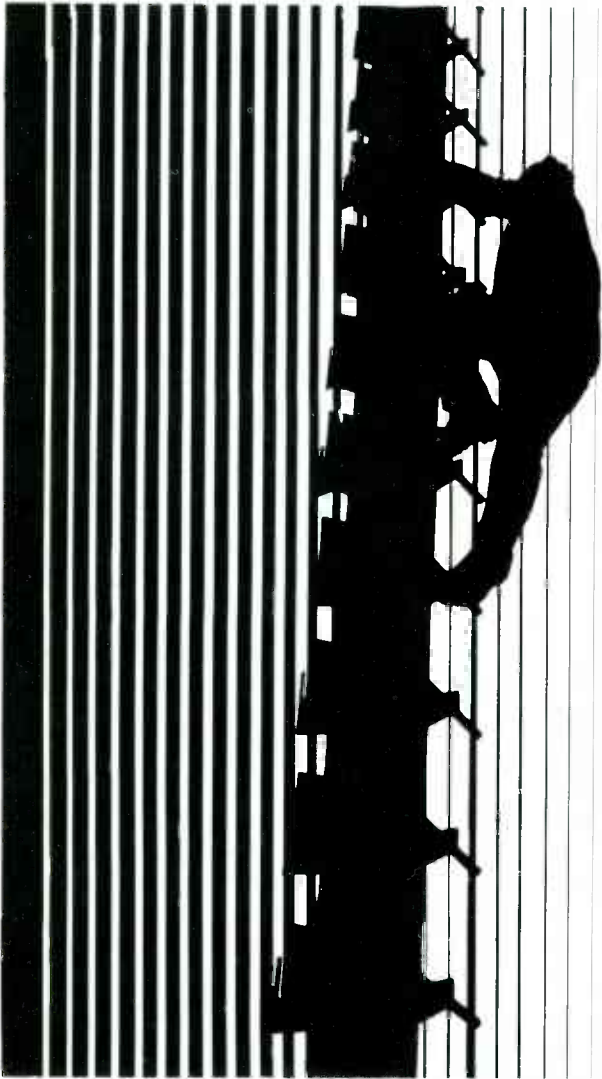
For full service,
just remember our
toll-free number
1-800-523-2596.
(Inside PA, call
215/542-7000.)



ACRODYNE

Acrodyne Industries, Inc.
516 Township Line Road
Blue Bell, PA 19422
215/542-7000 800-523-2596
FAX 215-540-5837

Bogner—22 years, over 1000 TV transmitting antennas and still climbing!



Circle (23) on ACTION CARD

In the twenty-two years since we innovated a remarkable slot array design, we have succeeded to a leadership role in TV broadcast antennas. We had to be better than the competition. We still are.

Today, there are over 1000 Bogner TV transmitting antennas in use, more than from any other single manufacturer. Antennas with a long history of trouble-free performance and unequalled coverage.

Bogner antennas come in every power range and with the largest number of standard patterns in the industry. In addition, Bogner offers hundreds of custom patterns plus special designs to meet particular requirements.


Find out more. Call or write: Bogner Broadcast Company, 603 Cantiague Rock Road, Westbury, New York 11590, (516) 997-7800.

When you need us
we'll be there.

BOGNER
WE MAKE THEM SMARTER

Credit Seminar Slated

The Broadcast Credit Association, a subsidiary of the Broadcast Financial Management Association, will hold its 22nd Credit and Collection Seminar October 17-18 at the Scottsdale Hilton Hotel in Scottsdale, AZ.

For registration information, contact Mark Matz, vice president-marketing, at 701 Lee Street, Suite 1030, Des Plaines, IL 60016, (312) 827-9330. 

FCC Recommends Compulsory License Repeal


Concluding that private negotiations would better serve the public, the Federal Communications Commission has recommended that Congress eliminate the compulsory license for cable retransmission of both local and distant broadcast signals.

In a Public Notice released last October, the Commission sought comment on the issue and said that it would recommend repeal of the compulsory license for distant broadcast signals. It said that 1) repeal would benefit consumers because cable systems would be able to obtain certain signals that are overpriced under the compulsory license and therefore not available to many viewers, 2) broadcasters would benefit where their signals are currently underpriced and they are not adequately compensated for cable retransmission of their signals, and 3) the transaction costs to cable systems of full copyright liability have been reduced on a per subscriber basis, thus helping to make repeal feasible.

Chairman Dennis Patrick also noted in a separate statement that the "compulsory license inhibits the free flow of information about consumers' tastes and programming preferences and weakens the incentives of producers to respond to such information. Moreover, by subsidizing program acquisition by cable systems, [it] introduces a significant bias into the program distribution system, disadvantaging competitive alternatives to cable."

Commissioner James H. Quello dissented to the recommendation that the compulsory license be repealed for local broadcast signals, on the grounds that the costs associated with retransmitting such signals might dissuade cable operators from carrying them.

The NCTA opposed the repeal.

The compulsory license was established by the Copyright Act of 1976, which also set the initial royalty fees to be paid for eligible signals and created the Copyright Royalty Tribunal to oversee changes in the fees and to distribute the royalties to copyright holders. The FCC determines which signals are eligible for compulsory license treatment. 


are times when the incident itself is covered, but because you've invested more time in covering the whole topic, you are likely to treat the incident in a more complete way.

For instance, these are possible story topics for the "crime" beat:

- Who is committing the crimes in this community?
- Where are the crimes taking place?
- Are youth programs successful in helping turn around potential criminals, and where and how do these groups work?
- Are volunteer crime prevention programs working?
- What can the average citizen do to protect himself or herself from crimes like burglary, rape, and so on?

These are only a few ideas that can easily become hundreds once you decide to treat the topic as an issue, rather than sticking to the police blotter.

From your research, try to develop five or six main areas for issue-oriented coverage. Then you are ready for the next step—setting up your assignment system. We'll discuss this procedure in a later column.

Bob Horner is a broadcast news consultant based in Atlanta. His experience includes nine years at CBS News; as well as extensive local news production. Bob welcomes your comments and suggestions on news-related topics for this column. Send them to him in care of this magazine. Or call him at (404) 257-0397. 

Supplier Side

Do you need stock footage, historical film, news tape, stills? If you do, the **File Tape Company** is your answer. They stock footage of people, cities, construction, transportation, disasters, neighborhoods, farms, and many other topical subjects.

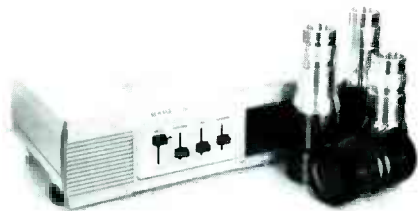
File Tape also has access to production crews all over the country and overseas, so if they don't have what you need, they can get it to fit your budget. Tapes are available for unlimited use in any tape format.

Circle (22) on ACTION CARD

Buhl Optical announces its new line of lenses and accessories for use with the Kodak LC500 video projector.

Fixed focal length lenses, zoom lenses, and a mirrored rear projection system are all currently available.

Circle (21) on ACTION CARD



Kodak's LC-500 video projector.

RF Technology, Inc. announces the new RF-223B miniature portable microwave transmitter. The unit is available in any 250 MHz segment of the 1.7-2.7 GHz band and features switchable RF power output (12/3 watts at 2.0 GHz and 10/3 watts at 2.5 GHz). A special "Goldline" version of the transmitter is also available that will cover both 2.0 and 2.5 GHz ENC frequency bands in a single unit.

Other standard features include a dual audio channel with line/mic level switching, LPF video input, remote control capability, wideband (10 MHz), narrowband video, baseband switching, and 12 VDC operation.

Available options include a power supply, disc rod, and parabolic antennas with gains up to 25 dBi at 2.0 GHz.

The RF-223 measures 4.5" x 5" x 7", and weighs just eight pounds.

Circle (11) on ACTION CARD

Leitch Video is introducing a rack-mounted AT, the RacPac. Its compact 7" size can hold any combination of drives in three full height units. Ideal for use in professional systems, the RacPac AT features a passive backplane with five XT and five AT slots and a modular 250-watt power supply that operates on 110/220 V.

The unit's modular design means that all components can be easily reached for



The RacPac AT from Leitch Video.

repair. Standard modules include a 286 CPU card with 1 Mb of memory; a multi-function card with one serial port, one parallel port, and room for up to 1.5 Mb of RAM; a drive controller with a 20 Mb, 3 1/2" hard drive and a 5 1/4" floppy drive; and a display adaptor capable of EGA, CGA, MDA, Hercules, or composite monochrome. Other configurations are available upon request.

Circle (13) on ACTION CARD

A hockey "Game of the Week" will soon be available on a cash and barter basis from the Western Collegiate Hockey Association and **Skywave Sports Syndication**.

Beginning in October and running through the 1989-90 season, the series will include a weekly telecast, the WCHA playoffs, and the WCHA "Final Four." In addition, each WCHA team will make special appearances on "Game of the Week."

All games will be offered on a market-exclusive basis. First choice will go to stations that have carried the games in the past.

(Skywave Sports Syndication president Dan Dobrowski also operates LPTV channel 54 in Madison, WI.)

Circle (187) on ACTION CARD

The DL 705 Series rack-mounted active video delays from **Broadcast Video Systems, Ltd.** incorporate on-board active video amplifiers that allow uniform video output over the full delay range. Continuous delay adjustment is possible, up to 1970 nanoseconds on a single card. Sixteen ranges allow selection of the opti-

mum range to suit any application.

Twelve cards may be housed in a two-rack unit frame (3 1/2") complete with power supply. A single card frame and supply is also available. Cards are available to mount in popular video DA frames.

Circle (15) on ACTION CARD

For all of you who have trouble with the technical side of broadcasting, **Tektronix** offers a free videotape called *Basic Waveform Monitoring*, which explains the use of a waveform monitor and how it can enhance the technical quality of a production.

Circle (9) on ACTION CARD



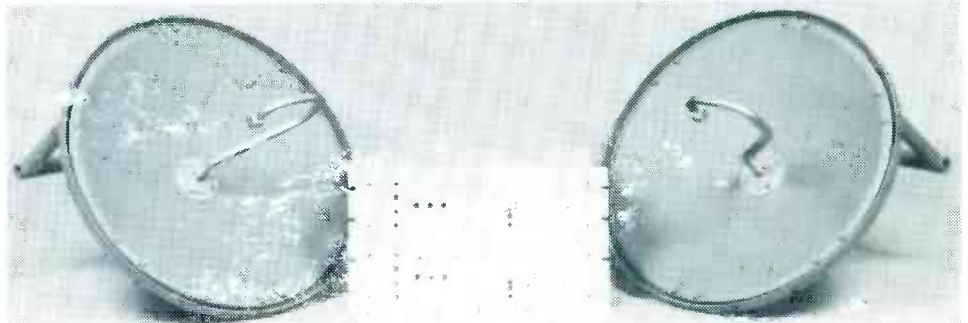
The Wallet from Aston Electronics.

The Wallet, a new, low-cost, still store system that stores key signals and features image access retrieval in under 1.5 seconds is now available from **Aston Electronics**.

The Wallet also has removable hard disks from which stored images can be transferred to the resident hard disk in less than two seconds, sophisticated editing software which offers three automatic output sequences, and the ability to accept either RGB or Y/C signals—or to convert between them.

The basic Wallet unit, which is rack mountable, contains a 40 Mb hard disk capable of storing 39 images with their key signals. An optional 44 Mb removable

BIDIRECTIONAL Microwave Systems



Broadcast STL \$10,846.40

Broadcast Portable \$9,246.40

DIVERSIFIED MARKETING

3918 W. Clearwater Kennewick, WA 99336 (509) 735-6812

Circle (115) on ACTION CARD

hard disk system can store up to 42 additional images and key signals on each disk. The removable disks are transferable from one Wallet to another. As a result, images can be transferred from base studios to remote broadcasting or replay sites via disks rather than over the air.

Five different versions of the Wallet are being offered. The basic unit includes a fixed Winchester 40 Mb hard disk. Also available is a system with one removable 44 Mb Winchester, a combination of fixed and removable drives, two fixed disk drives, or two removable disk drives.

Circle (17) on ACTION CARD

Basic but useful—if you need a quick review of or introduction to television production techniques. In connection with the Video Expo shows held annually in New York, San Francisco, Orlando, Chicago, and Los Angeles, the North American Television Institute offers courses in everything from script-writing to post-production.

Both events are sponsored by **Knowledge Industry Publications, Inc.**, publishers of periodicals, books, and other information sources for the television industry.

Circle (188) on ACTION CARD K/B

Atlanta LPTV-55 Joins VJN

Video Jukebox Network, Inc. has reached an affiliation agreement with John Broomall of Woodstock, GA, to air The Jukebox Network on Broomall's LPTV station, W55BM, serving Atlanta and Marietta, GA. The station reaches an estimated 500,000 viewers in the area.

The affiliation is the twentieth in The Jukebox Network's system of cable and broadcast outlets. The company also has affiliation agreements with LPTV stations W05BN in Detroit; W05BK in Charlotte, NC; channel 31 in Gainesville, FL; and W06BA in Jacksonville. The Jacksonville station will extend the Jukebox Network signal to areas not served by the company's owned and operated station, W10AX in the same city.

The company also said that it was close to completing construction of three new company-owned LPTV facilities: K10NG in New Orleans; W02BV in Birmingham, AL; and W08CU in Jackson, MS. K/B

BON MOT

The handwriting on the wall may be a forgery.

Ralph Hodgson

... 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.

- K13UW Little Rock, AR. Jim C. Cowsert, 5/15/89.
- K14HR Tucson, AZ. K. Sandoval Burke, 5/31/89.
- W11BM Orlando, FL. National Black Media Coalition, 5/30/89.
- W43AT Dalton, GA. John Forshner, 5/30/89.
- W51AR Tifton, GA. Latin American Television, Ltd., 5/30/89.
- K55FL Spencer, IA. KMEG Television, Inc., 5/31/89.
- K40CO Storm Lake, IA. KMEG Television, Inc., 5/30/89.
- K07UL Burley, ID. William L. Armstrong, III, 5/30/89.
- K12OE Firth/Basalt, ID. William L. Armstrong, III, 5/30/89.
- W57AQ Robinson, IL. Full Gospel Business Men's Fellowship International, 4/18/89.
- W15AK Paducah, KY. Robert W. Sudbrink, 4/17/89.
- W20AH New Bedford, MA. Freedom WLNE-TV, Inc., 5/30/89.
- K45CA Cape Girardeau, MO. New Life World Outreach Center, 5/31/89.
- K39CP Poplar Bluff, MO. Trinity Broadcasting Network, Inc., 5/31/89.
- W53AF Booneville, MS. Unity Broadcasting, Inc., 5/31/89.
- K67CV Lincoln, NE. Channel America LPTV Holdings, Inc., 5/30/89.
- K59DB Albuquerque, NM. Spanish TV 59, 5/30/89.
- W55EW Pahump, NV. Communications Engineering, Inc., 4/17/89.
- W54AY Brownsville, NY. Island Broadcasting Company, 5/30/89.
- K14GW Corvallis, OR. K. Sandoval Burke, 5/30/89.
- W06BG Chattanooga, TN. Johnny Godgiben, 5/31/89.
- W10BI Nashville, TN. Family Broadcasting Company, 4/17/89.
- K14GX Beeville, TX. Mountain TV Network, Inc., 5/31/89.
- W40AH Chesapeake, VA. Acts Broadcasting Company of Chesapeake, 5/30/89.

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.

- K22AG Anchorage, AK. John R. Moore, 5/5/89.
- W10AX Jacksonville, FL. Video Jukebox Network, 4/10/89.
- W13BE Chicago, IL. Charles Woods, 5/31/89.
- K18AI Grand Rapids, MI. Red River Broadcast Corporation, 3/15/89.
- K26AC Bemidji, MN. Red River Broadcast Corporation, 3/15/89.
- K54AT Brainerd, MN. Red River Broadcast Corporation, 3/15/89.
- K19BG St. Cloud, MN. Trinity Broadcasting Network, 3/15/89.
- K23AJ Devils Lake, ND. Red River Broadcast Corporation, 3/15/89.
- K32AP Windsor-Eldridge, ND. Cable Services, Inc., 3/15/89.
- K20AM Willow City, ND. Full Gospel Businessmen's Fellowship, 3/15/89.
- K13GX Navajo, NM. The Navajo Tribe, 5/5/89.
- K66CH Reno, NV. Women's LPTV Network, 5/22/89.
- W08BY Milwaukee, WI. Charles Woods, 5/31/89.
- K11RP Cheyenne, WY. Russell Communications, 5/15/89.
- K49AY Cheyenne, WY. Echonet Corporation, 5/15/89.

- K15AD Cody, WY. KOUS-TV, Inc., 5/15/89.
- K22AD Gillette, WY. Summit Communications, 5/15/89.
- K48BM Jackson, WY. Ambassador Media Corporation, 6/9/89.
- K09UO Sheridan, WY. Russell Communications, 5/15/89.
- K40AQ Shoshoni, WY. Riverton Fremont TV Club, Inc., 5/15/89.
- K44AW Shoshoni, WY. Riverton Fremont TV Club, Inc., 5/15/89.

CHANNEL CHANGES

- W38BC Jacksonville, FL. Jacksonville Translator, Inc. Channel change granted from 59 to 38 on 3/27/89.
- W63BK Pensacola, FL. Trinity Broadcasting Network, Inc. Channel change granted from 61 to 63 on 5/31/89.
- W65CD Paducah, KY. Dr. David Grimes. Channel change granted from 54 to 65 on 5/31/89.
- W33BB Raleigh, NC. Trinity Broadcasting Network, Inc. Channel change granted from 50 to 38 on 5/31/89.
- W13CB Beachwood, OH. TV 31, Inc. Channel change granted from 31 to 13 on 4/13/89.
- K34AK College Station, TX. Clear Channel Communications, Inc. Channel change granted from 28 to 34 on 3/23/89.
- W14BI Huntington, WV. Channel America LPTV Holdings, Inc. Channel change granted from 55 to 14 on 5/31/89.

ASSIGNMENTS AND TRANSFERS

- W23AK Jasper, AL. Voluntary assignment of permit granted from Walker Television to WMTY, Inc. on 5/5/89.
- W61BG Montgomery, AL. Voluntary assignment of permit granted from Brooks Broadcasting, Inc. to Trinity Broadcasting Network, Inc. on 5/2/89.
- K49BZ Santa Barbara, CA. Voluntary assignment of permit granted from Response Broadcasting, Inc. to Coastline Communications, Inc. on 5/1/89.
- W41AX Ft. Pierce, FL. Voluntary assignment of permit granted from Story & Kelly-Smith, Inc. to Howard Story, Jr. on 5/1/89.
- W67BY Fort Myers, FL. Voluntary assignment of permit granted from Manglitz and Sanchez to Trinity Broadcasting Network, Inc. on 4/3/89.
- W49AI Inglis-Yankeetown, FL. Assignment of license granted from Suncoast Family Television Corporation to Citrus County Association for Retarded Children on 4/3/89.
- W47AL Orlando, FL. Voluntary assignment of permit granted from Beach Broadcasting to Tiger Broadcasting, Inc. on 6/7/89.
- W46AN Panama City, FL. Voluntary assignment of permit granted from Media Properties to Panama Properties, Inc. on 4/3/89.
- W53A-H Vero Beach, FL. Assignment of license granted from Malrite of Florida, Inc. to Malrite Communications Group, Inc. on 3/21/89.
- W33AL Brunswick, GA. Voluntary assignment of permit granted from Christian Renewal Ministries to Trinity Broadcasting Network, Inc. on 4/25/89.
- K04NL Des Moines, IA. Voluntary assignment of permit granted from Jeffco Broadcasting to Video Jukebox Network, Inc. on 4/3/89.
- K65BY Waterloo, IA. Assignment of license granted from Full Gospel Business Men's Fellowship International to Trinity Broadcasting Network, Inc. on 4/5/89.
- W33AR Rockford, IL. Voluntary assignment of permit granted from Skywave Communications Corporation to Weigel Broadcasting Company on 3/21/89.
- W04BV Evanville, IN. Voluntary assignment of permit granted from American Television Network, Inc. to South Central Communications Corporation on 3/21/89.
- W54AT Brockton, MA. Voluntary assignment of permit granted from the Congregation of the Oblates of the Virgin Mary, Inc. to Catholic Television Center, Inc. on 4/3/89.
- K58BS Minneapolis/St. Paul, MN. Assignment of license granted from International Broadcast Consultants, Inc. to Trinity Broadcasting Network, Inc. on 6/12/89.

TTC

**You receive an important extra
with every quality TTC Transmitter...**



TTC TOTAL SUPPORT

Quality people stand behind every TTC transmitter. Our service begins the minute you buy TTC—and it never ends. We still support products made over twenty years ago. Our marketing, engineering, manufacturing, and service personnel *keep you on the air.*

Advanced broadcasting technology acknowledged worldwide. TTC advanced LPTV transmitters and translators meet your most stringent technical specifications. All our products are made with strict attention to quality control and thorough testing. TTC builds LPTV transmitters, translators, and boosters from 1 Watt to 10 Kilowatts and intercity relays recognized worldwide for performance.

We're there with Total Support if you need us. At TTC, we take pride in our rapid response to customer needs. Our twenty-four hour *Total Support Hot Line* lets you call for technical or engineering support at any time—for questions and assistance, additional parts, or maintenance.

Made in the USA. Get to know TTC and our full line of transmitters, translators, and broadcasting equipment. For more information or product literature, call or write TTC:

Television Technology Corporation,
650 South Taylor Ave. • Louisville, Colorado 80027 • USA
Telephone: (303) 665-8000 • FAX: (303) 673-9900

The Quality is TTC

Circle (7) on ACTION CARD

MAJOR MARKET OPPORTUNITIES

Low Power TV Stations available in these markets

- Atlanta, GA — channel 4
- Chicago, IL — channel 13
- Evansville, IN — channel 69*
- Naples/Fort Myers, FL — channel 18*
- Newberry/Gainesville, FL — channel 33*
- Ocala, FL — channel 7**
- Orlando, FL — channel 4
- Milwaukee, WI — channel 8

For Prospectus or Additional Information:
Rick Lipps
Woods Communications Group, Inc.
3040 E. Cherry St.
Springfield, MO 65802
Phone 417/862-2727

* Construction permit only
** Second fastest growing metro area in the U.S.

Circle (130) on ACTION CARD

K52DH Springfield, MO. Voluntary assignment of permit granted from John Wayne Wilson and Kathryn Lou Wilson to Trinity Broadcasting Network, Inc. on 5/26/89.

W10BD Jackson, MS. Assignment of license granted from K. Sandoval Burke to Great Oaks Broadcasting Corporation on 5/15/89.

K42BZ Bozeman, MT. Voluntary assignment of permit granted from CBC-TV to Eagle Communications, Inc. on 4/5/89.

K41CX Helena, MT. Voluntary assignment of permit granted from Ellen Angelia Murray to Trinity Broadcasting Network, Inc. on 6/6/89.

W59BA Goldsboro, NC. Voluntary assignment of permit granted from Impact Television Group, Inc. to Trinity Broadcasting Network, Inc. on 3/8/89.

K61EQ Albuquerque, NM. Voluntary assignment of permit granted from Western Bible College to ABC Broadcasting, Inc. on 4/19/89.

K28CE Socorro, NM. Voluntary assignment of permit granted from The Church of the Crosses, Inc. to Son Broadcasting, Inc. on 3/16/89.

K30BN Coos Bay, OR. Voluntary assignment of permit granted from Quaria Communications to California Oregon Broadcasting, Inc. on 4/3/89.

K14HN Hillsboro, OR. Voluntary assignment of permit granted from Atwater, Ker. to Kenneth J. Seymour on 5/30/89.

K16CB Hillsboro, OR. Voluntary assignment of permit granted from Kent Communications, to Kenneth J. Seymour on 4/25/89.

W50BA Bellefonte, PA. Voluntary assignment of permit granted from L. Schuyler Broadcasting Corporation to ITS Individual Shareholders on 3/31/89.

W09BL Williamsport, PA. Assignment of license granted from Valley Music, Inc. to Kennedy Broadcasting, Inc. on 4/7/89.

W60AI Charleston, SC. Voluntary assignment of permit granted from Microband Corporation of

America to Trinity Broadcasting Network, Inc. on 3/16/89.

W66BB Columbia, SC. Voluntary assignment of permit granted from Bogner Antenna Corporation to Channel America LPTV Holdings, Inc. on 4/3/89.

W46AJ Cookeville, TN. Voluntary assignment of permit granted from Impact Television Group, Inc. to Trinity Broadcasting Network, Inc. on 3/8/89.

W10BI Nashville, TN. Voluntary assignment of permit granted from Family Broadcasting Company to TV 10, Inc. on 4/19/89.

K64CR San Antonio, TX. Voluntary assignment of permit granted from Catholic Views Broadcasts, Inc. to Hamon Broadcasting Corporation on 4/19/89.

K353O Wichita Falls, TX. Assignment of license granted from Sports 35, Ltd. to 36P Broadcasting, Inc. on 2/21/89.

W60AI Charleston, WV. Voluntary assignment of permit granted from Schuyler Broadcasting, Inc. to Schuyler Broadcasting, Inc. on 4/3/89.

NEW LPTV CONSTRUCTION PERMITS

The following parties receive construction permits on the dates shown. Locations are also given.

4DF Harrison, AR. Mountain TV Network, Inc. on 3/16/89.

W60AI Cameron, MO. Communication Systems Group, Inc. on 5/30/89.

K22DD San Jose, CA. Linda K. Trumbly, 5/31/89.

K39CQ Santa Cruz, CA. Schuyler Broadcasting, Inc., 5/30/89.

K27CZ Springfield, CO. Schuyler Broadcasting, Inc., 5/30/89.

W21AT Daytona Beach, FL. Flamingo Broadcasting Corporation, 5/31/89.

W27AW Homosassa Springs, FL. Owen Broadcasting Enterprises, 5/30/89.

W46BC Key Largo, FL. David J. Stein, 4/26/89.

W09BS Naples, FL. New Florida Broadcasting Company, Inc., 5/30/89.

W47AW Vero Beach, FL. American Christian TV System, Inc., 5/30/89.

K34CV Burlington, IA. Mountain TV Network, Inc., 5/30/89.

W58BP Paducah, KY. Millard V. Oakley, 5/30/89.

W34AT Portland, ME. Barbara Dilley, 5/30/89.

K51CY Austin, MN. Televue Systems of Minnesota, 4/18/89.

K53D Austin, MN. Televue Systems of Minnesota, 4/17/89.

K55FJ Austin, MN. Televue Systems of Minnesota, 4/17/89.

K57EU Austin, MN. Televue Systems of Minnesota, 4/17/89.

K61EU Austin, MN. Televue Systems of Minnesota, 4/17/89.

K64DP Spring Lake Park, MN. Mark Denyes, 5/31/89.

W60AI Cameron, MO. Communication Systems Group, Inc., 5/30/89.

K41CN Hawthorne, NV. Mountain TV Network, Inc., 5/31/89.
 W39BC Hamburg, NY. Southtown's Christian Center, Inc., 5/31/89.
 K24CJ Durant, OK. Betty Margaret Wheeler, 5/31/89.
 K30CT Durant, OK. Betty Margaret Wheeler, 5/31/89.
 K67EV Portland, OR. Roy H. Park Broadcasting of Oregon, 5/31/89.
 W35AW Uniontown, PA. Turnpike Television, 5/31/89.
 W50BC Wilkes-Barre, PA. Broadcast Data Corporation, 5/1/89.
 W18AR Charleston, SC. Allbritton Communications Company, 5/31/89.
 W15AQ Murfreesboro, TN. Joe F. Bryant, M.D., 5/1/89.
 W48BA Nashville, TN. Ken Jacobsen, 4/13/89.
 K33DB Houston, TX. The National Black Media Coalition, 5/31/89.
 W42BE Fairfax, VA. Fairfax Low Power Company, 5/31/89.
 K58DD Bellingham, WA. TV Board First Assembly of God Church, 4/13/89.
 K56EG Yakima, WA. Ronald Theodore Bevins, 5/30/89.
 W17AX Marshfield, WI. Edwin Gungor, 4/14/89.
 W30AQ Marshfield, WI. Edwin Gungor, 4/14/89.
 W28AS Wheeling, WV. Turnpike Television, 4/13/89.
 K34CN Green River, WY. Holcomb Broadcasting, 3/14/89.
 K19CD Thermopolis, WY. Lee F. Hollingsworth, 4/14/89.
 K35CI Torrington, WY. Western Publishing Company, 4/13/89.

LPTV LOTTERY WINNERS

The following are tentative selectees of the LPTV translator lottery held on May 25, 1989. If no petitions to deny the selectees are filed, and if they are otherwise qualified, they will be granted construction permits.

Ch. 18 Rogers/Bentonville, AR. The Times Southwest Broadcasting, Inc.
 Ch. 33 Breckenridge, CO. ZLTV, Inc.
 Ch. 42 Vail, CO. Millard V. Oakley.
 Ch. 51 Hartford, CT. Trident Broadcasting.
 Ch. 05 Clearwater, FL. George Fritzing.
 Ch. 42 Sessoms, GA. Community Television.
 Ch. 51 Ottumwa, IA. Lee Enterprises, Inc.
 Ch. 65 Sioux City, IA. Kelco Television.
 Ch. 24 Lewiston, ID. Russell Communications.
 Ch. 59 Vandalia, IL. Ogden Leisure, Inc.
 Ch. 58 Columbia, MO. Howard Wapner.
 Ch. 43 Poplar Bluff, MO. Evarista Romero.
 Ch. 65 Poplar Bluff, MO. American Lo-Power TV Network.
 Ch. 16 Bozeman, MT. AER Productions.
 Ch. 14 Livingston, MT. Mountain TV Network, Inc.
 Ch. 23 Red Lodge, MT. Mountain TV Network, Inc.
 Ch. 35 Morristown, NJ. TV-Nova.
 Ch. 32 Cleveland, OH. Gerald Cohen.
 Ch. 15 Columbus, OH. Advanced Allied Communication Technologies, Inc.
 Ch. 32 Lexington, OH. Edward F. Angiin.
 Ch. 47 Springfield, OH. Impact Television Group, Inc.
 Ch. 38 Grants Pass, OR. Inspiration TV of Southern Oregon.
 Ch. 14 Williamsport, PA. NEP Communications, Inc.
 Ch. 33 Amarillo, TX. Stacy L. Davis.
 Ch. 36 Center, TX. Ro-Mar Communications.
 Ch. 61 Corpus Christi, TX. Neighborhood TV Network, Inc.
 Ch. 68 Dallas, TX. Frontier Southwest Broadcasting, Inc.
 Ch. 48 Del Rio, TX. T. J. Petersen.
 Ch. 31 Houston, TX. Petersen.
 Ch. 39 Houston, TX. Petersen.

Classifieds

FOR SALE

One kW UHF LPTV, on air since 1983 in West Central Florida. Excellent cable penetration. Call C. Cole, (904) 795-5541.

SERVICES OFFERED

Turnkey site development services include site acquisition, negotiation, and permitting; site construction/installation, and maintenance; transmitter/downlink optimization, and site management. Our reputation is that of being responsible, fair, and professional. We're Shaffer Communications Group, Inc., 3050 Post Oak Blvd., Suite 1700, Houston, TX 77056, (713) 621-4499, FAX (713) 621-5751.

BUSINESS OPPORTUNITIES

Free, free, free! LPTV construction permit; booming area. You be the boss; I'll be your partner. Unbelievable but true. I'll help you get on the air. 1-904-746-6972.

*11/8/89
 accounts for - Ch 30 1KW 150ft
 Buddy Mack 3 Durbor
 Quicker Box 10 32661*

FCC ON-LINE DATABASE
dataworld
 Allocation / Terrain Studies
 AM • FM • TV • LPTV • ITFS
 P.O. Box 30730
 Bethesda, MD 20814
 (301) 652-8822 (800) 368-5754

WAYNE S. McCULLOUGH
WMC Communications
 Complete Field Service Specialists
 MMDS • ITFS • LPTV • TRANSLATORS
 P.O. Box 87 (717) 443-8028
 White Haven, PA 18661 (412) 241-6551

USED TRANSMITTERS AND ANTENNAS (save thousands)
 DEALERS FOR:
 ANDREW, BOGNER, CABLEWAVE, EMBEE, LINDSAY, NEXUS, SCALA & TTC (one watt to 50 KW)
Broadcasting Systems, Inc.
 Turnkey LPTV Construction
 21617 N. Highway 101
 Dallas, TX 75242
 (214) 350-5550
 (214) 350-582-8229
 Kenneth Casey
 15 YEARS EXPERIENCE
W. H. BATTISON, P. ASSOCIATES
 Consulting Low Power Transmitters
 384 S. ... RD #1
 ... 44842
 ... g, Turnkey

WANTED TO BUY

CP's for LPTV and full power. Top 25 (ADI rating). Will pay top dollar. Send engineering data to Kenneth Casey, 2128 West Tonopah Drive, Phoenix, AZ 85027. Or call (602) 582-6550.

Immediate buyers for LPTV construction permits, top 100 markets. Call Bill Kitchen at Television Technology Corporation, (303) 665-8000. Or write for full details to: Bill Kitchen, Television Technology Corporation, P.O. Box 1385, Broomfield, CO 80020.

LPTV equipment: Six-month project requires ten used 100W UHF transmitters and/or translators with related equipment. Call ASTRO, (301) 961-6530.

CLASSIFIED RATES: All classified ads are payable in advance. When placing an ad, indicate the exact category you desire: *Help Wanted, Situations Wanted, Services Offered, Business Opportunities, 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 50¢/word. There is a \$15.00 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.

CAVALIER COMPUTER SERVICES INC.
 Developers of the Crown System Family of Radio and TV Broadcasting Software
 - Established in 1980 -
 AM • FM • TV • LPTV • Custom Programming
 (614) 888-8388
 5354 N. HIGH STREET • COLUMBUS, OHIO 43214

The Sportsman's Showcase With Ken Tucker offers a 50/50 barter for the best outdoor show available on the market today. Filmed from the Rocky Mountains of Montana, to the Everglades—with conservation and environmental shows in between.
 For more information call or write: P.O. Box 872, Brewton, AL 36427, (205) 867-9440.

WAKE UP YOUR AUDIENCE!
 THE LIBRARY OF SPECIAL VISUAL EFFECTS ON TAPE READY TO USE
500 EFFECTS \$500
DARINO FILMS (212) 228-4024

Arent, Fox, Kintner, Plotkin & Kahn
 Washington Square 1050 Connecticut Avenue, N.W.
 Washington, D.C. 20036-5339
 General Counsel to the
 Community Broadcasters Association
 Telephone (202) 857-6000 Telex WU 892672 Telecopier (202) 857-6395

EPTV STATIONS COAST TO COAST
 & PERSONAL SERVICES APPRAISERS
 LPTV
 & Personal Services
SHERWOOD
 Illinois Office
 3125 ... St. • Glenview IL 60025
772-4970
 Washington D.C. Office:
 Ellen Sherwood Lyle 105 S. Alfred St. • Suite 443
 703-549-1510 Alexandria, VA 22314

Join the FamilyNet™ Revolution



Something revolutionary is happening in the world of television. People are turning off TV that's predictable, and they're coming over to something new and creative. **FamilyNet** will soon be airing new, original programs especially for the millions who are saying, "The family is the most important part of our lives. We want television that reflects our values!"

REVOLUTIONARY PROGRAMS

Our 24-hour program schedule offers a wide selection of excellent family shows, including music, women's shows, sports,

outdoor adventures, children's shows, health and fitness, movie classics, inspirational and issues-oriented programs.

A BIG REVOLUTION TO COME

In the coming months, you'll see more original programs on **FamilyNet**. It's already happening, with **FamilyNet Sports™**, shows for young adults, music programs, shopping, family dramas, and more. It's all part of the growing **FamilyNet** Revolution.

COME ON OVER!

If you are an LPTV operator who would like to affiliate with a growing, family entertainment network, call FamilyNet today.

Monthly Programming News Release ■ Local spot avails
New and Original Shows ■ Live NCAA Football & Basketball
Classic Movies ■ The Best Inspirational Programs ■ Available on Galaxy III Transponder 23.

FamilyNet programming is now carried by LPTV's nationwide. To find out how your station can become an affiliate, call 1-800-8 FAMNET.



The Family Television Network

The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 4, Issue 8

A Kompas/Biel Publication

August 1989

Direct Response Advertising The Bottom Line

—by Frank Cannella, Jr.

The terms "per inquiry (PI) advertising" and "direct response advertising" are often used interchangeably. But in fact, PI's merely describe a form of advertising payments. Let me explain.

A television direct response advertisement is any commercial that solicits an immediate response from the viewer through a toll-free telephone number or (less often) a mailed response. Advertisers or agencies place direct response commercials in one of two ways: by purchasing spot time at a station's regular cash rates or by contracting with the station for a "per inquiry" (PI) ad.

TV stations, of course, prefer the cash buys. They are simpler and cleaner. However, if you have a great deal of unsold time available, then you might like to experiment with PI's. In a PI deal, the advertiser airs a commercial on your station at

no charge. In exchange for the free spot, you get a percentage of the revenue from any sale generated by that spot. This is a per order or per inquiry arrangement.

In most cases, direct response advertisers don't want your most salable inventory. They want to reach the viewers who are watching television because they have nothing else to do. The typical dayparts are late night, late fringe, early fringe, and weekends. Daytime works for some products, as well. Typical programming choices are old movies, situation comedies, and syndicated drama series. Game shows generally do not work well.

Before you accept a PI offer, qualify it. Ask the agency where the commercial is currently airing. Unless it's on a number of stations, it may not be worth the time and paperwork it will cost you. So be sure the offer is successful elsewhere before you take it on.

continued on page 6



Classic collections from artists like Tina Turner are favorite PI offerings.

RFD-TV Is Back

RFD-TV, the agricultural programming network, is back on a new satellite following a series of legal and financial difficulties that forced it to go dark for ten days last June.

Sam Curley, RFD-TV's executive vice president, said that the network went dark at about 8 a.m. June 15 at the request of GTE Spacenet Corporation, owner of Spacenet 1, the satellite over

which it was transmitting. Curley would not elaborate on the problems that led to the black-out but said that relations with GTE remained friendly and that the company was close to resolving its difficulties. Transmissions resumed on June 25 over Contel's Westar 5, channel 17.

"We got thousands of calls of support from viewers when we went off the air,"

said Curley. "We especially appreciate the support of our LPTV affiliates." Curley said that all of the LPTV affiliates followed the network to the new satellite.

RFD-TV transmits farm news, weather, music, movies, and other programming to viewers in the rural U.S. and Canada. The network is presently working on deals to expand its coverage to Australia and Japan, said Curley. K/B

20962 PA 16602
1536 LOGAN AVENUE
JOHN R. POWLEY OWNER
JRP STATIONS
POML-0789-0789-0690

ADDRESS CORRECTION REQUESTED

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

TELEMEDIA

#1 IN
VINTAGE
PROGRAMMING
800-521-8683

2025 Royal Lane, Suite 300 Dallas, Texas 75229
(800) 521-8683 (214) 243-2290

Circle (110) on ACTION CARD

BULK RATE
U.S. POSTAGE
PAID
Permit No. 16
New Richmond, WI
54017

IT'S HAPPENING... AND WOW!

And You Can Get In On The Ground Floor!

*An average of 20 new LPTV stations are going on the air every month.
Capital investment for each new LPTV ranges between \$300,000 to \$750,000.*

LPTV is the fastest growing segment of the broadcasting industry.

*The FCC is issuing an average of 75 Construction Permits per month.
Over 800 applications were filed during the most recent filing window.*

After a successful launch last year, the LPTV Show is expanding in all directions. This is the only time all year that LPTV operators will gather for one exclusive conference.

*It's the one opportunity the enterprising vendor will have in 1989
to reach this exciting new market.*

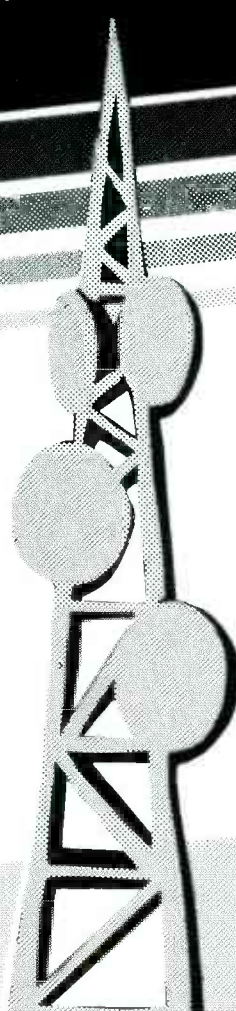
Exhibit rates are a realistic \$8psf, and the entire conference is geared to the vendor. It's the opportunity you can't afford to miss.

The Place — The Riviera, Las Vegas

The Dates — November 5-7, 1989

The Players — LPTV Operators and Sales-oriented Exhibitors

Questions? You'll Find Answers at 1 800 225-8183





In Our View

The CBA has been busy! Not only are preparations well under way for the second big convention in November, but there has been some heavy lobbying going on in Washington.

This month we'll use our column to report on some of this Washington activity.

On June 7, CBA president John Kompas left Milwaukee for a three-day effort to establish contacts on Capitol Hill and promote the LPTV industry. Accompanied by CBA political consultant Marty Rubenstein, John met first with Antoinette D. Cook, counsel to the Senate Communications Committee. Right now, Ms. Cook is involved in the Committee's investigations into cable business practices, and she was concerned about the difficulties that some LPTV broadcasters have encountered in their efforts to gain cable carriage. She asked for details. John gave her a package of letters collected last year from CBA members who had had trouble with cable. And several LPTV broadcasters who have had more recent problems later called to speak with her directly.

John's next appointment was with Keith Larson of the FCC's LPTV Branch and his boss, Roy Stewart. It was a routine, informational meeting in which the three talked about the CBA board meeting in Nashville and the effort to organize the "community broadcasters" within the association. (See Lee Shoblom's "CBA Comment," page 11, for a report on this event.)

John then walked over to the offices of *Broadcasting* magazine to pay a courtesy call on managing editor Don West. As some of you will remember, Don hosted a panel at the CBA Convention last October.

The next day was a meeting with Terry Haines, minority counsel to the House telecommunications subcommittee. Haines knows LPTV from his former days under Barbara Kreisman, Keith Larson's predecessor in the LPTV Branch; and he has watched the service closely. CBA counsel Peter Tannenwald and John spent an hour briefing Haines on current LPTV issues.

On July 5, John met in Milwaukee with Senator Bob Kasten (R-WI), a member of the Senate Commerce Committee, which oversees the Senate Communications Committee. This meeting was also an informational meeting, and the allotted twenty minutes stretched to an hour as the Senator's interest in LPTV and the CBA grew.

The most recent trip was again to Washington. On July 26-27, John and Marty and Peter took to the Hill to meet with Tom Cohen, majority counsel for the Senate Communications Committee. Again, the subject was cable and the problems that some LPTV stations have had getting cable carriage.

Also on this trip, John met with a Washington-based media analyst who has agreed to work with the CBA to create a

financial profile of the LPTV industry. A formal analysis of this nature is crucial if the industry is to begin to join the broadcast financial mainstream. The project is scheduled to be completed in time for the November CBA convention.

Then it was over to the FCC for another visit with Keith Larson and Roy Stewart. Finally, John met with David Meeker, counsel to Senator Kasten, to follow up on the July 5 meeting and to enlist the Senator's help with CBA's agenda.

As you can see, there is a lot of missionary work going on. But we need your help. If you have a story to tell, let us know. Let us know about your problems, and your successes, too. And while you're at it, keep your representatives in Congress informed. Just letting them know you exist—and possibly offering them a little air time—will help more than you know to bring the LPTV industry to their awareness.

Good luck!

Kompas/Biel & Associates, Inc.

S.E. Bradt, *Chairman of the Board*
John Kompas, *President and Chief Executive Officer*
Jacquelyn Biel, *Executive Vice President and Secretary*
Richard P. Wiederhold, *Vice President—Finance and Treasurer*

The LPTV Report

5235 North 124th St., Suite 22
Butler, WI 53007
(414) 781-0188

John Kompas, *Publisher*
Jacquelyn Biel, *Editor*
Colette Carey, *Reporter*
Barbara Barr, *Administrative Assistant*
Heather Kompas, *Gofer*

Columnists: John H. Battison, P.E., Bob Horner, Peter Tannenwald, Lance Webster, Richard P. Wiederhold

Guest Contributors: Richard D. Bogner, Frank Cannella, Jr., Amy Madsen, Lee Shoblom, Ken Tucker

Advertising Sales:

Kompas/Biel & Associates, Inc.
P.O. Box 25510
Milwaukee, WI 53225-0510
(414) 781-0188

**Western Region: James E. Heath
Heath & Assoc.**
2385 Roscomare Road
Los Angeles, CA 90077
(213) 471-3630

Affiliations: **CBA** *The LPTV Report* is the official information channel of the Community Broadcasters Association.

* * * * *

The LPTV Report, ISSN 0892-5585, is published monthly by Kompas/Biel & Associates, Inc., 5235 124th Street, Suite 22, Butler, WI 53007, or P.O. Box 25510, Milwaukee, WI 53225-0510. Copyright 1988 by Kompas/Biel & Associates, Inc. All rights reserved.

* * * * *

Subscription price: 1 year, \$35.00; 2 years, \$55.00. Outside USA: 1 year, \$43.00; 2 years, \$71.00. Back Issues: \$3.75 each. POSTMASTER: Please send address changes to: *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225-0510.

TV Guide Now Listing Oregon LPTV



John Mielke

K25AS of Eugene, OR—known to its viewers as KLSR-TV—is being listed in the Oregon state edition of *TV Guide* as of July 29.

The Fox affiliate reaches 110,000 households through a network of translators and cable systems, including Eugene's TCI Cable, which began carrying the station on June 1.

Eileen O'Malley Spangler, associate editor of *TV Guide*, said that the decision to list KLSR was based on its viewership in the Eugene area. KLSR is the first LPTV station in the country to be listed in the publication.

Spangler said that decisions to list a station were made on "a case-by-case basis" and that the criteria included the number of viewers and whether or not a station was carried on cable. She noted that "quite a few" full power commercial and PBS television stations, including some major network affiliates, are not listed in the magazine.

TV Guide editors "pay very strict attention to the mail" from readers, as well as conduct "small" reader surveys at irregular intervals, said Spangler. "We're very conservative in our approach to LPTV stations," she said, adding that LPTV stations would be evaluated on the basis of the availability of their signal to a "significant number of people" and a programming line-up that "readers seem interested in."

Learning Channel Expands Literacy Programs

The Learning Channel has announced a three-year effort to expand its literacy, math, and science programs.

TLC Excel, as the new initiative is called, began officially on July 1 when the network began a 24-hour schedule. The program, to air during prime-time, promotes basic reading skills, math and science education, language development, and continuing education. TLC Excel will be supported with special community promotions, including events co-sponsored with local education associations.

BON MOT

Athletes are the ambassadors of the world.

Lou Johnson, Los Angeles Dodgers



The News In Community Broadcasting

—by Bob Horner

The Assignment Desk And The Assignment Editor

Our last column talked about how to decide what areas of the news your station will concentrate on. Now it's time to set up your newsroom assignment desk.

When most viewers think of TV news people, they think of reporters, anchors, and camera operators. But none of these people can do their jobs very well unless they are provided with story planning and direction, which in a newsroom is the function of an assignment desk.

Ideally, the assignment desk is a job in itself. But many times the assignment editor has other duties such as doing interviews or producing. In very small operations, the assignment desk may be the job of the news director, an anchor, a reporter, or a producer. In any case, it is one of the most important jobs in the newsroom.

If it is properly established, the assignment desk can be the heart and soul of the news operation. A good desk can inspire great news, and a bad desk will make success impossible.

The Duties

An assignment editor plans the news coverage. Therefore, keeping good files on upcoming stories and keeping track of news releases is a big part of the job. It's a good idea to have a monthly story file, as well as a daily file for the current month.

It's also helpful to have an assignment board on which to track the progress on the daily stories. Most people use the white plastic kind with dry markers. Based on those events you know will happen, you can set up the next week's story plans before leaving work on Friday. Adjust your plans daily as news happens. This way, you avoid the problem of trying to produce a good newscast when there is no news.

The Tools

Here is a list of some of the other things that make life easier for an assignment editor:

- A good dictionary;
- A thesaurus;
- A book of quotations;
- Every map that exists of your city, county, and state;
- A police band radio with the proper crystals;
- A portable radio;
- A city directory;
- A cross-referenced street/telephone guide—also known as a backwards telephone book;
- A directory from every civic organization, group, and club that prints one;
- A top-of-the-line Rolodex or, if the budget allows, a personal computer with word processing and database programs;
- A good typewriter or a personal computer with a letter-quality printer;
- File drawers.

Finding An Assignment Editor

Finding the right person to run the desk is a good challenge. What should you look for in an assignment editor? Perhaps the best qualification of all is the simplest: Does the candidate really want to be an assignment editor. You don't want someone who only wants to be on the air. That person just won't give the job the effort it deserves.

The assignment editor not only has to come up with great stories on a newsless day, but also has to organize the coverage on breaking news. In other words, even during quiet times, it's a stressful job, so look for someone who can handle that.

What is a good assignment editor? She is sincerely interested in the world around her. She is a teacher by nature, someone who doesn't mind that others get the credit for her hard work, and someone who is genuinely interested in helping the entire staff make improvements.

He is a voracious reader, a person who listens to everything, a nitpicker, a detail-oriented person who'd notice that the mayor's middle initial is wrong, or that Lincoln has been misquoted in a story, or

continued on page 6



All Solid State 1kW UHF Transmitter

Acrodyne's Next Generation TV Transmitter
is Sensibly Priced.

The compact, highly dependable TRU/1000 design is loaded with features. Like built-in diagnostics. And field proven visual and aural amplifier modules, mounted on slide-out drawers for easy access and maintenance. It's a total transmission package that also provides these advantages:

- No Tube Replacements
- No Tuning
- Plug-In Exciter
- Redundant Power Supplies

Immediate availability. Our 1kW solid state transmitter is competitively priced with 1kW single tube units and available *now*.
Please call or write for more information.

ACRODYNE

Acrodyne Industries, Inc.
516 Township Line Road
Blue Bell, PA 19422
1-800-523-2596


In Pennsylvania, 215/542-7000
FAX: 215-540-5837

Circle (18) on ACTION CARD

that a writer is two days off on a date in history.

While it's always good to have a local resident for the job, a great assignment editor is a generalist, a person who can jump in feet first and learn a community even if he's never been there before.

And, finally, a good assignment editor is a team player who inspires team spirit in others. You know you have a good person when everyone feels that their contributions to the newscast are appreciated and needed.

Bob Horner is a broadcast news consultant based in Atlanta. His experience includes nine years at CBS News, as well as extensive local news production. Bob welcomes your comments and suggestions on news-related topics for this column. Send them to him in care of this magazine. Or call him at (404) 257-0397. 

The Bottom Line


continued from front page

Your share of the revenue from a straight PI sale should be approximately one-third of the selling price; and the agency takes 15% of your cut as a commission. The mechanics of payment are fairly simple. Generally, you would invoice the advertiser at the end of each month for the total orders generated, multiplied by the percentage due you. To ensure that you are paid for all of the orders generated by the spots you run, insist on supplying your own 800 number. If possible, insist also on receiving a copy of the telemarketing report for your station. If the advertiser wishes to use a post office box for responses, offer yours. This way you get paid for the mailed orders, too.

In the case of magazines, continuity programs, and lead generation cam-


TVRO/DBS Market To Sextuple By 1993

The number of U.S. homes with satellite dishes will climb from 2.4 million in 1988 to 16.7 million in 1993, and the price of dishes will drop from the current average of \$2,500 to about \$600, according to a new report by Frost & Sullivan, a New York City-based business information company.

The company's 299-page report, entitled "The Home TVRO/DBS Market in the U.S.—1988-1993," predicts that annual sales of direct broadcast satellite systems will increase from \$805 million in 1988 to \$4.7 billion in 1993. Annual subscription revenues will grow from \$180 million in 1988 to almost \$3.8 billion in 1993. 

paigns, the mechanics are a bit trickier. With these offers, your revenue depends upon how many orders the client sells later—their "back-end." Because you can't oversee the results yourself, you must use your judgment and trust the agency. If you don't feel comfortable you can always take the offer off the air.

A successful per inquiry campaign on your station could actually generate more dollars per spot than your normal rate card rate. So be sure to manage the offer and its placement wisely in order to maximize your return. Evaluate the agency's reputation before you make the deal; evaluate the experience of other stations with the offer and the advertiser; and be sure you're getting a fair percentage of the sale.


Frank Cannella, Jr. is a direct response marketing consultant with offices in Burlington, WI. 

Resort Sports Network Offers Active Fare For LPTV Market

Resort market LPTV stations are the targets of a new programming service geared to the upscale leisure viewer. The Resort Sports Network, based in Portland, ME, offers skiing and other sporting events, ski and windsurfing movies, and how-to programs on rock climbing, sailing, golf, and tennis to a network of resort area cable and LPTV stations.

All of the network's programming is targeted to people who spend significant amounts of money on travel, recreational activities, and leisure equipment, according to president J. Rory Strunk. As a service to advertisers, RSN conducts periodic surveys of these individuals to determine their discretionary income spending patterns, vacation patterns, and secondary and tertiary interests. The surveys have helped RSN sign such major national advertisers as Chase Manhattan Visa, Audi of North America, and Vuarnet France.

"We never would have been able to attract this type of national advertiser ourselves," commented Steve Eccleston, general manager of W18AE in Killington, VT, one of two LPTV stations using RSN programming. Eccleston said that, although his station was getting some national co-op advertising, working with RSN is much easier. "They can produce a much better looking ad," he said, adding that using the network frees him to work more closely with his local clients.

Strunk feels that RSN's format works well for resort LPTV stations. "LPTV is an up-and-coming medium," he said. "In many communities where the cable systems are already saturated, LPTV offers a new frontier." 

DIRECT RESPONSE AGENCIES

Agency	Contact	Phone Number
Cannella Consulting	Frank Cannella	(414) 763-4810
A. Eicoff & Company	Francie Barson	(312) 944-2300
Hawthorne Communications	David Chaladoff	(515) 472-3800
Media Arts	Nancy Langston	(703) 749-1480
Media Marketing	Bob Schultze	(206) 762-3531
Radio Advantage	Ron Weener	(201) 857-2030
Suffolk Marketing	Richard Huntley	(516) 979-0100
Williams TV	Katie Williams	(213) 828-8600



ALL DRESSED UP AND NO PLACE TO GO!



Build your viewership with THE LEARNING CHANNEL and open up a new market: parents and college-bound students. Our comprehensive community marketing kit TARGET: PARENTS, STUDENTS AND SCHOOLS gives you the promotional tools to actively promote the COLLEGE PREVIEW SERIES and SAT COLLEGE EXAM REVIEW SERIES to this important market. For more information contact Patty MacEwan, Affiliate Relations Manager, at 800-346-0032.



Circle (73) on ACTION CARD

Broadcast Station Publicity

Part Three: Photographs

—by Lance Webster



In Part Two (*LPTV Report*, March 1989), we talked about how and when to write news releases. This month, we'll discuss a frequent and important adjunct to the news release—the photograph.

Photographs are important to the promotion and publicity of a television station because they show what the viewer will see on the screen. They are important to radio promotion because they satisfy public curiosity about the faces behind the voices. But there are also other important uses for photos.

Photos for the Press

Because photos add interest to a story, newspapers like to use them. But newspapers have very specific needs.

The Head Shot: The head shot is a vertical close-up of a star, personality or staff member. It is the most common publicity photo used by radio and TV stations, for either the consumer or the trade press. And it is easy for a newspaper to use, because newspaper column width lends itself most readily to vertical photos.

Head shots should be crisp, clear pictures of people from just above the middle of the chest up, with a little head room above the top of the head. Plain backgrounds that contrast with the clothing and hair color are preferable. Props relating to a program might add interest and meaning.

Head shots and biographies should always be available for all key station personnel and for key stars or hosts of all the station's programs. Copies should be supplied to all daily, weekly, and bi-weekly newspapers in the market area for their files, or for quick use. They should be updated annually with newer photos.

The Mood Shot: Usually a "head shot," the mood photo provides additional elements of interest through dramatic lighting, expression, and sometimes costume, makeup, or hair style. They place a performer in the context of a program and give the audience an idea of the mood of the program.

The Group Shot: For most press uses, two people—or at most, three—are all

that should be included in a "group" photo. Such photos can show relationships between characters in a dramatic production, or can feature news anchor-people or program hosts. Again, if possible, vertical shots are preferred. If more than two people are to be photographed, they should be arranged to permit a vertical composition.

When the budget allows, both vertical and horizontal photos should be provided, giving the newspaper the option of using a larger two-, three-, or four-column space in a different kind of layout.

Format: It is best if the photographer uses a camera that takes negatives larger than 35 mm. The 2 1/4" x 2 1/4" negative provides sharp, clear photos when enlarged to the 8" x 10" glossy print that newspapers prefer to receive. Larger sizes are not necessary, except for color.

Color: Use of color by the press is relatively rare, but it is consistent and predictable. Network photos are often included in national magazines such as *Time*, *Newsweek*, *People*, and *TV Guide*, as well as the covers of newspaper Sunday supplement TV magazines. Individual television stations compete for the supplement covers. To do so, they must provide exceptionally crisp, clear color photos with broad reader interest. Here are some tips for making color photos that compete effectively:

Limit color photos to one or two people, in medium to close shots, with some program-related material in the picture. This special interest might be a prop, costume, set piece, or background, but the focus must be on the personality.

Have the photographer use a camera that produces a 4" x 5" positive transparency, rather than a negative. These enable the best possible reproduction, especially important to supplements that are printed on low-quality newsprint. Offer the newspaper its choice of the original 4" x 5" transparency or a color print.

Guarantee the newspaper exclusivity. No paper wants to run a full-color shot on its supplement cover only to discover that an identical shot—in color or black and

white—has been used somewhere else. Take several photos to the paper and let the editor choose which one he or she wants.

Meet with the local supplement editors at least once or twice a year to discuss their needs; and when a possible subject for color placement comes along (either from original material the station generates or from a network or syndicator), call the editor and discuss it. Don't expect a commitment from the editor, who will want to keep his/her options open. But look for encouragement.

Cutlines: All photos should be supplied with descriptive cutlines (or captions) attached. The standard procedure for a station is to type a 3- to 6-line description of the photo on the bottom half of an 8" x 10" sheet of paper. The top of the sheet is then taped to the back of the photo, and the sheet folded around the photo so that an editor can fold down the part of the sheet that covers the photo and reveal the caption.

Cutlines must identify all of the people in a photo and provide information about the program, activity, or other involvement they have with the station (promotion, new assignment, etc.). As with releases, photo cutlines for program-related pictures must contain the program's title, air date, and time. Also include the mailing date and the name of the station's publicity contact. Many stations have special paper prepared for cutline use which prominently displays the station's logo and seasonal theme. This helps editors quickly identify the source of a photo.

An alternative method of attaching the cutline is to glue it onto the back of the photo. But in no case should cutline information be typed or written on the back of the picture. This can damage the photo on the other side, and make it useless.

Photos as Rewards

Another important use of photos is as rewards. Pictures that include members of the station's staff or on-air talent should go to these people. The prints are cheap

continued on page 10

NOW, LP MEANS LOCAL POWER

Introducing a new LP in the LPTV Industry.

- ▶ *"LP" no longer means Low Power and second class citizenship.*
- ▶ *It no longer means Limited Potential because of the high cost of people, programming and production.*
- ▶ *It no longer means Losing Proposition because of high construction and equipment costs.*

The Jukebox Network's unique, patented, fully automated interactive programming allows your viewers to locally program their own channel. Truly Local Programming with Limitless Potential and Leaping Profits. We've got the Living Proof already in Jacksonville, Orlando and Des Moines.

So, now when you talk about the LP in LPTV, remember:

Now, LP means Local Power.

*Introducing a new LP
in the TV Industry*



*The first and only
Interactive
TV Network*

*Interact with us today.
Call Bill Stacy at 305-573-6122*

Circle (145) on ACTION CARD

EXECUTIVE DECISION MAKERS



DO YOU KNOW YOUR MARKET? YOUR COMPETITION DOES!

Are Your Contours Really Where You Think They Are?

Are Your Sales/Marketing People Market Oriented?

Can You Target Your Ethnic/Demographic Markets?

Do You Know Where Your Signal May Be Marginal?

Do You Have A Special Mapping Requirement?

DATAWORLD MAPS CAN WORK FOR YOU

MAP OPTIONS

- SHADOWING (TERRAIN SHIELDING)
- POPULATION DENSITY
- CONTOUR COVERAGE
- POWER DENSITY
- COMPOSITES
- SPECIALS

dataworld[®]
A Service of DW, Inc.

P.O. Box 30730, Bethesda, Maryland 20814

Fax (301) 656-5341

(301) 652-8822

(800) 368-5754

Circle (4) on ACTION CARD

to make, and the identification with a station activity helps encourage employee loyalty and future cooperation with the promotion department.

Copies of photos of station clients and guests involved in station-related activities, such as contests, community promotions, agency-client parties, and other events, should go to the people in the photos. Again, it is a public relations effort that pays dividends in increased identification with the station. Here are some possibilities for meaningful reward photos:

- Station staff members, clients, and press with visiting stars;
- Clients, ad agency people, and media buyers with station sales representatives at station parties or other functions;
- Tour groups visiting the station, pictured with a station lobby display, logo, and/or program host or news person;
- Production personnel on location in unusual circumstances;
- Well-known community figures who can benefit from being photographed with each other at station functions;
- Members of the public with station on-air talent at community events. (These might be taken as Polaroid shots and distributed on the spot.)

These kinds of photos can usually be taken with 35 mm camera equipment because of its portability and versatility and because the camera holds more film than other formats. Polaroid pictures provide the advantage of instant distribution, but the disadvantage is small size, and enlargements involve a complicated process.

Photos as Records

Often it is wise to have a photographer present even if no press or reward use is planned. Photos become a part of station records, with a number of possible subsequent uses.

Award entries for programming, promotion, advertising, and community service activities can be brought to life when meaningful photos are part of the entry. Thus promotion directors may want to keep on file pictures of unusual productions, station guests, program talent, station outdoor advertising, lobby displays, station vehicles, building construction, and station participation in community events. If the occasion, production, or advertising is colorful, color photos should be taken.

A filing system or photo library of original photographs and pictures that come to the station from networks and syndicators is essential. It enables the promotion director to quickly find specific pictures from among hundreds, perhaps thousands.

These files are invaluable when any kind of historical retrospective of the station's activities is needed.

The Photographer

Photography can come from several sources: the advertising, promotion, and publicity departments; the graphics department; the station's staff; or outside the station. The wise rule is to have a principal photographer and a back-up who can be called upon in emergencies.

The first choice is to use the station's graphics or art department, if there is a trained photographer on staff. Station photography should be a part of the person's job description. Scheduling should be done in advance so that photo work

does not conflict with other responsibilities.

If an experienced and capable photo hobbyist works for the station in some other capacity, it might be possible to use that person as either principal photographer or emergency back-up. Be sure to clear this responsibility with the person's superior, pay standard rates, and avoid a photo workload that conflicts heavily with primary responsibilities. Many promotion directors make photographic experience a requirement in the job description of one of the department's staff members, reimbursing him or her for film and print costs, and in some cases paying overtime for time spent at night in the darkroom.

Another option is to contract with an outside photographer by paying a retainer for a certain number of "shoots" throughout the year. Such contracts usually stipulate a specific maximum number of sessions beyond which the station pays extra; and they guarantee a minimum number of prints per picture ordered, based on average station needs. Extra prints must be paid for separately.

Whoever the photographer is, the promotion or publicity person supervising the photography has the responsibility to work closely beside him or her to ensure that photos meet station needs. The best procedure is to explain the needs of a particular situation clearly in advance so that it isn't necessary to hover over the photographer's shoulder during a session. Show examples of pictures similar to the ones needed. Samples should be available from the department's photo files. And, if necessary, critique sessions afterwards by looking at proof sheets to identify good and bad angles, expressions, and framing. A good photographer will quickly learn your needs.

Lance Webster is the former executive director of the Broadcast Promotion and Marketing Executives (BPME), a major broadcast industry professional association based in Los Angeles. This article is the third in a multi-part series on station publicity excerpted from Broadcast Advertising and Promotion: A Handbook for Students and Professionals, available from BPME.

K/B

Keystone Goes To 24 Hours

Keystone Inspirational Network, a family programming service based in Red Lion, PA, has expanded its programming schedule from 16 hours to 24 hours, seven days a week.

The network offers a variety of family movies, children's programming, sports, and inspirational programs transmitted over Westar 4, channel 9.

K/B



CBA Comment

—by Lee Shoblom

LPTV broadcasters across the land will be interested in (and affected by) a CBA board meeting held June 27 at the Opryland Hotel in Nashville. The all-day session covered an array of concerns. Three items will be of immediate interest to CBA members.

CBA general counsel Peter Tannenwald suggested that we make a proposal to the FCC that LPTV stations receive standard four-letter call signs similar to those used by other broadcast services. The general public finds the five-letter call sign odd. Arbitron computers won't handle it. Changing it would eliminate one more excuse for discrimination against our business. Comments? I think it would be an excellent move, personally.

Another agenda item was a new CBA membership category that would cover applicants for LPTV construction permits and/or individuals employed by CBA member stations. This would be neither an associate membership nor a full membership with all of its attendant voting privileges. But it would allow all of you who are applicants to come aboard and become involved. We would like your energy, your opinions, and, very frankly, your money. As we've said many times before in this column, we need your help to keep this association moving.

Also on the agenda was the meaning of the term "Community Broadcaster." CBA president John Kompas feels that we need


a solid definition of the term if we are to be successful in our efforts to make ourselves visible in Congress and upgrade our status at the FCC.

Of the existing 660 or so LPTV stations, there are about 200 stations (almost all of them CBA members—by the way) that serve their communities with locally produced programming—public affairs, news coverage, sports, and so on. The board generally agreed that such locally produced programming should be a condition if a station wanted to be classified as a "Community Broadcaster." The consensus was that a minimum of fourteen hours a week of locally produced programming should be required, of which at least one hour each day is live.

It was also proposed that the community broadcasters meet the minimum operating hours required for full power stations (a meager 28 hours a week).


Thoughts? Reactions? Let us know. We'd like your input. The CBA board represents you and your interests, but we can't do it very well if we don't hear from you.

It was a great meeting and much was accomplished. The evolution of LPTV is truly fascinating—especially if you are right in the middle of it all!

Lee Shoblom is a director of the Community Broadcasters Association. He is a founder of the CBA and has served as the association's president and chairman. 


NAB Opposes Lotteries For Radio, Full Power TV

The Federal Communications Commission should reform its present comparative licensing process instead of instituting lotteries for broadcast licenses, says the National Association of Broadcasters.

In comments filed in June, the NAB defended the comparative process as the only way to guarantee proper television service to local communities. "The comparative process," said the NAB, "ensures that the Commission's mandate under the public interest standard is obtained." It also said that doing away with all preferences except diversity and minority preferences would handicap "daytime-only licenses, local residents, and female applicants." 

New Hampshire LPTV Broadcaster Wins Local Cable Award

Greg Uhrin, program manager at the Continental Cablevision cable system in Concord, NH and Chuck Mancuso, general manager, accepted a special award for Local Programming Excellence at the National Cable Television Association's CABLE '89 Convention in Dallas, TX. The 18,000-subscriber system has a community program channel that offers local sports, public affairs, a health show, music, and telethons.

Uhrin is the president of Center Broadcasting Corporation of New Hampshire, licensee of W39AR in Concord and WI3BG and W33AK in Nashua, NH. 

NOW

LPTV CAN COMPETE WITH THE BIG BOYS!

NEWS SPORTS WEATHER

* HALF-HOUR NEWS PROGRAM EACH WEEKDAY

* 8 MINUTES FOR COMMERCIAL AD SALES TO AFFILIATES...

* LOCAL INSERTS AVAILABILITY FOR AFFILIATES...

* YOUR NEWS, YOUR SPORTS, YOUR WEATHER

* DISTRIBUTED VIA SATELLITE...

* SURPRISINGLY AFFORDABLE!

INQUIRIES CONTACT:

DAVE MURRAY

(904)656-7000

9AM-5PM EASTERN TIME

CENTER ONE VIDEO

CENTER ONE VIDEO PRODUCTIONS

1706-D CAPITAL CIRCLE N.E.

TALLAHASSEE, FL 32308

Circle (132) on ACTION CARD



LPTV and the LAW

—by Peter Tannenwald
and Robert S. Koppel



A Review Of FCC Rules For LPTV Stations

LPTV is intended by the FCC to be a very lightly regulated service, but it is not completely unregulated. Although there are many FCC broadcast rules that do not apply to LPTV, there are also many that do apply. You need to know what they are.

The LPTV rules are found in Part 74 of Title 47 of the *Code of Federal Regulations*, Sections 74.1 to 74.30 and 74.701 through 74.784. Section 74.780 lists those full power TV rules in Part 73 that are applicable to LPTV. It would be impossible to state all of these rules in one short article, but we can highlight the most significant ones.

Sections 74.13 and 74.14 specify the procedures you must follow when you sign a new or modified station on the air. Section 74.731 divides the LPTV service into three types: origination, TV translator, and subscription TV. You must tell the FCC which mode your station uses and notify them whenever you change modes.

Section 74.734 requires an operator licensed by the FCC to be continuously on duty at the transmitter site, remote control point, or program source during all program origination. Unattended operation is permitted only if six specific requirements are met and only when a station is directly rebroadcasting another TV station or a satellite or terrestrial microwave feed.

Technical Measurements

Section 74.736 specifies that video shall be amplitude modulated and audio shall be frequency modulated, which is the standard U.S. television system. Section 74.762 requires you to measure the frequency of the transmitter output as often as necessary to ensure that it is operating within the tolerances given in Section 74.761, and in all events at least once each calendar year, with no two measurements more than fourteen months apart.

Section 74.763 states that LPTV stations need not meet any required mini-

mum hours of operation. It also says that you must notify the FCC if your station has been off the air for ten days. Thirty days of silence is considered evidence of permanent discontinuation of service, allowing the FCC to cancel the station license, unless you show that the silence is due to causes beyond your control.

Section 74.765 requires you to post operator licenses and other information at the transmitter site. Under Section 74.769, copies of Volumes I and IV of the FCC's *Rules* must be available to the operator in charge. You can order these rules by calling the Government Printing Office at (202) 783-3238. The charge is \$18.00 per volume.

Your Permanent File

Section 74.781 says you must keep your station license and any correspondence with the FCC in a permanent file in your community of license and post the location of this file at the transmitter. You must make this information available on request to any representative of the FCC.

The file must also include records of transmitter adjustments, repairs, or replacements and a record of any improper functioning of tower lights. Tower lighting and inspection requirements are very important; see Section 73.1213 and Part 17 of the *Rules* (in Volume I). All such records, as well as any station logs, must be kept for two years.

The station must be identified on the air at least once an hour, according to Sections 74.783 and 73.1201, with the call sign and community of license announced aurally or visually during program origination and by Morse Code at other times. The ID for a translator may be originated by the primary station being rebroadcast.

Section 74.780 lists 59 sections from the full power TV rules (Part 73) that LPTV stations must comply with. These include

limitations on network agreements, network practices, and non-network territorial exclusivity (Section 73.658). The Emergency Broadcast System rules, starting at Section 73.901, specify the equipment and procedures for monitoring emergency notifications and the circumstances under which an LPTV station must go dark.

Broadcasting Telephone Conversations

Under Section 73.1206, telephone conversations may not be broadcast or recorded for broadcast without prior notice to the caller. Section 73.1208 says that the audience must be informed on the air when any material that is taped or filmed might be misinterpreted as a live broadcast.

Section 73.1207 spells out requirements for the rebroadcast of government stations—such as time signals or the Voice of America and Armed Forces Radio—and limits the use of non-broadcast signals, such as Amateur or CB transmissions. Section 73.784 governs the rebroadcast of other TV stations.

The broadcast of any information pertaining to or promoting a lottery is forbidden, except for certain state and Indian operated lotteries and some fishing contests (Section 73.1211). Contests must be conducted fairly, and the rules must be fully disclosed on the air (Section 73.1216).

The identity of any entity paying for time, whether for a commercial announcement or otherwise, must be fully disclosed on the air; and when air time is bought for the discussion of political or controversial issues, information relating to the officers or governing board of the sponsor must be kept on file (Section 73.1212). The equal time and political editorial rules apply to LPTV broadcasts by political candidates (Section 73.1940).

continued on page 14

TTC

**You receive an important extra
with every quality TTC Transmitter...**



TTC TOTAL SUPPORT

Quality people stand behind every TTC transmitter. Our service begins the minute you buy TTC—and it never ends. We still support products made over twenty years ago. Our marketing, engineering, manufacturing, and service personnel *keep you on the air.*

Advanced broadcasting technology acknowledged worldwide. TTC advanced LPTV transmitters and translators meet your most stringent technical specifications. All our products are made with strict attention to quality control and thorough testing. TTC builds LPTV transmitters, translators, and boosters from 1 Watt to 10 Kilowatts, UHF STLs and intercity relays recognized worldwide for quality and performance.

We're there with Total Support if you need us. At TTC, we take pride in our rapid response to customer needs. Our twenty-four hour *Total Support Hot Line* lets you call for technical or engineering support at *any time*—for questions and assistance, additional parts, or maintenance.

Made in the USA. Get to know TTC and our full line of transmitters, translators, and broadcasting equipment. For more information or product literature, call or write TTC:

Television Technology Corporation,
650 South Taylor Ave. • Louisville, Colorado 80027 • USA
Telephone: (303) 665-8000 • FAX: (303) 673-9900

The Quality is TTC

Circle (7) on ACTION CARD

There are rules pertaining to technical matters such as experimental authorizations, special field tests, operation during modification of facilities, special temporary authority, and emergency antennas (Sections 73.1510 through 73.1680).

EEO Rules

Equal employment opportunity rules apply to LPTV stations that originate programming (Section 73.2080). Stations with five or more full-time employees must adopt and follow a specific EEO program. The FCC has recently placed heavy emphasis on full and detailed compliance with its EEO program. Under Sec-

tion 73.3612, every LPTV station that originates programming, regardless of the size of its staff, must file an annual employment report by May 31 of each year.

Some three dozen rule sections govern how to file or amend applications, how they are processed, and how objections are handled. Section 73.3598 says that an LPTV construction permittee has eighteen months to get the new station on the air, and Section 73.3599 tells how your construction permit may be forfeited.

Finally, Section 73.3613 requires LPTV stations that originate programming to file copies of network affiliation contracts with the FCC within thirty days of entering the contract.

LPTV is attracting many entrepreneurs who have no previous experience in broadcasting and do not have a feel for FCC regulations. They often do not realize that an LPTV license is not a license to broadcast at will. There are rules, and there are people who enforce the rules. If you do not have a rule book, it is time to get one now. K/B

Peter Tannenwald is a partner, and Bob Koppel is an associate, with the Washington, DC law firm of Arent, Fox, Kintner, Plotkin & Kahn. Tannenwald is general counsel to the Community Broadcasters Association.

Supplier Side

The Spline Ball Ionizer, or SBI, is a low-cost system that can prevent most lightning strikes. Developed by **Lightning Eliminators & Consultants, Inc.**, the SBI is a sphere of up to two feet in diameter, with metal wires radiating from the sphere. If struck by lightning, the SBI dissipates the charge and provides a safe path to ground.

The unit is lightweight and easy to install, and has a minimum ten-year life span.

Circle (28) on ACTION CARD

Rohn, maker of communications towers, is offering a written warranty against defects, corrosion, winds, and ice damage. The warranty—a first in the industry, according to Rohn—covers ten years against defects, twenty years against corrosion, and five years each against excessive ice or winds.

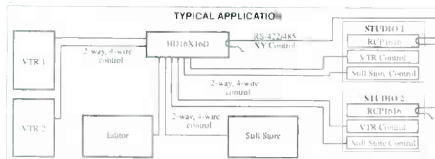
Circle (24) on ACTION CARD



AVCOM's PTR-25 portable test receiver.

AVCOM has announced the PTR-25, a new portable test receiver featuring a built-in 4.5" monitor and a full range of outputs to provide signals for large TV monitors, video recorders, and audio amplifiers. The battery-operated unit also has an IF output for a spectrum analyzer. A large, easy-to-read signal strength meter is located on the front panel.

Circle (31) on ACTION CARD



HEDCO has introduced a new 16 x 16 RS-422 data router, the HD-1600D, that makes studio configuration possible at the touch of a button. The rack-mountable unit can be used as a stand-alone router or as a companion level in an HD16X audio, video, and data routing system. It is expandable to 64 x 64 and features an optional RS-232 serial interface and an optional configuration that allows bidirectional routing between RS-232 and RS-422 signal levels.

List price is \$5,500.

Circle (32) on ACTION CARD

VideoTape Distributors, Inc. of Northvale, NJ has opened a full-service sales and distribution center in Chicago. The new operation, located at 1601 Glen Lake Avenue in the Chicago suburb of Itasca, will house a large inventory of videotape from such manufacturers as Ampex, Fuji, JVC, Kodak, Maxell, Panasonic, Sony, and 3M.

Available formats are 2", 1", U-Matic, VHS, Beta, Betacam (oxide or metal), M-II, 8 mm, and D-1 and D-2 tapes. Also available are floppy disks, audio cassettes, audio carts, audio tape, plastic album boxes, spot reels and boxes, and cassette sleeves. The company offers custom-loaded video cassettes as well.

Circle (33) on ACTION CARD

Nexus Engineering Corporation manufactures a complete line of low and medium power UHF and VHF transmitters and accessories, as well as a line of low and medium power translators. Both transmitters and translators are covered by a limited one-year warranty.

Circle (34) on ACTION CARD

The **American Mental Health Fund**, a national non-profit organization founded in 1983, offers public service announcements in :10, :15, and :30 formats. The fund is a non-profit organization founded to fight mental disease by increasing public awareness of mental illness and its symptoms, by erasing the stigma and myths associated with mental illness, and by raising funds for medical research into its causes and treatments.

The PSA's are available in 1/2" VHS, 3/4", and 1" formats.

Circle (19) on ACTION CARD

Nova Systems has introduced the NOVA 502 EFP TBC™, billed as the first time base corrector small and light enough for field use. The 12-volt, DC-powered unit stabilizes the output of portable and camera-dockable Betacam, M-II, U-Matic, and S-VHS VCR's so that it is suitable for field production editing and for microwave and satellite transmission from remote field locations.



The 502 EFP TBC from Nova.

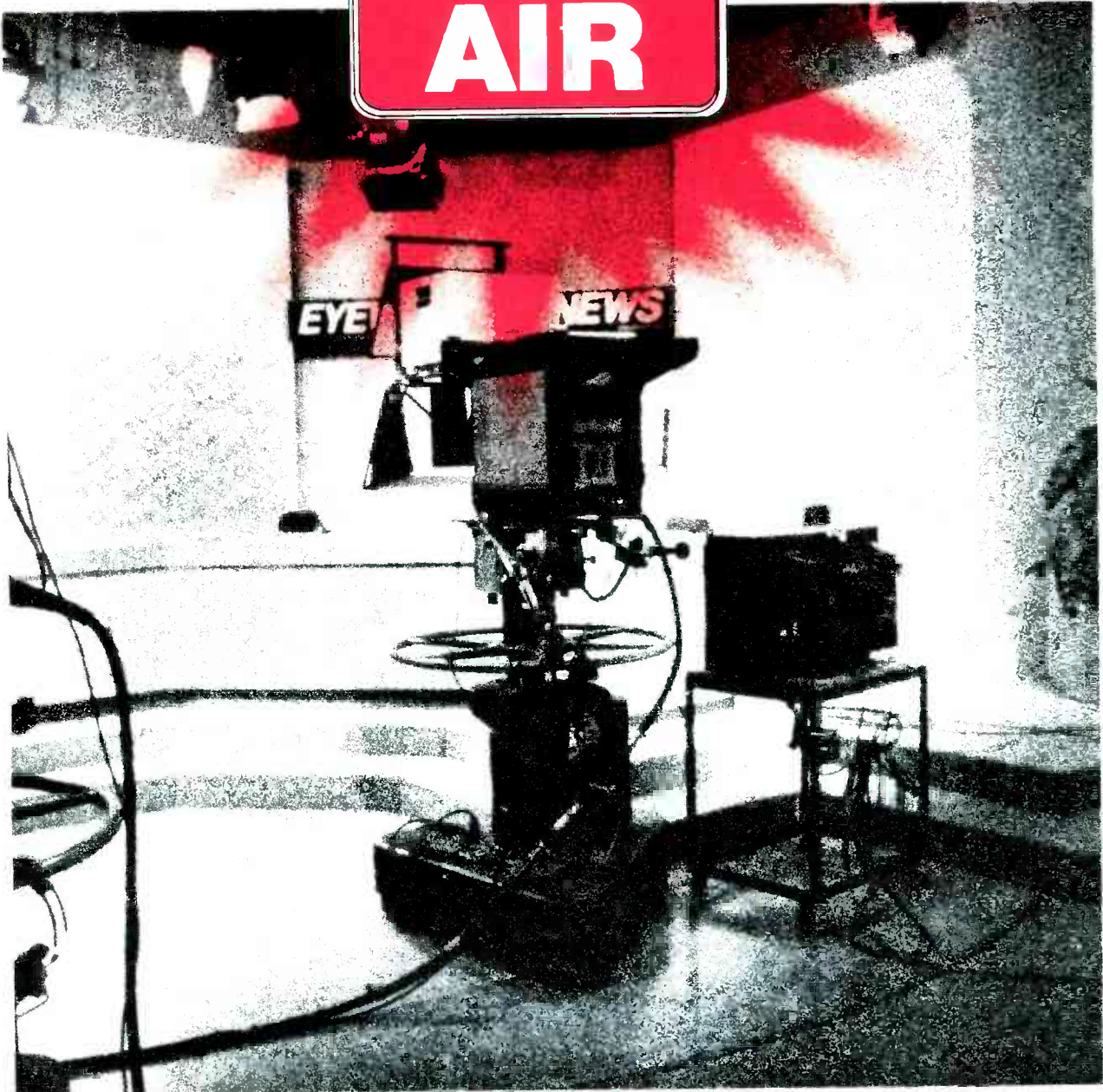
Also from Nova is the 900S Super TBC, a component-processing TBC with inputs and outputs in both composite and S-VHS formats, as well as component outputs. The unit features a 4 x 1 input switcher and a repertoire of digital effects such as freeze, mosaic, posterize, and fade-to-black.

Both TBC's are rack-mountable.

Circle (20) on ACTION CARD

5...4...3...2...1...

**ON THE
AIR**



You're on the air!

And your dream's come true. Your LPTV station is sending out a signal, loud and clear. Every hour of planning and every piece of equipment is backing that signal, because EMCEE is backing them: site selection, satellite earth station, transmitter, transmitting antennas and line, towers, translators. . . even a complete studio package of cameras, lighting, video switcher, audio console and more. EMCEE's 27 years of experience in low power television guarantee the best equipment, installation, service,

maintenance, training and parts. You wouldn't entrust your dream to just anybody. EMCEE is on the air with you. EMCEE BROADCAST PRODUCTS, Div. of Electronics, Missiles & Communications, Inc. White Haven, Pa. 18661 FAX (717) 443-9257 Call Toll-free: 1-800-233-6193 (In PA: 717-443-9575) TWX: 510-655-7088 Ans: EMCEE WHHV

EMCEE

*advanced technology
systems excellence*

Circle (1) on ACTION CARD

How To Increase Your Signal Strength By Using Antenna Beam Downtilt

—by Richard D. Bogner

Many station owners are not aware that a UHF LPTV station can considerably improve its signal in much of its service area without increasing its 74 dBu contour. This can be done as a minor change, which is generally routinely approved by the FCC within several weeks of filing.

The increase is accomplished by taking advantage of the fact that the FCC defines effective radiated power (ERP) in any azimuth direction as being the ERP value toward the radio horizon in that direction. However, the actual ERP in that same direction can be much higher, as long as this higher ERP is aimed below the radio horizon.

Thus, if you use a transmitting antenna with a relatively narrow beam in the vertical plane, and tilt that beam downward, below the horizon, so that the part of the beam pointing toward the horizon is well below the beam peak, the 74 dBu contour will remain the same but the ERP at ranges closer to the transmitter will increase.

Two typical cases are plotted in the figure—one for a center of radiation 300

feet above average terrain (AAT), the other for 1,000 feet AAT. In both cases, the hypothetical construction permit is for a 100-watt transmitter, with 85% transmission line efficiency and a low 4.7 antenna gain (in the azimuth direction under consideration). These assumptions result in an ERP of only 0.8 kW toward the horizon in that direction. The ERP drops slightly below 0.8 kW at ranges less than the range to the horizon because of the vertical beam of the antenna. This ERP value vs. range is plotted in the figure as the horizontal line marked "4 bay antenna."

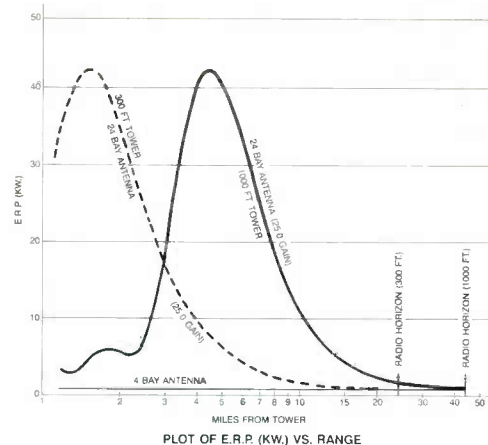
Now assume that the power is raised to 1,000 watts, and the antenna gain is raised to 25.0. The peak ERP increases to 42.5 kW, an increase of over 50 times or 17 dB! However, the beam is now tilted down— $2\frac{1}{4}^\circ$ in the case of the 300-foot tower and $2\frac{1}{2}^\circ$ in the case of the 1,000-foot tower. The beamtilt ensures that the ERP toward the radio horizon remains 0.8 kW under both conditions, and the 74 dBu contour is unchanged.

The figure shows that the beamtilt considerably increases the signal level at ranges closer than the horizon—the cov-

erage area of most LPTV stations. For example, in the case of the 1,000-foot tower, the ERP in the $2\frac{3}{4}$ -10 mile range is more than 10 kW. This compares to the less than 0.8 kW obtained under the original assumptions and represents an increase of more than ten times. Obviously the reception in those ranges is much improved. Note also that at no range is there a loss of ERP.

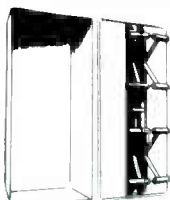
Almost any UHF station now operating, or having a construction permit to operate, at a low ERP value can use this method to greatly improve reception. You can also take this approach if you are waiting for a filing window, or anticipate that an interference will be cleared, but do not want to wait to improve your station's signal. In such a case, you can start with a downtilted antenna beam, and then later raise the beam (usually by removing a shim, or changing one or more cable lengths, or both) after the modified filing is granted, or the interference is cleared. K/B

Richard D. Bogner is technical director of Bogner Broadcast Equipment Corporation, a Westbury, NY antenna manufacturer.

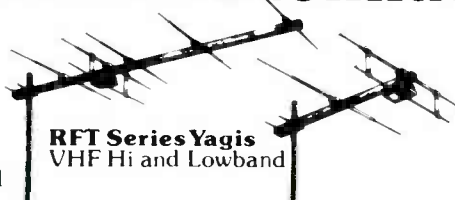


LPTV Commercial Antennas

Lindsay



UP1469
UHF
Broadband



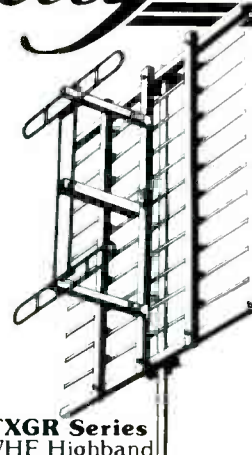
RFT Series Yagis
VHF Hi and Lowband



TS Series
Omni-directional



TZU
UHF



TXGR Series
VHF Highband

- ★ Custom engineered to your specifications
- ★ Weather protected for any climate
- ★ Vertical, horizontal or omni-directional
- ★ VHF/UHF, single channel or broadband

LINDSAY SPECIALTY PRODUCTS

50 Mary Street, Lindsay, Ontario, Canada, K9V 4S7 (705) 324-2196 FAX: 705 324 5474

Circle (12) on ACTION CARD

Supplier Solo

Sportsman's Showcase Can Be A Challenge

—by Ken Tucker and Amy Madsen

Who wouldn't be thrilled to have the opportunity to have his or her own television show. On paper it seems so easy—just grab a camera, get a national sponsor to put up a couple of hundred thousand dollars, call two or three dozen television stations, and Gosh! You're a star!

Unfortunately, it doesn't quite work that way.

We owned a Sony 3000, and my company, Eddie Salter Calls, Inc., was already taping turkey and deer hunting instructional videos. So some fifteen months ago, I decided to try to do an outdoor show. Bear Archery felt we had a chance and put up a substantial amount of money. Range Rover gave me a four-wheel drive vehicle, as well as money. Other sponsors were RealTree Camo, Eddie Salter Calls, Inc., and V.M.S. Wildgame Products. I made it through my first quarters thanks to these good sponsors, and I am looking forward to more. But it has been many times harder than I dreamed.

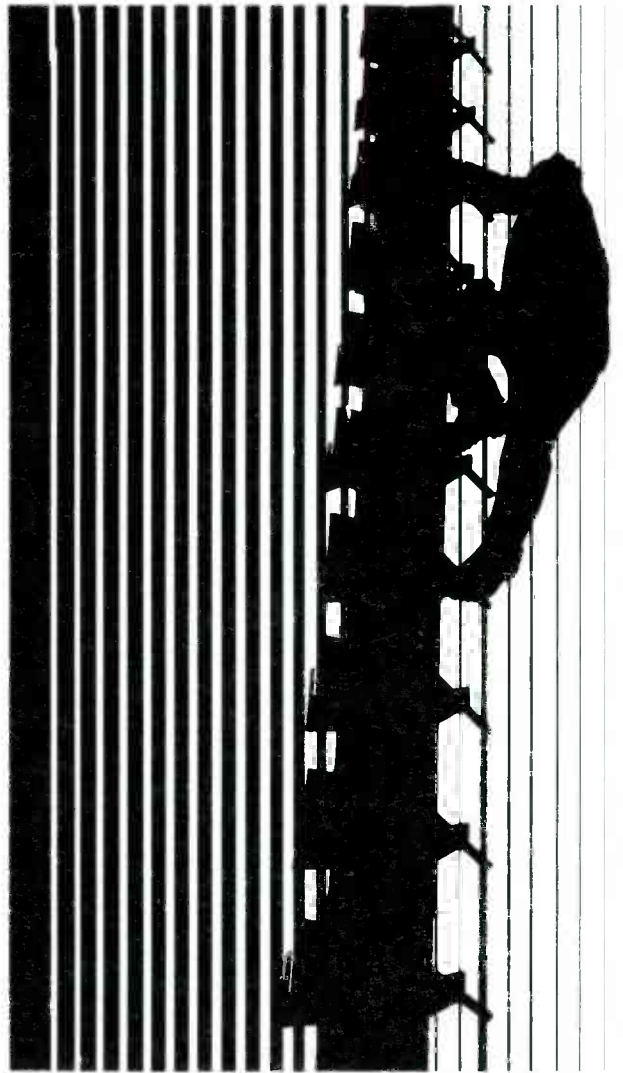
We taped in the Rocky Mountains of New Mexico where the wind noise drowned out our audio completely and we were nearly frozen when a blizzard came through unexpectedly. We taped in the Everglades of Florida where a rattlesnake came a breath away from biting me. We tried to tape a bowfishing tournament in Mobile Bay, but a hurricane hit us and busted the Sony 3000.

We shot twenty minutes of footage of a solid white albino opossum, but erased it by mistake. I stood thirty feet up in a pine tree for eight hours and finally saw a doe, only to see her dash away when she heard the camera turn on. After a day of quail hunting, we discovered that one of my cameramen had forgotten to turn his shot gun mike on, and all the great quail shots were not.

We have just returned from a bear hunt in the Kootenai National Forest, a 2.2 million acre heaven located in northwestern Montana. One day, after hours of waiting, a huge Cinnamon, the rarest of all black bears, appeared out of nowhere. He stepped into the wide open for a perfect shot. But a tree limb deflected my 270-150 grain soft nose bullet. That was fine; I didn't really care to kill a bear on television anyway.

One day, we rented a U-Haul trailer and off to the NATPE Convention we went.

Bogner—22 years, over 1000 TV transmitting antennas and still climbing!



In the twenty-two years since we innovated a remarkable slot array design, we have succeeded to a leadership role in TV broadcast antennas. We had to be better than the competition. We still are.

Today, there are over 1000 Bogner TV transmitting antennas in use, more than from any other single manufacturer. Antennas with a long history of trouble-free performance and unequalled coverage.

Bogner antennas come in every power range and with the largest number of standard patterns in the industry. In addition, Bogner offers hundreds of custom patterns plus special designs to meet particular requirements.

Find out more. Call or write: Bogner Broadcast Company, 603 Cantiague Rock Road, Westbury, New York 11590, (516) 997-7800.

When you need us
we'll be there.

BOGNER
WE MAKE THEM SMARTER

Circle (23) on ACTION CARD

What a shot in the arm it was! Though we were lost in a back section, away from the stars and glitter, we were the only outdoor hunting show at NATPE, and lots of television stations found us. More importantly, we met a lot of nice people and learned many valuable things about the television industry.

Our future schedule includes bowfishing for alligator gar with Charles Smith of Bear Archery, elk hunting in Colorado, caribou hunting in Canada, exotic animal hunting on the Kennedy Ranch in Texas, jiggerpole fishing on the Tombigee River,

dove and quail hunts at the Rio Grande Ranch in Mexico, a Michigan deer hunt, and fishing in Maine.

"The Sportsman's Showcase with Ken Tucker" is available to LPTV stations on a 50/50 barter basis.

Contact: Ken Tucker
Executive Producer and Host
or Amy Madsen, Assistant
"The Sportsman's Showcase With Ken Tucker"
P.O. Box 872
Brewton, AL 36427
(205) 867-9440

K/B

LPTV Distribution by State and Territory

June 29, 1989

	Licenses	CPs*
ALABAMA	5	28
ALASKA	223	32
ARIZONA	12	50
ARKANSAS	6	37
CALIFORNIA	24	91
COLORADO	14	40
CONNECTICUT	0	6
DELAWARE	3	0
WASHINGTON, DC	1	0
FLORIDA	22	116
GEORGIA	11	55
HAWAII	1	23
IDAHO	20	41
ILLINOIS	3	33
INDIANA	8	26
IOWA	10	58
KANSAS	5	59
KENTUCKY	7	34
LOUISIANA	7	53
MAINE	6	14
MARYLAND	1	4
MASSACHUSETTS	6	18
MICHIGAN	6	18
MINNESOTA	18	51
MISSISSIPPI	11	22
MISSOURI	11	42
MONTANA	16	49
NEBRASKA	4	18
NEVADA	12	25
NEW HAMPSHIRE	2	6
NEW JERSEY	2	10
NEW MEXICO	9	62
NEW YORK	11	46
NORTH CAROLINA	4	48
NORTH DAKOTA	3	19
OHIO	8	40
OKLAHOMA	15	36
OREGON	16	36
PENNSYLVANIA	11	38
RHODE ISLAND	0	4
SOUTH CAROLINA	2	23
SOUTH DAKOTA	4	19
TENNESSEE	16	45
TEXAS	37	134
UTAH	18	19
VERMONT	0	10
VIRGINIA	3	22
WASHINGTON	5	38
WEST VIRGINIA	0	6
WISCONSIN	8	31
WYOMING	12	54
GUAM	1	0
PUERTO RICO	2	10
VIRGIN ISLANDS	0	1

TOTALS: Licenses: 662
Construction Permits: 1,802

*Construction Permits

Kompas/Biel & Associates, Inc.

Classifieds

FOR SALE

Video Equipment: Three Sony 2860's and one 2260, modified; Videomedia Z6 editor; editing stand; three wooden field tripods with fluid heads, one spare head. Prefer package sale. TV 58, Box 84395, Vancouver, WA 98684, (206) 254-2978.

Classic Feature Films, many in Technicolor. Over 500 to choose from; 3/4" or 1" masters at the lowest prices anywhere. Eagle Lion Video, 7710 Balboa Ave., San Diego, CA 92111, 1-800-779-4913.

WANTED TO BUY

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

CP's for LPTV and full power. Top 25 (ADI rating). Will pay top dollar. Send engineering data to Kenneth Casey, 2128 West Tonopah Drive, Phoenix, AZ 85027. Or call (602) 582-6550.

Immediate buyers for LPTV construction permits, top 100 markets. Call Bill Kitchen at Television Technology Corporation, (303) 665-8000. Or write for full details to: Bill Kitchen, Television Technology Corporation, P.O. Box 1385, Broomfield, CO 80020.

LPTV equipment: Six-month project requires ten used 100W UHF transmitters and/or translators with related equipment. Call ASTRO, (301) 961-6530.

JVC studio cameras, G71USJ, S62U, or S100U in good condition. Christvision, (319) 524-1302, 217 N. 4th St., Keokuk, IA 52632.

SERVICES OFFERED

Turnkey site development services include site acquisition, negotiation, and permitting; site construction/installation, and maintenance; transmitter/downlink optimization, and site management. Our reputation is that of being responsible, fair, and professional. We're Shaffer Communications Group, Inc., 3050 Post Oak Blvd., Suite 1700, Houston, TX 77056, (713) 621-4499, FAX (713) 621-5751.

CLASSIFIED RATES: All classified ads are payable in advance. When placing an ad, indicate the exact category you desire: *Help Wanted, Situations Wanted, Services Offered, Business Opportunities, 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 50¢/word. There is a \$15.00 minimum charge for each ad. Count each abbreviation, initial, single figure, or group of figures or letters as one word each. Symbols such as *mm, C.O.D., P.O.,* etc., count as one word each. Telephone numbers with area codes, and ZIP codes, count as one word each.

Business Card ad rates are \$45.00 per insertion, \$35.00 each for six or more consecutive insertions. For Classified Display rates, call John Kompas at (414) 781-0188.

Cancellations of or changes in on-going ads must be made 30 days prior to the month in which the cancellation or change is to take effect.

TO PLACE YOUR AD CALL BARBARA BARR AT (414) 781-0188

BROADCAST DATABASE

dataworld

MAPS

Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

USED TRANSMITTERS AND ANTENNAS (save thousands)

**DEALERS FOR:
ANDREW, BOGNER,
CABLEWAVE, EMCEE,
LINDSAY, NEXUS, SCALA & TTC
(one watt to 50 KW)**

Broadcasting Systems, Inc. Turnkey LPTV Construction

21617 North Ninth Avenue,

Suites 105 & 106

Phoenix, AZ 85027

(602) 582-6550

FAX (602) 582-8229

Kenneth Casey

(30 YEARS EXPERIENCE)

JOHN H. BATTISON, P.E. & ASSOCIATES

Consulting Low Power TV Engineers
2684 State Route 60, RD #1
Loudonville, Ohio 44842

**Applications, Licensing, Turnkey
(419) 994-3849**

CAVALIER COMPUTER SERVICES INC.

*Developers of the Crown System Family
of Radio and TV Broadcasting Software*

~ Established in 1980 ~

AM • FM • TV • LPTV • Custom Programming

(614) 888-8388

5554 N. HIGH STREET • COLUMBUS, OHIO 43214

Arent, Fox, Kintner, Plotkin & Kahn

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

General Counsel to the
Community Broadcasters Association

Telephone (202) 857-6000 Telex WU 892672 Telecopier (202) 857-6395

LPTV STATIONS COAST TO COAST

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT **SHERWOOD** INC.

Illinois Office
3125 Maple Leaf Dr • Glenview, IL 60025

312-272-4970

Washington D.C. Office
Ellen Sherwood Lyle 105 S. Alfred St • Suite A-43
703-549-1510 Alexandria, VA 22314



ITS CORPORATION

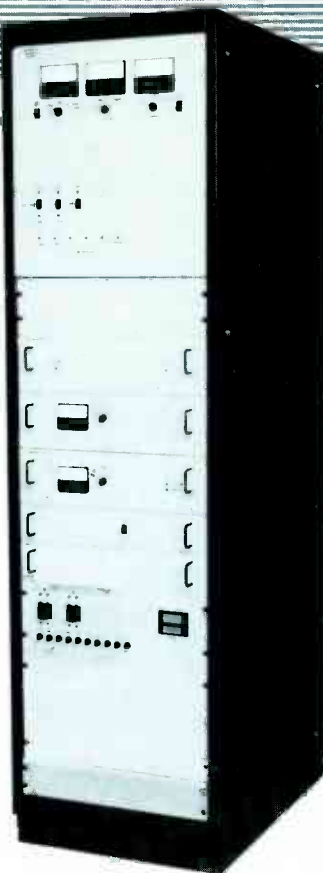
The Closer You Look The Better We Look

At ITS, we've been designing and producing quality modulators and full service transmitters for years. Our products are widely known for their superior engineering, quality construction, and reasonable cost.

Our low power transmitters and translators offer many features that are either costly options or simply not available on other brands — without compromising performance, quality, or price.

Along with these superior products, we offer top-notch field support. Over 100 full service customers value this service — we think you will, too.

If you'll look closely and compare, you'll agree that ITS looks better and better.



ITS-230 1kW UHF Transmitter

PERFORMANCE: standard broadcast (*not cable TV*) modulator/processor is FCC type accepted under both part 74 (LPTV) and part 73 (full service).

FEATURES: many full service features such as IF processing, stereo aural, interactive control circuits, and extensive remote control are standard.

QUALITY: totally designed and manufactured by ITS.

OPERATING COSTS: Low power consumption and designed for easy maintenance - final amplifier uses RCA 9017 tetrode (approximate replacement cost \$1,900).

PRICE: very competitive.

ITS CORPORATION • 375 VALLEY BROOK ROAD • McMURRAY, PA 15317 • (412) 941-1500

Circle (123) on ACTION CARD

...at the FCC

NEW LPTV LICENSES

The following LPTV station received a license on the date shown. Station call sign, location, and the name of the licensee are also given.

K07UF Abilene, TX. Abilene Christian University, 6/29/89.

LPTV LICENSE RENEWALS

The following LPTV station received a license renewal on the date shown. Station call sign, location, and the name of the licensee are also given.

K66CE Lewiston, ID. Life of Victory TV, Inc., 6/26/89.

ASSIGNMENTS AND TRANSFERS

K22BZ Little Rock, AR. Voluntary assignment of permit granted from Tel-Radio Communications Properties, Inc. to Catch 22 Broadcasting, Inc. on 6/15/89.

K09VB Santa Maria, CA. Voluntary assignment of permit granted from Leo Kesselman to Buenos Diaz Broadcasting Company, Inc. on 6/19/89. K11SE Bend, OR. Assignment of license granted from Denco, Inc. to Stephen P. Greer, CPA, Chapter 11 Trustee on 6/23/89.

W50BA Bellefonte, PA. Voluntary assignment of permit granted from Roger A. Neuhoﬀ, on behalf of Eastern Broadcasting Corporation, to TMZ Broadcasting Company on 6/19/89.

W28AL Front Royal, VA. Voluntary assignment of permit granted from E. Warren Denton, Jr. to Ruarch Associates Limited Partnership on 6/19/89.

W54BH Madison, WI. Voluntary assignment of permit granted from Skywave Communications Corporation to WSSM-TV, Inc. on 6/16/89.

NEW LPTV CONSTRUCTION PERMITS

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

K53DO Sacramento, CA. Residential Entertainment, Inc., 6/27/89.

K33DF Breckenridge, CO. ZLTV, Inc., 6/29/89.

K42CT Vail, CO. Millard V. Oakley, 6/29/89.

W21AU Orlando, FL. John C. O'Donnell, 6/23/89.

W42BG Sessoms, GA. Community Television, 6/27/89.

K51DK Ottumwa, IA. Lee Enterprises Inc., 6/29/89.

K24CO Lewiston, ID. Russell Communications, 6/29/89.

W59BU Vandalia, IL. Odgen Leisure, Inc., 6/29/89.

K58DT Columbia, MO. Howard Wapner, 6/29/89.

W58BO Natchez, MS. Black Media Associates, 6/27/89.

K16CF Bozeman, MT. AER Productions, 6/27/89.

K14HW Livingston, MT. Mountain TV Network, Inc., 6/27/89.

K57EY Belcourt, ND. Schindler Community TV Services, 6/23/89.

W15AU Columbus, OH. Advanced Allied Communication Technologies, Inc., 6/27/89.

K22CV Durant, OK. Betty Margaret Wheeler, 6/23/89.

K60EC Tulsa, OK. Neighborhood Television Network, Inc., 6/29/89.

W43AW San Juan, PR. Arzuaga and Martinez Associates, 6/27/89.

W23AS Woonsocket, RI. Viking Communications, 6/27/89.

W22AU Sevierville, TN. South Central Communications Corporation, 6/29/89.

K61EY Corpus Christi, TX. Neighborhood Television Network, Inc., 6/27/89.

K68DE Dallas, TX. Frontier Broadcasting, Inc., 6/29/89.

K31CM Fort Worth, TX. American Christian TV System, Inc., 6/23/89.

K31CN Houston, TX. William Gerry, 6/29/89.

K63DS Madison, WI. American Television Network, Inc., 6/23/89.

K/B

LPTV Application Fees To Increase

The filing fee for applications for new LPTV stations or major changes will increase from \$375 to \$425 under a package of FCC rate hikes passed by the House Energy and Commerce Committee in July.

Many of the increases will be in the area of fines and penalties, some of which have not been raised since they were instituted with the passage of the Communications Act in 1934.

The increases will help support the FCC which has been laboring under tight budget restrictions for the past several years.

K/B

Join the FamilyNet™ Revolution



Something revolutionary is happening in the world of television. People are turning off TV that's predictable, and they're coming over to something new and creative. **FamilyNet** will soon be airing new, original programs especially for the millions who are saying, "The family is the most important part of our lives. We want television that reflects our values!"

REVOLUTIONARY PROGRAMS

Our 24-hour program schedule offers a wide selection of excellent family shows, including music, women's shows, sports,

outdoor adventures, children's shows, health and fitness, movie classics, inspirational and issues-oriented programs.

A BIG REVOLUTION TO COME

In the coming months, you'll see more original programs on **FamilyNet**. It's already happening, with **FamilyNet Sports™**, shows for young adults, music programs, TV shopping, family dramas, and more. It's all part of the growing **FamilyNet** Revolution.

COME ON OVER!

If you are an LPTV operator who would like to affiliate with a growing, family entertainment network, call FamilyNet today.

Circle (106) on ACTION CARD

Monthly Programming News Release ■ Local spot avails
New and Original Shows ■ Live NCAA Football & Basketball
Classic Movies ■ The Best Inspirational Programs ■ Available on Galaxy III Transponder 23.

FamilyNet programming is now carried by LPTV's nationwide. To find out how your station can become an affiliate, call 1-800-8 FAMNET.



The Family Television Network

The LPTV Report

3rd Anniversary Issue!

News and Strategies for Community Television Broadcasting

Vol. 4, Issue 9

A Kompas/Biel Publication

September 1989

The LPTV Newsroom



News director and anchor Ann Petrie (center) is joined by sports director Brian Yount (left) and weatherman Jimmy Burks (right) for the "Evening News" at TV 43 in Hopkinsville, KY. Chief engineer Carlton Wyman (far left) and camera operator Eddie Arnold (far right) tape the live broadcast for a second airing later in the evening.

—by Jeanée von Essen

They're not easy, but newscasts are one of the most important elements in the community's perception of an LPTV station. And newscast spot time is the most popular commercial time and often sells out before anything else. So say LPTV station managers in a survey conducted in August of LPTV stations that produce news, current affairs, and sports programs.

However, doing news is challenging for both the station owner and the staff. One of the biggest challenges is finding qualified people who will accept salaries that are generally lower than those offered by the full power stations in the market. Another problem, owners and managers report, is keeping people around long enough so the station can reap the benefits of the training they've received.

On the plus side, though, is the fact

continued on page 10

Sarasota LPTV Sues Storer Cable

—by Colette Carey

Sarasota's W24AT is now in the midst of legal action against Storer Cable Communications, Inc. TV-24 has filed a civil lawsuit in Florida's state circuit court, charging the cable company with breach of contract for refusing to carry TV-24 on its system. Storer responded by filing a "Motion to Quash and Dismiss Complaint."

"I am not surprised at their response," said Warren Cave, president of TV-24. "It was delivered to our attorneys at the very last moment required by law, and it is obviously an attempt to delay addressing the issue."

When Storer decided not to carry TV-24, back in July 1988, Cave and his staff began working to urge viewers to pressure the cable company to change its mind (LPTV Report, October 1988). Cave believed then that local support was vital to TV-24's future in the Sarasota market. Today, one year later, he still feels the same way. "We need local viewers and local businesses to publicly support this local television station," he said.

The problems with Storer began approximately eighteen months before TV-24 signed on the air. According to an article in the July 3, 1989 *Multichannel News*, Storer representatives told Cave that the company was receptive to carrying the LPTV station on its cable system. In exchange for carriage, Cave agreed to rent

continued on page 17

JRP STATIONS
JOHN R. POWLEY OWNER
1536 LOGAN AVENUE
ALTONA, PA 16602
POML-0789-0789-0690

ADDRESS CORRECTION REQUESTED

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

TELEMEDIA

#1 IN VINTAGE PROGRAMMING
800-521-8683

2025 Royal Lane, Suite 300 Dallas, Texas 75229
(800) 521-8683 (214) 243-2290

Circle (110) on ACTION CARD

BULK RATE
U.S. POSTAGE
PAID
Permit No. 16
New Richmond, WI
54017

IT'S HAPPENING...

AND WOW!

And You Can Get In On The Ground Floor!

*An average of 20 new LPTV stations are going on the air every month.
Capital investment for each new LPTV ranges between \$300,000 to \$750,000.*

LPTV is the fastest growing segment of the broadcasting industry.

The FCC is issuing an average of 75 Construction Permits per month.

Over 800 applications were filed during the most recent filing window.

After a successful launch last year, the LPTV Show is expanding in all directions. This is the only time all year that LPTV operators will gather for one exclusive conference.

***It's the one opportunity the enterprising vendor will have in 1989
to reach this exciting new market.***

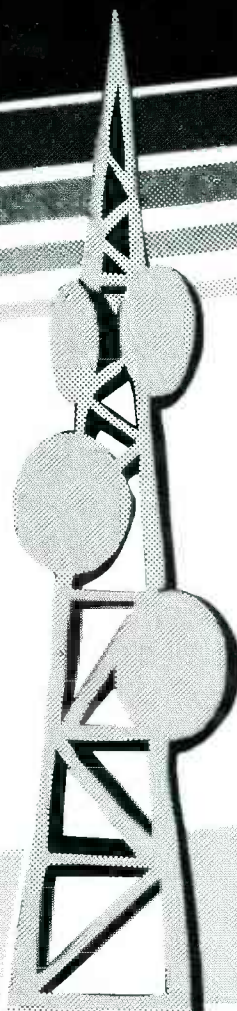
Exhibit rates are a realistic \$8psf, and the entire conference is geared to the vendor. It's the opportunity you can't afford to miss.

The Place—The Riviera, Las Vegas

The Dates—November 5-8, 1989

The Players—LPTV Broadcasters and Sales-oriented Exhibitors

Questions? You'll Find Answers at 1 800 225-8183





In Our View

The Federal Communications Commission continues to be an agency of change. Depending upon the general direction established by the President, and upon the industry inclinations that control the agenda and are carried out by the FCC chairman, the Commission manifests either a regulatory or a marketplace philosophy.

Under Chairman Mark Fowler, and with the support of then President Reagan, the FCC was clearly in favor of an open market and unbridled competition. Fowler's often quoted comparison—television is just "a toaster with pictures"—illustrates this philosophy. During the second half of the Reagan administration, under Chairman Dennis Patrick, the marketplace emphasis was even more dominant. Neither of these FCC chairmen paid much attention at all to program content or community service.

And under their direction, LPTV was just another toaster.

Last month President Bush nominated and the Senate approved Alfred C. Sikes, formerly head of the National Telecommunications and Information Administration, as the new FCC chairman.

Chairman Sikes comes to the agency with a strong background in broadcasting. He has had ownership interests in five Missouri AM and FM radio stations. He has had to make a payroll. And he understands the responsibilities inherent in holding a license to use the public airwaves.

During his confirmation hearing, Sikes often referred to the "public interest standard" of broadcasting. In an interview with editors of *Broadcasting* (August 14, 1989), he said that during his years as a broadcaster, he tried to exercise the responsibility to his listeners that he felt was part of owning a public license: "There is something special about the broadcasting business, in the public and legal sense, as well as in the more personal sense."

We welcome this breath of fresh air when it comes to the business of broadcasting. Community broadcasters share this sense of service to their viewers, not because they are constrained by regulations to do so, but because it makes good business sense to give viewers programming that is relevant to them and important to their lives. For community broadcasters, relevant programming is, most of all, programming that is specifically and consciously responsive to the interests and desires of the local community.

We hope that Chairman Sikes will recognize the special attitude of community broadcasters and will support their efforts to achieve a more stable status for these stations.

Roy Stewart To Head Mass Media Bureau



Roy Stewart speaking at a 1988 LPTV gathering.

Roy Stewart will be the new chief of the Mass Media Bureau, according to an FCC announcement August 25. Stewart, who presently heads the Video Services Division of the Bureau, will assume his position October 1. He succeeds Alex Felker who is leaving the Commission.

The Mass Media Bureau, one of four FCC Bureaus, encompasses the Audio Services, Video Services, Policy & Rules, and Enforcement Divisions.

Stewart, a 1963 graduate of Cornell Law School, joined the FCC as an attorney in 1965. He has supported the LPTV service since its inauguration in 1980.

Kompas/Biel & Associates, Inc.

S.E. Bradt, *Chairman of the Board*
John Kompas, *President and Chief Executive Officer*
Jacquelyn Biel, *Executive Vice President and Secretary*
Richard P. Wiederhold, *Vice President—Finance and Treasurer*

The LPTV Report

5235 North 124th St., Suite 22
Butler, WI 53007
(414) 781-0188

John Kompas, *Publisher*
Jacquelyn Biel, *Editor*
Colette Carey, *Reporter*
Barbara Barr, *Administrative Assistant*
Heather Kompas, *Gofer*

Columnists: John H. Battison, P.E., Bob Horner, Peter Tannenwald, Lance Webster, Richard P. Wiederhold

Guest Contributors: John Robson, Jeanée von Essen

Advertising Sales:

Kompas/Biel & Associates, Inc.

P.O. Box 25510
Milwaukee, WI 53225-0510
(414) 781-0188

Western Region: James E. Heath Heath & Assoc.

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

Affiliations: **CBA** The LPTV Report is the official information channel of the Community Broadcasters Association.

The LPTV Report, ISSN 0892-5585, is published monthly by Kompas/Biel & Associates, Inc., 5235 124th Street, Suite 22, Butler, WI 53007, or P.O. Box 25510, Milwaukee, WI 53225-0510. Copyright 1988 by Kompas/Biel & Associates, Inc. All rights reserved.

Subscription price: 1 year, \$35.00; 2 years, \$55.00. Outside USA: 1 year, \$43.00; 2 years, \$71.00. Back Issues: \$3.75 each. POSTMASTER: Please send address changes to: The LPTV Report, P.O. Box 25510, Milwaukee, WI 53225-0510.

IN MEMORIAM

Mickey Leland

1944-1989



The first duty of society is justice.

Alexander Hamilton

More and more people are lining up for the Panasonic SVHS Pro Series.

One look is all it takes. And you'll see why more and more people are lining up for the Panasonic® SVHS Pro Series. Because anyone in the market for a high-quality professional video production system, simply can't afford not to look at what the Pro Series can do for them.

Take Cost-Performance. The Panasonic SVHS Pro Series delivers both. By combining the efficiency and systems flexibility of half-inch technology with the exceptional performance of Y/C component signal processing.

The result. A comprehensive video production system that provides two hours of operation on a single cassette. With over 400 lines of horizontal resolution. And signal integrity through five generations.

By now it should be obvious. The closer you look and the more you compare the Pro Series to historical video formats, the sooner you'll line up for the Pro Series.

As a Panasonic SVHS Pro Series user, you'll have direct access to Panasonic's nationwide network of engineering, service and technical support specialists. And with over 300 professionally trained dealers, many of whom are self servicing, you'll always get the most out of your Pro Series equipment.

Finally, a professional video format more and more people are lining up for. The Panasonic SVHS Pro Series.

For more information and your local dealer, call your nearest regional office.

Eastern Zone: (201) 348-7620 • Central Zone: (312) 981-4826

Southern Zone:

Dallas Region: (817) 685-1122 • Atlanta Region: (404) 925-6837

Western Zone:

Seattle Region: (206) 285-8883 • Los Angeles Region: (714) 373-7275





To assure excellent quality, support, service and professionalism, the Panasonic Pro Series is available through authorized dealers.

Panasonic
Professional/Industrial Video

Circle (45) on ACTION CARD



Alfred C. Sikes

Al Sikes Sworn In As New FCC Chairman, Patricia Diaz Dennis To Leave Post

Alfred C. Sikes became the new chairman of the Federal Communications Commission in an informal ceremony on August 8 at the FCC's offices. Sikes, who succeeds Dennis Patrick, was sworn in by Commissioner James Quello. His term expires June 30, 1993.

Two other new commissioners, Sherrie P. Marshall and Andrew C. Barrett, were confirmed along with Sikes in a voice vote by the Senate just before it adjourned for the Labor Day recess. Marshall was sworn in August 21, and Barrett will assume his seat in mid-September.

Sikes comes to the Commission from the National Telecommunications and Information Administration (NTIA), which he headed in his capacity as assistant secretary of communications and information at the Commerce Department. He brings with him his NTIA deputy director, Charles Schott, who will be his chief of staff at the FCC, and Kenneth Robinson, his policy advisor at the NTIA and now his senior legal advisor at the FCC.

Before coming to Washington, Sikes worked in the government of his home state of Missouri. Besides heading the state's consumer affairs and community affairs departments, he was assistant attorney general and later campaign manager for then attorney general John C.

Danforth's successful 1970 Senate race.

Sikes holds a law degree from the University of Missouri. He has practiced law and operated his own broadcast management consulting company. He has also served as an officer in a number of companies that owned and operated radio stations in Texas, Louisiana, and New Mexico.

Sherrie P. Marshall, who holds a law degree from the University of North Carolina, has spent the past eight years in or close to the White House, serving on the legislative affairs staff and as a member of the staff of the chief counsel to former President Reagan. In 1986, she began private law practice in Washington, DC and served for a time on the Bush transition team.

Barrett has served as a commissioner with the Illinois Commerce Commission since 1980. Before joining the Illinois body, he was assistant director of that state's Department of Commerce and Community Affairs and director of operations for the Illinois Law Enforcement Commission.

Present FCC Commissioner Patricia Diaz Dennis will leave her seat at the end of September to head the communications practice of the Cleveland-based law firm of Jones, Day, Reavis & Pogue. R/B

Heath & Assoc. Representing The LPTV Report

James E. Heath of Heath & Associates, a Los Angeles advertising sales firm, is handling all western region ad sales for *The LPTV Report* as of the beginning of August. The region includes California, Oregon, Washington, Arizona, New Mexico, Nevada, Texas, Utah, Idaho, Montana, Wyoming, Colorado, Alaska, and Hawaii.

Heath, who grew up in Chicago and holds a degree in business administration and marketing from Loyola University, spent fifteen years in sales and marketing with Lebhar-Friedman, publishers of retail trade magazines, before starting his own firm.



Jim Heath

Besides *The LPTV Report*, Heath & Associates represents *Orbit Video*, *Monitor Magazine*, the American Medical Association's *AM News*, *Management Accounting*, and all of the magazines for Billboard Publications. For many years, the firm also sold advertising for the *Pocket Survival Guides* at the annual conventions of the National Association of Broadcasters and National Association of Television Program Executives.

Heath & Associates offices are located at 2385 Roscomare Road, Los Angeles, CA 90077. The telephone number is (213) 471-3630. R/B

Palm Beach LPTV Airing Teen Dances

Cheers, a posh nightclub in Palm Beach's Royce Hotel, is the setting for a series of Sunday evening dances for the community's teenagers. The "American Bandstand" type events are hosted by local radio personality Sonny André and broadcast on LPTV channel 19.

"We're doing real well so far. Each show draws about 150 kids," said Steve Berger, sales manager for the station which tapes the dances and airs them the following week. The hotel picks up the production costs for the three-camera shoot.

Channel 19, which has been on the air since last November, also airs INN News, Cubs baseball, children's programming, syndicated shows, and movies. R/B

NOW 24 HOURS ON WESTAR 4, TR. 9



Attention LPTV's

*Christian Family
Programming*

CALL TOLL FREE
for more information
1-800 552-4546

BOX 216 WINDSOR RD. RED LION, PA. 17356

Circle (30) on ACTION CARD

NOW, LP MEANS LOCAL POWER

Introducing a new LP in the LPTV Industry.

- ▶ *"LP" no longer means Low Power and second class citizenship.*
- ▶ *It no longer means Limited Potential because of the high cost of people, programming and production.*
- ▶ *It no longer means Losing Proposition because of high construction and equipment costs.*

The Jukebox Network's unique, patented, fully automated interactive programming allows your viewers to locally program their own channel. Truly Local Programming with Limitless Potential and Leaping Profits. We've got the Living Proof already in Jacksonville, Orlando and Des Moines.

So, now when you talk about the LP in LPTV, remember:

Now, LP means Local Power.

*Introducing a new LP
in the TV Industry*



*The first and only
Interactive
TV Network*

*Interact with us today.
Call Bill Stacy at 305-573-6122*

Circle (145) on ACTION CARD



CBA Comment

—by Colette Carey



An artist's view of the newly expanded Riviera On The Strip, site of the Second Annual LPTV Conference and Exposition.

Dear Members!

As the time draws closer, excitement is mounting about the Second Annual LPTV Conference and Exposition scheduled for November 5-8 in Las Vegas. Let me take a moment to fill you in on what to expect.

The news from Eddie Barker & Associates, our Dallas-based convention management firm, is very encouraging. Eddie Barker tells me that registrations at this point already show a big jump over last year's. In fact, many station operators are not only attending themselves, but bringing their employees as well. Cam Willis, our registration secretary, said that sev-

eral station owners have registered as many as four of their employees.

Of course, a convention like this is an excellent chance for newcomers to learn about the LPTV industry first-hand and for industry peers to network. As one CBA member put it, "It's one thing to hear or read about how to solve a problem, but it's entirely different when you can talk to someone face to face who has had the same problem and ask them the questions that you'd never be able to ask if you were just reading about it."

The exhibit hall promises to be exciting, too. Already, exhibitor registrations have surpassed those of last year, and a literal smorgasbord of products and services is being prepared. According to Eddie Barker, vendors are becoming more and more convinced that LPTV offers a viable market for them. One supplier told him, "We just can't afford to ignore this conference any more; there's too much business out there, and we want our share." Vendors interested in exhibiting at this year's conference should call (214) 720-1335 or 1-800-225-8183 for space availability and other information.

Expanded Exhibit Hours

Just a short note as to the format of the conference: The exhibit hall will be open for four hours on Sunday, the first day of

the conference, and for six hours—from 11 a.m. to 5 p.m.—on Monday and Tuesday. To allow everyone to attend all the panels they want to see, each panel will have its own time slot, with no concurrent sessions. This means that there will be plenty of time to see and do all that you want to without having to work around any time conflicts.

Scheduled panels include "The Cable Connection," on working effectively with your community's cable system; "Understanding TV Ratings," featuring representatives from Arbitron and A. C. Nielsen; and "The Community Newscast," in which

Competition Deadline Nears

Remember to get your tapes ready for the Second Annual CBA Local Production Awards Competition. The final deadline is September 30.

For rules and an entry form, see the May 1989 issue of *The LPTV Report*. Or call the CBA at (414) 783-5977.

This promises to be an exciting competition. Let's show the world what LPTV can do!

Important Notice

The **correct dates** for the Second Annual LPTV Conference & Exposition are **Sunday, November 5 through Wednesday, November 8**.

November 7 was given incorrectly in some advertisements and mailings as the last day of the Conference.

The Conference will be held at the Riviera Hotel in Las Vegas, NV.

LPTV Report columnist Bob Horner will talk about how to cover, write, and present television news.

Keith Larson, chief of the FCC's LPTV Branch, will present a tutorial on FCC regulations for LPTV, and he will later be the featured panelist in a Q & A session on FCC rules. The clock will be off during the "LPTV Legal Clinic," so you can quiz communications attorneys Peter Tannenwald, Gregg Skall, George Borsari, and Ben Perez on legal issues affecting your business.

LPTV station construction and engineering will be covered in a panel featuring station manager Erika Bishop, consulting engineer John Battison, Richard Bogner from Bogner Broadcast Equipment, Jay Adrick from Midwest Corporation, and a representative from Panasonic. Station finance will be explored by Rick Wiederhold, vice president-finance for Kompas/Biel & Associates, and Bob McAuliffe, executive director of the Broadcast Financial Management Association.

Meet Your Peers

New broadcasters can quiz experienced LPTV operators in an open dialogue at the "Station Managers' Breakfast," and advertising sales trainer Jason Jennings will conduct a cram session on selling local ad spots. Finally, there will be a breakfast session on programming hosted by Dick Block, consultant to the National Association of Television Program Executives. The session will feature presentations by some dozen programming networks and syndicators marketing to the LPTV industry.

Conference registration is now well under way—at Early Bird Registration Rates good any time from now until October 5 (so HURRY!). CBA members can register for \$150 and their spouses for \$75. Employees of members will get member rates. Non-members and their spouses can register for \$350 and \$75, respectively.

After October 5, however, everything goes up. Member rates will be \$200 and those for non-members \$400. Spouse rates will increase to \$100. So call Cam Willis NOW at 1-800-225-8183 for Early Bird registration forms.

Our host hotel is The Riviera On The Strip. Rooms (single or double) will be \$65 per night. A special hotel reservation card will be mailed to you when you send in your registration.

Get ready for a GREAT show! See you in Las Vegas!

Colette Carey is assistant to the president of the Community Broadcasters Association.

BON MOT

We do not inherit the land from our ancestors. We are borrowing it from our children.

An Amish proverb

Radio Owner Keeps Prize, Loses License

The FCC has refused to renew Catocoin Broadcasting Corporation's license to operate WBUZ (AM) in Fredonia, NY.

The Commission found that Catocoin was unqualified to remain a licensee because its sole principal, Henry Serafin, had 1) discriminated against a job applicant because of her race, 2) kept the prize donated by a sponsor for a promotional contest instead of awarding it as advertised, and 3) lied to the Commission about those violations.

The Commission further denied Catocoin's appeal for reconsideration of the decision. Catocoin argued that it should have been given a chance to sell the station in the same way that RKO, which was also found guilty of misconduct, was allowed to divest its Los Angeles station, KHJ-TV, rather than have the license revoked. But the Commission said that in the RKO case the public interest was best served by allowing the divestiture, and that a parallel public interest did not exist with Catocoin.

Record Attendance At BPME Seminar

Attendance at the Broadcast Promotion and Marketing Executives and the Broadcast Designers' Association annual seminar in June peaked just shy of 2,500, according to a BPME report. This is a 5% increase over 1988 figures, with a 10% increase in international attendance and a 40% jump in cable participation.

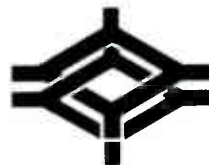
The seminar, held in Detroit, featured more than 175 workshops and panels on all areas of marketing and promotion. A major session on advertising ethics highlighted sensitivity to children, women, and minorities and truthfulness in promotions. News promotion was the subject of a number of sessions, while others explored marketing strategies for children's shows, movies, and other types of programming.

During the seminar, 55 companies exhibited, and 30 program distributors unveiled their fall marketing plans.

Treasury Department To Survey Broadcast Equipment

In compliance with the 1986 Tax Reform Act, the U.S. Treasury Department will ask 150 television and 250 radio stations to participate in a voluntary survey this fall to determine the "tax life" of broadcast equipment.

The survey will ascertain the average life of the equipment and just how its value declines while it is owned by the station.



DECISION, INC.

*Complete Management
Information Systems
for the LPTV
Market*

UNIX/XENIX/ DOS/OS-2

*Systems can start small
and have an unlimited
growth potential.*

- ◇ Logs
- ◇ Availability
- ◇ Accounting
- ◇ Sales Management
- ◇ Projections
- ◇ Communications

*Complete packages, hardware
and software, tailored to fit
your market size with lease
plans available.*



DECISION, INC.

402 S. Ragsdale
Jacksonville, TX 75766

1-800-251-6677

Circle (14) on ACTION CARD

HALLOWEEN TREATS FOR LPTV

"Night of the Living Dead" and "Diabolique"

CLASSIC MOTION PICTURES For CABLE & TELEVISION

260 Cable Classics for LPTV

Known by the companies we keep

913-362-2804

1989 Our 13th Anniversary Year

CABLE
FILMS

Country Club Station

Box 7171

Kansas City, MO 64113



Circle (24) on ACTION CARD

LPTV Newsroom

continued from front page

that a local news show seems to encourage cable operators to add LPTV stations to their channel line-up. More than 10% of the stations who do news reported that they have gotten local cable carriage in the past year.

Half-Hour Newscasts Most Common

Of the stations that do news, more than two-thirds produce a half-hour program five days a week. Many stations rebroadcast the news program at a later time. TV-20, in Olean, NY, has just recently started a newscast after a great deal of planning. Owner Charles Bordonaro says they run a half-hour program at 7 p.m. Monday through Friday, repeating it at 10:30 p.m.

That kind of schedule is most common for the stations that do news, and the owners say it seems to work well.

What kind of news do the stations report? The vast majority say they've found their niche in doing "very local" news that may be ignored by the other stations in the community. Judy Stiles, community service and news director of TV-57 in Joplin, MO, says, "There's a lot happening out there, and LPTV can handle it better than the other stations can."

Local news means campus activities for TV-57, which serves Missouri Southern State College. It means community features for TV-69 in Perry, FL, especially local features that involve children. It means local events in general for TV-43 in Hopkinsville, KY; items of interest to Hispanics for TV-14 in Washington, DC; and

LPTV Managers Share Their Advice

—by Jeanée von Essen

Several managers were asked for their "best piece of advice" to other LPTV broadcasters thinking about establishing a newscast or sports show in their community.

Paul Burkholder of Channel 15 in Winnemucca, NV, says: "Be prepared. Don't put it on the air if it's bad quality. Be prepared for a lot of work."


"Be careful. Don't overspend too soon," says Jim Jackson of TV-4 in Campbellsville, KY.

"Go for it. Work diligently for it. It may look far away, but you can grasp

it," is the optimistic advice of assistant general manager John McMann of TV-6 in Selmer, TN.

Judy Stiles, community services and news director of Channel 57 in Joplin, MO, says the key is organization and a good leader.

"Plan ahead," says general manager Hudson Randall of TV-69 in Perry, FL.

"Pick something exclusive, not in competition with other media," advises Benj Carle of WBCF-TV in Florence, AL. "Try to find something that is barely covered by other organizations.... LPTV can go into more depth, and we try to do that here." 

at TV-6 in Selmer, TN, a local morning show.

Versatile Talent A Must

For most stations, the key to producing a good news program is versatile people. "Everyone does everything," was the most common answer when managers were asked how they divide up the duties in the newsroom. At TV-6 in Selmer, assistant general manager John McMann joins forces with the town's AM and FM stations. They do a live talk show from 8-8:30 a.m. and simulcast the show on all the stations.

At TV-4 in Campbellsville, KY, general manager Jim Jackson says that a number of the staff members contribute to the newscast, which runs at 5:30 p.m., with repeats at 7 and 11 p.m. However, he does have two people who work exclusively on news, an anchor and a producer-director.

Perhaps one of the most ambitious stations in terms of news is TV-43 in Hopkinsville, KY, which produces 15-minute newscasts at 6, 6:30, 7, and 7:30 a.m., half-hour shows at 5, 10, and 11:30 p.m., and hour programs at 6 and 8 p.m. Those shows run Monday-Friday, and the afternoon and evening shows run on the weekends as well. General manager D. J. Everett says that about twelve people work on the news full-time at his station, and another twelve or thirteen contribute to the programs in some way.

News Is Easy To Sell

One of the most encouraging signs in terms of the growth of LPTV news is the ease with which most stations are able to sell the spots in their newscasts. Stations sell an average of five to eight minutes of commercials per news program, and they report that it's some of the easiest time to sell.

As for the type of advertisers that news attracts: In Campbellsville, KY, all of the advertisers prefer buying newscasts to other programming; in Selmer, TN, it is furniture dealers and food stores in particular who buy them; and in Perry, FL, it is the banks.

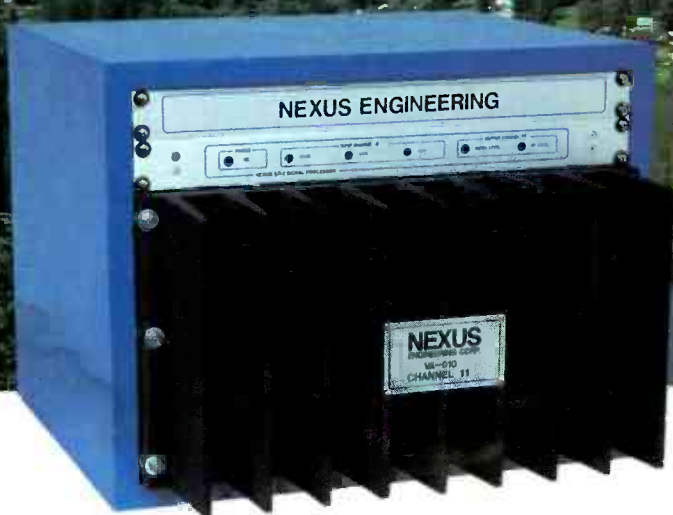
The LPTV stations surveyed were very ambitious in their news productions, despite the problems they may have getting all the work done. Almost all of the stations used at least two pieces of local video per newscast, with five being a more common number. Those news items were generally local events, and changed every day.

Many stations also cover city council, commission, or school board meetings. A large number of those stations run the meetings live, and they find that the thorough coverage generates a lot of community support for the stations.

Most of the stations surveyed would

continued on page 25

A reliable member of your community



Nexus Transmitters and Translators

Economical, trouble-free operation is essential for the survival of a community broadcast system. Nexus understands this. We design and build our transmitters to be highly reliable, easy to use, and very affordable.

Nexus has installed hundreds of LPTV systems in rural and remote communities across North America and around the world.

Our transmitters are backed with an UNPRECEDENTED TWO YEAR WARRANTY. No other transmitter manufacturer can make that claim.

Call us today — we want to be a member of your community.

Nexus serves the community broadcaster.

TEL: (206)644-2371 BELLEVUE, WA. or (604)420-5322 BURNABY, BC. FAX: (604)420-5941
WRITE: NEXUS ENGINEERING CORP., 7000 LOUGHEED HWY., BURNABY, BC. V5A 4K4

NEXUS
ENGINEERING CORP.

PERFORMANCE
YOU CAN SEE

rely on

Circle (5) on ACTION CARD



Technical Talks

—by John H. Battison, P.E.

Tones And Color Bars...And Why You Need A Vectorscope

This month we're going to discuss pictures. After all, that's what television is all about! If your screen presentation is not as good as that of the standard full power TV stations in your market, you will have a big strike against your smaller operation.

Every videotape that you receive will have—or it certainly should have—color bars at the beginning, accompanied by a tone. The tone is generally 1 KHz, or 1,000 Hertz (or "cycles" in the original units).

Let's discuss the tone first. Although the tone can be very irritating at times, it is also very useful. First, it tells you that the VTR or VCR is reproducing audio. If the level is very low, or if there is noise, crackling, or other distortion, you will be made aware of it and be able to take corrective measures. These could include checking the loading and the cleanliness of the head, and looking for loose connections or other obvious faults like failing to switch on the audio!

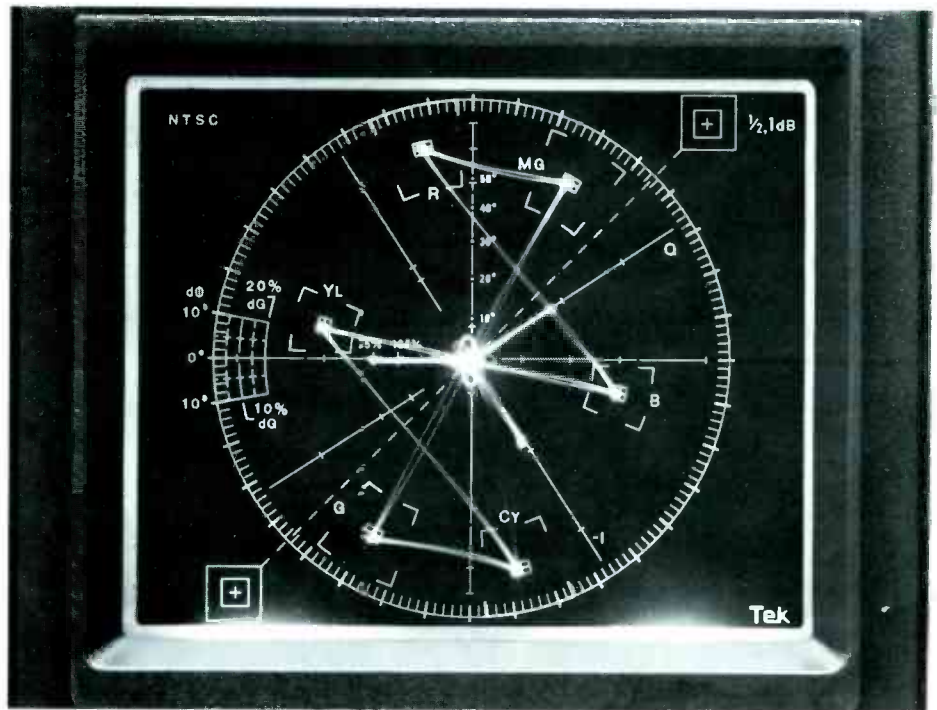
Once you are assured that the audio reproduction is OK, you can use the tone to check and set audio levels. Normally audio levels should not require adjustment when you change audio sources—your equipment should have been set to provide the same output levels throughout the system, regardless of the piece of equipment. Unfortunately, despite an industry standard, not all recordings are made at the same level. The tone on the tape is used to adjust the VCR output level to whatever standard you are using, as shown on your audio VU meter.

Color Bars

The beautiful rainbow at the beginning of a videotape has a very important purpose. It is present even on many tapes released for consumer use on home VCR's, although home users have little, or no, use for it—they generally have no means of checking the colors precisely. But the TV station operator does.

The seven bars of vertical color, going from left to right on the screen, are white, yellow, cyan, green, magenta, red, and blue. Below these are usually black and white squares or other shapes used for checking frequency responses.

Now you need a vectorscope. A lot of LPTV stations do not have monitoring equipment. This means that they have neither a vectorscope nor a waveform



Screen display from the Tektronix 1720 vectorscope.

monitor—a very unfortunate situation, indeed.

It is possible, of course, to feed the signal directly out of the VCR through a switcher and into the transmitter without performing any signal monitoring. But this then reduces your operation to the level of home VCR video, with the same picture quality, or worse.

What a Vectorscope Does

A vectorscope contains a small cathode ray tube with a number of small squares—each one with a dot in the center—arranged at various angles around the outside edges of the face of the tube. Each square and dot represents one of the colors that make up a color television picture. There is also a dot on the left side for checking black.

When the color bar signal is fed to this vectorscope, a pattern is produced consisting of a line tracing out a path to each of the squares and dots. The line changes direction at each dot and produces a small bright dot of its own, before going on to the next square. Each one is labeled to correspond with the colors of the bars.

If the colors coming out of the VCR are correct, the change of direction, and the dot at each square, will match up perfectly with the calibration marks on the vectorscope screen. But if any of the colors are off, the dots will not coincide. Provided that a VCR color dot is within the limits of the corresponding monitor square the signal is reasonably correct. But if a dot is outside the square, you must correct it.

How do you do that?

Unfortunately, in most cases there is no way to change the color output of the VCR. Some form of video processor is required.

Once again, if you have put together the cheapest possible system, this important piece of equipment may be lacking. But assuming that you have a video processor, its color controls will enable you to adjust the color signal so that all the dots match up. This means that the video signal to the transmitter has the correct colors. (Actually it means that the colors have the correct phase angles. If you look at the vectorscope you will see that each color is also identified by a degree reading.)

DISCOUNT VIDEO WAREHOUSE

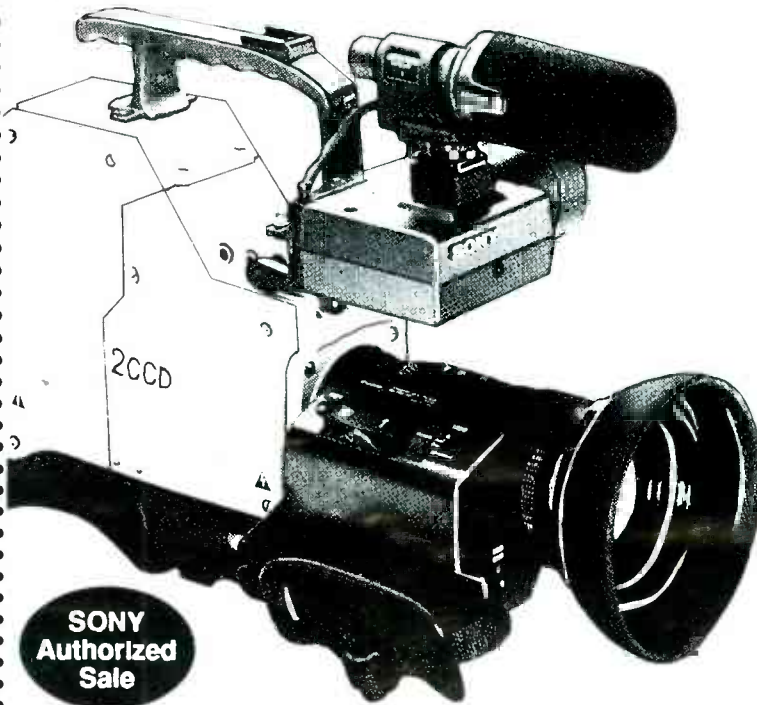
TERMS:
Payment In Advance Or COD
Cashiers Or Certified Check Only
FOB: Mt. Prospect, IL

- Quantities Limited
- All Prices subject to change
- All Sales Final

Discount Video Warehouse is a wholly owned subsidiary of Roscor Corporation.

An Incredible Sony Camera at an Incredible DVW Price!

Lowest Price Anywhere!



SONY
Authorized
Sale

Manufacturer's Suggested
List Price
\$5280.

Dealer Inquiries
Welcome

SONY® 2 CCD Color Camera

EDP-10F with Fujinon 13X Lens

- High Resolution - 550 Lines
- High Quality CCD's "768 HAD" Interline Transfer Features Sony's Innovative "Double P-Well" Design Assuring Reduced Noise, Reduced Smear and Excellent Performance Even in Extreme Lighting Conditions
- 25 Lux Minimum Illumination
- High Speed Electronic Shutter - 6 Positions Up To 1/2000th Second Gives You Blur-free Images of Even Fast Moving Objects. The Perfect Camera for Sports, Manufacturing, Research or any Action Analysis Application.
- Interfaces With Most VCR's-4 Position VCR Selection Switch Handles, 3/4", S-VHS and Industrial and Consumer Half-Inch Portables.
- Y/C Out

System includes:

Camera Head, Camera Adaptor, 1/5" Viewfinder, Stereo Mic, and Fujinon A13X10 Servo Zoom Lens

Incredible DVW Special Price

\$1995.

*while quantities last!

P.O. Box 36
Mount Prospect, IL 60056

Circle (95) on ACTION CARD

PHONE TOLL FREE

1-800-323-8148

IN ALASKA & HAWAII 1-800-448-0354

In Illinois Phone
(312) 299-5258

Color Amplitude

There is also a requirement that each color signal has a certain specified level, or amplitude. It is possible to have the correct color, but at too high, or low, a level. For example, assume that the color red has the correct phase angle as shown on the vectorscope. This merely means that the bright dot is on the required angle or radial. It may be closer to the center of the screen, or further away, past the square; but if the angle is correct, so is the color. If the dot is closer, the color is correct, but too weak—low amplitude. If it is farther away, the color is still correct, but it is too strong—high amplitude. In fact, we call it "saturated."

Here is a practical example of proper color amplitude. If you are making a commercial and using two or more cameras, or a number of other video sources, it is essential that the video colors be matched so that every color will look the same in every shot. If the colors are not matched it is possible for a red object to appear red from one source, and blue from another. Most sponsors would object if their product changed color from shot to shot.


Don't adjust your video monitors until *you* think that the colors are correct. Almost everyone has a different idea of color. When the National Television System Committee (NTSC) was developing our present color system, every engineer on the committee was tested for color blindness and acuity. This was to ensure that we all saw the same color at the same time!

Alternatives to a Vectorscope

If you don't have a vectorscope, you can use a color spectrometer to adjust your color—if you have several thousand dollars to spare (it would be cheaper to buy a vectorscope!). Otherwise, you can use a piece of special blue glass or gelatin (gel). There are also various color monitor viewers that start at about \$40 and that can be used to check color monitors.

The gel costs around \$15 and is made by Kodak. I forget the number, but the photo store should know it. Hold the gel in front of the color monitor with color bars from the desired source. Set the color level to fairly high.

If your monitor is properly adjusted you will see alternating light and dark blue color bars. All the light blue should be the same intensity, and so should all the dark blue. If you have this condition, your monitor is properly adjusted. Test all your monitors the same way. Now you can start shooting, or editing.

I'll explain why the colors turn blue in my next column. 

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

Looking For Cameras?

Look At Panasonic Industrial



The 200CLE (top) and the 300CLE (bottom) 3-CCD cameras from Panasonic Industrial Company.

If you're shopping for a studio camera, you've probably already read our July feature by Mike Havice on using ENG/EFP cameras in the studio. The Panasonic cameras shown in the chart accompanying the article are from Panasonic Broadcast Systems Company. However, Panasonic Industrial Company also has a couple of cameras that you might consider.

The WV-200CLE is a 3-CCD color camera featuring a high resolution f1.4 prism, 650 lines of horizontal resolution and a signal-to-noise ratio of 59 dB. It is compatible with either NTSC composite or Y/C component (S-VHS) systems.

Auto white balance, auto black balance, a viewfinder function display, and a series of convenient switches make this camera efficient and easy to use in either

studio or ENG applications. List price is \$7,500.

Also consider the 300CLE. This camera offers the same advanced CCD signal processing, high-resolution f1.4 prism, and NTSC/S-VHS compatibility as the 200CLE and achieves 700 lines of resolution with an S/N ratio of 60 dB. In addition to the automatic features of its simpler cousin, the 300CLE has an electronic shutter (1/250 second, 1/500 second, and 1/1,000 second) that enables virtually blur-free recording of action at almost any speed.

The 300CLE is available in an ENG configuration, an ENG/EFP configuration, as a studio camera, or as a camera head alone. List price is \$6,700 for the camera head and adaptor; \$1,400 additional for the basic kit with the viewfinder, battery, and carrying case; \$2,800 for the ENG/EFP kit; and \$5,600 for the studio kit.

ACRODYNE. OUR NUMBERS TELL THE STORY.

1st

LPTV transmitters in
the U.S.

100%

spare parts availability

20

years in the broadcast
industry

330

turnkey installations

4000

units in the field

24

hour, round-the-clock
support

It all adds up.
Acrodyne has the
products and
technical skill you
need to stay on the
air. Plus on-time
delivery and com-
petitive prices.

For full service,
just remember our
toll-free number
1-800-523-2596.
(Inside PA, call
215/542-7000.)



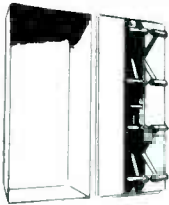
ACRODYNE

Acrodyne Industries, Inc.
516 Township Line Road
Blue Bell, PA 19422
215/542-7000 800-523-2596
FAX 215-540-5837

LPTV

Lindsay

Commercial Antennas



UP1469
UHF
Broadband



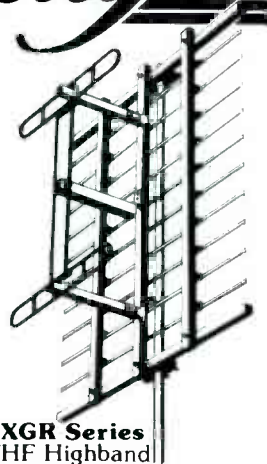
RFT Series Yagis
VHF Hi and Lowband



TS Series
Omni-directional



TZU
UHF



TXGR Series
VHF Highband

- * Custom engineered to your specifications
- * Weather protected for any climate
- * Vertical, horizontal or omni-directional
- * VHF/UHF, single channel or broadband

LINDSAY SPECIALTY PRODUCTS

50 Mary Street, Lindsay, Ontario, Canada, K9V 4S7 (705) 324-2196 FAX: 705 324 5474
Circle (12) on ACTION CARD

Keith Larson, John Battison To Be Featured At SBE Convention

The 1989 National Convention of the Society of Broadcast Engineers and the conjoint *Broadcast Engineering* Conference will be held at the Kansas City Convention Center October 5-8. The Conference is chaired by John Battison, who will also give the keynote address. Keith Larson, chief of the FCC's LPTV Branch, will present a paper on the LPTV service.

Battison is a veteran consulting engineer who taught at Ohio State University for many years and was the founder of the Ohio State Technical Conferences, which in 1986 became the *Broadcast Engineering*

Conference, held in conjunction with the first annual SBE Convention. Battison writes a monthly column for *The LPTV Report*.

Larson's paper, entitled "LPTV Has Arrived," will look at the present status of LPTV and what the Commission sees for the service in the future. Larson will speak on Saturday, October 7.

The Conference will also feature a number of hands-on training sessions as well as sessions on RF transmissions, satellite uplinking, high definition television, new FCC regulations, digital technology, and

fiber optics. In addition to these are the Ennes Engineering Workshops, to be held on Wednesday, October 4, prior to the formal opening of the show. These special manufacturer-conducted workshops are designed to provide detailed maintenance and operating instructions on key types of equipment. Registration—on a first-come, first-served basis—is limited to 25 persons for each of the eight sessions.

For registration information, call (317) 842-0394 or write SBE National Convention, Box 20450, Indianapolis, IN 46220.

K/B

Channel America's Fall Line-Up Expands Viewer Participation Fare

Building on audience response to last year's programs, Channel America Television Network has expanded its "viewer-participation" format for its 1989 fall schedule. The new season's fare, according to chairman David Post, is "a logical progression of our concept of involving audiences, by adding activities that go beyond viewing and engage them more directly."

An example of the new kinds of shows is "Champs Club," an audience club which Post said offers viewers clear incentives to join. The Club concept, he said, "represents a tangible relationship between viewers, merchants, sponsors, local stations, and the network, that enables everyone to win, except those who do not participate."

Channel America is also expanding its "Theme Nights" format to include a Friday "Western Night." The weekly schedule will now be Monday—"Comedy Night," Tuesday—"Ladies Night," Wednesday—"Game Night," Thursday—"Mystery Night," and Friday "Western Night." This season, each theme night will begin with a viewer participation game show based on that evening's theme.

Besides the game shows, the fall season will feature several new off-network comedy half-hours and a new hour-long detective series. The network dumped several infomercials that were lucrative but not popular with viewers, said Post. For more information, circle (59) on the ACTION CARD.

K/B

VJN Launches In Birmingham

The Jukebox Network is now broadcasting over LPTV channel 2 in Birmingham, AL. The new station officially began operations July 8 and reaches an estimated 160,000 households in the Birmingham area.

It is Video Jukebox Network's 29th operating unit and the fifth broadcast unit for the program service. VJN operates or affiliates with other LPTV stations in Jacksonville, Orlando, and Gainesville, FL; Detroit, MI; Charlotte, NC; Atlanta/Marietta, GA; and Des Moines, IA. It is completing construction of company-owned stations in New Orleans, LA and Jackson, MS.

The Jukebox Network is an interactive programming service offered over cable or broadcast stations. Viewers select the music videos they want to see via a local toll call on a touch tone telephone.

K/B

Sarasota's TV-24

continued from front page

space on Storer's transmitting tower at a rate of \$1,128 per month. Cave says that at one point Storer asked that TV-24 be exclusive to their system.

However, when TV-24 was ready to sign on the air, Storer managers claimed that they did not have enough channel space available to carry the station. At Storer's request, Cave delayed his sign-on for

thirty days in order to give the system time to make room for the LPTV.

But now, says Cave, Storer has no plans whatsoever to carry TV-24. According to Cave, Storer's system manager, Rod Dagenais, says that all his channels are full.

At this time, attorneys for TV-24 are confident that the Motion to Quash and Dismiss will not be granted by the court. Cave explained that evidence supporting TV-24's allegations is strong and that new information regarding Storer's business

practices is surfacing continually.

TV-24 has also been denied access to the Paragon Cable system which is based in Bradenton, FL, just to the north and still within the station's coverage area. Although Paragon had expressed interest in carrying TV-24, no agreement was reached, so Cave is not considering any legal action against the system.

Repeated attempts to reach Rod Dagenais at Storer and Rose Carlson at Paragon were not successful. K/B

RURAL AMERICA'S MOST IMPORTANT NETWORK IS ON THE AIR TO STAY!

RFD-TV offers LPTV stations the programming your audience needs!

- 24-hour-a-day broadcasting on Westar V, Channel 17.
- Programming aimed at a rural and agricultural audience.
- Weather updates every half-hour 24-hours-a-day.
- Entertainment programming for the whole family.
- Live audience-interaction programs.
- A variety of avail packages depending on your needs.

For more information and a complete program schedule, call or write:

Terri Spalding • RFD-TV, Inc.
2615 Farnam St. • Omaha, NE 68131 • (402) 345-2322

RFD TV

Circle (6) on ACTION CARD.

Commission Acts On DBS Applications

The Federal Communications Commission has partially granted a number of pending applications for direct broadcast satellite (DBS) service.

The FCC recently refined its policy on orbital assignments and service areas to take into account technological advancements in DBS as well as the increased demand for the DBS orbit and spectrum presented by the applications. The new policy will allow allocations of half-CONUS (half of the Continental United States) signals only in east/west pairs, with eastern half-CONUS DBS service permitted only from the four DBS orbital locations furthest east and western half-CONUS service permitted only from the four DBS orbital locations furthest west.

Present DBS construction permits will be modified to conform to this plan.

Full-CONUS (entire Continental U.S.) signals will be authorized from those orbital locations from which such service is feasible and in keeping with U.S. treaty obligations.

Because the available allocations will not be enough to satisfy the needs of all the applicants, each applicant, as far as possible, will be awarded an equal number of channels up to the number requested in its application. Additional channels will be awarded on a first-come, first-served basis.

Because full-CONUS operations from eastern orbital locations could make

some western orbital locations superfluous, the Commission, in a separate proceeding, has proposed a number of alternative uses for the western locations. Presently, it proposes to authorize only existing DBS permittees and licensees to develop these alternate uses.

The new DBS applications granted in part were those of Continental Satellite Corporation, EchoStar Satellite Corporation, DIRECTSAT Corporation, and Direct Broadcast Satellite Corporation. Applications for permit modifications were granted to Advanced Communications Corporation, Hughes Communications Galaxy, Inc., and United States Satellite Broadcasting Company, Inc. K/B

NOW
LPTV CAN COMPETE
WITH
THE BIG BOYS!

NEWS
SPORTS
WEATHER

- * HALF-HOUR NEWS PROGRAM EACH WEEKDAY
- * 8MINUTES FOR COMMERCIAL AD SALES TO AFFILIATES...
- * LOCAL INSERTS AVAILABILITY FOR AFFILIATES...
- * YOUR NEWS, YOUR SPORTS, YOUR WEATHER
- * DISTRIBUTED VIA SATELLITE...
- * SUPRISINGLY AFFORDABLE!

INQUIRIES CONTACT:

DAVE MURRAY

(904)656-7000

9AM-5PM EASTERN TIME

CENTER
ONE
VIDEO

CENTER ONE VIDEO PRODUCTIONS
1706-D CAPITAL CIRCLE N.E.
TALLAHASSEE, FL 32308

Circle (132) on ACTION CARD



LPTV and the LAW

—by Peter Tannenwald

Licensing Satellite Dishes

The LPTV industry might never have been born were it not for communications satellites. This new technology made possible for the first time the economical distribution of television programming to every city and town in the nation, no matter how remotely located. The availability of national programming has played an important role in enabling LPTV stations to supplement local service and fill the long broadcast day.

When you build your LPTV station, you will probably include a satellite dish. Although you must have an FCC license to build and operate a transmit station, you can put up a receive-only dish without any FCC authorization. You might not want to do that, however, because satellites share frequencies with terrestrial common carrier microwave systems, and if you do not get a license, you may find your earth station suffering interference some day. Only if you obtain a license will your earth station be entered into the FCC's database, thereby protecting you from interference from subsequent microwave installations.

Two frequency bands are used for satellite distribution: "C-band" and "Ku-band." C-band systems operate in the 4 and 6 GHz bands; Ku-band satellites operate in the 11 and 14 GHz bands. Satellite systems and terrestrial microwave have equal priority at C-band. Satellite systems take priority at Ku-band. Therefore, licensing is important at C-band, unless you don't mind microwave-carried telephone calls breaking up the reception of your programming. Receive-only dishes are not licensed at Ku-band.

How to Apply

There is no specific form for applying for a license for your dish (formally known as an "earth station"). An FCC public notice released March 27, 1989 (No. DA-329) sets forth the information that the FCC requires in a narrative application. In addition to a narrative application, FCC Form 403, a license application, must be attached. One more form, Form 430, which establishes your ownership qualifications, is required if you want to install transmit capability but is not necessary for receive-only dishes. In contrast to your LPTV authorization, where a construction permit is issued first and a license application is not filed until you are on the air,

earth station licensing is a one-step process where a construction permit and license are requested at the same time.

Ownership qualifications are not difficult to meet, even for transmit stations, as long as you are not a convicted criminal. While aliens (persons who are not U.S. citizens) or companies they own are generally barred from obtaining common carrier licenses, aliens can get licenses for earth stations that are operated solely for the licensee's own use.

The technical information that must be submitted includes frequency coordination, which is a showing that your operation will not interfere with or receive interference from terrestrial microwave systems. Frequency coordination is required only at C-band; it is not needed at Ku-band because satellite operations have priority in that band. Frequency coordination is a sophisticated computer-based procedure that generally requires the assistance of a professional coordination firm.

The Commission requires the geographical coordinates of your dish location, information about environmental impact, and the overall height of your dish (to check the need for FAA clearance). And, oh yes, there is a filing fee, which is modest for receive-only dishes and steep for transmit dishes. I will omit the figures, because they are probably going to increase between the time I write this article and the time you read it.

License Renewals

Once you obtain an earth station license, you will have to renew it only once every ten years. However, prior approval of the FCC is required if the license is assigned to a new entity or control of your corporation or partnership is transferred to new owners. These requirements are the same as those pertaining to your LPTV license, except that earth station renewals are less frequent. There is an FCC rule making pending that would eliminate the need for assignment or transfer applications, but at present they are still necessary.

If your dish is for receive purposes only, the decision as to whether or not to license it should be based on the balance between the costs and benefits of licensing. At Ku-band, licenses are not needed; but at C-band, you should have a license

continued on page 20

TTC

***You receive an important extra
with every quality TTC Transmitter...***



TTC TOTAL SUPPORT

Quality people stand behind every TTC transmitter. Our service begins the minute you buy TTC—and it never ends. We still support products made over twenty years ago. Our marketing, engineering, manufacturing, and service personnel *keep you on the air.*

Advanced broadcasting technology acknowledged worldwide. TTC advanced LPTV transmitters and translators meet your most stringent technical specifications. All our products are made with strict attention to quality control and thorough testing. TTC builds LPTV transmitters, translators, and boosters from 1 Watt to 10 Kilowatts, UHF STLs and intercity relays recognized worldwide for quality and performance.

We're there with Total Support if you need us. At TTC, we take pride in our rapid response to customer needs. Our twenty-four hour *Total Support Hot Line* lets you call for technical or engineering support *at any time*—for questions and assistance, additional parts, or maintenance.

Made in the USA. Get to know TTC and our full line of transmitters, translators, and broadcasting equipment. For more information or product literature, call or write TTC:

Television Technology Corporation,
650 South Taylor Ave. • Louisville, Colorado 80027 • USA
Telephone: (303) 665-8000 • FAX: (303) 673-9900

The Quality is TTC

Circle (7) on ACTION CARD

unless you are in a rural area where terrestrial microwave is not likely to come your way and you have the flexibility to move your dish if it becomes necessary to avoid receiving interference. The more expensive and permanent your installation, the more important it is to get a license.

If you do get a license, you will probably want to engage a frequency coordination firm on an annual retainer basis to receive and evaluate notices that will be sent to you from applicants for microwave systems and satellite transmit facilities in your area. Remember that you must always have a license for any earth station in any band that has transmit capability.

Watch Local Regulations

The FCC is not the only government agency that may have something to say about your earth station. Dishes come in many sizes, some rather large, and local governments have often taken a dim view of their unsightliness. In 1986, the FCC adopted rules pre-empting some state and local regulation of earth stations. Land use regulations may not discriminate against satellite dishes in favor of other structures of like size and shape. In other words, a local government can ban or limit all structures of more than a certain size, but if something else the same

size and shape as a dish is allowed, then the dish may not be banned.

There are some nuances to the regulations that make federal pre-emption a little broader than I just described, but the pre-emption is limited to aesthetic considerations and discrimination against satellite systems in favor of other communications media. At present, there is no pre-emption of local regulations pertaining to health and safety, so local officials can restrict the placement of transmit earth stations based on radiation hazards. Consideration is being given to federal pre-emption of radiation standards, but the subject is controversial, and early action is not expected.

Satellite dishes are useful and important to the LPTV industry. Don't forget to include an analysis of your earth station needs when you build your LPTV station. If interference-free C-band satellite reception is important to your operation, and especially if you operate in a congested area, you should seriously consider licensing to establish protected status for your facility. K/B

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.

FCC Affirms Cross-Ownership Ruling

The FCC has affirmed its relaxation of the broadcast multiple ownership rules after considering two requests for partial reconsideration. Although it had retained the one-to-a-market rule in its December decision, the Commission had established a new waiver policy for common ownership of television stations in the same market (*LPTV Report*, January 1989, page 4 and May 1989, page 15).

Great American Television and Radio Co., Inc. asked the Commission to eliminate the criterion whereby waivers would be considered only in the top 25 TV markets. Holston Valley Broadcasting Corporation asked it to consider granting a waiver of the radio-TV cross-ownership rules where common ownership of a UHF station and more than one radio station in the same service is involved.

The FCC replied that, contrary to Great American's contention, it had thoughtfully determined that limiting the waiver policy to the top 25 markets was the most reasonable way of relaxing the cross-ownership rules. In response to Holston's plea, the Commission found that its decision—which barred waivers involving combinations of a television station and more than one radio station in the same service—should be modified because it precluded the agency from evaluating such waiver requests on a case-by-case basis, even if they were clearly in the public interest.

The Commission emphasized in both decisions that the primary criterion for decision was the public interest.

Commissioner Patricia Diaz Dennis, who had dissented partially from the December ruling, issued a separate statement emphasizing her concern for preserving maximum diversity in radio and TV markets. K/B

New Spanish Kids' Fare From Univision

Univision, the Spanish-language television network, has begun airing a new group of children's programs Monday through Saturday from 7 to 9 a.m. EST.

The two-hour block, "Univision y Los Niños," features four 30-minute episodes of animated series, and customized animated openings, closings, and bumpers. The programs are produced in English by DIC Enterprises and dubbed into Spanish. For more information, circle (60) on the ACTION CARD. K/B

TENNAPLEX SYSTEMS LTD.

21 Concourse Gate, Nepean, Ontario K2E 7S4
Tel: (613) 226-5870 Fax: (613) 727-1247

Tennaplex designs and supplies professional Broadband, TV antennas that are stable even under ice and snow without the use of deicers.

Allow us to offer you an antenna system tailored to your specific needs.

Tennaplex has over 700 antenna systems serving the Americas.

Circle (8) on ACTION CARD

Broadcast Station Publicity

Part Four

Compiling Effective Press Kits and Mailing Lists

—by Lance Webster

Many stations prepare press kits for programs, special events, or new season kick-offs. Very simply, the press kit is a folder containing a number of elements useful to members of the press, station clients, community leaders, or special interest groups. Press kits can be either general or tailored to a specific occasion.

Typically, a press kit consists of an attractive folder with a printed cover; one or more releases on the program, event, and/or personalities in the news; and one or more photos (at least two—one horizontal and one vertical—are recommended).

There should also be a letter from the station's general manager, program producer, promotion director, news director, or other appropriate station official or on-air talent. These letters can be used to personalize otherwise identical kits for different kinds of recipients: a letter from the promotion director in kits for the press; a letter from the general manager in kits for editorial page editors and community leaders; a letter from the community services director in kits for minority group leaders; and a letter from the sales director in kits for media buyers and clients.

Other items might include:

- Sales promotion flyers;
- Background information sheets on programming;
- Program flyers for community use;
- Bookmarks;
- Program schedules;
- Coverage maps;
- Rate schedules;
- Credit sheets listing all persons involved with a program;
- Feature releases and personality profiles of on-air talent;
- Biographies of talent and key members of production staff;
- Audio tapes (you can order kit covers that have tuck-in slots for audio cassettes, or you can use special containers).

The design of the press kit cover should be bold, simple, attention-getting, and, if possible, related to the subject matter inside. Many stations, however, use generic station kit covers that can be adapted to



specific uses by adding decals, stickers, or over-printing.

The kits serve two purposes: to hold together all relevant material pertaining to a program; and to attract attention to an unusual or important station happening. Imaginative design in covers and letterhead is more important than specially made die-cut or fabric-bound covers, but if the money is in the budget, such extras can be real attention-getters.

Some stations prefer to format kit cover design, using program-related artwork in a pre-determined way to individualize kits for different uses. Other stations prefer to make each kit separate in design. The first technique emphasizes a continuity of effort; the second draws special attention to each program or activity.

The Program Schedule

The program schedule is the most basic element in a TV station's entire advertising, publicity, and promotion effort. It simply lists all the station's programming by days in chronological order.

Schedules are usually provided to newspapers, *TV Guide*, and sometimes ad agencies and community leaders on a weekly basis, usually three to four weeks in advance of the week of air, to meet magazine and supplement deadlines.

Schedules are also a valuable reference tool for station employees. Because so many people inside and outside the station rely on the schedule, accuracy is vital.

Updates, Changes, and Corrections

In spite of the need for accuracy in schedules and releases, errors sometimes occur. More frequently, programming changes are made between the time that schedules are distributed and the week these programs go on the air. In addition, stars, guests, and program talent may change. So every promotion manager must have a recognized, regular system for announcing these corrections, changes and updates.

Using pastel paper stock (pink is a frequent choice) helps call attention to these sheets and identifies them as correction or change sheets. They should clearly indicate at the top that they contain changes and corrections, and the weeks involved should be prominently displayed. Change sheets usually cover a time span of several weeks, since they must update any previously released information. They should be issued on a regular basis—perhaps two or three days a week—and can be mailed in a packet with other materials. All changes, corrections, and updates should appear in one continuous chronological flow to make it easy for readers to transfer the information to the original schedules.

Mailing Lists

Promotion managers must work with other station heads and the station's mail room to develop, maintain, and creatively use a number of different mailing lists to distribute publicity and promotional information. Using different lists for different needs helps reduce mailing costs by targeting materials to specific sectors of the public. A typical station might keep the following set of mailing lists:

- Press list (TV editors);
 - Press list (editorial page);
 - Press list (sports page editors);
 - Press list (regional magazines);
 - Press list (women's page or feature section editors);
 - Press list (trade press);
 - Community leaders list (including politicians, business leaders, and heads of social, political, business, and religious organizations);
- continued*

- Lists for various minority groups;
- Churches (for church bulletins);
- Key ad agency personnel and media buyers;
- Major clients;
- Libraries (for bulletin board postings);
- Colleges and universities (newspapers, student activity centers, dorms, fraternities and sororities, etc.);
- Service organizations (Kiwanis, Junior League, Chambers of Commerce, etc.);
- Fraternal organizations (Elks, Masons, American Legion, etc.);
- High schools (principals, newspapers);
- Businesses with company newsletters.

The promotion director in each market—together with the community service director, sales director, program director, and others at the station—must devise the appropriate set of lists for the particular market area. Once lists are prepared on plates or computerized by the mail room, it is easy for the station's publicity manager to indicate which list should receive program releases. Targeting releases so that not every release goes to every group, and so that groups that have specific interests can learn about programs or news features of special interest to them, enables the stations to

better serve both broad sections of the community as well as narrow special interests, while saving money on distributions.

Trade Publicity

Much of what has been said in earlier articles about relations with the press applies to members of the broadcasting trade press as well as the staffs of local newspapers. However, there are differences in the kinds of news stories trade publications are interested in.

Each publication has its own areas of specialization, and each looks for news that will be of interest to its readers.

A station activity that got a lot of mileage in the local papers—such as a major contest, or an important community public relations activity in conjunction with a local charity—would probably be of no interest to the trades.

The key to getting space in trade magazines is to find some element of the activity that has significance for other broadcasters or members of the advertising community, and then to base the release of news around that "hook". If possible, gear each release to the editorial require-

ments of the publication to which it is sent.

Should news be mailed, phoned, or delivered in person? The best bet is a combination of printed release and personal contact—whether in person or by phone. Send the release, give it time to arrive at the trade publication, then follow up with a phone call. Or deliver the release in person. This provides the editor/reporter an opportunity to question you further about the topic; and it stresses that you consider the release especially important.

Important Trades

Broadcasting magazine is a key news magazine of the broadcast industry. It is the weekly magazine that station management people and broadcast educators turn to to know if the FCC is changing regulations, if courts are making rulings that affect broadcasters, if networks and broadcast institutions are making—or changing—plans, and what local stations are doing that has national significance. Because *Broadcasting* is so widely read at the station management level, it is one place where stations frequently try to get

continued on page 24

Your LPTV Application Deserves 100%

When you submit your LPTV application, you want it 100% right.

- NO** engineering errors.
- NO** missing parts.
- NO** legal problems.
- NO** returns or kickbacks.

Letter Perfect Standard

Preparing an LPTV application the right way is hard. Your applications must be letter perfect upon submittal or they'll be returned without consideration.

And when just one little mistake can invalidate your filing (and lose you your chance at the station you want), it makes sense to consult the experts.

That's where Kompas/Biel & Associates can help.

We Do Everything

Kompas/Biel will turnkey your entire LPTV application. We find the channel and the tower site, we do all the calculations and draw all the maps, we fill out all the forms and get all the certifications. Then we run a complete check to make sure that everything is perfect.

You don't have to worry about a thing.

Guaranteed Right

And Kompas/Biel has the experience and expertise to do it right the first time. We **guarantee** that your LPTV application, and all the paperwork that goes with it, will be letter perfect.

Soon the FCC will announce a new LPTV filing window. Call John Kompas today, at Kompas/Biel & Associates. We'll give you **100%**.

Kompas/Biel & Associates, Inc.

5235 North 124th Street P.O. Box 25510
Milwaukee, WI 53225-0510

(414) 781-0188

Serving the LPTV industry since 1981. LPTV applications, market analysis, and station planning.

Circle (10) on ACTION CARD

EMCEE

The High Point in High Tech

EMCEE gets your LPTV system off the ground with the newest in high technology.

From Studio Design to turnkey systems, EMCEE provides the products and services you need for your LPTV station.

From one to 5000, we fill every watt with power—and transmit your signal through the most reliable and technically advanced broadcast equipment . . . all provided by EMCEE.

Our 29 years of tower installation experience and our turnkey capabilities mean that your station comes in loud and clear . . . with EMCEE Broadcast Products.

Reach the high point in high tech: Call us today at 1-800-233-6193 for free systems design assistance.

EMCEE BROADCAST PRODUCTS, Div. of Electronics, Missiles & Communications, Inc.
White Haven, Pa. 18661 FAX (717) 443-9257

Call Toll-free: 1-800-233-6193 • (In PA: 717-443-9575) • TWX: 510-655-7088 • Ans: EMCEE WHHV

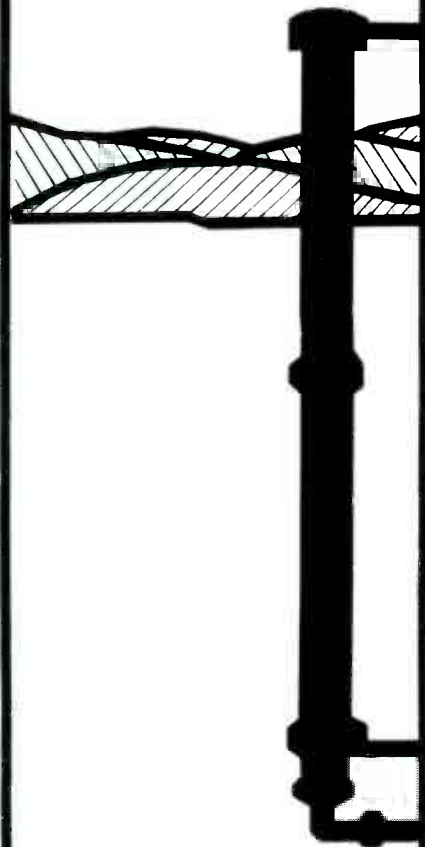
Circle (1) on ACTION CARD



EMCEE

**advanced technology
systems excellence**

**"on the air"
not in the air...
repairing.**



We guarantee it. BASC antennas are built to last because we overbuild. Not one BASC antenna has ever failed under operating conditions. And, we have our systems operating in some of the most severe environments in the U.S.

So, for low power VHF or UHF antennas go with BASC. Call 800-252-BASC or 603-654-2838

BASC
P.O. Box 179
Wilton, NH 03086

BASC

Circle (3) on ACTION CARD

continued from page 22

publicity for certain kinds of activities. *Broadcasting* is printed Thursday and Friday nights and reaches its readership Monday or Tuesday, in most cases.

Television/Radio Age is another important trade publication, published bi-weekly. It differs considerably from *Broadcasting*, placing less emphasis on spot news and giving more space to detailed coverage of specific issues. Considerable emphasis is placed on commercial production and the buying plans of national advertisers. There are also sections for information about job changes, syndicated programming news, and broadcast-related Wall Street news.

Weekly Variety; *Radio and Records*; *Adweek*; *Advertising Age*; *Television Broadcast*; *Television Digest*; *Facts, Figures & Film*; *Back Stage*; *Marketing and Media Decisions*; and *Madison Avenue* are other publications read by different groups in the broadcast and advertising communities. Except for *Weekly Variety*, few are as useful for publicity as they are for paid station ads designed to reach media buyers and ad agency executives. *Variety* provides thorough news coverage of major network activities, government regulation, personnel transitions, and virtually every other aspect of the film, television, radio, and recording industries.

Soviet Programming Available From PSC

The Soviet Union has granted exclusive rights to PSC, Inc., a Fairfax, VA-based systems design firm, to market Soviet television programming in North America.

A sampling of the copyrighted fare includes "Vremya," Soviet daily news, sports, and weather; "International Panorama," weekly news and features from the Soviet point of view; "Spotlight on Perestroika," domestic affairs; "Today in the World," the Soviet view of international news; and "Novosti," ten-minute domestic news segments. Also available will be documentaries on Soviet history, the military, agriculture, science, and entertainment; travelogues; and programs on Soviet fine arts, including video tours of Soviet art galleries and museums and critical reviews of the works of Russian writers.

The programming will be produced in English with the Russian available over a second audio frequency.

PSC, which designs computer and RF systems for a number of U.S. government clients, has been doing market research in the Soviet Union in an effort to establish a business base there, said Don Hammack, the company's executive producer for Soviet television. Hammack, who holds a degree in Russian studies from the University of Maryland, said that the

In all cases, station promotion managers should place publicity information depending on its news value for each publication's readership. Releases tailored to meet a publication's needs and interests stand a good chance of earning space.

[Editorial note: *The LPTV Report* seeks to promote successful business strategies and local community service among its station readership. We are pleased to receive any news of LPTV stations' local programming, syndicated programming acquisitions or network affiliations, awards, community involvement, ad contracts, cable carriage, personnel, equipment acquisitions, engineering changes, ownership changes, and other significant items. If you don't have time to write it up, just call Jackie Biel at (414) 781-0188. We'll take it from there.] K/B

Lance Webster is formerly the executive director of the Broadcast Promotion and Marketing Executives (BPME), a major broadcast industry professional association based in Los Angeles. This article is the fourth in a multi-part series on station publicity excerpted from Broadcast Advertising and Promotion: A Handbook for Students and Professionals, available from BPME.

programming deal "just sort of happened." The five-year contract was granted by Sovtelexport, the trading arm of Gosteleradio, which oversees Soviet broadcasting.

Hammack said that the programs will be marketed to both cable and broadcast and that LPTV "would certainly be a market we'd be interested in." PSC has not yet set pricing for the programs; the company is presently seeking advertiser sponsors. For more information, circle (57) on the ACTION CARD. K/B

Cronkite Launches Free TV Campaign

Based on national overnight ratings, the July 17 launch of the National Association of Broadcasters' national Free TV Campaign reached 54 million viewers. Walter Cronkite introduced the campaign to the public in a 30-second prime-time message.

The Free TV Campaign is a year-long effort to promote public awareness of the benefits of free, over-the-air television. Stations wishing to participate may obtain promotional materials from the NAB.

LPTV Newsroom

continued from page 10

like to get more graphics equipment. The character generator was the piece of graphics equipment that they most commonly used in their newscasts. The types of camera equipment varied greatly, with slightly more stations using or planning to use Sony camcorders to gather the news. Three-quarter inch equipment, or some combination of camcorders and 3/4" gear, is still used in a fairly large number of stations. Few stations report the luxury of having video equipment dedicated to news; most use the gear to tape promotions and do commercial production as well.

Many stations reported that they would like to do local weathercasts; but most of them relied instead upon satellite-generated weather. Few stations are actually doing traditional weathercasts, with maps, in their newscasts.

Sportscasts Are Popular

Sports continues to grow in popularity at LPTV stations. During the past year, a

number of stations have added various sports programs, started sportscasts, or improved existing sportscasts with local coverage and video.

The most frequent kind of sports program reported—outside of traditional sportscasts within the news—is the sports talk show, in which local athletes, coaches, and celebrities are interviewed. Stations are increasingly using videotape to illustrate these programs. Running a close second is the live broadcast of local sports.


At Selmer's TV-6, baseball is the big winner. Jim Jackson at TV-4 in Campbellsville, KY, says their half-hour interview program is popular. TV-20 in Olean, NY, has a half-hour program of sports highlights and is planning to add a coaches' show in November. Perry's TV-69 focuses on high school and local amateur sports in its sportscasts, and during football season it runs videotaped replays of local high school games. And TV-57 in Joplin, MO, produces a show hosted by students and featuring local sports personalities.

In summary, our survey shows beyond question that news is becoming more of a

factor at LPTV stations. One of the best examples of this is TV-14 in Washington, DC. General manager Antonio Guernica is currently doing hourly news briefs in prime time geared to his Hispanic audience. Because of the interest, he has been working for more than a year to get a local newscast on the air. The half-hour show debuts in September.

Guernica warns LPTV broadcasters not to act too hastily in putting a show on the air. "Don't go for it until your newscast can stand up to the competition," he says. "If it's a good reflection on your station, it will be a success. Plan. You can't look Mickey Mouse."

Jeanée von Essen—who has a background in newspapers, magazines, radio, and television—says she developed her interest in local television in her small town Texas high school where she worked on a daily talk show for the local cable station. When the newscaster finished his broadcast, he picked up an electric guitar and introduced a country music show. She says she never had more fun in her life.

Von Essen most recently was a member of the team that started CNN, and she has served as CNN vice president of international news for the past nine years. She is also the author of a book on the broadcast media, called The Source. 

ATSC Defines ATV, Moves Office

To eliminate confusion regarding the various advanced television systems under development, the executive committee of the United States Advanced Television Systems Committee has adopted the following standard definitions:

IDTV—Improved Definition Television: Refers to improvements to NTSC television that remain within the general parameters of NTSC emission standards and, as such, would require little or no action by the Federal Communications Commission. Improvements may be made at the source and/or at the television receiver and may include improvements in encoding, filtering, ghost cancellation, and other NTSC-compatible transmissions.


EDTV—Extended Definition Television: Refers to a number of modifications to NTSC emissions that are still compatible with NTSC receivers (either standard 4:3 aspect ratio or "letter-box" format receivers). These include 1) wide aspect ratio (EDTV-Wide), and 2) extended picture definition that is still less than twice the vertical and horizontal resolution of standard NTSC. (The "letter-box" format uses an electronic "frame" to convert a wide-

screen display into a picture compatible with a conventional NTSC screen. A set of dark bars frames the picture at the top and bottom or at either side of the screen. The Advanced Television Test Center of Alexandria, VA has issued a request for proposals for research to determine consumer response to this type of picture.)

If the EDTV transmission requires additional spectrum for augmentation beyond a standard NTSC channel, then it is referred to as "EDTV-Augmented."

HDTV—High Definition Television: Refers to television systems with approximately twice the horizontal and vertical resolution of standard NTSC.


The FCC requires that terrestrial advanced television broadcasts be compatible with existing NTSC receivers, either through simulcasting or through the use of an NTSC-compatible main channel accompanied by an augmentation channel.

The ATSC has also moved its offices. The new address is 1776 K Street, NW, Suite 300, Washington, DC 20006, (202) 828-3130. The Committee is chaired by James C. McKinney. The executive director is Dr. Robert Hopkins. 

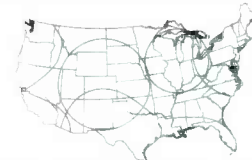
Hundred Plus Exchange To Meet

The Hundred Plus Exchange, an association for television broadcasters serving TV markets 100 and up, will hold a meeting October 5-7 at the Knickerbocker Ho-

tel in Chicago.

All LPTV broadcasters are invited to attend. For more information, contact Jeanne Cadwallader at (202) 429-5368. 

EXECUTIVE DECISION MAKERS



DO YOU KNOW YOUR MARKET? YOUR COMPETITION DOES!

Are Your Contours Really Where You Think They Are?

Are Your Sales/Marketing People Market Oriented?

Can You Target Your Ethnic/Demographic Markets?

Do You Know Where Your Signal May Be Marginal?

Do You Have A Special Mapping Requirement?

DATAWORLD MAPS CAN WORK FOR YOU

MAP OPTIONS

- SHADOWING (TERRAIN SHIELDING)
- POPULATION DENSITY
- CONTOUR COVERAGE
- POWER DENSITY
- COMPOSITES
- SPECIALS

dataworld®
A Service of DW, Inc.

P.O. Box 30730, Bethesda, Maryland 20814

Fax (301) 656-5341

(301) 652-8822

(800) 368-5754

Circle (4) on ACTION CARD

NEW VISIONS INC.
 Distributors of Entertainment
 and Promotional Films
 P.O. BOX 599
 ASPEN, COLORADO
 81612
 303/925-2640

AWARD-WINNING

half-hour sports specials available on a 2/4 barter split. Celebrities and sports commentators step into the sports arena and touch your viewing audience with the magic that makes America's love affair with sports so great! When you need entertainment for people of all ages, call Jill Patton at New Visions, Inc. for the best in sports syndication.

Circle (25) on ACTION CARD

New Wave Music Videos Free From PVN

Progressive Video Network has begun transmitting its "Video Art/Music" program on GTE's Spacenet 1 in an effort to test the reaction to its brand of progressive, alternative, and underground videos, music, and art. According to Dana S. Brust, the company's vice president of marketing, stations will be able to pick up the signal free during the 90-day test period, which began August 12. After that, rights to air the program will be negotiated on a case-by-case basis.

PVN is a producer and promoter of European and American videos, particularly those featuring artists of the new wave rock video movement. The company's music video program is targeted to the upscale 18-26 year-old market. Brust noted that this is an older audience than MTV's and a younger one than VH-1's. The program features not only new music but also inventive computer graphics and animation, said Brust, making it appealing to children from 6-10 years, as well as adults.

"Video Art/Music" runs every Saturday night from 9-10 p.m. EST on Spacenet 1, transponder 21, audio channels 6.2 and 6.8. For more information, circle (54) on the ACTION CARD.

Supplier Side

Stantron has announced a new line of moderately-priced designer cabinet and console modules in seventeen colors and light or dark oak trim.

The single- or multiple-bay systems are assembled at the factory, complete with all customer-specified accessories and options, so they can be installed immediately after delivery.



New decorator consoles from Stantron.

Stantron also offers a variety of conductive and non-conductive laminates for desk-tops or writing surfaces, and an extensive selection of cabinet accessories and options, including chassis slides, cooling trays, cable retractors, plexiglass doors, blowers, buss bars, internal chassis, and related cabinet hardware.

Circle (39) on ACTION CARD

Christie Electric Corporation, manufacturer of battery support equipment, batteries, and power supplies, has developed a universal battery support system that can be programmed to recharge any rechargeable battery.

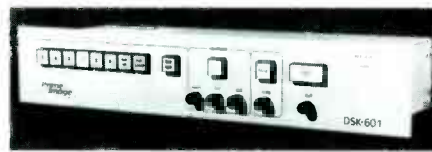
The microprocessor based system—called the CASP/2000—provides battery rejuvenation, analysis, charging, and recognition, as well as system programming, system readouts, hard copy printouts, and a programmable power source. The CASP/2000 charges any type of rechargeable battery—NiCad, silver-zinc, lead-acid, or lithium. Up to six randomly intermixed batteries can be connected and charged sequentially, with each battery receiving the kind and amount of charging it needs. The unit can also discharge batteries for storage or shipment.

An integral LCD display and an internal speaker provide visual and aural information on the batteries being processed.

Circle (41) on ACTION CARD



Christie's CASP/2000 universal programmable battery support system.



The DSK-601 from Prime Image.

Joining the stream of new products for S-VHS systems is the DSK-601 component downstream keyer from Prime Image. The DSK-601 is designed to complement the company's S-Switch component production switcher and features six component inputs with both component and composite auxiliary inputs and an on-board colorizer. If a third buss is added to the S-Switch, the DSK-601 will also allow effects to be cut or faded in or out.

According to the company, the DSK-601 and S-Switch system is the only system that permits keying and switching between component and composite video signal sources.

List price for the DSK-601 is \$1,200.

Circle (38) on ACTION CARD

An audio for video mixer from FOR-A makes it possible to control audio effects as easily and precisely as video effects are controlled. The new AFV-500 provides "key-frame" programming of audio setups that can be implemented automatically by a computerized editing system. Specifically designed for easy use by operators comfortable with current video mixers, the AFV-500 can generate and store audio operations and effects with more ease and speed than traditional consoles can.



FOR-A's new AFV-500.

The system features long-throw Penny and Giles faders, high quality VU meters, renameable illuminated pushbuttons, and a variety of backlit displays that keep the operator informed about system status. The entire system occupies only two rack units in the central equipment console.

Circle (42) on ACTION CARD

A new autosync scan converter covering the full range of standard microcomputer color displays for the PC, PS-2, and Mac II is now available from RGB Technology. The Videolink 600 automatically converts the graphic output of the computer display to NTSC or PAL television.

The Model 600 is the latest in RGB's line of video scan converters, which incorporate anti-aliasing, full 24-bit color

processing, and real-time operation. A proprietary filter effectively eliminates flicker in the interlaced television output, ensuring a video image comparable to the computer image in stability.

The unit accepts full screen, non-interlaced RGB input, and provides genlock, sync generation, and encoding to output television.

Circle (48) on ACTION CARD

Protect your UHF channel reception with a Series 3278 UHF channel bandpass filter from **Microwave Filter**. Placed before pre-amps or receiver processors, the filters prevent saturation by strong off-band UHF signals. Two-, three-, and four-cavity models are available to match the severity of interference.

The units are factory-tuned to the customer's channel but may be retuned by the customer to any other UHF channel. The passband is 6 MHz.

Series 3278 filters range in price from \$179 to \$278 and come with type F, N, or BNC connectors.

Circle (49) on ACTION CARD

JVC has recently introduced a new S-VHS recorder, the BR-S600U. The recorder features more than 400 lines of horizontal resolution, sound quality approaching that of a compact disc, and a dynamic range of more than 85 dB. It also features tape access functions that allow the operator to move rapidly to specific points on the tape.

The Time-to-Go function moves the tape to a specific point beyond the beginning; the VHS Index Search finds the beginnings of up to nine indexed programs from any point on the tape; and the Intro Search plays five-second segments of the beginnings of each program on the tape. The tape access functions can be operated in high-speed fast-forward, rewind, and shuttle-search modes.

The BR-S600U also has an audio dubbing feature that allows voice-over commentary to be added easily to any tape, continuous repeat playback for unattended applications, and a timer that can be set to play back up to four events over a two-week period.

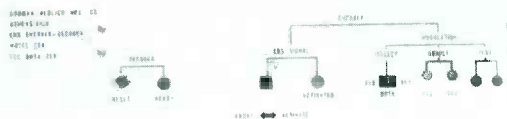
List price is \$1,815.

Circle (47) on ACTION CARD



The BR-S600U S-VHS recorder from JVC.

EBS EQUIPMENT



- Model CEB Encoder-Decoder
- Model CE Encoder
- Model CE Stereo Encoder
- Model CD Decoder
- Encoder FCC Type Accepted decoder FCC Certified
- Exceeds FCC Specifications
- Receiver can be supplied to drive Decoder

Required for L.P.T.V.

Price
\$540.00
375.00
405.00
320.00

\$100

All interconnections to the EBS equipment are made through a barrier terminal block. No special connectors necessary. In stock—available for immediate delivery.

GORMAN REDLICH MFG. CO.

257 W. UNION STREET • ATHENS, OHIO 45701 • (614) 593-3150

Circle (62) on ACTION CARD

Scoreboard, a new sports reporting system that sends data directly to your character generator, is now available from **SportsTicker**, the 24-hour instant sports news and score-reporting wire service. Up-to-the-minute scores and game results are instantly available for quick editing or immediate on-air display. Scoreboard also captures SportsTicker's daily sports schedule and creates a run-down screen that can be edited and re-ordered, making producing sports segments faster and easier.

Scoreboard operates on a PC-AT or PC-386 personal computer and can be fed to Chyron IV and RGU models, the Chyron Scribe and Super Scribe, the Quanta Orion and Delta, the Vidifont Graphics V and Viditext II, and the Dubner 10/20K.

Circle (52) on ACTION CARD

Combine travel and direct response marketing and you have "**Boutique Europe**," a new program that takes viewers through Europe's capitals and into some of the finest salons and boutiques in the world where they can choose among a variety of unusual and affordable European products.

Each program is based on a general theme: "The Art of the Table" features fine china from Limoges and silverware and table accessories from Pierre Cardin; "Gourmet Foods of the World" offers vacuum-packed delicacies from Maxim's and Harry Cipriani of Venice; and "Riviera Funwear" features beach fashions from St. Tropez.

Each monthly, half-hour program offers four to six products for sale via an 800 telephone number. All products carry a money-back guarantee.

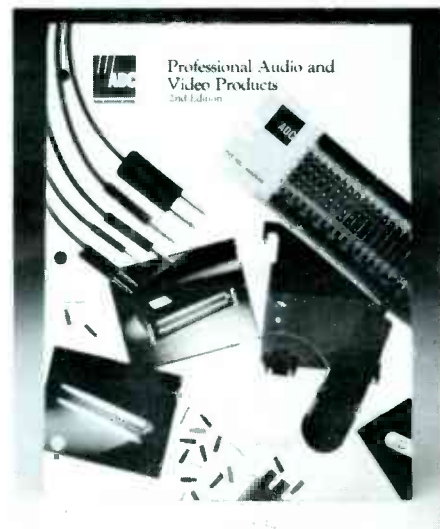
Stations get 10% commission on net sales (gross sales less the cost of fulfillment). Sales commissions are determined by customer's ZIP codes. In addition,

each program offers 130 seconds for local commercial spots.

The programs are available in 1" tape or 3/4" cassettes.

Circle (53) on ACTION CARD

ADC Telecommunications, Inc. has just published a new four-color catalog of their entire line of broadcast products for audio and video patching. The catalog features information on the Pro Patch line, broadcast jackfields, and the Video Audio Modular Patchbay. Also included are instructions for jack and plug cleaning, and a section of drawings and schematics.



Professional Audio and Video Products Catalog from ADC Telecommunications, Inc.

ADC designs, manufactures, and markets a wide variety of optical, electromechanical, and electronic products for the telecommunications, broadcast, and data communications industries.

Circle (50) on ACTION CARD

K/B

LPTV Distribution by State and Territory*

August 23, 1989

	Licenses	CPs*
ALABAMA	5	20
ALASKA	217	31
ARIZONA	12	46
ARKANSAS	7	28
CALIFORNIA	27	82
COLORADO	14	33
CONNECTICUT	0	5
DELAWARE	1	0
WASHINGTON, DC	1	0
FLORIDA	25	103
GEORGIA	14	53
HAWAII	1	23
IDAHO	17	36
ILLINOIS	3	30
INDIANA	8	26
IOWA	10	47
KANSAS	5	51
KENTUCKY	6	30
LOUISIANA	8	48
MAINE	7	12
MARYLAND	1	5
MASSACHUSETTS	5	19
MICHIGAN	7	12
MINNESOTA	20	37
MISSISSIPPI	11	18
MISSOURI	12	27
MONTANA	22	35
NEBRASKA	4	15
NEVADA	13	20
NEW HAMPSHIRE	2	5
NEW JERSEY	2	12
NEW MEXICO	13	47
NEW YORK	16	42
NORTH CAROLINA	4	43
NORTH DAKOTA	4	20
OHIO	9	32
OKLAHOMA	15	31
OREGON	16	27
PENNSYLVANIA	10	38
RHODE ISLAND	0	4
SOUTH CAROLINA	2	21
SOUTH DAKOTA	4	12
TENNESSEE	16	47
TEXAS	39	106
UTAH	16	16
VERMONT	1	9
VIRGINIA	4	19
WASHINGTON	5	33
WEST VIRGINIA	1	4
WISCONSIN	9	24
WYOMING	14	45
GUAM	1	0
PUERTO RICO	2	9
VIRGIN ISLANDS	0	1

TOTALS: Licenses: 688
Construction Permits: 1,539

*The totals in this chart have been updated as of August 23, 1989.

Expired CP's and unexpired licenses have been removed.

*Construction Permits

Kompas/Bie & Associates, Inc.

Supplier Solo

The Jukebox Network

It's Not For Everybody

—by John Robson

The lure of television station ownership is undeniable, and the rise of LPTV has lowered the entry costs to a point where owning stations is an attainable goal. Many new license holders, having succeeded in other endeavors, come into LPTV hoping to duplicate their previous achievements while performing a true community service with their programming.

Another Source For PI Ads

Our August issue featured a story by Frank Cannella, Jr. on per inquiry advertising. Inadvertently omitted from the chart accompanying the story was this direct response agency in Illinois:

Mr. Jaffer Ali
MPI Video
15825 Rob Roy Drive
Oak Forest, IL 60452
1-800-338-7710
In IL: (312) 532-2101

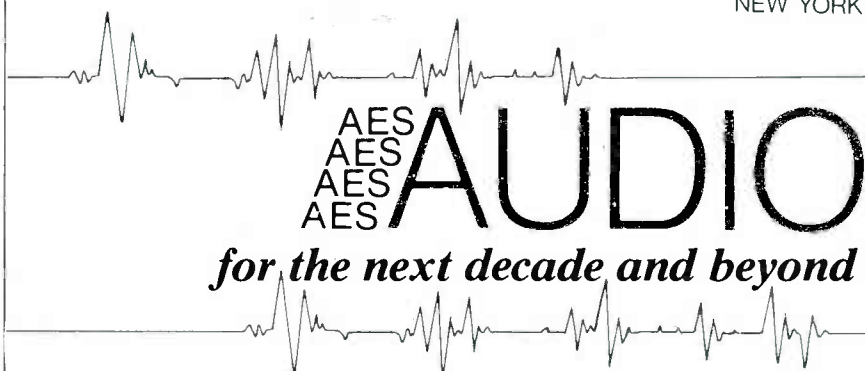
Typically, such owners will focus on local news, high school and college sports, city council meetings, religious programming, and other vital elements of community life so often passed over by the networks and their affiliates. For those who do indeed experience success with this programming mix, congratulations! The Jukebox Network may not make sense for you.

However, the reality is that many will find a tough road ahead when they set out to fill a programming day, seven days a week. While the entry level costs for LPTV are indeed lower than those for a full power station, the costs of operation never stop. Personnel, programming, and production all soak up funds at an alarming rate, while advertising revenues at an LPTV start-up never seem to meet projections. If this is a familiar scenario, then The Jukebox Network might be a viable programming alternative, one that provides immediate revenue while still serving the community interest.

How It Works

The Jukebox Network is a fully automated, locally programmed service that lets the viewers themselves decide what appears on the channel, as they choose from a menu of over 100 music videos. Requests are made via touch tone telephone to a self-contained jukebox unit located at the station's transmission facility. This unit takes all requests, schedules all plays, and keeps an air log of all transactions. The operation of the local channel is monitored 24 hours a day from the Video Jukebox Network Operations Center in Miami. All local customer service

The 87th Convention of the AUDIO ENGINEERING SOCIETY
OCTOBER 18-21, 1989
NEW YORK



New York Hilton & New York Sheraton Centre



AUDIO ENGINEERING SOCIETY

60 East 42nd Street, Room 2520, New York, New York 10165
Fax: 212-682-0477 Telephone: (212) 661-8528 or (800) 541-7299 (N. America, except NY)

inquiries are also routed to Miami, through a nationwide "hot" line—1-800-USA-JUKE.

The primary revenue at a Jukebox Network affiliate is generated by the viewers' requests for music videos. Typically, the cost for a single video request is \$2 to \$3. All billing and collection is done by the local phone company, which deducts a fee for its services and then sends the balance to Video Jukebox Network, Inc. VJN then issues a revenue sharing check to the local affiliate.

The cost of the Jukebox unit itself, as well as phone lines and round-the-clock monitoring, are all borne by VJN. This permits the local affiliate to get up and running with the absolute minimum investment, and without having to take on the financial burden of employees.

Music Is Always Fresh

About all the local owner has to commit is an hour each week to load the unit with specially prepared tapes of the latest, hottest music videos. VJN compiles these tapes after analyzing the types of music being requested in each market. The tapes arrive via Federal Express every week, along with freshly edited promotional spots highlighting the newest videos. By the end of 1989, the videotapes will be supplemented with custom-pressed laser video discs, keeping The Jukebox Network at the leading edge of video technology.

In addition, the Jukebox unit can be programmed to start a downstream commercial insertion device. This permits the local station operator to sell local ads or produce local news minutes and program them as a supplement to the Jukebox programming. It's a win/win situation. The new station is generating revenue from day one while giving the community programming specifically geared to local tastes. In turn, the income makes it possible to ease into ad sales and production without the pressure of other programming and operating costs.

The Jukebox Network will be on display at the Second Annual LPTV Conference & Exposition in Las Vegas, November 5-8.

For an appointment to see the Jukebox in action in Las Vegas, contact:

Bill Stacy
Vice President, Operations
Video Jukebox Network, Inc.
3550 Biscayne Blvd.
Miami, FL 33137
(305) 573-6122



John Robson is manager, corporate communications for Video Jukebox Network, Inc.



The Smart Choice! **Bogner Antennas** **for LPTV**

Highly efficient, low cost
high gain, slot array design
based on the same concept as
our famous high-power UHF
antennas. We offer omnidirectional
and a large selection of standard
horizontal radiation patterns,
PLUS, our cost-effective multi-
channel and side-mount options.

For more information call or write:

BOGNER BROADCAST EQUIPMENT CO.
603 Cantiague Rock Road
Westbury, New York 11590

BOGNER®

Tel. (516) 997-7800

Fax. (516) 997-7721

Circle (23) on ACTION CARD

Duopoly Rule Waived For Weigel Broadcasting

The FCC has granted Weigel Broadcasting Company's application to modify the facilities of WDJT-TV, Channel 58, in Milwaukee, WI and has waived the duopoly rule which prohibits common ownership of two television stations whose Grade B contours overlap.

Weigel is also the licensee of WCIU-TV, Channel 26 in Chicago, as well as LPTV stations W69BT in South Bend, IN and W65AS in Milwaukee.

Weigel proposed to reorient WDJT's directional antenna in a manner that would cause its Grade B contour to overlap the Grade B of WCIU. The Commission found that, despite the overlap, the two stations serve separate and distinct markets, each with individual local service needs. It also found that there are enough diversely owned stations broadcasting into the overlap area so that there is no danger to the public posed by a concentration of viewpoint or economic power.



BROADCAST DATABASE
dataworldSM
MAPS

Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

**USED TRANSMITTERS
AND ANTENNAS
(save thousands)**

**DEALERS FOR:
ANDREW, BOGNER,
CABLEWAVE, EMCEE,
LINDSAY, NEXUS, SCALA & TTC
(one watt to 50 KW)**

**Broadcasting Systems, Inc.
Turnkey LPTV Construction**

21617 North Ninth Avenue,
Suites 105 & 106
Phoenix, AZ 85027
(602) 582-6550
FAX (602) 582-8229

Kenneth Casey
(30 YEARS EXPERIENCE)

**JOHN H. BATTISON, P.E.
& ASSOCIATES**

Consulting Low Power TV Engineers
2684 State Route 60, RD #1
Loudonville, Ohio 44842

**Applications, Licensing, Turnkey
(419) 994-3849**

CAVALIER COMPUTER SERVICES INC.

*Developers of the Crown System Family
of Radio and TV Broadcasting Software*
— Established in 1980 —

AM • FM • TV • LPTV • Custom Programming
(614) 888-8388

555 N. HIGH STREET • COLUMBUS OHIO 43214

Arent, Fox, Kintner, Plotkin & Kahn

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

General Counsel to the
Community Broadcasters Association

Telephone (202) 857-6000 Telex WU 892672 Telecopier (202) 857-6395

LPTV STATIONS COAST TO COAST

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT SHERWOOD INC.



Illinois Office
3125 Maple Leaf Dr • Glenview IL 60025

312-272-4970

Washington D.C. Office
Ellen Sherwood Lyle 105 S Alfred St • Suite A-43
703-549-1510 Alexandria, VA 22314

Classifieds

FOR SALE

Video equipment: Three Sony 2860's and one 2260, modified; Videomedia Z6 editor; editing stand; three wooden field tripods with fluid heads, one spare head. Prefer package sale. TV 58, Box 84395, Vancouver, WA 98684, (206) 254-2978.

Classic feature films, many in Technicolor. Over 500 to choose from; 3/4" or 1" masters at the lowest prices anywhere. Eagle Lion Video, 7710 Balboa Ave., San Diego, CA 92111, 1-800-779-4913.

UHF LPTV translator/transmitter, channel 49. Many extras. (317) 283-5800, 24 hours.

Scala antenna, Model 4DR-16-2HN, 1000 watts. Can be set for a variety of patterns. Channel 60, up a short time. Sacrifice \$3,500. Christvision, (319) 524-1302, 217 N. 4th St., Keokuk, IA 52632.

WANTED TO BUY

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

CP's for LPTV and full power. Top 25 (ADI rating). Will pay top dollar. Send engineering data to Kenneth Casey, 2128 West Tonopah Drive, Phoenix, AZ 85027. Or call (602) 582-6550.

Immediate buyers for LPTV construction permits, top 100 markets. Call Bill Kitchen at Television Technology Corporation, (303) 665-8000. Or write for full details to: Bill Kitchen, Television Technology Corporation, P.O. Box 1385, Broomfield, CO 80020.

Antenna, for TV broadcast on channel 31. Other broadcast equipment needed as well. Also will give tax deduction for items donated. (317) 283-5800, 24 hours.

SERVICES OFFERED

Turnkey site development services include site acquisition, negotiation, and permitting; site construction/installation, and maintenance; transmitter/downlink optimization, and site management. Our reputation is that of being responsible, fair, and professional. We're Shaffer Communications Group, Inc., 3050 Post Oak Blvd., Suite 1700, Houston, TX 77056, (713) 621-4499, FAX (713) 621-5751.

LPTV APPLICATIONS, channel searches, and amendments. FCC filing window will open in Fall 1989. Independent registered professional engineer offering below market prices. Call Dwight Magnuson for quotation, (615) 525-6358.

CLASSIFIED RATES: All classified ads are payable in advance. When placing an ad, indicate the exact category you desire: *Help Wanted, Situations Wanted, Services Offered, Business Opportunities, 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 50¢/word. There is a \$15.00 minimum charge for each ad. Count each abbreviation, initial, single figure, or group of figures or letters as one word each. Symbols such as mm, C.O.D., P.O., etc., count as one word each. Telephone numbers with area codes, and ZIP codes, count as one word each.

Business Card ad rates are \$45.00 per insertion, \$35.00 each for six or more consecutive insertions. For Classified Display rates, call John Kompas at (414) 781-0188.

Cancellations of or changes in on-going ads must be made 30 days prior to the month in which the cancellation or change is to take effect.

**TO PLACE YOUR AD CALL BARBARA BARR AT
(414) 781-0188**

San Francisco AM Fined For No Tower Lights

KIQI-AM in San Francisco has been fined \$8,000 for not lighting its radio towers, and an additional \$1,000 for misrepresentations about the lights in its station log.

An FCC inspection revealed that there was no beacon on one tower and that the lighting on the others was inoperative. However, the station log indicated that the lighting had been inspected and was operative.

In a Public Notice released in June, the Commission warned licensees about the dangers of inadequately lighted towers. According to Richard M. Smith, chief of the agency's Field Operations Bureau, tower lighting is "a safety-of-life issue which FCC licensees must recognize and become more sensitive to. ...the hazards posed to aircraft by improperly lighted towers cannot be tolerated."

Tower painting and lighting requirements are contained in Part 17 of the Commission's Rules. K/B

"Prime Time For Parents" Tells How To Cope With Kids

A ten-part series that looks at the child-parent relationship and discusses common problems in discipline, nurturing, and dealing with troubled children premieres in September on The Learning Channel.

The series, "Prime Time For Parents," includes candid interviews with parents and children as well as psychiatrists, researchers, and educators. Dramatized interactions between parent and child illustrate problem areas and suggest solutions.

The series airs Mondays at 9:30 p.m. and Sundays at 11:30 p.m. EST.

Also premiering in September are two monthly video magazine shows on France and Spain; gardening, cooking, and quilting programs; and a new series of telecourses offered for college credit. For more information, circle (58) on the ACTION CARD. K/B

... 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.

- W05BB Florence, AL. Benny Carle Broadcasting, Inc., 6/30/89.
- K27BH Lake Shastina, CA. California Oregon Broadcasting, Inc., 7/13/89.
- W42AM Daytona Beach, FL. ATN of Daytona Beach, 7/13/89.
- W34AG Rome, GA. Sudbrink Broadcasting Company of Georgia, 6/30/89.
- W61AZ New Orleans, LA. Channel America LPTV Holdings, Inc., 7/13/89.
- K28AE Fairmont, MN. Ogden Broadcasting of Minnesota, Inc., 6/23/89.
- K53CH St. Paul, MN. Catholic Views Broadcasts, Inc., 7/31/89.
- K32CL Neosho, MO. Gary M. Kenny, 6/30/89.
- W39AR Concord, NH. Center Broadcasting Corporation of NH, 6/30/89.
- K43BU Clovis, NM. Marsh Media, Inc., 6/30/89.
- W11BS Utica/Marcy, NY. Kevin O'Kane, 6/30/89.
- W39AQ Marion, OH. Central OH Association of Christian Brothers, 7/13/89.
- W35AH Jackson, TN. Trinity Broadcasting Network, Inc., 6/30/89.
- K31CD Canadian, TX. C. L. & O. Translator System, Inc., 6/30/89.
- W49AP Roanoke, VA. Trinity Broadcasting Network, Inc., 6/30/89.

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.

- K36AX Hilltop, AZ. Group Seven Communications, Inc., 7/17/89.
- K22AE New Ulm, MN. Ogden Broadcasting of Minnesota, Inc., 7/18/89.
- K05HS Billings, MT. Yellowstone Valley Community TV, 7/25/89.
- K25BP Billings, MT. Big Horn Communications, Inc., 7/18/89.
- K21AN Darby, MT. Bitterroot Valley Public Television, 7/18/89.
- K14AR Glasgow, MT. Valley County TV District No. 1, 7/18/89.
- K16AZ Glasgow, MT. Valley County TV District No. 1, 7/18/89.
- K18BN Glasgow, MT. Valley County TV District No. 1, 7/18/89.
- K18AJ Kalispell, MT. KPAX Communications, Inc., 7/18/89.
- K17AD Lewiston, MT. Big Horn Communications, Inc., 7/18/89.
- K17BT Livingston, MT. Shields Valley TV Tax District, 7/18/89.
- K15AS Malta, MT. Phillips County TV District No. 1, 7/18/89.
- K25CL Pablo/Ronan, MT. Salish Kootenai College, 7/18/89.
- K28CF St. Ignatius, MT. Salish Kootenai College, 7/18/89.
- K10KP Sheridan, WY. Sheridan TV Translator, Inc., 7/5/89.

ASSIGNMENTS AND TRANSFERS

- K69FM South Phoenix, AZ. Voluntary assignment of permit granted from Broadcasting Systems, Inc. to Faith That Pleases God Church, Inc. on 7/10/89.
- K04NT Indio, CA. Voluntary assignment of permit granted from Leo Kesselman to Valley TV 4 on 7/25/89.
- W02BM Naples, FL. Voluntary assignment of permit granted from Powell Broadcasting Company to Way of the Cross Outreach, Inc. on 7/3/89.
- W05AZ Tifton, GA. Transfer of control granted from

Ready. Get Uni-Set.[®] Go.



You've got a set design problem. We've got a quick and easy answer: The Uni-Set[®] Modular Studio Staging System.

Design your set using the Uni-Set[®] Planning Model, working out your camera angles as you go. Then your studio floor people can easily assemble the full-sized modules into a workable setting in record time. The Uni-Set[®] Graphic Design System completes the transformation. In only a few hours you've gone from an idea to a finished, camera-ready setting.

Call Uni-Set[®] Corporation today, and let us show you how this low-cost, reusable staging system can solve your studio setting problems.

UNI-SET[®]
CORPORATION
449 Avenue A
Rochester, New York 14621
(716) 544 3820

Circle (29) on ACTION CARD

Moore Broadcasting Company, Inc. to Craig Alan Webster and F. Leonard Morris, Jr. on 7/26/89.

W34AY Champaign, IL. Voluntary assignment of permit granted from Kirk McMillan to Trinity Broadcasting Network, Inc. on 7/10/89.

W08CM Rockford, IL. Voluntary assignment of permit granted from Weather Center International, Inc. to Blackhawk Broadcasting Corporation on 7/3/89.

K10NB Portales, NM. Voluntary assignment of permit granted from Holsum, Inc. to New Mexico Broadcasting Company, Inc. on 7/25/89.

K18AM Ponca City, OK. Assignment of license granted from American-Broadcasting System, Inc. to Richard L. Smith, P.A. on 7/3/89.

K18CA Portland, OR. Voluntary assignment of permit granted from Mike Mendoza to Faith That Pleases God Church, Inc. on 7/10/89.

W30AP Kingsport, TN. Voluntary assignment of permit granted from C. Philip Beal, Trustee/Owner TV Unltd. to Holston Valley Broadcasting Corporation on 7/11/89.

K30CV Pasadena, TX. Voluntary assignment of permit granted from Broadcasting Systems, Inc. to Faith That Pleases God Church, Inc. on 7/10/89.

NEW LPTV CONSTRUCTION PERMITS

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

K35CP Duncan, AZ. Southern Greenlee County TV Association, Inc., 7/28/89.

W36AR Lafayette, IN. CPM Broadcasting Company, 7/28/89.

K40CR Antonino, KS. Wireless Cable Broadcasting Company, 7/28/89.

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.

New Stations

- Ch. 49 Prescott, AZ. Yavapai College.
- Ch. 53 Hemet, CA. Buffalo Communications, Inc.
- Ch. 33 Boulder, CO. J. B. Van De Sande.
- Ch. 27 Danbury, CT. David Abrantes.
- Ch. 9 Jupiter, FL. Dorothy M. Bowlds.
- Ch. 67 Makawao, HI. Span Television, Inc.
- Ch. 42 Kankakee, IL. Impact Television Group, Inc.
- Ch. 60 Medicine Lodge, KS. Mountain TV Network, Inc.
- Ch. 67 Chicopee, MA. Carter Broadcasting Corporation.
- Ch. 38 Willmar, MN. UHF-TV, Inc.
- Ch. 62 Willmar, MN. UHF-TV, Inc.
- Ch. 23 Natchez, MS. Black Media Associates.
- Ch. 58 Las Vegas, NV. Dr. R. Crants, Jr.
- Ch. 17 Seaman, OH. Tranquility Community Church, Inc.
- Ch. 53 Wagoner, OK. Retherford Publications, Inc.
- Ch. 62 Medford, OR. Better Life Television.
- Ch. 60 Butler, PA. Turnpike Television.
- Ch. 68 Laredo, TX. J. B. Salazar.
- Ch. 45 College Place, WA. Blue Mountain Broadcasting Associates
- Ch. 22 Walla Walla, WA. Blue Mountain Broadcasting Associates

Modifications

- W45AG Fort Wayne, IN. Tran-Star, Inc.
- W03AY Augusta, ME. Faith That Pleases God Church, Inc.
- K39CJ Erhard, MN. Rural Services of Central Minnesota, Inc.
- W36AP Charleston, SC. Media Properties.
- W54BH Madison, WI. WSSM-TV, Inc.

K/B

Join the FamilyNet™ Revolution



Something revolutionary is happening in the world of television. People are turning off TV that's predictable, and they're coming over to something new and creative. **FamilyNet** will soon be airing new, original programs especially for the millions who are saying, "The family is the most important part of our lives. We want television that reflects our values!"

REVOLUTIONARY PROGRAMS

Our 24-hour program schedule offers a wide selection of excellent family shows, including music, women's shows, sports,

outdoor adventures, children's shows, health and fitness, movie classics, inspirational and issues-oriented programs.

A BIG REVOLUTION TO COME

In the coming months, you'll see more original programs on **FamilyNet**. It's already happening, with **FamilyNet Sports™**, shows for young adults, music programs, TV shopping, family dramas, and more. It's all part of the growing **FamilyNet** Revolution.

COME ON OVER!

If you are an LPTV operator who would like to affiliate with a growing, family entertainment network, call FamilyNet today.

Monthly Programming News Release ■ Local spot avails
New and Original Shows ■ Live NCAA Football & Basketball
Classic Movies ■ The Best Inspirational Programs ■ Available on Galaxy III Transponder 23.

FamilyNet programming is now carried by LPTV's nationwide. To find out how your station can become an affiliate, call 1-800-8 FAMNET.



The Family Television Network

Circle (106) on ACTION CARD

The LPTV Report

News and Strategies for Community Television Broadcasting

CBA
Convention Program
Page 8

Vol. 4, Issue 10

A Kompas/Biel Publication

October 1989

Empowering The People Buffalo's TV-58

—by Jacquelyn Biel

Buffalo's LPTV-58 is an experiment in a new kind of television—accessible television, informative television, television for the people. That is the dream of consumer activist Ralph Nader, president of Citizens Television Systems, Inc. which owns the station. And what better city than Buffalo, NY, for an experiment in television.

Across the Niagara from Canada, the city is an eclectic mix of people of all cultures and nationalities—from the Iro-



Seated, left to right: Arnaldo Irizarry, studio technician; Deborah Heisler, general manager; Bruce Alesse, general sales manager; Jowella Inzina, promotions coordinator. Standing, left to right: Craig Heisler, program operator; Stephanie Hausley, sales representative; Bob Petruzzi, program operator; Rich Previte, program operator; Corinne Haslacher, sales representative.

quois who were there first, to the Dutch who came next, and the Poles and English and German and Irish, the Italians, the

Russians, the Japanese, and the Serbs who followed. One quarter of the city's people are Black and one-tenth are Hispanic.

It is an educated city—SUNY Buffalo alone boasts 30,000 students and faculty, the largest school in the New York State University System. It is a cultured city—festivals of music and art are held year-round. And its economy—based on the beauty and power of Lake Erie and the Niagara—is robust.

It is also one of the best-served media markets in the country. Three network affiliates vie for viewers with one independent, two public television stations, and three Canadian stations whose signals—assisted in part by cable—easily reach across the border. A second indy has just

continued on page 27

LPTV UPDATE

Industry Growth Continues

—by S. E. Bradt

Last September we published an article about the growth of the LPTV industry and promised we would provide periodic updates on this topic.

The number of LPTV broadcast licenses grew from 538 to 662 during the twelve month period ending June 30, 1989—an increase of 124, or 23%. This is just a bit

more than ten new broadcast licenses per month, on the average, for that period. Looking at the graph we have prepared (see page 26), it is easy to see that growth, and we expect it to continue.

Operating Formats

In order to improve our understanding of this data, and its usefulness to our

continued on page 26

1526
JOHN R. POWLEY OWNER
JRP STATIONS
POML-0789-0690

ADDRESS CORRECTION REQUESTED

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

BULK RATE
U.S. POSTAGE
PAID
Permit No. 16
New Richmond, WI
54017

TELEMEDIA

#1 IN VINTAGE PROGRAMMING

800-521-8683

2025 Royal Lane, Suite 300 Dallas, Texas 75229
(800) 521-8683 (214) 243-2290

Circle (110) on ACTION CARD

DISCOUNT VIDEO WAREHOUSE

TERMS:
Payment In Advance Or COD
Cashiers Or Certified Check Only
FOB: Mt. Prospect, IL

- Quantities Limited
- All Prices subject to change
- All Sales Final

Discount Video Warehouse is a wholly owned subsidiary of Roscor Corporation.

An Incredible Sony Camera at an Incredible DVW Price!

Lowest Price Anywhere!



SONY
Authorized
Sale

Manufacturer's Suggested
List Price
\$5280.

Dealer Inquiries
Welcome

SONY[®] 2 CCD Color Camera EDP-10F with Fujinon 13X Lens

- High Resolution - 550 Lines
- High Quality CCD's "768 HAD" Interline Transfer Features Sony's Innovative "Double P-Well" Design Assuring Reduced Noise, Reduced Smear and Excellent Performance Even in Extreme Lighting Conditions
- 25 Lux Minimum Illumination
- High Speed Electronic Shutter - 6 Positions Up To 1/2000th Second Gives You Blur-free Images of Even Fast Moving Objects. The Perfect Camera for Sports, Manufacturing, Research or any Action Analysis Application.
- Interfaces With Most VCR's - 4 Position VCR Selection Switch Handles, 3/4", S-VHS and Industrial and Consumer Half-Inch Portables.
- Y/C Out

System includes:

Camera Head, Camera Adaptor, 1/5" Viewfinder, Stereo Mic, and Fujinon A13X10 Servo Zoom Lens

Incredible DVW Special Price

\$1995.

*while quantities last!

P.O. Box 36
Mount Prospect, IL 60056

Circle (95) on ACTION CARD

PHONE TOLL FREE

1-800-323-8148

IN ALASKA & HAWAII 1-800-448-0354

In Illinois Phone
(312) 299-5258



In Our View

The big push is on.

For years, cable operators have quietly sold little bits of local ad time here and there—never very much. Certainly not enough to worry the big television broadcasters who sold spots in the evening news at \$1,000 a crack. Maybe not even enough to worry the smaller indies whose rates more closely approached those of the cable systems—especially in the late night hours.

But, suddenly, cable ad sales are hot.

Broadcasting reports (in its September 11 issue) that more and more cable services are pushing local ad sales. The big four cable networks—ESPN, CNN, MTV, and USA—are getting sold out, and system managers are turning to other services to take up the slack. New technology is making it possible to insert ads into as many as ten networks at a time; and Arts & Entertainment, Discovery, the Nashville Network, Lifetime, SportsChannel, Nickelodeon, BET, and others are beginning to take the influx seriously and develop local promotion kits, local ad sales seminars, and other aids to the system operators.

System operators like the growing participation because, says Bob Alter of the Cabletelevision Advertising Bureau, their inventory of local avails is bigger, the viewer demographics are wider—making packaging easier, and there is more room for cross-channel promotions.

The networks like it because more local avails make them more attractive to system operators, allow them to raise their rates to affiliates without posing a threat to the affiliate's basic subscriber rates, and help solidify their position in a system's channel line-up.

How does all this affect LPTV local ad sales?

There have been more than a few community television broadcasters who feel that they have been denied cable carriage because their community's cable operator doesn't want to help the LPTV station compete for the same local ad dollars. That makes sense. Cable ad rates generally seem to approximate rather closely the rates that LPTV stations charge. And the advertisers they target are the same—the small businesses who are unlikely to buy time on the big regional full power broadcast stations.

But, says *Broadcasting*, cable network executives, if not local operators, feel that such competition can only enhance the pie for everyone. Diane Weingart, USA's vice president of affiliate marketing, says, "Anything that expands the local ad sales marketplace is good for everybody, because it will expand the business in the local marketplace. With more efforts at the system level [USA] will certainly reap the benefits of that larger marketplace."

Lloyd Werner, senior vice president, sales and marketing of Group W Satellite, comments, "The more the merrier.... The whole theory is to make the pie bigger. We'll get our share."

Certainly basic economic theory bears this idea out. The more the market is stimulated, the faster it grows. And there is no lack of small business advertisers who have been confined to print and radio for decades.

The solution may be to work together with cable, whenever possible, rather than against it. LPTV, with its 100% reach, can penetrate every uncabled household with a cable promotion. And if the community TV station's ad sales people and the cable system's ad sales people are

**CLASSIC
FILMS** 
INTERNATIONAL, Inc.

**#1 IN PROVEN POPULARITY
TO AUDIENCE AND ADVERTISER**

**OVER 1000 EXCELLENT
QUALITY PRINTS OF
MOVIE CLASSICS
AND
TELEVISION SERIES
OF YESTERYEAR**

**Jack Benny Betty White
Bob Hope Burns & Allen
Milton Berle Dragnet
Roy Rogers Sherlock Holmes
Annie Oakley Cartoons**

**With Prices and Offers
Suited to the Budget-
Conscious Programmer
(Ask for Our Complete Catalogue)**

Contact: Joseph Clement
(804) 499-9263
FAX (804) #499-6178
5241 Cleveland St. Suite 113
Virginia Beach, Va. 23462

Circle (178) on ACTION CARD

knocking together on the doors of small business men and women, the idea that television advertising is economically effective for them can only grow in their perceptions.

And don't forget—your local programming gives you manifold advantages as you compete with the cable operator for those ad dollars. There was a conspicuous absence in the *Broadcasting* article: None of the cable program services that local ads are sold in are *local program services*.

Quello To Keynote CBA Conference

Commissioner James H. Quello will deliver the keynote address at the Second Annual LPTV Conference & Exposition November 6 at the Las Vegas Riviera Hotel.

Quello, the senior member of the Federal Communications Commission, was initially installed by President Nixon in 1974 and was twice reappointed by President Reagan. His present term expires in 1991.

A Democrat from Michigan, Quello has been described as a cross between Da-

mon Runyan and the Godfather. After earning the rank of lieutenant colonel for his service during World War II, he joined Detroit's WJR-AM, rising to become vice president and general manager in 1960 and then a Capital Cities vice president from 1969 to 1972. Quello has also taught broadcast management at the University of Detroit and has served on numerous city and state councils and commissions.

Among the many honors he has received are the NATPE International Presi-

dent's Award in 1985, the 1988 Silver Satellite Award from the American Women in Radio and Television, and two honorary doctorates. In April, the Michigan Association of Broadcasters presented Commissioner Quello with the 1989 Outstanding Michigan Citizen Award, an honor he shares with former president Gerald Ford, Detroit mayor Coleman Young, two Michigan governors, and Congressman John D. Dingell.

Welcome, Commissioner Quello!

More and more people are lining up for the Panasonic SVHS Pro Series.

One look is all it takes. And you'll see why more and more people are lining up for the Panasonic® SVHS Pro Series. Because anyone in the market for a high-quality professional video production system, simply can't afford not to look at what the Pro Series can do for them.

Take Cost-Performance. The Panasonic SVHS Pro Series delivers both. By combining the efficiency and systems flexibility of half-inch technology with the exceptional performance of Y/C component signal processing.

The result. A comprehensive video production system that provides two hours of operation on a single cassette. With over 400 lines of horizontal resolution. And signal integrity through five generations.

By now it should be obvious. The closer you look and the more you compare the Pro Series to historical video formats, the sooner you'll line up for the Pro Series.

As a Panasonic SVHS Pro Series user, you'll have direct access to Panasonic's nationwide network of engineering, service and technical support specialists. And with over 300 professionally trained dealers, many of whom are self servicing, you'll always get the most out of your Pro Series equipment.

Finally, a professional video format more and more people are lining up for. The Panasonic SVHS Pro Series.

For more information and your local dealer,
call your nearest regional office.

Eastern Zone: (201) 348-7620 • Central Zone: (312) 981-4826

Southern Zone:

Dallas Region: (817) 685-1122 • Atlanta Region: (404) 925-6837

Western Zone:

Seattle Region: (206) 285-8883 • Los Angeles Region: (714) 373-7275





Panasonic
SVHS
Presentacion



To assure excellent quality, support, service and professionalism, the Panasonic Pro Series is available through authorized dealers.

Panasonic
Professional/Industrial Video

Circle (45) on ACTION CARD



CBA Comment

—by Colette Carey

The Second Annual LPTV Conference and Exposition is just around the corner, and the excitement is really building. Our panels are set, last-minute registrations are being logged—and, at CBA's offices, opening night jitters are starting to set in.

The anticipation is intense because this year's Conference has already grown to over twice the size of last year's show. The enthusiasm of our members adds to the excitement. Undoubtedly, during this Conference, important connections will be made, and new and valuable friendships will emerge from the networking opportunities that the Conference will offer.

But the overall success of the convention will depend largely on how long that excitement will continue after the show is over. How will you keep those important contacts working for you long after everyone has gone home?

If you haven't done so already, join the

CBA. CBA membership is the best way to stay involved in the industry all year long. And CBA membership is going to be especially valuable over the next few months.

I know that readers of *The LPTV Report*, as well as the current CBA membership, have had plenty of opportunity to read about the CBA's progress on Capitol Hill and at the FCC. I, for one, have written both articles and letters about the exciting changes that are going on in our industry.

Membership in the CBA is one of the best ways to keep in touch with all of this. More importantly, it is one way that you can support the people who are working for you in Washington. CBA leaders are constantly striving to create a stronger LPTV industry presence in Congress and at the FCC. But even though their time is given free, expenses such as travel must be covered. There are also general costs,

such as rent and office expenses, as well as fees for outside professional services.

Make the dollars that you spend at the Conference work for you all year long. Take advantage of your opportunity to begin (or renew) your membership in the CBA. Our association is large enough to make itself felt in Washington, and yet still small enough that each member can be heard and each opinion carefully listened to.

Our industry is growing rapidly. We need to stand together to face our competition. Now is the time to JOIN UP! Call me at the CBA office in Milwaukee for more details. The number is (414) 783-5977. Or contact Eddie Barker and Associates at 1-800-225-8183.

Colette Carey is assistant to the president of the Community Broadcasters Association.



Has Your Fixed Antenna Got You In A Fix?



Re-aiming satellite receiving antennas by hand can be time consuming and annoying.

Why put up with the hassle? Microdyne's VistaLink™ lets you zoom in on satellites, without leaving the station. In fact, you don't even have to be at the station. Just punch in a computer program, and our system takes care of the rest.

Not quite ready for a programmable system? No

problem. Select from dozens of other Microdyne systems, fixed or motorized, in C or Ku-band. Or both. Or let us install a customized system.

Whether you're upgrading your station or just starting, we have a system tailored for your budget. Call us today at 904-687-4633. And put together your low-power TV with a system from a high-power company.

Microdyne

491 Oak Road, Ocala, Florida 32672
Phone (904) 687-4633 • TWX 810-858-0307
Panafax (904) 687-3392

Circle (100) on ACTION CARD

The LPTV Report

5235 North 124th St., Suite 22
Butler, WI 53007
(414) 781-0188

John Kompas, *Publisher*
Jacquelyn Biel, *Editor*
Colette Carey, *Reporter*
Barbara Barr, *Administrative Assistant*

Columnists: John H. Battison, P.E., Bob Horner, Peter Tannenwald, Lance Webster, Richard P. Wiederhold

Guest Contributors: S. E. Bradt, Frank T. Taylor, Dick Tedeschi, Joe Tilton, Jeanée von Essen

Advertising Sales:

Kompas/Biel & Associates, Inc.
P.O. Box 25510
Milwaukee, WI 53225-0510
(414) 781-0188

**Western Region: James E. Heath
Heath & Associates**
2385 Roscomare Road
Los Angeles, CA 90077
(213) 471-3630

Affiliations: **CBA The LPTV Report** is the official information channel of the Community Broadcasters Association.

The LPTV Report, ISSN 0892-5585, is published monthly by Kompas/Biel & Associates, Inc., 5235 124th Street, Suite 22, Butler, WI 53007, or P.O. Box 25510, Milwaukee, WI 53225-0510. Copyright 1988 by Kompas/Biel & Associates, Inc. All rights reserved.

Subscription price: 1 year, \$35.00; 2 years, \$55.00. Outside USA: 1 year, \$43.00; 2 years, \$71.00. Back issues: \$3.75 each. POSTMASTER: Please send address changes to: *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225-0510.

IT'S HAPPENING...

AND WOW!

And You Can Get In On The Ground Floor!

*An average of 20 new LPTV stations are going on the air every month.
Capital investment for each new LPTV ranges between \$300,000 to \$750,000.*

LPTV is the fastest growing segment of the broadcasting industry.

The FCC is issuing an average of 75 Construction Permits per month.

Over 800 applications were filed during the most recent filing window.

After a successful launch last year, the LPTV Show is expanding in all directions. This is the only time all year that LPTV operators will gather for one exclusive conference.

*It's the one opportunity the enterprising vendor will have in 1989
to reach this exciting new market.*

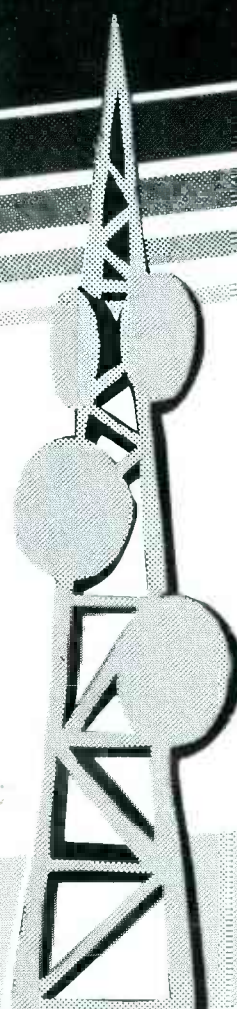
Exhibit rates are a realistic \$8psf, and the entire conference is geared to the vendor. It's the opportunity you can't afford to miss.

The Place—The Riviera, Las Vegas

The Dates—November 5-8, 1989

The Players—LPTV Broadcasters and Sales-oriented Exhibitors

Questions? You'll Find Answers at 1 800 225-8183



**A MESSAGE
FROM
CBA PRESIDENT
JOHN KOMPAS**

The Community Broadcasters Association welcomes the opportunity to bring LPTV broadcasters together for the benefit and support of our growing industry. What started out as an experiment in 1980 has become a solid industry and a useful public service. More than 700 stations are on the air, and nearly 1,700 construction permits have been awarded. Representing many different operating styles in hundreds of communities large and small, community broadcasting is a versatile, dynamic industry that brings new dimensions to the business of television.

For those of you new to the industry, this Conference & Exposition will prove invaluable. You will learn that you are not alone, that there are others who have done what you're doing and that you can benefit from their experience. You'll also find out about the abundance of equipment, programming, and broadcast services available to you.

Those of you who are already part of the industry will make new friends and gain new insights into industry issues. Certainly, all of us can appreciate how far we've come—and together we'll define the future of community television.

Our second annual meeting by all indications will be a great success. We are already well ahead of the year's registration projections for exhibitors and attendees. But clearly our efforts will be judged best by those who come to Las Vegas the week of November 5. YOU are the most important part of this event. Help us make this Conference & Exposition a SUCCESS, while you're helping yourself learn more about the fastest growing segment of the television industry.

I look forward to meeting you at the Riviera Hotel and Convention Center, November 5-8, 1989 during the Second Annual Community Broadcasters Association LPTV Conference & Exposition.

The Second Annual LPTV Conference & Exposition

**The Riviera, Las Vegas
November 5-8, 1989**

ABOUT THE CBA

The Community Broadcasters Association is a nationwide organization of LPTV stations, applicants, and permit holders, consultants, equipment manufacturers, suppliers, and other individuals and corporations dedicated to proving their commitment to the future of community television through membership in the single, united industry association representing their interests.

Our goals are to:

- Continue to be a source of information on LPTV broadcasting and on telecommunications issues and activities. Our emphasis is on the community broadcasters who are serving their markets with local programming.
- Provide training and information to members on legal and regulatory developments, programming and technical changes, and building and administering local broadcast facilities.
- Represent our members before Congress and all federal agencies.

WHO SHOULD ATTEND

YOU! If you're an LPTV broadcaster, a permit holder, or an applicant, or if you're considering applying for a license. YOU! If you're an equipment manufacturer, a programmer, or a broadcast-related services supplier. If you are in the business of television...this Conference & Exposition is for YOU!

CONFERENCE AGENDA

Sunday, November 5, 1989

- 12:00-5:00 p.m. REGISTRATION
- 1:00-5:00 p.m. EXHIBITS/PRESS ROOM OPEN
- 4:00-5:00 p.m. OPENING RECEPTION/COCKTAIL PARTY and the CBA "BEST LOCAL PRODUCTION" AWARDS

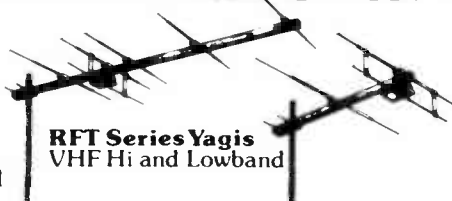
continued on page 25

LPTV Commercial Antennas

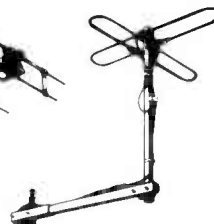
Lindsay



**UP 1469
UHF
Broadband**



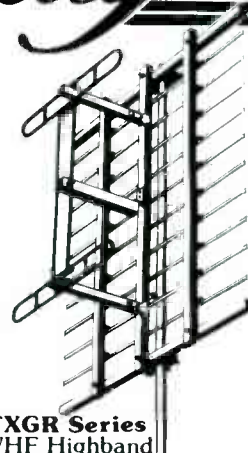
**RFT Series Yagis
VHF Hi and Lowband**



**TS Series
Omni-directional**



**TZU
UHF**



**TXGR Series
VHF Highband**

- ★ Custom engineered to your specifications
- ★ Weather protected for any climate
- ★ Vertical, horizontal or omni-directional
- ★ VHF/UHF, single channel or broadband

LINDSAY SPECIALTY PRODUCTS

50 Mary Street, Lindsay, Ontario, Canada, K9V 4S7 (705) 324-2196 FAX: 705 324 5474

Circle (12) on ACTION CARD



All Solid State 1kW UHF Transmitter

Acrodyne's Next Generation TV Transmitter
is Sensibly Priced.

The compact, highly dependable TRU/1000 design is loaded with features. Like built-in diagnostics. And field proven visual and aural amplifier modules, mounted on slide-out drawers for easy access and maintenance. It's a total transmission package that also provides these advantages:

- No Tube Replacements
- No Tuning
- Plug-In Exciter
- Redundant Power Supplies

Immediate availability. Our 1kW solid state transmitter is competitively priced with 1kW single tube units and available now.

Please call or write for more information.

ACRODYNE

Acrodyne Industries, Inc.
516 Township Line Road
Blue Bell, PA 19422
1-800-523-2596

In Pennsylvania, 215/542-7000
FAX: 215-540-5837

Circle (18) on ACTION CARD

Call Toll Free 800-433-2160; In Texas, call 817-599-7623; FAX 817-599-4483

SERVING THE CABLE TELEVISION, BROADCASTING
AND LPTV INDUSTRY SINCE 1977, SPECIALIZING
IN EXECUTIVE SEARCH AND BROKERAGE SERVICES



JIM YOUNG & ASSOCIATES

One Young Plaza 1235 Ranger Highway Weatherford, TX 76086

Circle (36) on ACTION CARD

Commission Seeks Comments On Comparative Renewal Policies

In a Third Further Notice of Inquiry and Notice of Proposed Rulemaking released in August, the Federal Communications Commission has revealed proposed new policies regarding comparative renewals for broadcast licenses (*LPTV Report*, November 1988, p. 13).

According to the Communications Act, mutually exclusive applicants for broadcast facilities (LPTV excepted) must undergo a comparative renewal hearing in which the merits of the competing parties are weighed. If one of the parties is an incumbent licensee that has performed "meritorious service" in the public interest, it receives a preference or "renewal expectancy." The problem for the Commission is how to interpret "meritorious service," and the differing opinions of the contestants have in the past made for long and costly proceedings.

The present Notice proposes that an incumbent licensee be allowed to establish a presumption of meritorious service simply by submitting its quarterly issues and program log. It would be up to the challenger to prove that the incumbent had not adequately served its community either because it did not broadcast the programs on its log or because the programs did not meet the community's needs.

In a previous decision, the Commission eliminated a policy allowing competing

applicants to presume that they could acquire the incumbent licensee's transmitter site. Under the old policy, the competing applicants did not have to find a site or complete the engineering portions of the application, a situation that may have encouraged frivolous filings.

The Commission has also taken other steps to prevent abuses of the renewal process. In a new *Report and Order*, adopted March 30 of this year and effective as of August 7, the Commission banned the practice of paying a competing applicant to withdraw its application prior to the Initial Decision stage of a comparative hearing, and it limited such payments thereafter to the expenses incurred by the withdrawing applicant. It also limited all payments for withdrawing Petitions to Deny to the expenses of the petitioner.

The new *Order* requires FCC approval of all citizens' agreements reached between the licensee and the withdrawing petitioners. Approval will prevent abuses that may occur when an agreement calls for a withdrawing petitioner to receive money in exchange for "assisting" a licensee to carry out reforms called for in the Petition to Deny. Finally, the Commission will stop enforcing private agreements between licensees and petitioners relating to programming. K/B

Fort Smith Community Station Joins Fox Network

K46BZ in Fort Smith, AR has affiliated with the Fox Broadcasting Network, according to an announcement by Bill Pharis of Pharis Broadcasting, Inc. licensee of the station.

"We want to position ourselves as a general interest station. We have to be able to compare favorably with the local full power affiliates in the market," said Pharis. He said his station, which is the only independent in Fort Smith, had been relying heavily on syndicated

programming until the Fox affiliation came through.

Channel 46, also known as KPBI-TV, is the second community television station to affiliate with Fox. KLSR (K25AS) in Eugene, OR began airing Fox programming two years ago.

Pharis Broadcasting is building three more LPTV facilities which Pharis says will be used as translators to extend Channel 46's signal. K/B

VJN Projects 50 Outlets By January

Video Jukebox Network will be operating at least fifty units of The Jukebox Network on cable and LPTV by the end of 1989, president Andrew H. Orgel told shareholders at the company's annual meeting in September. He added that growth will continue at a comparable pace through 1990, and that the company had entered into option agreements to purchase four more LPTV stations—in Louisville, KY (channel 13); Durham, NC (channel 13); Savannah, GA (channel 13); and Columbia, SC (channel 3).



Andrew H. Orgel

VJN presently owns and operates LPTV stations in Jacksonville, FL; Birmingham, AL; and Des Moines, IA. It is building stations in New Orleans and Jackson, MS and has applied for construction permits for Indianapolis, Waldorf, MD; and East Cleveland, OH.

The company has LPTV affiliates in Atlanta, Syracuse, Detroit, Gainesville, and Charlotte, NC. It also recently signed affiliation agreements with channel 36 in Palatine, IL, owned by Community Broadcasting, Inc. and channel 22 in Waukegan, IL, owned by Northwest Suburban Communications, Inc.

As for cable outlets, The Jukebox Network will enter the New York metropolitan area when it launches later this year on ATC's American Cablevision of Queens and on U.S. Cable of Paterson, NJ. And supplementary units will be added to cable systems in Detroit, Philadelphia, and Newark where viewer demand has overloaded the initial installations. The systems will be subdivided in these cities so that fewer subscribers will share each Jukebox unit.

The rapid expansion caused VJN to lose money during the second quarter this year, said Orgel. Although revenues were up 53% from the same period in 1988, the company lost nine cents a share for the quarter. Orgel told *Multichannel Newsday* during the Cable Television Administration and Marketing show in late August that the losses were due to increased distribution and administrative expenses, as well as marketing expenses associated with expansion of The Jukebox Network. He added that the third quarter should see accelerated expansion resulting from the second quarter expenditures.

At the annual meeting, Orgel also announced that CBS Records has authorized The Jukebox Network to air music videos by artists recording on CBS and affiliated labels. Among the new artists to be featured are Gloria Estefan, Bruce Springsteen, L.L. Cool J., Cindy Lauper, and Michael Jackson. K/B

You can tell a lot about **CHANNEL AMERICA** by the viewers we keep!



"I have been viewing CHANNEL AMERICA for about six months. I have found shows I really enjoy. . . . P. S. : I usually watch 60 Minutes, but came upon greyhound racing, so I watch that."
—M. J. M., Hopkins, MN

"You're the best thing to happen to TV since TV."
—E. D., St. Petersburg, FL

"You cannot imagine how delighted I was to discover your station here. It was by accident: My dog leaped onto the remote control and . . . welcome!"
—S. D., New Orleans, LA

"We are among the fortunate people to be able to receive your programs."
—A. L., St. Petersburg, FL

"We like the idea of audience-participation game shows."
—B. C., Aguanga, CA

"Please accept my congratulations for a job well done on Runway Club." —M. R., Memphis, TN

"I wish the other channels were like yours. It's so good to sit down and look at good family programs. Thank you for CHANNEL AMERICA. This is the kind of TV station we need."
—D. P., Detroit, MI

"We are writing to let you know how much we enjoy CHANNEL AMERICA and your new concept in programming."
—T. de F., Palm Bay, FL

"I am sure I will become a frequent viewer of CHANNEL AMERICA."
—R. W., Harvey, LA

CHANNEL AMERICA

24 West 57th Street, Suite 804 • New York, NY 10019 • (212) 262-5353

Contact Veronica Albrecht, Director of Affiliate Relations

Affiliates sign now for network exclusivity in your area

Our stock symbol says it all: "LPTV"

NOW

LPTV CAN COMPETE
WITH
THE BIG BOYS!

NEWS
SPORTS
WEATHER

* HALF-HOUR NEWS PROGRAM
EACH WEEKDAY

* 8MINUTES FOR COMMERCIAL
AD SALES TO AFFILIATES...

* LOCAL INSERTS AVAILABILITY
FOR AFFILIATES...

* YOUR NEWS, YOUR SPORTS,
YOUR WEATHER

* DISTRIBUTED VIA SATELLITE...

* SURPRISINGLY AFFORDABLE!

INQUIRIES CONTACT:

DAVE MURRAY

1-800-843-3685

9AM-5PM EASTERN TIME

CENTER
ONE
VIDEO

CENTER ONE VIDEO PRODUCTIONS

1706-DCAPITAL CIRCLE N.E.

TALLAHASSEE, FL 32308

Circle (132) on ACTION CARD



Technical Talks

—by John H. Battison, P.E.

More Measurements

In my last column I wrote about using the vectorscope to check color values and correctness. For some reason that I cannot fathom I gave some incorrect information. I told you that each color of the seven bars was represented on the vectorscope screen. I intended to say "six"; white is not a color and is not directly identified on the screen as such.

The colors shown on the vectorscope are red, magenta, blue, cyan, green and yellow. The figure shows a vectorscope screen with all six colors in their correct magnitudes and angles.

Look at the little rectangles. When the dot is completely within one of these rectangles, the corresponding color is correct. If the dot is outside the rectangle, the color is more or less correct, depending on where the dot is! If one color, say red, falls below the box and closer to the center, the picture will lack red to a greater or lesser extent.

Two colors may puzzle you. Cyan is a "made-up" color comprising blue and green, and magenta is composed of red and blue. They are necessary to produce the proper colors in the television receiver.

Split Screen Color Bars

The colors shown on the vectorscope will appear only if your camera generates "split screen" color bars—that is, if it generates color bars on the top half of the screen, with "I" and "Q", and black and white signals at the bottom. Every color and signal has a specific value, measured in IRE units. Your instruction manual will tell you what values to look for.

(You need not worry about what the

term "IRE" means. It was developed by the Institute of Radio Engineers in the early days of TV. We had to establish standard values so that no matter where the TV signal came from it would always give the same colors. Unless you want to get deep into technicalities, you can regard IRE units in the same way as you do inches or centimeters.)

Every color also has a specified angle. These are:

Red	104°
Magenta	61°
Blue	347°
Cyan	284°
Green	241°
Yellow	167°

A quantity known as "I" has an angle of 303°, and "Q" has 33°. The reference burst is 180°.

I and Q

What are "I", "Q", and the reference burst?

The reference burst shows the color burst signal which controls color in the picture.

"I" refers to red in the picture. If the "I" signal is missing or low, the vectorscope will show this and the pattern will not be correct. In fact, it will look very wrong... about half will be missing. Also, reds will be missing or low. Conversely, if "I" is too strong, so will be red.

"Q" refers to green. If "Q" is low or missing, green will be lost; how much depends on how low "Q" is. The vectorscope screen pattern will be similar to a pattern with missing "I", but in the other direction.

VCR's should always be checked with a vectorscope. This is very simple to do. Connect your color bar generator to the VCR input and record about 30 seconds of color bar. Then play it back. The playback signal should be as good as the original as far as color values are concerned.

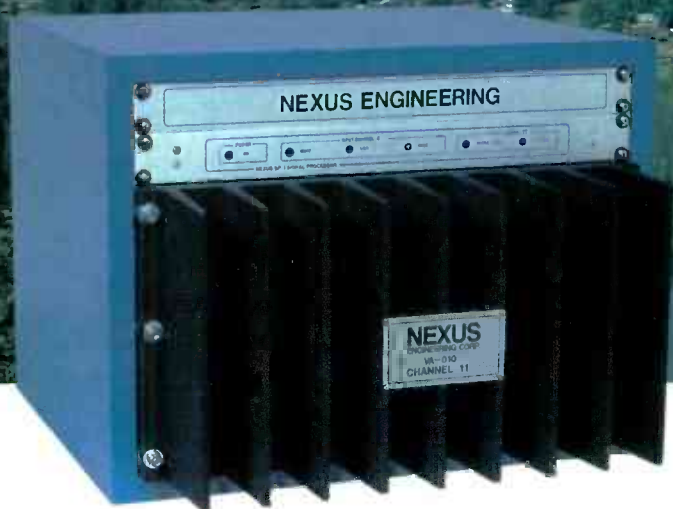
If you don't have a color bar generator, you should get one. It is a very inexpensive unit, and you really need it if you want to be sure your system is functioning properly.

In this column, I have covered only enough to show you how important it is to

continued on page 14



A reliable member of your community



Nexus Transmitters and Translators

Economical, trouble-free operation is essential for the survival of a community broadcast system. Nexus understands this. We design and build our transmitters to be highly reliable, easy to use, and very affordable.

Nexus has installed hundreds of LPTV systems in rural and remote communities across North America and around the world.

Our transmitters are backed with an UNPRECEDENTED TWO YEAR WARRANTY. No other transmitter manufacturer can make that claim.

Call us today — we want to be a member of your community.

Nexus serves the community broadcaster.

TEL: (206)644-2371 BELLEVUE, WA. or (604)420-5322 BURNABY, BC. FAX: (604)420-5941
WRITE: NEXUS ENGINEERING CORP., 7000 LOUGHEED HWY., BURNABY, BC. V5A 4K4

NEXUS
ENGINEERING CORP.
PERFORMANCE
YOU CAN SEE

rely on

Circle (5) on ACTION CARD

know your signal quality, and why you should have both a vectorscope and a waveform monitor if you want your pictures to compete with those of standard stations.

I have not gone into much detail on the waveform monitor. It presents in a different way the vectorscope information, and enables you to verify that all the required components of a TV signal are being produced by your camera and TV system.

Occasionally, you will come across terms like "differential gain" and "differential phase." These are problems that often show up as smears or bending of the vector tips. They are best left to your station engineer, but he or she should be asked to explain these to your operators, and to tell them how to handle their effects and correction if they are encountered during normal operation.

P.S. I also promised to explain why putting a blue glass over a set of color bars gives a series of alternating blue bars.

Bars with blue in them show blue through the blue glass (filter). Remember white has blue in it—the TV primary colors are red, blue and green. Therefore yellow with no blue in it won't show through. You can reason the rest out by checking which color has blue in it.

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

Good Selling!

Getting Started With Ad Sales

—by Joe Tilton

The success of your community television station rests on advertising sales. That's not news. You know that ad sales bring revenue to your profit line. What some owners don't know is that advertisers will not place orders with you just because you have cameras and a transmitter.

Your facilities present an opportunity to make money. They have cost plenty up to this point. Now it's time to reverse the flow of cash and watch that wonderful technology make money for you.

As we begin, erase some things that may have been written on your advertising "note pad" from the past. Look to see if you have the word "spot" written there. Erase it! What was "Spot" in your first-grade reader? What will the cleaners tell you a "spot" is? To most people, a spot is something small and dirty that they want to get rid of. Your advertising department

will *not* be selling dogs or dried catsup. What you *are* selling is increased business for your clients.

Promises Don't Count

Is "We're gonna" on your note pad? Erase it! Clients don't care about what you are going to do. They are interested in what you *do* do for other clients. Until your station has a track record, have a defined, precise plan to bring more dollars into the client's cash register. (Notice that I didn't say "bring more people into the client's store.") I've heard hundreds of clients tell salespeople, "I don't care what station you're from. If you can bring me more business I'll spend more money with you."

Look for "lowest rate in town" on that note pad. Erase it! A sign over the service department door of the Ford dealership in Elk City, OK reads: "Others may charge less for their service. They know what it's worth." In advertising sales too, cheap is no bargain. Service is a bargain. When you have a sales staff dedicated to service with follow-up, clients will be thrilled to pay the highest rates in town. When a business sees that your station *has* to service his account, the sale will be made very quickly.

Under the heading, "Employment," do you have, "We'll try 'em out for three months to see if they make it." Erase it! If you are so unsure about a prospective account representative that you have to "try him out," then don't hire him to begin with. Sales experience is not necessarily the answer either. Drive, ability to learn, and good self-esteem is more valuable than experience. If the prospective salesperson cannot develop a good relationship with you—instantly—then find another. No, I didn't say "sell you." Good *relationships* are good business, and consequently good sales.

Great Minds Discuss Ideas

Just before I stepped into my first management position, my teacher, Bob Brewer of Okmulgee, OK told me, "The most important thing you will do is hire. The most difficult thing you will do is fire." Another piece of advice from Bob that has been even more important: Great minds discuss ideas, average minds discuss things, and sick minds discuss people. If someone who wants a job with my company

TELEVISION TRANSMITTERS

STANDARD BANDS

VHF-UHF

SPECIAL BANDS

Super-Hyper

FORMATS

NTSC-PAL-PAL "N"

2 WATTS to 2500 WATTS



SCRAMBLING OPTIONAL

BROWNING LABS, INC.

8151 N.W. 74th Avenue
Miami, Florida USA 33166

PHONE: **(305) 885-3356**

Circle (86) on ACTION CARD

continued on page 16

NOW, LP MEANS LOCAL POWER

Introducing a new LP in the LPTV Industry.

- ▶ *"LP" no longer means Low Power and second class citizenship.*
- ▶ *It no longer means Limited Potential because of the high cost of people, programming and production.*
- ▶ *It no longer means Losing Proposition because of high construction and equipment costs.*

The Jukebox Network's unique, patented, fully automated interactive programming allows your viewers to locally program their own channel. Truly Local Programming with Limitless Potential and Leaping Profits. We've got the Living Proof already in Jacksonville, Orlando and Des Moines.

So, now when you talk about the LP in LPTV, remember:

Now, LP means Local Power.

*Introducing a new LP
in the TV Industry*



*The first and only
Interactive
TV Network*

*Interact with us today.
Call Bill Stacy at 305-573-6122*

Circle (145) on ACTION CARD



LINES VIDEO SYSTEMS

219 South Jefferson/Springfield, MO 65806
1-800-641-4674

PACKED FOR ACTION

The minute you get that (CP) construction permit, you're marked. Every video equipment salesman in the book will be on your doorstep pitching the latest state-of-the-art equipment. But who's going to show you what to do with all that stuff when it arrives?

WE WILL.

When you purchase a Lines Video System you get more than just state-of-the-art equipment. You get our professional team of video specialists. The right equipment you need for a low power TV station, a remote production van, or a production studio. The right team of professionals to show you how to put each piece through its paces. We'll teach you system installation and operation, production editing, special effects, and everything else you need to know to put your investment in the black. So when your advertisers ask for miracles, you'll know how to produce them.

Why just settle for a truck load of equipment when you can also have a plane load of professionals? Call Lines Video Systems and turn a turn key operation into one that turns a profit.

Circle (117) on ACTION CARD

talks about the great ideas she can bring to me, she has a great chance at the job. If the discussion is about how rotten her previous employer was...no.

Now that you have erased several things, it's time to fill in the blanks.

- Your station sells your staff's abilities to bring more dollars to the client's gross sales. It does not sell "spots." Your facilities—the cameras, the studio sets, the transmitter—are some of the tools they use. The commercials a client buys gives him or her a way to spend money with your community television station. "Avails" doesn't stand for "available" but for a professional, creative staff that can put every penny of the clients' money to best and maximum use. With your station, they get the best bargain in town.

- There's no "gonna" in your presentations. Instead there are clearly defined, well-designed plans that logically show how the cause will bring about the desired

effect. Using established promotions is one way to bring a proven plan to a new facility.

- Your rates are fair. Your competitors may charge less; they must know what they're worth. You know what your commercials, plus service, are worth. Charge enough to stay in business.

- The staff you selected is the finest. Positive client relationships is normal, not an exception. Instant service and attention is the watchword of your representatives. And your staff stays with you because of your management and relationship skills.

In future columns, I'll talk about the role of promotions in your business, and what to expect from them, how to start a community television sales department, where to find the best sales people, and how to pre-sell your station. If you have questions, or topics that you'd like me to cover, please call me at (817) 540-2754.

About the Author

After 22 years of hands-on experience operating broadcast properties, Joe Tilton turned his efforts to promotion writing. While managing stations, Joe observed that, "the difference between my operation and others was the quality of promotions we ran. The money my promotions made for our clients was substantially better too." The ability to design "earning power" promotions, says Joe, makes the difference in those that win and those that just run.

Joe's trademarked promotion, the "69 Cent Dollar" has run, and is running, in hundreds of markets in the U.S. and Canada. According to Joe, it produces more revenue, on a

quarterly basis, than any other promotion in broadcasting.

Born in Indiana, raised in Oklahoma, Joe is the son of a preacher. Raising Jody, his son, as a single parent is an accomplishment that gives Joe most satisfaction. He has worked in broadcasting as an announcer, promotion director, sales manager, chief engineer, news director, sports director, reporter, and air personality, and general manager.

Commercial writing and production is one of Joe's specialties. In 1969, Joe devised a promotion called "I Love," and the very first "I Love" stickers were printed, starting a phrase recognized world-wide. K/B

Marconi's Daughter Presents Radio Awards

Gioia Marconi Braga, daughter of Guglielmo Marconi, was an honored guest at the first annual Marconi Radio Awards gala September 16 at the NAB's Radio '89 Convention in New Orleans.

Braga presented the Marconi "Legendary Station Award" to Chicago's WLS-AM, saying that she was "very pleased to have my father's name remembered."

Braga has worked as a producer in radio and television and is presently a director of the Center for Italian Studies at Columbia University, the America-Italy Society, and the American Council for Drug Education. K/B

Minorities Gain in TV News, Lose in Radio, Says Survey

The number of minorities in newsrooms increased last year in television but continued to decline in radio, according to a survey by University of Missouri journalism professor Vernon Stone.

The minority share of the news work force at commercial full power TV stations was 16% last year compared to 13% in a similar survey conducted by Stone in 1987. But minorities comprised only 8% of the news personnel at commercial radio stations in 1988, down from 10% in 1987.

The 1988 survey of 459 TV and 373 radio stations was sponsored by the Radio-Television News Directors Association. Dr. Stone reports his results in the August issue of the RTNDA's monthly magazine, *Communicator*. K/B

TTC

***You receive an important extra
with every quality TTC Transmitter...***



TTC TOTAL SUPPORT

Quality people stand behind every TTC transmitter. Our service begins the minute you buy TTC—and it never ends. We still support products made over twenty years ago. Our marketing, engineering, manufacturing, and service personnel *keep you on the air.*

Advanced broadcasting technology acknowledged worldwide. TTC advanced LPTV transmitters and translators meet your most stringent technical specifications. All our products are made with strict attention to quality control and thorough testing. TTC builds LPTV transmitters, translators, and boosters from 1 Watt to 10 Kilowatts, UHF STLs and intercity relays recognized worldwide for quality and performance.

We're there with Total Support if you need us. At TTC, we take pride in our rapid response to customer needs. Our twenty-four hour *Total Support Hot Line* lets you call for technical or engineering support at *any time*—for questions and assistance, additional parts, or maintenance.

Made in the USA. Get to know TTC and our full line of transmitters, translators, and broadcasting equipment. For more information or product literature, call or write TTC:

Television Technology Corporation,
650 South Taylor Ave. • Louisville, Colorado 80027 • USA
Telephone: (303) 665-8000 • FAX: (303) 673-9900

The Quality is TTC

Circle (7) on ACTION CARD

The News In Community Broadcasting

Interns In The Newsroom

—by Jeanée von Essen

According to a survey of community television news operations conducted last August, one of the biggest problems general managers face is finding good news people.

Recruiting good people for the news department is a problem for all broadcasters, but perhaps more so for the smaller operation, which needs people with more skills and flexibility than a larger station requires. Many community broadcasters felt constrained to hire beginners or those without much formal broadcasting experience. Many also said that their hardest job is finding people who are really interested in doing news.

One possible solution to the problem is establishing news internships and then recruiting journalism students upon their graduation from college.

Now is not too early to begin if you'd like an intern or two next summer. When you contact colleges and universities, they will want to know a number of things. First, do you plan to pay the intern? Second, how easy will it be to get short-term housing for the intern, and what is the cost? Is the station willing to help in any way? Finally, what are the duties that the intern will be asked to perform? And what kind of paperwork or evaluations will you be required to fill out for the college?

Don't rule out interns just because you can't afford to pay them or help them find housing. One thing you can promise is that they will get real, hands-on experience working in a small news department, and many journalism schools recognize the value in that alone.

Interns Have Advantages

An internship will offer a number of things. You will get the opportunity to try out the prospective graduates of that col-

lege, and see how their education and experience fit your needs at the station. And even if the person who interns for you does not come back to work for you later, he or she will be able to tell other students about the possibilities in community television broadcasting and consequently get you other job applicants.

College recruitment fits right in with the internship program.

Obviously, you will want to contact all the colleges and universities in your area, but don't neglect the larger journalism schools as well. If students spend the money to go to one of the larger schools to major in broadcast journalism, chances are they intend to do all they can to get into the field.

The University of Missouri, like many other colleges, posts job openings for students to look through, and it may even offer recruiters a day on campus when students can sign up for job interviews.

Jobs Are Hard To Get

It's difficult to imagine—if you've been looking for someone for the news department for the past six months—but a lot of talented journalism school graduates never find their first job. Broadcasting is generally the hardest field of journalism to break into, and around October the people who have been looking for a job at the networks since they graduated in June might be willing to consider another alternative.

Kent Collins, assistant professor at the University of Missouri's School of Journalism, says, "At the University of Missouri, the two strengths of the teaching process are that students cover community news and local news, and they get into agencies, talk to people and organizations and cover issues of community interest."

"They don't have their heads in the

clouds," Collins says of the Missouri students. "They don't think they will get their first job as a foreign correspondent."

On the technical side, Collins says broadcasting students at the University of Missouri get experience videotaping stories in the field with the type of equipment that is likely to be owned by any LPTV station. They also get experience writing and editing the videotape when they cover the community news stories. "They are working on the kinds of newscasts and community affairs programs that an LPTV operator might broadcast," he says.

"Television journalists don't care whether it's a traditional TV broadcast station, LPTV, or cable," Collins says. "News and public affairs are all the same."

Variety Is Strength

Community broadcasting offers an excellent opportunity to get a well-rounded background in television news. It's obvious that the smaller the station, the greater the opportunity to work in many different areas of news.

Many beginning jobs at large- or medium-market stations are just glorified secretarial jobs, so it's to your advantage to have an outline ready of the variety of work that the beginning employee will be able to do at your station. Chances are that the more challenging the job is, the more attractive it will be.

Be sure to mention it if there is a possibility of doing any reporting or airwork at the station, as that's a particular draw to most reporter hopefuls.

Here are a few fairly well-known colleges with large journalism or communications departments: Washington State, University of Southern California, Arizona State, University of Texas, University of Missouri, University of Kansas, Northwestern, University of Michigan, University of Illinois, Ohio State, Georgia, University of Florida, University of North Carolina, and Syracuse University.

There are many, many good schools, but those above are likely to have good internship and recruitment programs because of their size. Also, they are likely to have drawn a number of out-of-state students, so don't rule out contacting the college just because it isn't in your backyard.

Next month: Using placement services.

Jeanée von Essen has a background in newspapers, magazines, radio, and television. She developed her interest in local TV in high school when she worked on a daily talk show for her small town Texas cable system.

*Von Essen most recently was a member of the team that started CNN, and she has served as CNN vice president of international news for the past nine years. She is also the author of *The Source*, a book on the broadcast media.*

K/B

VETERAN'S DAY and THANKSGIVING FILMS

"Farewell To Arms" and "It's A Wonderful Life"

CLASSIC MOTION PICTURES For CABLE & TELEVISION

260 Cable Classics for LPTV

Known by the companies we keep

913-362-2804

1989 Our 13th Anniversary Year

CABLE
FILMS

Country Club Station

Box 7171

Kansas City, MO 64113



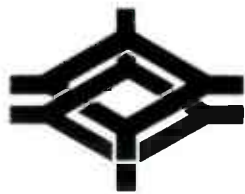
Circle (24) on ACTION CARD

UNIX/XENIX SOLUTIONS!

BE YOUR BEST
by being better informed.

Stop by our exhibit in Las Vegas.

Learn what a modern
UNIX/XENIX SYSTEM
can mean to your business.



DECISION, INC.

Complete Computer Systems
For All Market Sizes.

402 South Ragsdale • Suite 206 • Jacksonville, TX 75766 • (800) 251-6677 • In Texas (214) 586-0557

Circle (14) on ACTION CARD

Commission Continues EEO Surveillance

The FCC has conditionally renewed the licenses of the following broadcast stations and required that the stations report periodically on their equal employment opportunity recruiting efforts. It also notified all but one of the stations that they are apparently liable for fines for failing to actively seek minority applicants for job openings.

WSBY/WQHQ-FM at Salisbury and Ocean City, MD. \$15,000 forfeiture, May 23, 1989.

Although the labor force of Wicomico County is more than 19% Black, there were no Blacks on the stations' full-time staff. Further, minority recruitment sources were used for only fourteen of the 33 full-time positions that opened during the 31-month period preceding the end of the license term. Throughout the license term, the licensee neither regularly sought minority and female applicants nor engaged in on-going self-assessment to evaluate the effectiveness of its EEO program, as required by FCC rules.

WROV-FM at Roanoke, VA. \$5,000 forfeiture, May 23, 1989.

WROV reported that it had used minor-

ity and/or female recruitment sources for only seven of the 65 full-time positions it filled during the 1981-1988 license term. Further, it hired no Blacks for any of the 42 available upper-four positions during that term.

WLIT-AM and WYAV-FM at Conway, SC. \$3,000 forfeiture, June 9, 1989.

The Commission found that although the labor force of Horry County is nearly 20% minority, minorities were absent or under-represented on the stations' full-time staff. Moreover, while the stations contacted minority recruitment sources for sixteen of the 36 full-time vacancies, they did not have adequate records of the extent to which these contacts were productive and therefore could not have performed adequate assessments of their efforts.

WDAR and WMWG-FM at Darlington, SC. \$12,000 forfeiture, July 6, 1989.

The Commission found that although the Darlington work force is more than one-third minorities, minorities were under-represented in the licensee's full-time staff and in the upper four job cate-

gories. The stations did not contact minority recruitment sources for any of the ten full-time job openings during the 12-month renewal period, and they were unable to produce any documentation of their EEO efforts, indicating that they could not have evaluated or analyzed these efforts.

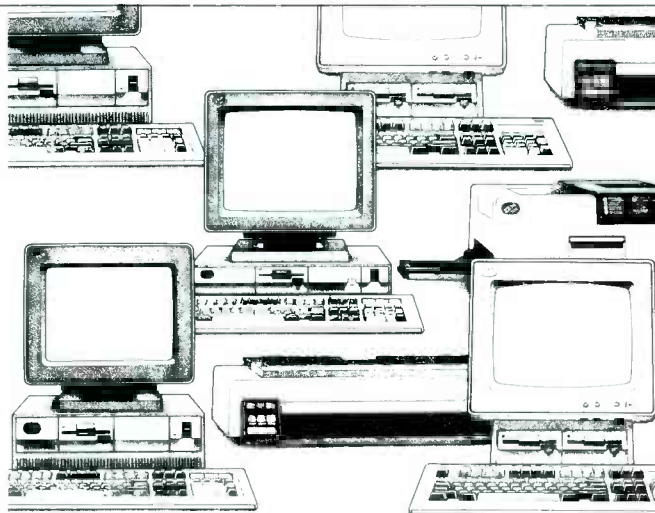
WOOJ and WOOJ-FM at Lehigh Acres, FL. \$15,000 forfeiture, July 19, 1989.

The licensee admitted that it failed to recruit minorities when vacancies occurred and did not undertake an on-going evaluation of its own EEO program. None of the stations' 35 full-time openings between 1986 and 1988 were filled by minorities, and only two members of minority groups were hired for full-time positions during the license term.

KVII-TV at Amarillo, TX. No forfeiture, August 4, 1989.

The licensee had implemented an EEO program but had relied on merely meeting the FCC's guidelines as to appropriate percentages of minority employees, instead of actively recruiting minorities whenever vacancies occurred. K/B

For every size station, there's an IBM system.



Sometimes small stations need as much help as big ones. And Jefferson-Pilot Data Services can provide it, with IBM hardware and software solutions, plus programs of service and support. Large market or small, JDS can also offer you all the quality and reliability you'd expect from IBM products.

So whatever your size, bring your station's traffic and accounting needs to JDS. You'll get the solutions and service that you'd expect from an IBM Authorized Industry Remarketer.

**Jefferson
Pilot
Data Services, Inc.**

The right size system for any size station.

Suite 500, 301 South McDowell Street, Charlotte, North Carolina 28204 (704) 347-8000

IBM is a registered trademark of the International Business Corporation



EEO Rules Handbook Available From NAB

The National Association of Broadcasters has published the second edition of *A Broadcaster's EEO Handbook*, a comprehensive guide to FCC regulations and federal equal employment opportunity laws that govern broadcast employees. The book was written by Stan Brown and Jay Birnbaum, attorneys with the Washington, DC firm of Arent, Fox, Kintner, Plotkin & Kahn.

The handbook covers all the requirements and prohibitions of federal law, as well as suggestions for avoiding and defending against discrimination claims. Among the topics covered are EEO principles and the FCC's compliance criteria; categories of illegal discrimination and how to avoid them; drug testing; discipline and firings; affirmative action and reverse discrimination; and filing and record-keeping requirements.

The book also explains who is protected against discrimination, how statistics are relevant in job hiring, the exceptions to the discrimination laws, sexual harassment, and what to avoid when discharging an employee.

To order the *EEO Handbook*, call the NAB at 1-800-368-5644. The cost is \$30 for members and \$60 for non-members. K/B

Television Programming **SOURCE BOOKS 1989**

**Repackaged...
Redesigned...
Reborn!**

The most comprehensive,
easy-to-use listing
of television
programming information
you can buy:

VOLUME I:

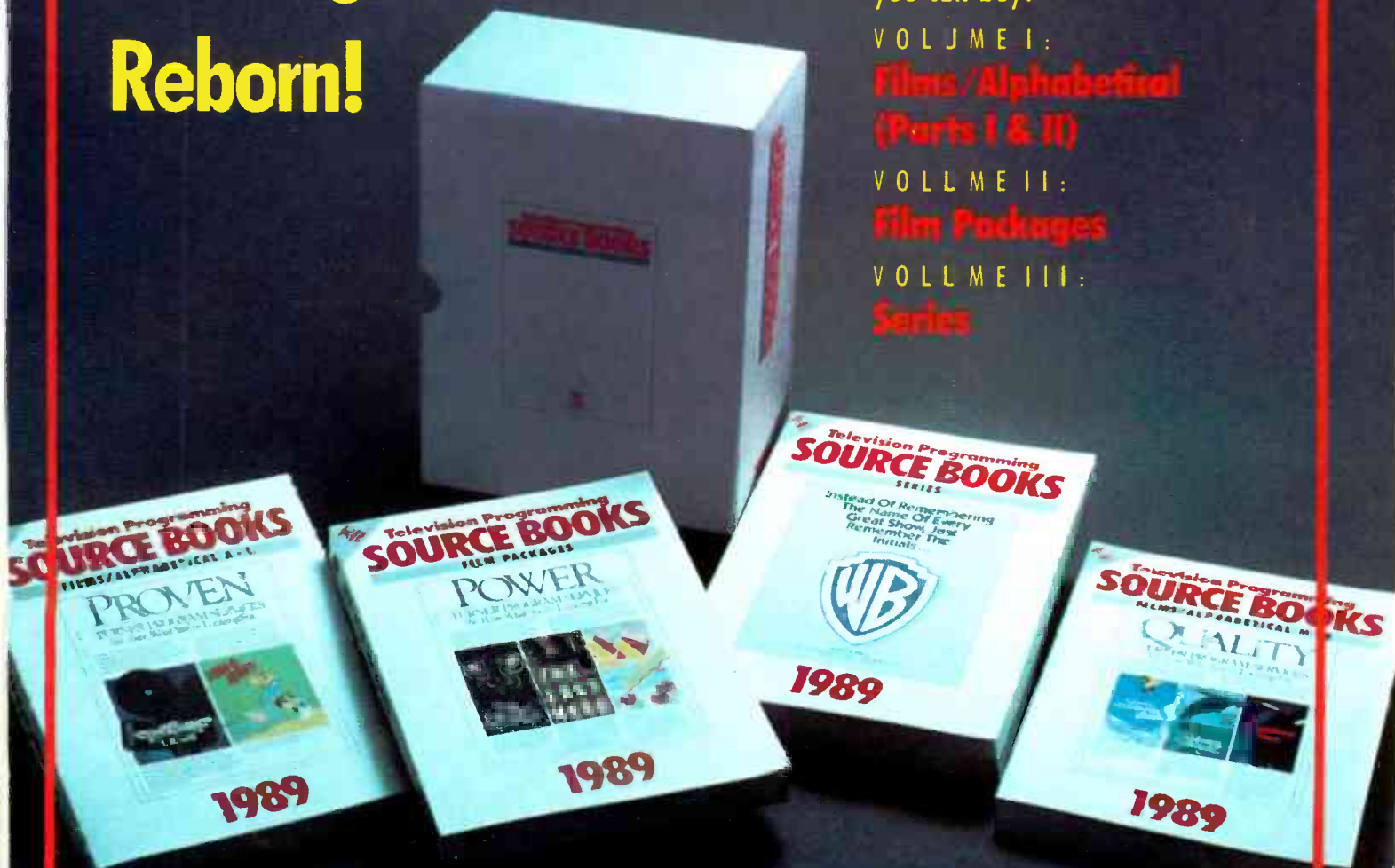
**Films/Alphabetical
(Parts I & II)**

VOLUME II:

Film Packages

VOLUME III:

Series



For information, please call or write:

Television Programming Source Books

401 Park Avenue South • New York, NY 10016

Phone: (212) 545-5100 FAX: (212) 696-4215

Circle (78) on ACTION CARD



TRYLON A•B•C
Towers

A low-cost alternative for Low Power Television

- 96' self-support, delivered to your door for \$1500
- Designed to meet your unique requirements
- Rugged, dependable triangular construction

TRYLON
MANUFACTURING CO. LTD.

P.O. BOX 186
21 HOWARD AVE.
ELMIRA, ONTARIO
CANADA N3B 2Z6
TEL. (519) 669-5421
FAX (519) 669-8912

Delivery included to most major centres in the continental U.S.


Circle (67) on ACTION CARD

NAB Membership Drive Under Way

The National Association of Broadcasters has begun a campaign to recruit associate members, including community television stations, for its membership roster.

Associate membership, which carries no voting privileges, is open to service and professional firms serving the broadcast industry, related industries such as cable and common carrier services, and community television applicants, permittees, and licensees. Dues for LPTV members are \$350 annually. Dues for other associate members range from \$350 to \$2,500.

Associate membership offers benefits such as reduced registration and hotel fees for NAB conventions and meetings, discounts on NAB publications, access to NAB's Library and Information Service and to the organization's legal and engineering experts, and free weekly newsletters covering events in the broadcast industry.

For more information, contact the NAB at (202) 429-5360. 



The Business of Business

—by Richard P. Wiederhold

Budgeting

Budgeting.

It's not an unfamiliar word to any of us.

But it has amazed me over the years, in my encounters with many different businesses both large and small, how many of them don't really do a complete job of budgeting. In fact, some don't budget at all.

I'm convinced that failing to budget will be fatal to most businesses. Sure, some will survive; but how many more could have survived by doing some simple short-term planning, or budgeting.

The first rule of budgeting is that the budget—or the projections, as some refer to it—will always be wrong. The actual sales will never be exactly what you budgeted. The actual expenses will never be exactly what you budgeted. But don't let that be an excuse for avoiding an essential and very worthwhile process.

Why is budgeting so important? It forces you to look at all aspects of your business—some of which you might miss if you try to "wing it" on a day-to-day basis. You have to think about sales: Where will they come from? How might the local, regional, national, or world economies affect your business? What is the competition doing? What new opportunities exist for new or different sales? What threats exist that could affect existing sales?

You also have to think about expenditures: Will you need additional or different facilities or equipment? Will you need more employees? If so, what type? Are they available? At what cost? And so on....

Budgeting is a little like strategic, or visionary, planning. But it takes a shorter view and usually deals with existing or short-term future phenomena. Budgeting is normally done for a one-year period, usually the company's fiscal year. To be truly effective, however, the budget should be revisited several times during the year. Some people refer to these revisions as projections, simply to distinguish them from the annual budget or financial plan.

To prepare to start budgeting, have your most current financial statements available. Use them to help ensure that all items are considered during the budgeting process.

Starting Up

I suggest that you start the budgeting process with sales, or revenues. For a community television station, those would be primarily advertising sales. Break the budget down by month, and don't neglect to consider the seasonal implications on your business. In other words, don't just take an annual budget and divide by twelve to get the monthly breakdown. The sales or revenue area is probably the most critical because the rest of your budget—costs, expenses, and capital expenditures—will be driven by the revenue estimates. Carefully consider the forces that could affect sales. But don't waste time worrying about what you can do to make the estimates "perfect"—because they never will be.

Next, budget your costs and expenses. What's the difference between costs and expenses? Although it varies depending on the business, costs are generally expenditures that can be readily identified with specific sales. In manufacturing, for example, costs would be the materials and labor that went into the products that were sold for the month. In broadcasting, costs would include the production of ad spots, or the development of a special program for a specific sponsor. Expenses tend to be more general in nature and related to the conduct of the business. Some examples are office supplies, rent, telephone, and postage.

Purchased programming can be a significant expenditure in a television broadcast business. This is sort of a gray area in terms of whether to account for programming as a cost or an expense. There is no hard and fast accounting rule to follow here. My suggestion is that you account for it in whichever category makes most sense to you. If you want advice, mine would be to call programming a cost of sale if it is a major expenditure, say more than 25% of total expenditures for the

period. If it's less than significant, call it an expense.

Now the operating statement, or P & L, is almost complete. Sales less costs and expenses equal pre-tax income or loss. If you have a profit and no tax loss carry-forwards from previous years, you must budget one additional expense: taxes. In Wisconsin, we conservatively budget about 40% of pre-tax income for the combination of federal and state taxes. Call your accountant or tax advisor for an estimate of what is reasonable for your state.

Keep track of the assumptions that you used to develop the budget. This will make it much easier to remember the thought processes that you used to create the budget and will help you explain, to yourself and others, actual variances from budget. A delineation of your assumptions should be an integral part of your budget "package."

The Balance Sheet

Now that the operating budget is finished, it's on to the balance sheet. Accounts receivable have to be estimated. I suggest using the "days sales outstanding" (DSO) method. For example, if you estimate that you can collect an average customer invoice in 45 days, then the accounts receivable budget at the end of the month will be equal to sales for that

month plus one-half of the sales of the previous month.

If you have inventory, or product-related expenditures that were not "expensed" on the operating statement, it must be estimated for the balance sheet budget.

Capital expenditures must be budgeted and added to previously purchased fixed assets that appear on the balance sheet. Incidentally, any changes to fixed assets will also affect the depreciation expense item that should appear on the operating statement.

Accounts payable are usually a significant liability item for a business at any point in time. I suggest that you budget accounts payable based on your station's historical payment practices adjusted for any changes in the volume of purchases.

Other items should be budgeted as appropriate. As I mentioned earlier, use your most recent financial statement as a guide.

Planning For Cash

For many businesses, especially smaller ones, the most important result from the budgeting process is the cash position or cash required figure. It tells you whether, based on your assumptions, you will have enough cash to operate your business;

and, if not, it gives you some time to plan alternative strategies. In the budgeting process, the cash, or cash required, line is usually the balancing item on the balance sheet. Don't forget to adjust the retained earnings item on the balance sheet for net profits or losses from the operating statement.

If you need a more detailed understanding of what your cash position is, I suggest that you prepare a cash flow or "sources and uses of funds" statement as part of your financial statement package and budget. There are several formats that are commonly used. Your accountant should be able to provide you with the options.

Incidentally, I also suggest that you give serious consideration to personal family budgeting. Most of us spend far too little time planning and budgeting for family matters. Many of the same principles and mechanics apply. After all, the financial affairs of many families are nearly as complicated, if not more so, than those of many businesses.

If you're accustomed to budgeting, you understand the benefits. If not, try it. I think you'll end up wondering how anyone can manage a business without it.

Richard P. Wiederhold is vice president-finance and treasurer of Kompas/Biel & Associates, Inc.

K/B

Eagle-Lion Video presents...

HOLLYWOOD CLASSICS

An impressive library of the world's favorite classic motion pictures, at surprising prices. They become your property, so there are no limits on the number of airings.

This collection of over 600 films, includes many academy award winners and features such stars as Cary Grant, Jimmy Stewart, Frank Sinatra, Humphrey Bogart, Charlton Heston, Kirk Douglas,



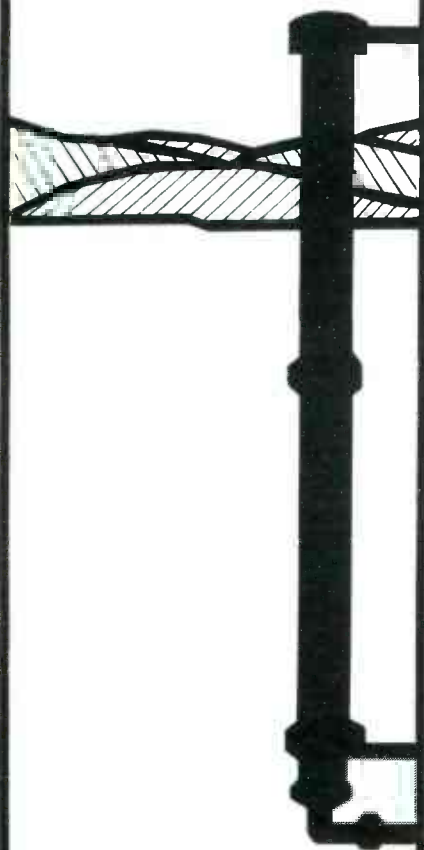
Ronald Reagan, Audrey Hepburn, Walter Matthau, Elizabeth Taylor, and hundreds more.

All Films are available in VHS, 3/4", or 1".

For a complete catalog, call (619) 277-1211 or write:
Eagle-Lion Video Productions, 7710 Balboa Ave., San Diego, CA 92111

Circle (96) on ACTION CARD

**"on the air"
not in the air...
repairing.**



We guarantee it. BASC antennas are built to last because we overbuild. Not one BASC antenna has ever failed under operating conditions. And, we have our systems operating in some of the most severe environments in the U.S.

So, for low power VHF or UHF antennas go with BASC. Call 800-252-BASC or 603-654-2838

BASC
P.O. Box 179
Wilton, NH 03086

BASC

EXHIBITORS

Second Annual LPTV Conference & Exposition

Acrodyne Industries, Inc.

Joe Wozniak, Director of Marketing
516 Township Line Road
Blue Bell, PA 19422
(215) 542-7000

Products: Solid state LPTV transmitters, 10-watt through 1000-watt.

American Medical Association

James H. Sammons, Executive Vice President
535 North Dearborn Street
Chicago, IL 60610
(312) 645-5000

Andrew Corporation

Bobbi Rick, Exhibit Coordinator
10500 West 153rd Street
Orland Park, IL 60462
(312) 349-3300

Products: LPTV broadcast antennas and systems, STL/TSL systems, Heliac coaxial cables and waveguides, earth station antenna systems.

Bogner Broadcast Equipment Company

Carol Hamilton
603 Cantiague Rock Road
Westbury, NY 11590
(516) 997-7800

Products: Broadcast transmitting antennas.

Broadcasting Systems, Inc.

Kenneth Casey, President
21617 North 9th Avenue
Suite 105-106
Phoenix, AZ 85027
(602) 582-6550

Products: Bext and Nexus transmitters and other products from their regular line.

Cascom, Inc.

Gina Baratta, Public Relations
707 18th Avenue South
Nashville, TN 37203
(615) 329-4112

Products: Graphics for programming.

Cavalier Computer Services, Inc.

Charles W. Jack, President
5354 North High Street
Columbus, OH 43214
(614) 888-8388

Products: Computer software to manage the traffic, billing, and accounting functions for TV broadcasters.

CBSI

Steve Kenagy, Vice President
P.O. Box 67
Reesport, OR 97467
(503) 271-3681

Products: Business computer systems—traffic, billing, interactive accounting, and payroll systems.

Channelmatic, Inc.

Lizabeth Jagger Muir, Director of Corporate Communications
821 Tavern Road
Alpine, CA 92001
(619) 445-2691

Products: Commercial insertion equipment, distribution amplifiers and switchers, traffic and billing software, local program playback systems, A/V accessories.

Comprompter

Ralph King, Director of Marketing
P.O. Box 128
LaCrosse, WI 54602-0128
(608) 785-7766

Products: Software and hardware for newsrooms and video prompting equipment.

Dataworld

John L. Neff, President
P.O. Box 30730
4827 Rugby Avenue
Bethesda, MD 20814
(301) 652-8822

Products: FCC on-line database for radio and TV, research services, engineering studies including plotting and mapping services.

Decision, Inc.

James D. Godfrey, Convention Manager
402 South Ragsdale
Jacksonville, TX 75766
(214) 586-0557

Products: Information systems hardware and software for broadcast applications.

Discount Video Warehouse

Tom Gannon
1061 Feehanville
Mount Prospect, IL 60056
(312) 299-5258

Products: Video and audio production equipment.

Diversified Marketing

Aaron Davis, President
3918 West Clearwater
Kennewick, WA 99336
(509) 735-6812

Products: Point-to-point microwave systems.

Eagle Lion Video

Robert Wright, Owner
7710 Balboa Avenue
San Diego, CA 92111
(619) 277-1211

Products: Feature motion pictures.

EMCEE Broadcast Products

Frank Trainor, Director of Marketing
P.O. Box 68
White Haven, PA 18661
(717) 443-9575

Products: New solid state UHF 100-watt transmitter and a new solid state VHF transmitter. Information on studio, tower, and RF system design will also be available.

continued on page 36

Conference Agenda continued from page 8

Monday, November 6, 1989

7:30 a.m.-5:00 p.m. REGISTRATION
7:30 a.m.-9:00 p.m. PRESS ROOM OPEN

8:00-9:30 a.m. CONGRESSIONAL BREAKFAST
One Senator and one Representative (names to be announced) will discuss issues in Washington regarding LPTV with the help of a moderator.

9:45-10:45 a.m. THE CABLE CONNECTION
Industry experts will discuss how to work with your local cable company for system carriage. Panelists will discuss their efforts to negotiate cable carriage and offer suggestions and alternatives.

11:00 a.m.-12:00 noon COMMUNITY TV AD SALES
Jason Jennings of Ad Ventures International, the nation's leading trainer of radio ad sales people, will give insights into new ways of selling local TV ads.

12:00-3:30 p.m. EXHIBITS OPEN—WALKAROUND LUNCH

3:30-4:30 p.m. UNDERSTANDING TV RATINGS
Representatives from the major ratings companies explain how TV ratings are calculated while entrepreneurs discuss alternatives to the present system.

4:45-6:15 p.m. LPTV TUTORIAL
Keith Larson, chief of the FCC's LPTV Branch, presents a 90-minute tutorial, literally a "how-to" of the LPTV industry from start-up to sign-on.

Tuesday, November 6, 1989

7:30 a.m.-5:00 p.m. REGISTRATION
7:30 a.m.-9:00 p.m. PRESS ROOM OPEN

8:00-9:00 a.m. STATION MANAGERS BREAKFAST
An opportunity for open dialogue with experienced LPTV operators. Discussions can include programming, marketing, sales, cable...anything goes!

9:15-10:45 a.m. BROADCAST FINANCIAL MANAGEMENT
Representatives from Broadcast Financial Management and the Broadcast Credit Association will present a broadcaster's course on credit, insurance, cash flow, and budgeting.

11:00 a.m.-12:00 noon LPTV STATION CONSTRUCTION
A builder's guide to the specification, purchase and installation of a community broadcast station.

12:00-3:30 p.m. EXHIBIT HALL OPEN—WALKAROUND LUNCH

3:30-4:30 p.m. THE LPTV LEGAL CLINIC
Expert communications attorneys are gathered...and the clock is off. This session is your chance to ask questions and learn about new rules affecting LPTV.

4:45-6:15 p.m. THE COMMUNITY NEWSCAST
This session, featuring panelists from the Radio-Television News Directors Association, will cover writing, planning and presenting a community television newscast.

Wednesday, November 8, 1989

7:30-9:30 a.m. REGISTRATION
7:30 a.m.-1:00 p.m. PRESS ROOM OPEN

8:00-9:30 a.m. PROGRAMMING BREAKFAST
A special gathering of program suppliers, moderated by a representative of the National Association of Television Programming Executives. This panel will discuss programming for LPTV stations.

9:45-10:45 a.m. MEET THE FCC
Last year's popular session returns. This is your chance for a one-on-one of questions and answers with Keith Larson, head of the LPTV Branch at the FCC.

10:45-11:30 a.m. CLOSING ADDRESS

NO MAN IS AN ISLAND...

...ENTIRE OF ITSELF, EVERY MAN IS A PIECE OF THE CONTINENT, A PART OF THE MAIN!"

— John Donne (1572-1631)

Don't leave your viewers stranded for quality programming! Plug into an oasis of superior educational and entertaining programming from Modern TV.

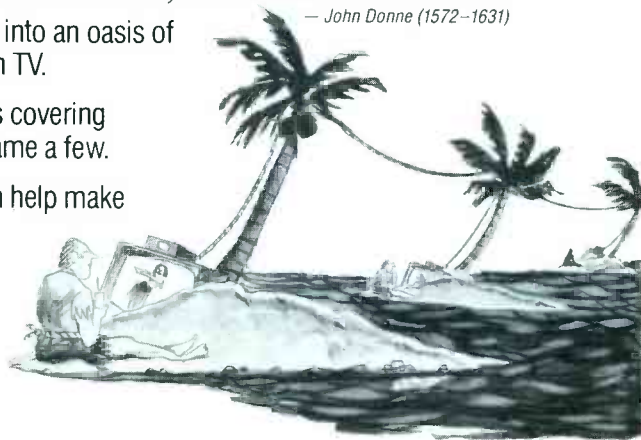
The Modern TV library houses hundreds of informative programs covering business, health, travel, the arts, consumerism and religion to name a few.

The world's largest distributor of free-loan videos, Modern TV can help make your LPTV programming a breeze!

See what you're missing. Send for the new Modern TV Catalog, or call 1-800-237-8913.



5000 Park Street North
St. Petersburg, Florida 33709



Circle (40) on ACTION CARD

Ted Turner To Keynote NACB Conference, U•NET Launched

Ted Turner



Ted Turner of Turner Broadcasting Systems, Inc., will deliver the keynote address at the Second Annual Conference of the National Association of College Broadcasters at Brown University on November 17. The conference theme is "The Spirit of Innovation," a focus on mass media innovations in the 1980's and programming trends for the 90's.

NACB, which represents the nation's 1,400 college radio and television stations, also announced the September 25 launch of U•NET, or University Network. U•NET is a satellite network linking campuses across the nation and carrying both radio and television programming.

According to director Dara Goodman, most of the U•NET programming will be produced by students; "U•NET is where you'll see and hear the work of many of tomorrow's leading producers," she commented. The full range of genres—comedy, drama, documentaries, news, and music—will be represented.

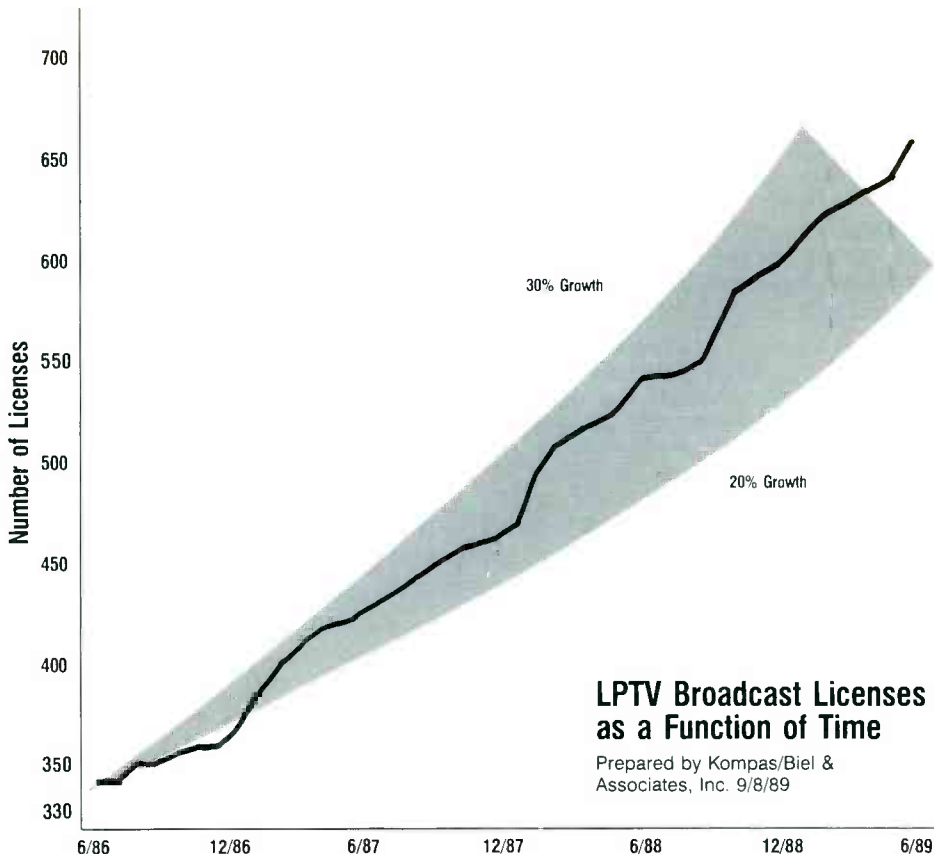
Uplinking will start with one hour per day—from 1-2 p.m. EST weekdays on Galaxy 2—and expand gradually, said Goodman. The signal is free to NACB member stations. Contact the NACB for transponder information.

K/B

BON MOT

There's a difference between a philosophy and a bumper sticker.

Charles M. Schulz



Industry Growth *from front page*
readers, we recently surveyed the nation's LPTV broadcasters. After the survey, we placed each station into one of four operating categories, as the chart below illustrates:

LPTV Stations By Operating Format June 30, 1989		
	Number of Licenses	
Commercial LPTV	182	27%
LPTV Translators	130	20%
Alaska LPTV Network	211	32%
Other not-for-profit	139	21%
	<u>662</u>	<u>100%</u>

"Commercial LPTV" stations are any stations operating for profit, including those with subscription television formats.

"Translator" stations are LPTV stations that simply rebroadcast the signal of either a full power or another LPTV station. They are listed at the FCC as LPTV stations and have authority to originate signals—in contrast to traditional translator stations which may not originate and which are not included in our figures.

The Alaska Network, formally known as the Rural Alaska Television Network, is a system of more than 500 state-owned broadcast television stations, 211 of which are LPTV stations. The LPTV stations were originally part of the Learn/Alaska Project, a network of originating stations that served the state's school children with educational programming. Virtually all of the network's LPTV stations are at this point operated as translators, relaying satellite signals and doing no local origination. There are seven LPTV stations in Alaska which are not owned by the state. These have been counted in their appropriate categories in the chart.

The "Other Not-For-Profit" category includes most religious stations, other public sector and non-profit stations, and stations owned and operated by Trinity Broadcasting Network.

We were unable to contact about 15% of the stations, so we allocated these to

SCROOGE FOR CHRISTMAS!

We have the answer for what to show for the Christmas holidays — the 1935 British film classic **SCROOGE**, starring Sir Seymour Hicks. We have just acquired the finest quality, complete 78 minute version of this film. The quality of our video master transferred from a pristine 35mm nitrate print can't be beat!

Order this rare Christmas gem now and delight your viewers with a truly sparkling image of Christmas past in glorious black and white.

To order or get more details on this or over 150 other classic films call or write:



Corinth
VIDEO

34 Gansevoort Street, New York, NY 10014
(212) 463-0305

Circle (92) on ACTION CARD

the commercial, translator, and not-for-profit categories on a pro-rata basis. We did not allocate any, of course, to the Alaska Network because these stations have all been identified.

Calculating the Growth Rate

Last year, we announced an LPTV industry growth rate in the 30%-40% range, but we later discovered that some of the very early data had excluded the Alaska Network. When we adjusted our data to include those stations, the growth rate dropped to between 20% and 30%.

Actually, it may make more sense to continue to exclude the Alaska Network from all of our calculations. At this point, it is basically dormant, and it certainly has not contributed to the growth of the LPTV industry. If we exclude the Alaska numbers from *all* the data, the growth rate is close to 50%—48.8%, to be precise, starting with June 1985. In other words, what we think of as "the LPTV industry" really is growing much more rapidly than even the graph indicates, and more in line with the feeling that we get from the pulse of daily activity.


If the industry continues to grow at its current rate, there will be more than 1,000 LPTV stations licensed and operating in the United States within the next two or three years.

Projected Growth of LPTV Licenses

LPTV Licenses at December 31:	ASSUMED ANNUAL GROWTH RATE	
	20%	30%
1988 Actual	600	600
1989 Estimate	720	780
1990 Estimate	864	1,014
1991 Estimate	1,037	1,318

In fact, if we exclude the Alaska Network stations, and assume that the remaining group continues to grow at 50%, we get an even bigger number.

The FCC hopes to open LPTV application windows two or three times every year, adding even more construction permits to the nearly 1,700 permits already outstanding. If only 400-500 of those stations sign on the air, about one of every four, the industry will maintain its current growth trend through 1991.

S. E. Bradt is chairman of Kompas/Biel & Associates, Inc. 

The LPTV Report will publish updated industry growth figures from time to time, as well as comment on trends and changes affecting industry growth. We welcome your questions and comments.

Ready. Get Uni-Set.[®] Go.



You've got a set-design problem. We've got a quick and easy answer: The Uni-Set[®] Modular Studio Staging System.

Design your set using the Uni-Set[®] Planning Model, working out your camera angles as you go. Then your studio floor people can easily assemble the full-sized modules into a workable setting in record time. The Uni-Set[®] Graphic Design System completes the transformation. In only a few hours you've gone from an idea to a finished, camera-ready setting.

Call Uni-Set[®] Corporation today, and let us show you how this low-cost, reusable staging system can solve your studio setting problems.

UNI-SET[®]
CORPORATION
449 Avenue A
Rochester, New York 14621
(716) 544-3820

Circle (29) on ACTION CARD

TV 58/Buffalo

continued from front page

been sold to a religious network. Thirty-one radio stations and two daily newspapers complete the competition.

Surely, if community television is going to work, it will have to work in Buffalo.

Making it work is the job of two dedicated people not long out of the University of Buffalo's graduate School of Communications—Deborah Heisler and Bruce Alesse—and their production team of nine, five of them part-time.

"Ralph Nader wants the people to feel empowered by television," says Heisler, the station's ebullient general manager. "He feels that the great majority of people have not been able to access television and use it the way it has the potential to be used."

Eliminate the Mediator

To achieve that empowerment, TV-58 does as much local programming as possible—the goal is 25% of the 24-hour broadcast day. And the guiding philosophy behind the productions is to allow the people as free an expression as possible.

"What we're trying to do," says Heisler, "is remove the mediator between the people on television and the rest of the community. Instead of having a reporter ask questions, we prefer to have the people who have organized the events, who participate in the events, tell the audience what they're doing. This way we feel we're not structuring too much of the audience's perception. The reporting is more personal, more real, more accurate."

An example of this philosophy in action is TV-58's periodic productions of the Niagara Frontier Folk Arts Council's seasonal dance festivals. Hosted by a Buffalo radio personality, the popular program features ethnic dance performances and interviews by and with the performers and the audience. Another is the summer's regatta coverage: The coach of the winning team interviews each of his rowers on camera.

"We're not like a cable access channel," Heisler explains. "We want to be able to have control over the production so that it looks professional. We accept ideas from people, and they help in the production—they may pull the resources together for instance. But we edit, we put it together."

She says that people generally know

continued on page 28

RURAL AMERICA'S MOST IMPORTANT NETWORK IS ON THE AIR TO STAY!

RFD-TV offers LPTV stations the programming your audience needs!

- 24-hour-a-day broadcasting on Westar V, Channel 17.
- Programming aimed at a rural and agricultural audience.
- Weather updates every half-hour 24-hours-a-day.
- Entertainment programming for the whole family.
- Live audience-interaction programs.
- A variety of avail packages depending on your needs.

For more information and a complete program schedule, call or write:

Terri Spalding • RFD-TV, Inc.
2615 Farnam St. • Omaha, NE 68131 • (402) 345-2322

RFD TV

Circle (6) on ACTION CARD

how to handle themselves on camera and that even inexperienced interviewers can produce good footage. "They've been watching TV all of their lives, and they're a lot more aware of how to present themselves on TV than you might expect. They know what works and what doesn't."

Local Fare Comes First

On the air since last November, TV-58 already has an ambitious schedule of local programming. "UB Today," an interview program, is targeted to the 30,000 students and faculty on the University of

Buffalo campus. "The faculty just loves it," says Heisler. "They get to watch each other on TV and find out what everyone else is doing."

"World Affairs" is a one-camera shoot of the lectures sponsored by the Buffalo Council on World Affairs. "It's very high



TV-58: An Experiment in Electronic Literacy

Consumer activist Ralph Nader is the force and vision behind Buffalo's TV-

58. His non-profit corporation, Citizens Television Systems, applied for seventeen LPTV licenses in the early 80's. The Buffalo station signed on the air in 1987, and the company recently won a lottery for a station in San Diego.

Here, Nader and CTS managing director Sam Simon comment on some of the ideas that TV-58 is bringing to reality.

LPTV Report: Mr. Nader, you want the American people to feel empowered by television, and TV-58 is one experiment in that direction. Will you expand on this concept?

Nader: First of all, most commercial TV stations are not financially structured in such a way that they can convey community news on an extensive basis. Thirty or sixty seconds on an evening newscast cannot communicate what's going on.

What we want to do is give the audience a certain amount of air time to program

the way they want to. This way they can become more electronically literate. Right now the only options a TV audience has are either to watch the television or to turn it off.

LPTV Report: How does this idea differ from cable access?

Simon: This is programmed. Cable access is unprogrammed. Cable access is like vanity publishing. This is organized.

Also, cable reaches only part of the population. LPTV is the perfect complement to cable because it's over the air. Some cable systems, for example, carry government meetings, the same way we do in Buffalo. But if they're aired only on cable, the rest of the community is denied access. You shouldn't have to be able to afford cable in order to have access to this kind of information.

The other aspect of what we're doing is developing an outlet for new advertisers—the Mom and Pop store, the health food store—the businesses that have never before been able to advertise on television. We're educating them to the possibilities they have in LPTV.

LPTV Report: Can the concept behind TV-58, which is a non-profit station, work in a commercial venture?

Nader: You mean, can it work without being subsidized?

LPTV Report: Yes.

Nader: The principal hurdle is getting on cable. That wasn't a hurdle in the past, but now it is a hurdle.

It isn't demand. There is a big demand for this kind of programming in Buffalo, for example. People like to see their neighborhood activities on TV. There's a natural interest in seeing one's child in a school play or one's political representatives in action.

And there's good talent. There are many creative people in Buffalo that have never had an outlet before. And there is talent all over the United States that has no outlet on commercial TV.

I think that's what LPTV is going to demonstrate. The supply is there and the demand is there. We'll see a new dimension of grass roots TV that has been increasingly avoided by commercial television stations.

intellectual discussion, which you don't always get on TV," she notes.

Series in the works include a daily children's music video show hosted by area high school students, and TV-58's own country-western music video program, hosted live.

There are also special productions—like last Halloween's children's story hour aired in the dead of night from a Buffalo cemetery, or poetry readings and writing workshops taped at the Allentown Literary Center.

Buffalo citizens see their city and county governments in action with TV-58's bi-weekly airings of the Buffalo Common Council and Erie County Legislature meetings. The meetings are videotaped and then aired at night when citizens are home from work.

They are unedited—for a reason. Says Heisler, "Government representatives work really hard for their community. And the people don't always realize just how much work goes into the decision to put in a new street, for example. Our programs are making the people more aware of how government operates.

"Ralph's whole idea is that people should be more involved in their government. The more information they have, the better decisions they can make and the better citizens they can be."

Buffalo's Mayor James Griffin precedes the Common Council telecasts with his half-hour show, "Fireside Chat With The Mayor," in which he keeps the citizens up to date on the executive end of city government. A similar program featuring the county executive is in the works.

On a lighter note is "USA Real Estate," a video tour of homes for sale, hosted by Sam Elkin, an actor and University of Buffalo theater professor. "Ken's Kitchen," a cooking show currently in production, is hosted by a Buffalo banking consultant and taped in a church kitchen. TV-58 started with three pilot programs and plans to produce a series of 26 half-hours, with a local supermarket footing the expenses.

Programs Must be Self-Supporting

"We look for sponsors that can commit to a 13-week or 26-week schedule because these shows take a lot of preparation," says Bruce Alesse, who is the station's sales manager. In fact, whenever possible, sponsors are lined up ahead of time. Says Alesse, "We want our producers to sell, to understand the importance of selling their programming, of planning the sponsors. The programs have to pay for themselves."

One successful producer is Polla Milligan, a Buffalo folk guitarist who hosts a program called "Rhythm Buffalo." The

entertainment and talk show features artists from Buffalo's large and active music community. Milligan convinced the owner of Mighty Taco, a Buffalo taco chain, to sponsor the series before she even approached the station.

Another example is "Outdoor Scene," a Great Lakes fishing show whose local host, Joe Ognibene, funds the production through national sponsors and gives TV-58 two minutes of every half hour for local airing.

But the local programming is only part of TV-58's fare. It is supplemented by music videos, soaps, avant garde cartoons,

and a health and exercise show from National College Television; business news from Biznet; Big Joe's Polka Show (a favorite with Buffalo's Polish community) and other fare from RFD-TV; music videos from Aristo Video Promotions; movies; and some syndicated programming. A large portion of the day is devoted to international fare from New York City-based International Television Network—programs like "France Today," "South Africa Now," and "Moscow Meridian," which, says Heisler, present a picture of European life and thinking not often seen in North America.

continued



The Smart Choice!

Bogner Antennas

for LPTV

Highly efficient, low cost
high gain, slot array design
based on the same concept as
our famous high-power UHF
antennas. We offer omnidirectional
and a large selection of standard
horizontal radiation patterns,
PLUS, our cost-effective multi-
channel and side-mount options.

For more information call or write:

BOGNER BROADCAST EQUIPMENT CO.
603 Cantiague Rock Road
Westbury, New York 11590

BOGNER®

Tel. (516) 997-7800

Fax. (516) 997-7721

Circle (23) on ACTION CARD

ENR...THE TOTAL PC NEWSROOM!!!

You may be surprised at our Speed.

You may be amazed at our Features.

You WILL be pleased at our Prices.

SEE THE LEADING TOTAL PC NEWSROOM NOW.

ENR...THE AFFORDABLE NEWSROOM

COMPROMPTER

INCORPORATED



P.O. BOX 128 LA CROSSE WISCONSIN 54602-0128 TELEPHONE 608-785-7766

Circle (81) on ACTION CARD

Alesse recently told a Buffalo journalist, "What we're doing is not typical. Most of the programming in the U.S. is domestic, and most of our programming goes from here to Europe. It's rare that it goes the other way around. Seeing international programming is like experiencing the global village. Ralph likes that idea."

On Nader's instructions, TV-58 will not air television evangelists, home shopping, commercials for 900 telephone numbers, and violence.

A New Kind of Advertiser

Advertisers are responding to the eclectic mix. An average of three new clients sign up every week. The sales strategy, according to Alesse, is to sell advertisers on specific programs, many times because of a personal interest they may

have. The owner of the Mighty Taco chain, for example, sponsors "Rhythm Buffalo," not just because it's a popular show but also because he himself is a singer and a record producer looking for new talent. The owner of a Japanese boutique—whose shop is the city's clearinghouse for Japanese news and culture—buys all the spots in ITN's Japanese programming.

Alesse sees the relationship between the station, the programming, and the advertiser as a *process*. "First of all, the advertisers are new; you don't see our advertisers on the other TV stations. And the commercials themselves can be entertaining...because they are different.

"The audience is *designed*, in a sense, by the advertising. A jogger might see a spot on jogging shoes and watch it because he identifies with it. From there he'll tend to watch the programming."

The sales strategy is direct, bypassing, for the time being, the agencies. The idea is to get as many clients as possible—large or small. The \$30 rate is an introductory \$10, soon to increase to \$25. Production is free for a minimum 35-spot buy. And the client gets to keep the tape and even air it over another station. "It's important to give people a lot of room to breathe," says Heisler.

She and Alesse do most of the selling, although the whole station is encouraged to get into the act. They handle questions about ratings by deflecting the discussion to programming. "It's programming we're selling, not numbers," she contends. And the advertisers seem comfortable, both because they are unused to dealing with audience numbers and because the station's rates are good.

This too is part of the empowerment that Nader seeks: Small advertisers can buy TV advertising and not have to rely only on the newspapers; specialized advertisers can target their narrow markets economically and effectively.

"You're Just a Light Bulb!"

Until May, when TV-58 increased its power from 100 to 1,000 watts, the station had trouble reaching the entire community. Says Heisler, "I think it's important that people know that you can't sell 100 watts of UHF. You just can't do it. People were saying, 'You're just a light bulb!' I mean, what do you say to that?!"

"But the minute you get up to 1,000 watts, all of sudden you have a lot more power than they have in their houses. Now they can understand that you're a TV station."

Equipment List: W58AV, Buffalo, NY

- Television Technology XL1000UU transmitter
- Scala antenna
- Superior receive dish
- Kenwood video receiver
- Television Technology UHF STL

The following products are configured into an A/B roll editing system and a 3-camera remote unit:

- 3 Panasonic WV-5000 single chip cameras
- 3 Panasonic WV-5070 studio camera kits
- 2 Panasonic 14C-100
- 2 Panasonic ENG kits
- Sony DXC3000K/1 color camera
- 4 Bogen 3064 heavy duty tripods with fluid head and deluxe video
- 4 Comprehensive CHS-52
- 2 Sony VO-5800
- Sony VO-5850
- JVC KM 1200U special effects generator
- JVC Abner R editing controller
- Panasonic Tr930A monitor
- 4 NEC PM971A
- 2 NEC 97A rackmount kits
- Panasonic WV-5203B
- Tektronix 1710B
- Tektronix 1700F05
- Tektronix 1700F05 rackmount
- For A 740 parallel effects dual TBC
- For A 200 TBC
- 2 Sony VP-7000
- Sony VO-7600
- Matco MA 204
- Matco PC enhancement software
- 4 Matco MA-107 VTR interfaces
- Panasonic NV-8420 portable VHS VCR
- 2 Sony VO-6800
- 2 K & H Portabrace VO-6800 cases
- Sony PVM 8020 color monitor
- 6 Anton Bauer NP-1A rechargeable batteries
- Sony BC-1WA
- Tascam M20B audio mixer
- Panasonic AG-6300 VHS VCR
- 2 Sony ECM 55B
- Sennheiser ME-BO shotgun mic
- Sennheiser MZW-415 windscreen
- Lowel VP-988
- Lowel All Pro Kit (P1-P3)
- 5 GCA lamps
- Teac ZD 700 compact disk
- Winsted video rack
- 5 Winsted 85086
- Anvil EIA 27 SP portable rack mount/casters

Advertisers also balk when they are told that TV-58 is not carried on cable. But Heisler and Alesse sell around objections by reminding advertisers that a substantial number of Buffalo households still receive only broadcast signals (cable penetration is 47% in the city), and that most households have more than one TV set, only one of which has a cable feed. Even without carriage, TV-58 reaches 120,000 households, not an insignificant number, they argue.

Buffalo is cabled by TCI with about 70,000 subscribers; the suburbs are served by Adelphia. So far, neither system has agreed to carry the station, although Heisler and Alesse think they'll be able to work out an agreement for at least partial carriage on TCI. They are careful to keep relations "firm but friendly," explains Alesse. "We're both part of the community," says Heisler. "These people live here too."

Popular Support

To bolster their cause, they have vigorously lobbied the Buffalo Common Council. TCI's franchise renewal hearings are scheduled for February, and Heisler and Alesse have submitted a resolution mandating carriage for TV-58 if the franchise is renewed; they believe they have the Council's unanimous support.

"At some time, we'll probably do a petition drive, because we have a lot of loyal viewers," says Alesse.

Heisler concurs: "The city of Buffalo is very community-minded, and it's the people who are going to have to demand carriage."

The station's budget is small—\$5,000 to \$8,000 a month. "Ralph is the guy who believes that the less money you give them, the more ingenuity they have," Heisler laughs. So she relies fairly heavily on student interns from the University of Buffalo and from Medaille College, on whose campus the studios are. She also subcontracts a lot of the commercial production. But the two managers' workdays are still sixteen hours long, or even more.

Why do they do it?

Heisler ponders: "I guess a lot of it is that we really enjoy working for Ralph because we really believe his concept has a...this is an idealistic thing...but it has a loyalty about it to what's left of our government...the meaning of democracy...the rights of the individual, personal freedom, liberty, protecting all those things."

"We're giving people an outlet which they can use to communicate with each other. We're offering a new perception of the world."

Conference To Feature Ideas For Entertainment Promoters


Promotional executives from broadcast, cable, music, and other entertainment industries can learn new marketing strategies at a national conference scheduled for November 12-14 at the Registry Hotel in Los Angeles.

The conference—"Entertainment Marketing: Building Profitable Promotions for the 1990's"—is sponsored by EPM Communications, Inc., New York-based publisher of *epm REPORT: The Newsletter of Entertainment Promotion and Marketing*.

"Of special interest will be the sessions on the explosive popularity of interactive 900 telephone lines, the use of comedy as a promotional vehicle, the increasing use

of consumer-oriented promotion techniques in business-to-business marketing, and the growing internationalization of promotional strategies," said Ira Mayer, president of EPM Communications.

Speakers and panelists will include George Schweitzer, senior vice president, CBS/Broadcast Group, who is responsible for the CBS-TV/K-Mart cross promotion; Richard Belzer, comedian and author; and Bob Dowling from *The Hollywood Reporter*.

Conference fees are \$545 before October 23 and \$595 thereafter. For registration information, call (718) 469-9330. 

WE ARE BUYING
LPTV CP's
AND LICENSED
STATIONS NOW
TOP 150 MARKETS

SEE JIM BOCOCK OR
TODD CRALLEY
AT THE
CBA CONVENTION,
RIVIERA HOTEL, OR
CALL (813) 572-8585



BON MOT

Neither diplomacy nor seduction could exist without significant asides.

David Isaacson in *The Editorial Eye*



LPTV and the LAW

—by Peter Tannenwald

Tax Certificates: Sell Now, Pay Later

The Internal Revenue Code provides benefits in the form of deferral of capital gains tax to individuals and corporations on sales of broadcast or cable TV properties that advance FCC policies. Tax deferral is available to anyone who sells properties to minority-controlled entities and to those who provide start-up financing to minority entrepreneurs. The split-up of a radio-LPTV combination in a single community may also qualify. Those who do qualify may defer the payment of capital gains tax on the profits from the sale of their investment.

Tax deferral is available only if a certificate is obtained from the FCC stating that the sale furthers FCC policies. "Tax certificates," as they are commonly known, are not hard to obtain for qualifying transactions. You must apply for them at the time of the sale for which you are seeking tax deferral, although the FCC will sometimes issue declaratory rulings at the time of purchase if there is a doubt as to whether a certificate will issue at sale time.

If you hold a tax certificate, you may defer the payment of capital gains tax by reinvesting the proceeds of the sale in broadcasting within one year. Such reinvestment may include buying a broadcast station or building a new one. Investment in publicly traded securities is permitted, but only if the issuer's primary business is broadcasting and the issuer holds licenses in its own name rather than

through a subsidiary. Your tax basis in the original investment carries forward as the basis of the new investment; and when the new investment is sold, you pay tax on the entire gain from both investments.

If you do not want to make a new investment, you may elect to reduce the basis of certain depreciable property you already own, thereby avoiding tax on the sale for which the certificate is issued but increasing the taxable gain when you sell the depreciable property later on.

What Qualifies?

Only sales or start-up financing for racial and Hispanic minority groups qualify for tax certificates. Women are not considered a minority group for this purpose.

For an entity such as a general or limited partnership or corporation to qualify as minority controlled, 51% or more of the voting control must be held by minority group members, and minorities must also hold more than 20% of the equity. A company which has nominal minority voting control but only token financial investment by minorities does not qualify. There have been some limited exceptions to the 51% voting control requirement, but only in unusual circumstances where significant minority participation was evident.

The prospect of being able to defer tax on capital gains has attracted many investors and has enabled minority entre-

preneurs to obtain financial support in cases where such support might otherwise have been unavailable. Tax certificates have also enabled minority buyers to acquire broadcast properties at lower prices than they might otherwise get, because the seller does not face an immediate tax payment.

Tax certificates are applicable to LPTV in three ways: (1) the seller of an LPTV station to a minority entrepreneur can defer capital gains tax on the sale; (2) an investor in a minority-controlled LPTV enterprise can defer capital gains tax when the investment is later sold; and (3) the owner of a radio-LPTV combination should be able to defer capital gains tax on the sale of either the radio or LPTV property or the sale of both properties if sold to separate buyers.

I caution, however, that I am aware of no actual case where a tax certificate has been issued on the split-up of a radio-LPTV combination. It is not certain that the FCC would grant a certificate in that situation, because there is no rule against combination radio-TV ownership. This is an case where a declaratory ruling might be appropriate.

Minority LPTV Owners Can Benefit

The availability of tax certificates should help minority entrepreneurs obtain financing to enter the LPTV field. Up to 79% of equity and 49% of voting power may be held by non-minority group members. And of course, minority entrepreneurs themselves qualify for tax certificates upon the sale of their own investments in LPTV. When the investment takes the form of start-up financing for a new minority-controlled company, tax certificates are available to anyone who invests up to one year after the initial license for a new station is issued.

One word of caution is in order. Tax certificates are one of several policies formulated by the FCC to further minority ownership of broadcast properties. Another such policy permitted station licensees whose renewals were set for hearing for malfeasance to escape the risk of losing their licenses by selling at not more than 75% of appraised value to a minority-controlled entity. That "dis-

Outstanding Feature Films From REPUBLIC PICTURES for LPTV Stations

Contact: **DIANA FOSTER**
at The Riviera Hotel
November 5th-8th

or Contact Our Dallas Office (817) 267-0777




©1989 Republic Pictures Corporation

Circle (112) on ACTION CARD

press sale" policy was struck down by the U.S. Court of Appeals for the D.C. Circuit earlier this year (1989) as an unconstitutional discrimination against non-minorities who wanted to purchase stations in hearing.

The rationale of that case could be used to attack the constitutionality of tax certificates, although there are also reasons why the tax certificate policy might be treated differently. So far, the tax certificate statute remains in effect; but if you plan to depend on it, check on the latest developments before you invest.

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. 

Stations Turn Out For Free TV Campaign


More than two-thirds of the nation's television stations have begun or will begin local, on-air campaigns to promote free, over-the-air television, says a recent National Association of Broadcasters survey.

The industry-wide campaign was launched July 17 with a prime-time message by Walter Cronkite. In a follow-up mailing, the NAB sent promotional kits to its member stations and asked them to develop campaigns for their local markets.

On-air promotions include news coverage; incorporating the free TV logo into station ID's; and discussing cable vs. free TV on talk shows. Off-air participation includes providing retailers with brochures to give to customers shopping for TV sets, mentioning the campaign in speeches to local civic groups or in presentations to TV advertisers, and including the free TV logo in billboard and print advertising.

ACE Awards Entries Beat Record


Forty-four cable networks have submitted a record 1,405 entries for the 11th annual "ACE" Awards, sponsored by the National Academy of Cable Programming. The ACE Awards, which honor the best in cable programming, will be presented at a gala ceremony at the Beverly Wilshire Hotel in Beverly Hills on January 12. Selected awards will be presented during a second ceremony to be televised live from the Beverly Hills Wiltern Theater on January 14.

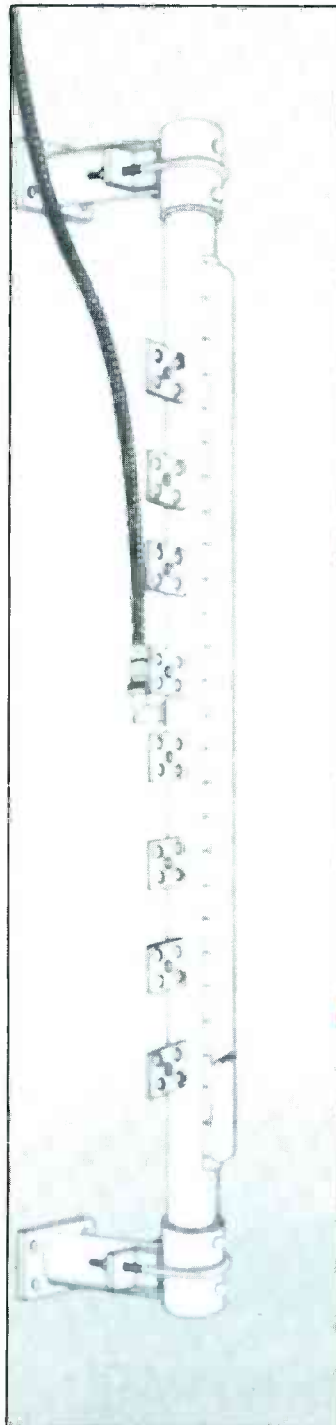
The National Academy of Cable Programming was established in 1985 by the National Cable Television Association to promote excellence in cable programming. 

Nielsen Seeking Line 22 Of TV Signal For AMOL System

The Federal Communications Commission is receiving comments on a proposal by the A. C. Nielsen Company to use line 22 of the active video signal to transmit encoded program identification signals. The signals are part of Nielsen's Automated Measurement of Lineup (AMOL) System, a procedure for verifying syndicated programming broadcasts.

According to Nielsen, the AMOL signals would not degrade the television picture, and the station licensee would have control over their transmission.

Comments opposing the authorization of the AMOL system have been filed by several companies, one of which—Air Trax, Inc.—has already been granted similar authority. 



Announcing the ALPine™ Series of Low Power Broadcast Antennas

- Andrew ALPine Transmitting Antennas
- Andrew HELIAX® Transmission Lines

Call Toll Free, or write for your Free LPTV Antenna System Planner

Serving Broadcasters since 1937



ANDREW

Andrew Corporation

10500 W. 153rd Street
Orland Park, IL. U.S.A. 60462
1-800-255-1479

Circle (79) on ACTION CARD

Men's Legs Contest Spices Bucyrus Brat Fest

A soap star, a local television personality, and a couple of dozen hairy legs were the featured attractions at the 1989 Bratwurst Festival Men's Legs Contest in Bucyrus, OH this past summer. The contest, proceeds from which benefit a local charity, has been televised by LPTV-54 in Bucyrus for the past four years.

Joy Tarbert, the event's emcee, was assisted this year by Jeanne Cooper, who

portrays the matriarch, Catherine Chancellor Sterling, on CBS's "The Young and the Restless." Dressed as a bag lady, Cooper traded improvised slapstick with Tarbert before a standing room only crowd of more than 3,000.

Tarbert is also the host of TV 54's weekly talk show, "My Haus to Yours," and the "TV 54 Telephone Auction." **K/B**



Joy Tarbert (left) and soap star Jeanne Cooper (right) assess the attributes of one contestant in the 1989 Bucyrus, OH Men's Legs Contest.

1990 National Cable Month Theme Announced

"TV You've Gotta See!" will be the theme of the fourth annual National Cable Month, an industry-wide promotional campaign scheduled for next April.

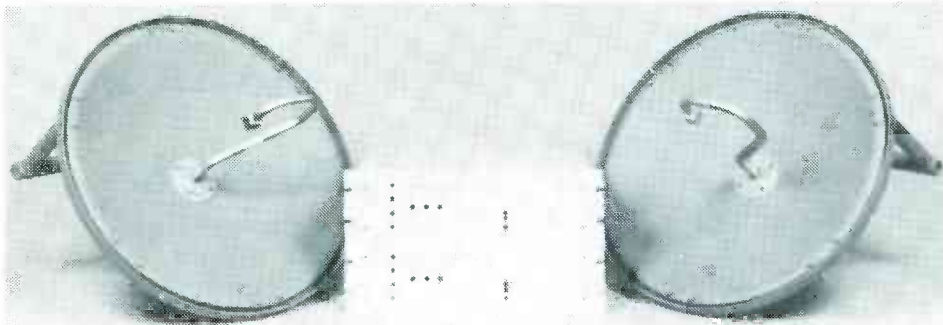
Sponsored jointly by the National Cable Television Association and the National Academy of Cable Programming, Cable Month is an effort to promote the diversity and quality of cable programming within the industry and among cable viewers. As last year, each night of cable month will showcase programming from a different cable network.

Home Box Office, Inc. has created a

marketing kit comprising print, video, and radio materials that cable systems can use during Cable Month. Also part of the kit is a handbook of ten community relations projects including a children's drawing contest, a home video contest, and a system-sponsored food drive. The guide provides complete descriptions of the projects and step-by-step plans for implementation.

For further information on these projects—which are applicable to any media business—contact Megan Hookey at the NCTA, (202) 775-3629. **K/B**

BIDIRECTIONAL Microwave Systems Bi-performance, Bi-features, Bi-price



DIVERSIFIED MARKETING

3918 W. Clearwater Kennenwick, WA 99336 (509) 735-6812

Circle (115) on ACTION CARD

Univision, Telemundo, Nielsen To Launch Hispanic Rating Service

Univision Holdings, Inc. and Telemundo Group, Inc. have joined with Nielsen Media Research to develop a national Hispanic television rating system using people meters. The service will be known as the Nielsen National Hispanic Television Service, and, according to Nielsen, it will be the first rating service to fully monitor the viewing habits of the nation's diverse Hispanic community.

Ratings will begin later this year with a pilot project in the Los Angeles DMA. The pilot, which will target 200 Hispanic households, will evaluate the procedures for recruiting Hispanics to participate. Full implementation of the service is scheduled for the latter half of 1990 when people meters will be installed in 800 Hispanic households across the nation.

Telemundo and Univision established the Spanish Television Research Committee in May 1988 to study the feasibility of a technology-based national Hispanic audience measurement system. The Committee selected Nielsen from among six companies bidding for the contract.

"The Hispanic market is rapidly growing and largely untapped for advertising," said Peter Roslow, Telemundo's director of marketing. "The data gathered from the Nielsen service will provide a more precise portrait of Hispanic viewership. We anticipate this information will prove to advertisers that Spanish language television needs to be a part of every ad budget."

Telemundo Group, Inc. is a national Spanish language network of affiliates and owned and operated stations. Univision is the nation's first Spanish language network and serves Hispanic households through a system of broadcast and cable outlets. It has LPTV affiliates in fifteen U.S. markets. **K/B**

Western Cable Show Set

"Creating A New Decade of Television" will be the theme of the Western Cable Show to be held December 13-15 in Anaheim, CA.

More than 10,000 people are expected to attend this year's show which will feature some 200 exhibits and two full days of seminars on such subjects as syndex, regional sports, cable customer evaluation, pay-TV, cable programming, broadcast-cable relationships, and cable marketing. Emmy Award-winning television journalist John McLaughlin will lead a keynote panel.

For registration information, contact the California Cable Television Association at (415) 428-2225, extension 7. **K/B**

Your LPTV Application Deserves 100%

When you submit your LPTV application, you want it 100% right.

- NO** engineering errors.
- NO** missing parts.
- NO** legal problems.
- NO** returns or kickbacks.

Letter Perfect Standard

Preparing an LPTV application the right way is hard. Your applications must be letter perfect upon submittal or they'll be returned without consideration.

And when just one little mistake can invalidate your filing (and lose you your chance at the station you want), it makes sense to consult the experts.

That's where Kompas/Biel & Associates can help.

We Do Everything

Kompas/Biel will turnkey your entire LPTV application. We find the channel and the tower site, we do all the calculations and draw all the maps, we fill out all the forms and get all the certifications. Then we run a complete check to make sure that everything is perfect.

You don't have to worry about a thing.

Guaranteed Right

And Kompas/Biel has the experience and expertise to do it right the first time. We **guarantee** that your LPTV application, and all the paperwork that goes with it, will be letter perfect.

Soon the FCC will announce a new LPTV filing window. Call John Kompas today, at Kompas/Biel & Associates. We'll give you **100%**.

Kompas/Biel & Associates, Inc.

5235 North 124th Street P.O. Box 25510
Milwaukee, WI 53225-0510

(414) 781-0188

Serving the LPTV industry since 1981. LPTV applications, market analysis, and station planning.

Circle (10) on ACTION CARD

Scholastic Video To Use Sony Equipment For Video Yearbooks

Sony Corporation has announced a contract to provide more than \$250,000 of video equipment to Scholastic Video, Inc., an Exton, PA company, for use in the production of its "Video Yearbooks."

The equipment package includes 100 Sony EVO-9100 Hi8™ camcorders and a variety of editing equipment including EVO-9800 Hi8 feeders, VO-9850 U-Matic SP editors, and RM-450 edit controllers.

Video yearbooks are video mementoes of the high school year— similar in concept to traditional printed yearbooks. The idea was developed by Marty Allen, director of marketing for Scholastic Video.

Schools signing a three-year contract with the company receive free equipment with which students can videotape school functions. Company representatives train the students in scripting, story boarding, and shooting techniques.



LPTV Distribution by State and Territory September 8, 1989

	Licenses	CPs*		Licenses	CPs*
ALABAMA	5	24	NEVADA	13	21
ALASKA	217	31	NEW HAMPSHIRE	2	5
ARIZONA	13	49	NEW JERSEY	2	12
ARKANSAS	7	32	NEW MEXICO	13	50
CALIFORNIA	30	90	NEW YORK	17	43
COLORADO	14	33	NORTH CAROLINA	6	46
CONNECTICUT	0	5	NORTH DAKOTA	4	22
DELAWARE	1	0	OHIO	10	33
WASHINGTON, DC	1	0	OKLAHOMA	16	35
FLORIDA	25	111	OREGON	16	30
GEORGIA	14	54	PENNSYLVANIA	10	46
HAWAII	1	23	RHODE ISLAND	0	4
IDAHO	19	34	SOUTH CAROLINA	2	23
ILLINOIS	7	30	SOUTH DAKOTA	5	21
INDIANA	8	30	TENNESSEE	18	51
IOWA	10	51	TEXAS	42	114
KANSAS	5	55	UTAH	16	19
KENTUCKY	6	35	VERMONT	1	9
LOUISIANA	8	55	VIRGINIA	5	20
MAINE	7	13	WASHINGTON	5	36
MARYLAND	1	6	WEST VIRGINIA	1	4
MASSACHUSETTS	5	21	WISCONSIN	10	27
MICHIGAN	7	14	WYOMING	14	45
MINNESOTA	21	38	GUAM	1	0
MISSISSIPPI	11	18	PUERTO RICO	3	8
MISSOURI	12	34	VIRGIN ISLANDS	0	2
MONTANA	23	40	TOTALS: Licenses: 714		
NEBRASKA	4	15	Construction Permits: 1,693		



TENNAPLEX SYSTEMS LTD.

21 Concourse Gate, Nepean, Ontario K2E 7S4
Tel: (613) 226-5870 Fax: (613) 727-1247

Tennaplex designs and supplies
professional Broadband, TV antennas
that are stable
even under ice and snow
without the use of deicers.

Allow us to offer you
an antenna system
tailored to
your specific needs.

Tennaplex has over 700
antenna systems
serving the Americas.

Circle (8) on ACTION CARD

EXHIBITORS

continued from page 24

Jefferson Pilot Data Services

Paul D. Woidke, Director of Planning
301 South McDowell Street
Charlotte, NC 28204
(704) 347-8000

Products: Computer hardware and software for traffic, sales, and general accounting.

Knox Video

Roland Blood, Vice President
8547 Grovemont Circle
Gaithersburg, MD 20877
(301) 840-5805

Products: Integrated map graphics systems (IMAGR), Microfont compact color titlers (K40/K40S), and a low cost titler (K20).

Kompas/Biel & Associates, Inc.

Jacquelyn Biel, Vice President
5235 North 124th Street
P.O. Box 25510
Milwaukee, WI 53225-0510
(414) 781-0188

Products: Publishers of *The LPTV Report* and consultants to the LPTV industry, specializing in application preparation and business planning.

Lindsay Specialty Products

Gordon Zimmerman, Director of Sales
50 Mary Street, West
Lindsay, Ontario, Canada
K9V-457
(705) 324-2196

Products: LPTV transmitting antennas.

Majestic Entertainment, Inc.

Walter Baxter, President
217 West Alameda Avenue, Suite 203
Burbank, CA 91502
(818) 848-1368

Products: Films, series, documentaries, and cartoons.

MSE Videotape Services

Martin Schorr, Owner
5921 East Sheila Street
Commerce, CA 90040
(213) 721-1656

Products: New and evaluated videotapes.

Nexus Engineering Corporation

Kathy Harden
7000 Lougheed Highway
Burnaby, British Columbia, Canada
V5A-4K4

Products: UHF and VHF low power transmitters and translators; commercial downlink equipment.

Prime Image, inc.

Chuck Motta, Vice President/Marketing
199453 Via Escuela
Saratoga, CA 95070
(408) 867-6519 and (301) 544-1754
Products: Component/composite TBC, frame sync, and post-production switcher.

RFD-TV

Terri Spalding, Director of Affiliate Relations
2615 Farnam Street
Omaha, NE 68131
(402) 345-2322
Products: 24-hour, satellite-delivered programming geared to rural America.

Scala Electronics Corporation

Ellis Feinstein, President
P.O. Box 4580
Medford, OR 97501
(503) 779-6500
Products: Antennas and accessories.

Telecommunications Products

Leslie A. Miller, Marketing and Sales Representative
1331 South Seventh Street
Chambersburg, PA 17201
(717) 267-3939
Products: A full line of automated commercial insertion equipment, both hardware and software.

Television Technology Corporation

Bill Kitchen, President
650 South Taylor
Louisville, CO 80027
(303) 665-8000, Ext. 101
Products: LPTV transmitters, 10 watts through 1000 watts.

TickeTV—International Telesystems, Inc.

Larry Shultz, President
415 North Crescent Drive, Suite 120
Beverly Hills, CA 90210
(213) 274-7411
Products: TickeTV broadcast pay-per-view program service.

Uni-Set Corporation

Ron Kniffin, President
449 Avenue A
Rochester, NY 14621
(716) 554-3820
Products: Television studio sets, exhibits, and fabrications.

Video Jukebox Network, Inc.

Andy Orgel, President
3550 Biscayne Blvd., Suite 711
Miami, FL 33137
(305) 573-6122
Products: Interactive music video service.

K/B

Supplier Solo

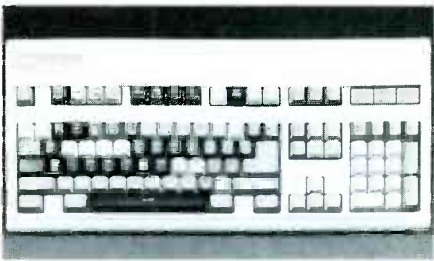
Edit Master From CV Technologies Turns PC Into Edit Controller

—by Frank T. Taylor

What is the most versatile piece of equipment in your facility?

Video professionals often answer, "The personal computer."

PC's are becoming the tool of choice for pre- and post-production duties, a fact that was confirmed at this year's NAB. Video animation, script writing, tape logging, character generation, and video-tape editing are just some of the functions that are becoming commonplace for these versatile devices.



The Edit Master from CV Technologies.

At some point, anyone who produces programming becomes involved in editing, and the personal computer can be the cost-effective alternative to a dedicated (and usually expensive) editing system.

Earlier this year, CV Technologies—the editing systems division of Comprehensive Video Supply Corporation of Northvale, NJ—introduced an important new product in the line of PC-based editing equipment—the Edit Master™ series of edit controllers. The units use the flexible CVNET machine control hardware, which makes it possible to connect as many as 223 devices in series to an off-the-shelf PC/XT/AT. The devices can be serial or parallel controlled VTR's and serially controlled video switchers; and any seven can be called up at once as needed during a particular edit session. Future plans include the addition of direct ATR and MIDI sequencer control.

The Edit Master software currently allows up to six VTR's (four source, two record) and a video switcher on the system at one time. This permits the user to configure anything from a single VTR animation system to a full blown A/B/C/D roll system with dual record machines. The Edit Master also provides extensive edit list management and list memory.

The price of the system ranges from \$4,695 for a two-machine controller up to \$12,000 for five-machine parallel control,

far less expensive than comparably-featured editors.

Comprehensive Video has promoted the philosophy of PC-based edit list creation and management since the days of the early Apple II computer. Its popular Edit Lister™ software program, the heart of the Edit Master systems, is recognized as the industry standard for off-line EDL generation. Features such as 900-event storage, A-mode, B-mode cleaning, four source machine channels plus aux and black, and multiple list formats continue to enable producers and smaller production houses to save time and money before going on-line for final production.

The EDL on diskette can simply be taken to another facility for on-line editing.

CV Technologies and Comprehensive Video Supply Corporation manufacture and distribute a full line of PC-based production software. Information on the Edit Master series of edit systems, Edit Lister, or any other production software may be obtained by calling (800) 526-0242.

Frank T. Taylor is product manager for CV Technologies, the post-production products division of Comprehensive Video Supply Corporation, of Northvale, NJ. He has been involved in the sales and marketing of professional video production equipment and systems since 1980. **K/B**

Telescoping Pneumatically Raised Support Masts for Remote Broadcasting.

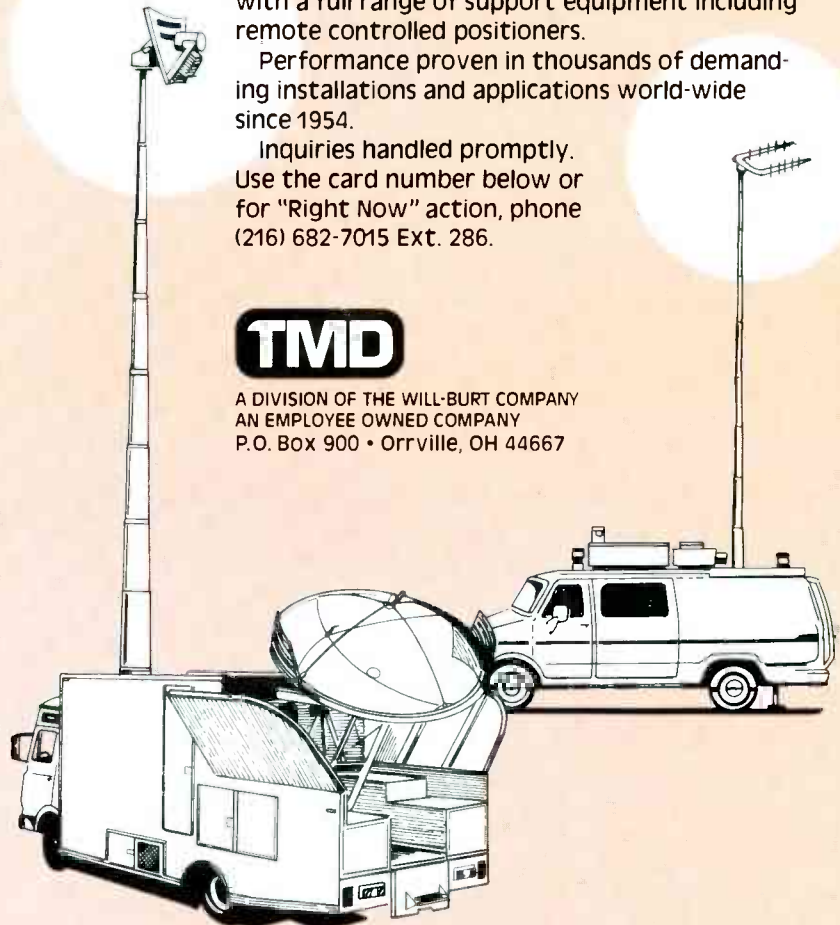
OEM or accessory mounted on your truck, van, trailer or free-standing. Operational in minutes. Available in extended heights from 20 to 134 feet with a full range of support equipment including remote controlled positioners.

Performance proven in thousands of demanding installations and applications world-wide since 1954.

Inquiries handled promptly. Use the card number below or for "Right Now" action, phone (216) 682-7015 Ext. 286.

TMD

A DIVISION OF THE WILL-BURT COMPANY
AN EMPLOYEE OWNED COMPANY
P.O. Box 900 • Orrville, OH 44667



Circle (77) on ACTION CARD

DATAWORLD MAPS®



DO YOU KNOW YOUR MARKET? YOUR COMPETITION DOES!

DATAWORLD MAPS CAN

- Depict your coverage!
- Market orient your sales people!
- Target your ethnic/demographic markets!
- Identify marginal signal areas!
- Plot any special requirements!

MAP OPTIONS

- SHADOWING (TERRAIN SHIELDING)
- POPULATION DENSITY
- CONTOUR COVERAGE
- SPECIALS

dataworld®

A Service of DW, Inc.

Fax (301) 656-5341

(301) 652-8822

(800) 368-5754

Circle (4) on ACTION CARD

FCC Releases Safety Study On AM Broadcast Towers

The FCC has released a report on the RF electromagnetic fields near AM broadcast towers. The study, which was performed by the consulting firm, Richard Tell Associates, Inc., was performed to determine the potential hazards to humans of exposure to electric and magnetic fields at various distances from an AM tower.

Fields were measured at four AM radio stations in Las Vegas, NV—one using a non-directional antenna, the remaining three using directional patterns. Copies of the study are available from the National Technical and Information Service, 1-800-336-4700.

Videotek Celebrates ZD Day

Videotek has increased profits and, in turn, raised pay scales as a result of the successful implementation of the Philip Crosby Quality Process.

The 15-year-old company, which manufactures television test equipment and other products, celebrated ZD—or Zero Defects—Day on July 22 with awards to three employees.


“Satellite News America” In One Month Hiatus

Center One Video's new national news and sports show for LPTV stations—“Satellite News America”—has been forced to stop transmitting temporarily because of financial difficulties, according to David W. Murray, Sr., the company's president. “Our last uplink was September 22,” said Murray, “but we'll be back in about a month, as soon as we can re-group.” Murray said that he will be raising additional money through a stock offering.

The half-hour show, which premiered from Tallahassee on June 26, is geared to the LPTV market. Each half hour includes eight minutes of time that affiliates can

use for commercials or local news and weather cuts.

The show is being carried by four LPTV stations, and eight stations under construction have committed to carry it when they sign on the air, Murray said. Murray is also marketing to full power public television stations and has one California station already signed up. He has been talking with the ACTS Network of Fort Worth regarding carriage on their LPTV and cable affiliates and with a New York ad agency about the possibility of getting barter sponsors for the show.

Murray says his goal is to reach 100 affiliates, after which he will add “a late edition news program” to the feed. 

Supplier Side

The new computerized teleprompter system, Portaprompt XTE-3, from **Blue Feather Company** is a portable teleprompter with IBM-PC compatibility. A remote control unit allows announcers to control the speed of the script display, and an interface makes possible quick and easy editing.



The Portaprompt XTE-3 from Blue Feather Company.

The system includes the computer, a camera-mounted display unit, software, a nine-inch monitor, and the remote control unit. List price is \$3,995.

Circle (65) on ACTION CARD

New from **Tri-Tech, Inc.** is the Cellcast Remote Broadcast Studio, named by NAB show attendees as one of the “10 best new products” of the show.

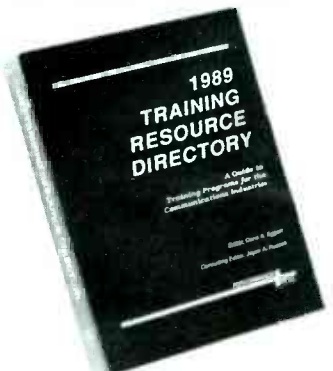
Cellcast permits audio transmission over cellular telephone channels, eliminating the need to send audio over telephone lines during remote coverage of news, sports, or other events. The com-



The Cellcast from Tri-Tech, Inc.

put, 15-pound unit combines the functions of an 832 channel cellular telephone with a four-channel microphone/headphone mixing console.

Circle (63) on ACTION CARD



The 1989 Training Resource Directory, billed as the first complete guide to training programs for the communications industry, is available from **Performance Plus**, a Colorado business communications and performance management group.

continued on page 40



**CAPITOL
TELEVISION
NETWORK INC**

**23801 Calabasas Road
Suite 2006
Calabasas, CA 91302
818-992-8807**

Circle (153) on ACTION CARD

C.J.M. *Productions* has produced syndicated tv programs for over 7 years. our programs are available for **LPTV STATIONS**

FOR MORE INFORMATION:
CALL J.R. DAVIS
(615) 320-7556
Circle (93) on ACTION CARD

The book contains information on more than 600 training programs in ten separate subject categories, as well as listings of more than 300 publications, catalogs, and video and audio tapes. Two indexes—subject/title and vendor—make the right training aid easy to find.

The 741-page, soft-cover directory was compiled and edited by Dana Eggert, a nationally recognized training consultant to the communications industry. It sells for \$44.95.

Circle (66) on ACTION CARD

Wohler Technologies, Inc. has recently announced three new products: the AMP-1A audio monitor; the IPI-1 visual phase indicator; and the AMP5 power amplifier.

The AMP-1A, which fits into a single rackspace unit, adds an improved upper high frequency response to the impressive audio quality, easy detection of phase reversal, and simultaneous mono and stereo monitoring of the company's original AMP-1.



Wohler Technologies' AMP-1A audio monitor panel.

The IPI-1 visual phase indicator is available as an option on all of the company's audio monitors and gives information similar to that of an X-Y scope, distinguishing between mono and stereo sources as well as giving phase and level indications. It is a low-cost and easy to interpret tool, especially valuable for those working with two-channel sources.

The AMP5 power amplifier is an inexpensive half-rack amplifier for use with separately mounted speakers. It provides simultaneous stereo-mono monitoring

and phase alert and is also available with a normal, full-bandwidth two-channel stereo output. The AMP5 used with Auratone 5MC speakers offers the lowest total cost of all Wohler monitors.

The company has a three-week, no-questions-asked return policy and a three-year limited warranty on new products.

Circle (71) on ACTION CARD

When you are working with multiple formats, the **ALTA Group's** Celeris format converter provides a simple and direct interface between U-Matic dub mode (Y/C 688) and S-VHS-ED-Beta (Y/C 3.58). The Y/C mode maintains the highest possible video resolution and color purity. Adjustable vertical and horizontal digital luma delay corrects for the luma-chroma delay errors commonly found in VTR's.

Circle (72) on ACTION CARD

Knox Video has announced its new IMAGR I graphics generator, the first of a series of full-function, very high resolution units that combine the capabilities of graphics and character generators, a paint system, and an effects unit. The IMAGR, which stands for Integrated Map Graphics, features a 27 nanosecond bit-map, 16 million colors, font/logo compose, and a set of dynamic graphic effects.

Every level of the IMAGR I can be configured for RGB, professional, or broad-



Knox Video's IMAGR.

cast. RGB is offered for those who already have encoders available for their NTSC or component systems. The professional configuration includes encoders for NTSC and Y/C (S-VHS) operation and an optional downstream mixer/keyer. The broadcast systems include top-quality encoders for NTSC or component video.

The IMAGR II, with mouse, hard disk storage, and paint box, will be available in late 1989. IMAGR prices start at \$6,300.

Knox has also introduced the component video version of its K40 Microfont character generator. The K40S is switchable between either composite or Y/C operation. List price is \$2,795.

Circle (68) on ACTION CARD

The "Flashback" live news car system from **RF Technology** makes it possible to do ENG or remote productions without modifying the vehicle. The system comprises a compact carrying case that houses a frequency agile transmitter with two audio channels, a compressor DC outlet with circuit breaker, a power amplifier circuit breaker, and an output power control switch with real time LED output power indicators.



RF Technology's Flashback system.

A mast mounting bracket provides fixing for the 16 dBi gain lightweight antenna and the weatherproof 12-watt power amplifier. A pneumatic mast, 12 VDC powered compressor, and all necessary power, control, and RF cable complete the package.

Six choices of mast height and head load combined with options in antenna gain and output power allow the systems to be tailored to meet specific customer needs.

Circle (69) on ACTION CARD

EMCEE

The High Point in High Tech

EMCEE gets your LPTV system off the ground with the newest in high technology.

From Studio Design to turnkey systems, EMCEE provides the products and services you need for your LPTV station.

From one to 5000, we fill every watt with power—and transmit your signal through the most reliable and technically advanced broadcast equipment . . . all provided by EMCEE.

Our 29 years of tower installation experience and our turnkey capabilities mean that your station comes in loud and clear . . . with EMCEE Broadcast Products.

Reach the high point in high tech: Call us today at 1-800-233-6193 for free systems design assistance.

EMCEE BROADCAST PRODUCTS, Div. of Electronics, Missiles & Communications, Inc.
White Haven, Pa. 18661 FAX (717) 443-9257

Call Toll-free: 1-800-233-6193 • (In PA: 717-443-9575) • TWX: 510-655-7088 • Ans: EMCEE WHHV

Circle (1) on ACTION CARD



EMCEE

**advanced technology
systems excellence**

New from Act III, the publishers of Channels magazine, are the Television Programming Source Books 1989, more than 3,000 pages of programming information in a three-volume set.

The Source Books are an easy-to-use and complete library of information on films, film packages, and TV series. Comprehensive indexes, including special Language and Holiday indexes, make it easy to find the information you need. Each entry includes information on the program's original producer and current distributor, distribution terms, premiere air date, previous sponsors, and the number of episodes available. Also given is a succinct story line and the names of the complete cast.

Source Book buyers automatically receive free monthly updates showing the very latest releases and how to buy them.

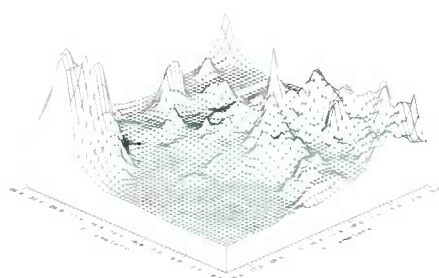
The Source Books can be purchased as a complete three-volume package (\$690), or separately as a Films package (Vols. 1 and 2, \$420) and a Series package (Vol. 3, \$315).

Circle (76) on ACTION CARD

EDX Engineering has announced Version 2.1 of TERRN™, a program that extracts terrain elevation data from the NGDC 30-second point database. The new version of TERRN is nearly eight times faster than previous ones, and a new function makes it possible to create a grid data file which then can be used with the three-dimensional plotting program, SURFER™, to create three-dimensional terrain maps. SURFER is available from Golden Software of Golden, CO.

Also, in response to requests from software users, the company has added a new plot output file driver for the plotting programs. The new plot file will allow any output device that can emulate an HP-GL plotter to be used to produce plots from EDX Engineering software.

Communication Data Services of Arlington, VA will be supplying specially indexed versions of the FCC's AM, FM,



Eugene, OR area from the northwest. Created with EDX Engineering's TERRN™ program.

and TV engineering databases for use with EDX software. The indexed databases make it possible to run channel searches much more quickly than standard databases allow.

Circle (64) on ACTION CARD

Microdyne Corporation manufactures a complete line of fixed and motorized satellite receiving antennas, ranging in size from 1.2 meters to 7 meters and suitable for both C-band or Ku-band applications. The 3.66 meter (12-foot) antenna is specially designed for broadcast quality reception. It is a 10-piece parabolic antenna made from exceptionally strong space age fiber and polyester materials. It features a prime focus feed, superb side lobe characteristics, and high gains. The dish can view 100° of the geostationary arc and satellites within 69° west to 139° west. This feature means easy alignment with any line of sight satellite in the geostationary orbit. An optional motorized actuator is available.

Also available from Microdyne is the 1100-BKR satellite video receiver. The 1100-BKR provides broadcast quality LNB video reception for both C- and Ku-band applications. Four selectable IF bandwidths provide the operator with immediate access to any accessible C-band or Ku-band transponder. The 1100-BKR comes standard with two tunable audio subcarrier demodulators and is equipped

with exclusive circuitry to handle audio subcarrier deviation.

Finally, there is the Microdyne Automated Terminal, or MAT II. Designed for total compatibility with all domestic satellite transmission formats, both C-band and Ku-band, MAT II is the first fully automated satellite earth terminal. User-friendly, it is easily controlled through a touch-activated keypad which selects the programming you desire. Or it may be programmed in advance with up to 200 pre-sets to automatically re-orient itself at a specified time and to activate video recorders or other electronic equipment.

Circle (70) on ACTION CARD

Looking for a quick and easy way to get video and audio from the field back to the studio? American Laser Systems' Model 761 video transmission system will safely send one channel of baseband video and audio up to one mile on a low-power, invisible light beam. The link is a point-to-point, through the air transmission—like a microwave but without the need for FCC licensing or right-of-way permits.



The Model 761 from American Laser Systems.

The Model 761 comprises one transmitter and one receiver housed in rugged aluminum cases. Audio and baseband video signals are introduced into the 761 transmitter back panel via coaxial cable.

Using the 761 eliminates the need for unwieldy cables in field production. It can be used as a short hop STL, as a quick, temporary installation for special events, and for window ledge ENG production.

Circle (75) on ACTION CARD

HM Electronics is introducing its 8000 Series wireless intercom system. The System 8100 is a portable wireless system comprising a base station, two Communicator-transceiver units, a battery charger, and batteries. The portable base station can be wall-mounted or quickly set up on a table.

The Communicator—which will operate for eight hours on one battery—features two communication channels, the first allowing communication to others wearing a Communicator, the second allowing communication through a monitor speaker or a talk-back speaker. Any number of Communicator units can be used with the system.

Circle (74) on ACTION CARD



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

Required for L.P.T.V.

All interconnections to the EBS equipment are made through a barrier terminal block. No special connectors necessary. In stock—available for immediate delivery.

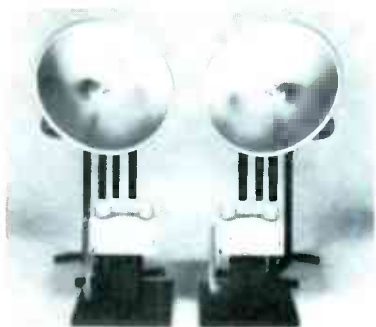
GORMAN REDLICH MFG. CO.
257 W. UNION STREET • ATHENS, OHIO 45701 • (614) 593-3150

Circle (62) on ACTION CARD

Testimonial

Reliability, Low Cost Mark Bidirectional's STL

—by Dick Tedeschi



How would you like a working bidirectional microwave system that costs about half of what you would expect?

Do I have your attention? Read on.

My Christian brothers and I wanted to offer alternative television programming in our Tri-City area, so we applied for and got an LPTV license. Because our studio site was six miles from the transmitter, we decided to go with a microwave link. We were on a somewhat limited budget, and during our search for an affordable studio-to-transmitter link, we stumbled across Diversified Marketing at a local trade show.

Diversified, which was located right in our home town, was offering the Bidirectional Microwave System, a broadcast quality, portable studio-to-transmitter link at a price we could handle. Diversified's Bidirectional System had everything we needed so that we could bring in satellite programming via downlink, as well as transmit original programming—taped via video cart or live from the studio. The Bidirectional transceivers offered simplex video and audio with a duplex audio control channel utilizing ring down and a built-in alignment tone. Reversible video, and a third audio channel for stereo or additional control, were available as options.

We decided to buy it. Its manufacturer, E & M Development, was helpful and considerate, consulting with us on installation and even fitting the kind of connectors we preferred. After it was installed, we used the system for all of our switching—from the studio to the transmitter, and between our downlink and the video cart.

Does it work? The answer is yes, it does.

And Diversified cares about its customers. We purchased our system in the

Country Music Television

24 hours of satellite-delivered stereo country music. From the all-time favorites to the new country music acts just hitting the charts in a vibrant video format. Quality programming that is fully automated to meet the needs of the low-power station. Community broadcaster's way to build a loyal viewing audience. Programming that builds a strong demographic package for advertiser support.

A large, detailed illustration of a satellite dish antenna. The dish is parabolic and supported by a complex metal structure. It is set against a dark background with a few stars, suggesting a space or satellite theme.

For further information contact Patrick F. Dolan (612) 699-0879

**Direct Distribution
1389 Goodrich Ave.
St. Paul, MN 55105**

Circle (37) on ACTION CARD

summer of 1987. That winter a freezing rain came through and iced over our downlink, taking our satellite programming off the air. Diversified came to the rescue and offered us theirs. So we moved our system to their dish, six miles from our transmitter, and ran video and all switching and control functions from there until our own dish thawed out quite a while later.

Since we purchased it two years ago, our Bidirectional System has been working 24 hours a day, every day, with no

problems. It is reliable, fully automatic, and completely user-friendly. Its video and audio response is excellent, and it has temperature compensation circuitry and everything else needed to keep it trouble free.

If you're in the market for an STL, call Diversified. We're sure happy with our system.

Dick Tedeschi is manager of K49CN in Richland, WA. The station is licensed to the Full Gospel Businessmen's Fellowship.

K/8

Now you CAN afford a consultant for your low-power newscast

- Newscast critiques
- Technical evaluation
- Planning News and Sports coverage
- Anchor and reporting techniques
- Weather presentation

For information:

VIDEO RELATIONS

Bob Horner and Jeanee von Essen
881 Byrnwyck Road
Atlanta, Ga. 30319
(404) 257 - 0397

Circle (101) on ACTION CARD

Classifieds

FOR SALE

Classic feature films, many in Technicolor. Over 500 to choose from; 3/4" or 1" masters at the lowest prices anywhere. Eagle Lion Video, 7710 Balboa Ave., San Diego, CA 92111, 1-800-779-4913.

WANTED TO BUY

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

CP's for LPTV and full power. Top 25 (ADI rating). Will pay top dollar. Send engineering data to Kenneth Casey, 2128 West Tonopah Drive, Phoenix, AZ 85027. Or call (602) 582-6550.

Immediate buyers for LPTV construction permits, top 100 markets. Call Bill Kitchen at Television Technology Corporation, (303) 665-8000. Or write for full details to: Bill Kitchen, Television Technology Corporation, P.O. Box 1385, Broomfield, CO 80020.

SERVICES OFFERED

Turnkey site development services include site acquisition, negotiation, and permitting; site construction/installation, and maintenance; transmitter/downlink optimization, and site management. Our reputation is that of being responsible, fair, and professional. We're Shaffer Communications Group, Inc., 3050 Post Oak Blvd., Suite 1700, Houston, TX 77056, (713) 621-4499, FAX (713) 621-5751.

LPTV applications, channel searches, and amendments. FCC filing window will open in Fall 1989. Independent registered professional engineer offering below market prices. Call Dwight Magnuson for quotation, (615) 525-6358.

LPTV mailing labels. Reach all LPTV licensees, CP holders, applicants. Highly accurate, up-to-date marketing lists in your choice of format. Kompas/Biel & Associates, Inc., (414) 781-0188.

BUSINESS OPPORTUNITIES

Join high profit Direct Response Marketing Network. We provide 30- and 60-second ad spots, inventory, and 800 order taking service. You provide air time. Write for details: Artful Solutions, 618 Kenbrook Drive, Silver Spring, MD 20902.

Classified advertising is sold at the rate of 50¢/word. There is a \$15.00 minimum charge for each ad. Count each abbreviation, initial, single figure, or group of figures or letters as one word each. Symbols such as mm, C.O.D., P.O., etc., count as one word each. Telephone numbers with area codes, and ZIP codes, count as one word each.

Business Card ad rates are \$45.00 per insertion, \$35.00 each for six or more consecutive insertions. For Classified Display rates, call John Kompas at (414) 781-0188.

FCC ON-LINE DATABASE

dataworld®

Allocation / Terrain Studies

AM • FM • TV • LPTV • ITFS

P.O. Box 30730

Bethesda, MD 20814

(301) 652-8822 (800) 368-5754

CAVALIER COMPUTER SERVICES INC.

Developers of the Crown System Family
of Radio and TV Broadcasting Software
~ Established in 1980 ~

AM • FM • TV • LPTV • Custom Programming

(614) 888-8388

545-N. HIGH STREET • COLUMBUS, OHIO 43214

USED TRANSMITTERS AND ANTENNAS (save thousands)

DEALERS FOR:
**ANDREW, BEXT, BOGNER,
 CABLEWAVE, EMCEE,
 LINDSAY, NEXUS, SCALA & TTC**
 (one watt to 50 KW)

Broadcasting Systems, Inc.

Turnkey LPTV Construction
 21617 North Ninth Avenue, Suites 105 &
 106
 Phoenix, AZ 85027
 (602) 582-6550
 FAX (602) 582-8229

Kenneth Casey
 (30 YEARS EXPERIENCE)

Arent, Fox, Kintner, Plotkin & Kahn

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

General Counsel to the
 Community Broadcasters Association

Telephone (202) 857-6000 Telex WU 892672 Telecopier (202) 857-6395

JOHN H. BATTISON, P.E. & ASSOCIATES

Consulting Low Power TV Engineers
 2684 State Route 60, RD #1
 Loudonville, Ohio 44842

Applications, Licensing, Turnkey
(419) 994-3849

LPTV STATIONS COAST TO COAST

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
 A Confidential & Personal Service

BURT **SHERWOOD** INC.

Illinois Office
 3125 Maple Leaf Dr • Glenview, IL 60025

312 • 272 • 4970

Washington D.C. Office
 Ellen Sherwood Lyle 105 S. Alfred St • Suite A-43
 703-549-1510 Alexandria, VA 22314

FIX VCR's?

More than 3 out of 4 breakdowns
are due to mechanical problems.

TENTEL makes fast, easy to use
Test Equipment for U-Matic, VHS,
S-VHS, Betacam, MII and 1".

Don't let VCR problems shut you down!

Call TOLL FREE

FREE
CATALOG

(800) 538-6894

(916) 939-4005

(In Calif.)

Video Training Tape Available- \$24.95

TENTEL® Corp.
4475 Golden Foothill Parkway
El Dorado Hills, CA 95630

... 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.

- K43CA Quartzsite, AZ. American Television Network, Inc., 7/31/89.
K04NT Indio, CA. Leo Kesselman, 9/6/89.
K25CI Klamath, CA. California Oregon Broadcasting, Inc., 7/31/89.
K47CL Ventura, CA. Ojai Assembly of God, 7/31/89.
K09UZ Driggs, ID. William L. Armstrong, 7/31/89.
K38AS Twin Falls, ID. King Broadcasting Company, 8/6/89.
W24AI Aurora, IL. Communicators of Chicago, 7/31/89.
W36AO Palatine, IL. Community Broadcasting, Inc., 7/31/89.
W33AR Rockford, IL. Weigel Broadcasting Company, 7/31/89.
W22AJ Waukegan, IL. Northwest Suburban Communications, Inc., 8/31/89.
K58CM Duluth, MN. Trinity Broadcasting Network, Inc., 7/31/89.
K21CA Plains/Paradise, MT. Plains-Paradise TV District, 8/31/89.
W46BF Sanford, NC. T. B. Buchanan, 7/31/89.
W20AL Wilmington, NC. Good News TV Broadcasting of Wilmington, 8/31/89.
W25AK Olean, NY. Choice Olean TV, Inc., 7/31/89.
W26AL Marietta, OH. Richard L. Jolliff, 7/31/89.
K27CH Broken Bow, OK. Jewel B. Callahan, 8/31/89.
W54AQ Yauco, PR. Miguel Rodriguez, 7/31/89.
K33DO Rapid City, SD. Robert D. Kymala, 6/30/89.
W18AN Harrogate, TN. Lincoln Memorial University, 7/31/89.
W02BT Sharon/Greenfield, TN. Daystar Ministries, 8/31/89.
K05HR Livingston, TX. Polk County Broadcasting Company, 8/31/89.
K11SI Lufkin, TX. International Broadcasting Network, 8/31/89.
K15BV Uvalde, TX. Minerva Rodriguez Frias, 7/31/89.
W68BI Driver, VA. Channel America LPTV Holdings, Inc., 8/7/89.
W46AR Milwaukee, WI. Weigel Broadcasting Company, 7/31/89.

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.

- K21AG Wailuku, HI. King Broadcasting Company, 8/4/89.
W07BN Bruce, MS. Bruce Independent TV, Inc., 8/22/89.
K14AG Circle, MT. Circle TV Booster Club, Inc., 8/4/89.
W61AR Nashville, TN. Good News Television, Inc., 8/4/89.

ASSIGNMENTS AND TRANSFERS

- K22AG Anchorage, AK. Assignment of license granted from John R. Moore to Echonet Corporation on 8/28/89.
W52AI Birmingham, AL. Voluntary assignment of permit granted from Transamerica TV Corporation to All American TV, Inc. on 8/16/89.
K28CI Atwater, CA. Voluntary assignment of permit granted from Control Design Service to Trinity Broadcasting Network, Inc. on 8/16/89.
K48CU Pueblo, CO. Voluntary assignment of permit granted from Zenon Reynarowych to Full Gospel Outreach, Inc. on 8/16/89.
W12CC Cocoa, FL. Voluntary assignment of per-

mit granted from Shoreline Broadcasting to Timothy S. Brumlik on 8/16/89.

W19AX Kissimmee, FL. Transfer of control granted from Charles S. Namey to Michael G. Williamson on 8/24/89.

W17AB Tallahassee, FL. Assignment of license granted from Phipps Communications, Inc. to Associated Christian Television Systems, Inc. on 8/16/89.

W42AU Pittsfield, MA. Voluntary assignment of permit granted from E. H. Close to Trinity Broadcasting Network, Inc. on 8/16/89.

W19BA Grand Rapids, MI. Voluntary assignment of permit granted from All American Television, Inc. to Trinity Broadcasting Network, Inc. on 7/31/89.

K68DD Grand Forks, ND. Voluntary assignment of permit granted from Black Media Associates to Trinity Broadcasting Network, Inc. on 7/31/89.

W14AZ Glens Falls, NY. Voluntary assignment of permit granted from Control Design Service to Trinity Broadcasting Network, Inc. on 8/16/89.

W20AB Olean, NY. Assignment of license granted from Olean Television Station to Choice Olean Television Station, Inc., 8/24/89.

W25AK Olean, NY. Assignment of license granted from Olean Television Station to Choice Olean Television Station, Inc. on 8/24/89.

W17AI Columbus, OH. Transfer of control granted from Susan M. Clarke to Wendell A. Triplett on 8/8/89.

W61BJ Greenville, SC. Voluntary assignment of permit granted from Focus Translators, Inc. to William H. Smith on 6/3/89.

K33CO Rapid City, SD. Voluntary assignment of permit granted from Robert D. Kymala to Trinity Broadcasting Network, Inc. on 9/7/89.

W61AR Nashville, TN. Assignment of license granted from Good News Television, Inc. to TV 10, Inc. on 8/4/89.

K33DB Houston, TX. Voluntary assignment of permit granted from National Black Media Coalition to Dupont Investment Group, Inc. on 8/29/89.

K67DW San Antonio, TX. Voluntary assignment of permit granted from M & M Communications, Inc. to TVSA, Inc. on 8/29/89.

NEW LPTV CONSTRUCTION PERMITS

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

- W07CI Atmore, AL. Eddie L. Tullis, 8/21/89.
W13CF Atmore, AL. Eddie L. Tullis, 8/21/89.
W17OD Brewton, AL. Southern Breeze Communications, Inc., 8/21/89.
W47AX Butler, AL. Cornelius Dornell Ruffin, 8/21/89.
K62DQ Fayetteville, AR. The Times Southwest Broadcasting, Inc., 7/31/89.
K50CO Hackett, AR. Pharis Broadcasting, Inc., 7/31/89.
K20CT Springdale, AR. Christians Incorporated for Christ, 8/21/89.

- K35CS Texarkana, AR. Beech Street Communications Corporation, 8/18/89.
K67EY Bitter Springs, AZ. Navajo Nation, 8/28/89.
K64DR Phoenix, AZ. Broadcasting Systems, Inc., 8/23/89.
K21CX Tucson, AZ. Jana Tucker, 8/23/89.
K43CW Tucson, AZ. Ted Tucker, 8/31/89.
K58DJ Bakersfield, CA. Leo Kesselman, 8/23/89.
K69FX Carmel, CA. Peninsula Communications, Inc., 8/22/89.
K33DI East Weed, CA. California Oregon Broadcasting, Inc., 8/28/89.
K06MB Indio, CA. Leo Kesselman, 8/23/89.
K38CS Mammoth Lakes, CA. Louis Martinez, 8/22/89.
K52DJ McFarland, CA. Eduardo and Rosa Maria Caballero, 7/31/89.
K53DT Monterey, CA. Skywave Communications Corporation, 7/31/89.
K20CS Porterville, CA. Eduardo and Rosa Maria Caballero, 7/31/89.
K62DO Sacramento, CA. Eduardo & Rosa Maria Caballero, 8/23/89.
K43CY Santa Barbara, CA. Biltmore Broadcasting Corporation, 8/23/89.
K23CQ Ventura, CA. Laurence Windsor, 8/23/89.
W48BC Destin, FL. Beach TV Cable Company, Inc., 8/23/89.
W60BK Dunedin, FL. Skywave Communications Corporation, 7/31/89.
W30AT Melbourne, FL. Blackstar Communications, Inc., 8/28/89.
W11BR Myrtle Beach, FL. Pearl TV Associates, 8/28/89.
W13CE Orlando, FL. Henri Hall, 7/31/89.
W42AL Rutland, FL. Community Television, 7/28/89.
W24BF St. Petersburg, FL. Jay Ramsey, 8/28/89.
W17BC Sebastian, FL. Donald L. Jones, 8/22/89.
W66BH Luella, GA. Reginald L. Duff, 8/31/89.
K62DS Burlington, IA. Burlington Broadcasting Company, Ltd., 8/31/89.
K20CR Cedar Rapids, IA. Patricia Screen, 8/23/89.
K65EN Sioux City, IA. Kelco Television, 7/31/89.
K44CY Storm Lake, IA. Millard V. Oakley, 7/28/89.
W17AZ Johnston City, IL. Three Angels Broadcasting Network, Inc., 8/21/89.
W39BB Marion, IL. Community Broadcasting Corporation, Inc., 7/28/89.
W06BN Mattoon, IL. The Cromwell Group, Inc. of Illinois, 8/23/89.
W57BL Schaumburg, IL. Television Interests Company, 8/28/89.
K57DI Angola, IN. Kyzer Broadcasting, 8/21/89.
W07CL Auburn, IN. C. P. Broadcasters, Inc., 8/23/89.
W52AZ Evansville, IN. South Central Communications Corporation, 7/28/89.
W47AZ Indianapolis, IN. Video Jukebox Network, Inc., 8/23/89.

continued

NOW 24 HOURS ON WESTAR 4, TR. 9



KEYSTONE INSPIRATIONAL NETWORK

Attention **LPTV's**
Christian Family
Programming

CALL TOLL FREE
for more information

1-800 552-4546

BOX 216 WINDSOR RD. RED LION, PA. 17356

Circle (30) on ACTION CARD

LPTV Report / October 1989 / 45



AWARD-WINNING

half-hour sports specials available on a 2/4 barter split. Celebrities and sports commentators step into the sports arena and touch your viewing audience with the magic that makes America's love affair with sports so great! When you need entertainment for people of all ages, call Julie Olson at New Visions, Inc. for the best in sports syndication.

Circle (25) on ACTION CARD

K23CO Kansas City, KS. University of Kansas, 8/18/89.
 K57EZ Kansas City, KS. University of Kansas Medical Center, 7/31/89.
 K69FV Kansas City, KS. University of Kansas Medical Center, 7/31/89.
 K14HY Lawrence, KS. University of Kansas, 8/18/89.
 W11BO Berea, KY. Roger M. Oliver, 8/1/89.
 W20AS Corbin, KY. Derek Ray Eubanks, 8/21/89.
 W48BD Corbin, KY. Sively Communications System, 8/23/89.
 W55BN Greenville, KY. Charles Robert Lewis, 7/28/89.
 W06BM Hawesville, KY. Hancock Communications, Inc., 8/23/89.
 K46CR Baton Rouge, LA. Patricia Screen, 8/23/89.
 K11SY Donaldsonville, LA. Great Oaks Broadcasting Corporation, 8/28/89.
 K22DJ Donaldsonville, LA. Great Oaks Broadcasting Corporation, 8/28/89.
 W13CG Gonzales, LA. Great Oaks Broadcasting Corporation, 8/28/89.
 K07UT Morgan City, LA. Great Oaks Broadcasting Corporation, 8/28/89.
 K06MD Plaquemine, LA. Great Oaks Broadcasting Corporation, 8/28/89.
 K18CW Shreveport, LA. Flamingo Broadcasting Corporation, 8/23/89.
 W33AV Boston, MA. Randolph Weigner, 8/23/89.
 W34BB Lowell, MA. BTV Associates, 7/28/89.
 W58BR Waldorf, MD. Video Jukebox Network, Inc., 8/23/89.
 W31AW Skowhegan, ME. Capitol Television Network, Inc., 8/23/89.
 W22AV Iron Mountain, MI. U.PTV Systems, Inc., 7/31/89.
 W24BE Iron Mountain, MI. U.PTV Systems, Inc., 7/28/89.
 K13VS St. Cloud/Sartell, MN. Community Communications, 8/28/89.

K16CQ St. James, MN. Watonwan TV Improvement Association, 8/23/89.
 K02NQ Columbia, MO. Raymond A. Karpowicz, 7/31/89.
 K42CV Kennett/Maiden, MO. Robert W. Sudbrink, 7/28/89.
 K29CF Oaks, MO. Triangle Television Company, 8/28/89.
 K35CT Overland Park, MO. Triangle Television Company, 8/28/89.
 K68DF Poplar Bluff, MO. Robert W. Sudbrink, 7/31/89.
 K07UR Raytown, MO. Triangle Television Company, 8/28/89.
 K21DD St. Louis, MO. Ken Jacobsen, 7/31/89.
 K36CN Belgrade, MT. Telecrafter Corporation, 7/28/89.
 K34CZ Lewistown, MT. Educational Opportunities of Central Montana, 8/28/89.
 K36CM Livingston, MT. Mountain TV Network, Inc., 7/28/89.
 K50CP Missoula/Lolo, MT. David A. Tucker, 8/23/89.
 K23CN Red Lodge, MT. Mountain TV Network, Inc., 7/31/89.
 K21CW Virginia City, MT. Mountain TV Network, Inc., 7/31/89.
 W25AZ Asheville, NC. The Real Estate Network, Ltd., 7/28/89.
 W62BV Charlotte, NC. National Minority TV, Inc., 8/21/89.
 W34DD Mount Airy, NC. Applied Design and Development Corporation, 8/21/89.
 W20AT Roanoke Rapids, NC. Donald Frank White, 8/21/89.
 W30AS Weaverville, NC. Sidney Braverman, 8/23/89.
 K42CW Bismarck, ND. Richard A. Warren, 8/30/89.
 K21CZ Garrison, ND. A & F Mechanical, Inc., 7/31/89.
 K28CX Raton, NM. Mountain TV Network, Inc., 7/28/89.
 K21DB Santa Fe, NM. Leo Kesselman, 8/28/89.
 K29CE Taos, NM. Mountain TV Network, Inc., 7/28/89.
 K63EF Las Vegas, NV. Gerald D. Kamp, 8/31/89.
 W38AW Rochester, NY. Ronald D. Kniffin, 7/31/89.
 W13CD Rutland, NY. Lexington Equipment & Supply, Inc., 8/23/89.
 W55BQ Springboro, OH. Donald R. Norvell, 8/22/89.
 W24BC Steubenville, OH. Abacus Broadcasting, 8/23/89.
 K53DS Lawton, OK. BSP Broadcasting, Inc., 8/21/89.
 K61EZ Lawton, OK. BSP Broadcasting, Inc., 8/18/89.
 K02NS Oklahoma City, OK. Breckenridge Broadcasting Company, 8/28/89.
 K27DF Ponca City, OK. Diana Kay Hill, 7/28/89.
 K33DG Tulsa, OK. Tootlevision Broadcasting Company, 8/23/89.
 K45CV Corvallis, OR. John Field, 7/28/89.
 K56EI Portland, OR. A. B. Herman, 8/28/89.
 K62DR Roseburg, OR. California Oregon Broadcasting, Inc., 8/28/89.
 W51BJ Freedom, PA. Abacus Broadcasting, 8/23/89.
 W28AW Greensburg, PA. Abacus Broadcasting, 8/23/89.
 W24BH Lock Haven, PA. Diversified Communications, 8/22/89.
 W64BI New Castle, PA. Abacus Broadcasting, 8/23/89.
 W67CF Pottstown, PA. Whitehead Communications, Inc., 8/23/89.
 W68CE Shickshinny, PA. Joseph S. and Irene F. Gans, 8/28/89.
 W29AV Washington, PA. Turnpike Television, 8/23/89.
 W14BJ Williamsport, PA. NEP Communications, Inc.
 W18AS Georgetown, SC. Destin Community Television, 7/28/89.
 W08CV Myrtle Beach, SC. O & R Broadcasting Company, 8/23/89.
 K38CQ Arlington, SD. Sioux Valley Rural Telecom Cooperative, 7/31/89.

K38CR Beresford, SD. Jeffco Broadcasting, 8/18/89.
 K15CW Brookings, SD. Sioux Valley Rural Telecom Cooperative, 8/21/89.
 K27DB Madison, SD. Sioux Valley Rural Telecom Cooperative, 7/31/89.
 K63EE Montrose, SD. Sioux Valley Rural Telecom Cooperative, 8/21/89.
 K22DF Rapid City, SD. Jeffco Broadcasting, 8/23/89.
 K52DI Rowena, SD. Sioux Valley Rural Telecom Cooperative, 7/31/89.
 K30DD Sioux Falls, SD. Harlan Jacobsen, 8/18/89.
 K40CU Sioux Falls, SD. Harlan Jacobsen, 8/23/89.
 K48DK Sioux Falls, SD. Rey F. Franco Perez, 8/21/89.
 W19BD Gallatin, TN. Richard & Lisa Goetz, 8/23/89.
 W21AW Gallatin, TN. Jim Owens, 8/21/89.
 W34BE Knoxville, TN. South Central Communications Corporation, 7/28/89.
 W63OL Memphis, TN. Janet Jacobsen, 8/28/89.
 W25BC Union City, TN. Robert W. Sudbrink, 7/28/89.
 W66BG Union City, TN. The New York Times Broadcasting Services, 8/21/89.
 K33DD Amarillo, TX. Stacy L. Davis, 7/31/89.
 K20CU Bertram, TX. Kingstip Communications, Inc., 7/28/89.
 K35CQ Colorado City, TX. Kimberly J. Brunson, 8/23/89.
 K43CV Jacksonville, TX. Morris Joe Dismdale, Jr., 7/28/89.
 K65EO Kingsville, TX. Texas Television, Inc., 8/23/89.
 K46CS Lubbock, TX. Ray Moran, 8/21/89.
 K59DX Lubbock, TX. F. Cosmo Harris, 7/31/89.
 K60EE Odessa, TX. Telemundo of Galveston-Houston, Inc., 8/23/89.
 K40CT San Marcos, TX. Kingstip Communications, Inc., 7/31/89.
 K41DA Texarkana, TX. Beech Street Communications Corporation, 8/21/89.
 K48DJ Wichita Falls, TX. BSP Broadcasting, Inc., 7/31/89.
 K44CV Richfield/Monroe, UT. University of Utah, 7/31/89.
 K27DC St. George, UT. Mohave County Board of Supervisors, 8/21/89.
 K24CQ Tooele, UT. University of Utah, 7/31/89.
 W19BC Lynchburg, VA. Liberty University, Inc., 7/28/89.
 W05BQ Norfolk, VA. Acts Broadcasting of Chesapeake, Inc., 8/18/89.
 W29AU Coral Bay, VI. Broadcasting Systems, Inc., 8/30/89.
 K45CZ Pullman, WA. Blacks Desiring Media, Inc., 8/31/89.
 K27DD Walla Walla, WA. Blue Mountain Broadcasting Association, 7/31/89.
 K58DL Yakima, WA. Mel Kimmel, 8/21/89.
 W45AS Green Bay, WI. Three Angels Broadcasting Network, Inc., 8/21/89.
 W57BJ Green Bay, WI. Three Angels Broadcasting Network, Inc., 8/21/89.
 W11CA Richland Center, WI. Rita A. Bane, 7/28/89.
 W40AJ West Bend, WI. Kompas/Biel & Associates, Inc., 8/23/89.

LPTV LOTTERY WINNERS

The following are tentative selectees of the LPTV/translator lottery held on August 23, 1989. If no petitions to deny the selectees are filed, and if they are otherwise qualified, they will be granted construction permits.

Ch. 64 Harrison, AR. Mountain TV Network, Inc.
 Ch. 20 Lake Havasu City, AZ. Eddie Robinson.
 Ch. 15 Chico, CA. Kidd Communications.
 Ch. 47 Fallbrook, CA. Michael McKinnon.
 Ch. 09 Fresno, CA. Norma Levin.
 Ch. 38 Palm Dale, CA. Xenia Renatta Izzo.
 Ch. 30 San Jose, CA. California Community TV Network.
 Ch. 32 San Luis Obispo, CA. Alegria Broadcast Corporation.

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	COMPANY	PAGE	ACTION CARD NUMBER	ADVERTISER FACT LINE
Acrodyne Industries, Inc.	9	18	(215) 542-7000	Home Shopping Network	31	129	(813) 572-8585
Act III Publishing	21	78	(212) 545-5100	Jefferson Pilot Data Services	44	85	(704) 347-8000
Andrew Corporation	33	79	(312) 349-3300	Keystone Inspirational Network	45	30	(800) 552-4546
BASC Associates	24	3	(800) 252-BASC	Kompas/Biel & Associates, Inc.	35	10	(414) 781-0188
Bogner Broadcast Equipment Co.	29	23	(516) 997-7800	Lindsay Specialty Products	8	12	(705) 324-2196
Browning Labs, Inc.	14	86	(305) 885-3356	Lines Video Systems	16	117	(417) 862-5533
Cable Films	18	2	(913) 362-2804	Microdyne Corporation	6	100	(904) 687-4633
Capitol Television Network	39	153	(818) 992-8807	Modern TV	25	40	(813) 541-7571
Center One Video	12	132	(800) 843-3685	MSE Videotape Services	47	94	(213) 721-1656
Channel America	11	189	(212) 262-5353	New Visions, Inc.	46	25	(303) 925-2640
CJM Productions	40	93	(615) 320-7556	Nexus Engineering	13	5	(604) 420-5322
Classic Films	3	178	(804) 499-9263	Panasonic Professional/Industrial Video	4-5	45	(800) 553-7222
Community Broadcasters Association	7	131	(800) 225-8183	Republic Pictures Corporation	32	112	(212) 984-5969
Comprompter	30	81	(608) 785-7766	RFD-TV	28	6	(402) 345-2322
Corinth Films	26	92	(212) 463-0305	Telemedia	1	110	(800) 521-8683
Dataworld	38	4	(301) 652-8822	Television Technology Corporation	17	7	(303) 665-8000
Decisions, Inc.	19	14	(214) 586-0557	Tennaplex	36	8	(613) 226-5870
Direct Distribution	43	37	(612) 642-4558	Trylon Towers	22	67	(519) 669-5421
Discount Video Warehouse	2	95	(312) 299-5258	Uni-Set Corporation	27	29	(716) 554-3820
Diversified Marketing	34	115	(509) 735-6812	Video Relations	20	101	(404) 257-0397
Eagle-Lion Video	23	96	(619) 277-1211	Video Jukebox Network, Inc.	15	145	(305) 573-6122
EMCEE Broadcast Products	41	1	(717) 443-9575	Will-Burt Company	37	77	(216) 682-7015
FamilyNet	48	106	(800) 8-FAMNET	Young & Associates	10	36	(800) 433-2160
Gorman-Redlich	42	62	(614) 593-3150				

Ch. 40 Colorado Springs, CO. Richard A. Warren.
 Ch. 38 Ft. Collins, CO. Brooks Broadcasting, Inc.
 Ch. 14 Bradenton, FL. William Cannon.
 Ch. 19 Homestead, FL. John H. Thayer.
 Ch. 41 Jacksonville, FL. WCCB-TV, Inc.
 Ch. 33 Orlando, FL. Blackstar Communications, Inc.
 Ch. 68 Tampa, FL. Skywave Communications Corporation.
 Ch. 47 Dalton, GA. Family Life TV 43.
 Ch. 58 Kailua Kona, HI. K. Sandoval Burke.
 Ch. 35 Lihue, HI. John P. Marcom.
 Ch. 16 Sandpoint, ID. Owen Broadcasting Enterprises.

Ch. 04 Chicago, IL. Silvia Maria Landin.
 Ch. 07 East St. Louis, IL. Norma Levin.
 Ch. 30 Elgin, IL. Vincent A. Battista
 Ch. 58 Kankakee, IL. Eric Jacobsen
 Ch. 67 Chautauqua County, KS. Scripps Howard Broadcasting Company.
 Ch. 23 Bogalusa, LA. Bogalusa Daily News, Inc.
 Ch. 17 Bangor, ME. Craig Ministries, Inc.
 Ch. 25 Grand Rapids, MI. Donald Crandall.
 Ch. 29 Hillsdale, MI. Lansing 53, Inc.
 Ch. 24 St. James, MN. Watonwan TV Improvement Association.
 Ch. 16 Thief River Falls, MN. Hubbard Broadcasting, Inc.
 Ch. 40 St. Ann, MO. Television Interests Company.

Ch. 32 Bozeman, MT. Kay Cee Television.
 Ch. 33 Trenton, NJ. Mercer County Community College.
 Ch. 53 North Randall, OH. Breckenridge Broadcasting Company.
 Ch. 47 Seven Hills, OH. Breckenridge Broadcasting Company.
 Ch. 20 Lincoln City, OR. Columbia River Television, Inc.
 Ch. 46 Bethlehem, PA. Combined Broadcasting of Philadelphia, Inc.
 Ch. 25 Spring City, PA. Rebecca J. Watrous.
 Ch. 54 Georgetown, SC. Black Media Associates.
 Ch. 66 Myrtle Beach, SC. Impact Television Group, Inc.

K/B

SAVE 35% ON BLANK VIDEO TAPE

TYPICAL SAVINGS

HIGHEST QUALITY EVALUATED 3/4" and 1" BROADCAST VIDEO TAPE

AMPEX

MASTER DISTRIBUTOR



VIDEO TAPE SERVICES

5921 E. SHEILA STREET • CITY OF COMMERCE, CA 90040

PHONE (213) 721-1656 FAX (213) 721-1506

New Tape — Evaluated Video Tape — Tape Cleaning and Evaluation Service

CONSISTANT QUALITY, SERVICE, COMPETITIVE PRICING

"TAPE IS OUR ONLY BUSINESS"

See us at
SMPTE
Booth #550

See us at
C.B.A.
Booth #310

OPEN 7am Till 6pm (PST)

Circle (94) on ACTION CARD

The following LPTVs have discovered the FamilyNet™ advantage!

KWBI TV41
Morrison, CO
Mike Brinks

VIP TV55
Jasper, AL
Lanny Capps

W43AT TV43
Dalton, GA
Doug Jensen

...original
programming

W04BP TV4
Campbellsville, KY
Jim Jackson

W63AT TV63
Hazelhurst, GA
Wilbur Heath

W12BU TV12
Heiskell, TN
Earl & Charlotte
Marlar

W69AX TV69
Perry, FL
Hudson Randall

K36AC TV36
McComb, MS
Robbie Hamilton

K15BD TV15
San Luis
Obispo, CA
Steve Urbani

...free
spot avails

Isn't it time you took advantage of all we have to offer?

...24 hrs/day
7 days/wk.

FamilyNet™

1-800-8 FAMNET

Circle (106) on ACTION CARD



In Our View

Because of the CBA Conference at the beginning of this month—and all the hectic preparations it entailed, we thought we'd do an index—easy on us and useful to you.

Well—as with most first time endeavors, it wasn't *at all* easy! But we do hope it will be useful. At least you'll have a place to start looking for that article you *know* you read just a few months ago. (Of course, if you still can't find it, give us a call. We probably can.)

Included in the index is every article that has appeared in *The LPTV Report* during its first three years—from the first issue in September 1986 up to and including the August 1989 issue. The only exceptions are the few articles we have run announcing company personnel changes; they are not included.

We've tried to make the index as easy to use as possible. For that reason, we've listed all articles, except "Supplier Side" entries, in a general index—the SUBJECT INDEX. Products featured in the monthly "Supplier Side" columns are listed separately by product type in the SUPPLIER

SIDE INDEX. Products featured in "Showcase" articles are indexed by product type in the EQUIPMENT SHOWCASE INDEX.

The SUBJECT INDEX is divided into subject categories, and entries are arranged alphabetically by title. Entries in the SUPPLIER SIDE and EQUIPMENT SHOWCASE INDEXES are arranged alphabetically by company name within general product categories.

The magazine is getting fatter, so we plan to make this index a yearly feature from now on. Please let us know how it works and how you think we can improve it.

If you want to purchase back issues, or photocopies of individual articles, please contact Barbara Barr at our offices—(414) 781-0188.

LOOKING FOR THAT ARTICLE???

The LPTV Report has a limited number of back issues for sale and will send reprints or photocopies of any article in the INDEX.

Back issues are \$3.75 each. Photocopies are \$2.00 for each article, regardless of length. Payment must accompany order. Orders will not be billed.

To order, specify back issues by month and year, and individual articles by author (if any), title, month, year, and page. Send this, along with your name, address, telephone number, and check or money order to:

Barbara Barr
The LPTV Report
P.O. Box 25510
Milwaukee, WI 53225

Large orders will be sent by fourth class mail. Please allow three weeks for delivery.

BACK ISSUES AVAILABLE

1987

February
October
November

1988

January
February
March
April
June
September
November
December

1989

January
February
March
July
August



DO YOU KNOW YOUR MARKET? YOUR COMPETITION DOES!

DATAWORLD MAPS CAN

- Depict your coverage!
- Market orient your sales people!
- Target your ethnic/demographic markets!
- Identify marginal signal areas!
- Plot any special requirements!

MAP OPTIONS

- SHADOWING (TERRAIN SHIELDING)
- POPULATION DENSITY
- CONTOUR COVERAGE
- SPECIALS

dataworld®

A Service of DW, Inc.

Fax (301) 656-5341

(301) 652-8822

(800) 368-5754

Circle (4) on ACTION CARD

Kompas/Biel & Associates, Inc.

S.E. Bradt, *Chairman of the Board*
John Kompas, *President and Chief Executive Officer*
Jacquelyn Biel, *Executive Vice President and Secretary*
Richard P. Wiederhold, *Vice President—Finance and Treasurer*

The LPTV Report

5235 North 124th St., Suite 22
Butler, WI 53007
(414) 781-0188

John Kompas, *Publisher*
Jacquelyn Biel, *Editor*
Colette Carey, *Reporter*
Barbara Barr, *Administrative Assistant*
Advertising Sales:

Kompas/Biel & Associates, Inc.

P.O. Box 25510
Milwaukee, WI 53225-0510 (414) 781-0188

Western Region: James E. Heath Heath & Associates

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

Affiliations: **CBA** *The LPTV Report* is the official information channel of the Community Broadcasters Association.

The LPTV Report, ISSN 0892-5585, is published monthly by Kompas/Biel & Associates, Inc., 5235 124th Street, Suite 22, Butler, WI 53007, or P.O. Box 25510, Milwaukee, WI 53225-0510. Copyright 1988 by Kompas/Biel & Associates, Inc. All rights reserved.

Subscription price: 1 year, \$35.00; 2 years, \$55.00. Outside USA: 1 year, \$43.00; 2 years, \$71.00. Back Issues: \$3.75 each. POSTMASTER: Please send address changes to: *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225-0510.

Subject Index

For further information, see also the
SUPPLIER SIDE INDEX and the
EQUIPMENT SHOWCASE INDEX.

Back Issues And Reprints Available.
To Order, See Page 3.

A

AUDIO ENGINEERING SOCIETY

Audio Gathering to Honor Best of Past 100 Years, Oct 88: 9.

ASSOCIATIONS (see also names of individual associations)

Broadcast Organizations For Every Interest (directory), Jul/Aug 88: 7, 10-11.

AUDIENCE MEASUREMENT

LPTV 49, Twin Falls, Makes January Nielsen Book, Feb 87: 12.
Nielsen Reassigns Channel 10, Woodstock, Jul/Aug 88: 15.
TV-49, Twin Falls, Makes Nielsen Book Again, May 87: 4.

B

BROADCAST PROMOTION AND MARKETING EXECUTIVES

1989 Beryl Spector Scholar Announced, May 89: 20.
2,000 Expected for BPME/BDA Seminar, May 89: 20.
BPME Announces 1989 Gold Medallion Competition, Jan 89: 18.
BPME/BDA Seminar Set for Jun 8-12, Apr 88: 23.
BPME's Lance Webster Resigns Post, Jun 89: 3.
Gold Medallion Entries Up, May 89: 20.

Webster, Lance. BPME/BDA Seminar and Exposition Presents Best in TV Promotion, May 87: 8.

BROADCASTING

BROADCASTING Hedging on LPTV Investments, Nov 87: 12.
HSN Gives \$500,000 to BROADCASTING, Sep 87: 20.
BROADCASTING Seeks Minority Broadcast Investment Opportunities, Jul/Aug 87: 10.

C

CABLE

Cable Labs Membership Up, Mar 89: 26.
Cable Vertical Intergration Benefits Public says NCTA Study, Jul 89: 7.
Cables Cited for EEO Violations, Apr 89: 36.
CBA Responds to Cable Inquiry, Jul/Aug 88: 14.
Changes In Programming, Ownership For Tempo, Dec 87: 13.
FCC Recommends Compulsory License Repeal, Jul 89: 14.
FTC Investigating Alleged Unfair Practices by MTV, May 87: 13.
H.R. 3108 To Become Law This Year, Sep 86: 1.
Milwaukee's TV 55 Refuses to Pay for Cable Carriage, Oct 86: 11.
More on Must Carry, Jun 87: 11.
More (And More) On Must Carry, Apr 88: 6.
NCTA Independent Operators Board Opposes Gore Bill, Apr 88: 21.
Reagan Supports Local TV, Signs LPTV Bill, Nov 86: 1.
Tempo, TCI Complete Merger, Jan 89: 12.
Three Cable Systems Win Local Program Award, Jul/Aug 88: 7.

Twin Falls LPTV-49, King Videocable Agree on Carriage, Dec 87: 5.
Carey, Colette. Sarasota's LPTV-24 To Build Viewer Support In Fight Against Storer, Oct 88: 12.

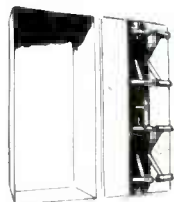
COMMUNITY BROADCASTERS ASSOCIATION

67 Lawmakers Request LPTV Station Lists, Jul/Aug 88: 18.
Booths to Triple at '89 CBA Conference, May 89: 3.
Broadcast Industry Loses In Sanyo Appeal, Nov 88: 20.
Call For CBA Convention Panelists, Mar 88: 16.
CBA Announces Convention Speakers, Sep 88: 16.
CBA Announces New Headquarters, Mar 87: 16.
CBA Comments on Territorial Exclusivity, Sep 87: 4.
CBA Conference & Exhibition To Lead Off With Production Awards, Oct 88: 1, 15-16.
CBA Elects New Board of Directors, Sep 88: 16.
CBA Forms New Board in Atlanta, Sets Plans for '87-'88, Jul/Aug 87: 1, 11.
CBA Names Lee Polachek Chief Operating Officer, Jul/Aug 87: 14.
CBA, NTA To Join Forces on Industry Issues, Jun 89: 1.
CBA Opposes Dumping Type Acceptance Standards, Jun 88: 10.
CBA Petitions For License Renewal Rule Change, Oct 88: 3.
CBA Program Co-op Plans Shelved, Oct 88: 20.
CBA Programming Co-op Survey to be Mailed Soon, Sep 87: 15.

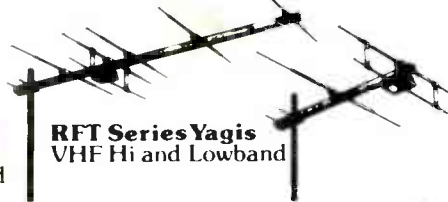
continued on page 6

LPTV Commercial Antennas

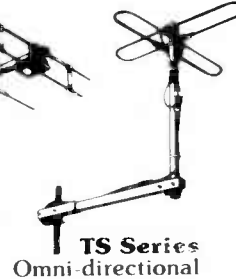
Lindsay



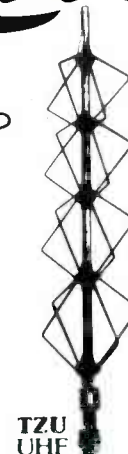
UP1469
UHF
Broadband



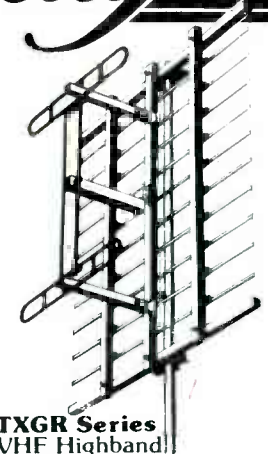
RFT Series Yagis
VHF Hi and Lowband



TS Series
Omni-directional



TZU
UHF



TXGR Series
VHF Highband

- ★ Custom engineered to your specifications
- ★ Weather protected for any climate
- ★ Vertical, horizontal or omni-directional
- ★ VHF/UHF, single channel or broadband

LINDSAY SPECIALTY PRODUCTS

50 Mary Street, Lindsay, Ontario, Canada, K9V 4S7 (705) 324-2196 FAX: 705 324 5474

Circle (12) on ACTION CARD

ALL DRESSED UP AND NO PLACE TO GO!



Build your viewership with THE LEARNING CHANNEL and open up a new market: parents and college-bound students. Our comprehensive community marketing kit TARGET: PARENTS, STUDENTS AND SCHOOLS gives you the promotional tools to actively promote the COLLEGE PREVIEW SERIES and SAT COLLEGE EXAM REVIEW SERIES to this important market. For more information contact Patty MacEwan, Affiliate Relations Manager, at 800-346-0032.



The smart choice on cable.

Circle (73) on ACTION CARD

Ready. Get Uni-Set.[®] Go.



You've got a set-design problem. We've got a quick and easy answer: The Uni-Set[®] Modular Studio Staging System.

Design your set using the Uni-Set[®] Planning Model, working out your camera angles as you go. Then your studio floor people can easily assemble the full-sized modules into a workable setting in record time. The Uni-Set[®] Graphic Design System completes the transformation. In only a few hours you've gone from an idea to a finished, camera-ready setting.

Call Uni-Set[®] Corporation today, and let us show you how this low-cost, reusable staging system can solve your studio setting problems.

UNI-SET[®]
CORPORATION

449 Avenue A
Rochester, New York 14621
(716) 544-3820

Circle (29) on ACTION CARD

CBA Replies on 14/69, May 88: 15.
CBA Responds to Cable Inquiry, Jul/Aug 88: 14.
CBA To Hold LPTV Meeting and Seminar at NAB, Mar 88: 15.
CBA To Host Sessions, Hospitality Suite at NAB, Mar 87: 3.
CBA To Recognize Best LPTV Local Production, Mar 88: 16.
CBA To Share SBE/BE Convention, Sep 86: 10.
CBA White Papers Feature Industry's Best, Oct 88: 25.
Congress to Meet LPTV At CBA Panel, Apr 88: 21.
Exhibitors: 1988 CBA Convention & Exhibition, Nov 88: 22-24.
First Volume of CBA White Papers To Be Published In April, Feb 88: 16.
Lori Wucherer Joins CBA As Administrative Director, Apr 88: 23.
LPTV Broadcasters Like CBA Programming Co-op Plans, Says Survey, Feb 88: 6.
LPTV Broadcasters, Syndicators Agree On Need For Co-op Station Nucleus, Mar 88: 23.
LPTV Plays to Standing Room Only Crowd at CBA Conference, May 88: 1, 8.
Participants to Share Tips, Strategies in 1st Formal LPTV Gathering, Jul/Aug 88: 1, 13-14.
Second Annual CBA Convention Set For November, Mar 89: 14.
Six Win CBA "Best Local Production" Awards, Nov 88: 1, 6.

Biel, Jacquelyn. "I'd Rather Be A Program Director": An Interview With Joe Loughlin, Feb 88: 1, 3-5, 19-20.
— In Our View: 1987 Board Meeting, Dec 87: 3.
— In Our View: CBA Conference at NAB 87, May 87: 3.
— In Our View: CBA Conference at NAB 89, Apr 89: 3.
— In Our View: Lobbying, Aug 89: 3.
— In Our View: Program Co-op, Jun 87: 3.
— Industry Leaders Predict Strong Future for Community Television, May 87: 1, 4-7.
— LPTV Draws Crowd at NAB, May 89: 1, 6-7.
— Participants Call CBA Convention Outstanding Success, Nov 88: 1, 8-12, 14-15.
Carey, Colette. CBA Comment: 1989 CBA Convention, May 89: 16-17.
— CBA Comment: Local Production Awards Competition, May 89: 16-17.
Hahn, Nancy. CBA Comment: Programming Networks, Dec 87: 4.
Kompas, John. CBA Comment, Nov 88: 3.
Osmundson, Mark. CBA Comment: Board Meeting, December 1987, Jan 88: 4.
Shoblom, Lee. CBA Comment, Feb 87: 15.
— CBA Comment, Feb 88: 6.
— CBA Comment: CBA Conference at NAB 87, Mar 87: 4.

— CBA Comment: CBA Conference at NAB 87, May 87: 14.
— CBA Comment: CBA Convention, October 1988, Mar 89: 14.
— CBA Comment: Board meeting, June 1987, Jul/Aug 87: 13.
— CBA Comment: Board meeting, 1989, Aug 89: 11.
Stamler, Art. CBA Comment, Nov 87: 13.
Wucherer, Lori. CBA Comment, CBA Board Election, Jan 89: 4.
— CBA Comment, Jul/Aug 88: 9.
— CBA Comment, Dec 88: 14.
— CBA Comment: Program co-op, Jun 88: 9-10.
— CBA Comment: CBA Convention, October 1988, Jul/Aug 88: 9.
— CBA Comment: CBA Convention, October 1988, May 88: 9.
— CBA Comment: CBA Convention, October 1988, Oct 88: 20.
— CBA Comment: CBA Convention, October 1988, Sep 88: 17.

Back Issues And Reprints Available.
To Order, See Page 3.

D

DIRECTORIES AND REVIEWS

Broadcast Organizations For Every Interest, Jul/Aug 88: 7, 10-11.
Exhibitors: 1988 CBA Convention & Exhibition, Nov 88: 22-24.
First Annual Directory of LPTV Programming, The, Feb 87: 1, 4-8, 12-13.
LPTV Broadcaster's Services Showcase, The, Jun 88: 1, 11-17.
LPTV Report's 1987 Directory of Equipment Dealers, The, Mar 87: 5-7, 11-13.
Second Annual Directory of LPTV Programming, The, Feb 88: 1, 7-15.
Third Annual Directory of LPTV Programming, The, Jan 89: 1, 4, 6-7, 14-16, 18.
Biel, Jacquelyn. An NAB Preview: The LPTV Broadcaster's Guide to NAB 1987, Apr 87: 1, 10-12.
— An NAB Walk-Through: The LPTV Broadcaster's Guide To NAB 1988, Apr 88: 1, 8-13.
— An NAB Walk-Through: The LPTV Broadcaster's Guide To NAB 1989, Apr 89: 1, 14, 16-19, 22-23, 26-31.
— Character Generators: A Review, May 89: 10-12, 14, 22.
— Character Generators: A Review, Sep 87: 7-11.
— Programmers Line Up to Serve LPTV: Ten Networks Now Competing for Viewers, Mar 89: 1, 6-7, 9-10, 16, 18.
— Shopping For A Downlink? Browse Before You Buy, Oct 87: 6-7, 12.
Biel, Jacquelyn and John Kompas. The LPTV Report's First Annual LPTV Station Equipment Survey, Jan 87: 1, 12-14.

continued on page 8

ACRODYNE. OUR NUMBERS TELL THE STORY.

1st

LPTV transmitters in
the U.S.

20

years in the broadcast
industry

330

turnkey installations

4000

units in the field

24

hour, round-the-clock
support

100%

spare parts availability

It all adds up.

Acrodyne has the
products and
technical skill you
need to stay on the
air. Plus on-time
delivery and com-
petitive prices.

For full service,
just remember our
toll-free number
1-800-523-2596.
(Inside PA, call
215/542-7000.)



ACRODYNE

Acrodyne Industries, Inc.
516 Township Line Road
Blue Bell, PA 19422
215/542-7000 800-523-2596
FAX 215-540-5837

Kompas, John and Jacquelyn Biel, with Cathy Berse. The LPTV Report's Second Annual LPTV Station Equipment Survey, Jan 88: 1, 5-7, 14.

Olson, Steve. The LPTV Broadcaster's 1988 Monitor Overview, Mar 88: 1, 8-12.
The TBC Market: A Buyer's Guide to Time Base Correctors, Nov 87: 4-7.

**Back Issues And Reprints Available.
To Order, See Page 3.**

E

ENGINEERING

Site Plotter Program Available from NTA, Jun 89: 2.
Watch Out For PCB's, Mar 89: 27.
Battison, John H., P.E. Technical Talks, Oct 87: 4.
Technical Talks, Jan 88: 11.
Technical Talks, Apr 88: 7, 23.
Technical Talks: Antenna patterns, Sep 88: 13.

Technical Talks: Attenuation, Gain, and All Those Strange Names, Jul/Aug 87: 8-9.
Technical Talks: Calculating Coordinates, Apr 89: 24-25.
Technical Talks: Calculating Terrain Effects, Oct 88: 8-9.
Technical Talks: Converting Coordinates From a Map, Jun 89: 14-15.
Technical Talks: LPTV and Cable, Dec 87: 10-11.
Technical Talks: Service contours, Jun 87: 4.
Technical Talks: Sites and Power, May 88: 6.
Technical Talks: Understanding Topo Maps, Feb 89: 8-9.
Bogner, Richard D. How To Increase Your Signal Strength By Using Antenna Beam Downtilt, Aug 89: 16.
Moving Your Transmitter? Don't Lose Coverage, Sep 86: 9.
Brandenburg, Hank. Terrain Shadowing Studies Can Supplement LPTV Applications, Oct 88: 37-38.
Chaffee, Ronald C. LPTV and the AM Broadcast Tower, Apr 88: 16, 18.
Tannenwald, Peter. LPTV and the Law: There's More to TV Than Meets the Eye, Nov 86: 12.
Tesh, Kathryn G., N.C.E. You Asked! Mar 88: 12.
You Asked! Apr 88: 13-14.
You Asked! Jul/Aug 88: 6-7.
You Asked! Oct 88: 18-19.

EQUIPMENT

(See also **SUPPLIER SIDE INDEX** and **SHOWCASE INDEX**, page 20.)
Acrodyne to Market World-Wide, Jul/Aug 88: 15.
ADM Technology Acquired, Apr 89: 36.
Blonder-Tongue Sold, May 89: 15.
Broadcasting Systems, Inc. Offers LPTV Turnkeys, May 88: 10.
CBA Comments on Sanyo 2-Channel Receiver, Jun 88: 3, 8.
Chyron Expands Training Programs, Jul/Aug 87: 14.
CMX Announces New Bulletin Board Service, Jul/Aug 88: 17.
Comprehensive Video Adds Computer Products Division, Mar 89: 20.
Datacount Begins Development of LPTV Computer System, Jan 87: 8.
Exhibitors: 1988 CBA Convention & Exhibition, Nov 88: 22-24.
HDTV Experiment Uses Andrew Antenna, Apr 89: 32.
JVC Invites LPTV Entrants for 1986 Pro Awards, Oct 86: 12.
JVC Named Manufacturer of the Year, Apr 89: 36.
Kitchen Gains Control of TTC, Jul/Aug 88: 15.
Leasametric Rents Test Equipment, Sep 87: 10.
LPTV Report's 1987 Directory of Equipment Dealers, The, Mar 87: 5-7, 11-13.
Shopper's Guide to S-VHS Equipment, A, Feb 89: 12, 14.

The Smart Choice! Bogner Antennas for LPTV

Highly efficient, low cost high gain, slot array design based on the same concept as our famous high-power UHF antennas. We offer omnidirectional and a large selection of standard horizontal radiation patterns, PLUS, our cost-effective multi-channel and side-mount options.

For more information call or write:

BOGNER BROADCAST EQUIPMENT CO.
603 Cantiague Rock Road
Westbury, New York 11590

BOGNER®

Tel. (516) 997-7800

Fax. (516) 997-7721

Circle (23) on ACTION CARD

continued on page 10

DISCOUNT VIDEO WAREHOUSE

TERMS:
Payment In Advance Or COD
Cashiers Or Certified Check Only
FOB: Mt. Prospect, IL

- Quantities Limited
- All Prices subject to change
- All Sales Final

Discount Video Warehouse is a wholly owned subsidiary of Roscor Corporation.

An Incredible Sony Camera at an Incredible DVW Price!

Lowest Price Anywhere!



SONY[®] 2 CCD Color Camera EDP-10F with Fujinon 13X Lens

- High Resolution - 550 Lines
- High Quality CCD's "768 HAD" Interline Transfer Features Sony's Innovative "Double P-Well" Design Assuring Reduced Noise, Reduced Smear and Excellent Performance Even in Extreme Lighting Conditions
- 25 Lux Minimum Illumination
- High Speed Electronic Shutter - 6 Positions Up To 1/2000th Second Gives You Blur-free Images of Even Fast Moving Objects. The Perfect Camera for Sports, Manufacturing, Research or any Action Analysis Application.
- Interfaces With Most VCR's-4 Position VCR Selection Switch Handles, 3/4", S-VHS and Industrial and Consumer Half-Inch Portables.
- Y/C Out

System includes:

Camera Head, Camera Adaptor, 1/5" Viewfinder, Stereo Mic, and Fujinon A13X10 Servo Zoom Lens

Manufacturer's Suggested
List Price
\$5280.

Dealer Inquiries
Welcome

Incredible DVW Special Price

\$1995.

*while quantities last!

Circle (95) on ACTION CARD

P.O. Box 36
Mount Prospect, IL 60056

PHONE TOLL FREE
1-800-323-8148
IN ALASKA & HAWAII 1-800-448-0354

In Illinois Phone
(312) 299-5258

Sony Wins Emmy For D-1 Digital Technology, Oct 88: 29.
 Supplier Solo: Trylon's Modular Tower Has Many Applications, Sep 88: 26.
 TTC Riding Crest of LPTV Boom, Nov 87: 12.
 Video Images Moves Offices, Apr 87: 19.
 Video Images To Build Bradley Center Studios, Oct 88: 31.

Battison, John H., P.E. Technical Talks: Buying Used Equipment, Nov 88: 19.
 ———. Technical Talks: Choosing an Antenna, Apr 87: 14-15.
 ———. Technical Talks: Satellites and LPTV, Oct 87: 12-13.

Biel, Jacquelyn. An NAB Preview: The LPTV Broadcaster's Guide to NAB 1987, Apr 87: 1, 10-12.
 ———. An NAB Walk-Through: The LPTV Broadcaster's Guide To NAB 1988, Apr 88: 1, 8-13.
 ———. An NAB Walk-Through: The LPTV Broadcaster's Guide To NAB 1989, Apr 89: 1, 14, 16-19, 22-23, 26-31.
 ———. Character Generators: A Review, May 89: 10-12, 14, 22.
 ———. Character Generators: A Review, Sep 87: 7-11.
 ———. PSNI Promotes Quality, Service Among Systems Houses, Mar 87: 8.
 ———. Shopping For A Downlink? Browse Before You Buy, Oct 87: 6-7, 12.

Biel, Jacquelyn and John Kompas. The LPTV Report's First Annual LPTV Station Equipment Survey, Jan 87: 1, 12-14.

Brown, Les. Supplier Solo: Sync/color Bar Generators, May 89: 23-25.

Davis, Aaron. Supplier Solo: S-VHS Bi-directional Microwave Now Available, Jun 89: 20.

Glassberg, Peter. Buying a Character Generator: Some Basic Questions to Ask, Sep 87: 6, 13.

Grozik, John. How Super Is S-VHS? Part One, Jan 88: 13.
 ———. How Super is S-VHS? Part Two, Jun 88: 6-8.

Havice, Michael J., Ed.D. Flexibility on a Budget: Some Thoughts on LPTV Studio Cameras, Jul 89: 1, 8, 10.

———. Of Chips & Tubes: Camera Shopping Understood, Sep 88: 8-11.
 ———. Super Stuff: A Look at the New S-VHS Product Lines, Feb 89: 10, 12.
 ———. Understanding Time Base Correctors, Nov 87: 8-9.
 ———. Understanding Videotape Machines, Nov 88: 16-18.

Hickin, Ernest. Supplier Solo: M/A Com Mac Short Haul Microwave, Apr 89: 34.

Kompas, John and Jacquelyn Biel, with Cathy Berse. The LPTV Report's Second Annual LPTV Station Equipment Survey, Jan 88: 1, 5-7, 14.

Olson, Steve. The LPTV Broadcaster's 1988 Monitor Overview, Mar 88: 1, 8-12.
 ———. The TBC Market: A Buyer's Guide to Time Base Correctors, Nov 87: 4-7.

Quebbeman, Dave. Supplier Solo: The BTS 350/351 Line, Jan 89: 20-21.

F

FEDERAL COMMUNICATIONS COMMISSION

Alex D. Felker New Mass Media Chief, Dec 87: 7.
 CBA Representatives, Congressional Staff Discuss License Renewal, Sep 87: 12.
 Congress Asked to Oppose Fairness Doctrine Codification, Dec 87: 19.
 FCC to Disband, Says Dawson, Mar 88: 22.
 Felker Honored With Gold Medal, Mar 89: 35.
 Izzatso! Dec 88: 14.
 Kreisman Promoted, Jun 87: 17.
 Lotteries for Everyone? Mar 89: 26.
 Patricia Diaz Dennis New FCC Commissioner, Sep 86: 8.
 Patrick Warns Against Re-regulation, Jul/Aug 87: 7.
 Washington Conference Highlights Broadcast/Cable Issues, Jul 89: 7.
Biel, Jacquelyn. Inside the LPTV Branch: A Conversation with Keith Larson, Oct 88: 1, 26, 28-29.
Biel, Jacquelyn and John Kompas. FCC Optimistic About Future of LPTV (interview with Keith Larson), Oct 86: 1, 4-5, 16.

Cable

CBA Representatives, Congressional Staff Discuss License Renewal, Sep 87: 12.
 More (And More) On Must Carry, Apr 88: 6.
 More on Must Carry, Jun 87: 11.
 Must Carry Rules Gone, A/B Switch Rule Retained, Jun 89: 7.
 NCTA Urges Higher Quality A/B Switches, Jul/Aug 87: 10.
 Quello Questions Must Carry Agreement, Nov 86: 17.
Biel, Jacquelyn. In Our View: Cable carriage, Jul/Aug 87: 3, 18.
 ———. In Our View: Cable carriage May 88: 3.
Hutcheson, Rick. CBA Comment: Cable copyright, Oct 86: 8.
Tannenwald, Peter. LPTV and the Law: A New Cable Must-Carry Primer for LPTV, Jul/Aug 87: 19.
 ———. LPTV and the Law: Cable carriage, Feb 88: 17.
 ———. LPTV and the Law: Cable carriage, Feb 87: 9-11.
Tannenwald, Peter and Gregg Daffner. LPTV and the Law: Cable carriage, Oct 86: 6-7.

Displacement

Bahia Honda, INTV Want Reconsideration of Bumping Rule, May 87: 12.
 CBA Supports Bahia Honda, INTV Petition, Jun 87: 9.
 CBA Representatives, Congressional Staff Discuss License Renewal, Sep 87: 12.
 FCC Amends LPTV Application and Displacement Rules, Mar 87: 1, 9.

FCC Denies Monroe County Appeal, Jun 88: 18.
 FCC Upholds LPTV Processing Procedures, Nov 88: 7.
 Frontier Loses Two Displacement Challenges, Jun 88: 3.
 New Bumping Rule Tried, Jun 87: 18.
 Trinity Station Bumped By Land Mobile Allocation, Oct 86: 3.
Biel, Jacquelyn. Commenters Support Commission's Cap and Displacement Proposals, Nov 86: 4-5, 9, 11.
 ———. FCC Requests Comments on New Rules for LPTV, Sep 86: 8.
 ———. In Our View, Mar 87: 3.
 ———. In Our View, Jan 87: 3.
 ———. Reply Commenters Refine Cap and Displacement Suggestions, Dec 86: 1, 7.
Hutcheson, Rick. CBA Comment, Oct 86: 8.
Shoblom, Lee. CBA Comment, Sep 86: 12.
Tannenwald, Peter. LPTV and the Law, Apr 87: 4-5.
Tannenwald, Peter and Gregg Daffner. LPTV and the Law: Beating Bumpability, Sep 86: 6-7.

Filing Windows and Licensing

483 Window Permits to be Granted Before New Year, Nov 87: 1.
 806 LPTV Applications Filed in March Window, Apr 89: 3.
 1,357 Applications Filed In Window, Sep 87: 1.
 Application Window to Open June 22, May 87: 1, 13, 18.
 Commission Tightens Policy on Financial Qualifications, Sep 87: 20.
 FCC Amends LPTV Application and Displacement Rules, Mar 87: 1, 9.
 FCC Holds To New LPTV Terrain Shielding Policy, Dec 88: 10.
 FCC Investigates Broadcast Application Abuses, Nov 88: 13.
 FCC To Return Some LPTV Filing Windows, Nov 88: 3.
 FCC Upholds New York City LPTV Application, Nov 88: 25.
 FCC Upholds Return of AGK Communications LPTV Application, Mar 87: 18.
 Final Count on March Window is 855, Jun 89: 3.
 Letter Perfect Standard Affirmed, Sep 86: 11.
 LPTV Application Fees To Increase, Aug 89: 19.
 New FCC Forms Issued, Oct 88: 14.
 New Filing Window in Sight, Says LPTV Chief Larson, Jan 87: 15.
 New LPTV Application Window May Open In April, Mar 88: 1, 7.
 Record 61 LPTV Stations Licensed in Oct, Dec 88: 1.
 Second LPTV Window Opens June 15-24, May 88: 1, 3.
 Self-Sufficiency Association's LPTV Application Returned, Nov 86: 9.
 Third LPTV Window to Open March 6-10, Feb 89: 1, 23.
 Window Applications to be Processed Before Year End, Jul/Aug 87: 1, 5.

continued on page 12

Back Issues And Reprints Available. To Order, See Page 3.

NOW, LP MEANS LOCAL POWER

Introducing a new LP in the LPTV Industry.

- ▶ *"LP" no longer means Low Power and second class citizenship.*
- ▶ *It no longer means Limited Potential because of the high cost of people, programming and production.*
- ▶ *It no longer means Losing Proposition because of high construction and equipment costs.*

The Jukebox Network's unique, patented, fully automated interactive programming allows your viewers to locally program their own channel. Truly Local Programming with Limitless Potential and Leaping Profits. We've got the Living Proof already in Jacksonville, Orlando and Des Moines.

So, now when you talk about the LP in LPTV, remember:

Now, LP means Local Power.

*Introducing a new LP
in the TV Industry*



*The first and only
Interactive
TV Network*

*Interact with us today.
Call Bill Stacy at 305-573-6122*

Circle (145) on ACTION CARD

Has Your Fixed Antenna Got You In A Fix?



Re-aiming satellite receiving antennas by hand can be time consuming and annoying.

Why put up with the hassle? Microdyne's VistaLink™ lets you zoom in on satellites, without leaving the station. In fact, you don't even have to be at the station. Just punch in a computer program, and our system takes care of the rest.

Not quite ready for a programmable system? No

problem. Select from dozens of other Microdyne systems, fixed or motorized, in C or Ku-band. Or both. Or let us install a customized system.

Whether you're upgrading your station or just starting, we have a system tailored for your budget. Call us today at 904-687-4633. And put together your low-power TV with a system from a high-power company.

Microdyne

491 Oak Road, Ocala, Florida 32672
Phone (904) 687-4633-TWX 810-858-0307
Panafax (904) 687-3392

Circle (100) on ACTION CARD

Biel, Jacquelyn. Commenters Support Commission's Cap and Displacement Proposals, Nov 86: 4-5, 9, 11.
 _____, FCC Requests Comments on New Rules for LPTV, Sep 86: 8.
 _____, In Our View, Jan 87: 3.
 _____, In Our View, Mar 87: 3.
 _____, In Our View, Nov 87: 3.
 _____, Reply Commenters Refine Cap and Displacement Suggestions, Dec 86: 1, 7.

Tannenwald, Peter. LPTV and the Law, Apr 87: 4-5.
 _____, LPTV and the Law, Sep 88: 6, 27.
 _____, LPTV and the Law, May 88: 12-13.
 _____, LPTV and the Law: Some Thoughts on Lottery Licensing, Jun 89: 6-7.
 _____, LPTV and the Law: Access to Towers, Jul 89: 4, 6.
 _____, LPTV and the Law: Fee Schedules, Mar 87: 14.

HDTV

Commission Seeks Comments on Growth and Regulation of ATV Systems, Jul/Aug 87: 10.
 Cosmopolitan Broadcasting Urges Experimental Station Authority for LPTV, Mar 88: 7.

FCC Chairman Patrick Comments on HDTV, May 88: 13.
 FCC Issues Report On ATV Systems, Oct 88: 14.
 FCC Issues Violations Checklist, ATV Info Pack, New EEO Forms, May 88: 15.
 More On HDTV, Dec 87: 6.
 Second HDTV Report Released, Jun 89: 3.

Rules

496 EBS Reports Filed Last Year, Mar 89: 14.
 1982 Loose-Leaf FCC Rules Discontinued, Sep 86: 15.
 Another Radio Fined For Bingo Ads, Nov 88: 19.
 Anti-Trafficking Proposal Denied, Mar 89: 35.
 Appeals Court Stays Indecency Ban, Feb 89: 6-7.
 Appellate Court Remands FCC Action on Children's Commercialization Guidelines, Sep 87: 18.
 Border Applications May Spec. 1 kW, Dec 87: 7.
 Broadcast Industry Loses In Sanyo Appeal, Nov 88: 20.
 Cables Cited for EEO Violations, Apr 89: 36.

**Back Issues And Reprints Available.
To Order, See Page 3.**

CBA Comments Further in Territorial Exclusivity Rulemaking, Jan 89: 12.
 CBA Comments on Territorial Exclusivity, Sep 87: 4.
 CBA Opposes Broadcast Licensing Lotteries, Jul 89: 12.
 CBA Opposes Dumping Type Acceptance Standards, Jun 88: 10.
 CBA Petitions For License Renewal Rule Change, Oct 88: 3.
 CBA Replies on 14/69, May 88: 15.
 Comments Needed on Transfers of Non-Stock Licenses, Apr 89: 32.
 Comments Sought In Fairness Doctrine Proceeding, Apr 87: 3.
 Commission Clarifies Election Advertising Rules, Sep 88: 16.
 Dennis Bucks Commission's Stance on One-To-A-Market Rule, May 89: 15.
 EBS Script Change Approved, Dec 86: 14.
 EBS Script Change, Apr 87: 15.
 FCC Abolishes Protective Broadcast Policies, Apr 88: 23.
 FCC Affirms Syndex Rules, Mar 89: 27.
 FCC Authorizes TV Boosters, Sep 87: 20.
 FCC Begins Inquiry on Channels 14, 69 Interference Problems, Nov 87: 18.
 FCC Fines Radios For Promoting Lotteries, Jun 88: 10.
 FCC Holds To New LPTV Terrain Shielding Policy, Dec 88: 10.
 FCC Issues Fact Sheet On Indecency Standards, Feb 88: 23.
 FCC Issues Violations Checklist, ATV Info Pack, New EEO Forms, May 88: 15.
 FCC Lists Troublesome Broadcast Violations, Feb 89: 27.
 FCC May Decide Obscenity Issues, Jul/Aug 88: 18.
 FCC May Scrap Two-Year Network Affiliation Rule, Oct 88: 24.
 FCC Modifies Call Sign Rules, Dec 87: 19.
 FCC Modifies Radio Duopoly Rule, Dec 88: 14.
 FCC OK's Terrain Shielding For LPTV, Jun 88: 8.
 FCC Opens Inquiry on Femal Ownership Policies, Feb 87: 11.
 FCC Proposes Modifying or Eliminating Studio and Origination Rules, Dec 86: 7.
 FCC Proposes New Pick-up Policy, Jun 87: 9.
 FCC Recommends Compulsory License Repeal, Jul 89: 14.
 FCC Reconsidering Territorial Exclusivity, Dec 88: 10.
 FCC Redefines Indecency, Jun 87: 5.
 FCC Refines "One To A Market" Rule, Jan 89: 4.
 FCC Reinstates Minority and Female Preferences, Mar 88: 16.
 FCC Requests Comments on New TV Booster Service, Apr 87: 15.
 FCC Reviews Rules for Transmitter Changes, Sep 86: 15.
 FCC Seeks Comments on Proposed Rule Changes for TV Satellite Stations, Mar 87: 18.
 FCC Seeks to Stem Broadcast Licensing, Allocation Abuses, Sep 87: 18.
 FCC to Amend Environmental Assessment Procedures, Oct 88: 30.
 FCC Seeks Comments on Network/Cable Cross-Ownership, Oct 88: 24.
 Form 301 Revised, License Renewal Processes Reformed, Jul 89: 3.

**Back Issues And Reprints Available.
To Order, See Page 3.**

KC Station Fined \$10,000 For EEO Violations, Dec 88: 11.
LPTV Broadcaster Reminded of EBS Obligations, Jan 88: 18.
Main Studio Location and Program Origination Rules Amended, Jun 87: 5.
NAB Backs Overhaul of FCC's One-to-a-Market, Duopoly Rules, Jul/Aug 87: 12.
NAB Opposes Lotteries for Radio, Full Power TV, Aug 89: 11.
National Innovative Programming Bucks FCC on Land Mobile Sharing, May 87: 15.
New Broadcast EEO Rules Adopted, Jun 87: 4.
New LPTV License Renewal Dates, Jul/Aug 87: 8.
Paramount Wins Contention Re: "Entertainment Tonight", Mar 88: 19.
Payola is Illegal, FCC Warns Broadcasters, Nov 88: 24.
Pirate Broadcaster Shut Down, Jul 89: 3.
Public Inspection File Retention Period Shortened, Jul/Aug 88: 17.
Renewal Processes Under Scrutiny, Nov 88: 13.
Repeal of Compulsory License for Distant Signals Recommended, Dec 88: 7.
STV Now a Non-Broadcast Service, Feb 87: 14.
Syndex for Satellite Dishes? May 89: 15.
Telephone Broadcasts Require Prior Notice, Says Commission, Oct 88: 12.
"TV Genie" Owner Sentenced, Dec 87: 19.
"Two-Year Rule" Repealed, Apr 89: 32.
Two Radios, One TV Warned on EEO Violations, Mar 89: 20.
Univision Exempt From Prime Time Access/Financial Interest Rules, Mar 89: 27, 31.
VBI Lines 10-14 Now Free For LPTV Use, Nov 86: 14.
_____ as Seized, Jan 87: 10.
_____ Conference Highlights Broadcast/Cable Issues, Jul 89: 7.
Wisconsin FM Fined For Lottery Violations, Feb 89: 22.
Biel, Jacquelyn. In Our View: Lotteries For Full Power, Jul 89: 2.
_____ In Our View: Terrain Shielding, Jun 88: 3.
Tannenwald, Peter. LPTV and the Law: Access to Towers, Jul 89: 4, 6.
_____ LPTV and the Law: Advertising Cigarettes and Alcoholic Beverages, Dec 87: 14-15.
_____ LPTV and the Law: Beware of Lotteries, Dec 86: 10, 12.
_____ LPTV and the Law: Broadcasting of Telephone Conversations, Jan 89: 11-12.
_____ LPTV and the Law: Call Signs and Station Identification, Apr 88: 17-18.
_____ LPTV and the Law: Children's TV, Nov 87: 16.
_____ LPTV and the Law: Copyright and Exclusivity Rules, Jun 87: 11-12.
_____ LPTV and the Law: EEO, Apr 89: 10, 12.

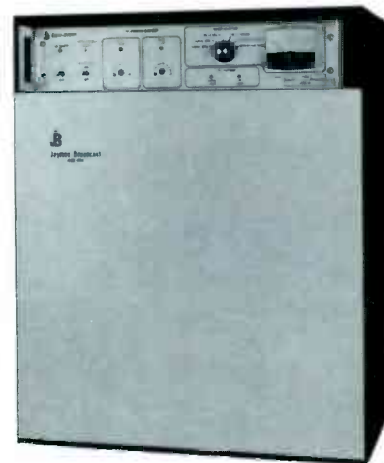
_____ LPTV and the Law: Emergency Broadcast System, Oct 88: 22-23.
_____ LPTV and the Law: New Broadcast Lottery Laws Allow Spots for Indian Games, Feb 89: 20, 22.
_____ LPTV and the Law: Obscenity and Indecency On The Airwaves, Oct 87: 14-15.
_____ LPTV and the Law: Political Broadcasting: A Map Through the Maze, Sep 87: 16.
_____ LPTV and the Law: Programming, licensee responsibility for, Mar 89: 12.
_____ LPTV and the Law: Rebroadcasting Other Stations: Do's & Don't's, Jan 87: 8-9.
_____ LPTV and the Law: Renewing your LPTV License, Jul/Aug 88: 12.
_____ LPTV and the Law: Syndex, Jun 87: 11-12.
_____ LPTV and the Law: Technical deregulation, May 89: 8.
_____ LPTV and the Law: Territorial Exclusivity, Jun 87: 11-12.
_____ LPTV and the Law: Tower Tips, Dec 88: 8-9.
_____ LPTV and the Law: Will LPTV Find A Home of Its Own? Jan 88: 12.
Tannenwald, Peter and Robert S. Koppel. LPTV and the Law: A Review of FCC Rules for LPTV Stations, Aug 89: 12, 14.
_____ LPTV and the Law: Buying and Selling CPs and Licenses, May 87: 11.
Tesh, Kathryn G., N.C.E. You Asked! Rules for land mobile, Mar 88: 12.

FINANCE

BROADCAP Hedging on LPTV Investments, Nov 87: 12.
BROADCAP Seeks Minority Broadcast Investment Opportunities, Jul/Aug 87: 10.
Credit Seminar Slated, Jul 89: 14.
EMCEE Inaugurates New LPTV Leasing Plan, Jun 87: 4.
Forest Service Amends Tower Rental Fees, Oct 88: 20.
Microtime Introduces New Financing Programs, Oct 88: 39.
Minority Broadcast Ownership Seminars Set, Jul 89: 12.
NAB/BFM Release 1987 TV Financial Report, Dec 87: 18.
News Salaries Overtake Cost of Living, says RTNDA, Mar 89: 8.
Luellwitz, John D. Checks & Balances, Sep 86: 14.
_____ Checks & Balances, Nov 86: 7.
_____ Checks & Balances, Jul/Aug 87: 11-12.
_____ Checks & Balances: Managing Your Managers, Dec 87: 7.
_____ Checks & Balances: Need a Bank Loan? Jan 87: 10-11.
_____ Checks & Balances: Coping With Growing Pains, Apr 87: 16-17.
Sherwood, Burt. The Word Is BUY, Apr 88: 6.
Wiederhold, Richard D. The Business of Business: What Should Your Chief Financial Officer Be Doing? Mar 89: 20, 31.

continued on page 14

SOLID STATE TRANSMITTERS



Solid State
Failsoft self redundant design
2 watt-55KW
Financing
Turnkey Development

**JBSS 25 25 watt
\$7,600**

**JBSS 100 100 watt
\$13,500**

**JBSS 1K 1 kw
\$36,000**

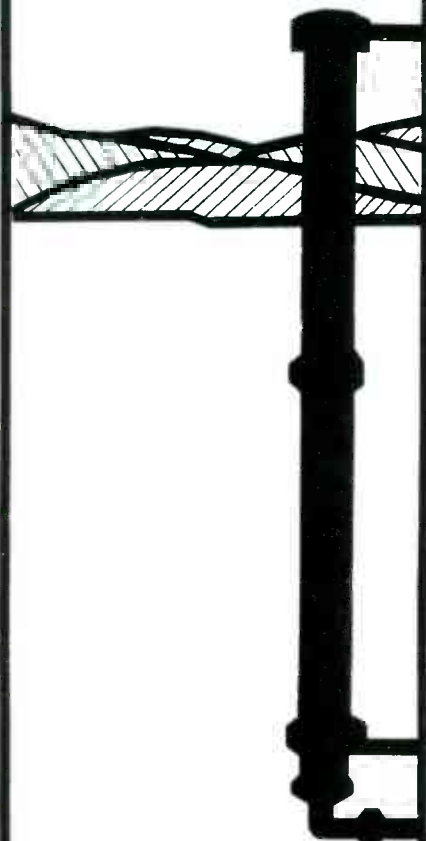
**JBSS 2K 2 kw
\$65,000**



Jaymen Broadcast
7555 Collett Ave.
Van Nuys, CA 91406
(818) 994-5265

Circle (82) on ACTION CARD

**"on the air"
not in the air...
repairing.**



We guarantee it. BASC antennas are built to last because we overbuild. Not one BASC antenna has ever failed under operating conditions. And, we have our systems operating in some of the most severe environments in the U.S.

So, for low power VHF or UHF antennas go with BASC. Call 800-252-BASC or 603-654-2838

BASC
P.O. Box 179
Wilton, NH 03086

BASC

Circle (3) on ACTION CARD

I

INDUSTRY DEVELOPMENT

Almost 1,000 Window Applications Filed, Jul/Aug 88: 3.
American Family Network to Finance LPTV Builds, Sep 86: 4.
BROADCAP Hedging on LPTV Investments, Nov 87: 12.
Cable Penetration Still Growing, Mar 89: 26.
Nine New LPTV's Licensed in November; Coleman Planning Resort Network, Jan 87: 1.
Battison, John H., PE. Technical Talks: Flashback, Jul 89: 11.
Biel, Jacquelyn. In Our View, Sep 86: 3.
———. In Our View, Apr 87: 3.
———. In Our View, Jan 88: 3.
———. In Our View, Sep 88: 3.
———. In Our View: *Low Power Telecasting*, Oct 88: 3.
Biel, Jacquelyn and John Kompas. In Our View, Sep 87: 3.
Bradt, S. E. LPTV Industry Growing 30%-40% Annually, Sep 88: 1, 27.
Nightbyrd, Jeffrey. CBA Comment, Dec 86: 6.
Shoblom, Lee. CBA Comment, Jan 87: 10.
———. CBA Comment, Apr 87: 19.
———. CBA Comment, Mar 88: 16.

L

LOCALISM

Banks, Mark J., Ph.D. The Dynamics of Localism, Jun 87: 8.
Biel, Jacquelyn. In Our View: Localism, Sep 86: 3.
———. In Our View: Localism, Apr 87: 3.
———. In Our View: Programming survey, Mar 89: 3.

LPTV REPORT, THE

Biel, Jacquelyn. In Our View: LPTV Report editorial policy, May 89: 3.

LPTV STATIONS

"Perry Mason," "Star Trek" to Air in Twin Falls, Apr 87: 23.
Arizona Station Plans Programming Co-op, Feb 87: 18.
Atlanta LPTV-55 Joins VJN, Jul 89: 16.
Cable Marketing Systems To Represent VJN's Jacksonville LPTV, Dec 87: 6.
Chicago Station Hits Ground Running For Woods Communications, Sep 87: 5.
Erwin Scala to Build Third California LPTV, Apr 89: 32.
Fort Wayne's LPTV 68 Airs Christian, Family Fare, Dec 86: 14.
Frontier Loses Two Displacement Challenges, Jun 88: 3.

Good News TV Signs On In Nashville, Oct 86: 12.
Hembree Adds LPTV-10 To Nashville Station Line-up, Mar 88: 19.
Hopkinsville TV-43 Receives National Community Service Award, May 87: 1, 7.
Hopkinsville's TV-43 Wins AP News Award, May 89: 7.
Hulk Hogan Meets Andre the Giant on LPTV-49, Mar 88: 19.
K39AS, Marshalltown, IA Greets Bush At Vets' Gathering, Oct 87: 8.
K40AN, Lubbock, Receives Freedoms Foundation Award, May 87: 15.
Learn/Alaska Network Squeezed by Declining Oil Prices, Sep 86: 17.
LPTI Declares Chapter 11, Sep 86: 10.
LPTV-17 Signs on in Columbus, Oct 88: 31.
LPTV-30 Signs On In Syracuse, Jan 88: 16.
LPTV-43 Viewer Wins CMT Getaway, Jun 87: 16.
LPTV 49, Twin Falls, Makes January Nielsen Book, Feb 87: 12.
LPTV-8 in Columbus Increases Power to 80 Watts, Oct 88: 25.
LPTV Interest Relinquished, Oct 86: 8.
LPTV Network to Blanket Cleveland, Akron, May 88: 7.
LPTV's 10, 61 Simulcasting to Nashville, Jun 88: 1.
Lubbock LPTV Named ACTS Affiliate of the Year, Jun 87: 1.
Lubbock's LPTV-40 Wins Second ACTS award, May 88: 10.
Magic-8 To Serve Glen Falls, NY, Nov 87: 13.
Marshalltown's LPTV 39 Wows Viewers with Brewers, May 87: 15.
Milwaukee's TV 55 Refuses to Pay for Cable Carriage, Oct 86: 11.
Missouri LPTV To Focus On Youth, Jun 89: 16.
Myrtle Beach LPTV to Sign On in February, Jan 87: 21.
Nashville's Good News TV Airs Talent Search, Sep 87: 15.
NBC First Major Network to Have LPTV Carriage, Nov 86: 14.
New Bumping Rule Tried, Jun 87: 18.
New Hampshire LPTV Broadcaster Wins Local Cable Award, Aug 89: 11.
New Idaho LPTV On Fast Track, Dec 86: 9.
Nielsen Reassigns Channel 10, Woodstock, Jul/Aug 88: 15.
Nine new LPTV's Licensed in November; Coleman Planning Resort Network, Jan 87: 1.
Olean's First Local TV Broadcasts from Old Movie House, May 87: 12.
Omni Broadcasting Finances LPTV Station Through Public Offering, Oct 88: 7.
Omni Broadcasting Seeking Second Round of Financing, Jun 89: 18.
Park City LPTV to Begin Resort Program Co-op, Feb 87: 15.
Passink Builds Production Studio, Apr 87: 23.
Pittsburgh's First LPTV Prepares for Sign-On, Nov 86: 8.
Pittsburgh's LPTV-63 Adds ABC Soap, Oct 87: 13.

**Back Issues And Reprints Available.
To Order, See Page 3.**

**Back Issues And Reprints Available.
To Order, See Page 3.**

Real Estate Programming Clicks for LPTV 45, Nov 86: 4.
Temple Baptist Church to Sign On LPTV-65 in Tallahassee, Sep 87: 15.
TV-43 Introduces LocalVision, Feb 89: 6.
TV-49, Twin Falls, Makes Nielsen Book Again, May 87: 4.
TV 55, Milwaukee, Proves Viewers, Sep 86: 10.
TV-55, St. George, UT, Signs On With Emmys, Oct 87: 1.
TV 8, Milwaukee, Gets New GM, Sep 86: 17.
TV Guide Now Listing Oregon LPTV, Aug 89: 4.
Twin Falls LPTV-49, King Videocable Agree on Carriage, Dec 87: 5.
W40AF Highlights Local Events in Harrisburg, PA Market, Feb 89: 7.
Woodstock's Channel 10 Gets Wendy's, Oct 87: 13.
Biel, Jacquelyn. Blacks, Hispanics, Finance Mean Dollars, Community Service, Apr 88: 1, 19-21.
——. Doing It The Way LPTV Was Designed To Be Done, Nov 86: 1, 6.
——. Eugene's KLSR-TV: A Lesson in Style, Jan 89: 1, 8-11.
——. Holding A Mirror Up to Hopkinsville, Jan 88: 1, 8-9.
——. How to Build A Network, Apr 87: 1, 6-9.
——. Killington's LPTV 18 Serves Major Resort Center, Feb 87: 1, 11.
——. Lebanon's 11: Community Serving Community, Jul/Aug 87: 1, 4-5.
——. LPTV-4 Rides Radio Market in Kentucky's Heartland, Oct 87: 1, 5.
——. LPTV-44 Blankets Big Apple, Sep 87: 1, 13-14.
——. LPTV Brings Good Tidings to Music City USA, Dec 88: 1, 4, 6.
——. Marshalltown's TV-39 Wins With Local Emphasis, Nov 87: 1, 14.
——. MCA/King Features Lead Program Line-up at LPTV-6, Dec 86: 1, 4-5.
——. Olean's TV-20 Finds Cable, Local Programming Key to Ad Sales Effort, Jul/Aug 88: 1, 11.
——. Spreading the Community Television, Dec 87: 1, 6-9, 12.
——. Success No Dilemma For Catch-22, Oct 86: 1, 9.
——. Tallahassee's LPTV-17 and WCTV-TV Team Up for Market Dominance, Jun 87: 1, 6-7.
——. The RTS Story, Jan 87: 1, 4-7.
——. Virginia LPTV New Challenge for Television Pioneer, Mar 87: 1, 10.
Carey, Colette. 15TV Shines in San Luis Obispo, May 89: 1, 18.
——. LPTV on Curriculum at Dodge City College, Oct 88: 25.
——. Portland's LPTV-24 Aims to be "Modern-Day General Store", Mar 89: 1, 34.
——. Sarasota's LPTV-24 To Build Viewer Support In Fight Against Storer, Oct 88: 12.
——. TV 22/54 Adds Cable, Changes Format, Engineering, Dec 88: 11.

Carey, Colette and Jacquelyn Biel. Local Sports Wins Viewers For TV-8, Columbus, Jun 89: 1, 9-10, 12-13.
Jenkins, Louis (Woody). Baton Rouge's WKG-TV: The Little Station That Can! Apr 89: 1, 7-9, 12, 14.
Schmidbauer, Steve. Woods Communications Group Grows With LPTV, Sep 86: 11.

M

MONTREUX

Montreux Symposium Set For June, Apr 89: 32.

MUSIC LICENSING

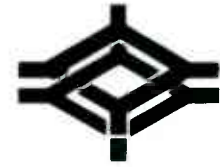
BMI To Raise Royalties on Network Spot Music, Feb 89: 14.
CBA/BMI Music Licensing Talks On Hold Until April, Mar 88: 23.
Ahrold, Robbin. BMI: An Inside Look at Music Royalties, Feb 89: 14, 16-17.
Tannenwald, Peter and Mania K. Baghdadi. LPTV and the Law: Dealing With ASCAP and BMI, Mar 88: 6-7.

N

NATIONAL ASSOCIATION OF BROADCASTERS

Mark Fowler, Lucille Ball, Others To Receive NAB Awards, Mar 88: 19.
NAB '88 Promises Full Television Schedule, Mar 88: 14-15.
NAB Backs Overhaul of FCC's One-to-a-Market, Duopoly Rules, Jul/Aug 87: 12.
NAB, MST Butt ATSC Regarding HDTV, Feb 88: 23.
NAB Opposes Spectrum Use Tax, Jul/Aug 88: 19.
NAB Reports on PSA's, Political Advertising, Jul/Aug 88: 15.
NAB Solicits Research Grant Proposals, Nov 87: 9.
Survey Shows TV Broadcasters Committed to New Technologies, Jun 87: 5.
Biel, Jacquelyn. An NAB Preview: The LPTV Broadcaster's Guide to NAB 1987, Apr 87: 1, 10-12.
——. An NAB Walk-Through: The LPTV Broadcaster's Guide To NAB 1988, Apr 88: 1, 8-13.
——. An NAB Walk-Through: The LPTV Broadcaster's Guide To NAB 1989, Apr 89: 1, 14, 16-19, 22-23, 26-31.
——. In Our View: Free TV Campaign, Jun 89: 2.

continued on page 16



DECISION, INC.

*Complete Management
Information Systems
for the LPTV
Market*

UNIX/XENIX/ DOS/OS-2

*Systems can start small
and have an unlimited
growth potential.*

- ◆ Logs
- ◆ Availability
- ◆ Accounting
- ◆ Sales Management
- ◆ Projections
- ◆ Communications

*Complete packages, hardware
and software, tailored to fit
your market size with lease
plans available.*



DECISION, INC.

402 S. Ragsdale
Jacksonville, TX 75766

1-800-251-6677

Circle (14) on ACTION CARD

Eagle-Lion Video presents...

HOLLYWOOD CLASSICS

An impressive library of the world's favorite classic motion pictures, at surprising prices. They become your property, so there are no limits on the number of airings.

This collection of over 600 films, includes many academy award winners and features such stars as Cary Grant, Jimmy Stewart, Frank Sinatra, Humphrey Bogart, Charlton Heston, Kirk Douglas,



Ronald Reagan, Audrey Hepburn, Walter Matthau, Elizabeth Taylor, and hundreds more.

All Films are available in VHS, 3/4", or 1".

For a complete catalog, call (619) 277-1211 or write:
Eagle-Lion Video Productions, 7710 Balboa Ave., San Diego, CA 92111

Circle (96) on ACTION CARD

NATIONAL ASSOCIATION OF TELEVISION PROGRAM EXECUTIVES

April NATPE Seminars Set On Programming And The Law, Mar 88: 23.
NATPE Extends Special Invitation to LPTV Operators, Jan 87: 18.
NATPE Members Elect New Board, Executive Committee, Mar 89: 8.
NATPE Panelists Talk LPTV Program Strategy, Feb 89: 1, 6.
Biel, Jacquelyn. In Our View, Feb 87: 3.
_____ In Our View, Mar 88: 3.
Harvey, Kris. After NATPE, Apr 87: 18.
Kompas, John. In Our View, Jan 89: 3.

NATIONAL CABLE TELEVISION ASSOCIATION

NCTA Gearing Up For May Convention in Dallas, Apr 89: 36.
NCTA Independent Operators Board Opposes Gore Bill, Apr 88: 21.
NCTA Sets Cable Show, Introduces Idea Newsletter, Dec 87: 3.
New Hampshire LPTV Broadcaster Wins Local Cable Award, Aug 89: 11.
Shoblom, Lee. CBA Comment, Jun 87: 13.

Back Issues And Reprints Available. To Order, See Page 3.

NATIONAL TRANSLATOR ASSOCIATION

CBA, NTA To Join Forces on Industry Issues, Jun 89: 1.
NTA Technical Seminar Set, Apr 89: 36.

NEW TECHNOLOGIES

3-D TV To Hit British Market by _____ End, Jul/Aug 88: 23.

DBS

DBS Firms Get More Time To Build, Dec 88: 14.
FCC Grants Tempo's DBS Application, Dec 86: 3.
TVRO/DBS Market to Sextuple by 1993, Aug 89: 6.

HDTV

Cable Consortium to Research HDTV, Oct 88: 23.
Cable Labs Membership Up, Mar 89: 26.
Commission Seeks Comments on Growth and Regulation of ATV Systems, Jul/Aug 87: 10.
Cosmopolitan Broadcasting Urges Experimental Station Authority for LPTV, Mar 88: 7.

Back Issues And Reprints Available. To Order, See Page 3.

FCC Chairman Patrick Comments on HDTV, May 88: 13.
FCC Issues Report On ATV Systems, Oct 88: 14.
_____ ATN Info, _____
31.
Gore Bill Pushes HDTV _____ 89: 3.
HDTV Center Gets Experimental Authority, Mar 89: 31.
HDTV Experiment Uses Andrew Antenna, Apr 89: 32.
Kodak Executive Urges Film Educators to Enter HDTV Debate, Nov 88: 24.
More On HDTV, Dec 87: 6.
NAB, MST Butt ATSC Re: HDTV, Feb 88: 23.
NBC Proposes 1050-Line HDTV Standard, Dec 88: 14.
NTSC Nations Meet on Advanced Television, Jul/Aug 88: 15.
Second HDTV Report Released, Jun 89: 3.
Survey Shows TV Broadcasters Committed to New Technologies, Jun 87: 5.
Biel, Jacquelyn. In Our View, Apr 88: 3.
_____ In Our View, Feb 89: 1, 26.

PRODUCTION

Biel, Jacquelyn. In Our View, Nov 86: 3.
Horner, Bob. The News in Community Broadcasting: Researching your Audience, Apr 89: 20.
Kompas, John. Cameras and Lighting: The Important Connection, Jul/Aug 87: 6-7.
Lowell, Ross. The One Light Approach, Jan 87: 15, 21.

PROGRAMMING

America's Value Network Offers New Home Shopping Concept, Sep 87: 17.
 American Family Network Hosts Affiliate Gathering, Sep 86: 1, 4-5.
 Atlanta LPTV-55 Joins VJN, Jul 89: 16.
 Bingo Goes International, Jun 87: 11.
 Cable Films Marks 13th Birthday, Jun 89: 15.
 Call For Entries: 1988 Banff Festival, Feb 88: 19.
 Changes In Programming, Ownership For Tempo, Dec 87: 13.
 Channel America Adds New Talk Shows, Jul 89: 3.
 Channel America Begins Around-the-Clock Programming, Oct 88: 10.
 Channel America Hires COO, Will Launch Network Late 1987, Jul/Aug 87: 12.
 Channel America Introduces "Play TV", Mar 87: 9.
 Channel America Signs On Two More LPTV Stations, Jun 89: 15.
 Channel America To Sign On June 1, Apr 88: 15.
 Channel America Viewers to Choose Show Hosts, Oct 88: 10.
 Channel America's "Runway Club" Premieres on NYC's LPTV -44, May 88: 10.
 CMTV On New Transponder, Jan 87: 9.
 Colorado Firm Buys Interest in World Wide Bingo, Jul/Aug 88: 17.
 Country Music TV Available to LPTV Broadcasters, Feb 87: 16-17.
 Religious LPTV: Some Word With Community, Dec 87: 10.
 ...holds Transfer of Viacom International, Dec 87: 18.
 First Annual Directory of LPTV Programming, The, Feb 87: 1, 4-8, 12-13.
 Florida Broadcaster to Offer LPTV Programming Service, Feb 87: 4.
 FTC Investigating Alleged Unfair Practices by MTV, May 87: 13.
 Fullbright Fellowship in Film and TV Announced, Apr 89: 32.
 GPN to Lose Promotion Funding, Sep 86: 10.
 Hit Video Adds TV-43, Feb 88: 23.
 Hit Video USA Adds Affiliates, Changes Bird, Jul/Aug 88: 12.
 Hit Video USA Adds LPTV Affiliates, Jun 87: 17.
 Hit Video USA Adds New Feature, Jul 89: 7.

Back Issues And Reprints Available. To Order, See Page 3.

Hit Video USA Curtails Hours, Mar 88: 3.
 HSN Gives \$500,000 to BROADCAST, Sep 87: 20.
 ITN Brings World's Best Programming to USA Markets, Dec 86: 11.
 ITN Offers Wall Street Journal Report, Jan 87: 16.
 Jukebox Network Comes to Iowa, Dec 88: 1.
 Kellogg To Underwrite "Reading Rainbow", Mar 89: 8.
 Keystone Goes to 24 Hours, Aug 89: 10.
 Learning Channel Expands Literacy Programs, Aug 89: 4.
 Learning Channel Schedules New Fall Fare, The, Oct 88: 7.
 LPTV-5, Houston, Flagship Affiliate of Hit Video USA, Nov 86: 10.
 MetroNet Scheduled for April Launch, Mar 89: 34.
 NAB Survey Shows Stations Accept Condom Ads, Jun 87: 6.
 NCTA Independent Operators Board Opposes Gore Bill, Apr 88: 21.
 New Affiliate For Hit Video USA, Dec 87: 13.
 New Databank for Productions in Progress, Jun 87: 6.
 New Program Gives In-Depth Look at Capitol Hill, Jul/Aug 87: 12.

New Sports Show On FamilyNet, Jun 89: 16.
 Newhouse Broadcasting Joins VJN Partners, Feb 88: 19.
 Panasonic Sponsors Kid Witness News, Jun 89: 16.
 Park City LPTV to Begin Resort Program Co-op, Feb 87: 15.
 Post Announces New LPTV Programming, Investment Companies, Jan 87: 9.
 Resort Sports Network Offers Active Fare for LPTV Market, Aug 89: 6.
 RFD-TV Growing Fast, Jan 89: 12.
 RFD-TV is Back, Aug 89: 1.
 "Saks Fifth Avenue" of Home Shopping Buying LPTV Outlets, Feb 88: 16.
 Screen Gems/CST to Offer Classic Series, Mar 87: 18.
 Second Annual Directory of LPTV Programming, The, Feb 88: 1, 7-15.
 SIN Adds New LPTV Affiliate, Nov 86: 8.
 Steamboat Springs to Host Video Competition, Jun 87: 5.
 SuperVision Brings SelectTV to LPTV Markets, Oct 86: 11.
 "Tamper-Proof" PPV System Enters Market, Jul 89: 6-7.
 Tempo, TCI Complete Merger, Jan 89: 12.
 Third Annual Directory of LPTV Programming, The, Jan 89: 1, 4, 6-7, 14-16, 18.
 Tunnelvision Set To Launch LPTV Programming Network in January, Sep 87: 4.

continued on page 18



**21 Concourse Gate, Nepean, Ontario K2E 7S4
 Tel: (613) 226-5870 Fax: (613) 727-1247**

Tennaplex designs and supplies professional Broadband, TV antennas that are stable even under ice and snow without the use of deicers.

Allow us to offer you an antenna system tailored to your specific needs.

Tennaplex has over 700 antenna systems serving the Americas.

Circle (8) on ACTION CARD

TV Food Coverage Competition Announced, Dec 88: 7.

Univision Adds Kids' Shows, Jun 87: 5.

Univision Exempt From Prime Time Access/Financial Interest Rules, Mar 89: 27, 31.

Viacom Transfer Granted Over Wodlinger Objections, Jun 87: 14.

Video Jukebox Network Buys Jacksonville LPTV-10, Dec 87: 1, 6.

VJN To Buy LPTV-11 In Orlando, Sep 88: 27.

**Back Issues And Reprints Available.
To Order, See Page 3.**

VJN Wins Patent, Will Buy LPTV-4, Des Moines, Jun 88: 6.

VMN Buys America's Value Network in Major Expansion Move, Oct 88: 20.

World Wide Bingo Adds New Sponsors, Apr 88: 15.

World Wide Bingo Announces New Productions, Mar 89: 35.

Banks, Mark J., Ph.D. The Dynamics of Localism, Jun 87: 8.

Biel, Jacquelyn. In Our View, Feb 88: 2.
In Our View: Children's TV on local cable, Oct 87: 3.

In Our View: Election programming, Jul/Aug 88: 3.

In Our View: Localism, Oct 86: 3.
On-Line With Channel America:

An Interview With David Post, Sep 88: 1, 17-25.

Programmers Line Up to Serve LPTV: Ten Networks Now Competing for Viewers, Mar 89: 1, 6-7, 9-10, 16, 18.

Religious LPTV: Spreading the Word With Community Television, Dec 87: 1, 8-9, 12.

Carey, Colette. Newscasts Available from Center One Video, Jun 89: 18.

Everett, D. J., III. CBA Comment, Sep 87: 12.

CBA Comment: American Family Network, Nov 86: 15.

McLaurin, John. Supplier Solo: The Learning Channel, Dec 88: 17.

Tucker, Ken and Amy Madsen. Supplier Solo: Sportsman's Showcase Can be a Challenge, Aug 89: 17.

Country Music Television

24 hours of satellite-delivered stereo country music. From the all-time favorites to the new country music acts just hitting the charts in a vibrant video format. Quality programming that is fully automated to meet the needs of the low-power station. Community broadcaster's way to build a loyal viewing audience. Programming that builds a strong demographic package for advertiser support.



For further information
contact Patrick F. Dolan
(612) 699-0879

Direct Distribution
1389 Goodrich Ave.
St. Paul, MN 55105

PROMOTION

Pepsi Promo Excels on Univision, Feb 88: 23.

Cannella, Frank Jr. Direct Response Advertising: The Bottom Line, Aug 89: 1, 6.

Webster, Lance. BPME/BDA Seminar and Exposition Presents Best in TV Promotion, May 87: 8.

Broadcast Station Publicity: Part One: Dealing with the Press, Feb 89: 17-20.

Broadcast Station Publicity: Part Two: Press Materials, Mar 89: 22.

Broadcast Station Publicity: Part Three: Photographs, Aug 89: 8, 10.



RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

News Salaries Overtake Cost of Living, Says RTNDA, Mar 89: 8.

News Staff Training Program Offered, Jun 89: 22.

**Back Issues And Reprints Available.
To Order, See Page 3.**

Circle (37) on ACTION CARD



SERVICES

- Broadcasting Systems, Inc. Offers LPTV Turnkeys, May 88: 10.
- Chyron Expands Training Programs, Jul/Aug 87: 14.
- CMX Announces New Bulletin Board Service, Jul/Aug 88: 17.
- Comprehensive Video Adds Computer Products Division, Mar 89: 20.
- Datacount Begins Development of LPTV Computer System, Jan 87: 8.
- EMCEE Inaugurates New LPTV Leasing Plan, Jun 87: 4.
- Exhibitors: 1988 CBA Convention & Exhibition, Nov 88: 22-24.
- LPTV Broadcaster's Services Showcase, The, Jun 88: 1, 11-17.
- LPTV Report's 1987 Directory of Equipment Dealers, The, Mar 87: 5-7, 11-13.
- Microtime Introduces New Financing Programs, Oct 88: 39.
- News Staff Training Program Offered, Jun 89: 22.
- Video Images Moves Offices, Apr 87: 19.
- Video Images To Build Bradley Center Studios, Oct 88: 31.

SOCIETY OF BROADCAST ENGINEERS

SBE to Hold First National Convention: Will Share with CBA, Oct 86: 10.

STATION MANAGEMENT

- EMCEE Inaugurates New LPTV Leasing Plan, Jun 87: 4.
- Forest Service Amends Tower Rental Fees, Oct 88: 20.
- Microtime Introduces New Financing Programs, Oct 88: 39.
- NAB/BFM Release 1987 TV Financial Report, Dec 87: 18.
- News Salaries Overtake Cost of Living, says RTNDA, Mar 89: 8.
- News Staff Training Program Offered, Jun 89: 22.

Battison, John H., P.E. Technical Talks: Buying used equipment, Nov 88: 19.
 Technical Talks: Purchasing, May 89: 19-20.

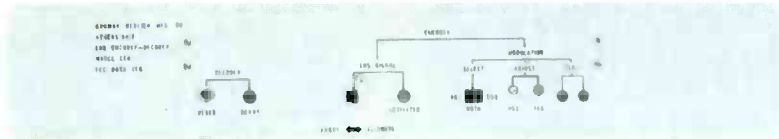
Biel, Jacquelyn. In Our View, Dec 88: 3.

Glassberg, Peter. Buying a Character Generator: Some Basic Questions to Ask, Sep 87: 6, 13.

Havice, Michael J., Ed.D. Flexibility on a Budget: Some Thoughts on LPTV Studio Cameras, Jul 89: 1, 8, 10.
 Of Chips & Tubes: Camera Shopping Understood, Sep 88: 8-11.

Horner, Bob. The News in Community Broadcasting: Planning your Newscasts, Jul 89: 12, 14.
 The News in Community Broadcasting: The Assignment Desk and the Assignment Editor, Aug 89: 4, 6.

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

Required for L.P.T.V.

All interconnections to the EBS equipment are made through a barrier terminal block. No special connectors necessary. In stock—available for immediate delivery.

GORMAN REDLICH MFG. CO.
 257 W. UNION STREET • ATHENS, OHIO 45701 • (614) 593-3150

Circle (62) on ACTION CARD

- Kidd, Chris.** How to Motivate and Keep Good Sales Personnel, Mar 88: 17.
- Kompas, John.** In Our View, Dec 86: 3.
- Kompas, John and Rick Wiederhold.** The LPTV Business Plan, Dec 88: 12-13.
- Luellwitz, John D.** Checks & Balances, Sep 86: 14.
 Checks & Balances, Nov 86: 7.
 Checks & Balances, Jul/Aug 87: 11-12.
 Checks & Balances: Coping With Growing Pains, Apr 87: 16-17.
 Checks & Balances: Managing Your Managers, Dec 87: 7.
 Checks & Balances: Need a Bank Loan? Jan 87: 10-11.
- Shoblom, Lee.** CBA Comment: Radio/TV combos, Oct 87: 8.
- Webster, Lance.** Broadcast Station Publicity: Part One: Dealing with the Press, Feb 89: 17-20.
 Broadcast Station Publicity: Part Two: Press Materials, Mar 89: 22.
 Broadcast Station Publicity: Part Three: Photographs, Aug 89: 8, 10.
- Wiederhold, Richard P.** The Business of Business: What Should Your Chief Financial Officer Be Doing? Mar 89: 20, 31.

SURVEYS

Biel, Jacquelyn. In Our View: Review of station survey by Dr. Mark J. Banks, Mar 89: 3.

- Biel, Jacquelyn and John Kompas.** The LPTV Report's First Annual LPTV Station Equipment Survey, Jan 87: 1, 12-14.
- Kompas, John and Jacquelyn Biel, with Cathy Berse.** The LPTV Report's Second Annual LPTV Station Equipment Survey, Jan 88: 1, 5-7, 14.

SUBSCRIPTION TV

STV Now a Non-Broadcast Service, Feb 87: 14.



TELEPHONE COMPANIES

Tannenwald, Peter. LPTV and the Law: Telco Video Systems: Should They Be Authorized? Nov 88: 20.

TV GUIDE

TV Guide Now Listing Oregon LPTV, Aug 89: 4.



LOOKING FOR THAT ARTICLE???

Back Issues And Reprints Available.
 To Order, See Page 3.

Equipment Showcase Index

(See also EQUIPMENT in the SUBJECT INDEX.)

CAMERAS

Hitachi; FPC2U, FPC2UD, FPZ31PUE, FPZ31PUC; Jul 89: 10.
Ikegami; HL-55, HL-95D; Jul 89: 10.
Panasonic Broadcast Systems Co.; AK400, AK450; Jul 89: 10.
Sony; DXCM7; Jul 89: 10.

CHARACTER GENERATORS

3M; D-3600, D-6000 "Panther"; May 89: 22.
Chyron; VP-1, VP-2 Plus, AGC; May 89: 14, 22.
Chyron; VP-2; Chameleon paint system; Sep 87: 10-11.
Comprehensive Video Supply; PC-2; May 89: 12.
Compu-Cable Systems; SpectraView series; Sep 87: 7-8.
Dubner Computer Systems; Dubner 5-K; Sep 87: 8.
Dubner Computer Systems; K Series; May 89: 14.
ESE; ES-CG89; May 89: 10-11.
For-A Corp.; VTW-100 series, VTW-200 series; May 89: 11.
Knox Video; K40 and K40S; May 89: 11.
Knox Video; K40 Microfont; Chromafont series; Sep 87: 8-9.
Laird Telemedia; Model 1450; Sep 87: 7.
Laird Telemedia; Model 1450; May 89: 14.
Quanta Corporation; Microgen series; Sep 87: 9-10.
Telemet; Telemet 2000; May 89: 12, 14.
Texscan/MSI; SpectraGen (SG) series; May 89: 12.
Texscan MSI; SpectraGen series; Sep 87: 7.

MONITORS

Conrac; 6500 series, 2600 series, SNA series; Mar 88: 8.
Hitachi; VM-900 series, VM-1200 series, VM-1700 series, CT 1365VM; Mar 88: 8.
Ikegami; PM series, CMU-1450; Mar 88: 9.
JVC; VM-R190SU, VM-R140SU, TM series; Mar 88: 9-10.
Panasonic; BT series, MT series, CT series, TR/WV series; Mar 88: 10-11.
Sharp; XM-series; Mar 88: 11.
Sony Video Communications; PVM series; Mar 88: 11.
Videotek; AVM series, RM series; Mar 88: 11-12.

SATELLITE ANTENNAS AND RECEIVERS

AVCOM; COM-20T and COM-66T receivers; Oct 87: 7.
Channel Master; antennas; Oct 87: 6.
COMTECH; antennas; Oct 87: 6.
Microdyne Corp.; 1100-LPR and 1100-BKR receivers; Oct 87: 7, 12.
Microdyne Corp.; antennas; Oct 87: 6-7.
R. L. Drake; ESR 2240 receiver; Oct 87: 7.
Scientific Atlanta; 7500 receiver; Oct 87: 12.
Scientific Atlanta; antennas; Oct 87: 6.

TIME BASE CORRECTORS

Alta Group; Pyxis, Pyxis E, Cygnus; Nov 87: 5.
For-A Corp.; FA-400 series, FA-740; Nov 87: 5.
Fortel, Inc.; DHP-525S, Turbo 2; Nov 87: 5.
Harris Video Systems; 500 series, AC 20AS; Nov 87: 5-6.
Microtime; Tx2, T-220FIT, T-300, T-320; Nov 87: 6.
Prime Image; TBCseries, DUB TBCseries, TBC SYNCseries; Nov 87: 6-7.
Sony Corp.; BVT-810; Nov 87: 7.

Back Issues And Reprints Available.
To Order, See Page 3.

Supplier Side Index

This index is divided by type of equipment or service and arranged alphabetically by company within divisions. For further information, see also the SHOWCASE INDEX.

EQUIPMENT

ACCESSORIES

Alta Group, The, Celeris Y/C format converter, Dec 88: 16.
Buhl Optical, lenses and accessories for the Kodak LC500, Jul 89: 15.
Christie Electric Corp., Wonder Box battery recharger, Jul/Aug 88: 18.
Equipto Electronics Corp., Challenger line, Sep 87: 20; electronic enclosures/computer furniture, Sep 86: 16.
Gitzo, tripod extensions, Feb 89: 23.
HEDCO, HD-1600D RS-422 data router, Aug 89: 14.
Jan-Al Innerprizes, Pro Rack, Apr 87: 21.
Jupiter, JAX connectors, Mar 89: 30.
L.E.A. Dynatech, Inc., surge protectors, Jan 87: 18.
Lightning Eliminators & Consultants, Inc., Spline Ball Ionizer (SBI), Aug 89: 14.
Miller Fluid Heads, Inc., tripods, Apr 87: 21.
Monroe Electronics, Series 3000 program timer, May 89: 23.
Telepak, T-UCP universal camera pack, May 88: 17.
Video Accessory Corp., VS-2PC switch, Feb 88: 22.
Voodoo Technology, time code and film edge number calculator, Jul 87: 18.
Winsted Corp., rack slide for Sony BVU-950, Mar 88: 23; plexiglas doors, Mar 89: 25.

AUDIO

ADM Technology, RM-1083 audio mixer, Mar 87: 17.
Atlas/Soundolier, MAC-1 all-purpose adaptor, May 89: 23.
Catel, TVS-2000 BTSC Model stereo generator, Dec 87: 16.
Cetec Vega, Vecta VS-1 microphone, Jan 87: 16-17.
Circuit Research Labs, Inc., TVS-3003 MTS stereo generator/audio processor, Jan 89: 19; BAP-2000 audio processor, Nov 88: 25.
Dyma Engineering, 815M audio monitor amplifier, Feb 89: 24.
Electro-Voice, Model 8208 audio mixing console, Jan 89: 19.
Orban Associates, Inc., Co-Operator Leveler/Compressor, Sep 87: 20.

AUTOMATION

Commercial Communications, Inc. CCI, commercial inserter, Oct 86: 17.

NOW 24 HOURS ON WESTAR 4, TR. 9



Attention **LPTV's**
Christian Family
Programming

CALL TOLL FREE
for more information
1-800 552-4546

BOX 216 WINDSOR RD. RED LION, PA. 17356

Circle (30) on ACTION CARD

International Tapetronics Corporation/3M, DCM-I Dynamic Cartridge Monitor, Jan 87: 17-18.
Tele-Engineering Corp., Studio Pro one-channel automatic program control system, Dec 88: 16.
Video Tape Systems, Inc., VTS 460C commercial inserter, Jan 87: 18.

BUILDINGS AND TOWERS

American Mobile Office, Inc., Guardian Series compact buildings, Oct 87: 19.
Ft. Worth Tower Co., various towers, Nov 86: 19.
Rohn Mfg., new warranty against tower defects and damage, Jan 87: 16; Aug 89: 14.

CHARACTER/EFFECTS GENERATORS

Commodore Business Machines, Inc., Amiga 2000, Nov 88: 25.
Comprehensive Video, PC-2, Dec 87: 16.
Compu-Cable Systems, Inc., CG Plus, Jun 87: 19; Spectraview series, Sep 86: 16.
Knox Video, K-40 font upgrade, Sep 88: 26.
Pinnacle Systems, Inc., S-VHS effects generator, Oct 87: 18.
Progressive Image Technology, BCG PC-based software, Feb 89: 23.
Quality Video Supply Corp., Videoscribe titler, Dec 86: 15.
Video Data Systems, System 2000, Dec 87: 16.

COMPUTER

Environmental Satellite Data, Inc., weather graphics, Nov 86: 19.
LAKE Compuframes, script and storyboard software, Mar 89: 28, 30; Apr 87: 20.
Leitch Video, RacPac AT, Jul 89: 15.
Management, The, traffic and billing software, Nov 86: 19.
Solutions, Inc., Disk Technician hard disk protector, May 88: 17.

EDITING

Alta Group, Pyxis system, Feb 87: 18.
CCI, SVC-5 controller, Feb 89: 24.
CMX Corp., CMX 330A, Feb 88: 22.
Comprehensive Video Supply, Edit Master, Nov 88: 25.
Di-Tech, Inc., controller, Nov 86: 19.
NTSC Productions, Risetime controller, Jan 89: 19.
Panasonic Industrial Co., S-VHS editing VCR/controller, Jan 88: 19.
Sony Corp., VO-9850/9800, Feb 89: 23-24.
Vid Video, Shuttle-1B remote controller, Jan 87: 18.

PRODUCTION

JVC, KY-210BU camera, Oct 86: 17; various component products, Jul/Aug 87: 15.
Arben Design, studio set design, Feb 87: 19.
Aston Electronics, The Wallet still store, Jul 89: 15-16.
BEACON Software, Inc., Autoprompter/teleprompter software, Apr 87: 20-21.

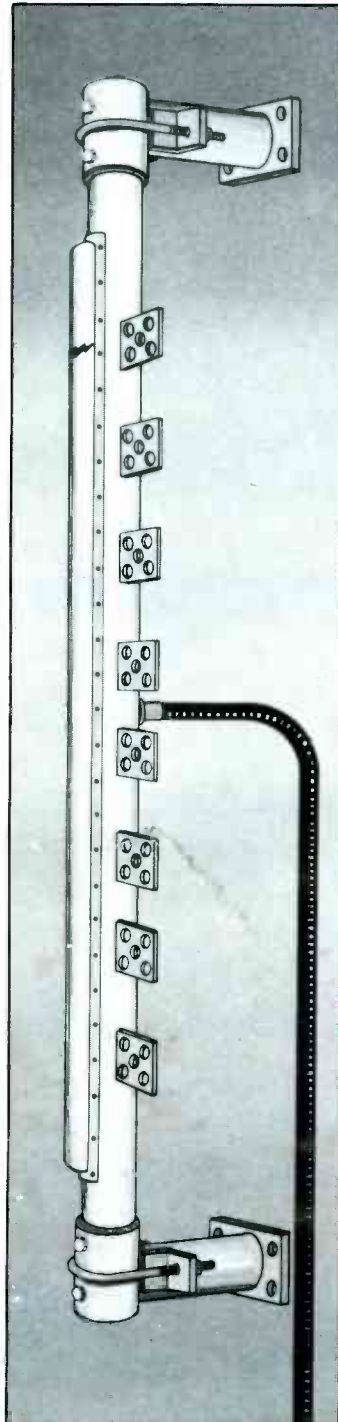
Broadcast Video Systems, Ltd., video effects keyer, Nov 87: 15.
Channematic, Inc., 8-BALLswitcher, Jun 87: 18.
CompuPrompt, computer-based prompting system, Jan 88: 18.
Computer Prompting Corp., CPC-1000 teleprompter software, Oct 88: 37.
Crosspoint Latch, S-VHS switcher, Oct 88: 36.
Electronics Diversified, Inc., Litestar II lighting control equipment, Apr 87: 21.
Grass Valley Group, 8530 title inserter, Jun 89: 19; IPS-100 Integrated Production System, Sep 87: 18-19.

Hitachi, VL-S100 S-VHS videotape recorder, Dec 88: 16.
Leitch Video, digital still storage system, Feb 88: 22.
MassComm, graphic set backgrounds, Feb 88: 23.
Polar Video, PVM-I video mixer, May 88: 17.

SALES & SERVICE

Electro-Voice, catalog broadcast and production microphones, Nov 88: 25.
Sony Corp., video training workshops, Oct 88: 35.

continued on page 22



Announcing the **ALPine™ Series** of Low Power Broadcast Antennas

- Andrew ALPine Transmitting Antennas
- Andrew HELIAX® Transmission Lines

*Call Toll Free, or write
for your Free LPTV
Antenna System Planner*

Serving Broadcasters since 1937

ANDREW

Andrew Corporation

10500 W. 153rd Street
Orland Park, IL. U.S.A. 60462
1-800-255-1479

Circle (79) on ACTION CARD

Tektronix, "Basic Waveform Monitoring" training videotape, Jul 89: 15.
VideoTape Distributors, Inc., Chicago area sales center, Aug 89: 14.

SATELLITE

Antenna Technology Corp., Simulsat antenna, Oct 88: 35.
Microdyne Corp., 100-BKR compact satellite receiver, Jul/Aug 87: 15; MSF Multiple Satellite Feed receiver, Feb 87: 18.

TEST & PROCESSING

Alta Group, Pyxis time base corrector/switcher, Nov 87: 15.
AVCOM, PTR-25 portable test receiver, Aug 89: 14.
Broadcast Video Systems, Ltd., DL 705 Series video delays, Jul 89: 15.
BTS, BAA-350, BVA-350, BPA-350 distribution amplifiers, Sep 87: 19.
For-A Corp., FA-740 parallel effects time base corrector, Dec 88: 16; CCS-400 color corrector, Oct 86: 19.
Fortel, Inc., S-VHS time base corrector, Mar 88: 22; CC-3 color corrector, Mar 89: 30.
Leader, LVS-5850B vectorscope, Feb 87: 19.
Microtime, various models, Sep 86: 16.
Nalpak Video Sales, Inc., color reference registration/logarithmic reflectance chart, Nov 86: 18.
Nova Systems, NOVA 502 EFP time base corrector, Aug 89: 14.
Prime Image, Inc., DUB.TBC, May 87: 17; S Series time base correctors, Feb 88: 23.
Tektronix, TSG-100 test signal generator, Nov 88: 25.
Tentel, TQ-600 dial torque gauge, Dec 87: 15.

TRANSMISSION

Acrodyne Industries, 1 kW solid state UHF transmitter, Jun 89: 19.

American Laser Systems, Model 761 video transmitter, Dec 86: 15.
Broadcast Microwave Services, Inc., TBT-202, TBR-202 STL, Mar 87: 16.
Diversified Marketing, Bi-directional Microwave STL, Oct 88: 35—36.
ITS Corp., ITS-230 1 kW UHF transmitter, Nov 86: 18.
Kryptocom, Inc., addressable scrambling system, Nov 86: 18.
Lindsay Specialty Products, Ltd., Model TZU transmitting antenna, Feb 87: 18.
Micro Communications, Inc., transmitting antennas, Mar 87: 17.
Microwave Filter Co., diplexer for channels 10 and 12, Jul/Aug 87: 16.
Microwave Filter, 5891 and 3217LST filters, May 87: 17.
Nexus Engineering Corp., UHF & VHF transmitters and translators, Aug 89: 14.
Prostar, Prostar encryption system, Sep 88: 26.
RCA, 1 kW final amp for UHF bands, Dec 86: 15.
RF Technology, "Gold Line" series STLs, Jan 89: 19; RF-223B microwave transmitter, Jul 89: 15.

VIDEOTAPE

Audio Video Sciences Co., Taberaser 409, Mar 87: 16—17.
Carpel Video, videotape, Jan 88: 18—19.
Quality Video Supply Corp., U-Matic rewriter, Dec 86: 15.
Research Technology International, TapeCheck Evaluator, DV-5 Dropout Counter/Time Code Generator, Feb 87: 19.

PRODUCTION

GRAPHICS AND EFFECTS

Charisma/Visual Motion, special effects, Oct 87: 18.

Darino Films, special effects, Dec 88: 15, Jun 87: 18.
File Tape Co., stock footage, Jul 89: 15.
Graphic Express Corp., slide graphics, Feb 87: 19.
WeatherBank, Inc., WeatherCheck-2 weather graphics, Jul/Aug 88: 18.

MUSIC/SOUND EFFECTS

27th Dimension, Inc., sound effects, Jan 88: 19.
Associated Production Music, music, Sep 87: 19.
Jerome Gilmer Productions, music, Jul/Aug 87: 15.
VTS Music, Inc., Custom and syndicated music packages, Jan 87: 16.

**Back Issues And Reprints Available.
To Order, See Page 3.**

PROGRAMMING

Acama Films, various, Dec 86: 15.
American Mental Health Fund, PSA's, Aug 89: 14.
Aristo Video Promotions, music videos, Apr 89: 34.
ASN Television, golf, news commentary, Jun 88: 18.
Ben-Cro Productions, interactive game show, Nov 87: 15.
Cable Films, movies, Sep 86: 16.
City of Appleton, WI, Flag Day parade, Jun 87: 19.
Coca-Cola Telecommunications, home shopping, Jul/Aug 87: 16.
Corinth Films, movies, Mar 88: 22—23; Jun 88: 18.
Corposant Communications, food news, Apr 89: 34.
Diocese of Orlando, news, Oct 86: 18.

continued page 24

RURAL AMERICA'S BIGGEST AND BEST NETWORK IS ON THE AIR! TO STAY!!

The RFD Television Network offers your TV station the programming your audience needs!

- Broadcasts on Westar V, Channel 17.
- Programming aimed at a rural and agricultural audience.
- Weather updates every half-hour.
- Entertainment programming for the whole family.
- Live audience-interaction programs.
- A variety of avail packages depending on your needs.

For more information and a complete program schedule, call or write:

The RFD TELEVISION NETWORK, INC.
2615 Farnam St. • Omaha, NE 68131 • (402) 345-2322

The RFD

TELEVISION NETWORK

EMCEE

The High Point in High Tech

EMCEE gets your LPTV system off the ground with the newest in high technology.

From Studio Design to turnkey systems, EMCEE provides the products and services you need for your LPTV station.

From one to 5000, we fill every watt with power—and transmit your signal through the most reliable and technically advanced broadcast equipment . . . all provided by EMCEE.

Our 29 years of tower installation experience and our turnkey capabilities mean that your station comes in loud and clear . . . with EMCEE Broadcast Products.

Reach the high point in high tech: Call us today at 1-800-233-6193 for free systems design assistance.

EMCEE BROADCAST PRODUCTS, Div. of Electronics, Missiles & Communications, Inc.
White Haven, Pa. 18661 FAX (717) 443-9257

Call Toll-free: 1-800-233-6193 • (In PA: 717-443-9575) • TWX: 510-655-7088 • Ans: EMCEE WHHV



**advanced technology
systems excellence**

Circle (1) on ACTION CARD

DIY Video Corp., home improvement, Oct 87: 18—19.
 FutureVision, fishing, Dec 88: 16; variety, May 87: 17.
 Hemingway Broadcasting Co., college football, Oct 88: 37.
 High School Bowl, quiz show, Mar 89: 30.
 Iimagemaker Productions, highway safety, Apr 89: 34.
 Images-Starpark Productions, PI ads, Dec 88: 15.
 Internal Revenue Service, tax information, Jun 89: 19.
 Jim Owens & Associates, "Crook & Chase," talk show, Oct 88: 35.
 Larry Harmon Pictures Corp., cartoons, Mar 89: 28.
 Latham Foundation, The, action/adventure, Jul/Aug 87: 15.
 Majestic Entertainment, aerobics, feature films, May 87: 17.
 Maryland Public Television, educational, Dec 86: 15.
 McLaughlin, Piven, Vogel, Inc., news commentary, Jun 88: 18.
 NAHRMA, harness racing, Jun 88: 18.
 National Shopping Club, home shopping, Dec 87: 16.
 New Visions, auto racing, Jun 89: 19.
 Peregrine Film Distribution, movies, Dec 87: 15—16.
 Phoenix Films, various, Oct 88: 37.
 RFD-TV, gardening, Dec 88: 15.
 Skywave Sports Syndication, hockey, Jul 89: 15.
 Sportsman's Showcase, The, hunting, Mar 89: 28.
 Sue Ann Taylor Productions, health, May 87: 17.
 Teacher Productions, specials, Mar 88: 22.
 Television Distribution Co., The, sports specials, Jun 87: 19.
 The Christophers, holiday specials, Dec 86: 15.
 Theosophical Society, religious, Apr 89: 34.
 To The Hoop Productions, sports talk, Sep 87: 20.
 U.S. Air Force, PSA's, Oct 86: 17.
 Video Ordnance, Inc., specials, weaponry, May 88: 17.
 VideoFashion, fashion specials, May 88: 17.

SERVICES

Affirmative Action Register, EEO classified ads, Jul/Aug 88: 18.
 Ardrey Promotions, bingo promotion, Oct 88: 36—37.
 Bill Daniels Co., equipment reference books, Oct 88: 35.
 Hartford Insurance group, broadcast insurance, Jul/Aug 88: 18.
 Knowledge Industry Publications, conferences, books, workshops, Jul 89: 16.
 M & N International, promotional decorations, Mar 89: 28.
 National Association of Broadcasters, small market manager's handbook, Jan 88: 18.
 Riviera Broadcast Leasing, financial services, Sep 86: 16.
 Whole Earth Catalog, communications products catalog, Mar 89: 28.

K/B

LPTV Distribution by State and Territory September 29, 1989

	Licenses	CPs*
ALABAMA	5	25
ALASKA	217	31
ARIZONA	14	51
ARKANSAS	7	34
CALIFORNIA	31	92
COLORADO	14	35
CONNECTICUT	0	5
DELAWARE	1	0
WASHINGTON, DC	1	0
FLORIDA	26	113
GEORGIA	15	56
HAWAII	2	24
IDAHO	19	34
ILLINOIS	7	33
INDIANA	8	30
IOWA	11	50
KANSAS	6	55
KENTUCKY	6	35
LOUISIANA	9	56
MAINE	7	15
MARYLAND	1	6
MASSACHUSETTS	6	21
MICHIGAN	7	15
MINNESOTA	27	36
MISSISSIPPI	11	19
MISSOURI	12	36
MONTANA	23	40
NEBRASKA	4	16
NEVADA	13	21
NEW HAMPSHIRE	2	5
NEW JERSEY	2	12
NEW MEXICO	13	51
NEW YORK	20	42
NORTH CAROLINA	8	45
NORTH DAKOTA	4	22
OHIO	10	35
OKLAHOMA	16	36
OREGON	16	31
PENNSYLVANIA	10	48
RHODE ISLAND	0	4
SOUTH CAROLINA	2	23
SOUTH DAKOTA	6	20
TENNESSEE	18	53
TEXAS	42	116
UTAH	16	19
VERMONT	1	9
VIRGINIA	5	20
WASHINGTON	6	37
WEST VIRGINIA	1	4
WISCONSIN	10	27
WYOMING	14	45
GUAM	1	0
PUERTO RICO	3	8
VIRGIN ISLANDS	0	2

TOTALS: Licenses: 736
Construction Permits: 1,724

*Construction Permits
Kompas/Biel & Associates, Inc.

...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.

K40BZ Shonto, AZ. Gospel Overseas TV Network, Inc., 9/28/89.
 K50CL Belridge, CA. Belridge Elementary School District, 9/28/89.
 W14AW Pinellas County, FL. Pinellas County Schools, 9/28/89.
 W02BS Camilla, GA. McMinn Communications, Inc., 9/28/89.
 W50AP Honolulu, HI. Family Broadcasting, Inc., 9/28/89.
 K45CQ Council Bluffs, IA. R. B. Sheldahl, 9/28/89.
 K59DA Wichita, KS. Trinity Broadcasting Network, Inc., 9/28/89.
 K59DG New Orleans, LA. Trinity Broadcasting Network, Inc., 9/28/89.
 W22AR Fall River, MA. Freedom WLNE-TV, Inc., 9/28/89.
 K29CC Appleton, MN. Rural Western UHF TV Corporation, 9/28/89.
 K31BT Appleton, MN. Rural Western UHF TV Corporation, 9/28/89.
 K33CR Appleton, MN. Rural Western UHF TV Corporation, 9/28/89.
 K31CG Olivia, MN. Renville County TV Corporation, 9/28/89.
 K33CT Olivia, MN. Renville County TV Corporation, 9/28/89.
 K27CK Willmar, MN. West Central Christian Communications, Inc., 9/28/89.
 W53AO Lenoir, NC. Ralph Gene Norman, 9/28/89.
 W41AU Reidsville, NC. Community Broadcasting Systems, Inc., 9/28/89.
 W10BH Jamestown, NY. Trinity Broadcasting Network, Inc., 9/28/89.
 W13BR Oneida/Wampsville, NY. Kevin O'Kane, 9/28/89.
 W11BP Syracuse, NY. Craig L. Fox, 9/28/89.
 K46CB Sioux Falls, SD. Harlan L. Jacobsen dba Localvision, 9/28/89.
 K64DH Yakima, WA. Christian Broadcasting of Yakima, 9/28/89.

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.

W69AY Alachua, FL. Cozzin Communications Corporation, 9/13/89.
 K10ME Kanab, UT. Kanab Lions Club, 9/27/89.
 K30AJ Wenatchee, WA. Spokane Television, Inc., 9/21/89.
 K10FQ Laramie, WY. Laramie Plains Antenna TV Association, Inc., 9/18/89.
 K12FY Laramie, WY. Laramie Plains Antenna TV Association, Inc., 9/18/89.
 K57AF Laramie, WY. Laramie Plains Antenna TV Association, Inc., 9/18/89.
 K59AM Laramie, WY. Laramie Plains Antenna TV Association, Inc., 9/18/89.
 K03CR Tie Siding, WY. Laramie Plains Antenna TV Association, Inc., 9/18/89.

ASSIGNMENTS AND TRANSFERS

W64BD Montgomery, AL. Voluntary assignment of permit granted from Inner City Broadcasting Corporation to Alabama State University on 10/16/89.
 K53DD Sacramento, CA. Voluntary assignment of permit granted from Residential Entertainment, Inc. to Channel America LPTV Holdings, Inc., 9/14/89.
 W69AY Alachua, FL. Assignment of license granted from Cozzin Communications Corporation to Associated Christian Television, Inc., 9/13/89.
 K07UB Honolulu, HI. Voluntary assignment of permit granted from Lora Burbage to Oceania Broadcasting Network on 10/10/89.

W58BO Natchez, MS. Voluntary assignment of permit granted from Black Media Associates to Trinity Broadcasting Network, Inc. on 10/10/89.

K61CU Lincoln, NE. Assignment of license granted from Liberty Broadcasting of Nebraska to Liberty Broadcasting of Nebraska, Inc. on 10/2/89.

K69FU Albuquerque, NM. Voluntary assignment of permit granted from Frederick W. Finn to Vergal Charles Dawson on 10/10/89.

W23AS Woonsocket, RI. Voluntary assignment of permit granted from Viking Communications to Viking Communications, Inc. on 10/2/89.

W24AE Nashville, TN. Assignment of license granted from Robert O. Gathings to South Central Communications Corporation on 10/16/89.

K51BH Gloucester, VA. Voluntary assignment of permit granted from Lee Gordon Bowen to Bowen Media Corporation on 10/2/89.

NEW LPTV CONSTRUCTION PERMITS

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

W64BJ Huntsville, AL. Richard E. Deutch, Jr., 9/20/89.

K27DI Fort Smith, AR. Pharis Broadcasting, Inc., 9/25/89.

K63EG Fort Smith, AR. Pharis Broadcasting, Inc., 9/25/89.

K10NI Lake Havasu City, AZ. American Television Network, Inc., 9/20/89.

K20CX Lake Havasu City, AZ. Eddie Robinson, 9/27/89.

K49CX Prescott, AZ. Yavapai College, 9/29/89.

K15CX Chico, CA. Kidd Communications, 9/27/89.

K38CW Palmdale, CA. Xenia Renatta Izzo, 9/27/89.

K32CV San Luis Obispo, CA. Alegria Broadcasting Corporation, 9/27/89.

K40CX Colorado Springs, CO. Richard A. Warren, 9/27/89.

K38CT Fort Collins, CO. Brooks Broadcasting, Inc., 9/27/89.

W19BF Homestead, FL. John H. Thayer, 9/27/89.

W09BU Jupiter, FL. Dorothy M. Bowlds, 9/21/89.

W08CY Ocala, FL. Shoreline Broadcasting, 9/25/89.

W12CH Albany, GA. Manuel A. Cantu, 9/25/89.

W20AU Atlanta, GA. Nancy Davis, 9/20/89.

W44AT Columbus, GA. Dr. Stephen Hollis, 9/20/89.

K58DN Kailua Kona, HI. K. Sandoval Burke, 9/27/89.

K67EW Makawao, HI. Span Television, Inc., 9/21/89.

W04CK Chicago, IL. Silvia Maria Landin, 9/27/89.

W07CM East St. Louis, IL. Norma Levin, 9/27/89.

W42BF Kankakee, IL. Impact Television Group, Inc., 9/21/89.

K60ED Medicine Lodge, KS. Mountain TV Network, Inc., 9/21/89.

W40CW Lafayette, LA. Castor Fernandez, 9/20/89.

K07JV Shreveport, LA. Jeremy D. Lansman, 9/20/89.

W67CE Chicopee, MA. Carter Broadcasting Corporation, 9/21/89.

W25BD Augusta, ME. Capital Television, Inc., 9/20/89.

W22AW Bangor, ME. D. Lee Caron, 9/20/89.

W40AK Muskegon, MI. Kelley Enterprises, 9/20/89.

K14HZ Fisher, MN. Diane Eggebraaten, 9/20/89.

K27BE Fisher, MN. Diane Eggebraaten, 9/20/89.

K38CV Willmar, MN. UHF Television, Inc., 9/21/89.

K62DT Willmar, MN. UHF Television, Inc., 9/21/89.

K40CY St. Ann, MO. Television Interests Company, 9/27/89.

W48DN St. Louis, MO. Silvia M. Landin, 9/20/89.

W23CV Natchez, MS. Black Media Associates, 9/21/89.

W13CI Raleigh, NC. Norma Levin, 9/20/89.

K48DL Omaha, NE. Nancy Davis, 9/20/89.

continued

Classifieds

FOR SALE

Ch 3 - about 67700
Scala TVRO-8 omni antenna, 8-bay splitters, Heliac, and pipe. 100 feet Andrew 1 1/8" Heliac, 120 Heliac angle hangers. Priced to sell. Robert Mezey, (614) 294-8000. *See Columbus*

TTC 100-watt UHF translator/transmitter, Scala panel antennas for channel 48, also TTC 20-watt transmitter. R. Spain, 86 Foothill Rd., #2, Rock Springs, WY 82901, (307) 382-9429 after 6 p.m.

WANTED TO BUY

CP's for LPTV and full power. Top 25 (ADI rating). Will pay top dollar. Send engineering data to Kenneth Casey, 2128 West Tonopah Drive, Phoenix, AZ 85027. Or call (602) 582-6550.

Immediate buyers for LPTV construction permits, top 100 markets. Call Bill Kitchen at Television Technology Corporation, (303) 665-8000. Or write for full details to: Bill Kitchen, Television Technology Corporation, P.O. Box 1385, Broomfield, CO 80020.

SERVICES OFFERED

Turnkey site development services include site acquisition, negotiation, and permitting; site construction/installation, and maintenance; transmitter/downlink optimization, and site management. Our reputation is that of being responsible, fair, and professional. We're Shaffer Communications Group, Inc., 3050 Post Oak Blvd., Suite 1700, Houston, TX 77056, (713) 621-4499, FAX (713) 621-5751.

Library of still background images, \$500. 100 computer generated images, suitable for broadcast, are contained in this graphics package. The images have been designed for use as backgrounds for text

or as a base for building more complex artwork. Call or write BASE TWO COMPUTER GRAPHICS, 329 Bryant Street, Suite 2D, San Francisco, CA 94107, (415) 543-9040.

Custom 3D computer animation. Animation from your concept, logo, or storyboard for station ID's, news openings, movie openings, etc. Design services and art direction also provided. Multiple animations can be designed as a versatile graphics package. BASE TWO COMPUTER GRAPHICS, 329 Bryant Street, Suite 2D, San Francisco, CA 94107, (415) 543-9040.

LPTV Channel Search: Free info packet. Ross Electronics, 1351 Fairview Court, Livermore, CA 94550, (415) 443-1796.

LPTV mailing labels. Reach all LPTV licensees, CP holders, applicants. Highly accurate, up-to-date marketing lists in your choice of format. Kompas/Biel & Associates, Inc., (414) 781-0188.

BUSINESS OPPORTUNITIES

Join high profit Direct Response Marketing Network. We provide 30- and 60-second ad spots, inventory, and 800 order taking service. You provide air time. Write for details: Artful Solutions, 618 Kenbrook Drive, Silver Spring, MD 20902.

CLASSIFIED RATES: All classified ads are payable in advance. When placing an ad, indicate the exact category you desire. *Help Wanted, Situations Wanted, Services Offered, Business Opportunities, 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 50¢/word. There is a \$15.00 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.


Cancellations of or changes in on-going ads must be made 30 days prior to the month in which the cancellation or change is to take effect.

TO PLACE YOUR AD CALL BARBARA BARR AT (414) 781-0188

LPTV STATIONS COAST TO COAST

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT SHERWOOD INC. 

Illinois Office:
4171 Dundee Road • Suite 269
Northbrook, IL 60062

708 • 272 • 4970

Washington D.C. Office
Ellen Sherwood Lyle 105 S. Alfred St. • Suite A-43
703-549-1510 Alexandria, VA 22314

USED TRANSMITTERS AND ANTENNAS (save thousands)

DEALERS FOR:
ANDREW, BEXT, BOGNER, CABLEWAVE, EMCEE, LINDSAY, NEXUS, SCALA & TTC (one watt to 50 KW)

Broadcasting Systems, Inc.
Turnkey LPTV Construction
21617 North Ninth Avenue, Suites 105 & 106
Phoenix, AZ 85027
(602) 582-6550
FAX (602) 582-8229

Kenneth Casey
(30 YEARS EXPERIENCE)

Arent, Fox, Kintner, Plotkin & Kahn

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

General Counsel to the
Community Broadcasters Association

Telephone (202) 857-6000 Telex WU 892672 Telecopier (202) 857-6395

CAVALIER COMPUTER SERVICES INC.

Developers of the Crown System Family
of Radio and TV Broadcasting Software
- Established in 1980 -

AM • FM • TV • LPTV • Custom Programming
(614) 888-8388

535 N. HIGH STREET • COLUMBUS, OHIO 43211

JOHN H. BATTISON, P.E. & ASSOCIATES

Consulting Low Power TV Engineers
2684 State Route 60, RD #1
Loudonville, Ohio 44842

Applications, Licensing, Turnkey (419) 994-3849

FCC ON-LINE DATABASE

dataworld®

Allocation/Terrain Studies
AM • FM • TV • LPTV • ITFS
P.O. Box 30730
Bethesda, MD 20814
(301) 652-8822 (800) 368-5754

K31BX Carlsbad, NM. Mountain States Broadcasting, 9/20/89.
 W19BE Canandaigua, NY. George W. Kimble, 9/20/89.
 W12CG Martinsburg, NY. Lexington Equipment & Supply, Inc., 9/20/89.
 W30AV Canton, OH. TV 29, Inc., 9/20/89.
 W46BK Lorain, OH. TV 29, Inc., 9/20/89.
 K53DQ Wagoner, OK. Retherford Publications, Inc., 9/21/89.
 K34DA Portland, OR. Richard E. Deutch, Jr., 9/20/89.
 W35AT Hazelton, PA. Diocese of Scranton, 9/21/89.
 W30AR Meadville, PA. Clark Ortiz, 9/20/89.
 W30AU Chattanooga, TN. Castor Fernandez, 9/20/89.
 W63BN Gallatin, TN. Joe F. Bryant, 9/20/89.
 K56EJ Abilene, TX. Residential Entertainment, Inc., 9/27/89.
 K16CJ Llamo, TX. Kingstip Communications, Inc., 9/27/89.
 K45DA College Place, WA. Blue Mountain Broadcasting Association, 9/21/89.
 K22BI Walla Walla, WA. Blue Mountain Broadcasting Association, 9/21/89.

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.

New Stations

Ch. 07 Fairbanks, AK. St. Pierre and Company.
 Ch. 13 Fairbanks, AK. St. Pierre and Company.
 Ch. 18 Harrison, AR. Mountain TV Network, Inc.
 Ch. 18 Hot Springs, AR. ABC Minority Investments, Inc.

Ch. 18 Camp Verde, AZ. Central State Communications.
 Ch. 10 Lake Havasu City, AZ. American Television Network, Inc.
 Ch. 33 Carmel, CA. Peninsula Communications.
 Ch. 59 Chico, CA. F2 Partnership.
 Ch. 14 Sacramento, CA. Silvia M. Landin.
 Ch. 57 San Ysidro, CA. San Ysidro Broadcasting Company.
 Ch. 41 Coral Gables, FL. Sherwin Grossman.
 Ch. 44 Daytona Beach, FL. Aubrey Smith.
 Ch. 53 Daytona Beach, FL. Donald L. Jones.
 Ch. 31 Jupiter, FL. CW Partners.
 Ch. 21 Miami, FL. La Casa De Todos, Inc.
 Ch. 66 Kailua Kona, HI. Charleen Shero.
 Ch. 66 Cedar Rapids, IA. Gaylord Broadcasting Company.
 Ch. 58 Ottumwa, IA. Russell Communications.
 Ch. 17 Arlington Heights, IL. Kompas/Biel & Associates, Inc.
 Ch. 61 Sterling, IL. Black Hawk College.
 Ch. 06 Baudette, MN. John W. Boler.
 Ch. 21 St. James, MN. Watonwan TV Improvement Association.
 Ch. 07 Tupelo, MS. Snyder Broadcasting.
 Ch. 32 Dillon, MT. Mountain TV Network, Inc.
 Ch. 54 Fargo, ND. Community Telecommunication Development Foundation.
 Ch. 36 Green Pond, NJ. Zenon Reynarowych.
 Ch. 44 Morristown, NJ. Zenon Reynarowych.
 Ch. 17 Sparta, NJ. Oleg Matias.
 Ch. 66 Albuquerque, NM. Jeremy D. Lansman.
 Ch. 35 Cleveland, OH. TV 29, Inc.
 Ch. 40 Masury, OH. Abacus Broadcasting.
 Ch. 65 Eugene, OR. Metrocom of Oregon.
 Ch. 62 Portland, OR. A. B. Herman.
 Ch. 43 Butler, PA. Abacus Broadcasting.
 Ch. 56 New Castle, PA. Turnpike Television.
 Ch. 22 Guayama, PR. Ministerio Radial Cristo Viene Front.

Ch. 29 Ogala, SD. Loneman School, Inc.
 Ch. 16 Memphis, TN. Janet Jacobsen.
 Ch. 68 Nashville, TN. South Central Communications, Inc.
 Ch. 49 Austin, TX. Kingstip Communications, Inc.
 Ch. 45 Corpus Christi, TX. Hye Chin Lowery.
 Ch. 36 Dublin, TX. Gil Gillis.
 Ch. 18 Fort Worth, TX. Frontier Broadcasting, Inc.
 Ch. 30 La Feria, TX. Maria Teresa Hinojosa.
 Ch. 65 Mesquite, TX. Henry J. McGinnis.
 Ch. 64 Victoria, TX. American Christian TV System, Inc.
 Ch. 30 Wichita Falls, TX. Acts of Wichita Falls, Inc.
 Ch. 20 Salt Lake City, UT. Patricia Screen.
 Ch. 52 Pullman, WA. American Translator Development, Inc.

Modifications

K22AG Anchorage, AK. John R. Moore.
 K15CO Porterville, CA. Trinity Broadcasting Network, Inc.
 K04NL Des Moines, IA. Video Jukebox Network, Inc.
 W26AB Detroit, MI. Channel America LPTV Holdings, Inc.
 K31CH Erhard, MN. Rural Services of Central MN, Inc.
 K34BQ Las Vegas, NV. Trinity Broadcasting Network.
 W38AM Westbury, NY. Island Broadcasting Company.
 K42CC Sioux Falls, SD. Localvision.
 W48BA Nashville, TN. Kentel.
 W09BM Union City, TN. Joseph H. Harpole, Sr.
 K29AD Corsicana, TX. Navarro College.
 K79BP Uvalde, TX. Tom Winkle Radio & TV Service.

LPTV LOTTERY WINNERS

The following are tentative selectees of the LPTV/translator lottery held on October 18, 1989. If no petitions to deny the selectees are filed, and if they are otherwise qualified, they will be granted construction permits.

Ch. 20 Tampa, FL. Randolph Weigner.
 Ch. 27 Kailua, HI. Alegria Broadcasting Corporation.
 Ch. 69 Burlington, IA. American Lo-Power TV Network, Inc.
 Ch. 18 Michigan City, IN. Studio 5, Inc.
 Ch. 47 Alexandria, LA. Charles Chatelain.
 Ch. 64 St. Louis, MO. Barbara Dilley.
 Ch. 67 Jackson, MS. Broadcast Data Corporation.
 Ch. 39 Bozeman, MT. Evangelina Garcia Garza.
 Ch. 34 Redwood Falls, MT. Redwood TV Improvement Corporation.
 Ch. 47 Fargo, ND. William G. Marlitz, Jr.
 Ch. 66 Fargo, ND. Jose Castellanos.
 Ch. 69 Grand Forks, ND. American Lo-Power TV Network, Inc.
 Ch. 57 Corpus Christi, TX. Hye Chin Lowery.
 Ch. 22 Kerrville, TX. Elizabeth E. Terrell.
 Ch. 56 Killeen, TX. Rey F. Franco Perez.
 Ch. 59 San Angelo, TX. SWC Network, Inc.
 Ch. 59 Spokane, WA. James Connell.

The following are the remaining tentative selectees of the LPTV/translator lottery held on August 23, 1989. The majority of the tentative selectees in this lottery were listed in the October issue of this magazine. If no petitions to deny the selectees are filed, and if they are otherwise qualified, they will be granted construction permits.

Ch. 59 Memphis, TN. Richard A. Warren.
 Ch. 56 Abilene, TX. Residential Entertainment, Inc.
 Ch. 56 Brownsville, TX. Ramona Ojeda.
 Ch. 68 Corpus Christi, TX. Central California Broadcasters.
 Ch. 16 Llano, TX. Kingstip Communications, Inc.
 Ch. 32 McAllen, TX. Ileana Luftop.
 Ch. 59 Nacogdoches, TX. Russell Communications.
 Ch. 65 San Antonio, TX. Louis Martinez.
 Ch. 68 Seattle, WA. Western Washington Corporation of Seventh Day Adventists.

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
Acrodyne Industries, Inc.	7	18	(215) 542-7000
Andrew Corporation	21	79	(312) 349-3300
BASC Associates	14	3	(800) 252-BASC
Bogner Broadcast Equipment Co.	8	23	(516) 997-7800
Dataworld	3	4	(301) 652-8822
Decisions, Inc.	15	14	(214) 586-0557
Direct Distribution	18	37	(612) 642-4558
Discount Video Warehouse	9	95	(312) 299-5258
Eagle-Lion Video	16	96	(619) 277-1211
EMCEE Broadcast Products	23	1	(717) 443-9575
FamilyNet	28	106	(800) 8-FAMNET
Gorman-Redlich	19	62	(614) 593-3150
Jayman Broadcast	13	82	(818) 994-5265
Keystone Inspirational Network	20	30	(800) 552-4546
Learning Channel, The	5	73	(800) 346-0032
Lindsay Specialty Products	4	12	(705) 324-2196
Microdyne Corporation	12	100	(904) 687-4633
Nexus Engineering	2	5	(604) 420-5322
RFD-TV	22	6	(402) 345-2322
Telemedia	1	110	(800) 521-8683
Television Technology Corporation	27	7	(303) 665-8000
Tennaplex	17	8	(613) 226-5870
Uni-Set Corporation	6	29	(716) 554-3820
Video Jukebox Network, Inc.	11	145	(305) 573-6122

TTC

**You receive an important extra
with every quality TTC Transmitter...**



TTC TOTAL SUPPORT

Quality people stand behind every TTC transmitter. Our service begins the minute you buy TTC—and it never ends. We still support products made over twenty years ago. Our marketing, engineering, manufacturing, and service personnel *keep you on the air*.

Advanced broadcasting technology acknowledged worldwide. TTC advanced LPTV transmitters and translators meet your most stringent technical specifications. All our products are made with strict attention to quality control and thorough testing. TTC builds LPTV transmitters, translators, and boosters from 1 Watt to 10 Kilowatts, UHF STLs and intercity relays recognized worldwide for quality and performance.

We're there with Total Support if you need us. At TTC, we take pride in our rapid response to customer needs. Our twenty-four hour *Total Support Hot Line* lets you call for technical or engineering support at *any time*—for questions and assistance, additional parts, or maintenance.

Made in the USA. Get to know TTC and our full line of transmitters, translators, and broadcasting equipment. For more information or product literature, call or write TTC:

Television Technology Corporation,
650 South Taylor Ave. • Louisville, Colorado 80027 • USA
Telephone: (303) 665-8000 • FAX: (303) 673-9900

The Quality is TTC

Circle (7) on ACTION CARD

The following LPTVs have discovered the FamilyNet™ advantage:

K20AG TV20
Anchorage, AK
Mike Dougherty

K65BP TV65
Santa Barbara, CA
Walter Wolf

K39AS TV39
Marshalltown, IA
Tom Stevenson

...original
programming

W61AR TV61
Nashville, TN
Anthony Singleton

K07UD TV7
Corpus Christi, TX
Christopher York

W46BF TV46
Sanford, NC
Burke Buchanan

K20BW TV20
San Antonio, TX
Charles Hupp

K06KZ TV6
Junction City, KS
Robert Raff

K66CE TV66
Lewiston, ID
David Tucker

spot avails

Isn't it time you took advantage of all we have to offer?

...sporting
events

FamilyNet™

1-800-8 FAMNET

Circle (106) on ACTION CARD

The LPTV Report

News and Strategies for Community Television Broadcasting

CBA
Convention coverage
Page 10

Vol. 4, Issue 12

A Kompas/Biel Publication

December 1989

Best LPTV Local Productions Honored At Show

The Second Annual LPTV Conference & Exposition began on a high note Sunday, November 5, as twelve CBA "Best Local Production" Awards were presented to eight stations for innovative and technically excellent local productions. FCC Commissioner James H. Quello presented the awards during the opening ceremony at the Las Vegas Riviera.

Winners in the News Division were W43AG, Hopkinsville, KY for the "TV-43 10 p.m. Newscast," produced by Ann Elgin Petrie; WI4AU, Reidsville, NC for "Local Newswatch," produced by Myra Tudor; and K57DR, Joplin, MO for

continued on page 5



Toni Davis and Jud Colley accept a "Best Local Production" award from Commissioner James H. Quello. The award was one of four that their Panama City Beach station claimed.

Disappointing S.1880 Excludes LPTV

S. 1880, introduced to the Senate on November 15, specifically, though somewhat ambiguously, excludes LPTV stations from its cable carriage provisions. The Cable Television Consumer Protection Act, by Senator John Danforth (R-MO), defines "qualified commercial stations" that must be carried by cable systems and states, "such term shall not include low-power television stations, television translator stations, and other passive re-

peaters which operate pursuant to part 74 of title 47, Code of Federal Regulations, or any successor regulations thereto...."

On the other hand, cable systems will be obligated to carry "the translator of any noncommercial educational television station with five watts or higher power serving the cable community...." a provision that may open the door to mandatory carriage for some educational

LPTV stations.

Danforth is minority head of the Senate's Committee on Commerce, Science, and Transportation, which oversees communications. His intent, according to the bill's preface, is "to ensure carriage on cable television of local news and other programming and to restore the right of local regulatory authorities to regulate cable television rates...." The bill's five

continued on page 5

ALTONA, PA 16602
1536 LOGAN AVENUE
JOHN R. POWLEY OWNER
JRP STATIONS
POML-0789-0789-0690

ADDRESS CORRECTED REQUESTED

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

TELEMEDIA

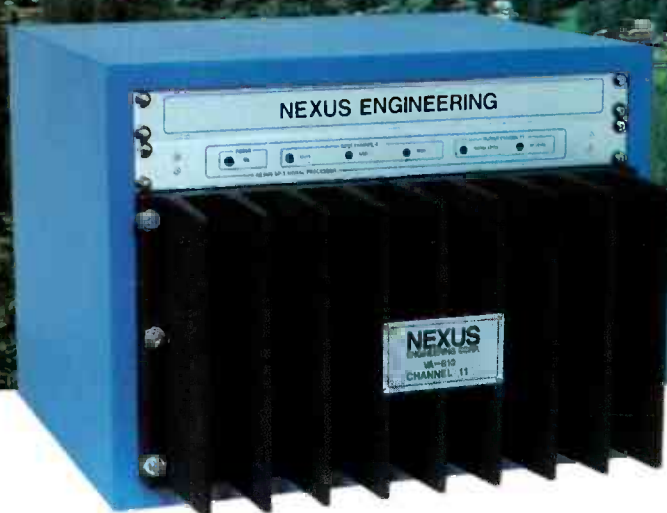
IN
#1 VINTAGE
PROGRAMMING
800-521-8683

2025 Royal Lane, Suite 300 Dallas, Texas 75229
(800) 521-8683 (214) 243-2290

Circle (110) on ACTION CARD

BULK RATE
U.S. POSTAGE
PAID
Permit No. 16
New Richmond, WI
54017

A reliable member of your community



Nexus Transmitters and Translators

Economical, trouble-free operation is essential for the survival of a community broadcast system. Nexus understands this. We design and build our transmitters to be highly reliable, easy to use, and very affordable.

Nexus has installed hundreds of LPTV systems in rural and remote communities across North America and around the world.

Our transmitters are backed with an UNPRECEDENTED TWO YEAR WARRANTY. No other transmitter manufacturer can make that claim.

Call us today — we want to be a member of your community.

Nexus serves the community broadcaster.

TEL: (206)644-2371 BELLEVUE, WA. or (604)420-5322 BURNABY, BC. FAX: (604)420-5941
WRITE: NEXUS ENGINEERING CORP., 7000 LOUGHEED HWY., BURNABY, BC. V5A 4K4

NEXUS
ENGINEERING CORP.
PERFORMANCE
YOU CAN SEE.

rely on

Circle (5) on ACTION CARD



In Our View

As it is written now, the Danforth bill is an insult.

Intended to restore the balance between the rights of cable systems to First Amendment freedoms and the rights of broadcasters to be seen by their viewers, the bill does not ignore LPTV stations. It specifically excludes them.

To his definition of the "qualified" commercial television stations that cable systems will be required to carry, Danforth adds: "such term shall not include low-power television stations, television translator stations, and other passive repeaters which operate pursuant to part 74 of title 47, Code of Federal Regulations, or any successor regulations thereto;..." (page 18, lines 17-21).

By assuming that LPTV stations are "passive repeaters," Danforth's language ignores every LPTV station that serves its community with locally originated programming. It ignores the objective of the FCC in creating the service as one distinct from translators (which *are* passive repeaters of full power signals), one permitted to originate programming (translators are not), and one designed to serve unserved or underserved areas of the country.

Furthermore, by excluding any stations operating under Part 74 rules "...or any successor regulations thereto," it may exclude LPTV stations in the future — even if rules governing such stations should be changed, for example, to conform their obligations more closely to those of conventional full power stations, or to grant certain LPTV stations' primary status.

The bill, as now worded, might include a noncommercial LPTV station that operates as a "noncommercial educational...translator" (page 12, line 10) but could exclude stations — such as those in the western states' Rural Television System — that are educational and noncommercial but that receive their signals from satellites and that do originate programming.

John Kompas, Marty Rubenstein, and Peter Tannenwald spent a lot of time — and as much money as CBA could afford — trying to convey the LPTV industry's point of view to the very people who were writing this bill. So why wasn't LPTV treated better? Because, said one of those people, we weren't *literally* sitting in their offices making sure their sympathy with our desires got translated into written English.

It was a delicate situation, they said —
continued on page 6

Kompas/Biel & Associates, Inc.

S.E. Bradt, *Chairman of the Board*
John Kompas, *President and Chief Executive Officer*
Jacquelyn Biel, *Executive Vice President and Secretary*
Richard P. Wiederhold, *Vice President—Finance and Treasurer*

The LPTV Report

5235 North 124th St., Suite 22
Butler, WI 53007
(414) 781-0188

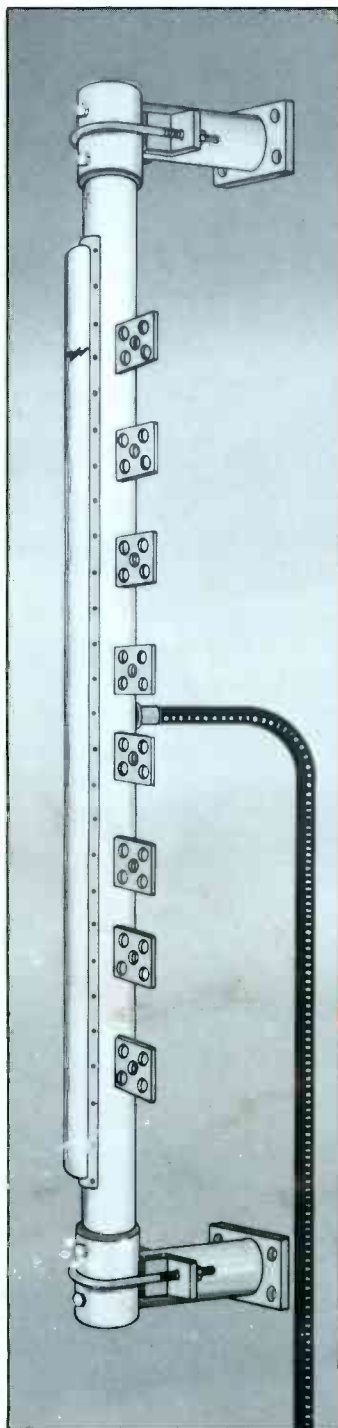
John Kompas, *Publisher*
Jacquelyn Biel, *Editor*
Colette Carey, *Reporter*
Barbara Barr, *Administrative Assistant*

Columnists: John H. Battison, P.E., Bob Horner, Peter Tannenwald, Joe Tilton, Lance Webster, Richard P. Wiederhold

Advertising Sales:

Kompas/Biel & Associates, Inc.
P.O. Box 25510
Milwaukee, WI 53225-0510
(414) 781-0188

**Western Region: James E. Heath
Heath & Associates**
2385 Roscomare Road
Los Angeles, CA 90077
(213) 471-3630



Announcing the **ALPine™ Series** of Low Power Broadcast Antennas

- Andrew ALPine Transmitting Antennas
- Andrew HELIAX® Transmission Lines

Call Toll Free, or write
for your Free LPTV
Antenna System Planner

Serving Broadcasters since 1937

ANDREW
Andrew Corporation
10500 W. 153rd Street
Orland Park, IL. U.S.A. 60462
1-800-255-1479

Circle (79) on ACTION CARD

EMCEE

The High Point in High Tech

EMCEE gets your LPTV system off the ground with the newest in high technology.

From Studio Design to turnkey systems, EMCEE provides the products and services you need for your LPTV station.

From one to 5000, we fill every watt with power—and transmit your signal through the most reliable and technically advanced broadcast equipment . . . all provided by EMCEE.

Our 29 years of tower installation experience and our turnkey capabilities mean that your station comes in loud and clear . . . with EMCEE Broadcast Products.

Reach the high point in high tech: Call us today at 1-800-233-6193 for free systems design assistance.

EMCEE BROADCAST PRODUCTS, Div. of Electronics, Missiles & Communications, Inc.
White Haven, Pa. 18661 FAX (717) 443-9257

Call Toll-free: 1-800-233-6193 • (In PA: 717-443-9575) • TWX: 510-655-7088 • Ans: EMCEE WHHV

Circle (1) on ACTION CARD



EMCEE

**advanced technology
systems excellence**

CBA Awards

continued from front page

"Newsmakers-Firefighters," a news documentary produced by Judy Stiles. Accepting the awards from Commissioner James H. Quello were D. J. Everett, III for TV-43; Myra Tudor for W14AU; and Deborah R. Kenny for K57DR.

Promotion Division awards went to Beach TV in Panama City Beach, FL for a tourist promo, "Florida's Family Beach," produced by Jud Colley and Toni Davis; K04NL in Des Moines, IA for "Using the Jukebox is as easy as 1-2-3," a "how-to" promo produced by John Robson of Video Jukebox Network; and "Inside LSU Football," produced by Tammy Trahan of WKG-TV in Baton Rouge, LA. Accepting the awards were Jud Colley and Toni Davis for Beach TV; Bill Stacy for VJN; and Tammy Trahan for WKG-TV.

Beach TV also won two of the three Program Division awards—for "Oysters Are Ugly," a light-hearted piece about the joys of oysters, and for "The Journey to



D. J. Everett and Commissioner Quello



Bob Lyons



Bill Stacy



Judy Stiles



Tammy Trahan



Myra Tudor

NOW 24 HOURS ON WESTAR 4, TR. 9



Attention **LPTV's**
Christian Family
Programming

CALL TOLL FREE
for more information


1-800 552-4546

BOX 216 WINDSOR RD. RED LION, PA. 17356

Circle (30) on ACTION CARD

Alvin's Island," a program about a Panama City Beach specialty retailer. The third award went to W08BV, Columbus, OH for their "High School Football 'Game of the Week,'" produced by Robert Lyons. Accepting for Beach TV were the producers, Jud Colley and Toni Davis, and for TV-8, Bob Lyons.

Commercial Division awards went to W43AG, Hopkinsville for "Turkey in the Straw," a feed store ad produced by Jim Moehlman; "Grant's Ride," a Toyota dealership spot from W43AT in Dalton, GA; and "The Spinnaker Jingle," a nightclub spot produced by Jud Colley and Toni Davis of Beach TV. D. J. Everett accepted for W43AG, Colley and Davis for Beach TV. Representatives from W43AT were unable to attend the presentation.

The twelve winners were chosen from 56 entries, almost double the number submitted in last year's competition. Each entry was judged on creativity, production quality, and whether or not its objectives were achieved. A composite videotape of the award winners has been donated to the resource library of the Broadcast Promotion and Marketing Executives. 

Nexus Wins Excellence Awards

Nexus Engineering Corporation and the Nexus Group of Companies have won four Certificates of Merit in the 1989 Canada Awards for Business Excellence program. Nexus Engineering won in the categories of Entrepreneurship, Marketing, and Quality. Statpower Technologies Corporation, a member of the Nexus group, won in the Innovation category.

The Canada Awards for Business Excellence is an annual national awards program that honors the "best of Canadian enterprise. Nexus Engineering received Certificates of Merit in Entrepreneurship in the 1985, 1987, and 1988 competitions and a Certificate of Merit in Quality in its first year of business.

Danforth Bill

continued from front page

main provisions are as follows:

- The term "effective competition" is redefined to mean the existence of at least one other multichannel video provider in a cable franchise area—for example, MMDS, or "wireless" cable. Where there is at least one other such provider, cable rates would be deregulated.


- The discretion of cable operators would be limited regarding both the carriage of local broadcast stations and channel positioning. Cable companies would have to carry broadcasters on the channels they occupied under the old must-carry rules, on their own channel numbers, or on another, mutually agreed upon channel.

- It would be easier for franchising authorities to revoke or refuse to renew the franchise of a cable system that gives poor service.

- Programmers affiliated with cable operators would be barred from discriminating against non-affiliates in the price, terms, conditions, or availability of their programming.

- Multiple system operators would be allowed to own as many systems as they wanted, as long as the total number of households they served was 15% or fewer of the nation's cable subscribers. This provision would mean that there would be at least seven cable systems serving the country at any time.

The bill was co-sponsored by Senators John McCain (R-AZ), Orrin Hatch (R-UT), Al Gore (D-TN), Wendell Ford (D-KY), Joseph Lieberman (D-CT), Trent Lott (R-MS), John Warner (R-VA), Quentin Burdick (D-ND), David Pryor (D-AR), Slade Gorton (R-WA), Conrad Burns (R-MT), Howard Metzenbaum (D-OH), and Dale Bumpers (D-AR).

Some or all of the provisions in previously submitted bills by Senators Lieberman, Gore, and others have been subsumed into Danforth's Cable Act. 



Seven Elected To CBA Board


Seven LPTV broadcasters were elected to the Community Broadcasters Association board of directors at a CBA members' meeting held during the November LPTV Conference in Las Vegas.

Re-elected for another term were Richard Bogner of Bogner Broadcast Equipment; John Kompas of Kompas/Biel & Associates; D. J. Everett, III, of W43AG in Hopkinsville, KY; and Bill Allonas of Allonas Communications in Bucyrus, OH.

Newly elected to the board are Louis "Woody" Jenkins, chairman and general manager of Great Oaks Broadcasting

(WKG-TV, Channel 19) in Baton Rouge, LA; Robert Moore, owner of W48AP, Toledo, OH; and Philip DeSano, owner of a cable system in Waterville Valley, NH and holder of LPTV construction permits for Waterville Valley and Woonsocket, RI.

John Kompas and Richard Bogner were re-elected CBA president and secretary/treasurer, respectively. Woody Jenkins takes over the vice-president's chair from D. J. Everett.

Members can be reached through the CBA offices, P.O. Box 26736, Milwaukee, WI 53226. 


Bay Area Firms Ride Out Quake; RFD Network Reports

Two San Francisco-area firms reported business nearly as usual following the city's October 17 earthquake.

The Alta Group's San Jose headquarters suffered no structural damage, but, said Frank Alioto, vice president for sales and marketing, "The place was a mess, with bookshelves and files overturned and contents scattered over the floor."

Not so lucky was AdVentures International, whose San Francisco office building was damaged. President Harvey B. Borlaug reported, "We are using the building at our own risk...and we have been advised to remove our stock of vide-

otape from the storage area." To help ease the storage situation, the company is selling its Retail Radio Sales System at one-third of the regular price. To order, call 1-800-541-0505 or, in California, 1-800-548-5511.

The RFD Television Network reported on the quake from the perspective of its impact on the agriculture and business communities. Continual news and weather information was interspersed with telephone interviews with experts from the Department of Agriculture, the U.S. Geological Survey, and the Red Cross. 

In Our View

continued from page 3

what with the must-carry compromise disintegrating, and their need to please the broadcasters who would deliver the co-sponsors for the bill. You can't please everybody, and they chose not to please us.

So we're going to have to raise a ruckus.

The Danforth bill is still a bill; it can be changed. But Congress has to be motivated to change it. It's up to us to educate Congress. We have to make sure each Senator and Representative understands who we are and what LPTV is and why they must make sure we are treated fairly. And then we have to remind them of a few things: 1) It was Congress itself who told the FCC back in 1976 to create an LPTV service to bring television signals to underserved and unserved areas of the nation; 2) LPTV stations are now operating in 48 of the 50 states, bringing local programming and low-cost advertising to communities that have not been getting it (despite Mr. Fritts's assurances) from conventional stations; 3) Two-thirds of the commercial LPTV stations in the country are operating at a profit, proving their worth in the tough arena of the marketplace to both viewers and advertisers — in other words, to Congress's constituency.

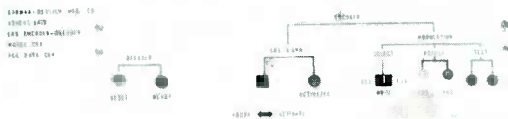
CBA members have already received a package of materials with suggestions for writing their Senators and Representatives, as well as some suggested sample letters. But the rest of you — including suppliers — have to pitch in too. Stations, your livelihoods are on the line here. Suppliers, a vital new market is in danger. If you need help — more facts, a sample letter, the names and addresses of your Congressional representatives and important staff members, call Colette at the CBA — (414) 783-5977. Use anything you want to from this magazine. Send a videotape of some of your productions.

But whatever you do, don't delay. Congress is intent on legislating must-carry this year. We can't allow ourselves to be forgotten.

As Mr. Fritts pointed out at the cable hearings, "Most local broadcasters serve their communities in an exemplary fashion because they can do well by doing good in their communities. ...The real issue is access to the public. If a broadcaster cannot be viewed by the people in his community, it's very difficult, if not impossible, to continue serving the community in an exemplary manner."

Go get 'em, friends!

EBS EQUIPMENT



Model CEB Encoder-Decoder
Model CE Encoder
Model CE Stereo Encoder
Model CD Decoder

Required for L.P.T.V.

Price
\$540.00
375.00
405.00
320.00

Encoder FCC Type Accepted decoder FCC Certified
Exceeds FCC Specifications
Receiver can be supplied to drive Decoder

\$100

All interconnections to the EBS equipment are made through a barrier terminal block. No special connectors necessary. In stock—available for immediate delivery.

GORMAN REDLICH MFG. CO.
257 W. UNION STREET • ATHENS, OHIO 45701 • (614) 593-3150

Circle (62) on ACTION CARD

NOW, LP MEANS LOCAL POWER

Introducing a new LP in the LPTV Industry.

- ▶ *"LP" no longer means Low Power and second class citizenship.*
- ▶ *It no longer means Limited Potential because of the high cost of people, programming and production.*
- ▶ *It no longer means Losing Proposition because of high construction and equipment costs.*

The Jukebox Network's unique, patented, fully automated interactive programming allows your viewers to locally program their own channel. Truly Local Programming with Limitless Potential and Leaping Profits. We've got the Living Proof already in Jacksonville, Orlando and Des Moines.

So, now when you talk about the LP in LPTV, remember:

Now, LP means Local Power.

*Introducing a new LP
in the TV Industry*



*The first and only
Interactive
TV Network*

*Interact with us today.
Call Bill Stacy at 305-573-6122*

**EXCITING
OPPORTUNITY
TO REACH
VAST UNTAPPED
MARKET WITH
AWARD-WINNING
PROGRAMMING
FOR THE DEAF &
HEARING-IMPAIRED**

- * Audience base of 35,000,000 and growing!
- * 1 in 10 people in the U.S. are Deaf or Hearing-impaired.
- ALL PROGRAMS PRESENTED IN:
- * Sign Language (by the performing artist)
- * Open Captions (no decoder needed)
- * Full Sound (Voice & Music)
- Childrens Shows, Talk Shows, Musical Variety, Health Care, Special's, Instructional.
- * Low Monthly License Fee
- * Up to 10 Min. per hour for local advertising.
- * Distributed via satellite

**TUNE US IN FOR A
SPECIAL SNEAK
PREVIEW!**

JANUARY 9th
11:00 to 11:30 AM - ET
Satellite Weststar 5
Transponder 3

AND
JANUARY 10th
4:00 to 4:30 PM - ET
Satellite Spacenet 2
Transponder 6

**THE SILENT
NETWORK**

6363 Sunset Blvd., Suite 930
Hollywood, CA 90028
TEL: 213/464-7446
FAX: 213/464-1955

Circle (90) on ACTION CARD

CBA Comment



John Kompas and Jon Elliott.



At the Broadcast Audio booth.



Commissioner Quello shares a quiet moment with Robert L. Gill.



Colette Carey and Cam Willis



Jane Barker (l) and Marge from the Las Vegas Convention Bureau.



Kimberlee Walters and Eddie Barker announce the BINGO winner, Stephen Carroll of Mid-Maine Community Broadcasting.



Roy Stype wins a fistful of silver dollars.

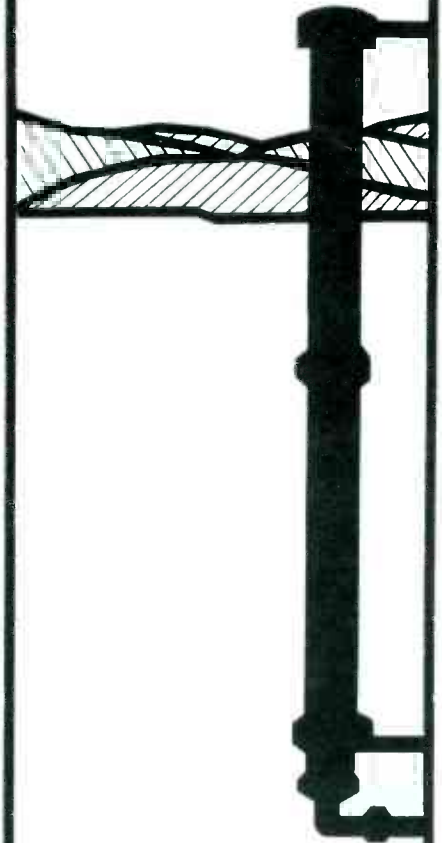
THE LOW POWER TELEVISION OPPORTUNITY

- Full service opportunity for multiple applications
- High revenue generation
- Low cost



NTA president Darwin Hillberry with Keith Larson (c) and John Kompas (r).

Circle (3) on ACTION CARD
**"on the air"
 not in the air...
 repairing.**



We guarantee it. BASC antennas are built to last because we overbuild. Not one BASC antenna has ever failed under operating conditions. And, we have our systems operating in some of the most severe environments in the U.S.

So, for low power VHF or UHF antennas go with BASC. Call 800-252-BASC or 603-654-2838

BASC
 P.O. Box 179
 Wilton, NH 03086

BASC

LPTV's Voice "Will Be Heard," Promises Quello

"Your industry is on the move," said FCC Commissioner James H. Quello in his upbeat keynote address November 6 to attendees at the Second Annual LPTV Conference & Exposition. Calling LPTV "the most significant success story of the Commission's pro-competitive policies," the dean of commissioners told the assembled broadcasters that LPTV's strength was its "specialized localism." "Serving the specific needs of local communities is not only in the public interest, but it is also good business," he said.

Quello urged LPTV broadcasters to work with their competition rather than war with it. But regarding reports that one cable MSO, overruling the recommendation of its local manager, refused to carry an LPTV station, Quello said the allegations were "disturbing, if true." He added that blanket policies excluding carriage of



Commissioner James H. Quello

LPTV stations do not serve the public interest, and that the issue "warrants future surveillance."

Addressing the bumping threat, the commissioner suggested that special protection might be accorded an LPTV station providing "a longtime, vital, and unique service before bumping it off the air for a new, unproven service." However, he cautioned the broadcasters that the idea was not yet official policy. He added that high definition television, which could require portions of the present UHF spectrum, "would receive the highest priority from the Commission and Congress."

"Rest assured that the voice of the low power television industry will be heard," he promised. And he proceeded to make good his promise, spending three days talking one-on-one with LPTV operators and attending sessions in an apparent effort to become more familiar with the industry. N/B

Eagle-Lion Video presents...

HOLLYWOOD CLASSICS

An impressive library of the world's favorite classic motion pictures, at surprising prices. They become your property, so there are no limits on the number of airings.

This collection of over 600 films, includes many academy award winners and features such stars as Cary Grant, Jimmy Stewart, Frank Sinatra, Humphrey Bogart, Charlton Heston, Kirk Douglas,



Ronald Reagan, Audrey Hepburn, Walter Matthau, Elizabeth Taylor, and hundreds more.

All Films are available in VHS, 3/4", or 1".

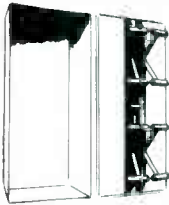
For a complete catalog, call (619) 277-1211 or write:
Eagle-Lion Video Productions, 7710 Balboa Ave., San Diego, CA 92111

Circle (96) on ACTION CARD

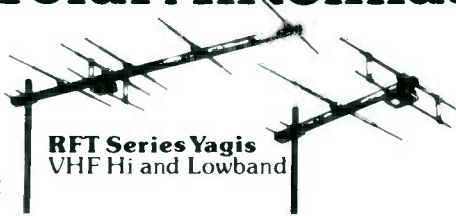
LPTV

Commercial Antennas

Lindsay



UP1469
UHF
Broadband



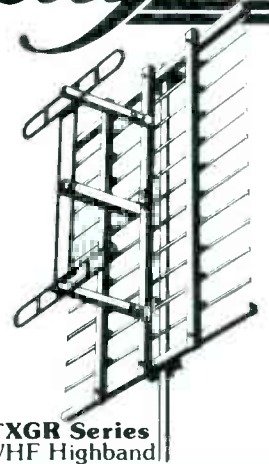
RFT Series Yagis
VHF Hi and Lowband



TS Series
Omni-directional



TZU
UHF



TXGR Series
VHF Highband

- ★ Custom engineered to your specifications
- ★ Weather protected for any climate
- ★ Vertical, horizontal or omni-directional
- ★ VHF/UHF, single channel or broadband

LINDSAY SPECIALTY PRODUCTS

50 Mary Street, Lindsay, Ontario, Canada, K9V 4S7 (705) 324-2196 FAX: 705 324 5474

Circle (12) on ACTION CARD



A panel of programmers present their wares.

Second CBA Conference Proves Health of LPTV

—by Jacquelyn Biel

"LPTV is a very, very invigorating business!" So says Bob Moore, president of W48AP in Toledo, OH. Moore was a speaker at one of eleven sessions offering a smorgasbord of strategies for station management during the Second Annual LPTV Conference & Exposition November 5-8 in Las Vegas. And his statement summarizes the mood of the event—calmer than last year's, lacking but not missing the high excitement of the first roll of the dice, enthusiastic, confident, solid.

Booths and attendance doubled over the 1988 show—nearly 600 people and 53 exhibitors, compared to 25 exhibitors and about 300 people last year. People came to do business, and do business

they did, according to vendors on the floor who finished the show counting dozens of orders they said they hadn't expected.

And there were also plenty of opportunities to pick up information. Three days of sessions offered information on everything from ordering equipment and building the station to buying programming and selling advertising. And as always during LPTV gatherings, new managers and experienced managers talked freely, sharing hints, tips, trials, and victories. Old friends said hello again and everyone met new friends.

Exploring Cable Carriage Options

Andy Orgel, president and CEO of the Video Jukebox Network, started the ses-

sions Monday morning, introducing a panel on developing good relations with cable. Predicting that television will become more and more localized and individualized, Orgel warned LPTV broadcasters to respond appropriately. "Are you in business to grow a business or just to run a TV station?" he asked.

Orgel advised LPTV broadcasters to provide programming that contributes to the cable company's line-up and enhances its value to subscribers. "LPTV is Local Power TV," he said, urging the broadcasters to capitalize on their strength—targeted niche programming—rather than try to imitate the full power indies.

Orgel also called on the FCC to continue efforts to prevent indiscriminate application filing, on equipment suppliers to

be more timely in equipment deliveries, and on all industry participants to help increase sources of financing for stations.

John Field had a similar view: "We have to get the chip off our shoulders. Cable companies are private businesses," said the television pioneer and owner of KLSR-TV (K25AS) in Eugene, OR. Field agreed with Orgel that the key to cable carriage is to provide programming that the cable company will want to present to its viewers.

Cooperation is essential, he said. KLSR, which is now carried on 22 cable systems in the Eugene area, sells ads for some of the systems, and they in turn sell ads for the station, a practice which helped increase his station's revenues 30% during the first ninety days of carriage.

Field reminded broadcasters, "You have to pay your dues before cable systems will put you on," referring to the "tremendous investment" in hardware that cable companies must make. He advised station owners to gather enough capital to weather the first few years without carriage and to seek carriage on the smaller systems in the area before approaching the major systems.

Roy Sheppard—owner of K32AP in Jamestown, ND, as well as several North Dakota cable systems—offered another point of view. Most cable operators don't know how to deal with LPTV because they don't know what it is. "Your job," he told the broadcasters, "is to educate the cable operator about the value of carrying your LPTV station."

Sheppard outlined a 14-step program for gaining carriage and promoting both the station and the cable company, the emphasis being on maximizing the station's value to the cable system. "Many cable operators are working under tremendous debt and are trying hard to pay it back," he said. "Their open channels are valuable, and they care about what goes on them."



Roy Sheppard (left), John Field, and Andy Orgel (far right) give cable's point of view. John Compas moderates.

Selling Lots of Spots

Cautioning broadcasters above all to sell from the point of view of the buyer, Neil Adelman, vice president of TV sales training for AdVentures International, outlined a step-by-step program for effective selling, during the second session of the morning.

In the first sales call, said Adelman, you should find out what the prospective client wants to accomplish with an ad and how much he or she is willing to spend to do it. Then design an ad campaign that you are sure will achieve those objectives. Never promise more than you can deliver,

and don't be afraid to refer a client to your competition rather than risk failing to do what you have promised.

The session was moderated by D. J. Everett, who also spoke briefly from his own experience selling for his Hopkinsville, KY station.

Understanding TV Ratings

More and more viewers in the country's major TV markets are watching LPTV stations, said Robert Paine, an A. C. Nielsen vice president, during Monday afternoon's panel on TV ratings. Nielsen, which measures viewership over large



Robert Mauro (left) moderates as Robert Paine, Dr. Mark Banks, Dr. Michael Havice, and David Bright discuss audience measurement.

C.J.M. Productions **LPTV PROGRAMMING POWER**

CJM Productions is producing several new programs for 1990, all with LPTV's in mind. The cost is offset by group purchasing, giving LPTV stations quality programming at a cost-effective rate. Our schedule includes:

■ COUNTRY MUSIC VIDEO AND INTERVIEW SHOW (13-week series)	■ TRAVEL SPECIALS
	■ NATURE DOCUMENTARIES
	■ SITCOM (13-week series)

Quantity = Power! Let's work together to help us all.
For more information, call Jim Kelley at (615) 327-4048.

Circle (93) on ACTION CARD

DMA's or Designated Market Areas, first developed reportability criteria for the smaller coverage LPTV stations in 1985, and two stations achieved reportability that year. During this year's May sweeps, 18 LPTV stations broke the reportability threshold, with an additional 179 stations close behind.

To qualify for reportability, Nielsen requires that a station show at least a 2.5% share of viewership in the DMA in households where television is watched between 7 a.m. and 1 a.m.

David Bright, western region sales manager for Arbitron, credited LPTV with "tremendous growth," reporting that since 1986 there has been a 300% increase in LPTV viewership, according to Arbitron measurements.

The two ratings company executives were joined on the panel by Dr. Mark J. Banks and Dr. Michael J. Havice, both of

PLACE
STAMP
HERE

The LPTV Report

P.O. BOX 25510

MILWAUKEE, WI 53225-9970

PLACE
STAMP
HERE

The LPTV Report

P.O. BOX 25510

MILWAUKEE, WI 53225-9970

LET'S GET THE FACTS STRAIGHT!

Need a hand in choosing the right equipment or programming for your station? Or do you just want information for future reference?

Learn more about the products and services our advertisers have to offer. Simply fill in this **ACTION CARD** and send it back to us.

**We'll help you
get the facts
you need...
FAST!**

Please send me more information on the products or services advertised by the companies circled below.

- | | | | | | | | | | | | | | | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 |
| 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 |
| 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 |
| 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
| 101 | 102 | 103 | 104 | 105 | 106 | 107 | 108 | 109 | 110 | 111 | 112 | 113 | 114 | 115 | 116 | 117 | 118 | 119 | 120 |
| 121 | 122 | 123 | 124 | 125 | 126 | 127 | 128 | 129 | 130 | 131 | 132 | 133 | 134 | 135 | 136 | 137 | 138 | 139 | 140 |
| 141 | 142 | 143 | 144 | 145 | 146 | 147 | 148 | 149 | 150 | 151 | 152 | 153 | 154 | 155 | 156 | 157 | 158 | 159 | 160 |
| 161 | 162 | 163 | 164 | 165 | 166 | 167 | 168 | 169 | 170 | 171 | 172 | 173 | 174 | 175 | 176 | 177 | 178 | 179 | 180 |
| 181 | 182 | 183 | 184 | 185 | 186 | 187 | 188 | 189 | 190 | 191 | 192 | 193 | 194 | 195 | 196 | 197 | 198 | 199 | 200 |

TYPE OF COMPANY:

- | | | |
|--|--|--|
| 26 <input type="checkbox"/> LPTV Licensee | 30 <input type="checkbox"/> Cable TV | 34 <input type="checkbox"/> Production House |
| 27 <input type="checkbox"/> LPTV Permittee | 31 <input type="checkbox"/> Radio | 35 <input type="checkbox"/> Other (please specify) |
| 28 <input type="checkbox"/> LPTV Applicant | 32 <input type="checkbox"/> DBS, SMATV, MMDS | |
| 29 <input type="checkbox"/> Full Power TV | 33 <input type="checkbox"/> Satellite | |

YOUR JOB DESCRIPTION:

- | | | |
|--|---|--|
| 36 <input type="checkbox"/> Corporate Management | 38 <input type="checkbox"/> Production | 40 <input type="checkbox"/> Operations/ Administration |
| 37 <input type="checkbox"/> Engineering | 39 <input type="checkbox"/> Sales or Sales Management | 41 <input type="checkbox"/> Other (please specify) |

DO YOU BUY OR RECOMMEND:

- | | | |
|---------------------------------------|---|--|
| 42 <input type="checkbox"/> Equipment | 44 <input type="checkbox"/> Programming | 46 <input type="checkbox"/> Other (please specify) |
| 43 <input type="checkbox"/> Services | 45 <input type="checkbox"/> None | |

FAST SERVICE

I would like immediate information from the companies whose numbers I have entered below. Please have a sales person call me.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Name _____ Title _____
 Company _____ Telephone () _____
 Address _____
 City _____ State _____ Zip (9-digit) _____

LET'S GET THE FACTS STRAIGHT!

Need a hand in choosing the right equipment or programming for your station? Or do you just want information for future reference?

Learn more about the products and services our advertisers have to offer. Simply fill in this **ACTION CARD** and send it back to us.

**We'll help you
get the facts
you need...
FAST!**

Please send me more information on the products or services advertised by the companies circled below.

- | | | | | | | | | | | | | | | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 |
| 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 |
| 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 |
| 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
| 101 | 102 | 103 | 104 | 105 | 106 | 107 | 108 | 109 | 110 | 111 | 112 | 113 | 114 | 115 | 116 | 117 | 118 | 119 | 120 |
| 121 | 122 | 123 | 124 | 125 | 126 | 127 | 128 | 129 | 130 | 131 | 132 | 133 | 134 | 135 | 136 | 137 | 138 | 139 | 140 |
| 141 | 142 | 143 | 144 | 145 | 146 | 147 | 148 | 149 | 150 | 151 | 152 | 153 | 154 | 155 | 156 | 157 | 158 | 159 | 160 |
| 161 | 162 | 163 | 164 | 165 | 166 | 167 | 168 | 169 | 170 | 171 | 172 | 173 | 174 | 175 | 176 | 177 | 178 | 179 | 180 |
| 181 | 182 | 183 | 184 | 185 | 186 | 187 | 188 | 189 | 190 | 191 | 192 | 193 | 194 | 195 | 196 | 197 | 198 | 199 | 200 |

TYPE OF COMPANY:

- | | | |
|--|--|--|
| 26 <input type="checkbox"/> LPTV Licensee | 30 <input type="checkbox"/> Cable TV | 34 <input type="checkbox"/> Production House |
| 27 <input type="checkbox"/> LPTV Permittee | 31 <input type="checkbox"/> Radio | 35 <input type="checkbox"/> Other (please specify) |
| 28 <input type="checkbox"/> LPTV Applicant | 32 <input type="checkbox"/> DBS, SMATV, MMDS | |
| 29 <input type="checkbox"/> Full Power TV | 33 <input type="checkbox"/> Satellite | |

YOUR JOB DESCRIPTION:

- | | | |
|--|---|--|
| 36 <input type="checkbox"/> Corporate Management | 38 <input type="checkbox"/> Production | 40 <input type="checkbox"/> Operations/ Administration |
| 37 <input type="checkbox"/> Engineering | 39 <input type="checkbox"/> Sales or Sales Management | 41 <input type="checkbox"/> Other (please specify) |

DO YOU BUY OR RECOMMEND:

- | | | |
|---------------------------------------|---|--|
| 42 <input type="checkbox"/> Equipment | 44 <input type="checkbox"/> Programming | 46 <input type="checkbox"/> Other (please specify) |
| 43 <input type="checkbox"/> Services | 45 <input type="checkbox"/> None | |

FAST SERVICE

I would like immediate information from the companies whose numbers I have entered below. Please have a sales person call me.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Name _____ Title _____
 Company _____ Telephone () _____
 Address _____
 City _____ State _____ Zip (9-digit) _____

The LPTV Report

- New Subscription
 Change of Address
 Renewal

Two years, \$55.00 (Foreign orders add
 One year, \$35.00 \$8.00 per year)

Payment Enclosed (Payment in
 Bill Me U.S. dollars only)

Your Name _____

Title _____

Company _____

Phone (_____) _____

Address _____

City _____

State _____ Zip (9-digit) _____

SUBSCRIPTION GUARANTEE: If you do not find The *LPTV Report* completely satisfactory, you may cancel your subscription and receive a full refund for the unused portion.

NOTE: No subscriptions can be processed without the following information:

TYPE OF COMPANY

01 LPTV Licensee _____
Call sign _____ City/State _____

02 LPTV Permittee _____
Call sign _____ City/State _____

03 LPTV Applicant _____
Channel no. _____ City/State _____

04 Full Power TV Station

05 Cable TV System

06 DBS, SMATV or MMDS System

07 Satellite

08 Radio Station

09 TV Equipment Manufacturer

10 TV Equipment Dealer/Distributor

11 Program Producer/Distributor/Syndicator

12 Financial Institution or Broker

13 Attorney/Law Firm or Government Official

14 Advertising Agency/Rep Firm

15 Consultant/Research Company

16 Trade Association

17 Press or News Service

18 Educational Institution/Library

19 Other _____

YOUR JOB DESCRIPTION

20 Corporate Management

21 Engineering

22 Production

23 Sales or Sales Management

24 Operations/Administration

25 Other (please specify) _____

The LPTV Report

- New Subscription
 Change of Address
 Renewal

Two years, \$55.00 (Foreign orders add
 One year, \$35.00 \$8.00 per year)

Payment Enclosed (Payment in
 Bill Me U.S. dollars only)

Your Name _____

Title _____

Company _____

Phone (_____) _____

Address _____

City _____

State _____ Zip (9-digit) _____

SUBSCRIPTION GUARANTEE: If you do not find The *LPTV Report* completely satisfactory, you may cancel your subscription and receive a full refund for the unused portion.

NOTE: No subscriptions can be processed without the following information:

TYPE OF COMPANY

01 LPTV Licensee _____
Call sign _____ City/State _____

02 LPTV Permittee _____
Call sign _____ City/State _____

03 LPTV Applicant _____
Channel no. _____ City/State _____

04 Full Power TV Station

05 Cable TV System

06 DBS, SMATV or MMDS System

07 Satellite

08 Radio Station

09 TV Equipment Manufacturer

10 TV Equipment Dealer/Distributor

11 Program Producer/Distributor/Syndicator

12 Financial Institution or Broker

13 Attorney/Law Firm or Government Official

14 Advertising Agency/Rep Firm

15 Consultant/Research Company

16 Trade Association

17 Press or News Service

18 Educational Institution/Library

19 Other _____

YOUR JOB DESCRIPTION

20 Corporate Management

21 Engineering

22 Production

23 Sales or Sales Management

24 Operations/Administration

25 Other (please specify) _____



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 11011 MILWAUKEE, WI

POSTAGE WILL BE PAID BY ADDRESSEE

The LPTV Report

P.O. BOX 25510
MILWAUKEE, WI 53225-9970



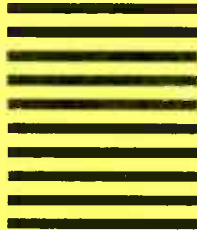
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 11011 MILWAUKEE, WI

POSTAGE WILL BE PAID BY ADDRESSEE

The LPTV Report

P.O. BOX 25510
MILWAUKEE, WI 53225-9970



Marquette University, who introduced an automated telephone survey method they have developed. The automated method, which is quite inexpensive and which, they say, produces results that are as good as or even better than human callers can achieve, has been successfully tested in an ascertainment study of a Wisconsin community. Banks and Havice hope that it will become an alternative for LPTV stations who find specialized Nielsen and Arbitron audience studies too expensive to undertake.



Keith Larson

From the Horse's Mouth

The Monday sessions closed with "An FCC Tutorial" conducted by Keith Larson, chief of the FCC's LPTV Branch. Illuminating the regulatory aspects of LPTV broadcasting, Larson took his audience through a series of slides that illustrated the entire LPTV station licensing process—from the initial construction permit application to final sign-on and licensing. The presentation showed the offices, hallways, and people of the seventh floor at 1919 M Street and the progress of the paperwork involved in station authorization and licensing.

Larson, who also talked one-on-one with broadcasters at his FCC show booth, expressed great satisfaction with the progress of the LPTV industry. "Fantastic!" he said, referring to recent CBA survey results that one-third of commercial LPTV stations are profitable and that 24% of their programming is locally produced.

Management Tips

Tuesday opened with a Station Managers' Roundtable featuring Pete D'Acosta, owner and general manager of K35BO, Wichita Falls, TX; Robert Moore, president of W48AP in Toledo, OH; Robert Lyons, of W08BV in Columbus, OH and a former Warner Cable executive; and Ronald Nicholas, general manager of W38AW in Rochester, NY.

Moore's TV-48 has become so popular in its eleven months on the air that viewers have dubbed it "the People's Station." The reason is the heavy local programming emphasis, says Moore, and the constant visibility the station maintains in the community. Among his suggestions for new station managers were hints for getting on cable—show the cable company how carrying your station can benefit them; for programming—listen carefully to the market and give the viewers

what they tell you they want; and promotion—get to know everyone and go everywhere in your community all the time.

Another perspective was offered by Pete D'Acosta, whose Wichita Falls, TX full power independent built an LPTV station to supplement its own programming. The LPTV is an all-sports station, staffed only by two part-time operators. All production, sales, and administration is taken care of by the parent station's staff. The niche programming approach works very well for the station, said D'Acosta, who also gave the audience some tips on buying syndicated programming.

Station management strategies were offered by Bob Lyons of W08BV, Columbus, OH and Ron Nicholas of W38AW in Rochester, NY. Both discussed the role of clear communication between station departments and the need to keep morale high.

Dollars and Sense

The importance of sound financial planning was the theme of a second Tuesday morning panel. Led by Rick Wiederhold of Kompas/Biel & Associates, the panel featured Robert McAuliffe and Paul Richard of the Broadcast Financial Management Association and Mark Maz of the Broadcast Credit Association.

McAuliffe took the audience through the pre-construction financial planning process for a typical LPTV station—breaking out projected expenses and revenues. Paul Richard, whose expertise is in insurance, advised operators on how to reduce their risk of loss and consequently



**DO YOU KNOW YOUR MARKET?
YOUR COMPETITION DOES!**

DATAWORLD MAPS CAN

- Depict your coverage!
- Market orient your sales people!
- Target your ethnic/demographic markets!
- Identify marginal signal areas!
- Plot any special requirements!

MAP OPTIONS

- SHADOWING (TERRAIN SHIELDING)
- POPULATION DENSITY
- CONTOUR COVERAGE
- SPECIALS

dataworld®

A Service of DW, Inc.

Fax (301) 656-5341

(301) 652-8822

(800) 368-5754

Circle (4) on ACTION CARD



John Kompas introduces Neil Adelman (l) and D. J. Everett (r) who talk about successful sales strategies.



Peter Tannenwald, moderator of the Station Managers' Roundtable, and managers Bob Moore, Pete D'Acosta, Bob Lyons, and Ron Nicholas.

their insurance premiums. He also gave some tips on selecting the right insurance agent and listed the types of insurance that an LPTV broadcaster should carry. The session finished with a discussion of proper credit and collections policies by Mark Matz.

Building The Station

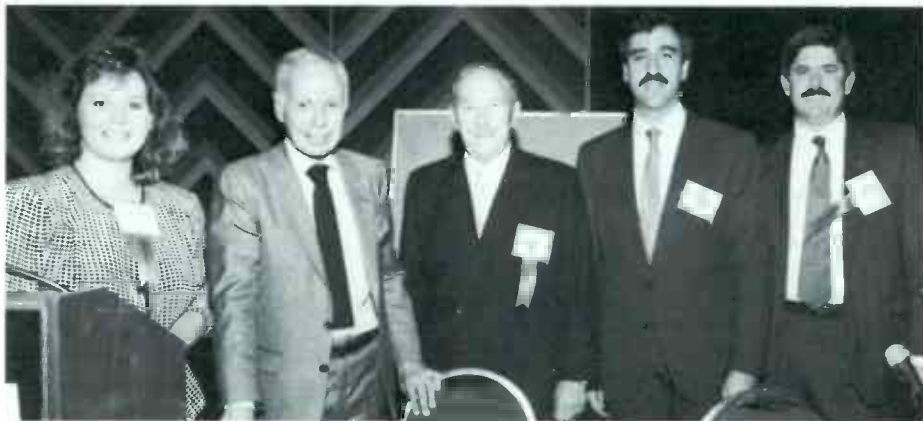
Dick Bogner of Bogner Broadcast Equipment and consulting engineer John Battison opened the second Tuesday morning panel with advice about choosing and installing an antenna and transmitter. Both warned against false economizing. The transmission system is too important a part of the station's equipment to cut corners.

Following Bogner and Battison, Roscor Corporation's Mark Grossman and Tom James of Panasonic provided insights into buying a studio system. Grossman advised station managers to be sure that all the units in the system they buy can operate together—that the cameras have the proper accessories, the switcher can take all the necessary feeds, that the editing equipment is expandable and upgradeable. He also cautioned broadcasters against buying equipment that will become obsolete too fast.

James discussed the factors to be considered in choosing a format, including



Financial strategies are explained by Rick Wiederhold, Bob McAuliffe, Paul Richard, and Mark Matz.



Erika Bishop, Richard Bogner, John Battison, Mark Grossman, and Tom James talk about station construction.

Ready. Get Uni-Set.[®] Go.



You've got a set-design problem. We've got a quick and easy answer: The Uni-Set[®] Modular Studio Staging System.

Design your set using the Uni-Set[®] Planning Model, working out your camera angles as you go. Then your studio floor people can easily assemble the full-sized modules into a workable setting in record time. The Uni-Set[®] Graphic Design System completes the transformation. In only a few hours you've gone from an idea to a finished, camera-ready setting.

Call Uni-Set[®] Corporation today, and let us show you how this low-cost, reusable staging system can solve your studio setting problems.



UNI-SET[®]
CORPORATION
449 Avenue A
Rochester, New York 14621
(716) 544-3820

the software by which it is controlled. He also said that chip technology makes it possible to achieve excellent picture quality with relatively inexpensive cameras. Like Grossman, he felt that compatibility and flexibility within a system are more important than overall cost.

Erika Bishop, manager of W40AF in Carlisle, PA, was the panel's moderator.

The Legal Nitty-Gritty

Tuesday afternoon sessions began with the LPTV Legal Clinic, a meters-off chance for members of the audience to quiz communications attorneys on issues affecting LPTV broadcasting. The session was moderated by CBA general counsel Peter Tannenwald.

Ben Perez, a communications attorney and president of Abacus Communications, a consulting firm, explained the nuts and bolts of filing an LPTV application with the FCC, giving special emphasis to the FCC's concepts of "minority status."

Jerold Jacobs, special counsel, Rosenman & Colin in Washington, DC, explained the FCC's policies on displacement, buying and selling licenses and construction permits, and equal opportunity laws.

George Borsari tackled the thorny issue of copyright liability, rebroadcasting, and music licensing. He warned broadcasters that permission to use the music in a

Circle (29) on ACTION CARD

video production is not included in permission to broadcast a program, that they must deal separately with the appropriate music licensing bodies. He advised broadcasters not to expose themselves to legal liabilities by ignoring this issue.

The News

The legal clinic was followed by a discussion about reporting, writing, and presenting television news. Bob Horner of the Atlanta news consulting firm, Video Relations, and Tom Bier, news director of WISC-TV in Madison, WI and chairman of the Radio-Television News Directors Association, shared the podium.



Bob Horner and Tom Bier on news.

The two discussed the role of research in news, the importance of promotion, the importance of technical quality, news content, and the care and handling of news employees.

Horner gave these tips on research: save money by using college interns to conduct polls, use the station staff for focus group research, and most important, don't assume you know what your viewers think. Bier told the attendees that technical quality is important, that the audience is aware enough to be disturbed by faulty production values.

As for promotion, both panelists agreed that the best promotion broadcasters have is their own air, and that frequent on-air promotion of their own news programs is the most effective way to gain viewers.

A thorny topic was the question of on-air talent—how to train them, how to polish them, how to keep them challenged, and how to critique them effectively. Horner advised broadcasters to set firm standards and enforce them with periodic



The meter is off for attorneys George Borsari, Peter Tannenwald, Ben Perez, and Greg Skall.

TENNAPLEX SYSTEMS LTD.

21 Concourse Gate, Nepean, Ontario K2E 7S4
Tel: (613) 226-5870 Fax: (613) 727-1247

Tennaplex designs and supplies professional Broadband, TV antennas that are stable even under ice and snow without the use of deicers.

Allow us to offer you an antenna system tailored to your specific needs.

Tennaplex has over 700 antenna systems serving the Americas.

Circle (8) on ACTION CARD

reviews that cover both the positive and the negative aspects of on-air performance.

In response to a question about how to handle an advertiser who is angry about the content of a newscast, Bier advised total honesty. "Above all, you must protect the credibility of your programming product if you are to be successful," he said.

The Programmers

More and more television programmers see a bright future for community television stations.

That was the message that emerged

from a programming panel Wednesday morning. During the discussion, in which representatives of eleven programming services participated, Chuck Larsen, president of Republic Pictures Television, announced the creation of a 44-film package of movies to be offered exclusively to LPTV stations.

Also participating in the panel were representatives of Capitol TV Network, which will begin transmitting via satellite on March 19, 1990; Channel America, which features several interactive game shows in which viewers can participate by telephone; Direct Distribution, which represents County Music TV and which introduced a 24-hour news feed November 26;



Jay Curtis and Lynne Grasz from BPME.

FamilyNet; Home Shopping Network; The Jukebox Network; The Learning Channel; The RFD Television Network; and Trinity Broadcasting Network.

And Promotion

The last session of the Conference was a presentation on effective promotion by two members of Broadcast Promotion and Marketing Executives. Lynne Grasz, executive director of BPME, and Jay Curtis, membership services director, discussed how to create a good logo, the importance of public involvement, how to handle news releases, and inexpensive promotional techniques.

Their presentation was enlivened by several tapes from the BPME Resource Library illustrating the various points they made. K/B

Forest Service Revises Tower Site Fee Schedule

The U.S. Forest Service has published a revised fee schedule, effective September 22, for the use of electronic sites within national forests, according to the October issue of *The Translator*, the newsletter of the National Translator Association. Specific fees, probably based on service area population, for TV or radio broadcast translators will be set before the new year.

Rental fees will be waived for facilities owned and operated by a state or local government. Other users may be granted waivers as well, at the discretion of the Forest Service district officer, though a minimum \$75 fee will be imposed to cover Forest Service administrative expenses. K/B

The Learning Channel Makes Golden ACE Finals

The Learning Channel has been selected as one of eight finalists for the Golden ACE Award, the cable industry's highest honor. The nomination was made for the series, "Changing Skylines," an exploration of the challenges facing America's cities and towns.

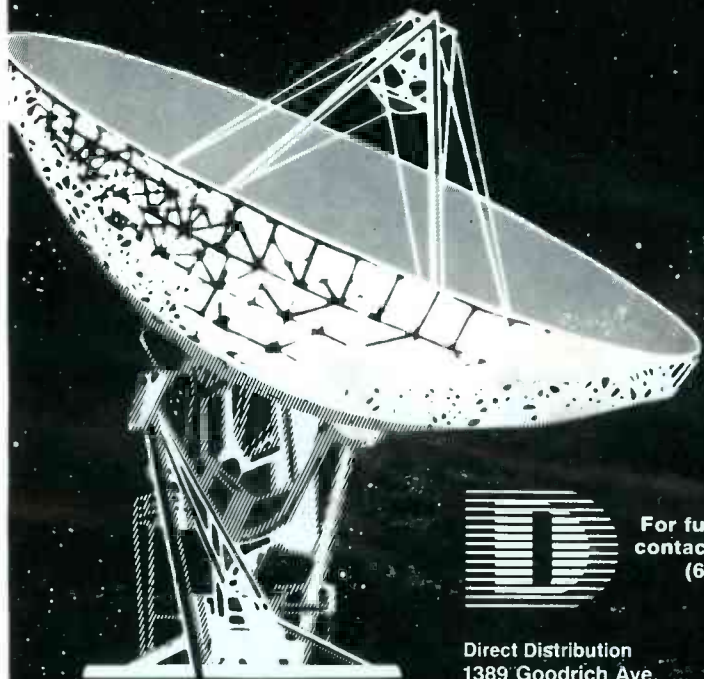
"The Golden ACE Award recognizes programming that has a strong impact on viewers—programming that actually contributes something to society," said Charles F. Engel, producer, Universal Television, and chairman of the National Academy of Cable Programming's Golden ACE Awards Committee.

The Award will be presented in a live, prime-time telecast on Sunday, January 14, 1990. K/B

Country Music Television

24 hours of satellite-delivered stereo country music. From the all-time favorites to the new country music acts just hitting the charts in a vibrant video format. Quality programming that is fully automated to meet the needs of the low-power station. Community broadcaster's way to build a loyal viewing audience.

Programming that builds a strong demographic package for advertiser support.



For further information
contact Patrick F. Dolan
(612) 699-0879

Direct Distribution
1389 Goodrich Ave.
St. Paul, MN 55105

Circle (37) on ACTION CARD

NAB, BFM Release 1989 TV Financial Reports

The National Association of Broadcasters and the Broadcast Financial Management Association have announced the publication of this year's annual reports on television station finances. The 1989 *Television Financial Report* details revenues and expenses of commercial full power television stations in the U.S. The 1989 *Television Market Analysis* reports 1988 revenue sources, expenses, profits, and cash flow margins for 118 TV markets. The 1989 *Television Employee Compensation and Fringe Benefits Report* shows salary and compensation figures reported by 540 commercial full power stations.

Among the findings: More than half of total time sales for the average station came from local sources, and about 45% from national or regional sources. Program and production accounted for one-third of total expenses; general and administrative expenses for another third. The remainder was divided between news, 14.4%; sales, 8.4%; engineering, 7.2%; and advertising and promotion, 5.2%.

The fastest growing TV markets in terms of revenue are Yakima, WA; Odessa/Midland, TX; Buffalo, NY; Joplin, MO; Fort Myers, FL; Las Vegas, NV; LaCrosse/Eau Claire, WI; Portland, OR; San Antonio, TX; and Miami, FL.

The reports are available to NAB members at \$125, \$200, and \$50 respectively. Prices for non-members are higher. Call (800) 368-5644. K/B

SON MOJ

England is a country where humbug is a great virtue.

Lord St. John of Fawsley, House of Lords

Broadcast, Cable Fall Out Over Channel Slots During Senate Hearings

—by Jacquelyn Biel

Despite the so-called "industry agreement" previously worked out between the National Association of Broadcasters and the National Cable Television Association, the issue of channel positioning threatened to hold up any compromise. And the first panel of witnesses at the October 25 must-carry hearings before the Senate communications subcommittee seemed staged—the NAB's Eddie Fritts and the NCTA's Jim Mooney polite and pleasant, Steve Effros from the Community Antenna Television Association and Preston Padden from the Association of Independent Television Stations playing the heavies.

Also testifying, but clearly regarded as an extra by the four headliners, was David Brugger representing the National Association of Public Television Stations.

Channel repositioning is an issue for full power stations because cable systems often shift them up to higher channels than they broadcast over, sometimes without notice. This is confusing to the public, and if the station is shifted off the basic service tier, it becomes unavailable to many subscribers.

Mooney said that the NCTA would support a reinstatement of the must-carry rules and was willing to make concessions on the repositioning problem, including requiring cable operators to give broadcast stations advance notice before shifting them to another channel, banning channel shifts during ratings sweeps, and allowing broadcast stations to have the same channel numbers they use over the air. He did not agree that UHF stations should be able to mandate positions on lower channels, especially those from 2-12.

Fritts pointed out that vertically integrated cable companies sometimes displace broadcast stations from the lower, basic tier channels in order to fill those channels with programming services in which they have ownership. And he complained that while broadcasting subsidizes cable through the compulsory license, cable systems are not required to carry those broadcast signals in exchange.

He said that Congress's Cable Act of 1984—which was intended to boost the struggling cable industry—was "equivalent to anabolic steroids" in its skewing of the marketplace since then, and that must-carry and channel positioning legislation was the only antidote to the present state of unfair competition.

But on the whole, Fritts and Mooney, sitting next to each other, projected a po-

lite and accommodating spirit of reconciliation. Padden and Effros were the front men.

Cable is a monopoly upon which many consumers depend for *any* TV, complained Padden. "You can't sign a new station on today because you can't get on the cable. It's not that these stations wouldn't be viable. The problem is you're signing on in an environment where all the other stations *are* on the cable."

But Padden's main point of contention (and the reason INTV won't sign on to the must-carry compromise) was channel positioning, a major problem for independent stations, most of whom have high UHF assignments. If they have to keep those channels on a cable system, they are often too high to be carried on the basic tier.

Effros's rambling testimony tended to trivialize the problems of broadcasters and emphasize the costs cable operators have to bear—costs being the rationale for maintaining cable's status quo. When Padden told the Subcommittee about the lady in a Bronx apartment house who can get broadcast signals only by dragging her set across the living room and sticking her rabbit ears out the window, Effros retorted, "At least she can stick her antenna outside and get a free signal. The cable system has to be wired in."

Providing dignified contrast to the comedy of humours played out by the other four was NATPS president David Brugger. The public has a right to see the stations, he argued, that they support through taxes and donations. And alluding to the practice of putting educational stations on higher, pay tiers, Brugger said, "Access to public TV should be a public right, not a class privilege."

The testimony ended in a stalemate that seemed to dump the whole problem in Congress's lap. Senator Daniel Inoué (D-HI), chairman of the subcommittee, stepped in with a suggestion—to which all but Effros agreed—that Congress create a rule for channel positioning, but the FCC be empowered to decide challenges.

Following this first panel was a second group of witnesses, including CBA's John Kompas (see related story on this page).

K/B

BON MOT

...there is no happiness like that of being loved by your fellow creatures, and feeling that your presence is an addition to their comfort.

Jane Eyre

Protect Local Service, Kompas Asks Senate

Arbitrary discrimination against LPTV stations is not in the best interests of local communities. That was the message John Kompas delivered to the Senate communications subcommittee during must-carry hearings October 25 in Washington.

Testifying on behalf of the Community Broadcasters Association, Kompas related several examples of commercial and public LPTV stations in communities of all sizes that have been denied cable carriage, sometimes apparently because of multiple system operators' home office policies against LPTV carriage. In other instances, cable systems have charged exorbitant fees for carriage, effectually keeping LPTV stations off their channel line-ups.

One Wyoming CP holder was promised carriage by the local TCI system manager, Kompas told the subcommittee. But when the station signed on the air, the manager

continued



John Kompas

How To Make The Dollar Stronger Overseas.

Give to CARE. 95% of every dollar we receive goes to help impoverished people in the third world.

Small wonder that we're the best run, best managed charity in America.

CARE

We're Helping People Learn To Live Without Us
1-800-242-GIVE

refused to give it a channel, citing instructions from the home office. Another station in Kentucky lost a two-year battle with the cable system and was forced to discharge its local production staff and become a passive translator.

"This is the local service that is the bedrock of the American broadcasting system. It is a travesty to let cable operators snuff it out because of corporate policies or fear of competition," said Kompas. He also said that local governments should be able to insist that local stations in their own communities be carried.

Kompas asked the subcommittee to help ensure that new legislation does not discriminate against community broadcasters or place their stations at an artificial disadvantage in competing with the cable industry: "Legislation dealing with cable carriage should not ignore community broadcasting as it does now." (Kompas was referring to bills then before the

House and Senate which incorporated by reference the FCC's old cable carriage rules, drafted before LPTV was authorized. Since the hearings, Senator John Danforth (R-MO) has introduced S. 1880, the Cable Television Consumer Protection Act, which does mention LPTV but excludes it from consideration for carriage, along with TV translators and "other passive repeaters." See related story on front page.)

He asked that any proposed legislation include the following points:

- If a cable system is required to carry local broadcast signals, then it should get as much credit for carrying a community LPTV station as it does for carrying a full power. If all local stations must be carried, then community stations should also be carried.
- If the system is saturated, then cable operators should be able to choose between community LPTV's and full power

stations without being penalized for choosing community stations over full powers. If a system sells carriage, then the same price should be charged to both stations.

- Large MSO's should be barred from having blanket policies against carriage of community stations.

In supplementary written testimony, the CBA asked the subcommittee to consider including one of the following four alternatives in any bills it drafts:

- Cable systems would be required to carry local LPTV stations;
- Local LPTV signals could be substituted for distant full power signals at the discretion of the cable operator;
- Local LPTV stations would have priority on the basic tier over distant full power stations;
- Local LPTV stations would be carried before full power TV stations not licensed to the cable community's market. K/B

FCC Opens Inquiry on 24-Hour Indecency Ban

The Federal Communications Commission is seeking comments on the validity of a round-the-clock ban on indecent programming.

In 1988, Congress mandated a 24-hour ban on indecent programming in a move to protect viewers, especially children, against exposure to it. However, the ban was stayed by the U.S. Court of Appeals pending a judicial review. Later, at the FCC's request, the court remanded the record to the FCC so that it could conduct this inquiry.

The Commission defines broadcast indecency as language or material that, in context, "depicts or describes, in terms patently offensive as measured by con-

temporary community standards for the broadcast medium, sexual or excretory activities or organs." Such materials may not be broadcast when there is reasonable risk of children in the audience. The Commission defines children as anyone 17 years or younger.

Comments are requested on these issues:

- The age group that children comprise for the purposes of government protection;
- How pervasive and accessible the broadcast media are in children's lives;
- The actual viewing and listening habits of children;

- Alternatives to the 24-hour ban. These include 1) channeling indecent broadcasts to those times of the day when children are not likely to be viewing or listening, and relying on parents to supervise their children's viewing; 2) program rating codes or pre-broadcast warnings; 3) broadcast technologies that would restrict children's access to indecent programming.

- The availability of indecent material for adults from non-broadcast sources.

The Commission also took action on a two-year backlog of 95 indecency complaints, issuing immediate fines ranging up to \$10,000 to four broadcast stations. K/B



Experience Counts! SHAFFER COMMUNICATIONS GROUP, INC. and LPTV

Our success in the LPTV industry will ensure quality service with cost savings and gets you on the air quickly

- *Real World Site Acquisition*
- *Site Engineering*
- *Construction / Installation*
- *Service & Maintenance*

SHAFFER COMMUNICATIONS GROUP, INC.
3050 Post Oak Boulevard, Suite 1700
Houston, Texas 77056
1-800-222-9227

Circle (88) on ACTION CARD

LPTV Distribution by State and Territory

October 31, 1989

	Licenses	CPs*
ALABAMA	5	25
ALASKA	217	31
ARIZONA	15	51
ARKANSAS	8	33
CALIFORNIA	31	94
COLORADO	14	37
CONNECTICUT	0	5
DELAWARE	1	0
WASHINGTON, DC	1	0
FLORIDA	27	115
GEORGIA	16	56
HAWAII	2	24
IDAHO	19	34
ILLINOIS	7	34
INDIANA	8	30
IOWA	11	50
KANSAS	7	55
KENTUCKY	6	35
LOUISIANA	9	58
MAINE	7	16
MARYLAND	1	6
MASSACHUSETTS	6	21
MICHIGAN	7	16
MINNESOTA	29	35
MISSISSIPPI	11	19
MISSOURI	12	36
MONTANA	23	40
NEBRASKA	4	16
NEVADA	13	21
NEW HAMPSHIRE	2	5
NEW JERSEY	2	12
NEW MEXICO	14	50
NEW YORK	20	42
NORTH CAROLINA	8	46
NORTH DAKOTA	4	22
OHIO	10	37
OKLAHOMA	16	36
OREGON	16	32
PENNSYLVANIA	10	49
RHODE ISLAND	0	4
SOUTH CAROLINA	2	23
SOUTH DAKOTA	6	20
TENNESSEE	19	52
TEXAS	43	117
UTAH	16	19
VERMONT	1	9
VIRGINIA	5	21
WASHINGTON	6	38
WEST VIRGINIA	1	4
WISCONSIN	10	27
WYOMING	14	45
GUAM	1	0
PUERTO RICO	3	8
VIRGIN ISLANDS	0	2

TOTALS: Licenses: 746
Construction Permits: 1,713

* The totals in this chart have been updated as of August 23, 1989. Expired CP's and unrenewed ones have been removed.

Copv*

Has Your Fixed Antenna Got You In A Fix?



Why put up with the hassle? Microdyne's VistaLink™ lets you zoom in on satellites, without leaving the station. In fact, you don't even have to be at the station. Just punch in a computer program, and our system takes care of the rest. Not quite ready for a programmable system? No

Re-aiming satellite receiving antennas by hand can be time consuming and annoying.

problem. Select from dozens of other Microdyne systems, fixed or motorized, in C or Ku-band. Or both. Or let us install a customized system.

Whether you're upgrading your station or just starting, we have a system tailored for your budget. Call us today at 904-687-4633. And put together your low-power TV with a system from a high-power company.

Microdyne

491 Oak Road, Ocala, Florida 32672
Phone (904) 687-4633 • TWX 810-858-0307
Panafax (904) 687-3392

Circle (100) on ACTION CARD

Earliest Must-Carry Rules Included Local Translators, Channel America Reminds Senate

The FCC's original must-carry rules—adopted in 1972, ten years before the LPTV industry was established—“specifically required carriage of all translator stations with 100 watts or higher power that were licensed to the community of the cable system.”

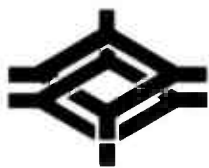
This is one argument in written testimony that Channel America submitted to the Senate communications subcommittee which held hearings on the must-carry issue October 25 in Washington.

The New York City-based LPTV program network asserts that the only difference between LPTV stations and translators is that the former are permitted to originate programming, and that many stations operating as LPTV's are still officially designated translator stations in the FCC's databases. For that reason, Channel America requests codification of the must-carry rules that were in effect prior to July 19, 1985, when the U.S. Court of Appeals overturned the rules in its *Quincy* decision.

Other arguments advanced in the testimony are that “improved reception of local television stations is one of cable's two *raison d'être*,” and that the FCC in-

tended LPTV stations to “supplement and complement full power television, just as cable television does,” despite its secondary status. The company also argued that LPTV stations have a First Amendment right to be viewed over cable in the same way that cable operators have a First Amendment right to be viewed anywhere they wish: “...what should count is not whether a television station has ‘primary’ or ‘secondary’ status in an FCC technical sense, but rather whether its programming well serves its community of license.”

Most significantly, Channel America notes that the FCC's 1986 must-carry rules exclude LPTV stations, not overtly, but because in the 1986 rules the FCC was passively implementing an “Industry Agreement” between several of the major broadcast and cable trade associations, “and that Agreement provided that only ‘primary,’ full power television stations qualified for must-carry status.” Channel America calls the committee's attention to the “anti-competitive flavor” of this agreement and notes that the main witnesses at the October 25 hearings were essentially its signatories. K/B



DECISION, INC.

*Complete Management
Information Systems
for the LPTV
Market*

UNIX/XENIX/ DOS/OS-2

*Systems can start small
and have an unlimited
growth potential.*

- ◇ Logs
- ◇ Availability
- ◇ Accounting
- ◇ Sales Management
- ◇ Projections
- ◇ Communications

*Complete packages, hardware
and software, tailored to fit
your market size with lease
plans available.*



DECISION, INC.

402 S. Ragsdale
Jacksonville, TX 75766

1-800-251-6677

Circle (14) on ACTION CARD

Supplier Side

The newly introduced 7.5 MHz series of products from Prime Image, inc. represents, says the company, "the most transparent time base correctors and synchronizers in the industry."



From the 7.5 MHz series by Prime Image, inc.

The 7.5 MHz series is available both with and without digital effects. The units feature variable noise reduction up to 20 db, and flat response out to 7.5 MHz. They allow the passage of VITS and VIRS as well as closed caption data, and they transcode between all popular composite and component VCR formats.

Current list prices range from \$7,950 to \$11,950.

Circle (140) on ACTION CARD

Andrew Corporation has introduced the ALPine, a new LPTV antenna series for 1 kW and greater applications. The new antenna incorporates many features of the company's proven ATW "L" Series units, as well as a few more.

Thirteen standard patterns—ranging from omnidirectional through several cardioids to peanut—are available, all of which have been assigned "off the shelf" status by the FCC. The antennas also offer higher gains, ensuring optimum ERP from all azimuth patterns.

The ALPine series units are made of aluminum modules, making them easy to assemble and install in the field. Both the aluminum antenna sections and the galvanized or stainless steel mounting hardware resist corrosion, and full-length radomes protect against rain, snow, and ice. Loading on the support structure is minimal because of the lightweight construction and the slim profile of the antennas. And feed systems incorporate Andrew HELIAX® cable, making pressurization unnecessary.

Kansas LPTV Continues To Break New Ground

K06KZ-TV6 in Junction City, KS recently produced and aired a 22-hour live telethon for the Geary County United Way—Hosted by Jim Clark, owner of Junction City auto dealership, the telethon featured choirs, magicians, and musical shorts on the air since served local United Way.

The station, on the air since Valentine's Day, 1982, has always been committed to local programming, according to general manager Robert

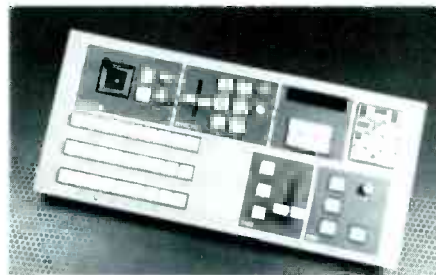
The company offers a selection guide and system planning worksheet to simplify the purchasing process. Call 1-800-255-1479 and ask for Bulletin 1574.

Circle (141) on ACTION CARD

The U.S. Department of Agriculture offers free services to broadcasters, among them a TV news feed available on Westar IV, audio 6.2 or 6.8, at the following EST times: Thursday, 7:30-7:45 p.m., transponder 12D; Saturday, 10:30-11:15 a.m., transponder 10D; and Monday, 8:30-9:15 a.m., transponder 12D. For more information, call the radio/TV division at (202) 447-4330.

Circle (142) on ACTION CARD

ECHOlab, Inc. has introduced a broadcast quality 8-input, 1 mix-effects video switcher—the DV-7. The unit's microcomputer accesses many internal signals, including wipe patterns and video outputs. It can evaluate signal quality and change parameters such as set-up level or wipe positioning.



The DV-7 production switcher from ECHOlab, Inc.

The DV-7 includes internal background and black as well as three color generators, three video busses, ten wipe patterns (including circle), SMPTE link option, and two linear keyers. The wipe patterns have soft and bordered edges; the TAKE section allows mix or pattern take-to-preview; and the downstream key generator provides filled or colored keys with two external key selections as well as a fade-to-black function. An RGB chromakey card is optional.

Circle (151) on ACTION CARD

and recently contracted to produce and sell ads for the local cable system. Raff says that many cable systems are looking for additional revenue sources and that LPTV stations should "jump at the chance" to secure similar agreements. "We are the local advertising and we showed the cable the benefits of working with



**You receive an important extra
with every quality TTC Transmitter...**



TTC TOTAL SUPPORT

Quality people stand behind every TTC transmitter. Our service begins the minute you buy TTC—and it never ends. We still support products made over twenty years ago. Our marketing, engineering, manufacturing, and service personnel *keep you on the air.*

Advanced broadcasting technology acknowledged worldwide. TTC advanced LPTV transmitters and translators meet your highest technical specifications. All our products are built with strict attention to quality.

...right **KOMPAS/BIEL & ASSOCIATES, INC.**
All rights reserved.

We're there with Total Support if you need us. At TTC, we take pride in our rapid response to customer needs. Our twenty-four hour *Total Support Hot Line* lets you call for technical or engineering support at any time—for questions and assistance, additional parts, or maintenance.

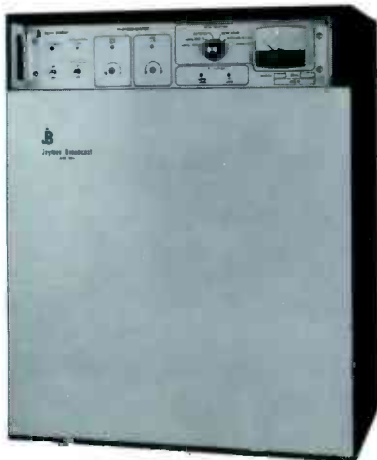
Made in the USA. Get to know TTC and our full line of transmitters, translators, and broadcasting equipment. For more information or product literature, call or write TTC:

Television Technology Corporation,
650 South Taylor Ave. • Louisville, Colorado 80027 • USA
Telephone: (303) 665-8000 • FAX: (303) 673-9900

The Quality is TTC

Circle (7) on ACTION CARD

SOLID STATE TRANSMITTERS



Solid State
Failsoft self redundant design
2 watt-55KW
Financing
Turnkey Development

JBSS 25 25 watt
\$7,600

JBSS 100 100 watt
\$13,500

JBSS 1K 1 kw
\$36,000

JBSS 2K 2 kw
\$65,000



Jaymen Broadcast
7555 Collett Ave.
Van Nuys, CA 91406
(818) 994-5265

Circle (82) on ACTION CARD

Classifieds

WANTED TO BUY

Two 1 kW late model LPTV transmitters or translators wanted. Must be tuneable to channels 63 and 66. Call DALE KELLY, (209) 255-2600.

CP's for LPTV and full power. Top 25 (ADI rating). Will pay top dollar. Send engineering data to Kenneth Casey, 2128 West Tonopah Drive, Phoenix, AZ 85027. Or call (602) 582-6550.

Immediate buyers for LPTV construction permits, top 100 markets. Call Bill Kitchen at Television Technology Corporation, (303) 665-8000. Or write for full details to: Bill Kitchen, Television Technology Corporation, P.O. Box 1385, Broomfield, CO 80020.

SERVICES OFFERED

Turnkey site development services include site acquisition, negotiation, and permitting; site construction/installation, and maintenance; transmitter/downlink optimization, and site management. Our reputation is that of being responsible, fair, and professional. We're Shaffer Communications Group, Inc., 3050 Post Oak Blvd., Suite 1700, Houston, TX 77056, (713) 621-4499, FAX (713) 621-5751.

LPTV channel search: Free info packet. Ross Electronics, 1351 Fairview Court, Livermore, CA 94550, (415) 443-1796.

LPTV mailing labels. Reach all LPTV licensees, CP holders, applicants. Highly accurate, up-to-date marketing lists in your choice of format. Kompas/Biel & Associates, Inc., (414) 781-0188.

FOR SALE

Simons Data Services has super competitive prices on Panasonic. Examples: PV-S575 camcorder, \$1,795; PV-S4990 VCR, \$1,395! Free shipping! Check out our computers, software, FAX machines, monitors, etc. Free catalog, 1-800-2-SIMONS.

USED TRANSMITTERS AND ANTENNAS (save thousands)

DEALERS FOR:
ANDREW, BEXT, BOGNER,
CABLEWAVE, EMCEE,
LINDSAY, NEXUS, SCALA & TTC
(one watt to 50 KW)

Broadcasting Systems, Inc. Turnkey LPTV Construction

21617 North Ninth Avenue, Suites 105 & 106
Phoenix, AZ 85027
(602) 582-6550
FAX (602) 582-8229

Kenneth Casey
(30 YEARS EXPERIENCE)

JOHN H. BATTISON, P.E. & ASSOCIATES

Consulting Low Power TV Engineers
2684 State Route 60, RD #1
Loudonville, Ohio 44842

Applications, Licensing, Turnkey
(419) 994-3849

REQUEST FOR PROPOSALS

L.A. area university seeks LPTV business partner. California State University—Northridge holds a CP for an LPTV station that will serve the affluent, 300,000 L.A. suburb of the western San Fernando Valley.

The university is seeking to identify a potential business partner with the expertise and financial resources to initiate the development and manage the operation of a commercially oriented station that will operate under the auspices of the university's mission. While CSUN will maintain overall policy responsibility, the operating partner will direct day-to-day staffing, programming, engineering, marketing, and sales operation of the station, and will **share station revenues.**

The successful proposal will demonstrate the applicant's financial capacity to enter into such a partnership, qualifications to operate an LPTV station with consideration to FCC guidelines and prudent business practices, knowledge of the process and requirements of originating a new station, creative programming ability, and demonstrated success with related broadcast marketing and advertising sales. Proposals that provide the opportunity for student and faculty involvement in the station's operation will be given more favorable consideration.

CSUN will host an information meeting for prospective partners on Monday morning, January 8, 1990. Interested parties should submit their written proposal to the address below no later than Wednesday, February 1, 1990.

For an information packet, contact:

Spero Bowman
California State University—Northridge
School of Communication and
Professional Studies
Admin 504
18111 Nordhoff Street
Northridge, CA 91330
(818) 885-3003

FCC ON-LINE DATABASE

dataworld®

Allocation/Terrain Studies
AM • FM • TV • LPTV • ITFS
P.O. Box 30730
Bethesda, MD 20814

(301) 652-8822 (800) 368-5754

Arent, Fox, Kintner, Plotkin & Kahn

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

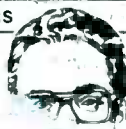
General Counsel to the
Community Broadcasters Association

Telephone (202) 857-6000 Telex 72 Telecopier (202) 857-6395

LPTV STATIONS COAST TO COAST

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
Confidential • Financial



me Industries, Inc.
Whip Line Road
PA 19422

700
Washington
Ellen
701

3-2596
vania, 21
2-7000
0-5837

... 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.

- K67EO Bentonville/Rogers, AR. The Times Southwest Broadcasting, Inc., 10/31/89.
- K64DR Phoenix, AZ. Broadcasting Systems, Inc., 10/31/89.
- W03AS Apalachicola, FL. Richard L. Plessinger, Sr., 10/31/89.
- W55AW Savannah, GA. Channel America LPTV Holdings, Inc., 10/31/89.
- K15BQ Topeka, KS. Deanna Hinojosa, 10/31/89.
- K39CH Redwood Falls, MN. Redwood TV Improvement, 10/31/89.
- K66DN Willmar, MN. UHF Television, Inc., 10/31/89.
- K52BS Santa Fe, NM. Penny Drucker, 10/31/89.
- W46AJ Cookeville, TN. Trinity Broadcasting Network, 10/31/89.
- K63DR Austin, TX. Trinity Broadcasting Network, 10/31/89.

NEW LPTV CONSTRUCTION PERMITS

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

- K38CX Shonto/Tonalea, AZ. Navajo Bible Believers, 10/31/89.
- K53DU Hemet, CA. Buffalo Communications, Inc., 10/31/89.
- K35CW Oroville, CA. Kidd Communications, 10/31/89.
- K26CT Aspen, CO. Penny Drucker, 10/31/89.
- K33DC Boulder, CO. J. B. Van De Sande, 9/21/89.
- W14BK Bradenton, FL. William Cannon, 10/31/89.
- W05BR Clearwater, FL. George Fritzinger, 10/31/89.
- W68CF Tampa, FL. Skywave Communications Corporation, 10/31/89.
- W05BP Lumber City, GA. Newsouth Broadcasting Corporation, 10/31/89.
- W30AW Elgin, IL. Vincent A. Battista, 10/31/89.
- K68DK Overland Park, KS. University of Kansas, 10/31/89.
- K23CR Bogalusa, LA. Bogalusa Daily News, Inc., 10/31/89.
- W56CK Lanett, LA. Georgia-Alabama Broadcasting, Inc., 10/31/89.
- W17BF Bangor, ME. Craig Ministries, Inc., 10/31/89.
- W29AZ Hillsdale, MI. Lansing 53, Inc., 10/31/89.
- K24CP St. James, MN. Wathonwan TV Improvement Association, 10/31/89.
- W29AX Greensboro, NC. Silvia M. Landin, 10/31/89.
- W50BE Mansfield, OH. Mid State Media, Inc., 10/31/89.
- W473C Springfield, OH. Impact Television Group, Inc., 10/31/89.
- K62LN Medford, OR. Better Life Television, 10/31/89.
- W60BL Butler, 10/31/89.
- K68DJ C, 10/31/89.



The Smart Choice! Bogner Antennas for LPTV

Highly efficient, low cost high gain, slot array design based on the same concept as our famous high-power UHF antennas. We offer omnidirectional and a large selection of standard horizontal radiation patterns, PLUS, our cost-effective multi-channel and side-mount options.

For more information call or write:

BOGNER BROADCAST EQUIPMENT CO.
603 Cantiague Rock Road
Westbury, New York 11590

BOGNER®

Tel. (516) 997-7800

Fax. (516) 997-7721

Circle (23) on ACTION CARD

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
Acrodyne Industries, Inc.	24	18	(215) 542-7000
Andrew Corporation	3	79	(312) 349-3300
BASC Associates	9	3	(800) 252-BASC
Bogner Broadcast Equipment Co.	23	23	(516) 997-7800
CJM Productions	2	93	(615) 320-7556
Dataworld	13	4	(301) 652-8822
Decisions, Inc.	20	14	(214) 586-0557
Direct Distribution	16	37	(612) 642-4558
Eagle-Lion Video	10	96	(619) 277-1211
EMCEE Broadcast Products	4	1	(717) 443-9575
Gorman-Rich	5	62	(614) 593-3150
Jayman Broadcast	22	82	(818) 994-5265
Keystroke Inspirational Network	5	30	(800) 552-4546
Lindsay Specialty Products	11	12	(705) 324-2196
Microline Corporation	19	100	(904) 687-4633
Nexus Engineering	2	5	(604) 420-5322
Shaffer Communications	18	88	(713) 621-4499
The Silent Network	8	90	(213) 464-7446
Telemedia	1	110	(800) 521-8683
Television Technology Corporation	21	7	(303) 665-8000
Tennaplex	15	8	(613) 226-5870
Uni-Set Corporation	14	29	(716) 554-3820
Video Jukebox Network, Inc.	7	145	(305) 573-6122



All Solid State 1kW UHF Transmitter

**Acrodyne's Next Generation TV Transmitter
is Sensibly Priced.**

The compact, highly dependable TRU/1000 design is loaded with features. Like built-in diagnostics. And field proven visual and aural amplifier modules, mounted on slide-out drawers for easy access and maintenance. It's a total transmission package that also provides these advantages:

- No Tube Replacements
- No Tuning
- Plug-In Exciter
- Redundant Power Supplies

Immediate availability. Our 1kW solid state transmitter is competitively priced with 1kW single tube units and available *now*.
Please call or write for more information.

ACRODYNE

Acrodyne
516 Tow
Blue Bell
1-800-52
In Pennsylvania
FAX: 215-54

Circle (18) on ACTION CARD