

The LPTV Report

News and Features for the Community Television Industry

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Vol. 2, Issue 11

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December 1987

Video Jukebox Network Buys Jacksonville LPTV-10

Video Jukebox Network, Inc. announced recently that it has entered into an asset purchase agreement to buy W10AX, an LPTV station serving approximately 700,000 viewers in Jacksonville, FL. The seller, Los Angeles-based Figgie Communications, has agreed to broadcast VJN's programming while the transfer is pending at the FCC.

The purchase price is \$100,000 cash. Kompas/Biel & Associates, Inc. served as consultant to the buyer in the transaction.

Video Jukebox Network operates a fully automated, robotic-enhanced interactive music video service. Currently seen over Miami's Tele-Communications, Inc. cable system, "The Jukebox Network" is transmitted 24 hours, seven days a week. Network viewers select the music videos they want to watch by making a local toll call using Southern Bell's 976-Dial-It service. They are then billed \$1.00 per call by Southern Bell, which deducts 12¢ per call and remits the balance to VJN. The Network reaches 25,000-30,000 subscribers and generates almost \$100,000 annually.

According to the company, more than 350 selections are placed each day on the Miami system, representing about 120 different song requests. A broad variety of music is offered, including pop, jazz, rap, rock, and new wave. However, music offered in future markets will vary according to the demographics of the area being covered. *continued on page 6*



Religious LPTV: Spreading the Word With Community Television

—by Jacquelyn Biel

Television evangelism has found a new medium—LPTV—and it is growing by leaps and bounds, in spite of the distrust of the electronic church that blossomed in the wake of the Bakker scandal. Fully 20% of the LPTV's licensed by the FCC are doing some kind of religious pro-

gramming. The majority of these are owned and operated by Trinity Broadcasting Network. The rest range from one-person ministries supported by a trickle of donations to fully staffed, well-funded television stations with a specific market niche and a distinct message.

Who are these 1980's electronic *continued on page 8*



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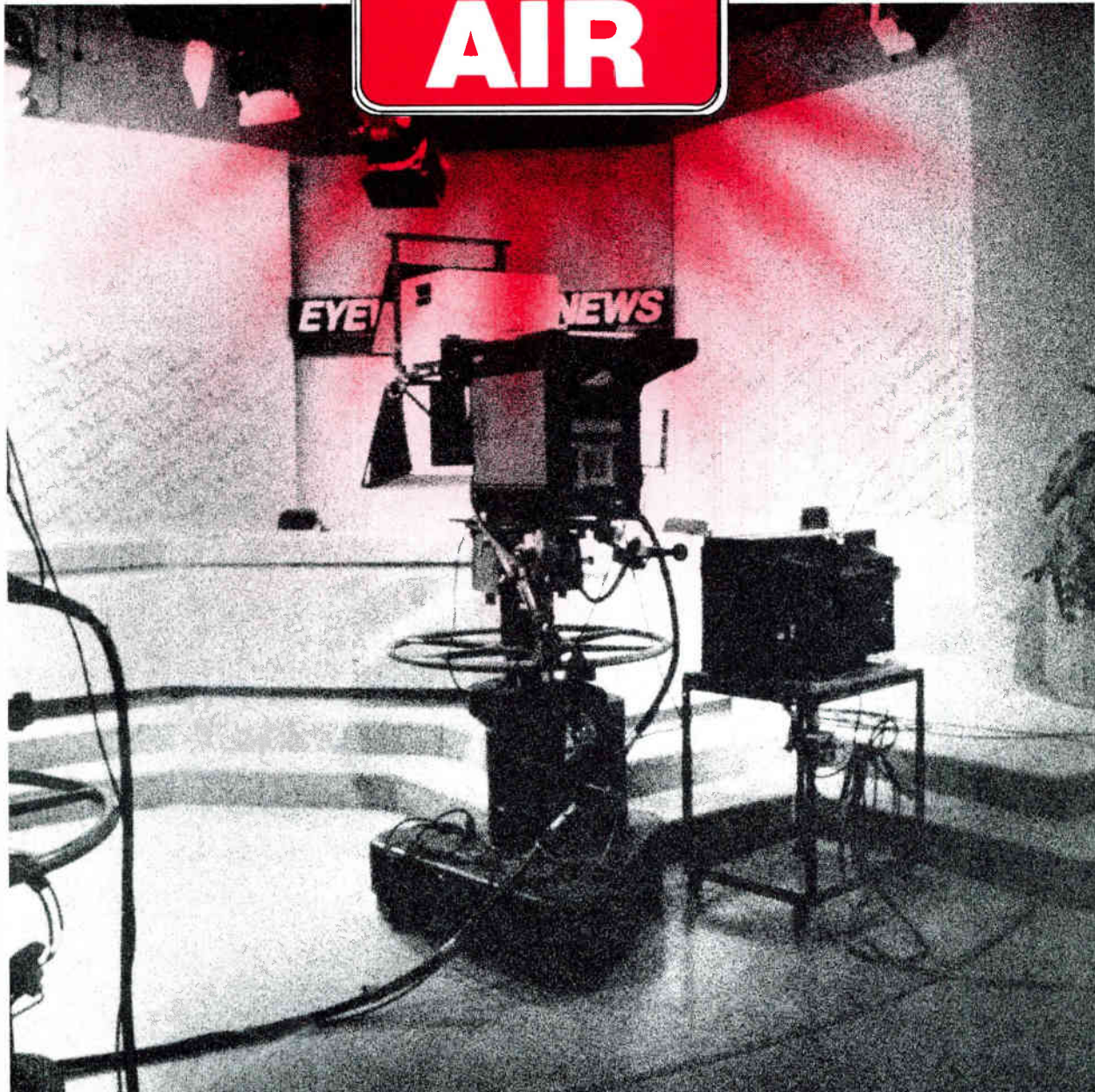
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In Our View

This month, we'll be using this space to report on the Community Broadcasters Association Board of Directors' meeting, which was held Saturday, December 5 in Chicago.

In attendance were directors John Kompas, Lee Shoblom, Mark Osmundson, and D. J. Everett. Directors Art Stamler and Ken Carter participated via conference call. Also present were general counsel Peter Tannenwald, CBA consultant Martin Rubenstein, Joseph Loughlin, Charles Jules of March Five, Inc., CBA's public relations firm, and Eddie Barker and Kimberly Walters of Eddie Barker & Associates, which is handling the CBA's October 1988 Convention and Exposition.

Kompas reported that the City of Milwaukee is considering a grant of an undetermined amount to the CBA for operating expenses. Wisconsin Electric Power Company has said that it will match whatever the city gives. In return, CBA must hold its 1989 Convention, and one other, in Milwaukee. The Board voted unanimously to authorize Kompas to commit the 1989 Convention and one convention after 1990 to Milwaukee, if the city comes through with a substantial grant to the CBA.

The first volume of CBA "White Papers" is being readied for publication. The White Papers are informative articles on a variety of subjects having to do with LPTV station management. They will be published in several volumes and distributed free of charge to CBA members. Contributors, who pay a fee for inclusion, are suppliers to the LPTV industry. So far, they include Eastman-Kodak, Prime Image, Broadcast Promotion and Marketing Executives, Bogner Broadcast Equipment, EMCEE, and the Washington, DC law firm of Arent, Fox, Kintner, Plotkin & Kahn. Contributions to Volume II are being accepted now.

The CBA plans to hold a membership drive in 1988. Eddie Barker & Associates is preparing a proposal to conduct the drive for CBA.

The Board also discussed current issues affecting LPTV. Peter Tannenwald and Marty Rubenstein will be meeting with Keith Larson, chief of the FCC's

LPTV Branch, to explore the possibility of further progress towards granting primary status to LPTV stations. And the Board authorized Tannenwald and Lee Shoblom to contact ASCAP and BMI to see if reasonable music license terms can be negotiated. As for liquor advertising, which has been mentioned as a potential revenue source for LPTV stations, CBA will take no official position but instead will leave the decision to accept such advertising with the individual stations.

Joe Loughlin, formerly general manager of WGN in Chicago, will head the CBA's new programming co-operative, slated for introduction at NATPE in February. A programming survey of LPTV stations on the air and under construction is in progress in preparation for the co-op. And discussions have been held with GTE Spacenet and Bonneville Communications regarding satellite delivery of co-op programming. AGB Research, the company that provides People Meter ratings services, wishes to work with CBA to track programming distribution to LPTV stations.

Last, the Board accepted the resignation of director Wayne Register of Woods Communications. Register has been curtailing his activities because of ill health.

The next meeting of the CBA Board will be held February 25, 1988 at the NATPE Convention in Houston.

• • •

Now that the reporting is over with, let me just say that the CBA needs you. You can easily see how much is being done, but there is still much more to do. Support *your* Community Broadcasters Association by sending in your membership today. More important, ask how you can help. Your ideas and your time are the CBA's most important resources.

NCTA Sets Cable Show, Introduces Idea Newsletter

"Cable '88: Seeing is Believing" is the theme of the National Cable Television Association convention and exposition to be held April 30-May 3 in Los Angeles. According to the NCTA, the theme seeks to focus the attention of cable operators on the "significance of new and varied sources of programming to the cable industry's future as a major player in the competitive consumer entertainment marketplace."

The NCTA has also introduced a quarterly newsletter, *Linking Up*, to provide cable managers with a resource guide to community relations ideas. The newsletter will serve as a forum in which cable managers can share their promotional ideas and techniques.

The Fall 1987 issue reports on the new effort, and on the results of the first nation-wide Cable Month, a promotional effort that spurred a 19% increase in cable viewership and a 13% increase in pay viewership, according to A. C. Nielsen.

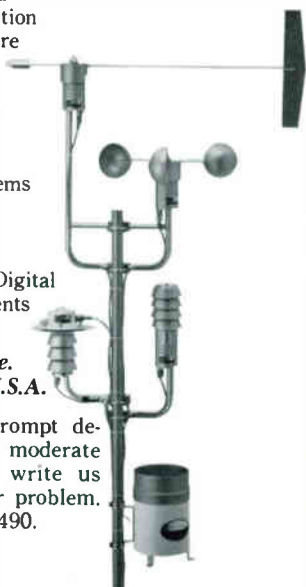
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CBA Comment

—by Nancy Hahn

Dear Santa,

First let me thank you for last Christmas. I was the one who got the ITS-230 transmitter and the Bogner antenna. They're wonderful and I'm going to do wonderful things with them. I also want to remind you that when you come to Pittsburgh this year, be extra careful not to run into my tower. It's new and truly magnificent, but it won't be on last year's maps. So please take special note of it.

I also have one special request: Put lumps of coal in the stockings of all those men who said it couldn't be done, especially by a woman who should be "home making babies."

Well, now that that's out of the way, I can get down to my real reason for writing. I think that equipment and towers and all that are nice, but there is something that I would really like for Christ-

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mas. I think it would be really great if you could bring me and all the other folks in the LPTV industry a spanking new "network." Now I know that you don't get much call for stuff like that (though you did do that special request for that guy in Australia), so let me explain what I mean.

If you look at Mr. Webster's dictionary, it says that a network is "a structure of interrelated parts...secured at the crossings...for added strength; or an interrelated chain, group, or system." Santa, when I read that, I knew it was what I wanted for Christmas this year. Just think, if we could build a network, we could support each and every individual part, making all of the parts much stronger than any one of them would be individually. We could make all kinds of people sit up and take notice who otherwise wouldn't. I know that you have limited space in your sleigh, so you could just bring a small network, Santa—one that would grow into something really special.

This is a bit complicated, so let me explain to you exactly what I want.

First, my network has to have good programming. Start with four to six hours a day, beginning around 4:00 or 5:00 p.m., and then we can let it grow from there. The programming would have to be a mix of movies and entertainment, because I know that works. I don't want too much of any one kind of programming, and I don't want it to be too different from what people are used to because that kind will take too long to find an audience.

Second, I want to have this programming delivered by satellite. I know that you don't like those pesky satellites clogging up the North Pole flight routes, but they really are the best way to deliver

programming. Santa. The quality is never spoiled by mechanical factors, and satellite signals never get bogged down in the snow like tapes sometimes do.

Third, I want my network to have some kind of coordinated national representation. That way it can buy programming and sell time as an identifiable group with special characteristics and strengths. To do that though, it will have to have at least a rudimentary research arm that can discover its specialness, as well as a program co-op to buy the programming. Without the research, the co-op won't work.

Fourth, give my network a special wrapping so that as soon as anyone turns it on, they will know who it belongs to.

Santa, I know this is a tall order, so if you can't deliver it for this year, I am really going to push for it for all of next year.

Well, that's about it Santa. Say hello to Mrs. Claus for me. I'm sorry that she lost that NOW election, but she is really coming along. Before I close though, I want to make sure that you wish all the people in the LPTV industry a Merry Christmas and Happy New Year for me. Bring us all some of that special Christmas peace and joy, and we'll try to make it last all year long!

Respectfully yours,

Nancy B. Hahn

Nancy B. Hahn is president of the Bon-Tele Network, Inc., licensee of W63AU in Pittsburgh. She is a director of the Community Broadcasters Association.

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

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

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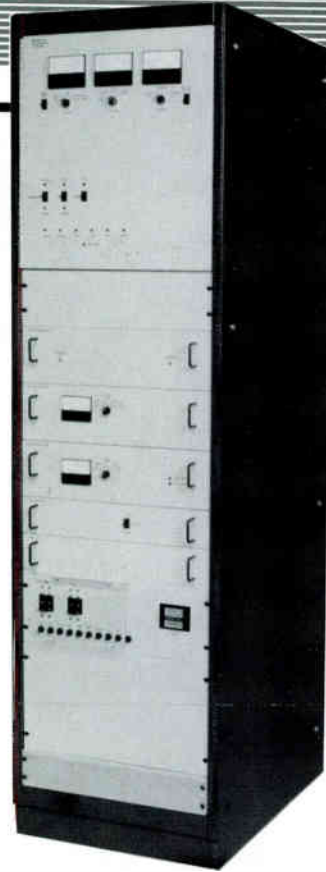
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Twin Falls LPTV-49, King Videocable Agree on Carriage

K49AZ in Twin Falls, ID has reached an agreement with King Videocable, operator of the cable system serving Twin Falls and the surrounding area. The agreement settles a long dispute between the companies. Under its terms, TV-49 will move to Channel 2 on the King system for a one-year trial period, after which time a permanent channel location will be agreed upon. In addition, King has significantly reduced the fee charged to TV-49 for carriage.

Kris Harvey, vice president and general manager of K49AZ, which has been in the news for garnering high ratings in both the February and the May Nielsen reports, had been butting heads with King over channel placement.

Originally carried on cable channel 25 at a fee of \$3,500 per month, TV-49 moved to King's channel 19 on July 6 at Harvey's request. However, Harvey said, half the cable subscribers still could not watch the station because they lacked the necessary equipment to pick up the cable's channel 19.

Vince Thompson, marketing manager for the King system, said in July, however, that Channel 19 was a "basic tier" channel and that all of the system's subscribers were able to receive it. "[Har-

vey's] programming doesn't justify replacing anything we have on channels 2-13. If she had a proven audience rating, we'd take another look at it," he said.


An undated letter from Nielsen Media Research states that TV-49 reached full reportability in the May 1987 book and got "the highest cume achieved by any non-network affiliated LPTV in the country." Thompson said, however, that the cable system's own surveys did not support Nielsen's findings.

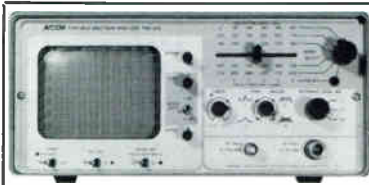
Harvey believes that competition is the reason King Videocable would not move her to a lower channel. The cable company controls five of the seven stations on the lower channels that sell advertising to Twin Falls businesses. The five include its own local origination channel as well as sister LPTV station, K38AS, which is owned by King Videocable's parent company, King Broadcasting.

In August, King came under the scrutiny of the Idaho attorney general's office. State Attorney General Jim Jones said in a copyrighted story in *The Idaho Statesman*, "I am concerned from what I have heard that there may be an unhealthy situation from the viewpoint of competition." He said that the office would conduct preliminary investigations to see if enough evidence was available

to press an anti-trust suit. Jones also was to investigate the cable contract between King and the city of Twin Falls. The contract was signed in June 1984, six months after King Videocable general manager Chris Talkington left office as mayor of Twin Falls. The contract gives the city almost no regulatory authority over the cable company, according to the *Statesman* article.

However, the dispute was resolved without litigation. Will Ris, a Washington, DC attorney and a principal with K49AZ, said of the compromise, "We know this has been a difficult decision for King and we applaud their willingness to listen to our concerns and agree to a reasonable compromise...We have a year to prove the value of our station to the community, and we are confident that we will be able to do so...We intend to work with King to promote the best interests in the Magic Valley in whatever way we can."

In addition, TV-49 announced that it would shortly be forming a local board of directors to oversee the station and promote it within the community. Several prominent local individuals have agreed to acquire a partial interest in the station and serve on the Board. Plans are to increase local ownership in the station to approximately 50%. 



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VJN Buys W10AX

continued from front page

LPTV-10 will charge viewers \$2.00 for one music video, or \$5.00 for three (made on a single call). The station's automated equipment will be located at One Independent Square, the Independent Life Insurance building in Jacksonville; the signal will be transmitted from a tower on top of the building.

Video Jukebox Network was founded in September 1985 by Steve Peters and began transmitting on Miami's cable channel in December of that year. A public offering completed in January 1987 netted the company almost \$2 million, some of which money is being used to acquire LPTV outlets around the country. Start-up costs per location are about \$58,000 for the copyrighted and patented computer hardware and software.

In June, Peters issued an option to sell up to 3.5 million of his 4 million shares; the letter of intent was signed by Louis Wolfson, III, a prominent Miami businessman, and J. Patrick Michaels, Jr., chairman of the board and president of Communications Equity Associates, Inc., one of the largest media brokerage firms in the country. **K/B**

Cable Marketing Systems To Represent VJN's Jacksonville LPTV

Cable Marketing Systems, Inc. has entered into an agreement with Video Jukebox Network, Inc. to provide advertising sales representation for VJN's newly acquired W10AX in Jacksonville, FL. CMS specializes in turnkey television ad representation to national and local advertisers. Gross revenues are split equally between CMS and the stations.

CMS president W. G. Stacy commented, "...we believe the Video Jukebox Network will provide a unique advertising vehicle for the business community of Jacksonville.... Research has proven the tremendous buying power of the music video viewer. We believe advertising revenues will exceed \$1 million in the first year for this market alone."

CMS, which has offices in Miami and West Palm Beach, FL, includes among its advertising clients Coca-Cola, Michelob beer, BMW, Toyota, and such local advertisers as record shops, clothing boutiques, concert promoters, and car dealers. Cable clients have included TCI, Storer Cable, Perry Cable, and America-ble Associates. **K/B**

More On HDTV

The FCC has delayed the proposed sharing of UHF television spectrum with private land mobile radio services in eight major cities, waiting instead until it hears from its Advisory Committee on Advanced Television Services, upon which it will rely, according to FCC Chairman Dennis Patrick, "to recommend policies, standards, and regulations to facilitate the orderly and timely introduction of ATV services in this country."

The action is in response to a Petition for Special Relief filed in February by the Association of Maximum Service Telecasters and 57 other broadcast organizations and companies asking, in part, that the Commission defer any action on further sharing of the UHF TV band by the private land mobile service pending an inquiry on the need by ATV systems for those frequencies. They maintained that the eight areas for which further sharing was proposed are the most difficult markets in which to find additional spectrum for ATV.

The Advisory Committee, which will meet twice yearly and which is headed by former FCC Chairman Richard E. Wiley, comprises representatives from throughout the television industry. It will be assisted by three subcommittees covering planning, systems, and implementation. Membership in these subcommittees is open to all interested parties.

• • •

The National Association of Broadcasters has formed the Broadcast Technology Center to further the development of high definition television. Thomas Keller, now NAB's senior vice president, Science and Technology, will head the Center.

The projected budget for the Center is \$2 million per year. Of this, \$700,000 will be supplied by the NAB; the remainder will come from broadcasters through direct investment as limited partners, and through contributions to the Center.

The Technology Group on HDTV of the NAB's Advanced Systems Television Committee at a meeting on September 30 adopted a resolution approving the 1125/60 HDTV production system and sent it to the full ATSC Committee for approval.

• • •

Richard Roberts, president and CEO, TeleCable Corporation, has been named chair of the National Cable Television Association's Blue Ribbon Committee on HDTV, a group of top executives from a cross section of the cable industry. The committee will consider, from the cable industry's perspective, the policy and practical ramifications involved in the development of HDTV. A small group of technical experts from the cable industry will serve as advisors to the committee. **K/B**



Checks & Balances

Managing Your Managers: Tips From Venture Capitalists

—by John Luellwitz

Few are more qualified to speak about the management teams of closely-held companies, such as most LPTV broadcast stations, than venture capitalists, who have the unusual opportunity to review and work with many different teams each year. In fact, venture capitalists say that the management team can ultimately make or break a young station.

Putting together an effective management team involves a combination of foresight, experience, personalities, and luck. Consequently, new station owners must spend considerable energy in creating and maintaining a management team capable of making the station successful in its long-range goals. Here are a few pointers from venture capitalists with whom our firm has worked.

Stay With Conventional Structure

New broadcast stations generally need a conventional management structure, with a CEO, usually the general manager, holding ultimate authority and responsibility for all aspects of the station's performance. One surprising fact in the experience of venture capitalists is that the CEO's of some of the most successful venture-based operations are *not* the owners. If a company's founder is strong in marketing and sales, which is often the case, that is where he or she should be. Someone else may be in a position to be more successful as a CEO. Egos cannot be allowed to restrict the station's performance or progress.

The other members of the management team should have the skills, experience and personalities required to meet the station's most demanding and immediate challenges. These people typically will have either marketing or engineering and production backgrounds.

Of course as the station grows and begins to realize its potential for financial success, additional support-oriented management personnel, typically with financial backgrounds, should be added. These people not only feed the continuing growth of the station, they also lessen the burden on the existing members of the management team.

There clearly is a compelling need from the start for a qualified bookkeeper and someone with sophisticated financial expertise. Stations that have been financed by venture capitalists often get this expertise from the venture capitalists them-

selves. Others use outside advisors such as consultants or accountants.

Venture capitalists point out that young stations should resist the urge to load the management team with too much high-powered talent too early. Anticipating problems and challenges and assembling the resources required to meet them before they get out of control is important. But high-powered managers can grow dissatisfied unless they are fed with a constant stream of challenges and opportunities. When underutilized, they actually may "invent" the challenges they want; this can inhibit the station's ability to meet its goals.

Careful Evaluation Is Crucial

Evaluating a management team is often difficult. In most cases, the members of the original team will improve their skills as the station grows. In some cases, they will not. Just as the founder of a company doesn't always have the talents or personality required to be an effective CEO of a mature organization, the other members of a management team may have similar limitations. Key managers must sometimes be replaced or reassigned as the station requires different and more specialized skills.

This does not mean that you should systematically dispose of valued and loyal employees as your station grows. However, you do have to consider the needs of both the station and your employees when you evaluate your resources. No one likes to be placed in a job in which he or she ultimately will fail, and few stations can afford to have people with inadequate skills in key management positions.

No one has yet found a foolproof approach to building and maintaining an effective management team. Venture capitalists, however, do have a unique view of the management process in young, closely-held companies. Adding their experience to yours may help you effectively develop your management team as you strive to meet your station's long-range goals. K/B

John D. Luellwitz is a manager in the Entrepreneurial Services Group of the Milwaukee office of Arthur Young, Arthur Young, an international accounting, tax, and management consulting firm, has offices in 90 U.S. cities and 280 other cities worldwide.

Alex D. Felker New Mass Media Chief

Alex D. Felker has been named chief of the FCC's Mass Media Bureau.

An electrical engineer by training, Felker has held positions in the FCC's Long Beach and Norfolk field offices, the Office of Plans and Policy, and the Common Carrier Bureau. He has served as deputy chief of the Mass Media Bureau's Policy and Rules Division and most recently as an assistant to Chairman Patrick where he handled a variety of matters, including Mass Media issues. K/B

Border Applications May Spec 1 kW

A new agreement is still pending with the Mexican government that will allow television transmitter output powers of as much as 10 kW ERP at 100 kilometers from the border. However, sources at the FCC say the Commission is processing LPTV applications as if the new agreement were already in place.

Thus, although licenses may not yet be issued at higher than 100 watts (the former limit) outside the proposed 100-kilometer boundary, applications for LPTV stations with 1 kW transmitters are being processed. K/B

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Religious LPTV

continued from front page

preachers? Are they sincere? Are they successful? Whom do they represent? One thing is certain: They are making an impact in LPTV.

Trinity Broadcasting Network and ACTS are the two religious programming networks that have specifically targeted LPTV as a vehicle for their message. In the early 80's, PTL signed some LPTV affiliates, and the Christian Broadcasting Network, CBN, is carried on some stations, but neither have approached LPTV in the aggressive way that TBN and ACTS have.

Trinity declined to be interviewed for this article. But their total audience is estimated to be some 70 million cable and broadcast viewers. In the past two years, they have aggressively sought out and purchased unbuilt LPTV construction permits which they put on the air at minimal cost. Presently, Trinity owns and operates 35 of these unmanned "satellites," as they are called; and another 35 are under construction. Though technically LPTV's, these stations are not equipped to do any local programming, and Trinity has no plans to change that.

ACTS Stresses Local Involvement

Of the opposite philosophy is the American Christian Television System, the programming arm of the Radio and Television Commission of the Southern Baptist Convention. ACTS was conceived in the late 70's, before cable was the ubiquitous entity it is now, according to Michael Wright, manager of LPTV Affiliate Relations for ACTS. At that time, the Southern Baptist Convention filed about 130 LPTV applications for sites around the country with the intent to develop a

network of LPTV stations carrying the ACTS programming.

However, the lag in application processing, coupled with the growth surge in cable since 1976, led the company to switch its emphasis from LPTV to cable. It has been selling its LPTV construction permits, and now, although it is trying to increase its marketing to individually-owned LPTV stations, ACTS is basically a cable service.

For those LPTV affiliates it does have, however, ACTS encourages local programming and other involvement with the local community. Wright says that local production is a "very high priority" and a "central focus" of the whole ACTS operation. In fact, the network provides consulting to stations wishing to begin or increase local production, and offers production workshops at minimal cost to its TV affiliates. It also publishes an affiliate newsletter and sponsors an Awards program that, said Wright, is "specially designed to honor those doing exceptional programming." K40AN in Lubbock, TX was named ACTS Affiliate of the Year earlier this year, and W11BD in Lebanon, TN received the ACTS Community Service Award for a documentary on a home for abused children.

ACTS programming is general in nature, about 75% family and 25% inspirational. "We're not the preachy type of programming," says Wright. Some of it is produced at the Radio and Television Commission headquarters in Fort Worth, TX; some is purchased from syndicators and independent producers. Included are a talk show, a news magazine, children's programs, musical/variety programs, a live call-in counseling program, a country music show, and how-to programs on cooking, outdoor sports, and gardening. Christian denominations producing programming for the network include Epis-

copalian, Presbyterian, United Methodist, Lutheran, and Roman Catholic groups.

The network firmly declines to solicit money over the air. Instead it is supported by funds from the Southern Baptist Convention, by unsolicited donations, by advertising, and by fees charged to Southern Baptist Church affiliates, which amount to 10¢ per church member per month.

The service is free to cable systems, but, said Wright, "in the very near future, we will begin to charge LPTV stations a flat fee." He would not say how much that fee would be.

Full Gospel Business Men's Fellowship Brings Word to Small Business

Not a television network but a confederation of autonomous local Fellowship Chapters, the Full Gospel Business Men's Fellowship International was founded in 1952 by Demos Shakarian, a California dairy farmer whose mission was to bring the message of Christ to businessmen, a group that he felt was particularly irreligious. Today, there are 2,900 non-denominational FGBMFI chapters around the world, about half of them in the United States. Though women are not eligible for membership, they are welcome at all meetings and activities, and several retreats just for women are sponsored each year.

Some seven or eight LPTV stations are owned and operated by FGBMFI chapters. At one time it was ten. Operations are overseen by the chapter presidents, who usually have businesses of their own. None of the stations do any local production at this point, although at least one has been active in that area in the past. Two have plans to install minimal studios.

All but one are carrying TBN's signal, in

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contrast to the situation of several years ago when PTL was the preferred programming source. "I think TBN commands a broader respect than PTL," said Gary Wibe, who manages a Rollette, ND chapter LPTV station. Peter Reding, a Portland, OR member, feels that the Bakker debacle has hurt PTL, an otherwise worthy service, and that it was one of the reasons that the stations switched to TBN. But Don Badgley of W32AC in Muncie, IN feels that PTL has not been hurt. His station still airs it exclusively.

Independent Ministries Alive and Well

But the most active religious television is the small, independently owned and operated LPTV station that bases its ministry on local production.

K60CL in Keokuk, IA is one such station. We spoke with Mrs. Harold Myers, wife of the Rev. Harold Myers, who started his World Outreach for Deliverance, or WORD, nine years ago after hearing its name in a dream. "We started running tapes on the cable for 34 hours a week—all different ministries, all volunteer labor," said Mrs. Myers. "Then in 1983, we rented a studio and got some equipment and started to do some church services. We got the construction permit for Channel 60 in May 1985, and by March 1986 we were on the air." Now both the cable channel and the station operate 24 hours a day.

Channel 60 does not live programming because it lacks a microwave link to the transmitter. But taped productions include four hours every Saturday night of local music groups, talk shows, children's programs, and human interest fare. "Not all of the local stuff is religious," said Mrs. Myers. "The school does some things. Other community groups come on. We try to serve the community as much as possible."

The \$1,400 a month in station expenses is met by donations and responses to "Share-a-thons," volunteer telethons that run 12 hours a day for two days.

Channel 60 is presently moving its studio from the dining room of an old hotel to an 1873 church containing an antique Hook and Hastings organ. "People come from all over just to play that organ," says Mrs. Myers. "Now we'll be able to tape the concerts and broadcast them." The station has also applied to increase its output power from 100 to 200 watts, a change that should increase broadcast viewership from the present 15,000 to about 20,000.

W51AF in LaSalle, IL is owned by Christian Communications of Chicago, which bought it recently from Impact Television and uses it as a translator for its high power Channel 38, an affiliate of the Assemblies of God. "We produce about 17% of our programming locally, more than any other [high power] station in the country," says David Oselund, program director for both stations. The direction is mainline Christianity—"some family programming, some 'pre-evangelistic' programming, some syndication."

As for LPTV-51, "We're working on some local production plans for La Salle—some interviews, a variety show. We also want to do some remote stuff there which we can air in Chicago too."

K25AL in Lake Havasu City, AZ is operated by Lake Havasu Christian Television, an Assembly of God affiliate church. The programming is a mix of TBN, some barter syndication, and limited local production, generally school sports. "We are a

'commercial, non-profit' station," said Mark Fresh, program manager. That means the station does sell advertising—12 minutes a day during the early fringe.

The station faces strong competition in Lake Havasu, and its signal doesn't reach as far as Fresh would like it to. "We have good news programming, but we also have to be businesslike and serve our advertisers," he said.

One of the first and most successful LPTV stations on the air is Pete and Sara Warren's K63CD in Alamogordo, NM. Partly donation-supported, the station also earns 30% of its revenues through ad sales to local businesses. Programming runs the gamut from the "700 Club" to "The Jetsons," to "The Fugitive," to "Jewish Jewels." Local churches broadcast their services, and there is local news, weather, and sports twice a day.

Alamogordo is "a very community-oriented town," said Pat O'Connor, office manager of the station. The area is largely Hispanic, which means, unfortunately, lower annual incomes than average and a greater chance of economic hardship. One practical ministry sponsored by Channel 63 is "Operation Rescue," a donation-supported outreach program that provides the needy with emergency money for food, prescriptions, utilities and the like.

Another station active in local programming is K62BT, owned by Praise the Lord Chapel in Placerville, CA. From 7:30-10:00 every week night, LPTV-62 broadcasts "Give the Wind a Mighty Voice," a talk show featuring local preachers, en-

continued on page 12

LPTV Distribution by State and Territory December 1987

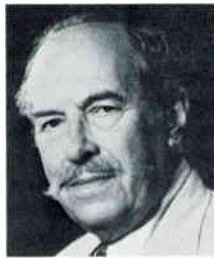
	Licenses	CPs*
ALABAMA	4	14
ALASKA	10	23
ARIZONA	10	27
ARKANSAS	3	20
CALIFORNIA	26	24
COLORADO	11	24
CONNECTICUT	0	2
DELAWARE	1	2
WASHINGTON, DC	0	1
FLORIDA	14	38
GEORGIA	4	26
HAWAII	1	8
IDAHO	5	18
ILLINOIS	2	13
INDIANA	5	15
IOWA	4	30
KANSAS	4	45
KENTUCKY	2	8
LOUISIANA	2	25
MAINE	2	10
MARYLAND	1	1
MASSACHUSETTS	2	4
MICHIGAN	2	14
MINNESOTA	14	38
MISSISSIPPI	8	8
MISSOURI	4	47
MONTANA	12	35
NEBRASKA	3	22
NEVADA	12	11
NEW HAMPSHIRE	0	2
NEW JERSEY	2	1
NEW MEXICO	7	35
NEW YORK	13	19
NORTH CAROLINA	2	21
NORTH DAKOTA	1	16
OHIO	3	20
OKLAHOMA	13	20
OREGON	14	29
PENNSYLVANIA	4	8
RHODE ISLAND	0	1
SOUTH CAROLINA	0	10
SOUTH DAKOTA	1	18
TENNESSEE	7	27
TEXAS	23	99
UTAH	15	21
VERMONT	1	3
VIRGINIA	4	14
WASHINGTON	5	16
WEST VIRGINIA	1	3
WISCONSIN	9	11
WYOMING	18	38
GUAM	1	0
PUERTO RICO	1	3
VIRGIN ISLANDS	0	1

TOTALS: Licenses: 312
Construction Permits: 980

In addition to the stations listed above, ALASKA operates a 241-station LPTV educational network.

*Construction Permits

Kompas/Biel & Associates, Inc.



Technical Talks LPTV And Cable

—by John H. Battison

When television began, there was no cable. Stations were received only where there was a clear line of sight for their signals—or nearly so. Potential viewers in valleys, or outside fringe contours, were not served. This meant that television stations succeeded or failed on the basis of the actual viewing audience within their service contours and their "fringe" areas.

Today, however, the situation has changed greatly, and in many cases the majority of a station's viewers will be connected to one or more cable systems. This can be good or bad, depending on whether the station is network affiliated, or an independent, or just going on the air in a market where the cable system is either full or reluctant to carry the new signal.

The must carry rule is now a thing of the past. In fact, it never did apply to LPTV, so nothing has changed. But the "closed shop" kind of cable operation that exists in many areas *does* concern existing and potential LPTV operators. This is what we shall examine today.

Let's take the worst case first—in which the existing cable system is full, and there is no room for a new signal. What to do? Your LPTV station is probably new and without many viewers of its own. Promotion can make potential viewers aware of your station's existence, but because it is not on cable, not many people watch it.

VHF or UHF?

Whether your LPTV station is VHF or UHF can have a big effect on its accessibility to viewers. If the signal is VHF, the cable box connects to the VHF antenna

terminals of the TV set. Therefore, in order to receive the LPTV signal, the viewer must disconnect the cable box and substitute a VHF antenna. Most viewers probably don't know how to do this, and, what is worse, they don't care.

For high power TV stations, the FCC has imposed a namby pamby kind of "A-B switch" requirement that has few teeth and very little chance of being implemented for the good of the telecaster. But for LPTV, there is not even that.

In the VHF situation described above, the LPTV broadcaster must do his/her best to obtain carriage on the cable systems serving his or her market. Sometimes several cable systems share service to a large region, with distinct areas allotted to each system. If the LPTV station can get carriage on even one system, word of mouth can sometimes result in enough pressure on the other systems to force them to carry the LPTV signal.

In some cases, the LPTV operator will be asked to pay for carriage. This could be a very worthwhile proposition, provided that the cable system passes enough homes and delivers a large enough number of viewers. However, LPTV broadcasters sometimes resist what feels like extortion. After all, it seems like blackmail when the very service that prevents your LPTV signal from being received offers to allow it only in return for payment!

In the case of a UHF-TV LPTV signal, there is often more hope. Once again we are discussing the larger city kind of situation where all channels are full with local and distant signals, as well as one or more public access channels.

Generally the UHF antenna connector is left unused by the cable service. In this

LPTV Sourcelist Revised

Kompas/Biel & Associates, Inc. has revised *The LPTV Sourcelist* to reflect LPTV construction permit rescissions effected by the FCC during the past year and to remove those licensed stations operating solely, or reclassified by the FCC, as translators. *The LPTV Sourcelist* is a quarterly publication of contact information for LPTV stations.

As of December 1, LPTV licensees total 312, and 980 LPTV construction permits are outstanding. These totals do not include more than 250 licenses and construction permits held by the State of Alaska and the Learn/Alaska Network.

The new totals are reflected in the "LPTV Distribution" chart, this page.

K/B

case, there is possible salvation for both the LPTV operator and the high power newcomer. A good promotion can encourage many potential viewers to buy an unobtrusive indoor UHF antenna. In fact, most viewers will still have the ring UHF antennas that came with their receivers. A strong promotion can often mean that these "bulls-eyes" are brought out of the closet and used to bring in your station.

The UHF TV antenna means that freedom of choice is returned to the viewers. By merely moving their channel selectors from the usual cable input channel to the UHF channels, they can access the stronger UHF-TV signals that are not carried on the cable.

What About Rural Viewers?

This system will generally work when the LPTV transmitter is close to the center of population, and when there are no local propagation conditions that can spoil reception. In fact, many viewers have said that their direct air reception is superior to cable. But what happens when the LPTV transmitter is in the country, and the potential viewers are some ten or more miles away? If your station is in a "fringe" area where viewers are accustomed to installing tall towers to receive distant signals, the fact that they have invested considerable amounts of money in towers, preamplifiers, and high gain antennas will probably persuade them to maintain this system even when cable passes their doors. This means that they are not lost to the off-cable TV signal.

However, most of your LPTV station's potential viewers who are also cable subscribers have not invested in exotic high gain receiving equipment. And it is unlikely that they will invest in tall towers just to see your station. Now comes the time for peer pressure.

By making the LPTV programming so desirable that everyone wants to see it, the operator can use the force of public opinion to coerce the cable operator into carrying his signal. I have in mind an LPTV operator in northern Ohio who by sheer force of good LOCAL programming caused the viewers in a number of surrounding small cities to demand that the cable systems carry his signal. He was fortunate in that there was unused capacity on some of the various cable systems. But despite this, it was the force of his programming and the public demand for it that resulted in the cable coverage.

Try Scrambling

But what if there is no agreeable cable company who can, or will, carry your signals? One possibility is to offer programming in a scrambled transmission. If the programming is desirable enough, viewers will buy outside antennas and


decoders in order to watch. This has been done in at least one market with very good results. The signal is scrambled at certain times of day, and those viewers with decoders tune to the UHF channels and watch. An astute LPTV operator could work out an arrangement with local radio/TV service dealers for a joint campaign to install suitable antennas and decoders (which can also bring in a sizeable return on rentals).

There is no doubt that cable can be either a friend or a foe. But there is usually a way around any problem. You just have to find it. One way to deal with recalcitrant cable operators is to offer to buy into their system. It might be possible to offer financial help for system ex-

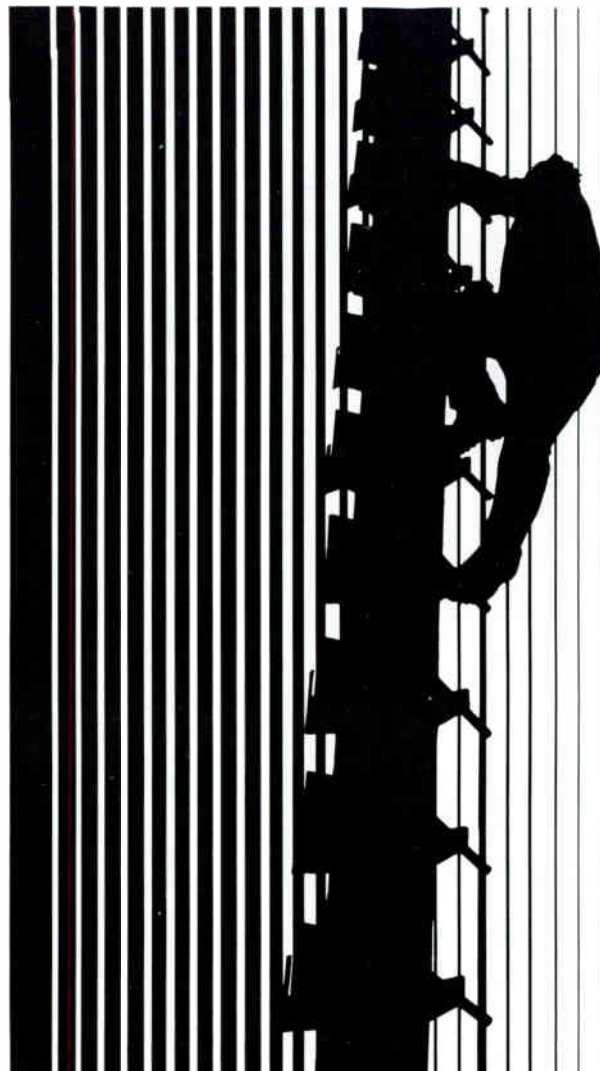
pansion on condition that the LPTV signal is always carried on the first tier.

In other cases, you could give away free UHF antennas in conjunction with a local merchandising campaign.

The A-B switch is the theoretical answer to freedom of choice for television viewers who are permanently tied to the umbilical cord of the cable system. By properly educating viewers and insisting that cable operators provide A-B switches, you should be able to gain your share of viewers for your LPTV.

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

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XL 1000U 1000 Watt

XL 100U 100 Watt



Religious LPTV

continued from page 9

tertainers, and singers performing before a live studio audience. "The studio is always packed," said general manager John Hartman proudly. Also on the program log are local news, church services, and special features, including a popular telephone counseling program in which volunteer counselors pray and talk with callers.

The station's spends \$13,000 monthly, all of which is met with donations. All labor is volunteer.

• • •

There is John Wesley Hembree's W61AR, "Good News TV" in Nashville. The station supports its \$12,000/month expenditures with ad sales, broadcasting religious programming from 9 a.m. to 3 p.m. and then going to children's shows, sports, old movies, foreign films from International Television Network, and locally produced Christian music videos. "The response to the videos has been phenomenal," says Hembree. "We've gotten as many as 100 request calls in two hours."

Channel 61 covers 185,000 households

in the Nashville area, "a large number of viewers for a small amount of money," says Hembree. "I think it's better stewardship to put money into LPTV stations," he said. "We can cover the area for 25% less than a high power station can."

• • •

Finally we looked at K47AQ in Denver, owned and operated by Happy Church, Inc. and on the air now for almost two years. Led by general manager Gene Steiner, who is also a licensed minister, LPTV-47 emphasizes local programming to the Denver area; the station's motto is "Touching Denver With Love."

Channel 47 is the home base of the Marilyn Hickey Ministries, a radio and television Gospel program carried by PTL and seen across the country. But the station also airs local church services of all denominations and produces "Word Song," a variety show featuring music and testimonies. And there is a "lifeline counseling" service staffed by volunteers offering prayer and friendly support for viewers dealing with personal problems. Serious situations are referred to a professional for treatment.

Happy Church also runs a Bible college that offers courses in the electronic church media. Students gain practical ex-

WorldRadioHistory

perience by producing all the Happy Church worship services, as well as concerts and specials. Money comes from viewer contributions, fund raisers, and paid programming.

• • •

In a letter following our interview, Gene Steiner summarized the goals of Channel 47. His feelings might be echoed by almost any of the people we talked to for this article:

"I just wanted to say that although it is very important for the viewers to know that in their time of need, Christian TV will be there providing answers, it is more important to provide high quality, family oriented television programs for the average Christian family who will be watching regularly. The basic purposes for our existence are to minister the Gospel of Jesus Christ to the people of Metro-Denver, to evangelize the lost via the TV airwaves, to train and prepare Christians for effective ministry, and to package our programming in a professional way that effectively communicates our message of restoration.

"The bottom line is that we achieve these goals in such a way that all of our expenses are covered and that we utilize the funds entrusted to us honestly and with accountability to our contributors."


Changes In Programming, Ownership For Tempo

The board of directors of Tempo Enterprises, Inc. has approved an offer made on November 6 by Tele-Communications, Inc. to merge Tempo into TCI. TCI Class A Common stock, valued at \$21 per share, will be exchanged for Tempo Common stock at \$8 per share. Tempo shareholders will be given the option of receiving cash for their shares or converting them to TCI stock.


TCI is the largest cable MSO in the nation, serving 4.2 million subscribers in 45 states. Tempo Enterprises, based in Tulsa, OK, distributes Tempo Television, a 24-hour cable network that is also aired on many LPTV stations around the country.

Tempo Television recently changed its programming emphasis to target the 45+ age market. The shift was prompted by a need to establish a clearer identity for the network, said president Richard B. Smith.

The 45+ target group is expected to grow from 72 million to more than 105 million within the next fifteen years, making it one of the fastest-growing demographics in the nation, according to Smith. Many of Tempo's current shows, which already appeal to a mature audience, will remain part of the schedule while new programming is added.


Smith added that the network, which has up to now been supported entirely by the programmers, will gradually become an ad-supported service. 

New Affiliate For Hit Video USA

LPTV station K24AM in Rapid City, SD is now airing Hit Video USA 15 hours weekly. 

The LPTV Report Moves To New Offices

In order to make room for present and future expansion, *The LPTV Report* has moved to new offices in Butler, WI, just across the county line from Milwaukee.

The new address is 5235 North 124th Street, Butler, WI 53007-1101. The new telephone is (414) 781-0188. The post office box address—P.O. Box 25510, Milwaukee, WI 53225-0510—remains the same. 

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- Represent our members before Congress and all federal agencies.
- Conduct seminars, conventions and trade shows.

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I have enclosed my \$350 check for my annual membership fee as a consultant, program supplier, equipment manufacturer or supplier, or other providing a service to the LPTV marketplace.

- Consultant Equipment manufacturer or supplier
 Program supplier Other

I have enclosed my \$50 check for my annual associate membership fee.

Please mail your check and application to:

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 P.O. Box 26736
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LPTV and the LAW

Advertising Cigarettes And Alcoholic Beverages

—by Peter Tannenwald

As the number of stations in our LPTV community grows, operators will be looking for new sources of revenue. Among those advertisers who may turn to the new medium are those whose messages are shunned by the more traditional high power outlets. These include cigarette companies, liquor manufacturers, and bars and cocktail lounges.

Look before you leap for this kind of advertising. It is very heavily regulated, and despite the First Amendment, you are not free to accept these accounts at will.

Cigarette Advertising

The story on cigarette advertising is very simple. It is illegal, and you may not run it, period. The prohibition does not come from the FCC. It is statutory and is found in Title 15, Chapter 36 of the United States Code. That is the same chapter that requires warning labels on cigarette packages. Section 1335 reads rather bluntly: "After January 1, 1971, it shall be unlawful to advertise cigarettes and little cigars on any medium of electronic communication subject to the jurisdiction of the Federal Communications Commission."

Notice that the advertising of only cigarettes and little cigars is unlawful. Other tobacco products may be advertised. Moreover, if the FCC's recent abolition of the Fairness Doctrine holds up in court, there is no risk that carrying spots for tobacco products other than cigarettes or little cigars will expose you to a legal obligation to carry anti-tobacco messages if you choose not to do so.

The terms "cigarette" and "little cigar" are explicitly defined in the statute. A "cigarette" is "any roll of tobacco" wrapped in paper or in anything else for that matter, including a tobacco leaf, which is packaged or has an appearance such that it is likely to be offered to, or purchased by, consumers for use like a cigarette.

A "little cigar" is "any roll of tobacco (other than a cigarette) wrapped in tobacco or any substance containing tobacco" which weighs three pounds or less per thousand units.

In other words, you may take advertising for big cigars, pipe tobacco, and chewing tobacco, but not anything that looks, walks, or talks like a cigarette or is small enough to be used in the manner of a cigarette.

Alcoholic Beverages

Regulation of alcoholic beverage advertising is much more complicated, because the area is not pre-empted by federal law. Each of the 50 states has jurisdiction over this kind of advertising within its own borders, including the authority to regulate advertising by stations whose signals cross state lines. Therefore, I cannot give you a complete picture in this column of what is permissible and what is not in your state. If your transmitter is located in one state but your community of license is in another, good luck. You had better watch out for the laws of both states.

The National Association of Broadcasters Television Code formerly promulgated non-binding standards prohibiting the advertising of hard liquor but permitting the advertising of beer and wine if it was done in good taste. There were detailed industry rules and policies about things like how beer and wine should be shown on the air and whether anyone could be shown consuming a beverage. Cocktail lounges often advertised, but the product they served was never mentioned by name.

The NAB Code, however, fell victim to the antitrust laws in the early 1980's and no longer exists. Since there is no federal law flatly prohibiting the advertising of alcoholic beverages, you may wish to consider this source of revenue.

But before you accept advertising for any alcoholic beverage, whether hard liquor or only beer and wine, you should look into all of the applicable state and



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federal laws. Examples of the topics with which these laws may deal include whether advertising is legal at all, whether prices may be advertised, whether discounts are legal (and thus whether sales may be advertised), whether the place of origin of the beverage must be stated, whether the percentage of alcoholic content must be stated, and whether advertising of out-of-state outlets is permitted. I know that many of these regulations may sound offensive to the First Amendment, but don't count on getting them thrown out in court. Most are well established and of long standing.

Don't Offend Local Mores

There are other considerations to take into account besides laws and regulations. Temperance groups are surprisingly strong in many areas of the country. Some of my clients who tried to buck the NAB Code years ago found themselves under enormous local political pressure to stop liquor advertising, and except for college campus stations, most of them ended up throwing in the towel.

Also remember the hazards of today's era of ever-expanding tort liability in the courts. If you advertise alcoholic beverages and someone is killed while driving drunk, you could end up being sued. I frankly believe that the odds of being held liable for the consequences of liquor advertising as a general matter are slim and do not justify completely foregoing a good source of revenue from a lawful product. On the other hand, it pays to think about the kinds of messages you broadcast. For example, you certainly would not want to air spots that depicted automobile use associated with a drink, such as a spot with a "one for the road" theme.

But also think about spots encouraging people to attend a special promotional event at a bar, where a large crowd is expected and substantial drinking is likely. Would you co-promote such an event and encourage all your listeners to attend? What if one of your listeners were injured or killed driving home? Maybe you think such a tragedy would not be your fault, but my advice would be to seek a full written indemnification from your advertiser before those spots hit the air.

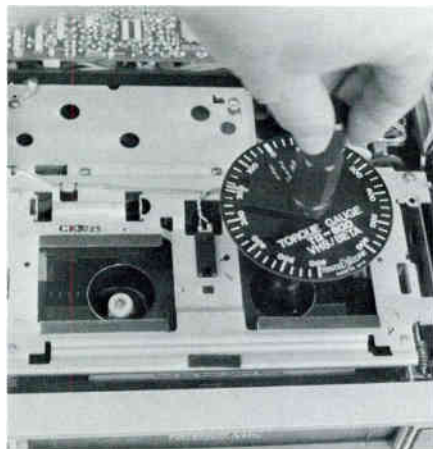
A decision about advertising a potentially harmful product requires a combination of legal analysis and the exercise of good common sense and responsibility. You should have a clear policy to guide your sales staff. I also recommend that all contracts and copy for such advertising be subject to the prior approval of your station's top management. 

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.

Supplier Side

Tentel, a manufacturer of mechanical test instruments for audio and video recorders, announces a dial torque gauge, TQ-600, designed specifically for video VHS and Beta recorders.

The TQ-600 is calibrated in both clockwise and counter-clockwise torque to a full 600 gram/centimeters for maximum accuracy. Its design provides for extra long reach allowing easy spindle access in any style machine.



Tentel's TQ-600.

Components are precision-machined from aircraft quality aluminum for rugged reliability. The TQ-600 is packaged with an accessory VHS T.E.A.C.H. cassette (Tentel Easy Access Cassette Housing). The cassette eliminates the need to block optical sensors or short microswitches, resulting in fast and accurate torque readings.

Also included is a complete instruction manual with a reference chart listing eleven critical torques for common VHS transports.

The price is \$139, including cassette and manual.

Contact: Wayne Graham
Tentel Corporation
1506 Dell Avenue
Campbell, CA 95008
1-800-538-6894
In CA, (408) 379-1881

Discover what evil lurks in the hearts of man and beast when you take a terrifying trip into the "Terror Zone," a nightmare world shrouded in compelling horror. Or explore the roots of celluloid sci-fi at its spaced out best in "Stranger from Venus," "The Dark Eyes of London," or "Attack of the Spider Woman."

Both sets of chills are available from **Peregrine Film Distribution, Inc.**, along with such less horrifying fare as "Grizzly



A new BMX world's record in progress, as seen on Peregrine Films' "The Spectacular World of Guinness Records."

Mountain," "The Cross and the Switchblade," and "Martin Luther"—three of a series of 15 first-run, true-life dramas, or children's features such as "Jack and the Beanstalk," "The Sword and the Dragon," and "The Legend of the Golden Goose."

continued on page 16

TELEVISION Bingo!

Complete "Ready to Air" Package
\$1995 tv

- **Oldest Promotion in the Industry**
Over 33 years . . . 1400 plus stations.
- **Gets Double Rate Card Rate**
A complete promotional package providing sponsors the "extras" that command extra dollars.
- **Increase Ratings**
A proven leader in all markets.
- **Tremendous Sponsor Foot Traffic**
Proves the effectiveness of your station with tangible sponsor results.
- **Continuous Renewals**
Sponsors and listeners demand it.

OUR BUSINESS IS IMPROVING YOURS
©Copyright 1986, World Wide Bingo, Inc.



**WORLD WIDE
BINGO, INC.**

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

Peregrine Films offers in addition a number of other half-hour or 90-minute features, as well as some short featurettes and a 101-minute color special feature—"Alice's Adventures in Wonderland."

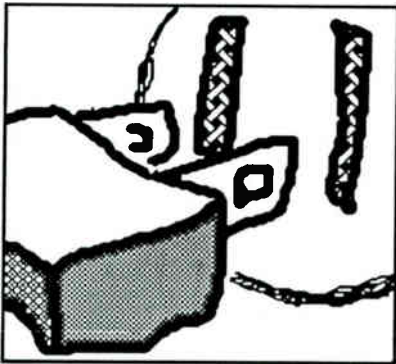
Contact: Peregrine Film Distribution, Inc.
106 West 2950 South
Salt Lake City, UT 84115
(801) 486-3155

Video Data Systems, which has been supplying character generators to the cable industry for 14 years, is now approaching the LPTV market with the System 2000, a genlockable, stand alone display unit with 512 available colors and limited graphics.



The System 2000.

Plug into the Right Source



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

Phone 800-874-0025
**ASSOCIATED
TELEVISION
INTERNATIONAL**

☐ HOLLYWOOD ☐
California Call (213) 871-1340

A standard and an optional font each provide 128 characters, including a variety of special European characters. Resolution is 70 nanoseconds per font element. The diskette and system RAM memory are organized as files, each file having a capacity of up to 394 lines of text. Display features include variable dwell times and separate display regions, each with roll and crawl.

Both automatic display of text information and external event control can be determined by a single real time control file.

Contact: Video Data Systems
30 Oser Avenue
Hauppauge, NY 11788-2001
(516) 231-4400

If you're considering stereo, check out the TVS-2000 BTSC Stereo Generator from **Catel**. A built-in calibration test tone eliminates the need for expensive test equipment, and standard 4.5 MHz and 41.25 MHz RF outputs plus a simultaneous composite output enable the encoder to work with different manufacturers' video modulators without extra modifications.

The TVS-2000 is easy to set up and fits compactly into only 1.74 inches of rack space. Internally generated heat is minimal. The front panel features a horizontal sync-lock indicator and dual left- and right-channel LED modulation displays that accurately indicate audio levels.

Contact: Catel Communications, Inc.
4050 Technology Place
Fremont, CA 94537-5122
1-800-225-4046
In CA, (415) 659-8988

And speaking of character generators, **Comprehensive Video** offers the PC-2, a plug-in board that enables a PC or compatible computer to generate broadcast quality characters. The PC-2 board has 40 nanosecond resolution and features 26 fonts, including italics, a working palette of 64 colors for characters and background, 16 colors for shadows and edges, multiple fonts and colors per line, a full-featured editor, including centering and right and left justification, a 4-speed roll, and two independent crawl lines with four speeds each.

A recently added graphics font produces stripes and graphics in a wide variety of styles and shapes. Graphic options include symbols for weather, sports, and politics, as well as geometric figures, directional arrows, and many other frequently used symbols.

Output comprises preview, program, RGB, and key. Pages can be stored on the computer disk and retrieved by page or in a 19-page buffer. Up to 152 pages can be chained to crawl or roll.



Comprehensive Video's PC-2.

The plug-in board lists for \$2,995. The PC-2 is also available as a turn-key character generator system, including an IBM-compatible computer.

Also available is an add-on enhancement board, the Fonts-Plus, which adds the capability to store and retrieve character fonts directly from disk. With the exclusive Font/Logo Compose software, the user can create custom fonts such as company or product logos and symbols which can then be saved onto disk. A Foreign Font library offering Spanish, French, and Portuguese characters lists at \$400.

The Fonts-Plus board lists at \$995. A 5-diskette library of fonts and graphic symbols is included.

Contact: Comprehensive Video Supply Corporation
148 Veteran's Drive
North Vale, NJ 07647
1-800-526-0242

The newest twist to the new home shopping format has been introduced by the **National Shopping Club**, a 24-hour, 7-day shopping service delivered on Galaxy III, transponder 23.

Unique products and brand name merchandise are featured in 3 to 6 minute shopping segments layered with entertainment programming—"Shopper's Movies," a collection of classics, and "The Golf Doctor," an instructional golf program aired four times daily. Viewers are given shopping opportunities during both entertainment segments.

The programming is free and without restrictions on airing. All sales generated in the ZIP Code areas reached by an affiliate LPTV signal generate a 5.5% commission for the station.

Contact: Jerry Chernak or Don Youngs
National Shopping Club
4613 Parkway Commerce Blvd.
Orlando, FL 32808
1-800-443-5010
In FL: (305) 291-6706

LET'S GET THE FACTS STRAIGHT!

Need a hand in choosing the right equipment or programming for your station? Or do you just want information for future reference?

Learn more about the products and services our advertisers have to offer. Simply fill in the postage-paid **ACTION CARD** below and send it back to us.

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

LPTV ACTION CARD

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

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

- | | |
|--|--|
| <input type="checkbox"/> Acrodyne | <input type="checkbox"/> ITS Corporation |
| <input type="checkbox"/> Associated Entertainment | <input type="checkbox"/> Kidd Communications |
| <input type="checkbox"/> AVCOM | <input type="checkbox"/> Lindsay Specialty Products |
| <input type="checkbox"/> Bogner Broadcast Equipment | <input type="checkbox"/> Lines Video Systems |
| <input type="checkbox"/> Burt Sherwood, Inc. | <input type="checkbox"/> TTC-Television Technology Corp. |
| <input type="checkbox"/> Center One Video | <input type="checkbox"/> TelAmerica |
| <input type="checkbox"/> Children's Television International | <input type="checkbox"/> Texas Electronics |
| <input type="checkbox"/> EMCEE | <input type="checkbox"/> World Wide Bingo |

Name _____ Title _____

Address _____

Company _____ Telephone () _____

City _____ State _____ Zip (9-digit) _____

LET'S GET THE FACTS STRAIGHT!

Need a hand in choosing the right equipment or programming for your station? Or do you just want information for future reference?

Learn more about the products and services our advertisers have to offer. Simply fill in the postage-paid **ACTION CARD** below and send it back to us.

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



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



POSTAGE WILL BE PAID BY ADDRESSEE

The LPTV Report

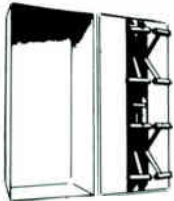
P.O. BOX 25510
MILWAUKEE, WI 53225-9990



LPTV

Commercial Antennas

Lindsay



UP1469
UHF
Broadband



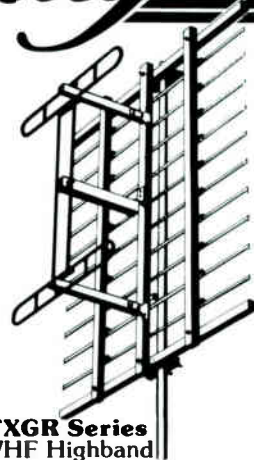
RFT Series Yagis
VHF Hi and Lowband



TS Series
Omni-directional



TZU
UHF



TXGR Series
VHF Highband

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

LINDSAY SPECIALTY PRODUCTS LIMITED

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

... at the FCC

NEW LPTV LICENSES

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

- W56BO Key West, FL. Lloyd A. Moriber, 9/28/87.
- W31AG Clarksdale, MS. Trinity Broadcasting Network, Inc., 9/28/87.
- K57DF Birney, Tongue River, MT. Dull Knife Memorial College, 9/28/87.
- W09BL Williamsport, PA. Valley Music, Inc., 9/28/87.
- K26AP Brownwood, TX. Trinity Broadcasting Network, Inc., 9/28/87.
- K39AK Bonanza, UT. Trinity Broadcasting Network, Inc., 9/28/87.
- W15AG Live Oak, FL. CFF Properties, 9/30/87.
- K58BX Davenport, IA. Trinity Broadcasting Network, Inc., 9/30/87.
- W47AG Rocky Mount, NC. Family Broadcasting Enterprises, 9/30/87.
- K58BS Minneapolis/St. Paul, MN. International Broadcast Consultants, 10/30/87.
- K19BG St. Cloud, MN. Trinity Broadcasting Network, Inc., 10/30/87.
- K52AY St. Louis, MO. Flor de Rio Television Company, 11/5/87.

LPTV LICENSE RENEWALS

- K69DG Duncan, AZ. Southern Greenlee County TV Association, Inc., 9/9/87.
- W04BN Orlando, FL. Charles Woods LPTV, 9/25/87.
- W07BP Ocala, FL. Charles Woods LPTV, 10/02/87.
- K27AN Phoenix, AZ. KUSK, Inc., 11/2/87.
- K02MT Parker, AZ. Hale Communications, Inc., 11/2/87.

ASSIGNMENTS AND TRANSFERS

- W61AR Nashville, TN. Assignment of license granted from M & M Communications, Inc. to Good News Television, Inc. on 9/24/87.
- W06AY Lebanon, KY. Voluntary assignment of permit granted from W & H Broadcasting to J. T. Whitlock on 10/1/87.
- K43BP Galveston, TX. Voluntary assignment of permit granted from Community Broadcasting Cor-

poration, Inc. to Video Marketing Network, Inc. on 10/1/87.

K41BV Williston, ND. Voluntary assignment of permit granted from Williston Daily Herald, Inc. to Trinity Broadcasting Network, Inc. on 10/5/87.

K59DB Albuquerque, NM. Voluntary assignment of permit granted from Residential Entertainment, Inc. to Guadalajara Chili Pepper Company on 10/5/87.

K25AS Eugene, OR. Assignment of license granted from John Field to Metrocom of Oregon, Inc. on 10/30/87.

W49AI Inglis/Yankeetown, FL. Transfer of control granted from Patrick J. McNamara and Peter J. White to Robert Thomas on 10/30/87.

K64CS Dubuque, IA. Voluntary assignment of permit granted from Black Media Associates to Video Marketing Network, Inc. on 10/27/87.

K65DJ Redding, CA. Voluntary assignment of permit granted from Helzel and Schwarzhoff to Trinity Broadcasting Network, Inc. on 10/16/87.

W51AT Georgetown, SC. Voluntary assignment of permit granted from E. C. Stalvey, Jr. to Dove Broadcasting, Inc. on 10/27/87.

W49AR Georgetown, SC. Voluntary assignment of permit granted from Impact Television Group, Inc. to Video Marketing Network, Inc. on 10/27/87.

W12BJ Owensboro, KY. Voluntary assignment of permit granted from Owensboro Broadcasting Company to the Commonwealth of Kentucky (for the University of Kentucky, Owensboro Community College) on 10/21/87.

NEW LPTV CONSTRUCTION PERMITS

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

- K18BU Ashton, ID. Mountain TV Network, Inc., 9/21/87.
- W57AY Andalusia, AL. Blacks Desiring Media, Inc., 9/22/87.
- K33BO Blytheville, AR. Sudbury Services Inc., 9/22/87.
- K32BT Flagstaff, AZ. The Sun Network, Inc., 9/22/87.
- K44BY Kingman, AZ. Mountain TV Network, Inc., 9/22/87.
- K53CJ Ehrenberg, AZ. Group Seven Communications, Inc., 9/22/87.

K44BU Eureka, CA. Baby Boom Broadcasting Co., 9/22/87.

K19BP Rocky Ford, CO. Valley Wide Communications, 9/22/87.

W67BM Jacksonville, FL. Community Service Television Company, 9/22/87.

W46AP Daytona Beach, FL. Microband Corporation of America, 9/22/87.

W56BV Tifton, GA. Linda A. Clevenger, 9/22/87.

K59DE Estherville, IA. Localvision, 9/22/87.

K45BR Ayrshire, IA. Morris Durnell, 9/22/87.

K22BI Rigby, ID. Ambassador Media Corporation, 9/22/87.

W32AK Centralia, IL. Blacks Desiring Media, Inc., 9/22/87.

K44RW Medicine Lodge, KS. Mountain TV Network, Inc., 9/22/87.

K44RX Teterville, KS. Mountain TV Network, Inc., 9/22/87.

K50BR Plainville, KS. Wireless Cable Broadcasting Co., 9/22/87.

W10BJ Hopkinsville, KY. Kenessee Communications Systems, 9/22/87.

W52AM Mount Pleasant, MN. Defene, 9/22/87.

K14GZ International Falls, MN. Mountain TV Network, Inc., 9/22/87.

K60DN Poplar Bluff, MO. Telemedia, Inc., 9/22/87.

K68CK Trenton, MO. American Lo-Power TV Network, Inc., 9/22/87.

W51AV Winston-Salem, NC. M & M Communications, Inc., 9/22/87.

K63DJ Bay City, TX. Mountain TV Network, Inc., 9/22/87.

K32BS Kerrville, TX. Mountain TV Network, Inc., 9/22/87.

K63DH Nacogdoches, TX. Generic Television, 9/22/87.

K41BX Price, UT. Mountain TV Network, Inc., 9/22/87.

K48CF Dugway, UT. Mountain TV Network, Inc., 9/22/87.

K56DB Rock Springs, WY. Mountain TV Network, Inc., 9/22/87.

K34BO Kemmerer, WY. Mountain TV Network, Inc., 9/22/87.

K31BK Farmington, NM. Animas Minority Broadcasters, Inc., 9/22/87.

continued

W54AL Syracuse, NY. AGK Communications, Inc., 9/22/87.
 K14HA Roseburg, OR. Inspirational TV of Southern Oregon, 9/22/87.
 K17BQ Waco, TX. Continental Satellite Corporation, 9/22/87.
 K18BS Rawlins, WY. Russell Communications, 9/22/87.
 K28BN Kemmerer, WY. Ambassador Media Corporation, 9/22/87.
 K59DH Little Rock, AR. Tally Television Corporation, 9/28/87.
 W68BV Albany, GA. M & M Communications, Inc., 9/28/87.
 K42CB Wichita, KS. Cherokee Network, 9/28/87.
 W58BC Ann Arbor, MI. Broadcast Data Group, 9/28/87.
 W41AP Sandusky, OH. Register TV News, 9/28/87.
 W49AS Johnstown, PA. Elyse G. Wander, 9/28/87.
 K66CY Arroyo Grande, CA. Erwin Scala Broadcasting Corporation, 9/29/87.
 K40BO Ashton, ID. Mountain TV Network, Inc., 9/29/87.
 W34AN Muncie, IN. Local Communications, 9/29/87.
 W09BM Fulton, KY. Joseph H. Harpole Sr., 9/29/87.
 W47AM Mount Washington, NH. Janet Roberts, 10/30/87.
 K61DZ Green River, WY. Ambassador Media Corporation, 10/29/87.
 K44CF Orcas Island, WA. Project Interspeak, 10/29/87.
 K19BV Aberdeen, WA. Russell Communications, 10/29/87.
 W09BK Erie, PA. SCS Communications of Erie, Inc., 10/29/87.
 K40BS Kerrville, TX. Janet Roberts, 10/29/87.
 K31BQ Redmond, OR. Black Women's Network of New Jersey, Inc., 10/29/87.
 W51AY Rochester, NY. Continental Satellite Corporation, 10/29/87.
 -46— Pascagoula, MS. Tel-Radio Communications Properties, 10/29/87.
 W69BS Statesville, NC. James P. Poston, 10/29/87.
 K56DN Storm Lake, IA. Millard V. Oakley, 10/29/87.
 K18BZ Emporia, KS. White Corporation, Inc., 10/29/87.
 K36BS Hilo, HI. Jan Girard, 10/29/87.
 W59BM Vidalia, GA. John F. Morgan, 10/29/87.
 W08CN Pensacola, FL. Elbyvision, 10/29/87.
 W61BG Montgomery, AL. Brooks Broadcasting, Inc., 10/29/87.
 -22— Little Rock, AR. Tel-Radio Communications Properties, Inc., 10/29/87.
 K25CB Florence-Superior, AZ. Owen Broadcasting Enterprises, 10/29/87.
 K49BV Vista & Oceanside, CA. Lupian-Warren-Barnard Partnership, 10/29/87.
 K38BT Buena Vista, CO. Mountain TV Network, Inc., 10/28/87.
 K65DU Topeka, KS. Quanta Communications, 10/28/87.
 W39AR Concord, NH. Center Broadcasting Corporation of New Hampshire, 10/28/87.
 W46AR Milwaukee, WI. Tel-Radio Communications Properties, Inc., 10/28/87.
 W64BD Montgomery, AL. Inner City Broadcasting Corporation, 10/29/87.
 W64BE Mobile, AL. Marcia L. Crittenden, 10/29/87.
 K22BW Fairbanks, AK. Jamal TV, 10/28/87.

BON MOT

I think it's critical to teach our children and to teach ourselves to be critical of television, to yell back at it, but also to like it when it's doing something valuable.

Patricia Mellancamp, Fellow, Center for Twentieth Century Studies, University of Wisconsin-Milwaukee

NAB/BFM Release 1987 TV Financial Report

According to the 1987 *Television Financial Report* recently published jointly by the National Association of Broadcasters and the Broadcast Financial Management Association, the local advertising share of total time sales for the nation's high power TV stations continues to increase. In 1984, local advertising accounted for 46.6% of total time sales; in 1985 it was 49.2%; the 1986 total was 50%.

The report is generated each year from surveys of all high power commercial television stations. Data is broken out by

station type (VHF, UHF, network affiliate, independent) and by market size. Nearly 75% of the stations on the air during 1986-87 responded to the survey.

The NAB/BFM also recently released the 1987 *Radio Employee Compensation and Fringe Benefits Report*, which includes the average and median base salary for twelve different department heads, the average and median starting salaries for twelve support staff positions, and average and median annual management bonuses. K/B

FCC Upholds Transfer of Viacom International

The Commission has upheld the transfer of Viacom International, Inc. from its shareholders to Viacom, Inc., over the objections of Wodlinger Broadcasting of Texas, Inc.

Wodlinger had asked the Commission to rescind its grant of Viacom's application and to defer action pending the outcome of investigations by the Department of Justice and the Federal Trade Commission into alleged restraint of trade and monopolization by Viacom International and its subsidiary, MTV Net-

works (see *LPTV Report*, May and June 1987).

The FCC denied reconsideration of the action, stating that Wodlinger had presented no facts showing either that a grant of Viacom's application would be inconsistent with the public interest or how the alleged misconduct warranted immediate rescission of the Commission's earlier decision.

Wodlinger operates K05HU in Houston, TX, flagship station of the music video service, Hit Video USA. K/B

Classifieds

WANTED TO BUY

LPTV construction permits or licenses. If you have an LPTV license or CP for sale, we have interested buyers. Confidentiality assured. John Kompas, Kompas/Biel & Associates, Inc., (414) 462-7010.

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

FOR SALE

100W LPTV UHF-14 TTC transmitter, excellent shape, spare parts available soon. \$12,000 plus shipping. Write TV-14, P.O. Box 24816, GMF, Guam 96921. Or call (671) 646-4873.

BUSINESS OPPORTUNITIES

...LONG ISLAND'S HAMPTONS AREA LPTV...TV pros seek financial partner to build/operate new LPTV station in world-famous "Hamptons" area. Business plan available. The Hamptons Television Broadcasting Co., 97 North Main Street, Southampton, NY 11968, (516) 287-1640.

FOR SALE

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

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 Bethesda MD 20814
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 COLUMBUS, OHIO 614/888-3364



JAMES MARTIN & ASSOCIATES

**LPTV
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 ACQUISITION • DIVESTITURE
 FINANCING • APPRAISAL
James Martin
 Suite 1000, 65 E. State St.
 Columbus, Ohio 43215
 (614) 889-9747

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

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

Business Card ad rates are \$35.00 per insertion. For Classified Display rates, call John Kompas at (414) 462-7010.

"TV Genie" Owner Sentenced

Orion Industries, Inc., Las Vegas, NV, and its owners have been fined more than \$940,000 for importing and marketing illegal radio frequency devices. One owner, Joseph A. Ali, was also sentenced to two years' imprisonment.

On May 29, a federal jury convicted Ali of five counts of importation and sale of the "TV Genie," a low-powered video transmitter designed to send video signals from cameras and VCR's over the air to nearby television receivers. Because of the potential for interference to other radio frequency transmissions, especially safety radio communications, such devices are prohibited. Interference to air flight communications in Tennessee and a rural Illinois ambulance service was traced to operations of the TV Genie.

Investigations showed that Orion Industries sold over 27,000 TV Genies, even after receiving warnings from the FCC.

Orion Industries has no connection with Orion Home Entertainment Corporation, a New York-based program syndicator. K/B

FCC Modifies Call Sign Rules

The Federal Communications Commission has decided to retain the geographical restriction on broadcast call signs—"K" call signs are assigned to stations west of the Mississippi River, those beginning with "W" to stations east of the Mississippi. K/B

Congress Asked to Oppose Fairness Doctrine Codification

The National Association of Broadcasters and 11 other media groups, including the American Society of Newspaper Editors, American Women in Radio and Television, the Radio-Television News Directors Association, and the Society of Professional Journalists—have sent a letter to all members of Congress urging them to oppose any further attempts to make the Fairness Doctrine into law.

The Doctrine, which was repealed last August, required broadcasters to air programming on issues of public importance and to provide reasonable opportunity for the presentation of contrasting views.

The groups cited the tremendous number of information sources available to the American people, saying, "...if ever it was so, there is no longer any constitutional basis for the intrusion of the Federal editor into the broadcast newsroom—which functions in much the same manner as the newsroom of the broadcast journalist's print colleagues." K/B

1kW

UHF Television Transmitter

Model TLU/IKAC
1kW UHF Transmitter



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

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

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

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

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

ACRODYNE

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