

The LPTV Report

News and Strategies for Community Television Broadcasting

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**6th
ANNIVERSARY ISSUE!**

Conus Makes News Easy, Affordable

—by Anne C. Rosenberger

In this age of instant information, keeping on top of national news is not only important, but television viewers have come to expect—if not demand—it. So how does a small local station meet this demand?

Hubbard Broadcasting, Inc., of Minneapolis/St. Paul, is the managing general partner of Conus Communications, the company that has at least two answers to that question.

Founded in July 1984, Conus has concentrated on supplying high-quality, timely news at a fair price to full power and community broadcasters and to cable operators.

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Kids interview kids at Camp Best Friend in Atlanta. The weekly CNN production, called "News For Kids," presents national and world news in a way children and teens can understand and enjoy. Story on page 19. (Photo © 1992 TBS.)

LPTV Broadcasters, FCC Meet On HDTV Issues

In an effort to call attention to the disadvantaged status they believe LPTV and TV translator stations will have to endure under the proposed new HDTV rules, six LPTV licensees met early this summer with FCC staff members, and with Commissioner Ervin Duggan, to suggest ways to achieve more parity with full power stations.

According to Warren Trumbly of Polar Broadcasting, who organized the meetings, the group was "very well-received" by Commissioner Duggan "who seemed to agree that what we were asking for was reasonable." Trumbly also reported, "Duggan seemed to feel that indiscriminate displacement of LPTV stations was not in the public interest."

Besides Trumbly, the group included Dick Bogner of Island Broadcasting in

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"Draft" HDTV Allotment Table Worries LPTV Broadcasters

—by Jacquelyn Biel

The Federal Communications Commission has released a table of allotments proposing channels to be set aside for high definition television broadcasts. But the absence of any provision for LPTV stations to apply reasonably early for HDTV channels — or to be a part of the negotiating process by which TV stations will agree who gets what — has some LPTV broadcasters worried.

Bob Knapp of W28AJ in West Haven, CT, whose station would be displaced by the present allocations, doubts that the FCC will be able to make much more than "minimal changes" to the draft allocations table for his area without causing a "domino effect" where a change in one allocation makes a change in several others necessary as well.

Knapp is also worried that there is no direct provision for LPTV applications for HDTV channels, and he wonders if the full power industry may push to get preference for translators over LPTV stations in displacement relief applications. For now, the FCC has declined to give any preferences to either translators or LPTV stations because, it says, such preferences would be based on program content, a criterion the agency has tried to avoid, citing its potential First Amendment problems.

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In Our View

Since the FCC's draft allocation table was issued on August 14, I've talked to many LPTV broadcasters. Their comments about the table and the impact of its proposed policies on their community stations have been often thoughtful, usually frustrated, and sometimes angry.

One station owner said bluntly, "Sikes has sold his soul. There's nothing local about a minimum 55-mile coverage area."

That comment expressed succinctly one of the very troubling aspects of the Commission's HDTV policy. And that is that, in the most sweeping change in television technology since color, the Sikes FCC — leaning on a single word, "secondary," with a strict, denotative application, "signal interference" — has chosen to sacrifice the segment of the television industry that is fulfilling most effectively right now the two main principles its chairman celebrates in almost every speech he makes — competition and localism.

It is certainly difficult to interpret otherwise the FCC's reliance on LPTV's secondary engineering status as an excuse to:

- Disregard the well-being of LPTV businesses and their audiences by indiscriminately displacing them in the HDTV allocations table — this despite the fact that many of those displacements are unnecessary;

- Refuse to acknowledge in speeches, reports, and other public communications about HDTV the service LPTV stations provide to their communities — by speaking of "full accommodation" of "all existing TV broadcasters" while meaning "all TV broadcasters *except* LPTV broadcasters";

- Prohibit LPTV broadcasters from participating in HDTV technology until *after* all full power TV stations and applicants have been accommodated;

- Fail to provide a phase-in period for LPTV stations similar to the simulcast period allowed full power stations — a move that will threaten not only the stations who must switch or die, but their audiences as well;

- Bar LPTV broadcasters from the negotiations by which "eligible broadcasters" choose their simulcast channels, thus opening the way for full power station owners to engineer LPTV stations out of the competition mix.

LPTV's secondary status, according to the Commission's own 1982 *Report and Order* authorizing the service, is *only* an

engineering accommodation requiring LPTV stations to yield to full power stations with whose signals they interfere.

Now note that:

- The LPTV industry is not languishing. On the contrary, community television is growing at a present sign-on rate of more than 20 stations every month. What is more, every application window yields hundreds of new applications. Most important, these new stations are staying on the air.

These are characteristics not of a weak industry but of a strong and vital one.

- Community stations provide targeted local programming for small audience groups that full power stations can't afford to serve, as well as alternative viewing choices for all audiences. This is localism at its most refined.

- Community stations provide healthy competition to each other and to other media in the community, a fact that the FCC expressly acknowledged by including them in its "six-signal standard" of cable competition last year.

Localism has been the FCC's guiding public interest principle since the Communications Act of 1934 was passed. And competition has been the byword of the FCC under Sikes and under Fowler before him. LPTV stations provide both.

But the Sikes FCC has chosen to exclude community television stations in its HDTV implementation plans, and it justifies its action by allowing the meaning of "secondary status" to bleed conveniently beyond its original denotation.

This is willful blindness hiding under a semantic trick.

Richard E. Wiley, former FCC chairman and now chairman of the Commission's Advisory Committee on Advanced Television Service, has perhaps unwittingly revealed the FCC's real direction:

On the occasion of the first HDTV broadcast from Milwaukee to Glenview, IL, Wiley appeared on a viewer call-in program aired on Milwaukee's PBS station. One caller asked how LPTV stations would be included in the HDTV implementation scheme.

Wiley testily replied: "They're not. High definition television was only intended for full power stations."

CBA Awards Deadline Changed

The deadline for submitting your entries for the CBA's 1992 Local Programming Awards has been changed from August 31 to September 15, according to D. J. Everett, III, CBA president.

See pages 10-11 of the July *LPTV Report* for competition rules and an entry form. Or call the CBA offices at (214) 720-3814.

From Our Readers

An article entitled "Abortion Terms Clarified" appears on page 3 of your July 1992 issue of *The LPTV Report*. It discusses the choice of words to use when describing abortion issues, and these choices in wordings appear to be coming from a liberal news organization which clearly supports the "pro-abortion-on-demand" point of view.

It must be remembered that many licenses of LPTV stations have gone into television broadcasting for the primary purpose of presenting a point of view which differs from the liberal point of view taken by the major television networks and news agencies. I personally am awaiting receipt of my first LPTV licenses for this very reason. If broadcasters like myself had written a policy on abortion terms, it would differ considerably from that of the Associated Press, and would read as follows:

"Use 'pro-life' and 'pro-abortion-on-demand,' not 'anti-abortion' and 'pro-choice.' Those that adhere to traditional moral values place a high value on human life in all of its stages. Since it is awkward to say 'anti-abortion of the unborn, anti-euthanasia of the recently born, and anti-euthanasia of the elderly,' simply saying 'pro-life' covers the entire spectrum. On the other hand, 'pro-choice' really means 'no-choice' to the baby being killed, so 'pro-abortion-on-demand' (frequently shortened to 'pro-abortion') more accurately describes this position."

Robert R. Rule
RULE COMMUNICATIONS
Cheyenne, WY

The LPTV Report

5235 North 124th Street, Butler, WI 53007
(414) 781-0188
FAX: (414) 781-5313

Jacquelyn Biel: *Editor & Publisher*
Katie Reynolds: *Account Executive*
Anne C. Rosenberger: *Staff Writer*
Bernadette Klitzka: *Administrative Secretary*
Katie Keenan: *Sales Assistant*
John Kompas: *Marketing Consultant*

Columnists: John H. Battison, P.E., Peter Tannenwald, Joe Tilton

Guest Contributor: Bob Richardson

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Conus

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Conus Co-op First and Largest

The Conus News Service is the first and largest satellite news gathering cooperative of local U.S. television broadcasters and international news organizations. The co-op structure allows stations to share their reporting resources, providing better news coverage and keeping rates down at the same time.

When a story breaks in a Conus market, the local affiliate's news team alerts Conus headquarters as to how, when, and where they are covering the story. Headquarters then coordinates the affiliate's broadcast, uplinking it to Conus's own transponder which relays it live to other co-op members.

The organization also maintains its own news bureau in Washington, DC, including a full time crew in the White House. Co-op members have the use of Conus's Beta-cam crews, reporters, editors, and editing suites. A fiber optic network can deliver live shots from any of eleven separate locations 24 hours a day. And Conus is the only Washington bureau with on-site Ku-band satellite uplinks and its own satellite transponder.

On the international level, Conus has members in Australia, Japan, France, and Britain, to name a few, and the company continues to look for ways to expand international coverage. For instance, during the breakaway of the Yugoslavian republic of Slovenia, a four-person crew, using a Conus Communications "flypack," transmitted war coverage from the roof of a hotel in downtown Ljubljana, Slovenia's capital.

Conus transmits nine daily feeds from 4:30 a.m. to 10:30 p.m., as well as weekly environmental, medical, entertainment, and general feature stories. On weekends



All News Channel anchors Dave Andrews, Doug Frattallone, Lisa Engstrom, Lisa Gebhart, and Stan Turner.

there is an additional four hours of major stories and sports, along with a fresh feature or two.

Regional Co-ops Provide Multiple News Sources

It is the regional cooperatives, however, that make Conus different from many other news services. Regional hubs in New York City, Minneapolis, Austin, Columbus, Albuquerque, Portland, Charlotte, and Tallahassee coordinate live news coverage for member stations and compile regional news exchanges.

The cooperatives recently coordinated a satellite teleconference between President Bush and Democratic nominee Bill Clinton. They combined forces to help Conus provide more than 240 live shots for 50 members and 4 international net-

works from the riot-torn areas of Los Angeles. And they supplied Conus members with more than 100 live, custom news reports about the earthquakes that struck Yucca Valley, CA this past June.

The Conus News cooperative is open to any station capable of supplying news that may be of interest to the rest of the country, according to Stephen Blum, director of information services for Conus. At this time, WFND-Channel 57 in Findlay, OH, is the only LPTV broadcaster in the co-op.

Ohio LPTV On Network

Dancie Moore, news director/anchor for WFND, said that the station joined the co-op even before it signed on the air in November 1991. "Conus gives us the national news that we need," said Moore. "We air a total of about 4 1/2 hours of news a day, and I'm certain that carrying the news has helped increase sales."

Channel 57 uses the 4:15 p.m. daily feed, which essentially is a compilation of the day's events, as well as a number of the features.

"Occasionally, we also send stories to Conus," said Moore, "but nothing on a regular basis. One of the more recent ones was a video of a local Salvation Army member playing a French horn on a street corner at Christmas."

Blum said Conus charges according to market size for the news service. A source at WFND said that the station pays between \$800 and \$1,000 a month. Blum believes that many LPTV stations, but not all, have news that is almost too local to be national material. "Most LPTV broadcasters would be better off with something like our All News Channel," Blum said.

Viewers Prefer Local Identity

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a local identity. And they value local news content above all else." So reads a news release for the All News Channel.

With this in mind, Conus—in a joint venture with Viacom Satellite News—designed the All News Channel, a 24-hour news source comprised of repeating 30-minute "wheels." Each wheel is a complete newscast containing national and international news, weather, sports, business, and lifestyle information. Local news and information can be inserted into the half-hour wheels, and the local segments carry the station's own ID.

According to Blum, there is no limit on

the amount of local news that can be inserted although he cautions that stations should be careful to preserve the continuity of the wheel.

"If a station wants to pull an 11-minute segment and fill it with their own news, that's not a problem, but they can't go through the broadcast and pull out a half-minute here and a quarter-minute there. The All News Channel isn't designed to be used as a video source," he said.

Community Stations Find Service Popular

At this time, more than 70 stations,

including 13 community broadcasters, covering approximately 30% of US TV households, air the All News Channel. Conus charges LPTV stations a flat monthly fee—between \$1,000 and \$1,200 depending on the amount of programming used.


W55BJ in Jasper, AL, has had the service for over a year and has just renewed their contract, according to Lanny Capps, station manager.

"We're extremely pleased with Conus," Capps said. "Last year we carried 18 hours a day of the All News Channel with seven minutes of local news inserted every half-hour, and although the public liked it, they wanted more entertainment. So we've cut down to one hour a day—a half hour in the morning and another half hour at night—and we fill the rest of the day with programming from American Entertainment Network.

"This had nothing to do with Conus or their service, which was and remains excellent. Our public demand for diversity was just impossible to ignore, and since the switch we've had a very positive response except for one complaint from a viewer who liked being able to watch the news whenever he wanted," said Capps.


D. J. Everett's W43AG in Hopkinsville, KY takes the All News Channel to supplement the feeds from CNN Headline News and other CNN news services. The All News Channel is "a very good, a super good service," said Everett, who runs it from midnight to 6 a.m.

Bob Klaus, W29AI Akron, OH, said that his station has also been with the All News Channel for about a year. Channel 29 carries five to six hours daily with local news interspersed.

Klaus also said that public reaction has been excellent. "I believe that carrying the All News Channel has definitely helped increase our revenues, and the service has been very good. We're very satisfied," he said. 

TCI Gets OK On DBS Satellite

Tempo Satellite, Inc., a subsidiary of cable giant Tele-Communications, Inc., has received an "interim license" from the Federal Communications Commission to launch a direct broadcast satellite that will beam multiple tiers of subscription programming to American homes.

TCI had earlier been convicted of violating anti-trust laws in connection with a franchise renewal proceeding for Jefferson City, MO. The FCC granted the license despite the earlier conviction, but told TCI that it could not sell the DBS service to its own cable subscribers as a separate tier of cable service, or charge lower rates to TCI subscribers than to others. 

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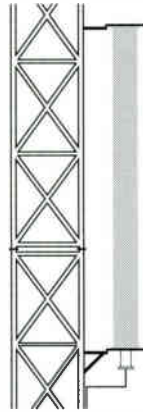
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Draft Table

continued from front page

"If anyone gets a preference in displacement relief, I think it should be qualified, locally programmed LPTV stations," said Knapp.

Too Soon To Worry

LPTV Branch chief Keith Larson says it's "too soon" to worry about LPTV displacements because the allotment table is still in a draft stage and the Commission is asking for comments only on the methods it used to arrive at the table. Larson said LPTV broadcasters should wait for the final table before they request displacement relief or extensions of time based on a displacement action.

Warren Trumbly of Polar Broadcasting, which has LPTV licenses or CPs in California, Arizona, and Texas, worried that the close proximity of NTSC and HDTV co-channel allocations in the western US could cause a "high degree of interference" between co-channels.

CBA general counsel Peter Tannenwald praised the Commission for implementing some of the suggestions made by Dick Bogner of Island Broadcasting for preserving LPTV and translator stations from displacement; "but," he added, "I'm sorry they weren't more effective in avoiding the displacement of LPTV stations."

He also called on the Commission to be "swift and effective" in acting on their promise, stated in the April 9 *Second Report and Order/Further Notice of Proposed Rule Making* for HDTV, to review the NTSC interference protection rules to make it easier for LPTV stations to avoid interference. Such a review was suggested by several

LPTV broadcasters in comments last year.

CBA president D. J. Everett, III said that "a number" of CBA members had told him they would be displaced by the draft allocations as given in the August 14 table. "The potential large number of displacements does lead us to wonder whether the FCC gave any consideration to displacing as few community stations as possible, or whether they just asked a computer for allocations without regard to the consequences to our rapidly growing industry."

Everett said the CBA would address the matter in comments on the draft table. "We are also hopeful," he said, "that regardless of how many or how few stations are eventually displaced, the Commission will move forward immediately . . . to allow displaced stations to move to other channels."

Second Report Cites Secondary Status

In the *Second Report*, the Commission outlined its proposed strategy for implementing HDTV in the US (see "LPTV and the Law," in the May 1992 issue of this magazine for a summary of the proposals in the *Second Report*).

The FCC explained that the LPTV service's secondary status was the reason that LPTV and translator stations will not be part of the group of "eligible broadcasters" that will be able to apply right away for open HDTV channels. The proposed eligible group comprises any parties holding full power licenses or permits as of the adoption of the FCC's 1991 Notice of Proposed Rule Making regarding HDTV. It also includes those who had applied for full power CPs as of that date and who are ultimately awarded CPs.

If they are not displaced earlier, LPTV and translator licensees will be able to convert their NTSC channels to HDTV once all eligible broadcasters have received their allotments. After these groups are accommodated, LPTV and TV translator stations, along with any others, may apply for leftover HDTV channels or petition for new allotments. Existing LPTV and translator stations and permittees will not be given a preference over other applicants at this stage.

And although an LPTV station may continue broadcasting NTSC signals on an allotted HDTV channel, it will have to give up the channel when the full power station to which the channel has been allotted is ready to begin HDTV broadcasts.

The Draft Table

The "draft" table of HDTV allotments, released August 14, is the Commission's first attempt to divide the available spectrum into NTSC and HDTV simulcast channels, and the agency has asked for public comment on the policies and methods that were used to define the table.

After comments on the draft are received and a final table is proposed, broadcasters will be encouraged to negotiate among themselves to determine who gets which frequencies. However, LPTV broadcasters, not being part of the initial "eligible" group, may not be parties to these negotiations. Some have suggested that full power broadcasters may use the advantage to purposely displace competing LPTV's.

LPTV displacement relief policies will continue to some extent, however, as the FCC takes pains to point out in the *Second Report*. Stations displaced by the HDTV allotments would be able to apply for a new NTSC (but not an HDTV) channel, including vacant noncommercial channels, without waiting for a window. But when the cut-off date for the nation's transition to HDTV has arrived, LPTV stations will have to broadcast entirely in HDTV or go off the air.

Whether such stations would actually broadcast at a lower power output than other HDTV stations is unknown at this point, said Keith Larson, because the FCC has not yet selected a standard HDTV system and therefore technical standards have not been set. Any questions about output power or other engineering parameters are "premature" at this point, he said.

Strict Time Line Pushed

The FCC is insisting on a total transition to HDTV technology at a point when it feels most consumers will have HDTV receivers. The proposed date for that transition is 15 years from the date that an HDTV standard is adopted or a final table of HDTV allotments is effective, whichever is later, although the Commission pro-

Broadcasters Oppose HDTV Timetable

Concerned that the transition to high definition broadcasts be made as quickly as possible, the FCC has set up a timetable that many full power broadcasters say will be difficult or impossible to meet given today's broadcasting market. And the National Association of Broadcasters has stepped in, urging the Commission to make its schedule more flexible.

As it is presently structured, the schedule "simply does not allow for . . . a natural (market-driven) roll-out of this new technology," said the NAB in recent comments on the timetable.


FCC chairman Al Sikes has said he is open to giving broadcasters more time but has made no commitments yet.

According to the proposed schedule, the FCC will stop issuing new NTSC licenses two years after an HDTV standard is chosen (projected for sometime in 1993) or a final Table of Allotments is effective, whichever is later. After that, new licenses will be issued for HDTV

broadcasting only.

Broadcasters will be able to apply for an HDTV frequency for three years from the time that a Table of Allotments is adopted. Once a frequency is awarded, the station must be built and on the air within two years. The strict time limits have full power broadcasters concerned that manufacturers will use them as an excuse to inflate prices — which already represent a hefty outlay for many stations, especially those in smaller markets.

The NAB, particularly, is concerned about the "enormous" costs that a station will incur for the transition, and it urged the Commission in recent comments to stagger the timetable so that larger and richer stations can lead the way.

Each station, regardless of its size, will have to come up with an estimated \$1-2 million for transmission equipment and \$10-12 million for production equipment for local programming. 

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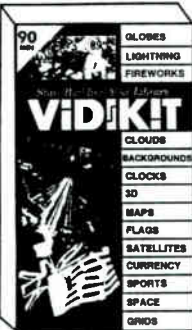
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poses to review the timetable in 1998 and adjust it if necessary.

The FCC used several principles to guide its formulation of the draft allotment table:

- Every existing full power station gets an HDTV allotment.
- Mileage separation standards rather than interference criteria determine channel allotments, and minimum spacing requirements are based on the expected performance of HDTV systems.
- The geographic distances between HDTV channels and HDTV and NTSC channels are as great as possible. Any short-spaced HDTV allotments that are not being used by full power stations after the initial implementation period will be deleted.
- HDTV service areas are to be as large as possible but at least 55 miles in radius.
- If a choice has to be made between an HDTV allotment and protecting an existing NTSC service area, the HDTV allotment will be preferred.
- HDTV channels are confined to the UHF band. If VHF is used, channels 3 and 4 are not both used in the same community, and channel 6 is not used at all.
- The station's transmitter site, not the center of the city of license, is the engi-

neering reference point for HDTV allotments.

- Vacant noncommercial NTSC channels may be used for HDTV allotments, but only where necessary.
- Land mobile allotments on channels

14-20 in major markets are protected.

Comments on the draft table policies and methods, and any suggested changes, are due at the FCC by October 13. Reply comments are due November 12. CBS

Many Displacements Unnecessary Says NYC LPTV Broadcaster

—by Jacquelyn Biel

Dick Bogner, owner of three New York City area LPTV stations, thought he had found a way to allot a second channel for HDTV broadcasts to all current full power licensees and permittees in the New York and Philadelphia area, while displacing at most only three of New York City's eight licensed LPTV and translator stations.



Bogner's method also met most of the FCC's policy goals for HDTV allocations: 115-mile minimum spacing between NTSC and HDTV co-channels; no use of the VHF band; little or no use of vacant noncommercial NTSC channels; 125-mile minimum spacing between HDTV co-channels; and protection to land mobile from both HDTV co-channels and adjacent channels.

His table depended in part on allocating an HDTV channel in New York City despite the fact that a land mobile co-channel already exists in Philadelphia. Bogner said the FCC had created precedent by proposing in a 1985 document (Report No. DC-106, May 31, 1985) to use the channel despite the existence of the Philadelphia co-channel.

However, the FCC declined to use Bogner's proposal in favor of one that uses NTSC/HDTV spacings as small as 97.1 miles between New York and Philadelphia, does use VHF channels, eliminates several noncommercial allocations, and specifies zero spacing between an HDTV channel and an adjacent land mobile channel.

Apparently, says Bogner, the FCC decided, at least in part, that it is necessary to maintain a 155-mile separation wherever possible between an HDTV channel and a land mobile co-channel, instead of the lesser values that he proposed — despite the 1985 report, as well as recent digital HDTV test broadcasts 75 miles from Milwaukee to Glenview, IL which showed little

co-channel interference at very much closer spacings than New York to Philadelphia.

In fact, the transmissions on Milwaukee's channel 36 to Zenith's Glenview technical center showed no interference at all from an LPTV channel 36 in Palatine, IL, less than 10 miles from the reception site (see *LPTV Report*, August 1992, p. 11).

However, Alan Stillwell, assistant to the FCC's chief engineer, said that the Zenith test broadcasts used a highly directionalized signal and that the draft allocations table had to assume omni-directional signals throughout, which would affect the minimum spacings that needed to be maintained.

"One of the problems of trying to protect LPTV stations [from displacement] is that they operate in a relatively limited area," Stillwell said. "In fact, the whole northeast corridor of the country, from Boston to Buffalo and down to Richmond [VA], is a huge daisy chain where if you change one station, it affects all the others down the line." Stillwell said that in that kind of situation, it was sometimes hard to protect every station, even with short-spacing.

He also pointed out that land mobile separations have to accommodate the fact that the 20-watt land mobile transmitters can operate as much as 50 miles from a city's center, and that the range of movement requires a greater separation.

Bogner said, however, that he is "still confident that a number of LPTV and translator stations in the New York City area and other areas can be saved with careful engineering," even using the FCC's allocation methods.

Bogner consulted with the FCC as it was preparing the draft table. He is an electronics engineer and the founder of Bogner Broadcast Equipment Company, an antenna manufacturing firm which he sold two years ago to Cablewave Systems in North Haven, CT. He is president of Island Broadcasting Company and a former director of the Community Broadcasters Association.



LPTV and the LAW

—by Peter Tannenwald

How About It, Mr. Chairman?

On June 17, FCC chairman Al Sikes spoke before the Upper Midwest Communication Symposium in Minneapolis. He talked about the importance of localism in the context of the radio business.

Radio is an important local medium, but so is LPTV. While there is no denying that the FCC has made a good faith effort to help displaced LPTV stations find new homes, there are other situations where it has unceremoniously ignored our industry and our enormously important contributions to local service. Our own CBA Petition for Rule Making — for four-letter call signs and other relief — languishes without action, and we are struggling for a place in the sun in the world of high definition TV.

So I thought I would tease the chairman a little this month. Following is a verbatim excerpt from his speech in Minneapolis, except that I used my word processor's automatic "search and replace" program to substitute "LPTV" every time the word "radio" or "AM" appeared. I made no other changes whatever.

The speech now reads very nicely. How about it, Mr. Chairman? Do you like your own words?

Projected Accomplishments

"The obvious question at this stage is, what do we hope to accomplish with this comprehensive program?

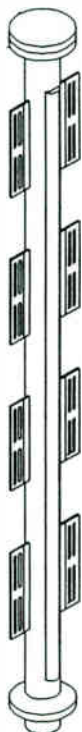
"First, we want to help restore financial

integrity to the LPTV business and, by so doing, to improve the quality of service which you provide the American public.

"Some people say, 'Why bother?' Some of the Washington people I mentioned earlier point to all the media alternatives people in many places have. But when was the last time that CNN or another cable channel reported on your local school closings, for example? Information that is critical to literally millions of American families all across the country, and which is available on a timely basis almost exclusively on the LPTV.

"Or when was the last time a television station decided to provide play-by-play coverage of the local high school's division championship game? Or a newspa-

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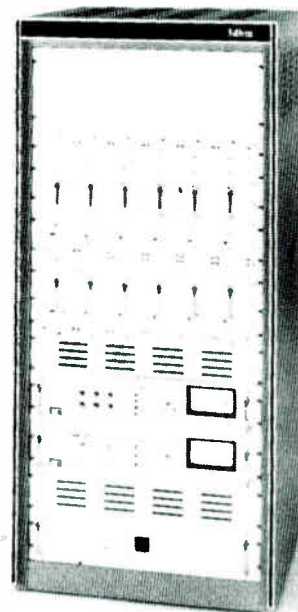
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LPTV Distribution by State and Territory

August 3, 1992

	Licenses	CPs
ALABAMA	9	27
ALASKA	257	6
ARIZONA	38	36
ARKANSAS	15	22
CALIFORNIA	59	90
COLORADO	52	29
CONNECTICUT	4	6
DELAWARE	3	1
WASHINGTON, DC	2	0
FLORIDA	54	115
GEORGIA	24	33
HAWAII	3	30
IDAHO	38	30
ILLINOIS	19	29
INDIANA	19	28
IOWA	13	28
KANSAS	12	25
KENTUCKY	13	29
LOUISIANA	19	36
MAINE	7	23
MARYLAND	2	7
MASSACHUSETTS	9	9
MICHIGAN	14	24
MINNESOTA	72	38
MISSISSIPPI	13	22
MISSOURI	21	32
MONTANA	29	51
NEBRASKA	4	11
NEVADA	24	18
NEW HAMPSHIRE	3	3
NEW JERSEY	3	12
NEW MEXICO	16	43
NEW YORK	40	41
NORTH CAROLINA	17	34
NORTH DAKOTA	11	13
OHIO	26	39
OKLAHOMA	27	38
OREGON	46	37
PENNSYLVANIA	26	56
RHODE ISLAND	0	2
SOUTH CAROLINA	5	24
SOUTH DAKOTA	11	20
TENNESSEE	34	32
TEXAS	70	108
UTAH	20	8
VERMONT	1	11
VIRGINIA	9	33
WASHINGTON	35	27
WEST VIRGINIA	4	7
WISCONSIN	16	14
WYOMING	23	17
GUAM	1	0
PUERTO RICO	8	7
VIRGIN ISLANDS	1	2

TOTALS: Licenses: 1,301
Construction Permits: 1,462

per managed to provide you with drivetime traffic reports?

"Just like Stan Frieberg's commercials used to say, LPTV is immediacy. It's where you get news and information you can't get anywhere else. And that's important to the sense of community that small towns — among others — depend on all across the country.

Competitive Markets

"And if LPTV's a smaller factor in advertising markets than it used to be, that doesn't mean that it's not important.

"For the small businessman — or business woman — LPTV's not just an optimal buy, when it comes to target efficiency. Given the price of other media buys, it's almost the only alternative. And that advertising's critical, both to afford customers more competitive choices but also to keep the small businesses which are the backbone of our economy working.

"Each dollar spent on broadcasting, according to some recent studies, produces more than two dollars worth of economic activity in other fields. That means growth, more jobs, more investment opportunities.

Fewer "Upward Mobility" Chances

"Yet another reason why a robust, expanding LPTV business is important is that LPTV has always been one of the prime avenues for advancement in the media business. LPTV has been where generations of on-air personalities got their first exposure to broadcasting. It has also been a traditional economic stepping stone for scores of entrepreneurs.

"Mobility is important. It's important to the country generally — since one of America's greatest strengths has always been the opportunity to succeed financially to the extent an individual's talents

allow. And that mobility's important to the strength, the appeal of the American electronic media.

"When I testified last March before the Senate Commerce Committee on our LPTV reform program, I also commented on how I believe a more economically sound LPTV business could contribute more in terms of providing minority and women broadcast opportunities.

"Put another way, without strength in LPTV, the goal of more women and minority participation will be adversely affected.

Conclusion

"In LPTV, it seems to me, government policies should rely on more carrot, and less stick. Continuing to apply outmoded restrictions, and limiting investment opportunities, in short, doesn't make a lot of sense given today's broadcast industry realities. It also places important national values needlessly at risk: values such as localism, service to the community, support for small business, and equal opportunity for advancement.

"This FCC hasn't sought to duck the issues or, as one journalist put it, gummed or swallowed the bullet. Through our LPTV improvement, LPTV licensing regulator reforms, and other initiatives, we've tried to improve LPTV's prospects and — by so doing — to improve the quality of service you provide to the American public. I hope that our efforts earn your support."

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.

Date Change In The Works For LPTV Renewals

In order to streamline the broadcast license renewal process, the FCC wants to change the license renewal dates of FM, LPTV, and TV translator stations so they match the renewal dates for full power TV stations operating in the same state.

In a Notice of Proposed Rule Making issued in late July, the Commission also proposed allowing radio and full power TV licensees to use only one form to renew all the licenses they own in a single state, including all affiliated translators and LPTV stations in the state.

A TV translator or LPTV station would renew its license on its next regular renewal date, but the renewal would be good only until the renewal date for full power stations in the same state. Newly granted licenses would have renewal dates conforming to the new system.

The Community Broadcasters Association has filed comments supporting the changes.

Larson Receives Catherine Forster Award

In recognition of his exceptional performance on the job, LPTV Branch chief Keith Larson has received one of the FCC's Catherine Forster Public Service Awards.



The Award commemorates a New York FCC Field Office employee killed in the line of duty and honors FCC employees who have demonstrated exceptional performance in their day-to-day responsibilities or performance beyond their normal job requirements.

Larson says he usually doesn't display awards but will hang this one on his office wall. "This one means a lot," he said.

Supplier Solo

There's Magic On The Air

—by Bob Richardson

The LPTV landscape often resembles radio more than it does television. There is a full range of operators from large, established businesses to hobbyists tinkering with an hour or two a week of programming. Everyone involved wants to succeed, but there is more than that. There is a genuine affection for the medium itself. With every broadcast, there is a sense of accomplishment. Unfortunately for many, there is also the headache of day-to-day operations.

On the technical side, programs have to be recorded, tapes have to be billed. Automation has benefitted full-power broadcast facilities and cable operations for many years, but prices have put equipment out of reach for many LPTV broadcasters.

The most important consideration for any operator, of course, is programming. Providing programs to fill a full day, every day, can be expensive and time consuming — not to mention the difficulty of finding sponsors for all the air time.

Wouldn't it be nice if there were a product that would allow smaller broadcasters to automate their facilities and provide a way to program revenue-generating material 24 hours a day, every day? Sound like magic? It is!

The MagicBox is a hardware and software system that provides an ideal solution for automating VTR control, tape delay, video/satellite switching, remote control, and ad insertion. It also allows you, using the same hardware, to program a photo-ad channel that runs whenever you don't have live or VTR-based programming active.

...the Mother Of Invention

The system was developed when we were working with our partner, Sound Concepts, Inc., to set up their new LO channel, "KCOM 33" in Corvallis, Oregon. We wanted to be able to do photo-ads and half-hour programming as well as billing for both our classified clients and our program sponsors. Several companies offered extensive photo-ad systems, many with accounting, but only rudimentary or no VTR control. None of those systems offered 30-second spot insertion capability. Other systems were ideal for VTR playback, insertion, and even billing, but did not offer character generation or photo-ads. All of the systems were quite expensive.

We decided the only way to meet our needs was to design a system from

scratch. As friends from neighboring cable systems dropped by and saw what we were working on, they mentioned that they could use something similar as well. Before long, a proprietary project turned into a general-purpose commercial product. After three years in development, the MagicBox hit the market formally this July, with many systems already operating successfully in the field.

Amiga-Based Integrated System

The heart of the MagicBox system is the Operations CPU. The hardware is based upon the popular Amiga computer (used extensively in video production and multimedia applications) which we have placed with special hardware into a custom rack-mountable case. The CPU can directly control popular 3/4", S-VHS, and Hi-8 mm decks, as well as a 4 x 4 or 8 x 8 video/audio switcher. There is also a video output to display the CG and photo-ads.

The MagicBox software is a completely integrated system that allows for classified ads, VTR control, ad insertion, and accounting at the same time, all from remote control. This means not only that the various functions can be controlled at any time, but that they all interrelate.

For example, you can set up a scenario where a client is billed a fixed rate every time a classified ad actually airs. The ad display system will automatically post a charge to the accounting database whenever that ad is encountered. The separate concepts of verification and make-goods become unified — the client can't be over-billed because of downtime. The customer invoice itself serves as an accurate measurement of on-air performance. Of course, you can still charge clients a fixed weekly or monthly rate for a service — the billing methods are completely user-configurable.

Ad Design Easy With Templates

Many companies that get into the photo-ad business are surprised at the amount of labor involved in creating ads that look professional. Until recently, it was necessary to dedicate a graphic artist to this task. The MagicBox greatly simplifies matters by allowing the use of templates.

You simply type in your ad copy, scan the photo, select a pre-created background, and click the mouse on the "make" button. In just a few minutes, the computer does all the work for you. The average photo-ad can be created in less than ten minutes. For the artistically in-

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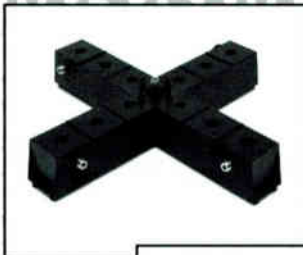
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14 / LPTV Report / September 1992

clined, two professional quality paintbox programs are included, each with a different artistic approach to computerized painting, so that your creative horizons are not limited.

Classified ads can be grouped to play back in categories, such as "Automobiles" and "Home Electronics," or organized into programs called magazine shows. An example of a magazine might be a half-hour "Tour of Homes" real estate program. Magazine shows with a regional interest can be placed on floppy disk and sent to other stations or cable systems equipped with MagicBox systems.

One show, dubbed "The Affection Connection," is a voicemail-based computer dating service that puts together a half-hour show to run on week-ends. Local MagicBox operators get their own 900 numbers and a portion of caller revenue for running the show. This is a great way to fill unused time slots with revenue-generating material while providing a community service.

About Those Movies

While you can run classified ads 24 hours a day, the mainstay of LPTV programming will remain the full-motion video program. The MagicBox automates multiple VTR's and a video switcher to provide automatic program playback and remote status monitoring. The software is sophisticated enough to recognize which VTR a particular program has been placed in and make the necessary signal routing connections to get it on the air. You can check on the condition of your VTR's at any time from remote control. This lets you immediately spot problems such as dew or tape slack before an on-air disaster occurs. You can also make last-minute schedule changes or switch to live satellite news feeds from remote control.

Live video programming can be combined with classified ads, and vice-versa. You could have a few two-minute "image" spots placed strategically within a photo-ad based real-estate show. Alternately, you could program a live satellite news channel in a quarter-screen window while local classified ads run in the rest of the display.

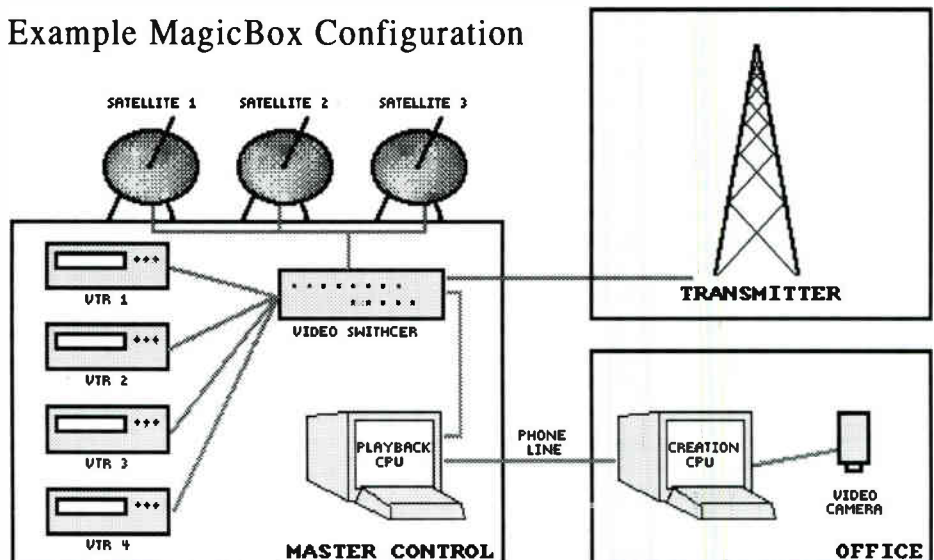
Supports Most Production Formats

The MagicBox also allows smaller operators a way to produce full-motion local programming with minimal investment. The software can control inexpensive Hi-8 VTR's for playback, and complete time-code based editing systems such as Sony's EVO-9700 are available new for less than \$5,000. S-VHS and the traditional 3/4" formats are fully supported as well.

Of course, programming would not be possible without ad sales revenue. The MagicBox allows ad insertion on live network feeds and local programming using a variety of inexpensive and flexible methods. The simplest way is to insert photo-ads with digital-audio. These ads can be inserted at random, or scheduled into mini-magazines, or "pods." As mentioned earlier, these classified ad insertions can be tied directly to the billing system.

VTR-based insertion is also supported, and a single VTR can insert spots onto more than one network (a feature often used by cable operators). Ad pods can be organized in a sequential, or "run-of-schedule" mode, or in the more flexible smart-sequential mode where a different set of pods runs during prime-time programming or special events. If your VTR has a time-code capability, you can perform "random pod" insertion, and in some cases even true random-access at prices far below what the equipment to achieve this cost just a few years ago.

Example MagicBox Configuration



Customer Is Important

All of these functions can make configuring a MagicBox system seem complex. That is why our company has been careful to listen to customers' needs and to supply detailed schematics along with every price quote. The accompanying illustration shows a sample MagicBox system for an LPTV operator with a remote master-control facility that features VTR control, satellite switching, and photo-ads. All of the hardware necessary, not including the cost of the VTR's and satellite receivers, can be put together for under \$15,000.

We also specialize in custom-tailoring the software for special applications. For one customer, we are modifying our weather-display package to take an internal temperature reading of their transmission facility. If the temperature gets too high, it means something is wrong with the air conditioning. A "secret" message is displayed as a classified ad that can be recognized by employees of the operator, and a technician can be dispatched to fix the cooling system before valuable equipment overheats and malfunctions.

I hope this article has given you an idea of what can be accomplished by an ambitious operator with limited resources. If you would like further information about the MagicBox family of products, please feel free to contact me. I have enjoyed this opportunity to discuss the features of our product in this forum.

Bob Richardson is the proprietor of OmiCo Industries, a company that provides technical consulting and design services to professionals in a variety of high-tech fields, including cable television, audio production, and hazardous materials management. In addition to software and hardware design, Bob is also a skilled composer of electronic music and has a fascination with baroque and classical-era pipe organs. For additional information about the MagicBox, call Sound Concepts, Inc., at (503) 757-1011.

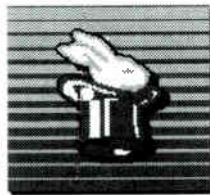
Terry Anderson Honored With RTNDA Service Award

The Radio-Television News Directors Association will honor former hostage Terry Anderson with its John F. Hogan Distinguished Service Award at a luncheon September 26 during the RTNDA convention in San Antonio.

Anderson was chief Middle East correspondent for the Associated Press before he was kidnapped March 16, 1985 in Beirut. He was freed last December 4, making him the longest held Western hostage in Lebanon.

The John F. Hogan award honors the RTNDA's founder and first president and is presented by the association for outstanding contributions to electronic journalism and freedom of the press.

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Circle (188) on ACTION CARD

New Broadcast Political Ad Forms Available

The National Association of Broadcasters has updated the agreement form it publishes for stations to use to contract for political advertising.

The new form reflects recent FCC rule changes and is intended to provide contractual protections for broadcasters. The "Agreement Form for Political Broad-

casts" (PB-14) is an actual contract for the sale of political time and also helps stations comply with FCC record-keeping requirements.

The forms are sold in pads of 100 at \$10 for NAB members, \$20 for non-members. To order, call NAB Services at (800) 368-5644.

JVC To Supply S-VHS Systems To Fox Affiliates

JVC Professional Products Company and Fox Broadcasting Company have teamed to supply Fox affiliates and Fox-owned stations with professional S-VHS-C camcorders and S-VHS editing systems for electronic news gathering. Stations will be able to buy the equipment at a discount through the network.

According to Bill Pharis, of Fox affiliate K46BZ in Fort Smith AR, LPTV stations affiliated with Fox are included in the plan.

The deal is part of Fox chairman Rupert Murdoch's plan to make Fox affiliates the number one news stations in their markets by investing in high quality local production. Murdoch complained early this summer that independent news operations are indistinguishable from one another, chiefly because of their reliance on national news video from CNN. Murdoch's vision of Fox News includes the use of artistic graphics and "real journalists and real characters."

Fox has been operating its own news service, Fox News Service, since about the beginning of 1992, under the direction of former CNN veteran Paul Amos.

Andrew G. Setos, Fox senior vice president, studio and broadcast operations and engineering, said that Fox evaluated equipment in every professional video format from all major manufacturers before settling on the S-VHS system from JVC.



Andrew G. Setos (left), senior VP, studio and broadcast operations and engineering for Fox, Inc., and JVC Professional Products general manager Tom McCarthy shake hands on the S-VHS deal. (Photo by Steve Friedman.)

Said Setos, "This technology will make news gathering affordable for almost all Fox affiliates, as well as the small market affiliates of the other three networks."

JVC invented the VHS and S-VHS formats.



Good Selling!

—by Joe Tilton

Sales Management By The Book

Not since Ken Blanchard wrote *The One Minute Manager* has a book focused so directly on THE biggest management problem of our time.

In a sales world with a million experts peddling worn-out revelations, new and effective ideas rarely surface. With great excitement, I dedicate my column this month to the book, *Managing from the Heart*, written by Hyler Bracey and published by Delacorte Press.

The "fire-'em-if-they-can't-meet-my-goal" managers will disagree with this book, and their disagreement will cost them dearly. Egotists will see *Managing from the Heart* as an insult to their intelligence—intelligence that could be greatly enhanced through careful reading of this book.

Stone-hearted managers and sales people can't afford to ignore what this book offers. Also, sales people who believe you should get the money from the customer at any cost will find the truths in this book to be self evident, to borrow a phrase.

Can A Manager Be Human?

Harry Hartwell, the book's protagonist, is experiencing conflict between his managerial side and his human side — a universal problem.

The opening chapter has Mr. Hartwell, the boss at a major oil refinery, walking through his area of responsibility. Reactions from subordinates are typical. However, this time his eyes are open to the reactions toward HIM. He sees *people*, not just employees. It's comparable to being a fly on the wall at your staff's favorite lunch spot and hearing the responses they really wanted to give you after your impassioned speech during the sales meeting.

Attitudes Can't Be Hidden

While reading about Mr. Hartwell, I realized that his attitude and his essence cannot be hidden. As he walks past, employees are faithfully reacting to those qualities, even when he says nothing at all. Because I am interested in sales, I applied this situation to sales and sales management.

If managers cannot convincingly sell an

idea to their staffs, then those expected to follow this idea will not be effective.

When Harry Hartwell first hears about the need to manage from the heart, he shouts, "Look, I cry at sad movies, and I love my family, but in business it's my guts and my brain power that keep the workers and the competition, not to mention the oil-producing countries, from eating me alive!" Harry believes in statistical analyses, market forecasts, and economic indicators to determine direction and management guidelines.

The author believes that there are five requests everyone at your workplace makes of you. These are their petitions:

- Please don't make me wrong, even if you disagree.
- Hear and understand me.
- Tell me the truth with compassion.
- Remember to look for my loving intentions.
- Acknowledge the greatness within me.

Well, Harry sees this as hopelessly utopian. He mentions unions: "You give them an inch and.... Show weakness and they're all over you like white on rice."

He works to build his case for firm control, yet tries to prove that he has a heart, "...just ask my wife." It takes a dramatic situation to convince Harry that this "heart" business deserves a second look.

You must read this book. And, as the exception proves the rule, be "hard-fisted" about the rest of your management staff reading it, too.

It's A New Game

An LPTV *Report* reader asked recently, "Are you trying to tell us that sales now is a different game?"

YES! And books like *Managing from the Heart* lay out the rules. We can no longer "rip" the money from our clients' hands by any legal method. So many media sales people have used the same verbal tricks, that by now they're old hat.

"Don't use that sales technique on me," I heard a clothing store owner tell a media rep. The owner and the sales rep had seen the same sales training tape.

"Too bad," I told the rep, "perhaps a good relationship would have worked better."

For two days in 1979, I sat under the tutelage of Rev. Robert Schuller. Not only

did I come to respect this man as the most prolific theologian of our time, but I also found him to be a wise "spirit psychologist." Rev. Schuller drew a huge golf ball on a piece of paper, including the surface, wrapping and core. It was no surprise to hear him say that the flight of the ball is largely determined by the core, the part deep inside.

I knew it, but had not seen the analogy: our human "flight" is determined by the core (heart), too. The core can't be seen, but the flight is witnessed by all.

Sales Service

I once worked for a man who asked the same question at the close of each day, "Did you sell something?" I never answered the question. I told him how I was of service to our clients, and I told him how service and positive relationships resulted in financial and emotional commitments to the station. Unfortunately, he couldn't hide his attitude and neither could I. In a short time, I had to find another business companion who understood that no matter what business you think you're in, it's always PEOPLE business.

A broadcast management company phoned recently with a list of survey questions. Second on the list was, "What magazine gives you the best information about the broadcasting industry?" My answer surprised them — *Psychology Today*.

The interviewer remarked upon my answer, and I explained that if I don't understand the way the market THINKS, I'm of little use to my business.

It's wise to know about broadcasting technology, applications, grants, law, and other details — and this is one sales consultant who preaches in-depth knowledge on all these subjects.

However, if you ever forget that you're in the PEOPLE business, your foundation won't be able to support your house.

Joe Tilton has worked in broadcasting as an announcer, promotion director, chief engineer, news director, sports director, sales manager, and general manager. Presently he is a promotions writer and consultant for radio and television stations across the country. He can be reached at (817) 540-2754 or Box 155144, Ft. Worth, TX 76155.



Supplier Side

Microwave Radio Corporation has introduced the DigiPro™ Digital Audio System which provides CD quality sound over existing or new video microwave links. The system is ideal for both studio-to-transmitter links and multi-hop inter-city relays.

DigiPro carries both the digital audio programs and the control channel on a single subcarrier, and it incorporates the latest technology in adaptive coding and digital compression to provide outstanding performance, including a signal-to-noise ratio of 86 dB or greater. It was developed to solve such difficult broadcast audio problems as audio signal degradation during signal fades and overall low audio quality.

The DigiPro encoders and decoders can be used for both new and existing rackmounted, fixed microwave radio systems. The price for the complete transmit and receive system is \$7,990.

Circle (17) on ACTION CARD

Firstlight, Inc. announces the new Multi-Media Video Library — a collection of comparatively inexpensive, license-free stock video footage. Each volume contains approximately 30 minutes of high-quality footage with a minimum of 130 scenes, each 10-18 seconds long. The scenes are accompanied by original edited sound effects.

The Library is available on Laserdisc, Betacam SP, or 3/4" Umatic SP. New volumes will be released monthly.

Circle (170) on ACTION CARD

LAKE Compuframes, Inc. has released two new versions of Showscape, its popular storyboard software. Showscape 3.0 for DOS runs on all PC compatibles, with any DOS version 3.0 or higher. Showscape 4.1 for the Mac runs with any system since 6.0.2, including 7.0. Both programs offer an improved user interface and a simplified installation procedure. All Showscape programs operate in tandem with WordPerfect word processing software.

A simplified and less expensive alternative to the full Showscape package is



Showscape storyboard software from LAKE Compuframes.

Showscape Jr., recommended for use where documents are short, budgets are tight, and production plans are straightforward. Junior programs work from within the WordPerfect program.

LAKE Compuframes also supplies blank storyboard forms for printing out the scripts. The forms are available in either tractor format or in single sheets for laser printers. The storyboards increase readability and reader comprehension and also give documents a professional look.

Circle (10) on ACTION CARD

Looking for monitors? **ShibaSoku** offers three new high-resolution color monitors in both table-top and rackmount styles. The CM43A and CM23A units (15" and 21" screens, respectively) feature standard Y/C inputs, as well as composite and RGB inputs. The CRT is a flat square type with a dot in-line gun and 550 lines of resolution. NTSC versions contain a high-quality comb filter.

The 14" rackmount model — the CM44A — features all controls on the front panel for easy use.

ShibaSoku also manufactures a full line of NTSC test equipment and a selection of

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In Canada: 1-800-387-0233

Circle (128) on ACTION CARD



ShibaSoku's CM44A rack-mountable 14" CRT.

HDTV monitors, test signal generators, and sync generators.

Circle (108) on ACTION CARD

Zephyr Weather Information Service, Inc. offers a FAX-on-demand service that provides more than 800 weather information products from the National Weather Service.

"ZFX/Information by Fax" products include real-time weather radar images, GOES satellite pictures, DIFAX weather charts, and surface observations.



Weather FAX images available from Zephyr Weather Information Service, Inc.

Subscribers pay a one-time fee of \$7.99 plus \$1.50 per chart or \$2.00 for current satellite and weather radar pictures. They can order products using a toll-free number and a touch-tone telephone. Selected products can be transmitted to any FAX machine.

Circle (95) on ACTION CARD

New at **Panasonic Broadcast & Television Systems Company** is a series of six new VTR's in the company's fifth generation of MII equipment introduced at NAB this past spring. Dubbed the "EnHanced MII Series," the line embodies such features as four audio channels (two FM and two linear with Dolby-C®), picture-in-picture, and a 16:9 wide aspect ratio in both recording and playback. The units also have an optional 4:2:2 parallel digital output that serves as a bridge to component digital systems.

Among the new items in the series is the AU-62H studio player, which offers ±

32 times normal search speeds, with picture, for ultra-fast searching, and a manual tape speed override of ± 15% for editing flexibility. A digital field freeze function provides noiseless stills, with a color framing control during playback for editing. Other features include a digital TBC with one field correction range, four audio channels, on-screen menus, a SMPTE time code reader/generator, and Y/C input/output connectors.

The AU-63H studio player offers all the features of the AU-62H but adds auto-tracking.

Also part of the EnHanced MII Series is the AU-65H studio recorder/editor. The AU-65H offers full feature editing functions, with a special picture-in-picture function for additional convenience. With picture-in-picture, editors can match cuts more easily or use only a single monitor in a two-VTR editing set-up.

A digital field freeze function produces noiseless stills, and a variable memory editing feature provides slow-motion picture control.



Panasonic's AU-65H MII Studio VTR.

Other features include a three-dimensional digital TBC with one field correction range; full four-field color framing sequence, four audio channels, on-screen menus, a SMPTE time code reader/generator capable of producing VITC or LTC, Y/C input/output connectors, and RS-422A serial (9-pin) control. The unit's TBC/encoder can be controlled via remote control.

Circle (155) on ACTION CARD

It's not too soon to start planning for your holiday programming. New in syndication this season is *A Time To Remember*, an 83-minute color feature film starring Donald O'Connor, Morgana King, and Tommy Makem of the Irish vocal group, The Clancy Brothers.

The film is the story of a young boy who achieves his childhood dream of singing like his idol, Mario Lanza. According to syndicator **Tom Travers**, one critic called the film "an unabashedly sentimental story ... in the grand tradition of *It's A Wonderful Life*."

Also available are videocassettes of the film that can be sold for a profit or used as promotions or fund-raisers. The cassettes will not be available in stores.

Circle (160) on ACTION CARD 

WorldRadioHistory

Supplier Shorts

Magnavision Corporation has launched a new satellite-delivered home shopping program called "The Jewelry Connection." The three-hour weekly show, which is already part of the lineup on the Channel America network, will market gold, gems, and fine jewelry from the company's studios in Spring Lake, NJ, said John Powers, director of sales.

• • •

Gordon Communications of Louisville, KY and **California Image Associates** of Rancho Cordova, CA have announced a Fall 1992 sign-on date for SVN, the Specialty Video Network, a 24-hour per day service that will promote and sell specialty videotapes to the public. Through diverse delivery systems — including full power and LPTV broadcast stations, cable systems, and home satellite dishes — SVN expects to reach an audience of 50 million households.

Each 30-60 minute program will feature short promotional clips of specialty videos in such categories as golf, science and technology, automotive arts, sports, gardening, travel, business and finance, computers, and many others. A live VJ will introduce the categories, interview guests, and provide ordering instructions for viewers.

The company is currently seeking video product in all categories. Interested parties should contact Marc J. Rauch at (502) 584-4100.

• • •

John Wild, a 1991 CBA President's Award winner and executive producer of **Wild Side Productions**, has produced a video examining the anti-abortion demonstrations held last April in Buffalo, NY.

The 27-minute video, entitled "Divided We Stand," takes a close look at the demonstrations of Operation Rescue, the national anti-abortion organization. Included is footage of the clashes outside Buffalo abortion clinics as well as interviews with leading figures in the controversy.

"Divided We Stand" is available for broadcast. For more information, call John Wild at (716) 632-3523.

• • •

"Food and Fitness," a new program featuring a combination of beginner-level exercise and low-fat cooking, is now carried Monday through Friday on both Channel America and the American Family Entertainment Network. The half-hour program is produced by Jim Grich, owner of **Adirondack Videoworks** of Glens Falls, NY and Gay Congdon of **Gay Congdon's Fitness Firm** of South Glens Falls.

For information on commercial advertising time within the program, call Grich at (518) 798-4786 or (518) 798-8000.


“News For Kids” Lets Kids Do News

Kids will cover the news, present the news, and respond to the news on a new kids' news show to debut Saturday, September 19, in syndication.

“News For Kids,” produced by CNN for TBS Productions, is a weekly half-hour program highlighting the week's domestic and international news in a way that children and teenagers can understand and enjoy. Top stories will be presented with commentary and background from a young person's perspective to help kids understand the context of the events. The program will focus on news events as they happen and, if necessary, will follow a story as it unfolds from week to week.

Kids will serve as “bureau chiefs” in all the US major markets, and news stories videotaped by young viewers will be solicited for airing. The show will also feature an 800 number for polling kids on topics in the news.

According to Robin Yates of CNN public relations, each week's episode will be shot on Thursday with any late-breaking stories added before transmission on Friday.

“News For Kids” has been picked up by more than 160 stations and has cleared all of the top 50 markets. The show is available on a market-by-market basis and is also priced on a market basis. 

FCC Enforces “Hard Look” Policy On Radio Application, Sanctions Lottery Broadcasts And Unauthorized Commercials

Under its “hard look” policy for radio applications, the FCC has dismissed without reconsideration an application for a new FM radio station in Sebastopol, CA. The policy is similar to the “letter-perfect” standard for LPTV applications.

Russian River Vintage Broadcasting's application was judged defective because the geographic coordinates for the proposed transmitter site given in the application conflicted with the coordinates shown on the topographic map attached to the application. Russian River had altered the coordinate markings on the map in an effort to fit the map onto an 11" x 17" photocopy.


In another action, the Commission fined KLAS-TV in Las Vegas \$12,500 for broadcasting ads for promotions conducted by several Las Vegas casinos. The Commission ruled that the promotions were lotteries and therefore illegal under the anti-lottery broadcast rules.

To be considered a lottery, a contest must contain the three elements of prize,

chance, and consideration (or a fee for entry). The promotions offered free participation but not on a basis equal to the participation of paying customers.

Also fined for violating anti-lottery rules was WIYY in Baltimore, MD. The station ran 12 commercials for a superbowl party held at a local tavern. Patrons paid a \$20 admission charge which entitled them to food, beverage, entertainment, and a ticket for a random drawing for a mountain bike and a weekend getaway. The FCC found that the drawing included all three lottery elements and was therefore against its rules.

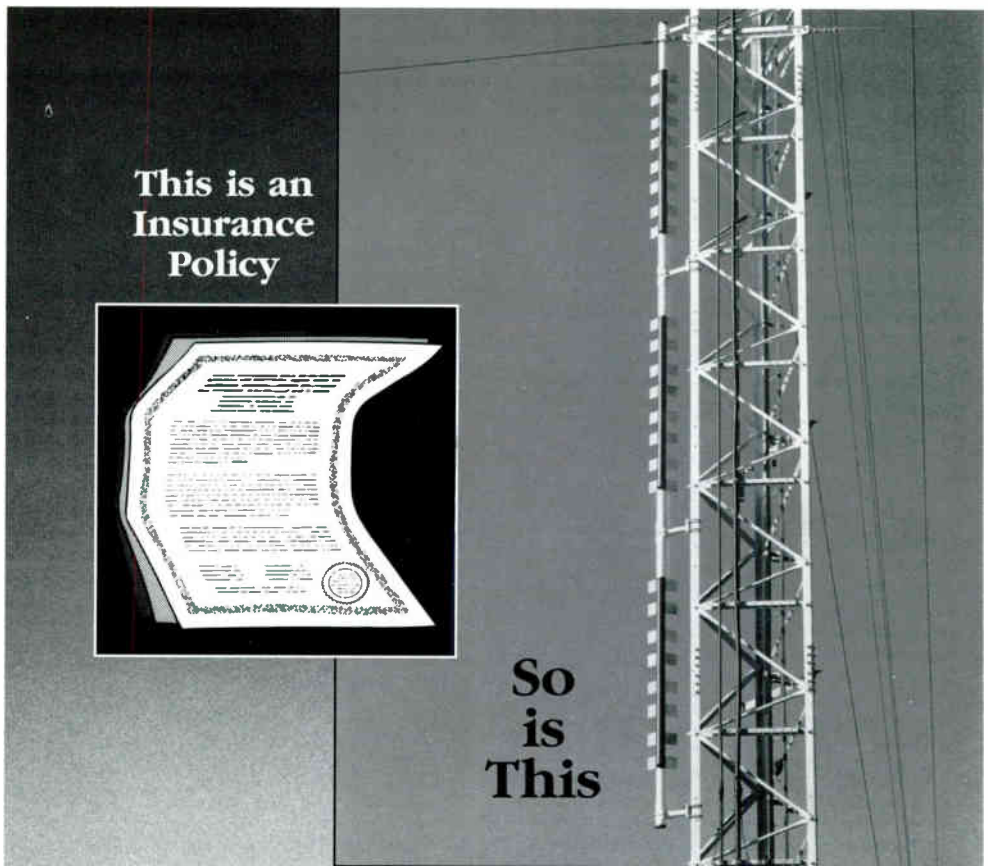
Finally, the licensee of KYOQ(FM) a non-

commercial radio station in Weatherford, TX, was fined \$5,000 for broadcasting commercial advertisements. The station's owner contended that he was both unaware of the rules regarding commercial advertisements and unable to ensure that his employees complied with them because he lived in another area. The Commission rejected both arguments. 

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Four New Books Out From NAB

Four new books are now available from the National Association of Broadcasters.


The *Engineering Handbook*, updated for the first time since 1986, is considered the definitive guide and training resource for broadcast engineers. The 1,345-page book discusses state-of-the-art broadcast technology and is designed to help station engineers and managers understand and comply with federal broadcast rules. The handbook costs \$195 for NAB members and \$235 for non-members.

Advanced Broadcast/Media Technologies is a futurist's look at new broadcast technologies in the 1990's and beyond. The 149-

page book (\$20 for members, \$40 non-members) sheds light on recent developments in radio and TV technology and offers an assessment of new technologies that will help broadcasters bolster their bottom line.

MONEYMAKERS: *Sales Promotions from the Hundred Plus Television Markets* is a \$15 guidebook (\$30 for non-members) that provides broadcast managers with information on more than 95 street-tested promotion campaigns. Successful sales promotions effectively enhance a station's image, provide a public service, and promote station and advertiser awareness.

The *Broadcasters' Law and Regulation Conference Papers* is a compilation of session papers presented at the NAB '92 Law & Regulation Conference. The \$45 book (\$70 for non-members) offers timely information on broadcast legal issues, FCC compliance, and potential fines.

To order, call NAB Services at (800) 368-5644 or (202) 429-5376. 


New NAB Reference Lists Broadcast Competitions

The National Association of Broadcasters' Library and Information Center has published the fourth of its Broadcasting Briefs series — "And the Winner Is ... Awards for Broadcasters."

The pamphlet lists 115 self-nominating competitions for broadcasters. Included for each contest is a description of the award and the requirements for entering — deadline, entry fee, and contact name and address. The price for NAB members is \$10, for non-members \$15.

Other Broadcasting Briefs available are:


- "Broadcasting Profile" — industry statistics and information sources;
- "Looking for Employment in the Broadcasting Industry: Getting Started" — names and numbers for job seekers; and
- "Radio: Speaking to Your Community" — a series of sample speeches about radio in America.

To order, call the NAB Library and Information Center at (202) 429-5490. 

Interactive Marketing Conference Set

September 29 to October 1 are the dates for a "Conference on Interactive Marketing" designed to educate attendees on the new interactive television, telephone, and compact disk technologies and their implications and potential uses for marketers.

The conference, to be held at Lake Tahoe, CA, will focus on the uses of wireless, interactive TV, CD-I (broadcast television combined with computer-based interactive compact disks), TV data signal compression, and a whole new generation of "Smart TV" applications.

For further information, call (714) 493-2434. 

HDTV Meeting

continued from front page

New York City; Glenn Plummer of W48AV in Detroit; Ray Wilson of K53DU in Hemet, CA; Kurt Petersen of K58DH in St. Louis, MO; and Gary Cocola of K04NJ, Fresno, CA.

All except Bogner, who had filed comments earlier, are among the 31 signators to a Petition for Reconsideration filed by Polar Broadcasting in response to the FCC's *Second Report and Further Notice of Proposed Rule Making* on the HDTV service, issued in April. The Petition's proposals formed the basis of discussion at the meetings.

Among the proposals are the following:

- Beginning at the end of the proposed two-year application period for eligible broadcasters, LPTV broadcasters should be given an exclusive 2-year application window for HDTV channels, and they should be allowed a preference over brand-new broadcast applicants during their application period.

- LPTV broadcasters who successfully convert to HDTV transmission should receive primary status.


- The FCC should not unnecessarily and indiscriminately displace LPTV stations as it devises its Table of Allotments.

- The FCC should accept negotiated arrangements for HDTV channels only if the LPTV broadcasters in those markets have participated in the negotiation process.

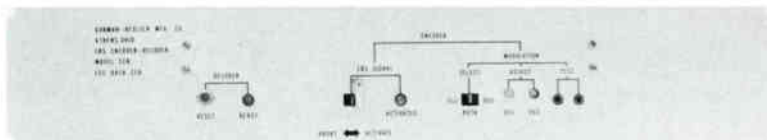
- LPTV broadcasters who locate a new channel in their market and successfully apply to add it to the Table of Allotments should be given a preference similar to the preference given AM broadcasters who locate new channels on the expanded AM band.

Trumbly said he was determined to fight hard over these issues. Particularly worrisome, he said, was the Commission's reasoning that LPTV's secondary status justifies the short shrift the service is getting. "That's not secondary; that's just last!" he said of the position of the LPTV service.

He said Polar filed the Petition for Reconsideration as the first step in an appeals process that could end up in the courts. "I have no hesitation at all to proceed to the highest courts in the land," he said. The Community Broadcasters Association supported several points in the Petition in its own reply comments to the *Second Report*.

Besides Duggan, the group met with aides to Commissioners Quello, Sikes, and Marshall, Mass Media Bureau chief Roy Stewart, and LPTV Branch chief Keith Larson. Commissioner Andrew Barrett and his staff were out of town during the visit. 

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NEW LPTV LICENSES

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

- K18DD Camp Verde, AZ. Central State Communications, 7/30/92.
- K66ED Redlands, CA. First Assembly of God, 6/26/92.
- K08LC Sacramento, CA. Polar Broadcasting, Inc., 7/16/92.
- K47DQ Sacramento, CA. Telemundo of Northern California, Inc., 7/6/92.
- K18DR Cortez/Mancos, CO. Southwest Colorado TV Translators, 7/16/92.
- K02OG Dolores, CO. Southwest Colorado TV Translator, 7/17/92.
- K48DQ Sterling, CO. Board of Logan County Commissioners, 6/25/92.
- W31AU Orlando, FL. CFF Properties, Inc., 7/30/92.
- W63BH Orlando, FL. Bahia Honda, Inc., 7/14/92.
- K48DX Sandpoint, ID. KHQ, Incorporated, 7/28/92.
- W54AP Blue Island, IL. Catholic Views Broadcasts, Inc., 7/28/92.
- K49DB Austin, MN. Television Systems of Minnesota, 7/14/92.
- K65FE Turtle Mountain Indian Reservation, ND. Schindler TV Service, 7/28/92.
- W63BJ Amityville, NY. Amity Broadcasting Company, 6/29/92.
- W48AO Auburn, NY. Dr. Sonny Persad, 7/17/92.
- W54AK Auburn, NY. Dr. Sonny Persad, 7/17/92.
- K39CL Yoncalla, OR. California Oregon Broadcasting, Inc., 7/16/92.
- K07UP Sioux Falls, SD. Harlan Jacobsen, 7/16/92.
- K49CY Austin, TX. KXAN, Inc., 7/30/92.

LPTV LICENSE RENEWALS

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

- K49CJ Colorado Springs, CO. Telemundo of Colorado Springs, Inc., 2/3/92.
- K29BD Alamogordo, NM. Prime Time Broadcasting, Inc., 7/27/92.
- K53BM Alamogordo, NM. Corinne Galt Acosta, 7/27/92.

- K63CD Alamogordo, NM. Vision Broadcasting Network, Inc., 7/27/92.
- K59BD Albuquerque, NM. Continental Broadcasting Corporation of New Mexico, 7/27/92.
- K08IM Amalia, NM. Amalia TV Translator Association, 7/27/92.
- K10JL Amalia, NM. Amalia TV Translator Association, 7/27/92.
- K12KB Amalia, NM. Amalia TV Translator Association, 7/27/92.
- K63CK Carlsbad, NM. Prime Time Broadcasting, Inc., 7/27/92.
- K43BU Clovis, NM. Marsh Media, Inc., 7/27/92.
- K65BT Clovis, NM. Prime Time Broadcasting, Inc., 7/27/92.
- K47DR Farmington, NM. Christian Broadcasting Communications, 7/27/92.
- K18DK Hobbs, NM. Prime Time Broadcasting, Inc., 7/27/92.
- K44DL Lovington, NM. Prime Time Broadcasting, Inc., 7/27/92.
- K02GB Quemado, NM. Quemado Independent School District #2, 7/27/92.
- K02IG Rodeo, NM. Rodeo Television Association, 7/27/92.
- K07CW Rodeo, NM. Rodeo Television Association, 7/27/92.
- K11FT Rodeo, NM. Rodeo Television Association, 7/27/92.

NEW LPTV CONSTRUCTION PERMITS

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

- K28DT Payson, AZ. Central States Communications, 7/27/92.
- W18BE Fort Myers, FL. American Coastal TV Network, Inc., 7/9/92.
- W21BD Pompano Beach, FL. Gerald L. Cohen, 7/9/92.
- W47BN Sarasota, FL. American Coastal TV Network, Inc., 7/9/92.
- W02CE Camilla, GA. Mitchell County Television, 7/23/92.
- K64DZ Kaim, HI. Mountain TV Network, Inc., 6/30/92.
- K34DV Dubuque, IA. R. B. Sheldahl, 7/6/92.
- K33DT Boise/Nampa/Caldwell, ID. Brian A. Gould, 7/21/92.
- K36DE Kiowa, KS. Becker Broadcasting Systems, 7/28/92.
- W14BP Berea, KY. Robert J. Spradlin, 6/25/92.
- W33BD Bangor, ME. Kennebec Valley Television, Inc., 6/29/92.
- W55BZ Crystal, MI. Mid-Michigan Wireless, 7/15/92.

- W68CN Crystal, MI. Mid-Michigan Wireless, 7/15/92.
- K14IN Breezy Point, MN. Lakes Broadcasting Group, Inc., 7/15/92.
- K50DK La Crescent, MN. White Eagle Partnership, 7/15/92.
- K18DV Lake Wilson, MN. Kristine C. Dexter, 7/16/92.
- K22DY Lake Wilson, MN. Kristine C. Dexter, 7/16/92.
- K24DL Lake Wilson, MN. Kristine C. Dexter, 7/16/92.
- K26DT Lake Wilson, MN. Kristine C. Dexter, 7/16/92.
- K39DN Lake Wilson, MN. Vu Thi Power, 7/20/92.
- K41DK Lake Wilson, MN. Vu Thi Power, 7/20/92.
- K36DF Joplin, MO. New Life Evangelistic Center, Inc., 7/23/92.
- K60EU Springfield, MO. New Life Evangelistic Center, Inc., 7/23/92.
- W54BP Natchez, MS. Ellen Baragona, 7/23/92.
- W64BO Natchez, MS. Ellen Baragona, 7/23/92.
- W22VY Elizabeth City, NC. WAVY Television, Inc., 7/27/92.
- W58CD Raleigh, NC. Charles W. Williams, 6/29/92.
- W63BU Raleigh, NC. Jeffrey L. Hamilton, 6/30/92.
- K35DQ Fargo, ND. R. B. Sheldahl, 7/6/92.
- K62EJ Grand Island, NE. Hall County, 7/20/92.
- K20DU Omaha, NE. Joseph Alfred Smith, 7/23/92.
- K18DX Ruidoso/Lincoln, NM. John Myrl Warren, 7/8/92.
- K49DL Taos, NM. Mountain TV Network, Inc., 6/30/92.
- W69CS Buffalo, NY. Craig L. Fox, 7/16/92.
- W60BY Syracuse/Nedrow, NY. Craig L. Fox, 6/30/92.
- K66EK Bartlesville/Dewey, OK. Murphy D. Boughtner, 7/7/92.
- K65FB Tulsa, OK. Warren R. Wright, 6/25/92.
- K49DM Coos Bay, OR. A. B. Herman, 7/15/92.
- K20DT Grants Pass, OR. A. B. Herman, 7/15/92.
- K39DP Klamath Falls, OR. A. B. Herman, 7/15/92.
- K30DY Rural Pendleton, OR. Columbia River Television, Inc., 7/6/92.
- W61CC Pittsburgh, PA. P. Clark and L. Walk, dba CW Partners, 6/29/92.
- W40AW Beaufort, SC. R. B. Sheldahl, 7/23/92.
- W49BG Charleston, SC. Julio Felix Izzo, 7/15/92.
- K27ED Rapid City, SD. The Wesleyan Foundation of South Dakota, Inc., 7/7/92.
- K31DK Rapid City, SD. The Wesleyan

continued

What's Going On

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

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

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

October 1-4, 1992. Women in Communications, Inc. National Professional Conference. Hyatt Regency, Chicago, IL. *Contact:* (703) 528-4200.

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

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

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

November 10-13, 1992. Society of Motion Picture and Television Engineers Annual Conference. Toronto. *Contact:* Ann Cocchia, (914) 761-1100.

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

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

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

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

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

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

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

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

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

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

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

Foundation of South Dakota, Inc., 7/7/92.

K21DT Beaumont/Orange, TX. Henry J. McGinnis, 7/7/92.

W44BF La Crosse, WI. Douglas Sheldahl, 7/15/92.

CHANNEL CHANGES

K38DM Area southwest of Estes Park, CO. Translator TV, Inc. Channel change granted from 12 to 38 on 7/15/92.

K35DS Estes Park, CO. Translator TV, Inc. Channel change granted from 10 to 35 on 7/23/92.

W60BX Greenville, KY. Charles R. Lewis. Channel change granted from 69 to 60 on 7/8/92.

ASSIGNMENTS AND TRANSFERS

K33CG Sierra Vista, AZ. Voluntary assignment of license granted from Richard Richards to Elsie Weick on 7/14/92.

K120J Palm Springs, CA. Voluntary assignment of permit granted from Video Jukebox Network, Inc. to Lura S. Madarang on 6/30/92.

K61DW Sacramento, CA. Voluntary assignment of license granted from Arike Logan, M.D. to Dr. W. R. Portee on 7/14/92.

K68DQ Tahoe City, CA. Voluntary assignment of permit granted from Video Jukebox Network, Inc. to Lura S. Madarang on 6/30/92.

K18DT Coeur D'Alene, ID. Transfer of control granted from William H. Cowles, III (deceased) and James P. Cowles to James P. Cowles and William Stacy Cowles on 7/15/92.

K48DX Sandpoint, ID. Transfer of control granted from William H. Cowles, III (deceased) and James P. Cowles to James P. Cowles and William Stacy Cowles on 7/15/92.

K51DN Wichita, KS. Voluntary assignment of permit granted from Clear Channel Television, Inc. to River City Broadcasting Corporation on 6/30/92.

K55FS Wichita, KS. Voluntary assignment of permit granted from Clear Channel Television, Inc. to River City Broadcasting Corporation on 4/30/92.

W48BD Corbin, KY. Voluntary assignment of permit granted from Sivley Communications System to Victory Training School Corporation on 7/1/92.

K45DI Mermentau, LA. Voluntary assignment of permit granted from R. B. Sheldahl to Trinity Broadcasting Network on 6/30/92.

W08CZ Ocean City, MD. Voluntary assignment of permit granted from Video Jukebox Network, Inc. to Lura S. Madarang on 6/30/92.

W24AR Portland, ME. Voluntary assignment of license granted from Colby-Bates-Bowdoin Educational Telecasting Corporation to Maine Public Broadcasting Corporation on 6/23/92.

W09BX Atlantic City, NJ. Voluntary assignment of permit granted from Video Jukebox Network, Inc. to Lura S. Madarang on 6/30/92.

W11BF Murfreesboro, TN. Voluntary assignment of license granted from Great Southern Broadcasting Company, Inc. to Channel Eleven, Inc. on 7/24/92.

K57FG Abilene, TX. Voluntary assignment of permit granted from CBC-TV to Trinity Broadcasting Network on 6/30/92.

K120N Bryan, TX. Voluntary assignment of permit granted from Clark Ortiz to Cathedral of Faith of Pasadena, Inc. on 6/29/92.

K43DV Victoria, TX. Voluntary assignment of permit granted from R. B. Sheldahl to Trinity Broadcasting Network on 6/30/92.

W11CE Madison, WI. Voluntary assignment of permit granted from Skywave Communications Corporation to CDO Communications Corporation on 6/30/92.

W54BH Madison, WI. Voluntary assignment of license granted from WSSM-TV, Inc. to Three Angels Broadcasting Network, Inc. on 7/6/92.

CHANGES OF COMMUNITY

W41BF Miami, FL. Sherjan Broadcasting Company, Inc. Change of principal community granted from Miami to Miami/Sweetwater, FL on 7/8/92.

W08CC Hammonton, NJ. Sandra A. Engle. Change of principal community granted to add Berlin, Williamstown, and Winslow, NJ to principal community on 6/25/92.

W28AR Kenosha, WI. WCTV, Inc. Change of principal community granted from Kenosha to Racine, WI on 6/29/92.

CANCELLATIONS

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

K28DL Blythe, CA. Millard V. Oakley, 7/6/92.
K09VH Fresno, CA. Norma Levin, 7/7/92.

K14IA Sacramento, CA. Silvia M. Landin, 6/30/92.

K40DF San Luis Obispo, CA. Alegria Broadcasting Corporation, 7/29/92.

W57BT Miami, FL. Educational Television Corporation, 7/27/92.

W39BK Valdosta, GA. Impact Television Group, Inc., 8/3/92.

K58DN Kailua/Kona, HI. K. Sandoval Burke, 7/27/92.

K65ET Denison, IA. Millard V. Oakley, 7/27/92.
W07CM East St. Louis, IL. Norma Levin, 7/6/92.

W67CC South Bend, IN. William N. Udell, 7/27/92.

W30AX Hyannis, MA. Barbara A. Nadley, 7/6/92.

K120M Kansas City, MO. Jeremy D. Lansman, 7/13/92.

K53DZ Albuquerque, NM. Summation Broadcasting Company, 7/6/92.

K30CU Santa Fe, NM. K. Sandoval Burke, 7/13/92.

K12HJ Crystal Bay, NV. Sarkes Tarzian, Inc., 7/9/92.

K46CV Las Vegas, NV. Neal L. Andrews, Jr., 7/27/92.

W16AU Ithaca, NY. George W. Kimble, 7/6/92.
W44BD Rome, NY. Kevin O'Kane, 7/6/92.

W60BD Columbus, OH. Susan Easton, 7/6/92.
K07UO Kimberley, OH. Ambassador Media Corporation, 7/13/92.

K16CE Morrison/Cushing, OK. Retherford Publications, Inc., 7/13/92.

K46CW Norman, OK. Lola E. Brothers, 7/27/92.

K24CI Houston, TX. Frontier Broadcasting, Inc., 7/7/92.

K31CN Houston, TX. William Gerry, 7/13/92.
K09VP Wichita Falls, TX. Video Jukebox Network, Inc., 7/27/92.

W04CS Crandon, WI. Ronald La Verne Myers, 7/6/92.

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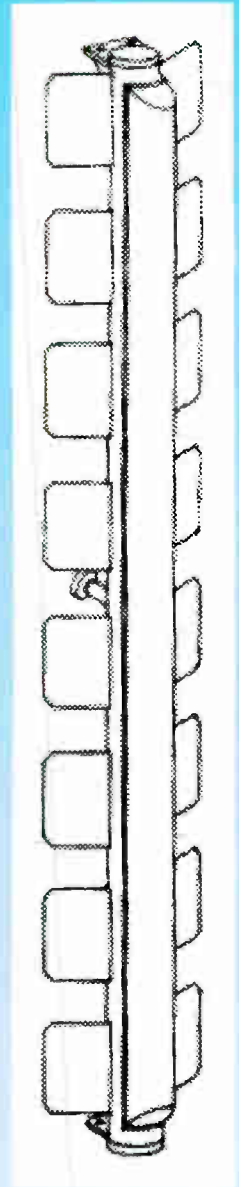
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