

# The LPTV Report

News and Features for the Community Television Industry

Vol. 3, Issue 1

A Kompas/Biel Publication

January 1988

Big Survey Issue!



News director Ann Petrie (far right) interviews candidates during TV-43's series of pre-election programs. Election coverage is one of the station's most popular activities.

## Holding A Mirror Up To Hopkinsville

—by Jacquelyn Biel

Excellence is a way of life at TV-43 in Hopkinsville. It means serving the community. It means, says chief engineer Carlton Wyman, "doing what TV was meant to do when it was conceived back in the 40's."

It means, says account executive Stephanie Rutledge, gently dissuading a customer from putting Aunt Tilly in his commercial. It means, says general manager D. J. Everett, staying up all night broadcasting the only local election returns in a 70-mile radius.

It means a heck of a lot of awards, local and national.

"TV-43 holds a mirror up to Hopkinsville," says Everett. "We have three live local newscasts every day. We do sports—high school basketball and football, college basketball. We also do a local sports wrap-up every week called 'Press Box.'"

"The president of the University of Kentucky spoke to the Hopkinsville Rotary Club and we covered it. Hopkinsville Community College held a memorial service for the families of the soldiers killed in the Gander disaster. We covered that too.

"We've found that while entertainment

*continued on page 8*

## The LPTV Report's SECOND ANNUAL LPTV STATION EQUIPMENT SURVEY

—by John Kompas and Jacquelyn Biel  
—results compiled by Cathy Berse

LPTV station equipment buyers continue to seek quality and performance for their money, according to *The LPTV Report's* Second Annual Equipment Survey conducted in December.

This year we mailed questionnaires to 215 LPTV broadcasters and received a total of 55 responses, up from 31 last year. Of the respondents, eight had no local production capability; the other 47 possessed varying amounts of studio equipment.

To provide a fuller picture of actual equipment use, we added eight new categories to the survey—transmitters, transmitting antennas, lighting, cart machines, microphones, tripods, sync generators, and distribution amplifiers.

Here is what we found:\*

- Of the total 277 video tape recorders reported, 67% are Sony's, 18% are JVC's, and 9% are Panasonic's. This is very similar to last year's spread in which Sony had 67%, JVC 14%, and Panasonic 12%.

- As they did last year, JVC and Sony share the majority of the camera market with 23% each. Hitachi holds 20%, up from only 6% last year.

*continued on page 5*



**When you go into  
low power television...  
go in strong  
with TTC transmitters.**

Television Technology Corporation offers a full line of outstanding low power television transmitter/translators.

**The quality is TTC.**  
TELEVISION TECHNOLOGY CORPORATION

[See the TTC ad on page 17 for details]

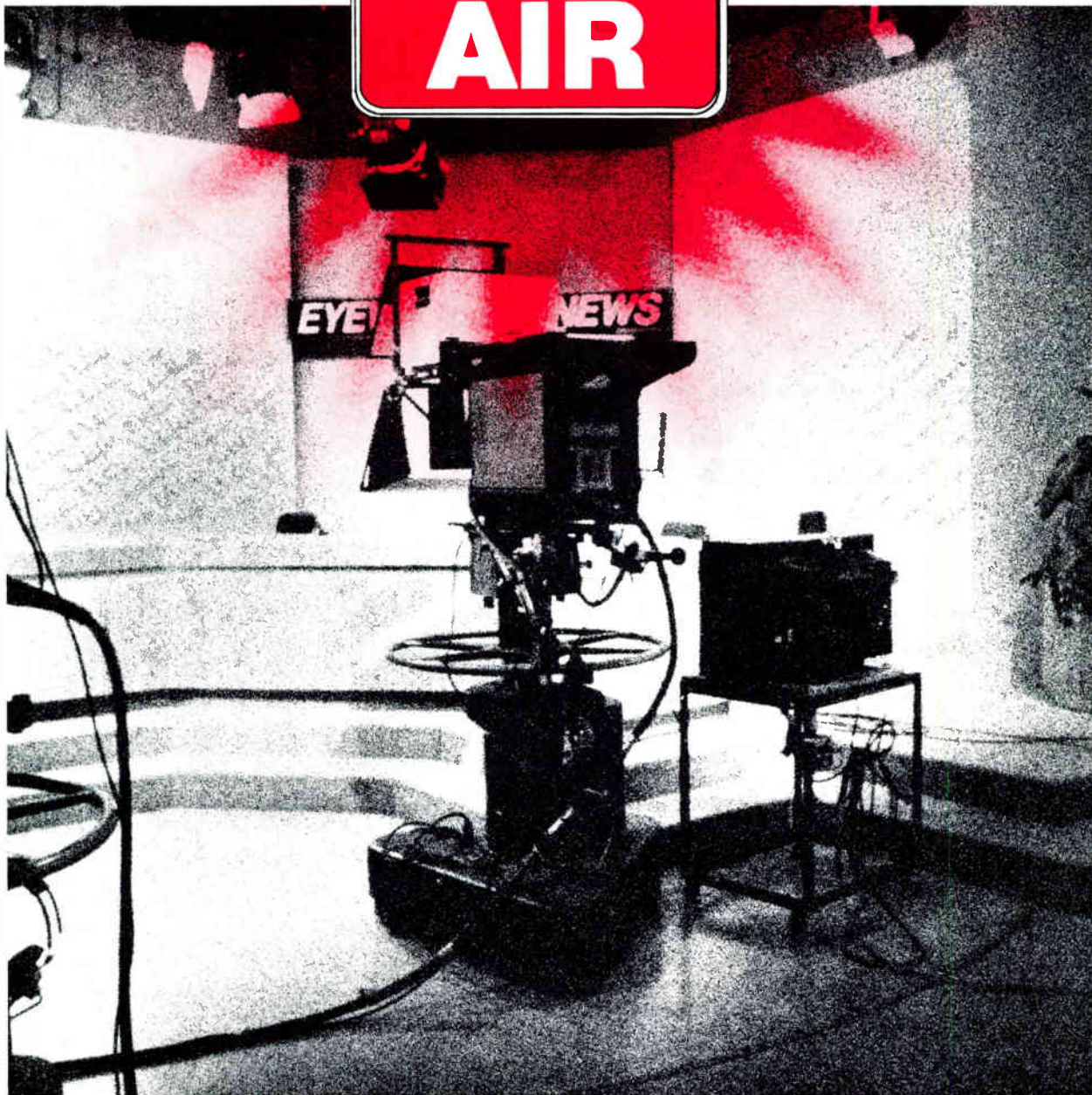
LPTV Report  
P.O. Box 25510  
Milwaukee, Wisconsin 53225-0510

ADDRESS CORRECTION REQUESTED

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

# 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 WITH YOU

**EMCEE**

**advanced technology  
systems excellence**

Enjoy This  
**FREE**  
Trial Issue!

The LPTV Report

# Subscribe Today . . .

The research, facts and information you'll read about in The LPTV Report will provide a payback on your investment in just a few issues. LPTV Report readers will be on the cutting edge of this new and exciting industry.

Act now and take advantage of this  
**SPECIAL INTRODUCTORY OFFER**

ONLY  
**\$25.<sup>00</sup>**

for 12 issues  
One Year Charter  
Subscription Rate

Send in your card today!

**LIMITED TIME OFFER**



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

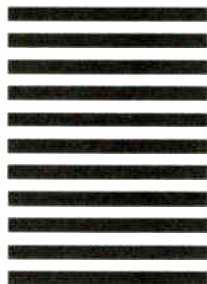
**BUSINESS REPLY MAIL**

FIRST CLASS MAIL PERMIT NO. 11011 MILWAUKEE, WI

POSTAGE WILL BE PAID BY ADDRESSEE

## The LPTV Report

P.O. BOX 25510  
MILWAUKEE, WI 53225-9990



# The LPTV Report

Stay informed with accurate, timely and objective news of the LPTV industry in the United States and around the world.

*Regular columns and features include:*

**CBA Comment** — News and information by Community Broadcasters Association Guest Columnists

**Suppliers Side** — News and reviews of LPTV's equipment, programming and services

**At the FCC** — How the FCC's rulings and reports affect LPTV

**LPTV Station Profiles** — See how LPTV operators are constructing and operating their stations.

**Checks and Balances** — The financial side of LPTV

## The LPTV Report

---

YES! Please send me The LPTV Report at the introductory subscription rate below:

- Two years, \$45.00 (Foreign orders add \$6.00 additional per year.)
- One year, \$25.00
- Payment enclosed (Payment in U.S. dollars only)
- Bill me

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Telephone ( ) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip (9 digit) \_\_\_\_\_

<b>SUBSCRIPTION GUARANTEE:</b> If you do not find The LPTV Report completely satisfactory, you may cancel your subscription and receive a full refund.
--

**Please help us serve you better. Check the one category that best describes your company.**

- LPTV Station Licensee or Construction Permittee  LPTV Station Applicant  Full Power TV Station
- Cable TV System  DBS, SMATV, or MMDS System  Satellite  Radio Station  TV Equipment Manufacturer
- TV Equipment Dealer/Distributor  Programming Producer/Distributor/Syndicator  Financial Institution or Broker
- Attorney/Law Firm or Government Official/Agency  Advertising Agency/Rep Firm  Consultant/Research Company
- Trade Association  Press or News Service  Educational Institution/Library  Other \_\_\_\_\_



## In Our View

One of the most agreeable jobs in my weekly routine is going through the FCC's public notices to see what's been happening at the LPTV Branch—who's been granted licenses, who's won a lottery, who's selling what to whom. Such paperwork has been the one way I've been able to keep in touch with this far-flung LPTV industry, most of whose members I've never met. And after nearly five years of watching the notices, I have a fairly complete paper acquaintance with almost anyone who has aspired to LPTV station ownership.

What has been encouraging lately is the number of *new* names being granted construction permits. Applications from the June window are being granted in the dozens (a phenomenon not lost on transmitter manufacturers, as you can see from the ads in this issue). And the winners are building; I know that from the requests for information we constantly get. Soon, studio equipment salespeople can start looking for escalated inquiries from the LPTV sector. And programmers won't be far behind.

New names also show up as old CP's are assigned to new owners. And *that* activity has increased. CP's that might have died on the vine are finding buyers who are getting them on the air. I imagine

that before 1988 is over, most of the CP's granted prior to the June window will be either built or returned to the frequency pool.

Also encouraging is the number of license grants—stations signed on. Still not overwhelming, at least the number is a respectable seven/month average over the past fifteen months. And these, don't forget, are generally applicants who filed before 1983. Lately, license grants have increased—sometimes reaching double digits. If we average even 15 sign-ons/month over the next five years, by 1993 almost 1,500 LPTV stations will be broadcasting. That's a lot of TV!

Finally, there is the sheer variety of formats and purposes. From simple, one-person stations broadcasting out of prefab huts to highly experienced professional teams working out of state-of-the-art studios; from donation-supported local religion to slick ad-supported news and sports; from simple, satellite-fed transmitters to highly sophisticated, computerized local production facilities — LPTV stations everywhere are defining a new kind of television: One that serves the small, the local, the personal and individual in American society.

So cheer up, any of you out there who

feel that you're paddling upstream. Keep your eyes on the trade press, where LPTV is showing up more and more. There is strength in numbers—and the numbers are growing.

• • •

A tip from a program buyer: 1988 should be a buyer's market for barter programming. The coming elections and the Olympics have boosted the upfront ad market (the major network market for pre-sold ad time), and the extra cash has made barter programming less attractive to the networks. Broadcasters want more avails per show than barter programming can provide.

This means that barter programmers will be looking for outlets—and LPTV could be one of them. Watch for it.

## We Goofed!

In our October 1987 issue, a story about W04BP in Campbellsville, KY said that Campbellsville's high power "WGRB ....does no local production ...."

As WGRB general manager Michael T. Harding informed us, that station *does* do local production.

Mr. Harding writes, "In the past year alone, WGRB-TV has produced over 500 local commercial productions. We produce and broadcast a nightly (yes, week-ends too!) local newscast, a weekly public affairs program, and numerous locally-produced public service announcements." He goes on to say also that some of the commercials aired by LPTV-4 are dubs from WGRB's production department.

We apologize for the inaccuracy and hope that this clarifies any misunderstanding among our readers about WGRB's activities.



### 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*  
Shelley Gall, *Executive Assistant*  
Catherine Berse, *Marketing Coordinator*

*Columnists:* John H. Battison, Peter Tan-  
nenwald.

*Guest Contributors:* John Grozik, Mark  
Osmundson

### 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 Commu-  
nity 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. © Copy-  
right 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. POSTMASTER: Please send address  
changes to: *The LPTV Report*, P.O. Box 25510,  
Milwaukee, WI 53225-0510.



## CBA Comment

—by Mark Osmundson

The recent Community Broadcasters Association board meeting in Chicago was another example of the vitality and optimism that prevails in the LPTV industry. There are many positive developments in the works, and during the next couple of years you will be seeing tremendous growth.

By the time you read this, the Federal Communications Commission will have issued close to 500 new LPTV and translator construction permits—all in one massive grant, the largest in its history. And with the prospect of three more filing windows in 1988, we can anticipate even more new stations coming on stream in the next few years. The more successful stations there are on the air, the greater will be the awareness of LPTV among government regulatory officials, program syndicators, and national television advertisers. This increased awareness will help all of us to realize greater potential from our industry.

One of the most exciting developments

at the Chicago meeting was the introduction of Joe Loughlin, who will head the CBA's programming cooperative. Formerly general manager of WGN in Chicago, Loughlin has also managed independent stations in Denver and Milwaukee. His credentials and experience will be strong assets as he tackles this important task.

In discussing the problems faced by LPTV operators in acquiring programming, Loughlin reminded us that high power independents were facing the same difficulties not too many years ago. Loughlin has been there before, and that's why he is so well qualified to lead the CBA programming co-op. So far, the co-op concept has been very favorably received by LPTV station operators. Preliminary returns from the recent CBA survey indicate a high degree of intended participation.

Another bright spot on the LPTV horizon is the CBA National Convention and Exposition scheduled for next October in Las Vegas. This exposition will bring together the best that LPTV has to offer. From acquisition and operation to equip-

ment and programming, all aspects of the LPTV industry will be represented at this meeting. If you are an LPTV owner, operator, CP holder, applicant, supplier, or just an interested observer, you won't want to miss it.

As you can see, I am excited about what lies ahead for LPTV. We are on the verge of increasing our numbers to the point where we will be a successful medium providing a new kind of television service to the American people. Economical, quality programming will soon be available from a programming cooperative that will respond to the special needs of the LPTV industry. And, finally, I see more experienced broadcasters entering LPTV, which will help to stabilize the service. The CBA is at the forefront of LPTV development and looks forward to representing the diverse interests of its growing membership.

*Mark Osmundson is president of MTN Broadcasting, licensee of K39AS in Marshalltown, IA, as well as two Iowa radio stations. He is a director of the Community Broadcasters Association.*



# TelAmerica Broadcast Network

the leader in high quality, low cost family programming

Flat Monthly Fee  
16 Hours A Day  
7 Days A Week  
Non Repeat Programming

For details, call:  
Kenneth Joyce,  
Vice President  
Affiliate Relations

11811 West Olympic Blvd. • Los Angeles, CA 90064 • (213) 473-3556

ALSO INCLUDES

**2 Minutes Out Of Every 30 Minutes  
For Your Local Avails  
P.I. Participation**

**TelAmerica  
Broadcast Network**

# Equipment Survey

continued from front page

- Switchers are spread out all over. Panasonic claims the largest share with 27%, followed by JVC and Crosspoint Latch at 14% each, and Hedco and ISI, each with 10%.

- Of the 109 microphones reported, 53 are from Electrovoice. Shure follows closely with 35.

- Panasonic holds the lion's share of the market for line monitors with 44%. Sony and Videotek follow with 16% and 13%, respectively. Last year's shares were Panasonic-24%, Sony-22%, and Videotek-8%.

We heartily thank all those who took the time to complete the questionnaire. Your answers help equipment suppliers in their marketing and other LPTV broadcasters in their purchase decisions. The following charts present the results in more detail.

• Note: Some manufacturers reported last year did not appear on this year's responses. We attribute this either to general equipment turnover or to the fact that not all of last year's respondents participated in this year's survey.

Due to rounding, not all percentages add up to 100%.

MICROPHONES		
Manufacturer	Models in Use	% of Market
Audiotech	Shotgun	1%
Electrovoice		49%
	CO-90	
	RE-20	
	RM-11	
	635-A 671	
JVC		4%
RCA		4%
Shure		32%
	RE-50	
	SM-11	
	SM-58 5155-B	
Sony		11%
	ECM-50 ECM-55	

TRIPODS		
Manufacturer	Models in Use	% of Market
Bogen		20%
Davis/Sanford	ETVG-W	14%
ITE		57%
	D-30	
	H9AC	
	P6 T4V	
Quickset		9%

continued

# 1kW



## UHF Television Transmitter

Model TLU/IKAC  
1kW UHF Transmitter

## The two best reasons to buy an Acrodyne TL Series transmitter: Putting you on the air... Keeping you there

These are Acrodyne's top priorities. Here's how we do it:

- \* Field proven products to insure you of maximum on-air reliability.
- \* Broadband, class A solid state amplification means premium visual and aural performance, especially in stereo.
- \* 9017 tetrode output—saves 50% on tube replacements.
- \* Extensive built-in diagnostics.
- \* Complete RF equipment packages.
- \* Turnkey installation services.
- \* Plus we deliver in 30 days.

Our experienced field engineers will put you on the air and our service organization will help keep you there. Broadcasters have depended upon Acrodyne for more than 20 years, and you can depend on us now. For premium quality and unequalled value...it's Acrodyne.

Write or call today for details on our 1kW UHF TV Transmitter/Translator, or on any of our other TV transmitter products and services.

## ACRODYNE

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



The Sony VO-5850 video recorder.

### TRANSMITTERS

Manufacturer	Models in Use	% of Market
Acrodyne	T-210	16%
	10 watt 100 watt	
EMCEE	TTU 10	27%
	TTU 1000	
	TU 100	
Television Technology Corporation (TTC)	MATVF 10	53%
	TVF 10	
	UUST-106	
	UVST-105B	
	XLU-1000	
Itelco		4%

### TRANSMITTING ANTENNAS

Manufacturer	Models in Use	% of Market
Bogner	B8	35%
	B16	
	B4UO	
	B8UB	
	LPS 4	
Lindsay		6%
Scala	CL-713VR	60%
	HDCA-5EB	
	HD 5	
	HD 10	
	TVO-4 TVO-8 SL-8	



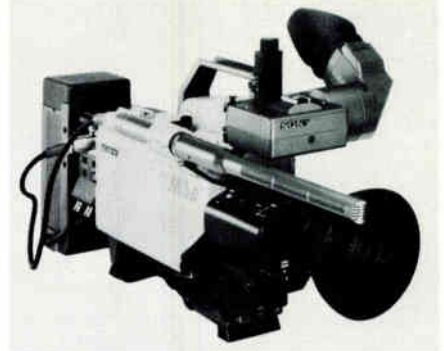
The Microdyne 1100-LPR satellite receiver.

### SATELLITE TUNERS

Manufacturer	Models in Use	% of Market
Agile		2%
Drake	2202	9%
DX Antenna	DSA-643A	2%
Harris		11%
	6528 6529	
Jerrold		9%
M/A COM	T-1000	15%
Microdyne		15%
	1100 1100CSR	
Panasonic		2%
Scientific Atlanta		36%
	6650	
	6680	
	9530	
	9600	
	9630	

### LIGHTING

Manufacturer	Models in Use	% of Market
ENG	200 W	9%
Kliegl		31%
Lowel Light		30%
	D2-10	
	SC-10	
	TI-10	
	OI-10 Omni Kit VP-95	
Smith Victor		30%
	B-120	
	Q-60 Field lights	



The DXC-M3A video camera from Sony.

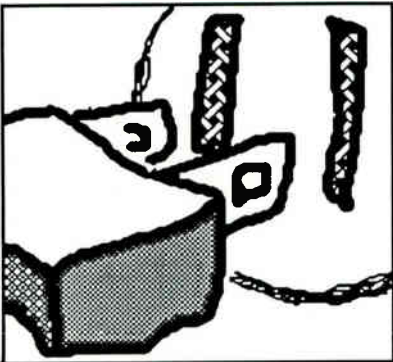
### CAMERAS

Manufacturer	Models in Use	% of Market
Hitachi		20%
	FP10	
	FP15	
	FP15UC	
	FP21	
	FP22 FP31Z	
Ikegami		10%
	HL 77A	
	HZ 790A ITC 730	
JVC		23%
	BY-110	
	KY-210	
	KY-310 KY-1900	
Norelco	PC-70	3%
Panasonic		5%
	WV-3890	
	WV-3990	
	WV-3230	
	WV-3250	
	WV-555 WV-555B	
RCA		7%
	TK 27 TK 760	
Sharp		7%
	XC-A1	
	XC-500U	
	XC-900 XL-500	
Sony		23%
	DXC-2000	
	DXC-3000	
	M3 M3-A	
Various consumer models		3%



JVC's BY-110.

## Plug into the Right Source



- Low Price  
& Barter Programs
- First Run Specials
- Toll Free Access

Phone 800-874-0025

**ASSOCIATED  
TELEVISION  
INTERNATIONAL**

□ HOLLYWOOD □  
California Call (213) 871-1340





# 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.

### AUDIO BOARDS

Manufacturer	Models in Use	% of Market
Audiotronics	200 Series	3%
Electrovoice	8212	13%
LPB	S-15	3%
Panasonic	WR-450	9%
Ramsa	WR-130	9%
Shure	M267	28%
Sony		22%
	MX-14	
	MXP-21	
	7CFX707R	
Yamaha		13%
	M-512	
	12 Channel	

### LINE MONITORS

Manufacturer	Models in Use	% of Market
Conrac	ENA	9%
Hitachi		3%
Ikegami		8%
JVC		3%
	TM-22	
	2082UM	
NEC	C12-202A	3%
Panasonic		44%
	BT-S1300N	
	BT-S702N	
	CT-110MA	
	WV-763	
	WV-5203B	
Sharp		3%
	XM-1300	
	9H102	
Sony		16%
	CVM-1270	
	CVM-1271	
	PVM-1200	
	PVM-1270	
	PVM-1900	
Videotek		13%
	VM-13PRO	
	VM-17PR	
	AVM-135	
	Studio 12	
	PRO-12	

### TIME BASE CORRECTORS

Manufacturer	Models in Use	% of Market
Digital Video Systems		11%
	DPS-1	
	DPS-103	
For-A	FA-410	7%
Fortel		39%
	CCD-HP	
	CCD-YC	
Harris		22%
	504	
	516	
	690	
Microtime		20%
	T-120	
	T-220	
	2020	
	S-130	
Sony	BVT-810	2%

## Arbitron Listing LPTV Stations

LPTV stations wishing to be included in Arbitron audience surveys should request a test of their "net weekly circulation," according to Kay Corbliss, the company's director of television policies and procedures. If the stations achieve a 3% net weekly circulation for two survey periods in a row, they will be included in the Arbitron market reports regardless of their share.

Net weekly circulation, explained Corbliss, is the percentage of the total viewing audience that has tuned a station in at least once during a survey period. In contrast, "share" is the percentage of total viewers watching a station at any one time.

There is no cost for inclusion in the survey diaries. However, stations may request market reports at costs that vary according to the amount and kind of data desired. Of particular use to LPTV stations might be the TAR, or "Target Area Report," in which information about a specific trading area is extracted from the larger ADI survey statistics. The TAR is presented in units as small as one county.

Written requests for tests of net weekly circulation should be forwarded to the Arbitron regional sales office nearest the station.

10/78

### BON MOT

**If you run a business solely for profit, you will ultimately fail. If you run a business dedicated to quality, you can almost always find a way to succeed.**

George Gillett, chairman, the Gillett Group. In Channels, September 1987.



The PVM-1220 line monitor from Sony.  
continued on page 14

## LPTV Distribution by State and Territory

### January 1988

	Licenses	CPs*
ALABAMA	4	14
ALASKA	10	24
ARIZONA	11	27
ARKANSAS	4	19
CALIFORNIA	27	25
COLORADO	11	25
CONNECTICUT	0	2
DELAWARE	1	2
WASHINGTON, DC	0	1
FLORIDA	14	44
GEORGIA	4	28
HAWAII	1	8
IDAHO	5	19
ILLINOIS	2	13
INDIANA	5	17
IOWA	4	30
KANSAS	4	45
KENTUCKY	2	12
LOUISIANA	2	25
MAINE	2	10
MARYLAND	1	1
MASSACHUSETTS	2	4
MICHIGAN	2	14
MINNESOTA	14	40
MISSISSIPPI	9	7
MISSOURI	4	47
MONTANA	12	39
NEBRASKA	3	22
NEVADA	12	11
NEW HAMPSHIRE	0	2
NEW JERSEY	2	3
NEW MEXICO	7	36
NEW YORK	13	20
NORTH CAROLINA	3	21
NORTH DAKOTA	1	16
OHIO	3	22
OKLAHOMA	13	20
OREGON	14	29
PENNSYLVANIA	4	11
RHODE ISLAND	0	1
SOUTH CAROLINA	0	11
SOUTH DAKOTA	1	19
TENNESSEE	7	18
TEXAS	23	101
UTAH	15	21
VERMONT	1	3
VIRGINIA	4	14
WASHINGTON	5	16
WEST VIRGINIA	1	3
WISCONSIN	9	15
WYOMING	18	38
GUAM	1	0
PUERTO RICO	1	3
VIRGIN ISLANDS	0	1

TOTALS: Licenses: 318  
Construction Permits: 1019

\*Construction Permits

**Kompas/Biel & Associates, Inc.**



Wives from the Gander Family Support Group present TV-43 general manager D. J. Everett with a Certificate of Appreciation for TV-43's involvement with military families following the Gander tragedy.

## TV-43 Hopkinsville

*continued from front page*

programs are very popular, the most popular things we do are the ones that are exclusive to our station. Almost anything local gets good viewer response."

What have been some of the best local productions?

"Well," says Everett, "we did a telethon for Crimestoppers and raised \$17,000 in three hours. Our Rotary Club has an auction every year. We broadcast that and raised \$100,000 in scholarship money in just one week.

"Some of the most important and most popular local programs I think we've done have been elections. Last year we covered the Kentucky state elections—both the May primaries and the November general elections. We got feeds from all over the state, and we hooked up a microwave link from the Hopkinsville courthouse. We're really proud of that. No other station available to our viewers did that."

TV-43 signed on in 1984, serving Hopkinsville's nearly 30,000 viewers who had been relying on Nashville stations 65 miles away, and in another state, for news. Soon after, the station began carriage on the area's cable system, now reaching some 100,000 households. Also among the viewers are some 25,000 soldiers at nearby Fort Campbell.

Country Music TV is programmed during the day. Evenings feature syndicated fare like "Star Trek: The Next Generation," "Entertainment Tonight," "Solid Gold," "Lifestyles of the Rich and Famous," "Friday the 13th," and lots of first-run movies.

But it's the local programming that brings the awards to Channel 43. In October, the station was cited by the Associated Press for a five-part news series on drug abuse in Hopkinsville's Christian County—a series that featured on-camera interviews with teen drug abusers. It was the third AP award in a row for TV-43.

### Awards, And More Awards

Also last year, the station received *Television Broadcast* magazine's Community Service Award, which recognizes outstanding local production and public service programming by high power as well as LPTV stations. TV-43 was cited for their broadcast of the Crimestoppers telethon, the Rotary Auction, and the Hopkinsville Christmas parade. Most important was TV-43's extensive special programming on the Gander disaster, in which 248 American soldiers died when their plane crashed after refueling in Gander, Newfoundland. The soldiers were on their way home to Fort Campbell from a peacekeeping mission in the Sinai.

The station has also received an award from the Kentucky Parks and Recreation Society, and the Commander's Certificate for its general service to Fort Campbell.

"We're very proud that we've won these awards in competition with major market stations," said Everett.

All the publicity is paying off. Advertisers were somewhat reluctant at first to spend their dollars with TV-43. According to Rutledge, "We were up against a 100-year-old newspaper and a 35-year-old radio station. We had to educate our clients before they began to see us as a credible ad vehicle."

"The awards helped a lot," says Everett. "The key was to keep advertisers focused on what we're doing. The best sales tool

we have is the results the advertisers get."

But with a new medium, results don't always match expectations. "People advertise for a month and expect big crowds! It just doesn't happen that way," laments Rutledge. "Our challenge is to get them to understand that it's consistency that brings in the customers."

Another difficulty arises when clients insist on appearing in their own commercials. At first, says Rutledge, it was difficult to steer them tactfully toward spots that would bolster their bottom lines rather than their egos. But the novelty of television advertising has worn off with time, and now, she says, "We're able to do really creative commercials using good talent and things like computer graphics."

#### Spot Packages Work

Everett says that his most successful strategy in ad sales has been to give the buyer a good spot package. "We try to figure out the best way to utilize the money the advertiser has."

Rutledge points out that packages are a good way to sell the less popular programs. "News is a prime seller. So we do packages that combine news and prime time programming, which gets the clients used to buying prime time."

Clients include Coca-Cola, McDonald's, K-Mart, Wal-Mart, Domino's Pizza and Pizza Hut, as well as a crowd of local businesses. A carpet warehouse 70 miles away advertises regularly and reports excellent results. A Hopkinsville chiropractor added 40 new clients in the first month of TV-43 advertising—and opened a second office to handle them.

Proving results isn't hard, says Rutledge. More traffic and comments on the spots from customers are all that most businesses require in the way of verification.

And where is TV-43 going from here? More of what has succeeded in the past, says Everett. "Our thrust for 1988 is 'local vision.' We'll be doing much more in local events, both live and taped."

The station is gearing up for the new thrust. Wyman has just bought a new truck, which he is fitting for EFP work. He has also added four new Sony VP-7000 video tape players, a KM-2000 field production switcher from JVC, a couple of Sony RM-440 controllers, and some new JVC ENG cameras.

A former major network engineer, Wyman likes the challenge and freedom of what he calls "grass roots television." "We don't have to pander to national advertisers, and we don't have to follow the dictates of national committees when it comes to deciding what programming to air."

"We try to focus on the sum of things happening in the community," says Everett. "That's what works." K/B

## Equipment List: W43AG, Hopkinsville, KY

- TTC 1 kW transmitter
- Bogner B16 transmitting antenna
- Simulcast satellite receive dish
- Starcast STR 500 Ku/C-band satellite steerable dish/tuner combo
- 3 Microdyne 1100 satellite tuners
- 3 JVC KY-1900 ENG cameras
- JVC BY-110 ENG camera
- 3 JVC BY-310 studio cameras
- M/A Com STL
- 8 Sony VO-5800 VTR's
- 3 Sony VO-5850 VTR's
- 6 Hitachi waveform monitors
- 2 Tektronix 1420 vectorscopes
- 3 Sony RM-440 controllers
- Crosspoint Latch 6124 studio production switcher
- JVC KM-2000 field production switcher
- 3 Harris 550 TBC's
- Harris 690 frame synchronizer
- Quanta Select-7 character generator
- Smith-Victor field lighting kit
- B & W studio lighting
- Lowel Light portable lighting kit
- Ramsa 24-channel audio board
- Fostex 8-channel field audio board
- 2 Broadcast Electronics audio cart machines
- Lenco sync system
- Bogen and Quickset tripods
- VTS commercial inserter
- BMS 2 GHz microwave unit
- Sony, Panasonic, JVC, Electro-voice microphones
- 4 Sony VP-7000 video tape players

## Bogner—20 years, over 1000 TV transmitting antennas and still climbing!



In the twenty 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.

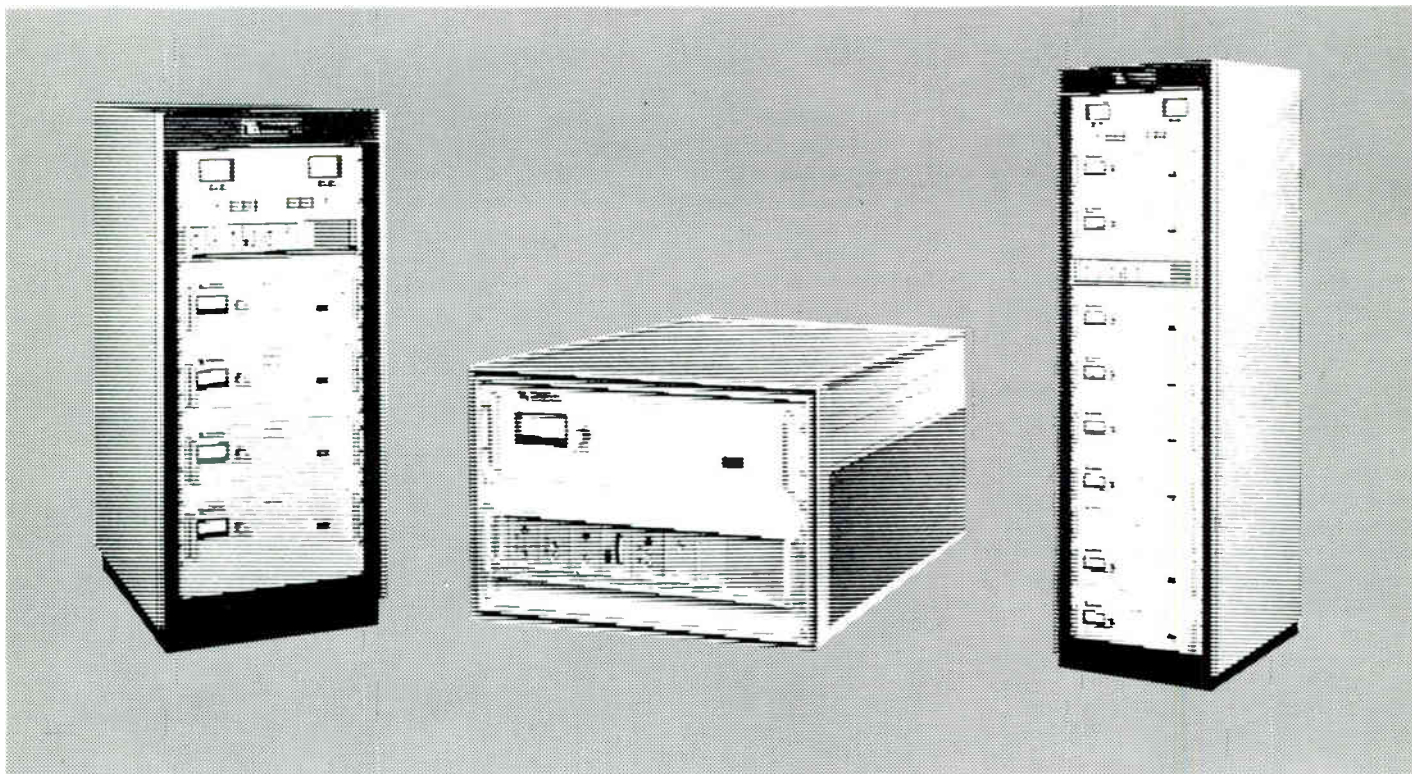
Find out more. Call or write: Bogner Broadcast Equipment Corp., 603 Cantigue Rock Road, Westbury, New York 11590, (516) 997-7800.

When you need us  
we'll be there.

**BOGNER**<sup>®</sup>  
WE MAKE THEM SMARTER

# TOWNSEND

## Low Power Television Transmission Systems



## TRANSMITTERS • TRANSPOSERS ANTENNAS • ACCESSORIES

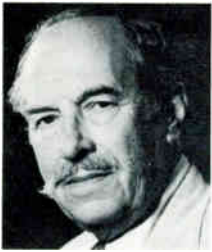
- Solid state to the highest power level consistent with availability of solid state devices.
- Broadband design solid state stages require no tuning.
- Exciters providing I.F. modulation with SAW filters.
- Compact, but not to the extent of making ventilation of the equipment marginal, or of hampering serviceability.
- Readily available components of standard manufacture.
- Complete metering.
- A single tetrode to be employed exclusively for UHF transmitters of 1000 watts and over. The tetrode used has proven itself to be the means of accomplishing fine performance at lowest possible cost.

\*Systems D, I, K, K', L, M, and N are also available.



**TOWNSEND**  
The Television Transmission Specialists

RF SYSTEMS: 79 MAINLINE DRIVE, WESTFIELD, MASSACHUSETTS 01085 • (413) 568-9581 • TWX#710-356-1521  
STUDIO & TURNKEY SYSTEMS: 8222 JAMESTOWN DRIVE, AUSTIN, TEXAS 78758 • (800) 252-9792



## Technical Talks

### Using Effective Antenna Height To Determine Coverage

—by John Battison

Last month we talked about coverage. This month we'll continue the discussion, directing it primarily toward readers who have received, or bought, construction permits that were awarded on inadequately prepared applications filed before the total freeze was imposed in 1983.

If the original application was prepared by other than one of the recognized professional consulting engineering firms, it is possible that the height of the antenna's center of radiation above the average elevation of the ground (or Effective Antenna Height, as it is now called) was not taken into account. The early FCC Form 346 did not ask for this information. But without it, one cannot obtain a realistic idea of the actual coverage, nor of the amount of power that can be used without causing interference to other signals.

#### Predicting Interference With EAH

An application that I recently reworked offers a good example of how signal coverage can be improved when engineering is carefully tailored to fit the area to be served.

The engineering data on which the original construction permit was based were an antenna height above ground of 61 meters and an effective radiated power of 941 watts, or .941 kW, non-directional, on a UHF channel.

The transmitter was placed on an existing UHF-TV tower north of town. This placement was the only good thing about the application, which did not make the best use of the facilities available. By putting the antenna on the UHF-TV tower, the applicant could be sure that all the UHF-TV home antennas would be pointing toward his station—although only by accident.

After looking at the situation, I ran a terrain profile program and obtained the height of the site above average terrain. From this it was possible to arrive at the Effective Antenna Height (i.e., the height of the center of radiation above average

terrain). Using this figure, and the transmitter power and transmission line losses, it was possible to calculate a new effective radiated power of 20 kW using a directional antenna, which put the LPTV signal over the whole city. This made the LPTV signal in the urban (home) area comparable to the UHF-TV signals from the high power TV stations...even though it was not of the same power level.

By using the EAH, it was possible to ensure that there was no interference to any other pending application or to any other stations. Had interference been caused, the application would either have been dismissed, or, in the case of interference to a pending application, put into a lottery.

#### FCC Uses EAH

Without knowing the EAH, one cannot predict the location of the interfering signal from the proposed transmitter. The FCC calculates it when checking the application for interference to other stations and for checking the location of the service contour; so it is to the advantage of the applicant to provide and use this data.

Alert readers may question why the antenna height on our application example was only 61 meters (about 250 feet) above ground. This height was dictated by the need to keep transmission line losses to a minimum. As readers will know, the longer the transmission line between the transmitter and the antenna, the greater the power loss. Also, the higher the channel, the greater the line loss. A larger line could have been used and the antenna placed higher. However, this would have cost more and not have been all that beneficial in these circumstances.

Another LPTV application in which the original antenna system was designed to prevent interference to other pending applications proved amenable to a new antenna design once the EAH was determined.

In that case, the antenna was also UHF and was located on the west side of town on an existing UHF-TV tower. The height proposed was 400 feet above ground, with no EAH specified. Because the

## TELEVISION *Bingo!*

Complete "Ready to Air" Package  
**\$1995 tv**

- **Oldest Promotion in the Industry**

Over 33 years . . . 1400 plus stations.

- **Gets Double Rate Card Rate**

A complete promotional package providing sponsors the "extras" that command extra dollars.

- **Increase Ratings**

A proven leader in all markets.

- **Tremendous Sponsor Foot Traffic**

Proves the effectiveness of your station with tangible sponsor results.

- **Continuous Renewals**

Sponsors and listeners demand it.

**OUR BUSINESS IS IMPROVING YOURS**

©Copyright 1986, World Wide Bingo, Inc.



**WORLD WIDE  
BINGO, INC.**

PO Box 2311  
Littleton, CO 80161  
(303) 795-3288

tower was built to support more than one antenna, it was possible to locate the LPTV transmitter at the same level as the antenna and thus eliminate transmission losses. Thus 99% of the transmitter power output could be radiated.

The existing antenna did not provide service to the affluent west side of town because of its directivity to the east to eliminate interference to a western station. Once we had calculated the EAH and taken the service contours of the protected station into account (again possible by performing the calculation on the protected station), it was possible to make the antenna radiation pattern far less restrictive and thus provide LPTV service to the affluent west side suburb.

I have seen so many badly completed LPTV applications that I wonder why the FCC ever accepted them! The soon-to-be issued new Form 346 will require more technical information. But instead of being a burden on the applicant, it should be a help because the information asked for will give a far better idea of the signal coverage to be obtained.

*John H. Battison, P.E. is president of John H. Battison & Associates, Consulting Engineers, in Columbus, OH.*





# LPTV and the LAW

## Will LPTV Find A Home Of Its Own?

—by Peter Tannenwald

Whenever a high powered and a low powered radio transmitter operate in the same geographical area on immediately adjacent frequencies, the higher powered system will probably clobber the lower powered one with interference. This is a problem that plagues TV channels 14 and 69, both of which are immediately adjacent to commercial land mobile radio bands.

The FCC has proposed to restrict future broadcasting operations on these two channels, requiring TV stations to locate 10 to 25 miles away from land mobile radio systems and perhaps even allowing non-broadcast operations on the two channels. I think that these solutions are unrealistic and that a much more practical approach would be to reserve Channels 14 and 69 for LPTV.

TV Channel 14 occupies the 470-476 MHz band, which is immediately above the very active and congested 450-470 MHz land mobile band. TV Channel 69 occupies 800-806 MHz, immediately below the increasingly popular 806-821 MHz land mobile band. TV channels operate with up to five million watts power. Land mobile systems operate with only a few hundred or few thousand watts. The result is that land mobile radio operators, such as delivery trucks and public safety systems, may receive static or end up listening to a TV station instead of receiving their radio dispatch calls.

### The Atlanta Problem

The problem got rather nasty a few

years ago with TV Channel 69 in Atlanta. Traditional solutions like filters did not eliminate the interference, even with the TV station operating at only 6% of its authorized power. The FCC tried to apply its usual rule of first-come first-served, so it told the TV station to fix the problem or get off the air. That approach did not work either, because the TV station was unable to "fix" the problem, and it was not about to fold its tent and go out of business. In the end, many land mobile stations had to change frequencies, at considerable expense and disruption of conventional land mobile channel assignment patterns in the Atlanta market.

The FCC does not want to get bogged down in that kind of quagmire again. It has already frozen all new full power TV allotments on Channel 69, where the problem seems to be worse than on Channel 14. On November 20, 1987, it released a *Notice of Proposed Rule Making/ Notice of Inquiry* seeking a more permanent solution involving mandatory geographical separations between Channel 14/69 TV and land mobile transmitters. Where separation is not feasible, the Commission has suggested that non-broadcast operations may be permitted on the two TV channels.

These solutions do not make sense to me. Forcing either broadcasters or land mobile operators to locate 10 to 25 miles out of town makes no economic sense for either of them, because everyone wants to put his transmitter in the place from which the best coverage will be achieved.

Any rule that forbids optimum placement will only invite requests for waivers and exceptions, followed by oppositions and endless legal battles.

I don't like the idea of non-broadcast operations either. The need for such services has not been proved, nor does the FCC have any idea of how it would deal with the likely flood of multiple applications for the same frequencies. Would it turn to lotteries or auctions, both of which (except for LPTV lotteries) it has so far avoided in the broadcast spectrum, to avoid the wrath of Congress?

### Give 14, 69 to LPTV

Why take either of these approaches? A much better way to use Channels 14 and 69 would be to reserve them for LPTV.

The interference problem is worst when transmitter power levels are very disparate. LPTV uses power levels that lie in between those of full power TV and land mobile. Therefore, it is the perfect candidate to act as a buffer between those two services without suffering interference from or causing interference to either one. The demand for LPTV channels has exceeded the supply in every application filing window, so the FCC can rest assured that the channels will not remain idle if made available to LPTV.

Perhaps most important, reserving Channels 14 and 69 for LPTV would provide critically needed relief for existing LPTV stations that find themselves displaced by new full power stations. Despite repeated requests by the Community Broadcasters Association and others for permanent relief for displaced LPTV's, none has yet been provided. An ideal opportunity now presents itself to set aside two channels for that purpose.

CBA has filed comments in the rule making urging the FCC to reserve Channels 14 and 69 for LPTV in areas where land mobile use of adjacent frequencies is heavy. We may have finally found a real home for LPTV. Let's get out there and fight to win it.

*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.*



### MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV

A Confidential & Personal Service

BURT **SHERWOOD** INC

3125 Maple Leaf Dr • Glenview, IL 60025

**312 • 272 • 4970**



# COVER YOUR MARKET WITH THE BEST POSSIBLE SIGNAL!

Utilizing Bogner Slot Array Antennas with over 15 standard patterns to choose from . . . Install a 1000 watt transmitter, select our 8, 16 or 24 bay model antenna and you can broadcast 20KW, 30KW, 60KW and even 100KW ERP!

CALL  
TODAY

**Kidd**  
COMMUNICATIONS

**916-961-5433**

OR WRITE: 4096 Bridge Street, Suite 4 • Fair Oaks, CA 95628

TALK TO US! . . . We have the knowledge and experience to provide you with a complete transmitting system best suited to your needs!

FREE CATALOG!

## How Super Is S-VHS?

—by John Grozik

Panasonic and JVC recently announced a new "super" VHS recording format with exceptional video and audio quality. It is often difficult to determine the real value of an emerging technology in relation to users' current needs. When the technology requires a user to embrace a new standard for recording and for distribution, questions about value received for dollars spent become even more important.

What is S-VHS and how does it differ from the more successful of the two 1/2" formats, standard VHS? First, some technical notes gleaned from press releases and recent articles in video production trade magazines:

Panasonic's ProView Video System comprises fifteen pieces of related video production, editing, and duplicating equipment. Steve Yuhas, vice president and group general manager of Panasonic Industrial's Audio Video Systems Group, has positioned the system as "a high quality recording production system ideally suited for a broad range of professional applications. The ProView System has some of the characteristics of high-end equipment at a price range that can easily be considered affordable to the professional marketplace."

The S-VHS recording format utilizes a wider bandwidth and separate luminance (Y) and chrominance (C) recording technology to achieve a first generation horizontal resolution of more than 400 lines. By comparison, other formats have the following color mode resolution: VHS—240+ lines; 3/4"—260+ lines;

MII—450+ lines; BETA ED—500+ lines announced. Recording speeds parallel the VHS SP and SLP options, with no 4-hour mode announced as of this time. The SP mode promises to offer better than 3/4" quality with the S-VHS SLP mode exceeding the quality of the standard VHS SP speed.

The 400+ lines of resolution for S-VHS puts the recording capability into the range of broadcast quality. This offers some exciting possibilities for users who are suffering diminished capital equipment budgets, but some caution is needed before embracing this new format.

**Compatibility:** The recording and playback format is not downward compatible with standard VHS equipment. S-VHS equipment can play back older VHS tapes and can even record in the VHS format, but only on newer, more expensive high-density tape. Standard VHS machines cannot play back tapes recorded in the S-VHS format.

**Monitors:** The high quality output of S-VHS equipment requires special video monitors. A normal composite video output will allow S-VHS machines to feed standard video monitors, but the higher quality S-VHS picture is viewable only on monitors that can accept the separate Y/C signal.

**Video tape:** The S-VHS format requires a specially formulated high-density video tape. A tape with 120-minute recording capacity (SP speed) has a list cost of about \$20.00, two to three times the cost of VHS tape. However, increased resolution at the slower speeds may help offset this cost differential.

**Post-production:** Panasonic's ProView

System allows for cuts-only editing, although the machines are compatible with professional editing equipment. However, most special effects generators, switchers, and time base correctors in the installed customer base are not designed to work with the Y/C signal. The high quality of the S-VHS signal requires that the entire record-editing-distribution process use the Y/C signal.

**Distribution:** S-VHS machines will play back standard VHS programs, but current VHS networks will have to be replaced with new S-VHS systems to take advantage of the higher quality image promised by the new format. A higher tape expense could significantly increase distribution costs, but some tape cost may be saved by dubbing copies in the S-VHS SLP mode. The ProView duplicating equipment introduced by Panasonic can handle a chain of up to 500 machines, but no duplication service has announced the availability of quantity S-VHS duplicates.

**Costs:** The S-VHS professional systems are price positioned between standard VHS and 3/4" equipment. Consumer S-VHS machines will cost about 20-25% more than high end standard VHS equipment, but prices are expected to drop as the volume sold increases.

*John Grozik is executive director of the Professional Systems Network, Inc., a national association of professional video systems dealers. This article first appeared in the PSNI Network Monitor, the association's quarterly newsletter. Actual S-VHS product tests and applications will be covered in a second article to be published later this spring.*

K/B

# Equipment Survey

continued from page 7

## CONTROLLERS

Manufacturer	Models in Use	% of Market
JVC	RM 86U	27%
Paltex	EXEL	3%
Panasonic	AG-A95 NVA-950	11%
Sony	RM-430 RM-440	59%

## CHARACTER GENERATORS

Manufacturer	Models in Use	% of Market
Chyron	VP-1 VP-2	32%
For-A	VTW-200	3%
Laird	1500	6%
Portac	KB04	6%
Texscan	Spectra-Gen 4 Flexicaster	16%
3M	D-2000 D-3600	10%
Quanta	QCG-300 SD QCG-400 SD QCG-500 Select-7 Microgen 100-B	26%



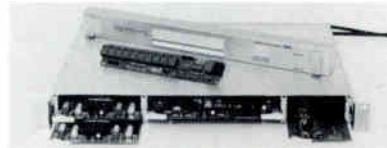
Chyron's VP-2.

## DISTRIBUTION AMPLIFIERS

Manufacturer	Models in Use	% of Market
For-A	VDA-100A	3%
Grass Valley Group	900 Series 3240 3400 Series	45%
Mueller	CVA2B-4	2%
Sigma	ADA-210 PDA-530 SDA-110 VDA-110	22%
3M		16%
VAC	DA10-2PC	5%
Videotek	VDA-16	7%

## CART MACHINES

Manufacturer	Models in Use	% of Market
Broadcast Electronics	2000 2100 2100-RP 2100-T 3000 3200-PRS 3300	79%
TTC	PD-II	21%



The Grass Valley Ten-X 10 x 1 routing switcher.

## SWITCHERS

Manufacturer	Models in Use	% of Market
Crosspoint Latch	6107 6112 6124 6139	14%
Dynair		4%
Grass Valley Group	Ten-X 100-N	6%
Hedco	SRB-182AFV	10%
ISI	831 903 982	10%
JVC	KM-2000	14%
Lenco	PAF-467 PSW-467	4%
Panasonic	WJ-220 WJ-225R WJ-4600 WJ-5500 WJ-5600	27%
Sigma	VSS-120	2%
Sony	SI-6200	4%
3M	40X 101	4%



The JVC KM-2000U.

## TAPE RECORDERS

Manufacturer	Models in Use	% of Market
JVC	BR 6200U BR 6400U BR 8600U CR 4700U CR 4900U CR 6650U CR 8200U CR 8250U CR 8500U	18%
Panasonic	AG-1000 AG-1950 AG-6300 AV-700 NV-8200 NV-8420 NV-9200 NV-9240 NV-9500	9%
Sony	VO-2610 VO-2680 VP-2000 VO-2800 VO-4800 VO-5600 VO-5800 VO-5850 VO-6800 VP-5000	67%
Various consumer models		5%

## WAVEFORM MONITORS

Manufacturer	Models in Use	% of Market
Hitachi	V-98 V-099	22%
Kikusui		2%
Leader	LBO 5860 LBO 5860A	13%
Tektronix	1480 520 528 528-A RM-529	39%
Videotek	VSM 5A TSM 5A	24%

## SYNC GENERATORS

Manufacturer	Models in Use	% of Market
Grass Valley Group	3256-A3	12%
Lenco	PCO-317 PFM-300	24%
Panasonic		12%
Sigma	CSG 335-A	12%
Tektronix	TSG-170-A	12%
Videotek	VSG-200	29%



# ... at the FCC

## NEW LPTV LICENSES

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

K39BI Phoenix, AZ. American Christian Television Systems, Inc., 7/31/87.

K38AT Twenty Nine Palms, CA. Carter Broadcasting Corporation, 11/18/87.

W64AZ Kingston, NC. Joyce C. McCune, 11/18/87.

K66CN Harrison, AR. Christians Incorporated for Christ, 11/30/87.

W10BD Jackson, MS. K. Sandoval Burke, 11/30/87.

W10BC Springfield, MA. Harvard Broadcasting, Inc., 11/30/87.

## LPTV LICENSE RENEWALS

K62BA Flagstaff, AZ. Trinity Broadcasting of Arizona, Inc., 11/16/87.

K51AG Big Park Valley, etc., AZ. Bell Rock, Inc., 11/17/87.

K57BD Tucson, AZ. Trinity Broadcasting of Arizona, Inc., 11/23/87.

## ASSIGNMENTS AND TRANSFERS

W38AM Westbury, NY. Voluntary assignment of permit granted from TV Channel 63 Corporation to Thomas F. Liotti, Esq. on 11/9/87.

K30BO Portland, OR. Voluntary assignment of permit granted from Local Broadcasting Corporation to Video Marketing Network, Inc. on 11/9/87.

W66AX Sheboygan, WI. Voluntary assignment of permit granted from Impact Television Group, Inc. to Video Marketing Network, Inc. on 11/9/87.

W50AN Raleigh, NC. Voluntary assignment of permit granted from Microband Corporation of America to Trinity Broadcasting Network, Inc. on 11/17/87.

W35AH Jackson, TN. Voluntary assignment of permit granted from Tel-Radio Communications Properties, Inc. to Trinity Broadcasting Network, Inc. on 11/23/87.

K17BP Palestine, TX. Voluntary assignment of permit granted from Tel-Radio Communications Properties, Inc. to Trinity Broadcasting Network, Inc. on 11/23/87.

W02BN Richmond, VA. Voluntary assignment of permit granted from Tel-Radio Communications Properties, Inc. to Trinity Broadcasting Network, Inc. on 11/23/87.

K45AV Reno, NV. Assignment of license granted from Ponyland Broadcasting Company to Trinity Broadcasting Network, Inc. on 11/24/87.

W36AJ Jacksonville, FL. Neighborhood Broadcasting Services, Inc. Transfer of control granted from Harvey M. Budd, Mark Kane Goldstein, Thomas G. Sonsini et al. to Trivest Financial Services Corporation on 11/24/87.

W07BR Fort Myers, FL. Neighborhood Broadcasting Services, Inc. Transfer of control granted from Harvey M. Budd, Mark Kane Goldstein, Thomas G. Sonsini et al. to Trivest Financial Services Corporation on 11/24/87.

W44AF Augusta, GA. Neighborhood Broadcasting Services, Inc. Transfer of control granted from Harvey M. Budd, Mark Kane Goldstein, Thomas G. Sonsini et al. to Trivest Financial Services Corporation on 11/24/87.

W34AJ Gastonia, NC. Neighborhood Broadcasting Services, Inc. Transfer of control granted from Harvey M. Budd, Mark Kane Goldstein, Thomas G. Sonsini et al. to Trivest Financial Services Corporation on 11/24/87.

K39BI Phoenix, AZ. Voluntary assignment of permit granted from American Christian Television System, Inc. to ACTS Network, Inc. dba Arizona Christian Television System, Inc. on 11/30/87.

K33BL Las Vegas, NM. Voluntary assignment of permit granted from Satellite Communications Corporation to David Kahn on 11/30/87.

K29AX Winston, OR. Voluntary assignment of permit granted from Cascade Pacific Television Associates, Inc. to John A. Zwart on 11/30/87.

W07BM Cookeville, TN. Assignment of license granted from Millard V. Oakley to John W. and Linda Hembree, dba Family Broadcasting Company on 11/30/87.

W10BI Nashville, TN. Voluntary assignment of permit granted from Millard V. Oakley to John W. and Linda Hembree dba Family Broadcasting Company on 11/30/87.

W16AF Columbus, GA. Assignment of license granted from American Christian Television System, Inc. to Dr. Stephen Hollis on 12/3/87.

W31AO Beachwood, OH. Voluntary assignment of permit granted from Susan Klaus to TV 31, Inc. on 12/3/87.

W08CJ Glens Falls, NY. Voluntary assignment of permit granted from Brooks Broadcasting, Inc. to Grich Broadcasting Corporation on 12/7/87.

## CHANNEL CHANGES

W20AF New Orleans, LA. Frontier Gulf Broadcasting, Inc. Channel change granted from 69 to 20 on 11/18/87.

K28CF St. Ignatius, MT. Salish Kootenai College. Channel change granted from 56 to 28 on 11/18/87.

K31BN Rapid City, SD. Generic Television. Channel change granted from 24 to 31 on 11/18/87.

W36AM Memphis, TN. Charles E. Baca, Jr. Channel change granted from 49 to 36 on 11/18/87.

*continued*

## ITS CORPORATION

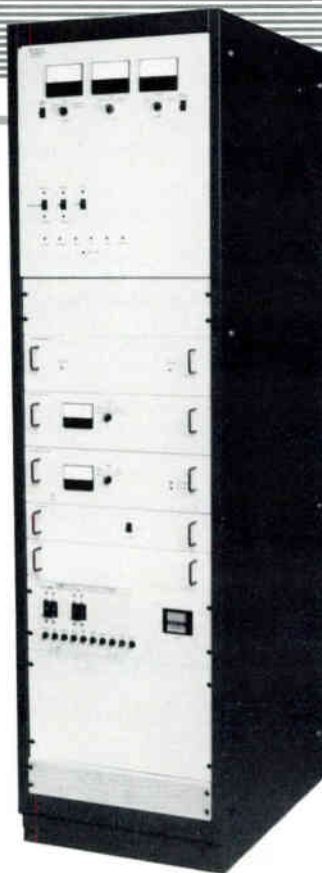
### The Closer You Look The Better We Look

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

W36AN Albany, GA. American Christian Television System, Inc. Channel change granted from 50 to 36 on 11/19/87.

W39AT Baton Rouge, LA. Frontier Southwest Broadcasting, Inc. Channel change granted from 61 to 39 on 11/19/87.

#### NEW LPTV CONSTRUCTION PERMITS

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

K16BI Independence, CA. Office of the Superintendent of Schools, 11/18/87.

K60DP Springfield, CO. Baca County, 11/18/87.  
W56BZ Mud Castle, NC. Thelma W. Anglin, 11/18/87.

K21CB Forsyth, MT. Forsyth Community Public Television, 11/18/87.

W10BN Bowling Green, KY. Millard V. Oakley, 11/19/87.

K34CA Bozeman, MT. Generic Television, 11/19/87.

K51CI Anchorage, AK. Edith C. Smith, 11/30/87.

W07BU Mobile, AL. Elbyvision, 11/30/87.  
K33BX Grass Valley, CA. Glenn C. Hoyt, 11/30/87.

K25CJ Mammoth Lakes, CA. BJM Communications, 11/30/87.

K50BX Fort Dodge, IA. Cherokee Network, Inc., 11/30/87.

K04NL Des Moines, IA. Jeffco Broadcasting, 11/30/87.

W64BF Warner Robins, GA. Park Newspapers of Georgia, Inc., 11/30/87.

K38BV Kaim, HI. Mountain TV Network, Inc., 11/30/87.

K50BZ Burlington, IA. Mountain TV Network, Inc., 11/30/87.

K20BZ Sandpoint ID. Statesman-Examiner, Inc., 11/30/87.

W46AS Belvidere, IL. Belvidere Daily Republican Company, 11/30/87.

K69EU Garnett, KS. Mountain TV Network, Inc., 11/30/87.

K22BL Garden City, KS. Eric Jacobsen, 11/30/87.

W62BM Louisville, KY. Highlight Broadcasting Company, 11/30/87.

K09UW Shreveport, LA. David E. Brooks, 11/30/87.

W33AM Hyannis, MA. Local Communications, 11/30/87.

W34AO New Bedford, MA. Katy Communications, Inc., 11/30/87.

W61BH Portland, ME. Figgie Communications, 11/30/87.

K62CW Grand Forks, ND. Janet Roberts, 11/30/87.

K17BW Hobbs, NM. American Lo-Power TV Network, Inc., 11/30/87.

K40BT Las Vegas, NV. International Cultural Network, Inc., 11/30/87.

W38AP Olean, NY. Impact Television Group, Inc., 11/30/87.

W16AM Olean, NY. Black Media Associates, 11/30/87.

K18CA Portland, OR. Mike A. Mendoza, 11/30/87.

W66AY Mayaguez, PR. WKJB AM-FM, 11/30/87.

K30BX Spearman, TX. Mountain TV Network, Inc., 11/30/87.

K35BR Pampa, TX. Mountain TV Network, Inc., 11/30/87.

K31BR Aberdeen, WA. Focus Translators, Inc., 11/30/87.

W24AM Defuniak Springs, FL. Ashley Norman Davis, Jr., 11/30/87.

W47AL Orlando, FL. Beach Broadcasting, 11/30/87.

W07BW Dublin, GA. Manuel A. Cantu, 11/30/87.  
K11SK Swan Valley, ID. James E. Nordby, Jr., 11/30/87.

K17BV Redwood Falls, MN. Redwood TV Improvement Corporation, 11/30/87.

K15CE Redwoods Falls, MN. Redwood TV Improvement Corporation, 11/30/87.

W26AK Ocean Acres, NJ. Joseph J. Matta, Jr., 11/30/87.

W26AL Marietta, OH. Richard L. Jolliff, 11/30/87.

W41AQ Berwick, PA. Diocese of Scranton, 11/30/87.

W07BV Wilkes-Barre, PA. Diocese of Scranton, 11/30/87.

W05BG Williamsport, PA. Kennedy Broadcasting, 11/30/87.

K20BW San Antonio, TX. Diana Castro Hagee, 11/30/87.

W43AQ Columbia, SC. Gregory V. Browning, 11/30/87.

K17BS Kyle, SD. Midcontinent Broadcasting Company, 11/30/87.

W04BZ Sharon/Greenfield, TN. Day Star Ministries, 11/30/87.

W25AN Lac du Flambeau, WI. Charles Francis Gauthier, 11/30/87.

W27AP Lac du Flambeau, WI. Charles Francis Gauthier, 11/30/87.

W23AH Lac du Flambeau, WI. Charles Francis Gauthier, 11/30/87.

W65BM Jacksonville, FL. Guenter Marksteiner, 12/2/87.

W06BD Princeton, IN. North Gibson School Corporation, 12/2/87.

W02BP Mt. Sterling, KY. McKinley Walker, 12/2/87.

W22AM Rockaway, NJ. Joseph J. Matta, Jr., 12/2/87.

K47CL Ventura, CA. Ojai Assembly of God, 12/2/87.

W13BO Valdosta, GA. Newsouth Broadcasting Corporation, 12/2/87.

W69BT South Bend, IN. Weigel Broadcasting Company, 12/2/87.

K27CD Boulder, MT. Town of Boulder, 12/2/87.

W13BN Columbus, OH. Wendy Feldman, 12/2/87.

W28AK MacClenny, FL. Baker County Family Television, 12/4/87.

W09BP Port St. Joe, FL. Manuel A. Cantu, 12/4/87.

W11BO Berea, KY. Roger M. Oliver, 12/4/87.

W10BM Morehead, KY. Vearl Pennington, 12/4/87.

W22AO Vienna, NY. John F. Bunkfeldt, 12/4/87.

W19AU Janesville, WI. Skywave Communications Corporation, 12/4/87.

K27CA Palmer, AK. Word of Life Fellowship, Inc., 12/7/87.

K32BZ Jacob Lake, AZ. Tedford E. Kimbell, 12/7/87.

K25CE Miles City, MT. Miles City Broadcasting Corporation, 12/7/87.

K07UD Corpus Christi, TX. TV 50, Inc., 12/7/87.

W12BW Perry, FL. Manuel A. Cantu, 12/8/87.

#### LPTV LOTTERY WINNERS

The following are tentative selectees of the LPTV/translator lottery held on October 30, 1987. If no petitions to deny the selectees are filed, and if they are otherwise qualified, they will be granted construction permits.

Ch. 61, Lihue, HI. Deanna Hinojosa.

Ch. 68, Kailua/Kona, HI. Cyntation.

Ch. 7, Melbourne, FL. Valley TV Company.

Ch. 33, Grass Valley, CA. Glenn C. Hoyt.

Ch. 69, Sacramento, CA. Mintelco, Inc.

Ch. 69, Garnett, KS. Mountain TV Network, Inc.

Ch. 66, Chamberlin, SD. Mountain TV Network, Inc.

Ch. 7, Scottsbluff, NE. Jose Armando Tamez.

Ch. 34, Marianna, FL. Pentacom Broadcasting Corporation.

Ch. 47, Eureka, CA. Janet Roberts.

Ch. 22, Poplar Bluff, MO. Telemedia, Inc.

Ch. 5, Largo, FL. Pinellas Broadcasters.

Ch. 33, Thermal, CA. Hernandez Broadcasting Associates.

Ch. 63, Austin, TX. Communicators of America.

Ch. 56, Baton Rouge, LA. LPTV, Inc.

Ch. 65, Austin, TX. LPTV, Inc.

Ch. 38, Mansfield, OH. Ogden Leisure, Inc.

Ch. 43, Prescott, AZ. Howard Wapner.

Ch. 30, Prescott, AZ. Midamerica LPTV Associates, Inc.

Ch. 14, Winslow, AZ. Katherine Estes Wilkerson.

Ch. 47, Clarksdale, MS. Free State Broadcasting, Inc.

Ch. 66, Mayaguez, PR. WKJB AM-FM, Inc.

Ch. 30, Spearman, TX. Mountain TV Network, Inc.

Ch. 35, Pampa, TX. Mountain TV Network, Inc.

Ch. 31, Manhattan, KS. Full Gospel Business Men's Fellowship.

Ch. 17, Hobbs, NM. American Lo-Power TV Network, Inc.

Ch. 20, Hobbs, NM. Southwest Community TV.

Ch. 64, Warner Robins, GA. Park Newspapers of Georgia, Inc.

Ch. 33, Wausau, WI. Jose A. Rosado.

Ch. 55, Wausau, WI. Daniel F. Finnane.

Ch. 48, Luana, IA. Mountain TV Network, Inc.

Ch. 11, Daytona Beach, FL. American Television Network.

Ch. 11, Ocala, FL. Greenflight Broadcasting.

Ch. 21, Tallahassee, FL. Buley Television.

Ch. 22, Garden City, KS. Eric Jacobsen.

Ch. 60, Columbus, OH. Susan Easton.

Ch. 59, Ashland, OH. Ashland Broadcasting Corporation.

Ch. 15, Laramie, WY. Russell Communications.

Ch. 22, Montrose, CO. Telemedia, Inc.

Ch. 47, Denison, IA. Mountain TV Network, Inc.

Ch. 45, Wichita Falls, TX. Jeffrey W. Young.

Ch. 65, Hobbs, NM. American Lo-Power TV Network, Inc.

Ch. 48, Quanah, TX. Mountain TV Network, Inc.

Ch. 54, Amarillo, TX. Cyntation.

Ch. 38, Abilene, TX. Global Village Video Resource Center.

Ch. 53, Clovis, NM. Oralia R. Lozoya. K/B

## LPTV-30 Signs On In Syracuse

Syracuse, NY got a new TV station for Christmas—W30AJ, which signed on the air Christmas Eve, according to general manager Jim Conlon. The new 100-watt LPTV uses a Bogner 16-bay antenna mounted on a 350-foot building to achieve an effective coverage radius of 10-15 miles over the city, said Conlon.

By mid-February, the station will be airing a daily 30-minute newscast, a weekly magazine talk show, a weekly public affairs program, sitcoms produced by Syracuse University drama students, and university sports.

The university, which presently offers local news over a cable access channel,

approached TV 30's management late last year seeking a broadcast outlet for student productions. "We're thrilled that the university wants to work with us," said Conlon. "They offer us the resources of a very good telecommunications department, and we give their students the credibility of broadcast experience." K/B

# Classifieds

## WANTED TO BUY

**LPTV construction permits or licenses.** If you have an LPTV license or CP for sale, we have interested buyers. Confidentiality assured. John Kompas, Kompas/Biel & Associates, Inc., (414) 781-0188.

**LPTV Construction Permits!** We will buy your existing LPTV permit for cash! California and Nevada permits especially wanted. Other areas considered. Call today! Kidd Communications, (916) 961-6411.

**USED TRANSMITTERS AND ANTENNAS.** We will buy your used Bogner/Scala antennas, UHF & VHF transmitters and transmission line. Video/audio microwave transmitters and studio equipment also wanted. Call us first, before you buy new equipment, for maximum trade-in value! KIDD COMMUNICATIONS, (916) 961-6411.

## FOR SALE

**10-watt LPTV VHF Acrodyne transmitter** with Catel modulator (never been used); one CL26 Scala Color Log antenna; four HDCA-10 Yagi antennas with stacking harness; one WV-6000 Panasonic single-tube ENG camera; one NV-8420 VHS portable recorder. John Carroll, (517) 362-3417.

**COMPLETE RF TRANSMITTING SYSTEMS,** Bogner antennas, Television Technology transmitters, Cablewave low loss transmission line. We welcome your trade-ins. Buy from the knowledgeable company that has the ability to deliver promptly! KIDD COMMUNICATIONS, (916) 961-5433.

**SURPLUS EQUIPMENT FOR SALE.** Panasonic WJ-1200 chroma key generator, never put into service. Use with any SEG having external key input. \$595 new, make an offer. Also Wegner 1601 mainframe. Excellent condition. For receiving satellite audio/data services. \$560 new, make offer. OKTV, Box 273, Omak, WA 98841, (509) 826-3340.

## BUSINESS OPPORTUNITIES

**FREE Listing Service!** We will list your CP for sale at no charge. Send copy of permit with phone number and asking price to KIDD COMMUNICATIONS, 4096 Bridge Street, Suite 4, Fair Oaks, CA 95628, or CALL (916) 961-6411.

**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, 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 \$35.00 per insertion. For Classified Display rates, call John Kompas at (414) 781-0188.

**TO PLACE YOUR AD CALL CATHY BERSE  
(414) 781-0188**

*John H. Battison & Associates*  
CONSULTING RADIO ENGINEERS

JOHN H. BATTISON P.E. 890 CLUBVIEW BOULEVARD NORTH  
COLUMBUS, OHIO 614/888-3364

FCC ON-LINE DATABASE  
**dataworld**®

Allocation/Terrain Studies  
AM • FM • TV • LPTV • ITFS  
4827 Rugby Ave., Suite 200  
Bethesda, MD 20814  
(301) 652-8822 1-800-368-5754

**LPTV BROADCAST**  
ACQUISITION • DIVESTITURE  
FINANCING • APPRAISAL

**James Martin**  
Suite 1000, 65 E. State St.  
Columbus, Ohio 43215  
(614) 889-9747

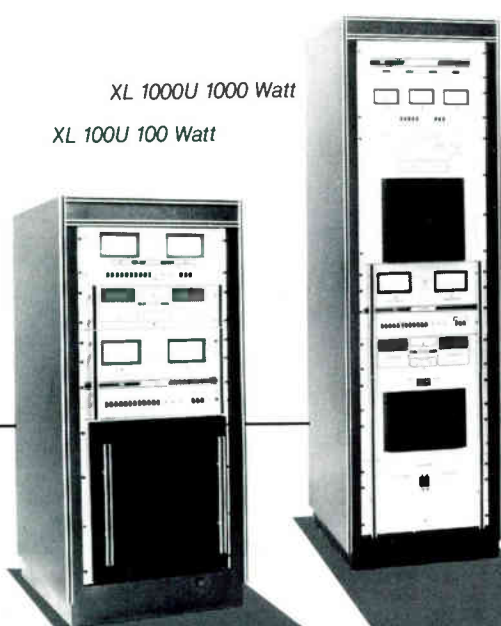
**DIVERSIFIED COMMUNICATION ENGINEERING**

CONSULTING ENGINEERS  
AM-FM-TV  
Microwave and Satellite  
Transmission Systems

1621 West Sixth Street  
Austin, Texas 78703  
(512) 478-3400

Saleem Tawil, P.E. President  
Members AFCE

TTC



XL 1000U 1000 Watt


XL 100U 100 Watt

**When you go into low power television... go in strong with TTC transmitters.**

**TTC offers a full line of outstanding television transmitter/translators:**

- **XL 100U**—For 100 Watt UHF TV, the XL 100U is 100% solid state designed for unattended operation in remote and hostile environments.
- **XL 1000U**—Long term reliability, performance, and advanced capabilities make the XL 1000U the best selling 1000 Watt UHF transmitter in the world. It can be used as a translator with VHF or UHF input, or as a transmitter for use with satellite, microwave or audio/video input.
- **XL 10U and XL 20U**—These "power flexible" 10 Watt and 20 Watt units are TTC's most affordable, featuring VHF, UHF, or modulator input.

- Compact design
- Full VSWR protection
- Low power consumption



XL 20U 20 Watt

**The quality is TTC.**  
TELEVISION TECHNOLOGY CORPORATION

For free product literature or additional information, call or write:  
P.O. Box 1385 • Broomfield, CO 80020 • (303) 465-4141

# Supplier Side

Compu=Prompt offers a low-cost, computer-based talent prompting system that eliminates the problems and mess of paper-dependent prompters. The completely portable system sends a crisp, full-color, smoothly-scrolling display to any number of video monitors. The full-color capability lets you highlight senten-



The Compu-Prompt computerized prompting system.

ces, words, or even letters to make reading easier; and indicators on the screen include a line counter, a stopwatch, and a gauge showing your relative position within the script.

The text can be scrolled forward or backward at speeds controlled by the system operator or the on-camera speaker, and all copy changes—including complete scene changes—can be made in seconds. Sections of a script or speech can be easily marked and located instantly with a single keystroke. Revised copy is stored on disk and may be printed out for easy reference. A telephone modem links Compu=Prompt to other computers or word processors, allowing writers to "phone in" last minute scripts directly into the system.

The Compu=Prompt camera-mount is a neat and compact unit that is compatible with virtually all camera systems, from Panavision to ENG/EFP cameras. The systems may be rented or purchased from four area sales offices.

Contact: Compu=Prompt  
746 North Cahuenga  
Los Angeles, CA 90038  
(213) 461-3113  
In New York: (212) 333-7595  
In San Francisco: (415) 495-5925  
In Toronto: (416) 863-9535

The National Association of Broadcasters has recently published *The Small Market Television Manager's Guide*, a 200-page book filled with ideas, suggestions,

and hands-on advice for operating today's small market TV station.

Geared to the specific needs of the 100+ market operator, the *Guide* is written in clear, non-technical language. Its sixteen chapters describe strategies and business practices that are working in small market stations now—and tells how you can put them to work at your station. Chapter titles include "Sales Training," "Credit and Collections," "Promotion, Station Image, and Station Management," and "Research for the 100+ Station Operator." Although the book is written for high power TV managers in 100+ markets, a great many of the points discussed are common to TV stations of all sizes.

The *Guide* sells for \$50.00 to non-members, \$25.00 to NAB members.

Contact: NAB Services  
National Association of Broadcasters  
1771 N Street, NW  
Washington, DC 20036  
1-800-368-5644  
In DC: (202) 429-5376

Prices 60% less than new stock, unconditional guarantees—you can save money on videotape without sacrificing quality by buying "evaluated" videotapes from **Carpel Video**. Using Elcon magnetic evaluators, Carpel erases, evaluates, cleans, and precisely rewinds each videotape to insure that it is in broadcast quality condition before resale. Old labels are re-

*continued*

## LPTV Broadcasters Reminded of EBS Obligations


Under the FCC's Emergency Broadcast System rules, LPTV stations must comply with the EBS procedures set forth in Subpart G of Part 73 of the FCC Rules, reminds Keith Larson, chief of the LPTV Branch. They must have the equipment to receive the two-tone Emergency

Action attention signal, and they must promptly notify viewers when an Emergency Broadcast is in effect.

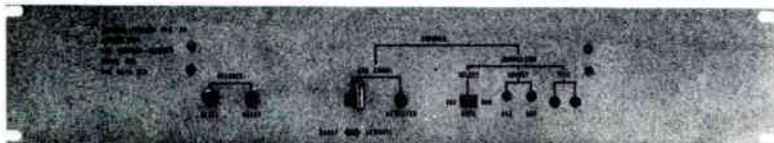
Because of their limited coverage area and unspecified operating schedule, LPTV stations are exempt from participating further in the EBS broadcasts and

therefore need not install the encoding device for generating the attention signal. However, immediately upon receiving the signal and notifying viewers, the non-participating station must go off the air.

New licensees receive automatic EBS authorization and a letter from the FCC requesting their voluntary participation in EBS procedures. Any licensee who does not already participate but desires to do so must submit a written request to the FCC. Any station wishing to withdraw from EBS participation may do so by giving 30 days' written notice and by returning its EBS authorization to the FCC.

John Kompas, president of the Community Broadcasters Association, the national LPTV trade organization, urged LPTV stations to participate in EBS. "The mandate of community television stations is to serve their viewers and their communities. The national, state, and local Emergency Broadcast System procedures are an essential service to health and safety, and participation should not be declined without good reason." 

### EBS EQUIPMENT



Model CEB Encoder-Decoder	Price
Model CE Encoder	\$475.00
Model CD Decoder	330.00
Encoder FCC Type Accepted Decoder FCC Certified	280.00
Exceeds FCC Specifications	
Receiver can be supplied to drive Decoder	\$100.00

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.**  
6 CURTIS STREET • ATHENS, OHIO 45701 • (614) 593-3150

# 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 the postage-paid **ACTION CARD** below and send it back to us.

We'll help you get the facts you need . . . **FAST!**

## LPTV ACTION CARD

**FOR MORE INFORMATION on the products in this issue . . . just drop this card in the mail.**

Please send me more information on the products or services advertised by the companies checked below.

- |   |   |
|---|---|
| <input type="checkbox"/> Acrodyne                   | <input type="checkbox"/> Kidd Communications              |
| <input type="checkbox"/> Adams-Russell/ARVIS        | <input type="checkbox"/> Kompas/Biel & Associates, Inc.   |
| <input type="checkbox"/> Associated Entertainment   | <input type="checkbox"/> Lines Video Systems              |
| <input type="checkbox"/> Bogner Broadcast Equipment | <input type="checkbox"/> TTC-Television Technology Corp.  |
| <input type="checkbox"/> Burt Sherwood, Inc.        | <input type="checkbox"/> TelAmerica                       |
| <input type="checkbox"/> EMCEE                      | <input type="checkbox"/> Townsend Broadcast Systems, Inc. |
| <input type="checkbox"/> Gorman-Redlich             | <input type="checkbox"/> World Wide Bingo                 |
| <input type="checkbox"/> ITS Corporation            |   |

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

Company \_\_\_\_\_ Telephone (     ) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip (9-digit) \_\_\_\_\_

WorldRadio.com

January 1988

# 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 the postage-paid **ACTION CARD** below and send it back to us.

We'll help you get the facts you need . . . **FAST!**



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

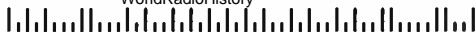
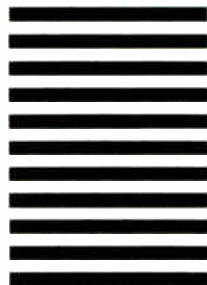
## BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 11011 MILWAUKEE, WI

POSTAGE WILL BE PAID BY ADDRESSEE

### *The LPTV Report*

PO. BOX 25510  
MILWAUKEE, WI 53225-9990



# One Mistake.

That's all it takes to get your LPTV application kicked back without consideration.

Applications must be letter perfect upon submittal; corrections and re-submittals will not be allowed.

## Guaranteed Right.

More and more LPTV broadcasters are calling on Kompas/Biel & Associates for professional application preparation.

Because 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.

## Grand Opening.

Soon the FCC will announce a new filing

window for LPTV applications. Join the hundreds of entrepreneurs already staking their claims in television's newest frontier.

Call the leading consultants to the LPTV industry.

Call Kompas/Biel & Associates and avoid the chance of a costly . . . mistake.

**LPTV market analysis, engineering and business planning also available.**

**For more information call:**

**Kompas/Biel & Associates, Inc.**

1-414-781-0188

P.O. Box 25510

Milwaukee, WI 53225-0510

moved, new labels are provided, and tapes are shrink-wrapped to make them tamper-, dust-, and moisture-proof.

Contact: Carpel Video, Inc.  
429 East Patrick Street  
Frederick, MD 21701  
1-800-238-4300  
In MD: (301) 845-8888

Panasonic offers two pieces of editing equipment in its new S-VHS line, the AG-7500 editing VCR and the AG-A750 editing controller.

The AG-7500 offers the picture quality of the S-VHS format. The digital decoder in the Y/C separation circuit enables near-perfect separation—even in the non-correlating part of the signal. An SC-input terminal allows editing in the VCR subcarrier mode, for those systems using a time base corrector. In addition to two linear audio channels, the AG-7500 features two channels of hi-fi stereo with a dynamic range of more than 90 dB.

The AG-7500 also features SMPTE time code recording and playback capability when used with an appropriate time code generator or reader. And external sync-in capability makes possible connection with a TBC and effects generator.

The AG-A750 editing controller fea-

tures preview, review, preroll, and frame trim. For quick and easy checking of edited scenes, the Return button sends the AG-A750 right to the edit-in point, while the Go To button sends it to the edit-out point. Displays include an LED frame counter, lap time, and illuminated switches that flash in sequence to indicate which one should be operated next.

Contact: Panasonic Industrial Company  
Two Panasonic Way  
Secaucus, NJ 07094  
(201) 348-7000

27th Dimension, Inc. has released the first Holophonic™ Sound Effects Library.

Holophonics is a new process that replaces the microphone in audio recording. The process offers the listener the chance to hear "real" sound exactly as it occurred in the original recording environment, with precise up and down, front and back, side to side, and far-near spatial reference.

Playback is possible on virtually any system; even a \$12 cassette player and headphone set will produce excellent Holophonics sound. Monophonic (single speaker) systems, such as those on most TV's, will produce enhanced clarity and a sense of depth and dimension, with



A 27th Dimension Holophonic recording session in progress in the Florida Everglades.

sound traveling off the screen and into the room.

The library contains 1,001 digitally recorded effects, selected from over 5,000 recorded on location world-wide. The effects are available on 10 compact discs, arranged by category with a 2,500-entry cross-referenced index.

Contact: Will Kirkland  
President  
27th Dimension, Inc.  
P.O. Box 1561  
Jupiter, FL 33468  
(305) 746-2222



# Broadcast 24 Hours A Day, 7 Days A Week And Still Get A Good Night's Sleep.

The ARVIS-1000 Broadcast System does it all, from unattended playback of movies and other programming to completely automatic commercial scheduling, insertion and billing.

ARVIS will run your station 24 hours a day for up to 7 days without a glitch. The remote unit and workstation communicate constantly, heading off problems before they occur. If one tape player goes down, the others are automatically reconfigured to cover the schedule.

Even if the power is out, ARVIS retains all data and restarts itself when power resumes.

The ARVIS-1000 Broadcast System is easy to operate, easy to afford and offers true broadcast quality without sacrificing famous ARVIS quality, reliability or support. And it's fully expandable to grow as your station grows.

Call today or return the coupon for complete details. Nobody does it better than ARVIS. 1-800-272-7847. In MA, call 617-890-5850.

Please send me complete details on the ARVIS-1000 Broadcast System.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Station \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Mail to: Adams Russell/ARVIS,  
300 Second Ave., Waltham, MA 02154

# ARVIS™

The Right Spot At The Right Time

