

# The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 3, Issue 5

A Kompas/Biel Publication

May 1988

## Second LPTV Window Opens June 15-24

Keith Larson, chief of the LPTV Branch of the FCC's Mass Media Bureau, announced May 6 that a filing window for LPTV applications will open from June 15-24, 1988. Larson said that the Commission expects about 2,000 LPTV and translator applications to be filed during the window.

All new and major change applications must be filed on the revised Form 346 (February 1988 edition), "Application for Authority to Construct or Make Changes in a Low Power TV, TV Translator or TV Booster Station." Each filing must be accompanied by a separate \$375 check, money order, or bank draft made payable to the FCC, and each must meet the Commission's "letter-perfect" standard. No more than five applications may be filed by any one applicant.

An original and two copies of each application may be filed, either by mail or in person, at the following locations *only*.

By mail: Federal Communications Commission  
Low Power Television Window Filing  
P.O. Box 371995M  
Pittsburgh, PA 15250-7995

By hand: Federal Communications Commission  
Low Power Television Window Filing  
Strip Commerce Center  
28th and Liberty Avenue  
Pittsburgh, PA 15222

*continued on page 3*

## LPTV Plays To Standing Room Only Crowd At CBA Conference

—by Jacquelyn Biel

"The best-kept secret of the television industry is out," said Rep. W. J. (Billy) Tauzin (D-LA) to a packed seminar room at the Community Broadcasters Association LPTV Conference April 11 in Las Vegas. The three-hour Conference was held in conjunction with the 1988 National Association of Broadcasters Convention. About 250 LPTV broadcasters and permit holders attended the session and the following reception.

tensive local programming done by successful commercial LPTV stations across the country as evidence that "this experiment by the FCC is really working."

Tauzin shared the Conference podium with Rep. Thomas J. Tauke (R-IA) and Rep. Carlos J. Moorhead (R-CA). The three legislators are members of the House Telecommunications subcommittee.

All three Congressmen said local programming was the strongest justification LPTV can offer in its fight to win a secure place in the economy of the television



Rep. W. J. (Billy) Tauzin



Rep. Thomas J. Tauke



Rep. Carlos J. Moorhead

Tauzin, whose remark recalled the comment last year of Rep. Al Swift (D-WA) that LPTV was the "best-kept secret" of the broadcasting industry, cited the ex-

industry. "The most important thing you can do is give the people what's important to them [in programming]," said

*continued on page 8*



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## In Our View

The FCC is up in arms about must-carry. In the wake of their failure to retain any sort of protection for broadcast television from the capriciousness of cable operators bent on eliminating competition, and hampered by a Court ruling that relieves cable entirely from the rigors of a fair and open marketplace, the FCC is once again back to the drawing boards—this time to gather new and different ammunition for the fight to re-impose must-carry.

The new *Inquiry* (FCC 88-129) seeks to collect information about the availability of television broadcast signals on cable systems. FCC Chairman Dennis R. Patrick told an audience at the National Association of Television Program Executives Convention in February that the study is the Commission's attempt "to ensure that broadcasters have a fair opportunity to compete with cable and serve their broadcast communities....Evidence ascertained in this effort will be of crucial importance if must-carry rules are reimposed."

There are two major areas of focus: 1) whether broadcast television stations that would have been carried under the old must-carry rules are or are not being carried now on their communities' cable systems, and 2) whether the cable systems have moved such stations to new (and presumably less desirable) cable channels.

The Commission also wants to find out 1) how many cable systems have replaced former must-carry signals with other off-the-air signals, 2) what consumers may have done to make their TV sets receive broadcast signals independently of their cable service, 3) how many broadcast TV stations are now paying for signal carriage or have been denied carriage because of refusal to pay, and 4) how broadcast stations have been adversely affected by present cable signal carriage policies.

Although LPTV stations have never been included in cable must-carry rules and thus are not directly affected by the study, it is no secret that LPTV broadcasters from communities of all sizes have had troubles with cable. The problems range from being assigned to undesirable channels to being charged exorbitant carriage fees to being denied carriage altogether. Some cable systems apparently have policies against carriage of LPTV signals, specifically. Some charge carriage fees to LPTV stations but not full power stations. There has been an instance in which a cable system carried an

LPTV owned by the cable's parent but refused to carry another, privately owned, LPTV in the same community.

On the friendly side, many cable systems *do* carry LPTV stations; but these are usually in smaller communities where public opinion would urge it or where the LPTV can significantly enhance the cable's value to its subscribers by providing a local focus that the cable itself may not wish to provide.

One reason for the trouble LPTV stations have with cable systems is competition. Cable local origination channels (most of them mandated by their communities) often support themselves with advertising—at rates comparable to those of both radio and LPTV stations. Clearly, some cable operators feel they have enough competition for ad dollars without enhancing the coverage and thus the desirability of their LPTV competitors. In addition, it is unlikely that LO channels would feel the same competition from a full power TV station whose ad rates are comparatively much higher and whose ad market is usually a different sector of the community.

LPTV stations have never been included in the must-carry rules and so have not been asked for their opinions in this most recent *Inquiry*. However, it might be a good idea to gather some documentation of our own difficulties, something that could be included at least in an addendum to the study. While there might have been reason to exclude LPTV from cable-broadcast policy early in the game, before anyone knew what the service would develop into, there is no reason now to sit still and not offer our opinions on this issue that affects so deeply the economic health of our stations. We urge CBA to organize an appropriate response.

## Application Window

*continued from front page*

Enclose each application, with its copies clearly marked as copies, and with the fee attached, in a separate envelope. If proof of receipt is desired, a third copy, clearly marked "Return Copy," should be enclosed with an attached self-addressed, stamped envelope.

A revised Form 347, for making license applications for LPTV, booster, and translator stations, will be announced later. A revised Form 396, for reporting on Equal Opportunity Employment Programs, is available after June 1. New station applicants planning to employ more than five full-time people must file Form 396 along with their applications.

To obtain the new application forms, write the FCC at Room B-10, 1919 M Street, NW, Washington, DC 20554, or call (202) 632-7272.

## Our Readers' Comments

I apologize for not taking the time to fill out your equipment survey, the results of which appeared in the January 1988 issue. After reading Joe Wozniak's letter in the April issue, I really felt badly. If I had taken the time to complete the survey, Acrodyne Industries would have gotten a fairer representation.

Let me say now that our 1 kW UHF Acrodyne transmitter reaches 35 miles and sends out a clear-as-a-bell picture. The support, advice, and service from Acrodyne has been incomparable.

**Kris Harvey**  
General Manager  
K49AZ-TV, Twin Falls, ID

P.S. Keep up the great work on the **Report**. I look forward to each and every issue.

**BON MOT**

1 + 1 = 3

*German mathematician Peter Dirichlet, on the birth of his first child.*

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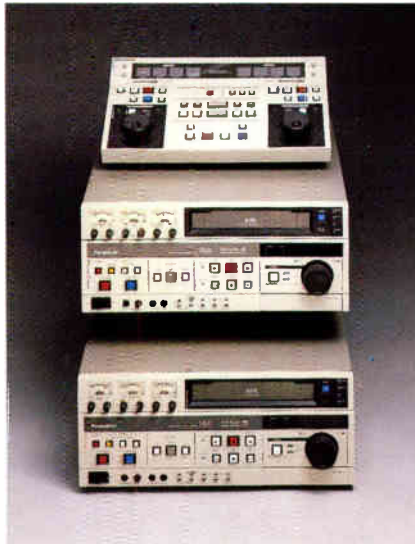
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\*Based on a comparison of Panasonic credit machines.



# Technical Talks

## Sites And Power: Some Considerations

—by John H. Battison, P.E.

One of the biggest problems that a consulting engineer has is where to put the transmitter. Clients have vague ideas of where they would like to locate, but often they have no firm plans. It is essential, however, that a very early start be made to find an antenna site. Obviously, the most economical route is to locate on an existing tower—if there is one in a suitable area. The next best option is to erect a mast on an existing tall building.

Interestingly enough, high power commercial TV stations do not seem to have a prejudice against LPTV operators, and they frequently allow them to rent space on their towers. The same goes for radio operators; but generally there is less incentive to use radio towers because they are not as tall as TV towers.

In the case of AM radio towers, you should be aware of an engineering problem that can arise. In most instances, a new tower impedance measurement, at the very least, will be necessary—meaning an extra expense for you. And if you want to put an LPTV antenna on a tower in an AM directional system, you will have to perform a very expensive engineering study. For these reasons, I very strongly recommend that you ignore AM radio towers when you are seeking

an antenna location. FM towers generally pose no special problems.

### Proper Location Helps Coverage

Not only is available height for the LPTV antenna very important, but also, of course, the location of the tower with respect to the town(s) and people to be served. If a non-directional antenna is planned or probable, depending on the channel allocation situation, then normally it is best to be in the center of population.

On the other hand, if it is necessary to use a directional antenna, then the choice of tower site becomes critical. For example, if your antenna has to point in an easterly direction in order to obtain the maximum possible Effective Radiated Power (the only power that counts), then it will generally be useless to locate the antenna east of town because the signal will be directed away from the populated area.


It follows that, before looking for an antenna site, you should check with your consulting engineer to determine where the antenna should go!

### Power Considerations

I have said many times in earlier arti-

cles that the only power that counts is Effective Radiated Power (ERP), not transmitter power. Yet I have come across CP's that have less than 1 kW ERP, with transmitters located several miles away from population concentrations, and with a "coverage map" that indicates a large area will be covered. Unfortunately, the dBu value of many of these contours is not identified, and I feel that they often represent an attempt to make the client feel good about his "wide" coverage.

If you are buying a construction permit, examine it carefully to see if it has enough power. Many of the early applications were prepared by inexperienced people and are merely authorizations to operate with very low power from an unsuitable location with poor antenna conditions.

Quite often it is possible to increase the ERP and antenna height so the signal covers a smaller but more accurate area, and still file the application as a minor change, thus avoiding the wait for a filing window to open. If your CP shows a low ERP, check your coverage pattern and contact your consulting engineer. 

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



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## ***LPTV Network To Blanket Cleveland, Akron***

Richard M. Klaus, president of Media-Com, Inc., Ohio-based radio broadcasters, has announced that by fall the company will be inaugurating "the first regional LPTV network in the United States."

The Cleveland-Akron Television Network will comprise three stations—W29AI in Akron, and W31AO and W12BS in Cleveland—broadcasting simultaneous syndicated programming interspersed with independent local production. TV-12 will serve Cleveland and its western suburbs, TV-31 will cover the eastern suburbs, and TV-29 will cover Akron and its suburbs. Together, the three will reach approximately 2.75 million people, or 80% of the Cleveland ADI, according to Klaus.


William B. Klaus, vice president of programming, explained the basic operating plan for the three stations: "Each station will be independent, with its own facility and staff. The Cleveland-Akron Television Network will function much like the national networks, supplying blocks of programming to the stations for concurrent airing. Each station will also broadcast local programming independently from the other stations. Initially, we plan 17 hours of network and local programming on each station, seven days a week from 8:00 a.m. to 1:00 a.m."

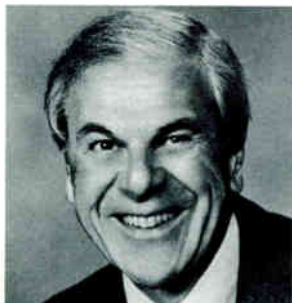
Klaus said that national syndicators will be the primary source of programming at the start, but that the stations will almost immediately begin to produce local programming as well.

"The response from the creative community in Cleveland and Akron has been tremendous," he said. "There seems to be an unlimited supply of interesting and entertaining local program possibilities—arts, sports, documentaries, advice shows, talk shows, home shopping shows." Klaus said that the three LPTV stations will "aggressively encourage" local producers.

Robert A. Klaus, vice president of sales, explained the advertising advantages of the Cleveland-Akron Television Network. "Businesses will be able to advertise on the network as a whole or on any combination of individual stations. This gives them substantially greater...cost-effectiveness...by eliminating wasted circulation.

"For major regional and national advertisers," he continued, "this means having the ability to reach the entire market or target a specific geographic segment.... For many small businesses, this means that they will finally be able to afford television advertising."

Crystal D. Keefer, formerly program director for WOAC-TV in Canton, has been appointed executive program director for the three-station network. Media-Com, Inc. also owns and operates radio stations WNIR and WKNT in Akron. 



*Richard M. Klaus*



*William B. Klaus*



*Robert A. Klaus*

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F88

## CBA Conference

*continued from front page*

Moorhead, who also remarked that, especially in the Los Angeles and San Francisco television markets, legislators find it difficult to get air time.

Tauke warned LPTV broadcasters not to try to change the FCC's rules regarding the secondary status of the service unless they first take into account the circumstances that gave rise to the rules. He acknowledged, however, that if investors are to be encouraged to enter the LPTV industry, LPTV stations need protection from sudden and unforeseeable displacement.

Other speakers at the Conference included CBA president John Kompas, who reviewed recent industry statistics. Kompas mentioned that 108 new stations had signed on the air since the 1987 Conference—an average of nine new stations every month—and that nearly one-third of the existing stations operated in commercial, independent formats. "The word from the field is profit," he said, referring to "several" stations that have reported profitability, some of which have been in business less than one year. Kompas added, however, that success is measured by local service as well as profits and mentioned three LPTV stations that had received awards for their local programming.

Roy Stewart, chief of the Mass Media Bureau's Video Services Division, said that the present goal of the LPTV Branch is "to put as many LPTV stations on the air as possible." He said that the original backlog of 37,000 applications had been whittled down to 4,000, and that the interest in LPTV indicated by the number of people seeking to buy and sell construction permits and licenses was "significant." Stewart also told LPTV applicants that the Commission would strictly enforce the letter-perfect application standard and cautioned them to prepare their applications carefully.

Also at the podium were Joe Loughlin, executive director of the CBA Program Co-op, and Burt Sherwood, a broadcast




John Kompas

Robert Raff

broker and appraiser now specializing in LPTV. Loughlin said that there is enthusiasm for the Co-op among both stations and syndicators, and that the next step is to decide on the best method of communication and deal-making between the two. Sherwood said that his LPTV business has gone from "underwhelming to overwhelming," another indication of the health of the industry.

Peter Tannenwald, general counsel to the CBA, discussed some of the current legal issues facing the industry. Calling cable television the "great equalizer" between UHF and VHF, high power television and LPTV, Tannenwald called on LPTV stations to strengthen their positions within their communities by emphasizing service. "Public service and local service are what we're about," said Tannenwald. He also suggested that stations enlist the support of their Congressional representatives by offering them weekly air time.

LPTV broadcasters Bob Raff (K06KZ, Junction City, KS) and Lee Shoblom (K45A), Lake Havasu City, AZ) also shared some of their insights. Raff urged applicants to "check and double-check" the engineering on their applications if they want to avoid coverage problems once the construction permit is awarded. Shoblom, who also owns two Lake Havasu City radio stations, discussed the benefits of cross-promotion. Both broadcasters stressed the supreme importance of service to the local community. "Local [programming] is the key," said Shoblom.

The Conference was followed by a cocktail reception sponsored by Panasonic and EMCEE Broadcast Products. 



LPTV broadcasters listen as Peter Tannenwald discusses legal issues facing the industry.  
WorldRadioHistory



# LPTV Distribution by State and Territory

April 30, 1988

	Licenses	CPs*
ALABAMA	4	17
ALASKA	18	40
ARIZONA	15	44
ARKANSAS	6	30
CALIFORNIA	39	51
COLORADO	12	37
CONNECTICUT	0	5
DELAWARE	1	2
WASHINGTON, DC	0	1
FLORIDA	18	73
GEORGIA	5	49
HAWAII	1	16
IDAHO	5	41
ILLINOIS	3	25
INDIANA	7	21
IOWA	4	46
KANSAS	5	61
KENTUCKY	3	23
LOUISIANA	3	42
MAINE	4	12
MARYLAND	1	1
MASSACHUSETTS	4	9
MICHIGAN	2	22
MINNESOTA	16	52
MISSISSIPPI	9	13
MISSOURI	8	59
MONTANA	13	56
NEBRASKA	4	27
NEVADA	14	17
NEW HAMPSHIRE	0	3
NEW JERSEY	2	5
NEW MEXICO	7	56
NEW YORK	15	36
NORTH CAROLINA	4	41
NORTH DAKOTA	2	23
OHIO	3	31
OKLAHOMA	15	32
OREGON	17	33
PENNSYLVANIA	4	20
RHODE ISLAND	0	1
SOUTH CAROLINA	0	23
SOUTH DAKOTA	3	22
TENNESSEE	10	32
TEXAS	24	141
UTAH	16	22
VERMONT	1	4
VIRGINIA	4	20
WASHINGTON	6	30
WEST VIRGINIA	1	4
WISCONSIN	10	28
WYOMING	18	52
GUAM	1	0
PUERTO RICO	1	7
VIRGIN ISLANDS	0	1

TOTALS: Licenses: 388  
Construction Permits: 1,559

\*Construction Permits

Kompas/Biel & Associates, Inc.



—by Lori Wucherer

Being involved in the planning for the first annual CBA Convention and Exhibition in October evokes a lot of memories for me. Back in June 1979, I attended my very first national convention—for the Broadcast Promotion Association (now BPME). I had just been made the promotion manager at WVTU, a Milwaukee independent where I had been working since 1972, and I was overwhelmed to be part of a convention hosting over 500 general managers and broadcast designers from the U.S., Canada, and several other countries.

The day before the convention started, I attended a special seminar for independent television broadcasters—in 1979 still a new breed. Not more than thirty of us were there, and in short order we were sharing the trials and tribulations unique to independent television. I was thrilled to be able to talk with people who knew exactly what I was experiencing, who willingly shared their ideas and offered support and encouragement. We exchanged business cards and promised to keep in touch between conventions—and we did. It was the most beneficial meeting of the convention for me, because I had established what would prove to be a valuable network with my peers.

The actual convention offered nothing that was geared specifically for independents, and while there was always something to learn, it was very frustrating to see the power of the networks and know that we couldn't compete on their level. (It wasn't until 1985 that the first panel

# CBA Comment

for independents was presented at a BPME convention.)

However, time changes all. During my fifteen years in independent television, I was gratified to see our industry become a force to be reckoned with. And I have the utmost confidence that the LPTV industry will enjoy the same success.

Now, in my planning for October, I'm anxious to provide an experience that will inspire the kind of enthusiasm I enjoyed in networking with my peers. We are making a real effort to plan sessions and activities that will inform you about every phase of the LPTV industry. Our goal is to ask thoughtful questions and provide thorough answers—as well as to give you a forum to meet with your peers and share your mutual concerns.

I'm also counting on your input. So if you have any suggestions regarding panel topics or speakers, please let me know. Write to me in care of CBA, P.O. Box 26736, Milwaukee, WI 53226 or call me at (414) 783-5977. With your help we can guarantee a great first CBA Convention!

Lori Wucherer is administrative director of the Community Broadcasters Association.

## New Phone For CBA

The Community Broadcasters Association has installed a new telephone line in its Milwaukee offices. The number is (414) 783-5977.

CBA's mailing address remains P.O. Box 26736, Milwaukee, WI 53226.

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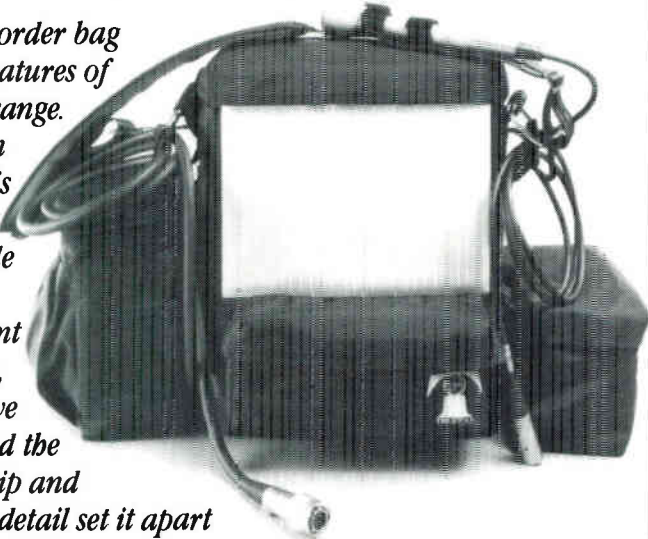
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## Lubbock's LPTV-40 Wins Second ACTS Award

"Saltracks," a contemporary Christian music video program produced and aired weekly by K40AN in Lubbock, TX, has been honored by the ACTS Network as the best such program in the nation. The award was presented April 22 at Southwestern Seminary in Fort Worth, TX during the third annual ACTS Awards Ceremony.

General manager Wayne Sorge ac-

cepted the award for "Saltracks" producer and host, Rick Perez. Sorge credited Perez with "making the community and the people of Lubbock participants in a program that entertains as it shares the Love of Christ."

TV-40 was honored last year as ACTS Affiliate of the Year. In 1986, the station received the ACTS Community Achievement Award.

K/B



K40AN general manager Wayne Sorge presents the 1988 ACTS Network program award to "Saltracks" producer and host, Rick Perez.

## Channel America's "Runway Club" Premieres On NYC's LPTV-44

"Runway Club," a news magazine show reporting on new trends and products around the world, premiered in March on New York City's W44AI and has since been aired by more than fifteen LPTV stations around the country. "It's getting a very good response," commented David Post, CEO of Channel America, executive producer of the show.



Filmed in Paris and New York, the first program features the spring lines of top designers previewed at the Paris Collection, generally regarded as the most influential spring fashion show. Future programs will report on consumer electronics, food, travel, sports, personal finance, music, and automobiles.

The series is produced and hosted by Katlean de Monchy, a former designer and New York City model. Upcoming segments will begin airing in June on Channel America's 23 owned and operated LPTV stations and on the network's 18 independent affiliates.

K/B

## Broadcasting Systems, Inc. Offers LPTV Turn-Keys

Broadcasting Systems, Inc., a turn-key dealer of new and used LPTV and MDS/MMDS equipment, has opened offices in Scottsdale, AZ, announced president and co-founder Kenneth Casey.

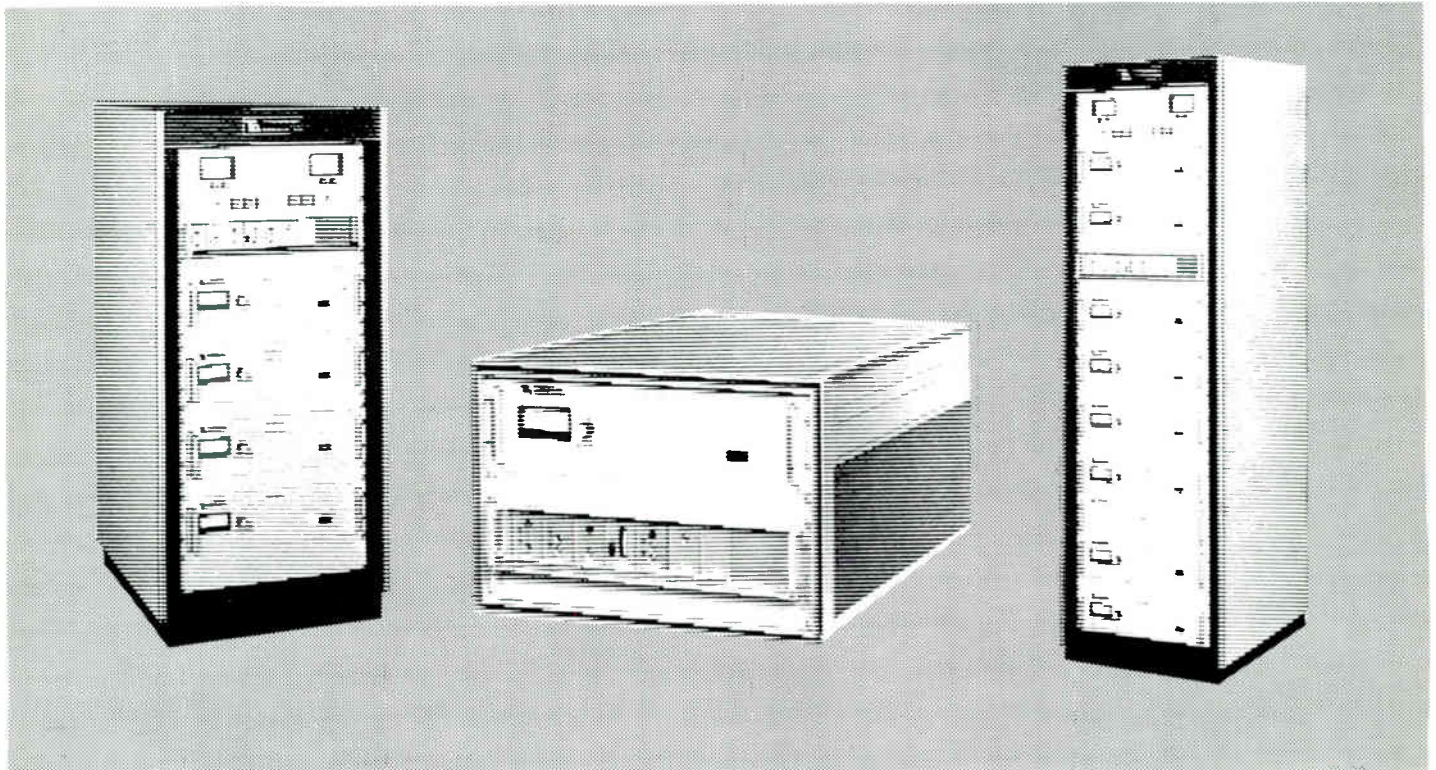
The company's inventory of used equipment includes transmitters, antennas, MDS receiving systems, studio-to-transmitter microwave links, fittings, connectors, satellite receiving systems, dishes, and studio equipment. All equipment is 100% guaranteed, according to Casey, with warranties closely matching those of new equipment.

Casey and BSI co-founder Charlene Weh are presently developing a low-cost, low-power portable microwave link that will enable an LPTV operator to air live remotes inexpensively.

K/B

# TOWNSEND

## Low Power Television Transmission Systems



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## LPTV and the LAW

—by Peter Tannenwald

### A Walk Through FCC Form 346

Applications for new LPTV stations and major changes in existing stations are accepted by the FCC only during relatively short and infrequent periods. These are called "windows;" and they are indeed windows of opportunity for those hoping join the march to the newest broadcasting frontier.

What does it take to file an application for an LPTV station? Realistic planning about where you want to build your station and with what facilities, some legal analysis, and a lot of hard engineering work.

But first some basics. There are two steps to the process of obtaining an LPTV license. First is an application for a construction permit. Without a "CP," you may not build a station, which means building a tower, hanging an antenna, installing a transmitter, or doing anything else which cannot readily be devoted to a non-broadcasting purpose.

#### Thorough FCC Scrutiny

The CP application is where the FCC takes a hard look at you, because they know that if you have already built a station, you will raise a host of legal and financial hardship arguments which are difficult to resist if the FCC decides not to give you a license. Therefore, the real FCC analysis is finished before you are permitted to commit the heavy investment involved in the construction process.

Once you have a CP and finish building, you must file an application for a license. You may begin broadcasting immediately once the application has been delivered to the FCC, without awaiting a response. The FCC is obligated to grant the license if you have constructed in accordance with your permit and no new facts that reflect adversely on your qualifications have come to light since the CP was issued.

An application for a construction permit, for either an LPTV or a TV translator, is filed on FCC Form 346, which has seven sections. The first elicits general information: your name, address and telephone number, the channel number

and community of license you want, and the type of application you are filing.

You may ask for only one channel in one location in each application. The FCC will not accept alternative choices, nor will it choose a channel for you. If your application turns out to be in conflict with one or more other applications (whether you know that when you file or not), the FCC will hold a lottery to decide whose application will be granted.

#### Flawless Engineering Required

Engineering is the subject of Section II. You must structure a real proposal, with full details and maps showing the street address and exact geographical coordinates of your transmitter site. The kind of equipment you will use must be stated, along with a calculation of effective radiated power after your transmitter output goes through a high gain antenna and a diagram of the antenna radiation pattern. A drawing of the tower and antenna must be submitted, so that the FCC may review the possibility of hazard to air navigation.

There is a question about unattended operation, which may be answered "yes" only by pure translator applicants.

The engineering section says nothing about it, and no showing is required in the application; but if you want your application to be accepted, you must perform an analysis which shows that your station will not interfere with any previously authorized full power or LPTV station, including those specified in pending applications filed during a prior window. Don't count on the fact that a TV set cannot pick up anything over the air at your transmitter site. The FCC's interference analysis is very sophisticated and requires computerized assistance. Therefore, unless you are a skilled engineer with access to a reliable database, you have no choice but to hire such an engineer to prepare or check the engineering section of your application for you.

All applicants must specify whether the transmitter they propose has been approved by the Commission (a process undertaken by the manufacturer for each model) and whether their proposal would constitute a "major" environmen-

tal action. A "major" action involves construction in any of several kinds of protected locations specified in the FCC's rules, such as sites of special historical interest or scenic beauty. Significant changes in land features or construction in wetlands must be disclosed, and in the rare case where an antenna is very close to places where human beings pass, it may be necessary to analyze the risk of hazardous exposure to radio frequency radiation.

#### Legal Qualifications

Section III seeks to demonstrate the applicant's legal qualifications. The form of business (corporation, partnership, sole proprietorship) must be stated. The applicant must certify compliance with alien ownership restrictions—which means that, as a general rule, all corporate officers and directors and at least 80% of the owners (both active and passive) of the applicant must be U.S. citizens. If significant funding will be provided by foreign sources, a special showing must be made that they will have no control over the station.

There are also questions requiring disclosure of certain past criminal convictions and adverse civil judgments as well as any past adverse FCC action against any participant in the application.

Finally, the applicant must certify that none of its owners (an "owner" being any entity owning 1% or more of the company) is a participant in more than five applications being filed during the same window and that the applicant has not agreed to sell or give any construction permit won in a lottery to anyone else.

The FCC no longer asks if you have the financial wherewithal to build and operate a station, but if you do not get on the air within 18 months after your CP is granted, the CP is forfeited. Extensions of time to build are very hard to get, so the FCC figures that if you do not have enough money to build your station, you will simply lose the CP after 18 months.

Section IV asks for a brief statement showing that you intend to air broadcast-type television programming and do not intend to transmit data or something other than video and audio. Scrambled signals and subscription services are permitted.

#### Lottery Preferences

In Section V, the FCC elicits information about minority group participation in your application and whether your owners have interests in other media. The answers to these questions are used to give certain groups favored odds in the lottery process. Minority controlled applicants and those with no other media interests are given the greatest preferences, followed by those whose media interests are limited in number and dis-

tant from the proposed LPTV community.

Section VI asks whether you will have five or more full-time employees at your station; and if you will, the FCC's Model Equal Employment Opportunity Program (Form 396-A) must be filled in. This program specifies sources and methods for recruiting and training minority and female employees, an area that is very important to the FCC.

The end of the line is Section VII, where you promise that you will publish the required notice in a local newspaper, and where translator applicants must identify the station to be rebroadcast and certify that the station to be repeated has consented.


Also in Section VII, the name and telephone number of the owner of the proposed transmitter site must be given, so that the FCC may (if it chooses) verify that the owner has actually agreed to make the site available.

Finally, you must sign and date the application. The original signature of an officer of a corporation, a general partner of a partnership, or a sole proprietor himself or herself must be affixed. Attorneys and consultants may not sign Section VII except in very limited and unusual circumstances specified in the FCC's rules.

When everything is ready, an original and two copies must be delivered to the FCC accompanied by a check for \$375 in payment of the filing fee. The FCC announces for each window the one location where applications will be accepted. In this window, they will be accepted only at a U.S. Treasury lock box in Pittsburgh, Pennsylvania. Applications delivered to Washington will be rejected.


Does it sound like a big job? It is. Do not treat the application form lightly. The FCC reviews applications under a "letter perfect" standard wherein, if you make a mistake, your application is rejected with no opportunity to correct it.

You get only one chance, so do it right the first time. And good luck!

*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.* 

### **FCC Chairman Patrick Comments On HDTV**

Speaking at the National Association of Broadcasters' Convention April 12, FCC chairman Dennis R. Patrick said that the Commission has begun a rulemaking to establish a regulatory framework for HDTV and to consider spectrum allocation alternatives for it.

He said that, in order to implement HDTV as soon as possible, the Commission will be considering technical standards for the new technology now, rather than waiting until it has developed completely. 

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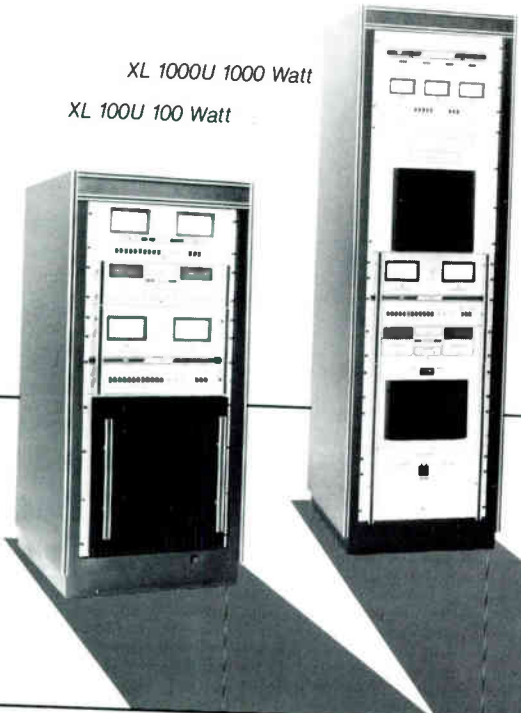
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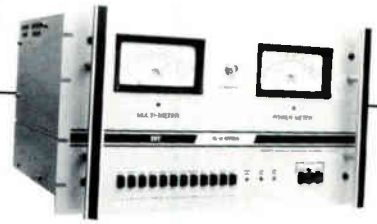


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**CASH** for used transmitters or parts, studio equipment, towers, antennas, etc.—working or not. Contact Harry Tootle at American Indian TV, P.O. Box 2705, Muskogee, OK 74402. Or call (918) 456-2727, (918) 456-4201.

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### SERVICES OFFERED

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## FCC Issues Violations Checklist, ATV Info Pack, New EEO Forms

The Federal Communications Commission has developed two checklists of the most common rules violations to help station managers comply with FCC standards.

The bulletins—FO-17, "Cable Television and Relay Services Checklist" (FCC Rules, Parts 76 and 78) and FO-18, "Broadcast Service Checklist" (FCC Rules, Part 73)—are available from local FCC offices or from the Mass Media Bureau at (202) 632-6460, the Public Contact Branch at (202) 634-1940, or the Consumer Assistance and Small Business Division at (202) 632-7000.

The Commission has also released an ATV information package comprising a list of the members of the Advisory Committee of the Advanced Television Service, a directory of the officers of the three Advisory Committee subcommittees, and an organization chart of each of the subcommittees. The package is available from the Consumer Assistance Office.

Finally, the Commission has revised three broadcast employment forms. The "1988 Annual Employment Report" (FCC Form 395-B) has been mailed to broadcast licensees and permittees. Also available is the new "Broadcast Equal Employment Opportunity Program Report" (Form 396), which must be filed with all

license renewal applications after June 1, 1988. Form 396-B, the new "Broadcast Equal Employment Opportunity Model Program Report," will be available after June 1 for filing with all applications for a construction permit for a new station or for the transfer of control or assignment of a permit or license.

Old EEO forms will be accepted until May 31, 1988. New forms may be obtained by calling the EEO Branch at (202) 632-7069 or writing the FCC at Room B-10, 1919 M Street, NW, Washington, DC, 20554. K/B

### CBA Replies on 14/69

The Community Broadcasters Association has submitted reply comments to the Federal Communications Commission's proceeding on interference between TV channels 14 and 69 and adjacent channel land-mobile operations (MM Docket No. 87-465) [see "FCC Begins Inquiry on Channels 14, 69 Interference Problems," *LPTV Report*, November 1987, page 18 and "LPTV and the Law," *LPTV Report*, January 1988, page 12].

In its reply, CBA reiterated its original suggestion that channels 14 and 69 be reserved for the use of LPTV stations in areas where land mobile use is heavy. K/B

# We Get By

## ...with a little help from our friends!

The LPTV session presented by the Community Broadcasters Association at the NAB Convention played to a full house. We thank all those who attended.

Our appreciation also goes to the friends who sponsored the reception that followed the session . . .

## Thank you, EMCEE and Panasonic!



# The writer...

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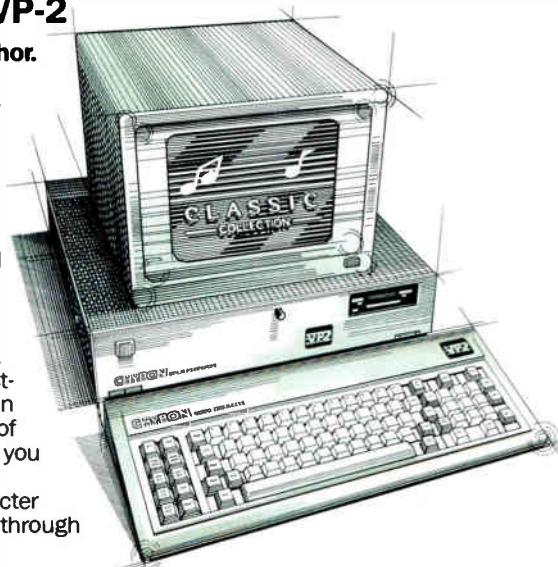
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- K23AJ Devils Lake, ND. Red River Broadcast Corp., 3/30/88.
- K32AP Windsor-Eldridge, ND. Cable Services, Inc., 3/29/88.
- W44AI Plainview/Hicksville, NY. Richard D. Bogner & Leonard H. King, 3/30/88.
- K20BR Gage, OK. Gage Translator System, 3/30/88.
- K22BR Gage, OK. Gage Translator System, 3/30/88.
- K18BV May, OK. Gage Translator System, 3/31/88.
- K18BC Pierre, SC. Kay Cee Television, 3/29/88.
- W12BU Heiskell, TN. H. Earl Marlar, 3/29/88.
- W36AK Nashville, TN. Trinity Broadcasting Network, 3/31/88.
- W06AW Selmer, TN. WDTM, Inc., 3/29/88.

### LPTV LICENSE RENEWALS

- K05HT Flagstaff, AZ. Russell Communications, 3/4/88.
- K56CC Rock Point, AZ. Rock Point School, Inc., 3/22/88.
- K67AZ Daggett, CA. City of San Bernadino, 4/21/88.
- K43AG Inyokern and Ridgecrest, CA. Kitchen Productions, 3/1/88.
- K10GL Laytonville, CA. Lester J. Dietz, 3/1/88.
- K12GV Laytonville, CA. Lester J. Dietz, 3/1/88.
- K61CJ Laytonville, CA. Lester J. Dietz, 3/1/88.
- K08GJ Laytonville, CA. Lester J. Dietz, 3/1/88.
- K06FR Laytonville, CA. Lester J. Dietz, 3/1/88.
- K67BH Morongo Valley, CA. City of San Bernadino, 4/21/88.
- K09UF Morro Bay, CA. Sainte Limited, 3/1/88.
- K18AO Oroville, CA. Chico Broadcasting Corporation, 3/1/88.
- K36AL Paso Robles, CA. Central Coast Good News, Inc., 3/1/88.
- K65CJ Santa Maria, CA. Central Coast Good News, Inc., 3/1/88.
- K47AL Ukiah, CA. Television Improvement Association, 3/1/88.
- K26BH Yucca Valley, CA. Carter Broadcasting Corporation, 3/1/88.
- K25AF Sterling/Fleming, CO. Board of Logan County Commissioners, 4/4/88.
- K45AI Mesquite, NV. Russell and Adams Communications, 3/22/88.
- K22AH Cedar City, UT. Russell Communications, 3/4/88.
- K14AN St. George, UT. Russell Communications, 3/4/88.

### ASSIGNMENTS AND TRANSFERS

- W23AJ Gadsden, AL. Voluntary assignment of permit granted from Impact Television Group, Inc. to Video Marketing Network, Inc. on 4/18/88.
- K12MY Batesville, AR. Voluntary assignment of permit granted from Community Management Services, Inc. to Pat Lea on 3/17/88.
- K38AT Twenty Nine Palms, CA. Voluntary assignment of license granted from Carter Broadcasting Company to Valley/Palms Communications, Inc. on 3/9/88.
- K26BH Yucca Valley, CA. Voluntary assignment of license granted from Carter Broadcasting Company to Valley/Palms Communications, Inc. on 3/9/88.
- K02LY Gunnison, CO. Transfer of Control granted to Gunnison County Metropolitan Recreation District from Callihan Broadcasting Group, Inc. on 3/11/88.
- W07BR Fort Myers, FL. Voluntary assignment of permit granted from Neighborhood Broadcasting Services, Inc. to Caloosa Television Corporation on 3/3/88.
- W02BH Live Oak, FL. Voluntary assignment of license granted from WNER Radio, Inc. to New-south Broadcasting Corporation on 3/11/88.
- W09BI Tallahassee, FL. Voluntary assignment of permit granted from Leopold F. Mowatt to Florida Broadcasting Company on 4/8/88.

## ... at the FCC

### NEW LPTV LICENSES

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

- K14AP Anchorage, AK. N & K LPTV of Anchorage, Inc., 3/11/88.
- K08KS King Salmon, AK. State of Alaska, Division of Telecommunications, 3/29/88.
- W62BG Birmingham, AL. Channel 17 Associates, Ltd., 3/29/88.
- K12MY Batesville, AR. Community Management Services, Inc., 3/22/88.

- W65BG Tallahassee, FL. NSN, Inc., 3/30/88.
- W69AY Alachua, FL. Cozzin Communications Corp., 3/29/88.
- W24AA Fort Myers, FL. CFF Properties, Inc., 3/29/88.
- W53HI Valdosta, GA. Nathan Price, 3/29/88.
- W51AG Presque Isle, ME. Trinity Broadcasting Network, 3/31/88.
- W23AB Waterville, ME. Russell Communications, 3/29/88.
- K57DR Joplin, MO. Board of Regents, Southern Missouri State College, 3/29/88.
- K25BD Branson, MO. Christians Incorporated For Christ, 3/29/88.
- W36AC McComb, MS. Commonwealth Venture Systems, Inc., 3/30/88.
- K17BT Livingston, MT. Shields Valley TV Tax District, 3/31/88.
- W68BK Raleigh, NC. Saint Augustine's College, 3/30/88.

continued on page 18



# Supplier Side

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Among the new offerings are the PVM-1 Vision Maker, a self-contained professional vision mixer that can be used in either portable applications or small production suites. Features include four composite video inputs, additive wipe patterns giving a range of 22 standard and a variety of non-standard wipe patterns, normal/reverse switch for wipe patterns, variable horizontal and vertical wipe symmetry, internal or external luminance key with chroma filter switch, and a range of optional accessories.

Also available is the PRM-1 rack mount kit which allows the PVM-1 and other Polar Video products to be installed in a standard 19" rack unit.

**Contact:** Steve Young  
President  
Fortel, Inc.  
6420 Atlantic Blvd., Suite 100  
Norcross, GA 30071  
(404) 449-4343  
1-800-241-5046

If you have a hard disk, you've probably lost data at one time or another. The disturbing message, "ABORT, RETRY, IGNORE, FAIL," means that somewhere on your hard disk there is failure.

Disk Technician™, a product of **Prime Solutions, Inc.**, is preventive software that stops hard disk failures with a 60-second daily routine. It works with any IBM PC, XT, AT, derivative, or true clone up to 32 megabytes—even on finicky 1.2



# The painter...

## THE CHAMELEON

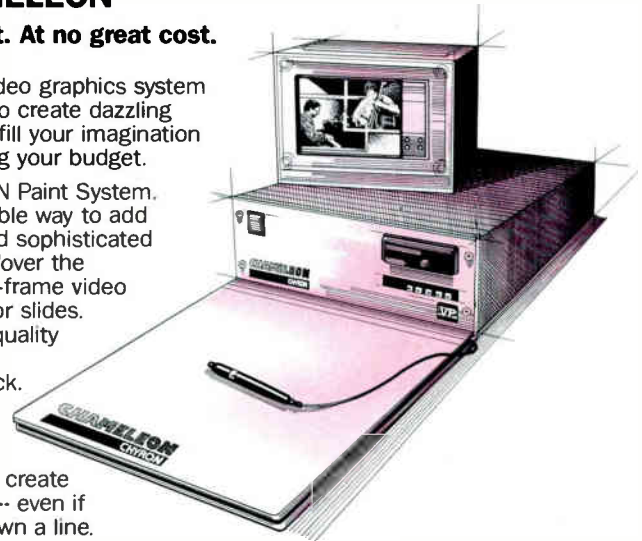
**Make great art. At no great cost.**

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The CHAMELEON Paint System. The very affordable way to add intense color and sophisticated images to your "over the shoulder" or full-frame video graphics, logos or slides. With broadcast-quality encoder, built-in keyer and genlock. And a simple, menu-driven operation that makes it easy to create "masterpieces" -- even if you've never drawn a line.

Capture video images direct from camera or VTR and let CHAMELEON go wild. And for truly "magical" performances, hook it up through our digital interface to a Chyron VP-2 character generator. Because if there's anything that can make great art greater, it's a few good words.

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megabyte AT-type floppy disk drives. An early warning detection system finds failures before they happen.

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**Contact:** Steve Luster  
Vice President, Marketing  
Prime Solutions, Inc.  
1940 Garnet Avenue  
San Diego, CA 92109  
(619) 274-5000

The most recent introduction to the camera carrying product line is **Telepak's**

WorldRadioHistory

**T-UCP Universal Camera Pak.** Made of lightweight reinforced plastic, the T-UCP qualifies as carry-on luggage and fits in the overhead compartment of an airplane.

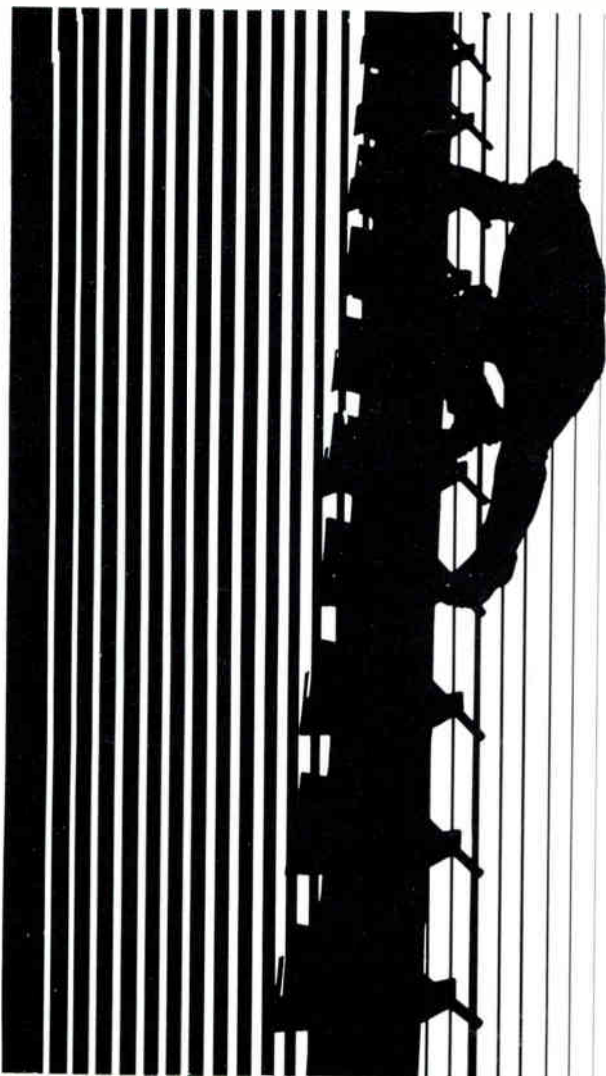


Telepak's T-UCP.

**Contact:** Linda Stepp  
Telepak  
4783 Ruffner Street  
San Diego, CA 92111  
(619) 268-8559

M/B

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When you need us  
we'll be there.

**BOGNER**  
WE MAKE THEM SMARTER

*continued from page 16*

K47BW Lewiston, ID. Voluntary assignment of permit granted from Edna Louise Tucker to Inland Northwest Television, Inc. on 3/22/88.

W22AJ Waukegan, IL. Voluntary assignment of permit granted from Mar Kap Broadcasting to Northwest Suburban Communications, Inc. on 4/11/88.

W31AL Indianapolis, IN. Voluntary assignment of permit granted from Kim Mooney to Kingdom of God Ministries, Inc. on 4/11/88.

K31BW Manhattan, KS. Voluntary assignment of permit granted from Full Gospel Business Men's Fellowship International to Trinity Broadcasting Network on 4/8/88.

W32AM Hopkinsville, KY. Voluntary assignment of permit granted from Black Media Associates to Video Marketing Network, Inc. on 4/18/88.

W46AV Pascagoula, MS. Voluntary assignment of permit granted from Tel-Radio Communications Properties to Trinity Broadcasting Network on 4/18/88.

W65BO Southern Pines, NC. Voluntary assignment of permit granted from Black Media Associates to Video Marketing Network, Inc. on 4/18/88.

K44CH Carlsbad, NM. Voluntary assignment of permit granted from Impact Television Group, Inc. to Video Marketing Network, Inc. on 4/8/88.

K66CH Reno, NV. Voluntary assignment of license granted from Worldwide Enterprises to Women's LPTV Network on 4/8/88.

K35BO Wichita Falls, TX. Voluntary assignment of permit granted from Gerald Goodman to Peter D'Acosta on 4/1/88.

K64CJ Ogden, UT. Voluntary assignment of permit granted from N & K LPTV, Inc. to Trinity Broadcasting Network, Inc. on 3/3/88.

W49AP Roanoke, VA. Voluntary assignment of permit granted from Allbritton Communications Company to Trinity Broadcasting Network on 4/8/88.

W16AL Burlington, VT. Voluntary assignment of permit granted from Hall Communications, Inc. to Trinity Broadcasting Network, Inc. on 4/11/88.

W20AG Sheboygan, WI. Voluntary assignment of permit granted from Tel-Radio Communications Properties to Trinity Broadcasting Network on 4/18/88.

#### CHANNEL CHANGES

K43CA Quartzsite, AZ. Quartzsite Broadcasting, Inc. Channel change granted from 52 to 43 on 3/7/88.

K41CE Quartzsite, AZ. Quartzsite Broadcasting, Inc. Channel change granted from 48 to 41 on 3/7/88.

K39BV Quartzsite, AZ. Quartzsite Broadcasting, Inc. Channel change granted from 50 to 39 on 3/7/88.

W24AT Sarasota, FL. Coast Broadcasting Group, Inc. Channel change granted from 67 to 24 on 3/22/88.

#### NEW LPTV CONSTRUCTION PERMITS

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

K41CG Anchorage, AK. Echonet Corporation, 3/11/88.

K58DC Augusta, AR. Mountain TV Network, Inc., 3/11/88.

K14HO Hardy, AR. Faith Productions, 3/7/88.

K57EI Hope, AR. Blacks Desiring Media, 3/11/88.

K39BW Castle Gardens, CA. Community Television, 3/28/88.

K33CC Ojai, CA. Ojai Assembly of God, 3/7/88.

K25CR Sacramento, CA. Kidd Communications, 3/7/88.

K06LV Salinas, CA. Jeremy D. Lansman, 3/7/88.

K48CU Pueblo, CO. Zenon Reynarowych, 3/23/88.

W09BS Naples, FL. New Florida Broadcasting Company, Inc., 3/23/88.

W07BZ Orlando, FL. Michael Charles Dimick, 3/28/88.

W65BR Pensacola, FL. Charles E. Baca, Jr., 3/22/88.

W06BE Tampa, FL. Carol E. Schatz, 3/7/88.

W36AQ West Palm Beach, FL. P. Clark & L. Walk dba CW Partners, 3/7/88.

W44AL Apple Valley, GA. Community Television, 3/11/88.

W02BS Camilla, GA. Donald E. White and Sons, Inc., 3/7/88.

W43AT Dalton, GA. John Forshner, 3/7/88.

W58BE Rome, GA. Katherine Estes Wilkerson, 3/11/88.

W69BX Sea Island, GA. William T. Conner, 3/11/88.

W23AG Vidalia, GA. Conner Communications, 3/7/88.

K53CL Hilo, HI. Alegria Broadcasting Corp., 3/7/88.

K07UB Honolulu, HI. Lora L. Burbage, 3/23/88.

K59DI Lihue, HI. Mountain TV Network, Inc., 3/11/88.

K52CN Davenport, IA. Cathedral Communications, 3/22/88.

K43CF Denison, IA. Millard V. Oakley, 3/28/88.

K50CF Storm Lake, IA. Mountain TV Network, Inc., 3/28/88.

K54CU Storm Lake, IA. Millard V. Oakley, 3/23/88.

K13VI Blackfoot, ID. Ambassador Communications, 3/22/88.

K67EG Burley, ID. American Community Broadcasting, Inc., 3/7/88.

K08KU Challis, ID. Lee J. Stillwell, 3/7/88.

K04NP Challis, ID. Lee J. Stillwell, 3/7/88.

K36BZ Council, ID. Mountain TV Network, Inc., 3/11/88.

K08KV Jerome, ID. William L. Armstrong, III, 3/7/88.

K15CK McArthur, ID. Mountain TV Network, Inc., 3/22/88.

K21CH McArthur, ID. Mountain TV Network, Inc., 3/22/88.

K13VJ Shelley, ID. W. L. Armstrong, 3/7/88.

K12OB St. Anthony, ID. Ellen M. Armstrong, 3/22/88.

K03GT Twin Falls, ID. Ellen M. Armstrong, 3/7/88.

W21AO Clifton, IL. Town and Country Communications, 3/11/88.

W68BX Ottawa, IL. Russell Communications, 3/11/88.

W64BC Ottawa, IL. Russell Communications, 3/10/88.

W53AN Salem, IL. Pepsi-Cola Bottling Company of Alton, Inc., 3/22/88.

W27AR Indianapolis, IN. Videohio, Inc., 3/28/88.

K65DV Garnett, KS. Mountain TV Network, Inc., 3/7/88.

K36BV Liberal, KS. Mountain TV Network, Inc., 3/7/88.

K62DC Salina, KS. Impact Television Group, Inc., 3/23/88.

W26AO Hopkinsville, KY. Russell Communications, 3/22/88.

W43AS Pikeville, KY. Black Media Associates, 3/11/88.

K20CH Bogalusa, LA. Mountain TV Network, Inc., 3/11/88.

K52CP Collinston, LA. TV Northeast, Inc., 3/7/88.

K39BX Leesville, LA. Mountain TV Network, Inc., 3/7/88.

K26CF Many/Sabine, LA. Mountain TV Network, Inc., 3/11/88.

K42CK Many, LA. Mountain TV Network, Inc., 3/7/88.

K66CZ Topeka, Lawrence, KS. Lawrence P. O'Shaughnessy, 3/7/88.

W51AZ Oxford, MA. The Oxford Eagle, Inc., 3/7/88.

K24BZ Coleraine, MN. Creative Broadcast Communications, 3/7/88.

K67EJ Shakopee, MN. GFI Broadcasting, Inc., 3/23/88.

K35BX Windom, MN. Worthington Daily Globe, Inc., 3/28/88.

W57BD Louisville, MS. Free State Broadcasting, Inc., 3/28/88.

K32CF Cut Bank, MT. Mountain TV Network, Inc., 3/7/88.

W06BF Concord, NC. Sherricom Television of Concord, 3/7/88.

W69BZ Jacksonville, NC. Local Sights and Sounds, Inc., 3/30/88.

W41AR Lenoir, NC. R. L. Bush, Jr., 3/11/88.

W53AO Lenoir, NC. Ralph Gene Norman, 3/11/88.

W14AU Reidsville, NC. Community Broadcasting Systems, Inc., 3/7/88.

W69BY Winston-Salem, NC. Media Properties, 3/28/88.

K38BY Reeder, ND. Owen Broadcasting Enterprises, 3/28/88.

K22BQ Crofton, NE. Satellite Communications Corporation, 3/10/88.

K69EV Steele City, NE. Mountain TV Network, Inc., 3/7/88.

W49AU Toms River, NJ. Press Broadcasting Company, 3/28/88.

K09UY Albuquerque, NM. Leo Kesselman, 3/28/88.

K31BX Carlsbad, NM. American Lo-Power TV Network, Inc., 3/22/88.

K28CK Gallup, NM. Mountain TV Network, Inc., 3/7/88.

K18CF Socorro, NM. Mountain TV Network, Inc., 3/11/88.

K50CG Tucumcari, NM. Mountain TV Network, Inc., 3/28/88.

K19BZ Eureka, NV. Mountain TV Network, Inc., 3/11/88.

W07CA Cazenovia, NY. Craig L. Fox, 3/28/88.

W51BA Syracuse, NY. AGK Communications Associates, 3/7/88.

K60DT Cedardale, OK. Mountain TV Network, Inc., 3/11/88.

K16BM Cedardale, OK. Mountain TV Network, Inc., 3/11/88.

K21CJ Elk City, OK. Oklahoma Publishers Electronic Communications, 3/22/88.

K28CJ Okmulgee, OK. Brewer Communications, Inc., 3/11/88.

K33CD Stillwater, OK. Mountain TV Network, Inc., 3/11/88.

K29BQ Weatherford, OK. Mountain TV Network, Inc., 3/11/88.

K41CD Eugene, OR. Jacqueline Lalanne, 3/7/88.

K14HN Hillsboro, OR. Atwater Kent Communications, 3/7/88.

K43CE John Day, OR. Mountain TV Network, Inc., 3/11/88.

W24AR Portland, OR. Neil Portnoy, 3/11/88.

W65BQ Mayaguez, PR. Sevenoaks Company, 3/7/88.

W54AQ Yauco, PR. Miguel Rodriguez, 3/7/88.

W11BR Myrtle Beach, SC. Pearl TV Associates, 3/23/88.

W19AS Port Royal, SC. George Stark Communications, 3/10/88.

K46CB Sioux Falls, SD. Localvision, 3/10/88.

W24AN Athens, TN. Three M Broadcasting, 3/10/88.

W33AO Clarksville, TN. Howard P. Batie, 3/7/88.

W22AP Jackson, TN. American Christian Television System, 3/28/88.

K30CE Austin, TX. Austin Television, 3/28/88.

K26CG Blanco, TX. Stephan M. Kramer, 3/7/88.

K32CE Blossom, TX. Mountain TV Network, Inc., 3/11/88.

K30CB Blossom, TX. Mountain TV Network, Inc., 3/11/88.

K66DE Blossom, TX. Mountain TV Network, Inc., 3/11/88.

K22CG Blossom, TX. Mountain TV Network, Inc., 3/7/88.

K30BY Jasper, TX. Mountain TV Network, Inc., 3/22/88.

K32CD Jasper, TX. Mountain TV Network, Inc., 3/11/88.

K34CF La Grange, TX. Mountain TV Network, Inc., 3/7/88.

K48BX Paris, TX. Russell Communications, 3/22/88.

K69FF Plainview, TX. B & B Producing, Inc., 3/29/88.

K17BY San Antonio, TX. Clear Channel Communications, Inc., 3/23/88.

K40CB Logan, UT. Spectrum Press, Inc., 3/28/88.

W35AN Killington, VT. Killington, Ltd., 3/7/88.

K18BY Aberdeen, WA. American Lo-Power TV Network, Inc., 3/7/88.

K44CK Chelan, WA. Statesman-Examiner, Inc., 3/22/88.

K20CA Colville, WA. Mountain TV Network, Inc., 3/7/88.

K56DU Moses Lake, WA. Mountain TV Network, Inc., 3/11/88.

K44CE Tacoma, WA. Microband Corporation of America, 3/7/88.

K31BS Toledo, WA. Ramsey Enterprises, Inc., 3/7/88.

W60BB Fond du Lac, WI. Russell Communications, 3/7/88.

W52AP Mauston, WI. Community Communications, Inc., 3/11/88.

K38BX Jackson, WY. Mountain TV Network, Inc., 3/28/88.

K/B

# ITS CORPORATION

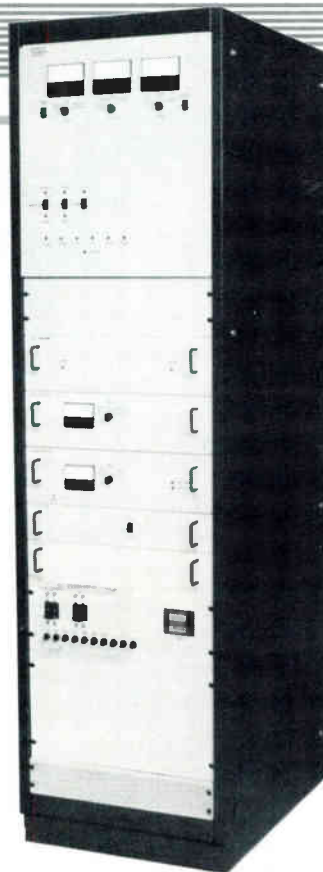
## The Closer You Look The Better We Look

At ITS, we've been designing and producing quality modulators and full service transmitters for years. Our products are widely known for their superior engineering, quality construction, and reasonable cost.

Our low power transmitters and translators offer many features that are either costly options or simply not available on other brands — without compromising performance, quality, or price.

Along with these superior products, we offer top-notch field support. Over 100 full service customers value this service — we think you will, too.

If you'll look closely and compare, you'll agree that ITS looks better and better.



## ITS-230 1kW UHF Transmitter

**PERFORMANCE:** standard broadcast (*not cable TV*) modulator/processor is FCC type accepted under both part 74 (LPTV) and part 73 (full service).

**FEATURES:** many full service features such as IF processing, stereo aural, interactive control circuits, and extensive remote control are standard.

**QUALITY:** totally designed and manufactured by ITS.

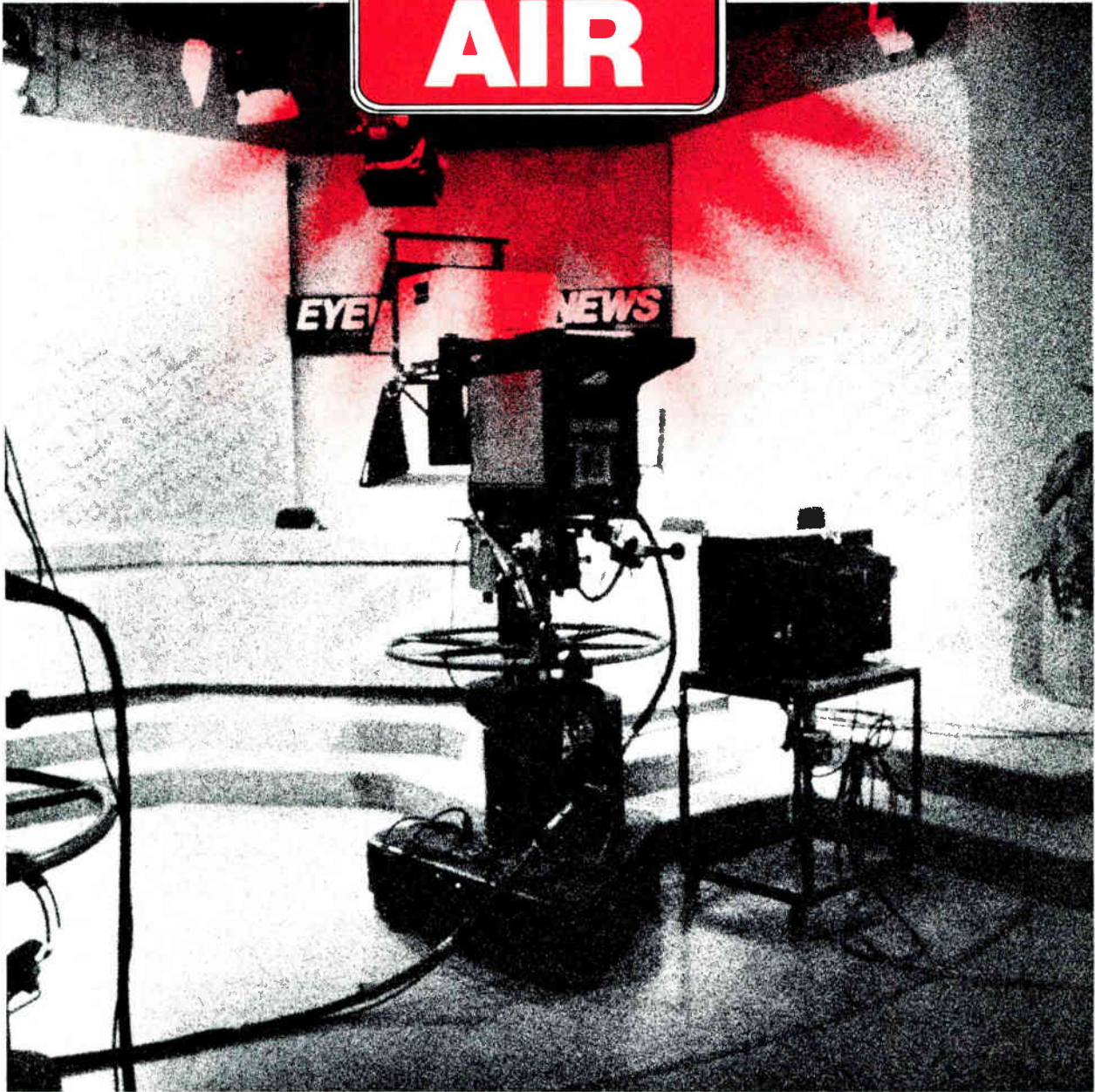
**OPERATING COSTS:** Low power consumption and designed for easy maintenance - final amplifier uses RCA 9017 tetrode (approximate replacement cost \$1,900).

**PRICE:** very competitive.

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