

The LPTV Report

Anniversary Issue!
4th

News and Strategies for Community Television Broadcasting

Vol. 5, Issue 9

A Kompas/Biel Publication

September 1990

Third LPTV Convention To Be Best Yet

Activity is heating up in Las Vegas and at CBA offices in Milwaukee as preparations accelerate for the Community Broadcasters Association 3rd Annual LPTV Conference & Exposition. The theme of the Conference, scheduled for November 17-19 at the Riviera Hotel in Las Vegas, is "LPTV...It's Here, and There, and Just About Everywhere!"—a tribute to the steady growth of the industry over the past few years.

Conference organizer Eddie Barker, of Eddie Barker & Associates in Dallas, reports that by mid-August, booth sales had already nearly equalled all of last year's sales. "We're anticipating more than 75 exhibitors this year, which would be a 40% increase over last year," said Barker.

Besides an active exhibit floor, the conference will offer workshops and panels on almost every area of station management. The three days will end with a gala evening reception and the presentation of awards to the winners of the Third Annual Best Local Production Competition.

Below is a list of the workshops and panels to be offered. At press time, speakers and times had not yet been finalized.

Working With Cable

Experienced LPTV broadcasters will
continued on page 19



All News Channel anchor Lisa Gebhart (l) and crew discuss strategy for covering Soviet president Mikhail Gorbachev's June visit to the Twin Cities. The photo is from Conus Communications, a satellite news service carried by several LPTV stations.

The LPTV Newsroom Finding The News

—by Jim West

News reporting is important to the success of most television operations. At a network affiliate, advertising within news may account for upwards of 40% of a station's revenues. Beyond making money, news and the people delivering it become the "masthead" of your station. They, more than any single program, will give your station a "face," a "name" and identity.

But as important as news may be, it is also among the most expensive programming to air. During fierce ratings battles between major market stations, the temp-

tation may be to throw money at a program and hope for the best. In community broadcasting, there may be little money to throw at anything. So what we'll try to do in this and future articles is to help you find ways of finding the news at minimal cost.

While news director at the most popular news station in the fourteenth largest market, I had more than 70 full-time employees, a budget of several million dollars, a mobile satellite uplink truck, 25 ENG cameras, and a fleet of 30 vehicles. But, like you, I now am trying to find a way to cover the news with far fewer resources as I look at the prospect of running an LPTV station.

It can be done. It is being done in this young industry, as many issues of this publication have attested.

What is News?

The first step in finding the news is to determine what the word "news" means to your viewers. You may have heard many exotic definitions of news, but the news in your community is what your viewers are interested in. Do they want fishing information, a lot of local sports, farm prices, community events, school information, or the news of record—crime, courts, government? While you could spend tens of thousands of dollars researching the interests of your viewers, there may be

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In Our View

With this issue, *The LPTV Report* celebrates its fourth year of publication...and the beginning of its fifth. Again, it has been a good year for us, and for LPTV.

The biggest news is that last month we signed our own LPTV station on the air—WAV-TV 43 in Waukesha, WI, 15 miles west of Milwaukee. TV 43 was, and is, a most exciting project. We'll tell you all about it in next month's issue.

Speaking of sign-ons, the LPTV industry continued to grow this year at a robust 25% annual rate (see our story on page 4). Even more significantly, the numbers of commercial LPTV stations grew at an annual rate of 71%!

Fueling this growth was last December's application window. The window attracted 959 applications for major changes and new stations, an increase of 104, or 12%, over the previous window in March 1989. Two-thirds of the applications were for new LPTV stations, evidence again of the grass roots popularity of small local broadcast television. By now, most of those applications have been processed, and we think there is a good chance of another window opening soon.

Attendance and exhibits at the CBA's Second Annual LPTV Conference & Exposition last November doubled the numbers at the first convention in 1988, and this year's event, again in November at the Las Vegas Riviera, promises to be even bigger. Exhibitors are signing up earlier this year, and some of the best exhibit spaces were snapped up as soon as they were offered, says convention organizer Eddie Barker.

Also last year, we were honored to have the dean of FCC commissioners, Jim Quello, as our keynote speaker and genu-

inely interested guest for all three days of the conference. Mr. Quello praised what he called the "specialized localism" of community television and promised to re-member LPTV at the FCC.

It could be hard to forget us there. Roy Stewart, who has been a friend of our industry since its infancy, moved up to head the Mass Media Bureau, the largest organization within the FCC. Barbara Kreisman, who headed the LPTV Branch under Stewart and guided the industry in its early years, took Stewart's old spot as head of Video Services. And Keith Larson (whose license plates, like ours, say "LPTV") ably continues as chief of the LPTV Branch, a position he took over from Kreisman.

Congress couldn't forget us either. Co-ordinated by the CBA, a flood of letters and telephone calls hit Senate offices during the week before markup of the Senate cable re-regulation bill in June. The result was that LPTV—which most of the Senate had never heard of before—suddenly became a "player" in the cable/broadcast game, and this despite the efforts and resources of a hostile NAB and NCTA leadership. (We say "leadership" because many members of these organizations either own LPTV stations themselves or work comfortably and amicably with the LPTV's in their own communities, and there are several who openly disapprove of the bullying tactics of some of the more visible spokesmen in their associations.)

We were recognized in the House also. Frantic last-minute lobbying by the NAB may have caused some Commerce committee members to withdraw earlier support for an LPTV must carry amendment, but their motive was fear that the bill

wouldn't pass the full House, not a failure to recognize the value of local community television. So, instead, the bill was amended to direct the FCC to study the LPTV must carry issue and make a recommendation to Congress.

The Congressional action wasn't all we'd hoped for, but it was a significant victory considering the fact that we'd started out as virtual unknowns. It also reaffirmed our faith in the democratic process. We don't think it is naive to say that from what we observed, the great majority of our lawmakers are truly trying to serve the people.

Yes, it has been a good year. The LPTV industry is stronger than ever. We're not going to go away, and most people know that now. The principles of localism and diversity, which have shaped the broadcasting industry since 1934, are direct reflections of this country's fundamental respect for individual opinion. And community television stations fulfill these principles in a way that national programming services can't, that full power stations can do only in a limited way, and that local cable systems could do but don't understand.

We are looking forward eagerly to our fifth year in publishing, our first year in LPTV broadcasting—and to being part of an industry that continues to be very exciting.

Correction

The price for a package of 100 computer-generated background stills from Base Two Computer Graphics is \$500, not \$100 as quoted in the June 1990 *LPTV Report* ("Supplier Side," page 12).

We apologize to anyone who was misled by this error.

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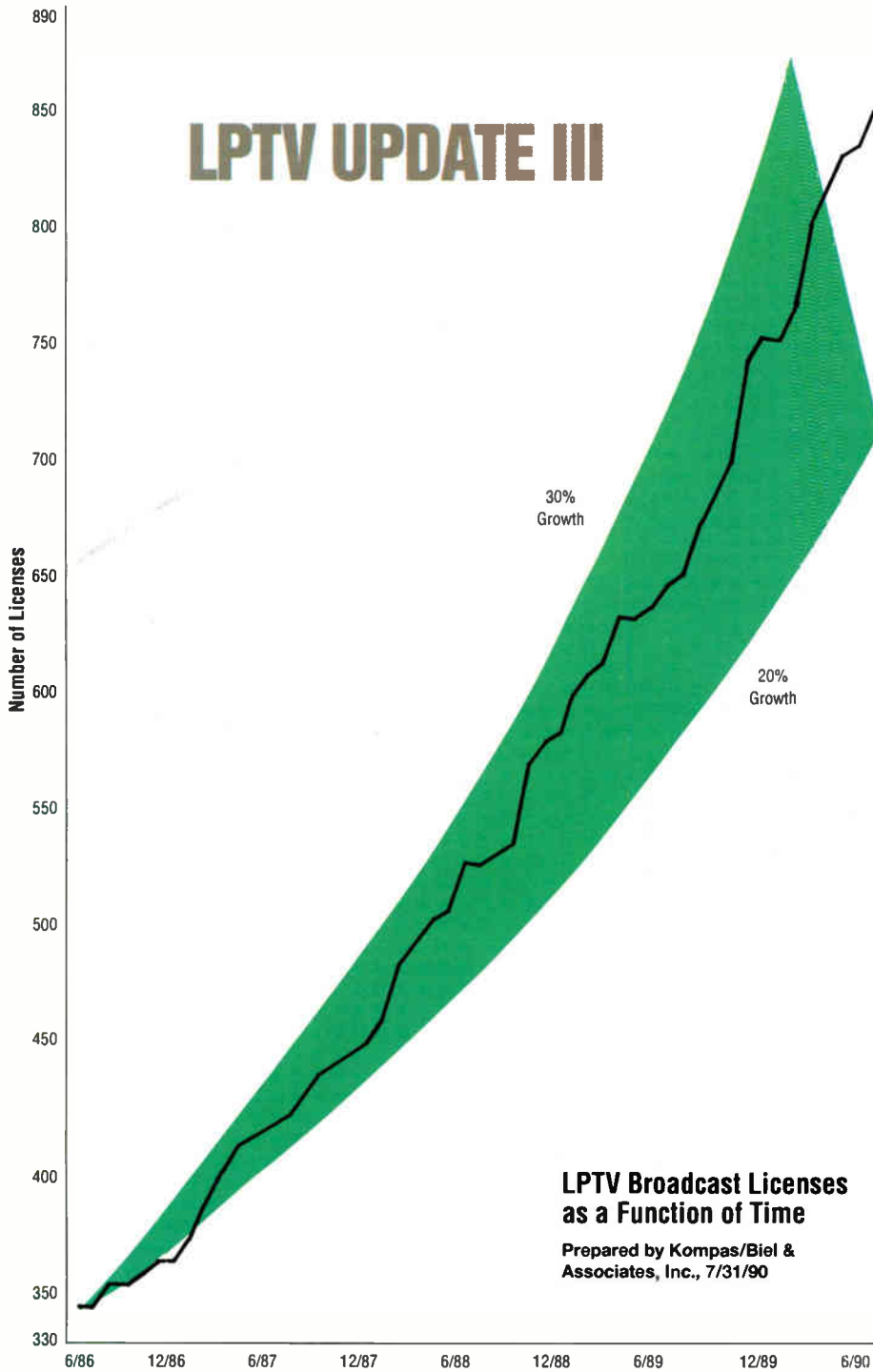
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LPTV UPDATE III



LPTV Broadcast Licenses as a Function of Time

Prepared by Kompas/Biel & Associates, Inc., 7/31/90

Community Television Is Coming Of Age

—by S. E. Bradt

The LPTV industry continues to grow steadily, according to recent survey results from Kompas/Biel & Associates. During the first five months of this year, LPTV stations signed on the air at a rate

of 16 every month, representing an annual growth rate of 25% in the early part of 1990. But the number of commercial LPTV stations increased at an annual rate of more than 71%, a dramatic rise that may indicate that community television as a business is finally coming of age.

According to our figures, there was a total of 843 licensed LPTV stations as of May this year, which is 81 licenses more than our 1989 year-end figure of 762. As reported in our first two updates (see *LPTV Report*, September 1988 and October 1989), and as the graph at the head of this article indicates, the industry has been growing between 20% and 30% annually since mid-1986, and it is continuing to do so.

Industry Growth Segments

In June of 1989, Kompas/Biel conducted a survey of LPTV station operating formats, and we reported the results of that survey in last October's *LPTV Report*. Earlier this year we updated that survey through January. The results, compared to the results of the 1989 survey, are shown below:

	Number of Licenses:		Annual Percent Increase
	6/89	1/90	
Commercial LPTV Stations	182	258	71.6%
LPTV Translators	130	183	69.9%
Alaska Network	211	209	...
Non-Profit/Other	139	146	8.6%
TOTAL	662	796	34.7%

Most striking here, of course, is the dramatic rate of increase in commercial LPTV's, and in LPTV translators. The two categories grew at an annual rate of 71.6% and 69.9%, respectively, a far greater rate of growth than that of non-profit LPTV stations. The figures substantiate the sense of activity and rapid change that we seem to get from almost all aspects of the LPTV business.

Survey Definitions

For this survey, we grouped respondents into four basic categories, as shown in the table. "Commercial LPTV's" is the group of for-profit stations that are supported by the sale of advertising, or air time. This category also includes a handful of LPTV stations operating all or part of the time as subscription TV stations.

By "LPTV Translators" we mean stations that broadcast a signal from another source—either another station or a satellite—without originating any of their own programming. Translators are used to relay commercial signals as well as signals from non-profit or educational stations.

The "Alaska Network," formally known as the Rural Alaska Television Network, represents more than 500 state-owned broadcast television stations, including 209 LPTV stations. Virtually all of the network's LPTV stations serve as translators, relaying satellite-delivered public and ed-

continued on page 6

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educational programming, but doing no local origination. There are 11 privately owned LPTV stations in Alaska, and they have been counted in the other three categories, as their formats indicated.

The "Non-profit/Other" category includes most religious stations, educa-

tional or public stations, and other LPTV stations that are operated as not-for-profit entities.

We were unable to classify roughly 11% of the total 796, either because they were in transition between formats, or because we were unable to reach them. So we allocated these to each of the three categories (excluding the Alaska Network), on a pro-rata basis. We know the Alaska number, and we know that it changes very little.

The Future

Last October, we projected that by the end of 1989 the total number of LPTV stations on the air would be somewhere between 720 and 780. The actual number was 762. Of course, we already had figures through June at that time, so we should have been pretty close.

In the same article, we projected something between 864 and 1,014 stations on the air at the end of 1990. We will stay with that direction but narrow the range a bit to between 900 and 980 stations. We estimate that the LPTV industry will reach 1,000 stations sometime in 1991.

Projected Growth of LPTV Licenses

At December 31:	Low	High
1989 Actual	762	762
1990 Estimate	900	980
1991 Estimate	1,050	1,200

Kompas/Biel will publish updated industry growth figures from time to time, as well as commentary on trends or changes affecting industry growth. We welcome your questions and suggestions.

S. E. Bradt is chairman of Kompas/Biel & Associates, Inc.

More Comments Sought On TV Satellites

The Federal Communications Commission wants further comments from the public on proposed changes to the policies and rules governing the authorization of television satellite stations.

Satellite stations are full power stations that rebroadcast all or most of the programming of a parent station. They serve areas that lack the economic base to support their own full power stations, and they are generally exempt from the Commission's multiple ownership rules.

Currently, the authorization of satellite stations is based on the economics of a specific market and the extent to which the proposed station would provide service to underserved areas.

The rising number of requests for satellite stations in urban areas and the increasing competition for spectrum has spurred the Commission to request further comment. Among the issues it wants addressed are whether it should continue judging satellite proposals on a case-by-case basis or whether it should define a fixed set of circumstances under which a satellite station would automatically be in the public interest.

The Commission also plans to develop a definition of what constitutes an underserved area, and whether such a definition could be based on the number and kind of television signals an area receives. It asks whether a proposed satellite station should serve some minimum underserved service area or population. It also wants to know whether noncommercial, TV translator, and LPTV signals, as well as cable penetration, should be considered in the definition of an underserved area.

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Broadcast Station Publicity: Part Six

Press Conferences

—by Lance Webster

Press conferences are usually called when the station has a major news announcement to make. Examples of major announcements are a change in station ownership, construction of a new building, or a major change in programming policy.

Many of the same principles discussed in earlier articles about press relations and press materials apply also to the press conference:

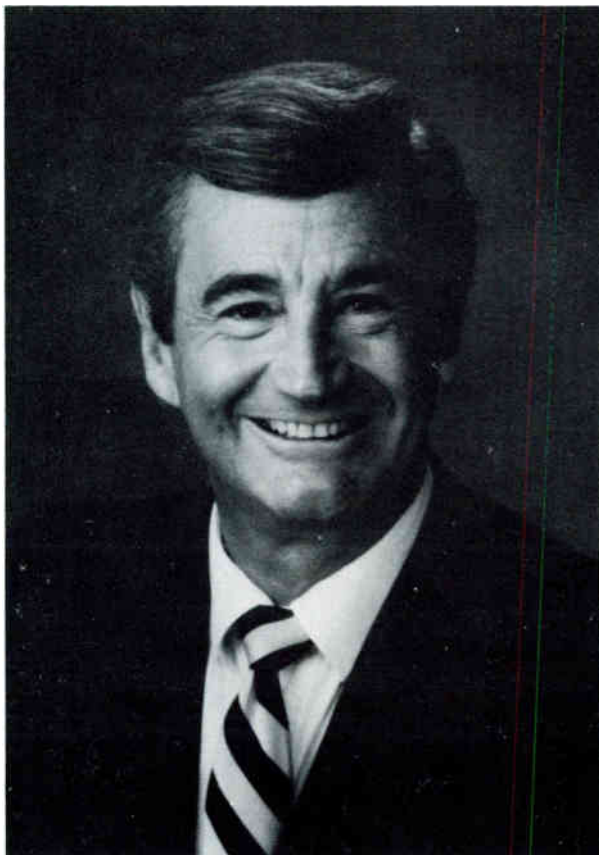
- Call all members of the press and invite them personally to the press conference. Follow up with a written reminder if there is time. If the event is of great importance, you could even use a telegram.
- Have the promotion director brief

the principal speakers beforehand, letting them know who is coming and helping them identify the key points to be made.

- Plan in advance who will speak and in what order, and what each person will say. A prepared statement may be read, then questions answered. Normally, the station's top official will do most of the talking.
- Hold the press conference at a place convenient to the majority of the reporters who will be present. This could be your station, or it could be a hotel or conference room in a more central location. The convenience of the press is paramount. If radio and TV people will be present, be sure the necessary electrical outlets are available.
- Provide plenty of soft drinks, coffee, and pastries or small sandwiches. Liquor

is rarely served at press conferences.

- If reporters will be close to deadline and some distance from their offices, be sure enough telephones are available for those who will need them.
- Other niceties include ample parking space, coat-check facilities, and seating that makes note-taking easy (i.e., tables and chairs).
- Always start press conferences promptly—within a few minutes of the appointed time.
- Give each member of the press a printed news release containing all of the pertinent facts at the start of the press conference.
- Tape-record the press conference so that reporters' quotes can be checked afterwards. An audio tape provides a record of exactly what was said, and it can be



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made available later for reporters who might need it to verify or add to their quotes.


- The promotion director should stay very close to the person holding the press conference, ready to supply additional information, clarification, and specifics, or even to help reporters probe further when necessary.

- Normally, photographs are permitted when the station's representative first steps up to speak. TV crews are usually kept to the rear of the group of reporters so camera and lighting equipment does not obstruct communication between hosts and guests.

- Never expect to speak "off the record" at a press conference. Such comments may be made in private interviews. But things said in public are going to be considered "fair game" and may show up in print, even if they are presented "off the record."

- Be sure members of the press have a contact—usually the promotion director or chief press representative—whom they can easily reach for follow-up information.


Remember, hold press conferences when you have major announcements that will affect the entire community. They are the most effective way to deal with complicated announcements that might require follow-up questioning, and they allow you to release information simultaneously to all members of the press.

Lance Webster is the administrative director of the Earth Communications Office, a non-profit environmental awareness group of communications industry professionals. He is the former executive director of the Broadcast Promotion and Marketing Executives (BPME). This article is the sixth in a multi-part series on station publicity excerpted from Broadcast Advertising and Promotion: A Handbook for Students and Professionals, available from BPME. 

Italy's Technosystem Marketing Transmitters In U.S.

Technosystem S.P.A., a division of Elettronica S.P.A. of Rome, Italy, is now offering a full line of 1 kW through 20 kW medium power and LPTV transmitters and translators to U.S. and Latin American broadcasters from their new business offices in Miami.

The company plans to play "a major role" in the new markets, according to Richard Broadhead, Technosystem's U.S. representative. It sells individual transmitters and complete systems, including installation and start-up services, he said.

The Miami facility will stock a complete inventory of spare parts and subassemblies which can be delivered anywhere in the U.S. within 24 hours. It also maintains a 24-hour emergency hotline. 

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Phase One Of Nielsen Hispanic Ratings Study Complete

Hispanics in the Los Angeles market view more television than the general population, according to a pilot study conducted by Nielsen Media Research early this year. In primetime, 61% of Hispanic households had their TV sets on, compared to 54% for the entire market. And 44.5% of Hispanic households view television during the day, compared to 31.3% for the market.

The pilot, which uses people meters, is designed to test research procedures for a new national ratings service for Hispanics.

A team of bi-lingual interviewers visited 673 Los Angeles households and selected 200 for the pilot. Later this year, a national sample of 800 households will be chosen for a full study of Hispanic viewing preferences.

The Nielsen National Hispanic Television Service, as the new research service will be called, is a co-venture of Nielsen Media Research, Univision Holdings, Inc., and Telemundo Group, Inc. Univision and Telemundo are suppliers of Spanish language satellite programming. Univision also owns a number of full power and LPTV broadcast stations. 


NAB To Offer Engineering Management Seminar

The National Association of Broadcasters has announced the 26th Annual Management Development Seminars for Broadcast Engineers, to be held February 10-15, 1991 at the University of Notre Dame in South Bend, IN. The programs are designed to develop the managerial skills of broadcast engineers.

Three seminar levels will be offered: Management I— Fundamentals of Leadership; Management II—Toward Leadership Effectiveness; and a new course,

Management IV—Leadership and Teamwork.

Fees are \$1,550 for NAB members and \$1,750 for non-members. The amount includes tuition, housing, and all instructional materials. Each registrant receives 3.4 continuing education units, which can be used toward engineering certification.

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LPTV and the LAW

—by Peter Tannenwald

Know The Rules About Sponsor ID's

Twice in the past two years, the FCC has fined radio stations \$10,000 for violations of its sponsorship identification rules in connection with the program "The Investors Club of the Air." The reason is that there was no on-air disclosure of the fact that some of the guests on the program paid to appear, or were invited to appear because their firms bought spots in the program.

The requirement that payments of any kind for air time always be disclosed is a fundamental principle of communications law, but the arrangements for this program were complicated enough that some of you may not realize that disclosure was required.

"The Investors Club of the Air" provides investment advice to listeners. It airs on radio station KMNY, Pomona, CA,

which has a format devoted to financial news and information. Investment advisors and other financial experts are interviewed on the program. Spot advertising is often bought by brokerage firms, banks, and other financial service organizations.

It is not surprising that representatives of some of the advertisers on the program were suitable guests. After all, if listeners are to learn how to invest their money, they want to hear investment advisors. But, of course, the same firms that supply guests may want to buy advertising. Commercials can urge listeners to patronize the firms in a more direct manner than would be suitable for a program guest or interviewee.

Situations To Watch

KMNY ("K-MONEY") received a Notice

of Apparent Liability for its \$10,000 on July 16, 1990. The FCC's letter to the station does not give full details as to how the "Investors Club" program operates, but here are three possible arrangements.

First, a guest who is not associated with any advertiser may simply be invited by the station to appear, either free or for a fee paid by the station. This arrangement does not require on-air disclosure, because there is no disclosure requirement when a performer or guest is paid by the station.

The second arrangement is where the advertising sales contract provides that, in return for payment by the advertiser, the station will broadcast commercial spots; and, in addition, representatives of the advertiser will be interviewed or invited to appear as guests (or even hosts)

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on the program a certain number of times. In this case, the interviews and appearances are considered part of the paid advertising, and Section 317 of the Communications Act absolutely requires disclosure that the guest's firm paid consideration for the appearance.

The third arrangement involves no written agreement, but an oral understanding that if a firm buys spots on the station, its representatives will be favored when interview invitations are handed out. The applicable law here depends on how you interpret the "understanding." If the advertiser considers the appearances to be part of the overall deal, disclosure on the air is required, even if the station may not think that the appearances are part of a legally binding contract. Indeed, a wink of the eye or a casual statement may end up being a binding oral contract.

Leased Program Time Also Affected

With KMNY, the facts were even more complicated. The producer of the program was not the owner of the station. (There was overlapping ownership, but that does not affect the legal outcome.) The producer paid the station a fee to broadcast the program, and the producer then sold advertising and received fees from the financial experts who appeared on the program. The fact that the experts paid the producer instead of the station does not matter, because Section 508 of the Communications Act requires the producer to disclose the payments to the station, and the station then has to disclose them on the air.

It also does not matter whether the interviewee promotes his or her firm or simply talks noncommercially or objectively during the appearance. The fact of pay-


ment, not the content of the conversation, controls.

There is nothing illegal about people paying to be on the air, as long as the fact is disclosed to the audience and as long as there is nothing otherwise deceptive about the way the program is presented. You may be able to generate important revenue by providing an outlet for people who have a story to tell and are willing to pay to tell it. The important point is that you must "say when people pay," and that rule applies to all kinds of payment, whether cash or otherwise, and whether for traditional "spots" or other kinds of air time.

Say When Someone Pays

What should you say? How about: "Ms. X's appearance was paid for by the ABC Company." The FCC's rules require use of the words "paid for" or "sponsored by," except when a commercial product or service is promoted in a way that makes it obvious that the message has been paid for by the maker or provider.

One cautionary note: If you sell spots and throw in a guest appearance, the amount of time given to the appearance gets factored into the total time under the contract and may significantly reduce the charge per minute of time that establishes your "lowest unit charge" for political candidates. Be especially careful of any unusual arrangements for the sale of time within 45 days of a primary or 60 days of an election, and always think of the consequences for the legally mandated political rate.

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. 


TV Camera Fools Astronomers, Mimics Pulsar

Early last year, excited astronomers announced the discovery of a pulsar at the center of supernova 1987A. But the dramatic report was quashed when researchers found recently that the pulsations—about 0.5 milliseconds apart—probably came from a television camera used to help guide the telescope they were using at the Cerro Tololo Inter-American Observatory in Chile.

According to *Science News*, astronomers had been searching for a pulsar—the dense, spinning sphere of neutrons that remains after a large star collapses—since the supernova was discovered three years ago. They thought they had found it in January 1989 when they recorded nearly seven hours of pulsations.

But no one was ever able to confirm the sighting. And early this year, while the telescope was focused on another, well-studied pulsar, the very same pulsations appeared, leading scientists to believe that they originated from somewhere other than the sky. After some searching, the culprit was identified: an RCA Quantex Vidicon attached to the telescope.

"We didn't expect a television camera to be this coherent, but it was," said John Middleditch of the Los Alamos, NM National Observatory. "It had to be an incredible sequence of events that it appeared that [the pulsations] were originating from space! You can't tell the difference between this [signal] and a pulsar."

"The cameras are getting old," he added. "We should be using CCD cameras." But funds are tight, and the observatories have to make do with older equipment, he said. 

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Competition, Not Reregulation, Advises FCC Cable Report

Late in July, the Federal Communications Commission issued its six-year report to Congress on the state of the cable television industry. The report, required by the 1984 Cable Act, was prepared during a seven-month period of intense Congressional scrutiny of cable that resulted in bills from both the House and Senate proposing extensive cable reregulation.

The FCC report, however, concluded that encouraging competitors to cable rather than imposing further government regulations would best solve the problems that have arisen because of cable's near monopoly of television service.

However, because the present competitive imbalance between broadcast and cable threatens the nation's tradition of localism and diversity, the Commissioners recommended a five-year reimposition of must carry rules, and a concurrent continuation of the compulsory copyright. On the other hand, if must carry rules are not adopted, the compulsory copyright should be discontinued and local broadcasters allowed to bargain freely with cable companies for payment for their signals. The report specifically recognized the value of not only locally produced programs but also the "synergy" of a sta-

tion's particular blend of local and national offerings.

The report did not address the issue of telco entry, nor did it address LPTV must carry, though it did mention that LPTV broadcasters have been pressing for must carry.

The Commission began its research with a Notice of Inquiry last December and held three public hearings in February and March—in Los Angeles, Orlando, and St. Louis—to gather information about the effect of competition in the cable marketplace.

The report finds that two of the three major objectives of the Cable Act—cable industry growth (or availability to citizens) and industry development (of, for example, program services)—have been adequately met. But the third objective—competition to cable—has not. Subscribers complain of sharp rate increases and poor technical and customer service, and competitors allege anti-competitive conduct by cable operators.

The specific findings of the report are summarized below:

- Deregulation fostered increases in investment, expanding cable's reach,

number of subscribers, channel capacity, and new programming.

- The video marketplace is a dynamic market sector in the midst of transition. Local broadcasters provide varying degrees of competition to cable's retransmission function, and video cassette rentals provide competition to premium movie channels. But there is generally no competition to the specialized program services offered by the typical cable system. However, a number of multi-channel services could provide this competition if they had access to the programming.

- Following sharp increases in the year after deregulation, monthly subscriber rates have leveled to the rate of inflation.

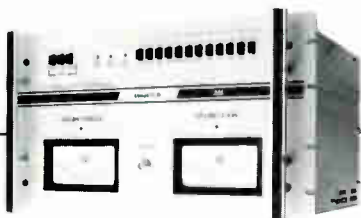
- Cable operators exercise varying degrees of market power in the local distribution of video programming. Both horizontal and vertical integration in the cable industry have increased, and vertically integrated cable operators often can deny competing multi-channel providers access to programming services in which they have equity interests. There is evidence that some cable operators have abused this power.

- Most cable operators are able to deny or unfairly restrict the access of

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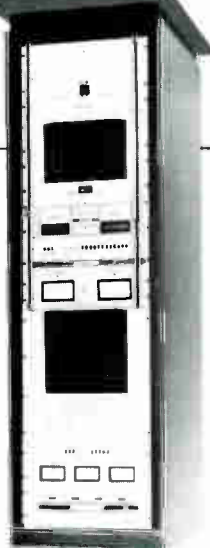
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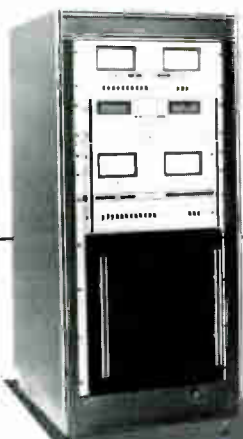
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most program services to the communities they serve, and some may have done so.

- Although one key purpose of the Cable Act was to increase diversity by encouraging leased access programming, the legal remedies available to programmers who have been denied fair access to those channels are expensive and time-consuming, thus retarding the development of leased access.

- Local authorities often discourage or forbid competition to existing cable franchisees for reasons unrelated to legitimate governmental interests—public health and safety, repair of public rights of way, and construction performance.

- The current compulsory copyright creates an imbalance in the relationship between commercial broadcasters and cable. The compulsory license is, in effect, an unfair subsidy for cable operators.

- Cable and broadcast compete for advertisers. This creates an incentive for cable operators to deny carriage to program services in which they have no financial interest. The incentive is particularly great in the local market where the cable system and the broadcaster compete for local ad dollars.

- The continued viability of noncommercial television may depend on targeted must carry requirements.

- The current three-signal standard for effective competition no longer reflects the realities of the video marketplace. However, it would be inappropriate for the FCC to alter it now because Congress could redefine or eliminate it.

- Cable consumers have experienced problems with cable technical quality and customer service, although the cable industry has recently begun an effort to improve these. Uniform technical standards for all cable video transmissions must be adopted, and the FCC will launch an industry advisory process toward that end. Franchising authorities lack adequate enforcement mechanisms to ensure high quality technical and customer service.

Based on its findings, the FCC made the following recommendations:

- Local franchising authorities should be prevented from imposing unreasonable barriers to competing multi-channel video providers via technical or other restrictions. Competitors should be allowed to enter a market temporarily without having to provide "universal service" to the market area.

- Local broadcast stations should be protected with a must carry regime as long as cable enjoys a compulsory copyright license for local broadcast program-

continued on page 30

LPTV Distribution by State and Territory

August 10, 1990

	Licenses	CPs*
ALABAMA	9	18
ALASKA	220	11
ARIZONA	22	33
ARKANSAS	8	33
CALIFORNIA	39	80
COLORADO	19	27
CONNECTICUT	0	5
DELAWARE	1	1
WASHINGTON, DC	2	0
FLORIDA	38	125
GEORGIA	18	33
HAWAII	3	19
IDAHO	19	24
ILLINOIS	7	36
INDIANA	10	23
IOWA	12	33
KANSAS	10	28
KENTUCKY	11	25
LOUISIANA	12	41
MAINE	7	16
MARYLAND	2	7
MASSACHUSETTS	6	15
MICHIGAN	9	20
MINNESOTA	32	48
MISSISSIPPI	12	19
MISSOURI	13	29
MONTANA	23	36
NEBRASKA	4	8
NEVADA	18	17
NEW HAMPSHIRE	3	4
NEW JERSEY	2	11
NEW MEXICO	14	31
NEW YORK	26	45
NORTH CAROLINA	9	34
NORTH DAKOTA	4	12
OHIO	16	44
OKLAHOMA	19	29
OREGON	19	22
PENNSYLVANIA	11	52
RHODE ISLAND	0	2
SOUTH CAROLINA	2	19
SOUTH DAKOTA	6	18
TENNESSEE	27	39
TEXAS	49	101
UTAH	18	12
VERMONT	1	8
VIRGINIA	6	18
WASHINGTON	10	22
WEST VIRGINIA	1	8
WISCONSIN	10	19
WYOMING	23	16
GUAM	1	0
PUERTO RICO	5	4
VIRGIN ISLANDS	0	2

* Construction Permits: Expired permits have been deleted as of June 25, 1990.

TOTALS: Licenses: 868
Construction Permits: 1,382

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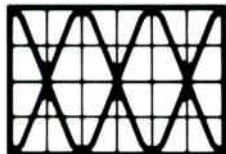
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Technical Talks

—by John H. Battison, P.E.

More On Antennas

Last month we talked about antennas and power gain. This month we'll continue the discussion by focusing on effective radiated power (ERP) and effective antenna height (EAH), also known as height above average terrain (HAAT).

Everyone knows that the higher an antenna is, the better the coverage is, as long as the ERP is the same. Unfortunately, as the antenna is raised above ground, the length of the transmission line increases, and so does the line loss. Because the power output of the transmitter is limited to 1 kW, it behooves us to lose as little power as possible in the coax.

Coax is amazingly efficient; but, even so, line losses mount up as line length is increased. In order to get as much power as possible to the antenna, the line size has to be increased. I've seen installations with 7/8 line running for 200 feet. By the time the signal has reached the antenna, it may have been reduced to half of its starting value! The higher the channel number, the greater the line loss. This is called "attenuation."

In my opinion, except when you want to reduce ERP, 7/8" line should never be used. I prefer 1 5/8" minimum size. With 1 5/8" line, increasing the length from 120 to 250 feet reduces the power arriving at the antenna by only about one third, depending on the channel number. If larger coax is used, the line losses decrease correspondingly.

Unfortunately, larger coax is much more expensive. And not only do costs increase, but there is additional weight on the supporting structure. Many towers used for LPTV were not designed to carry heavy coax cable loads and cannot bear much additional strain.

Antenna Height and Signal Improvement

What about antenna height? When we increased the antenna height above ground (and at the same time the EAH), it was necessary to reduce power from about 10 kW to 2.5 kW to maintain the same coverage area. So you might ask, "What was gained?"

Although the theoretical 74 dBu service contour stayed in the same place, there is an increase in the number of homes that can now receive the signal via line of sight (LOS). Remember that LOS is very important in television. If the receiving antenna cannot "see" the transmitting antenna because of obstructions or ground curvature, reception will be poorer (or even impossible) than if there are no obstructions between them. In theory, there will be no reception without LOS; in practice, there is usually reception of some kind because of reflections and refraction. If this were not so, many telecasters would be in a great deal of trouble!

So we see that if we raise the antenna and keep the radiated power (ERP) the same, we benefit because more television sets can see the transmitting antenna, even with less power. This can often help an LPTV station that cannot increase power because of limiting co-channel or adjacent stations. Of course, if we raise the antenna and increase power, we gain a great deal more in terms of distance to the 74 dBu contour.

Beam Tilt

The next thing we can do is use "beam tilt" to maintain the required maximum signal at the radio horizon, and at the

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same time increase the power density, that is, the amount of television signal in the coverage area. A stronger and clearer transmission allows more viewers to get a better signal.

You must have permission from the FCC to use beam tilt, but it can be requested via a minor change application outside of a filing window. It's important to remember that the new 74 dBu contour must not go outside the existing 74 dBu contour. If

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this service area is extended or any area not previously within this contour is served, the application has to be handled as a major change.

Now let's talk about effective antenna height, or EAH. The actual height of the transmitting antenna above ground is not the final arbiter of reception area distance as far as the FCC is concerned. In order to calculate contour distances and

compare different proposals, the FCC requires yardsticks. One of these is EAH, or height above average terrain (HAAT). Both mean the same thing.

To calculate HAAT, eight or more radials are drawn from the transmitter site on a topographic map at 45° intervals starting at north—0°, 45°, and so on. The elevation of the ground is read from the map every tenth of a mile or more, depending on the ruggedness of the terrain, for a distance of ten miles from the transmitter.


The heights from two to ten miles from the transmitter for each radial are added up and divided by the number of points measured in that radial. This gives the average height of the ground along this single radial. After all eight radials have been averaged, the eight totals are added up and divided by eight to get the average height of the eight radials (or ground) around the transmitter.

Calculating HAAT

Finally, the height of the center of the antenna above this average ground figure is determined. This is the EAH, or HAAT, of the antenna. Because all stations are calculated in this manner, it is possible to compare them and calculate coverage and possible interference to each other. When you read a description of a station in an FCC release, it is this average value that you see. (This is not the same as the antenna height above ground, or AGL.)

If you have a 200-foot tower and your competitor has a 300-foot tower, accurate comparisons are not possible. You may have an EAH of 350 feet; your competitor may have only 230 feet EAH. In such a situation, your signal will be better if other things are equal.

Next time, we'll talk further about improving coverage through minor changes.

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

NAB Publications Offer Guidance, Analysis

• Do you know what to do when you are faced with a real Emergency Broadcast System emergency? A 28-minute videotape produced by Durham Life Broadcasters at the request of the Federal Communications Commission walks viewers through the EBS procedures that should be followed by technical, management, and on-air staff.

The Emergency Broadcast System was developed to provide the President and federal agencies, as well as state and local governments, with standardized procedures for communicating with the general public during emergency situations.

The tape is available from the NAB at \$29.95 for members, \$39.95 for non-members.

• A *Broadcaster's Safety and Loss Control Guide* helps broadcasters minimize accidents through effective safety, loss control, and risk management programs. Developed by the NAB's Insurance Committee, the *Guide* includes information on developing safety standards, investigating and reporting accidents, maintaining security, and protecting the general public.

The cost of the *Guide* is \$20 for NAB members and \$40 for non-members.

• The new lottery law is the subject of *Lotteries & Contests: A Broadcaster's Handbook*, 3rd edition. Newly revised to reflect major changes in the federal lottery laws that took effect in May, *Lotteries & Contests* explains FCC rulings on lotteries and contests, practical suggestions for conducting contests legally, an analysis of each state's lottery laws, the latest on Indian bingo advertising, and two separate indices, one each for lotteries and contests.

The price is \$20 for NAB members, \$40 for non-members.

• The impact of telco entry into video services is the subject of a new NAB report, *The Potential Impact of Telephone Regional Holding Companies' Diversification and Video Service Strategies on the Broadcasting Industry*.

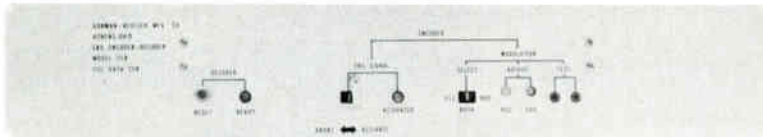
The report explores 1) the public policy and technology issues likely to affect the participation of telephone regional holding companies in the video services marketplace; 2) the internal structure of each of the RHC's, including their corporate structure, the strategies they use when entering new areas of business, and their specific programs for entering the video marketplace; and 3) the prospects for RHC entry into video services.

The book is available to NAB members at \$25, to non-members at \$50.

• *Sports on Television: A New Ballgame for Broadcasters* addresses the many issues surrounding sports programming today.

continued on page 27

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Model CEB Encoder-Decoder	Price
Model CE Encoder	\$540.00
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Finding The News

continued from front page

some easier ways to find out what they want:

- How does your local newspaper treat the news? Take a close look at regular columns, sports pages, business information, and the paper's coverage of daily local news.
- Solicit comments on the news subjects your viewers prefer during other programs, such as call-in public affairs shows. One of the most popular programs can be a weekly "Meet the Manager" type show.
- Conduct informal surveys of news preferences with the help of local high school or college classes.
- Print a survey questionnaire in the local paper asking readers about their preferences.
- Speak to community groups and try to assess their feelings as to the relative importance of various issues.
- Read material gathered or researched by others, such as the Chamber of Commerce, city and county government, or business development groups to see which issues seem to be priority issues.
- Visit with community leaders and conduct informal ascertainment interviews on community problems and needs. (The Federal Communications Commission used to require television stations to perform periodic ascertainment studies.)
- Or just get your newscast off the ground any way you can, and, in time, your news people or person will begin to get a feel for what "floats the boat" in your community.

News Sources

There are many sources for news. Of course, they will vary depending on the community interests you identify. Some sources are obvious, while others may take some developing.

• **Wire Services:** Although major stations rely on wire services for wide-ranging information from around the world, you may not need them for a local broadcast. If you think you do, shop around. There are many levels of services available. Both AP and UPI have rate cards with many options. Or you may be able to thrive on a bare-bones "radio" wire which will give you summarized news, sports, weather, business, and other information.

Be cautious of extracting information through computerized services such as Source or CompuServe. They are designed for individual consumers and are not intended as substitutes for direct wire service feeds.

• **News Services:** As the LPTV industry matures, more and more news services will begin to offer their materials. There are many that service full-power

"They do what they say they'll do."

Larry Boyd is the engineer for LPTV channel 57, serving Crawford County, Ill. Their BEXT 1000W transmitter has been on the air since January.



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stations—CNN, Group W, Conus, INN, WTN, and NIWS, for example. But do you really need national and international news? That isn't what your viewers will be expecting.

Localism is your exclusive province; use it to your advantage. Unless your station is in an isolated region where you are the sole provider of television news, most viewers will find national and international news elsewhere.

• **Regional Cooperatives:** In the years to come, there may be news-gathering cooperatives to share the expense of gathering news in a given region or state. Already there is a daily newscast originating in Florida that caters to the LPTV industry.

You may also find a way to share news-gathering duties with a local radio station or newspaper in exchange for some type of promotion. A local paper may be more than happy to share a sports writer with you at little additional cost, just for the exposure and the promotion. Likewise, for years, local radio announcers have moonlighted as weather people in medium-to-small markets. They bring with them their audience, their contacts, and their experience.

• **Newspapers:** Yes, news assignment editors religiously read the papers. For years, network correspondents complained that they could not sell a story to the desk in New York, unless it first had appeared in the *New York Times*, the *Wall Street Journal*, or the *Washington Post*. That may be a gross generalization, but it is a fact that most newspapers carry much larger reporting staffs than their broadcast counterparts. That makes them an obvious source of daily information.

But be careful how you use that information. Don't just rewrite a newspaper story; use it as a starting point for your own story on the subject. In old radio parlance, you need to find a way to put a "new top" on stories that break in the morning newspaper. Make the story your own by advancing it with interviews, additional information, reactions from "the man on the street," and so on.

continued on page 18

WorldRadioHistory

Taylor To Head BPME

The Broadcast Promotion and Marketing Executives association has named Gary Taylor its new executive director. Taylor is the former senior vice president of Unistar Radio Network in Los Angeles.

In his new position, Taylor will oversee all daily and long-term operations of the association.

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LPTV Report / September 1990 / 17

● **Future Files:** When you start clipping newspapers and receiving news releases, you need a way to organize the information. While an appointment book will help schedule assignments, printed material can easily get lost.

The quick and dirty way to develop a future file is to buy about 45 file jackets. Number them from 1 to 31 for each day of the month, and set another twelve aside for the months of the year. When releases and clippings stack up, file them for the appropriate day, or if further down the pike, in the correct month. As each month nears an end, clean out the daily jackets and re-file the next month's ideas. You

also can file notes, scripts, ideas, or anything you need for a story "tickler." The future file will become the brain of your assignment desk.

You can do the same with a computer, but frankly, the time spent typing the relevant information into a database is largely a waste in a small operation.

● **Police Scanners:** Scanners can give you headaches with all the background noise they introduce into your environment. But they are an essential means of keeping up with breaking news, and you'll be amazed, after a few months of listening, how your mind will be able to discriminate between important calls and

routine ones, merely from the dispatcher's tone of voice. With a little help from your friends at Radio Shack, you should be able to find out which frequencies to monitor. Usually, a fire or EMS channel is your best source of major news.

Be aware that many agencies are switching to digital dispatch methods which are nearly impossible to intercept. Others are going to 800 MHz trunking systems, which, like cellular phones, route conversations over different channels. In most states, you don't need any permission to monitor public channels, even in a mobile vehicle, if you are a legitimate news-gathering organization.

● **Civic Clubs and Meetings:** It is important, as you develop your news product, to become known in your community and to solicit news information. A mailer or press release of your own should be sent to all fraternal, social, religious, professional, and government organizations. Give them some idea of the kinds of news you would be interested in, the people to call, and your news deadlines.

Most of what you'll receive will be suitable only for a community bulletin board, but there will be a few nuggets of legitimate news scattered within. You might encourage written releases from the onset, to spare your news people time-consuming telephone interviews. But you probably won't be able to eliminate phone calls altogether. To make those more efficient, develop a simple assignment data sheet that prompts the caller for the essential information.

● **Tip Line:** Call it a tip line, news line, action line, or whatever, but a direct line into the news department will result in breaking stories. You might work out an arrangement with your local cellular phone provider to create a cellular phone hot line, usually toll-free, to be used for reporting tips.

● **Neighborhood Network:** That is the name we gave to our network of home video stringers. The network was mostly promotional in purpose, but occasionally we got a spectacular story. CNN has their News Hounds, Bob Saget has his funniest home videos, and you should have your own network of home video enthusiasts.

Some words of caution, however. For liability reasons, you should never "assign" a stringer in advance to cover a story, but accept video after the fact on "spec" (speculation). You may want to go as far as to develop a simple contract that makes your position clear to would-be stringers.

Don't give them any type of press pass or identification, even stickers for their cameras. If you do, many of them will try to pass themselves off as station employees, crashing their way into football games and other events. In the worst case, they might damage someone's property or invade their privacy using your name or call letters. If you plan prop-

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erly, you can avoid these pitfalls and have a successful program.

● **Advisory Boards:** We have had great success bringing groups of people of like interests into the station to discuss current problems and solutions. It is time consuming to find the participants, but worth the effort. You may want to consider a handful of boards in the areas of law enforcement, education, medicine, and other community services. Not only will you receive innumerable news tips and ideas for series, editorials, and talk shows, but the process will foster strong ties between your station and the influential members of the community. They need meet only about twice yearly.

● **Schools:** Many of us received our introduction to broadcasting while still in high school. There is no shortage of interested young people in grade school through community college who aspire to careers in journalism and broadcasting. You may want to build relationships with school newspapers, yearbook staffs, and other clubs where you may find sharp young people to work as reporters. But be careful of state and federal wage and hour guidelines and minimum work ages.

Youth are a vast source of relatively inexpensive labor. You may be able to set up some internship programs under which their efforts are traded for credit or necessary experience.

Here are some other potential news sources:

- Neighborhood crime watch groups;
- Police auxiliary groups;
- Scanner fanatics who might be handicapped or shut-ins;
- Retired journalists;
- Volunteer fire fighters;
- Video production companies;
- Police chaplains;
- The Civil Air Patrol;
- Amateur Radio groups;
- Taxi drivers.

There are a million stories in the big city and nearly as many in any community. Use your creativity and imagination to find them and to develop cost-effective ways of telling them.

In future issues we will explore:

- The right equipment for covering the news;
- Libel, trespass and privacy laws;
- Producing the news;
- Building a news set;
- Covering the news;
- The structure of a newsroom;
- News editing techniques.

If you have comments, questions, or ideas, please give me a call at (813) 842-9042.

Jim West is a veteran of 24 years in broadcast journalism. He now resides in New Port Richey, FL and runs a consulting, marketing, and video production company. He is a co-applicant for an LPTV construction permit.

To reach Jim, call West & Assoc., Inc. at 1-800-637-1071 or (813) 842-9042. 



Crowds gather around one booth at the 1989 LPTV Convention & Exposition.

LPTV Convention

continued from front page

discuss several approaches to obtaining cable carriage and developing a good relationship with cable operators.

Panelists will offer suggestions on negotiating carriage agreements and working with cable operators to develop joint programming.

Sales Strategies That Work

Broadcast veteran Don Sabatke of Sabatke & Company will share his dynamic methods for scoring big sales in a small

market. Don will show you proven ways to sell your station into the black.

How To Buy Equipment

Industry suppliers will present a builder's guide to specifying, purchasing, and installing the equipment for a community television station—complete with ballpark figures and buying tips. Let the experts take you through the steps from tapes to transmitter.

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share some of their ideas on high-powered promotion for community stations. Let the promotion professionals show you what's hot and what's not.

The Legal Corner

Attorneys from some of the top communications law firms in the country will discuss the issues currently facing community broadcasters. This is an excellent opportunity to get valuable legal advice on topics such as libel, copyright, lotteries, and political broadcasting.

LPTV On The Hill

Key staff members from both the Senate and the House Communications Committees will review the LPTV position on Capitol Hill. Let those with their hands on the pulse of Washington give you the update on must carry.

An Introduction To NATPE

A presentation of the support and services available to members of the National Association of Television Program Executives, or NATPE. This panel of NATPE professionals will also explain how the new NATPE*NET computerized program directory can work for you.

How Antennas Work

A layman's approach to some of the most technical aspects of LPTV. A major antenna supplier will discuss the intricate

operation of the broadcast antenna, and the best way to maximize your coverage.

Tannenwald On Paper

The CBA's own expert legal counsel will review and discuss the proper procedure for filing applications with the FCC. Peter Tannenwald will discuss extensions, transfers, EEO filings, major and minor changes, and other FCC applications.

Advice From Keith Larson

The chief of the FCC's LPTV Branch will talk about applications, lotteries, and the FCC regulations that apply to LPTV stations.

Managing Your Station's Finances


Accounting, business, and finance professionals will discuss new options for financing the startup of a community broadcast station, as well as ways to improve an operating station's bottom line.

Programming The Community Television Station

This panel of LPTV station program directors will discuss which programs work best in a market and how they came to choose their own successful program formats. They will also talk about how to negotiate for programming and the advantages and disadvantages of barter over cash deals.


• • •

In addition to the information to be gained from workshops and panels and the exhibit floor, community television broadcasters will have the chance to mingle and learn from one another at several hospitality suites and parties. And the CBA Local Production Awards ceremonies will honor the best of community television local programming and promotion in a festive closing event.

For further information on registration and travel, contact Cam Willis at Eddie Barker & Associates, 1-800-225-8183. 

San Diego LPTV Joins Univision

KBNT-TV channel 19 (K19BN) in San Diego is the most recent addition to Univision's network of full power and LPTV broadcast affiliates, announced Susan Catapano, affiliate relations director for the Spanish-language programming service.

Channel 19, licensed to American Television Network, is the only Spanish-language television station in San Diego and reaches 100,350 Hispanic households, or 75% of the city's Hispanic population. 

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Circle (17) on ACTION CARD

WorldRadioHistory

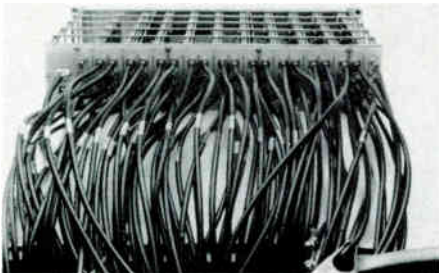
Supplier Side

Two new VHS label formats are available from **Professional Label Service, Inc.** The new formats—for laser printers—contain 10 face labels or 13 spine labels per sheet. Also available is a combo sheet with six sets of face and spine labels.

The labels have rounded corners and are manufactured on 8 1/2 x 11 sheets of top quality materials especially designed for desktop laser printers. Custom printing is also available.

Circle (173) on ACTION CARD

Dynair Electronics, Inc. has introduced a new line of 6-output, 30 MHz utility video, equalizing video, and pulse distribution amplifiers which combine low cost and a modular design in a one or two rack unit package. The new products—called the Series 3100—are plug compatible with Grass Valley Group 8500 series amplifiers and are designed for duplication, production, post-production, and any other studio application.



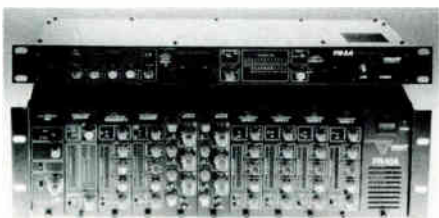
The Series 3100 distribution amplifier from Dynair handles up to ten one-input, six-output components.

Distribution amplifiers are used to amplify and distribute a signal to several different locations or outputs. DA's can also compensate (equalize) for signal quality degradation in long coax cables.

Prices for the Series 3100 start at \$100 for the 1 x 6 video DA.

Circle (136) on ACTION CARD

Valley International is now delivering its first new products for 1990—the PR-2A and PR-10A powered racks. These units are third-generation powered rack



The PR-2A powered rack from Valley International.

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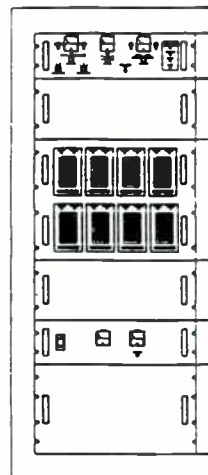
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Circle (75) on ACTION CARD

enclosures designed to complement 800 Series modular signal processor units.

The PR-2A accommodates one or two 800 Series modules in a 1 3/4 x 19 rack space. Identical modules, appropriate for stereo processing, may be linked via a front panel LINK switch.

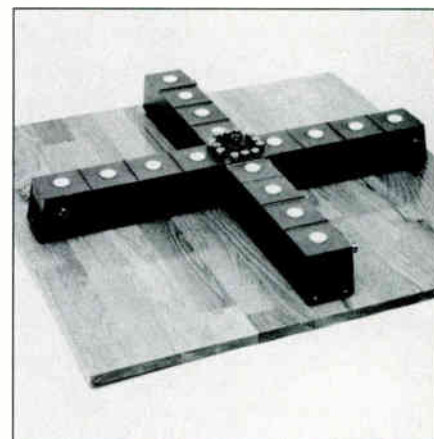
The PR-10A accommodates up to ten 800 Series signal processors in a 5 1/4 x 19 rack space. Like the PR-2A, it provides XLR connectors for all audio inputs and outputs.

The PR-10A employs a two-section bipolar power supply, each section powering five 800 Series modules. So even in the unlikely event of regulator failure, five of the ten modules in the PR-10A remain active.

Circle (185) on ACTION CARD

Model 829X UHF TV channel combiners from **Microwave Filter** consolidate multiple channel transmitter outputs to one antenna connector.

The combiners, which are available in 2, 3, or 4 channel combinations, can accommodate any nonadjacent channels in the UHF TV band. Power handling is 100 watts per channel with 1 dB video carrier loss from any channel input to common output. Connectors are Type N female, and VSWR is 1.433 maximum.



Microwave Filter's 829X channel combiner.

Prices are \$2,100, \$2,760, and \$3,450 for the 2, 3, or 4, channel combinations, respectively. The combiners are delivered within 30 days and mounted on a thick wooden wall panel.

Circle (176) on ACTION CARD

Panasonic Audio Video Systems Group has unveiled a new mobile production/post-production van, featuring high-performance S-VHS video and stereo audio recording capability.

continued on page 22



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The SVP-1 is a pre-engineered turnkey system equipped with the latest Y/C equipment, including the 8-input EGP-7 switcher, WV-F250 3-CCD FIT cameras, AG-7750 S-VHS editing VCR's, and the Ramsa SV-3700 DAT recorder. In its standard configuration, the SVP-1 is a two-camera system pre-wired for a third camera.



Panasonic's SVP-1 mobile production/post-production van.

Optional equipment includes camera lenses, portable ENG cameras, camera mechanical support equipment, a frame synchronizer/TBC, and a rooftop mounting platform with rear ladder. Suggested retail price for the SVP-1 is \$149,500. It will be available in the fourth quarter of 1990.

Circle (126) on ACTION CARD

K/B

What's Going On

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

September 24-27, 1990. Radio-Television News Directors Association 45th Annual International Conference and Exhibition. San Jose Convention Center, San Jose, CA. *Contact:* RTNDA, (202) 659-6510 or Eddie Barker, (800) 225-8183.

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

October 10-14, 1990. Women in Communications Annual Conference. Las Vegas, NV. *Contact:* Susan Lowell Butler, (703) 528-4200.

October 13-17, 1990. Society of Motion Picture and Television Engineers Annual Conference. Jacob J. Javits Convention Center, New York City. *Contact:* Ann Cocchia, (914) 761-1100.

October 15-17, 1990. Broadcast Credit Association 24th Credit and Collection Seminar. Harbour Castle Westin Hotel, Toronto, Canada. *Contact:* Mark Matz, Vice President-Marketing, (708) 827-9330.

November 16, 1990. University Network (U-NET) Annual Affiliates Conference. Brown University, Providence, RI. *Contact:* (401) 863-2225.

November 16-18, 1990. National Association of College Broadcasters Third Annual Conference. Brown University, Providence, RI. *Contact:* (401) 863-2225.

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

January 7-10, 1991. Association of Independent Television Stations Annual Convention. Century Plaza, Los Angeles, CA. *Contact:* Angela Giroux, Membership Director, (202) 887-1970.

January 14-18, 1991. National Association of Television Program Executives 28th Annual Convention. New Orleans Convention Center, New Orleans, LA. *Contact:* Nick Orfanopoulos, Conference Director, (213) 282-8801.

January 25-29, 1991. National Religious Broadcasters 48th Annual Convention and Exposition. Sheraton Washington Hotel, Washington, DC. *Contact:* Michael Glenn, Director of Sales, (201) 428-5400.

February 1-2, 1991. Society of Motion Picture and Television Engineers 26th Annual Television Conference. Westin Detroit. Detroit, MI. *Contact:* Ann Cocchia, (914) 761-1100.

February 10-15, 1991. National Association of Broadcasters 26th Annual Management Development Seminars for Broadcast Engineers. University of Notre Dame. South Bend, IN. *Contact:* Jane Frock, NAB Science and Technology, (202) 429-5346.

February 11-13, 1991. Broadcast Credit Association 25th Credit and Collection Seminar. Loews Summit Hotel. New York, NY. *Contact:* Mark Matz, Vice President-Marketing, (708) 827-9330.

March 24-27, 1991. National Cable Television Association Annual Convention. New Orleans, LA. *Contact:* (202) 775-3669.

April 13-15, 1991. Broadcast Education Association 36th Annual Convention. Las Vegas, NV. *Contact:* Louisa Nielsen, (202) 429-5355.

April 15-18, 1991. National Association of Broadcasters Annual Convention. Las Vegas, NV. *Contact:* (202) 429-5356.

June 13-19, 1991. 17th International Television Symposium and Technical Exhibition. Montreux, Switzerland. *Contact:* P.O. Box 97, Rue du Theatre 5, CH-1820 Montreux, Switzerland.

June 16-19, 1991. Broadcast Promotion and Marketing Executives/Broadcast Designers Association Conference & Exposition. Baltimore, MD. *Contact:* Gregg Balko, (213) 465-3777.

October 3-6, 1991. Society of Broadcast Engineers National Convention. Houston, TX. *Contact:* (317) 842-0836.

October 26-30, 1991. Society of Motion Picture and Television Engineers Annual Conference. Los Angeles. 1992 Conference: November 10-14, Toronto. *Contact:* Ann Cocchia, (914) 761-1100.



Good Selling!

—by Joe Tilton

The Consultant in Your Sales Department

...sort of reminds you of the fox in the chicken coop, doesn't it.

Not all consultants are hungry foxes, but you want foxy professionals to lead your people into top production. If you are organizing your sales staff, or planning to hire an outside sales consultant to do training, it is imperative that you select the consultant wisely.

Consultants are often thought of as "just between jobs" or—worse—the ones who can't find other jobs. While this may be true of some, not all consultants deserve such a negative description. The good consultant is the "expert" who has proven his or her skill in the marketplace. Virgil (Publius Vergilius Maro) said in the first century B.C., "Believe one who has proved it. Believe the expert."

You need consultants, or experts, when you lack the ability to lead your people in a particular endeavor. I think much more of a manager or owner who brings in a consultant, even if he fails, than a boss who decides to "wing it" with his own homemade brand of sales leadership. He may have the right formula. But can he afford the disaster if he's wrong?

Choosing A Consultant

A major disadvantage of the consulting business is that there is no certification. Most other professional positions have standards, degrees, or certificates; but most consultants do not. So how can you know that the person calling himself or herself a consultant is qualified? You can't until you investigate.

BON MOT


I wonder if I read that someplace or if I thought it up myself. I should write it down, just in case it was me.

Mather Grouse

Investigating a consultant is easy. Ask for a minimum of three references and CALL THEM. Yes, you will get the names of the people the consultant feels will give her the most favorable reports, so when you call them don't ask for negative references. Ask these two questions instead:

- Did she get along with the staff?
- Did she accomplish what you hired her to do?

The answer to the first question will tell you about the consultant's leadership skills. If the other client's staff did not



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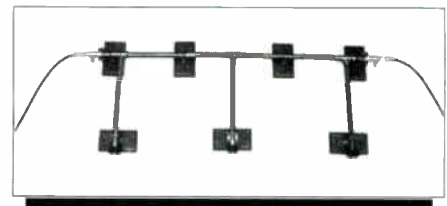
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respect her, there is little chance that your staff will cooperate. You know you have wasted money when one of your people asks, "When is she going to leave?"

Is this "consultant" on vacation or will she actually produce for you? You will know when the second question is answered.

Theorists have good things to say, but the performer will make good things happen. The best consultant is a combination of thinker and doer, with perhaps a slight edge on the doing side.

How Much Do You Pay?

A third question may, or may not be, the most important: How much? I once paid a sales consultant nearly \$3,000 for one day of his services. At first, I was convinced that the money would have been better spent on a new paint job for the tower. But when he left, my staff was thinking differently, convinced that big numbers were as attainable as small ones. The man's time was worth the money. (No, I don't suggest that good consultants always cost a lot. It's a matter of the VALUE you receive.)

Once you have hired the consultant, insist that his efforts be focused. It is tempting to take him out to dinner and pump for information unrelated to his expertise. But asking a sales consultant about his favorite brand of videotape is counter-productive, even though he may have good advice on the subject. YOU keep him on the subject he is best qualified to discuss.

Be sure that the consultant SHOWS, not just TELLS your staff how it's done. There are hundreds of sales training books and tapes that "tell." And it's appropriate that these mail-order aids cost less than a live person, because mechanical material is of little use in front of clients. Besides, a

publication intended for hundreds or thousands of readers cannot possibly address the unique problems of your market or facility. For your "Introduction to Sales" class, a set of reputable tapes might be a good thing. But when you want your staff to take your sales to new heights, call on an expert.

Following Up

Make the most of the advice the consultant gives you after the on-site work is done. At this point, he knows your staff, the market, and your particular and unique situation. Maintaining a good relationship with him can mean months of valuable assistance. The great consultants I know delight in their clients' continued success, and will spend time with them on the telephone, or make repeat visits.

Continuous dialogue is not possible or even desirable unless you, as manager or owner, like the consultant. There is no way to predict accurately that you will or won't like somebody. Just spend some time, either by phone or in person, talking with him before the agreement. You don't have to talk about business—just talk. If you like him, then your relationship is pre-conditioned for success. With consultants as with employees, your belief in their ability has a great effect on the quality of the service you receive.

As a marketing consultant, I've had station managers and owners do everything from attempt to convert me to their religion, to ask me to fire an undesirable employee. While I empathize, I insist that FOCUS be maintained to accomplish the objective of my time with them. Many friendships have been made, built from business relationships, and I like that. Wonderful people own and operate stations, so it's truly a delight to be a part of

this industry. But I make my purpose very clear; I'm there to make money for my client. Usually, my personal performance standards are higher than my temporary employer's expectations.

There are many great consultants available. Find one or more who you believe will do the most for you; then respect them, listen to them, and treat them well. The results will be better than you ever thought possible.

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

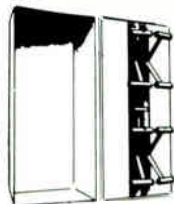
Tilton is the originator of several promotional products designed to increase sales. For further information about these, call 1-800-451-3622. He has also created a new, money-making television show called Touch Tone Treasures™, available from Reel Vision of Nashville at 1-615-254-6774.

CMT Network Opens Country Store

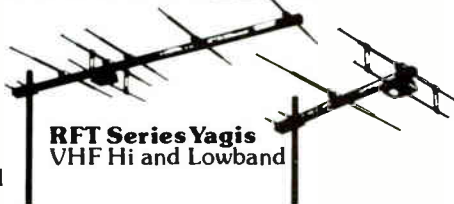
Country Music Television, the 24-hour country music video network, has opened the CMT Country Store, which sells country music tapes, albums, and CD's by mail.

The Country Store is a response to demand from CMT viewers who were having trouble finding some of the music they were hearing on the Nashville-based network. Viewers can call in their orders over the Store's free 800 phone lines.

LPTV Commercial Antennas



UP1469
UHF
Broadband



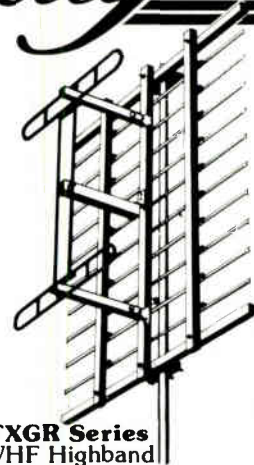
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No wonder response is phenomenal.

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3 DBM	21	75	(800) 279-3326
Acrodyne Industries, Inc.	29	18	(215) 542-7000
Andrew Corporation	28	79	(708) 349-3300
Antenna Concepts	27	181	(908) 277-3438
Bext, Inc.	17	47	(619) 239-8462
Cascom	18	182	(615) 329-4112
Coarc Video	15	28	(518) 672-7202
Community Broadcasters Association	2	131	(800) 225-8183
Comprompter Corporation	22	81	(608) 785-7766
Coral Ridge Hour	7	103	(305) 771-7858
CRA	6	31	(207) 989-6055
Dataworld	23	4	(301) 652-8822
Decisions, Inc.	30	14	(214) 586-0557
Eagle-Lion Video	8	96	(619) 277-1211
EMCEE Broadcast Products	5	1	(717) 443-9575
FamilyNet	12	106	(800) 832-6638
Gorman-Redlich	16	62	(614) 593-3150
Harold J. Pontious & Assoc.	15	180	(312) 871-5246
Joel Cohen	11	60	(213) 473-7444
Kompas/Biel & Associates, Inc.	10	19	(414) 781-0188
Lindsay Specialty Products	24	12	(705) 324-2196
Microwave Filter	23	172	(315) 437-3953
Prime Image	32	166	(408) 867-6519
Riser-Bond	20	90	(800) 688-8377
Sabatke & Company	17	168	(813) 772-3994
Simmons Communications	16	87	(404) 596-0265
Sunbelt Media	9	169	(303) 665-3767
TE Products, Inc.	20	17	(800) 832-8353
Technosystem	14	74	(305) 477-5018
Television Technology Corporation	13	7	(303) 665-8000
Trident Productions, Inc.	9	165	(800) 955-5660
Trylon Towers	6	67	(519) 669-5421
Uni-Set Corporation	19	29	(716) 554-3820
Video Jukebox Network, Inc.	25	145	(305) 573-6122
WCTV, Inc.	26	10	(414) 893-0343

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...at the FCC

NEW LPTV LICENSES

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

K17CF Boulder, CO. Full Gospel Outreach, Inc., 7/16/90.
K57EL Eugene, OR. Janet Roberts, 7/16/90.

LPTV LICENSE RENEWALS

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

K56BW Tahoe City, CA. Gavilan Communications, 7/27/90.
K62BT Placerville, CA. Praise the Lord Studio Chapel, 8/10/90.

NEW LPTV CONSTRUCTION PERMITS

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

K41CM Hornitos, CA. Suzi Murayama, 7/26/90.
K12OJ Palm Springs, CA. Max Marko, 7/25/90.
K54DK Boulder, CO. Skywave Communications Corporation, 7/13/90.
W06BQ Seminole, FL. Randy Meharg, 7/25/90.
K17CR Moscow, ID. Imprimis Corporation, 7/16/90.
W05BW Fort Wayne, IN. Patrick J. Sheppard, 7/25/90.
K58DS Alexandria, MN. Selective TV, Inc., 7/25/90.
K25DN Redwood Falls, MN. Redwood TV Improvement, 7/12/90.
K26DD Kalispell, MT. R. B. Sheldahl, 7/12/90.
W09BX Atlantic City, NJ. Bernard Marko, 7/25/90.
W43BA Rochester, NY. Ronald D. Kniffin, 7/12/90.
W11CB Akron, OH. Gwendolyn Moore, 7/25/90.
K04NZ Tulsa, OK. Harry V. Tootle, 7/10/90.
W32AX Altoona, PA. Turnpike Television, 7/25/90.
W35AZ Johnstown, PA. Turnpike Television, 7/25/90.
W23AW Lancaster, PA. Raystay Company, 6/24/90.
W31AX Lancaster, PA. Raystay Company, 6/24/90.
W23BE Lebanon, PA. Raystay Company, 6/24/90. **W38BE**
W55BP Lebanon, PA. Raystay Company, 6/24/90.
W56CJ Red Lion, PA. Raystay Company, 6/24/90.
W35AY Hilton Head Island, SC. Myron K. Hines, 7/13/90.
W16AT Memphis, TN. Janet Jacobsen, 7/12/90.
K38DB Bryan, TX. American Television Network, Inc., 7/16/90.
K66EB Corpus Christi, TX. Elva Denise Hinojosa, 7/13/90.
K55FV Houston, TX. Breckenridge Broadcasting Company, 7/12/90.
K18DJ Midland, TX. Kaleb C. Trumbly, 7/25/90.
K62DY Victoria, TX. Pueblo Broadcasting Corporation, 7/10/90.
K19CT Camas, WA. A. B. Herman, 7/16/90.
K57FJ Spokane, WA. Localvision, 7/16/90.

CHANGE OF COMMUNITY

K13UW Little Rock, AR. Modification of construction permit granted on 7/24/90 to add North Little Rock, AR to principal community.

ASSIGNMENTS AND TRANSFERS

K14AH Tucson, AZ. Assignment of license granted from K. Sandoval Burke to Hispanic Broadcasters of Tucson, Inc. on 7/12/90. **K14HR**
W05BR Clearwater, FL. Voluntary assignment of

permit granted from George Fritzing to Channel America LPTV Holdings, Inc. on 7/13/90.

W34AD Key West, FL. Assignment of license from Carter Broadcasting Corporation to Beach TV Properties, Inc. on 7/23/90.

W65BG Tallahassee, FL. Assignment of license from NSN, Inc. to Temple Baptist Church, Inc. on 7/18/90.

W56CN Venice, FL. Voluntary assignment of permit granted from Warren J. Cave to Select Business Resources, Inc. on 8/1/90.

W12CB Fort Wayne, IN. Voluntary assignment of permit granted from Kevin Solberg to HSN Broadcasting-LPTV, Inc. on 7/12/90.

K51DN Wichita, KS. Voluntary assignment of permit granted from Channel 24, Ltd., Debtor-In-Possession, to Clear Channel Television, Inc. on 7/27/90.

K55FS Wichita, KS. Voluntary assignment of permit granted from Channel 24, Ltd., Debtor-In-Possession, to Clear Channel Television, Inc. on 7/27/90.

W05AX Cape May, NJ. Assignment of license from Carter Broadcasting Corporation to Beach TV Properties, Inc. on 7/23/90.

K59DB Albuquerque, NM. Assignment of license granted from Spanish TV 59 to Continental Broadcasting Corporation of New Mexico, Inc. on 8/1/90.

K69GA Albuquerque, NM. Voluntary assignment of permit granted from Vergal Charles Dawson to Coronado Communications Company on 7/12/90.

W14BC Memphis, TN. Voluntary assignment of permit granted from Kevin Solberg to HSN Broadcasting-LPTV, Inc. on 7/12/90.

K47DF Corpus Christi, TX. Voluntary assignment of permit granted from South Texas Public Broadcasting System to Diocesan Telecommunications Corporation on 6/23/90.

K68DJ Corpus Christi, TX. Voluntary assignment of permit granted from Central California Broadcasters, Inc. to Hye Chin Lowery on 8/6/90.

W39AS Burlington, VT. Voluntary assignment of permit granted from Full Gospel Business Men's Fellowship International to Family Broadcasting, Inc. on 8/1/90.

LPTV LOTTERY WINNERS

The following are tentative selectees of the LPTV/translator lottery held on July 31, 1990. If no petitions to deny the selectees are filed, and if they are otherwise qualified, they will be granted construction permits.

- Ch. 49 Phoenix, AZ. Jeff Jacobsen.
- Ch. 25 Santa Rosa, CA. Earl Manuel Etienne, Ph.D.
- Ch. 10 Hartford, CT. Atrium Broadcasting Company.
- Ch. 48 Washington, DC. Los Cerezos Television Company.
- Ch. 46 Port Richey, FL. Henry Esteve.
- Ch. 39 Waycross, GA. Women's LPTV Network.
- Ch. 54 Elizabethtown, KY. Jimmie C. Lee.
- Ch. 49 Louisville, KY. South Central Communications Corporation.
- Ch. 32 Boston, MA. Bahia Honda, Inc., c/o J. Blaya.
- Ch. 39 Minneapolis, MN. Telethon Television Company.
- Ch. 52 Charlotte, NC. Karen K. Douglas.
- Ch. 13 Buffalo/Kenmore, NY. Karen K. Douglas.
- Ch. 35 Cincinnati, OH. Elliott Block.
- Ch. 64 Toledo, OH. Lonnie James.
- Ch. 60 Chesapeake, VA. AFL Group.
- Ch. 56 Portsmouth, VA. Eddie L. Whitehead.

PROPOSED CONSTRUCTION PERMITS

The following LPTV applications have been accepted for filing and are not mutually exclusive with any other pending applications. If no petitions to deny these applications are filed, they will be granted.

New Stations

- Ch. 3 Greensboro, AL. Dennis Adams.
- Ch. 2 Chico, CA. Matt Tuter and Carl J. Auel.
- Ch. 66 Redlands, CA. First Assembly of God.
- Ch. 24 Santa Monica, CA. Atrium Broadcasting Company. 



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NAB Publications

continued from page 16

Published in cooperation with Bortz & Company of Denver, this new study identifies the economic and distribution issues affecting professional and college sports programming on broadcast and cable TV and outlines important trends affecting the future.

Included are selected examples of local team broadcast and cable territory boundaries and how these affect the distribution of sports programming on the local and national levels. Also provided is a summary of key public policy issues regarding sports on TV, including free vs. pay distribution and superstation carriage.

Sports on Television is available to NAB members at \$75, and to non-members at \$175.

• A new study entitled "Disaster! Is Your Station Prepared?" was released during the NAB Convention last April. Based on a survey taken after the San Francisco earthquake in October 1989, the study recommends five ways that broadcasters can deal with disaster situations such as hurricanes or earthquakes:

- 1) Be prepared. Many Bay Area re-


spondents said they weren't frightened until they turned on the TV and found that the station wasn't broadcasting.

2) Show video of non-destroyed areas to balance visuals of dramatic damage.

3) Air disaster preparedness programs as regularly as local conditions indicate. Interviewees who had seen a recent program on earthquakes said they felt better prepared to deal with the disaster.

4) For networks, use local coverage rather than network journalists whenever possible. Respondents resented the use of national journalists and felt they didn't provide balanced information.

5) Use care in conveying death and damage estimates, always cautioning the audience that the information is unconfirmed.

The publications and reports listed above are all available from NAB Services at (800) 368-5644 or (202) 429-5376. 

BON MOT

There's nothing wrong with sex on television, just as long as you don't fall off.

Arthur Bloch, on indecency.

MCI's All-Band Antenna Systems

—by Tom Vaughan

Every broadcast station owner faces a challenge: How to provide the best possible signal to the most viewers, while at the same time spending the least amount of

money on capital equipment and operations.

This problem arises in every decision on a new installation—or even a small piece of equipment. The critical factor is whether or not the equipment will result in profits for the company.

Unfortunately, the piece of equipment which can be most difficult to evaluate—the antenna system—is probably the most critical and potentially profitable of the whole equipment structure. But if one antenna system could be used for several stations, the maximum advantage could be taken of the available transmitter power, coverage, and tower space. This would, in turn, increase profitability by lowering initial expenditures, minimizing the necessary "horizontal real estate" (or acreage), allowing more use of the "vertical real estate" (the tower), and minimizing operating expenses.

The Broadband Antenna Solution

There is a solution to this problem. Micro Communications, Inc. of Manchester, NH has recently introduced a "Total System Solution" comprising:

- A line of antennas, each of which covers the entire UHF band from channel 14 to 69, and accepts input from any station in between;
- Broadband transmission lines to get the signals to the antenna;
- Multichannel combiners that combine up to ten stations into one line.

Never before has such a wide range of options been available to the LPTV broadcaster. Current LPTV antenna systems consist of narrow-band devices. They are designed for single channel operation, they can be greatly influenced by the mounting structure, and they are relatively limited in power.

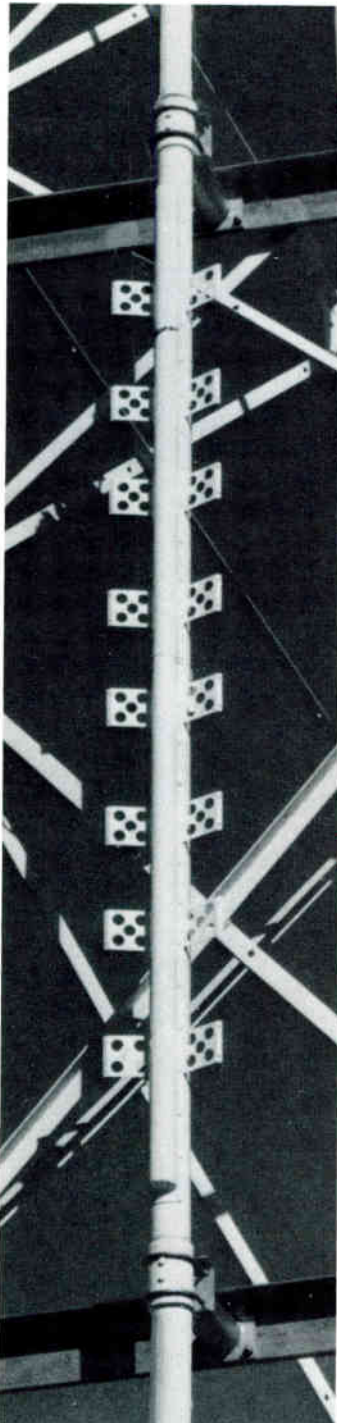
Why a Common Antenna?

The FM crowd has been aware of the benefits of common antennas for many years, but relatively few TV broadcasters have known about them. One of the greatest benefits, economy, has already been mentioned. But what about less obvious, but just as important, advantages like:

- long term site growth capability;
- availability of optimum sites;
- reduced initial tower costs;
- commonality of the prized "tower top";
- common receive antenna orientation;
- reduction of intermod and ghosting;
- reduction of non-ionized radiation.

With ever increasing pressures from local authorities against the installation of any antenna, it is desirable that a new antenna be capable of expanding its use.

continued on page 30



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An owner can more easily convince local authorities to approve a single, expandable system rather than a site where antennas must be added for each new station. Non-ionized radiation has also become an important issue in site approval decisions. Community antennas, which minimize downward radiation by utilizing DOUBLETT spacing, reduce these approval hurdles.

Characteristics of Broadband Antennas

The new MCI all-band antenna systems are based on a modular design and thus can be configured to provide various azimuth and elevation patterns. The elevation pattern can be shaped by using null fill and beam tilt, where necessary, to maximize coverage. Total system gains of between 8 and 136 times the input power are available. The VSWR of the antenna system is typically less than 1.10:1 over the entire UHF band. Pattern variation over the band is minimized through careful feed system design. All stations have similar performance regardless of their channel.

As for physical characteristics, the antennas are designed to be either top mounted or side mounted on the tower. All exposed system components are stainless steel for long-term protection against corrosion. Full molded radomes are used to protect the elements against ice and rain, ensuring many years of trouble-free service.

Multi-Channel Combiners

To complement the all-band antenna, MCI has developed a full line of multi-channel combiners that can combine the power from up to ten stations. The combiners offer high isolation, low insertion loss, and low VSWR for each of the inputs. Each station operates completely independently of the others; what the other stations are doing will not affect your station and vice-versa.

The combiner is built in a unitized frame containing hard-mounted inputs for each station and a common output port. The frame itself is mounted in any convenient location within the transmitter building, and separate lines are run to each of the transmitters. Switches or patch panels can be provided to allow routing to a station load, half antenna, or various other arrangements.

Flexible coaxial line carries the signal up the tower. The specific line size depends on the power level and on the permissible signal attenuation. A larger line will cause less signal attenuation and can handle higher power. But it is slightly more expensive. The initial cost, however, may be offset by reduced operating costs, increased effective radiated power. In addition, the costs can be shared among the all the stations, thus reducing each station's outlay.

A Typical System


One such system, which has already been designed, comprises five separate LPTV stations. Channels 31, 39, 41, 43, and 51 are combined and carried up a 250-foot tower in a 3 1/8 line to an antenna with an omni-directional azimuth pattern and a total gain of 22 times. Originally, this system had been designed to use several narrowband antennas and separate feed lines. The MCI system, however, saved these five stations roughly 40% of their initial RF system installation cost.

The Total System Solution


MCI is a long-established manufacturer of low power, high power, and super power RF systems, antennas, and transmission lines for the broadcast market. We can custom engineer your entire transmission system, as well as oversee and test during the installation of the system. So before you or your consultant designs an LPTV installation, call us. You will be surprised at how we can save you money.

The MCI product line includes VHF, UHF, and MMDS/ITFS passive components including antennas, filters, diplexers, switches, and transmission line.

For additional information on MCI's products, contact Tom Vaughan at (603) 624-4351.

Tom Vaughan is the president of MCI. 

Channel America Up To 81 Stations

As of mid-August, Channel America, the New York City-based LPTV programming network, owns and operates 15 LPTV stations and has 66 LPTV affiliates, according to an announcement by chairman and CEO David Post. 

Cable Report

continued from page 14

ming. Both must carry and the compulsory copyright should sunset when any mandated programming access provisions end. In the absence of must carry, the compulsory license should be repealed and local broadcast stations allowed to bargain for payment for the retransmission of their programming.

• The must carry provisions for non-commercial television broadcast stations agreed upon by the NCTA and the National Association of Public Television Stations should be adopted.

• Channel repositioning of local broadcast stations would be prohibited except when the broadcaster and the cable operator agree mutually on a new channel assignment or when the cable

system is technically unable to carry a broadcast station on a specific channel. Both the station and the cable subscribers must be notified before any repositioning takes place.

- Cable operators or programmers should be barred from unreasonably refusing to deal with competing providers. Volume discounts and exclusive arrangements that did not impede competition would be allowed. The need for these requirements would be reviewed in five years, by which time the FCC would report to Congress on their effectiveness.

- Clear remedies should be provided against any multi-channel video service that requires a program service to do anything as a condition of carriage that impedes free competition. The FCC would report on the effectiveness of these measures in three years.

- Leased access should be encouraged by a) adding "the promotion of robust programming competition" to the stated purposes of leased access; b) changing the burden and standard of proof required to establish a violation of leased access rules; c) giving the Commission the

power to adjudicate disputes over leased access channels; and d) requiring cable operators to provide billing and collection services for channel lessees.

- Local franchising authorities should be given the power to enforce reasonable and effective customer service standards by imposing penalties for violations any time during the franchise.

- To pay for the administrative costs of significant new cable regulation, Congress should appropriate the necessary funds for the FCC or allow it to assess cost-of-regulation fees.

Classifieds

FOR SALE

3 LPTV CP's for Fisher, MN; lease space on top of 460' tower. Call or write Minnesota Tower Properties, 4415 Carver Road, NE, Bemidji, MN 56601, (218) 586-2001.

WANTED TO BUY

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

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

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 \$45.00 per insertion. For Classified Display rates, call Suzanne Dooling at (414) 781-0188. For other classifieds and to place orders, call Katie Reynolds at (414) 781-0188.

ROBERT E. WINN
Director, Product Management
Antenna Operations



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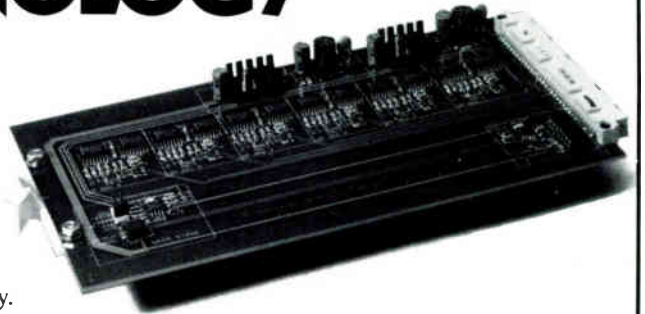
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The TBC/FREEZE has been designed to provide reliable, easy-operation, high-performance *time base correction*, *freeze*, and *synchronizer* features at an extremely cost-effective price. Operation is virtually as simple as: video in/video out.

TBC/FREEZE is compatible with 3/4" and 1/2" VCRs, and operates with both free running and V-lock recorders. Other features include: full frame (525-line) memory, full 8-bit luma and chroma, full proc amp for restoring sync and reference signals, and true component processing.

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WorldRadioHistory
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