

The LPTV Report

NAB '90

News and Strategies for Community Television Broadcasting

Vol. 5, Issue 3

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March 1990



The Beach TV crew: Atop the remote van are Larry Olivier, director (l), and Scott Stoutamire, videographer (r). Standing in front of the van are (l to r) Myron Hines, Beach TV vice president; Clark Roddam, programming director; Jud Colley; Toni Davis; Kim Nix, sales; Jody Lyon, bookkeeper; and Hope Locke, secretary. Kneeling are Jeff Miller, program scheduler; Carrie Wibberly, production assistant; and Andy Cooley, editor.

\$\$\$ Sand Dollars \$\$\$

How Beach Cashes In On TV For Tourists

—by Jacquelyn Biel

Back in 1985, when Toni Davis started an ad agency called The Davis Company in Panama City Beach, FL, she may have thought about expanding into television, but she probably didn't think that five years later she'd have the beginnings of a successful chain of LPTV stations and a new entertainment concept that had advertisers waiting in line for air time.

She was, apparently, a crackerjack promoter. She'd started in her home, been recruited by her largest competitor, bought herself a partnership, then struck out again on her own. Along the way she met Jud Colley—transplanted Alabaman, real estate developer, synthetic fuels entrepreneur—who hired her to develop a promotion—and then, in 1987, married her.

Real estate must have been a good business. The population of Panama City Beach and its larger neighbor across the bay, Panama City, had tripled since the beginning of the decade—swelled with thousands of retirees who enjoyed the Gulf of Mexico breezes and the sunny days.

Promotion was also a good business. Vacationers poured into the cities by the hundreds of thousands a month—two and a half million every year, most of

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The 1990 NAB Walk-Through An LPTV Broadcaster's Guide To Exhibits

—by Jacquelyn Biel

The 1990 National Association of Broadcasters Convention promises to be bigger and better than ever for the nation's broadcasters. More than 50,000 people are expected to attend, and a

lineup of speakers and sessions provides something for almost every interest.

Among the attractions will be an address, in person, by President George Bush on Monday morning, April 2. Other special guests and speakers include FCC

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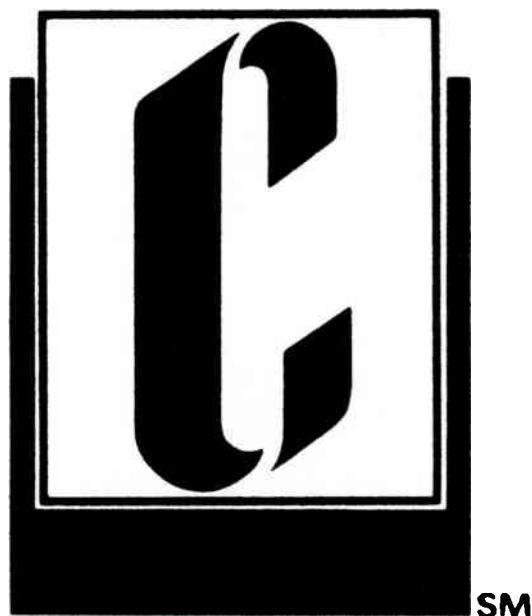
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In Our View

The international marketplace is a fact of life for many businesses today, and perhaps for no industry more so than for the communications industry. Rupert Murdoch's News Corp. is one very visible example of a multinational business; Sony, which owns CBS Records and Columbia Pictures, is another.

The National Telecommunications and Information Administration, the agency responsible for developing and articulating U.S. communications policy, issued a Notice of Inquiry last month in its first formal attempt to come to grips with the implications of international ownership of the mass media (see story below).

The issues are many and complex. Not the least of them, and one that is given some attention in the Notice, is localism, the idea that communications deliverers should devote at least some of their time to the issues and the concerns of the community they serve. Localism has been a fundamental tenet underlying communications policy in this country ever since the Communications Act of 1934. The concept that the public airwaves should be used in the public interest is behind it. So is the democratic ideal of an informed electorate.

When broadcasting began, localism was enforced by regulation. However, the last decade has seen enormous changes in the balance of communications systems. Cable has risen to such prominence that it seriously challenges the place of broadcasting as an information delivery vehicle. Because it does not rely on public airwaves, it has escaped federal media content mandates, including those regarding local programming. Even so, the federal government has allowed cities to mandate localism in their agreements with the cable companies; and the cities have done so. Clearly, localism is important to the public.

NTIA Begins Study Of Mass Media "Globalization"

The apparent trend toward "globalization" of the mass media was formally addressed last month when the National Telecommunications and Information Administration—the Executive Branch agency responsible for developing U.S. communications policies—issued a Notice of Inquiry regarding the effect of this globalization and its implications for U.S. communications policy.

The question raised by the NTIA is how "globalization" (which still needs to be defined precisely) affects or will affect localism. It asks how the global growth of media firms might affect their commitment to local audiences. Will a firm whose owners live on another continent preserve the commitment to local programming without a regulatory mandate? Should there be a regulatory mandate—for anyone?

There are large implications here. Giant firms, especially those with top-down management styles, aren't always as much in touch with individual consumers as they should be. Further, firms originating in cultures that place less emphasis on the individual than ours does, or in societies that are less democratic than ours, may not understand the importance that we place on localism.

On the other hand, localism is good business. Consistently, local programming, especially local news and public affairs, outsells any other programming in virtually all broadcast markets. It commands the highest ad rates and the largest audience overall. Foreign firms would be foolish to ignore this aspect of the communications business in America.

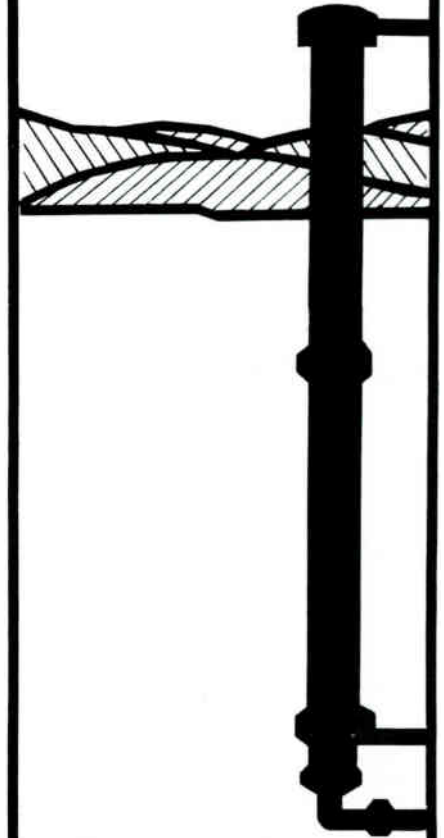
But given the innate leniency of giants, do we want to wait until the trial and error of the marketplace teaches them to give us what we are willing to pay for? And given the utter importance of localism to our democratic processes, can we risk that foreign media firms may not provide us with it? In the interests of preserving its own good self, our government must protect this most fundamental of American communications policies.

The 68-page Notice covers a broad range of issues but focuses particularly on how policies formulated when the mass media was primarily a domestic industry may enhance or inhibit the ability of U.S. mass media firms to compete in the global marketplace.

NTIA head Janice Obuchowski stressed that the study is not an attempt to protect

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Kudos

TV-6: Ideas Can Pay The Bills

When I heard that a TV station would be coming to Junction City, KS, I was excited. Being an avid fisherman and outdoorsman, I sent the station a proposal to do an outdoor show. Robert Raff (the guy who makes everything run at the station) was sure that my idea wouldn't work, but he agreed to give it a try.

We offered a guest appearance for each business that sponsored the show. Of course with the offer to be a guest on the show, we sold out quickly. We are in our fourth year now, the only outdoor show produced in the state of Kansas.

Besides doing an outdoor show, Robert has undertaken many, many other projects that benefit the town, the station, and most of all the people. But my show, "Goin Fishin," is the quickest show to sell out. I hope this proves that if you look to the people in the area to get ideas, those ideas will pay the bills.

If I can be of any help to other stations that would like to start an outdoor show, write or call. I do hope that you will print this and give some "atta boys!" where they are deserved.

Rick Dykstra
520 West Pine Street
Junction City, KS 66441
(913) 238-1902

TV-54: Helping The Helpless

Mr. Alfred Sikes
Chairman, Federal Communications Commission

The American College of Obstetricians and Gynecologists has conducted a public information program during the past five years to help raise public awareness about the problem of unintended pregnancy in the United States....

We have had the cooperation of all major TV networks in this effort and more than 750 local television stations.

One of the stations that has been outstanding in providing, as a public service, time for information about this problem to their viewing audience has been station W54AF-TV, Bucyrus, OH.

I hope you will see that this letter is placed in their station file, because they deserve credit for providing the public in their viewing area with this important information.

Morton A. Lebow
Associate Director for Public Information

Has your station received kudos lately? Please share your successes with us. Send them to *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225.

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HDTV Update

• The Bush administration may cut off all funds for HDTV research for fiscal 1991, which begins next October 1, according to recent reports in the *Wall Street Journal* and other papers. And Deputy Defense Secretary Donald Atwood has instructed the Defense Advanced Research Projects Agency (DARPA) to drop its search for money for HDTV research.

Congress has already decided to give \$30 million to DARPA for HDTV research during the present fiscal year, but first it wants the administration to come up with a government HDTV strategy, something that the administration may decide not to do, thereby killing the funding.

• The executive committee of the U.S. Advanced Television Systems Committee (ATSC) has made final recommendations to the Department of State on HDTV colorimetry and transfer characteristic standards. The standards, if adopted by other nations, would ensure that all television viewers in all countries would see exactly the same video pictures no matter where they are watching television, said ATSC chairman James C. McKinney.

• The Electronics Industry Association (EIA) has become a member of the Ad-

vanced Television Test Center (ATTC), the organization established to test proposed HDTV transmission systems.

The Center has also awarded Tektronix, Inc. a major contract to engineer and manufacture a special format converter that can make digital videotape recordings of several different forms of HDTV. The format converter will make it possible to provide a record of the official tests of advanced television systems for use by industry analysts and government policy makers who will be determining the new HDTV standard.

• ATTC has moved its offices. The new address is Suite 200, 1330 Braddock Place, Alexandria, VA 22314. The telephone and FAX numbers remain the same—(703) 739-3850 and 739-3230, respectively.

• Nine U.S. companies—from the cable, broadcast, and equipment manufacturing sectors—will contribute funds to help Faroudja Research Enterprises develop its SuperNTSC™ advanced television transmission system.

SuperNTSC combines pre-processing at the transmitter and post-processing at the TV set. It operates within a single 6

MHz channel and is fully compatible with current NTSC formats. If it works, it will deliver a dramatically higher level of image and sound quality at a reasonable cost and with minimal disruption to existing broadcast and cable systems, say its proponents.

The companies are Capital Cities/ABC, Comcast Cable Communications, Continental Cablevision, General Instrument Corporation, Newhouse Broadcasting, Scientific Atlanta, Tele-Communications, Inc., Viacom International, and Westinghouse Broadcasting.

• The executive committees of the National Association of Broadcasters and Canadian and Mexican broadcast groups have agreed to work together to develop uniform advanced television standards. They will exchange technical information about the use of ATV systems, especially in border areas, develop a plan for implementing HDTV together once it is standardized, cooperate to ensure that the systems eventually adopted are compatible, and jointly research the acceptance of ATV services among consumers.

• The NAB is sponsoring a combined Advanced Television and High Definition Television Production Exhibit at its 1990 convention in Atlanta. The exhibit area—comprising 100,000 square feet in the Atlanta Inforum—will be open from March 30 through April 2.

• The High Definition Production Standard and Research Foundation, Inc. has been formed to advocate and promote "an American international high definition production standard to be known as 1800/72 1:1 16:9D," according to an announcement at the NATPE Convention in January. The founders—John V. Weaver of Liberty Television, Inc., economist Dr. Robert B. Cohen, and scientist Clark E. Johnson, Jr.—believe that a master standard is required to accommodate the needs of the medical profession, the computer industry, the Defense Department, and the television entertainment industry. The foundation will be located in New York City. Those interested in further information may call Weaver at (212) 864-4999 or Rosalie M. Huerta at (212) 262-9030.

• Frost & Sullivan has announced the publication of report A2266/C, "The U.S. Market For High Definition Television." The report, which sells for \$2,500, discusses the market in the U.S. for HDTV systems, the global implications of HDTV decisions, policy options for the transition to HDTV, HDTV technologies, and other subjects.

• The Club Theatre Network will be using fiber optic cable to transmit HDTV pictures to a chain of 14 movie theatres in South Florida. The system was inaugurated at Miami's Gusman Center for the Performing Arts. The inaugural presentation was the December 7th fight between Sugar Ray Leonard and Roberto Duran. Grass Valley Group provided an extended

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Encourage Cable Competition Sikes Tells Mayors

In a speech before the U.S. Conference of Mayors Standing Committee on Transportation and Communications in January, FCC Chairman Alfred C. Sikes touched on the current inquiry into cable business practices under way at the FCC and in Congress.

While praising the advances in service that cable has made in the past decade, especially in the variety of programming and availability of service to most American homes, Sikes also acknowledged that there are problems with "skyrocketing" prices and poor customer service.

He suggested that the solution to these problems is increased competition, and he reminded the mayors of their ability to encourage cable competition in their cities. "The 1984 Cable Act says that local authorities can franchise 'one or more' cable systems, and for those of you who haven't yet allowed competition, let me encourage you to do so."

Meanwhile, the National Cable Television Association continues to push for better local service by its members. On February 14, the group's board of directors adopted a set of customer service standards covering office hours, telephone response time, installations, repairs, service calls, bills, and refunds.

Because of antitrust laws, the NCTA itself cannot require its members to adopt the standards. But NCTA president James P. Mooney said, "We believe the standards can and will be enforced by franchising authorities." Cable systems expect to implement the new standards by July of this year, said the NCTA.

■

FCC To Examine Effective Competition Standard For Cable

In a Notice of Proposed Rulemaking released in late January, the Federal Communications Commission said that it will reexamine its regulation of basic cable service rates.

In 1985, as part of its implementation of Congress's Cable Communications Policy Act of 1984, the Commission adopted a "three-signal standard" for deciding whether or not communities could regulate the rates their local cable systems charged subscribers for basic services. Basically, said the Commission, there is "effective competition" to cable if at least three other video signals are available to the public. Where there is such competition, local franchising authorities cannot regulate cable rates; where there is not, they can.

But in its Notice, the Commission says that the three-signal standard may no longer be viable because of changes in the video marketplace. The most important change is that the basic tier of cable channels now offers a much fuller range of programming services than in the past when it provided mainly retransmitted local broadcast signals.

The Commission also noted that recent increases in basic service rates may indicate that cable systems have more market power than they had when the three-signal standard was implemented.

During a panel at the NATPE convention in January, Commissioners Sherrie Marshall and James Quello both acknowledged the Commission's tentative conclusion that the three-signal standard is no longer a measure of effective competition. Marshall said that if re-regulation is necessary, the Commission wants to "re-

regulate fairly." Quello said that he had opposed the three-signal standard from the beginning but conceded to the majority because "I didn't want to be an obstructionist." He noted that when the must-carry rules were declared unconstitutional in the 1986 *Quincy* decision, cable systems emerged with virtually no competition.

The Notice asks for comments on possible alternatives to the three-signal standard and various methods of implementing curbs on cable's power in a market. Comments are due April 6 and reply comments May 7.

■

Duggan Sworn As Fifth Commissioner

On February 28, Erwin S. Duggan was sworn in as the Federal Communications Commission's fifth commissioner, filling a seat that had been vacant since the departure of Patricia Diaz Dennis.

Senator Wyche Fowler, Jr. (D-GA), a former college roommate of Duggan's, presided at the ceremony, which was held in the Senate Dirksen Office Building on Capitol Hill and attended by several key House and Senate staff members and three former FCC chairmen, according to the March 5 *FCC Week*.

Duggan thanked President Bush for his appointment and announced that Leonard Kennedy, one-time legal advisor to former Commissioner Patricia Diaz Dennis, will be his senior legal advisor.

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Technical Talks

HDTV And LPTV

—by John H. Battison, P.E.

Many of my clients have asked about high definition television—or HDTV, as the acronym goes. They wonder if they need to consider this much publicized extravaganza in their Local Power TV budgeting. Because there may be many other operators who have the same questions, I'll repeat what I tell my clients.

First, what is HDTV?

HDTV is a laudable and logical development of television engineering. However, it is, at present and for the foreseeable future, illusionary and expensive for the average viewer and telecaster.

HDTV will provide a screen resolution of around 1100 lines compared with NTSC's 525 and CCIR's 625 lines. (CCIR is the standard of most non-American television systems.) In this case more is better, and 1100 lines would mean that the quality of TV pictures would approach that of 35 mm film.

HDTV may also mean a change in screen ratio—the relationship between the width and the height of the television screen. Our present screens are based on the 4:3 ratio of the original movie screen—that is, four units wide and three units high. We've lived with this for years—in fact, for just about a century!

Wide Screen Movies

However, as motion picture science developed, "wide screen" movies became the norm; and the contrast between wide screen movies and the 4:3 TV screen is quite noticeable. We've all seen the "letter box" effect that occurs when wide-screen programs are displayed on 4:3 TV screens—the squat picture with black bands above and below the image.

Besides television, HDTV can be used in making movies. Many films today are edited on a television screen, a technique that greatly reduces the time and cost of making them. The high definition TV system that is currently used for this task is fine in a closed circuit environment where the very wide bandwidth required poses no transmission bandwidth difficulties. The production is later transferred to film for distribution.

Another factor in the development of HDTV is the reconciliation of international standards.

There are three major systems of television in use in the world: NTSC, used in much of the western world; SECAM, developed by the French and used mostly in areas of French influence; and PAL, the

German system, which is used preponderantly in Europe. NTSC is used in Japan and a PAL variant in China.

Incompatibility

These systems are not compatible. That is, a tape made on one system will not play on a VCR designed for another. This is why we have a market for standards converters which change a television signal from one system to another for use in other countries. A good example of this operation is the Olympics. Much of the material seen in the U.S. is shot on other systems and converted to NTSC.

Standard conversion equipment is expensive and does not always provide the best final screen result because of fundamental differences in scanning which, in theory, result in less than perfect conversion. I said "in theory" because most viewers do not notice the small imperfections which sometimes lead to big transmission problems.

In any case, a need has developed for an internationally compatible TV system. It is not likely that users of the various systems will change their operating standards now; there are just too many transmitting systems and TV sets that would have to be replaced. But the satellite—with its ability to span nations and continents—has changed all that. For example, terrestrial systems using transmitting antennas mounted on towers could be replaced by transmitters in satellites that could serve many countries...provided that they all used the same system as the satellite transmitter.

The Difference Is Electrical

But all the major countries are proposing different HDTV standards. Although, for the most part, the systems are similar, there is an important difference: The U.S. and most western countries use a 60 Hz electrical power system, while the others use a 50 Hz system. This may seem a small matter, but it affects the vertical repetition rate of the system, and poses compatibility problems. Screen ratio is also a part of the argument.

Japan has an HDTV satellite system in operation serving its island empire. Naturally the Japanese want their system to be the de facto one. But other countries are afraid that accepting a Japanese system would lead to even further domination by that country.

Thus the HDTV standards question is affected by the fact that all countries want their system to be the world-wide standard for economic as well as technical reasons. This is why we have so much uncertainty now.

HDTV and LPTV

I don't believe that LPTV operators should worry much about HDTV for at least several years—and even then not much. The FCC has to decide on transmission standards. Then these have to be confirmed. Doubtless the losing proponents will delay matters by appeals and possible court actions. The cost of replacing millions of TV receivers just to see today's sex and blood and thunder trash in wide screen with even more intimate details will not be willingly undertaken by most viewers.

Without doubt, when, and if, HDTV arrives, all transmitters and antennas will require modification or replacement, as will studio video equipment. At present, the FCC has a freeze on most new full power TV applications pending determination of HDTV standards. Depending on the system finally chosen, the TV transmitter and transmission channel width requirements will quite possibly be greater. But the LPTV broadcaster should not see any need to change his or her equipment for at least five years or, more likely, ten. The equipment should be well written off by then!!

The wise broadcaster will watch developments but also bear in mind the fact that there are millions and millions of programs in the "old" 4:3 format to be sold before many wide-screen programs become available.

Satellite transmission of HDTV would be the most sensible method. This would not disturb the existing VHF/UHF television environment because the frequencies used are so far removed. And it could develop along separate lines without taking away any existing TV channels.

Of course, in the last analysis, the question is, "Will HDTV sell more beer?" Probably not!!

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

NCTA Show To Focus On The 90's

"Vision For the 90's" will be the theme of this year's National Cable Television Association National Show, scheduled for May 20-23 in Atlanta.

The theme of the show is the direction cable will take in the new decade in such areas as technology, the marketplace, business and employee management, and programming.

For registration information, call (202) 775-3606. 



Joe Clark, feisty principal at Eastside High School in Paterson, NJ, and "Straight Talk" host Scott Ross.

CBN Launches Barter Network

The Christian Broadcasting Network, or CBN, has launched a new barter program service featuring kids' programming, a talk show, public domain movies, and a slick custom graphics package. The programs are available free to stations who air one hour daily of the network's flagship program, "The 700 Club."

The new service—called the Home Entertainment Network, or "Home"—comprises five and a half hours of programming daily. In addition to "The 700 Club," Home affiliates will receive an ample selection of public domain movies, in both black and white and color; CBN's successful children's animated series, "Superbook"; a second kids' show called "The Flying House"; the daytime drama, "Another Life"; and "Scott Ross Straight Talk," a live late-night talk show. Also part of the barter is a new half-hour interview and music program, "Heart To Heart With Sheila Walsh."

A subsidiary barter program has been developed for Hispanic audiences using Spanish-language versions of "The 700 Club," "Superbook," and "The Flying House."

Each program is already edited to include spot avails for the station affiliate to sell. To avoid "dead air," avails contain CBN promos which the station simply replaces with its own local commercials for airing.

"Some stations have come aboard for our graphics package alone," says Thom Dennis, director of videographics and creative services at CBN. "We're giving our Home affiliates exciting new sign-on and sign-off graphics, custom station and network ID's, and bumpers for all the program elements. It's all very custom-looking and definitely contemporary."

CBN also provides a radio spot to air, a public relations package, and a sales presentation kit, all free of charge to affiliates.

All English-language programming is

fed via Westar IV, channel 9. The Spanish-language versions are distributed on videocassette.

Contact CBN for information on affiliation. A simple contract outlines how and when the programming is fed, contract conditions, the time of ad availabilities, and the distribution split (50-50) of avails.





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December Window Yields 959 Applications

Nine hundred fifty-nine LPTV and TV translator applications were filed during the FCC's filing window last December, announced Keith Larson, LPTV Branch chief, early this month.

Of those filed, 770 applications were for LPTV stations and 189 were for translators. Of the LPTV applications, 619 were for new stations, and 151 were for major changes to existing facilities. One hundred forty-two of the translator applications were for new stations, 47 for major changes.

Larson has released a proposed grant

list of 260 new LPTV CP's, 83 major changes, and 115 new translators. He said that about 22% of the applications were mutually exclusive with others and would be entered into lotteries. This is up from about 15% in previous windows. Larson was not sure at this point why the cases of mutual exclusivity had increased.

Larson also said that the National Telecommunications and Information Administration now has all of the applications in their databases and available to the public. 

NAB Walk-Through

continued from front page

Chairman Al Sikes; more than thirty members of Congress; former NFL great Fran Tarkenton; Coca-Cola president Donald Keough; and John Naisbett, author of *Megatrends*, and co-author of the newest best-seller, *Megatrends 2000*.

Special events include a panel discussion on television in the 1990's by the heads of the three major networks; the first U.S. exhibit of Digital Audio Broadcasting—a new broadcast radio technology that delivers CD-quality sound; and a 100,000-square-foot exhibit of HDTV and other advanced television technologies.

But the heart of the NAB Convention is the exhibit floor, where manufacturers unveil new products and display their tried and proven ones. To help you home in on at least some of the exhibits that you might find useful, we asked the manufacturers on our mailing lists to tell us what they'll be showing for LPTV broadcasters. Following, in alphabetical order, are the companies who responded.

And—very important—don't forget to mark your calendar for the Community Broadcasters Association LPTV meeting. It will be held Sunday, April 1 at 2:45 p.m. Roy Stewart, new chief of the Mass Media Bureau, is the featured speaker.

Everyone interested in LPTV is invited. And please stay for cocktails and hors d'oeuvres after the session.

...

Those of you who are unable to attend the NAB this year, and anyone who wants further information on the exhibits, please use the **ACTION CARD** bound in this magazine. **ACTION CARD** numbers, as well as booth numbers, can be found in the chart on page 24.

Acrodyne Corporation: Acrodyne will exhibit their new TLU/1000 1kW UHF Solid State LPTV Transmitter, a sensibly priced system that also features plug-in amplifier construction, built-in diagnostics, and



Acrodyne's TLU(TRU)/1000.

WE ARE BUYING LPTV CP's AND ON-AIR STATIONS NOW

TOP 100 MARKETS

AFFILIATIONS AVAILABLE IN SOME MARKETS

CALL TODD CRALLEY
OR JIM BOCOCK
AT (813) 572-8585



Circle (129) on ACTION CARD

redundant power supplies. Also on display will be the TLU/1KACT 1kw UHF LPTV Transmitter, a single tetrode model equipped with the low cost 9017 tetrode. Finally, take a look at the TLU/100T 100-watt solid state UHF and VHF TV translators, both with forced air-cooled, slide-out amplifier construction.

Andrew Corporation: Products of interest to LPTV broadcasters at Andrew's booth will include an actual ALPine™ LPTV antenna attached to a full-size tower section to display all the interface details, including attachment to the HELIAX® coaxial cable main transmission line. These circularly polarized LPTV antennas can transmit 1 kW in both the horizontal and vertical polarization planes for areas in which significant numbers of viewers have monopole, bow tie, or loop receiving antennas.



The Trifold™ 4.5 meter mobile receive/transmit ESA from Andrew.

Also to be shown will be a full range of HELIAX coaxial cable products, and a new TRIFOLD™ trailer-mounted satellite earth station receiving antenna system configured as either a 4.5 meter or 3.7 meter dish. The trailer-mounted assembly can be pulled easily by a standard pickup truck or van.

Autogram Corporation: Autogram will be showing their complete line of audio consoles, including the Pacemaker Series, featuring 32 or 48 inputs; the AC-8 8-pot rotary with 26 inputs; the IC-10 with 28 inputs; the R/TV-12 with 24 inputs; and the R/TV-20 with 34 inputs.



Autogram's Pacemaker 828 audio console.

BEXT, Inc.: BEXT is introducing its new NS series of television broadcast equipment. For LPTV broadcasters, the company offers a selection of compact tube type transmitters in 100, 220, 500, and 1,000 watts. The amplifier cavities feature three layers of plating—copper, silver,



TOTAPROMPTER
THE INDUSTRY'S FINEST
100% REMOTE
PROMPTING SYSTEM
FEATURES INCLUDE:

- AC or Battery Powered
- 1 Compact Travel Case
- Runs on standard PC's
- Fast, Easy Field Editing
- Most Powerful, Friendly Software

Complete Production / Prompting Systems from **\$3,975.**

...the standard by which others are judged.

Write or Call for Complete Product Information & Pricing
1-800-658-9099 or 608 785-7766

COMPROMPTER
INCORPORATED



Circle (81) on ACTION CARD

and rhodium—for the highest possible consistency in performance. The case is stainless steel.

Other features include modular construction, full telemetry and remote control capability, protection against voltage or current overloads, and stabilized plate voltage which helps maintain a constant output power when the unit is operating with an unstable AC line source.



BEXT's UHF-TV amplifier.

Bi-Directional Microwave Systems: Bi-Directional Systems, which will share booth space with Allen Osborne Associates, will exhibit their bi-directional 10 through 23 GHz portable and fixed STL microwave transceivers for broadcast. The systems feature simplex video and audio with a duplex audio order wire channel featuring ring down and a built-in alignment tone.

Options include a third audio channel

for stereo, as well as reversible video. A new decoder circuit is now available which is operated over the duplex order wire channel. This decoder allows DC control of 12 to 24 functions at the receive end simply by pushing a combination of buttons on the telephone handset at the transmit end.

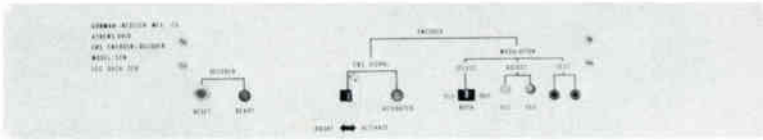
Blue Feather: This Wisconsin company will be showing the Portaprompt CMD-12 Teleprompter Display, a 12-inch field teleprompter that weighs only 22 pounds and can be battery powered, as well as two laptop sized teleprompter controllers. Both units are IBM-compatible computers bundled with PC-PROMPT teleprompting software.

continued



The Avalon effects generator from Blue Feather.

EBS EQUIPMENT



Model CEB Encoder-Decoder

Price

\$540.00

Model CE Encoder

375.00

Model CE Stereo Encoder

405.00

Model CD Decoder

320.00

Encoder FCC Type Accepted decoder FCC Certified

Exceeds FCC Specifications

Receiver can be supplied to drive Decoder

\$100

All interconnections to the EBS equipment are made through a barrier terminal block.

No special connectors necessary. In stock—available for immediate delivery.

Required for L.P.T.V.

GORMAN REDLICH MFG. CO.

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

Circle (62) on ACTION CARD

The company will also be introducing their new Avalon character and effects generator, with 2-D and 3-D animation capabilities, and 16.7 million colors. Other features include wood, marble, and glass textures; 320 typefaces for titling and 16 3-D fonts; anti-aliasing, graduated backgrounds, and storyboarding.

The Camera Mart: The Camera Mart is an authorized dealer for all major broadcast video equipment. The company offers sales, rental, systems engineering, and service.

New at NAB this year will be the Automation Associates CKM-4 multi-level keyer, an economical new tool for expanding keying and layering capabilities. Also new will be the Calaway CE-25/75 edit controller for cuts-only and A/B roll editing.

Representatives from all five regional offices will be on hand.

CBSI: Custom Business Systems, Inc. offers complete business computer software for television and radio stations, including billing, accounts receivable, payroll, general ledger, and accounts payable. The CBSI system includes exclusive Sales Analyzer functions, offering a spreadsheet approach to sales management reports. Total flexibility in sales reporting, instant avails, sales projections up to 15 months in advance, account and people management tools, commission reports, and more make this software a valuable time and labor saver.

The company offers on-site operator training, extensive instruction and reference manuals, and toll-free telephone support.

Channelmatic, Inc.: Among the new Channelmatic products to be introduced at NAB are the PCU-1A programmable clock unit, and the Moneymaker Special single VCR ad insertion system.

The PCU-1A has the largest on-line operating memory of any clock controller on

the market. Up to 3,000 events and 16 schedules can be loaded and readied for execution. The unit features extremely reliable electronic circuitry, modem remote control, and a super capacitor backup that eliminates the need to change batteries.



Channelmatic's PCU-1A.

The Moneymaker Special will insert ads on up to four satellite networks from only one VCR, as well as log advertisers and spot ID event times. The Special has fully automated, broadcast-quality vertical-interval switching. It can also download data to a PC, locally or remotely, and process traffic and billing files.

Chyron Corporation: Chyron will be showing their ACG character generator which features excellent character resolution, real-time operation, 16.7 million colors, 30 standard fonts from a library of more than 1500 typefaces, automatic graduated backgrounds, unrestricted character overlap and underlap, and disk storage of programs, fonts, and messages. Optional features include Logo Compose, 2D Video Effects, and hard disk storage.



The Chyron ACG.

Comprehensive Video Supply Corporation: A generous sampling of Comprehensive's video and audio accessories will be on display, as well as CV Technologies computer-aided video products. Look for the popular EDIT MASTER™, a computer-based videotape editing system; the Micro-Series™ video effects system from Primebridge; and several new lighting products including camcorder lights and portable Fresnel kits.

Brand new products to be introduced include CUE MASTER™, a teleprompting system that makes a stand-alone teleprompter out of a laptop or desk computer; and LOG MASTER™ software which, with the Time Code Reader Board, allows you to log your film or video footage and then search for specific scenes.

Comprompter: Along with their full line of computerized prompting systems, Comprompter will be introducing a new PC-compatible 2.0 electronic newsroom system software, available in both English and Spanish versions.

Two other new products are a closed caption interface for character generators and a low-cost camera robotics system.



The CPC-1000 SmartPrompter from Computer Prompting Corporation.

Computer Prompting Corporation: Look for the CPC-1000 SmartPrompter, which runs on IBM compatibles and laptops; the SmartPrompter, which adds simultaneous scroll and edit functions via dual monitors; the CPC-2000 SmartPrompter with Closed Captioning; and the CPC-500 Captionmaker, which generates closed and open captions for any prerecorded video, and also allows for limited real-time captioning.

Crosspoint Latch: Crosspoint Latch will be showing two new products of interest to LPTV broadcasters. The 6129BHK is a 16-input switcher with two full mix effects systems. The switcher handles five



The Crosspoint Latch 6129 BHK switcher.

INTRODUCING THE AMAZING MUSIC MACHINE.

INCREASE YOUR PROFITS

FOR JUST A SONG.

It's simply amazing. And amazingly simple. Now your viewers can order their favorite music video by phone, and see it minutes later on LPTV.

All it takes is our patented video Jukebox on your station. Hook them together and you'll be singing all the way to the bank.

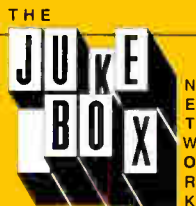
The World's First All-Request TV Channel. There are two ways viewers can use the fully-automated Jukebox. They can call it and order their favorite video — the charge will appear on their next phone bill. Or, they can watch it as they would any channel, enjoying the other viewer requests for free. Either way, the channel is completely programmed by viewers.

No wonder response is phenomenal.

A Great Money Maker For You. Every month, you could be earning affiliate fees instead of spending for programming. You don't pay us a penny. We install, maintain, update and monitor your Jukebox 24 hours a day through our toll-free customer service line. The hardest thing you do is deposit your check.

Call Bill Stacy at 1-305-573-6122.

Find out why LPTV owners across the country are singing the praises of our amazing music machine.



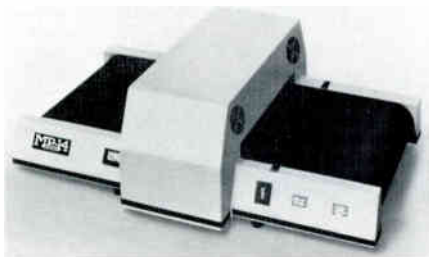
THE FIRST CHANNEL PROGRAMMED BY VIEWERS.

WorldRadioHistory
Circle (145) on ACTION CARD

levels of video over a background signal and includes an RGB chroma keyer. There are two pattern generators, each with 32 patterns, and two downstream keyers—one matte, the other drop shadow and outline.

Also to be exhibited is the 6900 series of modular precision transcoders. These units have many applications including transcoding Betacam and MII into Y/C.

Data Security, Inc.: DSI will be showing the MP-14 tape degausser that will handle 14" reels as well as large D1 and D2 cassettes. It erases all kinds of metal particle tapes and conventional broadcast formats. Also on display will be the Type II degausser for erasing sensitive information from high-energy magnetic media, and the TC-14 degausser which handles conventional cassettes up to 840 Oersted and reels up to 14".



DSI's MP-14 degausser.

Dataworld: Dataworld offers comprehensive databases and computational programs for AM, FM, TV, LPTV, and ITFS applications. Sophisticated access programs provide sorting and computing flexibility and a wide variety of user-specified search parameters. On-line 24-hour remote access is available.

Among the Dataworld's services are allocation and interference studies, population counting based on updated census and ethnic/demographic data, terrain elevation retrieval programs, FM and TV area-to-locate studies on map overlay, AM groundwave calculations, license assignments and transfers, FCC/FAA tower location studies, unused call-sign listings, and broadcast industry mailing lists.

Recent additions include daytime/nighttime channel studies (permissible radiation), detailed coverage maps, population density maps, terrain shadowing studies, and advanced presentation graphics. The company now offers detailed and refined interference studies based on all antennas for LPTV.

Dynair Electronics: Dynair will be displaying the DYNA MITE routing switcher, a 40 MHz system with the ability to provide video, audio, and control within one frame. The unit, introduced last October, is now available with full alphanumeric source and destination displays. It is flex-



Dynair's new DYNA MITE routing switcher.

ibly designed to handle video only, audio only, or both video and audio, and is available in 10, 20, and 30 x 10 configurations.

Echolab, Inc.: Echolab will exhibit the DV-7 production switcher, which offers cost-effective visual effects.



The DV-7 production switcher from Echolab.

EMCEE Broadcast Products: EMCEE will be displaying UHF and VHF transmitters ranging in power from 1 to 5000 watts. Of particular interest to LPTV broadcasters will be a new solid-state UHF 1 kW transmitter/translator.

EMCEE systems engineers will be available for free consultations regarding LPTV station construction. The company offers full-time field engineering; tower, antenna, and transmission installation; and proof-of-performance services to its customers. Information on leasing and financing will also be available.

ESE: Look for ESE's complete display of clocks and timers, time code readers/generators/comparators/inserters, and audio and video distribution amplifiers. Also to be shown are three new products: the ES-227, a 1 x 4 video DA; the ES-235, a black generator with autofade; and the VS 90/4, a 16-input, 4-output video routing switcher.



The ES-235 from ESE.

Ready. Get Uni-Set.[®] Go.



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

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

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



CORPORATION
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Rochester, New York 14621
(716) 544-3820

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A WEEKLY HALF-HOUR PROGRAM



FREE

America's Defense Monitor

Experts and The Public Interact on:

- MILITARY SPENDING
- WEAPONS SYSTEMS
- U.S.-SOVIET RELATIONS
- WAR AND PEACE

EXCITING DRAMATIC CONTROVERSIAL EDUCATIONAL FOUNDATION SUPPORTED

PHONE: (202) 862-0700 WRITE: SANFORD GOTTLIEB, SENIOR PRODUCER
1500 MASSACHUSETTS AVENUE N.W.
WASHINGTON, D.C. 20005

Circle (13) on ACTION CARD

Gorman-Redlich: Gorman-Redlich will be showing Emergency Broadcast System encoders and decoders, as well as weather radios. Check out the Model CEB encoder/decoder, a complete two-frequency EBS system that meets all FCC requirements. The unit features gold contacts on all switches and relays, a self-testing decoder, barrier strip interconnection, CMOS digital circuitry in the encoder, and precision engineering in the decoder for low power drain.

The Model CRW is a highly sensitive and selective receiver for National Weather Service transmissions. It will automatically record weather forecasts and emergency alert messages, and its three channels make it possible to market your audio for commercial services.

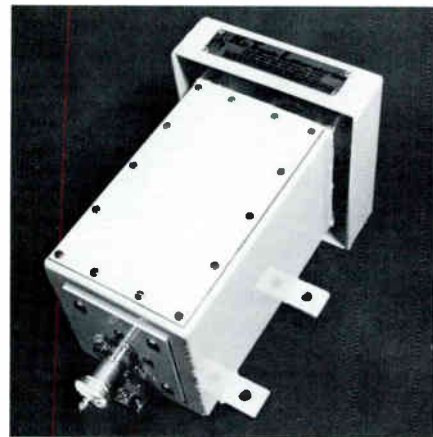
Gotham Audio Corporation: Gotham will be exhibiting its KM 100 series of condenser microphones with the new AK 43 Wide Cardioid capsule. Because of its small size and numerous accessories, the KM 100 is ideal for television broadcast.



One of Industrial Acoustics' modular recording studios.

Industrial Acoustics Company, Inc.: On display will be five series of pre-assembled, modular, portable, demountable, acoustically rated, completely self-contained, sound-isolated enclosures suitable for narration, voiceover, dubbing, post-production, videotaping and audio recording. The structures are all-steel, modular, wall and ceiling panels that either reflect or absorb sound to control reverberation.

Jefferson-Pilot Data Services: This company offers broadcasting's largest product line of in-house and on-line computer systems. Pay special attention to the JDS 1000/2000 and JDS 850. These traffic, accounting, and sales management systems for either micro or mini computers ensure "the right size system for any size station."



An isocoupler from KinTronics.


KinTronic Laboratories: KinTronic will show an isocoupler that allows LPTV antennas to be installed on AM towers.

continued on page 23

BTS Adopts Zero-Defects Method

BTS Broadcast Television Systems has reorganized its manufacturing operations to improve quality and productivity.

Among the changes to be implemented by early April are "zero-defects" quality control; "cell manufacturing," in which production is done by groups or teams instead of by assembly line; and "just-in-time" manufacturing, which will shorten delivery times to 30 to 60 days from the order.


Headquartered in Salt Lake City, BTS is an international manufacturer of television equipment and systems. 

African Americans Form Film & TV Association

A group of 200 black television and film producers, syndicators, and distributors has formed the African American Film & Television Association (AAFTA) to address the problems it sees in the way Nielsen and Arbitron measure African American audiences.

The group, which was formed after a minority programming workshop during January's NATPE Convention, will also address problems in syndication. It will be investigating the time periods that African American programming is aired and whether or not quality African American programming is excluded from the airwaves.

It is also concerned with what it perceives as the lack of support for such programming from white-owned ad agencies and the lack of representative numbers of African Americans at executive levels in the television and film industries.

AAFTA membership is open to all African Americans in film and television. 



Good Selling!

The Effective Promotion: More Than A Giveaway

—by Joe Tilton

The object of a promotion should be to make more money...for somebody. Yet the public has been trained to think a promotion means GIVEAWAY.

Broadcasters have traditionally done promotions to attract more viewers (or listeners) by giving away money or prizes...which takes audience from other stations...which makes their advertising more effective and their ratings look better...which allows them to raise their rates...which pays for the prizes...which starts the process all over again.

Hopefully there is a little left over at the end of each cycle to pay the power bill.

Merchants have their own "cycle" and have even conditioned advertising people to this line of thinking. "I want more people in my business, so I'll have a drawing and give something away. Everybody wants something for nothing," says the less-than-innovative store manager.

Broadcast sales managers look at unmet goals on the fifteenth of the month and declare, "We're going to give away a prize and let people register for it in sponsors' stores. The price of the package times ten stores meets our goal."

What Consumers Think

Consumers—the real source of the money you want to earn—hear about the drawing and take one of the following positions:

1. "I'll take a handful of registration blanks and stuff the box."
2. "I don't have time to read the rules. They look too complicated. Forget it."
3. "I never win anything anyway, so why should I try?"
4. "The prize is not worth my time to register."
5. "I'm not going to give them my ad-

dress. I'll just start getting more junk mail."

Both you and the advertiser expect the promotion to work— somehow. And when sales have NOT increased after you've taken the merchant's money, your sales person explains, "Well, we had one happy customer—the prize winner!"

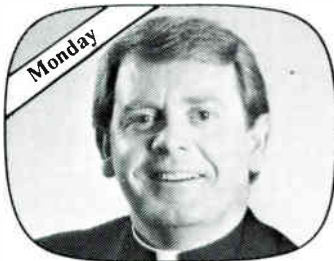
Sure, have your drawings if you must. It's time, though, to move to promotions and plans that really work. Your audience expects more of media than shallow schemes. So join me in raising your marketing and promotion standards to the point where YOU would love to join in as a consumer.

Give It Time

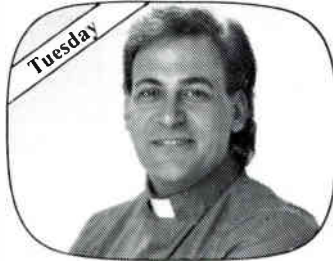
Somewhere, advertising media people got the idea that an ad schedule or cam-

continued on page 18

Superb New Inspirational Programming Every Week



FORUM
Topical social and spiritual issues discussed from the Christian perspective by Fr. Liam Kidney and guest experts.



AND NOW FOR THE GOOD NEWS
An innovative and upbeat Bible study program led by scholar and teacher, Fr. John Oliver.



A NEW BEGINNING
The inspirational TV magazine, hosted by Barbara Valentine, highlighting positive people, health, love and relationships.



SEARCH
A spiritual and meditative home retreat experience hosted by Kathy Lennon and leading American Catholics.



INNERVISION
Bishops from across the U.S. share views of social and religious issues with host, Fr. Liam Kidney.



SUNDAY MASS
The Holy Mass is celebrated each week for those unable to attend their local parish service.

Call Today for Information **HEART OF THE NATION** Richard Martinez (818) 848-5800

Circle (88) on ACTION CARD

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



TTC TOTAL SUPPORT

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

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

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

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

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

The Quality is TTC

WorldRadioHistory
Circle (7) on ACTION CARD

paign was good for no more than three months. So successful promotions have been terminated after the quarter—not because the public was ready for a change, but because the media staff was tired of it. Just about the time consumers become comfortable with a media event, it's jerked away.

Imagine the reaction if your child's favorite cereal was removed from the shelves, not because of slow sales, but because an executive assumed your family wanted something else. Keep your producing promotions out there, selling and working.

Until recently, the responsibility for creating broadcast promotions rested completely on the abilities of management or staff members. As a result, quick, "think-something-up-fast" ideas often were launched into the marketplace with no testing, no track record, no performance statistics—giving many stations the reputation of being ineffective as an advertising medium.

Before an automobile is sold to a driver, it has been tested, even crashed. We buy a car with a reasonable expectation of safety, performance, reliability, economy and comfort. How can we charge an advertiser the price of a new car and hand him a "hope-it-works" product?

Promotions Checklist

Good news! Your sales manager now HAS a source of promotions that will establish a positive reputation for your station. Have your pencil ready; I'll give you a number to call. But before I do, here is a tough checklist for any promotion you run, regardless of the source:

1. Will the promotion clearly benefit me, my client, and the consumers?

2. Is it possible to verify the effectiveness of the promotion to my client?

3. Will my viewers understand the promotion?

4. Can I motivate my viewers to get involved?

5. Am I willing to invest enough promotional ads to MAKE the promotion work?


6. Is my sales staff motivated to sell and service the promotion?

If you answer "no" to any one of these questions, throw the thing out and look for something else. Your promotions must be simple and interesting enough that the average 14-year-old will understand it and be motivated to participate. You don't have to hire Michael Jackson; you do have to work.

That's right. Promotions are work! But when you help enough of your clients get what they want, you'll have what you want—profit. Do the best promotions you can and the best job with them, and you will never have to worry about sales.

Now underline this number: 1-800-451-3622. You will be calling RRN Inc. in New York City. RRN Inc. publishes promotions that have been tested, verified, run and re-run. Prices are reasonable and their people are very friendly. Yes, RRN Inc. is my publisher, so say, "Joe sent me."

I am available for on-site sales help as well. Call me at (817) 540-2754 or write me at Box 155144, Ft. Worth, TX 76155.


Joe Tilton has worked in broadcasting as an announcer, promotion director, chief engineer, news director, sports director, sales manager, and general manager. He now puts his experience to work as a promotions writer and consultant for radio and television stations across the country. 

Channel America Adds Six New Programs

Channel America, the New York-based LPTV network, is adding six new viewer-participation programs to its 1990 schedule.

The new programs include "Opening Night," wherein viewers can preview new products and services and call toll-free numbers for free samples; "Champs Club," which will offer benefits to viewer members; and an entertainment program, as yet untitled, that will showcase new projects by independent producers. Three other new programs will be aimed at the growing market of entrepreneurs in the nation.

"The new programming continues the network's concept of making television a complete marketing medium for consumer products and service companies, rather than just being an exposure medium," said David Post, Channel America's founder and chairman. "We can provide advertisers with results that do more and tell more than just ratings."

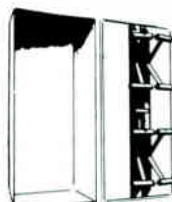
Channel America, which presently has 41 LPTV affiliates, recently signed its first cable affiliate. By the end of the year, Post expects to have 100 stations in the network. 

BON MOT

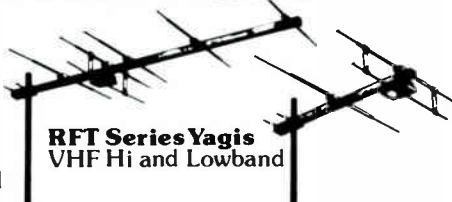
Every kind of service necessary to the public good becomes honorable by being necessary.

Nathan Hale

LPTV Commercial Antennas



UP 1469
UHF
Broadband



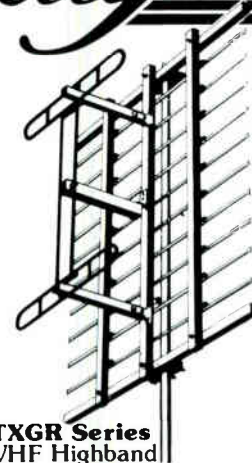
RFT Series Yagis
VHF Hi and Lowband



TS Series
Omni-directional



TZU
UHF



TXGR Series
VHF Highband

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

LINDSAY SPECIALTY PRODUCTS LIMITED

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

Circle (12) on ACTION CARD



CBA Comment

—by Colette Carey

First, an update on our progress in Washington, D.C. We are pleased to report to you that our letter-writing campaign is working! We have learned from a member of John Danforth's staff that the Senator has been receiving letters from concerned LPTV operators.

Danforth, as you may remember, is the author of Senate Bill 1880, the cable re-regulation legislation that excludes LPTV from cable must-carry. Danforth has been receiving these letters via other Congresspeople and Senators—as well as through his own mail. Obviously, the letters that you have written to your own representatives are being read, and then forwarded on to Danforth's office.

So, the campaign is working! If you haven't written yet, WRITE. If you don't know what to say, or whom to say it to, just call the CBA office at (414) 783-5977. We'll give you everything you'll need except stamps and stationery!

If you have written, WRITE AGAIN. And, remember to copy the CBA office with all your correspondence. Now that we have some momentum, we must keep it going. John Kompas visits Washington on a monthly basis, and your letters really help to back him up.

The Third Annual LPTV Conference

Dates have been set for the 1990 LPTV Conference and Exposition. We will return to The Riviera Hotel and Convention Center in Las Vegas, NV November 17, 18, and 19. We have many exciting new plans in store, including a formal reception on the last evening of the Conference at which we will present the Third Annual

CBA Best Local Production Awards.

Since we are currently in the early planning stages, now is an excellent time to call or write the CBA office with any suggestions or ideas you have for panels or discussions at this year's show. If you have any questions regarding exhibit space, room rates or other hotel information, please contact Cam Willis at Eddie Barker & Associates, 1-800-225-8183.

Our Own Newsletter

Back in Milwaukee, the CBA will soon begin production of our own monthly newsletter. The newsletter, as yet untitled, will be written by CBA attorney Peter Tannenwald with some help from the CBA staff. We have always received excellent coverage in *The LPTV Report*; however, the new publication, which will supplement the *Report*, will be exclusive to CBA members and will give us the ability to comment in more depth on CBA matters.

More Dues, More Service

Finally, CBA members will notice the increase in membership dues at their respective renewal dates this coming year. The raise in dues is substantial, but the particular reasons for the increase were covered in a letter to members from president John Kompas. I am confident that over the next year, you will be more than pleased with our progress, with our new potential, and with the increased value of your CBA membership.

Colette Carey is assistant to the president of the Community Broadcasters Association. K/B

RTNDA Survey Shows Gains In Salary, Women News Directors

The average full power television news director made \$42,500 in 1989, while the average radio news director made \$18,200, reports the Radio-Television News Directors Association. The figures were among the results of a study of 330 commercial TV stations and 247 commercial radio stations by Vernon Stone, professor of journalism at the University of Missouri.

Radio newscasters' annual salaries averaged \$15,600 in 1989, while the typical radio reporter made \$13,000. Medians for newscasters ranged from \$13,000 in markets of less than 50,000 population to \$23,350 in markets of more than a mil-

lion. Less than a third of the radio stations said they had full time reporters.

At commercial major market independent TV stations, salaries increased substantially—by an average of about 25% over 1988 levels. The survey showed that more independent stations are adding news operations comparable to those of network affiliates and fewer are relying on marginal or no newscasts.

The survey also reported that women have gained as news directors in both TV and radio. In television in 1988, 18% of news directors were women, up from 15% in 1987. In radio, 26% were women, up from 24% a year earlier. K/B

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Beach TV

continued from front page

them families. They needed food, fun, places to stay—and they needed to know where to find them.

But marketing to tourists was hard. "The Davis Company represented quite a few resort businesses," said Toni. "and we were frustrated because we couldn't reach the tourists with television. Tourists don't watch TV—they're on the beach. They don't watch the news every night at 6, or a soap every afternoon at 2.

Tourists Want Facts

"But they seek out information. They've invested in their vacation and they want to know where the good spots in town are." Toni points out that many tourist cable channels provide this information, "but not in an entertaining way."

And so was born a new concept in television marketing: three- to five-minute informational programs (Toni avoids the term "infomercial"), each featuring a business or attraction appealing to the tourist trade. The businesses pay for production—typically about \$4,000—and then a flat fee of \$24 each time the vignette is aired.

Here's one.

Toni does a series of reviews of the

Beach TV To Pay Warner For Carriage

Warner Cable in Destin, FL will be carrying the latest Beach TV tourist information station, but only after prolonged and sometimes heated negotiations.

More than eighteen months ago, when Jud Colley and Toni Davis decided to bring Beach TV to the Destin/Fort Walton area, they planned to lease space on an unused public access channel. But repeated efforts to contact Warner, the area's cable franchise holder, were unsuccessful.

So they changed their strategy and applied for their own station in Destin. With a CP awarded for W48BC, they contacted Warner again—this time about carriage for the LPTV. They were turned down. Officials at Warner's Destin office told Colley and Davis that Warner had, at that time, a corporate policy against carrying any LPTV stations.

But Destin city officials agreed with Colley and Davis that Beach TV programming would enhance the public access channel that Warner, according

to their franchise agreement, provided to the city. The information format would serve tourists as well as promote community public affairs campaigns and area businesses.

Warner disagreed with the city's decision, but eventually acquiesced—with the proviso that Beach TV pay a fee of \$2 per subscriber per month, or 15% of gross revenues, whichever was higher. The system has 40,000 subscribers, according to the 1989 *Broadcasting/Cable Yearbook*.

Colley and Davis refused, saying there was no fee stipulated for the channel in Warner's contract with the city. According to Colley, the City of Destin stepped in and warned Warner to "deal in good faith" with Beach TV. In response, Warner threatened to shut the channel down.

Finally, just this month, Warner and Beach TV settled on a fee of \$2,000 per month for carriage, reported Colley. Warner officials did not return several telephone calls requesting further information about the matter. K/B

community's many restaurants. She dines at the restaurant, sometimes several times. She interviews the chef, the maitre d', the owner, other diners. The production crew shoots close-ups of the table settings. They go back to the kitchen to catch the chef tossing a saute. The camera lingers over a desert cart or a rack of fine wines.

Toni looks for the uniqueness of each restaurant, the special ambiance that attracts the tourist. Then she writes a script giving viewers a behind-the-scenes look—which entrees are most delicious, which wines most exotic, where the best tables in the house are.

And the concept works. She has a waiting list of restaurants eager to be reviewed.

Oysters Are Ugly?

It works just as well for many, many other businesses and attractions—gift stores, theaters, guided tours, museums, hotels, nightclubs, casinos, condos, amusement parks. Beach TV, as Toni and Jud call their LPTV channel 46, won a Best Local Production Award at last year's CBA convention for "The Journey to Alvin's Island," a cleverly crafted metaphorical exploration of one Panama City Beach boutique.

One of Toni's favorite programs is "Oysters Are Ugly," an ode to the gastronomical pleasures offered by that unappealing creature. Also a CBA Best Local Production Award winner (Beach TV swept four of the twelve awards at last year's convention), "Oysters" is typical, Toni says, of what a tourist enjoys watch-

ing. "They like to understand the personality of a market, and they're very interested in what they eat. 'Oysters Are Ugly' is funny, it's cute, and it typifies the type of programming that holds a tourist's attention."

Some of the pieces challenge the creativity of Beach TV's production staff. "We try to encourage our clients to devote time and energy to the productions—to hire professional food stylists, for instance, and professional models," Toni explains. "But most of the time they don't. So our production crew has gotten really good at making do with amateur talent. For the restaurant reviews, we often interview the diners who happen to be there that night. It works, but you have to be good at talking people into doing things."

As for production values, what the client won't provide, the station makes up anyway. "We usually give more than they pay for," Toni acknowledges. But the ultimate objective is to make good-looking video that will keep the client coming back.

Slick Without Hype

Another objective is to avoid looking commercial. "Clients are not allowed to write their own programs. We do it for them and we write them in a non-commercial way, matching the production to the daypart it will be aired in and the audience it's supposed to attract." The final productions are informative, unbiased, without hype.

Jud and Toni know their audience thoroughly. "We analyzed the tourists and

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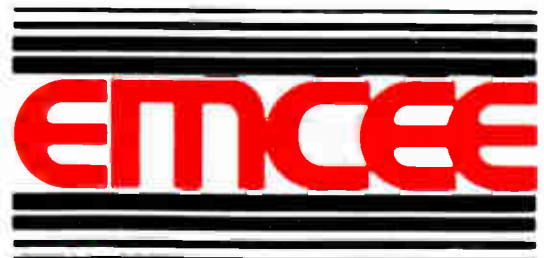
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their behavior, how they spend their days. Then we took target client groups and analyzed them. Then we programmed the station by matching the programs to the appropriate audience," said Toni.

From 6 to 10 a.m. programming targets the families and retired couples who are up and out early. "Fun and sun" daytime activities suitable for children and young parents, are the main fare. Singles and honeymooners, who were out late the night before, wake up between 10 a.m. and noon, so that period features restaurant and nightlife reviews.

From noon until 2 p.m., the station airs resort and real estate programs targeting

older adults and year-round residents. By 2 p.m. the early risers are sunburned and tired of the beaches, so the station features shopping attractions, fashions, historical monuments, sights to see from the car. Finally at 4 p.m. the emphasis shifts back to night life—restaurants, clubs, racing, casinos, theaters. About 25% of air time is reserved for public service or public affairs programming—water safety tips, interviews with local officials, and so on.

Tourists will watch the station an average of 45 minutes at a time, said Toni, so programs are repeated frequently within their day segments but shuffled to ensure

maximum exposure and avoid repetitiveness.

Low Rates/Frequent Buys

Beach TV also airs competitively priced 30-second and 60-second spots for those who don't want to buy a program. Where a :60 radio spot in Panama City Beach can run \$35 to \$40, Beach TV will charge \$7.50. Thirty-second spots go for \$5. The pricing is low, says Toni, because frequency of impression, important with any advertising, is even more important on a television station that is viewed the way Beach TV is—informally, for relatively short periods, for information, not entertainment.

After production costs of \$300 to \$500, small advertisers spend \$1,600 to \$2,700 a year with Beach TV; the largest can spend up to \$80,000.

Competition? Panama City has three full power stations and several radios, but Beach TV's programming format doesn't compete for audience with theirs, and relationships are friendly and cooperative. Jud and Toni have worked with the full power stations on several community affairs productions, and by introducing smaller businesses to television advertising, Beach TV paves the way for the larger stations to sell them time as well. On-air cross-promotion, and encouraging advertisers to supplement their TV spots with radio, keeps relations with the radio stations good.

As for cable, Beach TV began by leasing time on the 28-channel Jones Spacelink system serving Panama City and Panama City Beach. It was a year later that Jud and Toni acquired the LPTV station. Says Toni, "Jones was extremely helpful and eager to work with us to bring this information to the community. They even helped us put up our antenna. In fact, if their local general manager, Mark Alford, is any indication, Jones is one of the most forward-looking cable companies that I know of."

Alford returns the compliments. Carrying Beach TV has been good for Jones Spacelink, he says. "We're in a tourist market. The life blood of Panama City Beach is the tourist trade. Toni provides a very valuable service in that tourists can see what's available for them to do. She provides a way for advertisers to reach the tourists. And she serves the community by airing public service programming, things like water and auto safety promotions. Beach TV contributes a lot to our lineup. We've gotten a lot of letters from our subscribers about the station."

Jones Spacelink also carries all of the local full power major network affiliates, a local Fox affiliate, and a PBS station.

Quality Equipment Is Key

The station is equipped with Sony hardware furnished by Midwest Corpora-

continued on page 32

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WorldRadioHistory

NAB Walk-Through

continued from page 15

Laird Telemedia: Laird will again be showing their complete line of character generators—from the CG-7000 at \$2,500 to the Legend, billed as the most cost-effective broadcast quality graphics system available. Also to be shown is the VC-2000 video corrector, the RS-400 series of passive routing switchers, and the DA-5000 series of distribution amplifiers.

The VC-2000 will clean up bad video by regenerating sync and blanking, and allow adjustment of the video and color levels and the color phase. The 1035 Keyer/Fader enables a fade between any two video sources with or without external keys.

Leitch Video of America, Inc.: Leitch Video will be exhibiting several new products including the SPG-1302 D2 sync pulse generator, the DFS-3002N D2 frame synchronizer, the SPG-2600N NTSC modular sync pulse generator, and the Leitch Video Still File with a new networking option, enhanced software, read-write optical storage, and a D2 frame buffer.



The Leitch Video Still File.

Lindsay Specialty Products: UHF and VHF LPTV antennas and accessories, including power dividers and multi-channel combiners up to 10 kW, will be on display in Lindsay's booth. Lindsay can also engineer multi-antenna arrays for customized applications.

M/A Com: M/A Com will be showing their MA-23VX video microwave system. The MA-23VX is designed especially for the short-haul market in LPTV, CCTV, or STL systems where low cost and speedy and simple installation make it more economical than cable. It can be used for one-way video, with or without subcarriers, video with two-way subcarriers, or full duplex with subcarriers. The one-foot antenna with its built-in RF is ideal up to four miles; for up to eight miles, a two-foot antenna is available.

Magni Systems, Inc.: Magni will again be showing their test and measurement equipment. Debuting at this year's show will be the Creator™ Software for the Signal Creator™ generator. The program allows the operator to customize test signals in NTSC, PAL, and other component and DI/D2 formats.

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General College

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TALE ONE

Weekly reviews of the latest Hollywood and home video releases! By students at Washington State U-Pullman

Adult Cartoons

From the Museum of Cartoon Art! Classic cartoons seldom seen on television, as well as old favorites!



Health and fitness for dorm dwellers! Exercise and tips for good living from experts!

TALK IS CHEAP

Marilyn Freeman spotlights people who stand up and affect social change! Plus, how you can too!

Live and Eight

The best in college comedy produced live! Watch out Letterman! By students at WSU-Pullman

GOOD NEWS BAD NEWS

The world's first college sitcom! Zany antics at a college paper. By students at UCLA

The Roommate Game

Roommates find out how much they know about each other! By students at The American University

PICK OF THE CROP

The only national college country music video show! Sponsored by Chevrolet! Host T Ray plays 'em all!

VIDEO

UNDERGROUND

College radio comes to TV! New music, music news and more! By students at WSU-Pullman

CAMPUS HIT CLUB

No VJ! Back-to-back dance music! The hottest club hits! Pump it up and rock the house!

Just Our Stuff

NEW SHDW! A big company from Burbank presents no-frills alternative music video

Jack Fist

NEW SHDW! The weekly adventures of the world's most inept private eye! By students at Columbia University

NCTV NEWS

College news briefs every half-hour, presented by student anchors from across the nation

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Also to be shown are the WV560 and WV561 combination waveform monitor/vectorscopes. These units now feature Y/C capability.

Microdyne Corporation: Microdyne will be raffling off a new Vista-Link satellite reception system. Those not lucky enough to win the raffle can still get the Vista-Link at a special show price of \$9,999, 25% off regular list.

Billed as "ideal for the LPTV market," the programmable system comprises a 12-foot motorized antenna, Microdyne's combination C-band/Ku-band feed sys-

tem, Ku-band LNB, C-band LNB, and a microprocessor controller with internal software. Self-diagnostic routines simplify servicing for non-technical operators.

Two new low-cost products for LPTV will also be introduced: the CSD-SR1 C/Ku Band satellite receiver and the CSD/CM1 tuneable head-end modulator.

Miller Fluid Heads: Miller has released two new fluid pan and tilt heads for ENG and EFP cameras. The Miller 30 and 50 Series II heads, introduced last November, are completely redesigned versions of the previous Miller 30 and 50 models.

continued

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NAB '90 SELECTED EXHIBITS

For more information on the products and services exhibited at this show, circle the appropriate numbers on the **ACTION CARD** bound in this magazine and send it in.

Company	Action Card Number	Booth Number
Acrodyne	43	6000
Andrew Corporation	44	1860
Autogram Corporation	46	4806
BEXT, Inc.	48	8104, 8106, and 8108
Bi-Directional Microwave Systems	49	7124
Blue Feather Software	50	1447
The Camera Mart	52	6330
Channematic, Inc.	53	6014
Chyron Corporation	57	1834
Comprehensive Video Supply Corporation	58	1660
Comprompter	59	6355
Computer Prompting Corporation	60	3137
Crosspoint Latch Corporation	61	3308
Custom Business Systems, Inc.	63	4652
Data Security, Inc.	64	7001/7003
Dataworld	65	4456
Dynair Electronics	66	5122
Echolab, Inc.	68	6716-6719
EMCEE Broadcast Products	69	2440
ESE	70	6714-6715
Gorman-Redlich	71	4902
Gotham Audio Corporation	72	2342
Industrial Acoustics Company, Inc.	74	6818-6819
Jefferson Pilot Data Services	75	5014
Kintronic Labs	76	6638
Laird Telemedia	83	2350
Leitch Video of America, Inc.	97	3516
Lindsay Specialty Products	98	7102
M/A Com	99	2152
Magni Systems, Inc.	102	1026
Microdyne Corporation	104	1433, 1435
Miller Fluid Heads (USA), Inc.	105	6204
MSE Videotape Services	107	8057
Odetics Broadcast Division	108	5704
Paltex International	109	1734
Porta Brace	111	6055
Professional Label Service, Inc.	113	1020
Quanta Corporation	114	6030
RF Technology, Inc.	116	2612
Scala Electronic Corporation	118	4224
Soundmaster International, Inc.	119	
Tektronix	121	2016
Television Technology Corporation	140	2006
Tentel Corporation	122	2033
TimeLine, Inc.	124	4345
Ultimatte Corporation	125	1122
Uni-Set Corporation	126	1959
United Media	127	2826
Valley International	128	6710-6711
Vicon	135	939-940
Video Magnetics	136	1445, 1447
Will-Burt	137	6806-6807
Wireworks Corporation	138	4800-4801

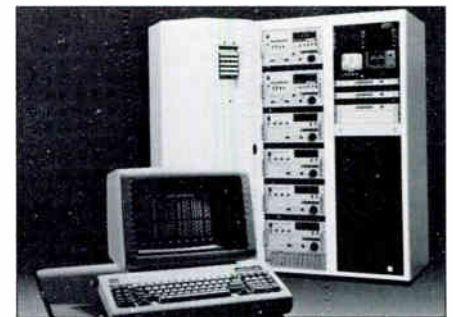
The Series II heads feature protection against moisture and dust particles, and a camera platform quick release attachment that allows both hands to be on the camera when locking onto the head. The head is equipped with a 60 mm sliding platform for fine tune balancing, and the leak-proof fluid damping system operates independently of the counterbalancing system, insuring smooth, resistance-free pan and tilt starts and stops. A drag control adjustment features three ranges plus a neutral setting.



The Miller 30 Series II fluid head.

MSE Videotape Services: On display will be evaluated videotape in 1" and 3/4" formats. MSE reduces the cost of tape stock by providing a quality alternative to new videotape.

Odetics Broadcast Division: This maker of cart machines and accessories will be showing the following new products—a D2 cart machine, news control terminals with news automation interface, program automation within the cart machine, and a station automation systems interface to the cart machine. Established products on exhibit will include large library management cart machines for television broadcast, work stations on shared database with cart machines, and traffic computer links to cart machines.



Odetics' TCS2000 cart machine.

Paltex International: On March 1, Paltex announced an exclusive licensing agreement with Aston Electronics whereby Paltex will manufacture, market, and support all of Aston's NTSC products. Several of the Aston products, as well as products from Paltex's own line of video editing systems, will be on display. Among the Aston products to be shown

will be the Wallet, a compact, general purpose still store system; the Caption, a single channel character generator; and the Aston 4, a dual channel CG. Both Caption and the Aston 4 offer an off-the-shelf library of 250 anti-aliased typefaces and access to more than 2,000 additional fonts.

Also on display will be the new Paltex DYAD² digital mixer/keyer, designed to bridge the gap between the D2 editing suite with all-analog terminal equipment and the D2 editing suite with all-digital terminal equipment.

Porta Brace: Porta Brace manufactures a complete line of nylon soft shell cases for video production crews. Among the new products to be shown are the Light Pack, a compact case for carrying lighting equipment; the Shoulder Case, for the Sony BVW 200 and 300; the Tech Case, an over-the shoulder bag for personal gear or engineer's tools; and the Video Vest, a production vest specifically designed for video and audio professionals.

Professional Label Services: The company will be introducing several new products at NAB: Beta SP face labels and sleeve inserts, VHS face and spine sets on laser label sheets, audio cassette laser label sheets, custom-fit pinfeed labels for 1" spot reels, new VHS cardboard slip cases, and the new 3.01 "Vidlabel" videotape label printing software.

Established products to be displayed include labels, sleeves, and cases for all videotape formats, custom label printing, and a complete line of desktop laser printed labels.

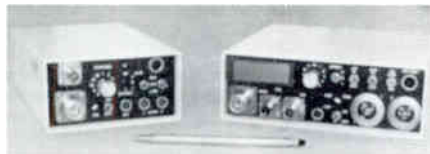
Quanta Corporation: Quanta, a Dynatech company, will be exhibiting their full range of character generators, including several new products.

Check out the Delta-1+ high-end text and graphics generator for the Orion character generator. The Orion business graphics package includes capabilities for bar graphs, column charts, line graphs, pie charts, and "growing" bar and line graphs.

Established products to be shown include the high-resolution, anti-aliased Delta-1; the anti-aliased, mid-range Orion; and the real-time QCG-500, QCG-38, and QCG-304.

RF Technology, Inc.: RF Technology is showing their new Pathfinder Central Receive Antenna System, designed for cost-effective medium haul ENG applications. An offset-fed semi-parabolic antenna design provides high efficiency and very low sidelobes which combine to offer the best possible overall performance. The unit is available in single-band and 2 and 2.5 GHz wideband versions to complement the company's range of wideband transmitter systems.

Also new at NAB is the Automatic Chro-



The RF Technology RF-703B/700C transmitter receiver pair.

minance Corrector, designed for all applications where moving source camera links are used. Applications range from race cars, motorcycles, and helicopters to downhill skiing and freefall parachuting. The unit operates in conjunction with any microwave receiver and complements RF

Technology's portable and ultra portable transmitters.

Scala Electronics: Scala will be exhibiting a full line of transmitting antennas for VHF and UHF LPTV systems, as well as monitoring antennas for FM and antennas for UHF-TV STL links. Says the company, "All present and prospective LPTV broadcasters are welcome to visit us and to find out why Scala has supplied more LPTV antennas during the past 35 years than all other manufacturers combined."

Soundmaster International: On display will be the Soundmaster audio edit-



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ing system with the new Syncram random access digital audio module. The system is based on a modular intelligence concept. Syncro, the machine control/synchronization module; Syncode, the master timing clock and time code generator; I/O, the analog-to-digital and digital-to-analog input/output module; and the new Syncram all operate as independent units supervised and synchronized by the Soundmaster CPU.

The new Syncram offers very sophisticated machine control and time code synchronization of traditional media, edit decision list management for on-line entry

as well as auto-execution, and recording and retrieval of 16-bit digital audio with random access to hard disk and optical drives.

Tektronix: Tektronix will be offering their 1710B waveform monitor with burst phase indicator, the 1720/1730 vectorscope/waveform monitor team, and the TSG-100 NTSC television generator, as well as many other products from their full line of professional television test, measurement, and monitoring equipment.

Television Technology Corporation:

WorldRadioHistory

At TTC's booth will be an XLI000MU 1 kW UHF transmitter and the latest design of the XLS100U, a 100-watt UHF transmitter. Also on display will be a 20-watt UHF STL transmitter.

Tentel: This manufacturer of video and audio tape transport test instruments will exhibit the T2-H5-UMC Tentelometer tape tension gauge and the TSH-MII spindle height/reference gauge for MII formats; the T2-HY-SLCX Tentelometer tape tension gauge for D2, and a variety of problem solving gauges for U-Matic, Betacam, and S-VHS.

TimeLine: TimeLine, makers of time code equipment, VTR synchronizers, and audio console equipment, will be introducing new software for their compact and sophisticated Lynx Keyboard Control Unit. Designed for multi-machine synchronization and editing, the Lynx provides comprehensible, programmable machine control for up to six transports via Lynx modules.

Also to be shown is new software for the Lynx Video Systems Interface Module. The new software enables audio and video editing systems to control audio tape machines via serial emulation of an Ampex VPR-3 video transport.

Ultimate Corporation: On display will be the new System-6™ video image compositing system, featuring a menu-driven remote, a time code reader, and a memory that can store up to 75 set-ups. The new Screen Correction™ circuitry permits flawless composites even when the bluescreen is filled with imperfections.

Also new is the Ultimate Memory Head, a computerized pan/tilt head which operates like a conventional fluid head but which remembers and can repeat pans, tilts, zooms, and pulls accurately enough for image compositing.

Uni-Set Corporation: Uni-Set will be exhibiting its new "Local Production Package," featuring five basic studio settings. The sets are built from modular panels and blocks formed from strong Kydex laminate. The panels fit into number coded storage carts for easy assembly and disassembly.

continued on page 33



One of the dozens of set combinations possible with Uni-Set modules.



LPTV and the LAW

Investigating Competition To Cable

—by Peter Tannenwald

On January 22, the FCC issued a Notice of Proposed Rulemaking inviting comments on whether there is enough competition to cable television to justify the light degree of regulation that is presently imposed on cable operators, and, if there is not, how additional competition might be stimulated.

I think that most LPTV broadcasters would take the position that cable is a monopoly—at least in those homes that subscribe—because virtually all cabled communities are served by only one cable system, and because when cable is installed in a home, the installers often disconnect the antenna for over-the-air reception.

In spite of practices like these, federal regulation of cable is relatively light. There is no longer any requirement to carry specific broadcast signals, and federal legislation prohibits states, counties, or municipalities from regulating cable rates if there are three or more television broadcast signals available in the community. If there are fewer than three broadcast signals, then rate regulation is permitted, but only for service tiers that carry broadcast signals. Conventional TV stations and local translators are counted in determining whether or not three signals are available, but LPTV stations are not.

Legislation Introduced

Public complaints about the quality and pricing of cable TV services have been numerous and frequent enough that the Washington political system has finally been galvanized into action. Cable re-regulation legislation has been introduced in Congress. And the FCC has initiated a rulemaking proceeding on the issue of cable competition.

Although increased regulation could be an outcome of the rulemaking, the Commission's general philosophical aversion to regulation and its preference for relying on market forces to serve the public interest has led it to look for ways to stimulate new competition for cable rather than adopt stronger restraints.

Cable's market strength lies not only in its control over the pipeline to the TV set, but also in the multiple channels of programming that it offers. For that reason, the FCC is focusing its attention on stimulating competition from multi-channel services rather than single channel services like broadcast television stations.

However, the ideas that have attracted the most attention so far face serious practical problems. They include the following:

1. Encouraging local communities to grant more than one cable franchise. Most communities feel that the market will not support the cost of construction of more than one system, and the thought of yet another wire gracing the town's utility poles is not always attractive.

2. Encouraging the development of direct broadcast satellite systems. The Commission has granted construction permits for several DBS systems and has been extremely liberal in granting extensions of time while permittees seek to firm up financing for this highly costly and speculative venture. Communications Satellite Corporation (Comsat) gave up without ever starting service. But the "Sky Cable" system proposed by NBC, Rupert Murdoch's News Corp., Hughes Commu-

nications, and Cablevision Systems may begin service as planned in 1993. Meanwhile, Europe and the Far East have progressed much faster than the U.S. in launching DBS services.

3. Facilitating the development of the multichannel multipoint distribution service which could, if regulations were sufficiently relaxed, offer up to 31 channels of service in the 2500-2690 MHz band. The FCC recently opened a separate proceeding looking toward dropping the existing rule that a single entity may be licensed for only four MMDS channels, allowing MMDS operators to hold licenses for certain hours on channels allotted to the instructional television fixed service (ITFS)—which has primary status on 20 of the 31 channels, and possibly prohibiting cable TV operators from holding MMDS licenses.

However, the MMDS service also faces other obstacles which are not easy to overcome. These include signal propagation problems in the frequency band, the cost of providing each subscriber with a frequency converter, and the fact that many desirable programming services are owned by cable operators who will not sell to MMDS systems. The FCC is interested in the problem of program availability, but the legal and political aspects of regulating programming ownership and marketing are complex. *continued*

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4. Permitting telephone companies to offer video services. Telephone companies have great interest in constructing fiber optic networks and offering video services of one kind or another in competition with cable TV. While "telco" entry would certainly offer strong competition to cable, some people fear that unleashing so large a Goliath will ultimately drive cable out of business and simply substitute a new monopoly for the old one.

How To Comment

Washington lobbyists are out in force on these issues. Both Congress and the FCC are actively involved. The FCC recently called special national attention to its efforts by holding field hearings in Los Angeles, St. Louis, and Orlando—something it has rarely done in its 56 years of existence.

You can make your views known to the FCC by filing comments in MM Docket No. 90-12. Deadlines are April 6 for comments and May 7 for reply comments.

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. M/B

Two LPTV's Fight Storer Over Carriage

—by Colette Carey

LPTV-24 in Sarasota, FL and LPTV-28 in New Haven, CT are broadcasting as usual despite battles with Storer Cable over carriage. TV-24's attempts to gain carriage go back to July 1988; TV-28 has been trying since last summer. Both stations have attempted legal action to force carriage.

Sarasota's TV-24 is carried on three other area systems, and has forged a friendship with USA Cable, which is currently cabling Manatee County, just north of Sarasota County where the station is located. President and general manager Warren Cave says that his relationships with all of the systems are "excellent," and that TV-24 does not pay a penny for carriage on any of them. In fact, one of the three, a wireless system called Airborne Cable, shares office space with TV-24.

Cave credits WTMV-TV, a full power independent in Lakeland, FL, for helping his station through its toughest times—just after Storer had rescinded an oral agreement to carry the LPTV (see *The LPTV Report*, October 1988 and September 1989). TV-24 rebroadcasts WTMV's signal, an arrangement that helped Cave fill dangerous gaps in programming.

Cave said that now that his station has found other options for carriage, his staff has been able to concentrate more and more on local origination programming.

Fourteen-month-old TV-28 in New Haven, CT is also continuing to carry live local events for its 500,000 viewers, despite rejection from their Storer system.

Back in September, TV-28 attorneys filed a petition in Storer's franchise renewal hearings charging that the cable company was failing to serve the public interest by refusing to carry local signals. A ruling on Storer's renewal is pending from the Connecticut State Office of Consumer Counsel.

Although there is still a chance that the petition will win carriage for TV-28, the station's president, Bob Knapp, is not very optimistic. "It seems as though people on the state level do not want to get involved on our behalf in order to dictate programming to the cable company, because of the First Amendment issues involved in that type of request," he said.

Storer officials in both cities failed to respond to requests for comment. M/B

1,240 EBS Reports In 1989

The Federal Communications Commission reports that broadcast stations activated their Emergency Broadcast Systems 1,240 times in 1989. The figure is a record number for the 13-year-old EBS program. Even so, because activations need not be reported, the actual number may be higher still. None of the stations reporting activations were LPTV stations.

The reports cover such situations as flash floods, blizzards, tornadoes, severe thunderstorms, ice storms, power outages, high winds, a chemical explosion, a toxic spill, a prison escape, a potential dam failure, Hurricanes Dean and Hugo, and the San Francisco earthquake.

Said Andrew S. Fishel, EBS managing director, "Broadcast stations...have an obligation to serve in the public interest, and the use of EBS is an excellent example of fulfilling that obligation." M/B

Globalization

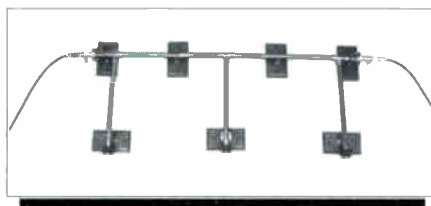
continued from page 3

American media against foreign competition: "This country's greatest strength is its ability to assimilate and build upon the insights of diverse cultures. On the other hand, we want to make sure that U.S. regulations do not impair the ability of home-grown companies to compete in the global marketplace of ideas."

The Notice is divided into two parts: the Factual Inquiry, which seeks to establish the structure of global communica-

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tions industries, the reasons for globalization, and the technologies that spur the globalization trend; and the Policy Inquiry, which investigates the implications of globalization on present and future U.S. communications policy.

Factual Inquiry

The Notice identifies five firms operating in the U.S. that have international media holdings: Sony; Rupert Murdoch's News Corp.; Time-Warner, Inc.; Bertelsmann AG; and Hachette, S.A. It asks for comment on whether such conglomerates represent a fundamental restructuring of the \$250 billion world mass media business or only a short-term phenomenon, and, indeed, if they form a significant part of the industry—together these companies earn 18% of total world revenues in communications.

The Notice also asks for information on the industry sectors in which such global firms operate—sectors that it tentatively defines as visual and audio program production; program packaging; program transmission, distribution, and exhibition; and manufacturing. It focuses primarily on electronic media, not print, though it invites comments about the impact of print media in globalization.

It asks for comment on the national identity issues, if any, raised by firms with holdings in several countries. It also asks about the reasons for globalization and the role that new technologies may have played in the globalization trend.

Policy Inquiry

The second section, the Policy Inquiry, focuses on four areas of U.S. communications policy potentially affected by media globalization: the structure of domestic media, media content policies, the promotion of democratic ideals, and the competitiveness of U.S. companies in global media markets.

Media Structure: In the area of media structure, anti-trust policies are emphasized. These include, for example, cross-ownership and multiple ownership rules as well as vertical integration regulations. The Notice highlights the financial interest and syndication rules to which the television networks are subject and vertical integration within the cable industry. It asks if such regulations channel the domestic investment of global media firms toward certain industries (for example, print media, cable television, or satellite) and away from other industries such as broadcasting. Do such rules make it easier for foreign firms to compete in programming markets, while at the same time inhibiting the ability of U.S. broadcast networks to compete?

And if a foreign government permits American investors to own and control

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radio or television broadcast stations within its borders, should the U.S. provide comparable access? The question is especially relevant because foreign corporations may own or control other program distribution channels such as cable television, theater chains, and newspapers in this country.

Media Content: The Notice also asks for comment on three media content policies—"localism," the concept of cultural sovereignty, and the role of public and non-commercial broadcasting.

Traditionally, U.S. communications policy has protected and encouraged localism. How will globalization affect the commitment of the mass media to the needs of local audiences? Citing broadcast regulations mandating local programming, the local programming commitments built into many cable franchise agreements, and the market forces that promote localism, the Notice asks, "Will the global growth of media firms affect the traditional commitment of domestic media firms to the needs of local audiences? If so, how, and to what extent? In particular, will the globalization trend have a specific impact on the quantity or quality of local programming presented by broadcasters? Should 'local service' be


a continuing obligation of all broadcast licensees?"

As for cultural sovereignty, the Notice acknowledges that the U.S. has no policies to preserve its own cultural values in the domestic media marketplace. But, it asks, if the current trend of foreign investment in domestic media firms continues, will such policies become necessary? It notes that foreign governments frequently safeguard their own cultural values in their trade policies.

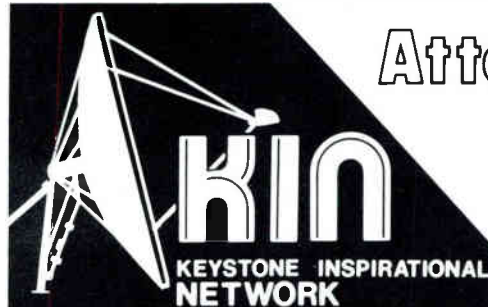
It also asks for comment on the potential impact of globalization on the availability of non-commercial or public television programming in the U.S.

Democratic Ideals: The Notice recognizes that the global use of electronic media encourages demand for democratic reforms internationally. It asks for further comments on the impact of global media on world social, cultural, and political developments.

U.S. Competitiveness: Finally, the Notice explores strategies to foster the competitiveness of U.S. firms in global media markets. It focuses on two areas: national and international standards, and worldwide intellectual property protection.

Public comments are due May 11. Reply comments are due June 22. 

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HDTV Update

continued from page 6
bandwidth version of its Wavelink™ to combine the three baseband signals on a single fiber.

CTN has also purchased a Rank Cintel MKIII HD high definition flying spot telecine. The unit is part of a full transfer suite developed by CTN to transfer motion picture films to HDTV video for presentation in its theatre chain. The telecine will be available for hire by outside clientele.

• In a speech at the 1990 Communications Network Exposition in February, FCC Chairman Alfred C. Sikes had this to say about HDTV: "Competitive markets work well. But they do not always advance all of the interests which the public values highly.

"I have, for example, emphasized high definition television research and development expenditures by systems proponents which are tailored to the special needs of American television viewers.

"Our broadcast system—which differs from that of other countries—developed, in part, based on public interest values. American broadcasting is grounded on the values of localism—many outlets, owned by a large number of people, and oriented toward serving discrete communities.

"Absent some U.S. government involvement, overseas-developed, satellite-based systems that were created to meet much different national needs, might undermine our tradition of broadcast localism." [M/R]

TV 43 News Wins 1989 AP Award

"Desert Hammer II: The Eagles Fly West," a series on the training of Army troops at Fort Campbell, KY, won the 1989 Associated Press Award for the state of Kentucky in the category, "Best News Series or Continuing Story." The five-part series was produced by David Bryant and David Powell of W43AG in Hopkinsville, KY.

TV 43 competed with all of Kentucky's television stations for the award. Major General Teddy Allen of Fort Campbell also presented the station with the Commander's Certificate in appreciation of the series. [M/R]

BON MOT

The best test of truth is the power of the thought to get itself accepted in the competition of the market.... We should be eternally vigilant against attempts to check the expression that we loathe.

Oliver Wendell Holmes, Jr.

Roseman To Head New FCC International Office

Walda Wanger Roseman is heading the FCC's newly created Office of International Communications, the agency has announced.

The new office was created in November 1989 in response to the increasingly global character of communications issues. Its functions are to 1) coordinate and integrate the FCC's international policy activities; 2) ensure that those policies are uniform and consistent; 3) represent the Commission in international organizations; and 4) serve as a general focal point for international activities.

Roseman comes to the office from her position as senior advisor for strategic planning for the International Telecommunications Satellite Organization. She was the executive vice president of the Corporation for Public Broadcasting from 1981 to 1983 and has held other executive positions with National Public Radio and the White House Office of Telecommunications Policy. [M/R]

Corrections

In a photo of the "LPTV Legal Clinic" panel on page 15 of the December LPTV Report, one of the panelists was incorrectly identified as Greg Skall. The attorney's name is Jerold Jacobs.

• • •

The University Network, U•NET, was inadvertently omitted from our January programming directory. Here is the information on this service.

U•NET (University Network)

Box 1955, Brown University
Providence, RI 02912

Contact: Dara Goodman
(401) 863-2225

Type of payment: \$50/year

Type of programming: Animated, Comedy, Drama, Game Shows, Lectures,

Magazine/Talk, News, Public Affairs

Sample titles: "From The Academy" (winning video works from the Academy of Television Arts & Sciences Annual College Television Awards), "University Lecture Series" (top guest lecturers such as Ted Turner and Walter Cronkite), "Inside Out" (news magazine from Emerson College), "Null & Void" (comedy from Syracuse University), "Got A Line For You" (movie trivia game show from Middle Tennessee State University), "Campus Spotlight: Live With Kim Fields" (celebrity talk show from Pepperdine University), "Spotlight" (public affairs talk show from Howard University).

• • •

And the address given for Modern TV in January's programming directory is incorrect. The correct address is Modern TV, 5000 Park Street North, St. Petersburg, FL 33709. [M/R]

Supplier Solo

Solid State UHF Transmitters What Can They Offer You?

—by Joe Wozniak

Those of you with non-broadcast backgrounds may be wondering why there is suddenly such interest in solid state transmitters, particularly when tube transmitters still appear to be the best and only choice for many applications. Others may be surprised that in this, the age of transistors, tubes are still being used at all.

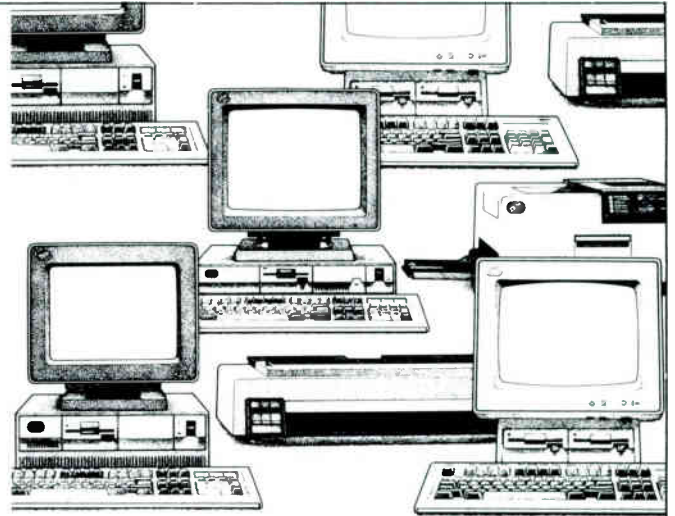
Actually, the impetus behind all solid state equipment has actually come from within the broadcast industry which is pressing transmitter manufacturers to produce easy-to-use and low-maintenance systems to offset the limited availability of qualified TV engineers. The solid state UHF transmitter fulfills these needs with improved reliability and lower operating costs.

Solid state devices (transistors or multiple transistors) have long life and rarely have to be replaced. In contrast, tubes do burn out; and while some tubes perform longer than others, those used in LPTV type transmitters will generally last from one to two years.

Costs

The average annual cost for tube replacements will run about \$600 for 100-watt UHF transmitters and about \$2,500 for 1000-watt UHF transmitters. The cost to have a qualified engineer replace the tube and retune the transmitter will run an additional \$500 to \$3,000, depending on the availability of such a person. Of course, you can also buy these services

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from your transmitter manufacturer for about the same price.

Perhaps the most important reason to select solid state over a tube type transmitter is less lost air time. Because a single tube is used to amplify the TV signal (see figure 1), failure of this tube means you are off the air. How long? As little as ten minutes if a tube and the engineer are on hand, a day or two if the tube must be purchased and the engineer is available.

Solid state transmitters, however, have multiple amplifiers (see figure 2), and the loss of one of these amplifiers means only a partial loss of power and not lost air

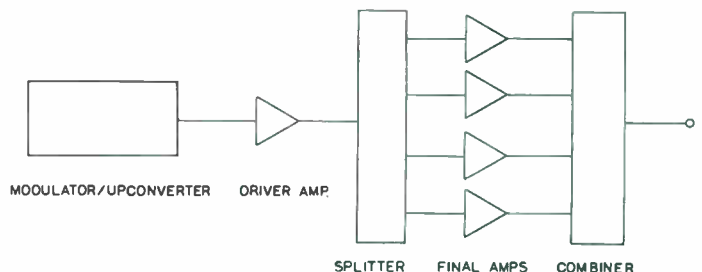
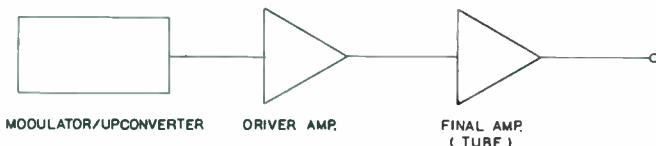
time or revenue. This amounts to having built-in redundancy.

Selecting A Transmitter

Your choice of a solid state transmitter should not be based on price alone. Solid state amplifiers must be reliable, and this reliability cannot be taken for granted. Time-proven devices with built-in protection for transistors are essential for long years of service. A proven dependable modulator/upconverter and driver system is preferable because there usually is no redundancy in these sections of the sys-

Fig. 1. Block diagram of a typical tube type LPTV transmitter.

Fig. 2. Block diagram of a typical solid state LPTV transmitter.





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tem. Be sure to check the manufacturer's experience in the design and use of solid state transmitters before investing your money.

Other important features to look for in a solid state transmitter are built-in diagnostics for pinpointing problems and a modular design that allows individual amplifier modules to be removed for field or factory repair without going off the air. Broadband design means the amplifiers are not tuned, eliminating the need for periodic tuning such as is required with a tube system. Other types of redundancy, such as multiple power supplies and a backup exciter, further improve on air dependability.

Today the price difference between solid state and tube type transmitters is negligible and will be quickly recovered when the expense of yearly tube changes is saved and the cost of potential lost air time due to tube failures is estimated. Solid state transmitters deserve a solid look for new station applications or replacements.

Contact: **Joe Wozniak**
Sales and Marketing Manager
Acrodyne Industries, Inc.
516 Township Line Road
Blue Bell, PA 19422
(800) 523-2596



LPTV Distribution by State and Territory
February 16, 1990

	Licenses	CPs*
ALABAMA	7	20
ALASKA	219	28
ARIZONA	15	47
ARKANSAS	7	34
CALIFORNIA	37	91
COLORADO	18	35
CONNECTICUT	0	4
DELAWARE	1	0
WASHINGTON, DC	2	0
FLORIDA	34	107
GEORGIA	17	45
HAWAII	2	24
IDAHO	19	39
ILLINOIS	6	34
INDIANA	9	26
IOWA	11	43
KANSAS	8	50
KENTUCKY	7	29
LOUISIANA	10	52
MAINE	7	15
MARYLAND	2	6
MASSACHUSETTS	6	20
MICHIGAN	8	16
MINNESOTA	30	41
MISSISSIPPI	10	21
MISSOURI	12	35
MONTANA	23	38
NEBRASKA	4	16
NEVADA	17	16
NEW HAMPSHIRE	3	4
NEW JERSEY	2	12
NEW MEXICO	14	47
NEW YORK	20	47
NORTH CAROLINA	7	44
NORTH DAKOTA	4	22
OHIO	11	39
OKLAHOMA	17	36
OREGON	18	30
PENNSYLVANIA	10	45
RHODE ISLAND	0	4
SOUTH CAROLINA	2	22
SOUTH DAKOTA	6	18
TENNESSEE	20	51
TEXAS	44	123
UTAH	17	17
VERMONT	1	9
VIRGINIA	6	21
WASHINGTON	9	36
WEST VIRGINIA	1	4
WISCONSIN	10	26
WYOMING	22	41
GUAM	1	0
PUERTO RICO	3	7
VIRGIN ISLANDS	0	2

TOTALS: Licenses: 796
Construction Permits: 1,639

* Expired CP's have been removed as of 2/16/90

*Construction Permits

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Beach TV

continued from page 22

tion's Pensacola office. Two BVP-5 Beta-cams, eight VP-7020 VTR's, and an editing package comprising two BVW source VTR's, a BVW-45 editor, and a VO-9850 3/4" SP edit pack make up the bulk of the equipment. Several monitors, a BVE-900 controller, and an SEG 2550 production switcher complete the Sony contribution.

The TBC is a FOR-A 200; the character generator is a Quanta CG-500. A TTC 1000-MU transmitter and a Scala SL-8 antenna form the transmission package.

Perhaps the most interesting piece of equipment is a custom designed Channelmatic AdCart 4 + 2 commercial inserter.

The AdCart was designed originally for cable applications, said Mike Watson, Channelmatic's vice president of sales. Each channel control unit was capable of controlling four VCR's, inserting pre-recorded commercials into the programming in response to satellite tones. If a cable system was large enough to need more than four VCR's to accommodate its ad insertions, it would buy several Ad Carts and chain them together.

But Beach TV's programming format—short, five-minute segments and 30-second spots, continually shuffled and reshuffled—required a large number of VCR's to function as a unit. In addition, the company had recently acquired an LPTV station in Destin, 60 miles west, which they needed to control from Panama City Beach.

So Channelmatic engineers redesigned the Ad Cart software, integrating two CCU's so they would function as a single channel device, controlling up to eight VCR's at once.

Says Watson, "The potential for this was incorporated into the software from the beginning, but we hadn't developed it. The feedback from Beach TV helped us a lot in the design process."

Equipment costs for the Panama City Beach station totaled \$800,000, said Toni—\$300,000 for the production gear and the rest for the transmission equipment and the Channelmatic AdCart. Bank loans financed the start-up hardware.

The Future

The operating budget right now is about \$35,000 a month, she reports. But the station is profitable. In fact, more often than not, the available time is sold out and there is a waiting list of advertisers.

Which is why Jud and Toni are expanding.

The Destin/Fort Walton station, W48BC, signed on just this month and will serve some two million upscale vacationers every year.

And the couple has bought a construction permit for W34AD in Key West which they'll sign on May 1. There is no other broadcaster in the Keys, Toni says, so the

Key West station (its signal microwaved east up the keys to the coastline) will fill the void with a considerable emphasis on local affairs, among them important environmental issues: "We'll be working with the 'Conchs', as the locals call themselves, on protecting the ecosystem of the reef which is being threatened by offshore drilling."

The couple has also bought a CP for W05AX in Cape May, NJ. They've applied for CP's in Hilton Head Island, SC, and Perdido Key, FL, which serves the Gulf shoreline. They have an option on a CP in Charleston, SC.

They avoid full power stations, which they feel have too big a coverage for their

NAB Walk-Through

continued from page 26

United Media: United Media is introducing two new products this year—the UMI 500 and UMI 600 multi-tasking keyboard videotape editors. The units combine speed and affordability and are unique in that they provide SMPTE RS-422 direct serial control of up to four or six VTR's, respectively. Anyone who can use an 87-key keyboard can learn to use these new edit controllers. Included in the starting price of \$7,000 is the multi-tasking feature which saves time and money by integrating several tasks at the same time.

Also to be shown are such established products as the UMI 400 Series videotape editors, the Multi-Tasking Series videotape editors, and the Commander Series videotape editors.

Valley International Corporation: Valley International will be exhibiting a number of new products for audio applications. Among them are the DCE, a stereo digital compressor/expander capable of everything from mild compression or AGC action all the way to "zero attack time" peak limiting. The independent expander can provide complementary noise reduction, or special processing effects.

Also to be shown is an analog/digital interface featuring precision, 16-bit A/D and D/A sections and the PR-2A and PR-10A powered racks which can accommodate two and ten 800 series modular signal processors, respectively.

Vicon: From Vicon comes remote camera positioning equipment in both programmable and non-programmable formats. The pan and tilt devices will accommodate up to a 30-pound payload.

Also on exhibit will be triple 6" rack-mounted preview monitors, lightweight and completely portable self-contained black and white cameras, and single chip color cameras.


VideoMagnetics: VideoMagnetics specializes in refurbishing Ampex and RCA quad video heads and Type C format heads. The company will introduce its

needs. "A full power station would be overkill," says Toni.

The two spend considerable time researching a new market. Says Toni, "We eat at the restaurants, stay at the hotels, look at the demographics, analyze the competition, visit the Chamber of Commerce. We look at the community as a tourist would."

Jud wants to have ten stations broadcasting by 1993. Toni is more ambitious. "Within five years, I'd like to be doing Paris."

France, not Texas.

The market research on that one is going to be a heck of a lot of fun! 

new Type C Format BVH 1000, 1100, and 2000 refurbished scanners.

Will-Burt: Will-Burt will be exhibiting their Model 6-25-357/367 pneumatic telescoping mast assembly with a new low-profile pan and tilt positioner. Also on display will be a new, manually extended 25-foot mast for top loads of 20 pounds or less.




Will-Burt's Model 6-25-357/367 pneumatic telescoping mast.

Wireworks Corporation: This manufacturer of multichannel, multipin disconnectible audio cabling components will be showing their group of hardwired and multipin disconnectible audio and video cabling systems; coaxial and microphone cable assemblies; the TE-3 mic cable tester; and the T-Series individual, Jensen transformer isolated mic splitters.



A sampling of Wireworks' audio, video, and audio/video cabling products.

Also to be shown is new software for the Lynx Video Systems Interface Module. The new software enables audio and video editing systems to control audio tape machines via serial emulation of an Ampex VPR-3 video transport. 

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Circle (22) on ACTION CARD

Trying to find the best fit for your programming puzzle?

Simply by carrying a block of FamilyNet programming, your station can then take as much or as little as you wish from the rest of our terrific lineup.

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Circle (106) on ACTION CARD

What's Going On

March 31-April 3, 1990. National Association of Broadcasters 68th Annual Convention. Atlanta, GA. *Contact:* (202) 429-5356.

April 3, 1990. Annual Broadcast Pioneers Breakfast. Atlanta, GA. *Contact:* Ed DeGray, (212) 586-2000.

April 6-8, 1990. National Association of College Broadcasters PA-OH-NY-NJ Regional Conference. Indiana University of Pennsylvania. *Contact:* Jay Hirschson, (401) 863-2225.

April 18-20, 1990. Broadcast Financial Management Association's 30th Annual Meeting. Hyatt Regency, San Francisco, CA. *Contact:* Cathy Milana, (312) 296-0200.

May 17-20, 1990. American Women in Radio and Television's 39th Annual Convention. Capital Hilton, Washington, DC. *Contact:* Diane Walden, (202) 429-5102.

May 20-23, 1990. Cable '90, The National Show, sponsored by the National Cable Television Association. Georgia World Congress Center, Atlanta, GA. *Contact:* NCTA Convention/Exposition Headquarters, (202) 775-3606.

June 2-4, 1990. ShowBiz Expo, sponsored by Live Time, Inc. Los Angeles Convention Center, Los Angeles, CA. *Contact:* Live Time, Inc., (213) 668-1811.

June 10-13, 1990. 1990 BPME & BDA Annual Conference, sponsored by the Broadcast Promotion and Marketing Executives and the Broadcast Designers' Association. Bally's, Las Vegas, NV. *Contact:* Jay Curtis, (213) 465-3777.

September 21-25, 1990. Audio Engineering Society 89th Convention. Los Angeles Convention Center, Los Angeles, CA. *Contact:* Ronald L. Bennett, (818) 986-4643.

September 24-27, 1990. Radio-Television News Directors Association Annual Convention. San Jose, CA. *Contact:* (202) 659-6510.

October 1990. Women in Communications Annual Conference. Boston, MA. *Contact:* Susan Lowell Butler, (703) 528-4200.

October 4-7, 1990. Society of Broadcast Engineers 5th Annual National Convention. St. Louis, MO. *Contact:* (317) 842-0836.

October 13-17, 1990. Society of Motion Picture and Television Engineers Annual Conference. Jacob J. Javits Convention Center, New York City. 1991 Conference: October 26-30, Los Angeles. 1992 Conference: November 10-14, Toronto. *Contact:* Ann Cocchia, (914) 761-1100.

October 16-17, 1990. Broadcast Credit Association 24th Credit and Collection Seminar. Harbour Castle Westin Hotel, Toronto, Canada. *Contact:* Mark Matz, Vice President-Marketing, (708) 827-9330.

November 17-19, 1990. Community Broadcasters Association Third Annual LPTV Conference & Exposition. Riviera Hotel, Las Vegas, NV. *Contact:* Eddie Barker & Associates, 1-800-225-8183.

January 7-10, 1991. Association of Independent Television Stations Annual Convention. Century Plaza, Los Angeles, CA.

January 14-18, 1991. National Association of Television Program Executives 28th Annual Convention. New Orleans Convention Center, New Orleans, LA.

February 1-2, 1991. Society of Motion Picture and Television Engineers 25th Annual Television Conference. Westin Detroit. Detroit, MI.

Supplier Side

The best of the "Themes AV Music Library" is now available on compact disc from **ZM Squared**. The six-disc set contains 170 full-length cuts of music in fifteen popular categories—achievement, action, Americana, classical, corporate image, country, sports, rock, and others. The complete set of six discs, containing more than seven hours of production music, is priced at \$1,499.95. Individual discs are \$300 each.

Circle (39) on ACTION CARD



Theme music from ZM Squared.

Need a sneeze? Or maybe a gobble? **Valentino, Inc.** has just announced a new set of sound effects on compact discs specially priced for "lower budgeted television and radio station production departments."

The CD Sound Effects Library includes ticking clocks, rowdy rodeo crowds, blizzards and avalanches, water dripping, horses, ducks, and sheep, missiles and muskets, buses, sirens, jets, and many, many more. Your satisfaction is guaranteed.

Circle (32) on ACTION CARD

Associated Television International has announced a first-run barter package of seven holiday specials.

The package comprises "Songs From The Heart," a Valentine special with Robert Goulet; "Home For Easter," hosted in Australia by Helen Reddy; "Dear Mom," a Mother's Day tribute; "Vacation Hot Sheet," a survival guide for vacation planning; "Ride For The Brand," a celebration of the cowboy tradition; "The International Magic Awards," a Halloween special hosted by Harry Blackstone; and "Canadian Christmas," hosted by the Serendipity Singers.

Circle (38) on ACTION CARD

New from **Associated Production Music** is a collection of compact disc production cuts including dance music, jazz, rock, Christmas tunes, ethnic music, and machine and robotic music.

Circle (42) on ACTION CARD

The Crown TV System, from **Cavalier Computer Services, Inc.**, is a fully integrated software system designed to automate and simplify the most labor intensive tasks at any station—including sales order management, programming, commercial scheduling, sales projections, avails, affidavits, billing, receivables tracking, and sales history. Stations can add modules for accounts payable, payroll, and asset management.

The system operates on IBM-PC's and compatibles with a minimum of 10 Mb of hard disk storage and 512K RAM. Stations receive five days of training and three months of telephone support at no additional charge.

The Crown Prince TV software is a scaled down version of the Crown TV System. It offers the basic functions required by small TV stations but differs from its bigger parent in that the training as well as several modules—such as the Tape Library and Movie Inventory packages—are priced separately.

Circle (47) on ACTION CARD

LaMac Productions has announced a weekly half-hour family comedy program with a cast of nine dummies and six real people, plus a special guest on each program. The show is supported by a weekly syndicated newspaper column, "Dummy-



Little King Joe and Lady Liz from LaMac Productions.

land Panorama," that stars the same characters as the TV show. And the program's stars tour the country annually, appearing locally at affiliate stations and at hospitals, schools, and other institutions in the community.

Children's books, tapes, and toys relating to the program can be marketed over your air.

"Dummyland" is available for barter or for cash at \$50 per program. Commissions are paid on toy and book sales.

Circle (41) on ACTION CARD



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Re-aiming satellite receiving antennas by hand can be time consuming and annoying.

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problem. Select from dozens of other Microdyne systems, fixed or motorized, in C or Ku-band. Or both. Or let us install a customized system.

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INDEX TO ADVERTISERS

Use this handy chart to find the ad you're looking for. Then fill out the ACTION CARD bound in this magazine for FAST answers to all your questions.

COMPANY	PAGE	ACTION CARD NUMBER	ADVERTISER FACT LINE
Access America Television, Inc.	19	24	(305) 576-6000
Acrodyne Industries, Inc.	5	18	(215) 542-7000
BASC Associates	3	3	(800) 252-BASC
Bogner Broadcast Equipment Co. . .	25	23	(516) 997-7800
Broadcast Systems, Inc.	29	9	(602) 582-6550
Capitol Television Network	2	153	(818) 992-8807
Center One Video	30	132	(800) 843-3685
Center for Defense Information	x	13	(202) 862-0700
CJM Productions	24	93	(615) 320-7556
Coarc Video	20	28	(518) 672-7202
Community Broadcasters Association	37	131	(800) 225-8183
Comprompter Corporation	11	81	(608) 785-7766
CRA	7	31	(207) 989-6055
Dataworld	9	4	(301) 652-8822
Diversified Marketing	39	115	(509) 735-6812
EMCEE Broadcast Products	21	1	(717) 443-9575
FamilyNet	34	106	(800) 832-6638
Gorman-Redlich	12	62	(614) 593-3150
Hi-Tech, Inc.	33	22	(414) 892-6210
Home Shopping Network	10	129	(813) 572-8585
Jefferson Pilot Data Services	31	85	(704) 347-8051
Keystone Inspirational Network	29	30	(800) 552-4546
Lindsay Specialty Products	18	12	(705) 324-2196
M/A Com.	22	134	(617) 272-3100, ext. 7459
Microdyne Corporation.	35	100	(904) 687-4633
Microwave Filter	28	172	(315) 437-3953
Modern TV	36	40	(800) 237-8913
NCTV	23	20	(212) 689-0088
New Visions	32	25	(303) 925-2640
Paltex International	38	157-158	(714) 731-3300
Quantum Marketing	26	21	(215) 345-9399
Santa Fe Communications	16	88	(713) 621-4499
Starion Premiere Cinema	40	15	(213) 393-3746
TE Products, Inc.	27	17	(800) 832-8353
Television Technology Corporation	17	7	(303) 665-8000
The Latham Foundation	4	33	(415) 521-0929
The Silent Network	18	90	(213) 464-7446
Uni-Set Corporation	14	29	(716) 554-3820
Video Jukebox Network, Inc.	13	145	(305) 573-6122

... at the FCC

NEW LPTV LICENSES

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

- K49BV Vista/Oceanside, CA. Lupian Warren Barnard Partnership, 1/31/90.
- K48CU Pueblo, CO. Full Gospel Outreach, Inc., 1/31/90.
- W33AT La Grange, GA. Georgia-Alabama Broadcasting, Inc., 1/31/90.
- W12BJ Owensboro, KY. University of Kentucky, 2/15/90.
- K05IV Park Rapids, MN. Red River Broadcast Corporation, 1/31/90.
- K30CD Carlin, NV. Carlin Television District, 1/31/90.
- K35BR Carlin, NV. Carlin Television District, 1/31/90.
- W59BP Ashland, OH. North Central Ohio TV Corporation, 1/31/90.
- K63OO Coos Bay, OR. Metrocom of Oregon, Inc., 1/31/90.
- W41AQ Berwick, PA. Diocese of Scranton, 1/31/90.
- W07BV Wilkes-Barre, PA. Diocese of Scranton, 1/31/90.
- K30CE Austin, TX. Austin Television, 1/18/90.
- K53CY Yakima, WA. KAYU-TV Partners, Ltd., 1/31/90.

NEW LPTV CONSTRUCTION PERMITS

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

- K13VV Chenega, AK. State of Alaska, 1/24/90.
- K32CX Augusta, AR. Mountain TV Network, Inc., 1/24/90.
- K15CY Sacramento, CA. Eduardo and Rosa Maria Caballero, 1/26/90.
- K36CP Aurora, CO. Freeman Cosmo Harris, 2/2/90.
- K38CU Colorado Springs, CO. Zenon Reynarowich, 1/25/90.
- K45CM Leadville, CO. Mountain TV Network, Inc., 2/9/90.
- K22DL Limon, CO. Mountain TV Network, Inc., 2/9/90.
- K45CN Pueblo, CO. Zenon Reynarowich, 1/26/90.

continued

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...ENTIRE OF ITSELF, EVERY MAN IS A PIECE OF THE CONTINENT, A PART OF THE MAIN."

— John Donne (1572–1631)

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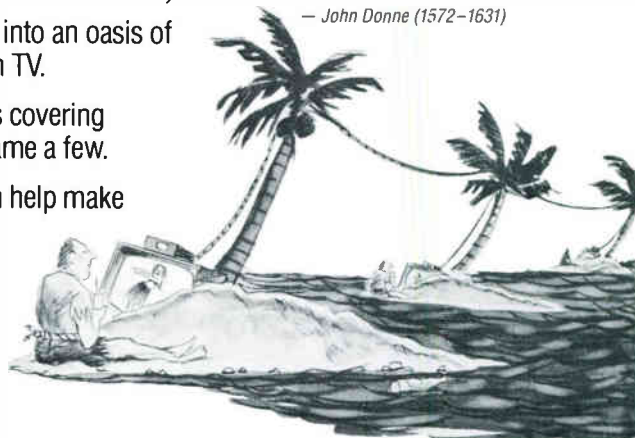
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**The THIRD ANNUAL
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November 17, 18, 19

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dating about a Convergence keyboard. You will never find yourself scanning the control surface hunting for that next command.

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Circle (157) on ACTION CARD
Call me. I'm interested!

Circle (158) on ACTION CARD
Please send literature.

W22AY Titusville, FL. Donald L. Jones, 1/24/90.
W06BH Columbus, GA. Dr. Stephen Hollis, 1/29/90.
W46BI Columbus, GA. Dr. Stephen Hollis, 1/29/90.
K29CH Kailua, HI. Alegria Broadcasting Corporation, 2/9/90.
K50CS Kailua Kona, HI. Margo Krost, 2/9/90.
K66DV Kailua/Kona, HI. Charleen Shero, 1/25/90.
K65ET Denison, IA. Millard V. Oakley, 2/9/90.
W45AT South Jacksonville, IL. Richard C. Wessell, Sr., 2/9/90.
K36BM Many, LA. Mountain TV Network, Inc., 1/24/90.
W63BP Annapolis, MD. Robert E. Kelly, 1/24/90.
K35CY Minneapolis, MN. Ronald A. Kniffin, 2/9/90.
K66DT Minneapolis, MN. Baby Boom Broadcasting Company, 2/9/90.
K32CU Dillon, MT. Mountain TV Network, Inc., 1/25/90.
K35CX White Sulphur Springs, MT. Mountain TV Network, Inc., 1/26/90.
K54DI Fargo, ND. Community Telecommunications Develop., 1/24/90.
W32AS Poughkeepsie, NY. Amos Communications, Inc., 1/26/90.
W47BD Findlay, OH. Charles H. Hutchinson, 1/24/90.
W40AM Masury, OH. Abacus Broadcasting, 1/24/90.
W25BE Newark/Heath, OH. Kendrick Broadcasting Company, 2/9/90.
K59EE Woodward, OK. OKTV Systems, 1/26/90.
W28BA Isabel Segunda, PR. Arzuaga and Martinez Associates, 1/26/90.
W47AY Lebanon, TN. Bryant Broadcasting, 1/26/90.
K36BL Jasper, TX. Mountain TV Network, Inc., 1/24/90.

ASSIGNMENTS AND TRANSFERS

K20AG Anchorage, AK. Transfer of control granted from Alaska Broadcast Television, Inc. to Dr. Jerry Prevo, Bennie McFather, and Grace Mitchell on 2/5/90.
W42AJ Washington, DC. Transfer of control granted from Communicasting Corporation to George Y. Wheeler on 2/6/90.
W60BK Dunedin, FL. Voluntary assignment of permit granted from Skyway Communications Corporation to Trinity Broadcasting Network on 2/6/90.
W07BR Fort Myers, FL. Assignment of license granted from Caloosa Television Corporation to Tami Fort Myers, Inc. on 2/12/90.
W09BI Tallahassee, FL. Transfer of control granted from Florida Broadcast Company to Howell L. Ferguson on 2/5/90.
W69BO Vero Beach, FL. Voluntary assignment of permit from Kennedy Broadcasting, Inc. to Vero Beach Broadcasting, Ltd. on 2/13/90.
K24CF Haleakala, HI. Voluntary assignment of permit granted from John Patrick Marcom to Tele-Entertainment Broadcasting, Inc. on 2/12/90.
W11BV Indianapolis, IN. Transfer of control granted from White River Corporation to Lee Jackson and David L. Smith on 1/22/90.
W14AT Indianapolis, IN. Voluntary assignment of permit granted from American Christian TV System, Inc. to Black Ink, Inc. in 2/6/90.
W69CF Greenville, KY. Voluntary assignment of permit granted from Sue P. Thomas to Charles R. Lewis on 2/6/90.
W46BE Murray, KY. Voluntary assignment of permit granted from Elbert Lee Grimes to Murray Broadcasting Company, Inc. on 2/6/90.
W24AR Portland, ME. Assignment of license granted from NTV to Colby-Bates-Bowdoin Educational Telecasting Corporation on 1/24/90.
W55BL Saginaw, MI. Involuntary transfer of control granted from Microband Corporation of America to The Microband Companies, Inc., debtor in possession, on 2/12/90.

Classifieds

FOR SALE

Trinity Broadcasting Network has licensed LPTV stations for sale in L.A. County and Memphis, TN, as well as unbuilt construction permits in Fort Wayne, IN; Vero Beach, FL; Greenville, SC; and Luella, GA—which serves the Atlanta market. Please contact Deanna Sebastian at (714) 665-2122 or write Trinity Broadcasting Network, Attention: Deanna Sebastian, P.O. Box C-11949, Santa Ana, CA 92711.

Attention advertisers, packagers, agencies. UHF LPTV transmitter/satellite receiver time for sale in all-UHF market. 100-watt, 300' antenna. Transmitter and receiver time, all bills paid, \$1 an hour around the clock by the month. Maintained but no operator. Will broadcast your one-hour tape, \$15 net. Four hours primetime, \$40 each net by month. Overnight 12 to 8 a.m., \$250 per month. Daytime 8 a.m. to 7 p.m., \$500 per month. Operator and VCR's for insertions optional. Example: We broadcast your one-hour wrestling tape and insertions for \$25 net. We have CP for 1 kW; 22% of our mail comes from outside ADI. 25,000 TV homes potential. K55CP, P.O. Box 2404, Victoria, TX, (512) 578-5555.

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LPTV station in south Florida area. Call or write M. Greenberg, c/o Silvercup Studios, 42-25 21st St., Long Island City, NY 11101, Dept. T, (212) 349-9600.

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LPTV applications, channel searches, and amendments. FCC filing window will open in Spring 1990. Independent, registered, professional engineer with 6 years' FCC experience. Call Dwight Magnuson for quotation, (615) 525-6358.

LPTV mailing labels. Reach all LPTV licensees, CP holders, applicants. Highly accurate, up-to-date marketing lists in your choice of format. Kompas/Biel & Associates, Inc., (414) 781-0188.

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Owner/operator wanted. You build, own, operate station. I supply construction permit, programming, and pay you \$\$\$ to air my programs. Texas, (713) 360-9787, or Box 1604, Porter, TX 77365.

EMPLOYMENT

General manager for new LPTV. Midwest area, good market. Broadcast management experience required. Please reply to Box 19, c/o 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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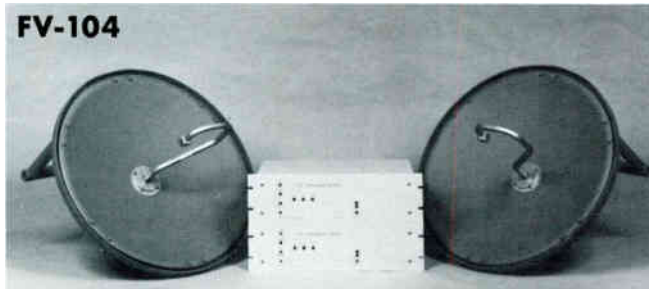
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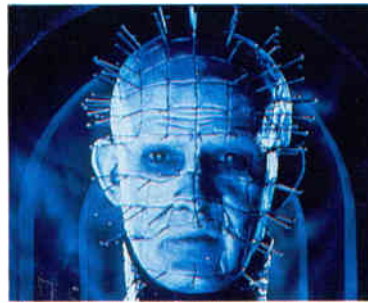
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