

The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 6, Issue 4

A Kompas/Biel Publication

April 1991

SportsNet 35 All-Sports Format Works For Texas Community Station

—by Jacquelyn Biel

Wichita Falls, TX has something few other towns enjoy: an LPTV station dedicated solely to the town's favorite pastime—sports.

The concept is the brainchild of Pete D'Acosta, who grew up in Fort Worth dreaming of an all-sports television station—and now has made his dream come true with SportsNet 35, a community station broadcasting sports to Wichita Falls from 10:00 every morning until the wee hours of the next day.

D'Acosta is part owner and general manager of KJTL-TV 18, Wichita Falls' Fox affiliate. If he had his way, the station wouldn't be Fox; it would be Rangers, or Brewers, or Mavericks. But such concentration can be deadly for a full power station; on the other hand, a smaller, community station...well, maybe it could work. So as he was growing Fox 18, D'Acosta kept the thought in mind of an LPTV station devoted to sports.

In 1986, he called the people who ran Home Sports Entertainment, an all-sports program service for cable systems in the southwestern U.S. "I asked them, if my cable system didn't carry HSE, would they let me broadcast it on an LPTV station. They'd never considered an idea like that, but they told me to call them back when I had a station."

Building an Idea

Over the next year, D'Acosta bought the



Star Milwaukee Brewer batter Paul Molitor during the season's opening game against the Texas Rangers. Photo courtesy of the Milwaukee Brewers.

construction permit for K35BO in Wichita Falls. At the same time, he filed an application with the FCC for a new station just north of the border in Lawton, OK; and he eventually was granted a CP for K53DS.

The stage was set. "In 1988 I went back

to HSE," says D'Acosta, "and got a verbal go-ahead to carry the programming. It was a 'friendly experiment' on their part, because they'd never worked with a broadcast station before. We worked out a fee based on the number of subscribers to the Wichita Falls cable system, and we signed Channel 35 on the air in July 1988, billing it as 'SportsNet 35.'"

Wichita Falls' Vista Cablevision, which already carried D'Acosta's Fox station, added SportsNet 35 right away. Apparently, it was a good bargain for the system. D'Acosta was paying HSE, and he wasn't charging them a dime.

By late 1989, D'Acosta had gotten Lawton's TV 53 on the air too, and in early 1990 he signed a three-year contract with HSE to carry the network on both LPTV stations. The "friendly experiment" had turned into a rewarding arrangement for all concerned.

Unfortunately, Channel 53 is not yet carried on the Lawton cable system. Bill Drewry, who owns that system and is also

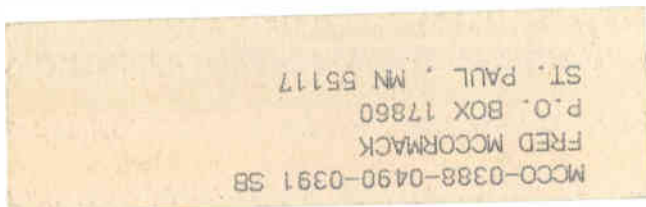
continued on page 4

Inouye Amendment Excludes LPTV

Senate Communications Subcommittee chairman Daniel Inouye's (D-HI) amendment to S.12, the Senate's cable reregulation bill, specifically excludes local LPTV stations from the "qualified commercial stations" that would receive mandatory carriage under the bill. The staff draft, which was released to the subcommittee on April 24, would also eliminate the A/B switch requirement under which cable operators must inform subscribers of over-the-air signals not carried on the system, apparently leaving LPTV stations with no protection whatsoever against abuses by cable operators.

The amendment language excluding LPTV stations is the exact language that also appears in both S.12 and last year's S.1880: "The term 'local commercial television station' shall not include low power television stations, television translator stations, and other passive repeaters...."

continued on page 12



BULK RATE
U.S. POSTAGE
PAID
Permit No. 16
New Richmond, WI
54017

ADDRESS CORRECTION REQUESTED

LPTV Report
P.O. Box 25510
Milwaukee, Wisconsin 53225-0510

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

Suppress Unwanted Receptions Too Close To Desired Signals For Filters:
Co-Channel • Ghosting • Harmonics • Wideband Noise • UHF-TV Sidebands • Adjacent FM

Choose the correct model 2903 "Phase Canceler", hook it up with a second antenna and cancel the unwanted reception at your radio receiver or CATV, SMATV or In-House TV System processor. No matter how close the bad signal is to the desired: *Even if at the same frequency!*

Standard Models available for bands 54-890 MHz. Special models feasible into microwave (for 4 GHz wideband interference, for example).

Standard models 1 week or less - overnight for your emergencies. Special models 30 days or sooner.

"We Make Filters In A Hurry For Customers In trouble!"

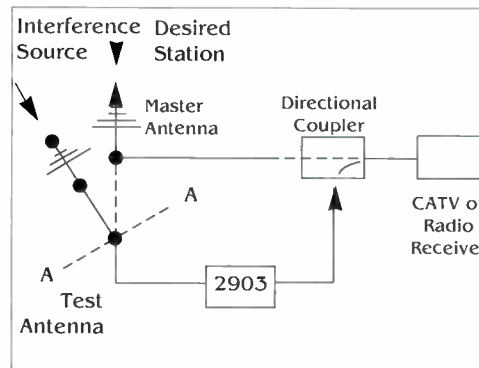
Does it really work? Hundreds in use since 1976 - sold with a **Money Back Guarantee!** We'll put you in touch with users with your problem.

Free Application Handbook & Catalog **Phase Canceler/90** gives set up and operating details - and we back you up with **Free** telephone assistance.

- Theory of Operation
- Detailed Set-Ups
- Detailed Operating Instructions
- Application to CATV
- Application to Co-Located Radio transmitter/receiver
- Application to TVRO
- Wideband Interference



**Phase Canceler/90
Get Your Copy Today!**

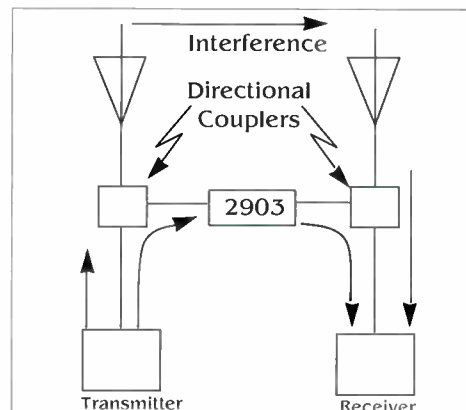


Phase Canceler applied to suppressing interference at CATV systems or radio receiving sites with distant interference source.



Model#
 2903-2/6
 2903-FM
 2903-A/1
 2903-7/13
 2903-UL
 2903-UH

Operating Band (MHz)	Frequency Range
54-88	54-88
88-108	88-108
120-174	120-174
174-216	174-216
470-680	470-680
680-890	680-890



Phase canceler suppressing interference at duplex transmitter/receiver systems: strong co-located transmitter signal is the problem.



Set up for suppressing wideband (digital) TI on 4 GHz TVRO.

Filters For All Electronic Needs: CATV, SMATV, In-House TV/LAN, Satellite, LPTV, FM/TV Broadcast, Mobile Radio, Microwave TV (ITFS/MMDS), RF/MW Communications, Radar, Navigation, Electronic Warfare, Medical/Physics Research

Microwave Filter Company, Inc. • 6743 Kinne Street • East Syracuse, NY 13057
 Toll Free(US/CAN): 1-800-448-1666•Collect(NY/AK/HI): 315-437-3953•FAX: 315-463-1467•Telex: 249-613



In Our View

Here are a couple of interesting pieces of news...

"You shouldn't accept everything you see on television commercials as truth." This is from seven-year-old Laura Sivert of Minneapolis, who is learning to be "media literate" as part of the regular curriculum in her Fulton Public School.

An article published in early April by Randall Rothenberg of the *New York Times* describes a new wave of classroom courses designed to teach kids from kindergarten through high school how to understand media. Children are writing their own television scripts and reviews, they're learning to distinguish between political commercials and news stories, they're even studying how television programs are aimed at different demographic groups.

According to Rothenberg, some educators believe media literacy is "merely a fad that will take time away from teaching more important subjects," but many others take the opposite view. In fact, several other countries, including Canada and Britain, have already introduced media literacy courses into their programs. And American schools are following suit.

In Norman, OK, the town negotiated with the local cable system to build a sophisticated television production studio for the school district. High school students get to do hands-on productions, but not before they are well prepared by taking courses in media, communication, and research.

In light of the FCC's recent rulemaking in response to Congress's Children's Television Act of 1990, perhaps it is not too soon to begin thinking how local LPTV stations can help make children better viewers. After all, if we want to be treated equally with full power stations, we must accept the same responsibilities. And one of the best places to start—in terms of both community good will and FCC approval—is with the children that watch our stations.

• • •

A panel session hosted by the Television Bureau of Advertising at the recent NAB convention revealed some interesting attitudes. The panel featured ad executives from AT&T, General Motors, Miller Brewing, and the Carnation Company. A good opportunity, you'd think, to find out how to sell more time to these guys.

I wasn't at the NAB this year, so I couldn't report on this. But according to *Broadcasting* (April 22, 1991, page 30), the session was sparsely attended—"fewer than two dozen operators" in fact were there, which, says *Broadcasting*, "appeared to confirm the four panelists' general theme: that TV stations aren't interested in listening to their customers."

If you remember, after last year's NAB I did a column on a speech by Coca-Cola's Donald Keough (*LPTV Report*, April 1990, page 3). Keough said his company was changing its marketing strategy from one of blanketing the market with a single message to sending customized messages through narrowly targeted outlets that reach specific consumer demographic and lifestyle groups.

"Marketers will look more and more at the quality of audience than the quantity of audience, and to be competitive you must be focused," he said.

Well, apparently the same people who didn't go to this year's media panel didn't hear Keough's speech last year. It's too bad. They might have learned something.

According to *Broadcasting*, Phil Guarascio of General Motors said, "We have come to the conclusion that the local TV industry, as far as working with national advertisers, is becoming a dinosaur. We are...disturbed by a lack of cooperation and marketing thinking...and disturbed because we need you." He said that for a recent GM ad campaign promoting discounts for active military personnel, the

company turned to military newspapers, radio, and local cable.

GM's ad agency, he said, "didn't want to pay for an audience far in excess of what we needed."

Now you should be reading that sentence in **BIG BOLD LETTERS**.

Robert Ward of Miller Brewing asked whether TV broadcasters were "in the broadcast business, or are you local market purveyors of goods and services?" He said Miller wants TV stations to work with the company's distributors as "local marketing agents."

Robert Watson of AT&T said, "We don't need to know how tall your tower is...we need you to listen 90% of the time."

This reminds me of something I learned way back when during a brief stint in the head-hunting business. My boss told me, "Find out what qualities the employer needs in an employee. Find a candidate that meets the requirements. Then get on the phone with the employer and feed those qualities back to him, one by one."

Advertisers aren't listening to us—LPTV stations—as much yet as we want them too. And a lot of the time, they won't let us listen to them. But it seems clear what they want. It also seems clear that full power TV isn't providing it—in fact, doesn't even know there's a problem.

The tide will turn eventually. Let's be ready!

From Our Readers

On Television Violence

Bravo for your "In Our View" column in the February issue of the *LPTV Report*.

Peter Tannenwald
Washington, DC

I agree that violence may be as offensive as bad language, but it is harder to define and probably can't be regulated in degrees. A station operator may edit out a spear in the stomach only to receive a complaint about a pie in the face. On the

other hand, the seven dirty words remain a constant.

Ed Peteet
Shreveport, LA

The fellow from Germany, of course, has never seen streets as violent as we have here. If it's any consolation, there isn't any research proving TV violence has any effect on normal people after the ages of six to eight or so.

Dr. Diana C. Reep
University of Akron

SportsNet 35

continued from front page

a part owner of the Lawton ABC affiliate, says that he doesn't believe Lawton cable viewers really want the signal, an assertion that D'Acosta protests. Lawton Cablevision does carry D'Acosta's Fox 18, as well as the Wichita Falls CBS and NBC stations. Needless to say, it does not offer HSE directly, though Drewry says he'd been approached by the programmer before they decided to work with D'Acosta.

Local Sports To Air

Things may change when D'Acosta gets

the local production up and running. He feels that both towns are ripe for local sports programming. Wichita Falls, especially, is an "avid sports town," where even high school sports are followed eagerly. So the audience is there.

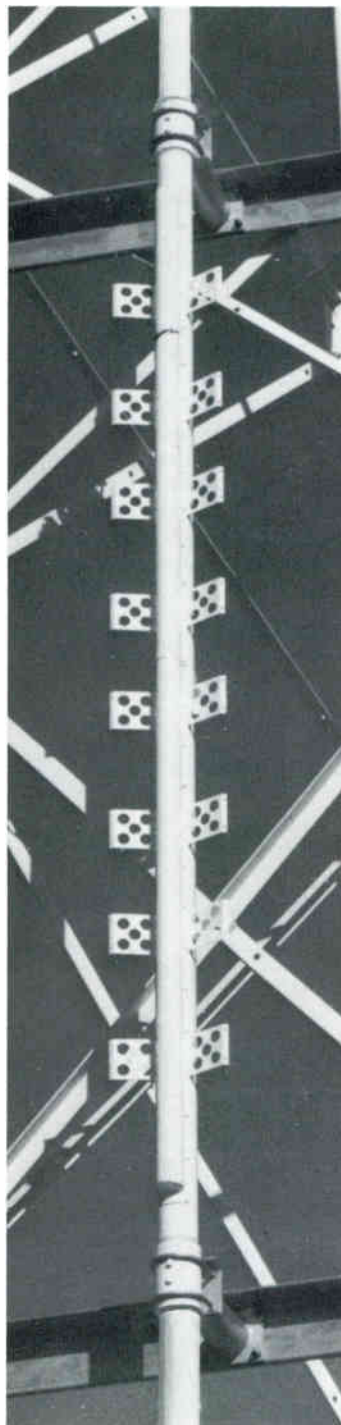
The production capability is there as well. Both LPTV stations boast full studios, and their facilities, backed up by the facilities at Fox 18, are easily capable of turning out a variety of productions. The quality of the programming should satisfy even the fussiest viewer, D'Acosta feels.

The first local program—to begin this summer—will be a weekly half-hour of variety sports, hosted by the former eve-

ning sports anchor for Wichita Falls' NBC affiliate. When that's going well, D'Acosta will add a few coaches' shows, and some local high school sports—particularly football and basketball which are both extremely popular with the public. Games featuring the Wichita Falls Continental Basketball Association team (the CBA is to the NBA as the minor leagues are to pro baseball) will be aired as well.

Advertisers Get a Deal

Advertisers? D'Acosta is confident that local businesses will support his efforts. "The station's ad prices are more affordable, the shows are more personal; they have their sons and daughters on these local teams; they'll want to support us." Besides, there are a lot of appealing possibilities for combo ad packages featuring the two LPTV stations and Fox 18.



Specify LPTV Antenna Systems from **The Leader**

■ Available from
leading OEMs and
integrators nationwide

■ Andrew ALPine™
Transmitting Antennas

■ Andrew HELIAX®
Transmission Lines

Call Toll Free, or write
for your Free LPTV
Antenna System Planner

Serving Broadcasters since 1937



ANDREW

Andrew Corporation

10500 W. 153rd Street
Orland Park, IL. U.S.A. 60462
1-800-255-1479




Master control at SportsNet 35.

Until the local stuff is up and running, D'Acosta relies on HSE to provide the majority of his sports programming. The slate ranges from college and pro football, basketball, and hockey to scuba diving and fishing to skiing, karate, and snowboarding. D'Acosta adds about 130 Texas Ranger baseball games a year—which he rebroadcasts from Fox 18—and a few syndicated sports programs like "Fishing Texas."

The future?

Well, Wichita Falls just won the Continental Basketball Association championship. And now that the season is over, the TV rights are going to be renegotiated. It's possible, says D'Acosta, that HSE and other regional sports programmers could be picking up those rights. And if that happens, SportsNet 35 would be handling the production. That would make it one of the first LPTV-produced programs to run on a network.

More than that, D'Acosta wouldn't say. But he hinted at some interesting plans. And this successful full power broadcaster has nothing but high hopes for LPTV: "We know LPTV works from a cost standpoint. It's a powerful way to reach viewers. I'm absolutely convinced that LPTV has a place in the future of broadcasting." 

**WHEN YOU GO INTO LPTV, CHOOSE RELIABILITY,
EASE OF OPERATION, AND HIGH PERFORMANCE...**

CHOOSE TTC.

TTC offers you a full line of LPTV transmitters/translators with the industry's most advanced features and unbeatable price, quality, and performance. Choose the TTC transmitter with the features and power for your particular budget and broadcast range.

XLS 1000 UHF

- 1 KW with all solid state reliability
- Nth order redundancy to keep you on the air
- Turn-it-on-and-forget-it ease of operation

XLS 100 UHF

- 100 Watts with all solid state reliability
- Ideal for maintenance-free operation in hostile environments with unattended operation
- Convection cooling for a noise-free signal

XL10-20 UHF

- 10 or 20 Watts from one unit
- Full line surge and VSWR protection
- Exceptional linearity

MA-TVF-10 VHF

- TTC's 10 Watt "workhorse" for unattended operation in remote installations

TTC—the largest USA
source for LPTV.
(303) 665-8000

PRODUCTS OF VALUE WITH INTEGRITY



LPTV and the LAW

—by Peter Tannenwald

How The FCC Grants Licenses

When the FCC opens up new frequencies, it usually receives more applications than it can accommodate in the available spectrum, so it has to figure out a way to choose among competing applicants. Many different techniques have been used over the years.

Comparative Hearings

Under the famous *Ashbacker* court case, the FCC may not simply grant one application out of a group and dismiss the others. It must give all of the applicants a chance to be heard and must then make a reasoned choice as to which application or applications will be granted and which will be denied. Out of this court case, the infamous comparative hearing was born.

Comparative hearings have been most successful in the broadcast field. In 1965, the FCC announced the criteria it would use to evaluate broadcast applicants, and these criteria are tested in cross-examination of witnesses in hearings before an Administrative Law Judge. Before getting to the 1965 criteria, the FCC gives

a strong preference to applicants whose signals will reach areas that do not have local radio service or who will broadcast from communities with no local station. If no one wins on that basis, the next priority is given to applicants who own no other stations.

The next credit is for owners who will work full time at the station. Then come preferences for local residents and members of minority groups and women. Of lesser importance are broadcast experience and leadership in civic activities. This is an oversimplification of the criteria, but it gives you an idea of the basis on which comparative licensing decisions are made.

The comparative criteria make good sense, or do they? It is not always easy to prove who can or will work full time at a station, and some of the other criteria can become difficult to apply when people start to argue about them in a legal context. Comparative hearings take years and cost hundreds of thousand of dollars. And when the hearing is all over, a preferred applicant will often sell the station sooner

or later to a party that would not have been preferred had it been the applicant in the first place.

Comparative hearings are also difficult in a non-broadcast context. When there are competing applicants for a paging system or a cellular telephone license, for example, what should the comparative criteria be? Can you prove who will install superior equipment, provide better telephone service, or maintain the system more reliably? The FCC tried hearings for the initial round of cellular telephone applications and found that these questions were not easy to answer in a court room environment.

Lotteries

The FCC finally decided that there were certain cases where hearings made no sense and where the Commission did not have the resources to conduct hearings, so it asked Congress to pass a law authorizing something different. Congress responded with legislation that permits the award of licenses by lottery where there is

INEXPENSIVE *but* PROFESSIONAL

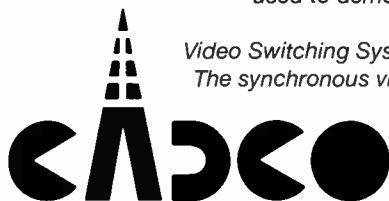
LPTV AGILE DEMODULATOR 370T



The CADCO Model 370T is a precision agile Demodulator used to demodulate any NTSC audio/video signal to baseband audio and video signals for use in Demod/Remod configurations:

Video Switching Systems, Video Frame Synchronization Systems and general system testing. The synchronous video detector provides low differential gain and minimal phase distortion which minimizes video ringing and color smear.

Ask for
FREE
Catalog



2405 S. Shiloh Rd. • Garland, Texas 75041

1-800-877-2288 FAX 214-271-3654 214-271-3651

a very large number of applicants who are not differentiated enough to make comparative hearings meaningful.

The FCC immediately put lotteries to work in the cellular telephone context and also used the lottery technique to break a huge application logjam in LPTV. While it is not clear that there are no significant qualitative differences among LPTV applicants, it is certain that, without something like lotteries, the FCC would never have been able to clear its application backlog in LPTV. Lotteries may offend your "public interest" instincts, as they do mine, but they do have certain practical advantages.

But lotteries turned out not to be answer to all the FCC's licensing troubles, because they attracted hordes of speculators who hoped to make a fast buck by selling the licenses won in lotteries. Indeed, there were quite a few applicants for LPTV licenses back in 1981 who never intended to build stations. Although I am not aware of any LPTV lottery winners who have really struck it rich selling stations or construction permits, a lot of cellular telephone lottery winners made fortunes selling their licenses, and the FCC has let them get away with it in the interest of getting an important new service to the public up and running quickly.

Frequency Sharing

There have been some instances where there are so few licenses to give out, and the stakes are so large, that the FCC has been unwilling to use lotteries. An alternative technique that it has tried is to force all the applicants to merge into a joint venture. It did that with applications for domestic land mobile communications satellites. The result was the creation of the American Mobile Satellite Consortium (AMSC), which is currently in the process of procuring and launching satellites that will serve two-way mobile terminals throughout the country.

Forcing the creation of AMSC was rough going, though, with a lot of fighting among the applicants themselves and with the FCC; so another idea was tried for the new air-ground telephone service authorized last year. The FCC said that the frequencies would be licensed on an "open entry" basis, where everyone who is basically qualified will be granted a license, and everyone must share the same frequencies.

That approach is possible in the air-ground situation, because each airborne telephone will "seize" one of the channels when it makes a call and will release that channel when the call is completed, so someone else's unit can then use the same channel. Such sharing requires very sophisticated computer technology to monitor and select channels, but those techniques are within today's state of the

art and are already in use for telephones aboard ocean-going ships, for example.


Auctions

But sharing is practical only when there are many channels to be shared by a fairly small number of entities. It will certainly not work for single channel operations like LPTV. Also, all of the techniques discussed above still "give away" licenses, which means that valuable spectrum is handed over to private interests with no payment to the public treasury. In recent years, some people have argued that those who are awarded the right to use spectrum ought to pay for it, so that the taxpayers benefit from the disposition of a public resource. The payment idea has led to suggestions for periodic spectrum use fees, but those fees would not help choose among competing applicants.

Auctioning spectrum, on the other hand, would help choose among applicants. Free market proponents have argued that auctions will result in spectrum migrating to the highest economic use. That is, those who can derive the greatest economic benefit will pay the most at auction and will get the licenses. The FCC currently does not have statutory authority to auction spectrum, but bills to change that have been introduced several times in Congress.

Opponents argue that auctions will result in licenses going only to the rich, while poorer and disadvantaged groups are left with no broadcast voice. Others argue that draining the economic resources of applicants in the auction process will leave nothing to pay for public service programs. Partly for these reasons, the initial auction proposals in Congress are limited to non-broadcast spectrum, although the auction idea surfaces from time to time in discussions about how to parcel out spectrum for high definition TV.

No licensing technique has yet been discovered that everyone agrees is ideal in all situations. It is likely that there will always be differences between broadcasting and other spectrum uses, and different broadcast services may be licensed in different ways, as they are today. If you have any good ideas, I am sure that Congress and the FCC would like to hear them, because even though the licensing debate has sometimes been called an exercise for economic extremists, the fact is that existing techniques are far from perfect, and refinements, even without radical change, are still needed.

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. 

LPTV Programming

Designed for the LPTV stations.

1. Per Inquiry Ads.
2. Music Video Programming for your station to increase viewership and provide revenue:
 - Revenue sharing.
 - Various formats.
3. Exercise Programs.
4. 900 # Services.
5. Revenue Generating Source without 24 hour a day commitments:
 - Use the programming you need at the times you need it.

THE HOTTEST COMMERCIAL BROADCAST PROGRAMMING IN THE COUNTRY FOR LPTV

Call us -
**LPTV
Programming**
(212) 725-8949

Circle (39) on ACTION CARD

Vision Television Network Faces Uncertain Future

Investors Trying To Salvage Assets After Chapter 11 Filing

—by Jacquelyn Biel

Vision Television Network, a television syndication and telemarketing firm based in Wooster, OH, has filed for protection from creditors under Chapter 11. The firm, which until early April was headed by Kenneth A. Jackson, syndicates programming to small cable systems and LPTV stations. Jackson has also sold LPTV programming under the company name, Ad Dynamics, and he exhibited at the first LPTV Conference & Exposition in October 1988.

None of Jackson's companies are related to Visions Productions, a television production and distribution company in Brookfield, WI.

Jackson started Vision Television Network in 1989, according to an article in the March 12 Wooster *Daily Record*. Jackson told the *Record* that the firm's present problems began when a client bounced \$2 million in checks that were supposed to pay for advertising aired on the network. The company has since closed its offices in Las Vegas and Nashville; the Wooster office remains open pending the court's decision on the Chapter 11 filing.

The *Record* also reported that Jackson has been arrested twice on felony bad

check charges, the latest arrest being just this past February. And in 1989, according to the *Record*, a telemarketing firm that Jackson operated under the name Platinum Power was forced into Chapter 7 bankruptcy by massive chargebacks from credit card companies, the apparent result of dissatisfied customers returning merchandise.

Columbus, OH businessman Paul Parshall, who was a director in Blazo Corporation, of which Vision is a wholly-owned subsidiary, and who owns 500,000 shares of Blazo stock, resigned his position shortly before the Chapter 11 filing. He told the *Record* that Jackson had entered into several business deals without the knowledge or approval of the company's board. Parshall also said that Jackson had not kept accurate books and, in fact, "had integrated his outside dealings into the company's finances to the point that no one could tell what form the records were in."

Parshall has since been retained by James Lane & Associates, a Columbus CPA firm, to help conduct a certified audit of both Blazo and Vision. The audit was ordered by the federal district court in Pittsburgh which is investigating alleged violations of Securities and Exchange


Commission regulations, according to David Kahn, a Los Angeles attorney and Blazo stockholder.

Kahn was elected president and CEO of Blazo earlier this month by the firm's board. Jackson remains a director but no longer heads the company.

Kahn's first task is to complete the audit. "We've asked the district court to lift the freeze on the company's assets at least enough to allow the company to pay the people who will have to produce the report," he said.

The next job is to rebuild the company. "Assuming the court lifts the asset freeze," said Kahn, "I'd anticipate being able to file a reorganization plan within one or two months. But I really can't predict now what will happen after that."

Parshall said that Vision's equipment and film library are being retained and that the company will resume business at some point. Kahn believes that the television production business can be resumed, "although on a much different scale than before. I'm optimistic, so I believe we'll return to operations. I'd hope that the production part of the business and the sale of air time will continue."

Repeated attempts to reach Jackson for comment were unsuccessful. 

What's Going On

April 18, 1991. Federal Communications Commission "Brown Bag Lunch" on the topic, "Low Power Television, Latest Developments: Next Window Filing." Speakers are Keith Larson, chief, LPTV Branch and Molly Fitzgerald, supervisory attorney, LPTV Branch. Time: 12 noon-2 p.m. At 1919 M St., NW, Washington, DC, Room 856. Contact: Trudy Udeh, FCC Consumer Assistance and Small Business Division, (202) 632-7000.

April 19-21, 1991. Southern Regional Conference of College Broadcasters. Georgia State University, Atlanta, GA. Contact: (401) 863-2225.

April 21-24, 1991. Broadcast Cable Financial Management Association & Broadcast Cable Credit Association Annual Conference. Century Plaza Hotel, Los Angeles, CA. Contact: Cathy Lynch, Meetings & Conventions Coordinator, (708) 296-0200.

May 8-11, 1991. National Translator Association Convention and Technical Seminar. Four Seasons Inn, Albuquerque, NM. Contact: (307) 856-6827.

May 13-15, 1991. Cable Television Administration & Marketing Society's 2nd Annual Pay-Per-View Conference. Orlando, FL. Contact: Kirsten McConnell, (703) 549-4200.

May 16-19, 1991. American Women in Radio & Television 40th Annual National Convention. Atlanta, GA. Contact: Diane Walden, Director of Advertising and Promotion, (202) 429-5102.

June 2-8, 1991. 12th Banff Television Festival. Banff, Alberta, Canada. Contact: P.O. Box 1020, Banff AB, Canada T0L 0C0, (403) 762-5357.

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; Exhibitors contact Susan E. Rosenstock, (301) 468-3210.

September 4-6, 1991 (NEW dates). HD World Advanced Television Conference & Exhibition. Sheraton Palace Hotel, San Francisco, CA. Contact: Kim Devan (registration) or Marilyn Reed (exhibits), Meckler Conference Management, (800) 635-5537; in CT: (203) 226-6967.

September 14-16, 1991. ShowBiz Expo East. Meadowlands Convention Center, Secaucus, NJ. Contact: Live Time, Inc., (213) 668-1811.

September 25-28, 1991. Radio-Television News Directors Association Annual Convention. Denver, CO. Contact: (202) 659-6510.

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

October 14-16, 1991. Broadcast Cable Credit Association's 26th Credit & Collection Seminar. Palmer House Hotel, Chicago, IL. Contact: Mary A. Ghiselli, (708) 827-9330.

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.

October 27-30, 1991. Association of National Advertisers 82nd Annual Meeting & Business Conference. Phoenix, AZ. Contact: Cynthia Roberts, Meeting Manager, (212) 697-5950.

November 22, 1991. University Network (UNET) Annual Affiliates Conference. Brown University, Providence, RI. Contact: (401) 863-2225.

November 22-24, 1991. Fourth Annual National Conference of College Broadcasters, Annual Convention of the National Association of College Broadcasters (Trade Expo, November 23-24). Brown University, Providence, RI. Contact: (401) 863-2225.

November 23-25, 1991. Community Broadcasters Association Fourth Annual LPTV Conference & Exposition. The Riviera, Las Vegas, NV. (1992 CBA Conference: November 20-22, also at The Riviera.) Contact: Suzanne Dooling, (414) 783-5977, or Eddie Barker, (800) 225-8183.

December 11-13, 1991. Private Cable Show. Westin Resort, Hilton Head Island, SC. Contact: (713) 342-9655.

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

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

FCC To Modify LPTV License Renewal Rules

The Federal Communications Commission is currently considering several proposals to modify the rules governing LPTV license renewal announcements.

The present rules are confusing because they set forth two different sets of requirements: LPTV stations that originate local programming must follow one rule, while non-originating stations must follow a second. Specifically, locally originating LPTV stations must broadcast public announcements of their intentions to renew their licenses, while non-originating stations must publish announcements in a newspaper.

The proper form of the broadcast announcements themselves is also ambiguous, as the Community Broadcasters Association noted in a 1988 Petition for Rulemaking. First, said the CBA, the requirement that the announcements be made at certain times of the day is unreasonable because LPTV stations are not required to operate on any set schedule and may not be on the air when the announcements must be broadcast.


Secondly, several statements in the broadcast announcement text are inconsistent with the actual rules governing LPTV stations. For example, the text suggests that information about the license renewal process is available in the station's public inspection file—a file that LPTV broadcasters are not required to maintain. It also suggests that the LPTV renewal application contains information about the station's performance during the prior license period—which it does not.

The Commission asked for comment on two basic options. Under the first, proposed by CBA, locally originating LPTV stations would be allowed to omit from their broadcast announcements any reference to the public inspection file or to their prior performance record. They would also be able to broadcast these announcements as close as possible to the times now required by the rules.

The FCC itself suggests a "simpler" option, in which the newspaper publication requirement would apply to all LPTV licensees, regardless of whether or not they locally originate programming. The elements of an acceptable newspaper announcement do not include the misleading statements now required in a broadcast text, and a newspaper announcement would avoid the timing problems of an over-the-air announcement.

The Commission also wants to know whether the newspaper version should be expanded to include, as the broadcast version already does, a notification that the public has the right to participate in

the renewal process of an originating LPTV station. And it asks whether this requirement should be extended to the other broadcast services covered under Part 74 of the Rules—non-originating LPTV stations, TV translators, TV boosters, FM translators, and FM boosters.

Comments are due May 20, 1991 and reply comments on or before June 4, 1991. 

RFD-TV Founder Announces New Agricultural Network


Programming for rural America will return to the airwaves beginning April 28 when Agrivision, Inc. begins relaying signals on Westar 5, channel 17. The new satellite service, which replaces the defunct RFD-TV, will start with four hours of unscrambled programming every Sunday evening from 7-11 p.m. EST, according to spokesman Patrick Gottsch.



Gottsch, who was a founder of the earlier agricultural network, said that RFD-TV failed due to undercapitalization and a change in direction, which eventually forced it off the air. But he said he is still convinced that the concept of agricultural programming can work. He hopes to avoid the problems that plagued RFD-TV by controlling the growth of the new venture.

"With Agrivision, we're taking it one step at a time," he said. "We want to expand as fast as we can, but only at the proper time." Gottsch said that Agrivision is presently being financed by the producer of a satellite-delivered weekly livestock auction program, and that the intent was eventually to merge the two program services.

Agrivision's Sunday evening programming will feature polka bands, rodeos, and outdoor shows. "This is just the start of the goal of returning a full time agricultural lineup to the air," said Gottsch.

He said that the Sunday programming can continue indefinitely under the existing company framework, but that Agrivision is seeking "the right" long-term financing to expand the schedule. "If the audience is there, Agrivision can add programming rather quickly." 

WorldRadioHistory

LPTV Distribution by State and Territory

March 22, 1991

	Licenses	CPs*
ALABAMA	11	22
ALASKA	222	10
ARIZONA	29	33
ARKANSAS	10	31
CALIFORNIA	48	84
COLORADO	20	33
CONNECTICUT	1	6
DELAWARE	1	1
WASHINGTON, DC	2	0
FLORIDA	44	130
GEORGIA	20	31
HAWAII	3	31
IDAHO	19	27
ILLINOIS	11	36
INDIANA	15	23
IOWA	13	30
KANSAS	10	29
KENTUCKY	13	31
LOUISIANA	16	41
MAINE	7	17
MARYLAND	2	8
MASSACHUSETTS	6	16
MICHIGAN	11	26
MINNESOTA	37	49
MISSISSIPPI	12	21
MISSOURI	18	28
MONTANA	29	34
NEBRASKA	4	8
NEVADA	22	19
NEW HAMPSHIRE	3	4
NEW JERSEY	3	13
NEW MEXICO	14	35
NEW YORK	30	46
NORTH CAROLINA	11	34
NORTH DAKOTA	9	12
OHIO	21	46
OKLAHOMA	21	30
OREGON	24	24
PENNSYLVANIA	15	55
RHODE ISLAND	0	2
SOUTH CAROLINA	3	19
SOUTH DAKOTA	8	15
TENNESSEE	29	37
TEXAS	55	106
UTAH	20	9
VERMONT	1	8
VIRGINIA	9	23
WASHINGTON	17	22
WEST VIRGINIA	1	9
WISCONSIN	15	14
WYOMING	25	16
GUAM	1	0
PUERTO RICO	5	8
VIRGIN ISLANDS	0	3

TOTALS: Licenses: 997
Construction Permits: 1,446

Copyright KOMPAS/BIEL &
ASSOCIATES, INC.
All rights reserved.



Technical Talks

—by John H. Battison, P.E.

Some Environmental Thoughts

As time passes, more and more people are beginning to fuss about the radio frequency (RF) environment. It is now one of the most popular subjects on talk shows and news programs. It is also one of the most effective impediments to the construction of new broadcast facilities! All it takes is for someone to say that a new station could cause "an RF hazard," and all at once all the "do-gooders" jump on the bandwagon and try to prevent construction.

Please don't get the impression that I am against public safety. This is not so! But I do feel very strongly that far too many self-proclaimed experts confuse the issue with their two cents' worth. For every expert who says that the RF from a

small radio or TV station is life threatening, you can find another one who says it is not. Having said that, let's take a look at the Environmental Protection Agency's RF rules as they affect the LPTV broadcaster.

OST Bulletin No. 65

Form 346, Application for Authority To Construct or Make Changes in an LPTV Station, asks whether the proposed operation will comply with OST Bulletin No. 65, October 1985, as well as protect the local environment, "including exposure to workers or the general public to harmful non-ionizing radiation levels." The applicant generally can satisfy this question

by stating that the tower will be less than 300 feet high, that it will not affect local conditions, and that it complies with OST 65.

What does all that mean? At the end of OST 65 is an Appendix C that provides data on the requirements that affect television. Table I deals with VHF-TV. But for VHF LPTV licensees, Table I is fairly useless. VHF LPTV stations are limited to 10 watts of transmitter output, which means that the highest ERP possible is not much over 300 watts; Table I goes no lower than 5 kW ERP visual and 250 watts aural power. For these values, an antenna distance of 8.7 meters (about 26 feet) from humans is required. But, again, most VHF LPTV licensees will not be affected by

HOW LOW-POWER TV STATIONS CAN REAP HIGH-POWER SALES.

In just two days, our Broadcast Sales Seminar will show you how to develop a sound local and national sales strategy, manage a successful sales force, and sell time without numbers. Experts such as Dick Hammer, Vice President of Sales for The Family Channel, and David Hummel, President of the Home Entertainment Network, will share the strategies employed by top professionals.

Join us July 12-13, 1991, at The Founders Inn and Conference Center in Virginia Beach, Virginia. For reservations, call 1-800-667-0701. You'll discover it's two days very well spent.



Circle (176) on ACTION CARD

these requirements because their ERP is so low.

UHF Requirements

For UHF LPTV stations meeting the minimum ERP on the Table of 250 kW video and 25 kW aural power (10% of visual), a spacing of 51 meters is required for channels 14 through 17, and 40 meters for channels 66 through 69. However, the only LPTV station that I know of with an ERP above 100 kW is on Long Island, and even here the antenna is well above 51 meters above ground.

One caution: When you evaluate the total effect of an LPTV transmitting antenna, you must double the power if the antenna is circularly polarized. But even so, it is a very rare station that requires more than the minimum separation to meet the safety requirements.

A statement of the facts based on Appendix C and the appropriate table should be enough to meet the requirements of Form 346. And if the tower is to be located in an already built-up area, there is usually no danger that the tower itself would harm the environment.

Existing Towers


If the new LPTV antenna is to be mounted on an existing radio or TV tower, the LPTV's ERP must be added to that of the host tower's transmitter(s).

A glance at Table 1 of Appendix D shows that, for a typical 1 kW radio tower, a space of only three meters is required at the tower base to meet the requirements.

To sum up, LPTV antennas do not normally create an RF hazard, but the cumulative effect of all the antennas must be considered when adding a new antenna to an existing installation. In the case of a short mast where the minimum height clearance is not met—for example, a 50-foot tower on top of an existing building—it might be necessary to indicate a "Hazard" area directly around the mast base.

In any case, to avoid delays in the processing of your application, be sure to answer this \$64,000 environment question correctly.

One last word of warning. I still meet licensees who think in terms of *transmitter power* instead of *effective radiated power* (ERP). If you have a 1 kW transmitter, your ERP will normally be at least 8 kW. It can be fatal to make the mistake of quoting transmitter power instead of ERP!!

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

RSN Scores High on First Arbitron Survey

Resort Sports Network beat out even CNN during its first Arbitron TV ratings survey, conducted during the weekend of February 21-24.

The network, which provides sports and leisure programming to resort cable and television stations across the country, reported an average 7.6 rating and 27.1 audience share during the viewing period 7:30-9:30 a.m., and a 2.6 rating and 9.2 share during the 5:00-7:30 p.m. period. RSN surpassed CNN's Gulf War coverage during the morning time slot, although viewers preferred CNN during the evening period.

Arbitron's Bob Bourguard commented on the results. "Who watches TV in ski resorts? That's a vital question to local and national advertisers who want to reach this lucrative market of sports enthusiasts.... I was surprised to see how dominant...RSN truly is."

RSN's president, Rory Strunk, added, "I have always known that RSN was pulling great ratings and now the proof is on paper."

The telephone coincidental survey was conducted at three locations representing a cross-section of RSN affiliates: W18AE, an LPTV station serving Killington, VT; a conventional broadcast station serving Steamboat, CO; and a cable channel serving Sugarloaf, ME.

Regular surveys are planned for the start of the ski season in December and again in March.

The LPTV Report

5235 North 124th St., Suite 22
Butler, WI 53007
(414) 781-0188
FAX: (414) 781-5313

John Kompas, *Publisher*
Jacquelyn Biel, *Associate Publisher and Editor*

Katie Reynolds, *Office Manager*
Suzanne Dooling, *Account Executive*

Columnists: John H. Battison, P.E., Don Sabatke, Peter Tannenwald, Joe Tilton

Guest Contributors: Randy Scott

Typography: Graphic Innovations

Layout: Debi Muraro, Graphic Innovations

Printing: St. Croix Press

Printing Coordinator: Kathy Sandmann,
St. Croix Press

Advertising Sales:

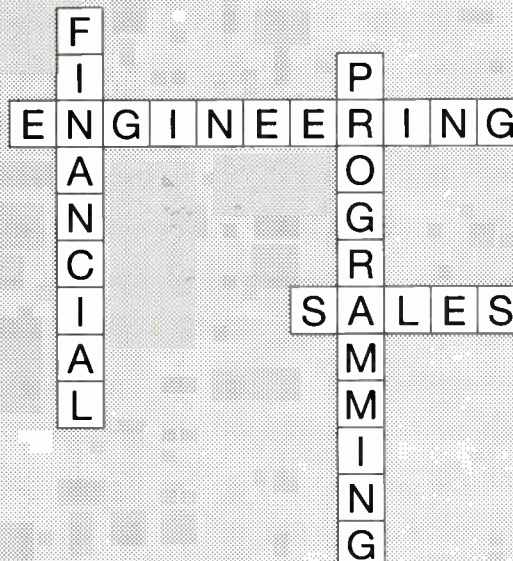
Kompas/Biel & Associates, Inc.

P.O. Box 25510
Milwaukee, WI 53225-0510
(414) 781-0188
FAX: (414) 781-5313

The LPTV Report, ISSN 0892-5585, is published monthly by Kompas/Biel & Associates, Inc., 5235 124th Street, Suite 22, Butler, WI 53007, or P.O. Box 25510, Milwaukee, WI 53225-0510. Copyright 1990 by Kompas/Biel & Associates, Inc. All rights reserved.

Subscription price: 1 year, \$35.00; 2 years, \$55.00.
Outside USA: 1 year, \$43.00; 2 years, \$71.00.
Back Issues: \$3.75 each. POSTMASTER: Please send address changes to: *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225-0510.

At Cross Wits?



**We Know
How To
Fill In
The Blanks**

Call John Kompas



(414) 781-5044

We Get CPs On The Air

How Good Is Your Station's Programming?

And Who Is There To Help?



SHOWPLACE
HAL PONTIUS & ASSOCIATES
 1962 N. Bissell • Chicago, IL 60614
 (312) 472-8828 FAX 929-1108

Circle (180) on ACTION CARD

Amendment

continued from front page

Community Broadcasters Association president D. J. Everett said that he had contacted Senator Wendell Ford (D-KY) regarding the Inouye amendment. "Senator Ford's office has told us that he will offer an amendment [to include local LPTV stations in must-carry] in committee. We're now contacting all CBA members to get them to call their Senators to support Ford's amendment."

Everett, who had testified before Inouye and the subcommittee in February, had no explanation for the amendment's direct exclusion of LPTV stations. "It appears to me that the NAB got everything they wanted. They were jubilant," he said.

"Apparently the NAB thinks that government protection should extend only to NAB members," he added.

In February, Everett, along with CBA executive director John Kompas and CBA general counsel Peter Tannenwald visited NAB president Eddie Fritts in an attempt to achieve a mutual understanding about the LPTV must-carry question.

"We talked with Eddie Fritts," said Everett, "trying to get NAB and CBA to work together. However, it appears that the hand of friendship we extended was not

accepted."

The amendment allows full power commercial television stations to choose whether they want 1) mandatory carriage, in which case they would receive no compensation from the cable system for their programming, or 2) retransmission consent rights, under which they would negotiate with cable systems for payment in exchange for the cable system's carriage of their signal. The second option does not guarantee carriage.

The new plan would go into effect after one year, during which time, the FCC would have to work out rules for the system. Stations would have to make a blanket choice between mandatory carriage or retransmission consent that would apply to all cable systems on which they could be carried. The choice would be effective for three years at a time.

Under the must-carry provisions:

- Cable systems with 12 or fewer channels and more than 300 subscribers would have to make three channels available for commercial broadcast stations.

- Cable systems with more than 12 channels would have to make up to one-third of their channel capacity available.

- Cable operators would be able to choose the stations they carry, in the event there are more stations than channels available. But in the case where two or more stations on the same network are available, they must first take the network affiliate closest to their headends.

- All commercial stations within 50 miles of the headend are qualified for car-

riage. Stations outside the 50-mile limit can be qualified if they reimburse the cable operator for the distant signal fee the operator would incur by carrying them.

- Cable systems must carry the primary audio and video signals of any local broadcast station they carry and any program-related material on subcarriers or in the VBI.

- Channel positioning guarantees worked out earlier between cable and broadcast groups are included in the amendment.

- The A/B switch rule is repealed.

Under the retransmission consent provisions:

- Retransmission consent is at the option of the broadcaster.

- Retransmission agreements may be entered into beginning one year after the bill becomes law. During that period, the FCC will design rules to govern the agreements.

- Retransmission agreements would be binding for three years.

- Such agreements would apply to all cable systems on which station wants carriage.

- The cable system may pay the station for the right to retransmit its signal either with cash or with "other valuable consideration."

The National Association of Broadcasters has mounted a legislative campaign urging the Senate Commerce Committee to support the amendment and the bill when it comes before the committee, probably in mid-May. NAB

Everett Urges LPTV Inclusion In New Senate Bill



Community Broadcasters Association president D. J. Everett testified last month before the Senate Communications Subcommittee in favor of enhanced carriage status for LPTV stations. At issue was the Senate's cable regulatory bill, S.12, whose provisions are essentially the same as those in last year's S.1880, which died just before Congress adjourned last October.

Everett reviewed the abuses that LPTV stations have suffered at the hands of cable—including instances where cable systems have refused to carry local LPTV stations in an attempt to stifle competition to their own local ad sales efforts, and instances in which exorbitant fees were charged LPTV stations for carriage on access channels.

He said that CBA was asking for car-

riage rights for LPTV stations that meet certain conditions—essentially the same operating requirements that full power stations must meet—minimum operating hours, non-entertainment programming, children's programming, and so on. He stressed that CBA was not seeking to displace qualified full power stations from carriage, but that LPTV stations should be carried only on channels that are not filled after all required full power stations are carried, and then only on those channels designated for broadcaster use.

Everett argued that mandatory carriage for LPTV would benefit the LPTV industry by making it easier to operate stations profitably, and the nation by encouraging the expansion of local television service. And he clarified—in a reference to the National Association of Broadcasters' must-pay proposition—that LPTV stations want neither to pay, nor to be paid, for cable carriage.

In a later written response to a question from subcommittee chairman Daniel Inouye (D-HI), Everett said that some 300 LPTV stations would qualify for carriage under the criteria he had outlined.

The bill is expected to be sent to the Senate floor by mid-May, according to Senate sources. NAB

Supplier Solo

High Performance, Low Cost Mark Laird's CG's, Keyers

—by Randy Scott

With the strained budgets of today's LPTV broadcaster, the name of the game in new production equipment acquisitions is value. Flexibility, the ability to upgrade, and long-term support have given the owners of Laird character generators maximum value for their dollars.

Laird Telemedia, Inc. has been a leader in innovative video equipment design for more than twenty years. And the Legend line of character generators has enhanced Laird's reputation for building quality products at a low price. Laird Telemedia is continuing this tradition with the development of the CKM-4 multi-channel keyers—a product line that is sure to please the most critical eyes as well as the most conservative budget managers.

The Legend

The Legend family of character generators has proven that low price does not mean sacrificing quality or flexibility. Its abundant features make it a logical choice for LPTV broadcast applications.

The Legend character generator is a dual-channel system with the preview channel providing all of the necessary system and editing information. The basic Legend boasts seventy fonts, sixteen of which may be resident at one time and displayed with multiple edges. It has a built-in downstream keyer with special effects transitions such as pixelate, horizontal/vertical wipe, and venetian blind—all of which can be accomplished without a switcher. Dramatic color shading can be achieved quickly and easily with the automatic color shading function provided on all Legends.

The Legend can be remotely controlled with a GPI interface. It can also be programmed to operate independently and uninterrupted, even restarting itself after a power outage. Dynamic functions such as roll, crawl, flash, and title are all extremely simple to create and display; and any page or title can be accessed in less than a second, making the Legend especially suited for live broadcast.

Options include a Font Developer software package, a 20 Mb hard disk, Camera Capture, and Paint System. The Paint System makes it possible to display up to 65,500 colors simultaneously for lifelike creations. In addition, the Paint option operates independently of the character generator—permitting the character generator to perform any of its functions—

roll, crawl, titles, and so on—over the paint plane.

All in all, the Legend is an excellent value, affording the owner the utmost in flexibility. The multiplicity of options also permits the LPTV broadcaster to step into a high resolution, broadcast quality generator for very little up-front cost—as little as \$4,595—but without the usual limitations on expansion capability.

The CKM-4 Multi-Layer Keyers

Laird Telemedia has recently introduced a new generation of keyers that now make it possible to layer up to four key inputs over one another. The layering priorities may be changed and either dissolved or cut to, depending on which model of keyer is used. During a dissolve to a new layer stack, the keyed video signals will appear to dissolve through one another. The rate of the dissolve is selectable from 0 to 99 frames.

The keyers can also dissolve to an internally generated black, and—when dissolved back to line video—the new layer stack will be displayed. All this is possible with a new proprietary technology that Laird has developed.

The new CKM-4 Multi-Layer Keyers allow broadcasters to create dazzling special effects without tying up four inputs on their M/E's (mix/effects) or making multiple passes during editing. Essentially, the new CKM-4 keyers provide the power of a production switcher at a fraction of the cost. All keyers are available in either composite video or full component format. This means that they can be used in Betacam, MII, U-matic, Y/C, or RGB systems with no internal adjustments required. Three different control panels are available (one is included in the base price), as well as a single rack unit front panel remote, a desk top remote, and a bridge drop-in version intended to work with a popular production switcher.



The Legend, from Laird Telemedia.

LPTV's MTDR!



Model 2901B+

Metallic Time Domain Reflectometer
CABLE FAULT LOCATOR

only
\$845
complete

- 11,000 Feet Readability
- +/- 1% Accuracy
- Simple Operation
- Oscilloscope Output

CALL TOLL FREE
800-688-8377

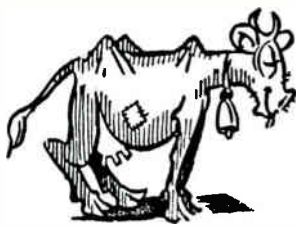
RISER-BOND
INSTRUMENTS

5101 North 57th Street
Lincoln, Nebraska 68507

Circle (90) on ACTION CARD

As with other Laird products, simplicity of design and operation without compromising quality is paramount. The CKM-4 keyer accomplishes this goal with prices starting at \$3,795, allowing the LPTV broadcaster to establish a high quality facility with minimum investment.

Randy Scott is service manager at Laird Telemedia, Inc. in Salt Lake City, UT. 



HOLY COW! 101

Sales Promotions for
Only \$99 + \$3 P & H

That's less than \$1 each

Order Today:
SABATKE & COMPANY
1033 S.E. 19TH PLACE
CAPE CORAL, FL. 33990

Or Call for more Info:
813-772-3994

Circle (168) on ACTION CARD

Did You Know?

You can actually feel the fluid in your intestines and everything...floating. Your legs get a little bit smaller, your waist gets bigger, and you get one to one-and-a-half inches taller.

Air Force Lt. Col. Mark C. Lee, Shuttle astronaut, on the effects of weightlessness.

FCC Adopts Requirements For Children's Television Programming

On April 9, the Federal Communications Commission adopted rules and policies implementing the Children's Television Act of 1990 (see *LPTV Report*, March 1991, page 20, regarding MM Dockets 90-570 and 83-670). The FCC decided how commercial time limits should be applied; it defined "program-length commercials," "educational and information programming," and "children's programming"; and it set forth regulations concerning the records stations will be required to keep.

It is as yet unclear whether the limits and regulations also apply to LPTV stations. The language of the Act refers only to "commercial television broadcast licensees," but some of the requirements, such as those referring to a licensee's public inspection files, cannot be applied to LPTV stations because LPTV stations are not required to keep public inspection files.

Regarding the allowable commercial time (the Act mandates 10.5 minutes per hour on weekends and 12 minutes an hour on weekdays), the FCC decided to apply the limits to programs originally produced and aired primarily for children 12 and under. Cable operators must observe the limits in locally originated programs or channels and in cable network programs, but they are not responsible for broadcast stations they carry or for access channels, both of which are programmed outside of their control.

Television broadcasters must certify their compliance with these limits in their license renewal applications. Both TV broadcasters and cable operators must

keep records demonstrating their compliance.

As for the Act's programming provisions, the FCC decided that the intentions of Congress underlying those provisions differ from those underlying the commercial limits and therefore warrant a broader definition of children's ages. Therefore, the FCC applied the programming renewal provision of the Act to programs originally produced and broadcast primarily for an audience of children 16 years of age and under. The FCC did not, however, require licensees to target their programming to all ages of children in the under 16 range.

The Commission defined "educational and information" programming as programming that furthers the positive development of a child in any respect—including intellectually, emotionally, or socially. Licensees must air some programming specifically designed to meet the child's developmental needs, although there is no minimum amount of such programming required. Programming that qualifies can include short-segment programs, including vignettes and public service announcements; but whether the amount aired is sufficient would be decided in the context of the licensee's total broadcast—and non-broadcast—efforts directed toward children.

Noncommercial stations will not have to comply with the programming requirement.

In their public inspection files, commercial television licensees must keep a summary of their efforts to meet the educational and informational needs of children, including their own children's programming, their non-broadcast efforts, and their support for other stations' programming. These summaries must be submitted with their license renewal applications.

Finally, the Commission defined a program-length commercial as a program—associated with a product—in which commercials for that product are aired, or a program in which a product or service is advertised within the body of the program and not separated from program content.

The policies are effective on October 1, 1991. The first television renewal applications required to demonstrate compliance are those filed as of February 1, 1992, for licenses expiring June 1, 1992.

W/B

"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.

"We bought the BEXT based on its low cost, but we are very impressed with its sturdy construction. It's a good, solid transmitter, operating non-stop with no problems.



"And the company has bent over backwards to answer our questions, even calling back to follow up. We're very satisfied."

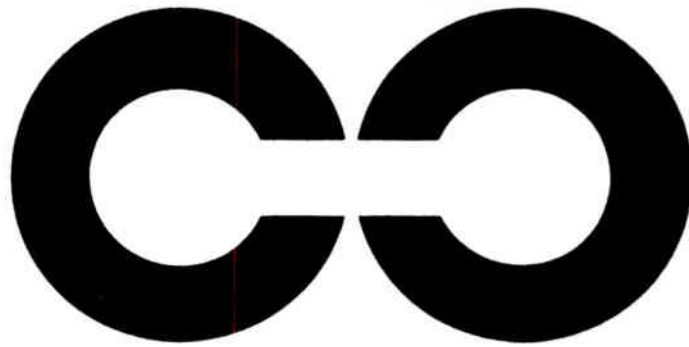
From 2 to 20,000 watts, UHF or VHF, solid state or tube type, find out what BEXT can do for you.

Call for more references or technical reasons to choose BEXT.

Circle (47) on
ACTION CARD

739 5th Avenue San Diego, CA 619-239-8462

BEXT
World Radio History



Capital Cassette

Video/Audio Tape Products

3M



Sony

1-800-444-8092

U-MATIC • S-VHS • BETACAM • BETA-SP • 1" • VHS

Circle (195) on ACTION CARD

Equipment Authorization Procedures Retained


The Federal Communications Commission has decided not to relax its authorization procedures for broadcast and cable transmitting equipment. In its March 25 decision on a 1987 Notice of Proposed Rulemaking (Gen. Docket 87-552), the FCC said that relaxing the standards could lead to a decline in technical compliance and a resulting potential interference hazard.

The Commission's five equipment authorization procedures—type approval (the most rigid), type acceptance, certification, notification, and verification—are designed to insure that radio frequency devices comply with the Commission's technical standards. As part of its deregulatory efforts, the agency had earlier relaxed requirements for most transmission equipment from type acceptance to notification. It now proposed to loosen the rules further to simple verification.

The Community Broadcasters Association had opposed loosening the rules because it felt that many LPTV construction

permittees are not sophisticated equipment buyers and needed the assurance of the verification procedure that their transmission devices would operate in compliance with FCC standards.

CBA also felt that the design of LPTV and TV translator equipment is not as mature as the design of full power broadcast equipment because of the newness and continuing development of the industry, and that therefore the equipment should be monitored more closely.

The Commission rejected the Proposed Rulemaking after finding—at the suggestion of the National Association of Broadcasters—that some equipment reports submitted by manufacturers lacked essential data and documentation. The FCC also agreed with CBA's concerns about the potential problems associated with a developing industry; and it decided that any further relaxation could lead to even more laxity in testing documentation and, ultimately perhaps, to a decline in technical compliance. 


WorldRadioHistory

BCFM Establishes Scholarship Foundation

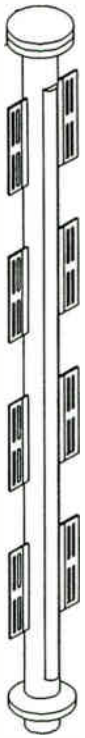
The Broadcast Cable Financial Management Association is seeking charter donors for the BCFM Foundation which will award scholarships to college students studying broadcasting and finance.

To be eligible for the annual scholarships, students must be enrolled in a broadcasting program in an accredited four-year college and must be taking courses in finance. The intent is to encourage students to prepare for careers in broadcast and cable financial management. BCFM will also ask local broadcast stations and cable companies to participate in intern programs to help train students.

John C. Herklotz, a BCFM past president, has contributed an initial \$50,000 and will match it with a second \$50,000 if BCFM can raise \$100,000 before June 30. Suggested gifts range from \$25 for individuals to \$5,000 for large networks and cable MSO's.

For further information, contact BCFM at (708) 296-0200. 

THE ULTIMATE PERFORMERS!



Traveling Wave UHF Slot Antenna

for Performance and Reliability
Designed Specifically for Low Power TV

- Lightweight rugged aluminum construction
- Radom-covered slots need no pressurization
- Select from seven standard patterns
- Custom patterns available
- Ice Shield optional
- Beam tilt and null fill optional
- VSWR 1.1:1 or better
- Side mount brackets included
- Delivery time 30 to 60 days
- Input power 1Kw 7/8" standard
- Competitive pricing

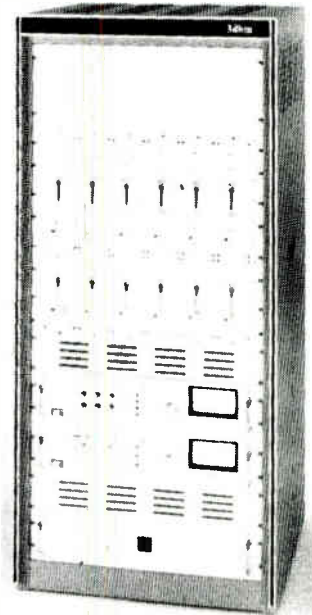
3dbm

Solid State Transmitter

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

STANDARD FEATURES

- 5 to 1000 Watts Transmit Power
- 2 Video Inputs • 3 Audio Inputs
- Automatic Station Identification
- Automatic VSWR Shutdown Protection
- Integral Output Isolator Protection
- Modular Plug-In Design
- Internal Monitoring of Power Supply and Amplifier Performance
- Local Control and Monitoring Facilities
- Integral Redundant Forced Air Cooling
- Redundant Power Supplies and Power Amplifier Assemblies
- Graceful Degradation in the event of Power Amplifier Module failure
- Internal monitoring and compensation of Exciter, Amplifiers and Power Supplies to ensure uninterrupted broadcasting



For Complete Information Contact Jimmie Joynt at 800-279-3326 • Sales Office POB 25966, Colorado Springs, CO 80936

Circle (75) on ACTION CARD

Korean Leader Peter Ohm Dies Founded NYC Community Newspaper, Radio, LPTV

Peter Ohm, founder and president of Panasian Communications, Inc., passed away March 22 of complications of a stroke he had suffered three days earlier. Ohm was the president and general manager of Panasian's W53AA, an LPTV station serving the Korean community of New York City.

Channel 53, which Ohm purchased from Accord Communications, Inc. and signed on the air on February 3 last year, broadcasts Korean-language programming for four hours nightly. It leases the balance of its broadcast time to groups airing Chinese, Japanese, Pakistani, Arabic, Spanish and other foreign-language programming.

Ohm was born in Korea in 1932 and came to the United States at 23 to study chemical engineering. In 1967, with his brother, Andrew, Ohm founded the *Korean Times New York*, which eventually became the largest Korean newspaper in New York City, with daily editions in both Korean and English.

According to Charlotte Castillo, Ohm's executive assistant, the paper's mission is to help Korean immigrants assimilate into



Peter Ohm at W53AA's transmitter.

American society. "Peter was well-known in New York's Korean community," said Castillo. "He was very concerned about the welfare of Korean-Americans."

In 1987, Ohm also founded a Korean-language radio station, KBC, which broadcasts 24 hours a day on a sub-channel of the New York Times-owned WQXR.

In addition to his business activities, Ohm was involved with several charitable and community service organizations. He has received many awards for community service, including two awards from the President of the Republic of Korea, the 1986 Ethnic New Yorker Award from Mayor Edward I. Koch, and the 1989 Out-

WorldRadioHistory

standing Asian Businessman of the Year Award from the New York Chamber of Commerce and Industry.

Panasian Communications remains operating under its chairman, Hogan Yoon; Andrew Ohm, who has taken over the presidency; and Castillo, who is now station manager of W53AA. In addition to his brother, Ohm is survived by his wife, Gemma, and son, Anthony. M/B

FCC Shuts Down Wisconsin Pirate

The Federal Communications Commission's Field Operations Bureau has shut down an unlicensed broadcast station operating in Reedsburg, WI. Domenic R. Bianco was fined \$1,000 for illegally broadcasting on 7.411 MHz which is allocated to the international fixed public radio communications service.

Operating an unlicensed transmitter violates the Communications Act. Sanctions may include administrative fines of up to \$10,000 and/or criminal penalties of up to \$100,000 and/or imprisonment for up to one year.

The FCC views pirate transmissions as a serious offense because they may interfere with safety-of-life services such as aviation, marine, and law enforcement.



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

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

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

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

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

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

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



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

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

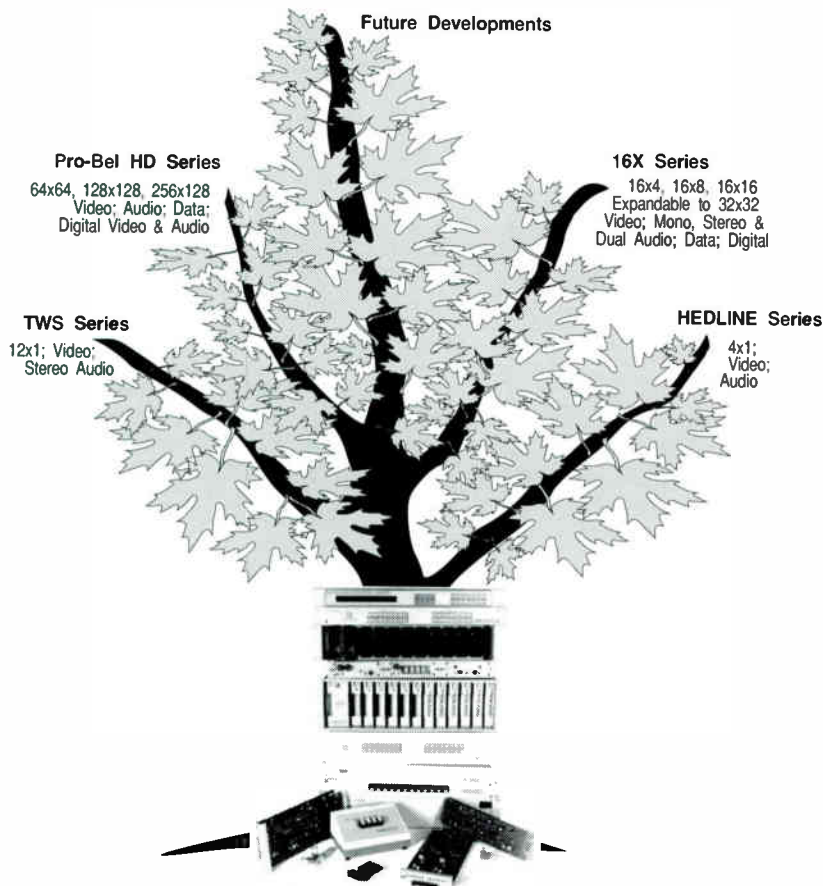


WorldRadioHistory

Circle (100) on ACTION CARD

Microdyne
Excellence in Communications Technology

HEDCO's FAMILY OF ROUTING SWITCHERS



GROWING WITH YOU

Our HEDLINE and TWS Series switchers offer broadcast quality at prices starting under \$600.

Consider these features:

- Full broadcast specifications
- Active vertical interval switching
- Local or remote control
- Loop video & audio frames for AFV switching

HEDCO
A Subsidiary of Leitch

825K Greenbrier Circle, Chesapeake VA 23320
(800) 433-2648 or (804) 424-0896 Fax: (804) 366-0522

Distributed Internationally by LEITCH

220 Duncan Mill Road, Suite 301
Don Mills, Ontario, Canada M3B 3J5
(416) 445-9640 Fax: (416) 445-0595

Circle (128) on ACTION CARD

WorldRadioHistory

Supplier Side

The Exeltech Corporation has introduced a new SI-250™ Power Inverter. According to the company, the SI-250 provides a true sine wave output, instead of the square or quasi-sine wave output of most other inverters.

Because virtually every electronic device—including a television receiver—is designed to operate on a sine wave output, when it is forced to run on a square wave, the picture may not fill the screen and there will be significant interference in the form of herringbone patterns and hum bars.



Exeltech's SI 250 Power Inverter.

The SI-250 has a peak current capacity of 6 amps and features sophisticated protection circuitry as well as precise line and load regulation. These protect it against damage resulting from overloads, short circuits, high temperatures, or input polarity reversal.

Circle (125) on ACTION CARD

Tentel Corporation, manufacturers of test instruments for video and audio recorders, announces two new products—a tape tension gauge for Mill tape transports, and a torque gauge for Betacam recorders.

The T2-H5-SLCB Tentelometer® tape tension gauge features a special high-resolution scale with single gram increments (7-40 grams), longer "SLC" style probes, and a unique "button" that spreads the probes slightly for easier insertion.

The Betacam torque gauge is designed to replace the cumbersome dummy reel and spring scale method of diagnosing the torques of Betacam recorders. The Tentel Model TQ-300M motorized dial torque gauge features a battery-rechargeable motorized torque driver, which simulates the tape pulling speed for more accurate torque readings.

Circle (130) on ACTION CARD

If you've ever been thrown off the air or suffered computer data loss because of a power failure, you might consider an advanced, on-line uninterruptible power supply from **Best Power Technology**.

The Wisconsin company is the world's largest manufacturer of single-phase un-

interruptible power systems. Radio and television broadcasters use Best UPS products to back up satellite computer systems, transmitters, automation systems, computer systems, and telephone systems. All Best UPS units meet six quality requirements: 1) lightning and surge protection; 2) isolation with neutral to ground bonding; 3) constant regulated voltage; 4) sine-wave power; 5) continuous, no-break power; and 6) computer power rating.

For a free 5 1/4" floppy diskette on Best products (specify English, Spanish, French, or German),...

Circle (138) on ACTION CARD

A new low-cost vertical rack cabinet is now available from Winsted Corporation. Designed to hold smaller electronics, the cabinet sits on an anti-tip base and features pull-out shelves. A large cable cut-out in the bottom panel accommodates wiring.



Winsted's economy Vertical Rack Cabinet.

The cabinet, which is pearl-gray with dove-gray side panels, also features optional cooling fans, an electrical outlet strip, stationary as well as pull-out shelves, and blank panels. It comes in either 70" or 45 1/2" rack space sizes.

Circle (140) on ACTION CARD

New from Tel-Test is a dual wide-band video distribution amplifier designed for applications requiring uniform and transparent insertion and distribution of wide band video signals. Typical uses would include HDTV input or output feed lines, large routing switcher input feeds, wide-band component distribution, and encrypted standards signal distribution.

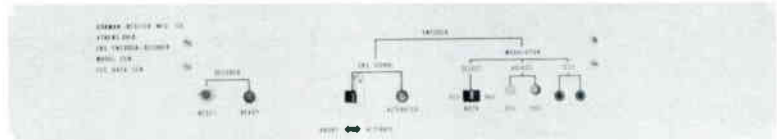
Also new is a dual audio DA that provides stereo distribution capability while conserving valuable rack space.

For more information...

Circle (135) on ACTION CARD

Microtime has introduced a new, low-cost time base corrector, the Tx5, that stabilizes the operation of virtually any 3/4", 1/2", or 8 mm VCR. The Tx5's transparent operation is ensured with 8-bit, 4:2:2 processing. Other features include S-VHS/composite/dub input and output, frame memory with freeze field and frame, 5.5

EBS EQUIPMENT



Model CE Encoder-Decoder
Model CE Encoder
Model CE Stereo Encoder
Model CD Decoder

Required for L.P.T.V.

Price
\$540.00
375.00
405.00
320.00

Encoder FCC Type Accepted decoder FCC Certified
Exceeds FCC Specifications
Receiver can be supplied to drive Decoder

\$100

All interconnections to the EBS equipment are made through a barrier terminal block. No special connectors necessary. In stock—available for immediate delivery.

GORMAN REDLICH MFG. CO.

257 W. UNION STREET • ATHENS, OHIO 45701 • (614) 593-3150

Circle (62) on ACTION CARD

MHz luminance bandwidth, and processing controls. List price is \$3,295.

Circle (70) on ACTION CARD

Comprehensive Video Supply, already known for several innovative software programs, has just introduced the new LOG-MASTER™ videotape logging software. Time code loggers, librarians, and station engineers can save valuable time because LOG-MASTER logs time codes and descriptions of shots, making it a simple matter to find shots later by entering key words or partial descriptions.

LOG-MASTER features an easy-to-learn, pull-down menu command structure. It operates with Sony, Ampex, JVC, and Panasonic VTR's and requires an IBM PC/XT/AT or compatible with 512 kB RAM and a computer expansion slot for the time code reader board.

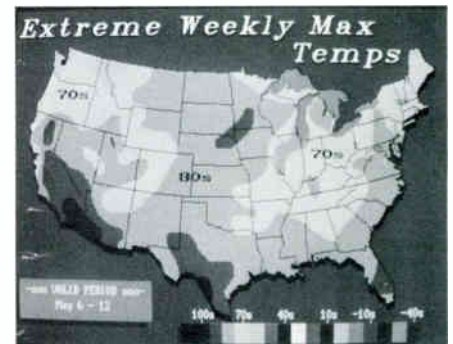
Circle (138) on ACTION CARD

Reel Movies International will soon be offering twelve animated series recently acquired from Japan's Tutsumoko Studio. Each series features between 26 and 75 half-hour episodes with a variety of story

lines that will appeal to both younger and older children. Titles include "Zillion," "Mecha-Doc," "Tekkaman, The Space Knight," "Gordian The Warrior," and eight others.

The Dallas-based distribution company also represents several other animated series.

Circle (135) on ACTION CARD



Weather graphics from Modern Media.

Modern Media Consulting, a firm that provides weather broadcasting information to the television industry, has developed an inexpensive turnkey system spe-

Sony Tape™

NOW AVAILABLE TO LPTV'S
AT "BIG STATION" PRICES!

Sony
SVHS
Now
Available

Brand new top quality Sony professional video tape
and cassettes — in all formats, at great prices!

Call (800) 955-5660



Trident Productions, Inc.

Charleston, SC



Your support
of this sponsor
also supports CBA.

cifically for LPTV stations. The new WeatherBank™ system supplies broadcast quality weather graphics and data 24 hours a day for as little as \$3,995. The price includes a IBM 286 clone computer and software.

MMC systems are updated hourly and are designed to custom fit a station's local graphics forecasting maps. A station can produce live weather shows, station logos, and graphics; import continuously updated weather data from Weather-Bank's mainframe; overlay weather graphics or a logo on live video; run, tape, or broadcast any DOS-based software or any image from a PC monitor; and produce live motion computer-generated graphics for broadcast.

Circle (132) on ACTION CARD



TV 43 Covers First Lady's Visit

TV 43, which serves Hopkinsville, KY and nearby Fort Campbell, was the focus of attention last month when First Lady Barbara Bush visited the Army base to speak to the families of the 101st infantry division.

TV 43 rebroadcast the First Lady's address, during which she praised the station for its help in Operation Eagle Food Basket, which benefited military families, and its continuing coverage of Fort Campbell troops and their action in the Persian Gulf.

Hopkinsville is also the home of famed clairvoyant, healer, and mystic Edgar Cayce. TV 43 produced and broadcast a special documentary on Cayce's life and work in honor of his 114th birthday this year.



Rochester's All-News TV 38 Starts Daily Local Business News

The All-News Channel, W38AW in Rochester, NY, has teamed up with Rochester's daily business and legal newspaper, *The Daily Record*, to produce a five-minute news capsule of business and legal programming.

The news capsule, which began airing March 18, airs five times daily on weekdays as part of TV 38's 24-hour national and international all-news programming. The program is the seven-month-old station's first venture into local and regional news coverage. It is anchored by Bruno Sniders, director of marketing and sales for the *Record*, and former Gannett newspaper columnist and Rochester radio and TV commentator.

Sniders, who calls himself a "media nomad," says the show helps Rochester business people stay up to date on some of the more important business and legal proceedings in the city. "The show also makes people aware of the services the *Record* offers," he said. "It's a good marketing tool for both the station and the newspaper."



Ron Kniffin, TV 38's general manager, said that the response has been good so far. "We've received some positive letters from viewers, and several advertisers have designed ads around the news capsule."

TV 38 is an affiliate of Conus Communi-

cations, a news program production and distribution company based in Minneapolis. It boosts its audience by giving free advertising to restaurants that keep their television dials tuned to channel 38, and it recently conducted a popular loop antenna giveaway. According to Kniffin, the station is also working on a weekly local bowling show to start in the fall.



Zenith To Build Closed Caption TV Sets

In response to legislation signed into law by President Bush last October, Zenith Electronics Corporation has announced that it will soon begin to market television receivers capable of displaying closed captions for persons who are deaf or hearing-impaired. All required circuitry will be built into the set, and the viewer will be able to switch captioning off and on at will, instead of using separate decoders, as is necessary now.

Zenith was recently featured on "The Deaf Connection," the anchor program of The Silent Network, an Emmy Award-winning satellite-delivered service that provides simultaneous aural and signed programs that can be watched by both the deaf and hearing-impaired and their hearing friends and families.

According to Congressional findings, nearly 38% of older Americans have some loss of hearing. Closed captioning assists these viewers, as well as children and adults who need assistance with reading and other learning skills, and those who are learning English as a second language. Zenith is the first manufacturer to offer sets with built-in closed caption circuitry.



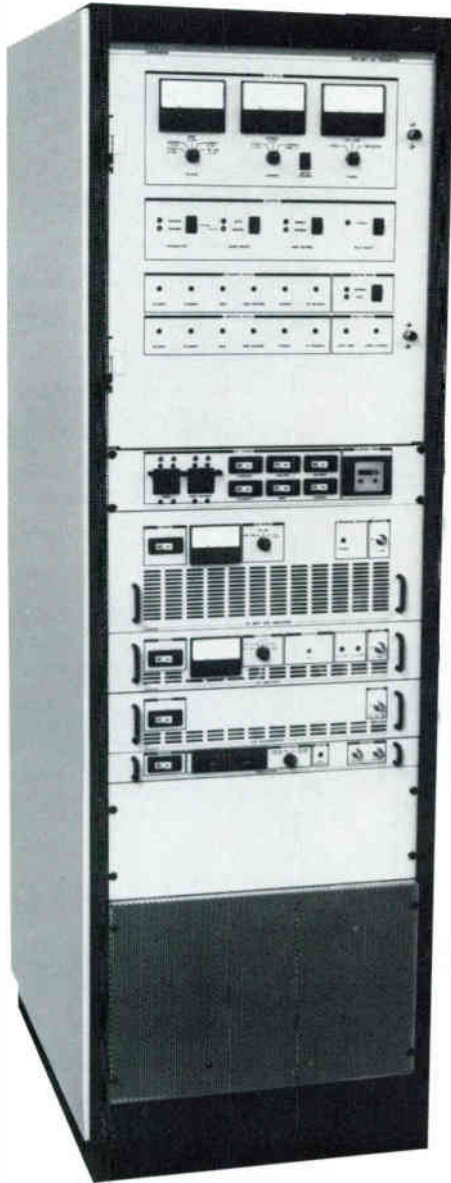
TRANSMEDIA

COMMUNICATIONS

CONSULTANTS

1800 W. Loop South Suite 1750 Houston, Texas 77027 (713) 963-8500

VISIBLY BETTER



1kW UHF Transmitter

.. MAINTENANCE

Advanced bi-level diagnostics
24 hour a day factory support

.. SIGNAL PERFORMANCE

Full Service Broadcast standards
and quality

.. TECHNOLOGY

LPTV Transmitters from 10W to 2kW
Low operating costs
All assemblies designed and
manufactured by ITS
Extensive metering and control

We invite you to take a
closer look; phone, fax, or
write today for more
information on ITS LPTV
Products.

ITS Information
transmission
systems
CORPORATION

Visibly Better Technology

375 Valley Brook Road • McMurray, PA 15317-3345 USA • (412) 941-1500 • FAX (412) 941-4603

Circle (123) on ACTION CARD

LPTV Report / April 1991 / 21

...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.

K35CP Duncan, AZ. Southern Greenlee County TV Association, Inc., 3/7/91.
K15CX Chico, CA. California-Oregon Broadcasting, Inc., 3/7/91.
K67DY Chico/Paradise, CA. Butte Television, 3/14/91.
K33DI East Weed, CA. California-Oregon Broadcasting, Inc., 3/7/91.
K06MB Indio, CA. Park Place Broadcasting Company, 3/15/91.
W67CI Roswell, GA. John O. Broomall, 3/7/91.
W20AS Corbin, KY. Derek Ray Eubanks, 3/15/91.
K16CG St. James, MN. Watonwan TV Improvement Association, 3/14/91.
K21DG St. James, MN. Watonwan TV Improvement Association, 3/14/91.
K24CP St. James, MN. Watonwan TV Improvement Association, 3/14/91.
K35DC St. James, MN. Watonwan TV Improvement Association, 3/14/91.
K28CB Colstrip, MT. Colstrip Public Schools, 3/14/91.
K50CP Missoula/Lolo, MT. David A. Tucker, 3/14/91.
W36AS New Brunswick, NJ. Deepak Viswanath, 3/15/91.
W05BZ Toledo, OH. Assal Broadcasting Company, 3/7/91.

K19CJ Muskogee, OK. American Indian TV & Radio Network, 3/7/91.
K19AR Ontario, OR. Tri-County Communications, Inc., 3/4/91.
K66EB Corpus Christi, TX. Hye Chin Lowery, 3/15/91.
K28CH Gillette, WY. Central Wyoming College, 3/7/91.

NEW LPTV CONSTRUCTION PERMITS

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

K22DS Crescent City, CA. California-Oregon Broadcasting, Inc., 3/6/91.
W09BY Jacksonville, FL. Turnpike Television, 3/14/91.
K55FZ Hilo, HI. Alegria Broadcasting Corporation, 3/6/91.
K48DT Honolulu, HI. Janet Roberts, 3/14/91.
K59EJ Honolulu, HI. Neal L. Andrews, 3/7/91.
K55GA Kailua/Kona, HI. Suzi Murayama, 3/14/91.
K65FC Kailua, HI. John Patrick Marcom, 3/6/91.
K64DX Wailuku, HI. Helen Turnage, 3/14/91.
K69GI Wailuku, HI. Helen Turnage, 3/14/91.
K25DZ Twin Falls, ID. Linda D. Clevenger, 3/22/91.
W24BJ Bloomington, IN. Dennis W. Wallace, 3/7/91.

W69CK Lexington, KY. Jerry E. Coone, 3/14/91.
W60BS Mayfield, KY. Robert W. Sudbrink, 3/14/91.
W44AZ Ann Arbor, MI. Rodney A. Moore, 3/14/91.
K31CY Livingston, MT. Owen Broadcasting Enterprises, 3/14/91.
K40CZ Livingston, MT. Mountain TV Network, Inc., 3/6/91.
K56ET Fargo, ND. Marcia L. Crittenden, 3/14/91.
K25DY Forman, ND. Mountain TV Network, Inc., 3/14/91.
K53EB Silver City, NM. The Church of the Crosses, Inc., 3/14/91.
W60BE Athens, OH. Ruth J. Potter, 3/6/91.
K67FA Tulsa, OK. Community Service Television Company, 3/6/91.
W09BW Scranton/Dunmore, PA. George W. Kimble, 2/27/91.
K55FY Rio Grande City, TX. Villareal Broadcasting Company, 3/7/91.

ASSIGNMENTS AND TRANSFERS

K15BD San Luis Obispo, CA. Assignment of license granted from TV 15 Broadcasting, Inc. to Hilding H. Larson, transmitting as Matrix Broadcasting, on 3/6/91.
W34BC Inverness, FL. Voluntary assignment of permit granted from Great American TV & Radio Company, Inc. to Carlo McDaniel on 2/27/91.
W30AT Melbourne, FL. Voluntary assignment of permit granted from Blackstar Communications, Inc. to Blackstar Community Broadcasting, Inc., on 3/1/91.
W21AU Orlando, FL. Voluntary assignment of permit granted from John C. O'Donnell to William K. Rowell on 3/8/91.
W56CI St. Petersburg, FL. Voluntary assignment of permit granted from WISP-TV, Inc. to Carlo McDaniel on 2/27/91.
W34AG Rome, GA. Assignment of license granted from TV 14, Inc. to TV 14, L.P., 3/15/91.
K45CW Cedar Falls, IA. Voluntary assignment of permit granted from Great American Broadcasting Company to Thomas H. Valley on 2/27/91.
W24AJ Aurora, IL. Voluntary assignment of permit granted from Communicators of Chicago to Channel America LPTV License Subsidiary, Inc. on 3/20/91.
K22CQ Monroe, LA. Voluntary assignment of permit granted from American Christian Television System to Telemedia Investors on 3/12/91.
W66BV Detroit, MI. Assignment of license granted from Los Cerezos Television Company to Trinity Broadcast Network, Inc. on 3/12/91.
W36AC McComb, MS. Assignment of license granted from Commonwealth Venture Systems, Inc. to Trinity Broadcast Network, Inc. on 3/6/91.
K60DW Portland, OR. Voluntary assignment of permit granted from Full Gospel Business Men's Fellowship to Valuevision International, Inc. on 3/6/91.
K48DK Sioux Falls, SD. Voluntary assignment of permit granted from Rey F. Franco Perez to Stuart E. Moen on 3/6/91.
K22BH Corpus Christi, TX. Assignment of license granted from Clear Channel Communications, Inc. to Nicholas Communications Corporation on 3/18/91.
K55DL St. George, UT. Assignment of license granted from Russell and Adams Communications to MB Broadcasting on 3/11/91.

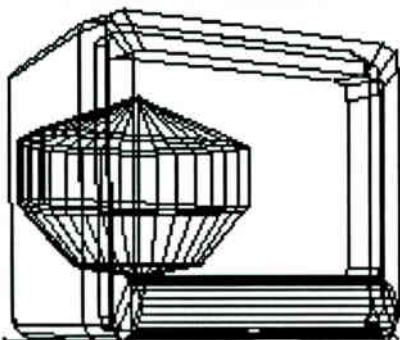
CHANGE OF COMMUNITY

K67FE South Phoenix, AZ. Change of community granted to Polar Broadcasting of Arizona, Inc. from South Phoenix, AZ to Phoenix, AZ on 3/7/91.

CHANNEL CHANGE

K67FE South Phoenix, AZ. Channel change granted to Polar Broadcasting of Arizona, Inc. from K69FM to K67FE on 3/7/91.

A High Power Look For LPTV Budgets



Add a new dimension to your station's look with high quality 3-D graphics and digital animation. Logos, titles, transitions and lots more at prices to fit your budget.

Customized . . .

◆ Station IDs ◆ Bumpers ◆ Opens
◆ Sports & Specials ◆ News Features

If cost has been keeping you out of the 3D graphics and animation world, give us a call. We'll open the door.

VISIONS PRODUCTIONS LTD.

16745 W. Bluemound Road • Brookfield, WI 53005

(414) 796-0861

Circle (194) on ACTION CARD WorldRadioHistory

Classifieds

FOR SALE

LPTV in Sarasota, FL. One of the 15 most desired markets in the country, according to brokerage firm Media Venture Partners. \$10 million in television revenues in the market. Call (716) 394-4312.

Used broadcast and studio equipment. 3/4" players and recorders, satellite downlinks and receivers, audio mixers, CG, effects generator, and more. For complete list and prices, call (813) 371-0024.

WANTED TO BUY

CP's in Southern and Coastal Maine, Cape Cod, Connecticut, Central Florida, Carolina Coasts, Arizona. Will also consider dark or troubled stations in these areas. Call or write Mike Lupo, 623 E. Main St., New Britain, CT 06051, (203) 229-6245.

CP's WANTED. Top price paid with profit-sharing plan. USA Magazine Corporation, (213) 436-4482.

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.

USED MICROWAVE-STL wanted. Also used TRANSMITTERS. (213) 436-4482.

JOB-HUNTERS EMPLOYERS

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

Employers, list your openings for only **\$10 a month**, a savings of as much as \$20 off the regular classified rates.

Job-seekers, advertise **FREE**.

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

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

Arent, Fox, Kintner, Plotkin & Kahn

Washington Square 1050 Connecticut Avenue, N.W.
Washington, D.C. 20036-5339

General Counsel to the
Community Broadcasters Association

Telephone (202) 857-6100 Telefax (202) 857-6395

ROBERT J. PELLETIER, ASSOCIATES We Specialize In:

• Engineering & Construction • Programming/Syndicated & Local
• Management & Operations • Spot & Program Sales/Marketing

16 Years TV Management, Engineering & Sales Experience

PHONE (919) 985-3447 FAX (919) 985-1447

P.O. Box 4422, Rocky Mount, NC 27803

"LET ME SAVE YOU A BUNDLE IN UNNECESSARY COST AND MISTAKES"

NETCOM (201)837-8424

NETWORK COMMUNICATIONS CONSULTANTS
931 TEANECK RD TEANECK, N.J. 07666

STATE OF THE ART ENGINEERING FOR AUDIO & VIDEO

• FACILITY PLANNING

• SYSTEM DESIGN

• CAD SERVICES

JAMES TRONOLONE
ENGINEER

SERVICES OFFERED

Turnkey site development services include site acquisition, negotiation, and permitting; site construction/installation, and maintenance; transmitter/downlink optimization, and site management. Our reputation is that of being responsible, fair, and professional. We're Shaffer Communications Group, Inc., 3050 Post Oak Blvd., Suite 1700, Houston, TX 77056, (713) 621-4499, FAX (713) 621-5751.


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

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

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

To place your order, call Katie Reynolds at (414) 781-0188.



*Developers of the Crown System Family
of Radio and TV Broadcasting Software*
- Established in 1980 -

AM • FM • TV • LPTV • Custom Programming
(614) 888-8388
545 N. HIGH STREET • COLUMBUS, OHIO 43214

USED TRANSMITTERS AND ANTENNAS (save thousands)

DEALERS FOR:
**ANDREW, BEXT, BOGNER,
CABLEWAVE, EMCEE,
LINDSAY, SCALA & TTC
(one watt to 50 KW)**

Broadcasting Systems, Inc. Turnkey LPTV Construction

21617 North Ninth Avenue.

Suites 105 & 106

Phoenix, AZ 85027

(602) 582-6550

FAX (602) 582-8229

Kenneth Casey

(30 YEARS EXPERIENCE)

SMITH and POWSTENKO

Broadcasting and Telecommunications
Consultants

2033 M Street N.W., Suite 600

Washington, D.C. 20036

(202) 293-7742

JOHN H. BATTISON, P.E. & ASSOCIATES

Consulting Low Power TV Engineers

2684 State Route 60, RD #1

Loudonville, Ohio 44842

Applications, Licensing, Turnkey
(419) 994-3849

INDEX TO ADVERTISERS

Use this handy chart to find the ad you're looking for. Then fill out the **ACTION CARD** bound in this magazine for **FAST** answers to all your questions.

COMPANY	PAGE	ACTION CARD NUMBER	ADVERTISER FACT LINE
3 dbm	16	75	(800) 279-3326
Andrew Corporation	4	79	(708) 349-3300
BEXT, Inc.	14	47	(619) 239-8462
CADCO	6	117	(214) 271-3651
Capital Cassette	15	195	(800) 444-8092
Channelmatic	24	6	(619) 445-2691
Gorman-Redlich	19	62	(614) 593-3150
HEDCO	18	128	(800) HEDCOGV
ITS Corporation	21	123	(412) 941-1500
LPTV Programming	7	39	(212) 725-8949
Microdyne Corporation	17	100	(904) 687-4633
Microwave Filter	2	172	(315) 437-3953
Panasonic	Insert	45	(800) 524-0864
Regent University	10	176	(800) 667-0701
Riser-Bond Instruments	13	90	(800) 688-8377
Sabatke & Company	14	168	(813) 772-3994
Showplace	12	180	(312) 871-5246
Television Technology Corporation	5	7	(303) 665-8000
TransMedia Communications	20	42	(713) 963-8500
Trident Productions, Inc.	19	165	(800) 955-5660
TV Turnkey Services	11	10	(414) 781-5044
Visions Productions, Ltd.	22	194	(414) 796-0861



When the chips are down you can tell who's committed to your business.

It takes commitment to make your business a success. And not just from the people in your company.

At Channelmatic, there are people committed to leading the way in LPTV automation systems. People in product development. And engineering. And customer support.

Our "On-Air Extended Protection" is one example of that commitment. Because when a Channelmatic product needs servicing,

On-Air Protection provides you with priority repair or a loaner. As well as a toll-free hot line to expedite and diagnose trouble at any hour, any day of the week. And with software upgrades or enhancements, you're sure to stay up-to-date.

For the whole story, call 1-800-766-7171 today. Ask for the customer support center.

And see how Channelmatic products and support can make your business a sure bet.



CHANNELMATIC, INC.

The Leading Manufacturer of CATV Automation Systems

CHANNELMATIC, INC • 821 TAVERN ROAD • ALPINE, CALIFORNIA 92001 • (619) 445-2691 • FAX (619) 445-3293

WorldRadioHistory
Circle (6) on ACTION CARD