

The LPTV Report

News and Strategies for Community Television Broadcasting

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Boston Group Commits \$100 Million To Build LPTV Stations In U.S. First Deals Could Close This Summer

—by Jacquelyn Biel

Creistre Financial Group, a newly-formed Boston financial organization, may make available as much as \$100 million in financing to LPTV construction permit holders to build their stations. The first deals could be struck as early as mid-summer, according to Perry Morton, Creistre's managing director.

Morton said the financial group decided to target LPTV because of the "enormous growth potential" of niche market broadcasting. In the long term, he said, there will be enough LPTV stations on the air to create national market power and provide low-cost ad "clout" to national advertisers.

Guenter Marksteiner, a New Hampshire engineer and LPTV broadcaster whose firm is a technical consultant to Creistre,

said the deals could involve \$250,000 to \$350,000 per station — considerably more than the \$150,000 that has been typically spent for a UHF start-up transmission package. The higher figure would allow LPTV broadcasters to buy all of the equipment they need and not undercut the long-term value of their stations by skimping on quality, he said.

Morton said the deals could run as long as 10 years or more, with payments structured to increase gradually as the new stations' revenues grow. Monthly payments would probably not exceed \$2,000 to \$3,000 at the start. Creistre is not considering equity participation in stations.

The criteria by which CP holders could

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The TV 59 "Local Event Leader" team: (front, l-r) Belinda Zappone, traffic and billing manager/receptionist; Stephanie Workman, news anchor; Lori Leedom, copy writer; Mark Rogers, news anchor; Darla Stampfli, office manager; (second row, l-r) Dave Russell, videographer; Al Lawrence, radio news director; Matt Appleby, TV sports anchor/radio music director; Barb Allen, show host; Dean Stampfli, president and general manager; Amy Meredith, intern/part-time announcer; Asa Jesse, Jr., operations manager; Ron Colman, radio program director/"hot country" host; Ron Rose, on-air director.

TV 59, Ashland's "Local Event Leader," Lands Miss Ohio Pageant Production

—by Anne C. Rosenberger

Between Columbus and Cleveland, OH — in the predominately agricultural counties of Ashland, Richland, and Wayne — live 250,000 people who are not served by a single full power television broadcaster.

That's all right. They've got something better. They have Dean and Darla Stampfli's TV 59.

"Community" is the watchword at TV 59 which — along with a small handful of other LPTV stations and cable systems — serves the Ashland and Mansfield area in north central Ohio.

It was Walter Stampfli, Dean's father, who applied for the LPTV channel in 1981. Stampfli's AM-FM combo, WNCO,

had been serving Ashland since the early '50's, and he saw an opportunity to bring local TV to his community when the FCC created the new LPTV service.

His application was one of the thousands that were filed in the early '80's; and like hundreds of others it was stalled in Washington for several years. But when the permit finally came through, action was quick. With the support of the staff and facilities of the radio stations, TV 59 began its first 24-hour broadcasts in December 1989.

Dean Stampfli, TV 59's president and station manager, carries on his father's commitment to the community. "There are a lot of things on cable, but very little of it is local," he said. "We get sugges-

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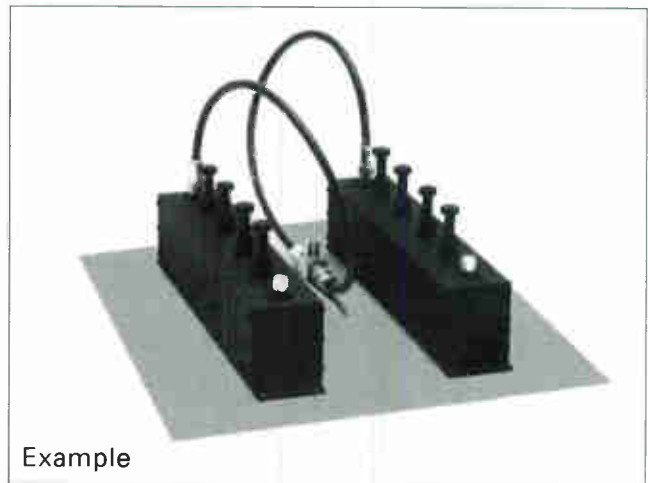
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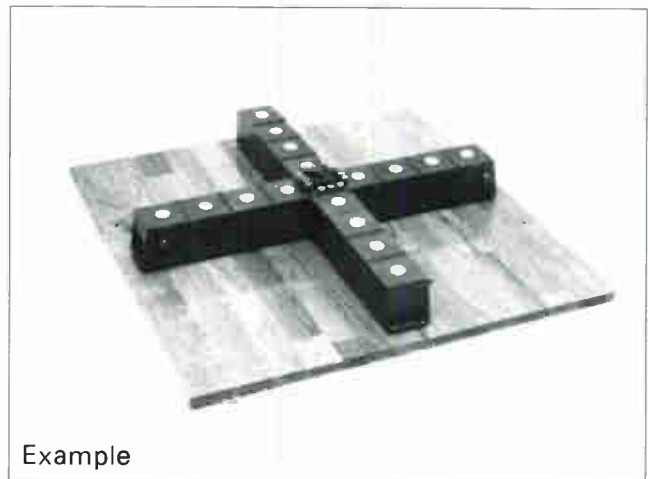


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In Our View

It's always good to know that what you're doing warrants attention from the academic community, if only because the scrutiny of trained and dispassionate minds can help balance the extremes of enthusiasm or skepticism that often accompany business and political ventures.

So when we get a call from a student or professor somewhere who's writing about LPTV, we try to help. One such call came last year from Janet Hill Keefer, now Dr. Keefer and a Pennsylvania State communications professor. She was working on her Ph.D. dissertation: a "policy evaluation" of the LPTV service, which she noted is the first broadcast service to operate from the start under the "market-place" regulatory model, as opposed to the "public trusteeship" model that governed broadcasting until the late '70's.

As far as I know, Keefer's is only the second study of what LPTV stations are actually *doing*. (The first was the CBA-sponsored survey of on-air stations published by Mark J. Banks and Sara E. Titus in the Fall 1990 *Journal of Media Economics*.) And because of that, it's a valuable addition to the research on our industry.

Keefer took a carefully constructed sample of operating LPTV stations and, using in-depth telephone interviews, tried to measure how well the stations fulfilled the FCC's policy goals of localism and diversity.

Her conclusions? Of the stations that weren't simply translators in disguise (re-broadcasting full power signals), 1) a majority offer national programming of a religious format, and 2) about half offer local programming, primarily entertainment and religious programming. Keefer also found that locally owned LPTV's are most likely to offer local programming, and cable systems are most likely to carry LPTV stations that do local programming.

The "religious format" programming she found was Protestant evangelical fare,

and most of that was from Trinity Broadcasting Network. Keefer concludes from this that "the LPTV service is becoming an important vehicle for the promotion of Protestant fundamentalism, thus raising new questions about the constitutionality of allowing the public airwaves to be used for religious purposes. The abbreviation 'LPTV' may come to stand for 'Lord's Prayer Television.' The FCC needs to address whether or how LPTV should be preserved as part of the American broadcasting system."

I think Dr. Keefer did a good job of scholarship. But I would take issue with two things: 1) the fact that one of the five measures of "localism" was whether an LPTV station was carried on cable, and 2) her concern about the apparent dominance of religious programming in LPTV. (It is really only one of several conclusions in the study, but it appears prominently in the executive summary and in the news release sent to the press.)

First, cable. Cable carriage measures localism, says Keefer, "because [it] can enhance a station's stature in the community and can increase the audience for a station's local programming, if any." But as we know, cable carriage, or in more cases non-carriage, of LPTV stations is affected by several factors, many of them anti-competitive and many out of an LPTV station's control.

For example, there are the policies of a system's parent or headquarters; several MSO's have or have had specific policies *against* carrying LPTV stations, and have enforced these on the local level even when local cable managers wanted to carry a station.

Secondly, it is almost universal practice for a cable system to require the LPTV to furnish the receiving antenna and headend processing equipment, an expense of anywhere from \$3,000 to \$6,000 (and, in contrast, a cost that systems will bear themselves for the right to carry full power signals). Cash-poor start-up LPTV's may have to defer such an expense, or supply equipment to only some systems in their coverage area.

Perhaps most important is the fact that cable systems view LPTV stations as competitors for the same local ad dollars they're after. And so they're not likely to

help LPTV's compete by carrying their signals voluntarily.

(Keefer did find, though, that 60% of the stations that offer local programming do have cable carriage, while only 7% of non-locally programmed stations are carried, which supports cable's argument that an LPTV station must offer some value to the system and its subscribers if it wants to be carried.)

As for the second point: One may think what one wants about religion on the airwaves, and Protestant fundamentalism in particular. But it's a reach to imply that an entire broadcast medium should be dumped because religious programming dominates it.

For one thing, it requires much more expertise and capital to build and operate a locally programmed station than one that simply relays a satellite signal, religious or otherwise. And it's no secret that the LPTV industry has suffered seriously from a shortage of both expertise and capital. But this isn't necessarily a permanent situation; in fact, radio, full power television, and cable all suffered from these twin lacks in their early years.

Secondly, the business of LPTV is still being invented. What works is still being discovered. The fact that the percentages are top-heavy right now in favor of religion format stations may mean simply that the market hasn't had enough time to shake out what works from what doesn't. Again, past experience shows that it takes considerably longer than ten years for a new medium to mature. So any conclusions about the dominant programming on LPTV stations are probably a bit early.

Despite these points, however, I thought Keefer's study was carefully planned and well written. She documents for the first time some of the distinctive characteristics of our industry, and she draws some interesting conclusions, especially about the place of specialized programming in broadcast policy. It's worth reading.

The LPTV Report

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LPTV and the LAW

—by Peter Tannenwald

What's Going On With HDTV?

On April 9, 1992, the FCC made several important decisions relating to the implementation of advanced television systems ("ATV"), also commonly known as high definition television ("HDTV"). Unfortunately, the full text of the decision had not been released by press deadline for this column, so I have to write based on what I heard at the FCC meeting and what the FCC said in its press release. I don't know yet when the decision itself will be released, but I hope to learn more about the impact of ATV on LPTV when I finally get to read it.

What is ATV?

ATV will be a replacement technical standard for broadcast television. It will replace the current system, known as "NTSC." The transition from NTSC to ATV will be different from the transition from black-and-white to color television, because ATV will not be compatible with NTSC. Therefore, NTSC and ATV signals will have to be broadcast on separate

channels, and viewers will need either separate television receivers or outboard converter boxes (which have not yet been developed) if they want to watch ATV channels.

Transition to ATV

The FCC's plan is to give every full power NTSC station a second channel for ATV operation. A Table of Channel Allotments will be adopted, allotting specific ATV channels to individual communities, the same as NTSC channels are allotted in the NTSC Table today. Eligibility for ATV channels will be limited to NTSC stations at first; they will have two years to apply for ATV channels, on a one-for-one basis, and three more years to build and put their ATV facilities on the air. After a grace period, a licensee will have to simulcast the same programming on its NTSC and ATV channels.

After a 15-year transition period, NTSC transmitters will have to shut down. By then, the FCC feels that NTSC receivers

will be worn out, and the public will be watching only ATV channels. At that point, the NTSC channels will be taken back by the FCC and possibly used as a spectrum reserve for new non-broadcast services.

ATV channels will be allotted to communities but not assigned to individual NTSC stations. It will be up to the NTSC stations in each community to decide among themselves who gets which channel. I would not be surprised to see money change hands during this process. If the NTSC stations are unable to agree, the FCC will come up with an assignment system that may be based on a first-come, first-served system or a lottery. The process of deciding who gets which channel may be difficult, because it is not clear yet whether the preferred channels will be VHF or UHF — a determination that cannot be readily made until we know what the technical standards are for ATV and whether the system will be analog or digital. Therefore, licensees may disagree as to which ATV channels are most desir-

What's Going On

May 3-6, 1992. National Cable Television Association Annual Convention. Dallas, TX. 1993 Convention, June 6-9, San Francisco, CA. *Contact:* (202) 775-3669.

May 14-16, 1992. National Translator Association Annual Technical Seminar. Salt Lake Hilton Hotel, Salt Lake City, UT. *Contact:* Darwin Hillberry, President, (307) 856-6827 or Gary Robinson, Seminar Chairman, (801) 575-7531.

May 27-30, 1992. American Women in Radio & Television 41st Annual Convention. Phoenix, AZ. *Contact:* (202) 429-5102.

June 10-13, 1992. NAB Radio Montreux International Radio Symposium (European Broadcasting Union's Symposium on Digital Audio precedes Radio Montreux, June 8-9). Montreux, Switzerland. *Contact:* (202) 429-5300.

June 10-15, 1993. 18th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland. *Contact:* (202) 429-5300.

June 14-17, 1992. Broadcast Promotion and Marketing Executives & Broadcast Designers Association Annual Conference & Expo. Seattle, WA. 1993 Convention, June 13-16, 1993, Orlando, FL. 1994 Convention, June 10-13, New Orleans, LA. 1995 Convention, June 7-10, Washington, DC. *Contact:* (213) 465-3777.

July 26-28, 1992. Wireless Cable Association International '92 Convention. Marriott Orlando World Center Hotel, Orlando, FL. *Contact:* Robert L. Schmidt, President, (202) 452-7823.

August 23-26, 1992. Cable Television Administration and Marketing Society 1992 Convention. San Francisco Hilton, San Francisco, CA. *Contact:* (703) 549-4200.

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

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

October 1992. Women in Communications, Inc. National Professional Conference. Chicago, IL. Dates to be announced. *Contact:* (703) 528-4200.

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

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

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

November 10-14, 1992. Society of Motion Picture and Television Engineers Annual Conference. Toronto. *Contact:* Ann Cocchia, (914) 761-1100.

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

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

able.

If there are not enough ATV channels available to accommodate all NTSC stations (which is likely to occur in only a few very large markets), the FCC will give priority to operating stations over unbuilt stations or pending applications. If there are more ATV allotments available than there are NTSC stations and pending NTSC applicants, anyone will be free to apply for an ATV station. Obviously there will be an opportunity for LPTV broadcasters here, and our industry will want to urge that operating LPTV stations be given priority over the general public for any available ATV channels.

Impact on LPTV

The FCC does not plan to allot ATV channels for LPTV stations, but there will be no restriction on LPTV broadcasters converting to ATV operation on their NTSC channels or applying for a second channel for ATV if they can find one on the same secondary basis they find channels for NTSC operation today.

LPTV stations will remain secondary, so some may be displaced by ATV operations. However, they will not be displaced by the ATV Table of Allotments per se but rather when an ATV station actually goes on the air. That may not happen too soon, as the investment for an NTSC full power station to convert to ATV will be substantial, and capital may not be readily available.

The present displacement relief rule will remain in effect, allowing LPTV stations to change channels, if displaced by an ATV station, without waiting for an LPTV filing window and without exposure to competing applications. The FCC has said that it will conduct a rule making to consider whether changes in the interference rules should be made to make it easier for displaced LPTV stations to find new channels.

LPTV Industry Response

The LPTV industry will have to remain alert to ATV developments and should participate actively in future phases of the FCC's ATV rule making. The FCC plans to publish a proposed ATV Table of Allotments in June of this year. LPTV stations will be able to look at the Table and propose alternative ATV channels to minimize displacement impact. We will also want to urge that operating LPTV stations be given priority over the general public in applying for available ATV channels, and we will want to make sure that no LPTV station is required to change channels unless and until an ATV station goes on the air and actual interference is observed.

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.

CBP

Duggan Calls For Grass Roots Action On HDTV

FCC Commissioner Ervin S. Duggan — in a statement released with the Commission's Second Report and Order on the advanced television service — has called on "the greatest possible number of individual television broadcasters" to join the discussion on the implementation of HDTV.

"Until today," wrote Duggan, "the development of policies for advanced television in the United States has been largely in the hands of elites.... Now it is time to move the debate...to the grass roots," to the broadcasters who will have to introduce the technology to the public.

He did not, however, identify a forum in which broadcasters could participate in the HDTV discussion process.

Duggan also warned that the second 6 MHz channel that will be used during the simulcasting transition period will have to be returned to the Commission after the 15-year simulcast period.

"The spectrum we will eventually assign for advanced television developments, in short, has a strong tether attached to it; squatter's rights on the second channel are not what this Commission has in mind," he wrote.

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	Licenses	CPs
ALABAMA	11	31
ALASKA	222	10
ARIZONA	32	36
ARKANSAS	11	26
CALIFORNIA	54	94
COLORADO	24	33
CONNECTICUT	3	5
DELAWARE	1	1
WASHINGTON, DC	2	0
FLORIDA	51	126
GEORGIA	23	35
HAWAII	4	32
IDAHO	20	33
ILLINOIS	17	36
INDIANA	17	27
IOWA	13	30
KANSAS	13	24
KENTUCKY	13	30
LOUISIANA	19	39
MAINE	8	23
MARYLAND	2	6
MASSACHUSETTS	8	12
MICHIGAN	14	21
MINNESOTA	57	39
MISSISSIPPI	13	21
MISSOURI	21	34
MONTANA	31	52
NEBRASKA	4	10
NEVADA	23	20
NEW HAMPSHIRE	3	4
NEW JERSEY	3	14
NEW MEXICO	17	39
NEW YORK	32	46
NORTH CAROLINA	16	30
NORTH DAKOTA	9	15
OHIO	25	44
OKLAHOMA	24	37
OREGON	29	36
PENNSYLVANIA	22	56
RHODE ISLAND	0	2
SOUTH CAROLINA	4	20
SOUTH DAKOTA	8	20
TENNESSEE	33	33
TEXAS	68	114
UTAH	22	7
VERMONT	1	15
VIRGINIA	9	28
WASHINGTON	20	26
WEST VIRGINIA	3	7
WISCONSIN	17	17
WYOMING	26	17
GUAM	1	0
PUERTO RICO	7	6
VIRGIN ISLANDS	1	3

TOTALS: Licenses: 1,131
Construction Permits: 1,522

Trinity Under Fire...Again

Critics Say Network Evades FCC Rules, Cheats Donors



—by Anne C. Rosenberger

Trinity Broadcasting Network, the Santa Ana, CA evangelical Christian television ministry, has once again found itself the focus of the news — this time as it fights to retain its license to full power station WHFT-TV, channel 45, in Miami.

TBN, the largest religious network in the world, owns outright or through affiliated companies 14 full power stations, three educational TV stations, nearly 170 LPTV licenses or construction permits, and more than 20 stations in other countries. In addition, it provides programming through independently owned full power TV stations and cable channels across the U.S., as well as more than 30 independently owned LPTV stations.

NMTV A Minority Front?

Early this year, the Spanish American League Against Discrimination (SALAD) petitioned the FCC to deny TBN's application to renew its license for WHFT-TV.

SALAD says that TBN — through subsidiaries and affiliated entities that are ostensibly controlled by others but are in fact controlled by TBN founder and president Paul F. Crouch — has violated the Commission's multiple ownership rules.

Petitions to deny were also filed by the Florida chapter of the NAACP and the Glendale Broadcasting Co., principally owned by George F. Gardner of Carlisle, PA. (Glendale Broadcasting also filed a competing application for WHFT's channel 45 last December.) Glendale charges that NMTV is a "sham" corporation formed so that TBN could circumvent the FCC's 12-station ownership cap.

SALAD also claims that TBN's principals do not meet the FCC's character qualifications for broadcast licensees because they are involved in a cult group called "Set Free" which, under the guise of drug and alcohol rehabilitation, practices child abuse and "extreme psychological manipulation" of its members. The Set Free ranches are owned by Crouch and his wife and fellow evangelist, Jan.



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Cult Group Abuses Members, Says Petition

In its petition, SALAD refers to another petition against TBN, this one filed in May 1991 by several Hispanic organizations along with one, Dan Borowicz. The parties were seeking to deny the assignment of WTGI-TV in Wilmington, DE to National Minority TV, Inc., a non-profit entity controlled by Paul Crouch, his assistant, Jane Duff, and Philip Aguilar. According to news and eyewitness reports related in that petition, says SALAD, Aguilar operates Set Free ostensibly as a drug and alcohol rehabilitation center. In fact, however, Set Free is more like a slave camp where members are under Aguilar's complete domination.

Among the reported abuses: Family members are separated, including parents from their children. Set Free homes are overcrowded and unsanitary, with as many as 40 people living in a four or five bedroom dwelling. Children are beaten and poorly educated; by the fifth grade, many cannot even read or spell. They are encouraged to be aggressive; larger children beat up smaller children with Aguilar's approval. Women must submit completely to men, or they are punished with ostracism and virtual imprisonment.

Some of Aguilar's activity "appears to be criminal," asserts the SALAD petition,

"...suggesting that this is not the type of licensee to be entrusted with an audience composed of children."

Ownership Misrepresented Says SALAD

More specific to the WHFT renewal application, however, is SALAD's allegation that TBN is trying to evade the FCC's multiple ownership rules through what it alleges is a "transparent minority front" organization called National Minority TV, Inc. NMTV is "entirely controlled" by Paul Crouch, says SALAD, and Duff and Aguilar are "entirely passive, insuring Crouch's domination of NMTV."

SALAD also accuses TBN of ignoring its local programming obligations and its ethical obligation to air minority programming even though Miami's population is two-thirds minorities.

"While the Commission cannot tell TBN what to program on WHFT-TV, it can take note of TBN's insensitivity to minorities as reflected from its establishment of a minority front," said SALAD.

If NMTV is a "minority front" for TBN, TBN may be found guilty not only of violating the FCC's multiple ownership rules but also of abusing minority preference procedures.

SALAD also charges TBN and NMTV with withholding information from the

Commission, making misrepresentative and evasive statements in response to an FCC investigation, and using funds raised over the air for purposes other than those represented to viewers.

According to the petition, TBN raised the money needed to buy the Delaware station from TBN viewers. But when the sale did not occur, the money was never returned to the donors.

Civil Suits Add More Questions

According to a March 30th article in *Newsweek*, Crouch and Aguilar are also being sued by the parents of a 17-year-old Texas boy who was allegedly given crack in return for sex with a male counselor while undergoing drug rehabilitation at a Set Free ranch in Colleyville, TX.

Also according to *Newsweek* and an article in a November 1990 edition of the *Orange County Register*, TBN's former personnel director has sued Crouch. Ruth Ward is charging that she, her husband, and her son were fired because she would not go along with what she says were TBN's illegal and unethical financial practices.

Ward says Crouch routinely lightened the payroll by shifting more than 50 full-time employees to the status of indepen-

continued

FCC Issues More EEO Rulings

The Federal Communications Commission has recently sanctioned several stations violating the equal employment opportunity guidelines. Two licensees were cleared of EEO violation charges but were cautioned to improve record-keeping and self-assessment procedures.

WAVF-FM, Hanahan, SC. \$13,000 forfeiture, July 11, 1991.

The licensee admits to "haphazard" records and hiring practices prior to July 1987 but says that it has solved the problems of the past. The Commission found that during the license term the station hired no blacks in a market that is 28.1% black.

WDXY, Sumter, SC and WIBZ-FM, Wedgefield, SC. No forfeiture, July 11, 1991.

Upon review, the Commission found that although the licensees needed to improve in respect to record keeping, they engaged in minority recruitment efforts that resulted in referrals and hires.

WSVS-AM/FM, Crewe, VA. \$15,000 forfeiture, July 12, 1991.

On January 22, 1990, the Commission issued a Notice of Apparent Liability for a record of inadequate EEO efforts by the licensee, Southern Virginia Broadcasting Corporation. Southern Virginia failed to respond to the Notice and was fined \$15,000.

KIXK-FM, El Dorado, AR. \$2,000 forfeiture, July 29, 1991.

The Commission found no evidence of discrimination. However, there appeared to be a lack of complete record-keeping regarding recruitment and interviewees and a lack of information indicating self-assessment.

WAPI-AM/FM, Birmingham, AL and WHBB/WDXX-FM, Selma, AL. No forfeiture, August 23, 1991.

The Commission found no evidence of discrimination by the licensees. However, it was concerned that they lacked important information and documentation needed for accurate and effective self-assessment.

WVNA-AM/FM, Tuscumbia, AL. \$3,000 forfeiture, August 23, 1991.

It was found that the licensee affirmatively recruited for less than half of its job openings and minorities were in the applicant pool for only three of ten positions.

WBHP-AM, Huntsville, AL. \$9,000 forfeiture, August 23, 1991.

The FCC found that, despite receiving

few qualified minority applicants in an area with large amount of minority labor available, the licensee did not alter its EEO program until the end of the license term.

WQPW-FM, Valdosta, GA. \$15,000 forfeiture, August 23, 1991.

The record of WQPW showed that it often failed to notify recruitment sources of specific openings and failed to self-assess its EEO program meaningfully.

KBLS-AM and KHLT-FM, Little Rock, AK. \$8,000 forfeiture, September 10, 1991.

The Commission found inadequate efforts toward minority recruitment, a lack of EEO recruitment records, and a declining minority employment in the last three years of the license term. Further, although the available labor force in Little Rock is 15.8% black, only one of 64 fulltime employees hired from January 1986 through December 1988 was black.

WGBR-AM and WKTC-FM, Goldsboro, NC. \$7,000 forfeiture, October 21, 1991.

The Commission has upheld its February 16, 1989 decision that Eastern Carolina Broadcasting Co., Inc., the former licensee of stations WGBR-AM and WKTC-FM, failed to comply with the FCC's affirmative action rules. Eastern Carolina had asked the FCC to eliminate the forfeiture and grant full-term renewals.

WZZU-FM, Burlington, NC. \$5,000 forfeiture, October 25, 1991.

The Commission found WZZU's EEO efforts during the license term to be inadequate. The licensee's renewal application and response to the FCC's inquiry established its failure to adequately engage in EEO efforts during the time it owned the station.

CBA Comments In EBS Proceeding


Current Emergency Broadcast System rules present difficulties for LPTV stations and other unattended broadcast facilities, and therefore should be changed to accommodate them, said the Community Broadcasters Association in March comments and reply comments to the FCC's proceeding seeking technical improvements in the EBS system.

Under the present system, an operator on duty must hear the incoming EBS signal and, in the case of a real emergency, manually interrupt programming and either begin broadcasting emergency information or advise the public to turn to another station for the information. However, LPTV stations need not have an operator on duty unless programming is being originated and therefore cannot comply with EBS procedures during that time.

The CBA says that:

- EBS alerts should be transmitted in digital format and should contain information about the nature as well as the fact of the emergency. Digital signals would allow an unattended transmitter to distinguish between a real and a test emergency alert and then, if necessary, to immediately interrupt regular programming with a slide or announcement telling viewers to tune to a specified alternative station to learn what to do. More elaborate technology might even permit an automatic signal transfer to the other station.

- A fully automated EBS system would not only allow unattended transmitters to respond to an alert, but could also page a human operator who would then take control of the transmitter and begin to broadcast further information.

- All satellite program services should be included in the EBS system so that emergency information can be aired directly from any unattended broadcast station. 

LPTV License Renewal Announcement Rules Modified


The Federal Communications Commission has modified its rules governing the text and timing of the license renewal broadcast announcements that are required of locally originating LPTV broadcasters. The changes bring the rules for LPTV renewal announcements into conformity with other requirements affecting LPTV stations.

References to the station's public inspection file — a file that LPTV stations are not required to keep — may now be omitted from broadcast announcements. And because originating LPTV stations are not required to have operators on duty 24 hours a day, they may now make license renewal announcements as closely as possible to the times stated in

the rules for commercial full power stations instead of at set times.

However, locally originating LPTV's must continue to broadcast their announcements rather than publish them in a newspaper because, the Commission reasoned, the public will be more likely to see a broadcast announcement than a published one.

Non-originating LPTV stations may continue to use newspaper announcements, but they must add wording telling readers that they may participate in the license renewal process.

The proceeding was initiated by a Petition for Rule Making filed by the Community Broadcasters Association in 1988 (see *LPTV Report*, April 1991, page 9). 

"...CFC's unique limited recourse equipment program may be the more efficient way for you to conserve capital while completing construction of your station."

Many low power television stations are well positioned in specialized markets and can qualify for long term institutional financing - including construction costs. Our analysis of this group sector has motivated *cfc* to extend its media activities to include LPTV. *cfc* is a private financial group with an aggressive venture leasing program that may interest holders of low power construction permits. If you have found your collateral lender lacking the expertise to assess your media proposal, why not consider the 10 - 15 year equipment program developed by *cfc*. Supported by leading internationally recognized manufacturers and service vendors, *cfc*'s unique limited recourse equipment program may be the more efficient way for you to conserve capital while completing construction of your station.

As the community television service matures and new stations assume their role as full partners in the broadcast arena, service quality and stability will be dominant factors in station valuation. *cfc* has the depth of experience to insure that you make the asset acquisition decisions today which will keep you in the bigger picture.

Traditional bankers are wary of intangible collateral such as a construction permit, and projections of future performance. At *cfc*, we see a different financing picture - one that includes the community television broadcaster.

To explore the possibility of a financial relationship with *cfc*, invest a little of your time and write a brief precis of your situation on your letterhead. We will mail you a list of specific issues for your further comment. As in all financial matters, *cfc* maintains strict client confidentiality and will use information provided to us to establish a comprehensive basis for financing your proposed station.



Managing Director

Creistre Financial Group
265 Franklin Street, 19th Floor
Boston, Massachusetts 02110




Boston Group

continued from front page

qualify for the financing have not been settled, but Marksteiner said the group was interested in CP's for markets that promised a "reasonable potential" for success. Morton added that operating stations looking to replace or upgrade equipment could also be considered.

Morton said that Creistre representatives have been talking to manufacturers of broadcast transmission and production equipment to make sure that the demand for equipment could be met when the project goes forward. So far, more than a dozen U.S. and foreign manufacturers have been contacted, he said, and "quite a few have agreed in principle to participate."

The group is also talking with a national satellite program network to create a programming package especially for new LPTV stations, said Marksteiner. The free, national ad-supported programming would be intended to bolster a station's other programming or to provide a fall-back programming source. 

which the station has really made money because, at least in TV 59's case, local programming has been the easiest to sell. So positive is the community response that Stampfli has begun to promote the station as the "Local Event Leader."

One of the most popular shows is "Newline 59," a local news program that airs every weekday at 6 and 11 p.m. At first the task of news production was shared with the radios, but now the news departments are completely separate, and TV 59 has come into its own as a news medium for the area.

TV 59 regularly covers local high school sports and college sporting events from Ashland University. There are parades, county fair events, tractor pulls, and harness racing, political debates, and — recently — 170 hours of coverage of the murder trial of a Mansfield physician. And there are specials — the "Miss Mansfield Pageant," the "Miss Ohio Preliminaries," and "Christmas at the Renaissance [Theater]," a variety show featuring and produced by members of the community.

The station staff is especially proud of the beauty pageants; Stampfli believes that the three-day-long "Preliminaries" was last year's best production.

Ted Stepien of TJ Stepien Enterprises in Cleveland, OH agrees. Stepien's firm, which holds the syndication rights to the "Miss Ohio Scholarship Pageant," chose TV 59 to produce the live television coverage of this year's main event.

Stampfli decided to bid after analyzing a New York-based firm's production of last year's Pageant and Preliminaries. He concluded that TV 59's capabilities were technically equal to those of the New York firm. "We realized that we not only could do it, but that we could do it better," he said.

Stepien agrees: "I've known the people at TV 59 for three years, and I'm certain that they can do the job."

TV 59

continued from front page

tions from viewers, and we use them immediately. We are *their* community station. If viewers want to reach us, we're here."

Local Programming Is Strong

True to its community mission, TV 59 has been broadcasting local programming from the beginning and specializes in the on-location, multi-camera production of many popular events. Stampfli and Asa Jessee, Jr., operations manager, concur that local programming is one area in



Operations manager Asa Jessee, Jr. (standing) and on-air director Ron Rose in TV 59's master control.

Circle (130) on ACTION CARD

Pageant To Get National Exposure

This coup has everyone at TV 59 excited. The "Miss Ohio Scholarship Pageant" will be produced live from the Renaissance Theater in Mansfield on June 13th, and, as of this writing, 13 Ohio TV stations — 11 of them full power — have agreed to air the two-hour show.

Stampfli said that he has already spoken to several syndicators in an effort to arrange national distribution of the pageant. He thinks there is the potential for hundreds of community broadcasters and independent stations to carry the program, and as a show of good will and reciprocity TV 59 has committed to airing state pageants from Florida and Hawaii.

"This year the pageant is more than just a show for us," said Stampfli. "It's our chance to prove that local stations our size can produce as well as the large market stations, if not better." Operations manager Jesse, who has been with TV 59 from the beginning, will be directing the production.

Darla Stampfli, office manager for both TV 59 and the radio stations, is also working hard on the production. "It's really exciting. It's been a lot of work, but it will help us in the long run," she said, adding that although the station would probably not make a profit on the show, the chance to exhibit the production quality that the staff is capable of will be worth much money later on.

TV 59 is planning a four- to five-camera production and will use their new 22-foot mobile production truck as a practice unit for the preliminaries and as a back-up production facility for the main event. Key production positions will be filled by station employees, although extra camera operators will be hired. College interns will fill the support positions.

While a local, three-camera production of a typical ballgame would cost about \$325 per show, Stampfli expects the pro-

duction costs for the pageant to run more than \$20,000.

Syndicated Fare Fills Out Schedule

When it's not airing local stuff, TV 59 offers popular syndicated programming. Among the current offerings are "American Gladiators," Republic Pictures' "Beauty and the Beast," several Republic movie packages, the "New Hee-Haw," and Major League Baseball's "This Week in Baseball."

Beginning this September are two half-hour cartoon strips and a game show from Viacom. And the station has recently signed "Zoo Life" from Litton Syndication, "The Little Prince" from Alice Entertainment, daily and weekend film packages from Acama Films, and a special Promark "Fright Week" Halloween movie package.

The Politics of Cable

Right now, TV 59 is carried by the Adelpia Cable System in Mansfield and Shelby; Jones Spacelink in Loudonville, New London, and Baily Lakes; and Armstrong Utilities in Ashland. The only cost so far has been the receiving equipment for one of the systems.

But relations with some cable companies haven't always gone as smoothly as Stampfli might have wished.

"We get along fairly well," said Stampfli, "but there are problems such as bad channel placement and other things over which TV 59 doesn't have any control.

"From the very beginning, we underestimated the power of cable to determine the success or failure of a station through strictly political means. We didn't know all of the little political tricks. We weren't prepared to have to beg to make a living."

In fact, when the station brought a complaint to one cable system — which Stampfli preferred not to name — they

How Good Is Your Station's Programming?

And Who Is There To Help?



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Circle (180) on ACTION CARD

were boldly told, "If you don't like it, we can take you off tomorrow."

Financial Advice: Spend Cautiously

But in spite of cable problems, the station is making headway. With the firm backing of its original five stockholders, TV 59 is anticipating a positive cash flow within the next few months.

Stampfli offered a word of advice to new station operators: "Don't overspend. Be really cautious about what [revenue] you're going to bring in. I see so many new stations spend too much money and fail. Everyone thinks TV means guaranteed money, but that's just not true."

He made the point that when an LPTV station doesn't plan wisely and winds up going out of business, it reflects badly upon other LPTV stations, making them fair game for the standard accusations of unprofessionalism and inferiority.

To combat this sort of negative image, Stampfli has set up programming and marketing that actively involves the community, especially the advertisers. One example is the weekly "Diner's Club." Every Monday at 7 p.m., the hour-long program sells certificates over the air to some 30 area restaurants. The program generates about \$2,000 a week for the station.

continued



TV anchor Mark Rogers edits a news package.



Local productions are easy with this 22-foot, three-camera production truck.

TV 59 also airs call-in contests which not only please viewers but give the station an idea of its popularity. "Viewer interaction is how we know they're watching. If the phone stops ringing, we go home," Stampfli said jokingly.

At \$50 for a news spot and \$20-\$25 for a spot in other local programs, TV 59's rates are reasonable. Run-of-schedule spots go for as little as \$10. TV 59 also does a lot of local barter. Sponsors get advertising at a discount, and the station sells certificates for the business over the air.

The prices and the approach have attracted local businesses of all types — restaurants, banks, auto dealerships, and department stores. Nevertheless, advertisers did not spring up overnight. "It

takes a lot of time to build up trust and respect," said Stampfli.

It takes time and hard work and integrity to build a good business. But Stampfli also feels that the government could help more than it has. "On a local level, LPTV is the most important medium there is. But we need help. Congress and the FCC created us, and we're working 14-hour days, for very little compensation. We're a very important medium to the people, but we're doing it without any relief at all. Right now the deck is stacked against us." Sounds like it's time to reshuffle.

Ed. Note: Dean and Darla would appreciate hearing from anyone interested in airing the Miss Ohio Pageant. They can be reached at (419) 289-2605.

CBS

Equipment List: TV-59, Ashland, OH

- Winsted racks
- Sigma TTSG-375A sync generator
- 3M 1 5x10x2 router
- Channelmatic AVS-10AS router
- Comprehensive Edit Master editing controller
- VTR's: Sony 9850 3/4" SP editor, (2) Sony 9800 3/4" SP source VTR's, Panasonic AG-7300 S-VHS source VTR
- TBC's: Digital Systems DPS-170, Digital Systems DPS-175A/Frame Stor, (2) Digital Systems DPS-270
- Videotek Prodigy switcher
- Graphics: Amiga 2500 and Amiga 2000 with Newtek Video Toaster
- Monitors: (3) Videotek AVM-19S 19", (4) Sony PVM-411 4" B/W
- Sony CRK-2000 chroma key
- News Edit Suite: Sony RM-450 edit controller, Sony VO-5800 source VTR,

- Sony VO-5850 editor, (2) Panasonic AG-1960 S-VHS source VTR's, (2) Sony PVM-1380 13" monitors
- (3) Panasonic WV-300 cameras
- (3) Panasonic AG-450 cameras
- (2) Q-TV MPV-9 prompters
- Automation: Channelmatic Adcart SCU-1A, (2) Videotek RM-13/TR 13" monitors, (4) Sony VP-7020 3/4" source VTR's, (3) Panasonic AG-7300 S-VHS source VTR's, Nova 900-S TBC, (2) WYSE 60 terminals
- (3) Bogen 3069 tripods
- Portable VTR's: Sony VO-8800 3/4" SP, Panasonic AG-7400 S-VHS
- Lowel Kit TO-95 field light
- JVC KM-1200U field switcher
- (2) Sony PVM-8220 9" field monitors
- Amiga 3000 field graphics generator

Ted Kavanau Now Heading Channel America

Ted Kavanau, a 35-year veteran of cable and broadcast news, has taken the helm at Channel America, the 24-hour programming network founded by David Post in 1987. Kavanau is an Emmy-award winning news producer and one of the five founders of Ted Turner's Cable News Network. He replaced Bob Mauro as president at the end of March.

Kavanau's plans for Channel America include adding new, original programming and redesigning the graphics and general network look. Among the new programs being planned is a "controversial" talk series with "tough, well-known, time-tested" hosts, he said, adding that the network was close to finalizing agreements for shows with New York City talk hosts Barry Farber and Stanley Siegel.

Also in the works is a new package of 200 50's and 60's films, a new 2-hour morning block of children's programming, and a series featuring local programming from stations across the country. Kavanau said the new series will feature "the best local programming in America; we'll promote it as 'See America on Channel America.'" Most of the projects will be implemented by mid-June.

"My intention is to make Channel America a very exciting thing to watch," said Kavanau. "I'm a news guy, and I generally don't fail at what I try to do. We're going to be competing with NBC, CBS, and ABC."

Kavanau said that the network will continue its LPTV affiliations but will also pursue cable and full power affiliates. There are no plans to raise fees to affiliates.

Channel America recently sold its 14 owned and operated LPTV stations to Star Resources LPTV Holdings of South Carolina, headed by former cable and radio operator, Gerald Arthur. The deal included a requirement that the stations continue as Channel America affiliates.

Free "White House" Recipes Help Sick Kids

Mail for Tots, an organization whose volunteers cheer ill youngsters and adults through the mail, has published a cookbook entitled *What's Cooking in Washington*. The book includes four of First Lady Barbara Bush's favorite recipes, as well as 295 recipes from members of Congress. Proceeds from sales of the \$8.95 book will help fund the activities of Mail for Tots.

For a free copy of Mrs. Bush's recipes, and information about the cookbook, send a self-addressed stamped envelope to Mail for Tots, 25 New Chardon Street, P.O. Box A-8699, Boston, MA 02114. The organization says it would also appreciate media exposure for its fund-raising effort.

Station Shorts

Channel 16 (W16AR) in Stuart, FL is attracting advertisers by running PSA's every Wednesday. According to August Gabriel, Channel 16's president, the free announcements featuring local organizations and businesses have increased potential advertisers' awareness of the station.

...

Dr. Slava Fyodorov, a Russian ophthalmologist and *Fortune* magazine's "Man of the Year," was a guest this past January on NGTV's "JW BRAY Live" call-in show. NGTV is the trade call sign of W43AT in Dalton, GA.

Dr. Fyodorov pioneered a technique of eye surgery that some eye surgeons say could make eyeglasses obsolete. He is also an entrepreneur with interests in the Moscow cellular telephone system, a casino, and farm equipment.

...

K28DJ in Broken Bow, OK concentrates its local broadcasts on athletic events. Jewel Callahan, Channel 28's general manager, says that the station's viewing audience of about 12,000 includes residents of Broken Bow, Idabel, Wright, and Eagle Town, OK. Callahan reports that the viewers are "proud" of the station — "proud enough to advertise and keep Channel 28 a paying business."

...

Elliott Block, owner of W25AI in Cincinnati, OH, reports incredible enthusiasm from viewers for a new show that started as a time filler. Last October, when Daylight Time began, Block needed to fill the "lost" hour between 2 a.m. CST and 2 a.m. CDT. So he and a friend set up some music videos for "The Show That Never Was" and hooked up a telephone line to see if anyone was watching.

That, as they say, was that. The show ran for an hour and a half and has been airing every week since.

The live call-in show offers viewers an opportunity to get absolutely anything off their chests. And they do, says Block. The format has piqued the interest of other broadcasters, including England's Channel 4 which is planning a story on the show.

BON MOT

Education . . . has produced a vast population able to read but unable to distinguish what is worth reading.

G. M. Trevelyan

FCC Clears Radio Station In Drug Complaint

The Federal Communications Commission has upheld a Mass Media Bureau decision in favor of an Iowa radio station accused of violating federal drug laws by broadcasting the location of police drug check points.

Michael D. Richardson had accused KFMH(FM) of Muscatine, IA of violating the Anti-Drug Abuse Act of 1986 by broadcasting the roadblock locations after a rock concert in Cedar Rapids last

year. The Act allows the FCC to revoke the license of any operator who has "willfully used said license for the purpose of distributing, or assisting in the distribution of, any controlled substance in violation of any provision of Federal law."

The Mass Media Bureau's Complaints and Investigations Branch had found that no action on the complaint was warranted.

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Good Selling!

—by Joe Tilton

Selling To A Franchise

Every sales manager I have worked with has expressed frustration over his or her inability to sell local advertising to franchise businesses. With rare exceptions, the reps are told, "You'll have to make a presentation to the agency in New York. We're bound by our franchise agreement."

Consistency is a customer's best friend. An often-repeated statement is, "You may not like a Big Mac, but you know what you're going to get." No doubt you have experienced this with your own family when you travel. The independent mom and pop eatery next to McDonalds may serve better food, but you don't know that. And do you dare risk the satisfaction of your family on an unknown?

While consistency is good for the customer, franchises often present very difficult sales situations for local stations. Look at it from the other side: The ad agency knows NBC, CBS or ABC. Do they

dare bet the satisfaction of their client on you, an unknown to them?

Established media is partly to blame for the problem. Large-market advertising preconditions customers in small communities to patronize national franchises and other well-known business names. So ad sales reps flock to these businesses — some of them new guys on the block — and abandon the local businesses who have been loyal advertisers for years. We wonder where the billing went. Some station sales managers have unrealistic dreams about a franchise spending thousands and thousands with them. The dream is reinforced when an initial order comes in for a remote or a one-time buy. But the problem is that it usually is...ONE-TIME.

The second problem is that a new but well-planned, expertly-promoted, well-known concern can force small, local establishments out of business, reducing your station's client base. Your community has a very healthy new business, but it advertises nationally, leaving you out.

What do you do about it?

Be There!

To solve the problem, you MUST have an open mind, and you MUST think BIG. It was hard to believe when I discovered that my station was the ONLY ONE represented at a recent National Retail Merchant's Association Convention. More contacts were made in three days than we had made in three months!...just by spending a few days in Chicago, and attending a few meetings. What's more, my rep came back with loads of great information for our local retailers, and they were thrilled to get it.

Not only did we land contracts with some nationally-known businesses with local connections or outlets, but our local business community was thankful for being "represented" at such an important event. My cost?...A plane ticket, a few meals, and a motel room.

Professional Representation

Many locally-oriented sales people would be chewed up and spit out by a franchise-sized organization or their agency. Instead of sending your newest rep into the shark tank, assign your most seasoned pro. If there is minimal travel, double the effort and send your best TWO reps. Prepare for the event with mail and phone contact. And for goodness' sake, be professional with these people on the

telephone, yet be human. The mail you send must look sharp too.

I know that various national rep firms are available, and many do a good job. However, waiting for these people to supply your billing will not keep the ship moving.

These larger companies or agencies plan further ahead than most small local stations are able to. The ad promotion package that begins in thirty days won't fly. Also, budgets for these large companies are less flexible. They want to see ad campaign plans and ideas nine to eighteen months before air. In fact, as you read this article, most clothing stores are planning advertising budgets for next winter or spring — eight to twelve months ahead.

One Leg at a Time

Too often, sales people in smaller markets see ad agencies in big cities as if they were bigger than life. Fact is...they're not! Send your best rep to a nearby large market for a week. The mission? To see as many agency reps as possible. Be sure to have something SPECIFIC to sell, not just a rate card. And, don't be discouraged if it takes time to build relationships with the agency people, or if your rep feels rejected the first time. Followed every visit with a "Thank You" note or card.

Persistence is the word for selling these tough accounts. Build a consistency with them, just as they do with their customers. And, let these large firms get to know your representative.

Your Biggest Single Problem

One of the fiercest single competitors in my experience is Walmart. I do not believe that any single business has so severely cut into the sales of small-market businesses, AND small-market media, as this chain.

"If we could just sell Walmart!" I constantly hear from local stations. My friend, it may be a long, long time before you see a dime from the nation's largest retailer. Walmart does buy an opening remote or a short schedule in small markets, and it reacts when threatened by K-Mart. But that's it. Large markets are getting the buys.

To counter Walmart, and large competitors like it, fiercely promote the positive qualities of your business community. YOUR business is on the line.

Personal Risks

Recently I had a lengthy conversation with a new advertising client. He said to me, "Your proposal is the best I've seen, and I really want to be on your station. But the truth is, I am very close to closing this business."

My choices were 1) walk away and let him go out of business, 2) press hard for a sale and take the risk of creating a bad debt, or 3) work out a plan. I chose the

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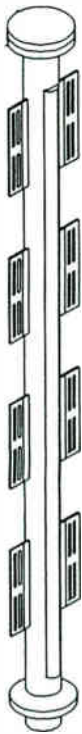
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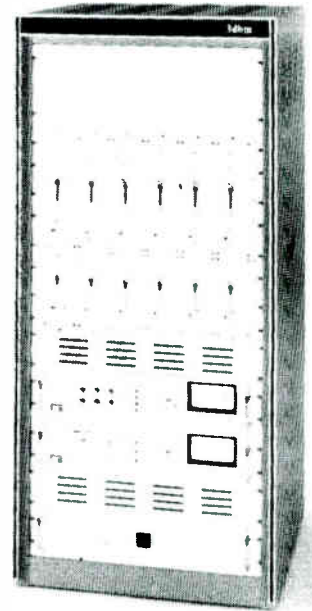
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Consider my response carefully. I told him that I would implement my proposed ad schedule and do my best to keep him in business. The price? ...that if he survives I get more of his advertising budget than anyone else. He did, and we got *all* of his ad budget. I know it was a radical risk, and the fall-out could have been difficult. Too, not every business owner/manager is good enough to gamble on. This store was worth my writing a personal check for advertising on my own station to make it happen.

Your investment in a community is dollar-for-dollar what you spent on the facility. If your attitude is that you can take money from the market place rather than serve it, then the large national businesses will join you in killing your source of support.

Remember...80% of all jobs in the United States are SMALL BUSINESS JOBS. Why not support the majority?

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

Supplier Side

New from Di-Tech is the Model 5430-1, a 16 x 1 stereo audio follow video routing switcher with video bandwidth exceeding 30 MHz. Standard features include RS-232/422 external computer control, as well as 3-level breakaway. The 1-rack unit with built-in front control panel lists at \$1,955.



Di-Tech's new 5430-1 (top) and 5434 routing switchers.

Also new from Di-Tech is the 5434 12 x 4 stereo audio follow video routing switcher, also with 3-level breakaway and RS-232/422 external computer control. Video bandwidth exceeds 10 MHz. List price is \$2,145.

Circle (116) on ACTION CARD

Autogram Corporation unveiled its new MINI MIX 8 broadcast audio console at the 1992 NAB last month. The light-

weight, compact unit features 8-slide, plug-in pots; 12 stereo inputs; a built-in cue amplifier/speaker; and an all-aluminum case with oak wood endbells.

The introductory list price is \$2,100.

Circle (135) on ACTION CARD

Micro Communications, Inc. announces a new addition to its line of coax switches — the 7/8 EIA. The new switch features MCI's coplanar switch design that eliminates unnecessary elbows. It is driven by a high torque AC motor with a built-in manual override. All internal contact points are gold-plated for increased reliability.

Interlock and logic circuits are included as a standard item on each switch. Multi-



The 7/8 EIA coax switch from MCI.

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Circle (165) on ACTION CARD

ple interlocks are available at a small additional cost.

DC voltage control is available in 12 and 24 volts, with 120 and 240 VAC also available on request.

MCi's coax switches are available in four sizes — 7/8, 1 1/8, 3 1/8, and 6 1/8. Prices range from \$2,800 to \$6,000.

Circle (119) on ACTION CARD

An exciting new 30-minute kids' show called "Funny Farm Friends and Me" is available to LPTV stations from the **Spears/Thomas Entertainment Group**. The original sing-along and act-along trip to the farm was conceived by host Cindy Olson, director of a Santa Barbara, CA pre-school. Kids are encouraged to interact with the animal characters and sing original songs with Olson.

Also from Spears/Thomas is a 30-minute exposé of industrial espionage entitled "Who's Watching You?" Counter-surveillance experts Phil Wovek and Martin Pelayo show viewers how electronic eavesdropping is done and how "microbugs" are discovered in bug sweeps.

Wolfson hosts an excursion into the undercover world of federal law enforcement surveillance in a third production, "Super-Secret Federal Agency Surveillance Techniques."

Circle (124) on ACTION CARD

Channelmatic, Inc. has introduced the first digital local ad insertion system at the 1992 NAB Convention. The new system, dubbed Adcart/D, is designed to replace tape-based VCR's in local ad insertion and program playback operations by storing audio/video data in digital form for analog playback.

The Adcart/D provides increased reliability and integrity over tape-based systems, scalable on-air audio/video quality, simple operation, and pricing that is comparable to that of VCR-based systems.

Adcart/D performs local, regional,

and/or satellite-delivered insertions. It operates as a stand-alone unit or in conjunction with a traffic and billing system, and features local or remote control. It can be installed in existing ad insertion operations as a retrofit or expansion system.

Circle (143) on ACTION CARD

Modgraph, Inc. has introduced multi-syncing to its line of 8.5" Super-VGA color video monitors making them suitable for broadcast applications. The resolution of the Sony Trinitron™ CRT is 800 x 600, and syncing is between 15.75 KHz and 35 KHz. With analog input, the color palette is virtually limitless. The monitors support VGA and Super-VGA resolutions as well as RS-170 video, including both NTSC and PAL.



Some of Modgraph's new color video monitors with multi-syncing.

The monitors are available in a standard 19" rack size with either a single monitor mount or a dual, side-by-side monitor mount configuration. A choice of full metal enclosure, open frame chassis, or desktop tilt and swivel enclosures is available.

Circle (146) on ACTION CARD



WorldRadioHistory

...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.

- K49CG Little Rock, AR. American Christian Television System, 3/13/92.
- K20DI Cortez/Mancos, CO. Southwest Colorado TV Translator Association, 3/18/92.
- K46CY Sterling, CO. Board of Logan County Commissioners, 3/18/92.
- W49AW Palatka, FL. Pentecostal Revival Association, Inc., 3/19/92.
- W04CK Chicago, IL. Silvia Maria Landin, 3/13/92.
- W12CJ Mount Carmel, IL. Starlight Television Corporation, 3/17/92.
- W04CQ Chesterton, IN. Wingfield Livingston Chubb, 3/17/92.
- K68DK Overland Park, KS. University of Kansas, 3/18/92.
- K15DD Wichita, KS. Krista Fordham, 3/13/92.
- W36BD Detroit, MI. Telethon Television Company, Inc., 3/13/92.
- K16CO Alexandria, MN. Selective TV, Inc., 3/13/92.
- K18DG Alexandria, MN. Selective TV, Inc., 3/13/92.
- K15DC Appleton, MN. Rural Western UHF TV Corporation, 3/18/92.
- K17CS Appleton, MN. Rural Western UHF TV Corporation, 3/18/92.
- K19CW Appleton, MN. Rural Western UHF TV Corporation, 3/18/92.
- K35CY Minneapolis, MN. Ronald A. Kniffin, 3/17/92.
- W05BV Starkville, MS. First United Methodist Church, 3/13/92.
- W57BQ Apex, NC. Victory Television Network, 3/5/92.
- K19CS Las Vegas, NV. "Hey Buddy"...Broadcasting Company, 3/13/92.
- K26CH Medford, OR. California Oregon Broadcasting, Inc., 3/17/92.
- W24BB East Stroudsburg, PA. Joseph S. & Irene F. Gans, 3/13/92.
- W50BF Sharon, PA. Cornerstone Television, Inc., 3/13/92.
- W29AR State College, PA. Ann Elizabeth Plenderleith, 3/13/92.
- W08CR Warminster, PA. Charles W. Loughery, 3/5/92.
- W08CV Myrtle Beach, SC. O & R Broadcasting Company, 3/18/92.
- W27AN Murfreesboro, TN. John Thomas McCreery, III, 3/13/92.
- K48DM Bellingham, WA. USTV of Washington State, Inc., 3/5/92.

LPTV LICENSE RENEWALS

The following LPTV licenses, which are owned by the State of Alaska, were renewed on 3/25/92.

- K13SH Adak, K09UD Akhiok, K10MV Akiak, K09RH Akutan, K08KD Alakanuk, K13RP Aleknagik, K09QL Allakaket/Alatna, K11QI Ambler, K09RS Anaktuvuk Pass, K51AF Anchor Point, K09QF Angoon, K02KY Aniak, K07RE Anvik, K09RV Arctic Village, K09RX Atka, K09TZ Atkasuk, K12NP Atmautluak, K04KS Barrow, K09QQ Beaver, K15AV Bethel, K21AO Bethel, K09TE Bettles, K09TD Birch Creek, K09RI Buckland, K09SI Cantwell, K13SD Cape Pole, K03GO Central/Circle Hot Springs, K09QG Chalkyitsik, K06LG Chauathbaluk, K02LO Chefornak,
- K02KX Chevak, K10MT Chickaloon, K01RY Chignik, K09SO Chignik Lagoon, K02MR Chignik Lake, K13SB China, K07QZ Chistochina, K13SI Circle, K06LP Circle Hot Springs, K12NL Clarks Point, K09TV Coffman Cove, K07TM Cold Bay, K08KO Cooper Landing, K12MO Copper Point, K15AK Cordova, K09UK Council, K61DE Craig, K07RZ Crooked Creek, K13TG Cube Cove, K09RN

Deering, K17AF Delta Junction, K02GU Dillingham, K10LD Dillingham, K13UX Diomede, K13RM Dot Lake, K09RF Eagle Village, K09TN Eek, K04KR Egegik, K09TA Eight Fathoms Bight,

K11QW Ekwok, K09QS Elim, K05IH Emmonak, K31AG English Bay, K11RI Ernestine, K09RP False Pass, K07RC Fort Yukon, K09TP Freshwater Bay, K11RG Gakona, K04LZ Galena, K09QR Gambell, K10MB Girdwood, K13UB Glennallen/Copper, K07QX Golovin, K04KT Goodnews Bay, K04NC Gravina/Pennock Island, K11QH Grayling, K02LW Gustavus, K07RF Haines, K12NW Halibut Cove, K58BI Healy, K09TB Hobart Bay, K08KP Hollis, K12NT Hollis, K07RJ Holycross, K11RK Homer/Seldovia, K07QV Hoonah, K04MC Hooper Bay, K09RY Hughes, K09QD Huslia,

K09QI Hydaburg, K02MJ Hyder, K09SP Igluigig, K04KO Ilianma, K09SN Ivanof Bay, K09QP Kake, K09TM Kakhonak, K09QY Kaktovik, K09TR Kalskag, K09TX Kaltag, K09QK Karluk, K09SM Kasaan, K09UE Kasigluk, K23AF Kenai/Soldotna, K21AH Ketchikan, K09RW Kiana, K09QW King Cove, K04KN King Salmon, K08KS King Salmon, K04LM Kipnuk, K09QZ Kivalina, K07TI Klawock, K04KQ Kiukwan, K02KZ Kobuk, K13UY Kodiak, K07QW Koliganek, K09RG Kongiganak, K09SL Kotlik, K13UE Kotzebue, K02MB Koyuk, K03FZ Koyukuk, K09UJ Kwethluk, K13UK Kwigillingok,

K07SK La Bouchere Bay, K11RJ Lake Louise, K09QE Laren Bay, K07TT Levelock, K11RW Lime Village, K05IR Long Island, K10MU Long Island, K07RX Manley Hot Springs, K09TQ Manokotak, K02ML Marshall, K09QC McGrath, K03GK McKinley Park, K04MD Mekoryuk, K09QJ Mentasta Lake, K07SL Metlakatla, K09TI Meyers Chuck, K09SZ Minchumina, K13TK Minto, K15AP Mosse Pass, K13UM Mosquito Lake, K13TJ Mountain Village, K13TZ Naknek, K10MR Napakiak, K07SJ Napakiak, K09TJ Naukati Bay, K09QM Nelson Lagoon, K55DE Nenana, K09QV New Stuyahok, K02LN Newtown, K10LU Nightmute, K04MB Nikolai, K09RK Nikoliski, K39AA Ninilchick, K07RI Noatak,

K13UG Nome, K09RQ Nondalton, K09RU Noorvik, K55BB North Kenai, K04KP Northway, K09RT Nuiqsut, K02KW Nulato, K13RN Old Harbor, K07QY Ouzinkie, K11QV Paxson, K13SV Pedro Bay, K09RM Pelican, K04MA Perryville, K21CK Petersburg, K13UJ Platinum, K02LJ Pilot Point, K15AU Pilot Station, K02LV Pitka's Point, K07SH Point Alsworth, K09SY Point Baker, K09QN Point Hope, K09UC Point Lay, K09TL Port Alice, K13SC Port Graham, K13SA Port Heiden,

K07RG Port Lions, K07SO Port Moller, K11QX Port Protection, K07TU Portage Creek, K09SX Quinhagak, K09RD Rampart, K02LA Red Devil, K09TC Rowan Bay, K04KU Ruby, K09SH Russian Mission, K09RW Saint George, K13SX Saint Mary's, K09QX Saint Michaels, K09RB Saint Paul, K09RA San Point, K07RD Savoonga, K02LS Scammon Bay, K09RL Selawik, K55DD Seward, K04KY Shageluk, K07QU Shaktoolik, K12NO Sheep Mountain, K11QR Sheldon's Point, K09RZ Shishmaref, K07RA Shungnak, K03GJ Sitka, K11QE Skagway, K13SM Slana, K07SX Sleetmute, K09RR Stebbins,

K09SV Stevens Village, K13SE Stony River, K04LN Takotna, K07RB Tanana, K09SW Tanunak, K13SJ Tatitlek, K13RO Telida, K09RO Teller, K07RH Tenakee Springs, K11QU Tetlin, K07SN Thorne Bay, K09QU Togiak, K13RR Tok/Tanacross, K11QG Toosok Bay, K24AG Trapper Creek/Talkee, K08ID Tuluksak, K09TF Tuntutuliak, K09QH Tyonek, K09RC Unalakleet, K04KV Unalaska, K15AI Valdez, K09TW Venetie, K02LT Wales, K09QO Wainwright, K11QT White Mountain, K07SI Whales Pass, K09UB Whittier, K02ME Woman's Bay, K21AF Wrangell, K09UA Yakutat.

The following LPTV licenses were also renewed on the dates shown.

K18CS Anchorage, AK. Fireweed Television, 3/25/92.

K09OS Kodiak, AK. Kodiak Public Broadcasting Corporation, 3/25/92.

K50AP Honolulu, HI. Family Broadcasting, Inc., 3/25/92.

K51CU Spokane, WA. Edith C. Smith, 3/25/92.

NEW LPTV CONSTRUCTION PERMITS

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

W28BG Birmingham, AL. Valuevision International, Inc., 3/26/92.

K51EA Little Rock, AR. Joseph Alfred Smith, 3/18/82.

K06MJ Flagstaff/Doney Park, AZ. J. Christian Damon, 3/20/92.

K19DD Phoenix, AZ. Jeffrey J. Jacobsen, 3/17/92.

K49DF Phoenix, AZ. Jeff Jacobsen, 3/13/92.

K60ES Sacramento, CA. Edwina J. Auel, 3/26/92.

K20DH Aspen, CO. Slice of Life Productions, Inc., 3/17/92.

K39DI Swink/Rocky Ford, CO. Full Gospel Outreach, Inc., 3/23/92.

W58CA Okeechobee, FL. Angler Television, 3/11/92.

W50BJ Hinesville, GA. Carl L. Gilles, Jr., 3/18/92.

K46DE Osburn, ID. Mountain TV Network, Inc., 3/11/92.

K23DD Weiser, ID. Mountain TV Network, Inc., 3/13/92.

K63EW Shreveport, LA. Joseph Alfred Smith, 3/13/92.

W33BC Thomaston/Rockland, ME. Three Eagles Broadcasting Company, 3/26/92.

K31DH Donnelly, MN. Tri County UHF, Inc., 3/26/92.

K45DP Donnelly, MN. Televue Systems of Minnesota, 3/26/92.

K47EA Granite Falls, MN. Minnesota Valley TV Improvement, 3/24/92.

continued

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Circle (28) on ACTION CARD

VJN Selling Off LPTV O & O's

Video Jukebox Network, Inc. has put its fifteen owned and operated LPTV stations up for sale. The stations are represented by Communications Equity Associates in New York City.

The stations are in Birmingham, AL; Gainesville, FL; Jacksonville, FL; Orlando, FL; Savannah, GA; Woodstock, GA; Des Moines, IA; Indianapolis, IN; New Orleans, LA; Shreveport, LA; Detroit, MI; Jackson, MS; Durham, NC; Raleigh, NC; and Memphis, TN.

Another 25 or so independently owned LPTV stations are Jukebox Network affiliates and compose about one-third of the company's total affiliate base. VJN chairman Andrew Orgel told *Multichannel News* (April 6, 1992, page 41) that he's grown "disenchanted" with owning and operating stations.

continued

- K08LR Springfield, MO. Pictures & Sound, Inc., 4/3/92.
- K49DG Springfield, MO. Pictures & Sound, Inc., 3/17/92.
- W62CA Jackson, MS. Great Oaks Broadcasting Corporation, 3/13/92.
- K20DG Baker, MT. Baker Public School Trustees District 12, 4/7/92.
- K23DI Broadus, MT. Powder River County District High School, 3/30/92.
- K23DJ Ekalaka, MT. Plevna Public School Trustees District #55, /24/92.
- K65FF Kallispell/Whitefish, MT. Flathead Valley Community College, 4/7/92.
- K34DT Omaha/Lincoln, NE. Catherine A. Hill, 3/12/92.
- K34DQ Gallup, NM. Tricia & Michael Vinson, Trustees, 3/20/92.
- K42DK Gallup, NM. Tricia & Michael Vinson, Trustees, 3/27/92.
- K46CQ Truth Or Consequence, NM. Church of the Crosses, Inc., 3/11/92.
- K15DL Las Vegas, NV. Tierra Alta Broadcasting, Inc., 3/23/92.
- K23DL Las Vegas, NV. Lone Mountain Broadcasting, 3/26/92.
- W07CG Massena, NY. David James Alteri, 3/11/92.
- K53EJ Baker, OH. Columbia River Television, Inc., 3/26/92.

- W19BN Defiance, OH. Wolfe Communications, Inc., 3/2/92.
- K19DG Durant, OK. Betty Margaret Wheeler, 3/11/92.
- K13WB Tulsa/Turley, OK. Karen K. Douglas, 3/23/92.
- K49DH Brookings, OR. Daniel C. McGrath, 3/13/92.
- K63EV Eugene/Springfield, OR. Communications Programming Agency, 3/24/92.
- K23DB La Grande, OR. Columbia River Television, Inc., 3/17/92.
- K53EK Milton/Freewater, OR. City of Milton/Freewater, 3/26/92.
- K66EJ Newberg, OR. A. B. Herman, 3/23/92.
- W66BS Lock Haven, PA. Cornerstone Television, 3/11/92.
- W18BD Hilton Head Island, SC. Timothy A. Pipher, 3/13/92.
- K50DG Brookings, SD. Jase Video Productions, 3/13/92.
- K07UP Sioux Falls, SD. Localvision, 3/25/92.
- W57BW Memphis, TN. Bert V. Groves, Jr., 3/13/92.
- K59EU Midland, TX. SWC Network, Inc., 3/18/92.
- K33DQ San Angelo, TX. Perspective Communications, Inc., 3/12/92.
- K21DR San Marcos, TX. Perspective Communications, Inc., 3/26/92.
- K26DN Salt Lake City, UT. Wasatch Hills Seventh Day Adventist Church, 4/7/92.
- K03GZ Sunnyside/Prosser, WA. Three Angels Broadcasting Network, Inc., 3/13/92.
- K18DS Rawling, WY. Manna Media Corporation, 3/23/92.

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
3 dbm	15	75	(800) 279-3326
Andrew Corporation	13	79	(800) 255-1479
Antenna Concepts	5	181	(916) 621-2015
Auction Network, The (TAN)	14	193	(207) 483-6686
Channelmatic	20	6	(800) 766-7171
Coarc Video	18	28	(518) 672-7202
Creistre Financial	10	130	(407) 287-1626
Euro Tech	7	126	(201) 434-5729
Leitch/HEDCO	17	128	(800) 387-0233
Microwave Filter	2	172	(800) 448-1666
Showplace	11	180	(312) 472-8828
Trident Productions, Inc.	16	165	(800) 955-5660
World Satellite Network	8	175	(800) 367-3193

ASSIGNMENTS AND TRANSFERS

- K04NT Indio, CA. Transfer of control of Valley TV 4, licensee corporation, from Terry Ayers to Leo Kesselman on 3/25/92.
- K15DG Pocatello, ID. Voluntary assignment of permit granted from The Little TV Station to Trinity Broadcasting Network on 3/26/92.
- W04CQ Chesterton, IN. Voluntary assignment of permit granted from Wingfield Livingston Chubb to TV 4 Indian Oak Corporation on 3/25/92.
- W47BD Findlay, OH. Voluntary assignment of permit granted from Findlay LPTV Partnership to Findlay TV Corporation on 3/20/92.
- W30AR Meadville, PA. Voluntary assignment of permit granted from A. D. Glover to Trinity Broadcasting Network on 3/6/92.
- W23AY York, PA. Voluntary assignment of permit granted from Raystay Company to Grosat Broadcasting, Inc. on 3/2/92.

K30CE Austin, TX. Transfer of control from Univision Holdings, Inc. to HC Crown Corporation on 3/11/92.

K19DC San Antonio, TX. Voluntary assignment of permit granted from Vivian Okita to Faith Pleases God Church Corporation on 3/30/92.

CHANGE OF COMMUNITY

W10CC Lexington, KY. Change of principal community to Bracktown/Montrose/Cadentown/Lexington, KY on 3/10/92.

CANCELLATIONS

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

K19CQ Fort Bragg, CA. Capital Foothills Broadcasters I, 3/25/92.

K26BF Goleta, CA. Goleta Low Power TV, 3/13/92.

W05BF ChIPLEY, FL. Pentacom Broadcasting Corporation, 3/13/92.

W53AW Daytona Beach, FL. Donald L. Jones, 3/9/92.

W22AY Titusville, FL. Donald L. Jones, 4/1/92.

K38CO Lewiston, ID. Colleen B. McDonald and Associates, 4/1/92.

W66BC Shepherdsville, KY. Altes Ellpee, Inc., 3/13/92.

W54AT Brockton, MA. Boston Catholic TV Center, Inc., 3/13/92.

K64DP Spring Lake Park, MN. Mark Denyes, 4/1/92.

W66BN St. Louis, MO. EZ Communications, Inc., 3/13/92.

W24BG Hurley, MN/Ironwood, WI. Walter H. Kalata dba Libra-1 TV, 4/1/92.

W44AW Morristown, NJ. Zenon Reynarowych, 3/17/92.

K66DW Albuquerque, NM. Jeremy D. Lansman, 4/10/92.

W22BD Oneida, NY. Kevin O'Kane, 4/1/92.

W23AU White Plains, NY. Westchester Broadcasting, Inc., 3/10/92.

W20AD Philadelphia, PA. Morgan D. Hardy, 4/1/92.

W48BA Nashville, TN. Kentel, 4/10/92.

K60EG Austin, TX. Frontier Broadcasting, Inc., 4/10/92.

K66CA Livingston, TX. International Broadcasting Network, 4/10/92.

PROPOSED CONSTRUCTION PERMITS

The following LPTV and TV translator applications have been accepted for filing and are not mutually exclusive with any other pending applications. If no petitions to deny these applications are filed, they will be granted. The proposed construction permits were released March 6, 1992.

Modifications

K62AB Stadtman Mesa, CO. Rio Blanco County TV Association.

K69BP Stadtman Mesa, CO. Rio Blanco County TV Association.

K59BA Grangeville, ID. Central Idaho TV, Inc.

W23AT Chicago, IL. Northwest Suburban Communications Inc.

W67CB Evansville, IN. South Central Communications.

K20AD Worthington, MN. Hubbard Broadcasting, Inc.

K69FN St. Louis, MO. Catholic Views Broadcasts, Inc.

K52BA Black Mountain, NC. University of North Carolina.

W59CB Atlantic City, NJ. Trinity Broadcasting Network.

W67CI Roswell, NM. Korean American TV Broadcasting Corporation.

K59DS Golconda, NV. Humboldt County.

K89CO Gold Beach, OR. California-Oregon Broadcasting, Inc.

W51BG Knoxville, TX. Ray Moran.

K64AM Fillmore, UT. Millard School District.

K70EB McKinnon, WY. Daggett County Television Department.

K74DB McKinnon, WY. Daggett County Television Department.

CBP

Classifieds

FOR SALE

HOT MUSIC: Buy-out library albums, station ID's and jingles from MusiCrafters. Call (215) 368-TUNE for a free demo and catalog.

Central Ohio LPTV. Great opportunity to enter ownership at low investment. Ideal owner/operator. LPTV on cable and in fastest growing county in Ohio. Has two-year track record! P.O. Box 448, Delaware, OH 43015, (614) 848-3108.

Florida, built UHF LPTV's. ORLANDO, JACKSONVILLE and LAKELAND. Good signals and coverage! Cable possibilities! Priced fairly. (407) 257-4864.

High-powered CP for sale: W29AU Coral Bay, Virgin Islands (60 kW ERP). Call (602) 582-6550, Charlene.

WANTED TO BUY

Wanted to buy: LPTV stations, CP's, or completed but unfilled applications. Also, will buy on terms . . . used transmitters or translators. Need used 6181 RCA tubes; very weak, OK. Norm Davis, P.O. Box 5180, Defuniak Springs, FL 32433

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.

SERVICES OFFERED

LPTV mailing labels. Reach all LPTV licensees, CP holders, applicants. Accurate, up-to-date marketing lists in your choice of format. Call Katie Reynolds at (414) 781-0188.

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Looking for a job in television? Need someone for that hard-to-fill position? Use **The LPTV Report** classifieds.

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Ads are limited to 50 words. Please send payment with your order. Ads will run once, unless renewed in writing.

Send your ad copy (and payment, if appropriate) to Katie Reynolds, *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225.

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

Classified advertising is sold at the rate of 60¢/word. There is a \$20.00 minimum charge for each ad. Count each abbreviation, initial, single figure, or group of figures or letters as one word each. Symbols such as *mm, C.O.D., P.O.*, etc. count as one word each. Telephone numbers with area codes, and ZIP codes, count as one word each.

Business Card ad rates are \$50.00 per insertion for each column inch. Rate is discounted to \$45.00 per inch for three or more insertions. Classified Display rates are \$50.00 per column inch.

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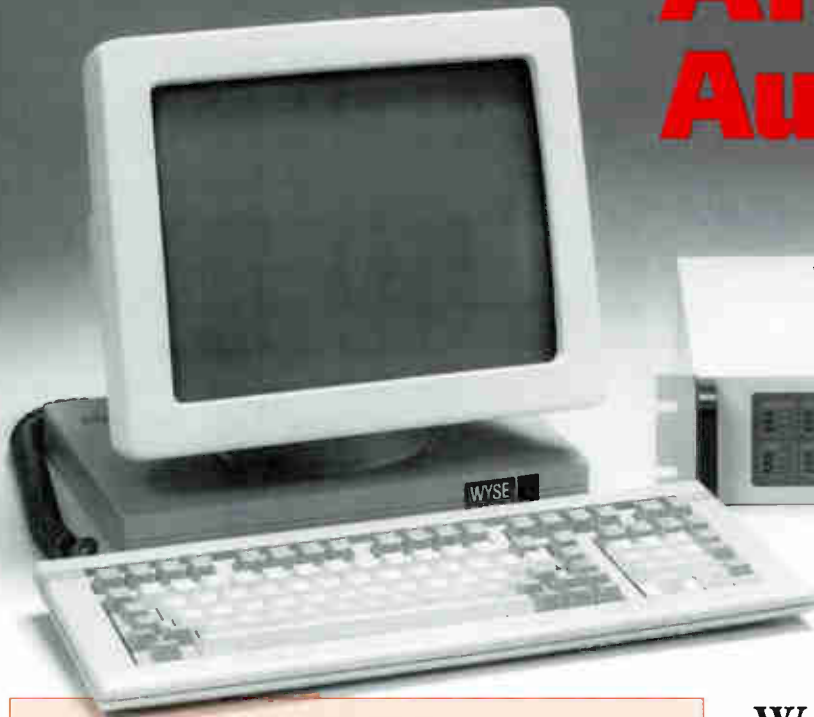
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