

# The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 7, Issue 2

February 1992

## S.12 Passes

—by Jacquelyn Biel

On January 31, by a vote of 73 to 18, the U.S. Senate passed S.12, its controversial cable reregulation bill. S.12 includes an amendment introduced in committee last May by Senator Wendell H. Ford (D-KY) granting must-carry rights to LPTV stations that do local programming (see *LPTV Report*, May 1991, page 1).

The vote followed the 54 to 35 defeat of a "substitute" bill offered by Senator Bob Packwood (R-OR), a leading opponent of S.12. Packwood had objected to what he called the "massive reregulation" of the cable industry embodied in the winning legislation. The White House had announced its formal opposition to the bill on January 28 and its support for Packwood's substitute. President Bush's senior advisors will recommend a veto if the

*continued on page 7*

## Are All Transmitters Created Equal?

—by Joe Wozniak

Buying a new TV transmitter is a major decision that should be given special attention and thorough analysis. But for those who feel they do not understand the technical aspects of the equipment, it can be difficult to make the right choice.

In such a case, you might want to line up a qualified engineer to help. However, even if you do not have an engineer, this brief overview will answer some of the questions you might have when purchasing a transmitter.

Are all transmitters created equal? It would be much easier if they were. Your choice would then come down to price, convenience, delivery, buyer-seller relationship, and purchase terms. And although

these factors are sometimes used to make a final decision between two or more equally desirable choices, each manufacturer offers something a little or a lot different for the buyer to consider.

Proven product quality, product performance, features, cost to operate, and after-the-sale support and services all vary. Measuring and comparing these things might not be easy, and budget constraints may also limit your choices.

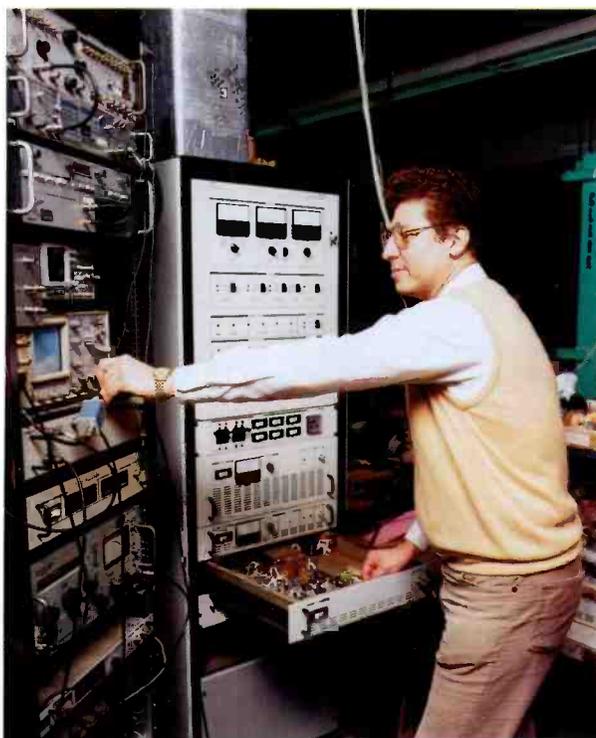
### Quality

TV transmitters should have a useful life of 15-20 years, so the quality of the product you choose is very important. It will determine the amount of time and money you will spend in keeping the system on the air for years to come. Since very few LPTV facilities have a back-up transmitter, reliability is extremely important.

### Performance

By transmitting a clear TV signal, LPTV stations can look as good as full power stations within their coverage area. In

*continued on page 10*



R. W. "Sam" Zborowski, vice president of engineering at ITS Corporation, carrying out the final quality inspection on an ITS-230A UHF transmitter. Photo by John Madia Photography, Pittsburgh.

## Transmitters My Second Love

—by Robert G. Truscott

If God hadn't invented women, I'd have married a transmitter.

At least that's what Jean has told me many times during the 42 years of our life together.

On a couple of occasions she has accused me of actually *being* married to that 110 kW rig in the Sears Tower in Chicago, or to the 220 kW monster on a North Carolina mountaintop. Not to mention the ever-present ham transmitters on the workbench in the basement.

My defense against these accusations was always pretty thin. I had to admit to a love affair with transmitters, but I told Jean it was strictly a platonic thing — sort of like sitting up with a sick friend to make him well again. (Even though it sometimes

*continued on page 4*

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## Kompas Resigns As CBA Executive Director Launches New Sales Rep Firm

Effective January 31, John Kompas has resigned as executive director of the Community Broadcasters Association in order to launch a new information and advertising rep firm for the LPTV industry. Kompas retains his seat on the CBA board of directors; he was elected to a two-year term at the LPTV Conference in November.



John Kompas

Kompas is a founding member of the CBA and served as its president from 1985 through 1990, leading the fledgling organization through recognition among the associations and initiatives as inclusion of community stations in cable legislation and the pending FCC Rule Making to relieve stations from restrictive regulation.

His new firm, B Seitz, will concentrate on providing services to the LPTV industry and to other companies

Kompas is a founding member of the CBA and served as its president from 1985 through 1990, leading the fledgling organization through recognition among the associations and initiatives as inclusion of community stations in cable legislation and the pending FCC Rule Making to relieve stations from restrictive regulation.

targeting niche audiences through television. The concept, said Kompas, is to allow community television stations to participate in ad revenues from national companies that until now have been restricted to mass audience buys on conventional stations.

"Community television is an excellent advertising vehicle for these companies," said Kompas. "The stations are out there doing high school football, local festivals, featuring local talent. This is the kind of grass roots, niche audience programming at large stations can't afford to do."

"The future of LPTV is strong. Now the industry needs to be documented. We need to bring collective information about the industry to the people who want to use the services of LPTV stations," he added.

According to CBA president D. J. Everett, III, the new venture "holds great potential for benefitting the LPTV industry."

Everett added his "personal accolades for John's service to the CBA and his vision and leadership during our industry's early years." The CBA board of directors also passed a formal resolution in their January

meeting in New Orleans thanking Kompas for his contributions.

Kompas is also curtailing his activities with *The LPTV Report* in order to focus his energies on the new venture. He will advise the magazine on marketing through an ongoing consulting arrangement. Jackie Biel, presently associate publisher, will take over as publisher. CBP

### CBA Moves Executive Offices

As of February 1, the Community Broadcasters Association will have a new mailing address and telephone number. The office in Milwaukee will close, and all mail and calls will be forwarded to:

Community Broadcasters Association  
P.O. Box 191229  
Dallas, TX 75209  
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## In Our View

Before I got involved in television, I was a teacher. And I've been a parent for almost sixteen years.

Both experiences contribute to the feeling behind this column.

You may know that the Carnegie Foundation for the Advancement of Teaching recently released a report outlining a strategy to ensure that every American child who enters our schools is prepared to learn.

The Carnegie report, *Ready to Learn — A Mandate for the Nation*, responds to President Bush's 1990 State of the Union address in which he promised that "By the year 2000, all children in America will start school ready to learn."

To prepare their recommendations, the Carnegie Foundation surveyed 7,000 kindergarten teachers from across the country and found that more than one-third of the nation's children, *perhaps as many as two million*, are starting school *not* ready to learn. They come to school with crippling deprivations — poverty, neglect, sickness, hunger, and lack of adult protection and nurturing.

One teacher wrote, "It is so sad to realize just how many children are *not* ready to learn when they come to school. They *deserve* to know by age five their full name and the name of the town where they live. They need to know that a pencil is something to write with — not eat — and that someone believes in them, no matter what!"

Another said, "Children need to be healthy in mind, soul, and body to be ready to learn. They need more laptime with their parents so they know they are loved. They need to know for sure that there will be a roof over their heads and food on the table tomorrow."

They also need to feel safe in school. A popular network news program revealed recently that, in some of our cities, kids carry guns to school as a matter of course. Why? Because they're afraid of being killed, they said.

This situation is utterly deplorable. Clearly, something has to be done. And as television broadcasters, commanders of the nation's most powerful communications medium, we can help.

The Carnegie Foundation proposes a decade-long campaign on behalf of children, one in which "everyone is involved and no child is left out." Their report contains seven basic recommendations, paraphrased here:

- Ensure that every child has a healthy

birth, and is well nourished and well protected in the early years of life;

- Provide every child with a secure home environment where empowered and educated parents encourage language development and reading;

- Establish high quality pre-school programs for all children, especially those living in disadvantaged areas;

- Encourage workplace policies such as flexible scheduling and job sharing that support the family and meet the special needs of children.

- Ensure that children have safe and friendly neighborhoods to grow and explore in.

- Create ways for the very young and the very old to interact so that children learn the security of the continuity of generations.

- Recognize and exploit the educational power of television — second only to that of parents in a child's life.

Note the importance that the Foundation gives to television, ranking its influence with that of parents, schools, nourishing food, and safe neighborhoods. And it suggests several strategies by which the television industry can make its influence on kids positive and enriching.

One of them is to encourage each of the major commercial networks to offer at least one hour of preschool educational programming every week. Another is to prepare a "Ready-to-Learn Television Guide" listing programs on both commercial and cable channels that have special educational value for kids. A third is to encourage companies that sell products

geared to young children to sponsor quality programming. There are several others.

Unfortunately, not one of the strategies involves local programming. Why not??

There has to be at least *one* pre-school teacher in every community who would be eager to share his or her talents and experience through a simple television program. The production need not be expensive: Captain Kangaroo fascinated kids just by reading to them; Bill Cosby drew pictures. I remember listening as a child to our local librarian read stories on the radio.

As for funding, it shouldn't be hard to get local corporations to underwrite such a program. In fact, even national companies like Fisher-Price or Mattel or Tonka — who sell toys and other products for small children — might be encouraged to invest co-op dollars in such a project.

As for the "Ready-to-Learn Television Guide," if you're already putting out an audience newsletter or a program guide, why not create a special section highlighting your children's programs? Invite your community's other broadcast and cable media to include their children's programming in your guide. I'll bet that what you'll earn in good will will far outweigh the extra time and costs.

These are just two obvious ways to help implement the Carnegie Foundation's recommendations. You can probably think of several others. The point is that we as television broadcasters have not only the power but the absolute obligation to correct the perils facing our children today. If we don't, the perils facing them tomorrow may be insurmountable.

You can get a copy of the Carnegie report by sending \$8.00 to Princeton University Press, 3175 Princeton Pike, Lawrenceville, NJ 08648, or by calling (609) 896-1344.

### The LPTV Report

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## My Second Love

*continued from front page*

took as much as 30 consecutive hours. One session actually did last that long because RCA forgot how to make power supplies for a while.)

### Once Upon A Time . . .

It's interesting to note how these kinds of work relationships come about. With me it all started because World War II ended on my eighteenth birthday. I had enlisted in the Army Air Force Aviation

Cadet program at seventeen (that was before the U.S. Air Force was born) with the intention of becoming a fighter pilot and hero. But the war ended before I could get into flight training, and after the war the Army no longer needed heroes.

Instead they sent me to radio school.

This was fortunate for me because it was at the Army radio school that I met my first transmitter. It was love at first sight. I was hooked and I still am.

Since then, transmitters have had a significant impact on my personal life. My first broadcasting job was in a sleepy town called Davenport, IA. Davenport's

local matchmaker used to arrange blind dates for another young engineer and me with girls from the local women's college. After several ho-hum evenings, she offered to introduce me to the daughter of a ham radio operator; and since I was a ham, I accepted the offer, hoping to get to see her dad's rig.

Well, I not only saw his rig and became his friend, but I married his daughter, a girl who had grown up with transmitters and fully understood what they could do to an otherwise rational male animal.

Jean knew she would have to share me with my second love and that she would become a "transmitter widow" whenever one of those temperamental beasts became ill — an event that took me off to the tower for hours and hours of tender bedside care. So with that kind of support at home, I was able to continue and even expand my love affair with transmitters throughout the years that followed.

### How Transmitters Grew

It's been fun watching transmitters evolve since then. In the early days, TV transmitters were much larger than they are today. They were unstable, temperamental, and, for the most part, incapable of putting out a picture that would be anywhere near acceptable by modern standards. They were, however, reliable. You could rely on them to fail at least once a day.

It was not uncommon for the transmitter engineer to call the studio with the news that he was going to take the transmitter off the air for thirty minutes or so to repair a water leak in the cooling system or to change a tube or for a multitude of other reasons. I remember one rig that was so unstable that the frequency of the sound carrier would change when you opened the cabinet door. We had to hold the door at a 30° angle in order to keep the darn thing on frequency.

Things are a bit better today. The vacuum tubes have been replaced by transistors, and the rigs are much smaller. They are more stable, they put out a better picture, and they are much more reliable. However, they can still be expected to fail periodically because all things mechanical and electrical will do that. And therein lies the problem that all this progress has produced.

When your transmitter fails, someone has to fix it. But who?

### Wanted: One Engineer

Back in the good old days, the "who" was never in doubt because the average TV station had three or four or more competent maintenance engineers on staff — "RF people" we called them. RF means radio frequency. RF people had skills related to transmitters and antenna systems.

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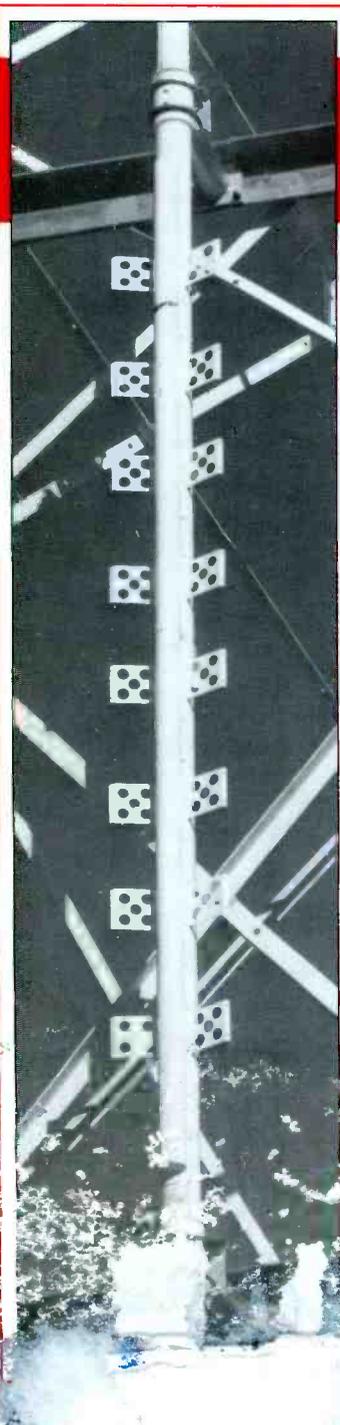
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## UHF TV Transmitters

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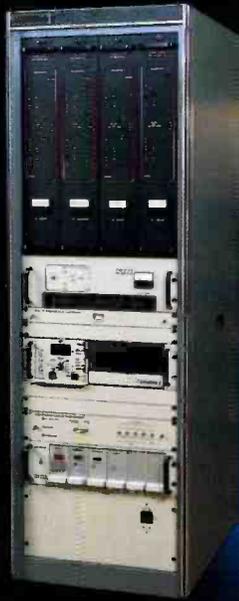
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Unfortunately, RF engineers are a dying breed in the broadcast industry, their numbers having been steadily shrinking for the past 25 years or so. The reason is that, as the quality and reliability of transmitters improved, the need for constant operator attention diminished, making it practical to introduce remote control.

Management, of course, recognized remote control as an opportunity to reduce staff and fatten the bottom line; and most RF engineers were transferred to the studio operations, or laid off. This of course drastically reduced the number of capable RF people in the industry. To make matters worse, the young engineers fresh out of college had little interest in learning the RF end of the business. They were, for the most part, computer whiz kids and preferred to remain so. The end result is that the pool of skilled RF engineers in the broadcasting industry has been reduced by perhaps 80% since the introduction of remote control.

This is not a huge problem for full-power stations because most of them now have back-up transmitters and at least one RF person on staff. It is, however, a serious situation for LPTV broadcasters who, for the most part, cannot afford to have a technical staff even if RF people were available in the job market.

And since the FCC rules permit LPTV stations to operate unattended under certain conditions, a transmitter could be off the air for up to 24 hours without any station personnel being aware of it. This is a disturbing thought, especially in view of the scarcity of people qualified to repair transmitters.

**And So . . .**

All of this leads me to conclude that:

- In spite of the progress made in recent years, much more needs to be done to improve transmitter reliability and quality.

First, manufacturers need to accelerate the trend toward all solid state transmitters and the total elimination of tubes.

Secondly, they need to increase built-in redundancy to the point where the failure of any major component — such as a blower or power supply common to several parallel amplifiers — cannot take the transmitter off the air.

Finally, the tendency of some manufacturers to build into their units exciters and modulators that were designed for cable TV systems must be corrected. It is a harmful compromise in quality. LPTV transmitters should meet the same technical specifications as their big brothers in the full power service.

- The methods of monitoring transmitter operation must be improved in order to minimize lost air time and satisfy FCC requirements. One idea is a computer interface that would allow remote monitoring of all critical transmitter parameters and activate an immediate alert in the case of transmitter failure.

Such a system would necessarily be operated by technical people, probably at a single location serving a number of stations. It would be a variation of the conventional remote control for which some transmitters are already equipped, but would relieve the station people of the burden of monitoring and interpretation — a task that they don't understand anyway.

A monitoring system would not improve the reliability of transmitters, but it would significantly reduce lost air time when there is a failure.

- Managers need to become more aware of their transmitters, their importance, and how costly it can be to ignore them and assume that they will run forever without attention. Every station needs to have an arrangement with a qualified RF engineer to do the maintenance necessary to keep the transmitter

healthy and its operation within FCC rules.

Don't wait until you have a failure to hire an RF engineer because these people can be very hard to find. And don't be misled into assuming a person is qualified simply because he or she is on the engineering staff of a full power station — only a small percentage of these people work in RF and understand transmitters.

### **Living Happily Ever After**

The things we've discussed here are expensive, but so is lost air time — in both dollars and image. The improvements in transmitter design are necessarily long term projects, making it all the more important for manufacturers to start moving in that direction as soon as possible.

Some of them already have, and I applaud them for it. To those who haven't, I say, "Think about it. You have to be competitive because as air time becomes more valuable, stations will demand better transmitters. Merely replacing the final tube with solid state modules will not do it; a truly 100% redundant transmitter is needed."

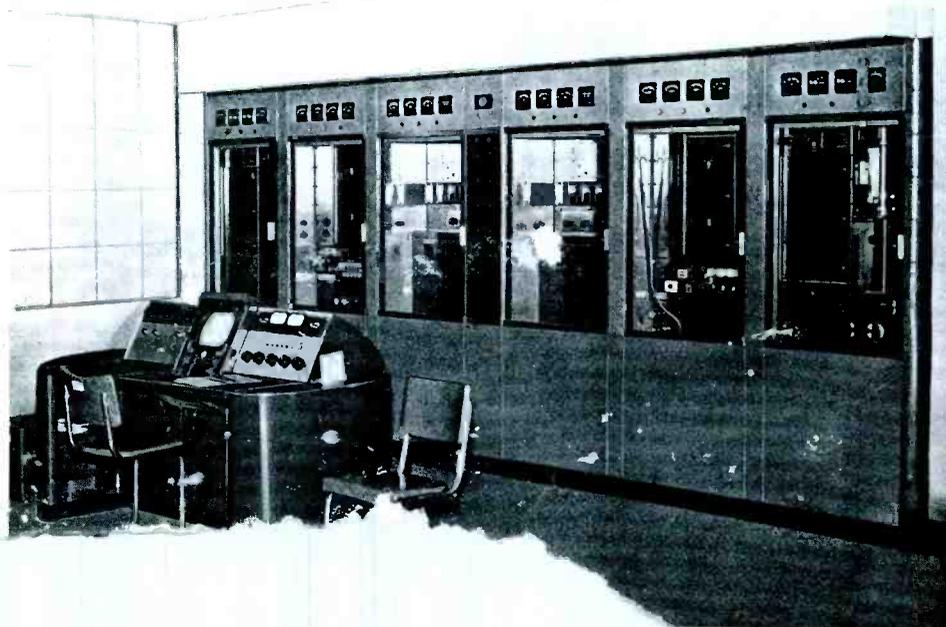
To managers, I say, "There are better ways to cut your equipment budgets than by skimping on transmitters and antennas. Think quality instead of dollars when purchasing your transmission system, for it is the best friend you have in the business. In fact you would have no business without it."

I love transmitters. But I hate the compromises that have been made in the name of economy.

*Robert G. Truscott is a television engineering consultant. After 35 years as chief engineer with three major market full power stations, he opened Truscott Broadcast Services, Inc., a Bolingbrook, IL consulting firm. He can be reached at (708) 972-9658.*

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A low-powered RCA transmitter of perhaps 5 kW, from the late 1940's. The operator console in the front was used to monitor and control the transmitter.  
Photo courtesy of P.



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## S.12 Passes

*continued from front page*

legislation passes both Houses of Congress.

Senator Ford said he was "very pleased" with the vote. "I believe that locally produced programming deserves must-carry, and...I'm pleased that [the LPTV amendment] was retained in the bill." The Senator cited TV 43 in Hopkinsville and TV 6 in Lebanon, KY as examples of stations doing valuable local programming.

The Ford amendment requires cable systems to carry LPTV stations under the following conditions: The station must air a minimum number of hours of programming...

television markets, and within 20 miles of the headend in the top 50. It also must abide by "all obligations and requirements" imposed on conventional stations. The amendment does not change the secondary status interference standard.

Everett, III, general manager of TV 43, the Hopkinsville station, and president of the Community Broadcasters Association, said he was "jubilant!" "This could be one of the best things that has ever happened to the LPTV industry. The U.S. Senate has sent a clear message to the world that this country values localism.

"I want to commend Senator Ford and all the members of the Senate Committee on Commerce, Science, and Transportation for their hard work on this issue," he said. "Senator Ford and several other LPTV broadcasters had led the

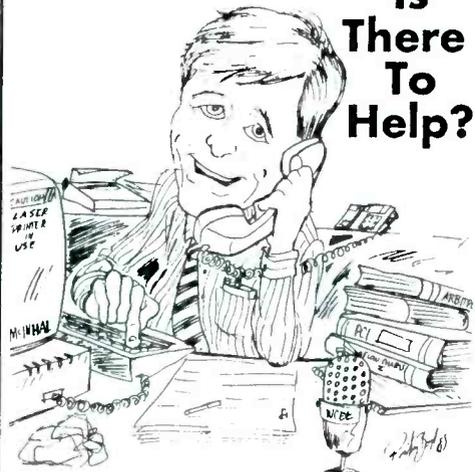
effort that gained Ford's support.

John Kompas, who during his tenure as CBA executive director organized the membership effort to lobby for the amendment and the bill, called the passage "a tremendous victory for the hundreds of communities who now will not have to forgo cable in order to receive local programming." "This victory is proof positive that the LPTV industry is an important segment of the communications media," said FCC Chairman Sikes and the FCC Commissioners will take this as an opportunity to include CBA's Petition for Rulemaking, RM-7772, in their agenda at the earliest possible opportunity.

Indication of the House—which has been introduced for introduction in the House—will be introduced in the House for an effort...

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## LPTV Stations Should Get ATV Allotments, Says CBA

—by Jacquelyn Biel

The Federal Communications Commission has a duty to protect localism by minimizing the displacement of LPTV stations as it allots spectrum for advanced television systems, said the Community Broadcasters Association in comments filed with the Commission in December. And if spectrum is available after full power broadcasters have been accommodated, LPTV stations should be able to apply for ATV allotments.

Commenting on the Commission's Notice of Proposed Rule Making regarding the impact of ATV systems on existing broadcast services (MM Docket No. 87-268), CBA pointed out that the Notice says nothing about awarding ATV channels to LPTV stations. In most areas of the country, said CBA, the spectrum supply will be "ample" to accommodate both full power and LPTV simulcast systems. And it said that the Commission should explicitly allow LPTV applications for ATV licenses, although it stressed that such ap-

*continues on page 18*



## LPTV and the LAW

—by Peter Tannenwald

### The Next Step In ATV — Allotting The New Channels

The FCC's process of converting our present NTSC television system to an "Advanced Television System" or ATV (also sometimes known as "High Definition TV" or HDTV) keeps marching along. While the various proposed technologies are being tested at the Advanced Television Test Center in Alexandria, VA, the Commission invited a new round of comments in MM Docket No. 87-268 on how it should allocate channels for whatever ATV system it ultimately chooses.

The FCC wants to award ATV channels as quickly and easily as it can, and it wants to get ATV stations built and on the air soon. To that end, it has tentatively concluded that 1) existing NTSC broadcasters who want ATV channels should be given the first chance to apply; 2) one new ATV channel should be awarded to each existing television broadcaster who wants it; 3) existing broadcasters should operate on two channels during a transition period, using NTSC on one channel and ATV on the other; and 4) NTSC operations should ultimately be shut down permanently in favor of an ATV-only system.

The Commission did not say anything about LPTV, so presumably LPTV stations will not be awarded a second channel for ATV — at least not in the first round of allotments. However, there is nothing to stop LPTV broadcasters from applying for ATV channels, either in addition to or as replacements for their NTSC channels, under the same secondary system we use to apply for LPTV stations today.

#### Awarding New Channels

The first step will be to allot ATV channels to individual communities. Three options were proposed.

- The FCC's first choice is to allot channels to communities and to assign a specific channel to each existing broadcaster at the same time. All channels would be considered of equal value, so a licensee's NTSC and ATV channels might not be close in frequency, and VHF NTSC stations might get UHF ATV channels.

- A second option would allot channels only to particular communities at first. NTSC stations in those communities would be given ATV authorizations. If the stations would be opened, who could request an

they wanted. If more than one NTSC station applied for the same ATV channel, a lottery might be used. After the lottery, stations might be permitted to trade channels, but any payment received would have to be devoted to ATV broadcasting.

A second filing window would then be opened for any ATV channels remaining after the lottery, and existing NTSC broadcasters would be allowed to apply on a first-come, first-served basis. Three years after the first filing window, any ATV channels still remaining would be opened to applications from the general public.

The above procedures assume that there will be enough ATV channels to take care of all NTSC stations. Initial studies indicate that 96% of NTSC stations could have an ATV channel if the required separation between stations on the same channel were reduced from the present 175 miles or more to only 100 miles. The UHF "taboos," which are NTSC mileage separation requirements involving channels separated by a certain amount, would also be ignored. First adjacent channel separations might also have to be reduced, and the FCC is considering allowing first adjacent stations to share a common tower.

- In those few situations where there is no way to come up with enough ATV channels to go around, the FCC requested comments on whether it should make a choice among applicants based on their financial qualifications, give a preference to the applicant whose signals would reach the most households, give a preference to the applicant that could get on the air earliest, or simply use lotteries.

#### Construction and Conversion Timetables

To encourage NTSC stations to build ATV outlets promptly, the FCC has proposed to keep ATV channels open for NTSC stations for only three years after allotments are announced. Stations would have only two years to get on the air after receiving a construction permit. Extensions of time would not be granted to those who did not get on the air within that time. Stations that do not get on the air within that time would have to separate

operate both NTSC and ATV channels initially, the FCC would eventually require NTSC licenses to be turned in for cancellation. It asked for comments on when NTSC should be phased out. Suggestions included a uniform nationwide phase-out three years after penetration of ATV receivers reaches a certain threshold, a market-by-market phase-out depending on ATV receiver penetration in the individual market, or a date certain regardless of receiver penetration.

#### Multiple, Cross-Ownership Rules Waived

NTSC operators who decided not to apply for separate ATV channels would still have the option to convert their NTSC channel to ATV later on. NTSC operators who did apply for and build a separate ATV channel might be able to move their ATV operation back to their old NTSC channel when their NTSC operation went dark. However, ATV operation on an NTSC allotment would be allowed only if the NTSC channel met the new ATV mileage separation requirements, which would not always be the case.

During the transition, the FCC would waive multiple and cross-ownership rules to permit a single licensee to operate both NTSC and ATV stations in the same market and to own more than 12 tele-

vision stations overall, as long as no more than 12 used the same technology. It asked for comments on whether a licensee owning an NTSC and an ATV station in the same market should be required to broadcast the same programming on both stations, the idea being to facilitate access to programming by members of the public no matter which kind of receiver they own. It may be difficult to simulcast if ATV production techniques are different from those used for NTSC programs because of the different aspect ratio of the picture.

Once ATV allotments are announced, the FCC proposed to stop accepting any more new applications for NTSC television stations. It asked how it should handle future NTSC operators who are now only at the rule making stage when and if an NTSC construction permit is ultimately granted.

#### Noncommercial Channels

The FCC tentatively proposed to continue reserving channels for noncommercial stations, including reserving ATV channels for both occupied and vacant noncommercial NTSC channels. But when the only way to accommodate an existing operating commercial channel is to use a vacant noncommercial allotment, the

Commission said it would make the non-commercial allotment available for commercial ATV use. A new ATV reservation paired with a vacant NTSC channel should not be any more of a problem for LPTV stations than operating on the vacant NTSC allotment is today.

#### LPTV and Translator Stations

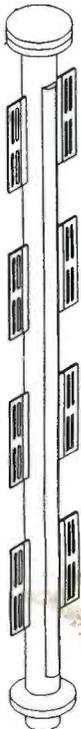
The FCC proposed no change in the secondary status of LPTV stations and translators, so ATV allotments would be made even if those stations were displaced. LPTV stations and translators that are displaced, whether by NTSC or ATV stations, will still have their current right to apply for a new channel without exposure to competing applications and without waiting for an LPTV filing window.

As you can see, there are many changes ahead. LPTV stations will have to surmount many challenges as they are to adapt successfully to the new television environment of the 90's and beyond.

*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

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Designed Specifically for Low Power TV

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- Custom patterns available
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- Beam tilt and null fill optional
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- Input power 1V
- ...

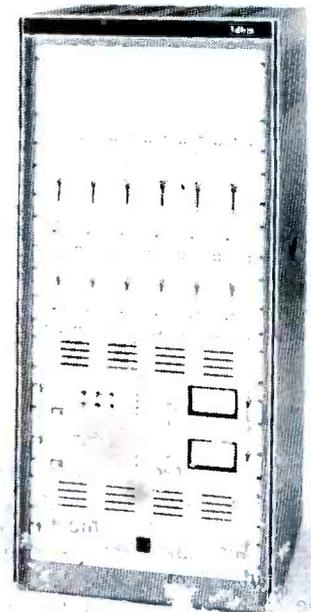
# 3dbm

## Solid State Transmitter

3dbm, a recognized leader in specialized military ground and airborne systems for over 25 years, introduces the Model 800, Solid-State, Low Power Television Transmitter. The Model 800 utilizes the latest in state-of-the-art, solid state technology. It accepts video and audio inputs from virtually any source, and transmits at any standard UHF or VHF channel.

#### STANDARD FEATURES

- 5 to 1000 Watts Transmit Power
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- Automatic VSWR Shutdown Protection
- Integral Output Isolator Protection
- Modular Plug-In Design
- Internal Monitoring of Power Supply and Amplifier Performance
- Local Control and Monitoring Facilities
- Integral Redundant Forced Air Cooling
- Redundant Power Supplies and Power Amplifier Assemblies
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...to be determined by the FCC, and must be within 35 miles of the cable system headend outside of the top 50

...added. Ever Kentucky

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ON AC 101 and

# LPTV Distribution by State and Territory

December 24, 1991

	Licenses	CPs
ALABAMA	11	30
ALASKA	222	10
ARIZONA	32	32
ARKANSAS	10	31
CALIFORNIA	53	91
COLORADO	21	34
CONNECTICUT	2	5
DELAWARE	1	1
WASHINGTON, DC	2	0
FLORIDA	50	130
GEORGIA	22	33
HAWAII	4	34
IDAHO	20	30
ILLINOIS	15	38
INDIANA	16	29
IOWA	13	34
KANSAS	11	28
KENTUCKY	13	34
LOUISIANA	19	40
MAINE	8	20
MARYLAND	2	8
MASSACHUSETTS	8	14
MICHIGAN	12	24
MINNESOTA	51	46
MISSISSIPPI	12	22
MISSOURI	21	28
MONTANA	31	47
NEBRASKA	4	9
NEVADA	22	19
NEW HAMPSHIRE	3	4
NEW JERSEY	3	14
NEW MEXICO	17	34
NEW YORK	31	46
NORTH CAROLINA	14	33
NORTH DAKOTA	9	16
OHIO	23	45
OKLAHOMA	23	36
OREGON	28	29
PENNSYLVANIA	17	59
RHODE ISLAND	0	2
SOUTH CAROLINA	3	21
SOUTH DAKOTA	8	17
TENNESSEE	31	37
TEXAS	66	108
UTAH	22	6
VERMONT	1	12
VIRGINIA	9	28
WASHINGTON	19	23
WEST VIRGINIA	2	8
WISCONSIN	17	15
WYOMING	26	16
Puerto Rico	7	5
Virgin Islands	1	2

TOTALS: Licenses 1989  
Construction Perr

## Transmitters

continued from front page

transmitters, performance is primarily determined by the exciter and the linearity of the one or more amplifiers that follow the exciter.

The exciter generates the channel signal and usually has about one watt of output. It consists of a video and audio modulator, an oscillator, a mixer, and low level amplifiers. The linearity of most solid state and tube type amplifiers allows the use of relatively simple exciters. The oscillator determines the frequency stability. Make sure the oscillator offered meets the need for 1000 Hz stability when an offset frequency is specified.

Linearity defines the amount of distortion introduced by the amplifier. A linear amplifier has very little distortion. Amplifier performance is a function of the class of operation, usually class A (the most linear) or class AB (less linear but more efficient).

Performance will also be affected by the design of the power supplies and the cooling system, both of which are essential elements of the transmitter design. For example, noise from the power supplies must be filtered well enough so it will not be perceptible in the video.

Comparing specifications is one way to check for performance, but in time, performance can drift with certain types of exciters and amplifier systems. If performance is important, it is best to be aware of the manufacturer's reputation. Talk to the manufacturer about his products, and check with users of similar equipment.

### Solid State or Tube?

LPTV transmitters are limited to a maximum power output of 10 watts on VHF channels (with exceptions for up to 100-watt applications) and up to 1 kW on UHF channels (2 kW for circularly polarized antenna systems). Today virtually all equipment marketed for VHF LPTV applications is solid state. However, for UHF broadcasting, you have a choice.

Solid state devices — transistors or multiple transistors — theoretically have very long life, but tubes, as you know, burn out after a time. Tube replacements are a periodic maintenance cost. Some tubes last longer than others, but for LPTV type transmitters, the tube will last one year, possibly longer.

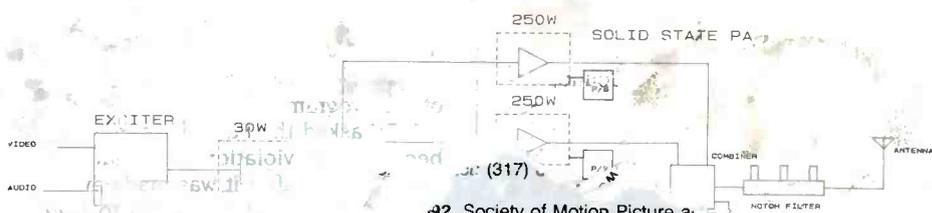
The average annual cost of 100-watt UHF tubes would be about \$600, and at 1 kW it would be \$3,500. This is only an average, and it does not include the cost of having a qualified engineer replace the tube and retune the amplifier. Depending on whether you have a local or an out-of-town engineer do the work, this can cost an additional \$500 to \$3,300. (It is also possible to purchase these services from the transmitter manufacturer.) You can use these numbers to figure the expenses or savings incurred by selecting a solid state system. But be careful not to oversimplify because there are other considerations.

The principal advantage of a tube type system becomes a major disadvantage if it should fail when the station is broadcasting programs. Because the tube is a single point failure, when it goes, you are off the air. On the other hand, solid state amplifiers consist of multiple devices and multiple amplifiers, depending on the output power of the system. As a result, a single solid state device failure causes only a partial loss of power — insignificant in some cases. In addition, multiple power supplies dedicated to individual amplifiers furthers the parallel redundancy.

Sounds ideal, right? Why should there be a choice? Are there any trade-offs?

First and foremost, the solid state amplifiers must be reliable. Reliability should not be taken for granted. If the solid state amplifier has been well designed, with proven or well-tested devices and built-in thermal and overvoltage protection for the transistors, you will get years of service with much lower maintenance costs and no lost air time due to amplifier failure. Check with the manufacturer about his experience in the design of solid state amplifiers and his track record with the equipment offered.

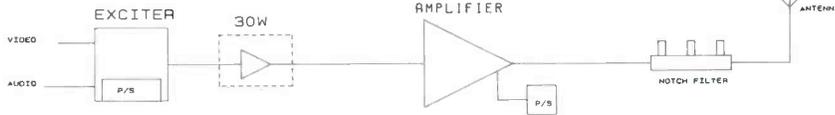
Block diagram of a 1 kW UHF solid state LPTV transmitter. Courtesy of Acrodyne Industries, Inc.



92. Society of Motion Picture and Television Engineers, Toronto. Contact: Ann Cocchia, 1-416-291-1000.

Community Broadcasters Association LPTV Conference & Exhibition, location to be announced. Contact: Eddie Barker, 1-800-368-6363.

TUBE TYPE PA



Block diagram of a 1 kW UHF tube type LPTV transmitter. Courtesy of Acrodyne Industries, Inc.

### Maintenance

Some solid state systems are built in a modular design that makes it easy to remove part of the amplifier for in-the-field or factory repair. For those broadcasters depending on the manufacturer for service, this can be a big plus. Even tube type systems can be easy or difficult to work on depending on their construction. This is something else that should be taken into account before you decide on a transmitter.

### Diagnostics

If the system has shut down and you want to know why, status indicators will help. Solid state systems are more complicated than tube types; therefore, if something should go wrong, built-in diagnostics can be extremely helpful. Check this out before buying.

### Cooling

If your needs are for a smaller transmitter (100-watt output or less), you will have to choose between convection cooling and forced air cooling. Keeping the system running cool at all times helps get the

best long-term reliability out of the equipment. Transmitters with class AB operated amplifiers are more efficient and, therefore, run cooler, which in turn reduces the need for blowers.

### Support and Service

Your new transmitter will never fail! Unless lightning strikes . . . unless system maintenance is neglected . . . unless your air conditioner fails. Oh, and maybe a defect in material or workmanship creeps up on you.

In these and other cases, you may need help from the manufacturer. Is 24-hour service available? What about parts? Who is available for technical support? Sooner or later, you may need technical assistance from the factory.

As always, it's best to know what to expect before you buy. In the first place, it enables you to determine if the product meets your needs. In the second, it helps to prevent unpleasant surprises in the long run.

Joe Wozniak is sales and marketing manager for Acrodyne Industries, Inc., a Pennsylvania manufacturer of television transmitters. 

## New Community Station To Serve Eastern Florida Coast

Martin County and Port St. Lucie, FL now have their own community broadcasting station, thanks to Channel 16 of Stuart.

W16AR will serve the Martin County area of Port St. Lucie, Stuart, Jensen Beach, Palm City, Rio, Hobe Sound, Seawalls Point, Ocean Breeze, and Port Salerno. The station plans to broadcast local news, special interview shows, public service programs, and special events.

Specific programming

## FCC Upholds \$10,000 Fine For Sponsorship ID Violation

The Federal Communications Commission has upheld its original decision to fine Southern California Broadcasting Company, licensee of KIEV(AM), \$10,000 for violating sponsorship identification rules. KIEV had broadcast promotional programs without announcing the name of the programs' sponsors.

KIEV appealed the FCC to reduce the fine. The Commission's decision was inadvertent. KIEV was not aware of the FCC's decision to fine the station for failing to comply

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Circle 15 on AD7

# Supplier Side

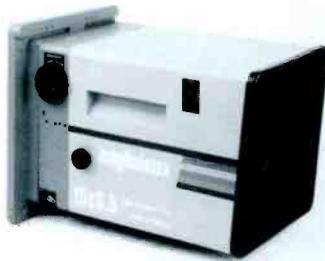
**Bohbot Entertainment** has added another animated series to its fall 1992 kids' line-up. The "Animated Classic Showcase" is an all-new monthly series of twelve one-hour classics such as "Treasure Island," "Jack and the Beanstalk," "Hiawatha," "The Brave Little Tailor," and many more.

Also part of the new fall package are "Amazin' Adventures," a Sunday morning block of four half-hour programs, and "The New Inspector Gadget and Goo Goo," a Monday-Friday animated strip featuring Don Adams as a bionic detective equipped with gizmos and gadgets galore.

**Circle (65) on ACTION CARD**

A new 15x lens from **Angenieux** is ideally suited for small studio applications where its extremely wide angle of 68.5° allows a surprisingly wide horizontal field of view. This effectively increases the useful studio floor area and permits operation in confined spaces.

The very close minimum object distance is particularly important for small studios where space is at a premium. The extreme wide angle allows an entire set to be covered with a very short distance between the front of the lens and on-air



*The Angenieux 15x wide angle lens.*

talent. The short distance also makes it easier for on-air talent to read a teleprompter.

The compact 15x lens weighs in at only 23 pounds, making it ideally compatible with today's lightweight CCD cameras. And it offers exceptional optical performance — a distortion of less than 1% from extreme wide angle to telephoto.

**Circle (46) on ACTION CARD**

**Tektronix, Inc.** has just introduced the 2711 Spectrum Analyzer, now the lowest priced product in the company's spectrum analyzer line. The 2711 incorporates many of the features of the recently introduced 2712 spectrum analyzer in a compact, 22-pound package that lends itself to multiple applications in the broadcast environment. The unit boasts an 80 dB display dynamic range, sensitivity to -129 dBm, true analog display, and digitally stored waveform display — features usually found on more costly equipment.



*The Tektronix 2711 spectrum analyzer.*

TV line and field triggering are standard in the 2711, as are built-in measurement functions for signal-to-noise, occupied bandwidth, signal search, and FM deviation. To aid signal monitoring and identification, audio demodulation and a headphone jack are also included.

The 2711 comes with a variety of options. A video demodulator permits viewing of any video line as well as rasterized TV images in NTSC or other standards. The demodulator's video and sync invert functions make it compatible with C-band and Ku-band downconverted satellite signals. Other options include a built-in frequency counter, a 1405 TV sideband adapter interface, and an inverter/battery pack.

**Circle (58) on ACTION CARD**

The **WPA Film Library** has just acquired rights to more than 100 hours of UFO-related materials. Used previously by producers of the documentary series, "Contact UFO," WPA's new holdings range from interviews with abductees to films of actual UFO's in flight. *continued*

## What's Going On

**February 7-8, 1992.** Society of Motion Picture and Television Engineers 26th Annual Television Conference. Tutorial on new computer technologies, February 6. Westin St. Francis, San Francisco, CA. *Contact:* Ann Cocchia, (914) 761-1100.

**February 7-8, 1992.** National Association of College Broadcasters Midwest Regional Conference. Indiana University, Bloomington, IN. *Contact:* (401) 863-2225.

**February 17-19, 1992.** Broadcast Cable Credit Association's 27th Credit & Collection Seminar. Town & Country Hotel, San Diego, CA. *Contact:* Mary A. Ghiselli, (708) 827-9330.

**February 29-March 2, 1992.** ShowBiz Expo West. Los Angeles Convention Center, Los Angeles, CA. *Contact:* Live Time, Inc., (213) 668-1811.

**March 12-15, 1992.** National Federation of Community Broadcasters Annual Conference. Seattle, WA. *Contact:* Wendy Muzzy, (202) 393-2355.

**March 20-22, 1992.** National Association of College Broadcasters Fourth Annual Western Conference. University of Southern California, Los Angeles, CA. *Contact:* (401) 863-2225.

**March 22-24, 1992.** National Association of College Broadcasters Third Annual Pacific Regional Conference. Luzerne County Community College, Scranton, PA. *Contact:* (401) 863-2225 or (717) 821-0932.

**March 24-25, 1992.** Television Bureau of Advertising 37th Annual Meeting. Las Vegas, NV. *Contact:* (212) 486-1111.

**March 27-29, 1992.** National Association of College Broadcasters Second Annual Pacific Regional Conference. Middle Tennessee State University, Murfreesboro, TN. *Contact:* (401) 863-2225.

**March 29-31, 1992.** National Association of College Broadcasters Annual Convention. Las Vegas, NV. *Contact:* (212) 486-1111.

**April 22-24, 1992.** Broadcast Cable Financial Management Association/Broadcast Cable Credit Association Annual Conference. The New York Hilton, New York City. 1993 Conference, April 28-30, Lake Buena Vista, FL. 1994 Conference, April 20-22, Town & Country Hotel, San Diego, CA. *Contact:* Cathy Lynch, (708) 296-0200.

**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 and Television 41st Annual Convention. Phoenix, AZ. *Contact:* (202) 429-5102.

**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. *Contact:* (213) 465-3777.

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

**September 9-12, 1992.** National Association of Broadcasters Annual Radio Convention. New Orleans, LA. *Contact:* (202) 429-5356.

**September 22-25, 1992.** Radio-Television News Directors Association Annual Convention. San Antonio, TX. *Contact:* (202) 659-6510.

**October 1-17, 1992.** Society of Broadcast Engineers National Convention. San Jose, CA. *Contact:* (415) 942-0836.

**October 20-22, 1992.** Society of Motion Picture and Television Engineers 26th Annual Television Engineers Conference. San Francisco, CA. *Contact:* (914) 761-1100.



**“We needed a professional, satellite receiving system with the flexibility to access all available programming.”**

*Brad Dobbs, Vice President of Operations,  
TV 43, Waukesha, Wisconsin*

“So we chose VistaLink.™ An automated satellite receiving system from Microdyne.

VistaLink is preprogrammable, letting me access any satellite and any transponder. Any time.

Plus, I have the option of operating VistaLink remotely. That way I can set the receiver and antenna without even leaving the station.”

VistaLink is a proven system backed by Microdyne. A pioneer in satellite technology with thousands of satellite receiving installations around the world.

For complete information on VistaLink and how Microdyne can help your LPTV business, call toll-free (800) 441-9084. Or write Microdyne Corporation, 491 Oak Road, Ocala, FL 32672.



*At TV 43, primary programming is received on a Microdyne antenna. The VistaLink antenna rotates to receive programming from other satellites.*

*The VistaLink system lets you receive any satellite—any program, transponder format, or frequency—as easily as you operate a VCR.*

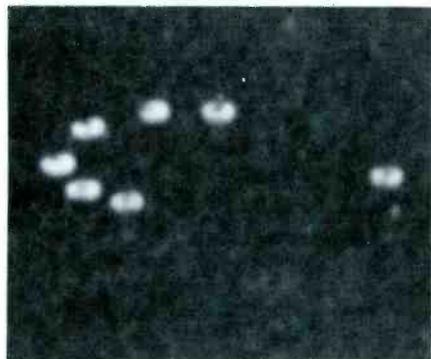


Circle 106

**Micro**  
alliance in Communic

NON CARD  
February 1992 / 11

The footage comes from a variety of sources. Foremost among them are the films of Daniel Fry, who claims that he himself experienced contact with aliens during the mid-1950's. His coverage includes UFO conferences held during the 50's and 60's, as well as films of actual UFO's in flight.



A UFO formation, shot over New York's Hudson Valley during the mid-70's. From the WPA Film Library.

WPA's footage also includes a series of interviews held in March 1991 with Betty Hill, who, along with her husband, Barney, reported being abducted by aliens.

The WPA Film Library is a stock footage organization. Its holdings include thousands of hours of archival materials including the British Pathe News Collection (1896-1970) and the fanciful Color Stock

Library of Lem Bailey (1950-1970). Sample materials are available upon request.

#### Circle (11) on ACTION CARD

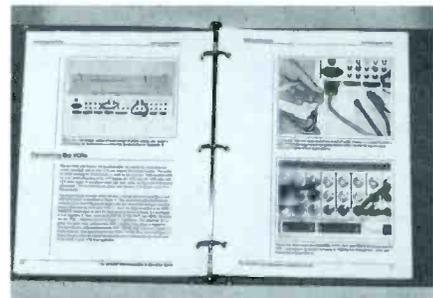
**Cablewave Systems**, manufacturers of Flexwell® transmission line, Bogner® antennas, and transmission accessories, has instituted a new 24-hour emergency hotline. The service features an emergency parts inventory that guarantees shipment of needed items in 24 hours or less, and a qualified technician on duty 24 hours a day to assist with orders and troubleshooting.

To order a free Cablewave emergency kit, . . .

#### Circle (78) on ACTION CARD

A new illustrated user's manual from **Channelmatic** makes learning and using the company's Adcart easier than ever. The *Installation and Operation Guide* features 204 pages and 135 illustrations. Designed for ad insertion novices and pros alike, the *Guide* explains the ad insertion process and gives an overview of Adcart's capabilities.

Following the overview is a step-by-step tour of site-preparation, installation, and system configuration procedures; the daily operation of the system; maintenance; and troubleshooting. Also covered are auxiliary functions like



The ADCART CCU Installation and Operation Guide, from Channelmatic.

auto-dubbing and modern communications, as well as supplementary information about interfacing with the programming networks.

A detailed Table of Contents and Index, and descriptive section headings provide easy access to information. Procedures are explained in plain English, not jargon, and accompanied by close-up photos of all cable connections and system controls.

#### Circle (21) on ACTION CARD

As part of a renewed emphasis on assisting broadcasters with stories about the environment, the **American Gas Association** has produced a 12½-minute "B-roll" videotape made up of generic shots of the natural gas industry in action. From drilling and pipeline construction to residential service calls and natural gas vehicle demonstrations, the tape provides video cover for stories about the industry. The tape contains natural sound but no narration.

The American Gas Association also produces a weekly news report and will assist with live expert or feature interviews.

#### Circle (86) on ACTION CARD

**Paltex Imaging Systems** has announced their new DYAD 1 and DYAD 2 digital mixers and keyers.

The DYAD 1 is designed for component digital facilities requiring mixing and keying capabilities, but where the cost of a switcher may be prohibitive. DYAD 1 is not intended to perform all of the functions of a complete video switcher, but it does include linear keying, mixes to keys, full screen mixes and cropping facilities.

DYAD 2 is a new composite digital mixer-keyer designed to bridge the gap between D2 and D3 digital VTR's and existing analog edit suites with linear keys, several mix styles and techniques, and digital functions. The system is available both NTSC and PAL styles.

Also from Paltex is the EUROPA, a new development in video editing technology. EUROPA features Paltex's E-Screens, designed for extremely fast EDL processing and management speed. EUROPA is a complete system, able to interface with a single connection with Amiga, Apple, Panasonic, and Sony RS-

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# HOLLYWOOD CLASSICS

Purchase from  
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now available at VERY affordable prices.  
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- James Cagney



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Circle (96) on ACTION CARD

422 serial VTR's. It also features a new E-clips facility, which provides linear editor functions with the power of a non-linear system.

Circle (193) on ACTION CARD



Andrew Corporation has just published a new illustrated guide to electrical, building, and fire code requirements for coaxial cables and elliptical waveguides. The free, 6-page, four-color guide explains all requirements affecting cables and waveguides installed indoors.

Circle (15) on ACTION CARD

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and Video Applications

Circle (134) on ACTION CARD

## Interactive TV = Opportunity For Advertisers, Says Gallup

According to a new Gallup study, advertisers think interactive television is an important new advertising opportunity, especially because it can target ads to specific demographic or geographic groups.

The study — which was commissioned by Video Jukebox Network, Inc. — looked at video cassettes, interactive TV, and

other new media technologies, as well as more traditional avenues like broadcast, cable, and direct marketing. Eighty-one percent of the respondents knew about interactive TV, according to the study, and 62% are interested in it as an advertising vehicle.

Among the "very important" attributes of interactive TV are its ability to target

ads to specific groups (70% of ad executives listed this as a priority), the inherent involvement of the viewers (50%), and the potential for local promotional tie-ins (49%).

The respondents also said they planned to increase ad expenditures. Forty-four percent will increase their spending on cable systems; 24% will spend more on broadcast advertising; and 24% will increase their spending in new media such as interactive TV and video cassettes.

Finally, when asked what kinds of techniques interactive media might employ, 82% of the executives liked the idea of using the technology to print out coupons, 69% favored music videos with interactive telephone calls, 67% wanted to see real estate programs using interactive telephones, 60% thought interactive game shows would work well, 50% thought interactive TV could be used to connect jobs and job applicants, and 35% liked the idea of interactive children's programs.

Gallup surveyed 151 advertising executives and interviewed CEO's of the top 25 agencies and major consumer marketing companies.

## KVC-TV, Austin CableVision Reach Agreement

Austin CableVision has added LPTV station KVC-TV13 to its channel lineup as of January 1 as part of an agreement reached with the station after KVC sued the cable system and its parent, American Television and Communications Corporation (ATC), last September alleging violations of antitrust and copyright laws (see LPTV Report, October 1991, page 26).

KVC is now carried on the cable system's channel 13 on the basic tier. Steve Tawil, who owns the station with his wife Carmen, said the terms of the agreement precluded him from revealing details.

"All I can say is that we

are pleased," he commented. "We're being carried on the basic tier; we were offered cable channel 6 but we decided to go with the same channel number as our over-the-air channel. That's all I can say, but we're very happy with the settlement."

The lawsuit had charged Austin CableVision with unauthorized carriage of KVC programming, which KVC had sued for copyright infringement. Tawil said the settlement then alienating viewers by garbling KVC's programming. "We're pleased with the incomplete program that we're carrying out the station's programming," he said. CBP

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## ...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.

- K21CX Tucson, AZ. Jana Tucker, 10/29/91.
- K19CL Inyokern, CA. William D. Britton, 10/29/91.
- K61FE Maui, HI. Susan Durch, 10/29/91.
- W33AY Springfield, IL. Richard D. Martin, 12/5/91.
- K58DS Alexandria, MN. Selective TV, Inc., 12/5/91.
- K60EJ Alexandria, MN. Selective TV, Inc., 12/5/91.
- W04CS Crandon, WI. Ronald La Verne Myers, 10/31/91.

### LPTV LICENSE RENEWALS

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

- K10MY Boise, ID. Women's LPTV Network, 10/30/91.
- K61AP Burley, ID. The Post Company, 10/30/91.
- K13LB Crouch, ID. Garden Valley Translator District, 10/30/91.
- K08JA Grimes Pass, ID. Garden Valley Translator District, 10/30/91.
- K47BW Lewiston, ID. KAYU-TV Partners, Ltd., 10/30/91.
- K03ET Terrace Lakes, ID. Garden Valley Translator District, 10/30/91.
- K05EY Terrace Lakes, ID. Garden Valley Translator District, 10/30/91.
- K09LB Terrace Lakes, ID. Garden Valley Translator District, 10/30/91.
- K11KS Terrace Lakes, ID. Garden Valley Translator District, 10/30/91.
- K23A Aberdeen, WA. Trinity Broadcasting Network, 11/22/91.
- K45JA Ridge Place, WA. Blue Mountain Broadcasting Association, 11/22/91.
- K49CN Ridge Place, WA. Radiant Light Broadcasting, 11/22/91.
- K22BI Walla Walla, WA. Blue Mountain Broadcasting Association, 11/22/91.
- K27DD Walla Walla, WA. Blue Mountain Broadcasting Association, 11/22/91.

- K14BF Wenatchee, WA. Wescoast Broadcasting Company, 11/22/91.
- K30AJ Wenatchee, WA. Spokane Television, Inc., 11/22/91.
- K58DL Yakima/Toppenish, WA. Mel Kimmel, 11/22/91.
- K17CJ Yakima/Wapato, WA. Ronald Alan Theodore Bevins, 11/22/91.
- K60EB Yakima/Wapato, WA. Ronald Alan Theodore Bevins, 11/22/91.

### NEW LPTV CONSTRUCTION PERMITS

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

- W52BJ Cullman, AL. ADC Communications, Inc., 12/6/91.
- W24BM Talladega, AL. TV Talladega, Inc., 10/29/91.
- K16CV Kingman, AZ. MW TV, Inc., 12/9/91.
- K31CK Tucson, AZ. Ponyland Broadcasting Company, 11/7/91.
- K67FJ Coleville/Topaz, CA. Mono County Office of Education, 11/19/91.
- K23DA Durango, CA. Karl Christopher Barch, 10/30/91.
- K21DO Palm Springs/Indio, CA. Ota Lee Babcock, 10/29/91.
- K23CW Santa Cruz, CA. Peninsula Communications, Inc., 10/30/91.
- K47DV South Yreka, CA. California Oregon Broadcasting, Inc., 11/25/91.

### BON MOT

Someone called television a medium. That's because it's neither rare nor well done.

Cousin Cynthia, Oconto County Times Herald, Oconto Falls, WI

- K58EC Eads, CO. Kiowa County, 11/21/91.
- W47BJ Fort Walton Beach, FL. WEAR-TV, Ltd., 10/29/91.
- W48BJ Lake City, FL. Henry J. McGinnis, 12/2/91.
- W45AY Live Oak, FL. Henry J. McGinnis, 11/21/91.
- W27BH Mobile/Pensacola, FL. Christian Brotherhood Broadcasting, 12/9/91.
- W60BU Old Town, FL. Henry J. McGinnis, 10/31/91.
- W68CM Panama City, FL. Warren Taylor Reeves, 12/9/91.
- W57BU Albany, GA. Brian N. Benschoter, 10/29/91.
- K56EX Honolulu, HI. Turnpike Television, 11/19/91.
- K60EN Kailua/Kona, HI. K. Sandoval Burke, 10/29/91.
- K30DU Ames, IA. Mike Heggen, 10/29/91.
- K55GD Waterloo, IA. Marshall J. Garrison, 12/6/91.
- K18DT Coeur D'Alene, ID. KHQ Incorporated, 11/21/91.
- K25DT McArthur, ID. Mountain TV Network, 10/30/91.
- K15DH Twin Falls, ID. Hector Leal, 10/29/91.
- K23DC Twin Falls, ID. Bob Jacobucci, 12/5/91.
- W36BI Champaign, IL. Professional Impressions Media Group, 11/22/91.
- W46BT Champaign, IL. Professional Impressions Media Group, 11/22/91.
- W41BL Effingham, IL. Lightning Broadcasting Company, 12/5/91.
- W63BT Evansville, IN. Dunn Broadcasting Company, 11/29/91.
- W65CK Evansville, IN. Dunn Broadcasting Company, 11/29/91.
- W27BG Jasper, IN. Paul E. Knies, 12/5/91.
- W39BM Jasper, IN. Paul E. Knies, 12/5/91.
- W22CO Kendallville, IN. C. P. Broadcasters, Inc., 11/8/91.
- W09BZ Bernstadt, KY. Andrea Joy Kesler, 11/6/91.
- K60EQ Monroe, LA. Robert W. Brewer, 11/22/91.
- K57FQ Shreveport, LA. Marjorie Sue Wallace, 12/2/91.
- W19BL Dover/Foxcroft, ME. Craig Ministries, Inc., 12/9/91.
- W15SD Thomaston/Rockland, ME. Three Eagles

Broadcasting Company, 10/30/91.  
 W46BS Thomaston/Rockland, ME. Three Angels  
 Broadcasting Company, 11/13/91.  
 K48DV Alexandria, MN. Selective TV, Inc.,  
 11/6/91.  
 K50DB Alexandria, MN. Selective TV, Inc.,  
 11/6/91.  
 K25EI Appleton, MN. Prairieview TV, Inc.,  
 12/9/91.  
 K18DU Donnelly, MN. Tri County UHF, Inc.,  
 12/4/91.  
 K26DM Donnelly, MN. Tri County UHF, Inc.,  
 12/4/91.  
 K28DR Donnelly, MN. Tri County UHF, Inc.,  
 12/9/91.  
 K47DY Donnelly, MN. Televue Systems of  
 Minnesota, 11/27/91.  
 K35DK Granite Falls, MN. Minnesota Valley TV  
 Improvement, 11/6/91.  
 K45DJ Granite Falls, MN. Minnesota Valley TV  
 Improvement, 11/6/91.  
 K43DP Roseau, MN. Mountain TV Network, Inc.,  
 10/30/91.  
 K15DK Osage Beach, MO. William J. Harrower,  
 12/9/91.  
 K44DO Osage Beach, MO. New Life Evangelistic  
 Center, Inc., 11/21/91.

K28DQ Sikeston, MO. New Life Evangelistic  
 Center, Inc., 11/21/91.  
 W26BB Vicksburg, MS. Kay Arwood, 12/9/91.  
 K43DU Butte, MT. Big Horn Communications,  
 Inc., 11/19/91.  
 K59EM Chinook, MT. Blaine County Public  
 Television, Inc., 12/2/91.  
 K43DT Dutton/Power, MT. Teton County, 12/2/91.  
 K34DO Joliet, MT. Joliet Public School District  
 #7, 11/22/91.  
 K30DV Jordan, MT. Garfield TV Club, 10/29/91.  
 K24DD Plevna, MT. Plevna Public School  
 Trustees, District #55, 11/14/91.  
 K17CX Red Lodge, MT. Telecrafter Corporation,  
 10/29/91.  
 K21DN Red Lodge/Roberts, MT. Red Lodge  
 Public School District #1, 11/22/91.  
 K42DH Shepherd/Huntley, MT. Rural Television  
 System, Inc., 11/22/91.  
 K39DA St. Regis, MT. St. Regis TV Tax District,  
 11/22/91.  
 K31DD Twin Bridges, MT. Twin Bridges High  
 School, 11/19/91.  
 W69CM Fayetteville, NC. Interactive Television  
 Corporation, 11/21/91.  
 W33BA Wilmington, NC. Robert T. James,  
 11/18/91.

K25EH Grand Forks, ND. Susan Easton,  
 12/5/91.  
 K63ER Turtle Mountain Indian Reservation, ND.  
 Schindler Community TV Service, 12/2/91.  
 K65FE Turtle Mountain Indian Reservation, ND.  
 Schindler Community TV Service, 12/2/91.  
 K67FM Omaha, NE. Jeffery L. Hamilton,  
 11/21/91.  
 W23AZ Hackettstown, NJ. Radio New Jersey,  
 12/5/91.  
 K45DL Albuquerque, NM. Joseph W. Shaffer,  
 12/9/91.  
 W61BO Watertown, NY. Monica Kimble, 11/7/91.  
 K15DJ Lawton, OK. Cyril H. Miller, Jr., 11/21/91.  
 K64DY Lawton, OK. Lawton LPTV, Inc., 11/21/91.  
 K66EG Lawton, OK. Lawton LPTV, Inc., 11/21/91.  
 K59EO Oklahoma City, OK. Cyril H. Miller, Jr.,  
 11/21/91.  
 K07VB Stillwater, OK. Mike Veldman, 11/21/91.  
 K23DB La Grande, OR. Columbia River  
 Television, Inc., 11/6/91.  
 K55GC Portland, OR. City of Milton-Freewater,  
 10/30/91.  
 W24BN Clark's Summit, PA. Joseph S. and Irene  
 F. Gans, 11/6/91.  
 W08DF Honesdale, PA. Barbara J. Neuhaus,  
 12/9/91. *continued*

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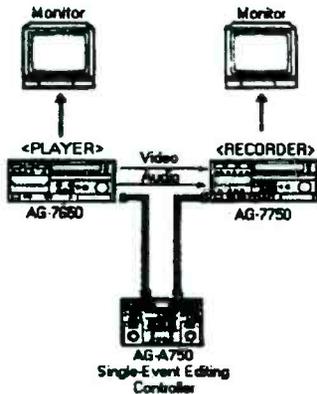
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W69CD Jersey Shore, PA. Diversified Communications, 11/21/91.  
W54BO Kingston, PA. Kathy Potera, 11/19/91.  
W52BH Atlantic, SC. Interactive Television Corporation, 11/21/91.  
W55BX Garden City, SC. H. Leon Drye, Jr., 11/26/91.  
W21BB Cleveland, TN. Irene Perez Gerena, 12/5/91.  
K54DT Abilene, TX. Sage Broadcasting Corporation, 10/30/91.  
K09VR Austin, TX. The University of Texas at Austin, 11/19/91.  
K10NT Longview, TX. International Broadcasting Network, 11/8/91.  
K52EA San Antonio, TX. Agustin Torres, Jr., 12/9/91.  
K52DX Texarkana, TX. Kaye Arwood, 11/21/91.  
K20DL Tyler, TX. HCS Cable TV, Inc., 12/6/91.  
K43DV Victoria, TX. R. B. Sheldahl, 11/22/91.  
K67FK Whitehouse, TX. Kaye Arwood, 12/5/91.  
W39BN Farmville, VA. TV Broadcasters of Central Virginia, 12/9/91.  
W48BL Farmville, VA. TV Broadcasters of Central Virginia, 12/9/91.  
W61BZ Farmville, VA. TV Broadcasters of Central Virginia, 12/9/91.  
W11CI Staunton, VA. Todd S. Fenstermacher, 11/8/91.  
K33BB Wausau, WI. Oasis of Love Club, Inc., 11/14/91.  
W02CD Beckley, WV. H. Leon Drye, Jr., 11/21/91.

#### ASSIGNMENTS AND TRANSFERS

K43CA Quartzite, AZ. Voluntary assignment of license granted from American Television Network, Inc. to Trinity Broadcasting Network on 11/13/91.  
K04NJ Fresno, CA. Voluntary assignment of license granted from Jay Levin (Green Communications) to Gary Cocola on 11/18/91.  
K49CJ Colorado Springs, CO. Voluntary assignment of permit granted from Echonet Corporation to Telemundo of Colorado Springs, Inc. on 10/31/91.  
K65ET Denison, IA. Voluntary assignment of permit granted from Millard V. Oakley to Kingdom of God Ministries, Inc. on 12/6/91.  
K55FL Spencer, IA. Voluntary assignment of license granted from KMEG Television, Inc. to Maine Radio and Television Company on 11/5/91.  
K40CO Storm Lake, IA. Voluntary assignment of license granted from KMEG Television, Inc. to Maine Radio and Television Company on 11/5/91.  
W12CJ Mt. Carmel, IL. Transfer of control of Starlight Television Corporation granted from John E. Rhine to John E. Rhine, Stanton D. Ernest and Kevin C. Williams on 12/6/91.  
W18AU Schaumburg, IL. Voluntary assignment of permit granted from Caribbean Broadcasting Corporation to Burnett Broadcasting Corporation on 11/18/91.  
W62BM Louisville, KY. Transfer of control of Greater Louisville Broadcasting Corporation granted from Argie Dale and Allen Wheeler to Jerome Hutchinson, Sr. on 12/3/91.  
K13VE Baton Rouge, LA. Voluntary assignment of license granted from Classic Video Systems to Jeff Jacobsen on 11/5/91.  
W58BR Waldorf, MD. Voluntary assignment of permit granted from Video Jukebox Network, Inc. to Lura S. Madarang on 11/18/91.  
W47AG Rocky Mount, NC. Transfer of control of Family Broadcasting Enterprises granted from Victor Bruce Whitehead to Robert J. P. Jettier on 11/25/91.  
W17BE Sparta, NJ. Voluntary assignment of permit granted from Ojeg Matias to WSUS Television, Inc. on 11/26/91.  
K52BS Santa Fe, NM. Voluntary assignment of license granted from Penny Drucker to Telemundo of Santa Fe, Inc. on 10/31/91.  
W47BD Findlay, OH. Voluntary assignment of permit granted from Charles H. Hutchinson and Richard H. Riggs to Findlay LPTV Partnership on 10/31/91.  
W67CA Lima, OH. Voluntary assignment of permit granted from Lima Television Company to Van Wert Television Company on 12/9/91.  
W56AY Zanesville, OH. Voluntary assignment of

permit granted from Zanesville Broadcasting Company to Trinity Broadcasting Network on 12/9/91.  
K22DP Bryan, TX. Voluntary assignment of permit granted from Ileana Luftop to Faith Pleases God Church Corporation on 11/18/91.  
K55FX Corpus Christi, TX. Voluntary assignment of permit granted from Norma Torres to Faith Pleases God Church Corporation on 11/18/91.  
K56EL Levelland, TX. Voluntary assignment of permit granted from South Plains College to Ramar Communications on 11/18/91.

### ATV Allotments

continued from page 8

plications should be granted on the same secondary basis that LPTV applicants are granted NTSC licenses today.

Citing the local service that LPTV stations bring to many small communities, the CBA said that the Commission "should make every effort to avoid displacing LPTV stations and should minimize any displacement that ultimately turns out to be necessary." It noted that as conventional stations install ATV transmitters and abandon their NTSC frequencies, more NTSC channels will become available and could be used by LPTV broadcasters, even in major markets.

Several individual LPTV broadcast licensees also cautioned the FCC about displacing operating LPTV stations providing local community programming in favor of ATV channels for conventional stations or their translators. Island Broadcasting, licensee of three LPTV stations serving more than four million New York City households with live local programming, pointed out that it had carefully engineered its stations to accommodate the FCC's interference criteria and that it would be unfair to impose a new set of "secondary status" ground rules on LPTV stations "without taking the greatest care to preserve existing and proven LPTV programming services."

The CBA's reply comments, filed in January, attacked the assertion by the Joint Broadcasters — a group of large television entities including the National Association of Broadcasters, the Association of Independent Television Stations, and the major networks — that translators should be given priority over LPTV stations in any displacement proceedings made necessary by the ATV implementation.

Said CBA, "This is a narrow and self-serving viewpoint from a group dominated by large television stations, many of whom own translators and operate them to enhance the profits of the primary television station." Among other things, the CBA pointed out that translators are, by definition, not locally programmed and therefore that it would be contrary to the public interest standard of the Communications Act to give them priority over LPTV stations.

(See "LPTV and the Law," page 8, for a review of the FCC's Notice.)

# Classifieds

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Eagle-Lion Video	14	96	(619) 281-9975
EMCEE Broadcast Products	7	1	(800) 233-6193
ITS Corporation	20	123	(412) 941-1500
Jampro Antennas	11	154	(916) 383-1177
Microdyne Corporation	13	100	(800) 441-9084
Microwave Radio Corporation	15	134	(508) 250-1110
Showcase	18	158	(800) 736-1976
Showplace	8	180	(312) 472-8828
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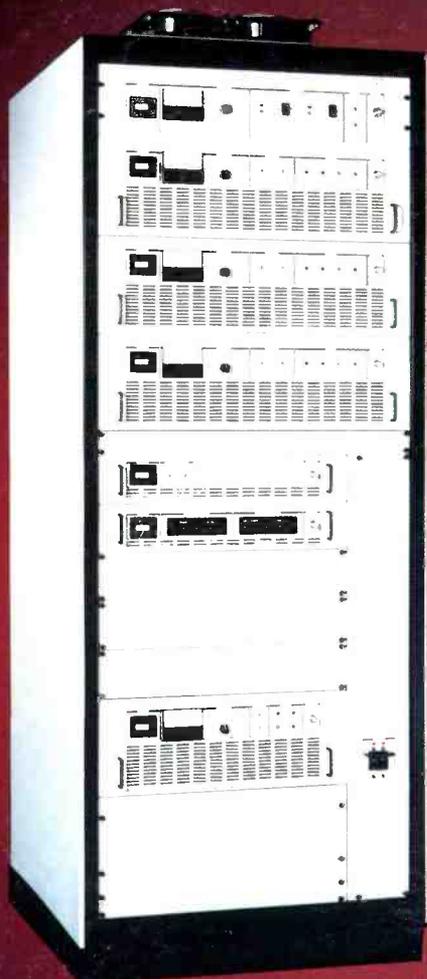
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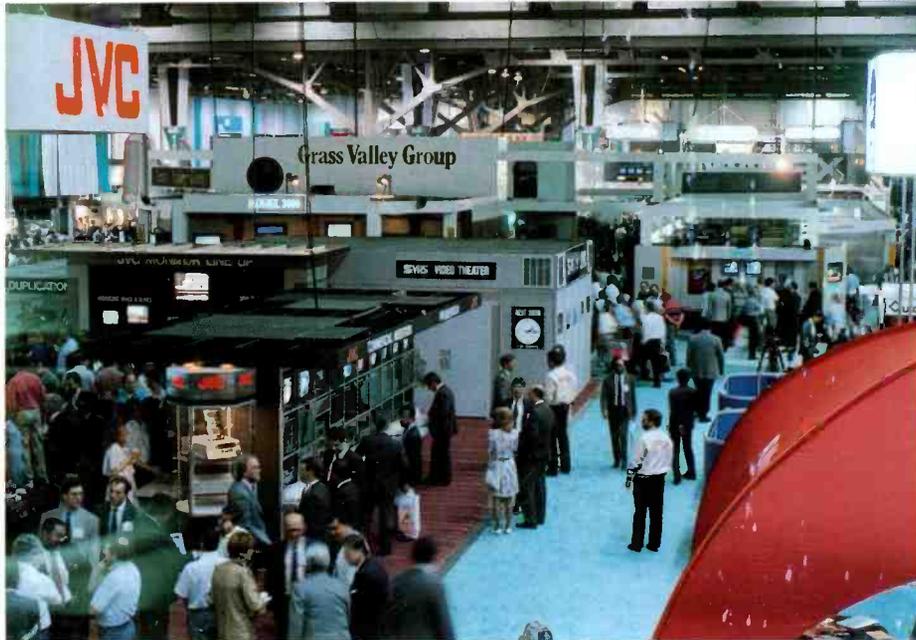
# The LPTV Report

News and Strategies for Community Television Broadcasting

**NAB '92**

Vol. 7, Issue 3 • March 1992

\$5.00



The NAB floor is a busy place. Bring your walking shoes.

## “Working With The Competition” To Be LPTV Panel Theme

Again this year, the NAB Convention will host a gathering for LPTV broadcasters and those interested in community television. The session — entitled **Community Television Comes of Age** — will explore the many ways community broadcasters and full power stations can work together to benefit themselves and their communities.

The meeting is being organized by Community Broadcasters Association vice president Woody Jenkins of TV 19 in Baton Rouge. Invited speakers include Roy Stewart, chief of the FCC's Mass Media Bureau; Peter Tannenwald, CBA general counsel; and community broadcasters Robert Raff and D. J. Everett.

The 1½-hour session is scheduled for Wednesday, April 15, at 2 p.m. in Room N242 of the Las Vegas Convention Center. It is open to anyone involved in LPTV or interested knowing more about it. Full power TV broadcasters are especially welcome.

Other NAB sessions are highlighted below. For detailed information — and times and places — see the NAB session and exhibit guide, available at the registration desk.

...

Zenith Electronics chairman Jerry Pearlman will be the keynote speaker at the opening ceremonies of **HDTV World** on Monday, April 13. Pearlman will discuss some of the key issues raised by

*continued on page 16*

## The 1992 NAB Walk-Through

### A Community Broadcaster's Guide To Exhibits

—compiled by **Jacquelyn Biel** and **Anne C. Rosenberger**

The 1992 Convention of the National Association of Broadcasters, scheduled for April 12-16 in Las Vegas, once again promises to be informative, exciting, and ... exhausting. At least if you're not in good physical condition, that is.

More than 700 exhibits at the massive Las Vegas Convention Center mean a ten-mile trek for anyone committed to seeing all of them. To make your job easier, we've compiled a guide to those exhibitors with products for the community television and LPTV broadcaster. They're presented below in alphabetical order, with a summary of the items to be displayed.

But words can't do justice to the color and variety and sheer engineering exuberance of the NAB show. So remember your Reeboks...and get ready for a hike.

*continued on page 6*

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## In Our View

As you know, the House telecommunications subcommittee will soon consider a new cable re-regulation bill, the counterpart to S.12 which passed the Senate this January. The bill, sponsored by subcommittee chairman Edward Markey (D-MA), is also expected to reach the full Energy and Commerce Committee for markup very soon.

At this writing, reports are that Markey's new bill will be closer to the Senate's S.12 and much tougher on cable than last year's H.R.1303, which he also sponsored. Markey's bill is unlikely, however, to include language guaranteeing cable carriage for LPTV stations. So Rep. Jim Slattery (D-KS) is planning to introduce an amendment during markup that will mandate cable carriage for LPTV stations airing a minimum number of hours of local programming each week and meeting certain other requirements (see **LPTV Report**, August 1991, page 21).

The amendment is virtually identical to the amendment to S.12 introduced by Sen. Wendell Ford (D-KY) last May. Community Broadcasters Association board member Robert Raff of TV 6 in Junction City, KS is leading the effort to support Slattery.

It is doubtful that Markey's bill will have reached the full Commerce Committee by the time you read this, so you still have time to write or call your Representative and urge that he or she support Slattery's amendment.

The amendment has a good chance of passing committee. First, there is the Senate precedent. The Ford amendment was passed unanimously by the Senate Commerce Committee last May. Then, just this past January, the entire Senate passed

S.12 — by a vote of 73 to 18.

Secondly, it is very difficult to argue against local programming, which is what the NAB or any other group would have to do to defeat this amendment.

To bring you up to speed on the history behind the current House effort:

H.R. 1303, introduced by Markey in 1991, was basically a watered-down version of an earlier Senate bill — S.1880. That bill died in October 1990 when Congress recessed before it could be voted on by the full Senate.

But House Republicans opposed Markey's 1303 as too hard on the cable industry. And last summer, Commerce Committee chairman John Dingell (D-MI), seeking a consensus among the Committee before risking a full House vote, insisted that Markey rework it. The goal this time around was to advance "as uncontroversial a bill as possible," according to Markey's communications assistant, Larry Irving.

John Kompas, the CBA board member in charge of government relations, says that now the Republican stance appears to be softening, an indication that House Republicans are following the Senate's lead in supporting what is essentially a pro-consumer bill. In other words, the earlier opposition to harsh re-regulation may be withering in the face of re-election campaigns.

President Bush, especially, has moderated his position on consumer issues; earlier, he had threatened to veto any cable re-regulation that came to his desk. But if things go as Kompas expects, the final version will pass the House, and the final, reconciled bill will reach the President just before the November elections — when an anti-consumer stance on his part would be political suicide.

There are other efforts, of course. Ranking minority subcommittee member Matthew Rinaldo (R-NJ) may still be pushing for a more cable-friendly version modeled after the defeated Senate bill offered by Bob Packwood (R-OR). And Rep. Dennis Eckert (D-OH) has offered his own must carry bill, H.R.3380, which he has

agreed to amend to include LPTV stations if that bill becomes the House vehicle.

But the Markey bill will probably be the one that gets the go-ahead. So now is the time, once again, to write or call your Representative to express your support of Slattery's LPTV amendment. There is no formal opposition to this. We have a clear field. But we need to lobby hard.

If you need more information, or a sample letter, call Kompas at (414) 781-0188. We've proven several times before what we can accomplish by working together. Now it's time to do it again.

## FCC's Gender Preference Overturned

The U.S. Court of Appeals in Washington has struck down the preference women receive when applying for broadcast licenses.

The February opinion was written for the three-judge panel by newly confirmed Supreme Court Justice Clarence Thomas, who was a member of the Appeals Court before joining the Supreme Court last October. Thomas and Appeals Court Justice James Buckley argued that the gender preference violated the equal protection clause of the Fifth Amendment. Judge Abner Mikva dissented, saying that the majority ruling could not be reconciled with the minority preferences that the same court had upheld in a 1990 ruling.

Thomas argued, and Buckley concurred, that there was no clear correlation between gender and programming diversity — the FCC had defended the preference as a means of achieving diversity — and that therefore the government could not treat males and females differently.

The case began when Jerome Lamprecht and three others applied for the same FM frequency in Middleton, MD. The station was awarded to a female applicant based in part upon the extra gender preference points she brought to the comparative hearing. Lamprecht appealed the decision, and after the FCC affirmed it, he went to court.

Lamprecht's attorney — Michael Carver of Shaw, Pittman, Potts & Trowbridge — told *Broadcasting* magazine (February 24, 1991) that the case marked the first time that a Congressionally-sanctioned affirmative action program had been struck down by the courts. The FCC may appeal the ruling to the Supreme Court, but the outcome would be doubtful in light of the fact that the Supreme Court is now dominated by conservatives.

The gender preference does not apply in the LPTV service where multiple applications for the same frequency are settled by lottery, not by comparative hearing. Minorities, but not women, are given preference points in LPTV and TV translator lotteries.

### The LPTV Report

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Panasonic

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## NAB Walk-Through

*continued from front page*

(PS. For a handy reference to exhibitors' booth numbers, or to order information directly from the companies, see page 25.)

**Acoustical Solutions, Inc. (Booth 12901-02):** Acoustical Solutions will be exhibiting a full line of acoustical material for sound and noise control, including the new Alpha portable isolation booth for in-house or on-location production work.

Established products on display will include Alpha Pyramid, Alpha Wedge, and Sonex acoustical foam, Soundtex acoustical wall fabric, fabric-covered fiberglass acoustical panels, and Audio Seal acoustical blankets and sound barrier materials.

**Acrodyne (Booth 15712):** Several high performance LPTV transmitters and TV translators will be on display, including the TLU/1KS solid state 1 kW UHF TV transmitter with four slide-out 250-watt amplifiers; the TLU/1KACE Tetrode 1 kW UHF TV transmitter equipped with a Burl 9017 tetrode with a 10,000-15,000 hour life expectancy; and the TLU/100SE solid state 100-watt UHF TV translator convection-cooled system.

Acrodyne will also display a solid state 100-watt system and a high power, high efficiency UHF TV transmitter for 30 kW output.

**Adtec Productions (Booth 15182):** Adtec will be exhibiting the Active broadcasting system featuring the Active 64-16 microprocessor-based video controller. This unit is capable of automating the playback and switching of up to 16 VCR's on up to five channels. There is no need for a terminal or PC.

**Alan Dick & Co., Inc. (Booth 19258):** Alan Dick & Co. offers a line of LPTV transmitting antennas of the slotted cylinder design, similar to their higher power UHF transmitting antennas. The CBA Series antennas are designed to be side mounted to a tower or support structure, and each unit is enclosed in a radome to protect it from the elements. Circularly polarized and top mount antennas are also available.

**Ampex Corporation (Booth 17101, S204):** This will be the first NAB showing of the ADO 500<sup>®</sup> digital effects system that combines a new 3-D page turn, warps, and image processing effects into an affordable system.



*The Ampex ADO<sup>®</sup> 500 digital effects system.*

Established products will include the complete Ampex family of video products developed for broadcast, post-production, and corporate/industrial applications, as well as mass-storage tape drives and automated library systems.

**Andrew Corporation (Booth 16646):** Andrew will be showing its line of AL8 and ALP Series transmitting antennas for LPTV broadcast, as well as several of its satellite dishes, including the ESA 3.7 meter APT transportable TRIFOLD<sup>™</sup> antenna.



*The new EASIX<sup>®</sup> cable prep tool from Andrew.*

Also on display will be a variety of antenna accessories including HELIAX<sup>®</sup> coaxial cables and waveguides, the Dryline<sup>®</sup> series of pressurization equipment, and the new EASIX<sup>®</sup> cable prep tool for 7/8" foam cable.

**Antenna Technology Corporation (Booth 13725-26):** A full line of satellite earth stations and related electronic components will be shown at Antenna Technology's booth. Among them will be the Simulsat Multibeam antenna, capable of receiving up to 35 satellites within a 70° arc, simultaneously at C and Ku band. The Simulsat is available in 3, 5, and 7 meter equivalent sizes.



*The Simulsat earth station from Antenna Technology.*

Also on display will be parabolic antennas from 1.8 to 32 meters, an L band satellite switching system introduced at last year's NAB, and the new Vanguard Instruments VI 2.0 high-precision multi-function satellite analyzer, receiver, and monitor.

**Anton Bauer, Inc. (Booth 13418-20):** Anton Bauer will be introducing several new products this year — the Logic Series® digital battery system; the Ultralight® 2, a low voltage on-camera light; the Automatique™, an optional on-camera light control circuit; the MP-4D — Logic Series® microprocessor 4-position sequencing fast charger; and the DM-4, a discharge module/battery evaluator.



Assorted accessory belts from Anton Bauer.

Established products will include Logic Series® camera batteries and microprocessor chargers, Ultralight® accessory lighting systems, the Gold Mount® battery bracket system, Universal Battery belts and accessories, and D.C. power supplies.

**Autogram Corporation (Booth 4525-27):** Two new products will be shown at the Autogram booth. The first is the Pacemaker PM-1644, the newest addition to the Pacemaker audio board series. The PM-1644 features 16 faders and 44 stereo inputs, five VU meters, and such standard Autogram features as front panel engraving, all aluminum "bullet-proof" construction, and easy access for maintenance. Also on display will be the Mini-Max 8 audio board with 8 channels, 16 stereo inputs, and 4 LED VU meters.

**AVCOM (Booth 12903):** AVCOM will be introducing a new network and spectrum analyzer, model NASA-1000A, that covers frequencies from 1-1000 MHz in one sweep.

AVCOM will also be displaying its line of portable spectrum analyzers, its PTR-25A portable test receiver, microwave signal generators, satellite receivers, portable microwave links, and microwave accessories.

**Barco, Inc. (Booth 18804):** Barco is showing several modulators and demodulators for the LPTV and cable markets.

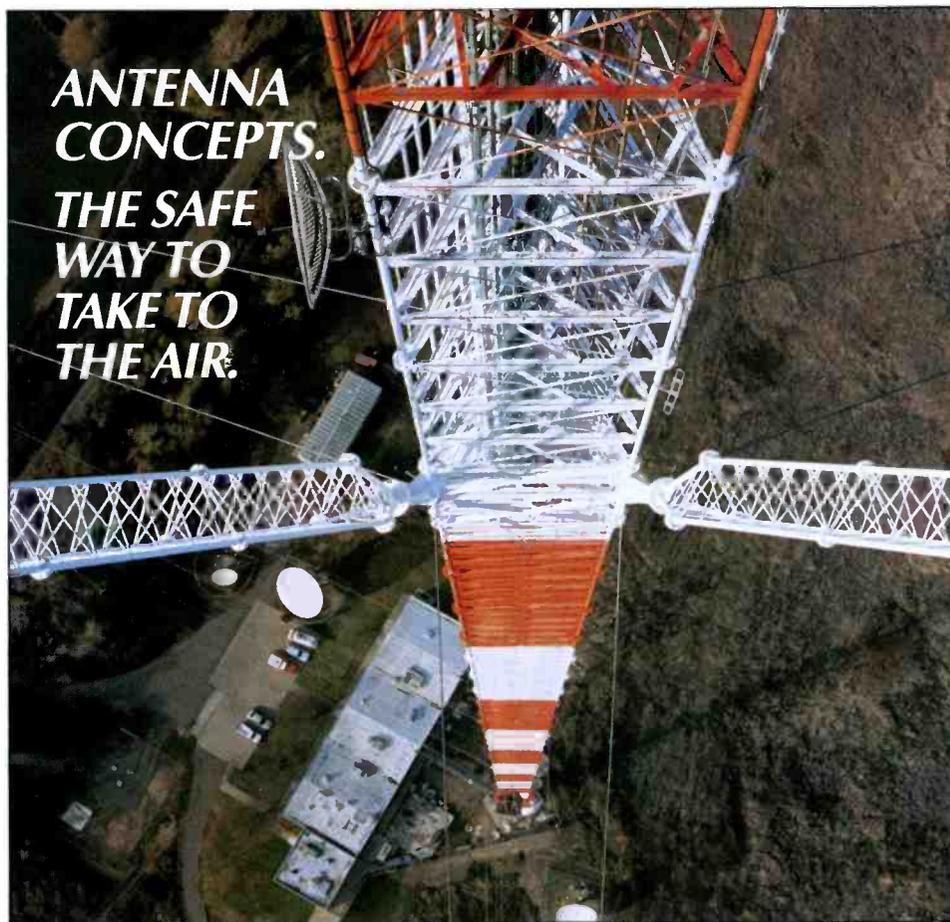
The first, the VSBM 200 TV modulator, features remote controlled, automatic substitution (which becomes operational when a standard program source is missing); a SAW filter; state-of-the-art electronics; and a crystal controlled output converter that can be specified for any channel or frequency from 47-860 MHz.

A universal demodulator, the VSD 10, features a hyperband tuner; numbered program selection; LCD readouts of program, channel, frequency, and transmission standard; stereo and bilingual sound demodulation; and a PLL tuning system.

The VSD 1000 TV demodulator for ca-

ble headends and television transmitter sites also features a SAW filter, a quartz-controlled input converter that can be specified for any channel or frequency, and an input synthesizer covering the complete frequency range.

Finally the VSBM 1000 TV modulator is a professional modulator that converts baseband video and audio into high quality RF output. It can be upgraded to a stereo/dual sound modulator by adding the appropriate boards. The professional SAW filter and extreme stability make it ideal for adjacent channel applications.



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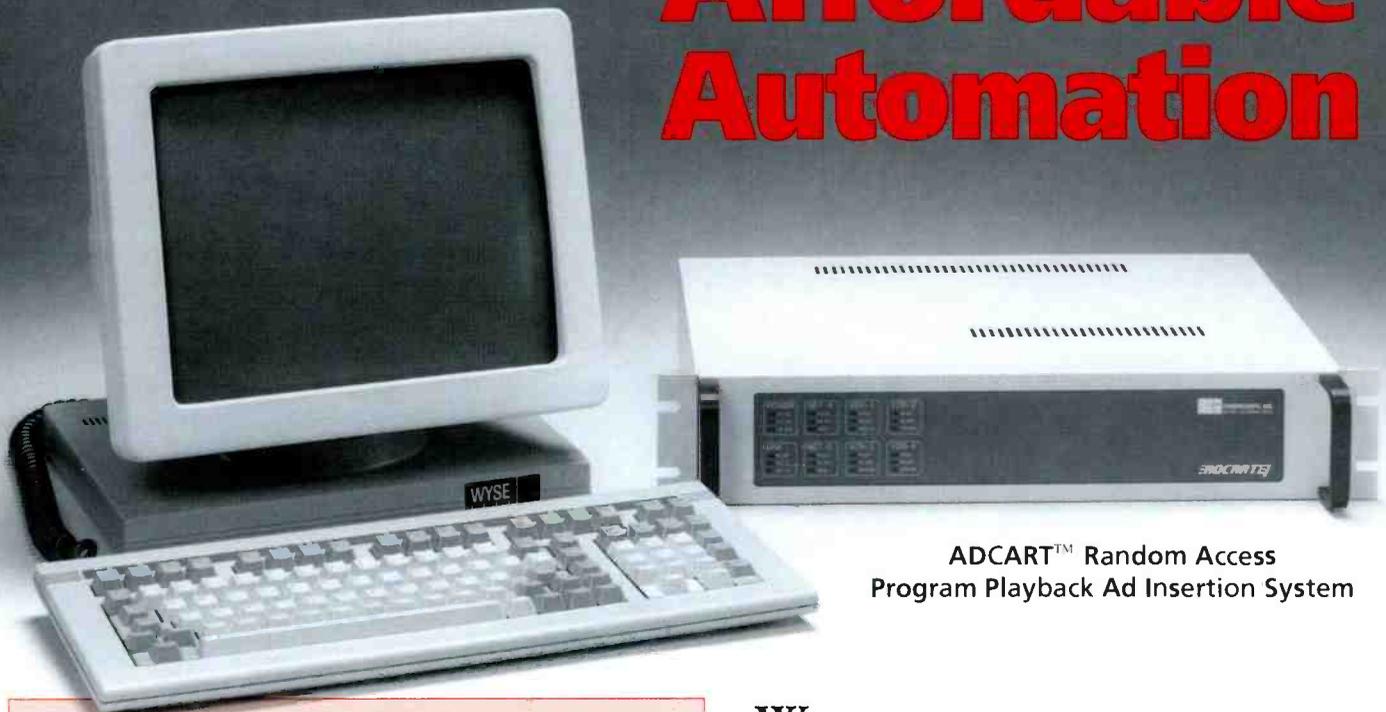


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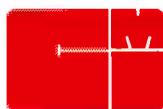
- Controls up to four audio/video sources (VCRs, character generators, satellite or live video feeds) for automatic playback or insertion into one or two channels.
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**Benchmark Media Systems, Inc. (Booth 11301):** Benchmark's new products include the MP-1, a 1-in/2-out mic-preamplifier for the MF-1 MicroFrame series and for the SYSTEM 100; the RS-414, a 4-in/4-out router/switcher module; the PS-302, a slide-in power supply module; the MF-300, a newly modified 12-module frame; the DA-101A, a newly revised mono audio amplifier; and the LLD-101 long lines driver, and newly connectorized back panels for the System 1000.

Established products to be displayed include the MF-1 and LA-1 microframes, and — from the SYSTEM 1000 series — the DA-102 amplifier, the ALM-110 alarm board, and the MPS-400 and MPS-420 4-channel pre-mics.

**BEXT, Inc. (Booth 3918):** BEXT will be displaying a number of items, including the NS-1000S and NS-100 TV amplifiers, the TC-280 UHF exciter, the LC-STL and SD-STL composite aural STL systems, the HPT-FM transmitter/translator, and the P2/P10, PTX-30, and PTX-80 programmable FM exciters. Also included are the PJ-250, PJ-501, and T-2000 FM amplifiers.

**beyerdynamic (Booth 12230):** beyerdynamic will be showing its full line of headsets and microphones, including the new DT-190 Series Headset/Microphone. This new lightweight unit combines excellent ambient noise isolation with studio monitor quality earphones and an up-graded dynamic microphone.

Also on display will be the M424, a miniature supercardioid dynamic mic for broadcast or recording applications, and the U700 UHF wireless microphone system. The U700 series can accommodate up to 12 channels within the bandwidth of one TV channel. It is available in either a hand-held or a body-pack transmitter version.

And for remote crews, there is the new TE 170, a miniature VHF microphone receiver designed to be mounted on video cameras for on-location and field production applications. The TE 170 features user adjustable headphone and earphone gain and LED lights to indicate reception and battery condition.

**Bi-Directional Microwave Systems (Booth 15570):** Bi-Directional Microwave will be showing portable and fixed (STL) wideband radios capable of high-definition Y/C or S-VHS transfer. The phase lock looped video format equals the performance of satellite uplinks. FM modulation with pre-emphasis and refined low pass filtering maintain an excellent signal-to-noise ratio within a 25 MHz bandwidth.

The system response is linear (flat) from 12 through 15 MHz for analog carriers. HDTV signals can be transferred from one point to another through free space or fiber optic cable through the studio

and out for broadcast with only slight modifications to existing equipment.

**Broadcast Microwave Services, Inc. (Booth 12301-04):** BMS will be exhibiting the BMA-3000 antenna pedestal system, the TAA-101 helicopter antenna system, the TBT-50 transmitter, the BMT-26P portable transmitter, the TBR-300 and BMR-2KP portable receivers, the TBR-200 rackmount receiver, and TAA-500 rack-mount controller.

BMS will also display the BMA-3000 antenna pedestal and their line of easily installed portable microwave transmitters and receivers.

**Cablewave Systems (Booth 1924):** New products being displayed include the PAT truncated series microwave parabolic antennas which come in 6' and 8' sizes with a range between 6.875 and 7.125 GHz; RF precision connectors; and rigid line expansion components. Cablewave will also be exhibiting the Flexwell™ E30 elliptical waveguide with 7/8" EIA transition for ITFS and MMDS, as well as new additions to the Flexwell coaxial cable line.

Established products on display will include circularly polarized FM antennas, Bogner® low and medium power UHF-VHF TV antennas, MMDS/ITFS/MDS TV antennas; mounting hardware; dehydrators; and accessories.



The LX-100 from Canon.

**Canon (Booth 15719):** Canon will be featuring the LX-100 hi-band 8 mm camcorder and the Canobeam infrared laser beam transmission system. Established products to be displayed include telephoto, standard, wide angle, ENG/EFP, and studio/field zoom lenses, the U-4 remote pan and tilt camera, the MC 300 pedestal, the TR 90 tripod, and an assortment of teleconferencing lenses.

**Channelmatic (Booth 17430):** Channelmatic provides TV automation for every budget and offers a full range of ad insertion equipment. Among other items on display will be the CompEdit automated tape compiler/editor, as well as a variety of automated program playback systems, A/V switchers and DA's, clock controllers, and time/tone switchers. More than 200 automation products and accessories are available.

**Circuit Research Labs (Booth 4208):** New this year is a real time event sequencer that controls up to 8 outputs or devices and can store up to 200 events over a 7-day clock.

A complete line of signal processing equipment for the TV market — including a tri-band gain controller, an MTS generator, and a monaural TV processor system — will also be on display.

**Coaxial Dynamics, Inc. (Booth 12905):** Coaxial Dynamics is a leading manufacturer of precision equipment for measurement and termination of RF power, as well as custom designed OEM RF filters and directional power detectors. Several models of wattmeters and loads are available for power ranges from 0.1 watt to 100,000 watts. The company also offers a complete line of terminating loads — dry from 5-500 watts, liquid dielectric from 600 watts to 10 kW, and water-cooled and heat exchanger models from 10 kW to 100 kW.

continued on page 17

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# LPTV and the LAW

—by Peter Tannenwald

## What The New Video Dialtone Proceeding Is All About

Because of their entrenched monopoly position in voice communications, telephone companies have in the past been barred by the government from providing video programming services. The telcos, as is to be expected, have not been content to remain shackled and have steadily pressured for relief from the restrictions.

But now that the cable television industry has grown strong—and is itself a monopoly in the eyes of some people — the government is starting to think that maybe the telephone companies should be allowed to try their hand at video services. The rationale is that the phone companies would provide a counterbalance to the economic power of the cable industry.

The FCC's "video dialtone" proceeding is intended to be the first step in allowing telephone companies to compete with cable TV systems.

### Four Steps to New Video Services

There are four aspects to the FCC's actions. The first is a policy decision, already made, that no matter what video services telcos are allowed to provide, neither the telcos nor their customers will require local franchises. Since cable TV systems must have local franchises, cable operators are obviously unhappy about more relaxed treatment for potential competitors. Municipal authorities, which grant franchises, are not pleased either. We can expect continued litigation over the local franchise issue.

Second, the FCC has decided that there should be no restriction on the provision of cable TV services by interexchange telephone carriers — more commonly known as long distance companies. The main thrust of this decision is to remove any restriction on AT&T's providing cable TV services. But it frees MCI, Sprint, and other interexchange carriers as well.

The two remaining steps have not yet been adopted. One is a proposal to allow local telephone companies (in other words, the Regional Bell Operating Companies, GTE, United, and other smaller independents) to provide video dialtone service in their telephone service areas. Telcos would be allowed to provide video services *other than* programming to the general public, as well as transmission

service for programming provided by third parties.

The final idea is only at the inquiry stage at this time, which means that questions are being asked without any formal proposals yet. It would let telcos go all the way and provide video programming services themselves directly to the public.

### Two Types of Dialtone Service Considered

What does the FCC mean by "dialtone"? The idea is to expand video services beyond what cable systems now offer to include switched services. With present cable technology, all the cable system's offerings are distributed throughout the entire cable system at all times. A subscriber selects what he or she will watch by tuning to a particular frequency or selecting one of two cables entering the home. Signals are separated by frequency, so the capacity of the system depends on its total bandwidth capacity.

Switched services are like your voice telephone. You have one dedicated line from your home to the telco central office. At the central office, a switch connects your line to another line that goes to the place you are calling. Once the circuit is established, you have a dedicated line between your telephone and the one on the

## Limit Phone Companies To Video Transmission, Says NAB

In comments filed recently in the FCC's "video dialtone" proceeding, the National Association of Broadcasters said that telephone companies should be allowed to transmit programming, but not to own or package it or buy cable systems.

The safeguards would give consumers a "wide diversity" of competitively priced programming and broadcasters fair access to a second wired transmission service into the home. But they would prevent telephone companies from engaging in anti-competitive behavior by forbidding them to select, market, or originate programs. CBP

other end of the conversation. This line carries only one conversation — yours.

Likewise, switched video service would give you only a limited bandwidth circuit between your home and a central location, where a switch would connect you to the video source you wish to access. While the circuit into your home might carry only one or a few signals, you would have access to more than you do today, because the central office switch could connect you to any number of program sources.

### Two Gateway Concepts

The FCC has tentatively concluded that telcos should offer a two-level gateway to video services. When you first turned your television on, you would be connected to an electronic platform that opened to a broad network of services provided by many different vendors. Some services might be television programming; others would be information services and databases. By touching a keypad or some other device, you would "dial" the service you want to reach, and the central office would connect you. The initial platform would be provided on a common carrier basis, and the telco would be forbidden from discriminating among its customers.

One of the options you could "dial up" would be a video service menu provided by the telco itself. The telco could offer anything it wanted to on the video service menu — except for video programming. Text and database services, and anything else other than programming, could be furnished.

The second gateway concept is a single advanced gateway, where consumers would access non-programming services from other vendors at a single level. Only the switching and transport of signals would be regulated as common carriage.

### Turn About is Fair Play

Whether or not to allow local telephone companies to provide video services remains controversial and will be debated at length both at the FCC and before the Congress. If the present rules are relaxed — as many people think they will be, sooner or later — don't be surprised if your local cable system tries to add telephone service to its offerings. Some have already tried it. In fact, the idea of local telephone competition is already being discussed by the state regulators that have the power to control it.

Why not watch TV on your telephone and make a phone call on your TV? That's what competition is supposed to be all about.

*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

# Phase Out "Unfilterable" Off Air Interference To CATV/Broadcast/Mobile

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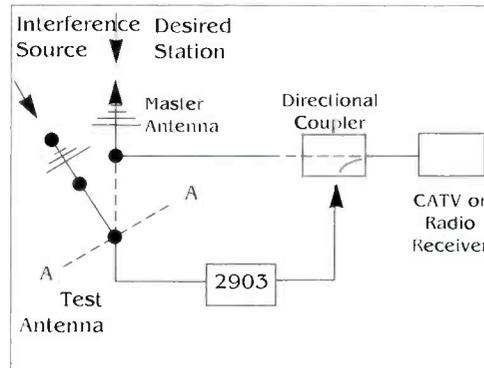
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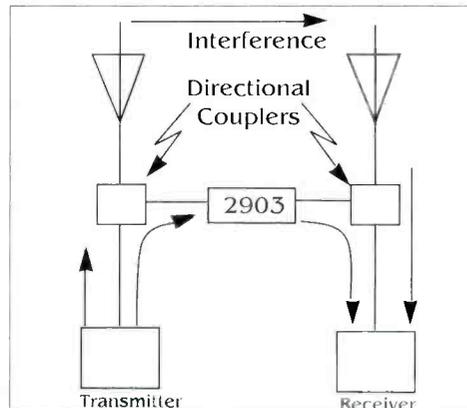


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ers? Connecticut community broadcaster and computer systems expert Robert Knapp said he could not see "any direct benefits for broadcasters.

"The technology would be ideal for some of the cable programmers who have to rely now on telephone lines for their interactive programs," Knapp says. He thinks that cable pay-per-view and home-shopping television would be the vanguard users of the cellular system, which would be faster and wouldn't overload as easily as phone lines.

Bob Truscott, an RF engineer and president of Truscott Broadcast Services in Bolingbrook, IL, also doubts its usefulness for broadcasters. "It's not really a broadcast technology as we know it. It uses a different piece of the spectrum which has to be applied for independently. You couldn't just start airing this stuff over your existing station."

Neither is everyone convinced that IVDS will not in some way compromise privacy. Knapp is concerned about credit card and bank account numbers "whizzing" over air waves. Even though he's sure that the numbers would be encoded in some way, he's equally certain that someone will be able to break that code.

The National Association of Broadcasters has also expressed concern that individuals' privacy rights could be threat-

ened by the new technology. Although it did not believe that TV Answer intended to misuse the technology, NAB said in comments to the FCC during the IVDS proposed rule making proceeding, "An information pipeline from the home television set can be spun into scenarios of 'big brother' data collection and nefarious intrusion into private home life."

#### Prototype Successful

A prototype TV Answer system operated from 1987-1989 in Fairfax County, VA under an experimental license granted by the FCC. The test involved more than 600 volunteers who were given sender/receiver units so they could participate in interactive programming 24 hours a day. Programming included public opinion polls, news polls, and entertainment. Viewers answered questions, rated music videos, and participated in contests.

L. Sanders Smith, TV Answer's vice president of video products, said that the prototype system was designed primarily to test the system's engineering. There was no hook-up to advertisers.

#### Cost

There is no initial set-up cost for broadcasters, according to Smith. Rather, TV

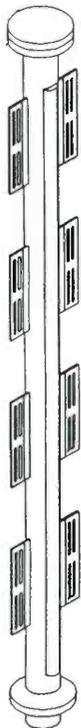
Answer will charge broadcasters (or their program clients) a fee per transaction, much in the same way that credit card companies take a cut from the retailer who accepts the card as payment. The only possible starting expense that Smith sees for broadcasters is a VSAT dish for about \$20,000. But the dish would be necessary only in the case of large numbers of transmissions.

Right now, Smith says that TV Answer is in the process of talking with retailers, banks, and other "back-end providers." In order to provide the services that TV Answer offers, these providers will have to set up a service bureau to receive and process transmissions.

TV Answer has not yet approached potential consumers. According to Smith, it's still too early; but when the time comes, the consumer will buy the in-home box through a retail store at a cost of around \$400 to \$600.

TV Answer intends to license its interactive technology and to operate systems. The company has spent more than \$50 million and projects that it will have between 1.5 and 4 million users by the end of the first year of operation. In the first step of its initial \$13.5 million contract with Hughes Network Systems, TV Answer has installed its central satellite earth station in Reston, VA. Their goal is to inter-

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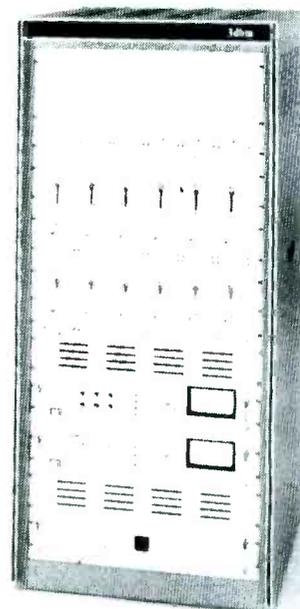
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connect up to 2,800 cell sites (at \$30,000 per site) in the first year and up to 30,000 sites in five or six years.

### Longevity

As with any new technology, there is the question of how long before TV Answer is replaced with something bigger and better. Robert Knapp feels that once fiber optics' full potential is reached, TV Answer's technology will become obsolete, and he believes that day will not be long in coming. Therefore, as a potential investor, he's decided not to throw money at the system. As Knapp says, "I'll stick to the telephone."

The January 20, 1992 issue of *Broadcasting* reports that Commissioner Andrew Barrett also questions the longevity of the system and wonders why TV Answer would "spend the massive amount of time [and money] lobbying...for a service that for all practical purposes can be provided now" through fiber optics or basic cable.

In response, Smith says that independent experts have stated that it will be 15 to 20 years and \$50 billion before fiber optic cable reaches everyone. And in Smith's estimation, 15 to 20 highly active years isn't bad. Secondly, although Smith believes that fiber optics will certainly be powerful enough for interactive television, he says that right now all its developers are talking about is pumping more and more information into homes. "They're not even discussing two-way possibilities," he says.

### Licensing

As in the cellular telephone service, individual users do not need licenses, but base stations will. To ensure competition, the FCC wants to issue two licenses per geographical market.

The agency expects to begin accepting applications for IVDS licenses sometime between March and June, using an expedited lottery procedure. A \$1,400 application fee will be charged. The first licenses could be awarded as soon as late 1992, with the first service expected to reach consumers soon thereafter.

Licensees will have to build 10% of their operation by the first year, 30% by the third, and 50% by the fifth — or lose their license. FCC rules also prohibit the transfer of a license until 50% of an operation is built.

In addition, IVDS transmissions will be secondary to Channel 13 television transmissions, up to five miles beyond the Grade B contour. To reduce the chance of interference, the FCC requires that individual transmissions be automatically reduced to the minimum level necessary to achieve reliable communication with the nearest base station. CBP



## Little Things (In LPTV) Can Mean A Lot

# Technical Talks

—by John H. Battison, P.E.

Over the years I have inspected a lot of television stations, both full power and community (LPTV) operations. Generally the larger the station, the more observant the personnel of the small things in the operation.

By small things I mean *anything* that affects the station's operation, and hence its success. Small things range from letting dirt and dust remain in operating — or any other — areas, to ignoring electronic signals that tell the alert observer that something is not right. Small things can be anything that does not quite agree with normal operations, or even just "doesn't feel right"! So-called gut feelings can often be very helpful in keeping electronic equipment operating properly.

I'm still harping on levels — those seemingly arbitrary readings that monitors and meters demand be maintained. Let's look at a simple video level — one that is very frequently over-looked, and can be a cause of unexplained transmitter outage.

### Detector Circuits

The design of most LPTV transmitters is based on that of the original TV translator which switched itself off when the primary TV station closed down. It also turned itself on again when the main TV station came back on the air. How does the transmitter do this?

There is a simple detector circuit in the modulator that detects the presence of video. If it is not there, or is too low, the transmitter turns off. In fact, this is a feature of most LPTV transmitters so that they cannot be operated without video input. Sometimes that can be a nuisance when one needs to test without modulation. But it can be simply bypassed.

Now, not all LPTV transmitters contain this feature, but the betting is good that yours does. Let's suppose that your video waveform monitor shows less than 100 IRE units. The result will be that your received picture will tend to be snowy or washed out because the transmitter is not sending out as much power as it should. If you spend a few moments watching your own station's monitor, you may observe that the incoming signal from your satellite dish is quite a bit lower than 100 IRE

units. And yet the next program may come in at quite a lot over 100 IRE units.

### Ride the Gain

In far too many stations that I've seen, no one seems to watch these levels, or even to care. If they do have waveform monitors, the odds are that at any given moment the video level is not 100 (this ignores the obvious instantaneous variations). If you don't have someone "riding gain" on the video signal, these variations will affect your received picture.

Depending on the transmitter in use, and its adjustment, any video level less than 40 IRE units will probably cause the transmitter to shut down. So you will have an unexplained outage. With some transmitters, after this happens a few times the protective circuits cause a permanent shutdown. This means that someone has to go out to the transmitter to turn it on again. This may mean a short walk, or a long climb to a remote rooftop transmitter.

"Yes, but what about AGC amplifiers?" someone will ask.

Far too many LPTV stations do not have AGC amplifiers. The output from the switcher goes straight into the transmitter, or (what is worse) into a line going to the transmitter. And the other end of the line is connected straight into the modulator input terminals.

Along this line many things can happen. There may be frequency selective attenuation which can cause odd video details to drop out. There will be attenuation so that the signal reaching the transmitter is less than that going into the line. Noise and interference can be introduced. Almost anything can happen — and it often does.

A simple AGC amplifier alone will take care of video levels, but a processing amplifier will take care of a lot more, and can help clean up a messy signal. If funds are low, but video problems persist, try to find a used AGC/processing amplifier so that your video level is at least maintained and you can remove unexpected sources of transmitter dropout.

### Video Hum

Many LPTV broadcasters complain about video hum. The signal looks fine at the switcher output, but when it is viewed over the air there is a hum bar, or even worse. This sort of thing is more likely to occur during the early days of construction and start-up, than once regular operation has commenced. But it can, and often does, suddenly occur during normal operation.

The most frequent cause is either lack of ground connections, or too many. Like audio, video signals are very susceptible to the generation of hum signals along their lines when there is a different potential (or voltage) at each end of the cable

carrying the signal. This sort of thing can happen over a short four- or five-foot studio run, or over a line that is many times longer. If the line goes from a studio building that is connected to a specific ground point at the power line input (which is often not good) to a tower that does not have a good ground and that may even have resistance in the ground path back to the studio, conditions are ripe for hum generation. Any time that a current passes through a resistance, a voltage is generated. This generated voltage shows up as hum.

Fortunately this is generally taken of quite easily by use of a hum bucking transformer. If the transformer is connected according to the instructions, the hum generally vanishes.

#### Watch Out For Smoke

Another "small" thing that has generated a tremendous amount of argument is cigarette smoke. Health considerations aside, smoke is the worst thing that can happen to video equipment. It very quickly settles in a thin film over camera lenses, contacts, and the very important VCR heads. Smoke gets onto video tape and causes loss of detail, and — in bad cases — sync loss.

Unfortunately, many VCR operating areas are not kept as surgically clean as I feel is required. Full power stations have specially air-conditioned and climate-controlled areas. Smoking is strictly forbidden.

Dirt and smoke deposits are the enemies of VCR's. The VCR heads are precision pieces of equipment with very small gaps and precise tolerances. The presence of even a minute piece of dirt can

ruin a head, and smoke deposit build-up can bridge gaps, reduce head-to-tape contact, and cause multitudes of video problems. If your station has a NO SMOKING policy, it should be strictly enforced.

If you don't have a NO SMOKING policy in your video areas, you are asking for video problems.

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

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# F

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## LPTV Chief Wins National Government Poster Contest



LPTV's fearless leader at the FCC, Keith Larson, regarded by his peers as an efficient administrator and a smart engineer, has now displayed new talents in the graphic arts, capturing the top prize in a government-sponsored contest with a poster he designed for last fall's Combined Federal Campaign.

Larson won first place in the poster division for "Radiate Good Will," a motivational poster depicting television screens showing scenes of needy and handicapped individuals.

Said Larson, "My theme, 'Radiate Good Will,' reflects what we do here at the FCC — authorize the stations that radiate into our living rooms the graphic plight of the needy. By contributing to the CFC, FCC employees effectively close the circle."

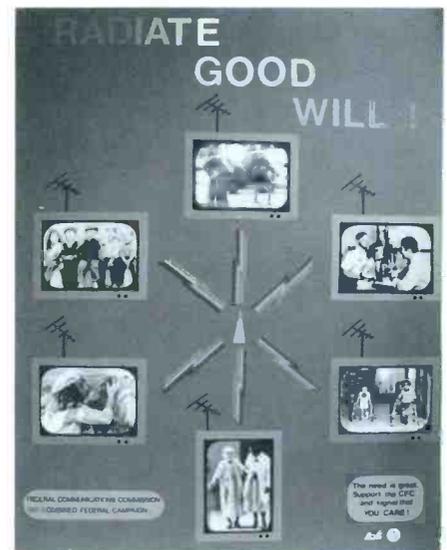
The TV screens, topped by rooftop an-

tennas, surround a star-like representation of radiating signals. At the bottom left corner are the words, "FEDERAL COMMUNICATIONS COMMISSION 1991 COMBINED FEDERAL CAMPAIGN"; at the bottom right, "The need is great. Support the CFC and signal that YOU CARE!" Larson designed the poster and did his own art work.

The Combined Federal Campaign is the federal employees' version of United Way. FCC chairman Al Sikes headed the FCC campaign. Video Services Division chief Barbara Kreisman was vice-chairperson, leading the FCC to the "Winners' Circle" of top contributors among government agencies.

Larson said he enjoyed his excursion into the world of art; "however, I don't think I'm quite ready for a career change just yet."

Besides, there's also music. Larson plays a mean piano. 



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## News Salaries At A Standstill, Says RTNDA

Average salaries for most radio and television news jobs stood still last year, according to a survey done for the Radio-Television News Directors Association.

Reporters, producers, anchors, and news directors were making roughly the same pay in the summer of 1991 as they were a year earlier — despite an increase in the consumer price index, which rose 4.7% during the period.

The average TV news director's salary was \$45,000. Medians ranged from \$32,000 in the 60 smallest markets to \$105,000 at network affiliates in the 25 largest markets.

Radio news directors had a median salary of \$17,800, \$400 less than in 1990. Medians ranged from \$13,750 in markets of less than 50,000 people to \$35,000 in markets of a million or more.

The survey was conducted last summer for RTNDA by Vernon Stone, professor of journalism at the University of Missouri.

### BON MOT

God gave us two ends — one to sit on and one to think with. Heads you win. Tails you lose.

Toni Needham

## Sessions

*continued from front page*

recent developments in advanced television.

Zenith's all-digital HDTV system, developed in conjunction with AT&T, is one of the systems now being considered for adoption as the U.S. standard sometime in 1993.

HDTV World will host the first over-the-air live broadcast demonstration of HDTV technology when the Digicipher HDTV system, another contender, begins broadcasting via microwave link from the Convention Center to the Hilton Hotel. The Digicipher system was developed by General Instrument Corporation in partnership with the Massachusetts Institute of Technology.

Also at HDTV World will be a Technical Conference at which more than 65 papers will be presented focusing on the technical, political, and artistic issues raised by HDTV development. Topics will include HDTV production techniques, programming, advanced television equipment, and an HDTV tutorial.

The Conference proceedings will be compiled and sold at the convention at \$50 for NAB members and \$75 for non-members.

• • •

Radio broadcasters looking to tap into the \$207 billion Hispanic consumer market will benefit from a session that will join Hispanic broadcasters with top broadcast ratings and research executives in a discussion of trends among Spanish speaking consumers. The session, to be conducted in both Spanish and English, is scheduled for Tuesday, April 15.

• • •

A special session scheduled for April 14 will explore the changing partnership between TV networks and their local affiliates. Top executives from ABC, CBS, NBC, and FOX will square off with leaders from the local affiliate groups in one of several similar sessions focusing on broadcast TV's future.

Among the topics to be covered are: How will retransmission consent legislation affect stations' relationships with their networks? How will the removal of network/cable cross-ownership restrictions affect local broadcast affiliates? Will today's digital compression technology turn local stations into multi-channel video providers? How will the economics of today's broadcast marketplace change tomorrow's programming options?

• • •

Two special sessions for small market radio managers will offer tips on sales, marketing, and management in a small market station. **The Best of the Best Small Market Promotions** will showcase

money-making ideas from the winners of a recent Best of the Best promotion contest.

**Selling Without Numbers** will present street-tested techniques that sell advertising without dominant audience numbers, signals, or facilities. Selling without numbers means selling ideas, custom local research, and quality — regardless of the competition.

**Working Leaner Means Greener** will show station managers how to cut costs without sacrificing quality, and **A Cache of Collection Ideas** will present specific strategies for collecting advertising bills faster and more effectively.

Finally, **How to Work Effectively With Your Local Banker** will show managers how to develop a strong relationship with a banker so that the bank is there when the crisis is.

The sessions are geared to small market radio managers, but community television broadcasters will find that many of the ideas can be used in their businesses as well. See the NAB program schedule for times and places.

• • •

**A Sports & Events Marketing Day** is scheduled for April 14 and will feature five sessions that break down event marketing into a nuts and bolts, how-to exercise. **Sponsorship Proposals that Clinch the Deal** will offer specific writing and presentation techniques to help make sponsorship proposals stand out from the rest. The session will be led by Larry Zarin whose Team Z Enterprises boasts such clients as MTV Networks, *Rolling Stone*, and General Foods.

**Sports Marketing Money-Makers** will go beyond on-air sports coverage to show managers how combining calendars, sports hotlines, newsletters, team-related events, and other projects can increase station revenue.

**Do's and Taboos of Small Market Event Marketing** will share specific promotional events that are proven winners, as well as dud promotions to be avoided at all costs. Attendees will learn techniques and strategies to make events easier to conduct and more effective.

**Parlaying National Sports Events Into Local Dollars** will outline how to make money on sports events that are not based in a station's home community. Attendees will hear tips on creating local tie-ins to national sports events.

And to shore up a station's legal protection, **Sports & Events Marketing — Liability & Rights** will help managers learn more about obtaining rights, protecting a station against liability problems, understanding the value of trademarks, and other legal points.

These are just a few of the dozens of sessions scheduled at this year's NAB. For full information, see the NAB program available at the registration desk. 

## NAB Walk-Through

continued from page 9

**Comprehensive Video Supply (Booth 12438):** Comprehensive Video will be introducing version 4.0 of their PC-based Edit Master video editing controller; a multi-source edit controller for the Amiga computer; the RS-422 data convertor; an affordable, easy-to-set-up, laptop-computer-based speech prompter; a compact time-code reader/generator; and a composite version of their low-priced NTSC chroma keyer.

Established products on display will include the Edit Master for Macintosh; PC software for videotape logging, script writing, and teleprompting; an assortment of video and audio switchers, mixers, and distribution amplifiers; and a cross section of the 3000+ products offered in the 1992 edition of Comprehensive's "Complete Book of Professional Video Accessories."

**Computer Prompting Corporation (Booth 17075):** CPC is featuring the CPC-500 CaptionMaker, the first high quality, low cost, PC-based, closed captioning system available. The CPC-500 CaptionMaker consists of IBM PC compatible software — used with a Line 21 Encoder or Line 21 Video Decoder — and two VCR's to close or open caption video tapes and do limited real-time captioning. A free demo video is available.

**COMTEK (Booth 11127-28):** COMTEK manufactures a full line of wireless communication systems in both high and low VHF frequencies. Featured products include the M-182 handheld wireless microphone, the miniature MRC-82 camera companion wireless microphone receiver, and the PRO-82 hi-fidelity personal receiver. Wireless microphone systems include handheld and lavalier transmitters with studio and field receivers. Personal communication systems include full duplex PL and cuing systems, and personal receivers for off-air monitoring of TV channels 2-13. The M-72 base station and the new PRO-82 personal receiver offer wireless convenience for IFB systems. And for inconspicuous cuing, COMTEK offers totally wireless ear canal earphones.

**Dataworld (Booth 1626):** Dataworld, now in its 21st year of service to the broadcast industry, maintains comprehensive databases and computational programs for AM, FM, TV, LPTV, and wireless cable. These include directories, allocation and interference studies, 1990 Census population counting, FCC flag service, terrain elevation retrieval, FM and TV area-to-locate studies, AM daytime and nighttime channel studies using the new AM rules, tower location studies, and unused call sign listings.

continued

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Dataworld also offers maps depicting zip codes, coverage, population density, power density, terrain shadowing, and received signal level, as well as on-line, 24-hour 300 to 9600 bps remote access with no connect or CPU charges.

**Decision, Inc. (Booth 2100):** Decision, Inc. will be featuring the Broadcast System III. The system is portable and runs on any MS-DOS, OS/2, UNIX system. Software includes traffic, scheduling, A/R and logging, with additional modules available. All reports and manuals can be displayed and searched on-screen. Remote access and modem support are also available.

**Di-Tech Inc. (Booth 13107):** Di-Tech will be exhibiting Model 5430-1, a stereo routing switcher with a 16 x 1 matrix and Model 5434, a stereo routing switcher with a 12 x 4 matrix. Also on display will be audio/video/pulse distribution amplifiers, video equalizers, audio monitor amplifiers, and video detectors.

**Dielectric Communications (Booth 1708):** Dielectric Communications is showing their popular "flagpole" antenna featuring an enclosed radome and optional ice shield. Circular polarization and customized patterns are available as are a top mount version and custom brackets. The result is optimal coverage and minimum picture distortion.

Also on display will be the company's 7/8" coaxial switch designed to provide fast, reliable switching of coaxial transmission line systems.

**Digital Creations/Progressive Image Technology (Booth 19682):** Digital Creations will be featuring the Kitchen Sync dual time base corrector which operates on a single PC or Amiga compatible card with both S-VHS and composite input and output, full frame and field freeze, and several other built-in features. The unit starts at \$1,895 for the PC card version.

Also featured will be the DCTV, an NTSC paint system for the Amiga 500, 2000, 7500, and 3000. The DCTV, which lists at \$499.95, is both a digitizer and a display device.

**DYNAIR Electronics, Inc. (Booth 16706):** New products on display will be DYNAIR's Series 400 RS-250C short haul video links for distances up to six miles. The links feature stereo audio. Also new is the Control Communications Line Distributor for the DYNASTY router.

Product upgrades include the MP9230 System Controller with enhanced graphic display, logical windows-style operator interface, eight-level control, and disk storage; the MiniStar control panel preview option which allows signal preview before take, for error-free switching; and the Se-

ries 400 Video high performance fiber links for applications up to 9.3 miles.

**Dynatech Video Group (Booth 18046):** The Dynatech team, which has changed its name to Dynatech Video Group, will be showing a wide range of products from each of its companies.

Utah Scientific's Total Automation System and NewStar II for traditional broadcast applications will be on display. Also of note will be a series of new digital products: the Colorgraphics DP digital graphics systems, the Quanta Delta digital character generators, the Alpha Image and Utah Scientific digital routing switchers, da Vinci's new 8:8:8 digital color corrector, a new component digital production switcher and digital standards converters from Alpha Image, and the Calaway CE-400 on-line editor.

Also on display will be a variety of Hi-8 and S-VHS format products from The Alta Group.

**Echolab (Booths 13733-36):** Echolab will be showing their line of special effects generators and switchers, all with linear keyers. The switchers feature 6 inputs and 10 outputs and come with or without memory. Also on display will be a mouse-driven digital effects processor that employs icons.

**EMCEE (Booth 16728):** EMCEE will be showing the new TTU1000EE solid state 1 kW UHF broadcast transmitter, along with 100-watt solid state VHF and UHF linear amplifiers. Also on display will be a their line of MMDS equipment, including the TTS20HS 20-watt solid state frequency agile transmitter with all-modular construction; the TSA50, a 50-watt linear amp for upgrading the TTS20 and TTS10HS to 50 watts; and the MC2127 MMDS downconverter. New at this year's show is an exclusive EMCEE "Site Lock" system designed to reduce co-channel interference problems.

**ESE (Booth 13701-02):** New products from ESE include the ES-219 four output RS-170A black burst generator (\$195), the ES-2695 SMPTE time code to ESE time code converter (\$500), the ES-2743A ESE time code to ESE time code converter (\$1,350), the ES-233 video fade-to-black interface (\$395), the ES-215 rackmounted audio level indicators (\$138), and the ES-236 digital audio distribution amplifier. ESE will also be displaying all of its standard products.

**Fast Forward Video, Inc. (Booth 11541):** Fast Forward Video manufactures high-performance, low-cost time code equipment. The P-units incorporate low power LCD displays so that the units can be powered by a camera/deck; the F-units are AC powered rack units.

Featured at the show will be the P-1 with LTC R/G, drop/non-drop, and jam

sync; the P-2 with LTC R/G, drop/non-drop, character inserter, MTC, RS-232 serial control, and jam sync; the F-22 with LTC R/G, drop/non-drop, window dub, MTC, user bits, jam sync, and regenerate; and the F-30 which is the same as the F-22 with an added RS-422 serial port, GPI output, EBU 25-frame, balanced audio, and color framing.

**Feral Industries (Booth 16406):** Feral Industries will be introducing the C-100 time base corrector/synchronizer featuring multiple input selection. The \$2,495 unit operates in both NTSC and PAL video formats, and transcodes composite to S-VHS.

Established items will include the 6119 and 6119Y/C production switchers, the Hamlet Video International combination waveform/vectorscope, the Video International Standards converter, and the YEM Scan converters.

**Fidelipac (Booth 1920):** Fidelipac's new Dynamax DCR-1000 series digital audio cartridge machines will be on display. Also new is the MX series modular console featuring 8 to 12 mixers in both rotary and slide fader versions.

The Broadcast Audio Division of Fidelipac produces a wide range of modular audio consoles for on-air and production studios.

**G&M Power Products (Booth 16427):** G&M markets portable power supplies for the video broadcasting and film markets. Their product line includes Anton Bauer power systems, BP-90's manufactured in both NICAD and Lithium versions, and NP1A's and NP1B's alkaline and Walkie Talkie batteries. The company also provides power supplies for transmitters and remote locations.

**Gorman-Redlich (Booth 4224):** Gorman-Redlich will be showing Emergency Broadcast System encoders and decoders, as well as weather radios. The Model CEB encoder/decoder is a complete two-frequency EBS system that meets all FCC requirements. The Model CE encoder and Model CD decoder will also be on exhibit.

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.

**Ikegami Electronics (Booth 18558):** Ikegami will be exhibiting many new products — the HK-343 2/3" field/studio camera, the HC-340, HL-43, HL-57 Digital, and HL-V57 Digital Camcorder 2/3" portable chip cameras; the 18 (600 lines), 20 (700 lines), and 30 (900 lines) series of TV monitors; and a composite digital compression/transmission system.

Established products on display will include field/studio cameras, portable chip cameras, 3-D equipment, HDTV equipment and monitors, RF equipment, and projection equipment.

**ITS Corporation (Booth 12136):** ITS will be featuring the ITS-235A and the ITS-1240 air-cooled, single Tetrode UHF transmitters. Both transmitters use the Thomson TH382 air-cooled Tetrode that provides 10 kW of visual amplification.

Established products on display will include two different 1 kW transmitters: the ITS-230A tube and the ITS-1230 solid state. The ITS-20A UHF exciter package will also be shown.

**James Grunder & Assoc., Inc. (Booth 16406):** See Feral Industries.

**JVC Professional Products Company (Booth 16756):** JVC will introduce what has been termed the most comprehensive S-VHS editing recorder in the industry — the BR-S822U. Key editing features include an optional Y-688 dub for easy interface with other editing equipment; a built-in 9-pin serial remote interface and a plug-in TBC with component outputs, allowing a direct feed to Betacam and MII.



JVC's new KY-17B 3-CCD camera.

To accompany the BR-S822U, JVC will also be introducing a complete line of new products — broadcast and video cameras, recorders, duplicators, editing equipment, and audio systems. New cameras will include the KY-17B and KY-17FIT, both featuring the latest in CCD technology, improved sensitivity, and drastically reduced vertical smear.

Of course, there will be a full range of established products also on display, including the S-VHS KM-D600U digital special effects unit with dual channel time base corrector.

**Laird Telemedia (Booth 16360):** On display at the Laird Telemedia booth will be the CKM-4 Series multi-layer keyers, the SE-Legend line of character generators, the K-120 keyer, the K-110 keyer, the CG-7000 character generator, the 1400 Series character generators, and the VC-2000 video corrector.

**Leader Instruments Corporation (Booth 11701-04):** Products to be shown include a portable broadcast/cable signal



Leader's Model 951 signal level meter.

level meter, a high-resolution RGB generator, an attache-case size 100 MHz oscilloscope, a digital video generator, a digital/analog waveform monitor, a 2.7 GHz synthesized/programmable signal generator, and a stereo monitor featuring auto alarm of L or R phase reversal.

**Leitch/HEDCO (Booth 19924):** The 100 MHz 16Xplus HEDCO router will join the D2TSG-1302N test signal generator and the D2PSG-1302N sync pulse generator at the Leitch/HEDCO booth. The 16Xplus is an economical, versatile router built on a modular concept. It allows 100 MHz of video and stereo audio in a one-rack-unit frame or 100 MHz of RGB video and stereo audio in two rack units.



The TSG-1302N test signal generator from Leitch.

The 16 x 1 video board can be increased to 32 x 1 or 62 x 1 in the one-and-two-rack-unit frames, respectively.

The D2TSG-1302N is a low-cost, modular unit that provides a wide range of test signals, front panel control, balanced stereo tone, and serial/parallel remote control capability. The D2SPG-1302N sync pulse generator has a high stability internal sync generator; independent timing for pulses, black, and test signals; and adjustable blanking width and burst flag position.

**Lenco Electronics, Inc. (Booth 12663, 12763):** Lenco Electronics will be exhibiting sync generators, audio and video distribution amplifiers, audio power amplifiers, NTSC encoders, decoders, video processing amplifiers, video test equipment, system timing, and SC/H timing and phase instruments.

**Listec Video (Booth 16719):** Among the products Listec will be showing is the A-6000 Series PC Prompter Program featuring simultaneous edit and prompt in full color from a single, triple split-screen display. Scripts can be created from within the program or imported as ASCII text. Mouse, trackball, or keyboards control speed, next story, previous story, story restart, and story pause. *continued*

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Prompters to be shown include the A-4250 Shoebox Mini-Prompter, the A2012P Portable Field/Studio 12" On-Camera Prompter, and the A-5501 SCROLLBOX-PLUS Electronic Prompter.

**Manhattan Production Music (Booth 5122):** Manhattan Production Music will be premiering the 5CD Audiophile Sound Effects series, a new library featuring 495 popular sound effects for radio and TV, recorded digitally with more than 128 times over sampling. Also featured will be MPM's music library, which currently consists of 38 CD's, including two new releases — MPM 37 Weekend Update, featuring news themes, and MPM 38 Bumper to Bumper, featuring 99 different short bumpers and stingers.

**MATCO (Booth 16379-80):** MATCO will be featuring four automated playback systems. The new MATCO MA-204A is the old MA-204 with a new front panel, internal routing switcher, and software features. The new unit — more economical than the 204 — lists at \$4,200.



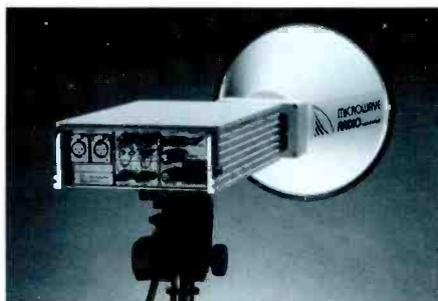
The MATCO MA-204A.

Also featured will be the MA-201, a low cost, single output, internal 8 x 1 AFV stereo router with 77 day 700 event programming; the MA-300, a real time tape duplication control system; and the MA-270, an off air logging system.

**Microwave Radio Corporation (Booth 13901):** Microwave Radio, a leading manufacturer of microwave radio systems, will be featuring the ProStar™ series of portable transmitters, receivers, and amplifiers. Also to be exhibited are the ProScan™ 2 and MicroScan™2 7 GHz antennas; the Megahorn™ and DiscRod

antennas; and TouchStar, BB-4, and PC-100 antenna control systems.

FLR and FLH series transmitters and receivers, PAC series modulators/demodulators, the IF modem, the Digi-Pro™ digital audio system, and the MR-23VX 23, MR-23CX 23, and the Micro-Link™ III 18 GHz microwave radio systems will also be on display.



Microwave Radio's ProStar 2T2 WB 2 GHz wideband microwave transmitter with Megahorn antenna.

**Miller Fluid Heads Inc. (Booth 16101):** Miller Fluid Heads will exhibit and demonstrate its complete range of pan and tilt fluid heads, tripods, camera support systems, and camera support accessories for TV and film production.

Of particular interest to LPTV broadcasters is Miller's new range of single and 2-stage "Leg Angle Lock" tripods and the economical Miller studio pedestal systems.

**Moseley (Booth 3424):** Moseley will be displaying the MRC 1620 transmitter remote control system. Using Task Master 20™ software, one broadcast user is controlling more than a hundred sites from two PC's located in southern California. The cost-effective software permits phone access to the transmitter site on a scheduled and emergency basis.

**Nikon Electronic Imaging (Booth 18172):** Nikon Electronic Imaging is exhibiting its S15 x 8.5B II lens, introduced just this past December. The lens is an enhanced version of the company's

S15 x 8.5 Nikkor lens for 2/3" CCD cameras. The \$6,600 list price lens features a wide zoom ratio and minimum object distance of .8 meters, along with a zoom speed adjustment switch and a removable servo housing.



The Nikon S19 x 8 ENG lens.

Also on display will be Nikon's FW-ENG and F-ENG converters, as well as ENG accessories such as filters and zoom controls, and the new HDTV Series zoom and fixed lenses.

**NOVA Systems (Booth 13943, 14043, 14143):** NOVA will be featuring the NOVA-Mate™ TBC for computer plug-in, stand alone or NOVAFrame, the NOVA Ncoder, the NOVA Dcoder, the NOVA Xcoder, and a new video signal processing system.

Established products on display will include the NOVA 950 TBC, the NOV-ASync™, the NOVA 920SP and the NOVA 810 TBC's.

**Panasonic (Booth 18019):** One of the many new products to be introduced by Panasonic will be the M.A.R.C. Cassette Library system with its wide range of custom application software. Available in 100, 450, 800, and 1,200 cassette sizes, the M.A.R.C. uses either the cost-effective MII or the new D3 composite digital format.

The company's multi-station system allows programming and spots for more than one station to be prepared and controlled from a common control room using a common library system. It will accommodate either common program material with different break material of both different program and different break material.

Also to be exhibited will be the company's full line of S-VHS products for television studio and ENG applications.

**PESA Chyron Group (Booth 19306):** Some highlights from the PESA Chyron Group include the RM4000 100 MHz routing switcher with 6600 EX self-contained controller board; the MAX! >, a dual channel capable, full color, fully anti-aliased character and graphics generator; and the Aurora Systems AU/280 Commander 32-bit 4:4:4:4 paint and animation system.

Established products on display include the Chyron Infiniti! and the AU/240 and AU/250GT paint and animation systems, as well as the CMX OMNI 1000 from

CMX Editing Systems. The OMNI 1000 can control all of the equipment in the post-production suite through direct interfacing and networking.

**Prime Image (Booth 16966):** Prime Image will introduce the TBC-PCB, a new plug-in time base corrector/synchronizer board. The unit is a single-channel, 525-line window device and is compatible with Betacam SP, MII, U-Matic, U-Matic SP, Hi-8, ED Beta, VHS, and S-VHS tape formats. List price is \$850. Also new are the NTSC-10 x 10 SYNC — a 10 MHz bandwidth, 10 bit, very wide band direct synchronizer; and the NTSC and PAL-TWO, Model 2X, a dual channel time base corrector/synchronizer based on the 601 standard.

Established products on display will be the PAL-6.5P series (Model 6500) and the NTSC-EXCEL 6.5 series (Model 600) time base correctors/synchronizers, as well as the NTSC-ACCESS (Model 500), an electronic still store with transcoding.

**QSI Systems, Inc. (Booth 16633-35):** QSI will be featuring the Model 8000 image generator, a self-contained graphics editor. The 8000 features mouse-controlled editing; 2X, 4X, and 8X hardware magnification; pixel by pixel editing; a 512-color palette; and more.



QSI's Image Inserter.

Also featured will be the Model 800 image inserter for in-video display of any image over any RS170/RS170A video source. The 800 is a fully self-contained NTSC graphic inserter that produces a full color insert with a pixel resolution of 760 x 480 and adjustments over chroma phase and gain.

**Register Data Systems (Booth 2206):** RDS™ offers a complete line of sales/traffic/billing/accounting computer systems for broadcasters with any size station in any size market. The Digital Audio Division of RDS™ offers the DigiCorder™ digital audio system, providing instant access to any audio, with CD quality.

**RF Technology, Inc. (Booth 16115):** The RF-18GT and RF-23GT microwave systems from RF Technology represent state-of-the-art short haul microwave. Features include full RS-250C performance, 70 dB dynamic range, and a unique linearized AGC for easy installation and antenna alignment.

To complement its D Series product line, the company is introducing the RF-1300/1302D 13 GHz portable. Both units are capable of 600 MHz agility. The

transmitter supplies a full 1.5 watts for RF power, which — when operated into the low noise receiver — provides unparalleled system gain.

**RTI (Booth 14046):** RTI will be exhibiting the new TapeChek® Pro Line 4100, a new Betacam SP tape recycling and rejuvenation system featuring a new CCD-based defect detection system. Also new are the TapeChek® 490M videotape cleaner and inspector for MII format users and the TapeChek® XCL high-speed VHS videotape cleaner/conditioner/rewinder.

**Scala Electronic Corporation (Booth 15715):** Scala will be exhibiting a complete range of antennas for VHF and UHF LPTV systems, including transmit antennas, monitoring antennas, and accessories.

Scala offers more than 38 years of experience in the design, manufacture, and application of professional antennas for LPTV systems.

**Shure Brothers (Booth 11901):** Shure will be exhibiting its line of professional audio equipment featuring the FP410 portable automatic mixer, the VP64 ENG handheld interview microphone, the VP88 MS stereo condenser microphone, and the Shure L Series wireless microphone systems.

**Sony — Professional Tape Division (Booth 11711):** Sony will be introducing the metal Betacam-SP BCT-MA series, the D2 series formulation that was previewed at SMPTE, the Pro S-VHS MQST series, the Pro DAT Plus PDP series, the digital audio U-matic MDU series, the improved Pro Hi-8 HMPX and HMEY, and the D1 and D2 large-size case approved for shipping.

The metal Betacam SBT professional series will also be on display.

**Stantron, Zero (Booth 16401-04):** Zero Stantron will display its full line of all-welded pre-assembled video consoles, equipment racks, modular work stations, mobile VTR racks, dubbing racks, TV/VTR editing consoles, rack slide kits, fast rack enclosures, and accessories.



An assortment of cases from Star Case.

**Star Case (Booth 11113-11114):** Star Case will be featuring several design concepts in its Ultra, Super, ATA, and Carry Star product lines. Visitors to the Star Case booth will receive a free copy of the Custom Reference Guide to help eliminate the mystery often associated with custom case design. *continued on page 24*

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# Supplier Solo

## The Paltex EDDi Opens New Windows In Desktop Video

—by Earl Jamgochian

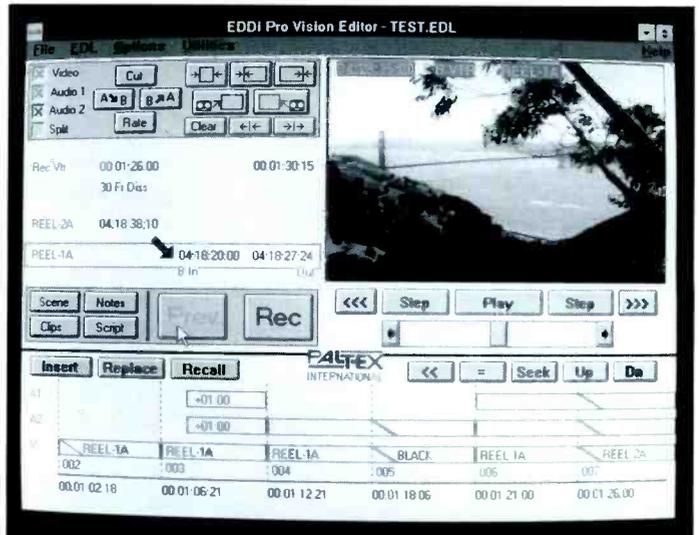
Since its advent nearly two decades ago, computer-controlled videotape editing — or more appropriately, video post-production — has remained a relatively complex and expensive process. Advances in technology have slowly brought down the cost of the necessary hardware — video editor, video switcher, audio mixer, and character generator; but the complexity remains, and the costs are still much too high for the vast majority of the video industry.

Until now, the greatest single reason for the high cost of video equipment has been that manufacturers have had to develop their own computer hardware to support the specialized software that makes these systems work. However, the same technologies that have made desktop publishing a household term — the introduction of powerful, inexpensive personal computer hardware and the development of Graphical User Interfaces

like Microsoft®'s Windows™ — have now been applied to video production by PALTEX International.

PALTEX has recently introduced a revolutionary new Desktop Video Production Center, called EDDi™, that works within a standard AT-class (286 or greater microprocessor) PC-compatible computer operating under the popular Windows environment.

By taking advantage of the "cursor and keyboard" functions common to all Windows-based software packages, users familiar with icon-based systems will find that learning to use EDDi is straightforward and quick. With the multi-tasking capabilities of Windows, users are free to switch at will between the EDDi Production Center and any of the hundreds of available Windows-based software packages. In fact, EDDi can be left operating in the background while another software application is brought to the system's foreground for use.



A screen menu from the Paltex EDDi Provision™ Editor.

parallel remote VTR's is possible with the optional PALTEX SID™ Serial Interface Device; interfacing to Control-L, Control-S, and new-generation RS-232 VTR's will be released later in 1992. PALTEX's dozen years' experience with tape transport control ensures that edit accuracy and VTR synchronization are limited only by the attributes of the VTR's in use.

Features common to all EDDi models include:

- 999-line edit decision list (EDL) memory;
- Edit List Management with Stage-1 Auto-Clean;
- Graphical or traditional EDL display;
- "Click and drag" edit point transfer;
- Backspace preview;
- Automatic match-frame calculation;
- Animation mode;
- Sequential auto-assembly;
- Multiple General Purpose Interface (GPI) triggers;
- Extensive, context-relevant HELP system.

**EDDiSwitch™ Video Switcher:** Designed by PALTEX's Advance Research facility, EDDiSwitch is an 8-crosspoint switcher that features seven video inputs, two outputs, and a built-in Color Black generator. Priced at \$1,900, EDDiSwitch fulfills both the needs of off-line edit decision list generation (i.e., the development of a properly timed EDL and video rough cut) and those of a production switcher for final-cut editing (fades from and to black, and cuts and dissolves between sources). The switcher can be operated manually by a pull-down control panel, or automatically by the EDDi video tape editor.

**EDDiMix™ Audio Mixer:** EDDiMix, a \$1,500 accessory to the EDDiSwitch video switcher, is an innovative 8-channel stereo audio mixer that plugs into a con-

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### The EDDi System

The EDDi system is available in four different configurations to fit the needs and experience levels of its users:

- EDDi™, capable of controlling two VTR's and developing a true A/B-roll edit decision list for later on-line editing;
- EDDi Pro™, with full A/B-roll VTR and internal or external RS-422 switcher control;
- EDDi vision™, a 2-VTR system with PALTEX's unique vision Video Overlay system, which puts full motion, real-time video on the user's PC display and adds a powerful video database system and a full-screen pictorial editor;
- EDDi Pro vision™, like EDDi vision but with A/B-roll VTR capability and internal or external RS-422 switcher control.

### Components of the System

**EDDi™ Video Tape Editor:** The EDDi Video Tape Editor is the platform upon which the rest of the EDDi Desktop Video Production Center is built. Utilizing a new, proprietary control design, EDDi communicates with most popular serial remote VTR's (S-VHS, 3/4" U, Betacam, M-II, and 1" Type C) and various RS-422 serial switchers, through a small external interface box connected to one of the host PC's COM (serial communication) ports.

In addition, control of many common

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		PROGRAMMING SCHEDULE						
SUGGESTED AIRING TIME		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:00 p.m.		SPORTS REVIEW	THIS WEEK IN SPORTS	QUICK GARDEN ROMANCE and ROSES	OUTDOOR TRADITION MYSTERY FORUM	GOOD OL' BOYS WESTERN THEATER	ANTIQUE CARS BACK STAGE PASS	MUSIC and STUFF
8:00		CRAFT CORNER DO IT YOURSELF	THE BIG PICTURE	ROMANCE THEATRE	MYSTERY THEATRE		SCI FI THEATRE	SCARY THEATRE
9:00		BYTES and PC's	OLD FAVORITES THEATRE	PSYCHIC VOYAGES	JUSTICE			MIND PROBE
10:00		JAZZ and BLUES THEN and NOW						
11:00		ACTION THEATRE	RERUN ACTION THEATRE	RERUN OLD FAVORITES THEATRE	RERUN ROMANCE THEATRE	RERUN MYSTERY THEATRE		SCARY THEATRE
12:00								
1:00 a.m.								

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nector on the switcher's printed circuit board. A positionable, pull-down menu provides simple, scroll-bar control of audio levels and channel assignments. Users may choose between audio-follow-video and break-away source selection and mixing.

**EDDiText™ High-Resolution Character Generator:** The third component of the EDDi system, the \$2,800 EDDiText, is a high-resolution video character generator. Pull-down menus provide quick and easy access to typeface selection, font size, drop shadow and borders, character color, and other CG essentials. When used with PALTEX's EDDi *vision*™ series, composed text is automatically keyed over the on-screen video window.

**SceneManager™ Video Database System:** Standard equipment with the EDDi *vision*™ series, and an available option for the rest of the EDDi line, SceneManager allows system users to view their footage on EDDi's PC display; mark and "grab" desired key-frames with the click of a mouse button; and create a time-code related video database for each video project.

SceneManager also provides for direct control of the source VTR from its display menu. Since a key-frame is not always the scene's first frame, SceneManager provides the ability to mark time code points

other than that of the image displayed. Once grabbed and saved, script notes may be written and appended to each image, creating a time-relevant database of all key images on each source reel.

**EDDiView™ Pictorial Editor:** Completing the *vision*™ series is EDDiView, a full-screen pictorial extension of the EDDi Video Tape Editor. EDDiView utilizes the power of the *vision* Video Overlay system to provide full-screen Source and Record video output, then adds superimposed controls for VTR transport operation, time code "marks" selection, video and audio channel designations, and edit preview and perform. EDDiView is perfect for visual editors who like to keep the mathematics and mechanics of videotape editing in the background.

**System Configurations**

The EDDi Desktop Video Production Center is available as a user-installed software/hardware package, with prices ranging from \$1,500 for the basic 2-VTR (cuts-only) EDDi to \$5,000 for the 3-VTR EDDi Pro *vision*. A complete Desktop Video Production system, ready for installation in the user's PC, carries a maximum price of \$11,300.

For users without the requisite PC hardware, PALTEX International also markets a fully configured "turnkey" production

system, complete with a unique black PC-compatible with 33 MHz 80386 microprocessor, 4 Mb RAM, a 120-Mb fixed disk, and 1.2 Mb and 1.44 Mb floppy disk drives. The turnkey system also includes a color-coordinated mouse and keyboard as well as a 14" high-resolution multi-sync monitor. Prices for these complete systems range from \$7,300 to a maximum of \$14,500.

In summary, the EDDi Production Center defines "desktop video": The marriage of a cost-effective video production system with readily-available computer hardware and an established operating environment. Add the ability to use the system's hardware for other purposes, and the economics of personal video production make sense for the first time. For the video professional of the '90's, PALTEX International's EDDi makes computers and video work together.

*Earl Jamgochian was graduated from the School of Cinema at the University of Southern California with a degree in Film Production. After 15 years working professionally as a film and video editor, camera operator, and still photographer, he is now marketing manager for PALTEX International, a leading manufacturer of broadcast and professional video post-production equipment.*



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Circle (171) on ACTION CARD

## NAB Walk-Through

continued from page 21

**TEKNO, Inc. (Booth 20073):** TEKNO will be introducing the Balcar high performance Fluxlite, a heatless, low power, continuous light source, for TV/movie and electronic imaging lighting.

**Tektronix Television Division (Booth 18032):** Tektronix will be featuring the VM 700A-option 21 automated camera measurement set for CCD defects, fixed-pattern noise, color imagery, and frequency response. The new VS210 NTSC video synchronizer will also be shown along with a new service agreement. Many of Tektronix's established products will also be on display.

**Television Technology Corporation (Booth 15725):** This year marks TTC's 25th year of service to the LPTV and translator market. At NAB '92, the company will be featuring the XLS series solid-state transmitters and translators. A new dual-input option for the XLS-1000 will be shown for the first time.

The XLS-1000's intelligent controller monitors its performance to maintain a solid, stable output up to full rated power. The controller automatically compensates for over-temperature conditions, high VSWR, device failure, and more — thereby protecting itself while remaining on-air.

The XLS-100 companion to the XLS-1000 will also be shown, along with



The XLS100 solid state 100-watt transmitter from TTC.

the XLS-100 100-watt transmitter, the XL-1000 tube type 1 kW transmitter, and the TVF-10 VHF transmitter.

**Texscan MSI (Booth 15682-83):** Texscan will be exhibiting the new Spectra-Gen Z series character generators, the M series shared network control system for automated commercial insertion, and the CSS-MINI Plus automated tape playback system.

**Ultimatte Corporation (Booth 12529):** Ultimatte will be introducing three new products at this year's show. The first is the Ultimatte 45, designed for the mid-sized production and post-production market. The device produces Ultimatte composites and incorporates the new MATTE SHADING process which overcomes problems of poor blue screens, has built-in transcoders and sophisticated flare suppression circuitry, and is menu-driven for easy operation.

continued on page 34

## What's Going On

**March 12-15, 1992.** National Federation of Community Broadcasters Annual Conference. Seattle, WA. Contact: Wendy Muzzy, (202) 393-2355.

**March 20-22, 1992.** National Association of College Broadcasters Fourth Annual Western Conference. University of Southern California, Los Angeles, CA. Contact: (401) 863-2225.

**April 4, 1992.** National Association of College Broadcasters Third Annual Mid-Atlantic Regional Conference. Luzerne County Community College, Nanticoke, PA. Contact: (401) 863-2225 or (717) 821-0932.

**April 10-12, 1992.** Television Bureau of Advertising 37th Annual Meeting. Las Vegas, NV. 1993 Convention, March 15-17, New Orleans, LA. Contact: (212) 486-1111.

**April 11, 1992.** National Association of College Broadcasters Second Annual Southern Regional Conference. Middle Tennessee State University, Murfreesboro, TN. Contact: (401) 863-2225.

**April 11-13, 1992.** Broadcast Education Associations 38th Annual Convention. Las Vegas, NV. Contact: (202) 429-5355.

**April 12-16, 1992.** National Association of Broadcasters Annual Convention and Broadcast Engineering Conference. Las Vegas, NV. 1993 Convention, April 19-22, Las Vegas. 1994 Convention, March 22-25, Las Vegas. Contact: (202) 775-3527.

**April 22-24, 1992.** Broadcast Cable Financial Management Association/Broadcast Cable Credit Association Annual Conference. The New York Hilton, New York City. 1993 Conference, April 28-30, Lake Buena Vista, FL. 1994 Conference, April 20-22, Town & Country Hotel, San Diego, CA. Contact: Cathy Lynch, (708) 296-0200.

**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, Presi-

dent, (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 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.

**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) 429-5355.

**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.

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

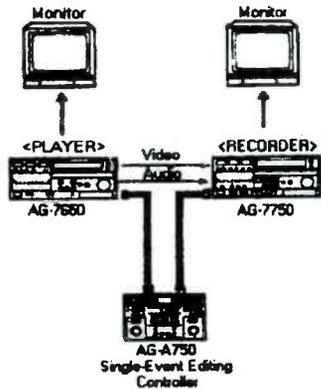
**November 12-15, 1992.** National Association of Farm Broadcasters Annual Meeting. Kansas City, MO. Contact: (612) 224-0508.

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

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Circle (158) on ACTION CARD

## NAB '92 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
Acoustical Solutions, Inc.	4	12901-02
Acrodyne	5	15712
Adtec Productions	9	15182
Alan Dick & Co., Inc.	11	19258
Ampex Corporation	12	17101, S204
Andrew Corporation	13	16646
Antenna Technology Corporation	15	13725-26
Anton Bauer, Inc.	16	13418-20
Autogram Corporation	20	4525-27
AVCOM	21	12903
Barco, Inc.	22	18804
Benchmark Media Systems, Inc.	23	11301
BEXT, Inc.	24	3918
beyerdynamic	27	2230
Bi-Directional Microwave	31	15570
Broadcast Microwave Services, Inc.	34	12301-04
Cablewave Systems	35	1924
Canon	36	15719
Channelmatic	37	17430
Circuit Research Labs	38	4208
Coaxial Dynamics, Inc.	39	12905
Comprehensive Video Supply	41	12438
Computer Prompting Corporation	42	17075
COMTEK	43	11127-28
Dataworld	44	1626
Decision, Inc.	46	2100
Di-Tech Inc.	49	13107
Dielectric Communications	50	1708
Digital Creations/Progressive Image Technology	51	19682
DYNAIR Electronics, Inc.	52	16706
Dynatech Video Group	53	18046
Echolab	55	13733-36
EMCEE	56	16728
ESE	57	13701-02
Fast Forward Video, Inc.	58	11541
Feral Industries	59	16406
Fidelipac	60	1920
G&M Power Products	61	16427
Gorman-Redlich	63	4224
Ikegami Electronics	64	18558
ITS Corporation	65	12136
James Grunder & Assoc., Inc.	66	16406
JVC Professional Products Company	67	16756
Laird Telemedia	68	16360
Leader Instruments Corporation	69	11701-04
Leitch/HEDCO	70	19924
Lenco Electronics, Inc.	71	12663, 12763
Listec Video	74	16719
Manhattan Production Music	72	5122
MATCO	73	16379-80
Microwave Radio Corporation	76	13901
Miller Fluid Heads Inc.	77	16101
Moseley	78	3424
Nikon Electronic Imaging	82	18172
NOVA Systems	84	13943, 14043, 14143
Panasonic	85	18019
PESA Chyron Group	86	19306
Prime Image	89	16966
QSI Systems, Inc.	91	16633-35
Register Data Systems	92	2206
RF Technology, Inc.	93	16115
RTI	96	14046
Scala Electronic Corporation	97	15715
Shure Brothers	98	11901
Sony — Professional Tape Division	99	11711
Stantron, Zero	101	16401-04
Star Case	102	11113-11114
TEKNO, Inc.	103	20073
Tektronix Television Division	105	18032
Television Technology Corporation	107	15725
Texscan MSI	109	15682-83
Ultimatte Corporation	110	12529
Video Accessory Corporation	111	16639
Video Data Systems	112	15684
Walter Brewer Corporation	113	12348

# ...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.

- K34DF Redding, CA. Northern California Conference Association, 1/22/92.
- W12CL Windsor Locks, CT. John Andrew Thompson, 1/21/92.
- W48AV Detroit, MI. Glenn R. and Karin A. Plummer, 1/15/92.
- W35AR Smithfield/Selma, NC. Waters & Brock Communications, Inc., 12/12/91.
- W51BN White Lake, NY. John Mester tr/as Mester TV, 1/21/92.
- K59EE Woodward, OK. Shaffer Translator, Inc., 1/29/92.
- W68CE Shickshinny, PA. Joseph S. and Irene F. Gans, 1/22/92.
- W68CG Nashville, TN. South Central Communications Corporation, 1/21/92.
- K46CM Beaumont, TX. Faith That Pleases God Church Corporation, 11/12/91.

## LPTV LICENSE RENEWALS

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

- K10LO Tygee Valley, ID. Stump Tygee Translator Station, 1/24/92.
- K09OP Brownlee/Halfway, OR. Idaho Power Company, 1/28/92.
- K30BN Coos Bay, OR. California Oregon Broadcasting, Inc., 1/28/92.
- K36BX Coos Bay, OR. California Oregon Broadcasting, Inc., 1/28/92.
- K63DO Coos Bay, OR. Metro Com of Oregon, Inc., 1/28/92.
- K25AS Eugene, OR. Metrocom of Oregon, Inc., 1/28/92.
- K57EL Eugene, OR. California Oregon Broadcasting, Inc., 1/28/92.
- K59DJ Eugene/Springfield, OR. His Word Broadcasting Company, 1/28/92.
- K65ER Eugene/Springfield, OR. Metro Com of Oregon, Inc., 1/28/92.
- K38CP Grants Pass, OR. California Oregon Broadcasting, Inc., 1/28/92.
- K65EJ Grants Pass, OR. Better Life Television, 1/28/92.
- K04AE Long Creek, OR. F. L. C. R. Community TV, 1/28/92.
- K06AB Long Creek, OR. F. L. C. R. Community TV, 1/28/92.
- K09AE Long Creek, OR. F. L. C. R. Community TV, 1/28/92.
- K11AH Long Creek, OR. F. L. C. R. Community TV, 1/28/92.
- K62DN Medford, OR. Better Life Television, 1/28/92.
- K63DA Milton/Freewater, OR. Citizens TV, Inc., 1/28/92.
- K62DR Roseburg, OR. California Oregon Broadcasting, Inc., 1/28/92.
- K52DE Salem, OR. Columbia River Television, Inc., 1/28/92.
- K61CC Salem, OR. Northwest Christian Broadcasting, 1/28/92.
- K42BR Terrebonne/Bend, OR. Rodney S. Johnson, 1/28/92.
- K48BL Terrebonne/Bend, OR. Rodney S. Johnson, 1/28/92.
- K03AX Umatilla River Valley, OR. Umatilla River TV Association, Inc., 1/28/92.
- K29AX Winston, OR. John A. Zwart, 1/28/92.
- K44CK Chelan, WA. KAYU-TV Partners, Ltd., 12/17/91.
- K09UP Colville, WA. KAYU-TV Partners, Ltd., 12/17/91.

- K03EJ Curlew/Malo, WA. Franson Peak Television Association, Inc., 12/17/91.
- K09MP Curlew/Malo, WA. Franson Peak Television Association, Inc., 12/17/91.
- K11NB Curlew/Malo, WA. Franson Peak Television Association, Inc., 12/17/91.
- K13NV Curlew/Malo, WA. Franson Peak Television Association, Inc., 12/17/91.
- K35BJ Ellusford/Oroville, WA. Okanogan Television, Inc., 12/17/91.
- K11EY Grant County Airport, WA. Peoples TV Association, Inc., 12/17/91.
- K13EP Moses Lake/Larson, WA. Peoples TV Association, Inc., 12/17/91.
- K08CN Moses Lake/Ephrate, WA. Peoples TV Association, Inc., 12/17/91.
- K55DJ Moses Lake/Warden, WA. Peoples TV Association, Inc., 12/17/91.
- K58BL Moses Lake/Warden, WA. Peoples TV Association, Inc., 12/17/91.
- K64CZ Moses Lake, WA. Peoples TV Association, 12/17/91.
- K68BV Moses Lake/Warden, WA. Peoples TV Association, Inc., 12/17/91.
- K31AH Omak/Okanogan, WA. Okanogan Television, Inc. 12/17/91.
- K60AE Soap Lake/Ephrate, WA. Peoples TV Association, Inc., 12/17/91.
- K52AF Moses Lake/Warden, WA. Peoples TV Association, Inc., 12/17/91.
- K53CY Yakima, WA. KAYU-TV Partners, Ltd., 12/17/91.

## NEW LPTV CONSTRUCTION PERMITS

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

- W66BY Gulf Shores/Foley, AL. Christian Brotherhood Broadcasting, 1/6/92.
- W12CP Mobile, AL/Pensacola, FL. Christian Brotherhood Broadcasting, 12/10/91.
- W50BI Mobile, AL. Robert T. James, 1/30/92.
- K55GE Little Rock, AR. Cyril H. Miller, Jr., 12/17/91.
- K48DY Coalinga, CA. Gary Cocola, 1/30/92.
- K020H Fresno, CA. Dr. W. R. Portee, 1/23/92.
- K25DW Sacramento, CA. Kidd Communications, 1/29/92.
- K40DP Las Animas, CO. Full Gospel Outreach, Inc., 1/29/92.
- W10CG Hartford, CT. Harvard Broadcasting, Inc., 1/29/92.
- W67CL Jacksonville, FL. Christina M. Berry, 1/23/92.
- W43BD MacClenny, FL. Henry J. McGinnis, 1/6/92.
- W20AY Melbourne, FL. David Kennedy Ross, 12/16/91.
- W35BD Albany, GA. Jesse Boone, Sr., 12/17/91.
- W42BO Waycross, GA. Carl L. Gillis, Jr., 12/10/91.
- K39DF Council Bluffs, IA. Douglas Sheldahl, 1/28/92.
- K67FL Spencer, IA. Mountain TV Network, Inc., 12/16/91.
- K31DE Boise/Nampa/Caldwell, ID. Brian A. Gould, 12/10/91.
- K48DX Sandpoint, ID. KHQ, Inc., 1/22/92.
- W07CW Lincoln, IL. L & M Broadcasting Company, Inc., 1/6/92.
- W09CA Lincoln, IL. L & M Broadcasting Company, Inc., 1/6/92.
- K49DE Lafayette, LA. Acadiana Christian Broadcasters, 1/30/92.
- W40AV Lafayette, LA. Family Vision, Inc., 1/6/92.
- K45DI Mermentau, LA. R. B. Sheldahl, 1/15/92.
- W09CB Carmel, ME. Howard L. Soule, dba TV-9, 1/15/92.
- W14BO Medway, ME. Craig Ministries, Inc., 12/16/91.

- W67CP Waterville, ME. Bangor Communications, Inc., 1/28/92.
- K23DF Appleton, MN. Prairieview TV, Inc., 12/19/91.
- K24DF Lebanon, MO. New Life Evangelistic Center, Inc., 12/10/91.
- K05JM Springfield, MO. Ed Stites, 12/24/91.
- K02OF Bozeman, MT. Murray Duffy, 12/17/91.
- K59EQ Kalispell, MT. CTN Missoula, Inc., 1/6/92.
- W18BB Elizabeth City, NC. Elizabeth City State University, 1/22/92.
- W46BV Elizabeth City, NC. Elizabeth City State University, 1/22/92.
- K23CY Farmington, NM. John W. Lee, 1/31/92.
- W61CA Buffalo, NY. Craig L. Fox, 12/17/91.
- W27BI Plattsburgh, NY. Susan Clarke, 1/28/92.
- W25BQ Defiance, OH. Wolfe Communications, Inc., 1/28/92.
- K50DF Glencoe, OK. Mike Veldman, 12/17/91.
- K31DF Lawton, OK. Lawton LPTV, Inc., 12/17/91.
- K19DB Stillwater, OK. Ron Buck, 1/6/92.
- K20DQ Sulphur, OK. William G. Mayo, 1/29/92.
- W40AT Meadville, PA. A. D. Glover, 12/24/91.
- W47BK Charleston, SC. Jeffrey L. Hamilton, 1/6/92.
- K32DK Watertown, SD. Jeffco Broadcasting, 1/15/92.
- K20DO Abilene, TX. Joanna Levin, 1/22/92.
- K25EK Fredericksburg, TX. Perspective Communications, Inc., 12/10/91.
- K45DN Kerrville, TX. River City Broadcasting, L.P., 12/10/91.
- K47DZ Kerrville, TX. William G. Stacy, III, 1/22/92.
- K31DG Killeen, TX. Killeen Christian Broadcasting Corporation, 1/30/92.
- K48DS San Antonio, TX. San Antonio College, 1/22/92.
- K07VC Victoria, TX. Ed Stites, 12/24/91.
- K20DN Wichita Falls, TX. Rod Payne, 1/29/92.
- K58ED Salt Lake City, UT. John Okita, 1/22/92.
- W59CE Hampton, VA. WAVY Television, Inc., 1/23/92.
- W38BM Charlotte Amalie, VI. Kelly Guglielmi, 1/6/92.
- W62BY Monkton, VT. Vermont Wireless Cooperative, 12/17/91.
- W64BP Monkton, VT. Vermont Wireless Cooperative, 12/17/91.
- W66BX Monkton, VT. Vermont Wireless Cooperative, 12/17/91.
- W68CK Monkton, VT. Vermont Wireless Cooperative, 12/17/91.
- K32DD Colville, WA. Mountain TV Network, Inc., 12/24/91.
- K29CP Point Roberts, WA. Concorde Ventures, Ltd., 1/28/92.
- K54DU Richland, WA. Gloria Black, 1/22/92.
- W61CB Stevens Point, WI. Northland Television, Inc., 12/19/91.
- W55BY Waupaca, WI. Renee S. Garner, 1/6/92.

## ASSIGNMENTS AND TRANSFERS

- K33DJ Carmel, CA. Voluntary assignment of permit granted from Peninsula Communications, Inc. to Polar Broadcasting, Inc. on 1/30/92.
- K69FX Carmel, CA. Voluntary assignment of permit granted from Peninsula Communications, Inc. to Polar Broadcasting, Inc. on 1/17/92.
- K66CQ O'Neals, CA. Voluntary assignment of license granted from K. Sandoval Burke to Gary Cocola on 1/21/92.
- W46BM Melbourne/Fellsmere, FL. Voluntary assignment of permit granted from Treasure Coast Educational Broadcasting, Inc. to Jacksonville Educators Broadcasting, Inc. on 1/22/92.
- W68CF Tampa, FL. Voluntary assignment of license granted from WJUK-TV, Inc. to WSSM-TV, Inc. on 12/24/91.
- W47BG West Palm Beach, FL. Voluntary assignment of permit granted from Treasure Coast Educational Broadcasting, Inc. to Jacksonville Educators Broadcasting, Inc. on 1/22/92.
- W57BL Schaumburg, IL. Voluntary assignment of permit granted from Television Interests Company to Television Interests Company, Inc. on 1/13/92.
- W51BU Indianapolis, IN. Voluntary assignment of permit granted from Television Interests Company

# 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.

**For Sale: Panasonic S-VHS editor AG-A750;** (3) Panasonic S-VHS 7100's; Quanta character generator; production van; microwave system; Vid Tech RS10A; Adcart 22. Contact Dave McCormick or Bob Moore at (419) 534-4848.

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

**Used broadcast and studio equipment.** Scala TV08 VHF antenna, Sony 3/4" players, portable 3/4" recorder, monitors, audio mixers, CG, special effects generator, and more. For complete list and prices, call (813) 371-0024.

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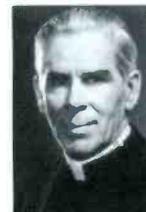
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# LPTV Distribution by State and Territory

## February 6, 1992

	Licenses	CPs
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ALASKA	222	10
ARIZONA	32	31
ARKANSAS	10	27
CALIFORNIA	54	90
COLORADO	21	34
CONNECTICUT	3	5
DELAWARE	1	1
WASHINGTON, DC	2	0
FLORIDA	50	130
GEORGIA	22	35
HAWAII	4	33
IDAHO	20	30
ILLINOIS	15	37
INDIANA	16	28
IOWA	13	32
KANSAS	11	27
KENTUCKY	13	32
LOUISIANA	19	38
MAINE	8	21
MARYLAND	2	7
MASSACHUSETTS	8	12
MICHIGAN	13	23
MINNESOTA	51	42
MISSISSIPPI	12	22
MISSOURI	21	30
MONTANA	31	49
NEBRASKA	4	9
NEVADA	22	16
NEW HAMPSHIRE	3	4
NEW JERSEY	3	14
NEW MEXICO	17	35
NEW YORK	32	46
NORTH CAROLINA	15	31
NORTH DAKOTA	9	15
OHIO	23	44
OKLAHOMA	24	34
OREGON	28	29
PENNSYLVANIA	18	58
RHODE ISLAND	0	2
SOUTH CAROLINA	3	22
SOUTH DAKOTA	8	17
TENNESSEE	32	34
TEXAS	67	110
UTAH	22	6
VERMONT	1	16
VIRGINIA	9	28
WASHINGTON	19	26
WEST VIRGINIA	2	8
WISCONSIN	17	17
WYOMING	26	16
GUAM	1	0
PUERTO RICO	7	6
VIRGIN ISLANDS	1	3

TOTALS: Licenses: 1,098  
Construction Permits: 1,502

to Television Interests Company, Inc. on 1/13/92.

K15BQ Topeka, KS. Voluntary assignment of license granted from Deanna Hinojosa to Capitol City Broadcasting Corporation on 1/15/92.

W46BE Murray, KY. Involuntary assignment of license granted from Keith Stubblefield to Joe Pat James, Receiver, on 1/16/92.

W54AE Paducah, KY. Voluntary assignment of license granted from Family Video Entertainment Corporation to Tri-State Christian TV, Inc. on 1/7/92.

W36BD Detroit, MI. Voluntary assignment of permit granted from Telethon Television Company to Telethon Television Company, Inc. on 1/13/92.

K25CR Kansas City, MO. Voluntary assignment of license granted from Janet Jacobsen to North Central LPTV, Inc. on 12/24/91.

K26CR Kansas City, MO. Voluntary assignment of license granted from Janet Jacobsen to North Central LPTV, Inc. on 1/28/92.

K29CF Kansas City, MO. Voluntary assignment of permit granted from Triangle Television Company to Triangle Television Company, Inc. on 1/17/92.

K35CT Overland Park, MO. Voluntary assignment of permit granted from Triangle Television Company to Triangle Television Company, Inc. on 1/21/92.

K07UR Raytown, MO. Voluntary assignment of permit granted from Triangle Television Company to Triangle Television Company, Inc. on 1/21/92.

K40CY St. Ann, MO. Voluntary assignment of permit granted from Television Interests Company to Television Interests Company, Inc. on 1/13/92.

K42DB St. Louis, MO. Voluntary assignment of permit granted from Triangle Television Company to Triangle Television Company, Inc. on 1/21/92.

K68DS St. Louis, MO. Voluntary assignment of permit granted from Triangle Television Company to Triangle Television Company, Inc. on 1/21/92.

W25BR Charlotte, NC. Voluntary assignment of permit granted from Triangle Television Company to Triangle Television Company, Inc. on 1/21/92.

W20AT Roanoke Rapids, NC. Voluntary assignment of license granted from Donald Frank White to Moran Communications, Inc. on 1/21/92.

K68DR Albuquerque, NM. Voluntary assignment of permit granted from Breckenridge Broadcasting Company to Breckenridge Broadcasting Company, Inc. on 1/13/92.

W28BC Massena, NY. Voluntary assignment of license granted from Watertown Television Corporation to Watertown Television Corporation, Debtor-In-Possession, on 1/16/92.

W67CN Rochester, NY. Voluntary assignment of permit granted from Television Interests Company to Television Interests Company, Inc. on 1/13/92.

W25AB Watertown, NY. Voluntary assignment of license granted from Watertown Television Corporation to Watertown Television Corporation, Debtor-In-Possession, on 1/16/92.

W53AX Cleveland, OH. Voluntary assignment of permit granted from Breckenridge Broadcasting Company to Breckenridge Broadcasting Company, Inc. on 1/13/92.

W47BE Seven Hills, OH. Voluntary assignment of permit granted from Breckenridge Broadcasting Company to Breckenridge Broadcasting Company, Inc. on 1/13/92.

K02NS Oklahoma City, OK. Voluntary assignment of permit granted from Breckenridge Broadcasting Company to Breckenridge Broadcasting Company, Inc. on 1/13/92.

K04NZ Tulsa, OK. Voluntary assignment of license granted from Harry V. Tootle to Gerald W. Brothers on 1/6/92.

K36CS Tulsa, OK. Voluntary assignment of permit granted from Linda K. Trumbly to Mike Simons on 1/9/92.

W66BM Quebradillas, PR. Voluntary assignment of license granted from Jose J. Arquaga tr/as Arquaga Broadcasting Group to Nelly Quiles on 1/17/92.

W15BB San Juan, PR. Voluntary assignment of permit granted from Jose J. Arquaga tr/as Arquaga Broadcasting Group to Nelly Quiles on 1/17/92.

W28BD Franklin/Columbia, TN. Voluntary assignment of permit granted from Lorianne Crook-Owens to Alice Jackson on 1/31/92.

W56CM Knoxville, TN. Voluntary assignment of license granted from Robert H. Shreffler to Southeast LPTV, Inc. on 1/28/92.

K57FH College Station, TX. Voluntary assignment of construction permit granted from Pueblo Broadcasting Corporation to Trinity Broadcasting Network on 12/16/91.

K55FV Houston, TX. Voluntary assignment of permit granted from Breckenridge Broadcasting Company to Breckenridge Broadcasting Company, Inc. on 1/13/92.

K62DY Victoria, TX. Voluntary assignment of construction permit granted from Pueblo Broadcasting Corporation to Trinity Broadcasting Network on 12/16/91.

K35BJ Ellusford/Oroville, WA. Voluntary assignment of license granted from Okanogan Television, Inc. to KAYU-TV Partners, Ltd. on 12/18/91.

K31AH Omak/Okanogan, WA. Voluntary assignment of license granted from Okanogan Television, Inc. to KAYU-TV Partners, Ltd. on 12/18/91.

K58DP Seattle, WA. Voluntary assignment of permit granted from Breckenridge Broadcasting Company to Breckenridge Broadcasting Company, Inc. on 1/13/92.

### CHANNEL CHANGES

K49DD Sacramento, CA. Kidd Communications. Channel change granted from 25 to 49 on 1/29/92.

K51DY Santa Barbara, CA. Costa De Oro Television, Inc. Channel change granted from K36CD to K51DY on 12/9/91.

K27DU Pueblo, CO. Lomas De Oro Broadcasting Corporation. Channel change granted from 26 to 27 on 10/25/91.

K21DQ Baton Rouge, LA. Great Oaks Broadcasting Corporation. Channel change granted from 65 to 21 on 1/8/92.

W25BR Charlotte, NC. Triangle Television Company. Channel change granted from 26 to 25 on 1/13/92.

W66BT Statesville, NC. Trinity Broadcasting Network. Channel change granted from 69 to 66 on 10/24/91.

K44DL Lovington, NM. Prime Time Christian Broadcasting, Inc. Channel change granted to channel 44 on 10/29/91.

K18DP Lovelock, NV. Pershing County Nevada TV District. Channel change granted from K14AK to K18DP on 11/5/91.

W49BF Syracuse, NY. Craig L. Fox. Channel change granted from W35AQ to W49AF on 12/2/91.

W25BO Ladysmith, VA. Caroline Community Broadcasting, Inc. Channel change granted from 40 to 25 on 10/25/91.

K24CU Colville, WA. Mountain TV Network, Inc. Channel change granted from K52DC to K24CU on 10/20/91.

### CANCELLATIONS

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

W13CF Atmore, AL. Eddie L. Tullis, 12/31/91.

W51BL Birmingham, AL. Channel 17 Associates, Ltd., 12/31/91.

W11CG Decatur, AL. Richard W. Baker, 1/31/92.

K10NO Batesville, AR. Arkansas Rural TV Co-op Company, 2/3/92.

K13VZ Camden, AR. Arkansas Rural TV Co-op Company, 1/31/92.

K05JI El Dorado, AR. Arkansas Rural TV Co-op Company, 2/3/92.

K18CZ Harrison, AR. Mountain TV Network, Inc., 12/31/91.

K22BZ Little Rock, AR. Catch 22 Broadcasting, Inc., 1/31/92.

K32CM Lake Havasu City, AZ. Dennis Macey, 1/31/92.

K39CS Barstow, CA. Katherine Estes Wilkerson, 12/31/91.

K50CL Belridge, CA. Belridge Elementary School District, 2/5/92.

K23CQ Ventura, CA. Laurence Windsor, 12/31/91.

K61FC Denver/Evergreen, CO. Lansman & Schatz Partners, 1/31/92.

continued

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## UHF TV Transmitters

### Solid State Technology

The proof is in! Since 1989, Acrodyne has been delivering affordable solid state 1 kW UHF TV transmitters—**no tubes, no tuning, no downtime.**

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- Built-in diagnostics
- Modular construction
- Frequency agile designs

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Our product line includes the world's only single tetrode 25 kW UHF TV transmitter. Acrodyne's advanced systems are demonstrating exceptional field reliability—the **only new UHF transmitter development which meets and routinely exceeds expected tube life at full rated power.**

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- Solid state drivers
- Inherent linearity minimizes pre-correction
- Low cost tube replacement
- Parallel systems available



Tomorrow's digital TV transmitter company

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Blue Bell, PA 19422  
800-523-2596  
or (215) 542-7000  
FAX: (215) 540-5837

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**Now Available  
30kW  
10% aural output**  
See us at NAB  
Booth #15712

Circle (18) on ACTION CARD

## FCC Orders Applicants To Certify Eligibility Under Drug Act

Applicants for almost all types of FCC licenses will have to certify that they are eligible for the license under the provisions of the Anti-Drug Abuse Act of 1988, according to new FCC rules that took effect February 3.

A person convicted of a drug crime may not receive an FCC license if the sentencing judge has specifically declared him or her ineligible either for federal benefits generally or for FCC licenses in particular.

The new rules cover all construction permits, operating licenses, modifications, extensions, special temporary authorities, renewals, assignments, transfers, or other applications. The only exceptions are services, such as the Amateur Radio Service, that do not require individual licenses for users.

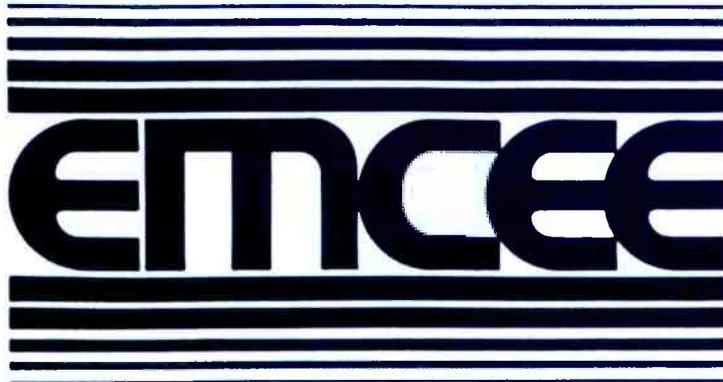
An applicant's signature on older application forms will be understood to include the certification, unless the applicant states otherwise. Forms printed after February 3 will include the certification question. The FCC plans to check applications against a General Services Administration master list of persons barred by judges from receiving federal benefits.

W04CL Fort Pierce, FL. Stephen G. Watford, 1/31/92.  
 W08DA Fort Pierce, FL. Jerry E. Coone, 1/31/92.  
 W59BX Stuart, FL. CW/S Partners, 1/31/92.  
 K23CT Kailua, HI. Alegria Broadcasting Corporation, 1/31/92.  
 K45CW Cedar Falls, IA. Great American Broadcasting Company, 10/31/91.  
 K66DS Cedar Rapids, IA. Gaylord Broadcasting Company, 2/3/92.  
 K10NM Davenport, IA. Richard D. Martin, 1/31/92.  
 K45DG Des Moines, IA. Janet Jacobsen, 1/31/92.  
 K23CS McArthur, ID. Mountain TV Network, Inc., 12/31/91.  
 K17CQ Weiser, ID. Mountain TV Network, Inc., 12/13/91.  
 W51BO Belvidere, IL. Belvidere Daily Republican, 1/31/92.  
 W59BZ Belvidere, IL. Belvidere Daily Republican, 1/31/92.  
 W06BN Mattoon, IL. The Cromwell Group, Inc. of Illinois, 12/13/91.  
 W12CB Fort Wayne, IN. HSN Broadcasting-LPTV, Inc., 12/13/91.  
 K45CF Winfield, KS. Winfield Publishing Company, Inc., 12/31/91.  
 W20AX Glasgow, KY. Brightness Ministries, Inc., 1/31/92.  
 W06BO Lexington, KY. Vearl Pennington, 2/6/92.  
 K30DH Bogalusa/Washington, LA. Mountain TV Network, Inc., 12/31/91.  
 W13CG Gonzales, LA. Great Oaks Broadcasting Corporation, 12/13/91.  
 K07UT Morgan City, LA. Great Oaks Broadcasting Corporation, 12/31/91.  
 K07UV Shreveport, LA. Jeremy D. Lansman, 1/31/92.  
 W54BJ Slidell, LA. Gerald Brothers, Jr., 1/31/92.  
 W22BA Cape Cod, MA. J. J. Frost & L. Morrison, 12/13/91.

W30AO Marblehead, MA. William Gerry, 1/31/92.  
 W61BS Mechanicsville, MD. Satellite Video Broadcasting Company, 12/13/91.  
 W22AW Bangor, ME. D. Lee Caron, 2/3/92.  
 W61BH Portland, ME. Figgie Communications, Inc., 1/30/92.  
 K51DO Donnelly, MN. Televue Systems of Minnesota, Inc., 2/3/92.  
 K21AK Morris, MN. Televue Systems of Minnesota, Inc., 2/5/92.  
 K16CI Thief River Falls, MN. Hubbard Broadcasting, Inc., 1/31/92.  
 K34DG Willmar, MN. UHF Television, Inc., 2/3/92.  
 K38CV Willmar, MN. UHF Television, Inc., 2/3/92.  
 W05BK Charlotte, NC. Gordon B. Madlock, 1/27/92.  
 W28AC Charlotte, NC. Michael B. Ginter, 1/30/92.  
 W29AX Greensboro, NC. Silvia M. Landin, 1/31/92.  
 K42CW Bismarck, ND. Richard A. Warren, 10/30/91.  
 K28DI Austin, NV. Austin Television Association, 12/13/91.  
 K29CD Lake Tahoe, NV. Mark S. Severence, 12/13/91.  
 K63EF Las Vegas, NV. Gerald D. Kamp, 1/31/92.  
 W29AL Albany, NY. American Christian Television System, 12/13/91.  
 W27BE Cincinnati, OH. James Worrall, 1/31/92.  
 W25BH St. Marys, OH. Western Buckeye Broadcasting Company, 12/31/91.  
 K22CV Durant, OK. Betty Margaret Wheeler, 12/31/91.  
 K24CJ Durant, OK. Betty Margaret Wheeler, 12/31/91.  
 K30CT Durant, OK. Betty Margaret Wheeler, 12/31/91.  
 K32CN Durant, OK. Betty Margaret Wheeler, 12/31/91.

*continued*

## MMDS Starts Here



**Bill Betts**  
Mid West & Canada

**Bethanne Bonita**  
Parts Representative

**Jack Long**  
S.W. & California

**Rich Fiore**  
East Coast & Carib.

**Chuck Ray**  
Northwest & South Central

**Eli Vardy**  
Mexico/So. America

**Please Call 1-800-233-6193**  
**EMCEE Broadcast Products, Inc., White Haven PA, 18661**

Come see us at NAB ! Booth 16728

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Tom -

While you're at the NAB, check out Cablewave Systems. They have some exciting new products like Truncated STL antennas with 7/8" EIA Transition for ITFS/MMDS service. They've added some new items to their FLEXWELL<sup>®</sup> E30 Elliptical Waveguide and enhanced their line of BOGNER<sup>®</sup> medium and low power broadcast antennas.

Their innovative engineering and product quality can't be beat. Cablewave Systems is right on the mark.

But don't take my word for it. Find out for yourself.

Remember - booth #1924 at the NAB.

Dave



**Radio Frequency  
Systems, Inc.**  
Cablewave Systems Division

**Cablewave Systems**

60 Dodge Ave.  
North Haven, CT 06473  
TEL (203) 239-3311  
FAX (203) 234-7718

# Station Shorts

—by Anne C. Rosenberger

Elementary school kids in Davies County, KY are learning Spanish, courtesy of Owensboro Community College which began broadcasting live classes in February over their community station, WI2BJ.

The instructor, Senora Roddy Woodward, offers 15-minute lessons Monday through Thursday at 8 a.m. from the OCC studio. Cordless telephones in the classrooms allow teachers and students to interact with Woodward.



W49AY, a religious community station run by the Glen Iris Baptist School in Birmingham, AL, has begun airing local church services every Sunday morning according to Ron Hass, a manager at the station. Along with other local programming, the station features "Woman's Perspective," a daily half-hour telecast featuring interviews with Birmingham area residents. The show is hosted by retired university professor Marie Blackwell.



At 7 p.m. TV 40 in Carlisle, PA rebroadcasts the 6 p.m. news from ABC affiliate WHTM in Harrisburg, PA. According to station manager Jeff Manotti, the rebroadcasts have been very successful. Although TV 40 cannot sell spots within the news program, they can cover a WHTM promo with a promo of their own, and they can sell the news adjacencies. Those spots sold out from August through the middle of January due in part to a special introductory offer of \$10 a spot.

*Have you or your station made the news recently? Share your experience with other community broadcasters. Call Anne Rosenberger at (414) 781-0188 or send your news clip to Anne at The LPTV Report, P.O. Box 25510, Milwaukee, WI 53225.*

CBP

K61EZ Lawton, OK. BSP Broadcasting, Inc., 12/31/91.  
**W46AM Lebanon, PA.** Lebanon Broadcasting Company, 11/14/91.  
 K22DF Rapid City, SD. J. Jacobsen, dba Jeffco Broadcasting, 12/31/91.  
 W59BW Memphis, TN. Richard A. Warren, 10/30/91.  
 W63OL Memphis, TN. Janet Jacobsen, 1/31/92.  
 K31CQ Blanco, TX. KXAN, Inc., 2/5/92.  
 K35DA Corpus Christi, TX. David A. Davila, 1/31/92.  
 K62DX Jasper, TX. Mountain TV Network, Inc., 12/31/91.  
 K27DP Taylor, TX. KXAN, Inc., 2/5/92.  
 K48DJ Wichita Falls, TX. BSP Broadcasting, Inc., 12/31/91.  
 K50CU Ogden, UT. First National Broadcasting Corporation, 1/31/92.  
**W58BS Ruckersville, VA.** Ridge Broadcasting Corporation, 2/3/92.

## LPTV LOTTERY WINNERS

The following are tentative selectees of the LPTV/translator lottery held on December 11, 1991. If no petitions to deny the selectees are filed, and if they are otherwise qualified, they will be granted construction permits.

Ch. 50 Mobile, AL. Robert T. James.  
 Ch. 62 Sanford, AL. Destin Community Television.  
 Ch. 59 Springdale, AR. Pharis Broadcasting, Inc.  
 Ch. 24 Bullhead City, AZ. MW TV, Inc.  
 Ch. 65 Bullhead City, AZ. Richard D. Tatham.  
 Ch. 19 Phoenix, AZ. Jeffrey J. Jacobsen.  
 Ch. 39 Bridgeport, CA. Mono County Office of Education.  
 Ch. 15 Fresno, CA. Park Broadcasting Company.  
 Ch. 21 Sacramento, CA. National Minority TV, Inc.  
 Ch. 20 San Luis Obispo, CA. J. Christian Damon.  
 Ch. 32 Smith River, CA. Fortuna Economic Development Corporation.  
 Ch. 38 Torrance, CA. Robert Rathe.  
 Ch. 69 Visalia, CA. Eduardo & Rosa Maria Caballero.  
 Ch. 24 Pueblo, CO. David M. Drucker.  
 Ch. 26 Ft. Walton Beach, FL. Channel 44, Ltd.  
 Ch. 44 Kaneohe, HI. KFVE Joint Venture.  
 Ch. 23 Des Moines, IA. R. B. Sheldahl.  
 Ch. 27 Des Moines, IA. Joseph Alfred Smith.  
 Ch. 51 Grand Forks, ID. Barbara Dilley.  
 Ch. 33 Nampa/Caldwell, ID. Brian A. Gould.  
 Ch. 46 Salmon, ID. Ambassador Media Corporation.  
 Ch. 50 Carmel, IN. KEE Properties, Inc.  
 Ch. 54 Evansville, IN. Randolph Victor Bell.  
 Ch. 67 Wichita, KS. Brian N. Benschoter.

Ch. 60 Shepherdsville, KY. Valuevision International, Inc.  
 Ch. 49 Lafayette, LA. Acadiana Christian Broadcasters.  
 Ch. 52 Shreveport, LA. The Act of Faith Community, Inc.  
 Ch. 42 Biddeford, ME. Kennebec Valley Television, Inc.  
 Ch. 45 Cape Girardeau, MO. New Life World Outreach Center.  
 Ch. 49 Springfield, MO. Pictures & Sound, Inc.  
 Ch. 62 Jackson, MS. Great Oaks Broadcasting Corporation.  
 Ch. 56 Durham, NC. Victory Communications, Inc.  
 Ch. 34 Omaha, NE. Catherine A. Hill.  
 Ch. 30 South Effingham, NH. James Rutherford.  
 Ch. 9 Albuquerque, NM. Robert F. Porter.  
 Ch. 17 Albuquerque, NM. Max A. Trevino.  
 Ch. 29 Clovis, NM. Ramar Communications, Inc.  
 Ch. 47 Hobbs, NM. Ramar Communications, Inc.  
 Ch. 30 Las Cruces, NM. Ralph Orduño.  
 Ch. 59 Las Vegas, NV. Adam Laird Marko.  
 Ch. 69 Buffalo, NY. Craig L. Fox.  
 Ch. 39 Hamburg, NY. Southtown Christian Center, Inc.  
 Ch. 17 Manhattan, NY. Trimtab Productions, Inc.  
 Ch. 47 Rochester, NY. Global Broadcasting.  
 Ch. 19 Durant, OK. Betty Margaret Wheeler.  
 Ch. 2 Norman, OK. Gerald Brothers.  
 Ch. 15 Bend, OR. A. B. Herman.  
 Ch. 41 Eugene, OR. A. B. Herman.  
 Ch. 18 Redmond/Prineville, OR. A. B. Herman.  
 Ch. 40 Huron, SD. Crossroads Communications Company.  
 Ch. 53 Sioux Falls, SD. Siouxland Christian Broadcasting.  
 Ch. 57 Memphis, TN. Bert V. Groves, Jr.  
 Ch. 67 Memphis, TN. George S. Flinn, Jr.  
 Ch. 20 Amarillo, TX. National Minority TV, Inc.  
 Ch. 39 Corpus Christi, TX. James D. Morgan.  
 Ch. 41 Corpus Christi, TX. Jeffrey L. Hamilton.  
 Ch. 46 Dallas, TX. HSN Silver King Broadcasting Company, Inc.  
 Ch. 31 Killeen, TX. Killeen Christian Broadcasting Corporation.  
 Ch. 46 Lubbock, TX. Ray Moran.  
 Ch. 46 Port Isabel, TX. Perspective Communications, Inc.  
 Ch. 69 San Antonio, TX. Simon, Inc.  
 Ch. 33 San Angelo, TX. Perspective Communications, Inc.  
 Ch. 27 San Antonio, TX. Inspiration TV of Southern Oregon.  
 Ch. 58 Salt Lake City, UT. John Okita.  
 Ch. 45 Richmond, VA. Charles W. Williams.  
 Ch. 19 Virginia Beach, VA. Laura M. Beverage.  
 Ch. 34 Spokane, WA. Browne Mountain Television.  
 Ch. 63 Spokane, WA. Browne Mountain Television.  
 Ch. 18 Ruidoso, NM. John Myrl Warren.

CBP

## 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	PAGE	ACTION CARD NUMBER	ADVERTISER FACT LINE
3 dbm/SWR	13	75	(800) 279-3326	36	123	(412) 941-1500
Acrodyne Industries, Inc.	29	18	(800) 523-2596	21	154	(916) 383-1177
Adtec Productions	1	149	(615) 865-8707	17	128	(800) 387-0233
Andrew Corporation	35	79	(800) 255-1479	33	100	(800) 441-9084
Antenna Concepts	7	181	(916) 621-2015	11	172	(800) 448-1666
Auction Network, The (TAN)	16	165	(207) 483-6686	15	134	(508) 250-1110
BE-TV	23	196	(816) 452-3346	4-5	45	(800) 524-0864
Cablewave Systems	31	32	(203) 239-3311	25	158	(800) 736-1976
Channelmatic	8	6	(800) 766-7171	12	180	(312) 472-8828
Circuit Research Labs	6	161	(602) 438-0888	34	7	(303) 665-8000
Coarc Video	22	28	(518) 672-7202	2	26	(800) 367-6011
Eagle-Lion Video	19	96	(619) 281-9975	20	165	(800) 955-5660
EMCEE Broadcast Products	30	1	(800) 233-6193	24	171	(800) 745-8272
Gorman-Redlich	9	62	(614) 593-3150			
			ITS Corporation			
			Jampro Antennas			
			Leitch/HEDCO			
			Microdyne Corporation			
			Microwave Filter			
			Microwave Radio Corporation			
			Panasonic Broadcast & Television Systems			
			Showcase			
			Showplace			
			Television Technology Corporation			
			Texscan MSI			
			Trident Productions, Inc.			
			Visual Communications Replay			



“We needed a professional, satellite receiving system with the flexibility to access all available programming.”

*Brad Dobbs, Vice President of Operations,  
TV 43, Waukesha, Wisconsin*

“So we chose VistaLink™. An automated satellite receiving system from Microdyne.

VistaLink is preprogrammable, letting me access any satellite and any transponder. Any time.

Plus, I have the option of operating VistaLink remotely. That way I can set the receiver and antenna without even leaving the station.”

VistaLink is a proven system backed by Microdyne. A pioneer in satellite technology with thousands of satellite receiving installations around the world.

For complete information on VistaLink and how Microdyne can help your LPTV business, call toll-free (800) 441-9084. Or write Microdyne Corporation, 491 Oak Road, Ocala, FL 32672.



*At TV 43, primary programming is received on a fixed Microdyne antenna. The VistaLink antenna rotates to receive programming from other satellites.*

*The VistaLink system lets you receive any satellite—any program, transponder format, or frequency—as easily as you operate a VCR.*



Circle (100) on ACTION CARD

**Microdyne**  
Excellence in Communications Technology

## NAB Walk-Through

continued from page 24

The company will also be displaying its new computer graphics interface for the Ultimatte Memory Head. When used in conjunction with Ultimatte, the graphics interface allows live action to be composited into computer generated backgrounds and permits camera moves such as pans, tilts, zooms, and focus pulls to take place with the foreground and background locked together.

Finally, a new System-6 Transcoder 4:4, a two-channel bi-directional transcoder with two completely independent channels allows the Ultimatte System-6 to be used with any component recorder.

**Video Accessory Corporation (Booth 16639):** To be introduced at NAB is the VB/VDA Video Brick video distribution

amplifier featuring four 100 MHz outputs and differential or single-ended operation in a shirt pocket-size package. Also new is the HN/VDA Hum-Nulling video distribution amplifier with six wideband outputs and hum nulling adjustment.

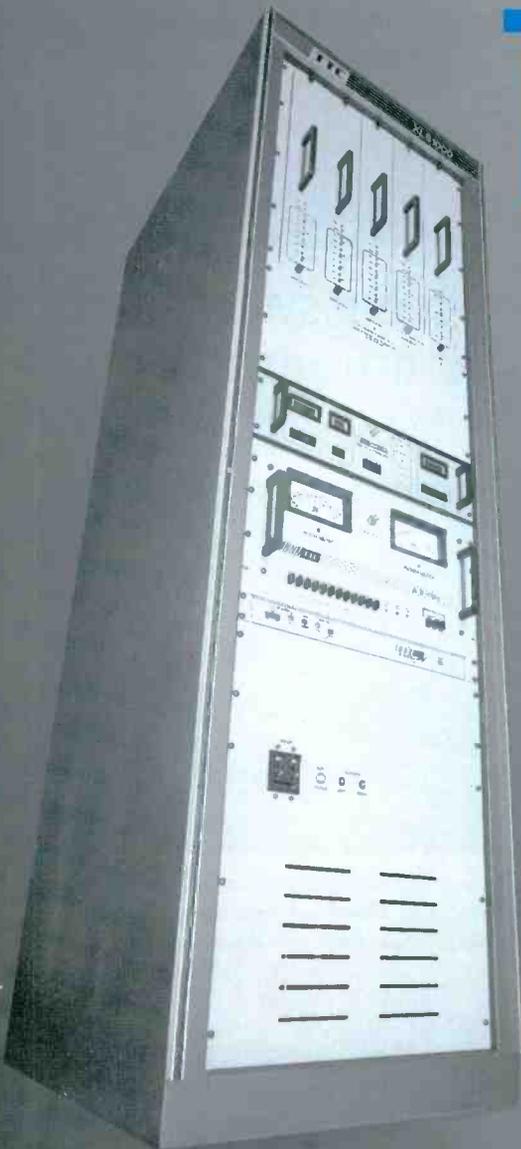
Established products include black burst, color sync, genlockable color sync, and pattern generators; as well as clamping video distribution amplifiers and audio distribution amplifiers.

**Video Data Systems (Booth 15684):** The products Video Data Systems will be exhibiting include the LAPS laser auto promotion system for insertion of full motion video promos of pay and pay-per-view programming, and the Laser Cine Machine automated playback system incorporating laser discs and VCR's for pay-per-view programming.

Also on display will be the System 800

crawl inserter; the System 900 insertion system; the System 810 page titler for message, logo, or identification; the System 2000 automated information display system; and the System 830 color billboard.

**Walter Brewer Corporation (Booth 12348):** Walter Brewer specializes in the design, engineering, equipping, and installation of studio and location lighting systems for broadcast and production applications. The company specializes in turnkey systems but also offers a full range of equipment on an individual basis. Categories of equipment available include fixed and moveable grids, grid hardware, power distribution, fixtures and accessories, dimming and control, cycloramas, curtains and curtain track systems, and grip and gaffer tools and supplies. 



# The Community Leader

Presenting another great innovation from TTC:

## The XLS1000 Solid State 1 kW Transmitter:

Just what you would expect from the global leader in Community Broadcast Television.

**TTC's Exclusive Solid State Design** reduces power consumption, improves reliability and significantly lowers your operating costs.

**Diagnostic and Control Intelligence** continually self-corrects and compensates for adversities to insure you stay on the air.

**The Most Extensive Remote Control** in the industry lets you monitor and control 65 different operating parameters from anywhere in the world!

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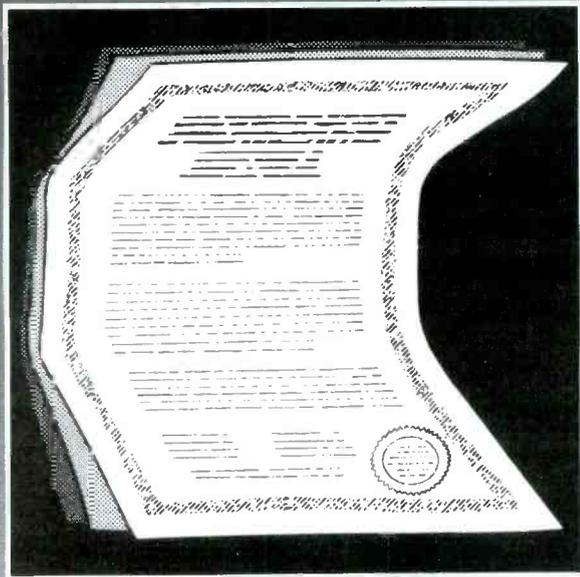
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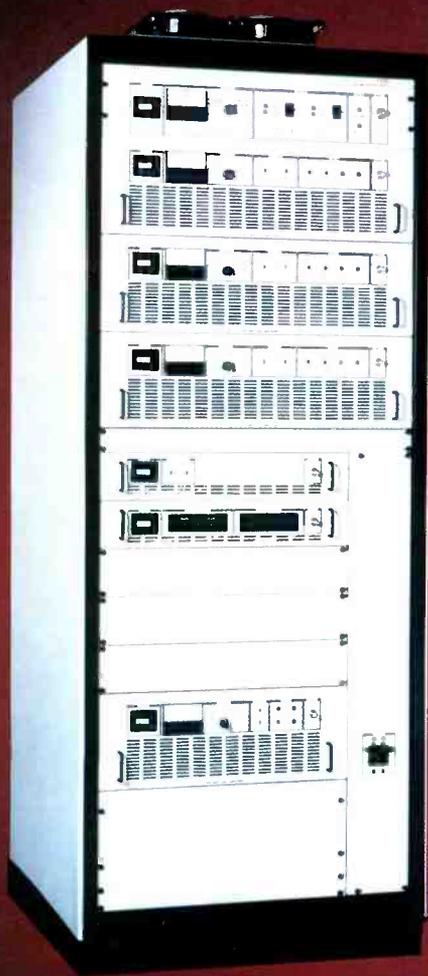
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# The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 7, Issue 6 • June 1992

\$5.00

## Competition, Cooperation...Or War Opinions Vary On LPTV Must Carry Effort



COMEDY  
CENTRAL



—by John Scott Lewinski

The relationship between LPTV broadcasters and cable operators has up to now been a difficult one — requiring both parties to invent new ways of handling what sometimes is an arm's length partnership, what can be a productive cooperation, but what often is a war in the courts.

And the issue is complicated even further when the community broadcaster is also a cable operator.

Roy Sheppard is the general manager

and operator of Cable Services, Inc. — and K32AP — in Jamestown, ND. According to Sheppard, operators who are in both cable and community broadcasting must often choose between the two —



The Disney Channel



even if their alliances and feelings run both ways.

"You have to look at the interests of both the cable and the community broad-

casting industries at the same time," he said. "Sometimes they conflict."

Sheppard's cable system reaches about 86% of the Jamestown area households, while Channel 32 reaches about 20,000 homes over the air. The LPTV channel is also carried by the cable system.

*continued on page 7*

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## 488 Construction Permit Grants Proposed

On May 13, the FCC's LPTV Branch released the first set of proposed grants for applications filed in last February's window.

The list of proposed LPTV and TV translator construction permits comprises 336 new and 152 major change applications for 328 LPTV and 160 TV translator stations.

Applications listed on a proposed

grant list have been accepted for filing by the Commission and appear to be grantable as they stand. The Commission gives notice of its intent to grant the permits so the public has a chance to file petitions to deny the grants. If no such petitions are filed within a 30-day period, the CP's are usually issued.

For a complete list of the May proposed grants, see "...at the FCC" beginning on page 13.



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## In Our View

This month, the FCC is expected to release a proposed Table of Allotments for the extra 6 MHz that television broadcasters will need for HDTV simulcasts. Stations will have the use of the extra spectrum until 2008, when they will have to give it back to the FCC. By then, every station will be broadcasting HDTV signals and every home will have replaced each of its TV sets with HDTV versions.

At least, that's the plan.

But the apparently unconsidered variables in this plan simply underline what I remember was the original reason for getting into HDTV in the first place: not to serve the consumer better, but to ensure (so the FCC argued) American economic dominance of this new technology. Unfortunately, it is becoming more and more clear that the costs of implementing HDTV—as the FCC envisions that implementation—may not be worth the meager benefits.

Consider the impact on local programming (assuming that stations will have enough money left over from the transition to do local programming). A recent news article pointed out, for example, that the different aspect ratios of NTSC and HDTV will make "simulcasting" of local productions such as newscasts next to impossible.

A newscast done in NTSC requires that the anchors sit very close together so they all fit into the picture. But the same newscast in HDTV will show a wide expanse of empty space on each side of the picture. If this kind of problem arises with a studio set, imagine trying to shoot a football game! Some broadcasters think the only solution will be to produce everything twice.

Consider also the dilemma of the cash-strapped broadcaster whose market share is dwindling, whose competition is multiplying, whose banker may be unwill-

ing to finance whatever HDTV technology is finally approved.

The talk in the hallways at the NAB convention three months ago, reports *Electronic Media* (April 20, 1992), was that the FCC's proposed 1998 deadline for HDTV implementation is impractical and unrealistic. In fact, "It's nonsense," said one broadcaster.

Converting a station to HDTV transmission capability will cost millions of dollars, a sum that could be out of reach for all but the nation's largest stations, broadcasters said. In fact, many smaller stations would have to come up with more for the conversion than they paid for their stations in the first place.

And as NAB president Eddie Fritts pointed out, "HDTV in and of itself will not generate additional revenues for stations." In fact, the necessary technological upgrades will likely drive programming costs up as well.

Ultimately, convention-goers said, it will be consumer demand, not the FCC, that makes HDTV feasible, and imposing a deadline for implementation ignores that. Will every TV household be HDTV-equipped by 2008, when the FCC proposes to shut down NTSC transmissions altogether?

Last month, I received a news release about a report called "The U.S. Market for Home Entertainment Equipment." It was published in April by Leading Edge Reports, a Cleveland, OH business research group.

The report's thesis is that the home entertainment market has traditionally been driven by the explosive successes of new "blockbuster" products that manufacturers have been able to introduce from time to time. Examples are color television in the 60's, and the VCR, camcorder, and CD player in the 70's and 80's.

The market for these products has now matured, and sales are leveling off. So the industry has decided to jump-start sales for the 90's by pushing two new products. One is the "digital compact cassette" which can record or play both digital and analog cassette tapes, and the other is HDTV.

But, says Leading Edge, neither product

is likely to emerge as the blockbuster that the industry wants and needs. DCC will probably eat into the existing cassette tape market instead of adding to it; and as for HDTV, "the benefits to the industry are not likely to materialize until well into the 21st century" because of the high prices companies will have to charge for the first sets.

In Japan, trial sets sold in 1991 at an average of \$27,000 per set. In the U.S., the first sets would probably sell for somewhere under \$10,000—still a significant amount that is well out of range for most consumers. And the price is not likely to drop into the hundreds for a long time, if ever.

Furthermore, like the DCC, the HDTV receiver will be a replacement product, not a new one. In 1990, U.S. home video equipment sales exceeded \$12 billion. TV sets accounted for more than 53% of that market—about \$6.6 billion. HDTV sets can be expected to replace some of those sales, but they won't add to the total.

Then there is the matter of demand. In a "Guest Comment" in the March issue of *TV Technology*, technology theorist Gordon W. Bricker brings up another point: "...consumers are not complaining about the picture quality of today's TV service. Lacking is any indication of perceived 'value' among consumers for the quality of HDTV or any indication of their willingness to pay a premium for the receiver.

"In fact, when viewed from a 'total system concept' (program, source to receiver), the display in the home will only be a much improved EDTV [extended definition television] picture until technology is available to produce high definition displays that consumers can afford. Thus HDTV is not 'market-driven'!"

There is still a lot that has to shake out, of course. But it was disconcerting to read in the midst of all this HDTV news what Commissioner James Quello told a Michigan Public Service Commission group last March: that "HDTV will be challenged or possibly replaced by 3-D stereophonic TV pictures and virtual reality phenomena."

By 2002.

*Jackie Paul*

### CBA Convention Set For October 27-29

The Fifth Annual LPTV Conference & Exposition, sponsored by the Community Broadcasters Association, will be held Tuesday through Thursday, October 27-29, 1992, at the Tropicana Hotel in Las Vegas.

For registration or exhibitor information, call Eddie Barker & Associates, convention managers, at 1-800-225-8183.



Some 75 participants attended the LPTV panel session April 15 at the 1992 National Association of Broadcasters convention in Las Vegas. Speakers were, from left, Robert Raff, general manager of TV 6 in Junction City, KS and a director of the Community Broadcasters Association; CBA president D. J. Everett, III of TV 43 in Hopkinsville, KY; CBA general counsel Peter Tannenwald; and Roy Stewart, chief of the FCC's Mass Media Bureau. The four speakers discussed the implications of the FCC's advanced television policy for LPTV stations.



# LPTV and the LAW

—by Peter Tannenwald

## Extending Your Construction Permit

A construction permit for a new LPTV station is good for 18 months. If you are not on the air within that time, you must file an application for an extension or else your permit will be cancelled by the FCC. With the downturn in the economy and the difficulty of obtaining cable carriage for LPTV, many permit holders have found it more difficult than they anticipated to build their stations and have been coming to me for help in getting extensions.

The FCC has a fairly strict general policy: Extensions are granted only if construction is prevented by circumstances beyond the permittee's control. Extensions are also granted if substantial real progress has been made toward construction. If a permittee is unable to build at all and wants to sell a permit, the sale should be made within nine months after the permit is first granted.

The LPTV Branch has historically interpreted the FCC's policy generously, as part of their effort to help our infant industry get on its feet. However, the Branch has developed some internal guidelines recently that have resulted in a stricter attitude toward extensions. The older the permit, the more difficult it is to get an extension, and some extension applications are being denied. Holders of permits

granted prior to 1989 are being subjected to the greatest scrutiny.

### You'll Probably Get It

Here are some good reasons for a permit to be extended:

- You have a major or minor change application pending and cannot build until it is granted.
- A tower owner who really and truly promised you tower space will not give it to you any more. For example, the tower may now be full, or the owner may simply have reneged on his or her commitment. This is a problem that should be discovered early in the life of the permit, and you should be ready to file a site change application immediately if the site change would be a minor change, or in the next window if it is a major change.

A plea that the tower owner wants to charge too much may be viewed with some skepticism, unless a previously agreed on rent is being raised, because you were supposed to discuss the rent before certifying the availability of the site in your initial CP application.

- You have been seriously ill and unable to work, but you are better now or will be better soon.

• Your application for a building permit or a zoning variance is still working its way through local legal proceedings. You should have started the proceedings promptly and should be making some progress. If you have been denied zoning, you should be ready to file a site change application promptly.

• Your equipment supplier has failed to deliver equipment on time. You should have placed a firm order (attach a copy to your extension application), and the supplier should quote an approximate delivery date.

• Your station is partially built and will be finished soon. Submit details and a timetable for completion with your extension application. If construction has not started but you have placed a firm equipment order, including a cash down payment, that will often suffice.

### You Probably Won't

Some insufficient reasons for an extension include:

- You do not have enough money to build the station and have not been able to raise capital.
- You are not willing to build until the local cable system agrees to carry your signal.
- You cannot find programming for your station.
- You want time to look for a buyer for the permit.
- The economy is bad, so you want to wait a while to build.
- You are doing something else now and would rather turn to LPTV later on.

Proposed sales of permits are particularly troublesome when the permit has already been sold once before or the permit has already been extended once or twice. While the LPTV Branch has ap-

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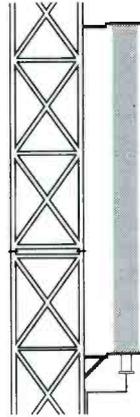
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	Licenses	CPs
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ARKANSAS	12	25
CALIFORNIA	54	98
COLORADO	24	31
CONNECTICUT	3	5
DELAWARE	1	1
WASHINGTON, DC	2	0
FLORIDA	52	122
GEORGIA	23	33
HAWAII	4	31
IDAHO	20	32
ILLINOIS	17	35
INDIANA	17	26
IOWA	13	30
KANSAS	13	23
KENTUCKY	13	29
LOUISIANA	19	39
MAINE	8	23
MARYLAND	2	6
MASSACHUSETTS	8	12
MICHIGAN	15	20
MINNESOTA	58	38
MISSISSIPPI	13	20
MISSOURI	21	34
MONTANA	31	53
NEBRASKA	4	10
NEVADA	23	22
NEW HAMPSHIRE	3	4
NEW JERSEY	3	14
NEW MEXICO	17	38
NEW YORK	32	45
NORTH CAROLINA	16	30
NORTH DAKOTA	9	14
OHIO	25	43
OKLAHOMA	24	35
OREGON	29	33
PENNSYLVANIA	22	54
RHODE ISLAND	0	2
SOUTH CAROLINA	4	20
SOUTH DAKOTA	8	21
TENNESSEE	33	33
TEXAS	68	115
UTAH	22	7
VERMONT	1	14
VIRGINIA	9	29
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: 1,136  
Construction Permits: 1,499

proved a few second sales of unbuilt permits, an especially persuasive justification is needed. I usually recommend to clients that if they have a second buyer or a buyer for a permit that has already been extended, they should build their station first and sell it after it goes on the air. The proposed buyer may assist financially with construction, although legal help is needed to avoid pitfalls that can lead to a finding of premature transfer of control.

### If You Have To Sell

Remember, for your own benefit, that it pays to build first and sell later, because an unbuilt permit may be sold for no more than reimbursement of actual cash expenses, while a station that is on the air may be sold for whatever price the market will bear.

Also remember that extensions of permits are not automatic when applications for engineering changes or sales are

pending. A separate extension application is required. However, the grant of a sale includes a one-year extension after the sale is closed.

There is one cardinal rule that must never be forgotten. Whatever you tell the FCC in an extension application, make sure it is the truth. Misrepresentation is the equivalent of original sin at the FCC. If you are caught, you can kiss your CP and your investment good-bye.

If you do need to file an extension application, use FCC Form 307 and file an original and two copies. There is no filing fee. The application should be sent directly to the FCC in Washington, DC, not to the Pittsburgh post office box used for applications with fees.

*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

## 5 Stations Fined, 9 Warned For Political Programming Violations

Two major market full power television stations have been fined \$25,000 each for violating the FCC's political programming rules. KDFW-TV of Dallas-Fort Worth violated the lowest unit charge statute by overcharging for 47 political announcements. KRON-TV in San Francisco overcharged for 98 political announcements and twice violated the rule prohibiting discrimination between candidates, the FCC found.

The action followed a compliance audit of 30 broadcast stations that began in July 1990.

Besides the two \$25,000 fines, the FCC fined KTXA(TV) in Dallas-Fort Worth \$7,500, KRLD(AM) in the same market \$3,750, and WSTR-TV in Cincinnati \$1,500. All three fines were for failing to maintain a complete political file.

The agency sent a letter of admonition to WSTR-TV in Dallas-Fort Worth for vio-

lating the lowest unit charge statute by failing to include bonus spots in calculating its lowest unit charge. Nine letters of caution were sent to various radio and TV stations in Cincinnati, Dallas-Fort Worth, Philadelphia, Portland, and San Francisco. The stations were cautioned for failing to disclose information regarding discount privileges available to commercial advertisers. One station was also cautioned about its policy of limiting the amount of time federal candidates could buy.

### BON MOT

If at first you don't succeed, you're doing about average.

Anonymous

### The LPTV Report

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## Cable Opinion

continued from front page

"The station is an outgrowth of the cable system plan," Sheppard explained. "All of Channel 32's operations are handled by the staff of the cable company."

The arrangement has many advantages for Channel 32, Sheppard commented — an excellent tower location, a professional technical staff, and a first-rate production and sales staff. There is a healthy relationship between the cable system and the station.



Sheppard

### The Must-Carry Debate

However, the relationships between community broadcasters and cable operators — when they do not share management and staff — often resemble an alliance formed somewhere other than in heaven. Across the country, community broadcasters have struggled to get their channels carried on community cable systems. And several stations have taken their stories to the courts, usually charging the cable companies with anti-trust violations or restraint of trade.

That's where a must carry law that includes community broadcasters would help. Last January, the U.S. Senate passed its cable reregulation bill — S.12 — which included an amendment by Senator Wendell H. Ford (D-KY) granting must carry rights to LPTV stations that do local programming (see *LPTV Report*, February 1992, page 1).

The House is currently considering its own cable bill, H.R. 4850. An LPTV must carry amendment by Rep. Jim Slattery (D-KS) was not considered during markup last month by the House communications committee. Slattery plans to introduce an amendment when the full Commerce committee marks up the bill, possibly sometime this month.

### Issue Provokes Strong Feelings

Debate rages between parties on all sides of the issue — the community broadcasters who want cable carriage, the cable operators who resent being forced to carry a signal, and full power television broadcasters who fear the additional competition of community stations.

"I know this opinion is not held by a lot of LPTV broadcasters," Sheppard said, "but must carry is unconstitutional and will fail. It's been struck down before in the courts, and I think it will be struck down again."

Sheppard objected to the Community Broadcasters Association's effort to win must carry for LPTV stations. He fears

that by concentrating too much on this single issue, the CBA will end up harming the community television industry.

"The CBA could be working toward improving the quality of individual stations to make them more attractive to cable," he said. "After all the must carry business is over, where will the LPTV industry be?"

Sheppard believes that there are better, "friendlier," ways for LPTV broadcasters to gain cable carriage — improving their programming, for example. If the "product" is high quality, he says, cable will "buy."

### Other Cable/LPTV Broadcasters Agree

Greg Uhrin, of Concord, NH, operates Channel 13 (W13BG), a community broadcast station that signed on in January 1989. Channel 13 airs exclusively locally-produced programming that spans the spectrum from news shows and public interest programs to entertainment and sports.

Uhrin also runs an independent production company that is contracted to New Hampshire's Continental Cable and produces programming for the Yankee Cable Network. The deal, Uhrin said, leaves him more allied to the cable industry than to the community broadcasting business, even though Channel 13 is carried on two cable systems in that area.

Uhrin is not a cable operator, but his close relationship with the cable systems in his area allows him to see the must carry issue from the cable operators' point of view.

"My posture as an LPTV broadcaster is that we're wasting our time with must carry," he said. "If a station deserves it, it will get the coverage it needs."

"When you move into a community, the relationship between you and your cable system might be adversarial at first, but if you're providing programming that doesn't exist in that community, the cable system will want to carry you. That's why I find the whole must carry issue absurd."

### LPTV Stations Must Earn Carriage

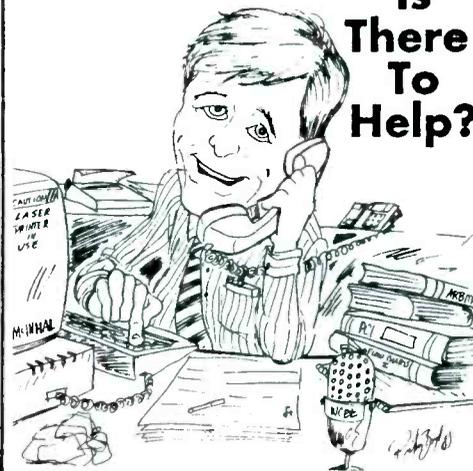
Uhrin added that his community broadcast operation, like many others across the country, was providing a good programming service. He feels that if his station's service is good and the programming is of good quality, cable operators won't have to be forced to carry his signal.

"We're concentrating on the issue of a delivery system when programming should be the major issue," he said. "If we're not a viable service and are not of value to the community, we're not going to be carried."

Phil De Sano is a member of the cable industry who has two community stations in New England. W23AS broadcasts in the Providence, RI area, while W53AT oper-

## How Good Is Your Station's Programming?

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De Sano was involved with Cox Cable Communications when it built several cable systems in Rhode Island. He still runs a small cable outfit called SkiSat, which provides sports and recreational programming for ski resorts in New Hampshire. Channel 53 is part of the SkiSat operation and its permit is owned by SkiSat.



De Sano

The local cable system and LPTV station should work together to serve the community, De Sano thinks. "Our LPTV station offers the opportunity to reach out to other resort communities in the area," he said. "The joint effort of the cable channel and the LPTV station can work very well."

De Sano echoed the opinions of the other LPTV/cable operators on must carry. "I'm against must carry. My interests are at opposite ends of the spectrum here, but I'm approaching the issue primarily as a cable operator, and I am against it."

"On the other hand, I can see how must carry is very important for the LPTV broadcasters," he added. "And I admit that I'm not deeply opinionated on it one

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way or the other because I'm involved in both industries and am really in a no-lose situation, personally."

**Must Carry Would Equalize Opportunity**

Brad Dobbs, station manager for Channel 43 (W43AV) in Waukesha, WI, was involved with the cable industry for 18 years, the last seven of them as manager of local community programming operations for cable giant American Television and Communications Corporation. He disagrees with the other cable/LPTV operators.



Dobbs

"Because of the service community broadcasting provides, and the source for local programming it represents," Dobbs said, "I think LPTV should have an even playing field. Must carry is needed to ensure that it remains a source for important local programming."

Dobbs expressed some surprise that any community broadcast operators would oppose must carry. "We in community broadcasting are doing what the original broadcasters were supposed to do," he explained. "We're directly serving the community."

The CBA has worked hard to organize community broadcasters from around the country into a group that the FCC and Congress will have to listen to.

John Kompas, a CBA director presently in charge of the association's government relations efforts, is a strong proponent of must carry.

"There are a number of things to be said here," he commented. "First, cable operators have argued that must carry is unconstitutional under the First Amendment, and that argument has been upheld twice by the courts.

**Compulsory License**

"But cable systems should keep in mind that the compulsory license which relieves them of copyright payments to the stations whose programming they carry was originally passed to balance

must carry obligations.

"If they enjoy compulsory license," Kompas insisted, "they should allow must carry. They can't have their cake and eat it, too."

Another issue Kompas raised was the struggle between cable systems and LPTV stations for local ad dollars.

"Cable operators have been and are in the habit of disconnecting a customer's outside receiving antenna when providing a cable hook-up. This makes it impossible for them to receive many over-the-air signals," he said. "The broadcaster at that point is at the cable operator's mercy.

"And if both the cable operator and the LPTV broadcaster sell ad time to the local market, there is a real disincentive for the cable operator to carry the LPTV, no matter what kind of programming it airs."

Kompas suggested that a cable operator would probably prefer to carry a full power station that airs national or regional ads than a community broadcaster who could compete for local advertising.

At this writing, H.R. 4850 is targeted for markup in the House Commerce Committee by mid-June, at which time Rep. Slattery is expected to offer his LPTV must carry amendment for a vote. The bill will probably come before the full House by early July.

The CBA has hired Jim Dunstan of the Washington, DC law firm, Haley Bader & Potts, to lobby House Commerce Committee members for the Slattery amendment.

Anne C. Rosenberger contributed to this story. 

**Fifth Interim ATV Report Out**

The Federal Communications Commission has released the main text of the Fifth Interim Report of the Advisory Committee on Advanced Television Services, which was adopted on March 24.

The complete report is available through the Downtown Copy Center in Washington at (202) 452-1422. 

**BON MOT**

**Luck: When opportunity and preparation meet.**

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**Program Book Lists New Shows For Fall**

A handy pocket-size reference just out lists the new shows to be introduced this fall by each of the three major networks, as well as Fox Broadcasting and ad-supported cable networks. The book also lists programs to be offered in first-run syndication.

Each entry includes a program title (or working title), the length and number of episodes, the production company, pro-

ducers, major cast members, and a synopsis of the plot or theme.

The entire reference is indexed in the back by program title, distributor or syndicator, studio or production company, and talent. Distributors' telephone numbers are provided, but not addresses.

The \$14.95 book is co-published by *Daily Variety*, Ventures in Media, and CanLib, Inc. and can be ordered by calling 1-800-552-3632. 

# Supplier Solo

## Is Solid State Worth The Price?

—by Gordon Allison

Community Television broadcasters must always balance projected revenues against the expenditure needed to acquire capital equipment such as a transmitter. Traditionally, the lower initial outlay for a tube type transmitter has made them more popular than their solid state counterparts.

However, if you are trying to decide between a conventional tube type transmitter and a new solid state design, there are several factors you should consider besides initial cost. These are:

- Remote controllability;
- Potential interference with other transmitter site users;
- Electrical power and other operating costs;
- Automatic output level control (ALC);
- Costs associated with loss of on-air time;
- Availability of on-site repair service.

**Remote Controllability:** First, let's compare the TTC XL1000 1 kW tube type transmitter with TTC's XLS1000 solid state transmitter. When you consider capabilities that are optional on the tube but standard equipment on the solid state, the price difference is narrowed.

A basic remote control interface is an option for the tube transmitter and sells for approximately \$1,200 while an extensive remote interface is included in the



TTC's XLS1000 solid state transmitter.

solid state. The solid state transmitter's remote metering allows each output transistor's voltage and current to be monitored if there is a master alarm indicating a transmitter problem. With a battery back-up system on the remote control, you can even call up the site if there is a power failure to monitor site parameters as well as transmitter status.

**Potential Interference:** Most community TV transmitters are installed at sites with existing RF equipment. The site operators are concerned that your equipment, being ten times more powerful than theirs, will cause intermodulation and desense problems. "Desense" is the effect of a nearby transmitter on a receiver which reduces the receiver's input sensitivity. Intermodulation products occur when one transmitter's output is received by a second transmitter, creating sum and difference signals (intermods) which could result in an FCC fine against the operator.

The 2 kW isolator used in the TTC solid state transmitter eliminates intermodulation problems. In addition, the bandpass filter ensures that out-of-channel signals will be attenuated below any level that would cause desensing in the two-way radio receivers. The tube transmitter, however, may require that you add an isolator kit if you want to install the transmitter near other RF equipment. This kit costs approximately \$3,500.

**Operating Costs:** The average cost for electrical power in the United States is approximately 6.5¢ per kilowatt-hour. If a tube transmitter and TTC's solid state transmitter are compared, TTC's solid state unit will save its owner approximately \$470 per year in electrical power cost. Over a ten-year life, this can add up to \$4,700 in today's dollars.

Tube replacements cost about \$4,500 each, so the price difference between a tube and solid state transmitter amounts to less than two replacement tubes. If tubes last approximately two years each, you may ask, "Why wait for a four-year payback on a solid state transmitter?"

**Automatic Output Level Control:** But suppose on a Saturday morning your tube fails prematurely. You can most likely find a contract engineer who knows how to do the RF patching on your TTC tube transmitter, and you can connect the driver directly into the antenna and make 30 watts of transmitter output power.

Compare this to the XLS-1000 solid state transmitter where there are 16 output devices in parallel and enough reserve output power that the Automatic Level Control (ALC) can easily compen-

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sate for one or two transistor failures, keeping you on the air at the full 1 kW power level. How much will you save in operating costs if you do not have to pay an engineer overtime weekend rates to get you back on the air?

How about a wintery night when an ice storm coats you with half an inch of radial ice? An XL1000 tube transmitter will continue to operate until the reflected power limit is reached, and then it turns itself off to protect your tube from catastrophic failure due to high reflected power (VSWR). The XLS1000 solid state, on the other hand, will gradually reduce output power (foldback) as the ice continues to accumulate, no matter how much ice is involved. It protects itself from damage but still keeps your signal on the air.

Suppose someone decides to use your antenna system for target practice? You could have a catastrophic RF system failure on your hands. In this situation, you do not want the transmitter to continue producing power because it will sustain any arcing that the bullet damage may have caused and exacerbate the damage. In addition, the arcing may cause spurious emissions which could be grounds for an FCC fine. But with an XLS-1000, you're safe. Its ALC circuit will detect the antenna failure and immediately shut down, eliminating the arc and the spurious emissions.

*continued*

## What's Going On

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

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

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

**November 10-14, 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.

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

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

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

**Loss of Air Time:** How important is reliability to the cable companies who depend upon your signal? For some cable companies, the shortest interruption or smallest degradation justifies removing your signal. But TTC's solid state transmitter has "soft failure" characteristics. This means that the transmitter will attempt to stay on-air at the highest power levels possible, despite any internal system failure.

With TTC's soft-fail solid state design, multiple failures can be handled without interrupting your on-air signal. For example, suppose both air handling fans fail in the XLS1000. The vertical module design allows convective air flow and you will be given an alarm before the ALC controller reduces power to keep the transistors from overheating. Should the blower in a tube transmitter fail, the transmitter will generally operate for a minute or so until the thermostat shuts the transmitter off. This is not the way to build audience loyalty.

**Parts and Service Issues:** If you compare other solid state transmitters with TTC's XLS1000, you will find that some use packaged switchmode DC power supplies. Should one of these fail, you have several options. One, you can remove the power supply and return it to the manufacturer for repair, resulting in considerable time off-air. Two, you can stock a spare and hope you have no more than one failure until you get a replacement supply.

Three, you can attempt to repair the failed supply. Switchmode power supplies require dual trace oscilloscopes, external bench power supplies, and pulse generators for repair. Few community TV stations are fortunate enough to have that type of

test and repair facility.

But TTC uses simple analog components which in many cases are available from local electronics parts suppliers such as Radio Shack. With a voltmeter, you at least have a shot at making the repairs yourself. Best of all, you can do it at your leisure and not on weekend overtime rates.

Some transmitters use inexpensive muffin fans to cool the amplifier trays. These fans have notoriously short lives. In the case of horizontal transistor mounting arrangements, a fan failure practically guarantees that the amplifier will shut down due to overheating.

**Other Factors:** Other things to be considered in choosing a transmitter include lightning protection, aural power output, and self-protected design.

Lightning-induced power line voltage surges can destroy a transmitter. TTC's experience has shown that a rugged, resonant power supply is the most reliable for broadcast service. In addition to suppressing voltage transients and surges, it provides line voltage regulation which is important for those sites far removed from the AC power grid's distribution transformer. The XLS1000 has a DC path so that the output coupling loop can discharge static build-up from thunderstorms. A 1 kW isolator diverts lightning-induced RF into a dummy load, protecting the power output devices.

Tube transmitters have the potential for high-voltage arcing caused by corrosion and lowered air dielectric voltage. The low voltages used in the TTC solid state design eliminate this problem.

Some transmitters have 5% aural as the standard sound output. TTC has a full 10% aural as standard, which is more

than adequate for BTSC stereo.

Since the TTC transmitter uses internal multiplexing, the cabinet contains the complete transmitter. Externally diplexed transmitters usually require cavities and coaxial components to be mounted above the cabinet in order to combine the aural and visual RF signals. Internal multiplexing saves installation time, and the transmitter is always fully factory-tested before shipment.

TTC pioneered the use of UHF TV channels for studio-to-transmitter link (STL) service. It is important to consider all of the costs involved in your transmission chain. STL can represent a significant part of the total RF package cost. TTC's dual input option could allow an earth terminal to be co-located with the transmitter in an area free of terrestrial microwave interference and yet permit the studio to switch the transmitter to the translator mode using the STL.

Sometimes low initial equipment costs can blind a buyer to higher operating costs. But to make sure of making the best choice, you need to examine and evaluate the total system, weighing hardware costs against operating and repair expenses to arrive at the true cost of ownership. TTC has been in the LPTV and translator businesses for 25 years, and we can help you optimize your equipment package to best suit your broadcast needs and operating budget.

*Gordon Allison is television products manager for Television Technology Corporation, a Colorado transmitter manufacturer. For further information, contact either Allison or Jim Burns, television marketing manager, at (303) 665-8000, extension 456.*

CBP

# Supplier Side

**Riser Bond Instruments** has introduced the Model 1220 TDR, cable fault locator. Model 1220 is a multi-purpose Metallic Time Domain Reflectometer used to pinpoint and identify defects in two-conductor cable.

The 1220 can detect faults up to 65,000 feet within .01%. An exclusive automatic cursor placement feature, waveform storage/comparison, and a multi-level function noise filter combine to make the 1220 a powerful and versatile TDR.

The compact ten-pound unit can be used for troubleshooting tower, aerial, and underground cables, as well as cables in conduits, on reels, and behind finished walls.

**Circle (118) on ACTION CARD**

The lowest cost "prosumer" media controller on the market was recently introduced at the April NAB show. Clark, a new media controller from **Advanced Remote Technologies, Inc.** (ARTI), permits most camcorders, VCR's, or laserdisc recorders to interface with Macintosh, Amiga, or PC-based computers. When serially connected, Clark will control up to



The Clark, from ARTI.

16 video devices simultaneously. Compatible tape formats include Hi-8, VHS, Beta, 8 mm, and S-VHS.

Standard Clark hardware controls devices to the accuracy level of the device being controlled. Using ARTI's optional time code reader adaptor, Clark can also read SMPTE time code.

Clark as well as several other media synchronous control products from ARTI are being integrated into Toshiba's line of professional video and consumer products.

**Circle (125) on ACTION CARD**

**Andrew Corporation** has developed a new AL8 UHF antenna series for LPTV and

TV translator applications.

The AL8 series antenna can be ordered for channels 14-83 and comes standard with eight bays, an omni-directional pattern, null fill, and a 1 kW input power rating. Extremely lightweight, the AL8 antenna is slender, keeping tower loading to an absolute minimum. A tower attachment kit for top or side mounting is included.

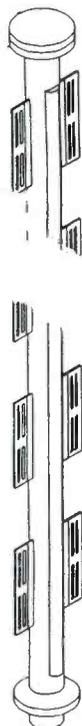
The company has also expanded its ALP-Series LPTV antenna line to include several new patterns. The ALP-WR offers a reduced back lobe wide cardioid pattern with a 220° beam width. Two new high gain cardioid antennas — the ALP-D and the ALP-T — and a 180° peanut pattern, the ALP-H, are suitable for narrow coverage requirements.

**Circle (129) on ACTION CARD**

**Ampex** has just announced its latest addition to the metal particle videotape line, the 398 MPX Mastering Series Beta-cam S/P videotape.

Each videocassette offers up to 94 minutes of play time. The high frequency capability of metal particle tape provides better bandwidth and allows video recording at higher carrier FM frequency. A spool-hub bearing button mounts to the

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- Competitive pricing

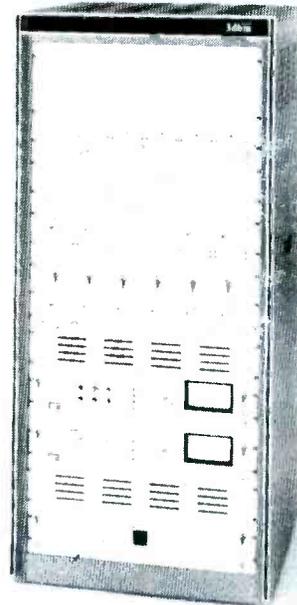
## 3dbm

### Solid State Transmitter

3dbm, a recognized leader in specialized military ground and airborne systems for over 25 years, introduces the Model 800, Solid-State, Low Power Television Transmitter. The Model 800 utilizes the latest in state-of-the-art solid state technology. It accepts video and audio inputs from virtually any source, and transmits at any standard UHF or VHF channel.

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**Circle (75) on ACTION CARD**

cassette shell rather than to the window for greater stability; the precision, high-impact cassette mechanism improves durability; and an antistat is molded in to reduce dust attraction and avoid dropout buildup.

**Circle (127) on ACTION CARD**

**Panasonic Broadcast and Television Systems** has introduced two new S-VHS VCR's for flexible multi-media operations.

The AG-7350R S-VHS Hi-Fi VCR features an RS-232C serial interface as standard. This interface allows up to 32 VCR's to be daisy-chained to a PC for a wide range of multi-media applications. The VCR features laminated amorphous video heads for improved picture quality, and four-channel audio via two Hi-Fi and two linear channels with Dolby noise reduction.

Additional features include jog capability, a 17-step shuttle dial with variable forward and reverse speeds from 1/25x to 11x, and sensor recording and linear time code capabilities. For smooth operation and convenient quick response, a full-loading tape mechanism offers "stop" to "play" mode with the picture on screen in less than two seconds.

Panasonic's AG-7355R S-VHS Hi-Fi VCR provides the same broad spectrum of features as the AG-7350R, with RS-232C serial interface standard, but adds digital frame memory for stable full-frame stills.



*The new AG-7350R (top) and AG-7355R S-VHS Hi-Fi VCR's from Panasonic.*

Suggested list prices are \$3,000 and \$3,700, respectively.

**Circle (132) on ACTION CARD**

Solve your cable stripping problems with the "15-Second Quick Strip" by **Canare**. The TS-Series coaxial cable stripper features specially hardened steel blades and adjustable cutters that fit most common coax cable types. Just insert the cable, rotate the tool, and pull out the stripped cable. The ergonomic design makes the process easy and fast.



*Canare's "Quick Strip" cable stripper.*

The inexpensive tool can be used more than 1,000 times.

**Circle (136) on ACTION CARD**

The AMP-0.9 is the latest addition to **Wohler Technologies'** line of rackmount audio monitors.



*The AMP-0.9 audio monitor from Wohler Technologies.*

Housed in a compact one rack-unit package, the AMP-0.9 may be used for stereo or fully discrete two-channel operation. Each channel is equipped with both unbalanced RCA and balanced XLR inputs, a 10-watt power amplifier section, an output limiter, and a 5" wide-range transducer mounted in a 90° baffle. Each channel has a volume control; and a stereo headphone jack is standard.

Available options include 10-segment LED level meters, ganged volume control with balance, loop-through XLR line outputs, and 1/4" output jacks for external speakers.

The new AMP-0.9 is suitable for a wide range of non-critical broadcast applications. Professional user net price is \$515.

**Circle (137) on ACTION CARD**

## Supplier Shorts

Cablewave Systems announces that Robert Luke has joined the company as broadcast sales manager. Luke's responsibilities include supporting the company's expanding network of domestic and international distributors, OEM's, and end users.

Luke will be based in Kingston, PA and will coordinate the activities of his office with those of the North Haven, CT corporate office and staff of Bill Meola, Cablewave's national broadcast sales manager.

• • •

JVC Professional Products Company has appointed Sidney Rivenbark district sales representative for North Carolina, South Carolina, and Georgia. Rivenbark will be responsible for JVC's professional video and audio products sales in the three states.

• • •

Pesa, Inc., a Spanish broadcast electronics company with engineering and manufacturing facilities in the U.S. and Spain, has acquired 81% of the outstanding common stock of Chyron Corporation — which filed for reorganization under Chapter 11 of the bankruptcy code last December. The Spanish company also acquired a convertible note for 25 million additional shares.

The Chyron Group — which comprises Chyron, DSC, CMX, and Aurora — designs, manufactures, and markets digital electronic graphics equipment and systems; computer-assisted video, film, and audio editing systems; special effects equipment; and paint and animation systems for the broadcast TV, cable, video production, post-production, and industrial markets.

## New Law Protects Disabled In The Workplace

On January 26, the Americans with Disabilities Act (ADA) of 1990 went into effect. The Act prohibits employment and other discrimination against people with disabilities and covers all employers with 15 or more full-time employees. Smaller employers — such as most LPTV broadcasters — with fewer than 25 employees have until July 26, 1994 to comply.

The Act protects anyone with a physical or mental impairment that substantially limits one or more of his or her major life activities, such as walking. Also protected are persons with communicable diseases such as AIDS or the HIV virus, those recovering from drug or alcohol addiction, and anyone regarded as being disabled, whether or not they are in fact limited in

the performance of their jobs.

However, the Act's protection may be invoked only by persons who are qualified to do the particular job for which they are applying.

A second part of the Act requires the owners of places of "public accommodation" to make them accessible to the disabled. Public accommodations include most privately owned businesses that serve the public. For example, a public tour of a commercial facility would serve to qualify the portion of the facility that is open to the public as a place of public accommodation.

A copy of the Act may be obtained from any local Equal Employment Opportunity office.

# ...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.

K59DH Little Rock, AR. Talley Television Corporation, 4/17/92.

W36AJ Jacksonville, FL. Neighborhood Broadcasting Services, 4/16/92.

W61BX Grand Rapids, MI. Good News Television, Inc., 4/16/92.

K34DG Willmar, MN. UHF Television, Inc., 4/16/92.

K38CV Willmar, MN. UHF Television, Inc., 4/16/92.

## LPTV LICENSE RENEWALS

The following LPTV station received its license renewal on the date shown. Station call sign, location, and the name of the licensee are also given.

K08IW Dutch Harbor, AK. Unalaska Community Television, 4/10/92.

## NEW LPTV CONSTRUCTION PERMITS

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

K17DI Crowley Lake, CA. Mono County Service Area #1, 5/4/92.

K19DI Crowley Lake, CA. Mono County Service Area #1, 5/4/92.

K16CW Hanford, CA. Eduardo & Rosa Caballero, 4/23/92.

K20DR San Luis Obispo, CA. J. Christian Damon, 4/16/92.

K62EF Honolulu, HI. Jose Castellanos, 4/23/92.

K67FR Wichita, KS. Brian N. Benschoter, 4/15/92.

K32DM Trout Creek, MT. Trout Creek/Noxon/Heron TV District, 4/28/92.

K17DD Albuquerque, NM. Max A. Trevino, 4/16/92.

K54DV Carlin, NV. Carlin Television District, 4/28/92.

K05MK Elko, NV. Elko Television District, 4/10/92.

W47BM Rochester, NY. Global Broadcasting, 4/15/92.

K25EP Newport, OR. A. B. Herman, 4/30/92.

K40DO Sisseton, SD. Mountain TV Network, Inc., 4/23/92.

K39DJ Corpus Christi, TX. James D. Morgan, 4/16/92.

K17DE Uvalde, TX. Fourth Man Center, dba Fourth Man TV, 4/28/92.

K41DH Victoria, TX. Perspective Communications, Inc., 4/23/92.

W51BW Richmond, VA. James D. Morgan, 4/23/92.

W04CT Richmond, VA. Commonwealth Broadcasting, 4/16/92.

## ASSIGNMENTS AND TRANSFERS

W58BK Naples, FL. Voluntary assignment of permit granted from Suncoast Television, Inc. to Trinity Broadcasting Network, 4/15/92.

W48AY Oldsmar, FL. Voluntary assignment of permit granted from Ronald J. Gordan to ZGS Broadcasting, Inc., 1/23/92.

K16CQ Twin Falls, ID. Voluntary assignment of permit granted from The Little TV Station to Trinity Broadcasting Network, 5/5/92.

W36AR Lafayette, IN. Voluntary assignment of permit granted from CPM Broadcasting Company to Trinity Broadcasting Network, 5/1/92.

W51BT Marion, IN. Voluntary assignment of permit granted from ACTS of Marion, Inc. to IWU Com-

munications, Inc., 4/14/92.

K15DC Appleton, MN. Voluntary assignment of license granted from Rural Western UHF TV Corporation to Prairieview TV, Inc., 4/20/92.

K17CS Appleton, MN. Voluntary assignment of license granted from Rural Western UHF TV Corporation to Prairieview TV, Inc., 4/20/92.

K19CW Appleton, MN. Voluntary assignment of license granted from Rural Western UHF TV Corporation to Prairieview TV, Inc., 4/20/92.

K47CO Reno, NV. Voluntary assignment of permit granted from K-Fun Television, Inc. to Kidd Communications, 4/10/92.

W08CJ Glens Falls, NY. Voluntary assignment of license granted from Grich Broadcasting Corporation to Grich Broadcasting Corporation, Debtor-In-Possession, 5/5/92.

W26AJ Glens Falls, NY. Voluntary assignment of permit granted from Grich Broadcasting Corporation

to Grich Broadcasting Corporation, Debtor-In-Possession, 5/5/92.

W06BK Findlay, OH. Voluntary assignment of license granted from Seeway Broadcasters to Findlay TV Corporation, 4/16/92.

K65DW Austin, TX. Voluntary assignment of permit granted from Channel America LPTV License Subsidiary, Inc. to Nicholas Communications Corporation, 4/15/92.

K51BX Woodrow, TX. Voluntary assignment of license granted from Ronald, J. Gordan to ZGS Broadcasting, Inc., 1/23/92.

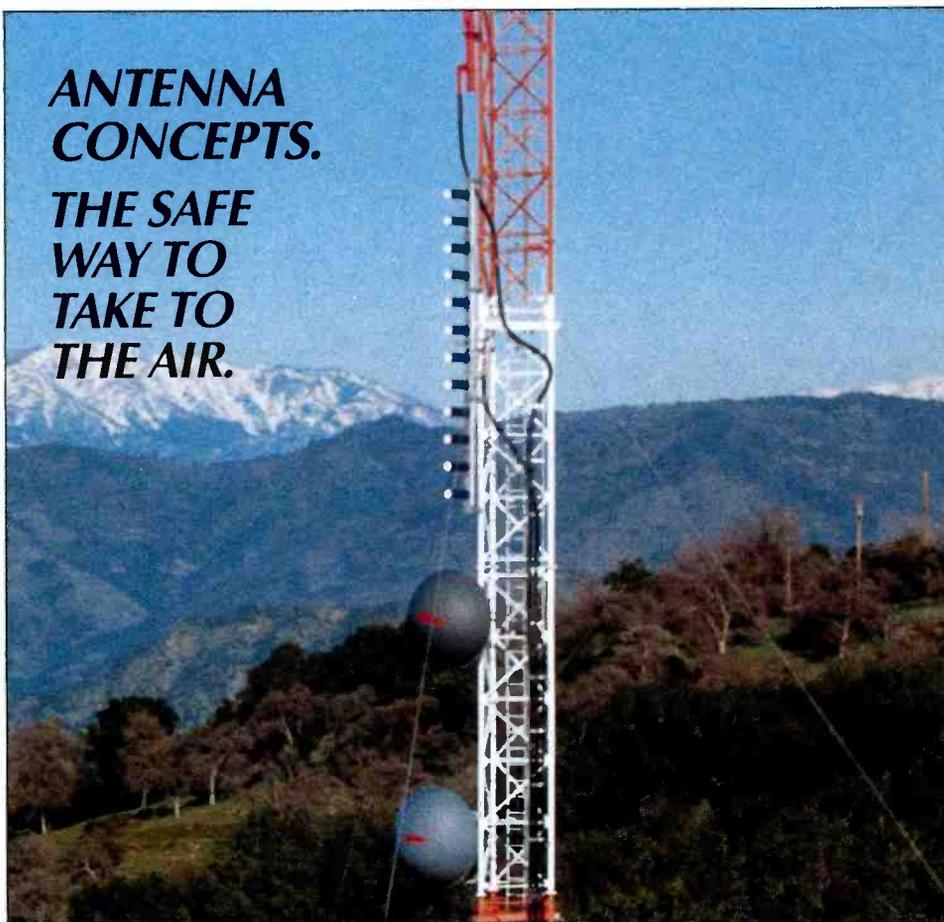
## CHANGES OF COMMUNITY

W41BF Miami, FL. Sherjan Broadcasting Co., Change of principal community granted from Coral Gables, FL to Miami, FL on 4/7/92.

W23AT Mokena, IL. N. W. Suburban Communica-

## ANTENNA CONCEPTS.

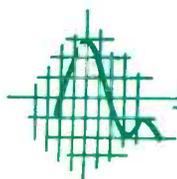
## THE SAFE WAY TO TAKE TO THE AIR.



It's a fact. Today's broadcast environment hasn't room for "near misses." Survival hinges on: (1) getting a powerful signal right on target, (2) minimizing costs, and (3) using reliable equipment — backed by in-depth support.

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tions, Inc. Change of principal community granted from Mokena, IL to Chicago, IL on 5/1/92.

#### CANCELLATIONS

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

- W08DD Mobile/Navco, AL. Lonnie James, 4/28/92.
- K18CQ Aspen, CO. Steamboat Broadcast Systems, Inc., 4/28/92.
- K02NZ Pueblo/Blende, CO. Susan Webb, 4/28/92.
- W60BQ Daytona Beach, FL. Neal L. Andrews, Jr., 4/28/92.
- W56CR Hudson, FL. Alfred O. Bonati, 4/28/92.
- W09BI Tallahassee, FL. Associated Christian TV System, Inc., 4/28/92.
- W44AF Augusta, GA. Neighborhood Broadcasting Services, Inc., 3/30/92.
- W60BO Brunswick, GA. Neighborhood Broadcasting Services, Inc., 3/30/92.
- K35DB Kailua, HI. Alegria Broadcasting Corporation, 3/30/92.
- K52DQ Wailuku, HI. Bar Broadcasting, 5/1/92.
- K13VP Rigby, ID. Ambassador Media Corporation, 4/28/92.
- W50BG Alton, IL. Community Broadcasting Corporation, Inc., 4/28/92.
- W05BW Fort Wayne, IN. Patrick J. Sheppard, 4/1/92.
- K34CP Dodge City, KS. Clear Channel Television, Inc., 4/28/92.
- K68DN Tyro, KS. Mountain TV Network, Inc., 4/28/92.
- W13CO Lexington, KY. James Worrall, 4/28/92.
- W66BP Natchez, MS. Black Media Associates, 4/28/92.
- K69GE Fargo, ND. Janet Roberts, 4/28/92.
- K69GA Albuquerque, NM. Coronado Communications Company, 4/28/92.
- K33BL Las Vegas, NM. David Kahn, 3/30/92.
- W69CH Hammond, NY. Videolink, 5/1/92.
- W57AZ Hampton Bays, NY. Lawrence P. O'Daly, 3/26/92.
- W32AW Cincinnati, OH. James Worrall, 4/28/92.
- K56EO Edmond, OK. Gerald Brothers, Jr., 4/28/92.
- K68DO Eufaula, OK. Retherford Publications, Inc., 5/1/92.
- K59DW Chiloquin, OR. Kurt Petersen, 5/1/92.
- K61FG Chiloquin, OR. Quentin L. Breen, 4/28/92.
- K65EX Chiloquin, OR. Quentin L. Breen, 4/28/92.
- K67FB Chiloquin, OR. Quentin L. Breen, 4/28/92.
- K69GC Chiloquin, OR. Quentin L. Breen, 4/28/92.
- W05BX Harrisburg, PA. Clarabelle F. Boone, 4/28/92.
- W32AO Pittsburgh, PA. Domsat of Pennsylvania, Inc., 5/1/92.
- K59EG Bryan, TX. Quanta Communications, 4/28/92.
- K58CA San Antonio, TX. Channel America LPTV License Subsidiary, 4/20/92.
- W42BL South Boston, VA. Charles Evette Beaver, 3/30/92.
- W13CJ Burlington, VT. Susan Webb, 3/30/92.

#### LPTV LOTTERY WINNERS

The following are tentative selectees of the LPTV/translator lottery held on May 6, 1992. If no petitions to deny the selectees are filed, and if they are otherwise qualified, they will be granted construction permits.

- Ch. 30 Birmingham, AL. Park Broadcasting Company.
- Ch. 38 Huntsville, AL. Kaye Arwood.
- Ch. 31 Phoenix, AZ. Rauf-Infante, Jr.
- Ch. 62 Bainbridge, GA. The Bainbridge Post-Search Light, Inc.
- Ch. 49 Hilo, HI. Alegria Broadcasting Corporation.
- Ch. 41 Twin Falls, ID. Mountain TV Network, Inc.
- Ch. 68 Lafayette, LA. Adventures In Media.

## BE-TV Charges "Hostile Takeover" By Uplink Provider

At noon on May 6, the programming of LPTV network, BE-TV, was suddenly preempted by its uplink provider, Teleport Denver, and replaced by the American Family Entertainment Network. Teleport Denver is a partial owner of American Family Entertainment Network.

According to Bob Barton, president of BE-TV, American Family has emulated BE-TV "to the nth degree." Barton said it appears to him that American Family Entertainment is using BE-TV tapes with the logos edited out. In a memo to BE-TV affiliates, Barton called the incident a "hostile takeover" by American Family.

Earl Marshall, manager of satellite sales

for American Family Entertainment, denies that the programming is BE-TV's, even though the format is similar. Both networks are claiming ownership of the programming tapes, most of which are films in the public domain.

Marshall acknowledged the preemption but declined to give a reason. Barton did volunteer that BE-TV owes money to Teleport Denver.

BE-TV was resurrected on May 11 as WBE, a satellite network billing itself as "a World of Better Entertainment." WBE is now being relayed 12 hours a day from Spacenet 1, channel 24v, 120° west. **CBP**

- Ch. 45 Grand Forks, ND. Impact Television Group, Inc.
- Ch. 49 Grand Forks, ND. Anthony Easton.
- Ch. 20 Omaha, NE. Joseph Alfred Smith.
- Ch. 65 Omaha, NE. K. Sandoval Burke.
- Ch. 33 Arecibo, PR. Miguel Rivera.
- Ch. 67 Mayaguez/Anasco, PR. Evelyn Rivera.
- Ch. 54 Providence, RI. Assal Broadcasting Company.
- Ch. 19 Dallas, TX. Jeff Markowitz.
- Ch. 16 Killeen, TX. Agustin Torres, Jr.
- Ch. 66 Suffolk, VA. WAVY Television, Inc.
- Ch. 39 Moses Lake, WA. Melvin L. Kimmel.

#### 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 May 13, 1992.

#### New Stations

- Ch. 41 Anchorage, AK. GreenTV Corporation.
- Ch. 18 Fairbanks, AK. GreenTV Corporation.
- Ch. 8 Glennallen, AK. Paul Kildal.
- Ch. 5 Juneau/Douglas, AK. Channel 5, Juneau.
- Ch. 11 Nome, AK. Keith Winslow.
- Ch. 43 Decatur, AL. Charlie J. Ezell.
- Ch. 30 Eufaula, AL. Samuel M. Mims, Jr.
- Ch. 65 Eufaula, AL. Paul John Crane, Sr.
- Ch. 61 Montgomery, AL. David Collins.
- Ch. 59 Russellville, AL. Unity Broadcasting, Inc.
- Ch. 40 Batesville, AR. Gordon C. Liddy.
- Ch. 57 Batesville, AR. Donald D. Lofdahl, Trust.
- Ch. 61 Batesville, AR. Charles O. Keen.
- Ch. 61 Batesville, AR. Jimmy D. Foremark.
- Ch. 61 Little Rock, AR. David J. Gans.
- Ch. 32 Pine Bluff, AR. Broadcasting Systems, Inc.
- Ch. 54 Searcy, AR. Sairk Broadcasting, Inc.
- Ch. 15 Springdale, AR. Ph Broadcasting, Inc.
- Ch. 49 Bullhead City, AZ. MW TV, Inc.
- Ch. 59 Bullhead City/Riviera, AZ. People's Communications.
- Ch. 39 Lake Havasu City, AZ. MW TV, Inc.
- Ch. 1 Lake Havasu City, AZ. MW TV, Inc.
- Ch. 28 Payson, AZ. Central State Communications.
- Ch. 56 Phoenix, AZ. Simon, Inc.
- Ch. 20 Bridgeport, CA. Bennett Kessler.
- Ch. 25 Bridgeville/Swains Flat, CA. Fortuna Economic Development Corporation.
- Ch. 31 California City, CA. John Phalen.
- Ch. 21 Chico, CA. Sainte Limited.
- Ch. 15 Crowley Lake/Long Valley, CA. Mono County Service Area #1.
- Ch. 38 Crowley Lake/Long Valley, CA. Mono County Service Area #1.
- Ch. 42 El Centro, CA. Valley TV 4.
- Ch. 68 El Centro, CA. Valley TV 4.
- Ch. 45 Freshwater, CA. California-Oregon Broadcasting, Inc.
- Ch. 32 Independence, CA. Bennett Kessler.

- Ch. 19 Indio, CA. Communications Programming Agency.
- Ch. 19 Lompoc, CA. Eduardo & Rosa Maria Caballero.
- Ch. 42 Morro Bay, CA. Central Coast Good News, Inc.
- Ch. 65 Riverside, CA. Louis Martinez.
- Ch. 21 Santa Barbara, CA. Costa Del Oro Television, Inc.
- Ch. 38 Santa Monica, CA. Atrium Broadcasting Company.
- Ch. 51 South Eureka/Loleta, CA. California-Oregon Broadcasting, Inc.
- Ch. 41 Del Norte/South Fork, CO. South Fork TV Association.
- Ch. 16 Grand Junction, CO. Victory Communications, Inc.
- Ch. 45 Pueblo, CO. Beta Broadcasting, Inc.
- Ch. 48 Sapinero, CO. Gunnison County Metropolitan Recreation District.
- Ch. 23 Sweetwater Creek, CO. Garfield County.
- Ch. 21 Deland, FL. Thomas David Kemp.
- Ch. 18 Fort Myers, FL. American Coastal TV Network, Inc.
- Ch. 60 Jacksonville, FL. Valuevision International, Inc.
- Ch. 21 Pompano Beach, FL. Gerald Cohen.
- Ch. 47 Sarasota, FL. American Coastal TV Network, Inc.
- Ch. 59 Tallahassee, FL. David Chew.
- Ch. 67 Tallahassee, FL. David Collins.
- Ch. 36 Augusta, GA. Dove Broadcasting, Inc.
- Ch. 2 Camilla, GA. Mitchell County Television.
- Ch. 18 Eastman, GA. Carl L. Gillis, Jr.
- Ch. 19 McRae, GA. Carl L. Gillis, Jr.
- Ch. 61 Metter, GA. Carl L. Gillis, Jr.
- Ch. 33 Swainsboro, GA. Carl L. Gillis, Jr.
- Ch. 64 Kaim, HI. Mountain TV Network, Inc.
- Ch. 25 Lahaina, HI. Family Entertainment Network, Inc.
- Ch. 33 Lahaina, HI. Family Entertainment Network, Inc.
- Ch. 43 Lahaina, HI. Family Entertainment Network, Inc.
- Ch. 4 Lahaina, HI. Family Entertainment Network, Inc.
- Ch. 38 Cedar Rapids, IA. Lasandra Morrow.
- Ch. 34 Dubuque, IA. R. B. Sheldahl.
- Ch. 20 Mason City, IA. Douglas Sheldahl.
- Ch. 35 Sioux City, IA. Independent Communications, Inc.
- Ch. 38 Sioux City, IA. Douglas Sheldahl.
- Ch. 14 Boise, ID. Jose Rodriguez.
- Ch. 4 Challis, ID. Ambassador Media Corporation.
- Ch. 31 Coolin, ID. Priest Lake Translator District.
- Ch. 51 Coolin, ID. Priest Lake Translator District.
- Ch. 18 Hailey, ID. Ida Tours, Inc.
- Ch. 23 Malta, ID. State Board of Education.
- Ch. 52 Montpelier, ID. Bear Lake County TV District.
- Ch. 54 Montpelier, ID. Bear Lake County TV District.
- Ch. 61 Pocatello, ID. The Post Company.
- Ch. 21 Champaign, IL. Yoneide Dinsey.

- Ch. 63 Champaign/Urbana, IL. Specchio Developers, Ltd.  
 Ch. 24 Flora, IL. H & R Communications, Inc.  
 Ch. 25 Freeport, IL. All American TV, Inc.  
 Ch. 40 Quincy, IL. Three Angels Broadcasting Network.  
 Ch. 13 Washington, IL. HSN Broadcasting LPTV, Inc.  
 Ch. 11 Evansville, IN. Randolph Victor Bell.  
 Ch. 49 Fort Wayne, IN. David Collins.  
 Ch. 19 Caney, KS. Halina Van Voorhis.  
 Ch. 21 Caney, KS. Halina Van Voorhis.  
 Ch. 25 Caney, KS. Halina Van Voorhis.  
 Ch. 29 Caney, KS. Halina Van Voorhis.  
 Ch. 54 Caney, KS. Halina Van Voorhis.  
 Ch. 56 Caney, KS. Irvin L. Boeskool Money Purchase, PT.  
 Ch. 58 Caney, KS. D.J. Standley.  
 Ch. 62 Caney, KS. Audrey B. Tellefsen.  
 Ch. 64 Caney, KS. Neil M. & Jean L. Cusick.  
 Ch. 36 Kiowa, KS. Becker Broadcast Systems.  
 Ch. 15 Manhattan, KS. Montgomery Publications, Inc.  
 Ch. 53 Wichita/Hutchinson, KS. River City Broadcasting Corporation.  
 Ch. 24 Corbin, KY. Milton D. & Diana Lynn Stark.  
 Ch. 64 Corbin, KY. Brewer Family Trust.  
 Ch. 15 Mayfield, KY. Dr. David L. Grimes.  
 Ch. 19 Alexandria, LA. Inspiration TV of Southern Oregon, Inc.  
 Ch. 59 Alexandria/Pineville, LA. R.J.V. Broadcasting, Inc.  
 Ch. 51 Lakes Charles, LA. National Minority TV, Inc.  
 Ch. 27 Monroe, LA. Victory Communications, Inc.  
 Ch. 4 Ocean City, MD. Ocean 4 Broadcasting Association.  
 Ch. 10 Ocean City, MD. Ocean City TV Associates.  
 Ch. 11 Ocean City, MD. Ocean 11 Broadcasting Association.  
 Ch. 22 Ocean City, MD. Ocean 22 Broadcasting Association.  
 Ch. 60 Ocean City, MD. Ocean 60 Broadcasting Association.  
 Ch. 69 Ocean City, MD. Ocean 69 Broadcasting Association.  
 Ch. 38 Salisbury, MD. Salisbury Educational Broadcasting Foundation.  
 Ch. 21 Farmington, ME. Craig Ministries, Inc.  
 Ch. 21 Machias, ME. Craig Ministries, Inc.  
 Ch. 17 Madwaska, ME. Craig Ministries, Inc.  
 Ch. 20 Portland, ME. Robert H. Ruark.  
 Ch. 22 Portland, ME. Robert H. Ruark.  
 Ch. 62 Portland, ME. Robert H. Ruark.  
 Ch. 22 Crystal, MI. Omnivision.  
 Ch. 26 Crystal, MI. Omnivision.  
 Ch. 51 Crystal, MI. Mid-Michigan Wireless.  
 Ch. 55 Crystal, MI. Mid-Michigan Wireless.  
 Ch. 63 Crystal, MI. Mid-Michigan Wireless.  
 Ch. 67 Sault Sainte Marie, MI. Inspiration TV of Southern Oregon, Inc.  
 Ch. 40 Traverse City, MI. GRK Productions Joint Venture.  
 Ch. 50 Traverse City, MI. Mark Evans.  
 Ch. 14 Breezy Point, MN. Lakes Broadcasting Group, Inc.  
 Ch. 26 Ely, MN. Margie P. Reed.  
 Ch. 56 Ely, MN. Jeanne A. Larson.  
 Ch. 60 Ely, MN. Lyn R. Guin.  
 Ch. 62 Ely, MN. Lyn R. Guin.  
 Ch. 64 Ely, MN. Reed Boys Trust.  
 Ch. 66 Ely, MN. Reed Boys Trust.  
 Ch. 40 Hibbing, MN. Warren F. Mogel.  
 Ch. 50 La Crescent, MN. White Eagle Partnership.  
 Ch. 49 Morris, MN. Televue Systems of Minnesota.  
 Ch. 5 Branson, MO. Lorianne Crook-Owens.  
 Ch. 19 Branson, MO. New Life Evangelistic Center, Inc.  
 Ch. 57 Eldridge/Lebanon, MO. Lawrence E. Burns.  
 Ch. 63 Eldridge/Lebanon, MO. Lakewood Orthodontics, P.C.  
 Ch. 65 Eldridge/Lebanon, MO. Robert Hitt & Monti R. Durham.  
 Ch. 67 Eldridge/Lebanon, MO. Anthony J. Marra.  
 Ch. 69 Eldridge/Lebanon, MO. Ann Miller.  
 Ch. 36 Joplin, MO. New Life Evangelistic Center, Inc.  
 Ch. 17 Scott City, MO. New Life Evangelistic Center, Inc.  
 Ch. 56 Springfield, MO. New Life Evangelistic Center, Inc.  
 Ch. 60 Springfield, MO. New Life Evangelistic Center, Inc.  
 Ch. 16 Rota Island, MP. Guam Educational Telecommunications Corporation.  
 Ch. 14 Saipan Island, MP. Guam Educational Telecommunications Corporation.  
 Ch. 13 Grenada, MS. Dewey Sanford.  
 Ch. 31 Hattiesburg, MS. Sonlight Broadcasting Systems, Inc.  
 Ch. 20 Natchez, MS. Louis E. Jenkins, Jr.  
 Ch. 54 Natchez, MS. Ellen Baragona.  
 Ch. 64 Natchez, MS. Ellen Baragona.  
 Ch. 45 Tupelo, MS. WTVA, Inc.  
 Ch. 48 Arlee, MT. Salish Kootenai College.  
 Ch. 20 Belgrade, MT. Big Horn Communications, Inc.  
 Ch. 29 Florence, MT. Bitterroot Valley Public Television.  
 Ch. 45 Hot Springs, MT. Hot Springs TV District.  
 Ch. 42 Libby, MT. Flathead Valley Community.  
 Ch. 2 Seeley Lake, MT. Eagle Communications, Inc.  
 Ch. 25 Asheville, NC. Carolina Christian Broadcasting, Inc.  
 Ch. 53 Chapel Hill, NC. University Broadcasting Company.  
 Ch. 22 Elizabeth City, NC. WAVY Television, Inc.  
 Ch. 53 Fayetteville, NC. Tri-State Christian TV, Inc.  
 Ch. 54 Greenville, NC. Tri-State Christian TV, Inc.  
 Ch. 46 Jacksonville, NC. Local Television Association, Inc.  
 Ch. 52 Lumberton, NC. Tri-State Christian TV, Inc.  
 Ch. 63 Raleigh, NC. Jeffrey L. Hamilton.  
 Ch. 32 Reidsville, NC. Community Broadcasting Systems, Inc.  
 Ch. 55 Williamston, NC. Free Temple Ministries, Inc.  
 Ch. 35 Fargo, ND. R. B. Sheldahl.  
 Ch. 38 Garland, NE. J. Lewis Warren.  
 Ch. 40 Garland, NE. J. Lewis Warren.  
 Ch. 60 Garland, NE. J. Lewis Warren.  
 Ch. 56 Grand Island, NE. Hall County.  
 Ch. 62 Grand Island, NE. Hall County.  
 Ch. 18 Omaha, NE. Pappas Telecasting of the Midlands.  
 Ch. 14 Superior, NE. Robert E. & Rosalie T. Dettle.  
 Ch. 33 Superior, NE. Stephen Van Voorhis.  
 Ch. 38 Superior, NE. Stephen Van Voorhis.  
 Ch. 31 Caballo, NM. KGSW-TV, Inc.  
 Ch. 55 Datil, NM. Regents of the University of New Mexico- Albuquerque.  
 Ch. 26 Raton, NM. KOB-TV, Inc.  
 Ch. 26 San Jon, NM. Mars Media, Inc.  
 Ch. 31 San Jon, NM. KEDA TV.  
 Ch. 26 Santa Fe, NM. Regents of the University of New Mexico- Albuquerque.  
 Ch. 39 Santa Fe, NM. Regents of the University of New Mexico- Albuquerque.  
 Ch. 49 Taos, NM. Mountain TV Network, Inc.  
 Ch. 48 Tucumcari, NM. KGSW-TV, Inc.  
 Ch. 2 Beowawe, NV. Eureka County Television District #2.  
 Ch. 36 Beowawe, NV. Eureka County Television District #2.  
 Ch. 41 Deeth, NV. Elko Television District.  
 Ch. 59 Elko, NV. Elko Television District.  
 Ch. 67 Elko, NV. Elko Television District.  
 Ch. 13 Hawthorne, NV. Scott Becker.  
 Ch. 31 Las Vegas, NV. Simon, Inc.  
 Ch. 55 Las Vegas, NV. Mark Paretchan.  
 Ch. 62 McDermitt, NV. Humboldt County Television District.  
 Ch. 57 Mina/Luning, NV. Mineral Television District #1.  
 Ch. 29 Reno, NV. Simon, Inc.  
 Ch. 12 Buffalo, NY. Assal Broadcasting Company.  
 Ch. 42 Corning, NY. Inspiration TV of Southern Oregon, Inc.  
 Ch. 44 Ithaca, NY. R. B. Sheldahl.  
 Ch. 20 Massena, NY. National Minority TV, Inc.

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Ch. 31 Oneonta, NY. Kevin O'Kane.  
 Ch. 13 Rutland, NY. Renard Communications Corporation.  
 Ch. 46 Saratoga Springs, NY. Victory Communications, Inc.  
 Ch. 59 Syracuse, NY. National Minority TV, Inc.  
 Ch. 60 Syracuse, NY. Craig L. Fox.  
 Ch. 27 Utica, NY. Saul's Harbor Pentacostal Church.  
 Ch. 22 Watertown, NY. Sonlight Broadcasting Systems, Inc.  
 Ch. 60 Wilson, NY. Queen City Broadcasting of New York, Inc.  
 Ch. 68 Wilson, NY. Queen City Broadcasting of New York, Inc.  
 Ch. 43 Columbus, OH. WTVA, Inc.  
 Ch. 66 Bartlesville, OK. Murphy D. Boughner.  
 Ch. 17 Bessie, OK. Northfork TV Translator System.  
 Ch. 20 Bessie, OK. Northfork TV Translator System.  
 Ch. 22 Bessie, OK. Northfork TV Translator System.  
 Ch. 56 Cherokee/Alva, OK. Shafer Translator, Inc.  
 Ch. 58 Cherokee/Alva, OK. Shafer Translator, Inc.  
 Ch. 61 Guymon, OK. Guymon TV Translator, Inc.  
 Ch. 11 Oklahoma City, OK. Jose Rodriguez.  
 Ch. 49 Seiling, OK. Shafer Translator, Inc.  
 Ch. 51 Seiling, OK. Shafer Translator, Inc.  
 Ch. 20 Tulsa, OK. Locke Supply Company.  
 Ch. 49 Coos Bay, OR. A. B. Herman.  
 Ch. 67 Coos Bay, OR. Better Life Television.  
 Ch. 18 Cottage Grove, OR. South Lane Television, Inc.  
 Ch. 20 Grants Pass, OR. A. B. Herman.  
 Ch. 39 Klamath Falls, OR. A. B. Herman.  
 Ch. 38 North Lapine, OR. Lapine TV, Inc.  
 Ch. 57 Roseburg, OR. Better Life Television.  
 Ch. 30 Rural Pendelton, OR. Columbia River Television, Inc.  
 Ch. 61 Pittsburgh, PA. CW Partners.  
 Ch. 32 Williamsport, PA. Joseph S. & Irene F. Gans.  
 Ch. 50 Culbera, PR. Signal Television.  
 Ch. 20 Culebra, PR. Claudio Matos.  
 Ch. 24 Quebradillas, PR. Signal Television.  
 Ch. 18 Anderson, SC. Inspiration TV of Southern Oregon, Inc.  
 Ch. 40 Beaufort, SC. R. B. Sheldahl.  
 Ch. 49 Charleston, SC. Julio Felix Izzo.  
 Ch. 52 Kingstree, SC. James W. Owens.  
 Ch. 52 Orangeburg, SC. Victory Communications, Inc.  
 Ch. 14 Pierre, SD. Independent Communications, Inc.  
 Ch. 27 Rapid City, SD. The Wesleyan Foundation of South Dakota, Inc.  
 Ch. 31 Rapid City, SD. The Wesleyan Foundation of South Dakota, Inc.  
 Ch. 60 Rapid City, SD. Rey Franco Perez.

Ch. 43 Vermillion, SD. Independent Communications, Inc.  
 Ch. 26 Chattanooga, TN. Ellsworth McKee.  
 Ch. 64 Kingsport, TN. All American TV, Inc.  
 Ch. 22 Memphis, TN. Bert V. Groves, Jr.  
 Ch. 45 Sevierville, TN. James W. Owens.  
 Ch. 8 Southeast Memphis, TN. George S. Flinn, Jr.  
 Ch. 19 Brownfield, TX. Prime Time Christian Broadcasting.  
 Ch. 56 Brownwood, TX. Sage Broadcasting Corporation.  
 Ch. 24 Eagle Pass, TX. Joseph A. Zavaletta, M.D., P.A.  
 Ch. 47 Lamesa, TX. Prime Time Christian Broadcasting, Inc.  
 Ch. 7 Lubbock, TX. HSN Broadcasting LPTV, Inc.  
 Ch. 9 Lubbock, TX. Jose Rodriguez.  
 Ch. 16 Lubbock, TX. Lasandra Morrow.  
 Ch. 62 Marshall, TX. Rey Franco Perez.  
 Ch. 21 Orange/Beaumont, TX. Henry J. McGinnis.  
 Ch. 64 Pecos, TX. Prime Time Christian Broadcasting.  
 Ch. 55 Raymondville, TX. Alma L. Rodriguez.  
 Ch. 58 Rio Grande City, TX. Joseph A. Zavaletta, M.D., P.A.  
 Ch. 31 San Angelo, TX. Ned M. Moritz.  
 Ch. 41 San Angelo, TX. Ned M. Moritz.  
 Ch. 49 San Angelo, TX. Robert A. Hetherington.  
 Ch. 51 San Angelo, TX. Robert A. Hetherington.  
 Ch. 61 San Angelo, TX. Robert A. Hetherington.  
 Ch. 21 San Antonio, TX. Ruben Azariahu.  
 Ch. 25 San Antonio, TX. Coraliz Ortiz.  
 Ch. 54 San Antonio, TX. Valuevision International, Inc.  
 Ch. 26 Snyder, TX. Prime Time Christian Broadcasting.  
 Ch. 53 Temple, TX. National Minority TV, Inc.  
 Ch. 30 Texarkana, TX. Sonlight Broadcasting Systems, Inc.  
 Ch. 2 Uvalde, TX. American Translator Development, Inc.  
 Ch. 59 Uvalde, TX. Tom Winkle Radio & TV Service.  
 Ch. 26 Beaver, UT. University of Utah.  
 Ch. 6 Bluff, UT. San Juan County.  
 Ch. 26 Coalville, UT. Summit County.  
 Ch. 52 Fillmore, UT. Millard County.  
 Ch. 9 Fish Lake Resort, UT. Sevier County.  
 Ch. 11 Fish Lake Resort, UT. Sevier County.  
 Ch. 64 Hanksville, UT. County of Wayne.  
 Ch. 21 Heber City, UT. American Television of Utah, Inc.  
 Ch. 38 Heber/Midway, UT. Wasatch County Commissioners.  
 Ch. 20 Juab, UT. University of Utah.  
 Ch. 22 Juab, UT. Millard County.  
 Ch. 20 Kanab, UT. Western Kane County Special Service District.  
 Ch. 23 Kanab, UT. University of Utah.

Ch. 10 Leamington, UT. Millard County.  
 Ch. 12 Leamington, UT. Millard County.  
 Ch. 50 Leamington, UT. Millard County.  
 Ch. 2 Montezuma Creek/Aneth, UT. San Juan County.  
 Ch. 5 Montezuma Creek/Aneth, UT. San Juan County.  
 Ch. 11 Navajo Mountain, UT. San Juan County.  
 Ch. 13 Navajo Mountain, UT. San Juan County.  
 Ch. 34 Provo, UT. Inspiration TV of Southern Oregon, Inc.  
 Ch. 23 Roosevelt, UT. Duchesne County.  
 Ch. 43 Rural Garfield County, UT. University of Utah.  
 Ch. 29 Rural Sevier County, UT. Sevier County.  
 Ch. 31 Rural Sevier County, UT. Sevier County.  
 Ch. 33 Rural Sevier County, UT. Sevier County.  
 Ch. 17 Rural Summit County, UT. Summit County.  
 Ch. 16 Rural Uintah County, UT. University of Utah.  
 Ch. 65 Chase City, VA. TV Broadcasters of Central Virginia.  
 Ch. 18 Danville, VA. Tri-State Christian TV, Inc.  
 Ch. 52 Farmville, VA. TV Broadcasters of Central Virginia.  
 Ch. 28 Harrisonburg, VA. Virginia Broadcasting Corporation.  
 Ch. 36 Mappsville, VA. WAVY Television, Inc.  
 Ch. 45 Saint Croix, VI. Walter L. Bush, Jr.  
 Ch. 47 Saint Croix, VI. Walter L. Bush, Jr.  
 Ch. 49 Saint Croix, VI. Walter L. Bush, Jr.  
 Ch. 51 Saint Croix, VI. Walter L. Bush, Jr.  
 Ch. 53 Saint Croix, VI. Walter L. Bush, Jr.  
 Ch. 25 Monkton, VT. Northeast New York Public Telecommunications Council, Inc.  
 Ch. 61 Rutland, VT. E. Nicholas Sanguinetti.  
 Ch. 60 South Newport, VT. Vermont Wireless Cooperative.  
 Ch. 62 South Newport, VT. Vermont Wireless Cooperative.  
 Ch. 64 South Newport, VT. Vermont Wireless Cooperative.  
 Ch. 66 South Newport, VT. Vermont Wireless Cooperative.  
 Ch. 68 South Newport, VT. Vermont Wireless Cooperative.  
 Ch. 4 Pasco/Kennewick, WA. Ron Bevins.  
 Ch. 62 Pasco/Kennewick, WA. Ron Bevins.  
 Ch. 31 Point Roberts, WA. Concorde Ventures, Ltd.  
 Ch. 16 Spokane, WA. David Collins.  
 Ch. 8 Sunnyside/Grandview, WA. Ron Bevins.  
 Ch. 48 Green Bay, WI. Alvin Wheeler, Jr.  
 Ch. 51 Green Bay, WI. HSN Broadcasting LPTV, Inc.  
 Ch. 44 La Crosse, WI. Douglas Sheldahl.  
 Ch. 2 Minoqua, WI. Ronald Laverne Myers.  
 Ch. 18 Beckley, WV. Sonlight Broadcasting Systems, Inc.  
 Ch. 36 Bigelow Bench Area, WY. Daggett County Television Department.  
 Ch. 39 Cheyenne, WY. Robert R. Rule.  
 Ch. 63 Laramie, WY. Robert R. Rule.

#### Modifications

W34BI Ch. 34 Birmingham, AL. Eddie L. Whitehead.  
 W53AZ Ch. 51 Birmingham, AL. All American TV, Inc.  
 W29BB Ch. 41 Dothan, AL. Trinity Broadcasting Network.  
 W64BJ Ch. 64 Huntsville, AL. Trinity Broadcasting Network.  
 W27BH Ch. 27 Mobile, AL. Christian Brotherhood Broadcasting.  
 W06BH Ch. 6 Phenix City, AL. Greene Communications, Inc.  
 K13UW Ch. 13 Little Rock, AR. Jim C. Cowsert.  
 K20CZ Ch. 20 Bullhead City, AZ. Trinity Broadcasting Network.  
 K56DX Ch. 56 Meadview, AZ. Mohave County Board of Supervisors.  
 K33BY Ch. 33 Bakersfield, CA. Sterling Recreation Organization Company.  
 K61FI Ch. 61 Modesto, CA. Daniel Gerald Martinez.  
 K69FX Ch. 69 Monterey, CA. Peninsula Communications, Inc.

## A. B. Herman Dies

### Founded LPTV Network in Pacific Northwest

Alfred Barker Herman, owner of five LPTV stations in Oregon and Washington, died of a heart attack March 28 in his Portland, OR home. He was 57.



Herman purchased his first antenna site and tower in 1972. He founded the SMR Network (Specialty Mobile Radio), which serves the Pacific Northwest, six years ago and began building his community television network in 1989. The stations — K56EI and K62DV in Portland, OR; K18DW in Redmond/Prineville, OR;

K41DF in Eugene, OR; and K19CT in Camas, WA — are now being run by his son, Gregory.

For the past 27 years, Herman also owned and operated Port Services Company, which details and services imported cars when they arrive in port. He was a very early member of the American Mobile Telecommunications Association, a member of the National Association of Business Education and Radio and the Community Broadcasters Association, and a lifelong ham radio operator.

Survivors include his wife Helen, sons David and Gregory, father Alfred J. Herman, and a brother, John H., all from Portland, and one grandson.

CBP



# The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 7, Issue 7 • July 1992

\$5.00

Call for Entries  
'92 CBA Local  
Programming Awards  
See Page 10

## Slattery Amendment Deferred LPTV Must Carry Hopes Now Rest With Conference Committee

—by Jacquelyn Biel

Just before the final vote, Rep. Jim Slattery (D-KS) pulled away from offering his LPTV must carry amendment during the House Energy and Commerce Committee's markup of H.R. 4850 on June 17. The amendment had the votes of 20 Congressmen, but supporters could not be sure of the two additional votes needed to

*continued on page 9*

## The Sound Of Many Voices Minorities Speak Out With Community Television

—by Anne C. Rosenberger

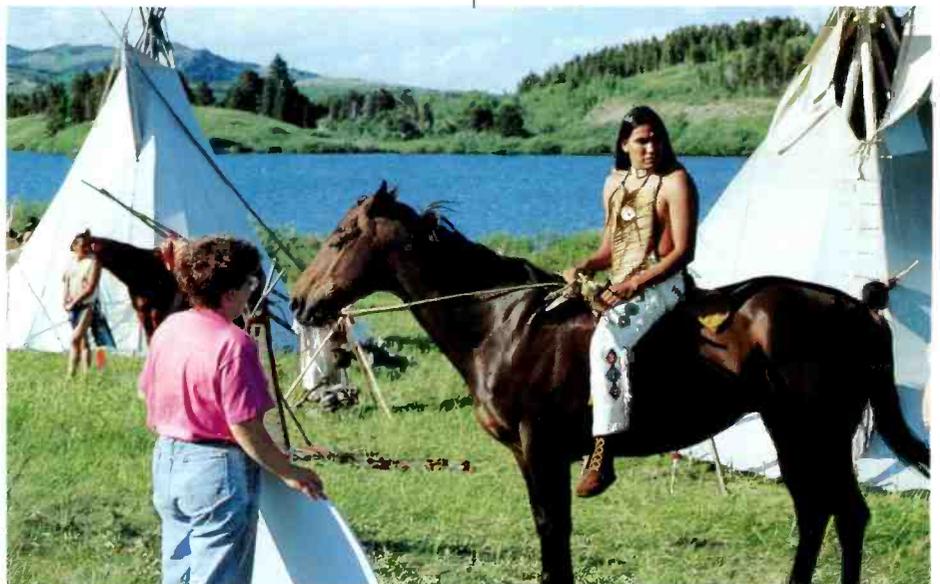
What is community broadcasting all about?

Serious broadcasters think it's about serving the small community in a way that most full power television stations are too big to do.

So in a country that's home to dozens of ethnic and minority groups — communities within communities — it isn't surprising that several LPTV broadcasters have found their calling in airing programming for these special audiences.

ington's Mount Pleasant area between the Hispanic population and the DC police. The cause was, at least in part, cultural misunderstanding and language barriers.

But Channel 48 (W48AW) stepped in and helped to defuse the tense situation by airing bilingual programs explaining the conflict's major issues. DC's Mayor Sharon Pratt Dixon joined some of the broadcasts to promise the Hispanic community that she would begin mandatory sensitivity training for police officers and increase the number of Hispanics on the force.



Rodney Grant (Dances With Wolves) on horseback during a shoot for a Soil Conservation Service program produced by Channel 25 (K25CL) in Pablo, MT.

Native Americans, Asian Americans, and African Americans, communities of Germans, Poles, Russians, Italians, and Hispanics — many are being quietly served by community stations dedicated especially to them.

Here are the stories of just a few.

### DC Station Helps Ease Racial Tension

Last year, events in the nation's capital demonstrated just how important minority broadcasting facilities can be (see *LPTV Report*, June 1991, p.7).

In May 1991, violence erupted in Wash-

By taking an aggressive stance, Channel 48 helped to turn a dangerous situation into a chance to improve race relations, and it earned the gratitude of the city and a formal accolade from Mayor Pratt Dixon.

### Tampa's TV 61 Sponsors Scholarships

Channel 61 (W61BL) in Tampa, FL is part of the Univision Network, broadcasting Spanish-language soaps, sitcoms, news, and sports since 1982 to metro Tampa's 220,000 Hispanic citizens. The

*continued on page 4*

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## In Our View

It's time once again to begin preparing for the yearly gathering of LPTV broadcasters at the Fifth Annual LPTV Conference & Exposition, October 27-29.

This year, the convention will be held in Las Vegas's lush Tropicana Hotel, according to Eddie Barker who is organizing the exhibitions and hotel arrangements. Says Eddie, there has been an unusually strong interest among prospective exhibitors. And while it's probably too early to tell, it could be the biggest convention yet in terms of exhibit space sold.

Woody Jenkins, who runs several community television stations in and around Baton Rouge, is this year's Conference organizer. A priority this year, says Woody, is to get as many people involved in sharing

### The LPTV Report

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ideas as possible. To that end, besides the traditional panel discussions, Woody plans to introduce "Round Tables" on a variety of station management topics. Conference goers will be able to participate in the Round Tables, sharing their challenges and successes with other station managers. The round table format, Woody hopes, will allow participants not only to learn from each other but to get to know one another more easily as well.

(By the way, Woody would appreciate hearing from anyone who has suggestions for the Conference. And, of course, volunteers are always welcome to share the workload. It's fun, and a good way to meet people. Call Woody at (504) 928-3146.)

Climaxing the convention will be the Fifth Annual Local Programming Awards festivities. Scheduled for the final evening of the Conference, the Awards will recognize excellence in local program production by community stations. If you haven't entered in the past, make plans now to send in your best program, promotion, commercial, sports production, or news show. It's a chance for the hard-working people at your station to see their efforts recognized by their peers.

For rules and entry information, see page 10 of this issue. And, by the way, can anyone think of something a little snappier to call them than the "CBA Local Programming Awards"??

This year, in addition to the programming awards, the CBA will present several Station of the Year trophies to stations that have demonstrated distinctive programming and service to their communities. Stations will compete within categories based on their formats, so that stations in different format categories won't have to compete with each other.

So make your plans now. Call Eddie Barker at 1-800-225-8183 for registration and hotel information.

If you're a newcomer to the LPTV industry, this is a chance to meet your peers, share ideas, and experience the solidarity of our industry. If you've attended in past years, this is a chance to catch up with old friends and meet some new ones. Either way, you're sure to learn a lot, and have a lot of fun besides.

## Duggan Bullish On Future Of Broadcasting



Ervin S. Duggan

Commissioner Ervin S. Duggan exhorted a Federal Communications Bar Association audience recently not to give up on the broadcast networks which have been gradually losing audience share over the past ten years. Unless challenged, said Duggan, present "myths" about the networks, such as the notion of their irreversible decline, "could calcify into a kind of melancholy conventional wisdom" and hasten their decline by inhibiting new ideas that might help them compete.

Speaking May 27 before the association's New York chapter, Duggan said that he favored a gradual loosening of the present regulatory restrictions on the networks so they can compete in the emerging multi-channel video marketplace.

His remarks followed a furor that developed in the trade press when FCC chairman Al Sikes expressed his doubts about the viability of television broadcasting in the multi-channel marketplace of the coming decades.

Sikes, who made his statements during a closed mid-May meeting with a handful of prominent broadcasters, was pelted with denunciations from other present and former commissioners, from Congress, and from the broadcasting industry, after his opinions were leaked to the press. Several questioned Sikes's ability to protect the interests of broadcasters and the public in light of his apparent feelings. CBP

## Abortion Terms Clarified

Selecting the words you use to describe the two sides of the abortion debate is almost as sticky as the debate itself. No matter what your station chooses, somebody is bound to be unhappy.

In the May 1992 "AP Television" newsletter, Barbara Worth explains the policy of the Associated Press: "Use 'pro-choice' and 'anti-abortion,' not 'pro-abortion' and 'pro-life.'"

"Pro-choice," she says, does not necessarily mean "pro-abortion."

"Many [pro-choice adherents] would not have abortions, but they believe a woman has the right to choose abortion," Worth says.

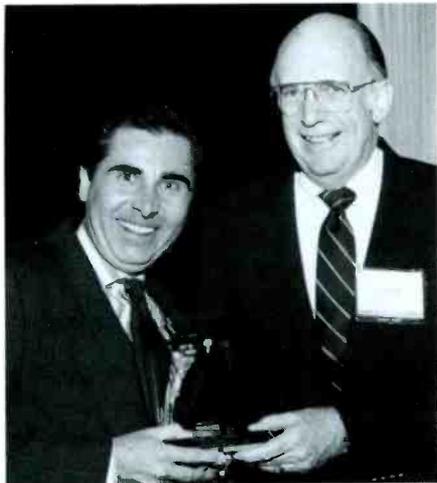
"On the other hand, 'anti-abortion' describes clearly and accurately the position that there is no such thing as the right to abortion." CBP

## Many Voices

continued from front page

station also airs daily local news — concentrating on the Hispanic business market — and such community events as parades and beauty contests.

The ad revenue generated by these special productions is the station's largest income source. The 17-member, mostly-Hispanic staff commands a \$35,000 monthly budget — the cost of producing local programming with, as general manager Enrique Perez says, "a network flare."



Channel 61's Enrique Perez accepts a CBA Local Programming Award from presenter Jack McQueen at the 1990 CBA Awards Gala.

"We end up spending more than we'd like," Perez acknowledged, "but it has to be done if we want to equal the quality of the Univision network feed."

The station also actively works to make life better for its viewers. Because the school dropout rate is high among Tampa Hispanics, Channel 61 established the Hispanic Academic All-Stars \$1,000 Scholarship Program for Hispanic senior high school students who attend one of the metro area high schools.

This past year, more than 100 students submitted essays to the station. Twenty-seven finalists were chosen and interviewed by four judges from several area colleges. And on May 20th, Channel 61 honored four \$1,000 scholarship winners at a dinner in their honor.

"We've had incredible response from viewers and advertisers," Perez said. "Our community has supported us very well." So have the city's cable systems, all four of which carry Channel 61.

Perez added that his station takes its role as liaison between the Hispanic community and the rest of the Tampa area "very seriously."

"We think we're a great resource for everyone from major Florida advertisers to small local businesses. We're the voice of the Hispanic community here, and we try to work for our community the same way it works for us."

## Channel 19 Airs to Boston Hispanics

Peter Cuenca is the general manager for Channel 19 (W19AH) in Boston, MA. His station broadcasts 20 hours daily in Spanish to a Hispanic community numbering about 200,000. It is carried on Warner Cable and Cablevision of Boston.

Channel 19 is affiliated with the TV Telemundo network out of Miami which supplies Spanish-language entertainment programming and movies. The station also produces local shows, including programs for Boston's Haitian and African American communities — music, interview programs, news, and variety shows are prominent on the local production schedule.

"We've had great audience response, and people call in from all over," Cuenca said, pointing out that Channel 19 is the only station broadcasting in their own language to Boston's Hispanic residents.

Despite limited equipment, Cuenca is planning even more local programming. At present, the production staff is working on a local news show and a call-in show in which viewers quiz community leaders on Hispanic issues.

Like so many other LPTV broadcasters, Cuenca supports cable must carry for local community stations. "We are the community's voice," he said. "We provide an important local service and we should be allowed the growth that cable carriage can give us."

## Native American Station Brings PBS to Montana Reservation

Native Americans are another active group in community broadcasting. Pablo, Montana's Channel 25 (K25CL) is a PBS (Public Broadcasting Service) affiliate

broadcasting from Salish Kootenai College on the Flathead Indian Reservation.

The station broadcasts weekly news programs as well as highlights of area high school athletic events. Classes in Native American language and early childhood education programs have also aired. One new program, "Montana Serenade," features music and interviews with local and visiting performers.

Some of the local programs are produced at Channel 25, while others are done by other Montana area PBS LPTV stations — all of which are linked in a network to maximize the resources of each.

The station signed on in April 1988 and is staffed solely by people living on the Flathead Reservation.

"We used grants and underwriting to get started," General Manager Frank Tyro explained, "and we're really close to being in the black. We'll probably make it by this fall."

They would have been profitable already but decided to add a third transmitter last year which tripled their audience. Channel 25 now reaches 90% of the 1.5 million acre reservation via the broadcast transmitters and four area cable systems.

The Flathead Reservation is one of two reservations that was open to homesteading in its early years. The result is that only 20% of the population is Native American, effectively making the Native Americans a minority on their own reservation.

When Channel 25 first signed on the air, the racially mixed audience was skeptical. "A lot of folks were worried that the station would just be a mouthpiece for the Native Americans," Tyro said. "But now that we're up and running and providing

continued on page 6

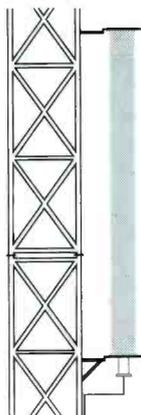


The "Pistol Creek Singers," an Indian Drum group, in the studio of K25CL, Pablo, MT.



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## LPTV Distribution by State and Territory

June 5, 1992

	Licenses	CPs
ALABAMA	9	27
ALASKA	257	6
ARIZONA	37	35
ARKANSAS	15	22
CALIFORNIA	56	96
COLORADO	49	34
CONNECTICUT	4	5
DELAWARE	3	1
WASHINGTON, DC	2	0
FLORIDA	50	117
GEORGIA	23	33
HAWAII	3	29
IDAHO	37	30
ILLINOIS	17	32
INDIANA	18	30
IOWA	12	29
KANSAS	12	24
KENTUCKY	13	28
LOUISIANA	18	37
MAINE	7	22
MARYLAND	2	7
MASSACHUSETTS	9	12
MICHIGAN	14	21
MINNESOTA	60	41
MISSISSIPPI	13	19
MISSOURI	21	31
MONTANA	28	51
NEBRASKA	4	9
NEVADA	24	20
NEW HAMPSHIRE	3	3
NEW JERSEY	3	12
NEW MEXICO	16	43
NEW YORK	37	44
NORTH CAROLINA	17	31
NORTH DAKOTA	9	14
OHIO	26	42
OKLAHOMA	26	39
OREGON	45	33
PENNSYLVANIA	26	54
RHODE ISLAND	0	2
SOUTH CAROLINA	4	23
SOUTH DAKOTA	9	20
TENNESSEE	33	33
TEXAS	64	116
UTAH	20	8
VERMONT	1	11
VIRGINIA	9	32
WASHINGTON	35	23
WEST VIRGINIA	4	7
WISCONSIN	15	15
WYOMING	23	17
GUAM	1	0
PUERTO RICO	8	6
VIRGIN ISLANDS	1	2

TOTALS: Licenses: 1,252  
Construction Permits: 1,478

our service, we're getting a favorable reaction from everyone in the area. We're very gratified with the viewer response."

According to Tyro, LPTV is all and only about community involvement. "LPTV stations offer a very important service," he said. "We've got to make sure they don't get run out of broadcasting."

He pointed out that if it were not for the LPTV broadcasters, people in his area of the country would not have PBS. The closest full-power PBS affiliate is two states away.

And as for program merit, a documentary on Native Americans produced by Channel 25 has been featured at the Smithsonian Native American Film Festival in Washington, DC, and also shown in Estonia of the former Soviet Union.

### The Navajo Nation Network

Delfred Smith is the director of Broadcast Services, which operates several community stations in the Southwest. Among them are K44BB in Window Rock, AZ, K13GX in Navajo, NM, and K48AW in Shiprock, NM. The stations, which are licensed to the Navajo Nation, air primarily PBS programming. But a number of local shows are produced in Window Rock for broadcast over the station system.

"The more programming we have that is locally produced, the better the response from our viewers," Smith said.

Currently, Broadcast Services produces several weekly programs, including "Through the Lens," a magazine show that offers viewers a look at community events. Also broadcast is every kind of local sport, from basketball to rodeo.

"We're involved with our community as much as we possibly can be," Smith said. "We try to cover as many community activities as we can, and we encourage schools and other organizations to let us know what's going on."

Eventually, said Smith, Broadcast Services will comprise an LPTV network of five to seven stations serving the entire Navajo Reservation.

### Korean News In New York City

Charlotte Castillo is the station manager of W53AA Channel 53 in New York City. Channel 53, which is part of Korean-owned PanAsian Communications, Inc., signed on the air in February 1990 and serves the Korean community of New York City and a portion of nearby New Jersey — some 40,000 households in all.

All of the programming on Channel 53 is in Korean, Castillo said, but a few programs, "less than 5%," have English subtitles. The log includes Korean news, movies, sports events, entertainment, and a "soap opera." All are produced in Korea and are distributed by KTE in California.

Although a decline in revenues due to the recession has forced the station to cut



A KBC newscast from New York City. The radio station shares facilities with sister KBC-TV.

back on local programming, Castillo said, the 20-member Korean staff still produces "New York Day," which takes a look at some of the cultural events that the Big Apple offers, and "Pop's Pop," a program featuring musical entertainment. There are also dozens of community announcements and a 10-minute daily "Community Calendar," as well as Channel 53's live nightly news in Korean.

As Castillo said, "You have to stay in touch with your community, especially when you're serving a special segment of the population."

### Not All Stories Have Happy Endings

W11BV, better known as WFBM-TV, used to serve the African American community of downtown Indianapolis. That city's 400,000 blacks comprise 25% of its population.

The station carried Channel America programming for part of the day but specialized in local productions. Dave Smith, who owns WFBM-TV with Lee Jackson, said that live local news, featuring an all-black news staff, aired every night at 6 and 11 p.m. In addition, five days a week, an African American woman hosted a half-hour morning talk show on which local community leaders appeared.

WFBM-TV also produced a variety of other talk, discussion, and interview shows, as well as miscellaneous sporting events. They broadcast the home games of two nearby universities and carried ACC basketball and football games, as well as an occasional "Bowl" or "All-Star" game.

Smith is particularly proud of the several different local music video programs that WFBM produced. Each regularly-aired show featured a VJ from the community.

But now WFBM-TV, Channel 11 is for sale.

As Dave Smith explained, "Indianapolis is approaching 70% cable penetration. When people get cable, they throw away their antennas and rabbit ears, and then

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they suddenly find it hard to get our signal."

So Smith and Jackson approached American Cable and asked for carriage on the system.

American Cable, which is owned by Time-Life and HBO, is the cable system that serves downtown Indianapolis, which is the home of the majority of Indianapolis' African American citizens. American Cable offered to lease their Channel 19 to WFBM-TV for \$18,333 a month.

That's nearly a quarter of a million dollars a year. The station couldn't afford it.

And so, Smith said, "The only locally-owned TV station in the Indianapolis market, and the only black-owned TV or radio station in the market is for sale."

John Scott Lewinski contributed to this story. 

## RTNDA Minority News Internships Announced

The Robert R. McCormick Tribune Foundation has awarded a \$150,000 grant to the Radio and Television News Directors Foundation to fund a three-year program of news management internships for minority journalism students.

According to RTNDF executive director Eric Swanson, for the past 20 years, the number of minority men and women in broadcast news management has remained substantially the same, although there has been some overall progress in general newsroom minority hiring. The new program is designed to increase the number of minorities in top management TV and radio news.

The Foundation will sponsor six internships during the three-year pilot program.

Three will be three-month summer internships for college students; the other three will be entry level internships for recent graduates.

Stations wishing to hire interns will have to employ them in a management oriented program rather than using them as "glorified 'go-fers'" or keeping them out in the field, said Swanson. Also, each intern must be assigned a supervisor who will directly supervise the intern's work and who will make certain that the guidelines of the program met.

According to Swanson, stations need not be minority owned to participate. Any station interested in the program may contact Eric Swanson at (202) 659-6510.

### What's Going On

**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.

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

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

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

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

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

**November 10-14, 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.

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

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

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

## TV Answer Signs Up Clients, Completes Hub Site

Five national retailers have added interactive television to their consumer direct marketing programs, signing up as members of TV Answer's "Charter Partners" marketing thrust. The companies are J.C. Penney, Inc. Dallas, TX; Bose Express Music, Framingham, MA; CUC, Inc. Stanford, CT; 800 Spirits, Inc. Hackensack, NJ; and 800 Flowers, Westbury, NY.

Wunderman/Cato Johnson (WCJ), the largest direct marketing and sales promotion company in the U.S., has also become a Charter Partner and will be the first major U.S. agency to offer TV Answer's interactive television services to its clients. WCJ clients include American Express, Apple Computers, Columbia House, Frito-Lay Corporation, Kraft General Foods, Miller Brewing Company, Nordic Track, Perrier Group of America, Taco-Bell, and Time Warner.

TV Answer is a wireless, two-way television technology that operates from transmit/receive "cells" similar in concept to those used for cellular telephones. The FCC authorized the new service, which it calls the Interactive Video and Data Service, in January (see *LPTV Report*, March 1992, page 12).

On April 13, the company was granted a patent for the technology that ties together its nationwide network of cell sites. TV Answer has also been granted international patents for its technology by Canada, Spain, South Africa, and Taiwan, and it is expecting a European patent shortly.

Construction of TV Answer's \$2.1 million satellite network hub site at corporate headquarters in Reston, VA was completed on April 28. The hub site will collect, process, and transmit information between product/service providers and local cell sites. CBP



## LPTV and the LAW

—by Peter Tannenwald

### When The Inspector Knocks

The FCC must have increased its Field Operations Bureau budget this year, because I have spent a lot of time lately helping stations answer violation notices. The number of station inspections is increasing, and they have been thorough.

I have worked on only one FCC Field inquiry to an LPTV station, but you never know when inspectors will descend on LPTV stations. Are you ready? I wish I had the list of questions inspectors carry in their pockets, but I don't. Maybe, though, I can give you a few educated guesses about what inspectors might look for, so that you can conduct your own "mini-inspection" and be ready when and if the real thing comes.

**Interference Problems:** Interference avoidance requires that you operate on frequency, at your authorized power level, and in accordance with the terms of your license. An inspector may measure the exact frequency of your station. You are required to make that measurement yourself at least once a year and to keep a written record of the results. Visual and aural carrier tolerances are found in FCC Rule 74.761; remember that they are tighter if your license specifies precise frequency offset. Spurious (out-of-band) emissions are also regulated.

**The Transmission System:** Your transmitter must be FCC type accepted, with an "FCC ID" label from the manufacturer on the outside. You may change the make and model of your transmitter at will, but

you must use the exact same make and model antenna specified in your license. If the antenna is directional, it must be properly oriented on the tower. Effective radiated power must not exceed the licensed value.

The height of the radiation center of your antenna must be as specified in your station license. The overall height of the tower must also be as stated in your license. The FCC will hold you responsible for any deviation, either up or down, even if you do not own the tower and your antenna is mounted well below the top.

**The Tower:** Tower painting and lighting are intended to protect against aircraft collisions, so the FCC takes them extremely seriously. If your license requires painting (which is usually required for towers with red lights but not for strobe-lit towers), the orange color must be of the correct hue, and the orange and white colors must not be faded. Color bands must be of the correct width at the correct height on the tower.

If lighting is required, all lights must be in working order. Tower lights must be inspected every day and a written record kept of both inspections and the details of any lighting outage and repair. The daily "inspection" may be made by means of an automatic alarm system, but the alarm system must still create a daily record, and quarterly manual inspection of automated monitoring equipment is mandatory.

You are legally responsible for painting and lighting requirements even if you do not own the tower; so if you are depending on someone else to fulfill these obligations, make sure you know who it is and where the records are kept.

**RF Radiation:** Since RF radiation very close to a broadcast antenna may be hazardous to human health, your tower should be protected against access by unauthorized persons. If the tower is anywhere near where people may be found, provision should be made to prevent unauthorized persons from climbing it.

**Monitoring:** A responsible person must be in charge of your transmitter at all times you are on the air. If your station is rebroadcasting another TV or LPTV station using off-air pickup or is being fed directly from a satellite earth station or

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Circle (147) on ACTION CARD

microwave system other than an STL, a live operator need not be on duty; but except for translators operating by direct frequency conversion without a local moderator, a responsible person must monitor the station for at least 10 continuous minutes each day.

The FCC must have on file the name and telephone number of a person who may be called at any time an emergency occurs and who can get to the transmitter quickly and knows how to turn it off. During local origination, a live person holding an FCC radiotelephone operator permit must be on duty at the transmitter or a properly equipped remote control point. That person's operator permit must be posted at the transmitter or remote control point. FCC inspectors often ask to see these permits.

If your station rebroadcasts the signal of another broadcast station, you must have the consent of the originating station in writing. The FCC should also have been notified as to which station you are rebroadcasting and should be notified whenever that station changes.

**Station ID's:** Every LPTV station must transmit its call sign at the beginning and end of each broadcast day and hourly, as close as possible to the top of the hour. If you are rebroadcasting another station, the originating station may transmit your call sign for you; but if it does not, you must have call sign insertion equipment at your control point.

**EBS Compliance:** Every LPTV station must have an Emergency Broadcast System (EBS) receiver in operation, to alert the operator on duty if an emergency occurs, so that the operator may either transmit emergency messages to the public or take the station off the air. It is an open question what good an EBS receiver does if an LPTV station is operating unattended and there is no one present to hear an alert. This problem has been brought to the attention of FCC officials in two rule making proceedings that are currently open.

These are some of the things FCC inspectors may check and some of the records they may ask to see. But there is one very basic point to remember in all events. If an inspector shows up and tries to find someone responsible for your station who can answer questions, will he or she be able to do so? The call sign of your station; the name, address, and telephone of the licensee or a local representative if the licensee is not locally based; and the name and address of the person and place where station records are kept must be legibly posted at your antenna structure. Is your information posted and up to date? If not, you have work to do.

*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

## Slattery Amendment

continued from front page

pass it, said Slattery's communications aide, Howard Bauleke.

Now LPTV broadcasters must wait until early August when the final version of the bill goes to a conference committee for reconciliation with the Senate's S.12.

"We expect strong support among the Senate conferees," said Bauleke. He added that supporters would try to get a letter signed by as many House members as possible in support of the Senate's position on LPTV must carry.

The Senate passed S.12, its version of the cable reregulation bill, last January. That bill contained an amendment by Senator Wendell H. Ford (D-KY) mandating cable carriage for LPTV stations that do a minimum amount of local programming and meet certain other conditions. Cable carriage for such LPTV stations would be in all cases secondary to carriage of eligible full power stations, and in no case would a cable system have to make more channels available than its maximum requirement in order to carry an LPTV.

According to Jim Dunstan, a Washington attorney representing the Community Broadcasters Association in regard to cable legislation, several lawmakers who were leaning in favor of the measure were out of the room when the vote would have been called. Rep. Ed Markey (D-MA), the bill's sponsor, would have voted his proxies against the amendment, Dunstan said. Instead of risking a defeat, it was decided not to offer the amendment at all.

Also out are H.R. 4850's program access and retransmission consent measures although the provisions allowing the FCC to regulate excessive cable rates were retained. Energy and Commerce Committee chairman John Dingell (D-MI) may try to reintroduce program access and retransmission consent when the bill comes to a vote on the House floor, probably just before the July 4 Congressional recess. If that fails — a possibility because House Republicans are trying to water the bill down enough to forestall a Bush veto — Dingell may try to get them added again by the conference committee.

According to Dunstan, such a turn of events could help the LPTV effort. "LPTV must carry is already in the Senate bill. It'll be hard for Dingell and Markey to get it out, especially if they're trying to reintroduce retransmission consent and program access," said Dunstan.

Lawmakers are hoping to reconcile the House and Senate versions and get the bill to the President's desk before Congress recesses again in September.

CBP

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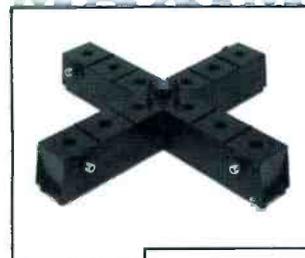
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Circle (172) on ACTION CARD

LPTV Report / July 1992 / 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  
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Boston, Massachusetts 02110



## Call For Entries

### Fifth Annual CBA Local Program Awards

Has your station produced some top-notch original programming recently? If so, you could win one of fifteen Community Broadcasters Association Local Production Awards to be presented at the CBA Awards Gala on the final evening of the 5th Annual LPTV Conference to be held in Las Vegas October 27-29.

Productions can be entered in any one of five categories: Non-News Programs, News Programs, Sports, Station Promotions or Public Service Announcements, and Local Commercials. As last year, stations may enter in one of two general classifications — those serving communities of 50,000 or more people, and those serving under 50,000.

This year, stations may also enter the competition for a Station of the Year Award. The winning station will be chosen on the basis of the quality of its operation and its overall service to the community.

### FCC Adopts New Cable Technical Standards

The Federal Communications Commission has adopted new technical standards for cable television transmissions, the first major revision in 15 years.

The new standards were devised after the District of Columbia appeals court told the FCC to defend its 1974 decision to preempt the authority of local governments to set cable technical standards. In addition, the Cable Act required a review of rate regulation in 1990.

Generally, the new technical standards are the same as the "guidelines" that the FCC has suggested to cable systems since 1985 when it decided to do away with rules in favor of encouraging voluntary compliance. But there are also new standards reflecting current technology and policy — standards for color signals and requirements for closed captioned data delivery, for example.

The FCC may still preempt local standards. However, rural or very small cable systems will be able to negotiate with franchising authorities for lower standards. Local authorities will be charged with enforcing the standards, and cable systems will have to create a mechanism for handling customer complaints.

The Commission specifically included LPTV station signals among those for which cable systems must meet a minimum signal-to-noise ratio.

said CBA director Woody Jenkins, this year's conference organizer.

"We want to honor stations for contributing to the community television industry through their service to their own communities," said Jenkins. Jenkins added that the judges could consider multiple awards in the Station of the Year category.

The deadline for entries for the Local Production Competition and Station of the Year is August 31.

Here are the details:

#### PROGRAM CATEGORIES

**Non-News Program:** Each entry, edited sample not to exceed 30 minutes.

**Sports Program:** Each entry, edited sample not to exceed 30 minutes.

**News Program:** Each entry, edited sample not to exceed 15 minutes.

**Promotion/Public Service Announcement:** Each spot, 60 seconds or less.

**Commercial:** Each spot, 60 seconds or less.

#### ELIGIBILITY AND JUDGING

This competition is open to all community television stations. Entrants need not be members of CBA.

Entries will be judged on overall creativity, production quality, and achievement of objectives as stated in the entry form.

The judges will be a select panel of experienced broadcasting and production professionals. Decisions are the responsibility of the judges, and all decisions are final.

#### HOW TO ENTER

Complete one entry form for each submission and attach it securely to your entry. All entry forms must be TYPEWRITTEN. Attach a copy of the form to your check for the entry fee.

There is no limit to the number of entries that you may submit in any category. However, a separate fee must accompany each one.

If you submit multiple entries, please submit ONE check for all fees. Make checks payable to the Community Broadcasters Association.

Entry fees are as follows:

CBA Members: \$35.00 per entry

Non-Members: \$60.00 per entry.

Submit entries on good quality 3/4" or 1/2" video cassettes with no color bars or

tone. Allow at least 10 seconds of black at the head of the cassette. Use a separate cassette for each entry.

Label all cassettes and cassette boxes with the CATEGORY, ENTRY TITLE, SIZE OF COMMUNITY (under 50,000 or 50,000 plus), STATION CALL SIGN, and COMMUNITY OF LICENSE. Tapes will not be returned.

### STATION OF THE YEAR

Station of the Year entrants should submit the following:

- A 10-15 minute videotape containing a selection of excerpts displaying the station's best programming for the year. Tapes must comply with the criteria set forth above for local programming competition entries.

- A scrapbook containing a media kit, press clippings, award notifications, and similar materials that, in their entirety, illustrate the activities of the station during the past year. Quality of work and service to the community should be emphasized.

- A cover letter explaining the station's format, its mission, a brief history, a brief description of the community it serves, and the specific reasons that the station team feels it qualifies for the award.

- Entry fee: \$35 for CBA members, \$60 for non-members.

### ENTRANT NOTIFICATION

All entries become the property of the Community Broadcasters Association. Your entry in this competition implies that you consent to CBA's use of the material in any fashion deemed necessary to promote the LPTV industry. The CBA may share copies of the material with its members or with other interested parties without your further consent.

### DEADLINE

All entries, completed entry forms, and fees must be received by 5 p.m. MONDAY, AUGUST 31, 1992.

Send all materials to:

Community Broadcasters  
Association  
c/o Eddie Barker & Associates, Inc.  
2515 McKinney  
Suite 1585, Lock Box 12  
Dallas, TX 75201  
(214) 720-3814

Finalists will be notified by mail prior to the LPTV Conference & Exposition in October. Winners will receive their awards during the Awards Gala at the Conference.

### QUESTIONS??

Contact Woody Jenkins at (504) 928-3146.

CBA

## Entry Form

# Fifth Annual CBA LOCAL PROGRAMMING COMPETITION

(Form may be photocopied)

Please read the competition rules carefully before completing this form. TYPEWRITTEN copies of this form must accompany EACH entry. Attach one copy of this form to each entry. Attach an additional copy of each entry form to your entry check. Please submit ONE check for multiple entries.

I have read and agree to the rules for submission:

\_\_\_\_\_  
*signature*

MARKET SIZE (population of city of license)

50,000 and more  Under 50,000

CATEGORY

Program (Non-News)  News  Promo/PSA  Commercial  Sports  
 Station of the Year

Title of Entry \_\_\_\_\_

Address \_\_\_\_\_

Submitted by \_\_\_\_\_  
(call sign) (community of license)

Station Contact \_\_\_\_\_

Phone ( ) \_\_\_\_\_

OBJECTIVE

(25 words or less) must be completed by all *except* Station of the Year entrants.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

FEE

(Include a separate fee for each entry and/or for the Station of the Year competition. Make checks payable to Community Broadcasters Association.)

CBA Member (\$35.00)  Non-Member (\$60.00)

Total number of entries submitted \_\_\_\_\_

Total amount enclosed \_\_\_\_\_

Mail to: CBA  
c/o Barker & Associates  
2515 McKinney, Suite 1585  
Lock Box 12  
Dallas, TX 75201  
(214) 720-3814

DEADLINE FOR ENTRIES:  
August 31, 1992



# Making Money With Programming In An Election Year

—by Ram Sadasiv

It's 1992.

All around the country, politicians are scratching sweaty palms, gearing up for the chance of a lifetime. And everyone else is scratching their heads, stifling yawns, and wondering when the whole thing will finally be over.

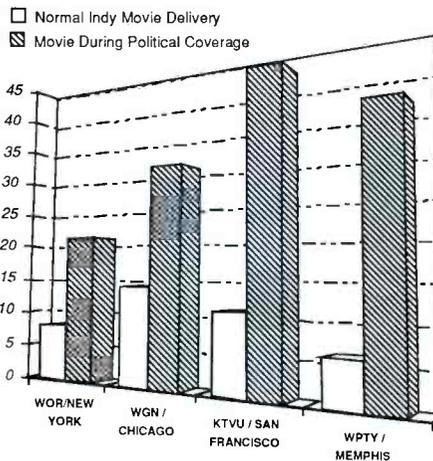
This is an election year folks. And while — as voters — most of us see only depressing prospects, as station operators, we should be jumping for joy. We independent stations are now in perfect position to exercise our rights as Americans...and make a lot of money.

Less than 50% of the country is going to vote this year, yet all three networks are devoting entire weeks of prime time to political conventions: the Democratic Convention, July 13-16 in New York, and the Republican Convention, August 17-21

in Houston. The fact is, however, that most viewers would prefer to watch a good movie instead of hours of stultifying political speech making.

During past presidential years, "Convention Movies" on independents have regularly beaten the networks' prime time coverage. And in many cases, the indies' ratings have more than tripled over those of normal time periods. Conversely, network affiliates' Late News ratings following network convention coverage are less than half their regular showing. So expect your late fringe to more than double against these crippled opponents.

## The Effect of Affiliate Political Coverage on an Independent Airing Movies in Prime Time



What effect does affiliate political coverage have on an independent airing a movie in prime time?

As the previous chart indicates, the result is a tremendous surge over normal time period deliveries for movies airing on independent stations against political coverage.

The other side of the windfall is advertising dollars. In 1988, the Bush/Quayle campaign spent \$31.1 million on political advertising, of which \$19.4 million or over 62% went to local media.

## Political Ad Dollars Spent by the Bush/Quayle Campaign in 1988

Local	\$19.4 M
Network	\$ 9.2 M
Cable	\$ 1.3 M
Radio	\$ 1.2 M

This year, with Bill Clinton tapping the big Democratic funding bases, and Ross Perot pledging to spend "whatever it takes" for a third party campaign, total advertising dollars could go over \$100 million.

How does this translate to you as a small market independent? Suppose you have a station in Austin, Texas that covers 10% of the market. What the election means to you is a new untapped \$23,500 revenue stream.

But what if you're not in Austin? Well, suppose you had a station in tiny Lima, Ohio. Now Lima's ADI represents just .045% of the country. And suppose your coverage wasn't that great, and you reached only 2% of the market. Your share of the political local spot buy would still come to \$560. Now that may not be a lot to you, but that could be a down payment on "Doogie Howser: M.D."

There is another revenue stream that we have not yet discussed. With Perot's new "town meeting" concept, and the current dissatisfaction with pre-packaged "sound-bites," the candidates will be thinking more than ever about paid political programming — buying half hour slots to communicate directly with voters and get their points across without the distorting lens of the news media. The cost of doing this on a network affiliate, however, can be prohibitive. But as an independent, you are in a position to offer better slots and more reasonable rates.

Don't allow your LPTV status to make you feel powerless. We are a force to be reckoned with on the national scene. With network erosion as a fact of life, it has become imperative for national adver-

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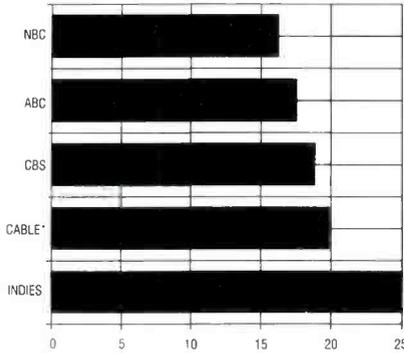
## Expected Revenues from Political Advertising Based on Market Size

	Portland .882	Louisville .559	Austin .378	Lima .045	
LOCAL SPOT	\$62,000,000	\$546,840	\$346,580	\$234,360	\$27,900
If you reach 2% of the market	\$10,937	\$6,932	\$4,687	\$558	
If you reach 10% of the market	\$54,684	\$34,658	\$23,436	\$2,790	

tisers to look to independents to reach viewers who don't watch the networks.

According to Nielsen, during July 1990, the independent stations continued their long trend of attracting increasing audiences, and commanded 25% of all viewers, while the three networks combined fell to a total share of only 51%.

**Audience Share for Networks, Cable, and Independents in 1990.**



All this good news should not lull you into complacency. Independents have been historically underutilized by the political parties. These people are not going to come looking for you; it is going to take hard work and perseverance. Find the nearest "Citizens for Perot" office. Call the Republican and Democratic offices and identify their local media buyer. And, remember, the money is out there. You just have to go out, talk to the people, press some flesh, and get it.

Ram Sadasiv has worked in television and radio since 1986. A graduate of the University of Chicago, he has received the Olga and Paul Menn Foundation Award and a Columbia Journalism prize. His writing has appeared in Sabotage Press, Grey City Journal, and The Great Swamp Gazette. Sadasiv is currently research director at Showplace Broadcasting in Chicago. 

**Did You Know?**

As of Winter 1992...

98% of American households have television, and of those TV households...

- 98% have color TV.
- 65% have two sets.
- 28% have three or more sets.
- 73% have a VCR.
- 61% get basic cable.
- 61% get 30 or more channels.

Average daily viewing is...

- Adults: 4 hours, 46 minutes.
- Teens: 3 hours, 22 minutes.
- Children: 3 hours, 25 minutes.
- Daily Home Use: 7 hours, 32 minutes.

Source: Nielsen Media Research. Data based on viewing in February 1992, including Olympics.

**FCC Proposes User Fees  
LPTV Stations Could Pay \$125 Yearly**

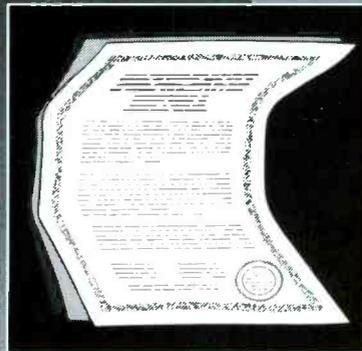
The FCC has proposed levying annual user fees on its licensees, including broadcasters, cable operators, and phone companies. The fees for broadcasters would range from \$100 to \$4,000, depending on the service. Cable systems would pay 22.5¢ per subscriber. Local telephone companies would pay anywhere from \$100 to \$1.125 million annually; long distance companies from \$100

to \$2 million.

LPTV stations would be assessed \$125 annually.

The FCC would use the fees to pay for its costs of policy and rule making, enforcement, and international and user information services and activities. They would be charged in addition to the application fees currently required for most applications and reports. 

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# Technical Talks

—by John H. Battison, P.E.

## So You Wanna Be In LPTV!

More than a decade has passed since LPTV first hit the headlines and the first applications were filed with the FCC. Many licenses have been issued, and many successful LPTV stations are on the air. So perhaps it's time to look at what is involved in getting an LPTV station to that point, and ask potential applicants...

### So You Wanna Be In LPTV?

When the LPTV bug bites, the first thing to do is go to bed and sleep on it! If you still feel the same way in the morning, good luck to you! From now on your life will be very different.

To start, be sure that you have access to \$100,000, or more. You can get a station on the air for less if you or your partners are technically experienced, or for a lot more if you don't care about the ratio of expenditure to potential income.

Under the FCC's present rules, you must wait until a new filing window is announced before you can apply to build a new LPTV station or to make major changes to an existing station or construction permit. These windows are announced at irregular intervals, about nine or more months apart.

The announcements usually give you about six weeks notice before the window opens, and the window is generally "open" for five days. Your applications must be filed within this period. The actual method of filing has become somewhat complicated, and if the requirements are not met you will miss the window and lose your filing fee. It is best to let your attorney or consulting engineer advise you on this.

### Becoming a Licensee

First you must file Form 346. This is the application for authority to construct an LPTV station. It is illegal to construct a transmitting station without authorization from the FCC.

In the case of LPTV stations, no deviation is allowed from the plans laid out in Form 346. You are given 18 months in which to build your station. If you have good grounds for requesting it, you can apply on Form 307 for an extension of time to construct. However, the FCC is not as generous with extensions as it was at one time. You have to provide proof of substantial construction progress before you can get extra time.

After your station is built, you must file Form 347. This is an application for a license to broadcast.

### Choices

Before you file Form 346, however, you have quite a lot of work to do. First, you should apply for the maximum amount of power available to you in your market.

In my opinion, it is usually not advisable to try to build in a major market. Apart from the fact that currently the FCC has a proscription against filing in the top 50 markets, there are few examples of successful major market LPTV stations. Surprisingly, an LPTV serving New York City is one of them, but it is an exception that proves the rule.

In Columbus, OH there are about eleven LPTV CP's outstanding. There used to be one licensed VHF station, but it went dark. Channel 17 is very successful as a repeater (translator) for Channel 53. But at the time of this writing, as far as I know, there are no other LPTV's on the air. However, if you are planning to air to a specialized audience, such as a minority or ethnic group, then your situation could be quite different. *continued*

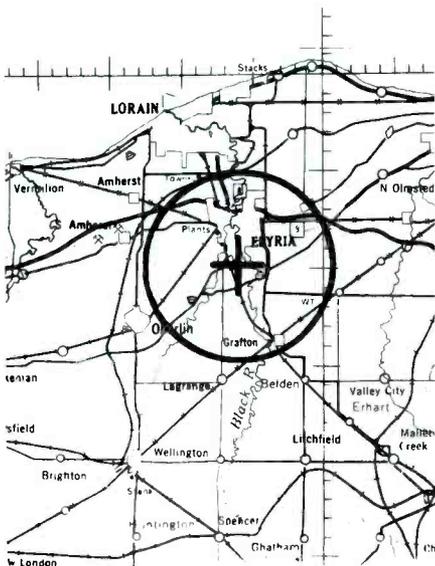


Fig. 1: Non-directional antenna pattern covering the desired city from a central location.

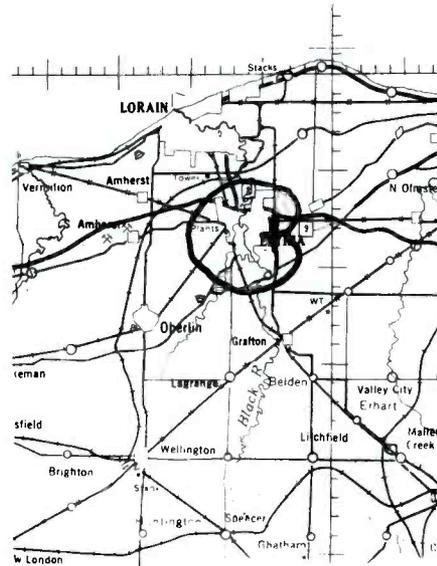


Fig. 2: Cardioid pattern serving the market to the west but protecting the eastern city.

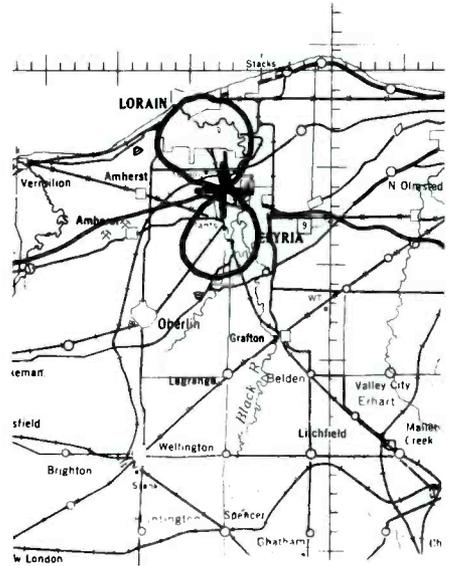


Fig. 3: Figure eight pattern serving two cities and protecting the city to the east.



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Circle (165) on ACTION CARD

Having determined your market, you must choose to broadcast in either VHF (channels 2-13) or UHF (channels 14-69). My advice is to choose the latter because the allowable transmitter output power is 100 times higher for UHF than for VHF — 1 kW vs. 10 watts. Also, one wavelength at UHF is very short, so antennas can be much smaller with gains that are much higher. It is comparatively easy to obtain as much as 40 kW effective radiated power in UHF — a respectable signal in any market.

Another important point is that it is very easy for your viewers to erect high gain UHF receiving antennas that can enlarge your viewing — and selling — area!

Now you must find a channel that is available and at the same time find a suitable site. These two things go hand-in-hand.

Over the years I've had dozens of applicants tell me that there is a channel available in "X" town. Asking how they know, I am usually told "I looked at the list of channels, and there are none nearby," or "There are lots of vacant channels on my TV receiver." Channel studies invariably show that none of these "easy" channels are available.

The only way to be sure that a channel is available is to have a consulting engineer run a channel study for you. This is the point at which your first — and most important — expenditure will be made. Select a consulting engineer, preferably a registered professional engineer (PE), and pay him or her a retainer to find you a channel, determine the best site and antenna system, and prepare the engineering portion of Form 346.

Earlier in this article, I mentioned that the channel and antenna site go hand in hand. The channel will generally dictate the location of the antenna. For example, if you are lucky and find a channel that will work with a non-directional pattern, you can probably place the antenna in the corner of your proposed market — other things being equal. This means that your viewing area is spread more or less

equally around your antenna site (see Figure 1).

However, because of channel restrictions, such as the need to protect other stations, you may have to locate the antenna to one side of the market, and "squirt" the signal away from the interference area and toward the desired market.

Figure 2 illustrates a scenario in which it might be necessary to protect a Cleveland station from interference from your proposed station. Therefore, the antenna is located on the east side of Elyria to minimize the LPTV signal on the east, toward Cleveland, and maximize it over the desired market.

Now, you must find a suitable tower to support your antenna. This can become a big problem. Your engineer should work with you to locate a suitable site. In the end you may have to erect a tower, but give it a great deal of thought beforehand. The cost is usually quite high. Perhaps another channel can be found, or a different pattern used.

Figure 3 illustrates a possible solution. It might be that Lorain is also an attractive market, and your LPTV signal could be significant there as well as in Elyria. Assuming that a suitable tower is available between the two cities, another kind of directional pattern can be used. This will protect Cleveland, and still provide good signals into Lorain and Elyria.

Many variations of directional patterns are available, and it is generally possible to come up with a satisfactory antenna and site. When you have done that, you have cleared the first hurdle toward becoming an LPTV broadcaster.

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

## BON MOT

**There is only one success — to be able to spend your life in your own way.**

*Christopher Morley*

# Supplier Side

Weather Express, Inc. offers a way to place live satellite polar imagery directly on the air at a very low cost.

The Weatherfax Satellite Imagery System is a state-of-the-art retrieval system that can acquire and display real time, full resolution, visible and infrared images of Earth directly from the polar orbiting satellites of many nations.

The economically priced turn-key system utilizes a 386-25 PC computer, including Super VGA monitor and optional NTSC video board, Weatherfax Scancard and user-friendly software, automatic scheduler-timer, and built-in satellite receiver card with automatic save and capture capability.



*The Weatherfax Satellite Imagery System from Weather Express, Inc.*

The company also offers forecasting services, low-cost weather graphics display systems, meteorological display systems, and data retrieval and information systems that can receive all domestic, international, public, and FAA data.

Circle (152) on ACTION CARD

New from Microwave Filter is the Model 3378-6.8/7.5 high pass filter that isolates audio subcarrier signals on C-band satellite receive systems.



*Microwave Filter's 3378-6.8/7.5 TVRO filter.*

The passband is 7.5-11 MHz and stopband is 0-6.8 MHz. Loss is 3 dB maximum and rejection is 45 dB minimum. VSWR is 1.5:1 maximum and impedance is 75 ohms. Connectors are type F female or BNC (50 ohm type female).

The size of the filter is approximately 1" x 1.5" x 4". The price is \$225.

Circle (157) on ACTION CARD



# ...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.

W03BF Greensboro/Marion, AL. Dennis Adams, 5/19/92.

K56EP Peetz, CO. Board of Logan County Commissioners, 5/21/92.

K58DX Peetz, CO. Board of Logan County Commissioners, 5/21/92.

W07CN Lumberton, NC. Billy Ray Locklear, 5/19/92.

W62BE Columbus, OH. Omni Broadcasting Company, 5/13/92.

## LPTV LICENSE RENEWALS

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

K38DF Aurora, CO. Peter B. Van De Sande, 5/27/92.

K17CF Boulder, CO. Full Gospel Outreach, Inc., 5/27/92.

K54DK Boulder, CO. Sunbelt Media Group, Inc., 5/27/92.

K07DM Cahone, CO. Southwest Colorado TV Translator Association, 5/27/92.

K43CG Colorado Springs, CO. Full Gospel Outreach, Inc., 5/27/92.

K07UY Cortez/Mancos, CO. Southwest Colorado TV Translator Association, 5/27/92.

K09DM Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.

K11LP Cortez/Mancos, CO. Southwest Colorado TV Translator Association, 5/27/92.

K22CU Cortez/Mancos, CO. Southwest Colorado TV Translator Association, 5/27/92.

K33AE Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.

K35CH Cortez/Mancos, CO. Southwest Colorado TV Translator Association, 5/27/92.

K51DB Cortez/Mancos, CO. Southwest Colorado TV Translator Association, 5/27/92.

K57EX Cortez/Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.

K59CF Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.

K04CR Creede, CO. Creede TV Association, 5/27/92.

K06AR Creede, CO. Creede TV Association, 5/27/92.

K11LR Creede, CO. Creede TV Association, 5/27/92.

K04NK Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.

K05GA Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.

K08LL Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.

K10MZ Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.

K13AT Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.

K67CO Dolores, CO. Southwest Colorado TV Translator Association, 5/27/92.

K05EW Dove Creek, CO. Southwest Colorado

TV Translator Association, 5/27/92.

K48BK Dove Creek/Cavenous, CO. Southwest Colorado TV Translator Association, 5/27/92.

K24CH Mancos/Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.

K26CI Mancos/Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.

K31CT Mancos/Cortez, CO. Southwest Colorado TV Translator Association, 5/27/92.

K07PA Manitou Springs, CO. University of Southern Colorado, 5/27/92.

K07FI Masonic Park, CO. Creede TV Association, 5/27/92.

K48CU Pueblo, CO. Full Gospel Outreach, Inc., 5/27/92.

K06BP Paisley, OR. Paisley TV, Inc., 5/14/92.

K07FW Summer Lake, OR. Paisley TV, Inc., 5/14/92.

## NEW LPTV CONSTRUCTION PERMITS

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

K38CY Van Nuys, CA. Laurence Windsor, 5/28/92.

W13CQ Atlanta, GA. Gerald Cohen, 5/12/92.

W34BL Leicester, MA. Carter Valley Broadcasting Corporation, 5/8/92.

K56FB Albuquerque, NM. Ray Moran, 5/28/92.

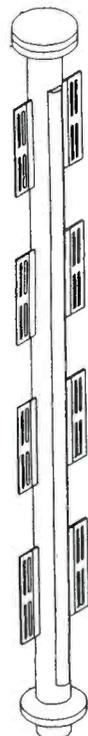
W45AQ Oneida, NY. Craig L. Fox, 5/28/92.

W32AS Cleveland, OH. Gerald Cohen, 5/11/92.

K58EG Lawton, OK. Lawton LPTV, Inc., 5/12/92.

*continued on page 19*

# THE ULTIMATE PERFORMERS!



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Designed Specifically for Low Power TV

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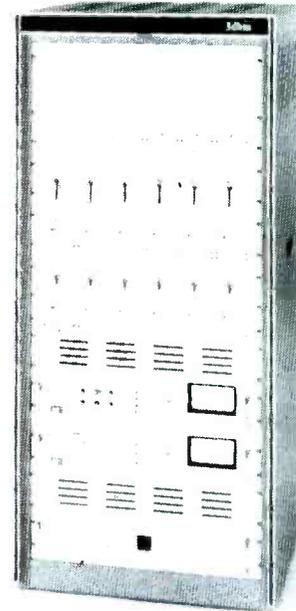
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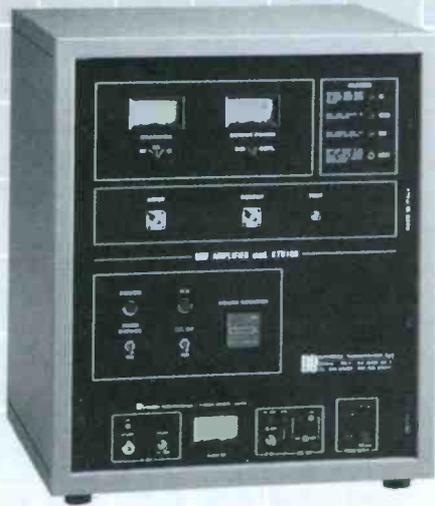
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- Internal monitoring and compensation of Exciter, Amplifiers and Power Supplies to ensure uninterrupted broadcasting



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Circle (75) on ACTION CARD



# KTU 100

IV/V band TV amplifier

- **General.** The power amplifier mod. KTU 100 is designed for operating in UHF TV broadcasting transmitters in the band IV/V. It is specially designed for combined vision/sound transmission.
- **100 watt output power in continuous service:** this amplifier can work with full power in continuous service (24 hours a day) with the greatest security, thanks to very reliable technical solutions employed.
- **3 watt excitation** are enough to achieve full output power.
- **Suitable** as final amplifier for low power transmitters or like driver for high power amplifiers.

- **Long life tube:** the tube employed (YD 1381 or equivalent) is a particularly strong tetrode which working point has been chosen within safety area. This guarantees a long average life also in not ideal conditions.
- **Instrumentation and controls,** located on front panel, allow amplifier's most important functions quick checking.
- **Precision directional coupler** guarantees accurate measures and fast protections intervention.
- **Output notch filter** maintains spectral quality over international standards limits (CCIR/FCC/DOC).
- **Electronic protections,** with indication of light, intervene in case of:
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  - excessive plate current
  - excessive VSWR
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Circle (126) on ACTION CARD

## BE-TV Now WBE

World of Better Entertainment (WBE), formerly BE-TV, has announced its move to satellite ASC-1, transponder 16 upper.

The all-free programming network suddenly ceased broadcasting on May 6 when, it charged, its uplink provider, Teleport Denver, preempted its signal.

Broadcasting resumed on June 15 via  an 18-hour daily schedule.

## A/B Switch Reminder Mandate Expires

As of June 10, 1992, cable systems need no longer remind their subscribers that A/B switches are available. But systems still must offer A/B switches to new subscribers.

An A/B switch is a device that allows the viewer to switch a television set between cable and broadcast reception.

Cable operators are permitted to charge for the switch and may charge existing subscribers (but not new subscribers) for its installation. But they may not forbid cable subscribers, either new or old, to buy their own switches from another vendor or to install switches obtained from either the cable operator or another source themselves. 

## 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 .....	17	75	(800) 279-3326
Adtec Productions .....	7	149	(615) 865-8707
Alan Dick & Co. (USA), Inc. ....	5	139	(800) 252-2272
American Family Entertainment Network .....	15	144	(303) 397-4104
Andrew Corporation .....	13	79	(800) 255-1479
Euro Tech .....	18	126	(201) 434-5729
ITS Corporation .....	20	123	(412) 941-1500
Microwave Filter .....	9	172	(800) 448-1666
Shop at Home .....	8	147	(419) 526-3830
Showplace .....	12	180	(312) 472-8828
Texscan MSI .....	2	26	(800) 367-6011
Trident Productions, Inc. ....	16	165	(800) 955-5660

## Most Stations Comply With Kid TV Rules, Audit Shows

Initial results of an FCC audit of commercials in children's programming reveal that at least 95% of the one-hour segments monitored clearly complied with the commercial time restrictions. Only 15 of the 343 segments apparently exceeded the maximum time permitted for commercials.

The mean value of commercial minutes per hour was 8.8 for all segments monitored. This is well within the limits of 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays. 

K60GO Tulsa, OK. Cyril H. Miller, Jr., 5/6/92.  
W04CU Knoxville, TN. Dwight R. Magnuson,  
5/28/92.

#### ASSIGNMENTS AND TRANSFERS

K30BI Palo Alto/Los Altos, CA. Voluntary assignment of permit granted from Channel America LPTV Holdings, Inc. to Polar Broadcasting, Inc., 5/11/92.

K53DO Sacramento, CA. Voluntary assignment of permit granted from Channel America LPTV License Subsidiary, Inc. to Kidd Communications, 5/28/92.

W19AX Kissimmee, FL. Transfer of control of licensee corporation from Michael G. Williamson to Charles S. Namey, 5/11/92.

W24AJ Aurora, IL. Voluntary assignment of permit granted from Channel America License Subsidiary, Inc. to Polar Broadcasting of Arizona, Inc., 5/11/92.

K07TX Oklahoma City, OK. Voluntary assignment of license granted from Operator Broadcasting Systems to Channel 7 Broadcasting, Inc., 5/8/92.

W08CV Myrtle Beach, SC. Voluntary assignment of license granted from O & R Broadcasting Company to Beach TV of South Carolina, Inc., 5/27/92.

K52EA San Antonio, TX. Voluntary assignment of permit granted from Augustin Torres, Jr. to Aracelis Ortiz, 5/29/92.

K45DA College Place, WA. Voluntary assignment of license granted from Blue Mountain Broadcasting Association to Blue Mountain Broadcasting Association Corporation, 5/29/92.

K22BI Walla Walla, WA. Voluntary assignment of license granted from Blue Mountain Broadcasting Association to Blue Mountain Broadcasting Association Corporation, 5/29/92.

K27DD Walla Walla, WA. Voluntary assignment of license granted from Blue Mountain Broadcasting Association to Blue Mountain Broadcasting Association Corporation, 5/29/92.

#### CANCELLATIONS

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

K18CS Anchorage, AK. Fireweed Television, 5/29/92.

W31AQ Mobile, AL. Wenda Shaltry — Shaltry Communications, 5/29/92.

K22CO Flagstaff, AZ. Ted Tucker, 5/29/92.

K58DV Phoenix, AZ. Atrium Broadcasting Company, 6/5/92.

K67FC Auburn, CA. Vaughan & Barnett, A Partnership, 5/29/92.

W59BY Cocoa, FL. Donald L. Jones, 5/29/92.

W07BX Melbourne, FL. Valley TV Company, 5/29/92.

W33AS Saint Augustine, FL. Tower of Love, Inc., 5/29/92.

W05BL Sarasota, FL. Faith That Pleases God Church Corporation, 5/29/92.

W17BC Sebastian, FL. Donald L. Jones, 5/29/92.

K52DQ Kailua/Kona, HI. Le Sea Broadcasting Corporation, 5/29/92.

K35DD Lihue, HI. John Patrick Marcom, 5/29/92.

W46BP Belvidere, IL. Katy Communications, Inc., 6/5/92.

W14AT Indianapolis, IN. Black Ink, Inc., 5/29/92.

W44BB Georgetown, KY. Robert J. Spradlin, 6/5/92.

K65EV New Orleans, LA. Frontier Broadcasting, Inc., 5/29/92.

K68DT New Orleans, LA. Neal L. Andrews, Jr., 5/29/92.

K66DT Minneapolis, MN. Baby Boom Broadcasting Company, 6/5/92.

K05JH Joplin/Carthage, MO. Don Stubblefield, 5/29/92.

W36BC Green Pond, NJ. Zenon Reynarowych, 5/29/92.

W67BV Buffalo, NY. K. Sandoval Burke, 5/29/92.

W27AL Monticello, NY. John Mester, 5/29/92.

K63EL Chiloquin, OR. Quentin L. Breen, 6/4/92.

K15CC San Antonio, TX. Gwendolyn May, 5/7/92.

W29AU Coral Bay, VI. Broadcasting Systems, Inc., 5/29/92.

K62DH Seattle, WA. Northwest Christian Television, 6/5/92.

# Classifieds

#### FOR SALE

**Eight Acrodyne Model T-230** 100-watt UHF television translators. Excellent for LPTV applications. One owner with excellent maintenance. Will sell as is, or will tune to your frequency. Base price \$4,000 each. For quote, call Jack at (602) 753-3829.

**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.

#### WANTED TO BUY

**Wanted to buy: LPTV stations, CP's,** or completed but unfiled 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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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.

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**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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Director, Product Management  
Antenna Operations



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#### Arent, Fox, Kintner, Plotkin & Kahn

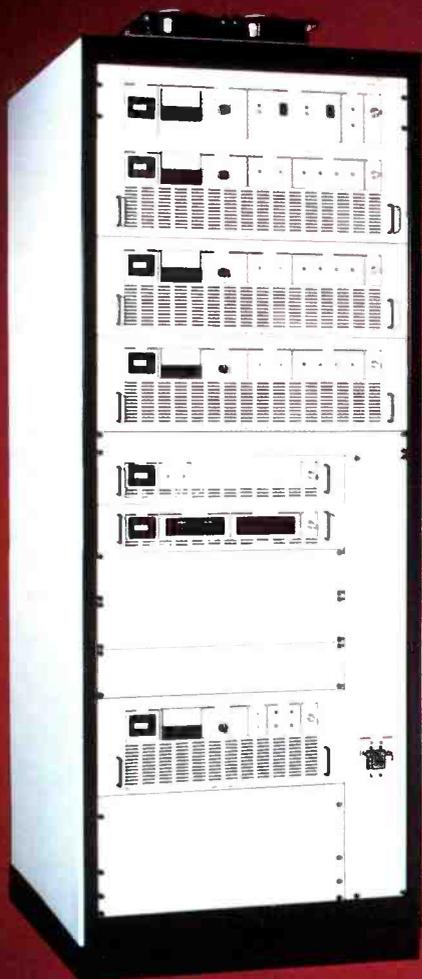
Washington Square 1050 Connecticut Avenue, N.W.  
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**General Counsel to the  
Community Broadcasters Association**

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Circle (123) on ACTION CARD



# The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 7, Issue 8 • August 1992

\$5.00

**AUTOMATING  
YOUR STATION  
Stories Inside**



The Hometown Team: Joe Gusnerowski, production sales manager; Brian Ronan, Manotti, general manager.

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## Ingenuity, Creativity Make Carlisle's TV40 Grow

—by Anne C. Rosenberger

Carlisle, Pennsylvania has a lot to offer. It's a mere 25 miles from Harrisburg, the state capital, and there are three colleges nearby, as well as a number of large corporations including IBM and Blue Cross.

Carlisle also has TV40.

Jeff Manotti, TV40's station manager, describes Carlisle as one of those rare places that manages to offer all the advantages of a big city while maintaining the feel of a small town.

"Essentially, Carlisle is a hub connecting five interstates," said Manotti. "And because we're so close to the state capital, quite a few state and federal workers choose to settle here. Many retired military personnel also move to the Carlisle area after having been stationed here. It's a good place to raise children."

Carlisle is also a good place for an LPTV station, although you wouldn't have guessed it when TV40 first signed on the air in December 1988.

According to Manotti, the station's first two years were rough. In fact, when he signed on as sales manager last year, he discovered that for those first years TV40

*continued on page 9*

## Cable Bill Sweeps House 340-73

—by Jacquelyn Biel

The cable industry received a stronger than anticipated message from the House of Representatives on July 23 when, by an overwhelming 340-73, lawmakers passed H.R.4850, the tough cable reregulation legislation that has been in the works since early this year.

Among other provisions, the bill would allow the FCC to regulate basic cable and "unreasonable" premium channel rates and require cable companies that produce programming to sell that programming to their competitors. The program access provision—which was included in the original version of H.R.4850 but which was deleted during the House Energy and Commerce Committee's markup—was reinserted via an amendment offered by Rep. Billy Tauzin (D-LA) and passed by the House, 338-68.

**Conference Committee To Vote On LPTV  
Must Carry**

Also killed during markup was the bill's retransmission consent option for broadcasters. This provision was not included in the final version, but it is expected to be reinserted during the House-Senate

*continued on page 3*

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#### ► Commercial Insertion Systems

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#### ► VCR Playback Controller

P3-1™ multiple VCR controller allows unattended video playback for up to 14 hours.

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SG-e, SG-3 and SG-4™ are full function television character generator display systems. All units have single video channel output with color capability, unattended 7-day event scheduling, real time clock control and display, networking capability and memory for up to 150 pages of text.

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Circle 126 on ACTION CARD



## In Our View

This month's column will be brief because I'm taking a short vacation. But there are three comments to make that can't wait.

First, if you saw our May issue, you know about the pool of money that Boston's Creistre Financial Group is making available to LPTV stations. The money — which could total \$250,000-\$350,000 per station and will be offered in the form of a long-term loan — may be used either for building new facilities or for upgrading older ones. LPTV licensees, construction permit holders, and applicants are encouraged to apply.

Many of you have called asking for a telephone number. Perry Morton, Creistre's managing director, prefers not to work over the telephone. But if you want to know more about Creistre's offer, just send Morton a short letter briefly describing your plans. He will take it from there. Send your letter to Perry Morton, Creistre Financial Group, 265 Franklin Street, 19th Floor, Boston, MA 02110.

This opportunity, from all indications, is a real breakthrough for our industry which has been struggling for financing since its birth in the early 80's.

The second item is the CBA Convention. CBA vice president Woody Jenkins is in charge of planning the Conference portion.

As I mentioned in last month's column, one of his ideas is to schedule a series of "Round Tables" where station people share ideas with one another in an informal setting.

Right now, Woody would like to hear from anyone who wants to participate in a Round Table. You don't have to be a CBA member to do so. Call him at (504) 928-3146 or drop him a note at TV 19, 914 North Foster Drive, Baton Rouge, LA 70806.

Lastly, don't forget to send in your entries for the Local Programming Awards. Again, you don't have to be a CBA member to enter. The deadline is August 31. For details, call Woody, or see the July issue of this magazine.

### The LPTV Report

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

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## Cable Bill

*continued from front page*

conference committee reconciliation. An amendment by Rep. Jim Slattery (D-KS) that would have included locally programmed LPTV stations in that provision was not offered in committee (see **LPTV Report**, July 1992, p. 1), but Slattery and LPTV supporters are pushing to get it included by the conference committee.

Community Broadcasters Association officials are optimistic that the final outcome will be a bill that includes LPTV must carry. An LPTV must carry amendment sponsored by Sen. Wendell H. Ford (D-KY) was added to the Senate bill last year during markup and is included in the S.12, the Senate's version of the cable bill. Ford, who is the Senate's Democratic Whip, is expected to be a member of the conference committee.

The CBA is now pushing to consolidate its support in the House and among House conferees. Named to the conference committee on July 31 were Energy and Commerce Committee chairman John Dingell (D-MI) and Committee members Ed Markey (D-MA), author of H.R.4850; Tauzin; Dennis Eckert (D-OH); Ralph Hall (D-TX); Thomas Manton (D-NY); Claude Harris (D-AL); Norman Lent (R-NY); Matthew Rinaldo (R-NJ); Mike Bilirakis (R-FL); and Jack Fields (R-TX). Also expected to join the conferees are Judiciary Committee chairman Jack Brooks (D-TX) and member William J. Hughes (D-NJ).

### Veto Is Uncertain

Meanwhile, cable supporters are working hard to ensure a veto when the bill reaches President Bush—probably in September—and to round up the Congressional votes needed to sustain the veto. But cable industry leaders are beginning to worry that Bush's poor showings in the polls and his need to recapture the consumer vote may push him to sign the measure in spite of his opposition to reregulation.

According to news reports following the House action, a top aide to Senate minority leader Robert Dole (R-KS) told a New England cable group that Bush may not want to risk an override—an event that would mar his record of 30 sustained vetoes and would send a bad message to voters at a crucial time in the presidential campaign.

After the two versions of the bill are reconciled, it will be voted on once again by both Houses of Congress before it goes to the President who has ten days (excluding Sundays) to act on it. The bill must be presented before September 23 to avoid a pocket veto, which occurs when Congress adjourns before the ten days have expired. In that case, Bush could simply refuse to sign it into law, and there would be no opportunity for Congress to override.

CBP

# Automation...

## The What & Why For LPTV

—by Robert G. Truscott

TV automation is not new. It has been with us in various forms for more than 30 years. And its purpose today is the same as it was 30 years ago — that is, to accomplish more tasks more efficiently with fewer errors and fewer people, thus enabling stations to reduce their technical

staffs and improve their profit margins or cut their losses.

Before the invention of videotape, all TV commercial material, with the exception of live studio or remote productions, was aired from a combination of film and slide sources. This required a projectionist who would manually roll the film projectors and change the slides on cue from

a director or master control operator. It was a very cumbersome and inefficient way to "run a railroad," so people began finding ways to improve the system.

The first step was to introduce remote control of the film and slide projectors so that the master control operator could control them from a panel next to the video switcher. This enabled the master control operator to take on the duties of projectionist in addition to the master control duties, thus eliminating the need for a full time projectionist in many stations.

### Back in '61...

The downside of all this was that the master control operator got overloaded by the many precisely timed functions — typically as many as 30 — that he or she had to perform in the short time interval of a 60- or 90-second station break. This resulted in many "blown" commercials and a sloppy on-air break. Clearly further improvement was called for.

The first attempt to fill this need was an automation system designed about 1961 that took care of all of the functions mentioned above. All the operator had to do was push a single button on a control panel. As I recall, this system consisted of perhaps two 7-foot equipment racks filled with dozens (perhaps even hundreds) of vacuum tubes and mechanical relays. It was a marvel. That is, one had to marvel that the manufacturer was ever able to demonstrate it successfully, let alone deliver a usable product.

The system was, in fact, delivered to a number of stations, but if any of the installations ever worked properly it was a well kept secret. Typically, the "marvel" and other similar systems caused as many commercial losses as the overloaded master control operator caused — if not more.

### The 2" Tape Breakthrough

The next step toward automation occurred when 2" videotapes came into use. They allowed station people to pre-record their commercials, thus ensuring that the films, slides, and live segments were properly integrated prior to airing. The old problems associated with live production — breaking film, slides out of sequence, announcer goofs, etc. — were eliminated. In addition, entire station breaks could be pre-recorded on "one string," so to speak. Two-inch tape was a giant step forward, but its practicality was questioned because of the great amount of pre-production work required.

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The next step was the introduction of the 2" videotape cartridge machine by Ampex and RCA. These truly *were* marvelous machines and they did indeed run a perfect station break sequence with simply the push of a single button. However, they were so complex electronically and mechanically that one had to be a near genius to keep them running. This created an elite corps of indispensable people in engineering departments across the country.

At the risk of oversimplifying the process, I'll just say that these machines used carousels loaded with a number of randomly accessible 2" video cartridges. Each cartridge usually contained a single commercial, promotion, or public service announcement. The machine could be programmed to run selected cartridges back to back to back for as long as necessary to complete a particular sequence.

#### What's A Sequencer?

The technical quality of these cartridges was good, but they were limited to short program segments — several minutes as I recall. Many of these machines are still in service, but they are doomed to extinction because of the high cost of 2" tapes and the excessive amount of maintenance they require.

The next step was the so called "sequencer," a device intended to control the start and stop functions of a number of video cassette players. The ones I know about required manual cueing of the various tape players in the system and were quite unreliable. But they did point the industry in the direction it needed to go, and the systems that are most desirable for LPTV stations are an apparent outgrowth of that clumsy beginning.

Automation systems currently available to LPTV broadcasters are really very good and are quite reliable. Typically, a system will control four or more video cassette players of any format. They can be activated by sub-audible cue tones from a satellite network, thus making unattended operation practical.

Again, at the risk of oversimplifying, the process goes like this: All currently active spots are normally assembled on a single reel and encoded for automatic cueing. This master tape is then duplicated so that identical reels can be loaded onto three or more players to permit random access to all spots. The controller is then programmed to play any desired sequence when it receives cue tones from the satellite network — or at a specific time if that is desired. The system can be programmed to return to the satellite or to a different program source at the conclusion of the break. It is possible to run an entire day's programming in this manner without human intervention.

It should be noted that proper operation of the current systems, as of all past systems, depends upon the precise tim-

ing of all spots where a station break must be confined within a specific time interval.

#### On to Digital Automation

The next step in the development of automation may well have been demonstrated at the NAB convention this past spring. One company showed a computer-based system that promises to eliminate videotape players in the playback system. The technical quality was quite good, and — just as importantly — the system would eliminate the maintenance costs and troubles associated with

tape players. It was a prototype; the jury is still out.

Now the big question. Why should LPTV broadcasters invest in automation systems? There are a number of answers. The ones that come to mind are these:

1. In the eyes of the viewers, LPTV stations are not (at least *should* not be) a secondary (or inferior) service. The viewers should see the LPTV as just another TV station, but they won't unless the on-air look is as smooth as that of the big stations. A good automation system will give the LPTV the professional on-air look that it must have to compete.

*continued on page 14*

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# LPTV and the LAW

—by Peter Tannenwald

## Reviewing The Political Broadcasting Rules

In some seven years of writing for *The LPTV Report*, I do not recall writing more than once about any topic other than HDTV. But there are many more LPTV stations on the air today than there were when I last wrote about political broadcasting laws, and many of these laws have undergone changes, so I think it is important to review this area again.

The political broadcasting laws are more complex now than they were during the last elections, and the FCC is enforcing them more vigorously. In the space available to me here, I can only hit the highlights. You will probably need individual legal advice if you get into a complicated time buy situation or a dispute with a candidate.

If you have my earlier articles handy, please don't rely too much on them. When I say there have been changes, I mean just that.

[Ed. Note: Mr. Tannenwald also wrote about the political broadcasting laws in the September 1987 and the June and July 1990 issues of *The LPTV Report*.]

### Basic Concepts

Three basic concepts underlie political broadcasting law: equal time for opposing candidates, a right of access to your air time for candidates for federal office, and limitations on what you may charge candidates. These rules do apply to LPTV stations, although I think the FCC would rule that you do not have to originate

local programming for a candidate if you originate no other local programming. But if you have local insertion equipment and a federal candidate wants to use it, you must make it available.

### Equal Time

Whenever a candidate appears on the air, all other candidates for the *same office* have the right to appear for the same length of time, in a time period expected to reach a comparable audience, and at the same price, including for free if the first candidate does not pay. *Bona fide* newscasts and news interviews, on-the-spot news event coverage, and *bona fide* news documentaries where the candidate's appearance is incidental to the main subject are exempt.

In a change from the 1990 rules, equal time obligations arise only when a candidate intended to appear. If you run an old movie that happens to include an appearance by a current candidate, opponents have no equal time rights unless the candidate asked or paid you to run the movie.

Equal time rights accrue only from personal appearances by candidates, not by spokespersons; but the candidate need not be on for the entire length of the program or spot, as long as he or she is recognizable.

Only legally qualified candidates for office have equal time rights. The definition of "legally qualified" can get complicated

for fringe candidates, but it is definitely not limited to the two major parties. In general, if a candidate is qualified to be on the ballot in your state, is qualified in 10 states even if not in your own, or makes a proper showing of qualification for write-in voting, he or she has equal time rights.

Equal time rights expire seven days after the first candidate's appearance. You must keep written records of candidate appearances, including any amount paid, and make them available on request to other candidates.

If a candidate appears via a network or other satellite feed, the network may choose to fulfill the equal time obligation; but if it does not, your station must do so on its own.

### Right of Access

Candidates for federal office (including President, Senate, and House of Representatives) have a right of access to air time. It is up to you whether you give time free or sell it, but you may not refuse time altogether. Federal candidates have the right to purchase both spots and program time of any reasonable length during any day part. You may reasonably limit the amount of time provided, but what is "reasonable" is often the subject of disputes.

Candidates for state and local office do not have an absolute right of access, but excluding them when you have time available may have adverse implications in terms of your fulfillment of your public interest responsibility.

The right of access should be interpreted reasonably in light of your origination capabilities.

Even if you have a studio, you are not required to make production facilities available to candidates. If you do make them available, you may charge a fee, which should be reasonable but is not expressly limited by law.

You may not censor or alter any material in a broadcast during which a candidate personally appears, but neither are you liable for defamation or any other consequence of the broadcast.

The true identity of the party paying for all political time must be clearly disclosed at the end of the spot or program by the

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specific words "paid for" or "sponsored by" followed by the correct name of the entity which bought the time. If the candidate does not provide the sponsorship ID, you must add it, and you may charge for the extra time. The FCC has specified how large the disclosure print must be. Federal election law not related to the FCC further requires an on-air statement of whether the broadcast was or was not authorized by the candidate.

## Rates

You may give time to candidates for free or charge for it, as you choose. Within 60 days of election day (and 45 days before primaries), every candidate — state, federal, or local — is entitled to buy time at your "lowest unit charge," a term of art that has been the subject of many FCC rulings.

The lowest unit charge ("LUC") is the lower of your station's lowest published rate or the lowest rate charged any advertiser whose spot airs within the 60-day period. Candidates may not be required to purchase any particular quantity to qualify for the LUC, even if commercial advertisers earn that rate only by purchasing a package. If you sell packages, you must assign a price to each spot for purposes of figuring out your LUC, and you must keep a written record at your station of how the package is broken down. The candidate gets the lowest rate without having to buy the package.

LUC ignores quantity, but you may have different LUC's for different classes of time. However, you may not use classifications to force candidates to pay more for a special "fixed" class of time when preemptible advertisers get on the air at a lower rate. The rules governing preemptible rates are very complicated, but

they essentially allow you to charge a candidate no more than the lowest price paid by any commercial advertiser whose spot actually clears and gets on your air. Never create a special premium class of fixed time especially for candidates.

If a commercial advertiser's spot clears after a political broadcast at a lower rate than the candidate paid, you may owe the candidate a refund. And remember that when equal time rights are exercised, the second candidate must never be charged more than the first candidate paid.

If a candidate elects to buy time directly from you rather than through an agency and provides material in final form ready for broadcast, the candidate may deduct the commission you would normally pay an agency.

You may provide production services to candidates for a fee that is not subject to the LUC rule. You are not obligated to provide such services, although if you normally make them available to commercial advertisers, it would be wise to make them available to candidates at the same rates.

The LUC rule does not apply more than 60 days prior to Election Day, but you may not charge a candidate more than your normal commercial rates at any time.

## Notifications

You do not have to notify candidates when their opponents appear, except within 72 hours of Election Day. However, you should keep written records of political appearances (date, amount of time, price) that may be reviewed on request by candidates.

You must notify a candidate if you editorialize for or against him or her and send a tape or transcript with an offer of time to reply. An expression of personal

views by a commentator is not considered an "editorial" unless the position is expressed as that of the licensee of the station rather than the individual.

## Questions

The FCC maintains a staff of experts, headed by Mr. Milton Gross. Any of them can answer your political broadcasting questions. Just call (202) 632-7586.

*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

## Independent Productions To Get Bona Fide News Exemptions

*Bona fide* news programs by independent producers must be treated the same under the political programming rules as programs produced by licensees and networks, the FCC ruled in early July.

The Public Broadcasting Service, the Association of America's Public Television Stations, and the Independent Television Service all petitioned the Commission to change its traditional interpretation of the section of the Communications Act that exempts broadcasters who air *bona fide* news programs about a political candidate from offering equal air time to competing candidates.

Formerly, the FCC applied the exemption only to "licensees" and "networks," but after reviewing the legislative history of the Act, the Commission found no reason not to extend the exemption to independent producers as well.

CBP

# Automation...

## Computerizing Your Business Functions

—by **Chuck Jack**

How many commercials do you have to air tomorrow?

What time will you air them?

Have you billed your advertisers for the commercials you aired last month?

Have your advertisers all paid for those commercials?

These are just a few of the questions you need to answer routinely and quickly if you want to run your station efficiently.

In your mind you see two or three people working long hours to keep track of all this detail. (What if they get sick? Or go on vacation!?) Now if you could only automate your station's traffic, billing, and accounting ... wouldn't your life be easier?

Computer technology is now available that can manage many of these functions. But choosing the right technology for your operation is confusing, at the very least. You need to know about both computer hardware and computer software if you're going to make good buying decisions.

Computer hardware is the physical computer equipment. This includes a central processing unit, monitor, disk storage, and printer. Computer software is the set of instructions that tell the com-

puter what to do when you turn on your machine.

Selecting computer hardware can be confusing. There are many "good deals" in the marketplace today, and you can shop anywhere from your local computer store to mail order suppliers to pawn shops to the local discount store. What do you buy that will work for you? Actually, you first have to decide on your computer software; then you choose the hardware that will run it.

### *Start With a List*

To select computer software, you must first define what you want your computer to do. Do you need to track and bill production, or schedule camera crews and equipment? Will the computer have to calculate the depreciation on your equipment, pay your bills and employees, or keep the company's books?

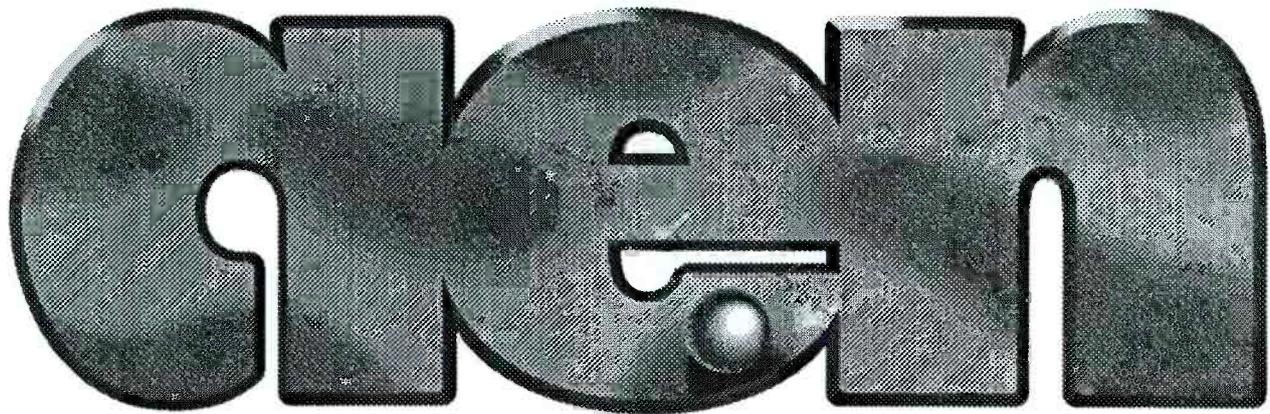
Do you want your computer to schedule commercials, print bills, or tell you how many commercials will be played tomorrow? Should it keep track of your movie contracts, store records of film footage, and print the viewers' log for the newspa-

per? Make a list of functions that the computer will have to perform before you begin your search for software.

Your list will probably include three categories of software. The first is the operating system software which is usually determined by the computer you select and the software you choose to perform the specific functions on your list.

The second category is "off the shelf" software. This includes software that will pay your bills and employees and keep your books — general functions common to most business operations.

When selecting off-the-shelf software you need to consider the support services and update policies of the company that makes it. Does the company provide updates as tax laws and accounting procedures change? Imagine having a payroll program that does not provide ways to change withholding tables when the IRS rates or even your state tax rates change. Or consider a depreciation program that was not updated when the depreciation laws changed. Good off-the-shelf software suppliers will provide regular updates to their software, usually for a nominal fee.



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### Vertical Market Software

The third category of software in your function list is "vertical market" software. This is software written specifically for your industry, and the choices are fewer compared to standard, off-the-shelf software. This category of software is the most important to match to the list of functions you want the computer to perform.

Vertical market software vendors are usually very familiar with your daily station operations. With your list of functions as an outline, ask each vendor your questions. Does the vendor's software schedule commercials? Will it leave holes in the log causing black space on the air? How many commercials can it schedule in a day? Will the software print bills? Can the software be interfaced with the automation equipment in your studio? Get very specific. Get an answer you understand.

You also need to investigate the flexibility of the software. As your station's needs change and equipment and technology advance, will you be able to change your software? Ask questions about the language in which the software is written. Does the vendor provide the source code? Can it be modified? By whom? Does the vertical market software interface with off-the-shelf software? Does the vendor write custom program changes?

### Support is Essential

Finally, does the vendor offer training and support? A good training program can save you or your employees many

frustrating hours of trying to learn the software on your own. After the instructor leaves, you will undoubtedly come up with more questions. Can you call someone to get your answers?

Again, ask questions until you get answers you understand.

Now that you have all your questions answered, you are ready to make your decision. Select the "vertical market" software that meets your needs first. Then complement it with off-the-shelf software where needed. Finally, purchase operating system software and computer hardware that runs the software you selected.

Can the computer really automate your business functions? Yes, partially. The computer, like any other equipment in your station, needs an operator. While the computer will "remember" the details of your business, it takes an operator to manage the detail and quickly provide current information about your station.

The computer can be a valuable tool for performing many of the day-to-day functions of your station faster and more easily. It must, however, be managed. Remember it can even make mistakes faster!

*Chuck Jack is president of Cavalier Computer Services, Inc. of Columbus, OH. He has served as a consultant to the radio and television broadcasting industry for more than nine years providing software design, training, and consulting. He has also consulted with the direct mail advertising industry and cellular telephone communications.*

Mr. Jack can be reached at (614) 888-8388. 

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## Carlisle's TV40

*continued from front page*

had had little or no sales activity. Needless to say, he had a big job ahead of him.

### Marketing Without A Budget

It's a situation familiar to many LPTV broadcasters. As Manotti said, "I know how to promote, but we don't have the money to do much." Which means using a lot of ingenuity and shoe leather.

The first thing Manotti did was to call on all of the customers he'd worked with during his eight years in radio sales.

"It was a bit awkward trying to convince all of my clients — to whom I had downplayed television in favor of radio — that LPTV is *really* the way to go," Manotti said with a chuckle, "but with LPTV we're selling TV at radio rates."

Competitive selling is more than necessary when all of the "big three" networks are represented in your viewing area. There are ABC, CBS, and PBS affiliates in Harrisburg, an NBC affiliate in Lancaster, and another CBS affiliate in Lebanon — all cities within 50 miles of Carlisle.

But the absence of another LPTV sta-

tion in the area is to TV40's advantage. "We can afford to work with the little guys. We can help the 'Mom and Pop' stores get a little bigger," Manotti pointed out.

"TV40 is smaller but more focused than the other stations in the market. Our programming is unique, but I would be comfortable showing any of it to my 94-year-old grandmother or my two-year-old daughter."

### Unique Programming Is Key

TV40 — which reaches approximately 375,000 households and an additional 15-16,000 cable subscribers — is affiliated with Channel America and barbers for a few shows such as "Hit Country Video" (J & M Productions) and "Fishing the West." However, in Manotti's opinion, it is the station's concentration on unique local programming that sets it apart.

The crown jewel is "Roundtripper," a half-hour program for families about destinations and vacations that are educational and fun. Hosted by local personality Bill Irwin, the program started out as "Daytripper" and featured camping and travel trips that would take only a day or a weekend. However, the name was changed to reflect the expanded coverage

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LPTV Report / August 1992 / 9

## LPTV Distribution by State and Territory

June 23, 1992

	Licenses	CPs
ALABAMA	9	27
ALASKA	257	6
ARIZONA	37	36
ARKANSAS	15	22
CALIFORNIA	56	97
COLORADO	49	32
CONNECTICUT	4	6
DELAWARE	3	1
WASHINGTON, DC	2	0
FLORIDA	52	115
GEORGIA	24	33
HAWAII	3	30
IDAHO	37	30
ILLINOIS	18	31
INDIANA	19	29
IOWA	13	28
KANSAS	12	24
KENTUCKY	13	28
LOUISIANA	19	36
MAINE	7	22
MARYLAND	2	7
MASSACHUSETTS	9	10
MICHIGAN	14	22
MINNESOTA	71	31
MISSISSIPPI	13	20
MISSOURI	21	31
MONTANA	29	51
NEBRASKA	4	9
NEVADA	24	20
NEW HAMPSHIRE	3	3
NEW JERSEY	3	12
NEW MEXICO	16	43
NEW YORK	37	44
NORTH CAROLINA	17	31
NORTH DAKOTA	10	13
OHIO	26	41
OKLAHOMA	27	38
OREGON	45	34
PENNSYLVANIA	26	55
RHODE ISLAND	0	2
SOUTH CAROLINA	5	22
SOUTH DAKOTA	10	19
TENNESSEE	34	32
TEXAS	69	111
UTAH	20	8
VERMONT	1	11
VIRGINIA	9	33
WASHINGTON	35	27
WEST VIRGINIA	4	7
WISCONSIN	16	14
WYOMING	23	17
GUAM	1	0
PUERTO RICO	8	7
VIRGIN ISLANDS	1	2

TOTALS: Licenses: 1,282  
Construction Permits: 1,459

that resulted when the Channel America Network began carrying the show nationally.

"Roundtripper" received a 1991 "President's Award" from the Community Broadcasters Association. More important, in Manotti's opinion, are the rave reviews from viewers and from the places profiled on the show. "Roundtripper" has visited Sea World, zoos, the Amish in Lancaster County, and the Binney & Smith (Crayola) plant, to name just a few. With all of the historic areas in and near Pennsylvania, there is little danger of running out of program ideas.

Another popular local feature is "Roundtable," a half-hour news and talk show. "Roundtable" offers an in-depth look into community needs and happenings and is an ideal forum for local politicians, business people, and community leaders. TV40 is able to produce three episodes at a time, which helps to keep production costs down. Each show is also aired four times.

Since TV40 is so close to the state capital, "Focus On Pennsylvania" and "Capital Connection," both half-hour shows produced by the Republican and Democratic Senate Committees, are naturals — although Manotti admits that they're not always terribly exciting.

### Sports Are Popular

Excitement isn't a problem during the summer months. TV40 offers dirt track auto racing from the Williams Grove and Silver Spring Speedways. Races are taped on Friday and Saturday nights and shown from Sunday through Wednesday.

"Racing has proven to have a large, loyal family appeal," says Manotti. "We show every race at least two times throughout the week to try to accommodate as many viewers as possible. Even the families that attend the race will watch the repeats to catch anything that they missed."

The quality of the Williams Grove races attracted the attention of the Sports-Channel America Network which carried them nationally for 13 weeks last season and will repeat them this season. TV40 gets two minutes of national ad time for each show.

TV40 also airs high school football and basketball games from three or four schools in the viewing area. This season,



Jeff Manotti

the station will air ten of each. "High school sports is something you can sell to everybody," said Manotti. "Everyone seems to have something to do with it, whether it's their kids out there on the field or it's their old school."

The station has also aired local college sports such as the Kiwanis Basketball Tournament at Carlisle's Dickinson College, as well as a number of local parades.

### Community Service Provides Income

One of the most popular, and profitable, enterprises at TV40 is the "27 News At 7." WHTM-27 is Harrisburg's ABC affiliate and is rated number one in local news for the Harrisburg market. Because many TV40 viewers work in the state capital and can't make it home in time to catch the beginning of the 6 p.m. newscast, WHTM allows TV40 to record the 6 p.m. news (including commercials) and air it at 7 p.m. TV40 may not sell ads inside the newscast, but it may cover WHTM station promos with its own. And it sells two minutes of adjacencies before and after the newscast at premium rates that are still a fraction of the rates that WHTM's advertisers pay.

Another source of revenue is what Manotti calls corporate videos. "Lawyers, for instance, are often reluctant to advertise, for whatever reason. They feel that advertising their services somehow cheapens them," said Manotti.

But TV40's inventive staff found a way to avoid that stigma. They did a video on DUI (Driving Under the Influence) for the Cumberland County Bar Association. The video, entitled "DUI — Struggle for Justice," follows a party-goer as he drives away drunk from a party. He is pulled over and arrested, and the camera follows him to jail. A 15-minute panel discussion follows, featuring local authorities and lawyers.

In connection with the annual "Law Day" celebration, the video was distributed and shown to local students. It also aired on TV40 at 5:30 p.m. every Tuesday in May and was well received by the public and by the Bar Association which nominated it for several awards.

TV40 charged the Bar Association about \$2,000, just enough to cover costs. But the good will that the station earned is worth many times what it could have charged in profit, said Manotti.

TV40 also sells tapes of the auto races as well as high school games and parades. At \$19.95 a tape, racing videos alone accounted for over \$600 in revenue last season.

"Videos are a great source of revenue for LPTV stations," says Manotti. "You already have all the equipment, and the possibilities are limited only by your imagination."

The "Kiss the Pig Contest" video that TV40 produced to promote a local charity event certainly proves that point.

### Ad Sales Require Tenacity

TV40's biggest problem is with advertisers who can't comprehend buying without ratings. The key to sales, however, is to pique their interest.

Towards that end, TV40 did a compilation tape of "Roundripper" and distributed it to businesses because, as Manotti said, "the hardest thing to do is to sell to someone who doesn't get your station." He has also found that getting people to see themselves on television is often a very effective sales technique.

With a budget of about \$8,000 a month and with each half-hour of local production costing from \$300 to \$400, a sound base of advertisers is very important to TV40. One way the staff encourages continued support is to offer a substantial discount for long-term buys. TV40 charges \$20 to \$30 per spot for a 1-12 week run but cuts the price in half for a 52-week contract.

Manotti explained, "Repeat broadcasts also serve to lower the average spot rate because we don't charge for repeat broadcasts." This approach has built a loyal following of advertisers including appliance stores, auto mechanics and dealers, mobile home dealers, the local Sears Roebuck Outlet store, and — for the auto races — a national brewery.

Karen Durnin, a new addition to the TV40 team, is working to expand the sales network even further. Durnin, who is in charge of sales at TV40, has former experience with LPTV and, in Manotti's estimation, is "fantastic."

Since her arrival, for example, Durnin has set up the "Mayapple Golf Show." She persuaded Mayapple, a new golf course in the area, to underwrite the half-hour show in exchange for eight minutes of advertising. She's now pitching a similar idea to a local real estate agency.

It was also Durnin's idea to implement a new advertising policy for the station's high school sports. Formerly, TV40 had allowed advertisers to choose the games they wanted to air in, a good-hearted gesture that resulted in mass confusion. Now advertisers must purchase all games in block — 10 football and/or 10 basketball. This policy ensures that all of the games will be supported equally.

### Cable Ownership Helps & Hinders

TV40 is part of the Raystay Corporation which owns several radio stations as well as TV Cable of Carlisle. Being sisters with a cable system can both help and hinder the affiliation with other systems because of the intense competition between systems in the area, Manotti said. But the station's relationships with cable are fairly good, nevertheless.

Flight Systems and AmeriCable both carry TV40 in its entirety, while York Cable carries a few of the auto races several times a week. However, Sammons Communications, which is the largest cable

system in the area with about 85,000 subscribers, carries only one auto race a week on a one-week delayed broadcast. Manotti is pitching TV40's series of high school football and basketball games to Sammons, in hopes that the foot in the door will gain TV40 full carriage someday.

### It Comes Down To Community

The best advice Manotti has for new LPTV broadcasters is that they should "get in solid with the Chamber of Commerce and make as many community contacts as possible." He also suggests that LPTV broadcasters try as hard as they can to get cable behind them.

And to become active in the community. "Get out there and let the people know what you're going to do for them. Utilize your viewers and their video cameras. Most of all, look into your local resources. They're out there: golf courses, law firms, and real estate agencies, to name just a few.

"And remember, if the community knows that you're behind them, and you, in turn, need their help, all you have to do is ask. You'll usually get the help you need."

Manotti believes firmly in the future of community television. "There is a time and a place for LPTV. That time is now. It's only a matter of time before everyone realizes that we're the pioneers. We're in exactly the same position FM radio was in during the '60's when AM was king.

"We need to change the minds in government, and one way to do that is by pulling on the heart strings of local legislators. There's no reason that we should have to fight dirty." CBP

## First Digital HDTV Broadcast A Success

Digital HDTV broadcasts work.

So discovered Zenith and AT&T in May when, with the help of engineers and transmission equipment from Television Technology Corporation, the first long-distance over-the-air signals of Zenith/AT&T's Digital Spectrum Compatible HDTV transmission system were sent from WMVT(TV), Channel 36, in Milwaukee, WI to a directional antenna atop Zenith's Glenview, IL technical center, 75 miles away.

The Zenith center is at the very fringes of WMVT's coverage area whose Grade B contour lies 48 miles from the transmitter. Conventional analog signals originating from the station are extremely noisy and snowy by the time they reach the Zenith center.

But using less than one-tenth the power needed to transmit an analog full power TV signal, the Zenith/AT&T team successfully transmitted and received digital signals of computer animation, film shot and transferred at 60 frames per second, and videotape footage of a Chicago Bulls basketball



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Circle (153) on ACTION CARD

game. There was no evidence of signal noise or ghosts.

There was also no interference from an LPTV station 9.6 miles away from the Zenith center — W36AO in Palatine, IL. When WMVT is transmitting NTSC signals, however, interference from the LPTV makes WMVT's signals unviewable at Zenith.

Ed Johnson, president of Channel 36, said that Zenith asked the station to shut down during the transmission, which they did with the help of Carl Eilers, a Zenith engineer. According to Eilers, Channel 36 was turned off and on numerous times throughout the HDTV test without causing any interference.

The transmission also proved that with digital there is no "cliff effect," the sudden and total loss of picture associated with errors in the digital signal far from the transmitter. Said Zenith vice president Wayne Luplow, "If the outcome [of standards testing] is decided by technology, we feel very confident our system will come out on top. We'll have to see how other factors turn out." CBP

# LPTV STATION FOR SALE MIDWEST

Currently broadcasting  
24 hours News, Sports  
and Features.

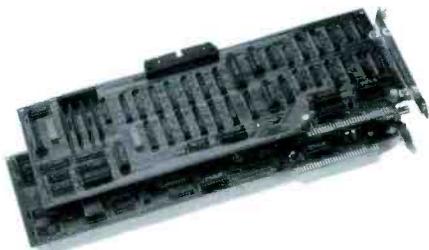
**Reply Box 178**  
**The LPTV Report.**

Circle (178) on ACTION CARD

## Supplier Side

Dynatech Cable Products Group previewed its new low-cost automated character generator, the DynaGen 400, at the NCTA show this past May.

The product, which is also suitable for some broadcast applications, is a set of circuit boards that can produce from one to four character and graphics generators in a standard IBM PC AT computer chassis. Customers can purchase their own computers locally and upgrade the CG channels with professional fonts, clip art, scanned graphics and logos, titling, instant sizing and positioning of text and graphics, 124 colors, six screens, 300-20,000 pages of memory, and an on-



The DynaGen 400 Series character and graphics generator.

screen operating menu accessible with "helps."

The company bills the new unit as the "character generator that gives you practically everything for practically nothing."

Circle (159) on ACTION CARD

Knox Video Products has announced a new line of 8 x 8 audio/video routing switchers in a slimline 1" chassis.

The low-cost units feature easy front-panel push-button operation, but they may also be controlled by terminal or software-based controller via the RS-232 input.



Knox Video's RS8 x 8 routing switcher.

Any of eight NTSC or PAL video inputs may be routed to any or all eight outputs. Stereo audio can follow or be routed separately. Front panel LED indicators display the present routing pattern at all times. An internal battery remembers and restores the current pattern in case of power failure. Either BNC or RCA video connectors are provided; Y/C connectors are optional.

The unit is available immediately at \$1,495 (\$995 for the video-only version).

Circle (8) on ACTION CARD

Eliminate spikes and surges in your AC power, RF, and telephone lines with the CC 1653 Communication Control System from Pulizzi Engineering.

The unit, which is designed to handle surges as extreme as lightning strikes, includes a built-in test to indicate whether or not all circuits are functioning properly.



The CC 1653 Communication Control System from Pulizzi Engineering.

The CC 1653 is packaged in a convenient, easy to install, 19" rack mountable steel enclosure. Height is 1.75"; depth is only 6". NEMA connectors are available for AC lines, RJ45 for telephone and data lines, terminals for motor drive and sensor circuits, and F type connectors for coaxial cables.

The unit sells for under \$450. The projected life expectancy of the protective circuit devices is more than 20 years.

Circle (168) on ACTION CARD

CBP

## Supplier Solo

### Automation...

### Wise Equipment Choices Key To Success

—by Dennis Gourley

A totally automated LPTV station is one of the many operating choices open to community broadcasters. But designing an efficient automation system requires careful program planning and wise equipment selection.

The equipment must be expandable, remote capable, and specifically designed to work in automated applications. And the programming source or sources must contain the cues necessary to operate the automated system.

#### Selecting Programming

There are several satellite-delivered program sources catering to LPTV markets. Some of these, however, are not 24-hour per day services. This means that you will have to provide for automated switching between two or more different services in order to fill your broadcast day. Other network signals are designed to be videotaped and played back later.

The satellite services best suited for LPTV automation provide cue commands for taping, switching, and local ad insertion. Start and end designation cues are provided for programs and insertion points.

The most common cue commands in the U.S. are "DTMF" tones. These commands may be carried on any of the subcarriers for a channel; or they may be inaudible commands. Inaudible commands are preferable.

#### The Next Step — A Good CG

Once you've selected your programming sources, you'll need to begin looking at equipment. One of the most important pieces will be your character generator.

Character generators have been on the market for several years filling many needs from production titling to text displays to simple graphics. Unlike the studio CG, however, the character generator for the automated LPTV station must be fully remote capable, with a memory that is protected against power bumps or outages. It is advisable to choose a CG that is modular in design so that spare boards can be purchased in the event one of them fails.

Character generators serve many functions and can provide a variety of automatic services. Here are a few examples of the

automatic displays possible with a good CG:

- Your station ID. The FCC requires a visual ID display every 30 minutes;
- Your local time and date;
- Your current local weather;
- The NOAA weather forecast for your area as well as emergency weather warnings;
- Your station's program guide.

Here are the features to look for if you're buying a character generator for an automated operation:

- The CG must be controllable by the network tones and by remote via a telephone modem.
- It must be able to genlock to external video to provide an automatic station ID.
- It must have built-in time and calendar and a built-in event scheduler to control the automatic station ID.
- Text and setup parameters must be protected against power interruptions.
- The CG must be easy to program and update remotely without disturbing any current displays.
- Although not mandatory, a flexible screen format is helpful when a new look is desired or additional automatic services are to be added.
- The CG must provide a variety of fonts, text sizes, colors, and text display types so

that a professional on-air look can be achieved.

- It should have several I/O ports and accompanying software in order to receive external data from weather instruments and other data services.

#### And Then Insertion Equipment

Of course, the most important part of any automated system is the part that makes the money! This is the ad insertion equipment. But to understand ad insertion, you need to understand the three basic ad formats in general use today.

• **Run-of-Schedule:** For run-of-schedule (ROS) ads, all of the ads to be aired are recorded into groups called "pods." Several pods are recorded onto a videotape, and when the cue command to air the pod is received, each pod is aired as it was recorded.

The advantage of this method is that only one videotape playback machine is required, but the system's inability to schedule ads reduces their value and therefore reduces station revenue.

• **Random Pod:** The random pod format is similar to ROS, except for the playback order. In Random Pod, any ad group or pod may be scheduled to air at any given break time.

The advantage of this method is again

cost, as only one videotape playback machine is required.

• **Full Random Access:** This format is the most advantageous. Not only can you sell ad spots for a particular time of day, but you can also schedule any number of ad groupings without re-editing your ad tape.

Full random access also shortens the time necessary for editing and scheduling and increases the value of the ads to be shown.

#### The Commercial Inserter

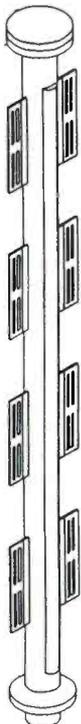
The device that automatically inserts ads into a program is called a commercial inserter.

Some manufacturers have designed their commercial inserters to work in networks with other systems. These obviously need to be remote controllable and programmable. It is equally important that a commercial inserter has memory protection for ad schedules as well as ad play logs for billing. And modular design allows you to keep spare boards on hand in case of failure.

Your commercial inserter should:

- Allow you to add VCR's to accommodate virtually any size and level of operation — sequential as well as sophisticated full random access;
  - Be compatible with various VCR tape formats and VCR brands;
- continued*

## THE ULTIMATE PERFORMERS!



### Traveling Wave UHF Slot Antenna

for Performance and Reliability  
*Designed Specifically for Low Power TV*

- Lightweight rugged aluminum construction
- Radom-covered slots need no pressurization
- Select from seven standard patterns
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- Side mount brackets included
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- Competitive pricing

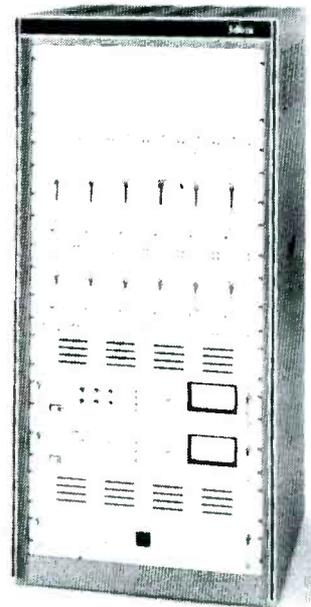
## 3dbm

### Solid State Transmitter

3dbm, a recognized leader in specialized military ground and airborne systems for over 25 years, introduces the Model 800, Solid-State, Low Power Television Transmitter. The Model 800 utilizes the latest in state-of-the-art, solid state technology. It accepts video and audio inputs from virtually any source, and transmits at any standard UHF or VHF channel.

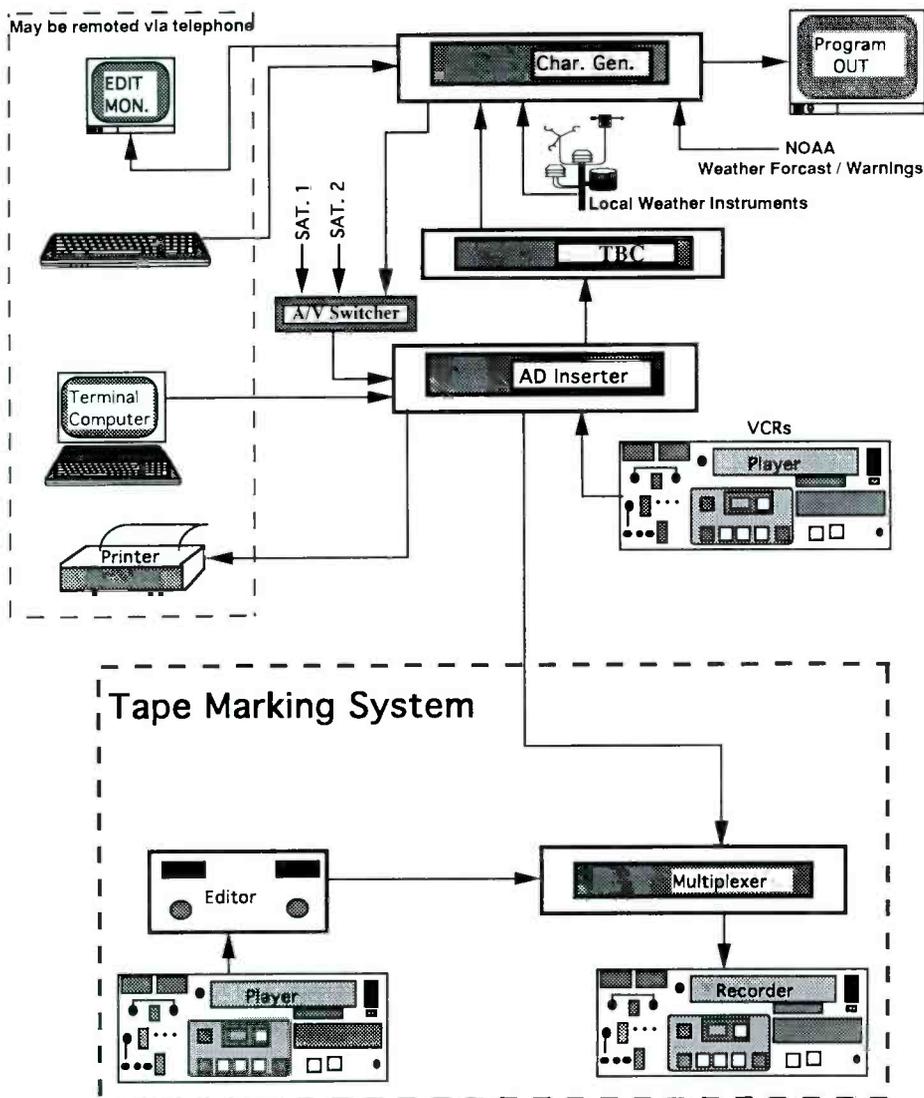
#### STANDARD FEATURES

- 5 to 1000 Watts Transmit Power
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# Auto-LPTV System



- Automatically receive and store ad spot schedules;
- Automatically store the ad play logs needed for affidavits, invoices, and reports.
- Automatically detect satellite cue tones for local ad insertion;
- Automatically return to network programming at the end of a local ad insertion operation;
- Provide broadcast quality vertical interval on-air switching between the network program and the ad insertion, along with AGC audio; and
- Automatically monitor video quality while ads play.

## Other Features

Here are some special features to look for as you consider an automated system for your station:

- **Automatic VCR Time Averaging:** Automatic time averaging ensures accurate

pre-rolls as tape decks age;

- **Automatic Fail Safe Operation:** This protects against a VCR failure during an ad break;
- **Stereo Audio Switching:** Network programming and ads are often in stereo;
- **100% Ad Verification:** The system must be able to verify the ad being aired, not just its location on the tape;
- **Direct Ad Spot Search:** In direct search, VCR's shuttle the tape back and forth to the next ad location without returning to the tape header. This provides semi-random access with only two VCR's and also dramatically reduces VCR wear;
- **Selectable End-of-Break:** This provides either a satellite end-of-break cue that returns the system to network programming, or an automatic "time-out." The feature ensures that, after short local breaks, the system won't be returned to the network too soon;
- **External Processor Loop:** This allows a single (optional) time base corrector to

process the video from the VCR's;

- **Multi-tasking Software:** Multi-tasking software is ideal for smaller systems where an economical hardware approach is needed. Tapes may be marked on one VCR while another VCR is playing ad spots;
- **Modular Design:** This reduces down time in the event of a board failure and provides support to a variety of VCR's and tape formats. It also provides for changing at will to different deck types.

## The Right Manufacturer

Finally, it is important to select equipment suppliers that are well-established and who provide good after-the-sale service dedicated to supporting you, their customer.

With good pre-planning, and with solid support from your equipment suppliers, you will be well on the way to a successful and profitable LPTV broadcast station.

*Dennis Gourley has worked in the cable and broadcast video market for more than 25 years. He is experienced in engineering, marketing, and sales. For the past ten years, Mr. Gourley has been industrial marketing manager for Texscan MSI, a manufacturer of automated playback character generators, as well as pay-per-view and commercial insertion equipment.*

*For further information on automated equipment products, call Mr. Gourley at Texscan MSI, (801) 359-0077.*

CBP

## The What & Why

*continued from page 5*

2. Blown commercials and the attendant make-goods are expensive. Automation will minimize these losses and protect the bottom line.

3. Clients will not stay with you unless you consistently demonstrate that you can air their commercials in a professional manner. Automation will improve the odds.

4. Automation will significantly reduce your staffing requirements and cut your expenses.

In summary, the success of an LPTV station is dependent, among other things, upon a well-designed technical operation. And such an operation will become better if it is built around a good automation system. Many LPTV broadcasters prefer to put off purchasing automation until their stations make enough money for them to afford it. But maybe they won't without it. You can't hatch an egg unless you first have a chicken — or is it the other way around?

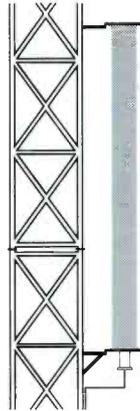
*Robert G. Truscott is a television engineering consultant. After 35 years as chief engineer with three major market full power stations, he opened Truscott Broadcast Services, Inc., a Bolingbrook, IL consulting firm. He can be reached at (708) 972-9658.*

CBP



ALAN DICK & CO. (USA), INC.

## CBA Series Low Power UHF Television Antennas



- **Low VSWR  $\leq 1.10:1.00$**
- **Null fill and beam tilt standard**
- **Up to 10 Kw power rating**
- **Horizontal polarization**
- **Circular polarization available**
- **Radomes Standard**
- **Hydrophobic coating available**
- **Custom patterns available**

ALAN DICK & CO. (USA), INC. offers a line of low power TV transmitting antennas to the community broadcaster. The antennas are of the slotted cylinder design, similar in design to our higher power UHF transmitting antennas.

The CBA Series low power antennas are designed to be side mounted to a tower or support structure. The entire antenna is enclosed in a radome to protect it from the adverse effects of snow, ice and rain. The surface of the radome is covered with a durable, weather resistant, epoxy or a long lasting hydrophobic coating that prevents ice build-up in climates where icing is possible.

ADC (USA) will work with you from start to finish on your low power project. We will assist you in the selection of the proper antenna for your particular coverage requirements.

Circularly polarized and top mounted antennas are also available.



**ALAN DICK & CO. (USA) INC.**

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Circle (139) on ACTION CARD

# Supplier Shorts

**Leitch Inc.**'s CSD-5300 Master Clock System Driver and related clock products were part of a National Geographic Society display at the Explorers Hall Museum in Washington, DC, March 5 through June 14. The Leitch products were included as examples of modern timekeeping equipment in the "It's a Matter of Time" exhibit.

...

Continuing its brisk thrust into international markets, Colorado transmitter manufacturer **Television Technology Corporation** has agreed to supply 100-watt television transmitters for an extensive over-the-air, pay TV system in Argentina. TTC has also joined forces with Nortec West, a Vancouver, Canada distributor of broadcast transmission products. Bob Whitehouse of Nortec West will represent TTC's full FM radio and LPTV product line in Canada.

And TTC and Rohde & Schwarz, Inc. of Lanham, MD have reached a preliminary agreement allowing TTC to include the Rohde & Schwarz modulator/exciter as a premium option in their UHF transmitter product line for the U.S. marketplace. The

two companies hope to expand their agreement to include further distribution of each other's products, TTC in the U.S. and Rohde & Schwarz in Europe, Asia, and the Middle East.

Finally, TTC will be providing New Life Evangelical Center in St. Louis, MO with three XL-1000 1 kW transmitters for LPTV stations in Osage Beach, Sykeston, and Lebanon, MO.

...

San Diego, CA's Cubic Defense Systems has purchased 40 Panasonic AG-7750 S-VHS HiFi VCR's for the U.S. Army's Combat Maneuver Training Center at the Hoenfels Training Range in Germany. The VCR's will be used to record training maneuvers.

**Panasonic Broadcast & Television Systems Company**, which supplies the equipment, has also announced that as of April 1, it is a new company within its parent company, Matsushita Electric Corporation of America. Formerly it was run as a division.

The new designation will provide Panasonic with additional resources to serve the needs of its customers. Steven Bonica is the new president of PBTSC and is responsible for all sales and marketing of the company's video and audio hardware and software products. CBP

# ...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.

- W12CN Pensacola, FL. Vernon Watson, 6/19/92.
- W69BO Vero Beach, FL. Vero Beach Broadcasting, Ltd., 6/4/92.
- W35BB Dublin, GA. Gil Gillis, 6/19/92.
- K35CF Des Moines, IA. R. B. Sheldahl, 6/19/92.
- W54BE Sugar Grove, IL. Waubensee Community College, 6/4/92.
- W24AW Valparaiso, IN. Studio 5, Inc., 6/9/92.
- K14IE New Orleans, LA. Rodney A. Moore, 6/19/92.
- K45DF Austin, MN. Television Systems of Minnesota, 6/9/92.
- K51CY Austin, MN. Television Systems of Minnesota, 6/9/92.
- K53DI Austin, MN. Television Systems of Minnesota, 6/9/92.
- K55FJ Austin, MN. Television Systems of Minnesota, 6/9/92.
- K57EU Austin, MN. Television Systems of Minnesota, 6/9/92.
- K61EU Austin, MN. Television Systems of Minnesota, 6/9/92.
- K45DJ Granite Falls, MN. Minnesota Valley TV Improvement, 6/19/92.
- K19CV Redwood Falls, MN. Redwood TV Improvement, 6/10/92.
- K21DJ Redwood Falls, MN. Redwood TV Improvement, 6/19/92.



## KTU 100 IV/V band TV amplifier

• **General.** The power amplifier mod. KTU 100 is designed for operating in UHF TV broadcasting transmitters in the band IV/V.

It is specially designed for combined vision/sound transmission.

• **100 watt output power in continuous service:** this amplifier can work with full power in continuous service (24 hours a day) with the greatest security, thanks to very reliable technical solutions employed.

• **3 watt excitation** are enough to achieve full output power.

• **Suitable** as final amplifier for low power transmitters or like driver for high power amplifiers.

• **Long life tube:** the tube employed (YD 1381 or equivalent) is a particularly strong tetrode which working point has been chosen within safety area.

This guarantees a long average life also in not ideal conditions.

• **Instrumentation and controls,** located on front panel, allow amplifier's most important functions quick checking.

• **Precision directional coupler** guarantees accurate measures and fast protections intervention.

• **Output notch filter** maintains spectral quality over international standards limits (CCIR/FCC/DOC).

• **Electronic protections,** with indication of light, intervene in case of:

- blowing stop or insufficient cooling
- excessive plate current
- excessive VSWR

• **Forced air cooling.** An overdimensioned centrifugal fan, guarantees tube and cavity cooling.

Full line of TV Modulators. Cavity Tube Amplifiers III, IV, V Band. Antennas. Solid State TV Amplifiers. Connectors. Microwave Links. Broadcasting Mixers and more. For information write or call:

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# MATCO

If you've never heard of us, it's probably because we don't advertise in trade journals very often, as most of our business is generated through Customer Referral.

The *LPTV Report's* Station Automation Issue however, provides us an opportune time to put our name in front of potential customers in the growing LPTV industry.

If you know someone who has a Matco Playback System, or any other Matco product, ask them their opinion of Matco, its products...its service, and its attention to their ongoing needs.

Then if you are satisfied we are real, circle our action card number below, or call our toll free number for information on filling your requirements...or just fax us your requirements and we will respond promptly.

We have been designing and manufacturing control systems for over ten years now, and our success has been based on satisfying customers' needs promptly, reliably, and economically.

We can provide standard off the shelf product, or custom systems of any complexity. In addition we offer a three year unconditional warranty on all our products.

## A Leading Manufacturer of Playback Control Systems

MATCO (Manufacturing and Test Co Inc.) • 427 Perrymont Ave • San Jose California 95125  
(408) 998-1655 • 1-(800) 225-5390 • FAX (408) 998-8020

Circle (142) on ACTION CARD

K25DN Redwood Falls, MN. Redwood TV Improvement, 6/19/92.  
K13VS St. Cloud/Sartell, MN. Community Communications, 6/9/92.  
K59EM Chinook, MT. Blaine County Public Television, Inc., 6/22/92.  
K63ER Belcourt, ND. Schindler Community TV Service, 6/22/92.  
K39CW Tulsa, OK. Lonnie James, 6/9/92.  
W11BR Myrtle Beach, SC. Pearl TV Associates, 6/9/92.  
K32DK Watertown, SD. Jeffco Broadcasting, 6/4/92.  
W11BF Murfreesboro, TN. Great Southern Broadcasting Company, Inc., 6/4/92.  
K54DT Abilene, TX. Sage Broadcasting Corporation, 6/19/92.  
K30DW Big Spring, TX. Prime Time Christian Broadcasting, Inc., 6/19/92.  
K21DK Giddings, TX. KXAN, Inc., 6/4/92.  
K04NW Houston, TX. Gordon E. Madlock, 6/19/92.  
K32DA La Grange, TX. KXAN, Inc., 6/4/92.  
W08CK Madison, WI. Healthy's Inc., 6/9/92.

### LPTV LICENSE RENEWALS

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

K02MF Cahone/Dove Creek, CO. Southwest Colorado TV Translator Association, 5/27/92.  
K55CI Craig, CO. Moffat County, 5/27/92.

### NEW LPTV CONSTRUCTION PERMITS

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

K31DI Phoenix, AZ. Raul Infante, Jr., 6/5/92.  
K38DK Santa Barbara, CA. Costa De Oro Television, Inc., 6/1/92.  
W51BK Hartford, CT. Trident Broadcasting, 6/22/92.  
W62CB Bainbridge, GA. The Bainbridge Post-Search Light, Inc., 6/4/92.  
K49DJ Hilo, HI. Alegria Broadcasting Corporation, 6/4/92.  
K23DM Des Moines, IA. R. B. Sheldahl, 6/1/92.  
W60BW Shepherdsville, KY. Valuevision International, Inc., 6/1/92.

W03BE Bay City, MI. Warren R. Wright, 6/8/92.  
K39DK Minneapolis, MN. Telethon Television Company, 6/1/92.  
W69CR Jackson, MS. HSN Broadcasting — LPTV, Inc., 6/1/92.  
K38DG Fairfield, MT. Teton County, 6/5/92.  
K15DO Bend, OR. A. B. Herman, 6/1/92.  
W48BK Erie, PA. Inspiration Time, Inc., 6/17/92.  
W67CR Mayaguez/Anaasco, PR. Evelyn Rivera, 6/4/92.  
W60BP Charleston, SC. Charles S. Namey, 6/5/92.  
K16CY Killeen, TX. Augustin Torres Jr., 6/4/92.  
K53EH Lubbock, TX. Judy Ball, 6/1/92.  
W66BZ Suffolk, VA. WAVY Television, Inc., 6/4/92.  
K39DM Ellensburg, WA. Christian Broadcasting of Yakima, 6/5/92.  
K39DL Moses Lake, WA. Melvin L. Kimmell, 6/5/92.  
K34DU Spokane, WA. Browne Mountain Television, 6/1/92.  
K63EX Spokane, WA. Browne Mountain Television, 6/1/92.

### ASSIGNMENTS AND TRANSFERS

K03GJ Sitka, AK. Voluntary assignment of license granted from State of Alaska to Sitka School District on 6/22/92.  
W10BQ New Haven, CT. Transfer of control of Hartford Low Power Translator, Inc. from David T. Chase to David T. Chase, Cheryl Chase Freedman, Arnold L. Chase on 6/11/92.  
W06BE Tampa, FL. Voluntary assignment of license granted from Carol E. Schatz to WVJ-TV, Inc. on 6/22/92.  
K65FC Kailua, HI. Voluntary assignment of permit

granted from John Patrick Marcom to Oceania Broadcasting Network, Inc. on 6/22/92.

W33AY Springfield, IL. Voluntary assignment of license granted from Richard D. Martin to North Central LPTV, Inc. on 6/2/92.

W08CT New Albany, IN. Voluntary assignment of permit granted from Brightness Ministries, Inc. to Lou Smith Ministries, Inc. on 6/15/92.

K15DD Wichita, KS. Voluntary assignment of license granted from Krista Fordham to South Central LPTV, Inc. on 6/2/92.

W67BA Dennis, MA. Voluntary assignment of license granted from Cape Cod Television, Inc. to Cape Television, Inc. on 6/18/92.

W62BD Minneapolis, MN. Voluntary assignment of license granted from Domsat of Minnesota, Inc. to Valuevision International, Inc. on 6/2/92.

W62BE Columbus, OH. Voluntary assignment of license granted from Omni Broadcasting Company to Premier Broadcasting Company, Inc. on 6/22/92.

K41DF Eugene, OR. Involuntary assignment of permit granted from A. B. Herman to Estate of A. B. Herman on 6/17/92.

K66EJ Newberg, OR. Involuntary assignment of permit granted from A. B. Herman to Estate of A. B. Herman on 6/17/92.

K56EI Portland, OR. Involuntary assignment of license granted from A. B. Herman to Estate of A. B. Herman on 6/17/92.

K62DV Portland, OR. Involuntary assignment of license granted from A. B. Herman to Estate of A. B. Herman on 6/17/92.

K18DW Redmond/Prineville, OR. Involuntary assignment of permit granted from A. B. Herman to Estate of A. B. Herman on 6/17/92.

W11BR Myrtle Beach, SC. Voluntary assignment of license granted from Pearl TV Associates to Beach TV of South Carolina, Inc. on 6/15/92.

W17BH Huntington, WV. Voluntary assignment of license granted from Francis R. Santangelo to Northeast LPTV, Inc. on 6/2/92.

### CHANNEL CHANGE

K62EG St. Louis, MO. Catholic Views Broadcasts, Inc. Channel change granted from 69 to 62 on 6/1/92.

### CANCELLATIONS

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

K40CX Colorado Springs, CO. Richard A. Warren, 6/16/92.

continued

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- K57FF Greeley, CO. J. B. Van De Sande, 6/16/92.
- W04CR Washington, DC. Veal Pennington, 6/16/92.
- K33CY Des Moines, IA. Iowa Broadcasting Company, Inc., 6/16/92.
- W04CO Maysville, KY. Philip R. Lewis, 6/16/92.
- W67CE Chicopee, MA. Carter Broadcasting Corporation, 6/16/92.
- W22BB Taunton, MA. Greenburger/Acton Rights Associates, 6/16/92.
- W41BJ Wooster, OH. Wooster Broadcasting Company, 6/16/92.
- W43BC Columbia, SC. Norma Levin, 6/16/92.
- K34CY College Station, TX. Clear Channel Communications, Inc., 6/16/92.
- K38DC La Grange, TX. Mountain TV Network, Inc., 6/23/92.

#### PROPOSED CONSTRUCTION PERMITS

The following LPTV 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 June 29, 1992.

#### New Stations

- Ch. 55 Kingman, AZ. KUSK, Inc.
- \*Ch. 43 Chico, CA. Sainte Limited.
- \*Ch. 53 Indio, CA. Communications Programming.
- Ch. 17 San Diego, CA. Basic Economic Education, Inc.
- Ch. 2 Weott, CA. Ell River Lions Club.
- \*Ch. 36 Sweetwater, CO. Garfield County.
- \*Ch. 49 Waunita Hot Springs, CO. Gunnison County Metropolitan Recreation District.
- Ch. 28 Bridgeport, CT. Paging Associates, Inc.
- Ch. 6 Louisville, KY. Eddie L. Whitehead.
- Ch. 38 Duluth, MN. Steven R. Zuckerburg.
- Ch. 56 Duluth, MN. Fred Y. Hirayama.
- Ch. 60 Duluth, MN. Philip A. Card.
- Ch. 62 Duluth, MN. Dan Blechman.
- Ch. 64 Duluth, MN. Steven R. Zukerberg.
- Ch. 66 Duluth, MN. Harold and/or Sue Krogman.
- Ch. 68 Duluth, MN. Lawrence E. Burns.
- Ch. 38 Hibbing, MN. Lyn R. Guin.
- Ch. 56 Hibbing, MN. Alfred D. Jumper.
- Ch. 62 Hibbing, MN. John A. Hudak.
- Ch. 64 Hibbing, MN. KAR Enterprises.

- Ch. 66 Hibbing, MN. Lyn R. Guin.
- Ch. 64 Morris, MN. Televue Systems of Minnesota.
- Ch. 67 Morris, MN. Televue Systems of Minnesota.
- Ch. 69 Morris, MN. Televue Systems of Minnesota.
- Ch. 24 San Jon, NM. Panhandle Telecasting.
- \*Ch. 15 Buffalo, NY. Craig L. Fox.
- Ch. 24 Amarillo, TX. Roderick Harris.
- Ch. 24 Littlefield, TX. Prime Time Christian Broadcasting.
- Ch. 41 Fruitland/Currant Creek, UT. Duchesne County.
- Ch. 18 Rural Beaver County, UT. Iron County.
- Ch. 2 Ticaboo, UT. Garfield County.
- Ch. 4 Ticaboo, UT. Garfield County.
- Ch. 5 Ticaboo, UT. Garfield County.
- Ch. 7 Ticaboo, UT. Garfield County.
- Ch. 54 Ellensburg/Kittitas, WA. Kelly Television Company.

#### Modifications

- \*K60AX Kingman, AZ. Mohave County Board of Supervisors.
- \*K25DM Phoenix, AZ. Broadcasting Systems, Inc.
- K20BV Grass Valley, CA. Sierra Joint Junior College District.
- \*K66BM Palm Springs, CA. Trinity Broadcasting Network.
- K59AA Estes Park, CO. Translator TV, Inc.
- K53AC Windcliff, CO. Translator TV, Inc.
- W28AJ West Haven, CT. Paging Associates, Inc.
- W12CL Windsor Locks, CT. John Andrew Thompson.
- W61AK Inverness, FL. WTOG-TV, Inc.
- W59BC Jacksonville, FL. Jacksonville Translator, Inc.
- W02CB Naples, FL. Way of the Cross Outreach, Inc.
- K59EI Maui, HI. Susan Durch.
- W05BE Jeffersonville, IN. 5TV, Inc.
- K06MD Plaquemine, LA. Great Oaks Broadcasting Corporation.
- K30DX Eli, MN. M.I.R.A. TV Partnership.
- K34DS Ely, MN. M.I.R.A. TV Partnership.
- W17BE Sparta, NJ. Oleg Matias.
- K18— Hillsboro, NM. Hillsboro TV Association.
- K56ER Santa Rosa, NM. Santa Rosa Chamber of Commerce.
- W25AI Cincinnati, OH. Elliott B. Block.
- W13CB Cleveland, OH. TV 31, Inc.
- K06LS Chiloquin, OR. California Oregon Broadcasting, Inc.
- \*K58DL Yakima/Toppenish, WA. Mel Kimmel.

\* Application seeks waiver of Section 74.705 or 74.707 of the Commission's Rules.

## 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	13	75	(800) 279-3326
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Alan Dick & Co. (USA), Inc.	15	139	(800) 252-2272
American Entertainment Network	8	144	(303) 397-4104
Andrew Corporation	5	79	(800) 255-1479
Channelmatic	20	6	(800) 766-7171
Coarc Video	18	28	(518) 672-7202
Community Broadcasters Association	4	131	(800) 225-8183
EMCEE Broadcast Products	1	1	(800) 233-6193
Euro Tech	16	126	(201) 434-5729
Jampro Antennas	9	154	(916) 383-1177
"LPTV Station For Sale"	12	178	
MATCO	17	142	(408) 998-1655
Sound Concepts	6	188	(800) 332-5780
Summit Software Systems	11	153	(303) 443-9866
Texscan MSI	2	26	(800) 367-6011

# Classifieds

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## 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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**Community Television Specialist.** 14 years experience producing high quality at a low cost. Local events, promos, and coverage. Fund raising, telethons, concerts, forums, news, sports, voice-overs, studio and location engineering, interfacing LPTV and cable. Community television should inform in interesting ways. Our tape tells the story. Bill Johnson, 37767 Mountain View, Hinkley, CA 92347, (619) 253-3131.

**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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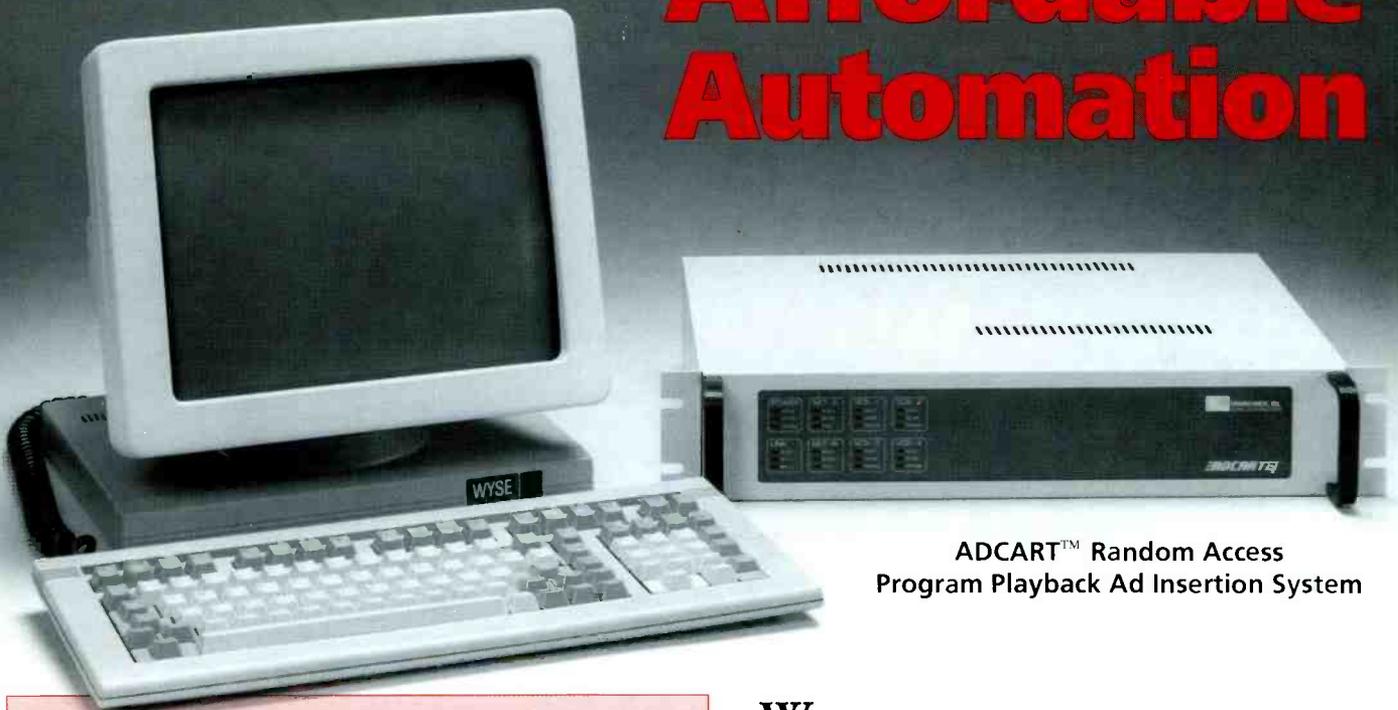
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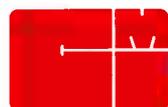
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# The LPTV Report

News and Strategies for Community Television Broadcasting

**6th**  
**ANNIVERSARY ISSUE!**

Vol. 7, Issue 9 • September 1992

\$5.00

## Conus Makes News Easy, Affordable

—by Anne C. Rosenberger

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

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

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

*continued on page 4*



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

## LPTV Broadcasters, FCC Meet On HDTV Issues

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

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

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

*continued on page 20*

## "Draft" HDTV Allotment Table Worries LPTV Broadcasters

—by Jacquelyn Biel

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

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

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

*continued on page 8*

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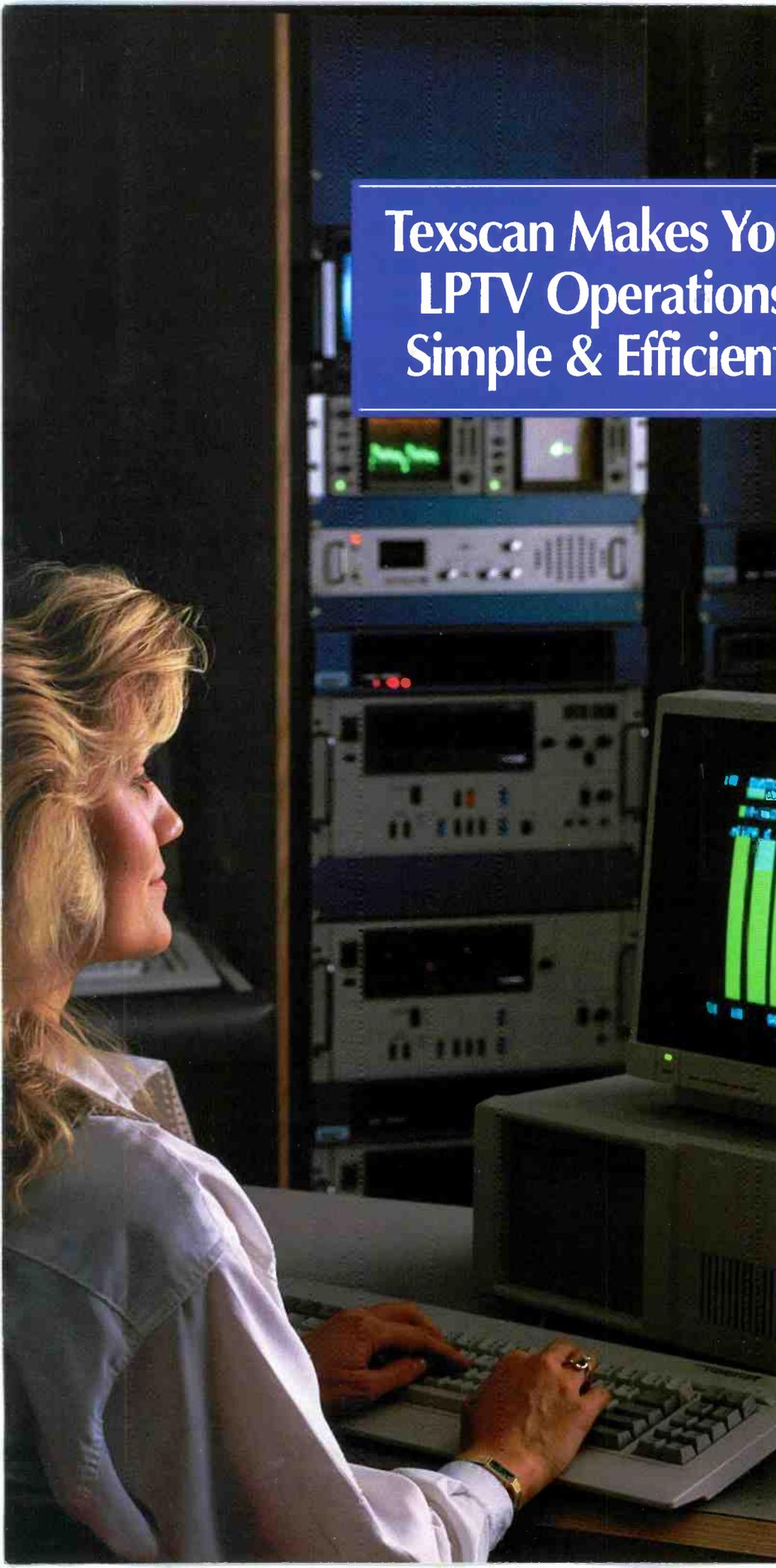
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Circle 26 on ACTION CARD



## In Our View

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

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

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

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

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

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

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

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

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

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

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

Now note that:

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

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

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

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

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

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

This is willful blindness hiding under a semantic trick.

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

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

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

### CBA Awards Deadline Changed

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

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

## From Our Readers

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

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

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

**Robert R. Rule**  
RULE COMMUNICATIONS  
Cheyenne, WY

### The LPTV Report

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# Conus

continued from front page

## Conus Co-op First and Largest

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

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

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

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

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



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

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

## Regional Co-ops Provide Multiple News Sources

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

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

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

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

## Ohio LPTV On Network

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

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

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

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

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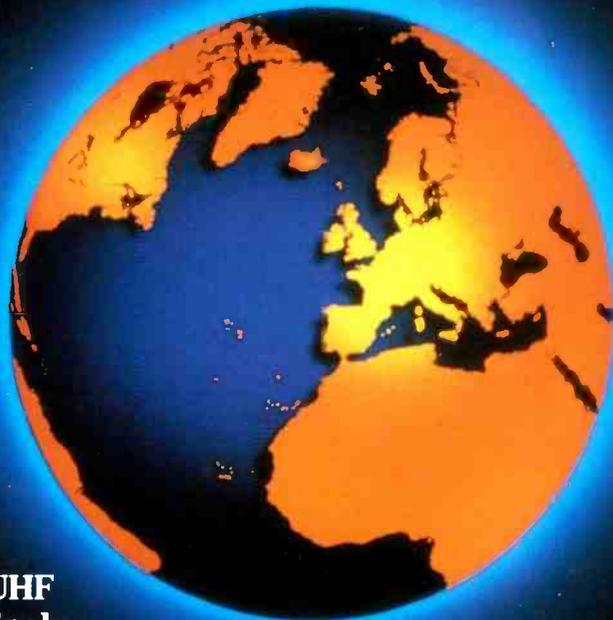
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a local identity. And they value local news content above all else." So reads a news release for the All News Channel.

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

According to Blum, there is no limit on

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

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

#### **Community Stations Find Service Popular**

At this time, more than 70 stations,

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

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

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

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

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

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

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

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## TCI Gets OK On DBS Satellite

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

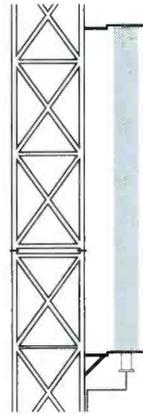
TCI had earlier been convicted of violating anti-trust laws in connection with a franchise renewal proceeding for Jefferson City, MO. The FCC granted the license despite the earlier conviction, but told TCI that it could not sell the DBS service to its own cable subscribers as a separate tier of cable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

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## Draft Table

continued from front page

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

### Too Soon To Worry

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

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

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

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

LPTV broadcasters in comments last year.

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

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

### Second Report Cites Secondary Status

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

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

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

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

### The Draft Table

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

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

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

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

### Strict Time Line Pushed

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

## Broadcasters Oppose HDTV Timetable

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

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

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

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

broadcasting only.

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

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

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

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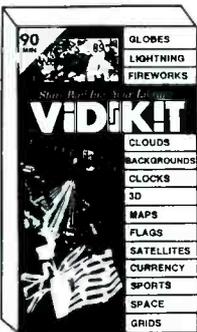
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poses to review the timetable in 1998 and adjust it if necessary.

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

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

neering reference point for HDTV allotments.

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

14-20 in major markets are protected.

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

CBP

## Many Displacements Unnecessary Says NYC LPTV Broadcaster

—by Jacquelyn Biel

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



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

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

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

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

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

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

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

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

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

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

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



# LPTV and the LAW

— by Peter Tannenwald

## How About It, Mr. Chairman?

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

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

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

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

### Projected Accomplishments

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

"First, we want to help restore financial

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

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

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

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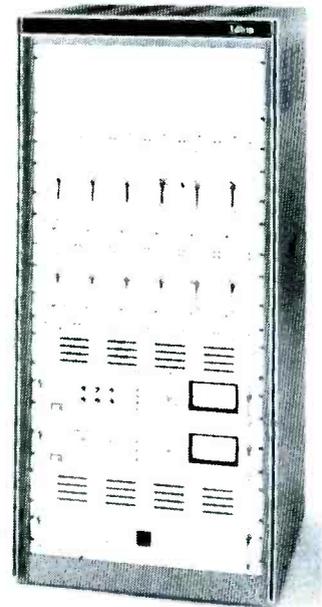
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## LPTV Distribution by State and Territory

August 3, 1992

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

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

per managed to provide you with drivetime traffic reports?

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

### Competitive Markets

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

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

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

### Fewer "Upward Mobility" Chances

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

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

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

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

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

### Conclusion

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

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

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

CBP

## Date Change In The Works For LPTV Renewals

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

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

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

The Community Broadcasters Association has filed comments supporting the changes.

CBP

## Larson Receives Catherine Forster Award

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



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

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

CBP

# Supplier Solo

## There's Magic On The Air

—by **Bob Richardson**

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

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

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

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

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

### ...the Mother Of Invention

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

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

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

### Amiga-Based Integrated System

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

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

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

### Ad Design Easy With Templates

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

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

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14 / LPTV Report / September 1992

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

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

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

### About Those Movies

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

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

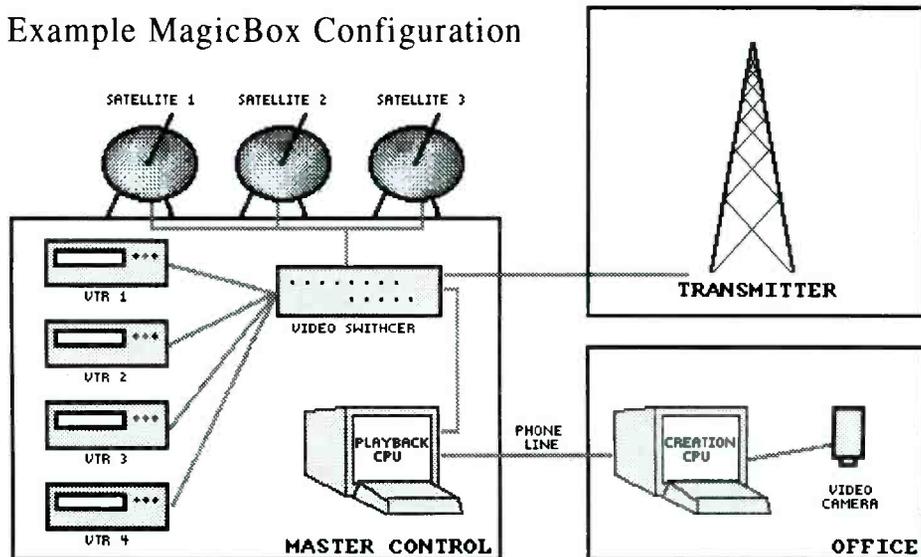
### Supports Most Production Formats

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

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

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

### Example MagicBox Configuration



## Customer Is Important

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

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

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

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

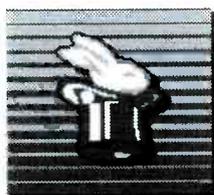
## Terry Anderson Honored With RTNDA Service Award

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

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

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

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## New Broadcast Political Ad Forms Available

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

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

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

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

## JVC To Supply S-VHS Systems To Fox Affiliates

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

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

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

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

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



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

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

JVC invented the VHS and S-VHS formats.



# Good Selling!

—by Joe Tilton

## Sales Management By The Book

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

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

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

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

### Can A Manager Be Human?

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

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

### Attitudes Can't Be Hidden

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

If managers cannot convincingly sell an

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

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

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

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

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

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

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

### It's A New Game

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

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

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

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

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

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

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

### Sales Service

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

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

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

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

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

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



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| 03 <input type="checkbox"/> LPTV Applicant (call sign) _____ | 14 <input type="checkbox"/> Advertising Agency/Rep Firm     |
| 04 <input type="checkbox"/> Full Power TV Station            | 15 <input type="checkbox"/> Consultant/Research Company     |
| 05 <input type="checkbox"/> Cable TV System                  | 16 <input type="checkbox"/> Trade Association               |
| 06 <input type="checkbox"/> DBS/SMATV/MMDS System            | 17 <input type="checkbox"/> Press or News Service           |
| 07 <input type="checkbox"/> Satellite                        | 18 <input type="checkbox"/> Educational Institution/Library |
| 08 <input type="checkbox"/> Radio Station                    | 19 <input type="checkbox"/> Other _____                     |
| 09 <input type="checkbox"/> TV Equip. Manufacturer           |   |
| 10 <input type="checkbox"/> TV Equip. Dealer/Dist.           |   |
| 11 <input type="checkbox"/> Program Prod./Dist./Synd.        |   |

**JOB DESCRIPTION:**

- |  |   |
|--|---|
| 20 <input type="checkbox"/> Corporate Management | 23 <input type="checkbox"/> Sales or Sales Management |
| 21 <input type="checkbox"/> Engineering          | 24 <input type="checkbox"/> Operations/Administration |
| 22 <input type="checkbox"/> Production           | 25 <input type="checkbox"/> Other _____               |

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**NOTE: No subscription can be processed without the following information.**

**TYPE OF COMPANY:**

- |  |   |
|--|---|
| 01 <input type="checkbox"/> LPTV Licensee (call sign) _____  | 12 <input type="checkbox"/> Financial Institution/Broker    |
| 02 <input type="checkbox"/> LPTV Permittee (call sign) _____ | 13 <input type="checkbox"/> Attorney/Law Firm or Gov. Off.  |
| 03 <input type="checkbox"/> LPTV Applicant (call sign) _____ | 14 <input type="checkbox"/> Advertising Agency/Rep Firm     |
| 04 <input type="checkbox"/> Full Power TV Station            | 15 <input type="checkbox"/> Consultant/Research Company     |
| 05 <input type="checkbox"/> Cable TV System                  | 16 <input type="checkbox"/> Trade Association               |
| 06 <input type="checkbox"/> DBS/SMATV/MMDS System            | 17 <input type="checkbox"/> Press or News Service           |
| 07 <input type="checkbox"/> Satellite                        | 18 <input type="checkbox"/> Educational Institution/Library |
| 08 <input type="checkbox"/> Radio Station                    | 19 <input type="checkbox"/> Other _____                     |
| 09 <input type="checkbox"/> TV Equip. Manufacturer           |   |
| 10 <input type="checkbox"/> TV Equip. Dealer/Dist.           |   |
| 11 <input type="checkbox"/> Program Prod./Dist./Synd.        |   |

**JOB DESCRIPTION:**

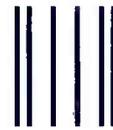
- |  |   |
|--|---|
| 20 <input type="checkbox"/> Corporate Management | 23 <input type="checkbox"/> Sales or Sales Management |
| 21 <input type="checkbox"/> Engineering          | 24 <input type="checkbox"/> Operations/Administration |
| 22 <input type="checkbox"/> Production           | 25 <input type="checkbox"/> Other _____               |

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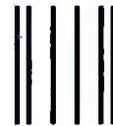


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# Supplier Side

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

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

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

## Circle (17) on ACTION CARD

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

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

## Circle (170) on ACTION CARD

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

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



Showscape storyboard software from LAKE Compuframes.

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

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

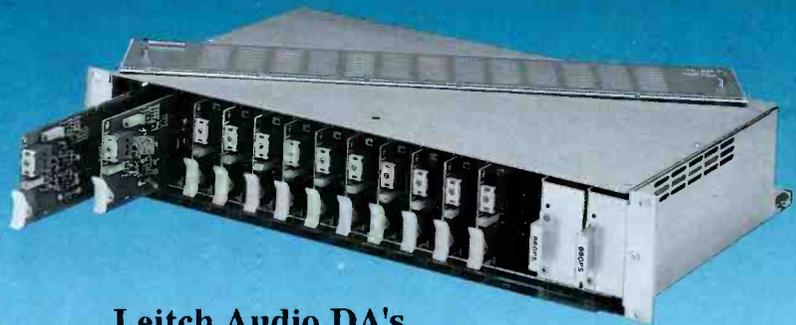
## Circle (10) on ACTION CARD

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

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

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

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For more information contact your local LEITCH dealer or call:

In U.S.A.: 1-800-231-9673

or (804) 424-7920

In Canada: 1-800-387-0233

## Circle (128) on ACTION CARD



ShibaSoku's CM44A rack-mountable 14" CRT.

HDTV monitors, test signal generators, and sync generators.

**Circle (108) on ACTION CARD**

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

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



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

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

**Circle (95) on ACTION CARD**

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

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

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

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

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

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



Panasonic's AU-65H MII Studio VTR.

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

**Circle (155) on ACTION CARD**

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

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

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

**Circle (160) on ACTION CARD** 

# Supplier Shorts

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

• • •

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

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

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

• • •

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

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

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

• • •

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

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

## "News For Kids" Lets Kids Do News

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

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

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

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

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

### FCC Enforces "Hard Look" Policy On Radio Application, Sanctions Lottery Broadcasts And Unauthorized Commercials

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

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

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

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

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

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

Finally, the licensee of KYQX(IFM) a non-

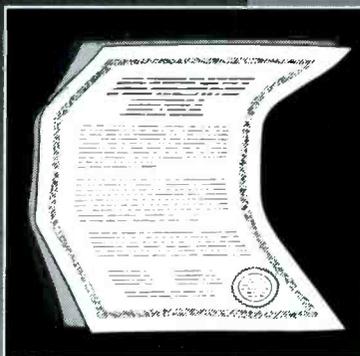
commercial radio station in Weatherford, TX, was fined \$5,000 for broadcasting commercial advertisements. The station's owner contended that he was both unaware of the rules regarding commercial advertisements and unable to ensure that his employees complied with them because he lived in another area.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

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## Four New Books Out From NAB

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

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

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

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

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

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

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

## New NAB Reference Lists Broadcast Competitions

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

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

Other Broadcasting Briefs available are:

- "Broadcasting Profile" — industry statistics and information sources;

- "Looking for Employment in the Broadcasting Industry: Getting Started" — names and numbers for job seekers; and

- "Radio: Speaking to Your Community" — a series of sample speeches about radio in America.

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

## Interactive Marketing Conference Set

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

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

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

## HDTV Meeting

*continued from front page*

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

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

Among the proposals are the following:

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

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

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

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

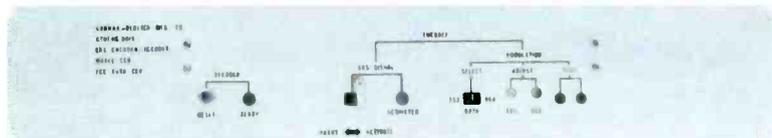
- LPTV broadcasters who locate a new channel in their market and successfully apply to add it to the Table of Allotments should be given a preference similar to the preference given AM broadcasters who locate new channels on the expanded AM band.

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

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

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

### EBS EQUIPMENT



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

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## ...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.

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

### LPTV LICENSE RENEWALS

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

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

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

### NEW LPTV CONSTRUCTION PERMITS

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

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

- W68CN Crystal, MI. Mid-Michigan Wireless, 7/15/92.
- K14IN Breezy Point, MN. Lakes Broadcasting Group, Inc., 7/15/92.
- K50DK La Crescent, MN. White Eagle Partnership, 7/15/92.
- K18DV Lake Wilson, MN. Kristine C. Dexter, 7/16/92.
- K22DY Lake Wilson, MN. Kristine C. Dexter, 7/16/92.
- K24DL Lake Wilson, MN. Kristine C. Dexter, 7/16/92.
- K26DT Lake Wilson, MN. Kristine C. Dexter, 7/16/92.
- K39DN Lake Wilson, MN. Vu Thi Power, 7/20/92.
- K41DK Lake Wilson, MN. Vu Thi Power, 7/20/92.
- K36DF Joplin, MO. New Life Evangelistic Center, Inc., 7/23/92.
- K60EU Springfield, MO. New Life Evangelistic Center, Inc., 7/23/92.
- W54BP Natchez, MS. Ellen Baragona, 7/23/92.
- W64BQ Natchez, MS. Ellen Baragona, 7/23/92.
- W22VY Elizabeth City, NC. WAVY Television, Inc., 7/23/92.
- W58CD Raleigh, NC. Charles W. Williams, 6/29/92.
- W63BU Raleigh, NC. Jeffrey L. Hamilton, 6/30/92.
- K35DQ Fargo, ND. R. B. Sheldahl, 7/6/92.
- K62EJ Grand Island, NE. Hall County, 7/20/92.
- K20DU Omaha, NE. Joseph Alfred Smith, 7/23/92.
- K18DX Ruidoso/Lincoln, NM. John Myrl Warren, 7/8/92.
- K49DL Taos, NM. Mountain TV Network, Inc., 6/30/92.
- W69CS Buffalo, NY. Craig L. Fox, 7/16/92.
- W60BY Syracuse/Nedrow, NY. Craig L. Fox, 6/30/92.
- K66EK Bartlesville/Dewey, OK. Murphy D. Boughner, 7/7/92.
- K65FB Tulsa, OK. Warren R. Wright, 6/25/92.
- K49DM Coos Bay, OR. A. B. Herman, 7/15/92.
- K20DT Grants Pass, OR. A. B. Herman, 7/15/92.
- K39DP Klamath Falls, OR. A. B. Herman, 7/15/92.
- K30DY Rural Pendleton, OR. Columbia River Television, Inc., 7/6/92.
- W61CC Pittsburgh, PA. P. Clark and L. Walk, dba CW Partners, 6/29/92.
- W40AW Beaufort, SC. R. B. Sheldahl, 7/23/92.
- W49BG Charleston, SC. Julio Felix Izzo, 7/15/92.
- K27ED Rapid City, SD. The Wesleyan Foundation of South Dakota, Inc., 7/7/92.
- K31DK Rapid City, SD. The Wesleyan

continued

## What's Going On

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### CHANNEL CHANGES

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

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

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

### ASSIGNMENTS AND TRANSFERS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

K12ON Bryan, TX. Voluntary assignment of permit granted from Clark Ortiz to Cathedral of Faith of Pasadena, Inc. on 6/29/92.

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

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

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

### CHANGES OF COMMUNITY

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

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

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

### CANCELLATIONS

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

K28DL Blythe, CA. Millard V. Oakley, 7/6/92.

K09VH Fresno, CA. Norma Levin, 7/7/92.

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

K40DF San Luis Obispo, CA. Alegria

Broadcasting Corporation, 7/29/92.

W57BT Miami, FL. Educational Television

Corporation, 7/27/92.

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

K58DN Kailua/Kona, HI. K. Sandoval Burke,

7/27/92.

K65ET Denison, IA. Millard V. Oakley, 7/27/92.

W07CM East St. Louis, IL. Norma Levin, 7/6/92.

W67CC South Bend, IN. William N. Udell,

7/27/92.

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

K120M Kansas City, MO. Jeremy D. Lansman,

7/13/92.

K53DZ Albuquerque, NM. Summation

Broadcasting Company, 7/6/92.

K30CU Santa Fe, NM. K. Sandoval Burke,

7/13/92.

K12HJ Crystal Bay, NV. Sarkes Tarzian, Inc.,

7/9/92.

K46CV Las Vegas, NV. Neal L. Andrews, Jr.,

7/27/92.

W16AU Ithaca, NY. George W. Kimble, 7/6/92.

W44BD Rome, NY. Kevin O'Kane, 7/6/92.

W60BD Columbus, OH. Susan Easton, 7/6/92.

K07UO Kimberly, OH. Ambassador Media

Corporation, 7/13/92.

K16CE Morrison/Cushing, OK. Retherford

Publications, Inc., 7/13/92.

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

K24IA Houston, TX. Frontier Broadcasting, Inc.,

7/7/92.

K31CN Houston, TX. William Gerry, 7/13/92.

K09VP Wichita Falls, TX. Video Jukebox

Network, Inc., 7/27/92.

W04CS Crandon, WI. Ronald La Verne Myers,

7/6/92.

# Classifieds

## FOR SALE

**SESCOM, INC. manufactures over 300** pro and semi-pro audio products; i.e., audio transformers, audio modules, mic-splitters, electronic products, and many other accessories. Call for free catalog. (800) 634-3457.

**Andrew "Alpine" TV antenna**, channel 23, like new. Contact Pery St. John, (608) 784-1027.

**16 mm P.D. Features** on 3/4-inch tape. Fully formatted with commercial breaks and timing sheets only \$25 per cassette outright sale. Flint Communications, Box 2012, Fargo, ND, 58107. (701) 237-4850 for further information.

**LPTV CP in Grand Forks, ND.** Good market. Call (310) 436-4482.

## WANTED TO BUY

**Wanted: 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 Bernie Klitzka at (414) 781-0188.

## BUSINESS OPPORTUNITIES

**Investors needed** in start-up Channel 20, Miami's most powerful LPTV. Dr. John Thayer, 3344 Lee St., Hollywood, FL 33021, (305) 962-5389.

## CLASSIFIED RATES:

All classified ads are payable in advance. When placing an ad, please indicate the category the ad should appear under: *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 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.

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

There is an additional \$5.00 charge (payable in advance) for each tear sheet requested for classified line ads. Tear sheets are complimentary upon request for Professional Card and Classified Display ads.

To place your order, call Jackie Biel at (414) 781-0188.  
We now accept VISA/MASTERCARD orders.

**WATCH FOR...  
THE LPTV  
RESOURCE DIRECTORY  
Call Katie Reynolds  
(414) 781-0188**

## JOB-HUNTERS EMPLOYERS

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

Employers, list your openings for only **\$10 a month**, a savings of as much as \$20 off the regular classified rates.

Job-seekers, advertise **FREE**. 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 Jackie Biel, *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225.

## 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	ACTION CARD		ADVERTISER FACT LINE
	PAGE	NUMBER	
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Acrodyne Industries, Inc.	5	18	(800) 523-2596
Alan Dick & Co. (USA), Inc.	7	139	(800) 252-2272
Andrew Corporation	19	79	(800) 255-1479
Cascom	10	182	(615) 329-4112
Coarc Video	21	28	(518) 672-7202
Community Broadcasters Association	6	131	(800) 225-8183
EMCEE Broadcast Products	1	1	(800) 233-6193
Gorman-Redlich	20	62	(614) 593-3150
Jampro Antennas	24	154	(916) 383-1177
Leitch Incorporated	17	128	(800) 231-9673
Microwave Filter	14	172	(800) 448-1666
NATPE International	9	177	(213) 282-8801
RTI	13	80	(800) 323-7520
Sound Concepts	15	188	(800) 332-5780
Texscan MSI	2	26	(800) 367-6011

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ROBERT G. TRUSCOTT  
President

## TRUSCOTT BROADCAST SERVICES, INC.

TV Engineering Consultants  
LPTV • Full Power • Microwave  
Construction • Maintenance Contracts  
618 Feather Sound Dr. Phone: 708-972-9658  
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both come with peds, ccu's, servos, etc.  
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SUPER SCRIBE \$22,000  
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FOR-A, HARRIS, & VIDEOTEK TBCs  
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ROBERT E. WINN  
Director, Product Management  
Antenna Operations



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General Counsel to the  
Community Broadcasters Association

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## JOHN H. BATTISON, P.E. & ASSOCIATES

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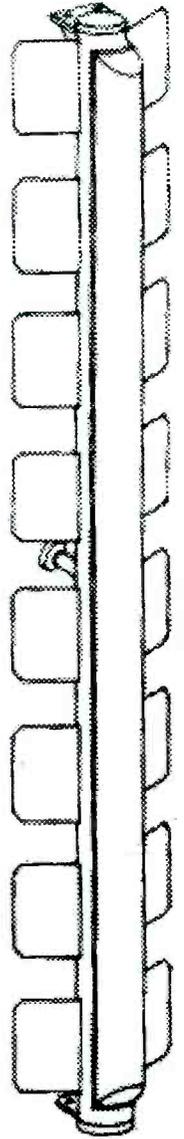
### PULL DOWN YOUR LPTV ANTENNA COSTS BY TAKING ADVANTAGE OF JAMPRO'S HOT FALL SLOT SALE

4 SLOT.....	\$4,000
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