

The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 4, Issue 6

A Kompas/Biel Publication

June 1989

Local Sports Wins Viewers For TV-8, Columbus



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

—by Colette Carey and Jacquelyn Biel

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

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

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CBA, NTA To Join Forces On Industry Issues

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

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

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

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

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

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

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

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

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

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

William Faulkner, *Light in August*



In Our View

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

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

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

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

"The public is used to the many ser-

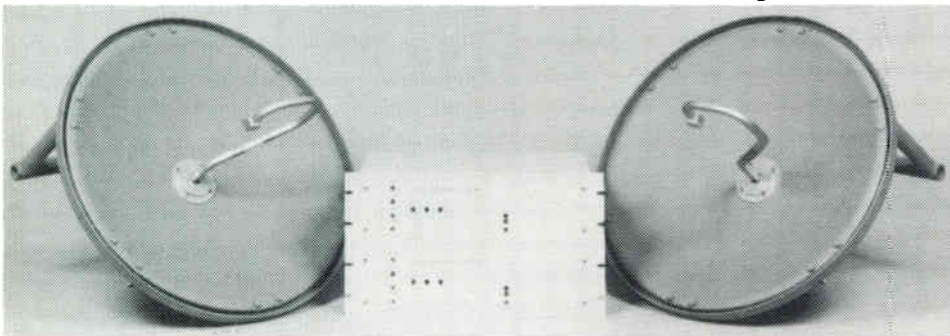
vices broadcasters provide without cost..." said Maltz. "However, they do not realize that the survival of free broadcast television is endangered.... We must educate the public that free TV is not a birth-right. In many parts of the world, there is no free television. Our broadcast system is a precious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

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

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

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

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Site Plotter Program Available From NTA

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

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

Final Count On March Window Is 855

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

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

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

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

■/■

Our Readers' Comments

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

Gore Bill Pushes HDTV Growth In U.S.

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

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

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

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

■/■

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

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

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

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

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

Steve C. Scott
New York, NY

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

■/■

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BPME's Lance Webster Resigns Post



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

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

■/■

Second HDTV Report Released

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

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

■/■

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LPTV and the LAW

—by Peter Tannenwald

Some Thoughts On Lottery Licensing

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

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

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

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

LPTV and Cellular

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

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

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

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

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

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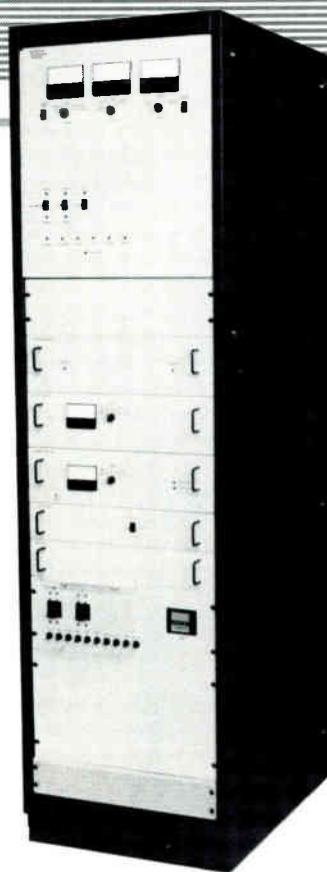
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ing participants helps defray the cost to the taxpayer.

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

Lotteries Not Best Answer

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

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

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


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

Other Solutions

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

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

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


Peter Tannenwald is a partner in the Washington, DC law firm of Arent, Fox, Kintner, Plotkin & Kahn. He is general counsel to the Community Broadcasters Association. 

Must Carry Rules Gone, A/B Switch Rule Retained

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

In December 1987, the U.S. Court of

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

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

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May 15, 1989

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

continued from front page

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

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

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

TV 8
WOBY

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

Softball is Popular

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

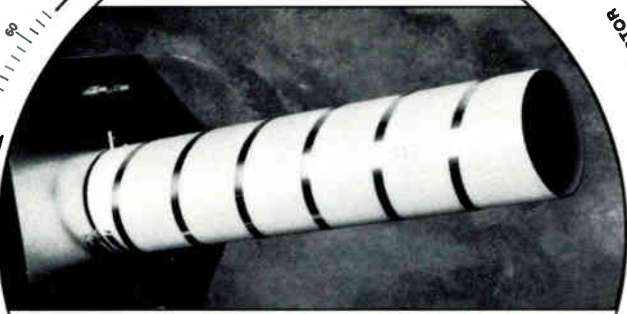
"Columbus claims to be the softball capital of the world," says Lyons. "There are over 35,000 active softball players on 2,000 teams, and that's a pretty big chunk. So we'll cover ten games—a game a week—opening up with maybe a women's game, then a men's, and then a co-ed game. We tape it on a Monday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

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

continued on page 10

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

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

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

The Classic Station

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

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

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

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

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

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

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

Classics Sell

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

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

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

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

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

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

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

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

Innovative Engineering

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

continued on page 12

NOW, LP MEANS LOCAL POWER

Introducing a new LP in the LPTV Industry.

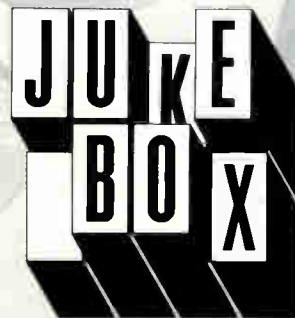
- ▶ *"LP" no longer means Low Power and second class citizenship.*
- ▶ *It no longer means Limited Potential because of the high cost of people, programming and production.*
- ▶ *It no longer means Losing Proposition because of high construction and equipment costs.*

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Interactive
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continued from page 10

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

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

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

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

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



Breck Southard in TV-8's production suite.

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

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

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

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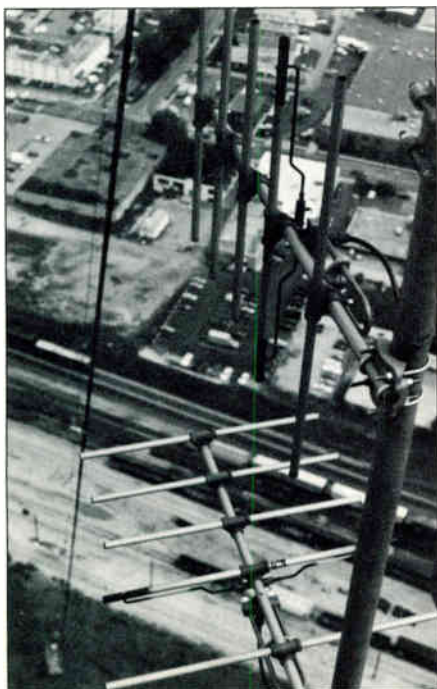
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Circle (51) on ACTION CARD

spot sales a lot easier.

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



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

Viewers Must Be Taught

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

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

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

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

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

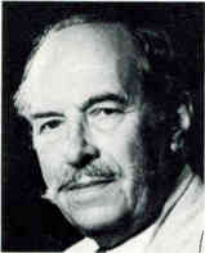
homes for more than just our local programming.

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

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

Equipment List W08BV, Columbus, OH

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



Technical Talks

—by John H. Battison, P.E.

Converting Coordinates From A Map

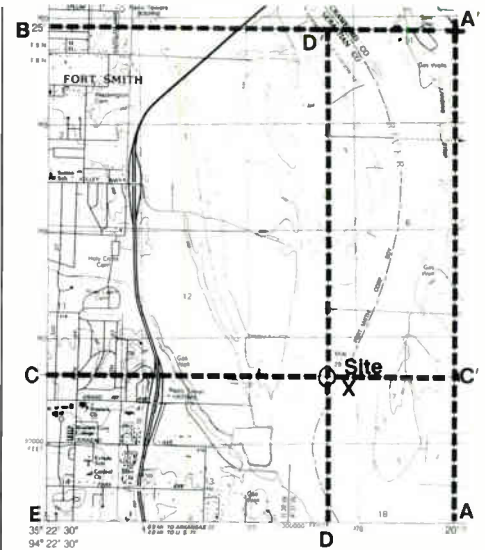
In a recent column I promised to show you how to convert the location of a site on a map to latitude and longitude for filing with the FCC, or for other purposes. Here is the method.

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

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

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

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



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

Measuring Longitude

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

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

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

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

Therefore,

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

Thus,

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

which is rounded to 47".

The longitude of our site is:

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

or

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

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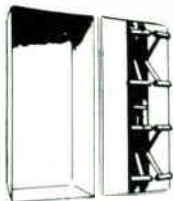
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Circle (154) on ACTION CARD

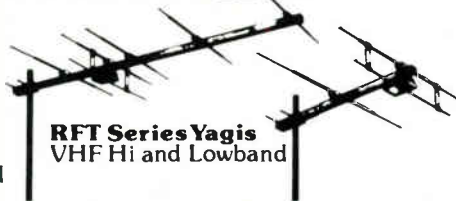
WorldRadioHistory

LPTV Commercial Antennas

Lindsay



UP 1469
UHF
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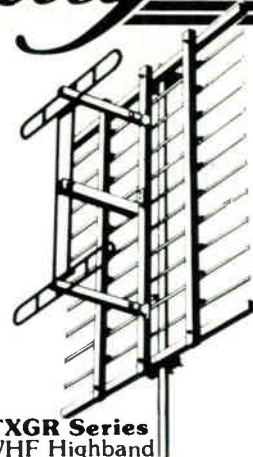
RFT Series Yagis
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Measuring Latitude

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

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

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

Therefore:

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

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

N35° 23' 15"
W92° 20' 47"

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

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

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

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

Cable Films Marks 13th Birthday

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

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

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

Channel America Signs On Two More LPTV Stations

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

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

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

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This is an unbelievable opportunity for your station to profit.
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Circle (32) on ACTION CARD

Panasonic Sponsors Kid Witness News

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


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

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

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


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

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

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

New Sports Show On FamilyNet


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

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

Missouri LPTV To Focus On Youth

Gary and Debbie Kenny are looking forward to bringing new opportunities to the young people of Neosho, MO through their new LPTV station—K23CL—which they signed on the air last April. **K32CL**

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

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



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

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Omni Broadcasting Seeking Second Round Of Financing

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

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

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

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

Newscasts Available From Center One Video

—by Colette Carey

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

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

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

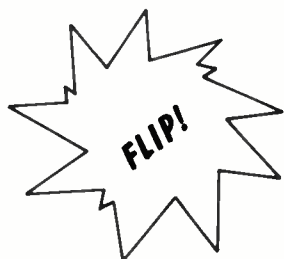
The program, which is transmitted five days a week at 3:30 EDT from Center One's studios in Tallahassee, is produced by a staff of news professionals, with material supplied in part by Group W and ESPN. Members of the on-air staff are currently holding affiliate jobs in the Tallahassee area, so the program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

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

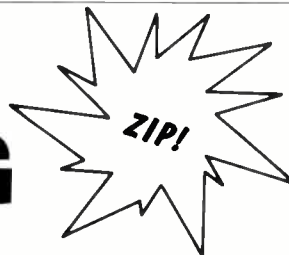
BON MOT

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

Found in a fortune cookie.

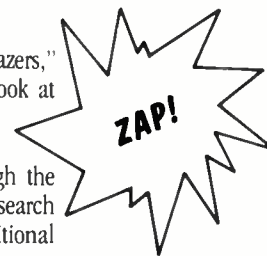


How is **GRAZING** Affecting You?

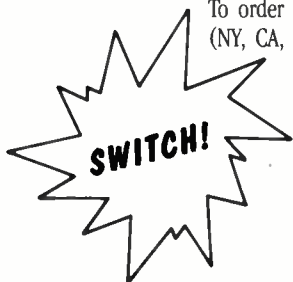


Now CHANNELS magazine's nationally acclaimed report, "How Americans Watch TV: A Nation of Grazers," is available to you. This unprecedented study gives you the most complete and comprehensive look at how remote control has altered the way Americans watch TV.

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



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



How Americans Watch TV

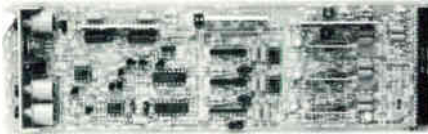
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*U.S. orders sent via UPS Standard. All others must pay applicable Air Mail charges.

Circle (78) on ACTION CARD

Supplier Side

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



Grass Valley's 8530 Title Inserter.

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

Circle (184) on ACTION CARD

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



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

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

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

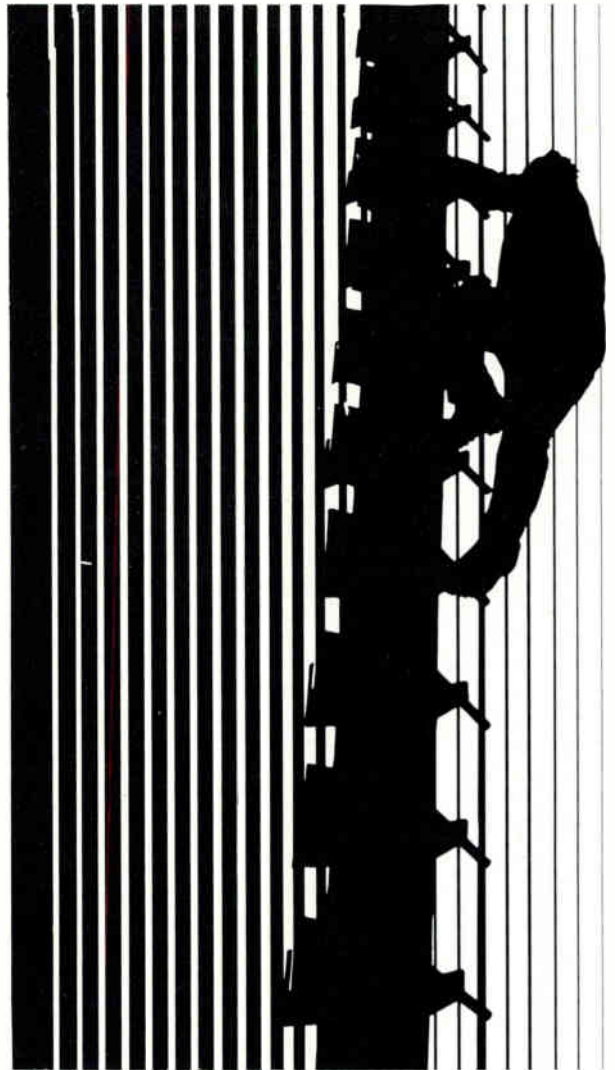
Circle (185) on ACTION CARD

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

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

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

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

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

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mentary that follows a family through the audit process.

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

Circle (190) on ACTION CARD

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

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

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

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

Circle (186) on ACTION CARD



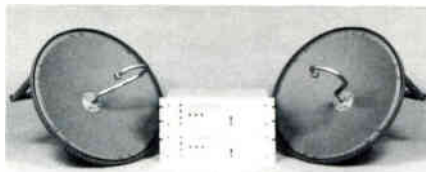
The solid state TRU/1000 from Acrodyne. 

Supplier Solo

S-VHS Bidirectional Microwave Now Available

—by Aaron Davis

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



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

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

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

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



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

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

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

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



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HSN Gross Floor Sales For November 1988

Circle (129) on ACTION CARD

WorldRadioHistory

Classifieds

FOR SALE

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

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

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

SERVICES OFFERED

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

WANTED

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

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

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

CLASSIFIED RATES: All classified ads are payable in advance. When placing an ad, indicate the exact category you desire: *Help Wanted*, *Situations Wanted*, *Services Offered*, *Business Opportunities*, *Wanted to Buy*, *For Sale*, *Miscellaneous*. The publisher reserves the right to abbreviate, alter, or reject any copy.

Classified advertising is sold at the rate of 50¢/word. There is a \$15.00 minimum charge for each ad. Count each abbreviation, initial, single figure, or group of figures or letters as one word each. Symbols such as mm., C.O.D., P.O., etc., count as one word each. Telephone numbers with area codes, and ZIP codes, count as one word each.

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Mark Your Calendar!

THE DATE — November 5-8, 1989

THE PLACE — Riviera Hotel in Las Vegas

THE EVENT — 2nd Annual LPTV Conference and Exposition



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

Circle (131) on ACTION CARD

... at the FCC

MARCH 1989 WINDOW PROPOSED CONSTRUCTION PERMITS

The following LPTV applications were filed in the window of March 6-10, 1989. They have been accepted for filing and are not mutually exclusive with any other pending applications. If no petitions to deny these applications are filed, they will be granted. (Note: This list does not include translator applications filed during the same window.)

New Stations

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

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


News Staff Training Program Offered

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

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

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

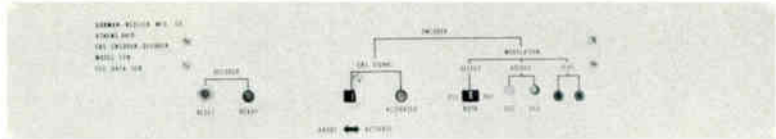
can Journalists Association, and Mark Trahan of the Native American Press Association. Also on the panel is Gary Wordlaw, news director of WMAR-TV, the Gillett station in Baltimore, MD where the program was videotaped. The moderator is Ernie Schultz, RTNDA president.

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

WorldRadioHistory

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

EBS EQUIPMENT



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

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

Modifications

- W39AY Montgomery, AL. Ken Jacobsen.
- K338D Blytheville, AR. Sudbury Services, Inc.
- K46BZ Fort Smith, AR. Pharis Broadcasting, Inc.

WorldRadioHistory

- K13UW Little Rock, AR. Jim C. Cowser.
- K68DA Phoenix, AZ. James C. Connell.
- K04NT Indio, CA. Leo Kesselman.
- K25CO Redding, CA. Kidd Communications.
- K52BS Santa Fe, CA. Penny Drucker.
- K38AT Yucca Valley, CA. American Television Network, Inc.
- K48CC Loveland, CO. Trinity Broadcasting Network, Inc.
- W12CC Cocoa, FL. Shoreline Broadcasting.
- W41AX Fort Pierce, FL. Howard C. Story, Jr.
- W19AX Kissimmee, FL. Specialty Broadcasting, Inc.
- W23AQ Lake City, FL. Joy Explosion Ministries, Inc.
- W65BW Lake City, FL. Joy Explosion Ministries, Inc.
- W09BS Naples, FL. New Florida Broadcasting Company, Inc.
- W19AQ Palm Beach, FL. Palm Beach Broadcasting Company.
- W09BI Tallahassee, FL. Florida Broadcasting Company.
- W24AL Atlanta, GA. Hispanic Broadcasting Corporation.
- W65BI Augusta, GA. Trinity Broadcasting Network, Inc.
- W43AT Dalton, GA. John Forshner.
- W55AW Savannah, GA. Channel America LPTV Holdings, Inc.
- K58BX Davenport, IA. Trinity Broadcasting Network, Inc.
- W24AJ Aurora, IL. Communicators of Chicago.
- W36AL Carbondale, IL. Robert W. Sudbrink.
- W17AT Salem, IN. Rebecca Coomer.
- W24AW Valparaiso, IN. Studio 5, Inc.
- K26BZ Junction City, KS. Trinity Broadcasting Network, Inc.
- K05IM Wichita, KS. Latin American Television, Ltd.
- K59DA Wichita, KS. Trinity Broadcasting Network, Inc.
- W12BJ Owensboro, KY. Commonwealth of KY/University of KY.
- W18AM Paducah, KY. Rodney A. Miller.
- K07UJ Baton Rouge, LA. Jeanne Conrad.
- K65EF Baton Rouge, LA. Great Oaks Broadcasting Corporation.
- W24AR Portland, ME. NTV.
- W52AL Flint, MI. Media Properties.
- W11BE Grand Rapids, MI. Jo Ann's Balloon Boutique, Inc.
- W69BJ Lansing, MI. Trinity Broadcasting Network, Inc.
- K58CM Duluth, MN. Trinity Broadcasting Network, Inc.
- K45AR Eagle Bend, MN. Independent School District No. 790.
- K43CS Erhard, MN. Rural Services of Central MN, Inc.
- K07UJ Minneapolis, MN. White Sage Broadcasting Company.
- K05IV Park Rapids, MN. Red River Broadcast Corporation.
- W02BG Biloxi, MS. Trinity Broadcasting Network, Inc.
- W46AV Pascagoula, MS. Trinity Broadcasting Network, Inc.
- W68BK Raleigh, NC. Saint Augustine's College.
- K61EQ Albuquerque, NM. Western Bible College.
- K31BX Carlsbad, NM. Mountain States Broadcasting.
- K47CF Hobbs, NM. Ramar Communications, Inc.
- W42AP Massena, NY. Moreland Broadcast Associates.
- W35AQ Syracuse, NY. Craig L. Fox.
- W13BN Columbus, OH. Wendy Feldman.
- W68BP Dayton, OH. Trinity Broadcasting Network, Inc.
- W10BK Kent, OH. TV 10, Inc.
- W48AP Toledo, OH. Paul M. Moore.
- K48DB McAlester, OK. Lakeland Cable TV, Inc.
- K07TX Oklahoma City, OK. Mike A. Mendoza.
- K69EK Oklahoma City, OK. Clear Channel Communications, Inc.
- K30BN Coos Bay, OR. Quanta Communications.
- K63DD Coos Bay, OR. Localvision.
- K65EJ Grants Pass, OR. Better Life Television.
- W07CB Philadelphia, PA. Harvard Broadcasting, Inc.
- W56CC Florence, SC. WELY, Inc.
- W11BR Myrtle Beach, SC. Pearl Television Associates.
- W68BZ Myrtle Beach, SC. Diversified Communications.
- W33AO Clarksville, TN. Howard P. Batie.
- W34AZ Columbia, TN. Joe F. Bryant.
- W27AN Murfreesboro, TN. John Thomas McCreery, III.
- W12BV Nashville, TN. Jeanne Conrad.
- K51CK Abilene, TX. Trinity Broadcasting Network, Inc.
- K11SF Austin, TX. Echonet Corporation.
- K55EU Midland, TX. Debra M. Kamp.
- K17BQ Waco, TX. Continental Satellite Corporation.
- W05BD Madison, WI. Weather Center International, Inc.
- W20AG Sheboygan, WI. Trinity Broadcasting Network, Inc. [M]

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