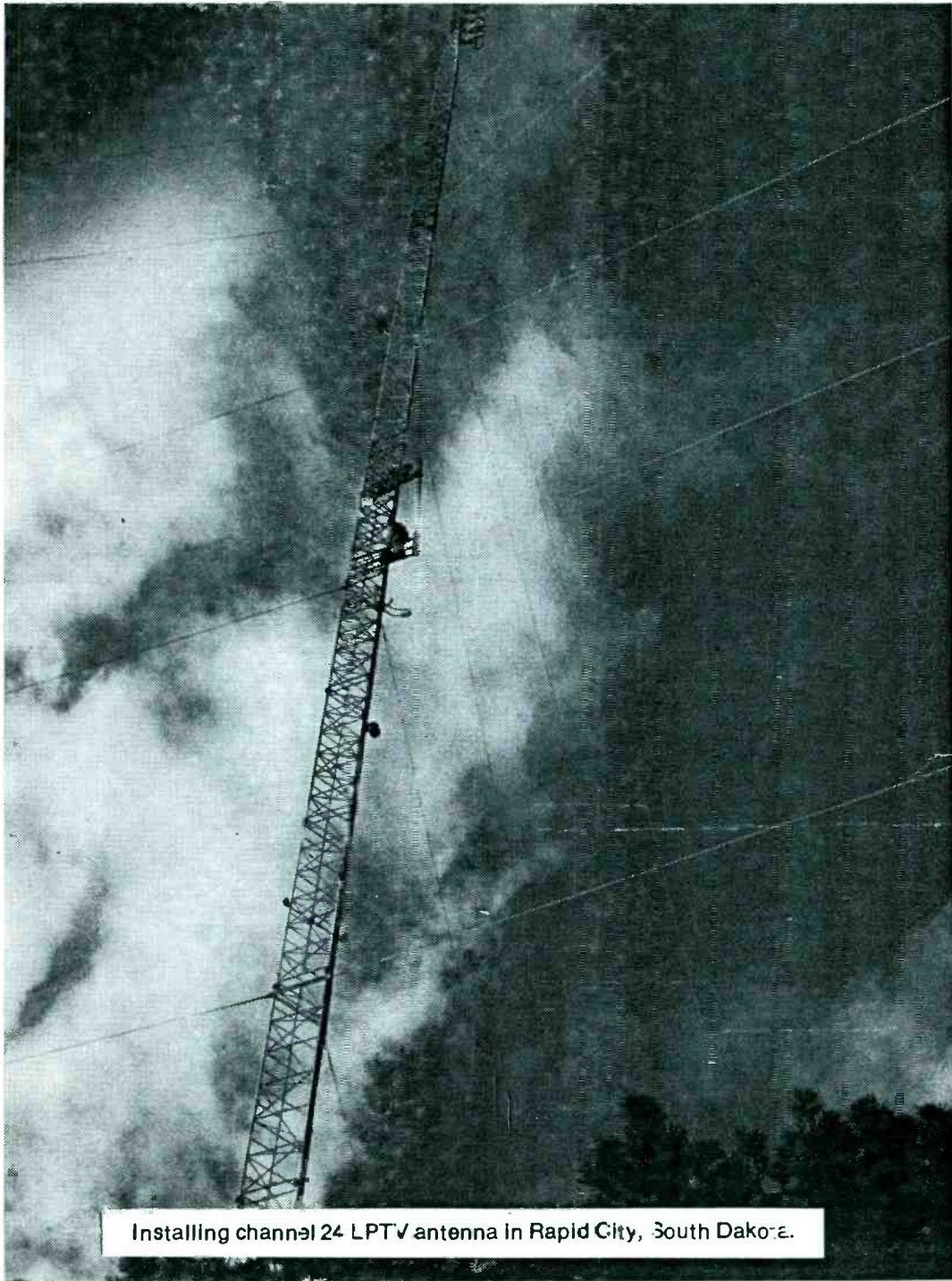


Lo - Power Community TV



January 1986

What's Happening

It looks like we will be another month before we have a UHF STL configuration figured out (Television Technology in Arvada, CO is also working on it) and will report on it then. As you know, the FCC recently approved using unused UHF to get from studio to transmitter.

We attended the recent CES (Consumer Electronics Show) in Las Vegas. As we have mentioned before, in the old days, new developments showed up in cameras and VCR's at broadcast conventions. Now, new developments show up in consumer electronics divisions first, as consumer electronics industry is now billions of dollars and the broadcast dollars spent on electronic equipment is now peanuts in comparison.

For example, a sync generator (transistorized) (generates synchronization pulses for cameras that meet FCC broadcast standards) used to cost \$700. Eventually someone went to the expense of developing an IC (integrated circuit) that does the whole thing for under \$5. There was not enough market in broadcast, but when the consumer market meant millions would be sold, it was then worth developing an IC. Now the cheapest consumer cameras have the same sync that the most expensive broadcast cameras have. As a result now, instead of trickling down from broadcast, new developments often "trickle up" from consumer.

Digital VCR's will be significant next year. This year only one company showed a digital VCR that will do perfect fast or slow motion or hold a perfect still. Camcorders (all-in-one-piece camera and VHS recorder) were everywhere. None had VHS High Q in them yet. We got to see VHS High Q for the first time and it looks as good as Super Beta. No figures or tests yet on going down four generations satisfactorily as you can do with Super Beta. Sony's new cameras and recorders together are all Super Beta. The four-piece Super Beta unit that we have been trying to get (it first appeared last spring at NAB) (National Association of Broadcasters)—we were first told a September delivery date. Then in November we tried to get one and they said January. Now they say it will be delayed 90 days. The consumer version is out and many LPTV operators are using Super Beta (consumer). The industrial version is what we are after.

To date, I have not used the new 8mm. Dealers report it puts out a better picture than standard VHS. I noted one manufacturer was using High Q in 8mm.

8mm will be ideal for LPTV since the storage needed is smaller, etc., but we are not going to make any more comments until we have used it. Kodak's units have some interesting configurations, but I am not sure their picture is as good as Sony's 8mm, etc.

Big new development was Showtime's new special effects generator and associated equipment. Also, one of their competitors had one that would play back a VCR tape and lock a color camera so you could combine a full-fledged camera picture and wipe, insert, etc. a live picture with a taped picture. Until now you could not do that because the sync off tape isn't perfect, and you needed a \$5,000 time base corrector (TBC) to straighten it out. What this outfit has done is

strip the sync off the VCR output, key a sync generator with the existing sync and generate a whole new sync pulse. This supplies new sync to the camera and VCR's output (locked together). This is a common item, so it will be relatively inexpensive. They did not have literature on it yet. Showtime did and we run that here.

National Christian Network owners have sold out to Falwell's Old-Time Gospel Hour, Inc. They also owned the Odyssey channel (music video channel we carried for a year, and recently folded). Odyssey, it turns out, had cable systems, LPTV and full power stations carrying it. They reportedly reached 55 million households, were supposedly "ad-supported", but **DID NOT EVEN HAVE ONE FULL-TIME SALESMAN.** Odyssey was off the satellite but was not included in the Falwell sale.

Big news is that the FCC changes CP construction time to 18 months on grants after December 10, 1985. Those granted before that date will be automatically extended for six months if you ask for it by filing form 701; that's the way we understand it. You can read the releases yourself in this issue. The FCC was granting the extension requests almost automatically before anyway. Supposedly, getting another extension will be difficult.

We find this helpful because we have clients that want three channels in a market before building. They have a mutual trade agreement to trade out amongst themselves so they can wind up with three (or more) in a market instead of three people each having one and duplicating facilities. With the previous lottery system and one year to build, the first one expired before there were any more grants in the same city. Eighteen months helps.

We predict—or warn—you should keep an eye open for an LPTV translator window as early as May. The FCC staff is apparently through processing first-stage LPTV and translator applications and they are nearly all to more complicated unraveling stages. It would appear they either have to open a window soon or retrain these people for other tasks. The unraveling of long daisy chains with legal requirements of reconsiderations, etc., could take years before they are

We understand a new form will be published before the next window.

Continued next page.

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unraveled, and they certainly are not going to hold up a window until they are processed to completion. Only a limited number of staff work on these complicated unravelings. We note that the bulk of the Alaska window last June have all completed processing, and most are already through lottery. There were very few filings in Alaska, in our opinion. We note very few stand-alones being granted, however (those that had no competing applications).

The staff apparently is trying to figure some method of restricting the number of applications, afraid they may be deluged with another 20,000. There will be NO huge filing this time other than legitimate backlogged translator, LPTV power increases, antenna pattern changes, plus some extensive large city filings wiping out all remaining channels.

Other than that, these changes have happened that will eliminate $\frac{3}{4}$ of previous filings:

1. The window system means very little deliberate filing to be paid off (except in big markets where channels are scarce) since no one knows what channels others are filing for.

2. They used to put cut-off "targets" up to be filed against. Applicants then knew which channels were fileable. Now they have to figure out what channels are available since there are no published "targets". Most of the mass filers are too lazy to do that or are not capable.

3. Interest in LPTV is at an all-time low. You could run a convention, seminar, or anything to do with low power, and you could not get 10 people to attend, even if you paid all of their expenses. The investing public is totally disgusted after the frustrating waits, etc. The FCC has successfully already destroyed the LPTV market.

4. The serious people remaining in the business are busy building, etc. and see little need for more headaches right now. There are CP's available all over for peanuts.

5. If the FCC would announce that they are going to have windows every six months (or some such), there would be no need to "hurry" and slop together something because it may be years (or never) to be able to file again.

6. The loss of must-carry lowered the demand for translators. See other issues as to why.

7. The mass obstructionist filers have all been exposed for what they are.

As a result, we predict very few filings other than the biggest cities and the catching up from the 5-year hiatus. Plus refiling of small towns by serious people who got thrown out on technicalities.

Digital TV sets were shown at the Consumers' Electronic Show (CES) with Panasonic, Sharp, Sony and Toshiba demonstrating. Toshiba is currently delivering sets and Sharp is set to start delivering soon.

Toshiba is out with the first digital VCR. Selling for around \$700, the unit has 4-256K and 2-64K dynamic RAM's, a memory control integrated circuit that can store perfect freeze frame and slow motion using only a two-head machine. It can also freeze frame off the air (such as at a ball game for showing something crucial). Ideal for slow motion playback, etc.

HBO and Cinemax both scrambled their satellite signals in mid-January. Soon to follow are Playboy, Disney, MTV, and even WGN, etc. These people are going to offer their programming to satellite viewers at a fee (higher than cable), plus you need a \$300 decoder. There are still plenty of other channels, including some unscrambled movie channels, though many of those will scramble soon also.

It occurs to me that this improves the number of viewers for LPTV music videos, etc. and other programming because LPTV of this type can be ad-supported. We have a party that is currently programming our Sioux Falls channel. Eventually, if we keep it (they want to buy it), we will have at least one more channel (if we do not get too old first). Then we are going to promote them both as the "Uncable" channels, with the word 'Cable' in a circle and a slant line through 'cable' (like the "no left turn" sign with a slant line through the left turn arrow).

Channel 55, Booker Wade's second TV station, this one in Reno, has gone off the air, according to Reno residents and has apparently discontinued operation.

Booker Wade, as many of you know, was a former FCC employee (minority station) who quit and went into low power on the day LPTV became official.

Wade was involved with channel 61 in Phoenix which went off the air nearly a year ago (license was sold but is still off the air). According to the local daily paper here, Booker then went (along with a library of music videos) to operate a Reno LPTV.

Wade had left the Reno LPTV station operation some time ago to practice law in San Francisco or Los Angeles, according to Reno sources.

1986 is predicted to be the year that satellite TV sales explode into a significantly large business to get a lot of people in the act. Jumping in recently are Panasonic, RCA, Zenith, Amway, Radio Shack, and even the National Rural Electric Association.

Equipment is getting better, less expensive, dishes are getting smaller and the amount of TV available off satellites (already large) is increasing rapidly.

The negative impact of some of the major movie (pay TV) suppliers scrambling has had little effect on dealers' optimism.

Sony produces 850,000 color television sets a year in San Diego but doesn't like American buyers to know that because they may feel quality is not as good as "Japanese" made. Sony plans to turn out 600,000 27-inch sets annually there, also making the tubes in San Diego.

Recent figures from **Broadcasting's** issue on independent TV stations In 1980, the average sale price of an independent TV station was \$8.7 million. Average price in 1985 was \$35.7 million.

PUBLIC NOTICE

FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET N.W.
WASHINGTON, D.C. 20554

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NOTICE OF SELECTION BY LOTTERY

MUTUALLY EXCLUSIVE CASES INVOLVING LOW POWER TELEVISION AND TELEVISION TRANSLATOR APPLICATIONS

Report No: TS-25

Released: December 23, 1985

Absent the filing of petitions to deny and upon determining that the selectees are otherwise qualified, grant of construction permits to the selectees listed below will be made 30 days from the release date of this public notice.

<u>FILE NO.</u>	<u>APPLICANT NAME/CITY OF LICENSE</u>	
L85-788 BPTTL-GB0308NG	Apache Communications/Virgna Beach, VA Channel 59	1990 M STREET,N.W.#660 WASHINGTON DC 20036 REQ:CHAN. 59; ERP 15 KW
L85-821 BPTTL-CA0306SR	Juan Villareal/Clovis, NM Channel 47	139 HESACA BLVD. SAN BENITO TX 78586 REQ:CHAN. 47; ERP .718KW
L85-851 BPTTL-GM0308ML	Anthony Easton/Cortez, CO Channel 26	559 PACIFIC AVE., #32 SAN FRANCISCO CA 94133 REQ:CHAN. 26; ERP .190KW
L85-876 BPTTL-840308V8	Hearst/Ead Axe, MI Channel 33	400 ARDMORE BOULEVARD PITTSBURGH PA 15230 REQ:CHAN. 33; ERP 703 KW
L85-886 BPTTL-810309IF	Butler University/Indianapolis, IN Channel 69	46TH & CLARENDON ROAD INDIANAPOLIS IN 46208 REQ:CHAN. 69; ERP 13.6KW
L85-887 BPTTL-821112SU	Telemedia/Great Bend, KS Channel 25	ROUTE 3, P.O. BOX 377 KIMBERLING CITY MO 65686 REQ:CHAN. 25; ERP .329KW
L85-888 BPTTL-831012RZ	Charlie's TV's/Clovis, NM Channel 26	2500 LEGION DRIVE KNOXVILLE TN 37920 REQ:CHAN. 26; ERP 1.84KW
L85-889 BPTVL-850617LT	Zenon Reynarowych/Juneau, AK Channel 05	8008 MARGARET PLACE GLENDALE NY 11385 REQ:CHAN. 05; ERP .838KW
L85-890 BPTVL-850617TL	Carlos Mascarenas/Sitka, AK Channel 05	5450 NEWPORT COMMERCE CITY CO 80022 REQ:CHAN. 05; ERP .185KW
L85-891 BPTVL-850617TM	Carlos Mascarenas/Fairbanks, AK Channel 06	5450 NEWPORT COMMERCE CITY CO 80022 REQ:CHAN. 06; ERP 1.81KW
L85-892 BPTTL-EN0307QU	Lidia Rodriguez/Manteo, NC Channel 20	501 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 20; ERP 3.19KW
L85-893 BPTTL-GJ0308UX	Mike Mendoza/Manteo, NC Channel 42	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 42; ERP 3.04KW

L85-894 BPTTL-GA0308NT	Minerva Rodriguez Frias/Manteo, NC Channel 50	RT. 1, BOX 130-A PRIMERA TX 78550 REQ:CHAN. 50; ERP 2.97KW
L85-895 BPTTL-8403063L	Hermelinda Rodriguez/Biloxi, MS Channel 14	4655 CENTRAL CIRCLE BROWNSVILLE TX 78520 REQ:CHAN. 14; ERP 3.24KW
L85-896 BPTTL-810109IV	Residential Entertainment/El Dorado, AR Channel 56	P.O. BOX 9090 TYLER TX 75711 REQ:CHAN. 56; ERP 9.95KW
L85-897 BPTTL-820617X4	Blacks Desiring Media/Bucyrus, OH Channel 54	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 54; ERP 7.68KW
L85-898 BPTTL-830224VN	Mountain TV Network/Stuttgart, AR Channel 27	BOX 31 BERRYVILLE AR 73616 REQ:CHAN. 27; ERP .56 KW
L85-899 BPTTL-830224UL	Mountain TV Network/Stuttgart, AR Channel 33	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 33; ERP .53 KW
L85-900 BPTTL-830224VB	Mountain TV Network/Stuttgart, AR Channel 35	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 35; ERP .52 KW
L85-901 BPTTL-ED0307ZE	Millard Oakley/Stuttgart, AR Channel 51	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 51; ERP .652KW
L85-902 BPTTL-HC0308MQ	Heidi Terrill/Erie, PA Channel 44	625 KENNEDY COURT,APT.A FAIRFIELD CA 94533 REQ:CHAN. 44; ERP 22.4KW
L85-903 BPTTL-HK0308WD	Lidia Rodriguez/Manteo, NC Channel 26	501 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 26; ERP 3.17KW
L85-904 BPTVL-850617TV	Harriet Head/Ketchikan, AK Channel 05	2353 S. DAWSON WAY AURORA CO 80014 REQ:CHAN. 05; ERP .257KW
L85-905 BPTTL-840116ZR	Second Local Power Television/Columbus, OH Channel 48	2102-A GALLOWES ROAD VIENNA VA 22180 REQ:CHAN. 48; ERP 5.5 KW
L85-906 BPTTL-830331J7	Koenig Broadcast/Cheboygan, MI Channel 15	P.O. BOX 112 NEW HUDSON MI 48165 REQ:CHAN. 15; ERP 5.94KW
L85-907 BPTTL-830309PF	Mountain TV Network/Hawthorne, NV Channel 23	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 23; ERP .887KW
L85-908 BPTTL-830216XJ	Satellite TV/Crivitz, WI Channel 35	P.O. BOX 322 CRIVITZ WI 54114 REQ:CHAN. 35; ERP 34.8KW
L85-909 BPTTL-8403082G	Mike Mendoza/Corsicana, TX Channel 18	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 18; ERP .574KW
L85-910 BPTTL-830309QO	Mountain TV Network/Goodrich, ND Channel 69	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 69; ERP .794KW
L85-911 BPTTL-GN0308WG	Evangelina Garcia Garza/International Falls, MN Channel 14	BOX 3206 LA FERIA TX 78559 REQ:CHAN. 14; ERP .134KW
L85-912 BPTTL-AH0305ZS	Deanna Hinojosa/International Falls, MN Channel 26	P.O. BOX 355 MERCEDES TX 78570 REQ:CHAN. 26; ERP .129KW
L85-913 BPTTL-830309XZ	Mountain TV Network/Alpine, TX Channel 15	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 17; ERP .654KW
L85-914 BPTTL-830312B9	Mountain TV Network/Goodrich, ND Channel 65	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 65; ERP .783KW

L85-915 BPTTL-GD0308VJ	Lidia Rodriguez/Tucumcari, NM Channel 32	501 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 32; ERP 1.9 KW
L85-916 BPTTL-830531IB	Valley Wide Communications/Rocky Ford, CO Channel 17	P.O. BOX 382 ROCKY FORD CO 81067 REQ:CHAN. 17; ERP 16.1KW
L85-917 BPTTL-830317NB	Mountain TV Network/Springfield, CO Channel 29	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 29; ERP 1.35KW
L85-918 BPTTL-AD0305VN	CEC TV/Carrington, ND Channel 67	4004 N. 55TH DRIVE PHOENIX AZ 85031 REQ:CHAN. 67; ERP 13.7KW
L85-920 BPTTL-821020TV	Owen Broadcasting/Reeder, ND Channel 50	P.O. BOX 742 KNOXVILLE TN 37901 REQ:CHAN. 50; ERP 4.59KW
L85-921 BPTTL-AC0305XH	Jeffco Broadcasting/Carrington, ND Channel 47	5442 S. 48TH ST. PHOENIX AZ 85040 REQ:CHAN. 47; ERP 13.8KW
L85-922 BPTTL-AC0305WY	Kentel/Carrington, ND Channel 41	5442 S. 48TH STREET PHOENIX AZ 85040 REQ:CHAN. 41; ERP 13.8KW
L85-923 BPTTL-830309KC	Mountain TV Network/Coodrich, ND Channel 59	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 41; ERP .714KW
L85-925 BPTTL-AC0305WR	The Little TV Station/Carrington, ND Channel 63	1928 E. LAGUNA TEMPE AZ 85282 REQ:CHAN. 41; ERP 13.8KW
L85-926 BPTTL-GW0308NJ	Olean Television/Olean, NY Channel 20	201 NORTH UNION STREET OLEAN NY 14760 REQ:CHAN. 20; ERP 12.5KW
L85-927 BPTTL-GB0308PY	Mike Mendoza/Tuscaloosa, AL Channel 59	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 59; ERP 1.42KW
L85-928 BPTVL-HH0308WQ	Sandoval Furke/Jackson, MS Channel 10	P.O. BOX 2295 BOULDER CO 80306 REQ:CHAN. 10; ERP 1.09KW
L85-929 BPTTL-850614RE	The Little TV Station/Anchorage, AK Channel 33	1928 E. LAGUNA TEMPE AZ 85282 REQ:CHAN. 33; ERP 30.6KW
L85-930 BPTTL-820617P3	Blacks Desiring Media/Andalusia, AL Channel 30	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 30; ERP 4.09KW
L85-932 BPTTL-8403084U	Mighty-Mac Broadcasting/Cheboygan, MI Channel 17	701 N. LOGAN, SUITE 100 LANSING MI 48915 REQ:CHAN. 17; ERP 5.19KW
L85-933 BPTVL-840308TO	Minora TV/Dallas, TX Channel 02	13931 N. CENTRAL EXPWY. DALLAS TX 75243 REQ:CHAN. 02; ERP .033KW
L85-936 BPTTL-GF0308PZ	Community Broadcasting/Clarksdale, MS Channel 31	1150 17TH ST., SUITE 300 WASHINGTON DC 20036 REQ:CHAN. 31; ERP 13.5KW
L85-941 BPTTL-EI0307WS	Lidia Rodriguez/Manteo, NC Channel 52	501 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 52; ERP 2.97KW
L85-943 BPTTL-840229MT	Jacqueline Lalanne/Coos Bay, OR Channel 65	161 EDGEWOOD AVENUE SAN FRANCISCO CA 94117 REQ:CHAN. 65; ERP 22.2KW
L85-944 BPTTL-830509A3	Sounds Etc./Custer City, OK Channel 15	406 RUSSWORM DR. WATONGA OK 73772 REQ:CHAN. 15; ERP .130KW
L85-945 BPTTL-HK0308VM	Jo Ann's Balloon Boutique/Grand Rapids, MI Channel 43	712 N. 77TH SUNSHINE #9 HARLINGEN TX 78550 REQ:CHAN. 43; ERP 16.5KW

185-946
BPTV1-840305SJ

Felix De Jesus/Riverton, WY
Channel 08

421-W. FILMORE
HARLINGEN TX 78550
REQ:CHAN. 08; ERP .071KW

185-948
BPTTL-830331E2

Localvision/Denison, IA
Channel 59

7432 EAST DIAMOND
SCOTTSDALE AZ 85257
REQ:CHAN. 59; ERP 11.2KW

185-949
BPTTL-831214TX

American Lo-Power Television/Trenton, MO
Channel 52

P.O. BOX 352
WESTFORD MA 01886
REQ:CHAN. 52; ERP 2.76KW

185-950
BPTTL-83022300

Mountain TV Network/Harrison, AR
Channel 42

BOX 31
BERRYVILLE AR 72616
REQ:CHAN. 56; ERP .63 KW

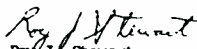
- FCC -

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

NOTICE TO ALL LOW POWER TELEVISION
AND TELEVISION TRANSLATOR PERMITTEES

The Commission, on December 10, 1985, adopted a new policy with respect to the conditions under which applications for extensions of time within which to construct new broadcast stations would be granted. Amendment of Section 73.3598 and Associated Rules Concerning the Construction of Broadcast Stations, FCC 85-647, released December 17, 1985. Among other things, the Commission amended its rules to provide that the period for the construction of a new low power television or television translator station would be lengthened from 12 months to 18 months from the date of issuance of the construction permit. In order to be fair to permittees whose construction permits were granted prior to December 10, 1985, for a period of 12 months, the Commission stated that such permittees could, upon application made on FCC Form 701, obtain an automatic grant of 6 additional months so that they, too, would have a total of 18 months within which to construct. See enclosed news release.

Since you have been granted a construction permit with a maximum of 12 months within which to construct, you are eligible for an automatic grant of an additional 6 months. Because this is an automatic grant, it should not be construed as a determination that, on the merits of your application, you are entitled to additional time within which to construct. In lengthening the construction period, the Commission announced its policy of strict enforcement of construction deadlines and cautioned that permittees who failed to build within the allotted time would lose their authorizations.


Roy J. Stewart
Chief, Video Services Division
Mass Media Bureau

PUBLIC NOTICE

FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET N.W.
WASHINGTON, D.C. 20554

News media information 202/254-7674 Recorded listing of releases and tests 202/632-0002

INITIAL TIME TO CONSTRUCT BROADCAST STATIONS LENGTHENED (Rule 73.3598) AND
GUIDELINES ESTABLISHED FOR GRANTING OF APPLICATIONS FOR EXTENSION OF TIME
TO CONSTRUCT BROADCAST STATIONS (701a).

Section 73.3598 of the Commission's Rules was amended to allow broadcast permittees 24 months to construct a television station or 18 months to construct a radio, other broadcast or auxiliary station. Instructional TV Fixed stations already have 18 months to complete construction.

The FCC also established strict guidelines for granting broadcast applications for extensions of time to construct. AM and FM broadcast stations were previously informed of similar criteria by Public Notice (No. 4177) dated May 14, 1984. The 1984 criteria now are superseded by the recent Commission action. The new strict standards for granting applications for extension of time to construct will not be applied to Instructional TV Fixed and International Broadcast stations.

Applications filed on FCC Form 701 for an extension of time within which to build a broadcast station or for a construction permit to replace an expired broadcast construction permit will be granted if they meet one or more of the following criteria:

1. Construction is complete and testing is underway looking toward prompt filing of a license application.
2. Substantial progress has been made i.e., demonstration that equipment is on order or on hand, site acquired, site cleared and construction proceeding toward completion.
3. No progress has been made for reasons clearly beyond the control of the permittee (such as delays caused by governmental budgetary processes and zoning problems) but the permittee has taken all possible steps to expeditiously resolve the problem and proceed with construction.

In addition, if a permittee finds it necessary to file either an application to modify its authorized, but unbuilt facilities, or a long-form assignment/transfer application, such application shall be filed within the first 9 months of the issuance of the original construction permit for radio and other broadcast and auxiliary stations, or within 12 months of the issuance of the original construction permit for television facilities. Before such an application can be granted, the permittee or assignee must certify that it will immediately begin building after the modification is granted or the assignment is consummated. Modifications and assignment/transfer applications filed after the above time periods will not be granted absent a showing that one of the above three criteria apply, and a certification by the permittee or the assignee that it immediately will begin building after the modification is granted or the assignment is consummated. A seller must make the "one of three criteria" showing in its assignment application. Moreover, the burden to meet one of the three criteria increases as the period in the second half of the construction period term continues.

If a modification is granted, the time period allowed for construction will be 6 months from issuance of the authorization to modify or the remainder of the construction period, whichever is longer. In the case of an assignment, the time period allowed for construction will be 12 months from the consummation of the assignment or the remainder of the construction period, whichever is longer. The extension will be given subject to the condition that the modification is completed or the assignment is consummated. Failure to modify or to consummate within the time allowed will result in cancellation of the construction permit. We will not entertain an application for modification or assignment/transfer filed after the expiration of the initial construction period.

The new policies for granting modification and assignment/transfer applications and applications for extension of time will apply, as will the new time periods for initial construction (73.3598), to all construction permits granted after the effective date of this Order. As to those permittees holding construction permits granted prior to the effective date of this Order, they must file an application (Form 701) to get an extension at which time they will automatically receive a first extension of six additional months up to a total of 24 months for TV stations and 18 months for radio, other broadcast and auxiliary stations. After an initial construction period of 24 or 18 months has been given, however, broadcast permittees (not International or ITFS), will be required to meet the new stricter criteria before an extension of time request is granted.

For information concerning this case, contact Freda Lippert Thyden, Mass Media Bureau, (202) 632-7792.

-FCC-

Trying To Be All Things To All People

One of the major problems of building an LPTV station is connecting your studio or office to your transmitter site. In the last few issues we have been showing you how to insert slides, VCR tapes, key overlay with weather information and do live audio commercials or announcements over an ordinary phone line.

We have been doing most installations with a satellite receiver right at the transmitter. That gets you on the air immediately and lets your station start to build an audience. A lot of LPTV operators have a big coming-on-the-air day where they start out with a lot of local programming, etc., and a lot of local advertising. This all costs big bucks, including selling and producing that advertising.

The only thing wrong with that concept is that you do not yet have any number of established viewers (no circulation, or readers, as they say in the newspaper business) so your advertisers get little or no results or response from their early-on ads with you because of your lack of viewers. You have turned off your advertisers: you went to a lot of expense to make a great first impression with your viewers, but your advertisers' impressions are that you do not deliver results (because you do not have established viewers yet). They are hard to convince, or re-convince, later because you made a bad first impression result-wise.

It's far better to put the station on the air, let it run with a satellite feed and then let the population figure out what they have to do (buy antennas, etc.) to get your channel. Every day you run the station on the air more people get used to tuning in your channel. Six months later (or whenever) when you have this big day where you come on with local programming, you have established viewers and you add to that base by doing local things. This combination of established (habit) viewers and the people who tune in for local programs gives you an audience. Now when an advertiser buys a spot run on your channel, he gets some noticeable results. He continues to advertise with you because ads run on your station "pay" by moving merchandise, etc.

In contrast, the big-splash (initially) operator with umpteen employees has, by now, gone broke because of 1. his high initial overhead with lots of labor costs; and 2. advertisers did not get results and quit.

Another thing I notice that may be a mistake is trying to be all things to all people. Many operators are (or were) jumping around between all different types of programming; switching satellites constantly, running movies off tape, etc. The viewer never knows what is going on over on your channel unless he checks the schedule or switches over there constantly, which he probably doesn't get around to doing because there is lots of other "good stuff" on the network stations and public television, etc. In other words, you are going head to head (or toe to toe) with the networks and full service stations trying to out-General Motors General Motors. . . **You cannot win.**

We believe you may be far better off to pick a format that is whatever your community is most lacking. Run it 100% of the time and stick in some local

only when it draws more viewers than your format. That way they "know" what they will be tuning to on your station. When they are in the mood for your type of programming they know it's there. A known quantity is better than an unknown quantity. For example, when you are on the road you might stop at McDonald's rather than Tom and Mary's Diner because McDonald's is a "known" quantity. McDonald's is not so hot and you know it, but you do not know what you're going to get at Tom and Mary's Diner (it may be a lot better, but you take the known quantity in McDonald's). So when the viewers know what they are going to get on your channel they tune in more often.

One example of switching formats constantly is a club here in Phoenix that used to play ballroom music for their dances. Attendance was okay but not sensational, so they decided to switch formats every week. One week they had a rock band; the next week they had western music, and then they had a week of ballroom music and kept on switching music every week. The result was people who liked ballroom music (their already established audience) came the week they had western music and said, "This is terrible: I'll never come here again". The people who liked western music thought this was great and came the next week when they had rock music, and they also said, "This is terrible: I'll never come here again". Pretty soon, they had practically no attendance because people just did not want to keep track of what was playing when, and they had turned everybody off. They tried to be everything to everybody, and it wasn't long before they were nothing to nobody. They have since gone back to one format and not everybody comes because not everybody likes that format, but they have built back up a large attendance of regulars that "know" what they get when they come there.

This is why we are trying to get at least three channels in each market. We would like one channel of straight, contemporary music videos (available free off satellites). We know this gets an audience and, like the LPTV channel 22 in Anchorage, you will eventually have a larger audience on that channel alone than the best-listened-to radio station in town. People who want to read, vacuum, eat or watch music tune in. It is addictive, and young people 10 to 30 love it. They know what they get when they tune that channel, 24 hours a day.

Now on the second channel, maybe you want to run country/western music videos 24 hours a day (available off satellite) or whatever the town does not have—maybe a nostalgia channel of old programs, particularly if there is no independent channel in your area that runs that type of programming.

For the third channel, you may want to run all "local" with real estate ads from 1-4 p.m.; cars from 4-6 p.m.; local news at 6 p.m.; jobs from 6:30-7 p.m.; a local school report at 7 p.m.; a ball game from the local high school at 8 p.m., etc., etc. Rerun the game at 11 p.m., etc. Any time you run out of ads, etc.,

Continued next page.

you just repeat. Maybe you want to run a local news tape every hour for five minutes and keep adding to it and dropping off old parts as things happen. If nothing new happens, rerun last hour's tape as is. If something new happens, do it live after the tape part, tape it in and delete same old stuff next hour.

We would like five channels in a town or even more but want at least three. We want to keep a channel pretty much straight one format. One staff will sell and insert commercials in all three (or five, etc.). The cost of running an LPTV transmitter is ridiculously small. The cost of running five low power channels is still far less than running one full power. Five 100-watt UHF draw about \$185 worth of electricity monthly; tower rental, \$200; total cost \$385.

You can operate five LPTV with far less staff than the average full power has for one. You can make one a religious channel (there's money). With five specialized channels, you should out-pull more audience than the best full power. Your tower cost, etc., does not increase much with several channels. Often you can use the same transmit antenna and cable. The main economy, however, is one staff (labor) with three to five times the income. In addition, when you have that much programming (five channels), you become significant, and nearly everybody in town, including cable people, get an antenna to receive your channel. Last, you keep out other low power competition because you have taken up all the best programming formats already.

A new release on VCR count says that when the national as a whole had 20% VCR saturation, Anchorage, Alaska had 51% and Fairbanks 46% VCR saturation. Las Vegas, surprisingly, was already at 35% when the national average was only 20% (up now to 30%). Sioux Falls, SD, where I have a video store, had the lowest percentage in the nation in that survey.

Nationally, 10% of VCR owners now own two machines while 2% own three. VCR penetration is expected to rise to 41% in 1986 despite some slight price increases due to devaluation of the yen. By 1990, estimates are that 67.3% of homes will have VCR's.

We finally got to see VHS High Q (which is supposed to be competitive with Super Beta) and it looked good. However, all the signing said at the Panasonic showroom was "Coming Soon". We now find out there are two degrees of High Q. JVC's (the first one out) models HR-D565 and HR-D566 include full High Q circuitry but model HR-D140 offers only part of the High Q circuitry.

NEW BUSINESSES

Reprinted from *Venture*, January 1986

BOOGYING TO THE BANK

ROCK VIDEOS PROVIDE
A WINNING FORMAT FOR
LOW-POWER TV STATIONS

By Jon Laitin

Jeffrey Nightbyrd believes he is on his way to becoming the Ted Turner of low-power television. Nightbyrd, president of Low Power Technology Inc. (LPTI), Austin, Tex., operates two low-power TV stations in Anchorage, Alaska, and Lawrence, Kan. He plans to have five more on the air by yearend. By 1990 Nightbyrd hopes to build a 50-station national network with \$100 million to \$150 million in annual revenues.

"This is electronic real estate," says Nightbyrd. "Having a low-power TV license is the equivalent of owning beachfront property. There's a limited amount of broadcast spectrum, and these are the last TV frequencies left."

Licensed by the Federal Communications Commission in a monthly lottery, low-power TV stations broadcast within a limited range, are not required to carry any particular programming, and are free of regulations that plague full-power stations. According to John Kompas, president of the consulting firm Kompas/Bieland Associates, Milwaukee, 157 low-power stations are currently in operation and another 850 construction permits have been issued.

Since the FCC began issuing licenses in 1980, investors have been attracted by the relatively low startup and operational costs [July, 1984—"Vying for a Low-Power TV Station"]. Says Nightbyrd: "A low-power station costs about \$250,000 in cash plus a 40% certificate of deposit to lease about \$350,000 in studio and transmission equipment. A full-power station can cost five times that." The monthly operating budget for each station is about \$40,000.

LPTI's strategy is to reach upscale



Jeffrey Nightbyrd: "This is electronic real estate"

18- to 40-year-olds with 24-hour music videos and local news. Video jockeys can select videos from LPTI's 3,000-tape library, contracted from major record companies.

Because the stations are cheaper to run, advertisers can find bargain prices. *Catch-22*, which began broadcasting in October, 1984, charges \$25 for a 30-second spot that reaches an audience of 250,000. Advertisers include Coca-Cola, Pepsi, Moosehead Beer, and J.C. Penney. At station TV-30, on the air since January, 1985, a similar commercial costs only \$15 and reaches

an audience of 80,000.

"Our format opens up TV advertising to small businesses otherwise locked out of conventional TV," notes Nightbyrd. "Local television ad rates run 5 to 10 times higher than ours. We're equivalent in cost to local radio. And for the price of a full-page local newspaper ad, you can buy 40 30-second spots on one of our stations." Nightbyrd expected both stations to break even in 1985 on ad revenues of \$500,000 to \$700,000 each. In three years, he predicts the stations will each generate \$1.5 million to \$3 million.

Continued on next page.

A former publisher of the defunct *Austin Sun*, Nightbyrd, 42, founded LPTI in 1983. The company went public in April, 1984, netting \$2.1 million on a fully subscribed \$2.5 million offering. Nightbyrd owns 18% equity. LPTI currently holds 10 low-power construction permits and has applied to the FCC for 500 additional permits.

Though low-power TV is a field that offers great potential, it still is in the embryonic stage, cautions John Reidy, corporate vice-president and media analyst at Drexel Burnham Lambert Inc., a New York brokerage firm. "The success of any operator will generally depend on his ability to put together a group of stations and therefore enjoy the cost-saving efficiency of programming multiple stations at once."

Nightbyrd's next goal is to raise \$2 million for expansion. But LPTI's applications can be valuable. To lessen competition for a particular market, in many cases petitioners combine their applications. In 1984 LPTI sold its 20% interest in an application for a Chicago station for \$225,000. "We were one of five parties with an approved application for that station. Our only expense was the \$1,500 cost of preparing the original license application."

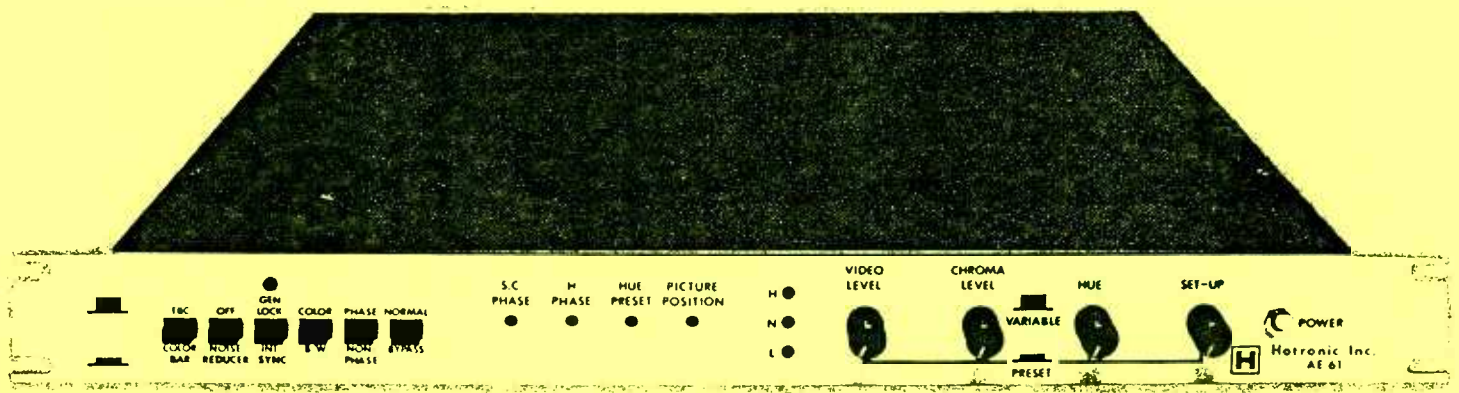
BPTTL-820617V3 Blacks Desiring Media, Inc. Scobey, Montana	Channel 15
BPTTL-850617LK McCaw Communications Companies, Inc. Sitka, Alaska	Channel 20
BPTTL-830331C9 Koenig Broadcast Group Sault Ste. Marie, Michigan	Channel 47
BPTTL-821222TJ Edward F. Anglin Escanaba, Michigan	Channel 19
BPTTL-830331P7 Koenig Broadcast Group Sault Ste. Marie, Michigan	Channel 31
BPTTL-850610MS State of Alaska Cordova, Alaska	Channel 15
BPTTL-830311V9 Mountain TV Network, Inc. International Falls, Minnesota	Channel 20
BPTTL-820616QL Tippecanoe Broadcasting Partnership Monticello, Indiana	Channel 57
BPTTL-830309VT Mountain TV Network, Inc. Wishek, North Dakota	Channel 42
BPTVL-83051311 State of Alaska/Division of Telecommunications Systems Circle Hot Springs, Alaska	Channel 6
BPTVL-850610MB State of Alaska Yakutat, Alaska	Channel 9
BPTTV-850610MF Yukutat City School District Yakutat, Alaska	Channel 2
BPTTV-850610MH State of Alaska/Division of Telecommunications Systems Gravian Island, Alaska	Channel 2
BPTVL-850610MG State of Alaska Gravian & Pennock Isl., Alaska	Channel 4
BPTTL-830331C3 Koenig Broadcast Group Ignace, Michigan	Channel 16
BPTVL-830708E7 Russell Communications Natchez, Mississippi	Channel 11
BPTTL-820324SD Eddie Robinson Coudersport, Pennsylvania	Channel 32
BPTTL-830503IM Nemont Cablevision, Inc. Scobey & Rural Area, Montana	Channel 57
BMP TTL-850610ME State of Alaska Ketchikan, Alaska	Channel 21
BPTTV-850610MC State of Alaska Eagle Village, Alaska	Channel 5
BPTTV-850612LG State of Alaska Sheldon Point, Alaska	Channel 3
BPTTL-821222TK Edward F. Anglin Escanaba, Michigan	Channel 17
BPTTL-830311JK Mountain TV Network, Inc. Leesville/Vernon, Louisiana	Channel 27
BPTTL-83050310 Nemont Cablevision, Inc. Scobey & Rural Area, Montana	Channel 62

Low Power/Television Translators: Proposed Construction Permits

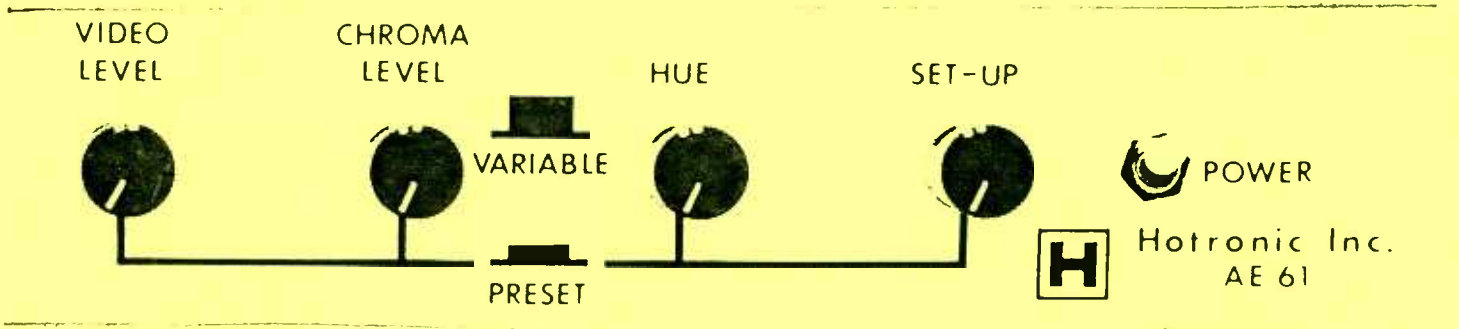
Report No.: GL85-25 Released: December 30, 1985

BPTTL-830228RN Mountain TV Network, Inc. Jordan, Montana	Channel 69
BPTTL-830311QB Mountain TV Network, Inc. Lakeview, Oregon	Channel 45
BPTTL-830228RL Mountain TV Network, Inc. Jordan, Montana	Channel 67
BPTTL-8305311D Valley Wide Communications Rocky Ford, Colorado	Channel 23
BPTTL-830314UU Mountain TV Network, Inc. Tillamook, Oregon	Channel 56
BPTTL-821227TV Charles L. Parrott Lake Shastina, Weed, Mt. Shasta, Yreka, California	Channel 41
BPTTL-830503LH Nemont Cablevision, Inc. Scobey & Rural Area, Montana	Channel 21
BPTTL-830503LG Nemont Cablevision, Inc. Scobey & Rural Area, Montana	Channel 29
BPTTL-820921RN Robert E. Sewell, James H. Hayes, William D. Rodgers & Revis V. Hobbs D/B as Harpeth Communications Franklin, Tennessee	Channel 47

Lo - Power Community TV



The Hotronic AE61 and AE61B is a broadcast quality digital Time Base Corrector. It operates with 525 line/60 Hz monochrome, accepts heterodyne VTR video signal.



Shown actual height 1 1/4 inches.

FEBRUARY
1986

SPECIAL ISSUE OF SATELLITE PROGRAMS AVAILABLE TO LPTV.

Includes list of minutes of local commercial time allowed. Listings follow on next page. Management changes so availability and price may change. Some claim they are available to LPTV but no station has worked out anything yet, so some spade work may be necessary with some.

EDITORIAL

Our main typesetter is on jury duty for four weeks, and we are crimped for keeping up, so our issue for February is smaller than usual.

The satellite program list in this issue is probably not all of the services available as new ones come on almost weekly. This list will get you started. Some tell you for publication that they are free, and we know some LPTVs that are carrying them free of charge. But, when they send you literature they turn out to charge you, so negotiate. SPN, for example, you can get down to \$25 a month in most locations if they have no cable system carrying it. One LPTV station I know of is carrying CNN Headline News; others are carrying INN (Independent News Network), the Tribune's news network. We will have more on all this in future issues.

Success-N-Life just came on Satcom 4 in late February (religious but many good family programs). If you know of others that any LPTV stations are carrying, particularly at no charge, let us know. The minutes listing tells you how many minutes they give you per hour for local commercials.

We attended the recent video show in San Francisco. A pretty good TBC (time-base corrector) appeared for \$3,500. If you really need one, call Hotronic, (408) 292-1176; ask for literature and prices.



Lo-Power Community Television magazine is published 12 times per year. Sample copies are \$5. subscriptions \$50 per year. Intended to supply needed information on low power television at reasonable cost.

Copyright 1986 by Lo-Power Community Television Publishing. Editor and Publisher: Harlan L. Jacobsen.

Send address changes to 7432 E. Diamond, Scottsdale, AZ 85257; phone (602) 945-6746.

GALAXY 1

6 SIN (Spanish International Network) (Spanish-language programming). Ethnic. Daily, 24 hours. 0 minutes/hour. Pay affiliates for 24-hour coverage. Susan Catapano, (212) 502-1300; 460 W. 42nd Street, New York, NY 10036.

7 CNN (Cable News Network) (Live, round-the-clock news coverage and features). News. Daily, 24 hours. 2-3 minutes/hour. 18¢-50¢ subscriber/month/CATV, varies/SMATV. Marty Lafferty, (404) 827-2250, (404) 827-2133; 1050 Techwood Drive, N.W., Atlanta, GA 30318.

8 CNN Headline News (continuously updated 30-minute wheel of hard news). News. Daily, 24 hours. 2-3 minutes/hour. 18¢-50¢ subscriber/month/CATV, varies/SMATV. Marty Lafferty, (404) 827-2250, (404) 827-2133; 1050 Techwood Drive, N.W., Atlanta GA 30318.

13 C-Span (daily, live coverage of the House of Representatives and House and Senate hearings). (Secondary feed.) Public affairs. O/v. 0 minutes/hour. 3¢/basic sub. Brian Gruber, (202) 737-3220; 400 N. Capitol Street, N.W., Washington, D.C. 20001.

17 PTL - The Inspirational Network (interdenominational family programming. Discrete stereo on 5.58/5.76 MHz. Simulcast F3, 2). Religious. Daily, 24 hours. 0 minutes/hour. Free. Jack R. Hightower, (704) 542-6000; PTL Center, Charlotte, NC 28279.

22 AVN (Alternate View Network) (Educational and religious programming focusing on ethical and related issues). Religious. Sundays, 10:45 a.m. - 2:45 p.m. 2 minutes/hour. Free. Curtis A. Chambers, (318) 226-8776; Head of Texas St., P.O. Drawer 1567, Shreveport, LA 71165-1567.

PAY TV

5 Showtime - East (first-run movies, sports and specials). Movies and specials. Daily, 24 hours. 0 minutes/hour. Cost varies. Sales department, (212) 708-1600; 1633 Broadway, New York, NY 10019.

10 The Movie Channel - East (All-movie, commercial-free service. Matrix stereo on 5.8/6.8 MHz.) Movies only. Daily, 24 hours. 0 minutes/hour. Cost varies. Sales department, (212) 708-1600; 1633 Broadway, New York, NY 10019.

14 The Movie Channel - West (All-movie, commercial-free service. Discrete stereo on 5.8/6.8 MHz.) Movies only. Daily, 24 hours. 0 minutes/hour. Cost varies. Sales department, (212) 708-1600; 1633 Broadway, New York, NY 10019.

SATCOM F3

- 2 PTL - The Inspirational Network** (interdenominational family programming. Discrete stereo on 5.58/5.76 MHz. Simulcast on G1, 17.) Religious. Daily, 24 hours. 0 minutes/hour. Free. Jack R. Hightower, (704) 542-6000; PTL Center, Charlotte, NC 28279.
- 3 TBN (Trinity Broadcasting Network)** (family, Christian programming.) Religious. Daily, 24 hours. 0 minutes/hour. Free. Stan Hollon, (714) 832-2950; Trinity Broadcasting, P.O. Box A, Santa Ana, CA 92711.
- 6 SPN (Satellite Programming Network)** (Movies, entertainment, how-to's, financial self-help programs, and video music). Variety. Daily, 24 hours. 2 minutes/hour. Cost varies. Mark Dempsey, (918) 481-0881; SSS, 8252 S. Harvard, Tulsa, OK 74137.
- 16 TLC (The Learning Channel)** (Learning programs and college-credit courses for adults). Educational. Daily, 6 a.m. - 4 p.m. 1 minute/hour average. 3¢ - 5¢ subscriber/month. Lenda Washington, (202) 331-8100; 1200 New Hampshire Avenue, #240, Washington, D.C. 20036.
- 18 Reuter Monitor Service(s)** (News and price retrieval in commodity, money and investment markets). News. Monday - Friday, 4 a.m. - 8 p.m. 0 minutes/hour. Cost varies. Ron Owens, (212) 732-2400; 2 Wall Street, New York, NY 10005.
- 18 NJT (National Jewish Television)** (Family Jewish programming). Religious. Sunday, 1 p.m. - 4 p.m. 2 minutes/hour. Free. Joel Levitch, (212) 549-4160; 2621 Palisade Avenue, Riverdale, NY 10463.
- 19 C-Span** (Daily, live coverage of the House of Representatives and House and Senate hearings). (Primary feed.) Public affairs. Daily, 24 hours. 0 minutes/hour. 3¢/basic sub. Brian Gruber, (202) 737-3220, (202) 393-7685 (E); 400 N. Capitol Street, N.W., Suite 155, Washington, D.C. 20001.

PAY TV

- 10 Showtime - West** (Commercial-free movies, sports and specials). Movies, sports and specials. Daily, 24 hours. 0 minutes/hour. Director of Engineering, (212) 208-1600; 1633 Broadway, New York, NY 10019.

SATCOM F4

6 BizNet, The American Business Network (business and public affairs programming). Business news. Daily, 6 a.m. - 1 p.m. 2 minutes/hour. Negotiable. Frank Allen Philpot (202) 463-5817, U.S. Chamber of Commerce, 1615 H Street, N.W., Washington, D.C. 20062.

7 WCN (World Christian Network) (multi-denominational religious programs). Religious. Daily, 8 p.m. - 3 p.m. 1 minute/hour. Free. Ray Kassis, (305) 632-1000; 1150 W. King Street, Cocoa, FL 32922.

15 Success-N-Life (religious network). Religious. Daily, 24 hours. Rose Ann Smathers, (214) 620-1586; Word of Faith Outreach Center, Box 819000 Dallas, TX 75381. Saturday programming is all non-religious, including sports. N/C to carry any portion.

16 The Silent Network (programming in sign language and voice). Unique. Sat. 9:30 a.m. - 11:30 a.m. 0 minutes/hour. Free. Sheldon Altfeld, (213) 654-6972; P.O. Box 1902, Beverly Hills, CA 90213.

18 Hit Video USA (music, videos). Music video. Daily, 24 hours. 1 minute/hour. \$500 month/up. Constance Wodlinger, (713) 650-0055; 1000 Louisiana Blvd., Suite 3500, Houston, TX 77002.

Home Shopping Network Not currently available to LPTV but considering it. Pay a % of all sales to your zip codes. (800) 472-5646; 1529 U.S. 19th, South, Clearwater, FL 33546. Promised to let us know when they decide to affiliate with LPTV.

SPACENET 1

15 ACTS (American Christian Television System) (family Christian entertainment). Unique. Daily, 24 hours. 1 minute/hour. Free. Lloyd Hart, (817) 737-3241; ACTS Satellite Network, 6350 W. Freeway, Fort Worth, TX 76150.

WESTAR 5

2 **The University Network (The Unchannel)** (nonsecular programming with Dr. Gene Scott). Unique. Daily, 24 hours. Varies/per hr. Larry Dudley, (818) 246-8124; 1501 S. Glendale Avenue, Glendale, CA 91205. 20¢ subscriber/month.

PAY TV

24 **The FUN Channel(s)** (XXX-rated adult entertainment). X-rated, adult. Daily, 11 p.m. - 6 a.m. 10 minutes/night. \$1/subscriber; encoded-decoder required. Space Age Video, (408) 559-8812, (800) 221-9096; Space Age Video, 2902 Almaden Expwy., San Jose, CA 92125.

24 **PPV—The Pay-Per-View Channel(s)** (adult movies and other films and events on a pay-per-view basis). Unique. 9 p.m. - 11 p.m., Fri/Sat. 1 minute/hour. Space Age Video, (408) 559-8812, (800) 221-9096; Space Age Video, 2902 Almaden Expwy., San Jose, CA 92125.

TELSTAR 303

1 **CMTV (Country Music Television)** (country-oriented videos and programming. Discrete stereo on 5.58/5.76 MHz). Music. Daily, 24 hours. 3 minutes/hour. Free. Jim Cavazzini, (212) 686-4340; 30 E. 40th Street, Suite 507, New York, NY 10016.

PAY TV

2 **SelectTV** (feature films and adult movies). Movies, sports and specials. 0 minutes/hour. \$6.75 - \$7.45 subscriber/month. Toni Cosenza, (213) 827-4400, (213) 474-3500 (E); 4755 Alla Road, Marina del Rey, CA 90291.

19 **American Extasy** (advertiser-supported X-rated movies). X-rated adult. Daily, 11 p.m. - 4 a.m. 0 minutes/hour. 10¢ subscriber/month. Sales department (212) 696-1221; 419 Park Ave., South, Room 1400, New York, NY 10016.

WESTAR 3

(ALL BELOW ARE ALL-TEXT)

WESTAR 3 VBI AUXILIARY SERVICES

1 **AP News Cable** (Occasional text transmission of general news and information). AP. News. Daily, 24 hours. Cost varies. Greg Groce, (202) 955-7213; 1825 K Street, N.W., Suite 615, Washington, D.C. 20006-1253.

GALAXY 1 VBI AUXILIARY SERVICES

18 **Dow Jones Cable News** (Text service featuring stock tape and business news). VBI or subcarrier of WTBS. Unique. Daily, 24 hours. 2 minutes/hour. 1¢ subscriber/or less. Dick Stickney, (609) 452-2000; Box 300, Princeton, NJ 08540.

18 **AP News Cable** (Text service featuring news, weather, sports and business). VBI or subcarrier of WTBS. News, NYSE tape. Daily, 24' hours. Varies from \$46.50 weekly; maximum, \$242.20 weekly. Greg Groce, (202) 955-7213; 1825 K Street, N.W., Suite 615, Washington, D.C. 20006-1253.



PUBLIC NOTICE

FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET N W
WASHINGTON, DC 20554

2273

News media information 202-254-7674

Recorded listing of releases and texts 202/632-0002

NOTICE OF SELECTION BY LOTTERY

MUTUALLY EXCLUSIVE CASES INVOLVING LOW POWER TELEVISION AND TELEVISION TRANSLATOR APPLICATIONS

Report No: TS-26

Released: January 28, 1986

Notice is hereby given of the results of the January 24, 1986, public lotteries to determine the award of construction permits for low power television or television translator stations in the mutually exclusive cases listed below. The application listed with each case is the tentative selectee for the construction permit grant. Petitions to deny the selectee must be on file with the Commission not later than 15 days from the release date of this public notice. Pursuant to Section 73.3584(c) of the Commission's Rules, the selectee may file an opposition within 15 days of the filing of the petition.

Absent the filing of petitions to deny and upon determining that the selectees are otherwise qualified, grant of construction permits to the selectees listed below will be made 30 days from the release date of this public notice.

<u>FILE NO.</u>	<u>APPLICANT NAME/CITY OF LICENSE</u>	
L86-411 BPTTL-801229IL	M & M Comm. /Jacksonville, FL. Channel 38	606 SILVER SHORE DR. PENSACOLA FL 32507 REQ:CHAN. 38; ERP 1.03KW
L86-564 BPTTL-810217S5	Energy Action/Seattle, WA Channel 68	2000 P STREET, N.W. #310 WASHINGTON DC 20036 REQ:CHAN. 68; ERP 131 KW
L86-847 BPTTL-840307F9	Millard Oakley/Brunswick, GA Channel 31	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 31; ERP .682KW
L86-856 BPTTL-831108MK	Spectrum Media/Jacksonville, TX Channel 36	704 ESPLANADE LAKE CHARLES LA 70605 REQ:CHAN 36; ERP 10.1KW
L86-875 BPTTL-CA0306TJ	Judith Acevedo/Fort Bragg, CA Channel 36	611 YOAKUM ST. SAN BENITO TX 78586 REQ:CHAN. 36; ERP 1.29KW
L86-919 BPTTL-GA0308TB	Austin Petersen/Morgan City, LA Channel 19	2228 OLIVE STREET EUGENE OR 97405 REQ:CHAN. 19; ERP 2.17KW
L86-931 - BPTTL-GX0308MG	Donrey/Henryetta, OK Channel 44	P.O. BOX 1359 FORT SMITH AR 72902 REQ:CHAN. 44; ERP 8 KW
L86-937 BPTTL-GLO308RS	Susan Easton/Pueblo, CO Channel 34	1941 HILLMAN BELMONT CA 94002 REQ:CHAN. 34; ERP 43.0KW
L86-940 BPTTL-810217CW	Microband/Charleston, SC Channel 50	655 THIRD AVENUE NEW YORK CITY NY 10017 REQ:CHAN. 50; ERP 28.9KW
L86-942 BPTTL-840308U6	Ambassador Media/Jackson, WY Channel 48	7600 POTOMAC FALL ROAD MCLEAN VA 22102 REQ:CHAN. 48; ERP 19.5KW
L86-952 BPTTL-820616RU	Cascade Pacific/Winston, OR Channel 29	POST OFFICE BOX 791 MYRTLE CREEK OR 97457 REQ:CHAN. 29; ERP 1.46KW
L86-954 BPTTL-830311F7	Mountain TV Network/Falls City, NE Channel 14	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 14; ERP .852KW
L86-955 BPTTL-850617TA	Women's LPTV Network/Fairbanks, AK Channel 24	7860 N. HAYDEN RD. #J101 SCOTTSDALE AZ 85258 REQ:CHAN. 24; ERP 4.07KW
L86-956 BPTVL-GRO308LI	Pauline Ellis/Fresno, CA Channel 07	7 SULGRAVE LANE SAN RAFAEL CA 94901 REQ:CHAN. 07; ERP .063KW
L86-957 BPTTL-840116J4	Low Power Technology/Roswell, NM Channel 51	507 TRINITY STREET AUSTIN TX 78701 REQ:CHAN. 51; ERP 26.8KW
L86-958 BPTTL-83030808	Mountain TV Network/ Tucumcari, NM Channel 22	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 22; ERP .889KW
L86-959 BPTTL-GY0308PK	Evangelina Garcia Garza/Dodge City, KS Channel 23	BOX 3206 LA FERIA TX 78559 REQ:CHAN. 23; ERP .759KW
L86-960 BPTTL-830309Z5	Mountain TV Network/Battleview, ND Channel 59	P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 59; ERP .621KW
L86-961 BPTTL-820423TQ	Carter Broadcasting/Yucca Valley, CA Channel 26	312 STUART STREET BOSTON MA 02116 REQ:CHAN. 26; ERP .957KW
L86-962 BPTTL-810506IA	Guy Erway/Goleta, CA Channel 26	5530 CAMINO CERRALVO SANTA BARBARA CA 93111 REQ:CHAN. 26; ERP 13.4KW
L86-963 BPTTL-GN0308WP	Bernard Petersen/Buras, LA Channel 14	1818 GROVE STREET EUGENE OR 97404 REQ:CHAN. 14; ERP 12.7KW
L86-964 BPTTL-AD0305XC	Little TV Station/Dickinson, ND Channel 49	1928 E. LAGUNA TEMPE AZ 85282 REQ:CHAN. 49; ERP 12.1KW
L86-965 BPTTL-810116OY	Pearl Television/Raleigh, NC Channel 60	207 CHURCH AVENUE HIGH POINT NC 27260 REQ:CHAN. 60; ERP 19.5KW

L86-966 BPTVL-EO0307MX	Minerva Rodriguez Frias/Tyler, TX Channel 10	RT. 1 BOX 130-A PRIMERA TX 78550 REQ:CHAN. 10; ERP 1.07KW
L86-967 BPTTL-821228TH	Rodney Johnson/Terrebonne, OR Channel 48	ROUTE 1 BOX 420 POWELL BUTTE OR 97753 REQ:CHAN. 48; ERP 8.6 KW
L86-968 BPTTL-801114IY	Northwest Christian TV/Auburn, WA Channel 56	4640 WESTPOINT DRIVE ROCHE HARBOR WA 98250 REQ:CHAN. 56; ERP 15.0KW
L86-969 BPTTL-830311B3	Mountain TV Network/White Sulphur Spring, MT Channel 33	P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 33; ERP 3.13KW
L86-970 BPTTL-830309N6	Mountain TV Network/Choteau, MT Channel 25	P.O. BX 31 BERRYVILLE AR 72616 REQ:CHAN. 25; ERP 1.32KW
L86-971 BPTTL-810407IJ	TV Tower Venture/Wichita Falls, TX Channel 40	3600 SOUTH YOSEMITE #900 DENVER CO 80237 REQ:CHAN. 40; ERP 21.4KW
L86-973 BPTVL-831214RW	Walls Newspaper Consultant/Abilene, KS Channel 05	5450 W.BEE CAVES STE. 20 AUSTIN TX 78746 REQ:CHAN. 05; ERP 1.067KW
L86-975 BPTTL-830315MQ	Mountain TV Network/Marysville, KS Channel 35	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 35; ERP 1.705KW
L86-976 BPTTL-RN0308XJ	Abescon Telecom Co. /Dothan, AL Channel 46	1640 FIFTH ST.,SUITE 203 SANTA MONICA CA 90401 REQ:CHAN. 46; ERP 66.4KW
L86-978 BPTTL-CA0306PL	Juan Villareal/Ironwood, MI Channel 24	139 RESACA BLVD. SAN BENITO TX 78586 REQ:CHAN. 24; ERP 2.16KW
L86-979 BPTTL-HI0308WI	Kay Cee Television/Athens, GA Channel 42	1260 LAKEVIEW DR. LA HABRA CA 90631 REQ:CHAN. 42; ERP 9.96KW
L86-980 BPTTL-HB0308XQ	Mid Coast Cable TV/Bay City, TX Channel 63	P.O. BOX 911 BAY CITY TX 77414 REQ:CHAN. 63; ERP 1.133KW
L86-982 BPTTL-801113IV	Ward & Ward/Roanoke, VA Channel 65	7316 HELMSDALE ROAD BETHESDA MD 20034 REQ:CHAN. 65; ERP 7.99KW
L86-983 BPTTL-821210TY	Morris Dimsdale/Live Oak, FL Channel 18	1526 W. 15TH STREET LAUREL MS 39440 REQ:CHAN. 18; ERP 6.71KW
L86-985 BPTTL-830224UC	Black Women of New Jersey/Hoquiam, WA Channel 36	354 SOUTH FIRST AVENUE MOUNT VERNON NY 10550 REQ:CHAN. 36; ERP 1.8 KW
L86-987 BPTTL-GE0308XA	American Television/Eau Claire, WI Channel 34	1575 EYE STREET, NW #500 WASHINGTON DC 20005 REQ:CHAN. 34; ERP 23.0KW
L86-988 BPTTL-EA0307PA	Wing Communications/Hayward, WI Channel 52	4131 RANGER ROAD WISCONSIN RAPIDS WI 54494 REQ:CHAN. 52; ERP 2.14KW
L86-990 BPTTL-HG0308ZX	Midamerica LPTV/Ripon, WI Channel 45	1957 BLAIRS FERRY RD.,NE CEDAR RAPIDS IA 52402 REQ:CHAN. 45; ERP 40.8KW
L86-991 BPTTL-830915LA	Community Communications/Hayward, WI Channel 48	1310- 29TH AVENUE SOUTH WISCONSIN RAPIDS WI 54494 REQ:CHAN. 48; ERP 2.43KW
L86-992 BPTTL-GQ0308TQ	Mike Mendoza/Montgomery, AL Channel 61	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 61; ERP 1.36KW
L86-993 BPTTL-ED0307UM	Millard Oakley/Indianapolis, IN Channel 48	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 48; ERP 1.652KW
L86-995 BPTTL-840307WT	Lloyd Moriber/Key West, FL Channel 56	PALM BAY CLUB 1 PALM BAY MIAMI FL 33138 REQ:CHAN. 56; ERP 17.2KW



PUBLIC NOTICE

FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET N.W.
WASHINGTON, D.C. 20554

News media information 202/254-7674

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Low Power/Television Transmitters Proposed Construction Permits

Report No.: GL86-1 Released: January 28, 1986

Notice is hereby given that the television translator and low power television application(s) listed below have been accepted for filing. These applications, which are not mutually exclusive with other LPTV and TV translator applications have been fully reviewed and in the absence of petitions to deny, the applications appear to be grantable. Petitions to deny the application(s) may be filed with the Commission within 30 days of the date of this notice. Such petitions should clearly bear the caption of the applicable application listed below.

BPTTL-830311JT
Mountain TV Network, Inc.
Falls City and Rural Richardson
County, Nebraska Channel 44

BPTTL-830311IE
Mountain TV Network, Inc.
Falls City and Rural Richardson
County, Nebraska Channel 42

BPTTL-830224UY
Mountain TV Network, Inc.
Decatur City, Iowa Channel 48

BPTTL-830224SA
Mountain TV Network, Inc.
Decatur City, Iowa Channel 24

BPTTL-830224SQ
Mountain TV Network, Inc.
Decatur City, Iowa Channel 20

BPTTL-830224US
Mountain TV Network, Inc.
Prairie City, Missouri Channel 40

BPTTL-8303147S
Mountain TV Network, Inc.
Spearman, Texas Channel 42

BPTTL-830309E4
Mountain TV Network, Inc.
Alpine, Texas Channel 19

BPTTL-830312WP
Mountain TV Network, Inc.
Bowman, North Dakota Channel 65

BPTTL-8303181T
Mountain TV Network, Inc.
Dubois and Rural
Fremont County, Wyoming Channel 27

BPTTL-830321IR
Mountain TV Network, Inc.
Wheatland and Rural
Platte County, Wyoming Channel 32

BPTTL-830223TW
Mountain TV Network, Inc.
Spencer, Iowa Channel 69

BPTTL-830314TW
Mountain TV Network, Inc.
Hyannis and Rural Grant
County, Nebraska Channel 25

BMPPT-850610MI
State of Alaska
Division of Telecommunications
Ketchikan, Alaska Channel 15

BPTTL-830309J4
Mountain TV Network, Inc.
Sisseton, Rural Roberts
County and Rural Marshall
County, South Dakota Channel 68

BPTTL-830312XN
Mountain TV Network, Inc.
Alpine, Texas Channel 43

BPTTL-8A0308NO
Local Service Television, Inc.
Evansville, Indiana Channel 69

BPTTL-830309J5
Mountain TV Network, Inc.
Sisseton, Rural Roberts
County, and Rural Marshall
County, South Dakota Channel 44

BPTTL-850617LI
Mccaw Communications Companies, Inc.
Ketchikan, Alaska Channel 24

BPTTL-850617ML
Connie Gwin Street
Juneau Alaska Channel 24

BPTTL-830314R6
Mountain TV Network, Inc.
Ashton, Idaho Channel 42

BPTTL-820617SV
Blacks Desiring Media, Inc.
Massena, New York Channel 51

BPTTL-820617V8
Blacks Desiring Media, Inc.
Massena, New York Channel 26

BPTTL-830311JZ
Mountain TV Network, Inc.
Falls City, Nebraska Channel 18

BPTTL-820617U7
Blacks Desiring Media, Inc.
Massena, New York Channel 45

BPTTL-830315PW
Mountain TV Network, Inc.
Marysville and Rural Marshall
County, Kansas Channel 25

BPTTL-830309YX
Mountain TV Network, Inc.
Fort Stockton, Texas Channel 35

BPTTL-820616TC
Tel-Radio Communications
Properties, Inc.
Ardmore, Oklahoma Channel 17

BPTTL-830908JF
Blacks Desiring Media, Inc.
Fort Leonard Wood, Missouri Channel 53

BPTTL-850617UY
Alaska Public Television, Inc.
Kasilof, Alaska Channel 48

BPTTL-821122TJ
Black Women's Network of NJ, Inc.
Westernport, Maryland Channel 55

BPTTL-821124SG
Thelma W. Anglin
Lula, Georgia Channel 41

BPTTL-810217QD
Christian Enterprises Incorporated
Mechanicville, Virginia Channel 42

BPTTL-830509A6
C.L. & O. Translator Sys Inc.
Booker/Darrrouzett, Texas Channel 47

BPTTL-800619IL
Cooper Breaks T.V. Translator System
Goodlett, Et al, Texas Channel 63

BPTTL-830620ID
Donley County UHF TV, Inc.
Clarendon, Texas Channel 47

ABPTVL-820427SU
WDM, Inc.
Selmer, Tennessee Channel 6

BPTTL-830831JJ
Crossroads Communications Co.
Mccook, Nebraska Channel 38

BPTTL-830815JM
North Platte Television, Inc.
Broken Bow, Nebraska Channel 18

BPTTL-850617LJ
Mccaw Communications Companies, Inc.
Ketchikan, Alaska Channel 32

BMPPT-830228IH
State of Alaska
Petersburg, Alaska Channel 15

BPTTL-830331C2
Koenig Broadcast Group
Ludington, Michigan Channel 33

BPTTL-830228PR
Mountain TV Network, Inc.
Bethany, Missouri Channel 59

BPTTL-820820TZ
G.E. Barrett, E.C. Dunn
& C.R. Ray
Rarden/Lucasville, Ohio Channel 17

BPTTL-820917TR
Channel 2 Broadcasting Co.
Sutton, Alaska Channel 30

BPTVL-840113PP
Woodson Newspaper, Inc.
San Diego/Alice, Texas Channel 12

BPTTL-830315MB
Mountain TV Network, Inc.
Marysville, Kansas Channel 29

BPTTL-830314H2
Mountain TV Network, Inc.
Limon, Colorado Channel 50

NEWS

FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET, N.W.
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202 / 632-0002

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For a complete listing of Commission action, Release of the full text of a Commission order, or other information, see MFIS, FCC, 515 F. on RF, (C. Code, 1975).

January 17, 1985

VIDEO TAPE AVAILABLE NOW TO PUBLIC: "ENGINEERING FOR NON-ENGINEERS"

The Federal Communications Commission announces the availability of a video-taped course geared at training non-technical professionals in the basics of electronic communications systems. The "plain language" course starts with basic electric and magnetic principles and carries the viewer through antenna theory, cellular radio, television, and other major types of communications systems. Also included are several "experiments" to help students visualize the concepts being presented.

"Engineering for Non-Engineers" features Ralph A. Haller. Haller has held several engineering positions within the Commission and is currently Deputy Chief of the Mass Media Bureau's Policy and Rules Division. Prior to joining the FCC staff in 1971, he was a consulting engineer in broadcasting.

The video was originally developed to train non-technical FCC staff in communications engineering fundamentals. Because of the enthusiastic response to the course, the FCC believes others may find the course to be of value as a training tool. The four-hour session consists of two VHS video cassettes and a student study guide. A copy of the course can be obtained from Prism Corporation, 4545 42nd Street N.W., Suite 109, Washington, D.C. 20016, phone (202) 686-8250.

-FCC-

Report No. MM-115

MASS MEDIA ACTION

February 11, 1986

FCC UPHOLDS STAFF'S DENIAL OF CBA'S LPTV PROPOSAL

The Commission has upheld a staff action denying Community Broadcasters Association's (CBA) proposed amendment of the rules whereby low-power TV (LPTV) licensees who are forced to cease operations due to interference with a television station would be guaranteed another channel.

In denying CBA review, the Commission noted that LPTV is a secondary service. Whereas the FM service is based on a system of standardized facilities and mileage separations, the LPTV and translator services are not, thus presenting special difficulties due to the prohibited contour overlap approach for predicting interference and the "daisy chain" phenomenon involving complex linkages of numerous applications proposing operations at identical or potentially overlapping different locations and on potentially interfering channels. Therefore, CBA's proposal would not be workable for the LPTV and TV translator services at this time.

Action by the Commission February 5, 1986, by Memorandum Opinion and Order (FCC 86-72). Commissioners Fowler (Chairman), Quello, Dawson, and Patrick.

- FCC -

For further information contact Belford Lawson at 632-7792.



PUBLIC NOTICE

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1919 M STREET N.W.
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February 7, 1986

1985 EDITION OF TITLE 47 OF CFR NOW AVAILABLE

The four volumes of the Federal Communications Commission's rules, Title 47 of the Code of Federal Regulations (Telecommunication), revised as of October 1, 1985, are now available from the Government Printing Office (GPO). The attached listing provides the price and stock number of, and the rule parts in, each volume. In conjunction with the listings, an order form is provided for your use.

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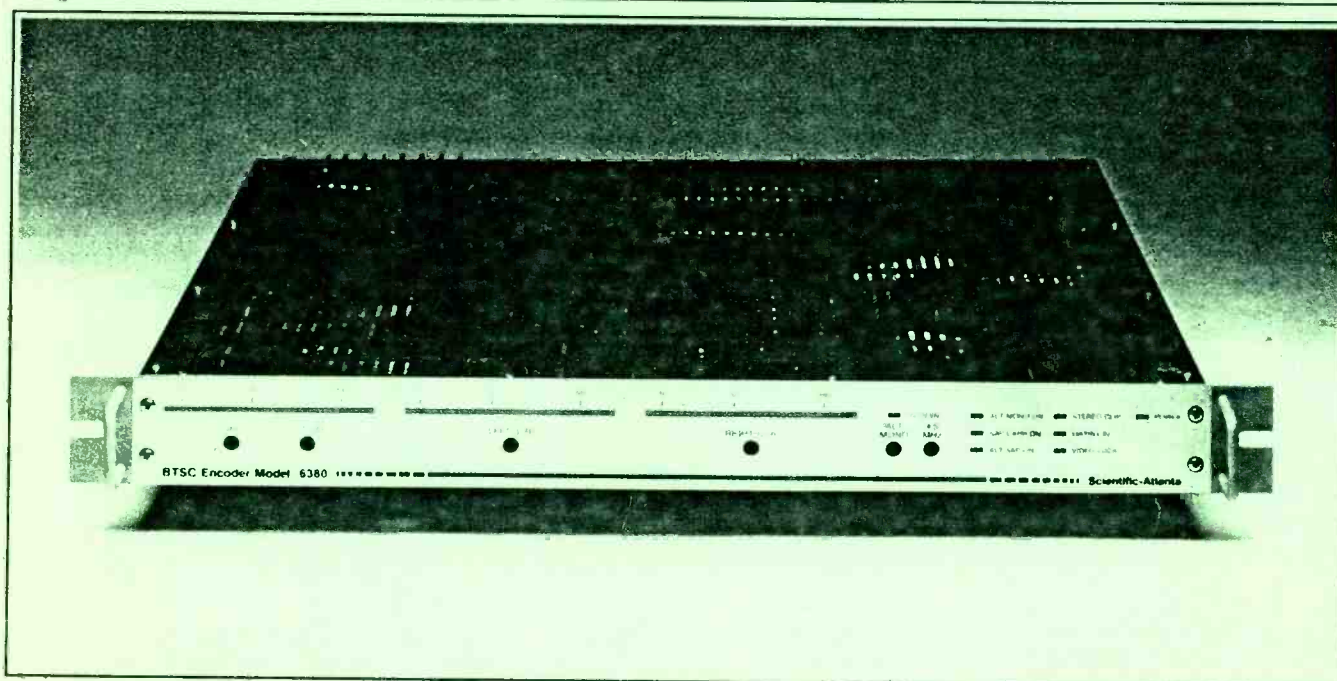
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Lo - Power Community TV

Scientific-Atlanta, Inc.

Model 6380 BTSC Stereo Encoder



March 1986

What's Happening

We went to the video show in San Francisco last month to see what was new in equipment, but we didn't discover much because the major camera manufacturers, etc., did not exhibit. So in March we went to the cable show in Dallas. Found lots of interest in LPTV because local cable programmers have about the same budgets. On April 13th we will be back in Dallas for the National Association of Broadcasters (NAB) show. Biggest job at NAB is finding equipment in the LPTV price range. You ask for prices and they'll say "37", and while I think they mean \$3,700 when they actually mean \$37,000. Three years ago the computer drawing board paint boxes were \$120,000. Now they are much more sophisticated and about \$60,000. At the cable show we found a similar set-up usable for low power that does a superb job for \$5,300 list. Probably available around \$4,500 when it is out in June. See article and photo elsewhere.

The more I visit low power stations and run my own and those for others, the more convinced I am that you should consider the use of one central office for commercial production. Send local people out with Super Beta camcorders, etc., and shoot all types of shots at these business clients. Send the tape in to the central production facilities and let them do the commercials. Speaking, of course, for operators who have many LPTV stations; or small stations can contract it out to those who have more sophisticated production equipment. Many commercials can be generic; they are usable anywhere just by putting in local audio and name of business, etc. Often local businesses have some great radio spots. You shoot all types of video file tape around these clients' businesses, and then the central production office can edit and enhance video with that radio audio track, for example. Later, as the small market stations get to where they have enough ad clients, then you put more equipment in there. But, it is not necessary or warranted until you get your dollar volume up. Many small markets will never warrant it but can make money by farming out.

Spot production is an important part of LPTV operation, but you do not need that type of equipment at each station. Only camcorders, etc. (Super Beta is preferable because you can go down three generations) are necessary locally. When selling a new spot you can call in audio details, etc., of a new commercial and the central office puts it together from file tape. To deliver taped spots back, some firms put all the commercials together end to end and send them all at once over satellite. In most large cities you can buy satellite time for under \$5 a minute. Therefore, the cost of sending a spot via satellite is instantaneous and cheaper than mailing individual spots on 3/4-inch, etc.

Let your local, small market staff concentrate on sales and local program production. They need far less sophisticated equipment when not doing their own lead ins, station breaks, commercials, etc. When they are put together in the central office by more expensive and more professional equipment, it upgrades the little station's whole image.

New Satellite Channel Interested in Affiliating with low power

The **Success In Life** satellite channel, which we told you about last month, is basically a religious channel with all day Saturday pretty much traditional programming. At the cable show we discovered another satellite programmer (starting January '87) called "The Success Channel." This channel will be "business success" with seminars, etc. This combined with an FNN feed, etc., might be a good combo in a large city. Write this one down in your program issue (February), and write them and tell them you might be interested in affiliating and get on their mailing list. Write **The Success Channel**, Dallas Communications Complex, 6301 N. O'Connor Road, Irving, TX 75039, or call (214) 869-1957.

Camcorders and Hi-Q

The only VHS camcorder out so far with Hi-Q is NEC. We believe first generation VHS works fine for LPTV, but when you get down to third generation you get a pasteboard look. Hi-Q (new circuitry) helps considerably but does not have the resolution that Super Beta has; nor can you go down as many generations. Personally I do not believe I would buy any VHS without Hi-Q for production and would strongly recommend you consider industrial Super Beta (or even 8mm with Super circuitry). Once again, also remember there are three degrees of VHS Hi-Q (see February issue). Some models calling themselves Hi-Q have only part of the new circuitry.



Lo-Power Community Television magazine is published 12 times per year. Sample copies are \$5. subscriptions \$50 per year. Intended to supply needed information on low power television at reasonable cost.

Copyright 1986 by Lo-Power Community Television Publishing. Editor and Publisher: Harlan L. Jacobsen.

Send address changes to 7432 E. Diamond, Scottsdale, AZ 85257; phone (602) 945-6746.

Stereo and Low Power Television

We heard that stereo generators were becoming available for CATV use (cable system) that were usable by low power.

Priced at under \$3,000, we decided now was the time to add stereo to our on-the-air LPTV operations. A little over a year ago the only thing available was \$13,000. So off to Dallas to the CATV convention we went to take a look. We said at the time, when it first came out, that there was no reason they could not be made for \$1,500 and would undoubtedly soon be available for that. Scientific Atlanta has the unit pictured on our cover ready to start delivery about June for \$2,500. This unit also has the SAP channel built in and ready to go. There normally is another channel called the pro-channel, but that one is missing.

To understand the stereo system and what that means to low power, let's say that this gives you, as an LPTV station, an opportunity to be ahead of the local full powers. It is estimated that stereo will have about the same effect as color had. Right now, only a few network programs are in stereo, and about 250 full powers have switched to stereo. Full powers have to spend over \$100,000 to go stereo. People who are buying new TV sets and audio equipment have an option of buying a unit that receives and decodes stereo. Many tape players, for example, have a stereo decode chip built in and can be used with a hi-fi unit to tune in stereo TV sound on the hi-fi speaker system. If you are the only stereo station in town, all of the TV set dealers will demonstrate stereo on your station and will have a reason to be running your channel on TV sets in showrooms.

NBC, CBS and ABC have few stereo programs but are increasing, just as they started out slow with color. However, most satellite-supplied signals are available full time in stereo. It takes about a \$150 to \$300 decoder with your satellite receiver to have it available. Now you have a stereo source and it costs you no more to run in stereo. Listeners (viewers) who have TV stereo decoding equipment will watch your channel more often because it sounds so much better. People who have standard, early model TV sets will not be able to tell any difference. The SAP channel (second audio program) can be tuned in by anyone who has a set or hi-fi unit, etc., that has a stereo decoder.

The SAP channel is in addition to the stereo (two track channels) being broadcast. It was conceived originally as being used for bilingual broadcasts—English, for example, on the standard stereo and Spanish on the SAP channel (monaural) by flipping a switch on your stereo decoder set to choose which audio. Now as a low power TV station you wonder what to put on your SAP channel. Actually, you can leave it blank or, as we plan to do in Sioux Falls, add the government weather channel (talks 24 hours a day about the weather, forecasts, etc., and are for your local area)(available off the air free with a \$50 receiver). Or you can add old-time radio (free), available as a subcarrier on the Nostalgia channel. Or background-type music from Seeburg off satellite, or even add a local FM station who may pay you a few bucks to carry

them on your channel (or an out-of-town FM you can get with a large receiving antenna that is not normally received in your town). That way when they want to listen to radio-type broadcasts, they just tune in to your channel and flip the switch to SAP. That way there is more reason for their set to be tuned to your channel next time someone turns it on. If you run music videos, it would seem to me that adding stereo would be a must.

Contact Scientific Atlanta, 4386 Park Drive, Box 105027, Atlanta, GA 30348, or call (404) 925-5000. The other manufacturer that has stereo encoders available immediately is Wegener Communications, 150 Technology Park, Atlanta-Norcross, GA 30092, or call (404) 448-7288. Wegener's unit is also priced at \$1,995 (plus \$500 power supply), but Wegener does not yet have the SAP channel available—it has to be added later at additional cost.

THE WEGENER



Background Music

Some of you may be running Alpha Numeric (character generator words on screen) for hours at a time or overnight, etc. (personally am opposed to alpha numeric), and if you are, you may need audio to go with it.

The Nostalgia satellite channel has an audio subcarrier channel of radio's old-time shows for free. But if you want background music for Alpha Numeric or want to go into background music business by carrying subcarrier on your channel for use by stores, etc., here is the address for Seeburg Music which is available (for a price): Seeburg Music Satellite Network, 5706 New Chapel Hill Road, Raleigh, NC 27607, or call (919) 851-5823.

What You Can Learn From L.O. Channel Operators

You can learn a lot from local origination people who lease a channel from cable systems. Some cable systems operate, for profit, L.O. (local origination) channels of their own. I programmed a local cable channel for several years (when we started we were the only channel and we had a monopoly on viewers). My experience there and all of these other cable channel L.O. programmers have already made all the mistakes and found out what does not work. The advantage man has over animals is that each generation of animals makes the same mistakes, and man's advantage is that he can communicate and not have to make the same mistakes his predecessors did because he learns from them. I think that LPTV operators need to look at what is working for these people that are L.O. local cable channels and learn from what they tried that does not work.

You need to consider what role your LPTV station plays. Are you the only local TV serving a population of 100,000? If so, that's what we call a big fish in a big pond. If you serve only 10,000 people and you are the only local TV for 50 miles around, you are a big fish in a small pond. If your LPTV is like my Sioux Falls station—it serves 100,000 people but there are three other stations—you and I are small fish in a big pond.

If you are a big fish, then you probably want to do a lot of local news, etc. My small fish station in Sioux Falls makes news a waste of time because we have three other channels doing local news with bigger budgets and high-priced, numerous staff devoted exclusively to news. So local news is a waste of time. If I really wanted to get into news, I'd do what they do not do I'd do births (show all the new babies), I'd do obituaries (full color picture furnished by the funeral home), wedding announcements, engagements, etc.—everything the local stations do not do. I'd probably even show what dogs became available today at the pound. If somebody lost a dog and brought us in a picture, I'd run that. I'd let the biggies cover city hall if they were doing that and I'd just cover what they do not.

So if you hear some LPTV station was doing great with local news, you have to look at what the competition is. Is your market a small pond? Are you a big fish or small fish? How does that compare with the LPTV doing great with news?

If no local TV station covers local election returns, then it is worth doing, judging from mine and others' past L.O. experience, because it gets a local audience. One good test is can you tell advertisers that you will have a large local audience? If they are convinced you'll have viewers, you are in.

One example of cable L.O. that can be adapted to LPTV Group W cable in Los Angeles has an hour long show where private party auto sellers do a 90-second pitch on describing showing and selling their cars. They take bids over the phone, but why not just run the owner's phone number and let potential

buyers call them direct. They also offer spots to businesses in the auto business after market at the usual rates.

Another cable system L.O. in California runs clips from current movies and where they are playing locally. The local theatres pay them. That's one that should work for LPTV because you can show the full preview, and people can decide between what's playing tonight, not next month, etc. Movie critics do not review what's in your town right now. In Phoenix an L.O. channel runs 24 hours of full motion tours, etc., of houses for sale. A Green Bay, Wisconsin L.O. channel runs a "bargain" channel and runs groups of infomercials together, such as auto, tires, home, paint, etc. They take only special bargains. They run a dining and entertainment guide nightly that updates you on what your local options are for eating out, local entertainment choices tonight, etc. Another L.O. channel runs a show on apartments for rent—pretty much the same as houses for sale. Apartment owners pay the freight on one, real estate sales people on the other. Both show full motion with audio tours of the property, etc. Later in the evening they have programs on home care, interior decorating and they put these apartments (tours) in one at a time as commercials.

The L.O. people who have succeeded sell local advertisers on the fact that this local TV advertising opportunity can gain their business the same video impact generally affordable only to the big merchants in the big cities. Most people are not aware that the income that pays the freight at newspapers is the classified section. A Eau Claire, Wisconsin L.O. cable channel operator runs classified with full motion pictures of the items for sale or still pictures when only that is available along with the seller's phone number, etc.

What you have to understand is that this type of local TV advertising is simplicity. It doesn't look like a 30-second spot on the CBS Evening News. It is sort of a combo of local newspaper, local radio and video—It is to sell merchandise and services, not to win awards. It opens up a very effective medium to local advertisers at a price they can afford.

Next Month:

- ★ Report from the NAB.
- ★ More new equipment ideal for LPTV.
- ★ A tour of an Ohio LPTV that's in the black.

NOTICE OF SELECTION BY LOTTERY

MUTUALLY EXCLUSIVE CASES INVOLVING
LOW POWER TELEVISION AND TELEVISION
TRANSLATOR APPLICATIONS

Report No: TS-27

Released: February 28, 1986

Notice is hereby given of the results of the February 24, 1986, public lotteries to determine the award of construction permits for low power television or television translator stations in the mutually exclusive cases listed below. The application listed with each case is the tentative selectee for the construction permit grant. Petitions to deny the selectee must be on file with the Commission not later than 15 days from the release date of this public notice. Pursuant to Section 73.3584(c) of the Commission's Rules, the selectee may file an opposition within 15 days of the filing of the petition.

Absent the filing of petitions to deny and upon determining that the selectees are otherwise qualified, grant of construction permits to the selectees listed below will be made 30 days from the release date of this public notice.

L86-460 BPTVL-GF0308SF	Mike Mendoza/Fayetteville, AR Channel 09	3804 ROYAL CREST DR. FORT WORKTH TX 76140 REQ:CHAN. 09; ERP .096KW
L86-934 BPTTL-GG0308WP	Gregory Petersen, Laredo, TX Channel 61	2292 KINCAID STREET EUGENE OR 97405 REQ:CHAN. 61; ERP 4.32KW
L86-939 BPTTL-810217CX	Family Broadcasting/Rocky Mount, NC Channel 47	309 DELANE DRIVE ROCKY MOUNT NC 27801 REQ:CHAN. 47; ERP 8.6 KW
L86-974 BPTTL-840308S2	Robert Aaronson, Wildwood, NJ Channel 27	235 ELIZABETH ST. #8 NEW YORK NY 10012 REQ:CHAN. 27; ERP 28.9KW
L86-984 BPTTL-GU0308RM	Raul Francisco Rivas/Laredo, TX Channel 57	33 COWAN TERRACE BROWSVILLE TX 78521 REQ:CHAN. 57; ERP .08 KW
L86-986 BPTTL-HC0308SH	Nancy Simo/Brownsville, TX Channel 17	P.O. BOX 325 LYFORD TX 78569 REQ:CHAN. 17; ERP .131KW
L86-989 BPTTL-GF0308NJ	Gregory Petersen/Brownsville, TX Channel 64	2292 KINCAID STREET EUGENE OR 97405 REQ:CHAN. 64; ERP 25.7KW
L86-994 BPTTL-EG0307ZG	Classic Video/Billings, MT Channel 25	P.O. BOX 4842 SCOTTSDALE AZ 85261 REQ:CHAN. 25; ERP 11.8KW
L86-996 BPTTL-830923TD	N & K LPTV/Green River, WY Channel 67	3550 BISCAYNE BLD.SU.700 MIAMI FL 33137 REQ:CHAN. 67; ERP 1.22KW
L86-1001 BPTT-840224MR	Inspiration TV/Lakeview, OR Channel 61	P.O. BOX 1394 LAKEVIEW OR 97630 REQ:CHAN. 61; ERP 1.27KW
L86-1002 BPTTL-831013MN	Robert Hanson/Honolulu, HI Channel 44	P.O. BOX 26327 TEMPE AZ 85282 REQ:CHAN. 44; ERP 58.6KW

L86-1003 BPTTL-830324A2	Charleen Shero/Pukalani, HI Channel 61	1513 WAILUKU DRIVE HILO HI 96720 REQ:CHAN. 61; ERP 12.6KW
L86-1004 BPTTL-EN0307QX	Lidia Rodriguez/Ogallala, NE Channel 18	501 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 18; ERP 1.09KW
L86-1005 BPTTL-830504B5	Matlock Communications/Glasgow, MT Channel 16	1041 STEPVIEW DRIVE EAGLE ID 83616 REQ:CHAN. 16; ERP .88 KW
L86-1006 BPTT-830803JA	Inspiration TV/Lakeview, OR Channel 25	P.O. BOX 1394 LAKEVIEW OR 97630 REQ:CHAN. 25; ERP 1.27KW
L86-1007 BPTTL-831214LH	The Little TV Station/Pocatello, ID Channel 21	1928 E. LAGUNA TEMPE AZ 85282 REQ:CHAN. 21; ERP 33.0KW
L86-1008 BPTTL-8403079P	Micaela Pereira/Green Bay, WI Channel 56	P.O. BOX 7 SAN BENITO TX 78586 REQ:CHAN. 56; ERP 29.6KW
L86-1009 BPTTL-820623QL	Free State Broadcasting/Jackson, AL Channel 31	P.O. BOX 4268 LAUREL MS 39441 REQ:CHAN. 31; ERP 7.27KW
L86-1011 BPTTL-810219JC	Highlight Broadcasting/Louisville, KY Channel 62	263 SHEARWATER ISLE FOSTER CITY CA 94404 REQ:CHAN. 62; ERP 10.8KW
L86-1013 BPTTL-GT0308SA	Virginia Klaus/Akron, OH Channel 29	349-3 HAWTHORNE DRIVE AURORA OH 44202 REQ:CHAN. 29; ERP 10.4KW
L86-1015 BPTTL-HC0308UC	Judith Acevedo/La Grande, OR Channel 50	611 YOAKUM STREET SAN BENITO TX 78586 REQ:CHAN. 50; ERP 3.74KW
L86-1016 BPTTL-GG0308WF	Minerva Rodriguez Frias/Okmulgee, OK Channel 26	RT. 1., BOX 130-A PRIMERA TX 78550 REQ:CHAN. 26; ERP 1.07KW
L86-1018 BPTTL-GA0308RK	Juan Ramon Ortiz/Hope, AR Channel 29	P.O. BOX 1975 SAN BENITO TX 78586 REQ:CHAN. 29; ERP 2.11KW
L86-1019 BPTTL-GD0308MD	Juan Ramon Ortiz/Altus, OK Channel 17	P.O. BOX 1975 SAN BENITO TX 78586 REQ:CHAN. 17; ERP 1.69KW
L86-1021 BPTTL-820617IW	Hometown TV/Redfield, SD Channel 22	29 NW 2ND STREET ORTONVILLE MN 56278 REQ:CHAN. 22; ERP .904KW
L86-1024 BPTTL-820623SH	Warren Denton/Staunton, VA Channel 17	GENERAL DELIVERY PEN LAIRD VA 22814 REQ:CHAN. 17; ERP .270KW

Low Power/Television Translators: Proposed Construction Permits

Report No.: GL86-2

Released: February 25, 1986

BPTTL-830311LZ
Mountain TV Network, Inc.
Grants, New Mexico Channel 33

BPTT-821112TN
Arapahoe County T.V. Club
San Mateo, New Mexico Channel 35

BPTTL-810217KS
Figgie Communications
Waco, Texas Channel 12

BPTTL-820921K4
Southern TV of Augusta, Inc.
Augusta, Georgia Channel 17

BPTTL-820326TV
Roundup Printing & Publishing, Inc.
Payson, Arizona Channel 17

BPTTL-830309G7
Mountain TV Network, Inc.
Santa Rosa, New Mexico Channel 39

BPTTV-830818IC
Dull Knife Memorial College
Busby, Montana Channel 05

BPTTL-830311D3
Mountain TV Network, Inc.
Vernon, Arizona Channel 24

BPTTL-830802JV
Russell Communications
Sheridan, Wyoming Channel 24

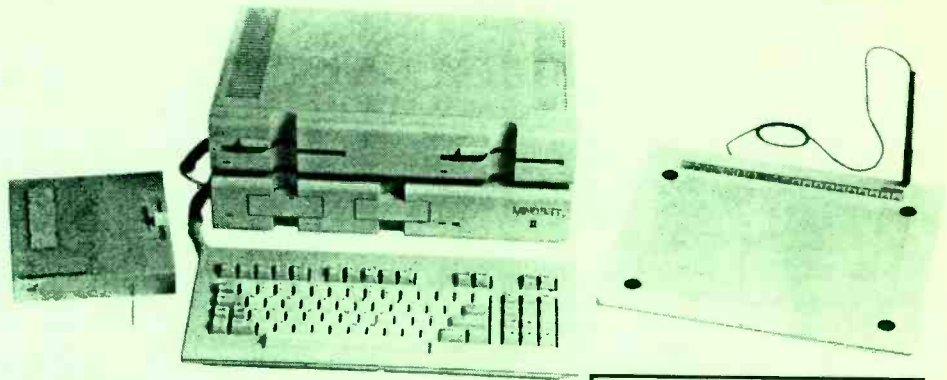
BPTT-830815JO
Dull Knife Memorial College
Lame Deer, Montana Channel 24

BPTTL-830308F4 Harlan L. Jacobsen Roosevelt, Utah	Channel 50	BPTTL-830311L4 Mountain TV Network, Inc. Clayton, New Mexico	Channel 25
BPTTL-820817TW Micromedia Eastland, Texas	Channel 17	BPTTL-830323H9 Mountain TV Network, Inc. Globe, Arizona	Channel 31
BPTTL-830314L5 Mountain TV Network, Inc. Spearman, Texas	Channel 38	BPTTL-830323F9 Mountain TV Network, Inc. Globe, Arizona	Channel 23
BPTTL-830318JE Mountain TV Network, Inc. Bay Lake, Minnesota	Channel 62	BPTTL-830308J2 Mountain TV Network, Inc. Medicine Lodge, Kansas	Channel 68
BPTTL-830309L3 Mountain TV Network, Inc. Bowman, North Dakota	Channel 61	BPTTL-801121JI Graphic Scanning Corporation Wichita, Kansas	Channel 69
BPTTL-830331A7 Bonnie Lee Blum Brenham, Texas	Channel 46	BPTTL-830309WE Mountain TV Network, Inc. Mineral Well, Texas	Channel 47
BPTTL-830309N9 Mountain TV Network, Inc. Fort Stockton, Texas	Channel 27	BPTTL-831214WC Ponyland Broadcasting Company Columbia, Missouri	Channel 28
BPTTL-830309V4 Mountain TV Network, Inc. Fort Stockton, Texas	Channel 33	BPTTL-821025RR Thelma W. Anglin Halls Spur, Georgia	Channel 38
BPTTL-830309XH Mountain TV Network, Inc. Estelline Rural, Texas	Channel 19	BPTTL-830309M4 Mountain TV Network, Inc. Okanogan Omak, Washington	Channel 17
BPTTL-830309QL Mountain TV Network, Inc. Quanah, Texas	Channel 44	BPTTL-821222TH Edward F. Anglin Escanaba, Michigan	Channel 27
BPTTL-830312L9 Mountain TV Network, Inc. Quanah, Texas	Channel 20	BPTVL-810409WR Roy J. Bonds Jackson, Tennessee	Channel 09
BPTTL-830317LQ Mountain TV Network, Inc. Blossom, Texas	Channel 34	BPTTL-830314D3 Mountain TV Network, Inc. Spearman, Texas	Channel 67
BPTTL-830308J7 Mountain TV Network, Inc. Democrat, Texas	Channel 14	BPTTL-830312XM Mountain TV Network, Inc. Alphine, Texas	Channel 39
BPTTL-83030X9 Mountain TV Network, Inc. Fort Stockton, Texas	Channel 25	BPTTL-8303144R Mountain TV Network, Inc. Buena Vista, Colorado	Channel 50
BPTT-810311IF Praise Time Ministries Brookville, Pennsylvania	Channel 51	BPTTL-830309S9 Mountain TV Network, Inc. Fort Stockton, Texas	Channel 31
BPTTL-8303142I Mountain TV Network, Inc. International Falls, Minnesota	Channel 30	BPTTL-HM0308VR Baby Boom Broadcasting Company Montgomery, Alabama	Channel 14
BPTTL-850617LL Echonet Coporation Juneau, Alaska	Channel 28	BPTTL-830331N7 Localvision H.L.J. DBA Moab, Utah	Channel 52
BPTTL-850617MN Penny Drucker Juneau, Alaska	Channel 34	BPTTL-830302YD John F. Morgan Swainsboro, Georgia	Channel 56
BPTTL-850617MM MCCAW Communications Companies, Inc. Juneau, Alaska	Channel 16	BPTTL-830314P8 Mountain TV Network, Inc. International Falls, Minnesota	Channel 42
BPTTL-830309C9 Mountain TV Network, Inc. Fort Stockton, Texas	Channel 23	BPTTL-830601JD North American Broadcasting Company Hutchinson, Minnesota	Channel 21
BPTTL-830309WF Mountain TV Network, Inc. Mineral Well, Texas	Channel 67	BPTTL-HJ0308MC American Lo-Power Network, Inc. Gillette, Wyoming	Channel 51
BPTTL-830318IE Mountain TV Network, Inc. Bay Lake, Minnesota	Channel 28	BPTTL-830331M3 Localvision H.L.J., DBA Moab, Utah	Channel 20
BPTTL-830318LQ Mountain TV Network, Inc. Bay Lake, Minnesota	Channel 60	BPTTL-8303093Z Mountain TV Network, Inc. Fort Stockton, Texas	Channel 15
BPTTL-830218ZD Jesup Broadcasting Jesup, Georgia	Channel 58	BPTTL-830308F2 Harlan L. Jacobsen Roosevelt, Utah	Channel 42

GRAPHICS & ANIMATION SYSTEM M-2000

FEATURES

- Character Generation Capability
- 40 Page Capacity Per Sequence
- Flexible Storage System for Hundreds of Pages
- Great Image Quality (640 x 400 Pixels)
- Optional Loadable Character Styles
- Image Creation Capability for Drawings, Maps, Charts, etc.
- Super Real-Time Animation Capability
- Genlocks to any NTSC Video Source



MINDSET PRODUCTS DISTRIBUTED BY JVC

M-2000 \$5865.00

M-2000 Mindset II Titrting, Graphics & Animation System

The Mindset II Titrting, Graphics, and Animation System is designed for VHS user's wanting professional quality titrting, graphics and animation at a modest price. The system comes complete with all the hardware and software necessary for the user to add high quality characters and titles to video productions, create drawings, logos, maps and charts, and animate images or logos in real-time on the screen.

Character Generator. The M2000 is a powerful, high quality, video character generator. With the Titrting II software provided with the system, up to 40 "pages" titles can be created, edited, and sequenced in any order. The user selects from a number of pre-programmed transitions such as cuts, fades, crawls, and rolls. Titrting sequences that are created can be easily saved for future use or editing by using the system's dual disk drives.

Great Image Quality. With a resolution of 640 pixels (Horizontal) by 400 pixels (Vertical), characters look smooth and professional. Adjustable shadows and 3-D effects further add to the appearance of the characters. All characters are proportionally spaced and kerned which give titles a truly professional look. Up to four colors may be displayed on the screen at any time (including the background color), and all colors are selectable from a palette of 512 colors. Optional character styles are also available so that the user can vary the look of each page.

Text Editing Convenience. As text is being entered, the user can preview pages and make changes and corrections at any time. The character's size, style, color, and spacing can be changed easily. Each page can be automatically linked to the succeeding page. This facilitates the creation of automatic sequences like rolling credits or crawling several pages. Individual lines can be easily inserted or deleted after a sequence or page has been completed. Line spacing and positioning are easy to adjust.

Graphics Capability. The Lumena Library software and Mindset Graphics Tablet provided with the system offer the video producer a great deal of flexibility to create logos, charts, graphs, images, and drawings. The user can select from hundreds of colors and use a wide variety of "electronic" pens and brushes. Colors, shapes, and images may be changed at will and portions of the image can be moved, duplicated, or rotated with ease. Characters can be easily integrated with pictures, and the resulting image animated. The user can also draw or animate directly over the video image. Special effects such as cell and color cycle animation, and multiple transitions such as wipes and blinds are also included.

Super Real-Time Animation. With the Video Animator software provided with the system, the user can easily add smooth, intricate, real-time animation sequences to video productions. Multiple animation sequences may be run simultaneously to create powerful effects. For instance, individual characters can spin in from different

corners of the screen at the same time to form a corporate logo.

Genlock. The video production module provided with the system is designed to genlock to any incoming video signal—even a VCR. Titles, graphics, and animation sequences are then key'd over the signal, which can then be recorded on another VCR. No additional components are required for connection.

Other Features. Optional "Chalkboard" program for telestration. MS-DOS compatible feature enables system to use a variety of general purpose software including scripting, budgeting, word processing, and financial applications.

ACCESSORIES

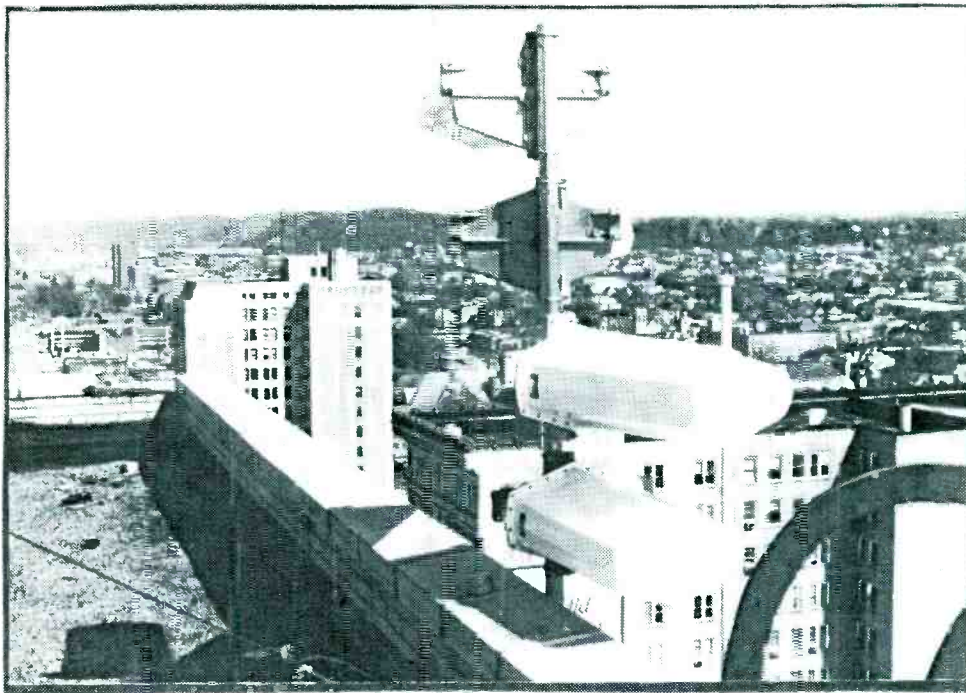
Hardware:

M1009	Hard Disk Unit (10 Megabytes)	\$1499.00
M2001	Parallel Printer Module	99.00
M2004	300 Baud Modem	199.00
M3001	Mouse	149.00

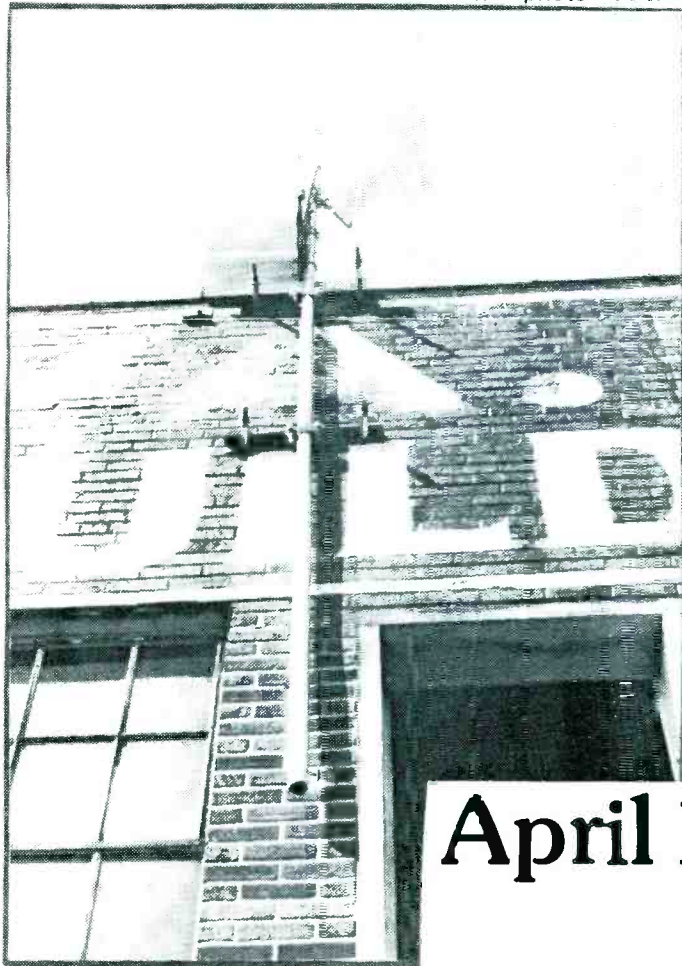
Software:

M4001	MS-DOS Operating System	60.00
M4008	GW Basic Interpreter Computing Language	299.00
M4026	Analog Printer Driver Utility	39.00
M4201	Chalkboard II (Diskette)	99.00
M4031	PC Paintbrush (Diskette)	199.00
M4099	Program Developer Library	99.00
M4503	Telecom Cartridge	99.00

Lo-Power Community TV



Photos are of Huntington, West Virginia penthouse. Rooftop color log transmit antennas had not been wired and raised when photo was taken. Finished that after dark.



April 1986

What's Happening

There was one session at the NAB Convention having to do with LPTV. Attended by about 50 people, the session brought out some insight on the future LPTV window of interest to many LPTV operators.

On the program was Roy Stewart of the FCC who answered questions on the window. The responses gave some clues. Stewart, of course, announced that starting about one year from now, all LPTV applications will carry a \$375 application fee (see release elsewhere this issue). In the meantime, the staff are toying with several different methods of handling the window approach, including a new rulemaking which would, at least, take until September to put into effect. The staff are attempting to find some method of just having a window for modifications (like moves, power increases, etc.), etc., but have not figured out a way since it affects and interacts with other interests they are required to protect. Also under consideration, Stewart said, was a window, such as one state at a time (use a lottery to pick which state came up first). If you think about that, it would not work either because interests across the border would have to file too or be precluded, etc.

The staff are apparently panicked that they are going to be overwhelmed with applications again. They apparently have not bothered to check with the main filers and are going off half-cocked again and will likely bugger LPTV service up again. Every time they have tried to thwart application filing, they have set it up so it actually caused the thing they were trying to prevent. If they said they were going to have a 30-day window June 1 and another December 1 and one every six months thereafter, they would be no mad rush. Instead, they will make some ridiculous restriction and indicate their may never be another window and everyone will panic and crash program for anything and everything they **may** ever want. The players will figure some way to "outsmart" the commission.

If the commission would check, they would find—

1. Nearly all major players have more CPs now than they can handle right now and the foreseeable future.

2. With a window there is no easy target list. Most of the March 8, 1985 filers were copiers and were not sophisticated enough to do their own engineering, channel selection, etc. They won't play when there is just a window.

3. Most of the mass filers who filed to be paid off are now out of the game—it did not work all that hot. With a window, they cannot identify victims in advance.

4. Public interest in LPTV as a speculation is almost nil. An all-time low.

Randy Swingle of Impact Television Group (operate one full power and three LPTV) said that his firm believes getting on cable systems is essential to LPTV success.

He suggested getting together several times with cable operators, figuring out what their criteria are to carry channels and offer to pay for head end conversions to carry your channel (usually \$1,500 to \$4,000). He suggests offering the cable operator a good number of ad avails on your channel and cash monthly if necessary. They are paying one cable system carrying one of their LPTV channels \$2,000

per month. Jeff Nightbyrd said he pays the Anchorage cable system \$225,000 a year and trades most of it out in advertising at a high rate.

John Kompas reported that there are 111 operating low power stations on the air (actually at least 113 since he never lists my Sioux Falls and a Jamestown station even though I have called it to their attention twice). They reportedly contacted 87 of them and found 42 nonprofit, 45 were for profit; 36 had local programming and ads and nine were subscription TV stations, seven carrying Select TV and two Showtime and The Movie Channel. Many ad-supported listed themselves as in the black and paying off start-up debt, according to Kompas.

International Crystal is out with a real fine character generator and it's sold out for three months ahead already. But in my view, it was practically worthless for LPTV because it would not crawl. Character generators need to crawl, roll and scroll, and page sequence.

By the way, be sure any character generator you consider will genlock. This is an absolute essential. That means it will lock up with and put words over a network (satellite program), camera or taped picture.

Ohio LPTV (In the Black) Story Next Issue

Due to other material we felt needed getting in, we have held our story on the LPTV station promised for this issue. Next issue we will also have more equipment information.



Lo-Power Community Television magazine is published 12 times per year. Sample copies are \$5. subscriptions \$50 per year. Intended to supply needed information on low power television at reasonable cost.

Copyright 1985 by Lo-Power Community Television Publishing. Editor and Publisher: Harlan L. Jacobsen.

Send address changes to 7432 E. Diamond, Scottsdale, AZ 85257; phone (602) 945-6746.



NEWS

FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET, N.W.
WASHINGTON, D.C. 20554

News media information 202 / 254-7674
Recorded listing of releases and texts
202 / 632-0002

3707

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See *MCI v. FCC*, 515 F.2d 385 (D.C. Cir. 1975).

April 10, 1986

PRESIDENT SIGNS LEGISLATION DIRECTING THE FCC TO IMPOSE FEES FOR REGULATORY SERVICES BASED ON A STATUTORY SCHEDULE OF CHARGES

On April 7, 1986 President Reagan signed into law the "Consolidated Omnibus Budget Reconciliation Act of 1985" (Public Law Number 99-272). This legislation directs the Federal Communications Commission to assess and collect charges for many of the services it provides the public. Congress established the exact dollar amounts of these fees in the legislation. They are essentially based upon the FCC's cost of providing each regulatory service. An excerpt of the legislation is reprinted on the reverse.

Members of the public seeking further background information on the new fees should review the Conference Report on H.R. 3128, House of Representatives Report Number 453, 99th Congress, 1st Session (December 19, 1985).

Fees will apply to the majority of mass media, common carrier, and private radio licensees regulated by the FCC. In addition, manufacturers and others seeking equipment approval services will be subject to a charge.

The schedule of charges will **NOT** go into effect immediately. The public will receive sufficient notice of fee collections. The Commission expects to begin collecting fees within 360 days of the enactment of this legislation.

The Commission must first complete a rule making to establish the rules and policies for its fee collection effort. This proceeding, which should commence within the next two months, will include a Notice of Proposed Rule Making inviting public comments, and a Report and Order.

-FCC-

For further information contact Richard Keller, Office of the Managing Director, at (202) 632-6900.

Continued next page.

Schedule of Charges

Service	Fee amount
PRIVATE RADIO BUREAU	
1. Marine Coast Stations (New, Modifications, Renewals).....	\$60.00
2. Operational Fixed Microwave Stations (New, Modifications, Renewals).....	135.00
3. Aviation (Ground Stations) (New, Modifications, Renewals).....	60.00
4. Land Mobile Radio Licenses (New, Modifications, Renewals).....	30.00
EQUIPMENT APPROVAL SERVICE	
1. Certification	
a. Receivers (Except TV & FM Receivers).....	250.00
b. All Other Devices.....	460.00
2. Type Acceptance	
a. Approval of Subscription TV Systems.....	2,000.00
b. All Others.....	325.00
3. Type Approval	
a. Ship (Radio Telegraph) Automatic Alarm Systems.....	6,500.00
b. Ship and Lifeboat (Radio Telegraph) Transmitters.....	3,250.00
c. All Others (With Testing).....	1,300.00
d. All Others (Without Testing)....	150.00
4. Notifications.....	100.00
MASS MEDIA BUREAU	
1. Commercial TV Stations	
a. New and Major Change Construction Permits Application Fees.....	2,250.00
b. Minor Changes Application Fee.....	500.00
c. Hearing Charge.....	6,000.00
d. License Fee.....	150.00
2. Commercial Radio Stations	
a. New and Major Change Construction Permits	
(1) Application Fee AM Station.....	2,000.00
(2) Application Fee FM Station.....	1,800.00
b. Minor Changes Appl. Fee-AM & FM.....	500.00
c. Hearing Charge.....	6,000.00
d. License Fee	
(1) AM.....	325.00
(2) FM.....	100.00
e. Directional Antenna License Fee (AM only).....	375.00
3. FM/TV Translators and LPTV Stations (New & Major Change Construction Permits)	
a. Application Fee.....	375.00
b. License Fee.....	75.00
4. Station Assignment and Transfer Fees	
a. AM, FM and TV Commercial Stations	
(1) Application Fee (Forms 314/315).....	500.00
(2) Application Fee (Form 316).....	70.00
b. FM/TV Translators & LPTV Stations.....	75.00
5. Auxiliary Services Major Actions—Application Fee.....	75.00
6. Renewals—All Services.....	30.00
7. Cable Television Service	
a. Cable Television Relay Service—Construction Permits, Assignments & Transfers, Renewals & Modifications.....	135.00
b. Cable Special Relief Petitions—Filing Fee.....	700.00
8. Direct Broadcast Satellite New & Major Change CPs	
a. Application for Authorization to Construct a Direct Broadcast Satellite.....	1,800.00
b. Issuance of CP & Launch Authority.....	17,500.00

Schedule of Charges—Continued

Service	Fee amount
c. License to Operate Satellite.....	\$600.00
d. Hearing Charge.....	6,000.00
COMMON CARRIER BUREAU	
1. Domestic Public Land Mobile Stations (Base, Dispatch, Control & Repeater Stations)	
a. New or Additional Facility Authorizations, Assignments & Transfers (Per transmitter/Per station).....	300.00
b. Renewals and Minor Modifications (Per station).....	30.00
c. Air-Ground Individual License Renewals & Modifications.....	30.00
2. Cellular Systems	
a. Initial Construction Permits & Major Modification Applications (Per cellular systems)....	300.00
b. Assignments & Transfers (Per station).....	300.00
c. Initial covering license (Per cellular system)	
(1) Wireline carrier.....	\$25.00
(2) Nonwireline carrier.....	50.00
d. Renewals.....	30.00
e. Minor modifications and additional licenses.....	50.00
3. Rural Radio (Central Office, Interoffice or Relay Facilities)	
a. Initial Construction Permit, Assignments & Transfers (Per transmitter).....	90.00
b. Renewals & Modifications (Per station).....	30.00
4. Offshore Radio Service	
a. Initial Construction Permit, Assignments & Transfers (Per transmitter).....	90.00
b. Renewals & Modifications (Per station).....	30.00
5. Local Television or Point To Point Microwave Radio Service	
a. Construction Permits, Modifications of Construction Permits, and Renewals of Licenses.....	135.00
b. Assignments & Transfers of Control (Per Station).....	65.00
c. Initial License for New Frequency.....	135.00
6. International Fixed Public Radio (Public & Control Stations)	
a. Initial Construction Permits, Assignments & Transfers.....	450.00
b. Renewals & Modifications.....	325.00
7. Satellite Services	
a. Transmit Earth Stations	
(1) Initial Station Authorization.....	1,350.00
(2) Assignments & Transfers of Station Authorizations.....	450.00
(3) All Other Applications.....	90.00
b. Earth Stations (2 meters or less)	
(1) Lead Authorization.....	3,000.00
(2) Routine Authorization.....	30.00
(3) All Other Applications.....	90.00
c. Receive Only Earth Stations	
(1) Initial Station Authorization.....	300.00
(2) All Other Applications.....	90.00
d. Applications For Authority To Construct a Space Station.....	1,800.00
e. Applications For Authority To Launch & Operate a Space Station.....	18,000.00
f. Satellite System Application	
(1) Initial Station Authorization.....	5,000.00
(2) Assignments & Transfers of Systems.....	1,333.00
(3) All Other Applications.....	90.00
8. Multipoint Distribution Service	
a. Construction Permits, Renewals & Modifications of Construction Permits.....	135.00
b. Assignments & Transfers of Control (Per station).....	45.00
c. Initial License (Per channel)....	600.00
9. Section 314 Applications	
a. Applications for Overseas Cable Construction.....	8,100.00
b. Applications for Domestic Cable Construction.....	840.00
c. All Other 314 Applications.....	840.00
10. Tariff Filings	
a. Filing Fee.....	250.00
b. Special Permission Filings.....	300.00
11. Telephone Equipment Registration.....	135.00
12. Digital Electronic Message Service	
a. Construction Permits, Renewals & Modifications of Construction Permits.....	135.00
b. Assignments & Transfers of Control (Per station).....	45.00
c. Initial License (First License or License Adding a New Frequency).....	135.00

(c) CHARGES FOR OPERATIONS.—The Communications Act of 1934 (47 U.S.C. 151 et seq.) is amended by inserting immediately after section 7 the following new section:

“CHARGES

“SEC. 8. (a) The Commission shall assess and collect charges at such rates as the Commission shall establish or at such modified rates as it shall establish pursuant to the provisions of subsection (b) of this section. The Schedule of Charges established under this subsection shall be implemented not later than 360 days after the date of enactment of this section.

“(b)(1) The Schedule of Charges established under this section shall be reviewed by the Commission every two years after the date of enactment of this section and adjusted by the Commission to reflect changes in the Consumer Price Index. Increases or decreases in charges shall apply to all categories of charges, except that individual fees shall not be adjusted until the increase or decrease, as determined by the net change in the Consumer Price Index since the date of enactment of this section, amounts to at least \$5.00 in the case of fees under \$100.00, or 5 percent in the case of fees of \$100.00 or more. All fees which require adjustment will be rounded upward to the next \$5.00 increment. The Commission shall transmit to the Congress notification of any such adjustment not later than 90 days before the effective date of such adjustment.

“(2) Increases or decreases in charges made pursuant to this subsection shall not be subject to judicial review.

“(c)(1) The Commission shall prescribe by regulation an additional charge which shall be assessed as a penalty for late payment of charges required by subsection (a) of this section. Such penalty shall be 25 percent of the amount of the charge which was not paid in a timely manner.

“(2) The Commission may dismiss any application or other filing for failure to pay in a timely manner any charge or penalty under this section.

“(d)(1) The charges established under this section shall not be applicable to the following radio services: Local Government, Police, Fire, Highway Maintenance, Forestry-Conservation, Public Safety, and Special Emergency Radio, or to governmental entities licensed in other services.

“(2) The Commission may waive or defer payment of a charge in any specific instance for good cause shown, where such action would promote the public interest.

“(e) Moneys received from charges established under this section shall be deposited in the general fund of the Treasury to reimburse the United States for amounts appropriated for use by the Commission in carrying out its functions under this Act.

“(f) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.”

(f) Until modified pursuant to section 8(b) of the Communications Act of 1934 (as added by subsection (e) of this section), the Schedule of Charges which the Federal Communications Commission shall prescribe pursuant to section 8(a) of such Act shall be as follows:

Keeping Up to Date

The communications industry is a fast track, and if you are going to be a player, you need to keep up on its constantly changing situation. If you base today's business decisions on yesterday's information, you may be in for some financial surprises.

In the past we always suggested you wait until the very last minute to buy equipment (exceptions—transmitters, towers, cable and antennas) because they are constantly getting better and cheaper. That needs to be modified with the information that many cameras and associated-type electronic equipment have gone up 10% to 15% in the last year, due primarily to a 30% drop in the value of the Japanese yen in relationship to the dollar. The yen is not expected to fall much further, and if that's the case, equipment prices should start falling again.

Kodak and Sony (others have it too) are actively showing the 50¢ size disc that stores 25 slides. Sony's Mavica camera shown several years ago (we report on its status here every six months or so) has not yet made it to market. It looked like a standard 35mm SLR camera, except instead of shooting slides on film it shot 25 color pictures on the small magnetic discs we are updating you on here. The reason we thought it was so terrific for LPTV use was that you could shoot slides on it and send them over an ordinary phone line in two minutes. You can reuse the discs, and they would be ideal for shooting things like pictures for classified ads for cars, appliances, garage sales, you name it.

Anyway, the last couple of years at the shows when we asked about it, they told us it was held up because Sony and over 100 other manufacturers were getting together on standards so they would all be compatible with each other. That's all finished. Still no camera, but several manufacturers are showing recorders and players (that look like a very small VCR) that will take and make stills from an ordinary conventional-type TV camera or off of standard tape. You can play them back on a TV set by pushing a button and show them in any order you desire.

Still too high-priced and not ready for LPTV use yet (my opinion), the discs, originally quoted at \$2.65 each, are now up to \$10 each. They also have a Mavigraph, available now, of no use to LPTV, which prints out a hard photograph like paper print.

More of a sensation and of use on the horizon for LPTV use is Panasonic's and several other companies' version of a disc recorder-player that records stills on an optical disc. Panasonic's disc holds (pay attention here) 24,000 slides. Push a code number on a selector and it puts up the slide (still pic) you asked for out of those 24,000 in less than 1/2 second. Another company has a similar machine that puts 48,000 on a similar size disc and can also put 15 seconds of audio on with each slide. The discs cost \$100 each. Right now a player accessor sells for around \$3,000. Recorder, etc., whole package goes up around \$15,000. Watch—in three years you will be able to get the same or better package for under \$3,000 total.

Let's talk about what you can do with this. You could put a picture of every major building in town. Every major person in town that might be in the news sometime, stills from every major event in the last 10 years in your town. When you do a local news show, you can access up a great still picture of almost anything or anybody in town in 1/2 second. How's that for a low labor news department. You have video to put on the screen for almost anything that may have happened in town today and do it instantly. If you run classifieds on houses, you can store almost every house in town. You could have generic slides for making commercials for drug stores, car dealers, etc., etc. Sort of like an art morgue at a newspaper except you do not waste time looking. You punch in a code for what you want and instantly it is on the screen. For example, you want a still of a pharmacist filling a prescription and another still of a pharmacist handing out a prescription. Those two along with some type over the picture saying "Olson's Drug, Centerville, 278-9191" superimposed with your character generator gives you video to use with your drug store commercial. Punch up drug store on your \$150 computer. A menu will appear listing all generic slides for drug stores. You select #2893 pharmacist filling prescription and #2897 pharmacist handing prescription to customer. Punch those numbers up on the player and instantly you have the slides on the screen which can then be put on video tape with voice over, etc.

That's what's coming, so if you are using a standard, film-type slide projector now and maybe Polaroid's instant slide developer system, fine, just do not get any more invested than necessary because film slides are nearly technically obsolete.

If you are not familiar with costs Film slides will cost you 50¢ or more each, they get dirty (dust), you have to sort them, store them, etc. They get put in the machine upside down and backwards when you are in a hurry which is embarrassing, and the projector uses bulbs that cost \$20 and only last 50 hours or less.

With the disc you have no cabinets full of slides—you just have one disc. Best of all, you can access it immediately, nothing gets lost or thrown away accidentally, quality does not deteriorate and you cannot show them backwards or upside down. You never pay for projector bulbs, and film and slide costs are nil.

The other big development making low cost, pro-looking, local commercials feasible at low cost is the graphics capabilities of the Mindset system (back cover of March). It's also a character generator, does animation and can be used as a regular computer for word processing, script writing, etc. What you can do at the press of a button (mouse or graphics tablet actually) is amazing. If you have a full screen picture of let's say a dog, push the right thing and you have eight small pictures of the dog on the screen. Zippo and you enlarge one. Zippo and you enlarge the eye

Continued next page.

of the dog to full screen size. You draw in some bloodshot streaks in the eye and zip, back down to regular size eye in the picture again. Now you have a dog with a bloodshot eye. Call up a circle indicator around the dog's other eye and you rotate the eye (everything inside the circle) 90 degrees. Now you have a dog with a droopy eye. You have to see this to understand what I'm talking about. You can do a trademark, "Joe's Hardware"—pieces of the words come flying in and line up. That's animation. You move them around on several stills and then play them in sequence and they literally fly together when you run them in normal speed. All of these devices use no film, consume no material. The only thing you have to pay for is video tape to put your output on. The Mindset does have discs which you can store artwork on if you want to use it again.

NEWS

FEDERAL COMMUNICATIONS COMMISSION
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3586

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC 515 F.2d 385 (D.C. Cir. 1975).

Report No. DC-449

ACTION IN DOCKET CASE

April 3, 1986

FCC PROPOSES PERMITTING SATELLITE AND TERRESTRIAL MICROWAVE FEEDS TO NONCOMMERCIAL EDUCATIONAL FM TRANSLATORS (MM DOCKET 86-112)

The Commission has proposed a limited expansion of noncommercial educational FM translator authority to permit the rebroadcast of signals relayed by satellite or terrestrial microwave facilities.

As proposed, the expanded authority would be limited to the rebroadcast by a parent station on its owned and operated translators. Furthermore, this authority would apply only in cases where the translators are assigned to Channels 200-220, which are reserved for noncommercial educational stations.

FM translators receive the over-the-air signal of full-service FM broadcast radio stations, amplify it, and convert it to a different frequency for simultaneous rebroadcast to a community unable to receive the primary station.

Having resolved regulatory matters in several other related noncommercial FM service proceedings, the Commission now felt it was appropriate to consider whether to permit noncommercial educational FM translators to rebroadcast programming received from their co-owned parent stations via microwave or satellite facilities. The Commission believed that the proposed expansion of noncommercial educational FM translator authority offers significant public interest benefits.

It noted that noncommercial FM translators would continue to be authorized only on a secondary basis as a fill-in service in areas that cannot support full-service noncommercial stations and only when they would cause no interference to other authorized broadcast stations. Further, this proposal will not alter FCC policies for authorizing translators to rebroadcast simultaneously the programming of a specific parent station. A network of only noncommercial FM translators will not be permitted. This proposal will have no effect on any other rules regarding such translators.

April 3, 1986

SEPARATE STATEMENT OF FCC COMMISSIONER JAMES H. QUELLO

In re: Amendment of Part 74 of the Commission's Rules to Provide for Satellite and Terrestrial Microwave Feeds to Noncommercial Educational FM Translators.

I support issuance of this Notice of Proposed Rulemaking in response to the petition for rulemaking filed by Moody Bible Institute. Moody Bible has raised some sound arguments for modifying the translator rules to permit use of additional technical means to deliver a noncommercial station's signal to

More Program Sources

D.W. Strahan of Victoria, Texas (channel 55), has shared some program source information that may be of interest to LPTV operators.

A summer basketball league (pros)—United States Basketball League—on the East Coast is available for carrying (barter) off of satellite. Contact Michael Cella at (209) 877-9508. (Barter means you get it free for carrying their spot ads.)

Markham and Associates have various auto racing, wrestling, roller derbies, etc. on tape (barter). Call (919) 282-5879.

Good movies and a lot of good cartoons and features on barter are available from SFM Entertainment. Contact Virginia Costa at (212) 790-4800.

The Tribune (see INN in our satellite program issue) also are now offering entertainment shows, according to D.W. The last time I had contact I believe they also had a good farm show available on barter.

D.W. reports that those of you interested in carrying Spanish language programming should stay in touch with Jack Shirly in Houston who has to do with Radio Caracas TV at (713) 266-3097. This is new Spanish language programming coming on satellite soon.

If any of you discover any new sources of good LPTV programming, please let us know and we will pass it on.

its translator station, and I look forward to reviewing the comments this proposal will no doubt generate.

I would like to note at this time, however, that I shall oppose any effort to extend this proposal beyond the noncommercial FM band. As Moody Bible stated in its petition, the Commission's rules recognize a significant difference between commercial and noncommercial FM translators and their allowable service.¹ That distinction should be retained.

¹ See 47 C.F.R. 174.1232 (1985).

Comments are due July 1, 1986, replies August 1, 1986.

Action by the Commission April 3, 1986, by Notice of Proposed Rulemaking (FCC 86-147). Commissioners Fowler (Chairman), Quello, Dawson and Patrick, with Commissioner Quello issuing a separate statement.

-FCC-

For further information contact Marcia Glauber at (202) 632-6707

EDITORS NOTE: The release here is about Low Power FM. The Commission has been frightened to death for years of granting licenses for low power FM for fear they would get huge number of applications like they did in low power. LPFM is different than FM translators, simply because it allows running them off of a satellite source. That way you could buy satellite feeds and run a nationwide radio station with repeaters all over the country. Moody bible has been applying for this type of service for years and kept getting turned down for no reason other than the commissions fear they would be overan with work. Now Moody has apparently found a way to make the proposal fly, just make it so it is not open to commercial interests, just the religious hucksters.

OF INTEREST: Appeared in Denver Post — Carrying A.L. ballgames may be sensational audience getter.

TV SUNDAY

Superstation flaw is absence of A.L.

By Bob Van Winkle
Denver Post Correspondent

There's something inherently wrong with this superstation thing, this system where various television stations around the country give us an assortment of baseball games via cable.

The fact that we're getting these games is not the problem. Not by a long shot. But just sit still a second and see if you can pick out the flaw.

Today from our superstation friends at WGN, WOR and WTBS, we'll receive these games: Expos-Cubs, Mets-Cardinals and Braves-Dodgers.

Notice a trend there? Something that ties all these games together?

Bingo. They're all National League games.

And if that isn't bad enough, the phone calls have flooded in wondering why the station that handles St. Louis Cardinals games can't somehow be beamed into every living room in Denver.

Enough already. Denver's poor, starving, abused American League fans must be content with an occasional Game of the Week featuring an A.L. team or the infrequent Kansas City Royals telecasts on Channel 2.

So, that's the problem. And a se-

rious one indeed. A solution? That's not quite so simple.

There is a starting point, however. New York Yankees games are carried on WPIX, and with the slightest bit of aggressive purchasing, some cable company in Denver might be able to grab those telecasts.

The rest is up to the remaining teams in the American League and their various TV outlets. It's high time a few of them got into the superstation act and gave this country what it's craving: The American League.

Carrying Sports Can 'Make' Your LPTV Station

One of the quickest ways to get viewers is to run sports. Sports fans who follow a certain team will do most anything to get their team's games. If you have a regional baseball team that is popular, you can gain viewers this summer by carrying all of a team's games for the summer.

How do you do it? Find the TV station in the team's home town that carries all the team's away games. Get that TV station's permission to carry their games on a barter basis (barter means you carry all of their advertising and do not get a dime for it). Your viewers add to their total of viewers that they charge the national advertisers for, so it is to their advantage.

How do you pick up the games? Off of satellite. They are buying satellite time on a lot of different satellites so they may be on different ones for different games—you find out which they are scheduled on. They buy time on satellites to get the game back to their station. That covers away from home games,

now how do you get their home games? We assume you are 100 miles or more away. You find out what teams are playing your team at home and when. When Kansas City is playing your team at home, you contact the Kansas City TV station that is transporting the game via satellite back to Kansas City because it is an "away game" for them. You get permission from them to carry all the games your teams plays them at home and so on until you get all of your team's home games also.

Even the local cable systems are not getting most all of these games, so here you have them all on one channel and now the cable system has subscribers **demanding** that your channel that has **all** these local favorite team games be put on the cable. That's how you get on the cable. Give the system's subscribers some reason to demand that your station be put on the local cable system. Sports fans are very vocal when they want to get their team games. The pressure they put on the cable system will be significant.

Running Commercials Inexpensively

When I think of a low power station, I like to compare it to newspaper publishing (I publish two newspapers). We use typesetting paper (photographic), chemicals (with silver= expensive). We consume a lot of paper putting together a newspaper, so we have costs besides labor in producing it. We then take it to a printer who runs it off and consumes a lot of paper, ink (material) again. We have to handle all this material and put it in newsracks. It gets stolen, run over, etc., etc.

In low power, I am also dispensing information and entertainment. But ... I do not consume any material; I do not handle any physical thing; and my transmitter costs practically nothing to run compared to press costs.

However, my newspaper is always out there on the street available whenever they are ready or have a need for the information they lack. With low power, I need to be able to put my information (mostly commercials) on over and over so no matter when they are ready for it and tune in, they will get that information shortly.

So I need to sell my commercials to run hundreds of times and do it with little or no labor. A sponsor who buys a commercial to run only once is almost

wasting his money. If I have to run these by hand, then costs become high. If I can automate it, then how many times it runs really does not matter to me cost-wise. They can run often enough so that my advertisers know the community is getting his message. Therefore, I conclude that I need to be able to run commercials automatically and, rather than expend big money for higher quality camera equipment, etc., it is far better to spend that money on automation where I am in a position to dispense information (primarily commercials) at far less cost than any of my competitors can. We are researching this now and want to get this LPTV station automation down to the bottom dollar that will work dependably over time and allow your personnel all of their time out there selling these commercials. In the meantime, if you are in dire need about automation, call me and I'll tell you where we are with this. Otherwise we will be doing articles on automating your station inexpensively in future issues. Remember, automation can do it far better (no mistakes) and do it with little or no labor costs. The interest and payments on this equipment will be far less than paying an employee to insert commercials, etc. All of the LPTV stations that have gone broke had employees all over the place and no automation.

There is a good video show for LPTV-type equipment at Long Beach Convention Center, May 13-15. Fill out the form below for a free subscription to Video Manager and you get a free exhibit pass (about

\$5 otherwise). Photocopy this and you won't have to cut up your magazine. See you there.

EARN FREE ADMISSION TO EXHIBITS AND GENERAL SESSIONS

Admission to the exhibit hall is FREE to all seminar registrants and subscribers to VIDEO MANAGER, the news-monthly for organizational television. Complete and mail the subscription qualification card today, and if you qualify, your complimentary subscription will start within 90 days. In addition, your free exhibit admission badge will be waiting at the L.A. Professional VIDEOSHOW advance registration desk.

I wish to receive VIDEO MANAGER _____ date _____
(signature, must be included)

I am already a VIDEO MANAGER subscriber and wish to continue my subscription. Prepare my free exhibit and general session badge. My subscription number is _____

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

1. Your primary business (check one):

A. <input type="checkbox"/> Corporate/Industrial	E. <input type="checkbox"/> Government/Military Organizations
B. <input type="checkbox"/> Video Dealer/Wholesaler/Distributors	F. <input type="checkbox"/> Broadcast/TV Stations/Networks
C. <input type="checkbox"/> Cable Systems with Studio Facilities	G. <input type="checkbox"/> Teleproduction Facilities/Services
D. <input type="checkbox"/> Medical	H. <input type="checkbox"/> Educational Institution
	I. <input type="checkbox"/> Other (specify) _____

2. What is your job title or function? (check only one)

- | | | | | |
|--|---|---|---|--|
| 1 <input type="checkbox"/> President | 7 <input type="checkbox"/> General Counsel | 26 <input type="checkbox"/> Production | 32 <input type="checkbox"/> Training | 28 <input type="checkbox"/> Cameraperson |
| 2 <input type="checkbox"/> Vice President | 8 <input type="checkbox"/> Corporate Director | 27 <input type="checkbox"/> Post-Production | 23 <input type="checkbox"/> Communications | 29 <input type="checkbox"/> Coordinator |
| 3 <input type="checkbox"/> Manager | 9 <input type="checkbox"/> Consultant | 19 <input type="checkbox"/> Sales | 14 <input type="checkbox"/> Programming | 30 <input type="checkbox"/> Engineer |
| 4 <input type="checkbox"/> Administrator/Director | 11 <input type="checkbox"/> Operations | 20 <input type="checkbox"/> Advertising | 15 <input type="checkbox"/> Producer/Director | 35 <input type="checkbox"/> Technician |
| 5 <input type="checkbox"/> Chief Executive Officer | 12 <input type="checkbox"/> Planning | 21 <input type="checkbox"/> Merchandising | 16 <input type="checkbox"/> Writer | 34 <input type="checkbox"/> Media Specialist |
| 6 <input type="checkbox"/> Chief Financial Officer | 13 <input type="checkbox"/> Research | 22 <input type="checkbox"/> Marketing | 17 <input type="checkbox"/> Editor | 36 <input type="checkbox"/> Teacher |
| | | | | 37 <input type="checkbox"/> Other (specify) |

Please complete and return to: Knowledge Industry Publications, Inc., 701 Westchester Avenue, White Plains, NY 10604 (914) 328-9157

NOTICE OF SELECTION BY LOTTERY

MUTUALLY EXCLUSIVE CASES INVOLVING
LOW POWER TELEVISION AND TELEVISION
TRANSLATOR APPLICATIONS

Report No: TS-28

Released: April 3, 1986

Notice is hereby given of the results of the March 28, 1986, public lotteries to determine the award of construction permits for low power television or television translator stations in the mutually exclusive cases listed below. The application listed with each case is the tentative selectee for the construction permit grant.

<u>FILE NO.</u>	<u>APPLICANT NAME/CITY OF LICENSE</u>	
L86-484 BPTVL-820329TZ	Joseph Harpole/Wynnborg, TN Channel 02	P.O BOX 709 UNION CITY TN 38261 REQ:CHAN. 02; ERP 1.78KW
L86-498 BPTTL-810217DO	Frontier Gulf Broadcast/Atlanta, GA Channel 57	2500 1ST CITY BANK TOWER FT. WORTH TX 76102 REQ:CHAN. 57; ERP 13.3KW
L86-526 BPTTL-810327JE	Channel 41/Lansing, MI Channel 69	5200 DICKMAN ROAD BATTLE CREEK MI 49016 REQ:CHAN. 69; ERP 107 KW
L86-569 BPTTL-830321IZ	Mountain TV Network/Wheatland, WY Channel 30	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 30; ERP .924KW
L86-652 BPTTL-831103JE	Saul Alaniz/Barstow, CA Channel 44	1051 ENANO STREET SAN BENITO TX 78586 REQ:CHAN. 44; ERP .429KW
L86-722 BPTTL-810217BD	Frontier Fort Worth Broadcasting/ Fort Worth, TX Channel 61	400 FORT WORTH CLUB BLDG FORT WORTH TX 76102 REQ:CHAN. 61; ERP .967KW
L86-782 BPTTL-810217YX	TV Board/Irving, TX Channel 67	1801 HAVENDALE WINTER HAVEN FL 33880 REQ:CHAN. 67; ERP 125 KW
L86-871 BPTTL-H00308ZV	Minerva Rodriguez Frias/Fulton, KY Channel 09	RT. 1 BOX 130-A PRIMERA TX 78550 REQ:CHAN. 09; ERP .034KW
L86-883 BPTTL-8303147U	Mountain TV Network/Goldendale, WA Channel 46	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 46; ERP 0.72KW
L86-938 BPTTL-820319TU	International Broadcasting/Tyler, TX Channel 67	3648 FM 1960 W.SUITE 103 HOUSTON TX 77068 REQ:CHAN. 67; ERP 7.98KW
L86-951 BPTVL-GT0308NR	M & M Communications/Fresno, CA Channel 02	606 SILVER SHORE DR. PENSACOLA FL 32507 REQ:CHAN. 02; ERP .013KW
L86-953 BPTTL-HL0308NY	Evarista Romero/St. Louis, MO Channel 18	152 WOODFORD SAN BENITO TX 78586 REQ:CHAN. 18; ERP 18.0KW
L86-977 BPTTL-830211PA	Mountain TV Network/Beaver, UT Channel 33	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 33; ERP .918KW
L86-981 BPTTL-GJ0308WO	EEF Trust/Las Vegas, NV Channel 63	1750 WEST BOSTON, #1107 CHANDLER AZ 85224 REQ:CHAN. 63; ERP 10.4KW

L86-1010 BPTTL-HA0308XQ	Kurt Petersen/Astoria, OR Channel 54	P.O. BOX 1229 EUGENE OR 97440 REQ:CHAN. 54; ERP 6.28KW
L86-1022 BPTTL-AK0305UB	Juan Villareal/Manteo, NC Channel 18	139 RESACA BLVD. SAN BENITO TX 78586 REQ:CHAN. 18; ERP 3.20KW
L86-1023 BPTTL-GR0308RO	Kelco Television/St. George, UT Channel 16	2137 W. ROBERTA AVE. FULLETON CA 92635 REQ:CHAN. 16; ERP 1.36KW
L86-1025 BPTTL-EN0307QW	Lidia Rodriguez/ Ogallala, NE Channel 48	501 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 48; ERP 1.01KW
L86-1026 BPTVL-GG0308PM	Mike Mendoza/Oklahoma City, OK Channel 07	3804 ROYAL CREST DRIVE FORT WORTH TX 76140 REQ:CHAN. 07; ERP .086KW
L86-1027 BPTTL-830311JJ	Russell Communications/Russellville, AR Channel 14	750 RANCHO CIRCLE FULLERTON CA 92635 REQ:CHAN. 14; ERP .120KW
L86-1028 BPTTL-EF0307LJ	Millard Oakley/Greenville, NC Channel 64	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 64; ERP .632KW
L86-1029 BPTTL-830223UL	Mountain TV Network/Spencer, IA Channel 15	P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 15; ERP .60 KW
L86-1030 BPTTL-EB0307WB	Millard Oakley/Jackson, WY Channel 38	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 38; ERP .667KW
L86-1031 BPTTL-HM0308ZT	LPTV Services/Laramie, WY Channel 55	454 BROOME ST. NEW YORK NY 10013 REQ:CHAN. 55; ERP 1.10KW
L86-1035 BPTTL-830223TD	Mountain TV Network/Potosi, MO Channel 35	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 35; ERP .69 KW
L86-1036 BPTTL-AE0305WD	JLR Broadcasting/New Orleans, LA Channel 14	1123 1/2 12TH STREET GOLDEN CO 80401 REQ:CHAN. 14; ERP .104KW
L86-1037 BPTTL-H00308NE	Elyse Wander/Johnstown, PA Channel 49	1848 WYOMING AVE., N.W. WASHINGTON DC 20009 REQ:CHAN. 49; ERP 4 KW
L86-1038 BPTTL-830309VP	B & K/Hayward, WI Channel 61	P.O. BOX 2857 NEW YORK NY 10185 REQ:CHAN. 61; ERP 7.05KW
L86-1039 BPTTL-GJ0308QC	Mike Mendoza/Corsicana, TX Channel 24	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 24; ERP .569KW
L86-1040 BPTTL-HK0308ZR	Daniel Parks/Carrizo Springs, TX Channel 19	25 ECKER ST., STE.1020 SAN FRANCISCO CA 94105 REQ:CHAN. 19; ERP 1.65KW
L86-1041 BPTTL-830312XO	Mountain TV Network/Alpine, TX Channel 41	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 41; ERP .714KW
L86-1042 BPTTL-HT0308NL	Jo Ann's Balloon Boutique/Beeville, TX Channel 32	712 N. 77 SUNSHINE #9 HARLINGEN TX 78550 REQ:CHAN. 32; ERP .492KW
L86-1043 BPTTL-821025RH	Freda Brown/Grand Rapids, MN Channel 24	4007 SHUFELD COURT ANTIOCH TN 37013 REQ:CHAN. 24; ERP 1.21KW
L86-1044 BPTTL-830318J3	Mountain TV Network/Worthington, MN Channel 16	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 16; ERP .656KW

L86-1045 BPTTL-H00308MS	Worthington Broadcasting/Worthington, MN Channel 18	P.O. BOX 592 WORTHINGTON MN 56187 REQ:CHAN. 18; ERP 5.19KW
L86-1046 BPTTL-831214US	Low Power Technology/St. Cloud, MN Channel 19	P.O. BOX 4179 BOULDER CO 80306 REQ:CHAN. 19; ERP 111.1KW
L86-1047 BPTTL-830311IW	Mountain TV Network/Central, NM Channel 16	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 16; ERP .875KW
L86-1048 BPTTL-830311K9	Mountain TV Network/Kingman, AZ Channel 24	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 24; ERP .664KW
L86-1049 BPTTL-821222TS	Satellite Communications/Las Vegas, NM Channel 33	1616 17TH STREET DENVER CO 80202 REQ:CHAN. 33; ERP 17.1KW
L86-1050 BPTTL-801224IL	M & M Communications/San Antonio, TX Channel 67	606 SILVER SHORE DRIVE PENSACOLA FL 32507 REQ:CHAN. 67; ERP 10.2KW
L86-1051 BPTTL-810127IH	American Christian TV/Lubbock, TX Channel 22	6350 W. FREEWAY DRIVE FORT WORTH TX 76150 REQ:CHAN. 22; ERP 7.44KW
L86-1052 BPTTL-830317NG	Mountain TV Network/Springfield, CO Channel 25	P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 25; ERP .71 KW
L86-1053 BPTTL-831124TD	Community Television/Crystal River, FL Channel 17	P.O. BOX 3787 MARTINSVILLE VA 24115 REQ:CHAN. 17; ERP 11.9KW
L86-1054 BPTTL-821214TC	Ogden Leisure/Flat River, MO Channel 26	111 WALDEMAR AVENUE EAST BOSTON MA 02128 REQ:CHAN. 26; ERP 42.8KW
L86-1056 BPTTL-830321JS	Mountain TV Network/Jackson, WY Channel 50	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 50; ERP 1.47KW
L86-1058 BPTTL-GU0308NL	N & K LPTV/Ogden, UT Channel 64	3550 BISCAYNE BLVD. MIAMI FL 33137 REQ:CHAN. 64; ERP 1.04KW
L86-1059 BPTTL-830321IY	Mountain TV Network/Wheatland, WY Channel 56	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 56; ERP 1.01KW
L86-1060 BPTTL-HD0308NG	Brooks Broadcasting/Savannah, GA Channel 39	P.O. BOX 1526 BOULDER CO 80306 REQ:CHAN. 39; ERP 35.7KW
L86-1064 BPTTL-GL0308PG	Daniel Parks/Jackson, WY Channel 32	25 ECKER STREET STE.1020 SAN FRANCISCO CA 94105 REQ:CHAN. 32; ERP 4.6 KW
L86-1065 BPTTL-840306MS	Second Local Power Television/Redding, CA Channel 65	2102-A GALLOWES ROAD VIENNA VA 22180 REQ:CHAN. 65; ERP 22.2KW
L86-1066 BPTVL-HQ0308NP	CBC TV/Fresno, CA Channel 04	4004 - N. 55TH DRIVE PHOENIX AZ 85031 REQ:CHAN. 04; ERP .019KW
L86-1067 BPTTL-GB0308PA	O.L. Turner/Paducah, KY Channel 58	ROUTE 45 SOUTH HARRISBURG IL 62946 REQ:CHAN. 58; ERP 30.8KW
L86-1068 BPTTL-GB0308NX	O.L. Turner/Mt. Vernon, IL Channel 39	ROUTE 45 SOUTH HARRISBURG IL 62946 REQ:CHAN. 39; ERP 33.2KW



NEWS

FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET, N.W.
WASHINGTON, D.C. 20554

News media information 202 / 254-7674
Recorded listing of releases and texts
202 / 632-0002

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1975).

Report No. DC-445

ACTION IN DOCKET CASE

April 3, 1986

FCC PROPOSES DEREGULATION OF TECHNICAL RULES FOR VERTICAL BLANKING INTERVAL (MM DOCKET 86-110)

The Commission has proposed reviewing its technical rules for telecommunications services in the Vertical Blanking Interval (VBI) of television signals. This action, taken on the Commission's own motion, is the result of a request by broadcasters to be allowed to provide enhanced services in the VBI, such as teletext.

The FCC proposed allowing telecommunications services at 70 IRE on lines 10, 11, and 12 immediately and raising the modulation level for lines 13 and 14 to 80 IRE.

Action by the Commission April 2, 1986, by Notice of Proposed Rulemaking (FCC 86-138). Commissioners Fowler (Chairman), Quello, Dawson and Patrick.

-FCC-

For additional information contact John P. Wong at (202) 632-9660.



NEWS

FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET, N.W.
WASHINGTON, D.C. 20554

News media information 202 / 254-7674
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202 / 632-0002

3622

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1975).

Report No. MM-129

MASS MEDIA ACTION

April 7, 1986

WARE COMMUNICATIONS DENIED POWER INCREASE FOR LPTV STATION AT FLAGSTAFF, ARIZ.

The Commission has denied Ware Communications, Inc., permittee of low power television station K09SS, Channel 9, Flagstaff, Ariz., a waiver of Commission rules limiting low power television stations operating on unassigned VHF television channels to a maximum of 10 watts visual output power. Ware sought to operate station K09SS at 100 watts visual output power, 10 times its authorized power.

In affirming the Mass Media Bureau's rejection of Ware's waiver request, the FCC stated that Ware made no showing at any time that interference to other stations would not occur from its proposal, and advanced no reason why its situation presented an extraordinary circumstance that made waiver of the rule in the public interest.

Action by the Commission April 2, 1986, by Memorandum Opinion and Order (FCC 86-140). Commissioners Fowler (Chairman), Quello, Dawson and Patrick.

-FCC-

For further information, contact Terry L. Haines at (202) 632-3894.

Lo-Power Community TV



Control room of W22AE in Bucyrus, Ohio, serving Bucyrus, Gallon, Crestline and Upper Sandusky. On the air since June 6, 1984, the station income started equalling expenses after 16 months on the air. Equipment at right above tape library is installed in a van for producing ball games, etc.

May 1986

What's Happening

One of the reasons the few remaining subscribers to this publication continue to subscribe is because we keep you up to date on releases from the FCC regarding any changes, releases, etc. on LPTV.

We have been printing late in the month in case anything important (such as news on a window) should come out, we would mail the publication with that news immediately. Not much news there, so we cannot report anything.

We have been attending video, cable and broadcasters' shows and try to keep you informed on what we learn there. One of the things we reported on recently was low cost (\$3,000 range) stereo equipment that can be used by low power. Recently I talked to an LPTV operator who has two VHF channels in his town and has gone stereo with them both. He seems to be delighted with it and is the only TV station operating in stereo for 100 miles around. It is sort of like color—which came first, color programming or color sets? Some stations wanted to wait until more people had color sets before they went to the expense of broadcasting in color. The same is happening with stereo. The advantage you have as an LPTV operator is that much of your network feeds are stereo 24 hours a day off satellite, whereas NBC, CBS and ABC have only a small portion of their schedule in full stereo; the network stations who go stereo are operating most of the time with synthesized stereo. Therefore, when TV sales people demonstrate stereo TV sets, they will demonstrate TV stereo with your channel because you are full stereo nearly all the time (not synthesized). You understand that much of the stereo TV listening is not by getting a new TV set that has stereo in it. Much of the hi-fi equipment such as hi-fi tuners, and even cassette players, have a stereo TV decode chip that allows you to play stereo TV sound over your hi-fi system (much better sound than those little TV set speakers anyway). Therefore, you just turn the sound down on your TV set and use the hi-fi set for TV sound.

Two other channels can be added to your low cost stereo manufacturer list—Leaming Company and Marcom. As far as we can find out, only Scientific Atlantic's system includes the SAP channel (second audio channel) (not to be confused with the stereo channel); this is picked up by switching a switch on the Stereo TV (or hi-fi with decoder chip). The LPTV broadcaster can carry any audio channel he wants on it at the same time. One of the free audio channels off of satellite is a nostalgia radio channel which carries old time radio programs. We plan to use the 24-hour government weather channel on the SAP in Sioux Falls. It gives weather information constantly. (In the Midwest, the weather changes every hour, so you need to know what's coming next.)

Now we hear there is a Canadian company out with a low cost stereo generator, and we will inform you after the June 15th cable show.

When you order your LPTV transmitter, be sure the modulator, etc. are ordered to carry stereo. It will cost a few bucks more (\$300 to \$600) but will save trouble later if you decide to go stereo a year from now. This cost is in addition to the stereo generator. If you use satellite programming, you need a satellite stereo decoder, about another \$350. If you do local programming and want to do local stereo, you will need to

install stereo (preferably hi-fi stereo) VCRs, second mikes, two-channel mixers, etc. My recommendation is to go stereo initially and everybody learns to use it initially. Less expense and effort than adding it in later. Studio rewiring for stereo can add lots of dollars but doing it initially adds little additional cost.

Everything is going up despite previous coming down in price for years—transmitters, antennas, towers, leasing tower space and studio equipment are all going up in price. The latter due to the ratio of the yen and the dollar.

Even the Forest Service who have been leasing space for \$50 to \$100 a year are now going to \$500 to \$1,000 a year for the same mountaintop lease. We used to try to lease tower space at 35¢ per foot per month with anything over 200 feet renting for quite a bit more per foot. It is getting harder and harder to rent space at those rates. One major building top owner gets \$1,500 a month for a space only two feet wide and really doesn't even want to talk about it because they are pretty well sold out. So supply and demand is driving up tower rental prices. Cellular radio, two-way radio, paging, etc., etc. are using up space at a rapid rate.

Wind loading (besides weight) are factors in deciding when a tower is loaded to capacity. The tower may have had space available four years ago when you applied, but don't count on it being available now (some radio stations have changed owners twice in that period). Some new radio tower owners see you as competition for the local ad dollar and by denying you space, feel they may be able to keep you out.

Remember, you can move much more than 600 feet (several miles by redoing the antenna pattern) and still be a minor change.

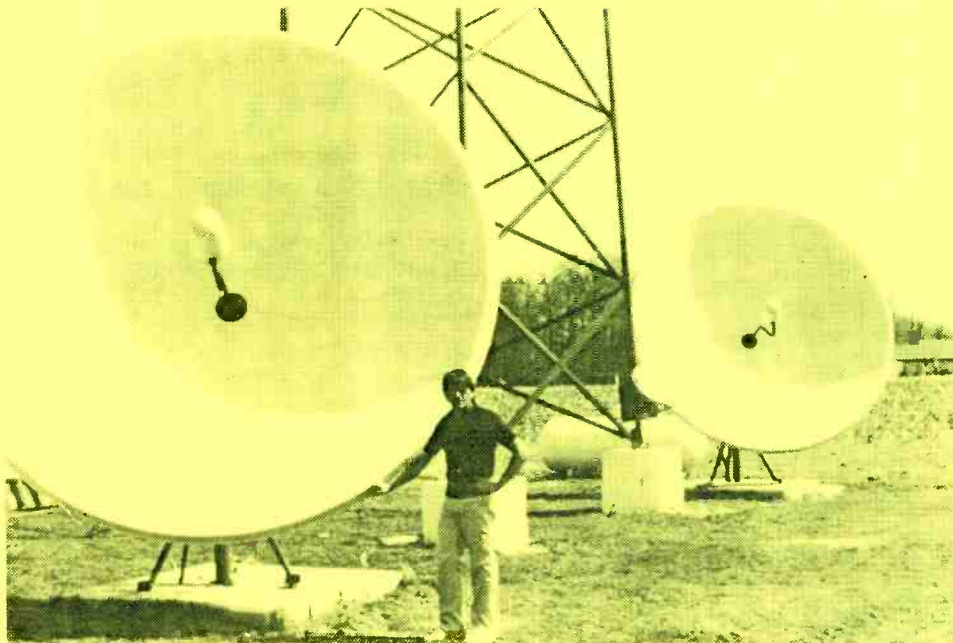


Lo-Power Community Television magazine is published 12 times per year. Sample copies are \$5, subscriptions \$50 per year. Intended to supply needed information on low power television at reasonable cost.

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Send address changes to 7432 E. Diamond, Scottsdale, AZ 85257; phone (602) 945-6746.

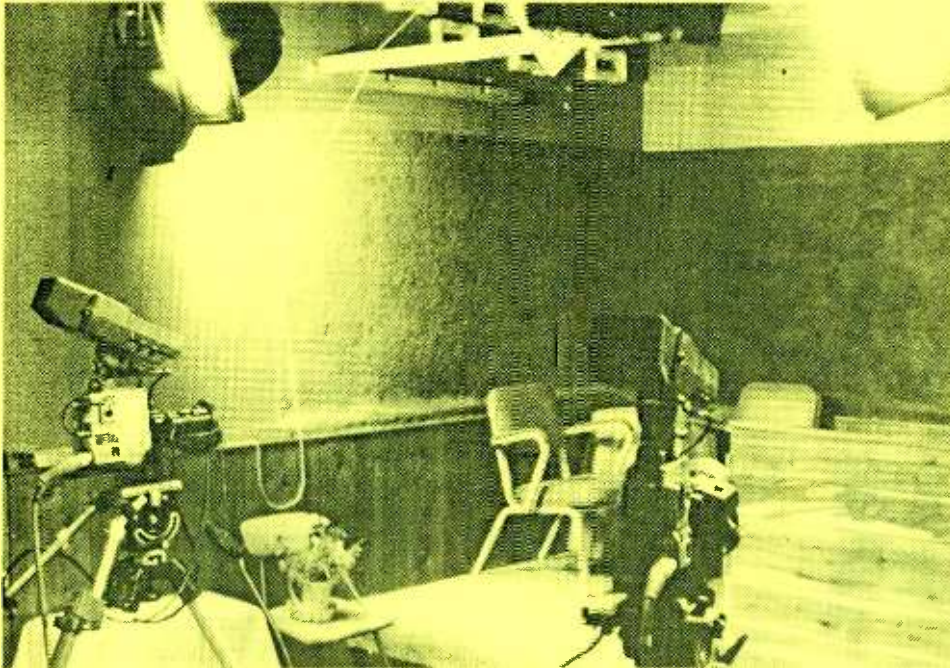
TV 22 - Bucyrus, Ohio



Shown in the photo at left with the large satellite dish is W.E. "Bill" Allonas, owner and president of W22AE LPTV in Bucyrus, Ohio. The 12-foot Prodelin dish, left, is used for CNN and Tempo feeds. The 12-foot Prodelin dish, right, is used for Tempo and SPN feeds. The tiny dish at left edge of right hand dish is used to supply teletype UPI news.



Shown at left is one of two editing stations. 1/2-inch VHS is used entirely by the station. Shown here is a BR8600 JVC and a BR6400 VCR. The editor controller is a JVC RM86. The two editing monitors are RCA.



Shown here is the studio with two 3-tube JVC model BY110 cameras in studio configuration. The same cameras are used for ball games, etc. on location. Studio lighting consists of four 12-inch reflectors at 600 watts each. Color temperature of the lights is 3,000 Kelvin. Note carpet on walls which improves sound and gives interesting texture.

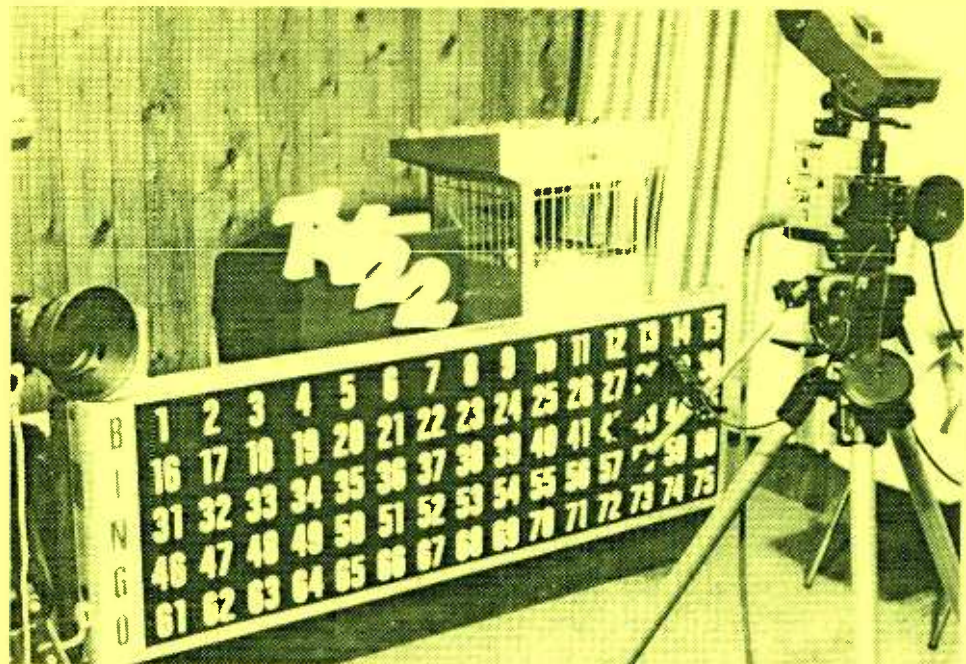


All local commercials at TV22 are done on VHS 1/2-inch. Library of commercials, one tape per advertiser, is shown behind operator here. One hundred eleven sponsors advertise regularly with the station. Biggest local advertising accounts are McDonald's, car dealers, drug stores, appliance and local insurance businesses, according to president Allonas who has two men and one woman on his ad sales force. They are on a commission plus a base pay.



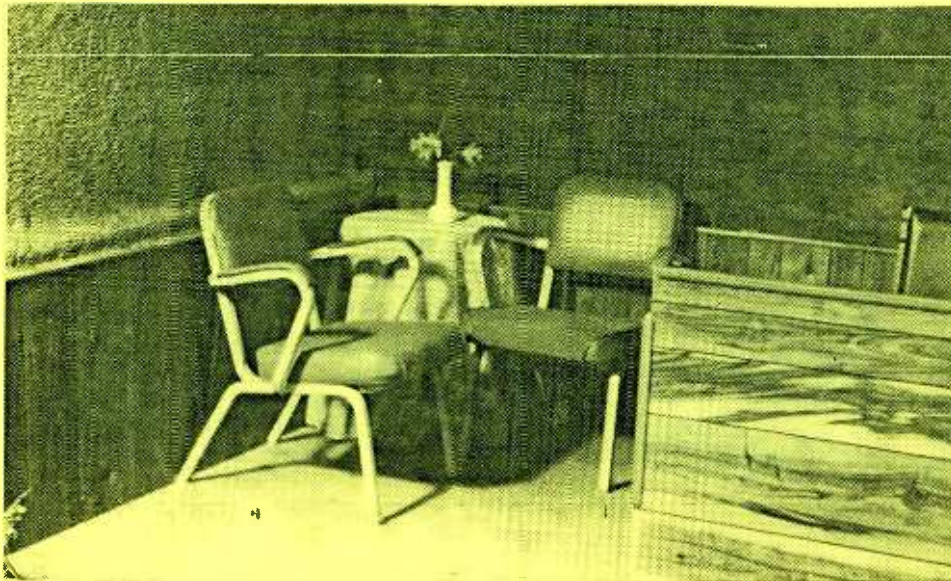
Used for remote broadcasts (taping) (3/4-inch). This vehicle is a Dodge 27-foot motorhome. The dining table is removed and switching equipment and monitors shown at right in our cover photo are installed. This motorhome is used for taping football, basketball, fairs and other special events. The top platform is used for shooting top camera for fairs, parades, off field football—wherever a high position is needed.

One of the most popular local shows at TV22 is Bingo. The Bingo set shown here is used for two 30-minute shows every Tuesday and Thursday. 30,000 TV22 Bingo cards are distributed locally every week by area merchants. Top prizes consist of \$2,200, a new Ford car, and a big screen TV. A certain quantity of numbers is drawn weekly, and big prizes are given out only when a participant makes a Bingo with those limited numbers. The station pays a fee each game (insurance-type odds) to a Bingo firm who puts up the top prizes. Local weekly prizes are \$220, \$10 cash prizes. A studio audience participates. Twelve regular contract sponsors participate in the show. An additional 12 pay for and give out cards as traffic builders in their stores. TV22 charges \$200 for the cards weekly.



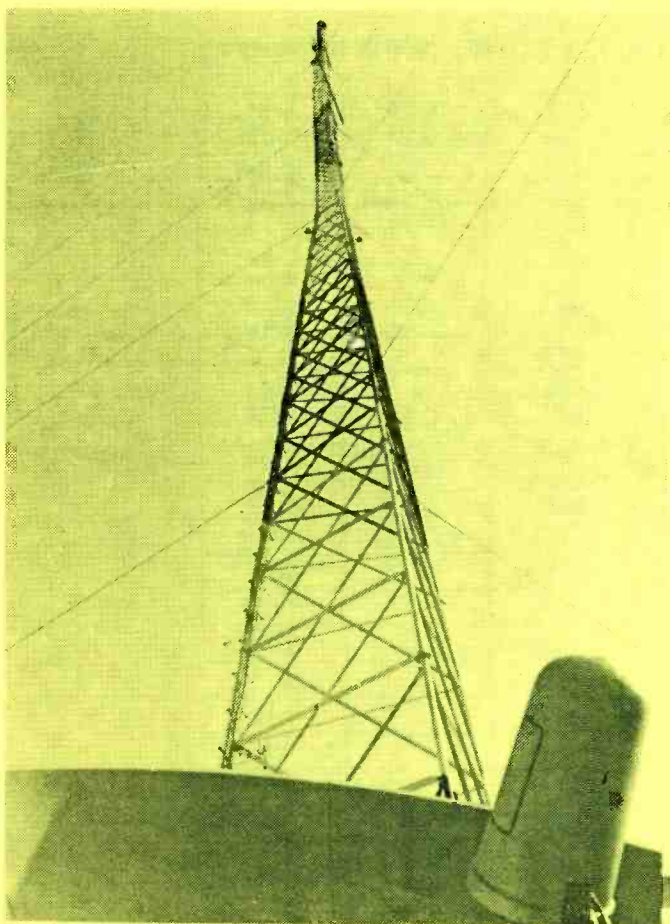


The second editing system shown here at master control is a BR6800 VCR, a BR6400 and a RM86 JVC controller. Video monitors here are used to cue up tapes, for watching satellite feeds, and for editing. The switching system consists of a Sony SEG2000, two Panasonic 9-inch monitors and three 4-inch monitors. A Shure mike mixer and two CCU's are also shown here. (CCU means camera control unit.)



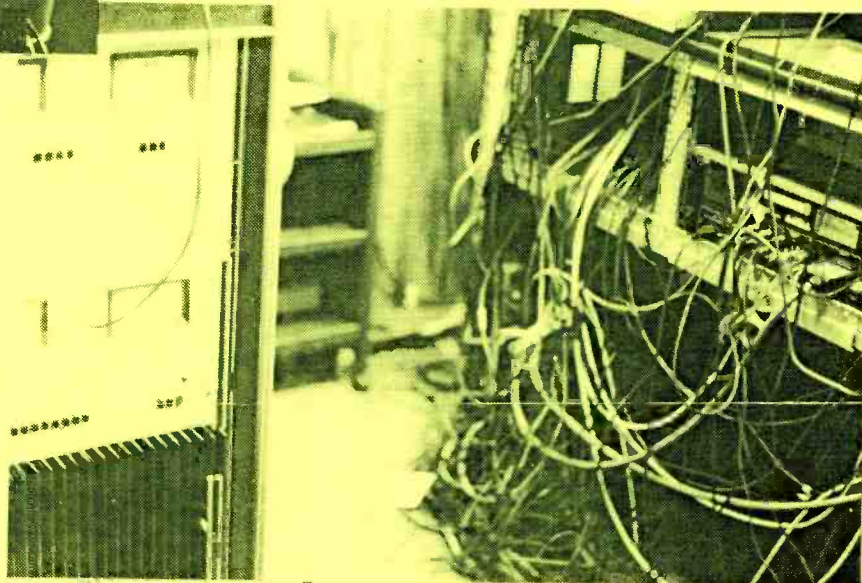
Set shown here is used for a weekly talk show, 8:30 to 9:00 a.m. News set to the right is used five hours daily.

The station is on the air 24 hours a day and is manned 21 of those hours. Satellite programming is carried from Satcom III, Satcom IV, and Comstar D-4. Local shows include weekly 12:30 to 1:00 noon news, an agricultural show "Agre Vue." A coaches show is popular at 6:30 p.m. on Thursdays. Sports Madness, local kids and coaches talk show, 12:00 to 12:30 Saturdays. Also on the schedule—6:00 to 8:30 a.m. early riser news, weather, and sports; 5:30 to 6:00 p.m. news and the 10:00 p.m. news.



The TV22 tower is located along with the studio 3½ miles out of town and is 203 feet tall. Purchased used for \$11,000, the self-supporting tower was also installed with guys and completed cost added up to \$19,800. A Bogner B16U cardoid shaped pattern antenna with 22x gain sits atop the tower. The transmission cable is 1 7/8 Andrew.

Transmitter at left is a TTC solid state 100-watt unit. Wiring, right, connects hundreds of fittings used in switching and monitoring equipment. A teletype in background prints out state and national news from UPI via satellite feed. Station also carries Turner's CNN Headline News off of satellite.



The building housing TV22 is 1,200 square feet and was adequate, Bill Allonas reports when they started, but has been outgrown. The building consists of a cement floor with wood frame construction. The station created a demand with local sports, news, etc., for subscribers pressuring cable systems to add the channel. 65% of the station's set count now comes from four cable systems that carry the channel. The station paid for the four cable systems' head end equipment costs to add the channel.

30x40?

TV 22 MARCH 31-APRIL 6 NEWS, WEATHER, SPORTS 6-8:30 AM, 12 NOON, 5:30 PM, 10 PM WEEKDAYS

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00 am	EARLY RISER	EARLY RISER	EARLY RISER	EARLY RISER	EARLY RISER	MORNING MOVIE	MORNING MOVIE
6:30 am	(Local News)	(Local News)	(Local News)	(Local News)	(Local News)	"LORNA DOONE"	"INSPECTOR GENERAL"
7:00 am	Talk, Weather, & Sports	Talk, Weather, & Sports	Talk, Weather, & Sports	Talk, Weather, & Sports	Talk, Weather, & Sports	Margaret Lockwood, John Loder	Danny Kaye
7:30 am	↓	↓	↓	↓	↓	↓	↓
8:00 am	ONE ON ONE	ONE ON ONE	ONE ON ONE	ONE ON ONE	ONE ON ONE	(Outdoor and Fishing Programs)	(Outdoor and Fishing Programs)
9:00 am	DANCERSIZE	MOVIEWEEK	DANCERSIZE	GREAT CHEFS	DANCERSIZE	↓	SUNDAY MORNING MOVIE
9:30 am	CLASSIC MOVIE	CLASSIC MOVIE	CLASSIC MOVIE	CLASSIC MOVIE	CLASSIC MOVIE	↓	"AFRICA SCREAMS"
10:00 am	↓	↓	↓	↓	↓	MOVIE	Abbott & Costello
10:30 am	↓	↓	↓	↓	↓	"LONG JOHN SILVER"	↓
11:00 am	THE JUNE CAIN MILLER SHOW	AMERICAN BABY	THE JUNE CAIN MILLER SHOW	THE JUNE CAIN MILLER SHOW	THE JUNE CAIN MILLER SHOW	Robt. Newton	DAY OF DISCOVERY
11:30 am	WE'RE COOKING NOW	THE JUNE CAIN MILLER SHOW	FRESH IDEAS	WE'RE COOKING NOW	FRESH IDEAS	KASBA TROPHY TROUT	PERSPECTIVE
12:00 noon	TV 22 NEWS	TV 22 NEWS	TV 22 NEWS	TV 22 NEWS	TV 22 NEWS	TELEPHONE AUCTION	NEVADA LUTHERAN CHURCH
12:30 pm	AGRI-VIEW	AGRI-VIEW	AGRI-VIEW	AGRI-VIEW	AGRI-VIEW	↓	CATCH THE SPIRIT
1:00 pm	COUNTRY MUSIC TELEVISION	COUNTRY MUSIC TELEVISION	COUNTRY MUSIC TELEVISION	COUNTRY MUSIC TELEVISION	COUNTRY MUSIC TELEVISION	SPORTS SPECIAL	CEDAR POINT
1:30 pm	↓	↓	↓	↓	↓	↓	THE NAME OF THE GAME IS GOLF
2:00 pm	AFTERNOON CLASSIC MOVIE	AFTERNOON CLASSIC MOVIE	AFTERNOON CLASSIC MOVIE	AFTERNOON CLASSIC MOVIE	AFTERNOON CLASSIC MOVIE	↓	SPORTS
2:30 pm	↓	↓	↓	↓	↓	↓	MOVIE
3:00 pm	↓	↓	↓	↓	↓	↓	"THE GOOD EARTH"
3:30 pm	VEGETABLE SOUP	VEGETABLE SOUP	VEGETABLE SOUP	VEGETABLE SOUP	VEGETABLE SOUP	BILL DANCE OUTDOORS	↓
4:00 pm	POP MUSIC VIDEOS	POP MUSIC VIDEOS	POP MUSIC VIDEOS	POP MUSIC VIDEOS	POP MUSIC VIDEOS	FISHING WITH TOM MANN	POP MUSIC VIDEOS
4:30 pm	↓	↓	↓	↓	↓	RAYO BRECKENRIDGE OUTDOORS	↓
5:00 pm	COUNTRY MUSIC VIDEOS	COUNTRY MUSIC VIDEOS	COUNTRY MUSIC VIDEOS	COUNTRY MUSIC VIDEOS	COUNTRY MUSIC VIDEOS	FUN OF FISHING	SERENIDITY SINGERS
5:30 pm	TV 22 NEWS	TV 22 NEWS	TV 22 NEWS	TV 22 NEWS	TV 22 NEWS	INTERNATIONAL TOURS	BILL HARPER OUTDOORS
6:00 pm	ONE ON ONE	ONE ON ONE	ONE ON ONE	ONE ON ONE	ONE ON ONE	THE OLD YACHT	JOHNSON CRAPPIETHON
6:30 pm	GREAT CHEFS	TV 22 BINGO!	MOVIEWEEK	TV 22 BINGO!	CEDAR POINT	GOOD FISHING	OUTDOOR ENCOUNTER
7:00 pm	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE
7:30 pm	"QUEEN OF THE YUKON"	"JACK LONDON"	"GUNMAN FROM BROODIE"	"RAIN"	"GULLIVER'S TRAVELS"	"CAPTAIN KIDD"	"WHITE ZOMBIE"
8:00 pm	Charles Bickford	Susan Hayward	Buck Jones	Joan Crawford	↓	SPORTS SPECIAL	↓
8:30 pm	↓	↓	↓	↓	↓	COLLEGE BASKETBALL	MOVIE
9:00 pm	FNN SPORTS	FNN SPORTS	FNN SPORTS	FNN SPORTS	FNN SPORTS	OR MOVIE	"ARABIAN ADVENTURE"
9:30 pm	↓	↓	↓	↓	↓	↓	↓
10:00 pm	TV 22 NEWS	TV 22 NEWS	TV 22 NEWS	TV 22 NEWS	TV 22 NEWS	CNN NEWS	CNN NEWS
10:30 pm	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE
11:00 pm	"TULSA"	"MUTINY"	"LIL ABNER"	"PANCHO VILLA"	"BEAT THE DEVIL"	"DAY OF THE TRUFFIDS"	"DOCTOR TAKES A WIFE"
11:30 pm	Susan Hayward	Angela Lansbury	↓	Telly Savalas	Humphrey Bogart	Howard Keel	↓
12:00 mid	EVERYBODY'S MONEY MATTERS	EVERYBODY'S MONEY MATTERS	EVERYBODY'S MONEY MATTERS	EVERYBODY'S MONEY MATTERS	EVERYBODY'S MONEY MATTERS	FINANCIAL INDEPENDENCE IN TWO DAYS	INSTANT CASH SYSTEMS
12:30 am	↓	↓	↓	↓	↓	SUCCESS STORIES	↓
1:00 am	SUCCESS STORIES	HOW-TO	HOW-TO	HOW-TO	MEDIA ARTS	SUCCESS STORIES	MEDIA ARTS
1:30 am	↓	SUCCESS	SUCCESS	SUCCESS	↓	SUCCESS STORIES	↓
2:00 am	↓	↓	↓	↓	MOVIEWEEK	HOW-TO	HOW-TO
2:30 am	MOVIE	MOVIE	MOVIE	MOVIE	SUCCESS STORIES	↓	FINANCIAL INDEPENDENCE IN TWO DAYS
3:00 am	"EVERGREEN"	"AMAZING ADVENTURE"	"JACK LONDON"	"MOVIE STRUCK"	↓	MOVIE	MOVIE
3:30 am	Jessie Matthews, Sonnie Hale	Cary Grant, Mary Brian	Susan Hayward, Michael O'Shea	Patsy Kelly, Stan Laurel	MOVIE	"EAST OF BORNEO"	"UPTOWN NEW YORK"
4:00 am	↓	MOVIE	↓	MOVIE	"PORT OF MISSING GIRLS"	Rose Hobart, Charles Bickford	Jack Oaki, Leon Ames
4:30 am	MOVIE	"MANHATTAN MERRY GO ROUND"	MOVIE	"WINTERSET"	Harry Carey, Judith Allen	MOVIE	MOVIE
5:00 am	"THE BLACK RAVEN"	Cab Calloway, Phil Reagan	"SCARLET LETTER"	Burgess Meredith	MOVIE ROUNDUP TIME	"SING SING NIGHTS"	"CHEERS OF THE CROWD"
5:30 am	George Zucco, Wanda McKay	↓	Lillian Gish	↓	IN TEXAS" Gene Autry	Conway Teasde, Ferdinand Gottschalk	Russell Hopt Irene Warren

PROGRAMS SUBJECT TO CHANGE WITHOUT NOTICE.

NOTICE OF SELECTION BY LOTTERY

MUTUALLY EXCLUSIVE CASES INVOLVING
LOW POWER TELEVISION AND TELEVISION
TRANSLATOR APPLICATIONS

Report No: TS-29

Released: May 2, 1986

Notice is hereby given of the results of the April 28, 1986, public lotteries to determine the award of construction permits for low power television or television translator stations in the mutually exclusive cases listed below.

<u>FILE NO.</u>	<u>APPLICANT NAME/CITY OF LICENSE</u>	
L86-580 BPTTL-820616PO	Span Television/Jackson, TN Channel 50	# 906 PENNSYLVANIA AVE., SE WASHINGTON DC 20003
L86-828 BPTVL-HK0308UH	Mike Mendoza/Nashville, TN Channel 10	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 10; ERP .14 KW
L86-998 BPTTL-GD0308RJ	Continental Satellite/Tampa, FL Channel 57	C/O CBN CENTER VIRGINIA BEACH VA 23463 REQ:CHAN. 57; ERP 20.5KW
L86-1012 BPTTL-HM0308VT	Media Properties/Columbus, OH Channel 40	9604 TALLAHASSEE LANE KNOXVILLE TN 37923 REQ:CHAN. 40; ERP .661KW
L86-1070 BPTTL-HJ0308NJ	Barbara Dilley/Raleigh, NC Channel 66	2910 - 17TH STREET BOULDER CO 80302 REQ:CHAN. 66; ERP 39.9KW
L86-1071 BPTTL-GU0308SK	Jose Armando Tamez/Liberal, KS Channel 36	440 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 36; ERP 3.07KW
L86-1072 BPTTL-830223TX	Mountain TV Network/Spencer, IA Channel 61	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 61; ERP .39KW
L86-1073 BPTTL-820701TJ	Spectrum Press/Vernal, UT Channel 17	P.O. BOX 551 JACKSON OH 45640 REQ:CHAN. 17; ERP 6.92KW
L86-1074 BPTTL-810127JP	American Christian TV/Younstown, OH Channel 65	6350 WEST FREEWAY DRIVE FORT WORTH TX 76150 REQ:CHAN. 65; ERP 7.28KW
L86-1075 BPTTL-830224TP	Mountain TV Network/Moab, UT Channel 63	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 63; ERP .61 KW
L86-1077 BPTTL-830224UF	Mountain Network/Luana, IA Channel 42	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 42; ERP .50 KW
L86-1089 BPTTL-840307RW	Heidi Terrill/Kerrville, TX Channel 56	147-4 MAIN STREET TRAVIS A.F.B. CA 94535 REQ:CHAN. 56; ERP 19.2KW
L86-1090 BPTTL-GA0308ZJ	Evarista Romero/Tucumcari, NM Channel 40	152 WOODFORD SAN BENITO TX 78586 REQ:CHAN. 40; ERP 1.89KW
L86-1092 BPTTL-820616TF	Tel-Radio Communications/Williamsport, PA Channel 20	517 NORTH SEGOE ROAD MADISON WI 53705 REQ:CHAN. 20; ERP 203 KW

L86-1093 BPTTL-HM0308VD	Media Properties/Panama City, FL Channel 46	9604 TALLAHASSEE LANE KNOXVILLE TN 37923 REQ:CHAN. 46; ERP 0.65KW
L86-1094 BPTT-810331MP	Family Television/Coos Bay, OR Channel 23	P.O. BOX 841 BENICIA CA 94510 REQ:CHAN. 23; ERP 24.2KW
L86-1095 BPTTL-840305S6	Brooks Broadcasting/Fayetteville, AR Channel 42	507 TRINITY STREET AUSTIN TX 78701 REQ:CHAN. 42; ERP 21.4KW
L86-1096 BPTT-821112TK	Arapahoe County TV/Evanston, WY Channel 17	18100 EAST BERRY DRIVE AURORA CO 80015 REQ:CHAN. 17; ERP .296KW
L86-1097 BPTTL-84011617	Low Power Technology/Woodrow, TX Channel 51	507 TRINITY STREET AUSTIN TX 78701 REQ:CHAN. 51; ERP 13.8KW
L86-1099 BPTTL-810409JC	Trans-Star/Fort Wayne, IN Channel 45	716 N. WESTWOOD AVENUE TOLEDO OH 43607 REQ:CHAN. 45; ERP 1.92KW
L86-1100 BPTTL-EI0307MU	Kim Mooney/Texarkana, TX Channel 46	2735 1/2 PINE STREET BOULDER CO 80302 REQ:CHAN. 46; ERP 54.3KW
L86-1101 BPTTL-EK0307OK	Heidi Terrill/Las Vegas, NV Channel 34	147-4 MAIN STREET TRAVIS A.F.B. CA 94533 REQ:CHAN. 34; ERP 43.9KW
L86-1103 BPTTL-GW0308RV	Robert Gathings/Nashville, TN Channel 24	7000 CUTLER, N.E. ALBUQUERQUE NM 87110 REQ:CHAN. 24; ERP 13.6KW
L86-1104 BPTTL-GG0308PR	Mike Mendoza/Portland, OR Channel 18	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 18; ERP 18.0KW
L86-1105 BPTTL-850614QT	Womens LPTV Network/Anchorage, AK Channel 63	7860 N. HAYDEN ROAD SCOTTSDALE AZ 85058 REQ:CHAN. 63; ERP .303KW
L86-1106 BPTTL-GD0308MG	Jose Armando Tamez/Sylvester, GA Channel 56	440 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 56; ERP 1.77KW
L86-1107 BPTTL-840302NA	Brooks Broadcasting/Salt Lake City, UT Channel 46	507 TRINITY AUSTIN TX 78701 REQ:CHAN. 46; ERP 21.2KW
L86-1108 BPTVL-HN0308SC	BTV/Williamsport, PA Channel 13	#.250 EAST 65TH ST., #4-H NEW YORK NY 10021 REQ:CHAN. 13; ERP .067KW
L86-1109 BPTTL-GX0308WO	Jo Ann's Balloon Boutique/Yankton, SD Channel 62	3804 SEMINARY RIDGE AUSTIN TX 78745 REQ:CHAN. 62; ERP 1.92KW
L86-1110 BPTTL-830223UU	Mountain TV Network/Luana, IA Channel 36	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 36; ERP .56 KW
L86-1111 BPTT-821112TZ	Arapahoe County TV/Moab, UT Channel 23	1616 17TH ST.,STE. 572 DENVER CO 80202 REQ:CHAN. 23; ERP 7.30KW
L86-1112 BPTTL-HH0308SD	Katy Communications/Edgartown, MA Channel 63	953 DUNDEE AVENUE ELGIN IL 60120 REQ:CHAN. 63; ERP .746KW
L86-1113 BPTTL-850617RS	Little TV Station/Fairbanks, AK Channel 19	1928 E. LAGUNA TEMPE AZ 85282 REQ:CHAN. 19; ERP 40.8KW

Low Power Television Translators: Proposed Construction Permits

Report No.: GL86-4 Released: May 8, 1986

BPTTL-830621JD
Brainerd Daily Dispatch
Brainerd, MN Channel 24

BPTTL-820617RJ
Kaercher Publications, Inc.
Millbank, SD Channel 39

BPTTL-830201TV
Creative Broadcast Communications
Omak, WA Channel 14

BPTTL-830314W9
Mountain TV Network, Inc.
International Falls, MN Channel 38

BPTTL-831108NR
Nation. Innov. Prog. Network, Inc. of CA
Chico, CA Channel 36

BPTTL-GT0308PH
Alegria Broadcasting Corp.
Caspar, CA Channel 35

BPTTL-830802J1
Womens LPTV Network
Cody, WY Channel 25

BPTTL-830311MH
Mountain TV Network, Inc.
Raton/Colfat, NM Channel 34

BPTTL-830309WD
Mountain TV Network, Inc.
Mineral Wells, TX Channel 41

BPTTL-830908JI
Blacks Desiring Media, Inc.
Fort Leonard Wood, MO Channel 40

BPTTL-830323B8
Mountain TV Network, Inc.
Globe, AZ Channel 47

BPTTL-830308I2
Mountain TV Network, Inc.
Beeville, TX Channel 24

BPTTL-830309YW
Mountain TV Network, Inc.
Fort Stockton, TX Channel 43

BPTTL-830311PE
Mountain TV Network, Inc.
Many, LA Channel 48

BPTTL-830314TF
Mountain TV Network, Inc.
Augusta, AR Channel 52

BPTTL-830309Z3
Mountain TV Network, Inc.
Mineral Wells, TX Channel 19

BPTTL-830312D6
Mountain TV Network, Inc.
Quanah, TX Channel 14

BPTTL-830323C5
Mountain TV Network, Inc.
Globe, AZ Channel 19

BPTTL-830331F6
Morris Durnell
Ayrshire, IA Channel 47

BPTVL-8103201J
George Starke Communications
Buckroe Beach, VA Channel 07

BPTTL-820616TT
Russell Communications
Emporia, KS Channel 14

BPTTL-830315LH
Mountain TV Network, Inc.
Marysville and Rural
Marshall County, KS Channel 58

BPTT-8305271L
Blue Mountain Translator District
Lagrange, OR Channel 54

BPTTL-830228QC
Mountain TV Network, Inc.
La Grange, TX Channel 62

BPTTL-830308K2
Mountain TV Network, Inc.
Liberal, KS Channel 62

BPTTL-830228QI
Mountain TV Network, Inc.
La Grange, TX Channel 66

BPTTL-830314J4
Mountain TV Network, Inc.
Page, NE Channel 43

BPTTL-8303111V
Mountain TV Network, Inc.
Leesville, LA Channel 43

BPTTL-830322LT
Mountain TV Network, Inc.
Randall, AR Channel 56

BPTTL-810331OW
North American Television Network
Hilo, HI Channel 44

BPTT-801027IH
Neighborhood TV Company, Inc.
Atlantic City, NJ Channel 34

BPTTL-830415D9
Localvision/Harlan L. Jacobsen DBA
Columbus, NE Channel 43

BPTTL-830331G2
Harlan L. Jacobsen DBA Localvision
Columbus, NE Channel 49

BPTTL-830224UW
Mountain TV Network, Inc.
Decatur City, IA Channel 44

NEW PHOENIX LPTV

Reprinted from The Arizona Republic

■ **LPTV BOWS** — Having tested its transmitter over the weekend, low-power television station Channel 27 is set to begin full-time operation in the Valley at 6 a.m. today, at a start-up cost of \$250,000.

The station, which will serve as a translator for Prescott's independent KUSK-TV (Channel 7), will offer syndicated shows and a programming menu heavy with sports.

"We're billing ourselves as the world's most powerful low-power station," said Bill Sauro, president of KUSK-TV and a partner in the company that will own Channel 27.

Low-power TV stations, as the name suggests, operate at a lower power than normal VHF and UHF stations, and only have a range of 10 to 20 miles.

Sauro reported that during weekend tests the LPTV's signal was picked up as far away as 101st Street and Sweetwater Avenue to the northeast, and Sun City West to the northwest.

Channel 27's antenna is located atop South Mountain. "The only people who are going to have trouble getting us are those directly behind the mountains (such as,

Continued next page

Belated Permits

Several years ago I had a call from an elderly gentleman from upper Michigan who was interested in finding out more about low power. He wound up purchasing some of our books on LPTV that we were printing at that time. (We gave up on books because the FCC changed the game so often and fast that the books were sometimes obsolete before they got off the press.) After he got up to speed on LPTV he told me he had recently sold all of his cable system interests and retired, but that was not working out so he wanted to get into low power as soon as he could.

We wound up filing about 9 or 10 applications for him in upper Michigan. About every six months he called, and after a couple of years he walked into my Scottsdale office (wearing overalls—nonpretentious type) and wanted to know if there wasn't something I could do to speed up his applications since it had been several years and still nothing happening on even one. There really wasn't anything I could do, explaining that it was even more frustrating for me because I had a lot of other people (clients) besides him and myself who were in that place because of FCC inaction and ineptitude.

Last summer he called me again saying this doing nothing was getting to him and couldn't I do something to get even one permit for him. Then in October I notice his name is on a public notice and that one of his applications was going to be granted unopposed, and at the same time, I noticed he had one on a lottery list. So I called to give him the good news, and the son who answered the phone informed me that he had died in September. Since then he has been granted three more on the unopposed list and has won one in a lottery.

His heirs were surprised to hear that he had LPTV applications and wanted to know more about low power. Since then I have sent them videotapes of some of our early seminars. I have not heard what they are going to do with the permits.

Back in the Midwest, I noticed that in almost

every case of farmers retiring (early or late did not matter) and moving to town, that they were dead within six months.

What if he had gotten his LPTV permits within six months to a year of his application, or any reasonable time? If he had, I bet he would still be alive.

I had to respond to many who would ask about how long I thought it would be before they would get a permit. They had been hearing "everything is going to be rosy, we are going to have all applications granted within the next year," etc., etc., from various staff personnel at conventions, etc. My response was just try not to get too old. They thought I was joking. Over two years ago, the commission responded to my congressman's inquiry about how long before you could get a long overdue power increase for a translator. Their response was within the next six months. Well, I have been involved with the FCC and their actions or lack of same since 1954, and I know better.

A year ago they said we would have had a simple nationwide window by now. Now they are working full time trying to figure out how to do one and screw it up so only the "ins" can afford to file. Previously they had said the window process would be simple and those not filed against would be granted forthwith.

Never make your broadcasting plans by what the FCC says is going to happen and when. Make them by using common sense and by checking past action on 30 years of inaction on expanding service to the public.

The service now called low power and translators we tried to get through in 1955. The concept was then referred to as "pea shooters." The commission said it was technically not feasible; would cause "all types" of interference. 5,000 technically unfeasible translators could have been joined by 20,000 technically unfeasible low powers 30 years ago. Technical limitations did not and has not kept out this service; only the commission who want no additional competition for their "ins" and no additional work for the staff.

Continued from previous page

Camelback). We're very encouraged by our signal," Sauro said.

KUSK-TV is only licensed to operate with 100 watts, compared with KUTP-TV's (Channel 45) roughly 3 million watts. Sauro explained that the station has engaged in some "innovative engineering to maximize our signal."

The owner of the LPTV outlet, Arizona Metro Television Ltd., purchased the construction permit for the station from Meredith Broadcasting less than a year ago, paying an estimated \$10,000.

Meredith Broadcasting, which owns independent KPHO-TV (Channel 5), decided against developing Channel 27 after being unable to figure out a way for the limited-signal station to make a profit.

An earlier LPTV attempt in the Valley involved a music-video operation on Channel 61, but it was short-lived. In this case, however, Sauro isn't starting from scratch, rather simply expanding the audience base of his Prescott station.

During the summer months, Channel 27 will offer a lot of baseball, including 28 games of the Oakland A's and 22 games of the California Angels.

Overnights, between midnight and 6 a.m., Channel 27 will tap into the satellite delivered music-video service known as Hit Video USA.

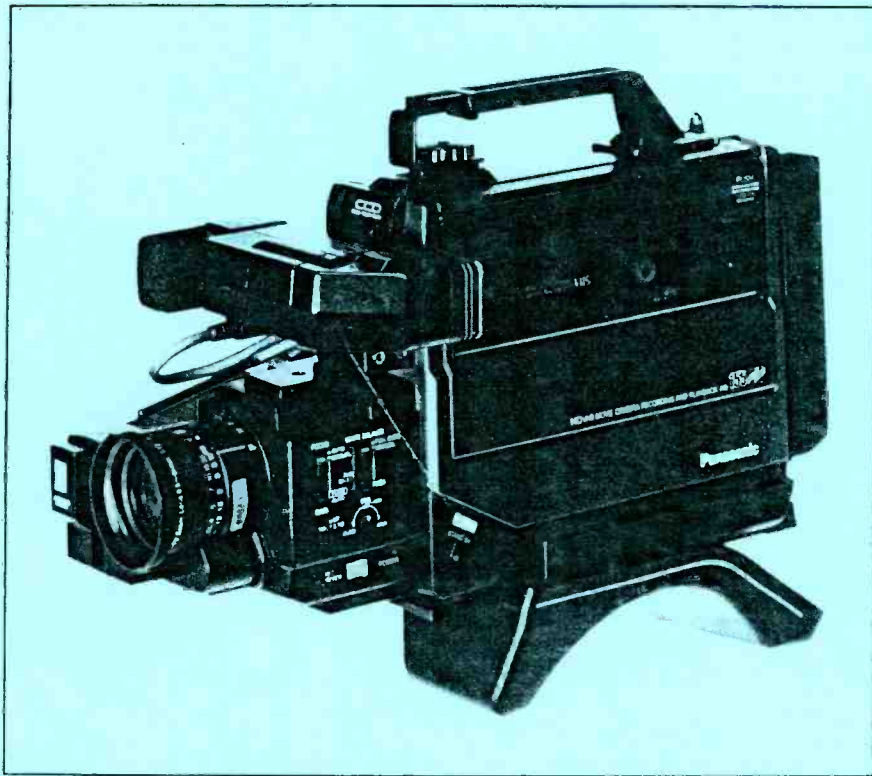
However, the videos won't be aired in stereo because Channel 27 is saving one of the two available audio channels for a secondary service.

Sauro is hoping to tap into the classical music programming of either Tucson's KUAT-FM or Chicago's WFMT and offer viewers with stereo TVs and VCRs the audio.

"We would prefer KUAT-FM, but we may have a problem receiving it," he said, referring to possible interference from KFLR-FM in Phoenix.

Sauro also reported the acquisition of several additional syndicated shows. Effective May 5, *The Flying Nun* will be seen at 3 p.m. weekdays and *Burns & Allen* at 6 p.m., followed by *CNN Headline News*.

Lo-Power Community TV



June
1986

WHAT'S HAPPENING

Regarding our cover photo ... At long last, HQ is becoming available in industrial models of VHS camcorders. Pictured on the cover this month is the Panasonic AG155. We purchased one of these for \$1,490 including accessories, plus \$50 for the shoulder mount which does not come with it and was not yet available as an accessory. The AG155 has a solid state CCD camera pick-up (no tubes) and has auto focus. The Model AG100 is similar but has a standard pick-up tube and no auto focus but sells for about \$350 less. Both come with carrying case and accessories. These machines use a standard VHS cassette and record in High Q. Remember, the smaller VHS machines that use the "C" cartridge operate at a slower speed and quality is not nearly as good. The AG155 has continuous white balance.

Every month we hear rumors about what is happening or about to happen at the FCC. One party says his local paper carried an article that the FCC had voted to expedite LPTV. That must mean the official policy until now has been to hold up LPTV as long as possible. Latest bet on the window for new applications and changes is October. Chairman Fowler was on C-Span senate hearings regarding scrambling and was asked about LPTV and stated that the present backlog would be cleared out by December. Due to daisy chains, all cannot be cleared by that time.

We also heard rumors that a large public notice of several thousand stand alones would be out soon. Stand alones are applications that no longer have any other applications interfering with them (mutual exclusive) because others have been thrown out, etc.; they are therefore grantable.

Remember, we print this magazine late every month in case anything breaks so that when anything big comes out, we will have an issue in the mail to you within two days.

The commission may drag their feet long enough to hold the window open until the \$387 per application fee goes into effect, because they are still hyper about getting large numbers of applications.

The article "The Opportunity of LPTV" is designed to be photocopied for friends interested in investing in your LPTV.

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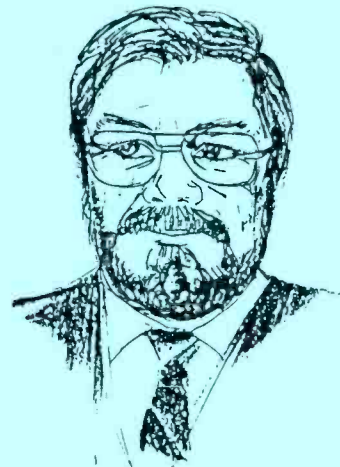
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THE OPPORTUNITY OF LPTV

by Harlan L. Jacobsen
Lo-Power Community TV

The history of broadcasting has been similar to real estate—it has steadily risen in value over the years. Like land there are only so many channels or frequencies available (this is in part due to laziness of the FCC bureaucracy that regulates it and protects the "ins" from competition). Nevertheless, an established broadcaster has less chance of new competition springing up than almost any other field. Obtaining a license or permit has been similar to obtaining a franchise for a certain territory. Unlike traditional franchises, you get no assistance from the FCC (franchisor) in making your franchise profitable.

All this franchisor (FCC) does for you is keep others from encroaching or interfering with your broadcasts and tends to keep out competition for you by promulgating unnecessary "interference" rules and years of delay and red tape which discourages nearly all from attempting new ventures and leaves most preferring to pay BIG money for an established broadcasting facility.

Therefore, there is a ready market for operating broadcast facilities, and many properties in recent years have been sold for huge amounts.

A start-up in any media, newspaper, magazine or broadcasting traditionally have a two year handicap in getting to profitability. Unfortunately, broadcast owners sometimes blame and replace management for not getting the property to profitability within two years. Experienced start-up owners know that it usually takes two years or longer to get to profitability and check and rate management progress or trend in that direction.

The inexperienced broadcast investor operator puts just enough money into the operation for hardware and erroneously expects this money making machine to get cash flow up to "self-supporting" speed from a standing start. Only in LPTV can you do this and survive—if done right.

Up until low power television, broadcast facilities have been very labor intensive with the typical full service TV station employing 60 to 70 full-time, highly salaried employees. Low power stations can operate with no employees and put good quality pictures and programming from satellite sources (readily available) out over the air, and yet viewers will not be able to discern that this broadcast operation is unmanned.

Since it takes viewers a while to become aware of a new channel, to obtain an antenna hook-up that works, and to get in the habit of switching to that new channel, etc., an LPTV station can operate during this scant initial viewer stage with little or no labor. When ready to begin local origination and commercials, an LPTV station operator can use totally automated equipment to insert local commercials since nearly all satellite program suppliers send along a tone signal to turn on automated local commercial insertion.

Full service independent stations have expensive staffs ordering, receiving, playing and reshipping expensive syndicated shows (often old network reruns).

There are over 100 satellite program suppliers, and many are delighted to have low power stations rebroadcast their programming (additional audience for their ads). Most run two minutes or more of public service or per-inquiry ads per hour that low power broadcasters are allowed to substitute local commercials over.

Therefore, the LPTV station can operate 24 hours a day with no programming cost if necessary or by gradually adding local and paid for programming as he has revenue to support it. The cable systems bring in many of these types of satellite programs also, but the low power operator's advantage is he eventually gets to where he also substitutes certain day parts with LOCAL information and entertainment programming. No amount of outside

programming from Hollywood, New York, London, etc. will ever get to compete on the same basis with that. If done right, local programming can draw audiences in competition with many traditional network channels. Examples are local TV news when no other TV station broadcasts news of the locality, local high school and college sports, etc.

The operating costs of a 1,000-watt (largest allowed) LPTV station include approximately \$350 worth of electricity per month and about \$250 for contract maintenance on a 1kw transmitter. Typically, tower space is rented for \$150 to \$300 per month. Over half of low powers are built at 100 watts and electricity consumed is around \$35 per month. This compares to independent UHF full power stations having electrical bills alone of \$5,000 to \$10,000 monthly.

LPTV transmitters are 90% solid state and require little electricity or maintenance with outages (totally without local engineering staff) of less than twice a year, typically, when outside service personnel are called to repair or maintain the equipment. The signal and picture quality within three miles of the broadcast facility are detectably no different than full powers. Those viewers with good outside antennas will detect no difference from full power stations from 10 to 20 miles. After that distance, picture can still be good but quality drops off at a rapid rate in comparison to full power stations. When operating an LPTV in rural towns a distance from full power stations, viewers will find the local low power picture quality in most areas to be superior to the distant full powers.

Full power TV stations' revenue is about 70% national and 30% local. Newspapers are about 70% local and 30% national revenue. Therefore, the LPTV station which will have 90% or better local ad revenues competes more with the local newspaper than another full service TV station.

Another advantage LPTV has over radio properties and conventional TV stations is that there is no limitation on how many or how much commercial content is involved. You can run continuous commercials or any type of programming you desire. If you are in Las Vegas, you could run one program on how to gamble, sponsored by casinos, and run the same program every day targeted to newcomers. You could run a real estate program (or 24 hours of it) on showing houses—inside, outside, pool, neighborhood, price, terms, etc.—and show it 24 hours a day adding in new houses for sale and dropping out those already sold. So uses for LPTV stations can be a whole new territory.

No broadcaster until now was ever allowed to own more than one TV channel in a market. In low power, you can own three or four, for example (no limitation), and program each differently. Use the same studio, switcher, tower, sales force, etc. for four channels, for example. You can cross promote each other. You can make one or more channels subscription (100 movies a month for \$15., sourced via satellite), etc. The picture would be scrambled for non-subscribers. With several channels, you can make one all video rock music (available off satellite) and call it a young peoples' channel. Run old movies and old Jack Benny shows, etc., and call it a nostalgia channel, and on and on with different channels oriented to different viewers. Your ad sales force can say to the advertisers that they can advertise to this group, that age group, on this channel, etc., or for X dollars we can run your spot on all four channels at the same time, etc. Keep in mind that adding another channel here at say 100 watts only adds \$35 to your light bill. Everything else you are already paying for with the first channel, such as your tower space, studio, sales force, etc.

For a full service station to go stereo TV, it costs upwards of \$100,000. For an LPTV, around \$4,000 will do it, so your LPTV can often be the first and only full stereo channel in town. Most satellite programming is available in stereo. When you are stereo you have another second audio program available on which you can broadcast background music, government weather channel, etc.

Low power stations can carry other broadcasting information for a fee on what is called subcarrier. Examples would be computer data (one Midwest commodity marketer pays \$500 a month to LPTV stations to carry pricing data for grain elevators, etc.) that comes in on

satellite and goes out on subcarrier undetected by ordinary viewers.

Many national programmers will pay LPTV stations to carry their satellite programming. An example is several religious programmers that pay an Alamogordo, New Mexico LPTV operator \$1,100 every Sunday morning to air their religious shows. The Alamogordo LPTV is an unusual success story. The start-up cost was \$110,000 and was paid off after the first 11 months of operation. Nothing unusual here except very smart operation by an experienced operator which is a story in itself. Alamogordo rebroadcasts (from off the air on the mountain top) an El Paso, Texas Independent station about 50% of the day. They substitute local Alamogordo commercials. Ball games are another example. Many of these have sponsors, such as beer, etc., that sell in your area. LPTV operators can often get permission to rebroadcast these games live over the LPTV station because this gives the advertisers buying the program more viewers. You can delete those ads that do not sell in your area and substitute your own.

Low power television stations can also obtain special satellite shows such as Independent Network News, financial shows, special extravaganzas, many good movies, cartoons, etc., on what is known as a barter basis. You run the ads in the program and you get to show them free.

Programming for LPTV is not really a problem. Some LPTV builders have been panicky about programming and signed up to pay several thousand dollars monthly for second rate locked in programming. You can do far better with totally free programming. It just takes some work (management) to find a mix that is just right for your market. There are 8,000 good public domain movies, many of which are available on 1/2-inch tape and which you can own (not rent) for \$7 each (rent for even less). Public domain means the copyright expired and was not renewed. For example, many John Wayne, Ronald Reagan, Jimmy Stewart movies, etc., are available in public domain.

There may be no regular station Independents (non-network) in your market, in which case you can do well with old movies, so no two markets are the same.

You try to program what is lacking or rarely seen in your market. If three other TV stations are doing local news, you do something else; if there are no local stations, then you do big things with local news. LPTV operators can succeed in big cities by narrowcasting. The average TV stations, the last few years, have cleared over \$1 million profit. If there are an average of five channels in each market, then that means they cleared an average of \$1 million with an average of 20% of the market. Therefore, if an LPTV can capture just 2% of the large city market (one-tenth the viewers of the big stations), they would proportionally clear \$100,000 profit. By programming to a narrow market (for example, music videos or religious, etc.), you can easily get 2% of the viewers.

The average full service TV station has around 68 employees. If you LPTV should maintain 10% of the viewers tuned in (and 10% of the ad revenue), then you should proportionately have no more than 10% or seven employees. The LPTV stations that have folded had, almost without exception, 25 or more employees. The success of LPTV is tied up in common sense management and creative use of this new unlimited opportunity.

In the future, we see the Federal Communications Commission allowing more power where it won't interfere. We see low power stations extending their coverage out to the equivalent of full powers by using translator repeaters all the way around their coverage circle.

With four times the ad retention impact of radio (audio only), the LPTV ad dollar will soon exceed the best radio station in town. With only a fraction of the cost of construction, a fraction of the employees and overhead of traditional radio and TV stations, LPTV will become, in the next five years, the most profitable broadcast property. Full service TV stations currently clear an average of 25% of their gross in take home net. LPTV will certainly exceed that within the next 5 years.

There are over 100 channels of different programming on satellites and new ones coming on every month. Some of these are readily available to LPTV stations and others can be negotiated. Most are designed to and planned to be carried on cable systems. An example is the latest type of programming via satellite that is a big success, the current rage—shopping channels. These shopping networks carry bargain offers 24 hours a day. Many new ones are coming on, and they cannot all get on each cable system, so many are becoming available to LPTV stations. The most popular one currently has signed up an eastern United States LPTV which we are watching. The Shopping Network pays a percentage of all sales to the station's coverage area zip codes. With many new program sources becoming available monthly, when you have several channels in a market you can change some of your channels to new programming that proves to be more profitable.

SUPER BETA AND HIGH Q

We have probably written about it often enough so you know by now about 1/2-inch in either VHS or Beta and that we recommended you wait for Super Beta or VHS High Q (stands for "high quality").

The big broadcasters are now switching to 1/2-inch in Beta and VHS, but even though it is exactly the same tape cassette, those expensive broadcast 1/2-inch versions run at 8 times the VHS and Beta speeds. So what we have been talking about is standard home-type VHS and Beta that have had recent great improvements called Super Beta and HQ in VHS. Panasonic showed their HQ in industrial version at the NAB demonstrating that third generation High Q (copy of a copy of original) was just as good in 1/2-inch VHS HQ as 3/4-inch, playing both tapes at the same time with the same program. We believe that Super Beta is a tad better quality than VHS HQ, but we are considering paying almost \$3,000 more for a VHS High Q editing set-up because we believe we may be doing a great deal of editing for others (or renting our editing set-up), industrial and consumers, who are getting High Q but cannot afford the \$7,200 VHS High Q editing set-up. Even though Beta is better looking, about 85% of the people that want something edited will own VHS. Therefore, if you want to do job work, which may turn out to be big business, then you should go VHS HQ editing. You understand many low powers and even full powers advertise that they tape weddings and other commercial video work. This is sort of a natural since people in the community figure a TV station would have better equipment and do a better job than someone who bought a home video camera and was in the business. If you do taping for other people and are going to edit it or make copies, etc., it really doesn't matter whether you shoot and edit in VHS High Q or Super Beta because you make

the copy of the edited version by playing it and recording the final copy onto whatever format machine they want.

The big advantage that VHS High Q and Super Beta have over what has been available until now is their ability to go down to third generation and still look good. (Super Beta claims to be able to go to fourth generation.)

With a Super Beta or VHS HQ editing set-up, you will also be able to edit from the earlier versions also, standard Beta or VHS. Regardless of what format you edit in, if you are editing, you will want to have a 3/4-inch machine to dub from when national accounts send you material on 3/4-inch. You will also want either a VHS or Beta (opposite of what you edit in) so you can deliver a final copy in either format. It is apparent that with the rapid growth of 8mm, you will need at least one machine that will play or record 8mm.

8mm is about the size of a standard audio cassette, but to get good quality, the tapes are far more expensive than VHS or Beta. It also runs at a slower speed and they use Super Beta-type circuitry to get it up to good quality, which turns out to be every bit as good as standard VHS or standard Beta, but ... not as good as Super Beta or VHS High Q. For shooting news, etc., where you run the original and may not ever want to edit, then 8mm will be fine.

The camcorders in VHS (see cover) are now arriving in High Q in quantity. There are 3 circuits used in the recorders in the editing to obtain High Q, but only 2 in the camcorders and in most consumer hi-fi units. We rent these out for \$35 per day (Friday, Saturday, Sunday), \$25 (Monday-Thursday). The industrial versions are made to last better than consumer models and have a few additional features.

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LOW POWER TELEVISION AND TELEVISION
TRANSLATOR APPLICATIONS

Report No: TS-30

Released: June 3, 1986

Notice is hereby given of the results of the May 28, 1986, public lotteries to determine the award of construction permits for low power television or television translator stations in the mutually exclusive cases listed below. The application listed with each case is the tentative selectee for the construction permit grant. Petitions to deny the selectee must be on file with the Commission not later than 15 days from the release date of this public notice. Pursuant to Section 73.3584(c) of the Commission's Rules, the selectee may file an opposition within 15 days of the filing of the petition.

Absent the filing of petitions to deny and upon determining that the selectees are otherwise qualified, grant of construction permits to the selectees listed below will be made 30 days from the release date of this public notice.

<u>FILE NO.</u>	<u>APPLICANT NAME/CITY OF LICENSE</u>	
L86-737 BPTTL-810217VW	Microband/Rockford, IL Channel 68	655 THIRD AVENUE NEW YORK CITY NY 10017 REQ:CHAN. 68; ERP 8.58KW
L86-872 BPTVL-810331V2	Leopold Mowatt/Tallahassee, FL Channel 09	6 BEVERLY ROAD WEST ORANGE NJ 07052 REQ:CHAN. 09; ERP .018KW
L86-1034 BPTTL-8303145Y	Mountain TV Network/Pampa, TX Channel 63	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 63; ERP .675KW
L86-1080 BPTT-800730IB	Leslie Williams/Las Vegas, NV Channel 69	1001 NORTH ROAD BELMONT CA 94002 REQ:CHAN. 69; ERP 4.54KW
L86-1081 BPTTL-830912JC	Jeffco Broadcasting/Rock Springs, WY Channel 22	5442 S. 48TH ST., TEMPE AZ 85040 REQ:CHAN. 22; ERP 9.12KW
L86-1082 BPTTL-820616TJ	Response Broadcasting/Flagstaff, AZ Channel 24	1640 5TH STREET #203 SANTA MONICA CA 90401 REQ:CHAN. 24; ERP 1.00KW
L86-1083 BPTTL-AD0305XO	Generic Television/Dickinson, ND Channel 43	P.O. BOX 2548 RAPID CITY SD 57709 REQ:CHAN. 43; ERP 12.2KW
L86-1084 BPTTL-HJ0308LZ	American Lo-Power TV/Aberdeen, WA Channel 43	P.O. BOX 352 WESTFORD MA 01886 REQ:CHAN. 43; ERP 3.60KW
L86-1085 BPTTL-810217MW	Vision Unlimited/Rochester, NY Channel 42	17403 HARVARD AVENUE CLEVELAND OH 44128 REQ:CHAN. 42; ERP .949KW
L86-1087 BPTTL-HN0308VV	Baby Boom Broadcasting/Miami, FL Channel 27	1640 FIFTH ST.,STE.203 SANTA MONICA CA 90401 REQ:CHAN. 27; ERP 108.KW
L86-1102 BPTVL-GU0308RG	Evarista Romero/ Visalia, CA Channel 05	152 WOODFORD SAN BENITO TX 78586 REQ:CHAN. 05; ERP .153KW

NEW SUPER—RADIO NOT SECOND CLASS TV

The key to success in low power is in your being able to get local advertisers to spend a good part of their ad budget with your LPTV station. They have established habits and prejudices about how to best spend (or invest) their local ad dollar.

Then you arrive on the scene, the new kid on the block, and they have trouble figuring where your TV station fits in relation to their past experience in getting the most advertising result for their buck.

Your salesman tells them that this is an opportunity for them to use television advertising at a reasonable rate. The only TV most local advertisers have seen is either the three networks or, worse yet, they are on the cable and have 25 channels, and they wonder if your station will have anybody at all watching. So you are, in their thinking, competing for viewers with all this other top programming, and they figure that as far as TV goes, your station is going to be the lowest rated, least number of viewers, and a second class TV station.

Some LPTV operators have tried to overcome this by spending up to \$1 million building their LPTV station using only the best studio equipment, etc., so they would not be looked on as second class. This did not save them.

Realize that any independent station, even full power, no matter how much they spend, that is not affiliated with the big three networks is looked on locally as second class television.

Johnny Carson and Joan Rivers and others opened an independent UHF station in Albuquerque and thought they would overcome this second class status by spending big bucks for the very best equipment and the very best syndicated programming anywhere. The other stations got in a bidding war and syndications got big bucks for programming, going as high as \$5,000.00 for a half hour show. Here this independent was buying at top dollar, independent and rerun shows trying to outrate or at least get in the same class as the Albuquerque network stations who were getting their basic programming not only free but better programming and were actually being paid by the network for running it. Carson's Albuquerque station folded—no amount of money could save it. I understand Trinity Broadcasting has bought it for a song and is making a religious channel out of it by merely repeating their California programming.

What I am trying to point out here is that everyone has tried to buy themselves out of the second class TV station status has gone bust because no amount of money can do that. They throw in the towel totally disillusioned. Once you get that through your head, then you can operate your low power stations on a different track.

Let's take a look at some other history. After World War II they started building a lot of radio stations. Up until then, most big cities like Phoenix only had three or four radio stations, and they were affiliated with national networks. They even started stations in small towns and everyone thought they were crazy. What are all these independent radio stations going to do for programming? ... No one will listen to them because everybody listens to the

established network stations.

Phoenix now has 37 radio stations, and if you want to buy one, you're talking millions of dollars because they earn money. Denver will soon have 44 radio stations covering the market. Programming has not been a problem. They have all sorts of options.

The advertisers have all been used to radio representatives calling on them and they understand radio advertising. Television has been so high priced that they have little or no experience with it even if it was available. They figure your LPTV is cheap alright, but it must be no good—you don't have anybody watching.

This is what you have to overcome. We have mentioned before that maybe you shouldn't call yourself a TV station, a second class TV station at best. Maybe you should bill yourself as "high tech super radio—radio you can see."

Old-fashioned radio in your town is now obsolete. Old-fashioned radio is for blind people and people in automobiles. You run a "super" updated, latest technological development, local radio station that has impact. Because ... you not only get their message across by ear and sight at the same time, it is not double the ad impact of any radio station—sight and sound together have at least four times the impact of old-fashioned radio. You promote, promote this concept. Something new and better has come to town—not a second class TV station but super radio you can see; the only such first class, modern station in town.

Catch 22, the LPTV station in Anchorage which runs music videos, had more people tuned to it during a survey than the best radio station's rating. Not only do you have more impact but you can get bigger numbers than the best "old-fashioned" radio station in your town.

Your advertiser can get excited about getting in on this new technological development that is going to give him much more results for his buck than the radio stations he is advertising on now. You run whatever programming you can get free or for peanuts that gets you an audience. You compete with the local radio stations and the local newspaper for ad income. You do not compete with the traditional TV stations. You do not have to nor do they expect you to look like a TV station as they know it because your station is something new and different, not a second class version of what they are accustomed to.

L86-1114 BPTTL-840307ST	Lloyd Moriber/Marathon, FL Channel 56	PALM BAY CLUB 1 PALM BAY MIAMI FL 33138 REQ:CHAN. 41; ERP 34.3KW
L86-1115 BPTTL-830309V8	Mountain TV Network/Alpine, TX Channel 21	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 21; ERP .668KW
L86-1116 BPTTL-840305UN	Felix De Jesus/Altus, OK Channel 30	421 - W. FILMORE HARLINGEN TX 78550 REQ:CHAN. 30; ERP 1.66KW
L86-1117 BPTTL-810116IO	National Black Media/Pompton Lakes, NY Channel 27	516 U STREET, NW WASHINGTON DC 20001 REQ:CHAN. 27; ERP 10.0KW
L86-1118 BPTTL-820226TX	Local Power Television /Alamogordo, NM Channel 29	2102-A GALLOWS ROAD VIENNA VA 22180 REQ:CHAN. 29; ERP 4.10KW
L86-1119 BPTTL-GPO308UD	Northcoast Broadcast/Cincinnati, OH Channel 25	3012 KESWICK ROAD SHAKER HEIGHTS OH 44120 REQ:CHAN. 25; ERP .681KW
L86-1120 BPTTL-H00308ZQ	Georgia Regional/Columbus, GA Channel 22	196 GRADY AVE. ATHENS GA 30601 REQ:CHAN. 22; ERP 18.4KW
L86-1121 BPTTL-840116XL	Channel America/Incline Village, NV Channel 68	450 PARK AVENUE NEW YORK CITY NY 10022 REQ:CHAN. 68; ERP 11.0KW
L86-1122 BPTTL-831109ND	Group Seven Communications/Lake Havasu, AZ Channel 23	1930 MESQUITE, SUITE 6 LAKE HAVASU AZ 86403 REQ:CHAN. 23; ERP 7.4 KW
L86-1125 BPTVL-810226IE	Ideal American Television/Albany, NY Channel 08	P.O. BOX 50298 WASHINGTON DC 20004 REQ:CHAN. 08; ERP .017KW
L86-1126 BPTTL-GL0308UU	Ebonite/Rochester, MN Channel 65	1561 N. WESTERN AVENUE SAINT PAUL MN 55117 REQ:CHAN. 65; ERP .673KW
L86-1127 BPTTL-HK0308WE	Lidia Rodriguez/Yankton, SD Channel 52	501 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 52; ERP 2.02KW
L86-1128 BPTT-840308ID	City of/Truth or Consequence, NM Channel 17	CITY HALL, 605 SIMS ST. TRUTH OR CONSEQUENCE NM 87901 REQ:CHAN. 17; ERP 0.63KW
L86-1130 BPTVL-810303IE	Howard Publications/Monroe, LA Channel 04	P.O. BOX 570 OCEANSIDE CA 92540 REQ:CHAN. 04; ERP 1.59KW
L86-1132 BPTTL-ED0307RF	Millard Oakley/Denison, IA Channel 43	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 43; ERP .660KW
L86-1134 BPTTL-AC0305TV	Jeffco Broadcasting/St. Cloud, MN Channel 52	5442 S. 48TH ST. PHOENIX AZ 85040 REQ:CHAN. 52; ERP 10.4KW
L86-1136 BPTTL-HK0308ZQ	David Trust/Carrizo Springs, TX Channel 25	25 ECKER STREET, STE. 1020 SAN FRANCISCO CA 94105 REQ:CHAN. 25; ERP 1.62KW
L86-1137 BPTT-810311JI	KXEL Broadcasting/Galesburg, IL Channel 42	HIGHWAY 281 EAST WATERLOO IA 50704 REQ:CHAN. 42; ERP 12.8KW
L86-1138 BPTTL-8403062N	Second Local Power Television/Chebanse, IL Channel 34	2102-A GALLOWS ROAD VIENNA VA 22180 REQ:CHAN. 34; ERP 9.5 KW
L86-1139 BPTTL-84030640	Deanna Hinojosa/Terre Haute, IN Channel 66	P.O. BOX 355 MERCEDES TX 78570 REQ:CHAN. 66; ERP 1.36KW

L86-1140 BPTTL-EA0307RB	Judith Ann Acevedo/Pecos, TX Channel 22	611 YOAKUM ST. SAN BENITO TX 78586 REQ:CHAN. 22; ERP 2.17KW
L86-1141 BPTTL-840305NG	Felix De Jesus/Alamogordo, NM Channel 16	421-W. FILMORE HARLINGEN TX 78550 REQ:CHAN. 16; ERP .972KW
L86-1142 BPTTL-GF0308SM	Mike Mendoza/Clarksdale, MS Channel 28	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 22; ERP 1.93KW
L86-1143 BPTT-840308IH	City of/Truth or Consequence, NM Channel 21	CITY HALL, 605 SIMS ST. TRUTH OR CONSEQUENCE NM 87901 REQ:CHAN. 21; ERP 0.63KW
L86-1144 BPTT-840308IF	City of/Truth or Consequence, NM Channel 27	605 SIMS STREET TRUTH OR CONSEQUENCE NM 87901 REQ:CHAN. 27; ERP 0.63KW
L86-1145 BPTTL-GN0308UK	Evangelina Garcia Garza/Perryton, TX Channel 61	BOX 3206 LA FERIA TX 78559 REQ:CHAN. 61; ERP .703KW
L86-1146 BPTTL-HL0308QM	Jo Ann's Balloon Boutique/Eagle Pass, TX Channel 32	3804 SEMINARY RIDGE AUSTIN TX 78745 REQ:CHAN. 32; ERP .10 KW
L86-1147 BPTTL-HR0308ME	American Television Network, Moscow, ID Channel 20	1575 EYE ST., # 500 WASHINGTON DC 20005 REQ:CHAN. 20; ERP 11.3KW
L86-1148 BPTTL-ED0307MJ	Jimmie Wilkerson/Columbia, SC Channel 51	4901 OLD BUNCOMBE ROAD GREENVILLE SC 29687 REQ:CHAN. 51; ERP 1.04KW
L86-1149 BPTVL-GB0308VV	Brunhilda Salgado/Elko, NV Channel 03	2374 ATLANTIC BOULEVARD WANTACH NY 11793 REQ:CHAN. 03; ERP .036KW
L86-1150 BPTTL-830224VD	Mountain TV Network/Moab, UT Channel 53	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 53; ERP 0.64KW
L86-1151 BPTTL-810217AI	Clear Channel Comm./Corpus Christi, TX Channel 22	711 NAVARRO # 540 SAN ANTONIO TX 78205 REQ:CHAN. 22; ERP 12.6KW
L86-1152 BPTTL-GJ0308UL	American Television Network/Lacrosse, WI Channel 54	1575 EYE ST., N.W., # 500 WASHINGTON DC 20005 REQ:CHAN. 54; ERP 20.8KW
L86-1153 BPTVL-810303GK	New Florida Broadcasting/Naples, FL Channel 09	9000 SUNSET BOULEVARD LOS ANGELES CA 90069 REQ:CHAN. 09; ERP .017KW
L86-1154 BPTTL-830404JU	Blacks Media Associates/Ponca City, OK Channel 54	2102-A GALLOWES ROAD VIENNA VA 22180 REQ:CHAN. 54; ERP .010KW
L86-1156 BPTTL-830715A6	S.V./Newport, OR Channel 29	1200 LEADER BLDG. & MCOY CLEVELAND OH 44114 REQ:CHAN. 29; ERP 4.1 KW
L86-1157 BPTVL-820615RH	Louis Maisel/Hyannis, MA Channel 08	P.O. BOX 327 HARVARD MA 01451 REQ:CHAN. 08; ERP 0.12KW
L86-1158 BPTTL-EB0307QD	Brooks Broadcasting/Duluth, MN Channel 21	507 TRINITY AUSTIN TX 78701 REQ:CHAN. 21; ERP 18.5KW
L86-1159 BPTTL-EN0307RD	Lidia Rodriguez/Int'l Falls, MN Channel 36	501 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 36; ERP .123KW
L86-1160 BPTT-810319IJ	Great Lakes Communications/ Oil City, PA Channel 63	3514 STATE STREET ERIE PA 16508 REQ:CHAN. 63; ERP 2.52KW

L86-1161 BPTTL-GA0308MQ	Minerva Rodriguez Frias/Olean, NY Channel 25	RT. 1, BOX 130-A PRIMERA TX 78550 REQ:CHAN. 25; ERP 2.63KW
L86-1162 BPTTL-HO0308UM	LPTV Services/Prescott, AZ Channel 35	454 BROOME STREET NEW YORK NY 10013 REQ:CHAN. 35; ERP .750KW
L86-1164 BPTTL-810331NZ	Central California Broadcasters/Roswell, NM Channel 56	P.O. BOX 38946 WASHINGTON DC 20006 REQ:CHAN. 56; ERP 2.05KW
L86-1165 BPTTL-GB0308ZH	Deanna Hinojosa/Carlsbad, NM Channel 61	P.O. BOX 355 MERCEDES TX 78570 REQ:CHAN. 61; ERP .704KW
L86-1166 BPTTL-840308QM	Gilbert Martinez/Lewiston, ID Channel 47	3720 GREENWICH DRIVE EL PASO TX 79902 REQ:CHAN. 47; ERP 2.57KW

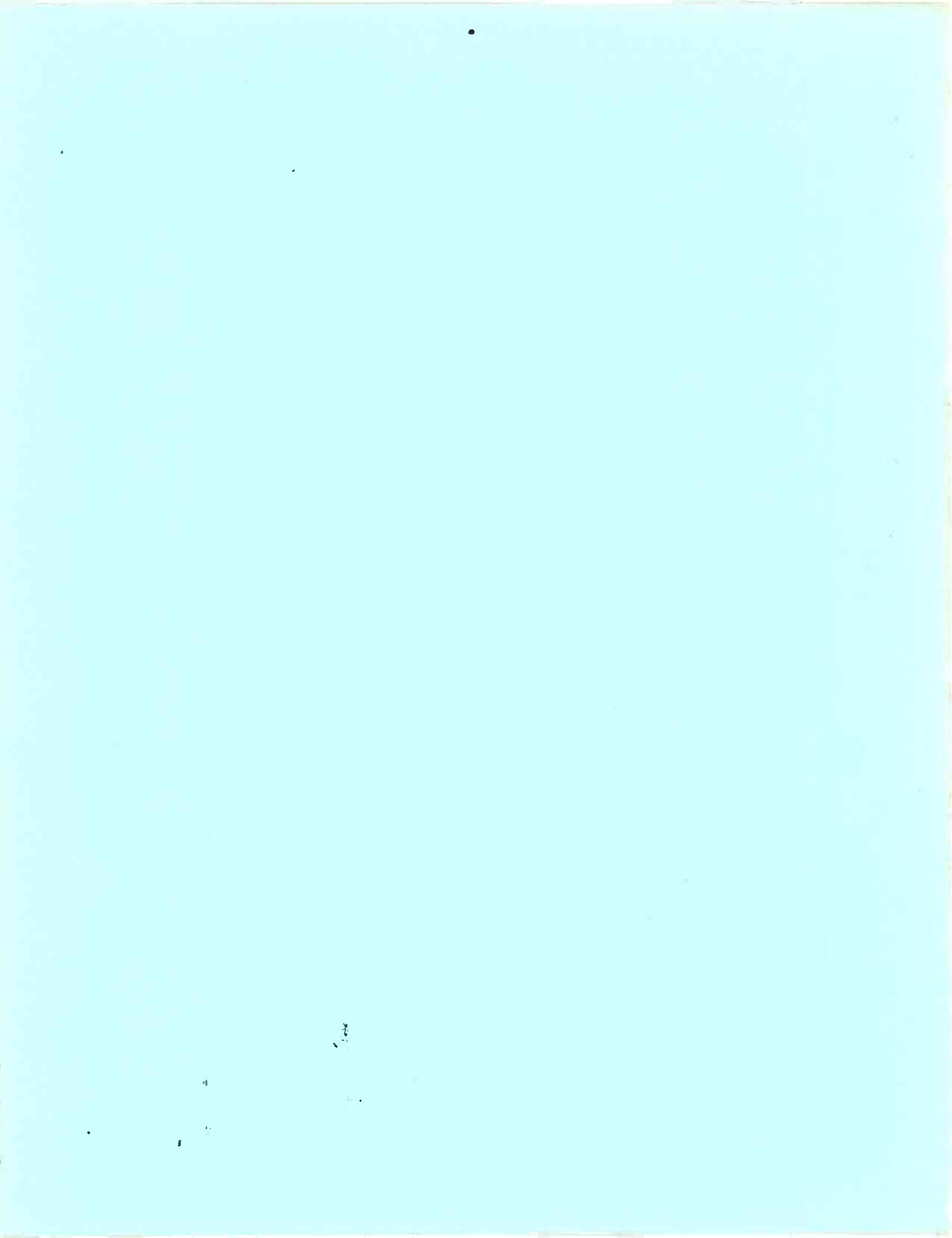
Low Power/Television Translators: Proposed Construction Permits

Report No.: GL86-5 Released: June 5, 1986

Notice is hereby given that the television translator and low power television application(s) listed below have been accepted for filing. These applications, which are not mutually exclusive with other LPTV and TV translator applications have been fully reviewed and in the absence of petitions to deny, the applications appear to be grantable. Petitions to deny the application(s) may be filed with the Commission within 30 days of the date of this notice. Such petitions should clearly bear the caption of the applicable application listed below.

BPTTL-810217Z6 World Plan Executive Council U S Allentown, PA	Channel 46
BPTTL-830311IS Mountain TV Network, Inc. Vernon, AZ	Channel 26
BPTTL-830331B4 Kelly Guglielmi Christiansted, VI	Channel 23
BPTTL-830309S4 Mountain TV Network, Inc. Bonilla, SD	Channel 27
BPTTL-831128JC Community Communications, Incorporated Duluth, MN	Channel 19
BPTTL-830708E3 Jeffco Broadcasting Willmar, MN	Channel 19
BPTTL-AE0305QM Jeffco Broadcasting Cheyenne, WY	Channel 56

BPTTL-830311V5 Mountain TV Network, Inc. White Sulphur Spings, NM	Channel 25
BPTTL-830311M8 Mountain TV Network, Inc. Raton, NM	Channel 30
BPTTL-830802J0 Russell Communications Sheridan, WY	Channel 50
BPTTL-830802JK Russell Communications Sheridan, WY	Channel 34
BPTTL-830331A8 Bonnie Le Blum Brenham, TX	Channel 48
BPTTL-830318J8 Mountain TV Network, Inc. Worthington, MN	Channel 53
BPTVL-830621II Localvision Pierre, SD	Channel 02
BPTVL-850610LR State of Alaska Long Island, AK	Channel 05
BPTTL-830309PA Mountain TV Network, Inc. Forman, ND	Channel 63
BPTTL-820617V2 Blacks Desiring, Media Inc. Scobey, MT	Channel 38
BPTT-810409YQ Full Gospel Business Men's Fellowship International Grand Rapids, Michigan Chapter Grand Rapids, MI	Channel 29



Lo-Power Community TV

NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See *MCI v. FCC*, 515 F.2d 385 (D.C. Cir. 1975).

Report DC-538

ACTION IN DOCKET CASE

June 26, 1986

COMMISSION PROPOSES AMENDING LOW POWER TV AND TV TRANSLATOR RULES (MM DOCKET 86-286)

The Commission, on its own motion, has proposed amending the rules for the low power television and television translator service by altering the application filing window procedures and the modifying the authorizations of stations displaced by the land mobile radio service or by a full service television station.

The Commission pointed out that it is seeking comments in this proceeding only on the filing window and displacement issues. It is not reopening the record for general comments on other issues affecting the service.

(continued on page 3)

July
1986

What's Happening

The big news, of course, is the new rulemaking proceeding taking suggestions on how the staff can keep so many people from filing (see cover). The staff's previous attempts have backfired on them and resulted in more applications instead of fewer. Apparently, this rulemaking will almost delay a window long enough, with the comments, reply to comments with the normal rulemaking, etc., to get the commission to where they put in the \$375 per application fee in 1987. That charge should take care of the too many applications problem. When that is in place they shouldn't have any other impediments in the way. So this rulemaking will probably be moot.

In other big news, a price war on 1 kw transmitters has lowered the basic model price down to \$49,500 with several competitors meeting this price. That just saved you \$25,000.

The six month extra extension essentially stopped installations for six months. Now that is running out and they are all scurrying to get on the air. So the manufacturers were short of business because of the across the board six month extensions, and apparently some got panicky and that's how the price war got started. Now they are going to be very busy anyway so look for longer delivery times (45 to 60 days) becoming more common as we get closer to the end of the year.

If you transfer a permit in its last 60 days or so, you will need an affidavit from the buyer stating they will have it on the air within 60 days or something reasonably close or, apparently, it will not be transferred.

We did not receive a "proposed grant list" for July. These are normally in every issue and are what we call "stand alones" (applications left unopposed when others are thrown out and then they are granted automatically without lottery). Maybe they are working on the rumored 3,000 list of stand alones.

"Must carry" seems to be about to be approved in August with a new version. Must carry is a rule saying cable systems had to carry certain "local" channels. Low power has been specifically excluded, which is tragic and will be fatal to many low powers. The new rules say if any class of station gets 2% to 5% of viewers (2% at any one time or 5% accumulative or some such) as rated by a recognized rating service, that a cable system would then be required to carry it. We assume that since low powers have been specifically excluded that this will not apply to them.

This commission continues to treat low power as an unwanted step-child. The LPTV association, if there is one, apparently is doing nothing about this, putting their money into a new newsletter instead.

The local cable system would have to have 26 or more channels or must carry would not apply.

In Sioux Falls, the cable system has over 26 channels; they put our channel 34 on the cable during the Twins baseball games and took it right off again as soon as the games were over. The cable system is controlled by the same party that owns the major TV station in town, and they would apparently rather leave the channel blank during the rest of the time rather than help an advertising competitor (our low power)

get established. As we mentioned before, the same party not only owns the cable and major TV station in town, they also own 13 out of 13 theatres in town, an AM and an FM station, the background music service and three video stores as well as a long distance telephone service, etc., etc.

Jeff Nightbyrd's Junction City, Kansas LPTV station is off the air, reported to have filed Chapter 11. Equipment is apparently for sale. The Anchorage channel 22 is reported to have stayed on the air despite the action.

It's getting harder and harder to convince your banker that LPTV is viable with all these close downs. To point out, however, it is all the people who have gone in with big staffs and expenditures acting like full service stations that have folded. LPTV is a different animal and needs to be built and operated as such.

Several months ago we wrote an article along with an FCC press release on the use of UHF channels for STLs (studio to transmitter microwave links). We believed this use of UHF was a significant opportunity cost-wise for LPTV; however, no manufacturers nor the FCC seemed to know exactly how to go about it. We are installing a two-mile UHF STL in Sioux Falls in August and should have a story there about that installation and operation in the August issue. Cost is around \$6,000. Regular microwave would be more and has disadvantages.

Many of us have a lot of permits to get on and realize that we cannot possibly go in and build studios and hire and train staffs for more than a year. Besides eating up money like crazy, these operations require night and day supervision during the initial year so you can make course corrections, staff, etc. Meanwhile, the permits that took years to get are expiring all around you. You need to get them on to

(continued on back cover)



Lo-Power Community Television magazine is published 12 times per year. Sample copies are \$5. subscriptions \$50 per year. Intended to supply needed information on low power television at reasonable cost.

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Send address changes to 7432 E. Diamond. Scottsdale. AZ 85257: phone (602) 945-6746.

Under the application filing window procedure used in this service, applications for the 48 contiguous states can be filed only during a nationwide filing window. However, based on past experience, as many as 25,000 applications could be filed during such a window. Consequently, the FCC now is proposing several approaches to better control the flow of low power TV and TV translator applications. One approach is to place a limit or "cap" on the number of new applications that could be filed by an applicant during any particular window. By imposing a cap, the Commission stated that the nationwide, nonpreferential character of the filing window procedure would be retained with little, if any, prejudice to applicants. The FCC's application data base suggests that at least 75 percent of low power television and television translator applications have been filed by 10 percent of all applicants, and that 80 percent of all applicants file five or fewer applications. Therefore, if a restrictive cap of five or less applications per window was used, few applicants would be even temporarily unable to file their applications.

To prevent applicants from filing under different business names, if the cap proposal is adopted, the FCC proposed amending the low power television and television translator construction permit application form to require an appropriate certification of the names, addresses and occupations of every party to an application and their percentage of ownership interests in the applicant and in other pending low power television and television translator applications. Specifically, comments are requested on the type and extent of party-in-interest information that would best serve this purpose.

The Commission also proposed to reexamine the question of whether the geographic area of a filing window could be restricted so that windows could be opened by state(s), by regions composed of contiguous or non-contiguous states, or by regions defined by other means (such as by latitude and longitude). Comments are requested on state or regional approaches that would best achieve these results. Commenters suggesting a regional approach were directed to address the method of how regions may be divided and the method by which states or regions could be selected for processing. For example, the order of the designation of particular states or regions for processing could be accomplished through a lottery process. Commenters also are asked to address the feasibility of some combination of the cap and the state or regional approaches.

The FCC also requested comments on whether to allow modification of the permit or license of a displaced low power television or television translator station to specify operation on a new channel. Under this proposal, a license or permit would only be modified when the licensee or permittee submitted an acceptable major change application which specifies a new channel which is not mutually exclusive with any other pending or authorized low power television or television translator application. It must be demonstrated that the proposed change was necessary to avoid predicted interference to land mobile radio operations or to an authorized full service television station. Further, the application may not propose a substantial change in the station's coverage area.

Action by the Commission June 26, 1986, by Notice of Proposed Rulemaking (FCC 86-303). Commissioners Fowler (Chairman), Quello, Dawson and Patrick, with Commissioner Dennis not participating.

-FCC-

For further information contact Terry Haines at (202) 632-7792.

Value Determined by Viewers

When you are in a market that is served by a cable system that has over 50% of your city's population on the cable and they refuse to put you on the cable, you have a severe handicap.

You have a million people you can reach, but you are going to have to operate with a lower overhead as a station serving a much smaller market. The city's numbers may say a million, but you are not serving a million. Radio and TV stations have been bought over the years for a reasonable or bargain price; for example, the Phoenix UHF full power bought for \$5 million when it was failing. They then hired a manager that knew how to program (change format) what the public in that target market was not receiving. It then also takes a lot of promotion and station buyers to actually change to a top-rated (highest percentage of viewers) by promoting, promoting, etc., to get viewers or listeners. The party that bought the \$5 million distressed UHF station in Phoenix turned around and sold it for \$35 million. They took a UHF station competing with network VHF's, and educational VHF, an independent VHF, as well as another UHF (religious). They ran awful old black and white horror movies every Saturday night with Elvira (national syndicator of old movies) and her low cut dress and sexy voice introducing these old movies, talking about how bad they were in the middle of it, etc. They then did a lot of billboard advertising, radio, etc., promoting Elvira. Soon, everyone was talking about that channel and Elvira. He also did some other things that were promoted and also ran some syndicated programs (very few good ones) and promoted the good ones like crazy. The audience they had (a tiny percentage of the market) was several times what they had before. So their ad revenue was up and the value of the station increased to \$35 million because they now had some viewers.

Radio station and TV station values (earning potential) are determined by what percentage of the audience in your target market you can attract. You do not have to have a big percentage all the time, but you must have something that you can promote and get people talking about your channel; then you must be willing to spend thousands of dollars for advertising to "buy" viewers. There is only one thing that counts and that is viewers.

Your viewer potential is controlled in part by your antenna site and the amount of power your antenna puts out. But let's assume you have a good tower site and your transmission ERP does a fair job of covering the market. Then what viewers you have will be determined by your programming and how much awareness there is of your channel's programming in the market.

Now, a full service UHF has a light bill up around \$5,000 per month. Your transmitter power bill is under \$400. If you take that \$4,600 a month you save and spend it to promote what programming is on your station, then you may possibly command and accumulate a bigger audience than the full service UHF.

The tendency of low power operators is to go in and spend a lot of money on equipment (some salesmen get a hold of you and say you need all this stuff or you'll never succeed). Very few go in and invest money on

promoting the station to "buy" viewers. As soon as it's apparent that income is not up to outgo, they first shut off all advertising expenditures promoting the station and go out instead and buy expensive programs to run to attract an audience, but they won't spend a dime to let people know in advance to tune in. They only get viewers that accidentally tune in at that time.

Let's say you sign up with one of the shopping channels and they pay you a percentage of the sales they make by mail in your area. You run them two hours a day and the programming doesn't cost you a dime. Now likely, no other over the air channel is or has ever carried a shopping program before where your viewers can order these big bargains by calling an 800 number, so this is a novelty. You buy billboards, trade out radio advertising and use all your radio spots to tell their listeners about this "bargain" programming running every day on your station from _____ to _____. You then take all your revenue from that shopping channel and plow 100% right back into advertising for viewers. At the end of six months everybody in town should know about your shopping program. If you run a classified, full motion local ad program selling cars, houses, etc., promote it the same way. It takes guts to spend 100% of your revenue from a program for six months to get viewers, but that is what it takes—guts.

Carry your ad and promotion overhead as an investment start-up. William Wrigley said advertising and promotion are like an airplane—it takes a tremendous amount of power (smart advertising expenditures) to get it off the ground; it takes a lot less power to keep it up there once you get it off the ground.

Many low powers never get off the ground. They spend their money on expensive equipment and lots of expensive employees, but no money budgeted to attract viewers. Advertising and promotion have to be consistent. In our video store, for example, we use one-inch ads every day in the daily newspaper. We have about 10 different ads that we rotate. For the first year it cost us over 10% of our income. We now do the same amount of advertising for about 5% of our income because we now do twice the business. Our competitors ran big ads once or twice a month that cost what we run for the whole month by being in every day with a small space. Several of our competitors have folded. They went in with big investments, where we went in small and grew by being big on advertising right off. Running an ad now and then is almost a waste of money.

Radio stations run contests to build listeners (during rotating periods). Few or no network TV stations run contests. But ... you can run all kinds of local contests (Bingo, for example) because you have plenty of time. You can cut into programming at any time and give clues to your contest answers, etc. Spend money getting viewers by running lots of local contests. The prize does not have to be all that much. (See our article this month on "Guess Who.") Run contests with local trivia, etc. We will be sharing with you in the next few months (and please feel free to share with us) ideas for contests. Anyone who has experience in selling political candidates time on your

station, please write up your experience and knowledge about how to get these dollars sent in. We would like to run each information piece here and would appreciate it as much as our readers. One of your main initial ad campaigns (part of this can be spots on your station) should be on letting viewers in your area know how to get a perfect picture from your station by explaining the different antennas, where to get them, which you need for certain distances, etc.

Subsidize antennas to tie in such ads as the Whataburger campaign; buy a Whataburger and a Coke and you get a free loop antenna (costs you about 40¢ and up). You might sell them to Whataburger for 25¢ and run 50¢ worth of advertising for them free for every one they give away. Make similar arrangements with your TV service companies in town.

Buy fringe area antennas and preamps in quantity and wholesale them to your TV dealers below cost. When you use cut-for-channel yagis (works good only on your channel), give them so many dollars worth of advertising per antenna that they install (your channel). The dealer sells them at cost because he earns ad dollars with you by selling them. Since you are also subsidizing these fringe-area antennas at a couple of dollars each, the antenna and preamp are very reasonably priced. Remember, this fringe-area household is going to be worth \$15 to \$25 per year to you and your advertisers. Your real potential may be those out at a distance. Remember that because they do not have cable and you won't have competition from as many other channels for viewers that buying fringe-area viewers this way is cheaper than adding power to your transmitter, etc. Stay at this for at least

a year, not just initially.

Your advertisers will not also that you are promoting and getting viewers and makes your sales pitch that much more believable when he is at the point of committing some of his ad dollars to your station. The value of your station if you sell it or the value to your advertisers is not how much you spent getting on the air, not how much you pay for programming, nor how many photogenic and brilliant employees you have—value is determined solely by HOW MANY viewers watch your station and its programming regularly; how many people "see" a message when it runs on your station. A station in a little market that has a big percentage of viewers may be worth far more than a station in a big market that has a tiny fraction of the audience.

However, some big market stations may go for a specialized audience and get a tiny percentage, but it is an efficient buy for certain advertisers. Let's say you run a business news channel which carries market news, stocks, etc., all day. Only a tiny percentage of the audience will be interested and watch your channel, but to an advertiser who only wants to reach these certain people, your station is a better buy for him per thousand. He may get 100,000 viewers on another station for the same money as he pays your station for 5,000 viewers, but all of your viewers are prospects for his specialized product or service while only 1% or 1,000 of the other station's viewers are prospects. Find businesses that are trying to reach viewers with messages about other services of the same type that watch your station; they are the people your ad salespeople should call on.

Guess Who ?

We are interested in hearing about any contest concepts that are easy to conduct and draw a lot of interest, even with relatively small prizes.

One contest you can use that is simple and for which you may get a restaurant to sponsor, for example, is a "Guess Who?" contest weekly. Get a baby picture of some well known personality in town. Display the picture and give more and more clues to the identity each day. Award two free dinners at John's Steak House to the first correct guess. Have the picture on display at John's Steak House. Do a small commercial about John's each time you run the clues. Charge John's a special low rate for the commercial and run it many times a day. This gives you a way to get John's Steak House advertising with you and gets everybody talking about who this week's "Guess Who?" is.

Promoting Your Station with No Cash

Every issue we try to give you an idea you can use that will be worth more than the your cost of a year's subscription.

This month's idea is to contact every merchant in town that has a changeable letter sign out front and make them an offer to run X number of spot ads on your station for them weekly in exchange for them to put a message up for you on their changeable letter sign. In Sioux Falls, our message this week would be "Watch the Twins, Saturday at 2:00 on TV 34."

If you can get 10 to 20 changeable letter signs like that around town, you will have impact and it is no cash out of your pocket. The merchant may get in the habit of advertising with you and become a regular advertiser. A good deal for everyone. Remember that you can trade out for a lot of things with no out of pocket. Other merchants see the competitor's ad you traded out for (they do not know you did not get cash) and figure they can't let this competitor get ahead of them, so they advertise too and pay cash. This sign trade-out would be particularly good when you first come on the air.

NOTICE OF SELECTION BY LOTTERY

MUTUALLY EXCLUSIVE CASES INVOLVING
LOW POWER TELEVISION AND TELEVISION
TRANSLATOR APPLICATIONS

Report No: TS-31

Released: July 2, 1986

Notice is hereby given of the results of the June 27, 1986, public lotteries to determine the award of construction permits for low power television or television translator stations in the mutually exclusive cases listed below. The application listed with each case is the tentative selectee for the construction permit grant. Petitions to deny the selectee must be on file with the Commission not later than 15 days from the release date of this public notice. Pursuant to Section 73.3584(c) of the Commission's Rules, the selectee may file an opposition within 15 days of the filing of the petition.

Absent the filing of petitions to deny and upon determining that the selectees are otherwise qualified, grant of construction permits to the selectees listed below will be made 30 days from the release date of this public notice.

<u>FILE NO.</u>	<u>APPLICANT NAME/CITY OF LICENSE</u>	
L86-1020 BPTTL-820623TQ	Williams Broadcasting/Brookings, SD Channel 26	804 W. 11TH STREET SIOUX FALLS SD 57104 REQ:CHAN. 26; ERP 7.25KW
L86-1061 BPTTL-820430ST	WTSP-TV, Inc./Crystal River, FL Channel 39	11450 GANDY BOULEVARD ST. PETERSBURG FL 33733 REQ:CHAN. 39; ERP .167KW
L86-1088 BPTTL-810108IA	Entertainment Systems, Inc./Jackson, MI Channel 42	5301 N. FEDERAL HWY. BOCA RATON FL 33431 REQ:CHAN. 42; ERP 1.06KW
L86-1129 BPTTL-840307ND	K. Sandoval Burke/Duluth, MN Channel 56	P.O. BOX 2295 BOULDER CO 80306 REQ:CHAN. 56; ERP 18.5KW
L86-1131 BPTTL-H00308TL	LPTV Services/Springfield, IL Channel 33	454 BROOME ST. NEW YORK NY 10013 REQ:CHAN. 33; ERP 12.7KW
L86-1155 BPTTL-HB0308ZM	M & M Communications, Inc./Louisville, KY Channel 60	606 SILVER SHORE DR. PENSACOLA FL 32507 REQ:CHAN. 60; ERP 10.3KW
L86-1168 BPTTL-GX0308RW	N & K LPTV, Inc./Minneapolis, MN Channel 36	3550 BISCAYNE BLVD. #700 MIAMI FL 33137 REQ:CHAN. 36; ERP 1.03KW
L86-1169 BPTTL-801208IT	James K. Smith & Hope S. Smith/ Fayetteville, NC Channel 51	14203 N. 19TH AVE.#2053 PHOENIX AZ 85023 REQ:CHAN. 51; ERP 14.6KW
L86-1170 BPTTL-GY0308VQ	Midamerica LPTV Associates, Inc./Pueblo, CO Channel 48	1957 BLAIRS FERRY RD. NE CEDAR RAPIDS IA 52402 REQ:CHAN. 48; ERP 40.8KW
L86-1171 BPTT-821112RP	Arapahoe County T.V. Club/Pendroy, MT Channel 33	1616 17TH ST. SUITE 572 DENVER CO 80202 REQ:CHAN. 33; ERP 17.2KW
L86-1172 BPTTL-840116S9	New Mexico Media, LTD/Farmington, NM Channel 50	P.O. BOX 580 SANTA FE NM 87501 REQ:CHAN. 50; ERP 0.80KW

L86-1173 BPTTL-830310S9	Mountain TV Network, Inc./Santa Fe, NM Channel 52	P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 52; ERP 1.50KW
L86-1174 BPTTL-810109IY	Residential Entertainment, Inc./ Albuquerque, NM Channel 59	P.O. BOX 9090 TYLER TX 75711 REQ:CHAN. 59; ERP 9.95KW
L86-1175 BPTTL-830104TV	Katherine Estes Wilkerson/Ft. Bragg, CA Channel 15	9 PEBBLE CREEK CT. TAYLORS SC 29687 REQ:CHAN. 15; ERP 12.0KW
L86-1176 BPTTL-820617H8	Blacks Desiring Media, Inc./ Altamont, OR Channel 41	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 41; ERP 9.64KW
L86-1177 BPTTL-810331II	Island Television Corporation/Maui, HI Channel 39	1132 CORTEZ BURLINGAME CA 94010 REQ:CHAN. 39; ERP 16 KW
L86-1178 BPTTL-GJ0308RF	Bob Jacobucci/Billings, MT Channel 27	5130 ,N. 15TH ST., #136 PHOENIX AZ 85014 REQ:CHAN. 27; ERP 11.8KW
L86-1179 BPTTL-HF0308QN	Larry O'Shaugnessy/Whitefish, MT Channel 14	BOX 1157 WHITEFISH MT 59937 REQ:CHAN. 14; ERP 4.10KW
L86-1181 BPTTL-HJ0308LI	Southwest Media, Inc./Duncan, OK Channel 41	1001 ELM STREET DUNCAN OK 73533 REQ:CHAN. 41; ERP 13.7KW
L86-1184 BPTTL-8403072Z	Media Properties/Roanoke, VA Channel 69	9604 TALLAHASSEE LANE KNOXVILLE TN 37923 REQ:CHAN. 69; ERP .63 KW
L86-1185 BPTTL-830317QL	Mountain TV Network, Inc./Springfield, CO Channel 17	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 17; ERP .872KW
L86-1186 BPTVL-GA0308NP	Minerva Rodriguez Frias/Woodward, OK Channel 02	RT. 1 BOX 130-A PRIMERA TX 78550 REQ:CHAN. 02; ERP .036KW
L86-1187 BPTTL-GW0308XL	Jose Armando Tamez/Rochester, NY Channel 40	440 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 40; ERP .083KW
L86-1188 BPTTL-EJ0307RI	Brooks Broadcasting, Inc./Iowa City, IA Channel 68	507 TRINITY AUSTIN TX 78701 HAS:CHAN. 00; ERP 00 W REQ:CHAN. 68; ERP 32.4KW
L86-1189 BPTTL-CA0306ML	Hermelinda Rodriguez/Carlsbad, NM Channel 15	4655 CENTRAL CIRCLE BROWNSVILLE TX 78520 REQ:CHAN. 15; ERP 3.24KW
L86-1190 BPTTL-CA0306MH	Mr. Juan Villareal/Poplar Bluff, MO Channel 60	139 RESACA BLVD. SA BENITO TX 78586 REQ:CHAN. 60; ERP 2.96KW
L86-1191 BPTTL-AH0305ZG	Hermelinda Rodriguez/Carlsbad, NM Channel 31	4655 CENTRAL CIRCLE BROWNSVILLE TX 78520 REQ:CHAN. 31; ERP 3.1 KW
L86-1192 BPTTL-810324JN	Minority Communications, Inc./Richmond, VA Channel 51	606 SILBERSHORE DRIVE PENSACOLA FL 32507 REQ:CHAN. 51; ERP 1.02KW
L86-1193 BPTTL-1K0308XH	Elizabeth E. Terrell/Clemson, SC Channel 23	2520 BLUFF STREET BOULDER CO 80302 REQ:CHAN. 23; ERP 10.5KW
L86-1194 BPTTL-EK0307VS	Worldwide Enterprises/Topeka, KS Channel 17	8609 N. 40TH DRIVE PHOENIX AZ 85021 REQ:CHAN. 17; ERP 12.1KW
L86-1195 BPTTL-830317NC	Mountain TV Network, Inc./Springfield, CO Channel 35	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 35; ERP .94 KW

L86-1198 BPTTL-CA0306TQ	Mr. Juan Villareal/Waycross, GA Channel 29	139 RESACA BLVD. SAN BENITO TX 78586 REQ:CHAN. 29; ERP .509KW
L86-1199 BPTTL-840305NA	Felix De Jesus/Centralia, IL Channel 42	421-W FILMORE HARLINGENT TX 78550 REQ:CHAN. 42; ERP 1.46KW
L86-1201 BPTTL-HQ0308SX	Elizabeth E. Terrell/St. Cloud, MN Channel 31	2520 BLUFF STREET BOULDER CO 80302 REQ:CHAN. 31; ERP 24.4KW
L86-1203 BPTTL-GT0308VO	Minerva Rodriguez Frias/Douglas, AZ Channel 22	RT. 1, BOX 130-A PRIMERA TX 78550 REQ:CHAN. 22; ERP .108KW
L86-1206 BPTTL-GT0308UJ	Minerva Rodriguez Frias/Farmington, NM Channel 27	RT. 1, BOX 130-A PRIMERA TX 78550 REQ:CHAN. 27; ERP 2.87KW
L86-1208 BPTTL-830224VF	Mountain TV Network, Inc./Stuttgart, AR Channel 45	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 45; ERP .47 KW
L86-1209 BPTTL-HR0308NS	Mike A. Mendoza/Centralia, IL Channel 32	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 32; ERP 1.49KW
L86-1210 BPTTL-GF0308WY	Brunhilda Salgado/Bay City, TX Channel 59	2374 ATLANTIC BLVD. WANTAGH NY 11793 REQ:CHAN. 59; ERP .504KW
L86-1212 BPTTL-GU0308NX	Brooks Broadcasting, Inc./Montgomery, AL Channel 64	507 TRINITY AUSTIN TX 78701 REQ:CHAN. 64; ERP 22.9KW

save the permit and get on to the next one. The transmission equipment and operation cost you relatively little compared to employees, studios and normal local operation.

So you really have a decision to make. A choice of putting on 10 transmission systems, for example, with satellite programming, or two with local production studios, STV (studio to transmitter microwave link). The cost and time on your part will be about the same. Do you want to put on two completely and lose the other eight or do you want to put all 10 on with just satellite programming and go back later and add studios, local production, etc. at some future date? Personally, I've got too much involved in getting the darn things (CPs) to lose any more than I have to so I choose the latter course. (However, we are now going ahead with more local and intensive programming efforts in Sioux Falls.)

The problem with 100% satellite supplied LPTV stations is you have no income. True, your outgo is relatively small—\$200 to \$1,000 per month for each station—but if you get enough on that will kill you eventually. We do believe, however, putting one on and just letting it run for a year or two with satellite programming is an inexpensive way to let viewers become aware of the channel and to figure how to get it and get the habit of watching it regularly. Then coming on a year or two later with intensive local programming, etc. may be a wise move. What it boils down to is a problem of developing income from each one operating 100% satellite made without any local income. If you get say \$500 to \$1,000 a month national income on each one, you may be able to pay the interest, tower rental, electricity, etc.

We have found out there is a way to do that. You may have to have someone local re-orient (crank) your dish once in a while but that's small overhead when you have income.

Anyway, when we run down these people who will "pay" for you running their national satellite programming (or regional), we think it will be easier for us to sell them on going with LPTV if we have a list of 25 or 50 LPTVs that will participate with established rates than if we have one or two. The idea is they would be offered say two million people coverage with them all or they could select which markets they want. We would notify the stations, order the pick-ups and rebroadcast (off of satellite). We would send just one bill and collect, deduct say 15% for our trouble, and send you a check each month for all such bookings you had run. Now we could do this for people with studios, too, but my main concern is figuring out income for the non-staffed stations to be self-supporting.

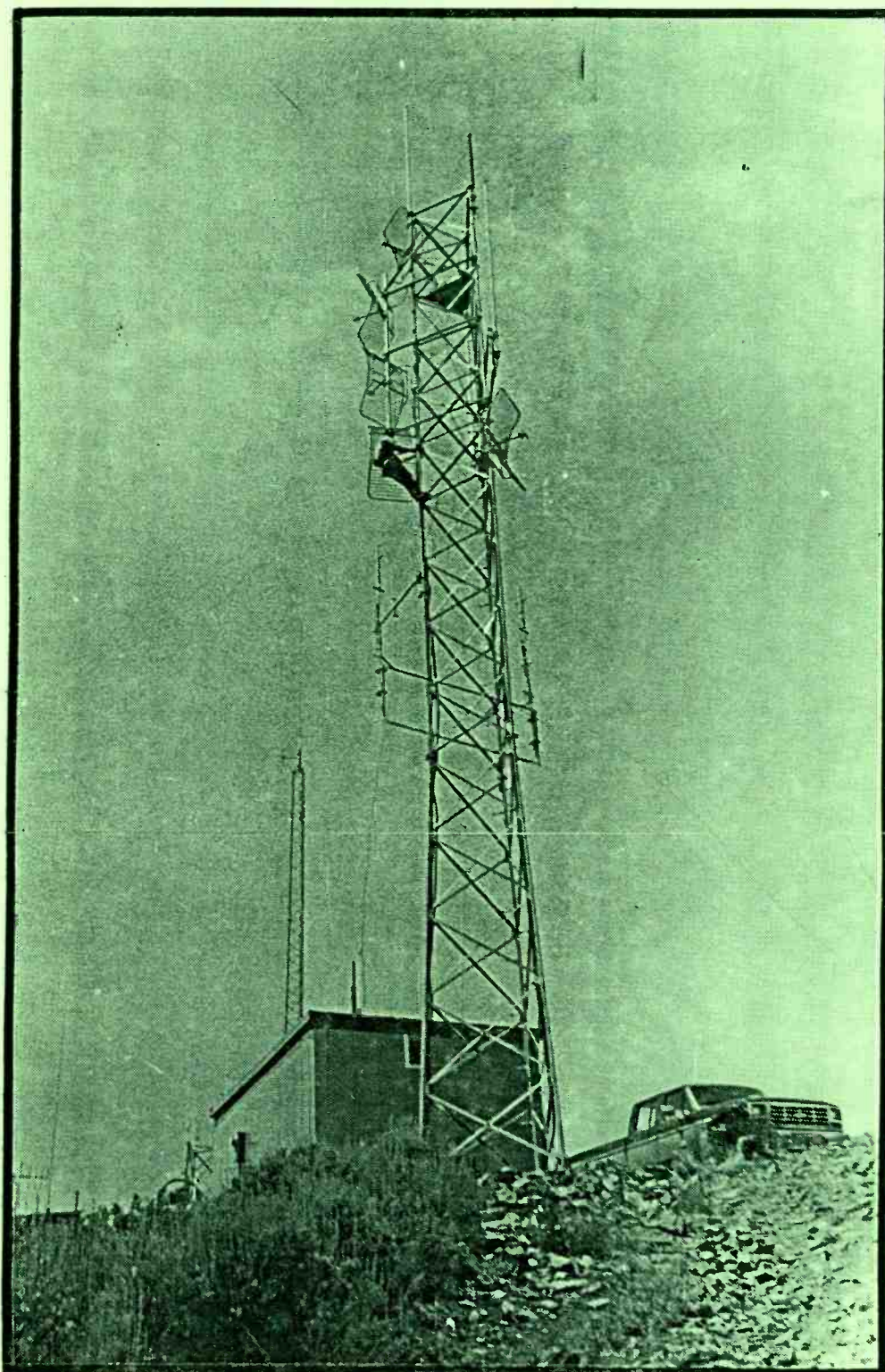
Maybe your bank will go along with putting up the money if you are assured of this skeleton income (it will only get better) to keep from losing your permits. As far as financing, we are proposing you put up one-third, the bank or leasing company supply two-thirds, and the transmitter manufacturer guarantee the bank they will buy back the transmitter for two years at one-third if the bank or lease company has to repossess it.

This national we are proposing to develop here can be crucial to your success. If you are interested in participating in this type of booking "paying you" programs for your stations, please drop us a line. We will send you a form to fill out with your station's coverage information, etc.

Lo-Power Community TV

August

1986



What's Happening

Must carry is an important issue that is now essentially dead. However, this issue, I bring up some things you should think about, regarding your LPTV station and the cable system.

Our UHF STL link, delivery and installation has been held up until September, so we will be doing a piece on that in September.

National programming that pays you is our major project right now and we are proceeding rapidly with that. We want to hear from any operating LPTVs that are interested in going in with us on obtaining national programming that pays you to run it. We have several now and are sorting and re-searching the right mix for you. We say NEVER pay for programming unless you have it sold locally (advertising sponsor) in advance.

There is plenty of programming available at no charge or that pays you (which is the way it should be). Remember CBS, ABC, and NBC all pay their affiliates to run their programming. Why should I pay to run someone else's inferior programming? There are new services coming on the satellites EVERY month. Most would like to be on cable systems. However, nearly every cable system is full up (no channel capacity left). To put a new channel on, they have to take another off.

These programmers on satellites are paying around \$100,000 a month for satellite distribution; they need viewers and they need them fast.

Unless they have cable system or station distribution, they are eating up their money at a rapid rate. We are trying to put together a conglomeration of low powers that total over 2 million people. We can then say to these satellite programming people, would you like to buy time covering 2 million people; NOW they pay attention. Normally, they won't even answer correspondence from LPTV operators.

We are also putting together a music video library for use by all LPTV stations we program nationally. That way you can run shows locally like a radio station playing records you can see. Included are country-westerns, jazz, and rock. We have obtained music copyright clearance for those we are representing on national programming. As we stated last issue our goal

right now is to get every participating LPTV station up to the \$1,000 a month national income level soon with little or no local overhead involved. Local programming initially can be mainstayed by free public domain movies and music videos, interspersed with local information.

Our cover photo is channel 48 in Powell Butte, Oregon. This mountain antenna site successfully covers 5 towns with high antenna gain and a 100 Watt transmitter. Some of the towns are 15 to 18 miles away and are at several points on the compass. We had a difficult time getting the transmitter to this site, the mountain is so steep. More on this station in future issues.

WANNA BUY A SHOT AT AN LPTV CP?

The fee system that includes a \$375 LPTV application fee to the FCC goes into effect not later than April 1, 1987. Congress says the FCC must implement the fees not later than one year.

However, the commission can put them into effect earlier, though they state that they will put out a rule making and take comments first. They could start far earlier than April.

Look for the LPTV branch to stall any major window until this goes into effect.



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Send address changes to 7432 E. Diamond, Scottsdale, AZ 85257; phone (602) 945-6746.



NEWS

FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET, N.W.
WASHINGTON, D.C. 20554

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1975).

Report No. DC-593

ACTION IN DOCKET CASE

FCC ADOPTS NEW REGULATORY PROGRAM FOR CABLE CARRIAGE OF TV STATIONS (MM DOCKET 85-349)

The Commission today adopted new temporary must carry rules incorporating major elements of the cable/broadcast industry compromise and recommendations from Senate and House members participating in the proceeding. Also, several additional provisions were added by the Commission to enhance the programming choices of consumers and to facilitate the planned elimination of the broadcast carriage requirement.

The new must-carry rules which expire in five years are the second of a two-part regulatory program designed to eliminate the need for cable mandatory signal carriage. The first part of the program requires cable operators to equip and educate their subscribers in the use of input selector [A/B] switches. The Commission said the new regulatory scheme protects the First Amendment rights of television consumers and all industry participants. The United States Court of Appeals for the District of Columbia Circuit invalidated the FCC's former rules on First Amendment grounds in Quincy Cable TV, Inc. v. FCC on July 19, 1985.

For nearly 20 years, ending with last summer's court decision, the Commission rules generally required cable TV systems to carry the signals of all local TV broadcast stations. In the Quincy Cable TV case, the court found the rules to give broadcasters "an overwhelming advantage" over cable programmers, to "significantly compromise" the editorial discretion of cable operators by requiring them to "indiscriminately accept . . . programming," to have been based on "instinct" rather than evidence of need, and to be "fatally overbroad" and grossly overinclusive. The court indicated that revised rules might be possible and the Commission commenced this proceeding.

The Commission said its purpose in adopting the new rules was to give consumers the widest possible choice in TV programming, including access to services provided by satellite-delivered programmers, as well as local programs from broadcasters and cable operators. Thus, the interim rules expand upon the commercial industry compromise to accommodate carriage of noncommercial stations and new commercial stations, and are intended to enable consumer use of both over-the-air and cable transmission.

The new rules require carriage for five years of minimum numbers of local stations by each cable system. Simultaneously, the Commission required the institution of a consumer education and equipment distribution program that will ensure that every cable subscriber can get access to broadcast signals through conventional means. The central feature of this is a requirement that all cable subscribers be given access to an input selector switch that allows them to switch to conventional off-air reception without disconnecting cable service.

(over)

In taking these actions, the Commission recognized congressional endorsement of policies designed to encourage competition in these industries, to give consumers the widest possible choices of programming and to minimize regulations that impose economic burdens on the industries. It said consumer market mechanisms are the preferred method of assuring that the interests of consumers are satisfied, but noted that its former must carry rules created a distorted environment that formed the basis of important government interest leading to the adoption of both the interim must carry rules and the accompanying requirements.

Therefore, the Commission determined that the most appropriate course was to adopt a policy that would eliminate the capability of cable systems to interfere with the delivery of TV service by restricting broadcast stations' access to viewers. It said the most effective way to prevent such interference was to ensure that cable subscribers are able to receive these signals off the air.

Under the first part of the program, the Commission required cable systems to offer input selector switches for receiving off-the-air signals to new subscribers at no additional cost and to existing subscribers at cost. The cable operator must offer to supply and install the switch for each separate cable hook-up and inform subscribers that an antenna may be needed to receive TV signals.

Under the second part of the program, cable systems will be required to devote a limited portion of their capacity to carriage of qualified broadcast TV signals. Cable systems having 20 or less useable activated channels must carry one qualified public broadcasting station, the Commission said. Cable TV systems having more than 20 such channels are required to devote 7 channels to carriage of qualified broadcast signals; those with 27 or more, up to 25 percent of channel capacity; systems with more than 20 but less than 54, at least one qualified public broadcasting station or translator; and those with 54 or more, at least two public broadcasting or translator stations.

To be qualified for carriage, a commercial or noncommercial TV station must be licensed to a community that is within 50 miles of the cable community. For a commercial station to qualify for mandatory carriage, it also must show that it has a average share of total viewing hours of 2 percent and a net weekly circulation of 5 percent in non-cable homes where the cable system is located. However, new commercial stations will be exempt from this requirement for the first year of operation, and at least one public station must be carried without regard to the viewing standard.

Action by the Commission August 7, 1986 by Report and Order (FCC 86-357). Commissioners Fowler (Chairman), Quello, Dawson, Patrick and Dennis, with Commissioner Quello and Dennis issuing statements.

For further information request FCC Fact Sheet regarding Cable Carriage decision August 7, 1986, or contact Alan Stillwell at (202) 632-6302.

FSK IDENTIFYING SYSTEM

NO LONGER USABLE

Stations with Satellite Feeds Must Identify Differently

Frequency Shift Keying, an identifying method used for years by translators, using a Morse Code system not detectable by the ordinary viewer, allowed FCC field engineers to detect where the signal was coming from. Many low powers have FSK identification systems and are running 24 hours a day off satellite and use no other identification. The FCC rules call satellite programming "originating" and according to a visit with Kieth Larson, (head of LPTV branch) all originating including satellite must use something other than FSK such as character generator or audio, etc., to be in compliance with the rules as written.

RCA was the original manufacturer of the modulator all LPTV transmitters use, and when they first came out with the CTM20 modulator it had a character generator built in it. It never made it to market, however, and a firm called Catel has purchased the modulator business from RCA. Whether Catel will come out with a character generator in the new models if there is enough demand is another question.

We have been using the \$400. Canadian character generator with a \$12 timer at Sioux Falls. The rules say you need an identification of your call letters every hour as close to the top of the hour as possible. There are many available low-cost character generator chips that could be used and there is no reason why they could not be built in the modulator. This would be much better than having another black box and a whole mess more cords and connections to go bad. TTC has been charging a little over \$300 for the FSK identifying system (still good when you rebroadcast a full service TV station). It would seem that the character generator system to put tiny letters and numbers superimposed down in one corner should be under that in cost. We have also used a black and white key camera (looks at white on black and puts that on the screen in white letters, over the network picture). We have a Microtek character generator in Sioux Falls (we are experimenting with) that interconnects with a Heath Kit weather computer. We are trying to get it to not only superimpose the time, temperature, wind speed, direction, barometer, etc., but also our call letters at the same time. We used to do all this with the Key Camera setup. This is more convenient, if we can just get it trained.

A simple alternative possibility is the endless loop tape with an audio identification. If you could just turn down the network sound and superimpose it with a voice over that would seem to be an inexpensive answer.

Now, rules can and often should be rewritten and such is the case here. There is a need for FCC field engineers to detect where or whose signal may be interfering and the FSK method of identifying has successfully accomplished and filled that need for years. There really is no difference what is on the screen, whether it is satellite, microwave, or direct off the air, the function of identifying is the same,

whether it is acting as a translator or rebroadcasting a satellite signal. So why should the requirement be different? Because the rules for low-power were written that way, that's why -- it doesn't have to make sense. The staff's job is to enforce the rule, as written, which is what they are doing.

A - B SWITCHES

The new must-carry suggests that cable operators supply A-B switches to ALL NEW subscribers so that they can continue to receive off the air channels. The cable systems normally have converter boxes that input on the VHF terminals. (A few converters connect to UHF terminals) so UHF terminals are left unconnected or unused. Therefore when you come on with a local UHF channel, an A-B switch does nothing for you, they can connect a UHF antenna anyway.

However, when you are a VHF channel, you have a different matter. In one Utah town, I had grants on channels 7-9-11 and 13. Sounds great, right? Inexpensive to put on right in the center of town on the roof of a tall building that had space available for a low-cost office and studio. I just gave all of those permits back to the commission and asked they be dismissed. Why? Because 100% of the population of this town is on the cable and the VHF terminals are in use, and the cable system refused to put us on.

Result--no local TV. The same is going to be true in other communities that had a local low power TV station that went broke because they could not get distribution.

For 25 years, I have been publishing small newspapers of various types and have seen dozens of competitors come and go, and they nearly all failed because they could not get distribution, not because they weren't needed or were not a good paper.

My newspapers stay in business because I fight for distribution; I know that without distribution, no matter how good your publication is, you are nothing.

Low power television is not different; unless you have a good plan that will gain you access to viewers in numbers there is no need to waste your money building and operating an LPTV station.

MORE ON
PAID-FOR NATIONAL PROGRAMMING

As LPTV operators, the situation is that we do not have much clout when it comes to program or ad suppliers because we represent too small a number of viewers. When we represent 25 low power stations collectively, then we can talk about two million or more viewers and we become worth talking to. This is also true with program suppliers, copyright holders, etc.; it just is not worth their time to deal with low power stations individually because the amount of money involved is just not worth their time. However, if they can deal with one bill, one payment (check), etc., that involves two million or more people, they find it worth their time. Instead of dealing with 25 people, they only deal with one.

We have found religious programmers, sales programs (opportunity courses), etc. and merchandising shows, for example, that are willing to buy 30 minutes or an hour on a paid basis for the time, and if they generate enough donations, orders, etc. from your station's zip codes, etc. for your proportion of the income, then you will be retained. However, if your station does not generate the revenue to justify them continuing then your station will be dropped.

The other alternative is that we book them for you on a percentage basis--so much of a percent of the revenue that is generated (sales) from your area. Here the problem is that if they do not generate enough revenue for you, we will attempt to find you some other programming that does or generates more. You say, "What if they cheat me?" Well, if they do not create sufficient revenue for you, they know we will replace their programming with something that does. Also, when we book and monitor results from 25 stations, we will know what the average payment per station is and it will be much more difficult for them to cheat any individual one.

It boils down to the fact that there are programmers out there paying \$100,000 or \$500 an hour or better to have their program distributed by satellite. There really won't be many people watching unless they get either cable systems or TV stations to pick up their satellite signal and distribute it. Regular TV stations have high overheads and must charge a great deal

for their time to stay in business. Your station does not.

There are many test-type programs that can be checked out on low power stations, and their method of operation and sales pitch, etc. can be tested and perfected. Let's say that I am an advertiser and I sell a real estate course on audio tape, "How to Make a Million Dollars with no Money Down." I make a videotape of a one-hour presentation with a close at the end offering the course for \$400 with a free bonus (worth \$50) thrown in. I also make the same tape with the course offered at \$350 with no bonus item. I run both on 25 low power stations at different times and find out which generates the most revenue (orders). Low power is the ideal place to test. Maybe I just want to test five low powers, so I send the tape to five low powers in different parts of the country, stations that are able to play a tape. I don't have to buy expensive full service air time or expensive satellite time to test which works out best.

So, since we as LPTV operators are already programming (or will be shortly) for stations of our own covering one million viewers, we can add in other stations and act as your national program representative. We bill the clients, bug them for payment, etc., and distribute to you your part when we are able to collect. People that don't pay all will be dropped immediately and they know it.

We have made arrangements for other programs on a barter basis and we will help you with these (for which we charge little or nothing); they supply you with the programs in exchange for you including their ads. There are many well known programs that are available this way if there is no station currently running them in your market. Again, it is easier for us to make a deal for these programs when we can represent 25 or more low powers at one time. Now, all of these will not be available in all markets, but we make it worth their time to deal with us for those that are.

We will offer three types of program service to LPTVs:

1. All satellite programming from 1-3 sources with little switching for stations with only satellite equipment.
2. Several sources, including some that must be taped and delayed; this if for stations with two dishes and taping capa-

--Continued next page.

bility. Should be double or triple the income of those with category one programming. Station mostly automated.

3. Those with two dishes and a fully manned station can schedule delay and repeat programs at most advantageous times. Should be able to generate national revenues three times those in category one.

We have made arrangements to obtain music videos of all types with copyright clearance for all stations we program. We will do the character generator identification and assemble these in categories on 1/2-inch stereo tapes. We will periodically update new releases and maintain your library in whatever category you are interested in. We will charge for this, but it will be far less than you could dub these off 3/4-inch and put character identity on yourself. Either H.Q. or Super Beta will be available.

We have over 200 public domain movies and are adding about 20 a month. We will show you how to build your own library or rent ours at about \$1 a movie. These are movies that you need not pay royalties because they have had copyrights expire and not renewed. There are many old TV shows such as Jack Benny, etc., that copyright has expired. We may later collect many of these also.

Music videos are good to make up your own local radio station local information shows and to run a few music videos to make the time come out right when movies, etc. are not the right length. When you have a library of music videos, you can always fill in.

This is the program we are working on. It will evolve over the next six months, but by then our goal is to have every category of station to \$1,000 or more per month revenue from now-local advertisers.

"LOCAL" IS SHORT-CHANGED

The Communication Act of 1934 set up the present FCC to control frequencies and their use.

If you'll read that, you will find high priority was to be given to encourage local broadcasting.

The present commission announced when they took over that DBS (Direct Broadcast Satellite -- where one party can own several powerful satellite channels and broadcast to very small home dishes to the en-

tire nation with one station) was to be high priority and low power TV (local broadcasting) was to be low priority. The cable systems' major players, who are the same entities that control the major TV stations now control 80% of the subscribers' base of the nation's cable systems. So what gets distributed to viewers is now controlled by a powerful national handful. This setup, encouraged by the present commission, means more and more nationally originated TV and control and the cable systems selling local ads on these national channels and squeezing out and not carrying local channels, because it is to their economic interest to do so. It is like all the post office will deliver is USA Today, the Wall Street Journal, and other national type papers and the local papers are out of luck.

That is essentially the situation you have with no regulation requiring the delivery of local programming on local cable systems who have monopoly control of 50% or more of viewers and what they watch.

Drop a line to these publications on your LPTV stationery (or plain paper and tell them about your LPTV construction permits) and say you are the manager or owner and that you'd like to get their publication. With such a letter in their files, they will send their publication to you every month absolutely free:

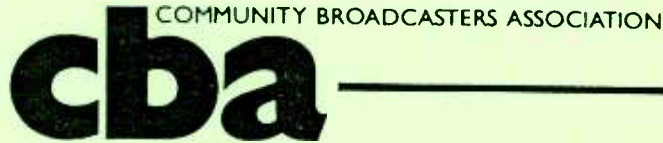
Video Pro, Box 5044, Westport, CT 06881-9990; **Audio-Video**, 400 Madison Avenue, New York, NY 10164; **Broadcast Management/Engineering**, P.O. Box 6056, Duluth, MN 55806-9756; **Video Systems**, Box 12912, Overland Park, KS 66212; **Corporate Television**, Subscriber Service Center, P.O. Box 658, Holmes, PA 19043; **Dealerscope** (for electronic dealers), Circulation Service Center, P.O. Box 1074, Skokie, IL 60076-9990; **Video Manager**, 701 Westchester Avenue, White Plains, NY 10604; **TV Technology**, Box 1214, Falls Church, VA 22041; **Audio Video Communications**, 50 West 23rd Street, New York, NY 10010-5292; **Cable Marketing**, 352 Park Avenue, South, New York, NY 10160-0014. (It's okay to be low power, but be sure to indicate that you are president or some executive position.)

The following are expensive magazines I keep getting without paying. You probably will too if you ask for a subscription as manager or owner of a TV station:

Videography, 50 West 23rd Street, New York, NY 10010-5205; **AV-Video**, 2550 Hawthorne Blvd., Suite 314, Torrance, CA 90505; **EITV**, 51 Sugar Hollow Road, Danbury, CT 06810; **Satellite Communications**, Box 6218, Duluth, MN 55806.

If you paid regular subscription price on all these, it would come to over \$150 yearly.

See, I told you, every month we give you something worth your whole year's subscription price.



ANNOUNCES THE

1986

Low Power Television Conference

WHO: Organized by the CBA for LPTV operators.

WHAT: An intensive one-day workshop including panel discussions on effective sales techniques and low-cost programming for LPTV. Also, an opportunity to meet with exhibitors attending the Society of Broadcast Engineers (SBE) Convention. See enclosed SBE Convention brochure.

WHERE: St. Louis, Missouri

WHEN: Wednesday, October 15

- 8:00 - 8:30 AM informal continental breakfast
- 8:30 - 10:30 AM LPTV Overview
- 10:30 AM - 2:00 PM Exhibit Floor/unstructured lunch
- 2:00 - 4:00 PM Focus on Sales Techniques which work for LPTV Stations
- 4:30 - 6:30 PM Focus on Programming for LPTV Stations

WHY: A low cost, efficient way to get together and share ideas and experiences.

HOW: The Society of Broadcast Engineers has invited us to participate in their convention (October 14-16) and allowed us to take advantage of their special group rates for accommodations and airfare. *You are responsible for making your own reservations.*

► To take advantage of the 40% discount on airfare:

- call TWA at 1-800-325-4933. (If you are located in Missouri you should call 1-800-392-1473.)
- tell the TWA agent that you are participating in the Society of Broadcast Engineers Convention. Your profile number is **9910405**.

► To take advantage of the reduced hotel rates:

- fill out the hotel registration card and return it to the Sheraton St. Louis.

PRE-REGISTRATION FORM

NAME: _____

COMPANY: _____

ADDRESS: _____ TELEPHONE: _____

CITY: _____ STATE: _____ ZIP: _____

- Registration fee is \$25.00. Checks should be payable to the CBA and sent to:

Cheryl Guttridge
Community Broadcasters Association
2102-A Gallows Rd.
Vienna, VA 22180

- If mailed after August 15, send to the new CBA address at:

14100 Sullyfield Circle
Suite 300-A
Chantilly, VA 22021

- For further information call (703) 893-8844 or
(703) 830-0084 (after August 15)

GET RID OF THOSE STUPID CALL LETTERS

NOTE: The following piece was written before we discovered that FSK is no longer acceptable. See FSK item elsewhere. Next month--more on this.

By perpetuating the name Low Power, and giving you call letters like an illegitimate step-child, the FCC keeps LPTV insignificant in the public's mind. The present call letters were made for translators

You are required to identify your LPTV station hourly; and you are permitted to do so with Frequency Shift Keying (FSK), an automatic device that puts out your translator type FCC assigned call letters periodically in Morse Code in a way the FCC can detect it but the general public does not see or is not aware of. If you use that method, you are then allowed to not identify at all or identify on screen, calling yourself anything you want.

Call yourself TV 24 - or Metro 24, Independent 24 Stereo 24, The Powerful Little TV 24, Randy's TV 24, or you name it.

If you use the call letters the FCC gave you, K24AB you sound like you were a TV station that was almost aborted, or were so insignificant you didn't rate standard call letters. Very few low powers, as a result, use them or ever admit they have them. The smart operators (A) Never call themselves low power, (B) Never use their call letters (They meet the legal requirement by using FSK to give out the correct call letters, which nobody sees or hears), using translator call letters for low power. This should have been corrected years

ago, but the paper tiger (crepe paper) association efforts of this LPTV industry doesn't even put it on the gripelist.

Now we do not even have an LPTV convention any more, where you can at least send a consensus of those in attendance, a combined message to the commission, etc. The FCC successfully managed to stall and hold off licensing LPTV for 5 years, so all the interested manufacturers of equipment gave up or went broke, those that were seriously interested in low power, and moved on to something else. If you did have an LPTV convention or meeting, very few would show up, and without the manufacturers wanting to reach convention goers there is no financial backing.

So, since nothing is going to be done about the lousy call letters and we are stuck with them for a while, use FSK and make up your own name. The only thing is, you seldom sound like a legitimate on-the-air, here-to-stay respectable, traditional broadcast TV service. You sound like a cable channel or something.

Why not use Super Radiovision, TV24 or something like it's a whole new class of animal. Use your imagination, just don't use those stupid call letters you get with your CP or the words Low Power.

CABLE SYSTEMS ARE IN THE "HAULING" BUSINESS

Cable systems say they are like a newspaper and they are free (or should be) to decide what they carry in their newspaper (cable system channels).

To offset or restrict First Amendment rights the government must have a compelling governmental interest and must use the least restrictive manner possible to serve that interest.

Currently I have six lawsuits in Federal Court over my newspapers (one has been in Federal Court over eight years). So I have become somewhat of a student of First Amendment rights, since I act as my own lawyer in all but one of those cases.

As I see it, the newspaper analogy is backwards. The cable system is not a publisher who gets to decide what he publishes. He is a distributor, a delivery company, more like United Parcel, the Post Office or the railroad than the cable is like a newspaper or other member of the free press. He publishes or produces nothing, he only picks up and distributes what someone else produces. He delivers.

The correct analogy, is the cable system is acting like the Post Office, for example, that is under political control of one party and says, "we are not going to deliver this newspaper because we don't like what that paper says about our party in power.

"We are going to deliver all of the others, but those we don't like we won't deliver. People in this community are not going to get that paper because we (the Post Office) control what gets delivered in this town."

The railroad that used to say we are not going to deliver coal for this company because we are in the coal business ourselves, and we just don't have time or capacity to deliver their coal. (This is exactly the situation the Sioux Falls TV station is in when they own the cable system). They say we aren't going to deliver your coal (station's signal) because we are in the coal business (competing TV stations) ourselves.

In the matter of the railroad's unfair treatment (no one called it their first amendment right like they do with cable systems), congress passed a law that said railroads could not be in the coal hauling business and coal business at the same time.

So you see, cable systems are not publishing, not making speeches or producing programs, they are acting almost solely in a hauling and delivery capacity. They say we should be able to decide whose produce or what product we carry, we should be able to decide who gets coverage and who doesn't, after all it's our hauling business.

In the past, all monopoly hauling businesses, such as the railroad when they were in almost a monopoly position (as the cable systems are today) congress regulated them to see that everyone (public) got a fair shake, not just those the railroad wanted to please but everyone equally. All had access.

From my viewpoint and analogy, they have it ass backwards, cable systems are not engaged in a First Amendment activity (speech or publishing) they are strictly in the business of delivering somebody else's First Amendment activity (or not delivering as they choose).

Our forefathers in writing the Constitution never meant for one party (entity) in a community to have complete control of what publishing gets distributed to over 50% of the community.

In fact the first amendment says Congress shall make no laws restricting the free press and free speech. The present rules Congress has passed that allows one entity to control unrestrained what First Amendment activities get distributed in a community is completely counter to the spirit of the First Amendment.

Congress has a compelling governmental interest in seeing that all publishers have access or fair access to distributing in a community where over 50% of the distribution (delivery or non-delivery) is carried on by one entity.

Therefore the government is entitled to promulgate some rules that make the delivery fair to all.

LOCAL CABLE HAS CONTROL OF YOUR SUCCESS

Some cities have up to 70% of the viewers on the cable system. These viewers are usually the highest income group. The poorer 30% includes of course many people that are not big on watching TV so they are not going to watch your channel either.

The lower income group that are not on the cable are not really the people your potential advertisers are clamoring to get their message to. If you have a large Hispanic population, you may do well with a Spanish language channel.

Nearly all cable viewers have their VHF (2 to 13) input tied up with the cable connection. If you come on with a VHF channel and you're not on the cable, the only way they can get your channel is to install an A-B switch. By flipping this switch, they can go from cable to your channel off of an antenna. So they need both an A-B switch and an antenna. An unlikely combination randomly happening. If you are a UHF channel, then a UHF antenna can be connected to their unused UHF terminals and by rotating their set dial by hand (unlikely since they are used to changing all channels with their cable system's wireless remote control).

If you do get the cable system to carry your channel, remember there are tiers on the cable system. The first block is called Basic and if they put your channel there, then all cable viewers can get your channel. The next tier means fewer subscribers who are willing to pay extra for another block of channels as an option. If they put you on tier 2, then you get only part of the cable system viewers who are willing to pay extra for more than the "basic" channels. Tier 3 is an even fewer block.

To get cable viewers motivated to pick up your channel means lots of public relations explaining why they want to get your channel and how to go about it. You have to have something (such as local) that is not on the cable.

When you carry music videos and appeal to a younger age bracket, remember, many have their own TV set in their room that is not connected to the cable.

--Continued next page.

The cable system operator literally has life or death power over an LPTV by deciding whether to let it get distribution in the community. The same is true in some areas about full power stations.

Low Power has to come up with plans for a realistic low overhead that reflects this smaller percentage of the market.

This is also one of the reasons we suggest you put your station on for a year or two with nothing but Satellite programming, (none or small staff) until viewers have had a chance to figure out and take steps to get your channel. It also takes awhile for them to get in the habit of flipping over to your channel now and then.

Then when you come on with all of those wonderful program innovations (high overhead) later, you will at least have some core of viewers.

THE UNCABLE CHANNELS

YOU MAY HAVE TO PLAY TOUGH IF THE CABLE SYSTEM DEALS YOU A BAD HAND

When you are putting on 3 channels in a market (we may be doing one soon) and programming them, maybe you should go see the local cable folks and tell them what you are doing.

Say, for example, that if you can work something out to carry all 3 of our channels on the cable system, then we want to work with you and put on essentially whatever you are lacking or have the least of on the cable. It will be to our interest to attract viewers by putting on something else and different from your other channels.

If you choose not to put us on the cable, then we want to compete head on with what you have on the cable, so that people can get a lot of the same type of programming on the air free without being on the cable.

In fact, if not on the cable, we will call all (3 or 4) channels the "uncable channels" and will promote it as "FREE" TV, variety for the rest of your life for the price of an antenna. No more monthly payments. Local ad supported.

Now, I think that is talking turkey that your cable operator can understand. All he has to do is make up his mind — does he want to put you on the cable or not? If he chooses not to put our 3 or 4 channels on the cable, we will, for example, run one of our channels, Classic Movies, all day every day, that will keep movie buffs happy without having to go on the cable. The second channel we will run music videos and compete with his Country Western channel or Rock channel, MTV or whatever is popular on the cable. We will try to duplicate from satellite selection whatever else is popular and is selling cable connections for him, only we will sell them on watching it free off of an antenna with our 3 or 4 channels.

I believe he has to seriously weigh this. He can either put us on the cable and we run a few spots for him or he can leave us off, and we run an uncable system and go head to head for viewers.

Cable systems' PR is already not too good in most cities and 50% of those on the cable probably will even cheer you on when they become aware there is a "choice." They no longer have to be on the cable to get more TV. (That doesn't mean they will go off the cable, but the threat is sure going to give the cable manager an ulcer.)

This is one of the reasons I say you become significant in a market when you put on 3 or 4 channels at once in one city. You swing a little weight when you have 3 or 4 LPTV channels on in one market. In fact, I think you will have just as much clout as any full power in the market, when you say to an advertiser, "I can give you a 30 second spot ad on all 4 channels tonight at 8:00 for less than you are paying on the full power for one. If I program intelligently, my 4 combined should exceed the local metro audience of the full power, and the advertiser gets more viewers for his buck.

When it comes to making a deal for carrying your channel with the cable system, you hold 3 or 4 cards, not just one.

BROADCAST STATION TOTALS AS OF JUNE 30, 1986

AM Radio	4,839
FM Radio	3,923
FM Educational	1,247
UHF Commercial TV	422
VHF Commercial TV	542
UHF Educational TV	187
VHF Educational TV	113
UHF Low Power TV	160
VHF Low Power TV	248
<hr/>	
Total Radio	10,009
Total TV	1,672

CABLE CAN KILL YOU

A low power station in one of the U.S.-owned islands called me recently, and here is his situation. 95% of the TV sets on the island (FCC regulated U.S. Island) are on the cable. The cable system has been carrying his LPTV channel for a high fee he has been paying them. They sell local advertising on the cable, and he sells local advertising on his channel. The local advertisers were all moving over to his facility, so the cable system has notified him they are tripling his charge to stay on the cable. The resort hotels had TV sets that had nothing on their UHF channel, and since the cable system deliberately degraded his picture quality on the cable, he began installing free of charge loop antennas on the back of all hotel room sets, so they could get a better picture direct. The cable system notified the hotels if they put UHF antennas on their sets, their cable service would be discontinued. The low power operator suggested the hotel managers ask for that in writing from the

cable system; (fearing a law suit) the cable manager then dropped the demand.

This is the stacked deck local broadcasting (low power) has to contend with. This is totally unfair (and often fatal) to low power, and I believed that something should be done about it. The low power association powers to be are now mad at me for saying "bad things" and "bad-mouthing" the low power association (CBA) for doing absolutely nothing about this cable system matter. (In last month's issue).

Since this is the only low-power publication left, this one intends to make some noise about it, UNTIL this squeaking wheel gets some grease. Your editor is primarily dedicated to seeing local low power TV saved nationally and has never tried to win a popularity contest in the low power industry or the FCC anyway. This publisher is on a lot of people's "list" because of telling it like it is. So be it.

ANOTHER LPTV IDEA YOU GET NOWHERE ELSE

A new method of selling or generating income may work for your LPTV station. To give you background, we need to talk about "976" telephone numbers. There are Dial-a-joke/weather/sports scores, etc., and whenever you call a 976 phone number it costs you on your phone bill usually 25 cents to \$1. The phone company collects and charges a percentage (12 cents and up) on a \$1 call and remits the other 88 cents to the service provider. If you have some information people are willing to pay to get, that's how you, the service provider, get paid. In some states the telephone company puts a "1" in front of the 976 prefix so you know it is costing you. Others may be unaware that the 976 prefix is charged for.

Now that you understand how this works, we can tell you how you might use it

with your LPTV. If you are running a music video show, you can call it "Video Jukebox" and charge \$1 per request, play any video they want by calling your 976 number, and \$1 is added to their phone bill.

You could sell merchandise, printed material, anything, but you would have to settle on one price for each 976 number. You could have \$5, \$10, etc. 976 numbers. When they called your \$5 number they would have \$5 added to their phone bill. You would get \$4.60 from the phone company (or thereabouts, depending on your local phone company).

Cost to set up a 976 service is around \$3,000 or less. You would ship out the merchandise, etc. instantly without any further collection effort or problem on your part.

CAN A HIGH PROFILE LPTV SUCCEED?

Up until now TV stations were in industrial areas with no windows, sort of an enclosed, secluded, foreboding tomb.

In Sioux Falls, starting in September, we are going to a medium profile TV station. You will be able to see into the studio and control room from Main Street. We recently were dealing for a large circular (former drive-in restaurant) that was glass all the way around and on a heavily-traveled street. We wanted to do full motion classified and be readily accessible to drive-in traffic. That didn't work out, the property was sold. We are back to our original location and when our STL is in (soon), we become sort of a medium profile station. We are also considering doing all station breaks, public announcements, and some commercials live, showing the whole control room, etc., sort of a radio announcer you can see.

We haven't finalized this yet, but we are considering this format. What do you think? All of our switchers become on-the-air personalities. We do not believe they should be talking unless they have something important to say: information or announcements to share. Example, telling you what's on our channel tonight at 8:00 -- about the church social tonight at Valley Lutheran or some such.

One of the problems in having a windowed see-in studio and control room is that outside light is a different light temperature (color) than your artificial studio light. When sunlight hits one side of a face and you color balance your camera for that, the artificial light on the other side of its face makes a green face. You have to put gels (color) on your windows that make the sunlight the same light temperature as artificial light.

LPTV STATIONS NEED BMI AND ASCAP LICENSES

BMI is reported to have sent music licenses to 325 low power TV stations.

The license requires reports to BMI (Broadcast Music Inc.) stating net receipts after various deductions for film costs, talent, broadcast rights, etc.

BMI copyright license calls for 1% of net receipts after these various deductions and covers all music played on your station licensed by BMI. Even having one of their songs appear on your station requires full payment.

A \$300 minimum annual fee is required to be paid to BMI. If you do not sign up and pay it, they take you to court for copyright infringement. Expect to hear from ASCAP soon also. (They license all other music not licensed by BMI).

THE LATEST

Rick Hutcheson's (Impact Television) channel 51 in LaSalle, Illinois is off the air and all equipment is for sale. For info, call (703) 830-0084.

TECHNICAL TALK

When you buy a VCR for editing, you need to know you can edit with any 2 VCR's, but you do not have the control (exact) with a pro editor. You can now buy consumer editors (controllers for consumer machines) that are far less expensive than the industrial version, but you need to be aware of the difference.

The magic word (to learn today) is "flying erase heads." All video recording is done slant-wise. All erasing in consumer machines (unless someone snuck one in) is done straight up and down. Therefore, when you add 2 things (edit) together on consumer machines, you have a "glitch" where the 2 do not mesh together; you have the top part of one frame and bottom of the other and there is not a smooth transition when the picture changes. You get a blob flash known as a "glitch," second word for today.

An industrial machine with "flying erase heads" erases slant-wise exactly as it is recorded, so you can go directly from one scene to the other without the glitch. You may have a partial roll, etc., as the sync is not the same but no "glitch."

It is my understanding that all 8mm have flying erase heads. The 8mm tape is run so slow, however, that despite all the great improvements (HQ circuitry etc.), it comes out looking like old traditional VHS.

Last month we said we would have a piece in August on our new STL (studio to transmitter link) (UHF) but it was not delivered. It is delayed now until September 15th. This is the low cost new system.

CORRECTION:

Last issue's item on Jeff Nightbyrd's company filing Chapter 11 should have said Lawrence, Kansas, not Junction City, Kansas.

NOTICE OF SELECTION BY LOTTERY

MUTUALLY EXCLUSIVE CASES INVOLVING
LOW POWER TELEVISION AND TELEVISION
TRANSLATOR APPLICATIONS

Report No: TS-32

Released: August 1, 1986

Notice is hereby given of the results of the July 28, 1986, public lotteries to determine the award of construction permits for low power television or television translator stations in the mutually exclusive cases listed below. The application listed with each case is the tentative selectee for the construction permit grant. Petitions to deny the selectee must be on file with the Commission not later than 15 days from the release date of this public notice. Pursuant to Section 73.3584(c) of the Commission's Rules, the selectee may file an opposition within 15 days of the filing of the petition.

Absent the filing of petitions to deny and upon determining that the selectees are otherwise qualified, grant of construction permits to the selectees listed below will be made 30 days from the release date of this public notice.

<u>FILE NO.</u>	<u>APPLICANT NAME/CITY OF LICENSE</u>	
L86-468 BPTTL-810219IH	Highlight Broadcasting Company/Wichita, KS Channel 59	# 263 SHEARWATER ISLE FOSTER CITY O CA 94404 REQ:CHAN. 59; ERP 12.1KW
L86-485 BPTTL-840116XL	Channel America Inc./Incline Village, NV Channel 68	450 PARK AVENUE NEW YORK CITY NY 10022 REQ:CHAN. 68; ERP 11.0KW
L86-493 BPTVL-831031MJ	Benito G. Flores, Jr./Alpine, TX Channel 02	450 PARK AVENUE NEW YORK CITY NY 10022 REQ:CHAN. 68; ERP 11.0KW
L86-518 BPTTL-840305PV	Mountain Broadcasting Groups/ <u>Presque Isle, ME/Channel 19</u>	# 28 FLORAL DRIVE MONTICELLO NY 12701 REQ:CHAN. 19; ERP 3.35KW
L86-668 BPTT-800728IF	Trans American TV Corporation/ Charlotte, NC/Channel 24	110 LINCOLN STREET TALLAHASSEE FL 32301 REQ:CHAN. 24; ERP 1.22KW
L86-1000 BPTTL-830218RN	Cozzin Communications Corporation/ Festus, MO/Channel 34	29425 CHAGRIN BLVD.,#207 CLEVELAND OH 44122 REQ:CHAN. 34; ERP 194.KW
L86-1032 BPTTL-830309XI	Mountain TV Network, Inc./Estelline, TX Channel 29	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 29; ERP .601KW
L86-1057 BPTTL-ED0307SB	Millard V. Oakley/Springfield, MO Channel 49	P.O. BOX 742 KNOXVILLE TN 37901 REQ:CHAN. 30; ERP 4.59KW
L86-1069 BPTTL-820921SJ	Owen Broadcasting Enterprises/ Grand Rapids, MN/Channel 30	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 49; ERP .652KW
L86-1091 BPTTL-810311IP	National Black Media Coalition/Cocoa, FL Channel 31	38 NEW YORK AVENUE, N.E. WASHINGTON DC 20002 REQ:CHAN. 31; ERP 32.5KW
L86-1135 BPTTL-HA0308RY	Neighborhood Broadcasting Services/ Athens, GA/Channel 54	900 N.W. EIGHTH AVENUE GAINESVILLE FL 32601 REQ:CHAN. 54; ERP 39.1KW

L86-1167 BPTVL-810116 IX	National Black Media Coalition/ Hartford, CT/Channel 11	38 NEW YORK AVENUE N.E. WASHINGTON DC 20002 REQ:CHAN. 11; ERP .068KW
L86-1180 BPTTL-CA0306NP	Raystay Company/Dillsburg, PA Channel 40	P.O. BOX 38 CARLISLE PA 17013 REQ:CHAN. 40; ERP 6.55KW
L86-1196 BPTTL-AI0305TO	Generic Television/Rapid City, SD Channel 28	P.O. BOX 2548 RAPID CITY SD 57709 REQ:CHAN. 28; ERP 11.6KW
L86-1197 BPTTL-HA0308RC	Howard LP Television, Inc./Casper, WY Channel 26	P.O. BOX 570 OCEANSIDE CA 92054 REQ:CHAN. 26; ERP 12.3KW
L86-1200 BPTTL-GI0308RR	Gregory A. Petersen/San Diego, CA Channel 23	2292 KINCAID STREET EUGENE OR 97405 REQ:CHAN. 23; ERP 44.7KW
L86-1204 BPTTL-GL0308VP	George Fritzinger/Duluth, MN Channel 58	6735 YUCCA STREET LOS ANGELES CA 90028 REQ:CHAN. 58; ERP .929KW
L86-1205 BPTVL-HP0308NC	Mike A. Mendoza/Dothan, AL Channel 05	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 05; ERP .073KW
L86-1214 BPTTL-810217OR	TV Board SouthGate Assembly of God/ Seattle, WA/Channel 45	16625 1ST AVENUE SOUTH SEATTLE WA 98148 REQ:CHAN. 45; ERP 6.95KW
L86-1215 BPTTL-840307C5	David H. English/Ardmore, OK Channel 44	34 PLAZA DRIVE MILL VALLEY CA 94941 REQ:CHAN. 44; ERP 62.4KW
L86-1217 BPTVL-8403082M	Mike A. Mendoza/Bozeman, MT Channel 02	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 02; ERP .100KW
L86-1218 BPTTL-810112OG	National Innovative Programming Net./ Jacksonville, FL/Channel 68	30 FAGAN DRIVE HILLSBOROUGH CA 94010 REQ:CHAN. 68; ERP 12.6KW
L86-1219 BPTTL-HI0308QP	Jose A. Rosado/Green Bay, WI/ Channel 56	ROUTE 1, BOX 156 BEAVER DAM WI 53916 REQ:CHAN. 56; ERP 4897KW
L86-1221 BPTTL-8403069Z	Impact Television Group, Inc./Columbus, OH Channel 28	2102-A GALLOWES ROAD VIENNA VA 22180 REQ:CHAN. 28; ERP 33.4KW
L86-1222 BPTTL-GY0308PL	Evangelina Garcia Garza/Vandalia, IL Channel 38	BOX 3206 LA FERIA TX 78559 REQ:CHAN. 38; ERP 1.04KW
L86-1223 BPTTL-8303181J	Mountain TV Network, Inc./Worthington, MN Channel 14	P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 14; ERP .639KW
L86-1224 BPTTL-HF0308LY	Broadcast Data Corp./Springfield, MO Channel 55	P.O. BOX 191 PASADENA MD 21122 REQ:CHAN. 55; ERP 7.89KW
L86-1225 BPTTL-840301PC	Brooks Broadcasting, Inc./ State College, PA/Channel 17	507 TRINITY AUSTIN TX 78701 REQ:CHAN. 17; ERP 41.5KW
L86-1226 BPTTL-840302QF	Barbara Dilley/West Chicago, IL Channel 18	2910 - 17TH STREET BOULDER CO 80302 REQ:CHAN. 18; ERP 1.57KW
L86-1228 BPTTL-810409IB	T.V. Local, Inc./Cleveland, TN Channel 47	806 SHORTER AVENUE ROME GA 30161 REQ:CHAN. 47; ERP .8 KW
L86-1229 BPTTL-EC0307VA	Joseph M. Perez/Fort Bragg, CA Channel 48	1901 AMY AVENUE SANTA ROSA CA 95401 REQ:CHAN. 48; ERP 0.99KW

L86-1231 BPTTL-EL0307SN	Kim Mooney/Indianapolis, IN Channel 31	798 FOX HILL COURT BOULDER CO 80303 REQ:CHAN. 31; ERP 13.2KW
L86-1233 BPTTL-GK0308UA	Mike A. Mendoza/Bozeman, MT Channel 26	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 26; ERP 1.58KW
L86-1234 BPTTL-840305K8	Heidi A. Terrill/Columbia, MO Channel 34	147-4 MAIN STREET TRAVIS A.F.B. CA 94535 REQ:CHAN. 34; ERP 10.5KW
L86-1236 BPTTL-830315MN	Mountain T.V. Network, Inc./Salina, KS Channel 46	P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 46; ERP .24 KW
L86-1237 BPTTL-EN0307VU	Colleen Demery/Billings, MT Channel 35	449 EAST 3RD STREET MESA AZ 85203 REQ:CHAN. 35; ERP 11.7KW
L86-1245 BPTTL-HM0308PU	Marilyn Cameron/Mc Allen, TX Channel 28	210 ROSINE AVE. BEAUMONT TX 77707 REQ:CHAN. 28; ERP .125KW
L86-1246 BPTTL-HC0308PY	The Hunter Partnership/Mc Allen, TX Channel 69	632 CORTLAND STREET SAN FRANCISCO CA 94110 REQ:CHAN. 69; ERP 17.8KW
L86-1247 BPTTL-GG0308PJ	Juana C. McCavera/Riverton, WY Channel 21	2377 WANTAGH BLVD. WANTAGH NY 11793 REQ:CHAN. 21; ERP 1.31KW
L86-1249 BPTTL-GU0308TN	Minerva Rodriguez Frias/Douglas, AZ Channel 30	RT. 1, BOX 130-A PRIMERA TX 78550 REQ:CHAN. 30; ERP .105KW
L86-1250 BPTTL-HO0307XE	Brooks Broadcasting, Inc./Greensboro, NC Channel 32	507 TRINITY AUSTIN TX 78701 REQ:CHAN. 32; ERP 10.9KW
L86-1251 BPTTL-HB0308LV	Minerva Rodriguez Frias/Uvalde, TX Channel 15	RT.1, BOX 130-A PRIMERA TX 78550 REQ:CHAN. 15; ERP 2.21KW
L86-1252 BPTTL-GB0308TR	Midamerica LPTV Associates, Inc./ Kirksville, MO/Channel 21	1957 BLAIRS FERRY RD., NE CEDAR RAPIDS IA 52402 REQ:CHAN. 21; ERP 40.8KW

Low Power/Television Translators: Proposed Construction Permits

Report No.: GL86-6

Released: July 14, 1986

BPTTL-830224TJ Mountain TV Network, Inc. Moab, UT	Channel 61	BPTTL-830314E6 Mountain TV Network, Inc. Craig, CO	Channel 41	BPTTL-830309L5 Mountain TV Network, Inc. Tyro, KS	Channel 42
BPTTL-830331N8 Localvision H.L.J. DBA Moab, UT	Channel 54	BPTTL-8104061S Moneta Associates Staunton, VA	Channel 17	BPTTL-8303142W Mountain TV Network, Inc. Garnett, KS	Channel 47
BPTTL-830224TM Mountain TV Network, Inc. Beaver, OK	Channel 25	BPTTL-8303147Q Mountain TV Network, Inc. Craig, CO	Channel 25	BPTTL-830309W7 Mountain TV Network, Inc. Seaside, OR	Channel 29
BPTT-830520IG Page Enterprises, Inc. Loveloek, NV	Channel 34	BPTTL-801120IH Broadcast Data Corporation Shreveport, LA	Channel 67	BPTT-8304261C Lone Pine Television, Inc. Lone Pine, CA	Channel 58
BMPITL-821105TN Tele-VU, Partners, M. Baxter, etc. Kenai, AK	Channel 17	BPTTL-830309JB Mountain TV Network, Inc. Lamar, CO	Channel 18	BPTTV-HL0308TA ACK Communications, Inc. State College, PA	Channel 13
BPTTL-GE0308TZ Impact Television Group, Inc. Chillicothe, OH	Channel 43	BPTTL-830314A4 Mountain TV Network, Inc. Buena Vista, CO	Channel 18	BPTTL-850610MK Kotzebue Broadcasting, Inc. Kotzebue, AK	Channel 09
BPTTL-GF0308LT Neighborhood Broadcasting Services, Inc. Rome, GA	Channel 34	BPTTL-830309PI Mountain TV Network, Inc. Carrizo Springs, TX	Channel 66	BPTTL-840116F7 Low Power Technology, Inc. Wichita Falls, TX	Channel 26
BPTTL-820331TX Wayne County Press, Inc. Fairfield, IL	Channel 43	BPTTL-GA0308LK Delmarva Broadcasting Service Limited Dover, DE	Channel 27	BPTTL-820617U6 Blacks Desiring Media, Inc. Scobey, MT	Channel 17

What's Happening

The trouble with putting out a publication is you have deadlines. Unfortunately, this month I had another new publication to get out by the 25th of August (midwest newspaper, first edition), and everything I had intended for the August edition of Lo-Power turned to putty (actually worse, but I won't use the word).

Had planned to have the switching set-up we diagrammed in last issue in use and the audio portion worked out, but, unfortunately, I did not get time.

Had been waiting for a \$1,000 character generator from Italy and planned to do an article on it after we had it in use. Only thing is it did not work and, after a lot of long distance calls, etc., etc., finally gave up on it and sent it back.

In the meantime, I heard about the one we are writing about here and have on the cover. It is made in Canada by Scripto Vision, and by the time I got it delivered and debugged and figured out and installed satisfactorily, I ran out of August.

So here is the August issue late

A lot of you subscribe to this publication to keep up with what's new in filing and the FCC and low power. The FCC doesn't do much in August (even less than the other months), so we do not have any exciting releases from them.

However, we have some trends on what's happening and report our observations here for whatever they're worth.

The commission continues operating with a policy of staff instructions of 'do not grant anything for LPTV that you can find a reason not to', no matter how flimsy the excuse.

Remember, this agency has no obligation (from their point of view) to extend maximum TV service to the U.S. population. They believe in deregulation for the 'ins' of broadcasting but no more competition. Service to the public is of no concern.

Some examples: In the original LPTV proposal it was pointed out that the majority of full power grants setting out nowadays are never built, and an LPTV could just as well use those channels in the meantime. If a full power actually got on the air, then the low power would have to go off. The FCC staff takes years to process these LPTV, and if you win one in a lottery, etc., after years of delay, then a full power application (not a license) is applied for anywhere that your LPTV would interfere with, **they throw you out**. We know of full powers that had **extensions for 10 years and were never built**. The vast majority of full power **small market grants are never built**. There have been hundreds of applications returned recently on this policy decision. They must delay and delay and then give out prizes/incentives at the commission to any staff member that comes up with another excuse to send back hundreds more of LPTV applications. The full power **application** trick is the latest (not CPs, but applications).

Here is an example of a lottery winner that we filed. The commission studied it after winning in the large lottery and decided that the FM station which

we said we shared tower space with was not downtown where we said it was, but seven miles out of town. We then filed a reconsideration that I signed because I had obtained the original tower site permission myself. That application was filed years ago. The radio station manager that gave me verbal permission no longer worked there when I called to have him verify it in writing, and the station, meanwhile, had built a new tower seven miles out of town and sold the old one downtown to another station. We then checked with the new tower owners and verified that there was still space available. We notified the commission on the reconsideration that the tower had never moved. We had permission on it years ago, and the radio station moved and the tower was at the exact coordinates we said it was, and there was **still** space available.

They threw out the application anyway because (their reasoning), 1. the client had not signed the reconsideration; I signed it because I personally did all the tower work, and the client (an attorney) could not verify anything because he had not done the work; 2. I did not file proof that I had verbal permission on the tower site (that was all that was required then, and the general manager had moved on to who-knows-where).

Remember, this was a lottery winner and **nobody protested or filed a petition to deny**. **The staff threw this out on their own volition**. They said originally that we had a bogus tower site as reason for rejection—I proved we did not and they throw it out anyway. We have never had a bogus tower site, while there are several consultants that 100% of their tower sites on hundreds of applications are all bogus, and they do nothing.

Maybe I should butter up the commission in this publication like all the others do??? Think that would help? After they read this, I will probably get another hundred applications thrown out. By the way, I mail 11 complimentary copies to the commission every month.

About our cover: The Canadian-built **Scripto Vision** character generator is shown. It has battery back-up and seven pages of memory. Best of all, it genlocks and sells for under \$400. It does an adjustable-speed crawl or page series (but does not scroll) superimposed.

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Send address changes to 7432 East Diamond, Scottsdale, AZ 85257; telephone (602) 945-6746.

Buy Your LPTV Channels at LPTV Auctions

The FCC is proposing selling channels after so-called 'giving them away' for 50 years.

Initially, the commission thought that they could decide, with deliberation, who should get licenses after figuring out who served the public interest the best. Having given up on being able to do that, the commission is now proposing auctioning them off.

In low power, the lottery was to be the answer. This resulted in large numbers of applications being filed to improve the odds.

The old, comparative hearing process made the Washington attorneys rich; they are so entrenched, there will be great resistance to losing this gravy train. As an example, one party in comparative hearings for an FM station in Phoenix has spent over \$750,000 in attorneys' fees and, as of now, is on the losing end. With an auction though, you can know that you are getting it and know exactly what the cost is.

If, indeed, they had auctioned off low power, it would have advanced service to the public by many years and allowed operators to buy permits and develop a regional network, etc.

With lottery you get one here, one there and nothing close enough together to make sense. 90% of the speculators that filed for low power are just playing the lottery game and never had serious plans to build anything. The people that were serious get fragmentation grants all over—no solid areas. The lottery system is to be used for cellular telephone; MMDS drew 16,000 applications and low power over 20,000.

Auctioning off spectrum was further advanced with a proposal to allow the highest bidder to use it for TV, two-way radio, data transmissions or whatever, the best economic use determining what they did with it.

The commission is already proposing that TV license holders in the channels 50 to 59 area be allowed to use the channels for whatever they want, including two-way radio.

We will have more on this auctioning of channels in future issues.

Super VHS?

We have been waiting along with a lot of other LPTV operators for industrial 'Super Beta' editors, VCRs and camera recorder 1/2-inch machines—far superior to ordinary 1/2-inch machines. Some LPTV operators, meanwhile, are using consumer Super Beta and are delighted with it. Now the best guess is October 1st (delayed from August) for industrial versions. The 1/2-inch Super Beta is just as good as 3/4-inch. The cost of tapes is 1/4 as much as 3/4, as well as cost for storage, shipping, etc.

Meantime, we reported last month that the VHS people still had not come out with anything competitive to (as good as) Super Beta. JVC, the original inventor of VHS, has now quietly snuck out something they call 'High Q' or whatever you want to call it, only they say **please** do not call it 'Super VHS'. Their new process (far different than Sony's) raises the white clip level from 160 to 200 percent in pre-emphasis of the video signal. This makes the picture appear sharper, especially around borders of objects. This is an enhancement process. We have not seen this yet so we cannot evaluate it.

The big advantage of Super Beta is that you can dub down three generations and still be as good or better than the old 1/2-inch systems.

JVC has High Q out now in models HR-D140, HR-D250, and HR-D255. Other VHS manufacturers are being allowed to use the process.

We would suggest that you definitely not buy any 1/2-inch machines if you do not have to, until you can get either Super Beta or High Q. You may be all VHS, but if you are editing down anyway, why not shoot and edit with Super Beta? Check out High Q and see what you think. Try dubbing down (copying three times) three generations and check the quality. We have not had time nor a chance to do that yet.

August 9, 1985

BROADCAST STATION TOTALS FOR JULY 1985

AM Radio	4,792
FM Radio	3,808
FM Educational Radio	1,198
UHF Commercial TV	374
VHF Commercial TV	541
UHF Educational TV	186
VHF Educational TV	113
UHF Low Power TV	126
VHF Low Power TV	217
<hr/>	
Total Radio	9,798
Total TV	1,557

What a \$380 Character Generator Looks Like on Screen



Small type shown here in the crawl mode—it appears and crawls across in a slightly jerky motion like it is being typed on a typewriter. Pops up on the right and moves to the left. Photos taken off the air with 10-inch portable color set.

Capacity is about 300 words of small type as shown here. Phone number in process of being shown. White dots are run between different types of messages to separate.



Shown at right in large type in a crawl mode—large type can be intermixed with small type. Unfortunately, using a timer means sometimes you hit with Alpha Numeric at the same time as the network, as shown here. Your letters are always in white. The 'TV 34' is our message here.



Inserting Local Information and Commercials Inexpensively

There are several methods of getting your LPTV station on the air. One is to put in a transmitter, antenna and a big studio and staff and spend lots of money trying to keep going long enough to take in enough advertising dollars to pay the staff. The other extreme is to put in a satellite receiver and transmission equipment and let it build an audience for a year or so until you get ready to do something with it.

What we are going to talk about here is another option somewhat in between; perhaps a 'walk before you run' type of operation and what may eventually turn out to be the only way to go in very small markets.

Microwave between downtown and a hilltop or other distant location can often cost as much as the station transmitter and antenna equipment itself. Therefore, many of us can raise the bucks to get it on the air but 1. can't afford microwave, 2. can't afford a studio, 3. can't afford the studio staff, and 4. can't afford full time people to switch, etc.

We look on these LPTV stations as local information sources, and you can get local information to people in your community (includes commercial messages) cheaper with LPTV than any other media.

We developed the key camera superimpose with a simple timer which appeared in a past issue on superimposing the weather, time, date, temperature, chill factor, barometric pressure whether rising or falling, wind speed and direction and doing it 24 hours a day, 365 days a year for a total investment of under \$1,000 (totally unmanned). Our station in Sioux Falls puts this on every 30 minutes for 30 seconds. It goes right over the network (satellite feed) without interrupting a thing. The community gets local information it appreciates.

In addition, a couple issues back, we showed you how to build a Velcro belt character generator for under \$100 that can be used for crawling messages with the same black and white key camera set-up (everything appears on the screen in color—choice of seven colors, just dial 'em up).

This issue we are telling you how to hook up a \$385 character generator (buy it from us—everybody else sells them for \$425). This character generator has seven pages of memory which really amounts to seven alpha numeric commercials.

Words are just typed in with one finger and can easily be changed, edited, etc. This character generator is cheap enough so you can afford two. Program one at home and take it to the transmitter building, plug it in in place of the other one and bring number two home to update for tomorrow. If something hot happens in town, type in the news and take it up to the tower immediately.

We find the large type attention-getting, and we use it for catch words like a headline that gets them to watch the small, crawling type. (The large type uses up page space fast, allowing only 8 or 10 words per page, tops, so you use a combination of the two.)

If you want to use it in a page mode (one page

appears after another), it will put a page superimposed with a combination of big and little letters for station identification, phone number, etc. So it can be used for station ID either in crawl or page mode, large letters or small or a combination. Letters appear white when superimposing.

Remember, there are many cheap character generators, but few will genlock (superimpose on an existing picture). This one appears in color when not superimposing—for example, to put a sign on when your satellite goes down, etc., and your repairman has to send out for parts, etc.

We are currently controlling our character generator with one timer and our key-weather-Velcro characters with a second timer. The Velcro and weather are on every 30 minutes. The Scripto machine is on every 15 minutes. So we have six superimposes per hour—varying from 30 seconds to 1½ minutes, depending on how we set the timer.

George Gunter, an LPTV operator, purchased one of the Radio Shack/Sears, etc., etc., BSR wireless units (Radio Shack number 43-151). Heathkit also has this BSR module control that can be operated by calling it up on the phone. (They are supposed to sell for \$100 but most have them on sale for \$39.95.) You connect it to the telephone line at the transmitter. We did an article on how to use it about a year ago. Gunter is using his to switch satellites at the transmitter, turn his Scripto character generator off and on, etc.

So we are going to, at least, start to tell you how to control eight things at the transmitter with this module control. (They are cheap—buy two and have a spare.)

You are **anywhere** in the country, and you can control these things by phone at your transmitter: 1. Control your character generator insertion by phone (not the copy, just the start/stop). 2. Control two VCRs' off/on and rewind, 3. switch between two satellite receivers, 4. turn on/off a key superimpose such as weather or Velcro crawl system, etc., 5. insert camera slide video with either one slide all the time or a different slide automatically each time. At the same time the station break slide (or commercial slide) is on, you do audio live by phone. It connects the phone audio when switching on the camera.

Do all of this for around \$300 or less.

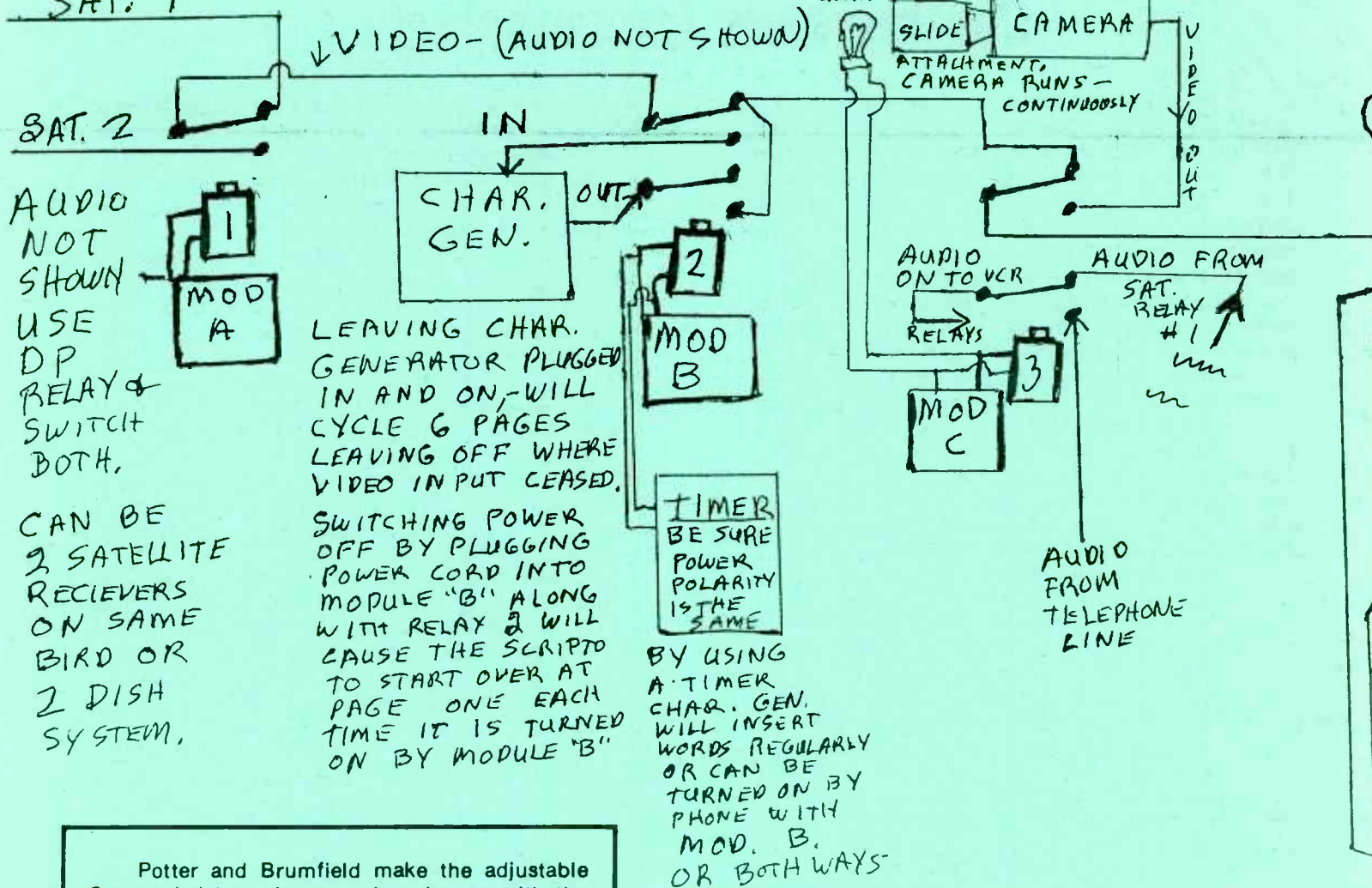
If you are superimposing words, etc., inserting commercials by tape or substituting slides with live audio, it will help if you have a satellite receiver where you are (a cheap one will do) so you can tell what your network is doing and when to cut back to them, etc. A stereo receiver lets you hear the satellite operating personnel tell you when time for a commercial, etc., is coming up, etc. You also hear the cue tones.

The trick to master with a character generator is to time it so you put words up at a different time than they do.

NETWORK VIDEO
HERE
SAT. 1

SUPERIMPOSE
ALPHA NUMERIC

STATION I.D.
OR COMMERCIAL
SLIDE



Potter and Brumfield make the adjustable 5-second delay relays we show in use with the VCR arrangement. If you cannot find one locally — Herbach and Rodeman, 401 East Erie Avenue, Philadelphia, PA 19134. Make one, a TM22K233 at \$8.50 each.

The delay is needed to allow your VCR to get up to speed before switching the video.

We have not built this yet, but George Gunter is using this set-up currently for satellite switching and his character generator. We drew up a diagram for switching in the telephone audio and the camera with an I.D. slide since that is what he wanted to control by phone next. We have decided to share this with you this issue. This enables you to do live announcements over the air from wherever you are. We decided to work up a system to put commercials on with tape by phone, too, so we drew that out here also, and either George or I will probably have it all in use by next issue.

We have an article elsewhere on the character generator (\$385) but did not show you how to hook it up. Use this diagram to hook it up. Use either a timer or telephone call-in to turn it on or use both. This gets you carrying local ads and information cheaply.

We have a Panasonic slide attachment that fits on front of the camera for showing slides. A light bulb turned on by the relay in front gives you good reproduction. This is a single slide, and, to change, another has to be moved in by hand. We ran an article on this device in an earlier issue. If you use a Kodak carousel slide projector, you can connect it so it comes on when the camera video is switched on. You can fix it so each time the camera comes on it moves up one slide. Therefore, you would have 80 slides before repeating. Commercials can be done live while the slide is up. We have not shown audio extensively here but do show the telephone line audio switching. You may need to put in a superior mike in the telephone you call and do announcements from, and you may need some audio amplification with an adjustable to get the phone audio the same level as the satellite audio. The other audio switching not shown, you can bring along by using double-pole relays and connecting it the same as the video. Of course, the character generator and the key camera require no audio switching so you just go by them with an audio line (or two if you are stereo).

BSR Equipment can Control Transmitter Site Insertions



Pictured above is the telephone responder and control module, right, (made by BSR) sold by Radio Shack, Sears, Heathkit, many hardware stores, and DAK—a mail order firm in California; phone 1-800-325-0800 and charge it to your credit card. Their modules are \$13.50 plus \$1 postage and handling. I have seen these on sale as low as \$8.95 elsewhere. At DAK now in the fall catalog, the telephone responder, which was \$125 originally, sells for \$39.90 plus \$3 postage and handling. A timer that will turn things on (only twice a day) is \$26.90. You can do better perhaps with other timers. We suggest you get at least one extra module (for a spare) and one extra telephone responder since you may want to program from either at home or elsewhere, and besides, you need redundancy in case one dies out. Remember, all of this stuff we mention here is cheap enough so that if it ever gives out on you, you can just throw it out. Servicing this stuff costs and takes time, and you can buy a new one cheaper; but remember—some of this BSR stuff may not be around later when you want to replace it.

In case you did not read our earlier articles on this BSR equipment (or forgot), here is a recap.

This BSR equipment feeds an RF signal back through your house wiring and turns on these modules. These modules can be plugged in the wall **anywhere** in the same building, and you can turn on lights, appliances, etc., by pushing a button on a control unit anywhere in the building (or anywhere in the country by using the phone unit). Only 8 things can be controlled by phone while 16 can be controlled by the in-house unit. You can use two or three phone units and control 8 things with each, just set them each on different codes and all can be plugged into the same phone line. Use 110V AC relays and run each off a module as shown in the wiring diagram (center-fold). Dial up a different number on each module per the instructions that come with the unit.

You could use the phone turn-on unit to also turn on a de-icer for your dish at the transmitter,

We have a BSR turn-on unit for our Commodore computer that can also turn on/off these BSR modules.

tower shack heater, etc., to warm things up on extremely cold days or before you go up to work on something, etc., and do it all by phone. Remember, the modules can be plugged in anywhere with no connecting wires from the phone responder (which is just plugged into 110V and the phone line). If you use it for a heater, etc., connect a relay since the modules only handle up to 500 watts directly.

Be sure it is 'appliance' modules you buy. The light switch modules will not work with relays.

Farm it Out

There are many video hobbyists, pros, etc., that would love to get into producing commercials, etc.

Your advertisers pay for their own commercial production—you just run 'em. Later you can get into that part yourself if you like. Right now—farm it out. Put some more stations on the air instead. Use slides and audio for the simple, low cost commercials that there is too much rush for and no one can get a production commercial done, or, the commercial is only going to run once or twice and isn't worth a production spot. Put crawling-word commercials on for them. Get their commercial message to the public for them cheaply.

Whatever your bulk of advertisers are, the programming you run should attract their kind of viewer.

Farm out production of local programs like high

Update

school football, basketball, etc. You just sell the air time. Let somebody else do all the hassle, sell the ads, produce the local programs, etc. Remember, home video is getting good enough now that a lot of people have equipment they can use already. When they can make a buck on local production and making commercials, they will dive into investing in more and better equipment. Meantime, you are getting paid for everything you air for them.

You need a satellite receiver, an LPTV transmitter, a telephone and the equipment we are talking about here. One employee can take care of it all, or even one part-time evenings, and he can do it all from home. Maybe an invalid or confined-to-home person can do this for you.

Later, get a character generator you can type into from a distance by a phone line. This stuff is all easy. Two sets of words on the screen at the same time equals a mess.

You will need a VCR model that has contacts that you can make or break to start, rewind, etc. Not many machines have this. By next issue we will have tried a T210 Samsung front-load VHS (about \$250) and will tell you how that works out.

Remember, our March 1985 issue shows an insertion unit diagram similar to what we use here. You need a five-second delay (adjustable) relay to start your VCR and get it up to speed before it switches the video. To upgrade, add tone-operated commercial inserters, etc., later. What we are trying to do here is get you started making some money now with that transmitter and do it with a small investment.

Bet on TV

We are currently working on getting channel 24 on in Rapid City, South Dakota. We have now had channel 34 in Sioux Falls on for almost a year. We and clients have six other CPs in South Dakota and are currently dealing with a dog track to carry statewide dog races 'live'. The commission recently passed an okay for carrying races live. Several Eastern cable systems have been carrying horse races 'live', and the tracks take bets over the phone.

Our proposal to the track (which they are enthusiastically working on) is uplink and satellite coverage at about \$600 per hour. We will re-broadcast it over the air in all six cities. They will have a phone number and computer operator (interconnected to the track) at each town and will have other towns we do not cover have a computer operator and large screen for local viewers in other towns. Home satellite dish owners can also participate.

Apparently, the state legislators have to clear over-the-phone betting first. We still do not know if they can take out-of-state bets or even if the state legislators can clear it. We and you could carry these races in other states if they could clear it.

Cable systems are panicing over losing pay TV subscribers to VCRs and satellite receivers. The trend and handwriting is on the wall. VCR penetration went from 2.7% in 1980 to a projected 28% by the end of 1985 and did in five years what the cable industry took 30 years to do.

Nielsen just came out with figures that show some cities have over 30% VCR saturation and that Sioux Falls, SD (where I have a video store) has the lowest in the country at 5%. Nevertheless, with 20 other competitors, my Sioux Falls store does over \$8,000 a month and expect to be doing \$10,000 by the end of the year.

We are considering opening a second store and sell VCRs and satellite equipment, etc. in it. We only handle software (movies) in the present store and rent machines. We started with six VCRs to rent and 150 movies. We now have 24 machines to rent and over 600 movies. We also rent out four cameras.

Cable systems are counting on 'pay per view' to save their bacon. Movie suppliers have agreed to supply them movies for pay per view at the same time they are released on tape.

The price will be high, however, and tape stores see it as no threat because with a tape you can watch what you want, when you want. Shut it off and answer the phone, go to supper, the refrigerator, etc., and resume when ready. Other family members can watch when they want, etc.

We are considering a drive-up window (primarily for ease of return) to return videotapes without getting out of the car, even when we are not open. The drive-up will be primarily for people that call up and order tapes that will be saved and ready for them to pick up. We are also considering movie charge accounts. Third revolutionary thing we are considering is delivery of tapes. Customers can drop them off or we will pick up.

Competition continues to increase with grocery stores and drug chains using cheap tape rentals to create store traffic since customers have to bring a tape back, so the store gets two shots at selling them something else. However, they do not handle adult tapes which we do. The current popular regular 'G' to 'R'-rated releases become dead and no longer rent much after 30 days, whereas most adult tapes cost us \$18 less and rent just as good one or two years later.

Very few rental stores stock Beta and practically none handle adult Beta. As a result, we are considering handling adult Beta even though we handle no other Beta.

Ralph Nader (consumer advocate) and Sam Simon, a long-time critic of the broadcasting establishment, are reported to be principals and/or board members of Citizens' Television Systems who were recently granted a permit (won in April 29 lottery) for an LPTV on channel 58 in Buffalo, New York. Now we will see what they do with that.

Lottery Winners

Winners in the July 31 lottery are:

Frontier Gulf Broadcasting, ch. 63, Ft. Lauderdale, FL; S.J. Kissinger, ch. 5, Evansville, IN; Sounds, Etc., ch. 10, Custer City, OK; Scranton TV Partners, ch. 32, Duboistown, PA; Warren Denton, ch. 8, Norfolk, VA; Schurz Communications, ch. 38, Hagerstown, MD; Catholic Views Broadcasts, ch. 51, Los Angeles, CA; American Lo-Power TV, ch. 41, Flagstaff, AZ; Great Southern Broadcasting, ch. 11, Murfreesboro, TN; Jose Armando Tamez, ch. 7, Worthington, MN; Blacks Desiring Media, ch. 11, Cookeville, TN; Second Local Power Television, ch. 27, Coos Bay, OR; Communicators of America, ch. 68, Dayton, OH; Citizen Television, ch. 61, Memphis, TN; KMAR Communications, ch. 57, Tulsa, OK; Walls Newspapers, ch. 38, Cookeville, TN; Vision Unlimited, ch. 14, Binghamton, NY; Mountain TV Network, ch. 40, Wheatland, WY; Mountain TV Network, ch. 24, Ogallala, NE; O.L. Turner, ch. 68, Carbondale, IL; Montgomery, ch. 65, Decatur, AL; Owen Broadcasting, ch. 30, Rangle, CO; Arapahoe County TV Club, ch. 31, Moab, UT; Nathan Berke, ch. 34, Gallup, NM; Wyoming Media, ch. 18, Buffalo, WY; Jo Ann's Balloon Boutique, ch. 42, Livingston, MT; Mary Lou Cravens, ch. 13, Brunswick, GA; Jo Ann's Balloon Boutique, ch. 11, Biloxi, MS; Mountain Broadcasting, ch. 26, Lubbock, TX; Jeffco Broadcasting, ch. 25, Williston, ND; Sunburst Broadcasting, ch. 49, Tucson, AZ; Mountain TV Network, ch. 23, Lakeview, OR; Lamarca Community TV, ch. 17, Columbus, OH; Echonet, ch. 23, Jamestown, ND; Memphis Community TV, ch. 14, Memphis, TN; Washburn University, ch. 14, Pittsburg, KS; Evarista Romero, ch. 6, Lebanon, KY; Mountain TV Network, ch. 55, Lakeview, OR; Mountain TV Network, ch. 60, Rawlins, WY; Inspirational TV, chs. 21, 27, 51, Lakeview, OR; Mountain TV Network, chs. 17, 19, Lakeview, OR; Mountain TV Network, ch. 29, Okanogan, WA; Wescoast Broadcasting, ch. 14, Wenatchee, WA; Omak Chronicle, ch. 35, Ellusford, WA; Mountain TV Network, ch. 44, Goldendale, WA; Page Enterprises, ch. 44, Fallon, NV; Page Enterprises, ch. 35, Hawthorne, NV; Owens Broadcasting, ch. 42, Lemmon, SD; Mountain TV Network, ch. 38, Tonopah, NV; Jose Armando Tamez, ch. 14, Port Angeles, WA; Localvision, ch. 17, Columbus, NE; Bernard Peterson, ch. 14, Buras, LA; Robert Sandstorm, ch. 67, Port Angeles, WA; Mountain TV Network, ch. 17, Hyannis, NE; North Platte Television, ch. 22, Ogallala, NE; Owen Broadcasting, ch. 60, Lemmon, SD; Mountain TV Network, ch. 65, Harrison, NE; Mountain TV Network, ch. 55, Battleview, ND; Brook Broadcasting, ch. 5, Salem, IN; Sodak Communications, ch. 5, Aberdeen, SD; Mountain TV Network, ch. 62, Moses Lake, WA; Juan Ramon Ortiz, ch. 38, Moses Lake, WA; Mountain TV Network, ch. 43, Moses Lake, WA; KAYU-TV, ch. 19, Omak, WA; and Armando Tamez, ch. 6, Baudette, MN.

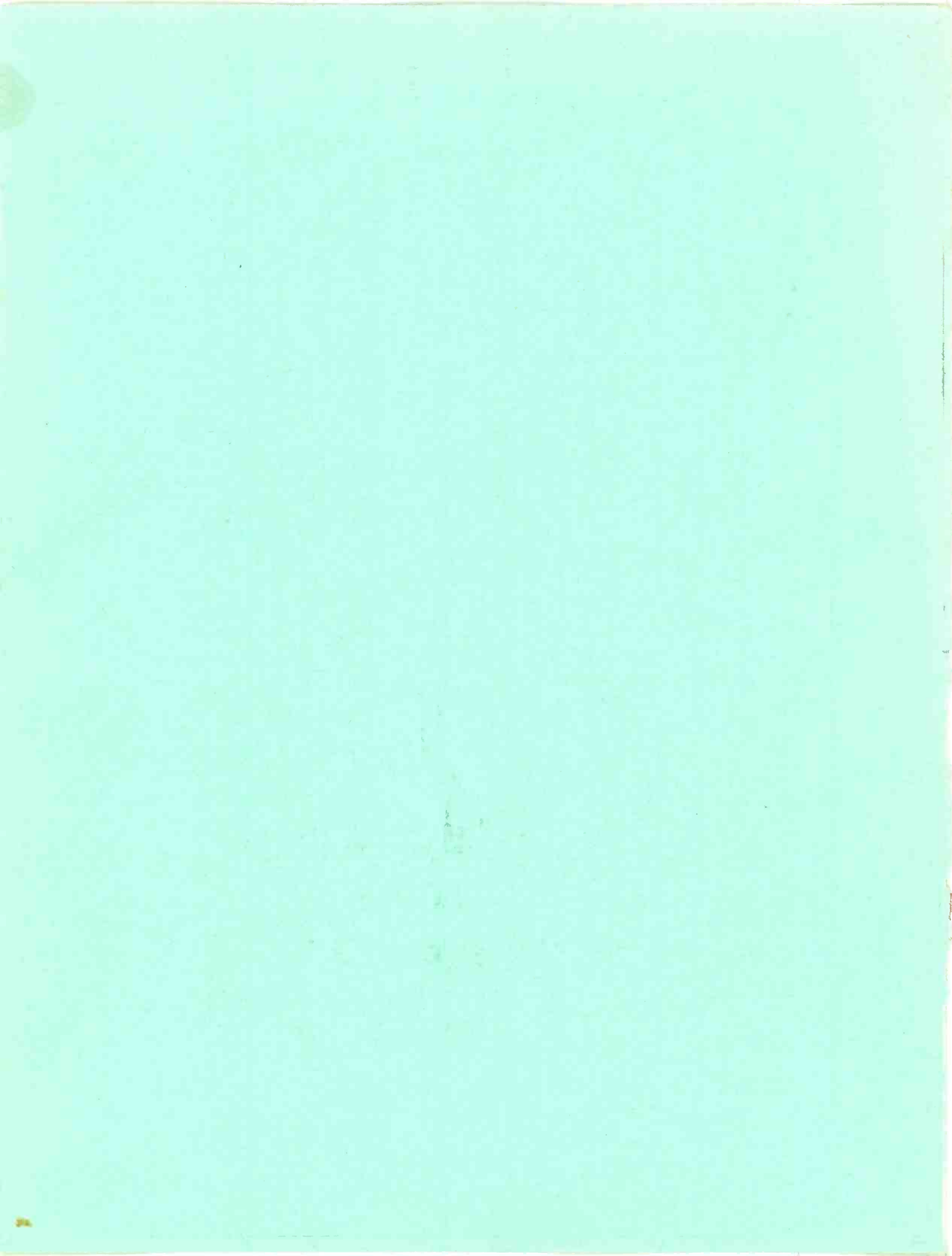
Notice is hereby given that the television translator and low power television application(s) listed below have been accepted for filing. These applications, which are not mutually exclusive with other LPTV and TV translator applications have been fully reviewed and in the absence of petitions to deny, the applicant(s) appear to be grantable. Petitions to deny the application(s) may be filed with the Commission within 30 days of the date of this notice. Such petitions should clearly bear the caption of the applicable application listed below.

BPTTL-8305161E Full Gospel Businessmen's Fellowship International Peace Witlow City, Rollete, Rugby, Candu, North Dakota	Channel 25
BPTTL-8305161I Full Gospel Businessmen's Fellowship Rollete, North Carolina	Channel 60
BPTTL-830323A6 Mountain TV Network, Inc. Lewistown, Montana	Channel 16
BPTTL-8305161I Full Gospel Businessmen's Fellowship International Peace Rollete, Witlow City, Rugby, Candu, North Dakota	Channel 17
BPTTL-83032A6 Mountain TV Network, Inc. Lewiston, Montana	Channel 16
BPTTL-830309G9 Mountain TV Network, Inc. Santa Rosa, New Mexico	Channel 43
BPTTL-830309G8 Mountain TV Network, Inc. Santa Rosa, New Mexico	Channel 41
BPTTL-830311QF Mountain TV Network, Inc. Raton, New Mexico	Channel 36
BPTTL-830311M7 Mountain TV Network, Inc. Raton, New Mexico	Channel 32
BPTTL-830311B6 Mountain TV Network, Inc. Socorro, New Mexico	Channel 26
BPTTL-830311PS Mountain TV Network, Inc. Socorro, New Mexico	Channel 28
BPTTL-830311RN Mountain TV Network, Inc. Socorro, New Mexico	Channel 20
BPTTL-830311RI Mountain TV Network, Inc. Socorro, New Mexico	Channel 38
BPTTL-830309ZC Mountain TV Network, Inc. Brookings, Oregon	Channel 50
BPTTL-830415E2 LOCALVISION Columbus, Nebraska	Channel 21
BPTTL-830311C8 Mountain TV Network, Inc. Grants, New Mexico	Channel 29
BPTTL-8303143D Mountain TV Network, Inc. Las Vegas, New Mexico	Channel 53
BPTTL-830309TV Mountain TV Network, Inc. Santa Rosa, New Mexico	Channel 15
BPTTL-830309UY Mountain TV Network, Inc. Santa Rosa, New Mexico	Channel 21
BPTTL-830317MS Mountain TV Network, Inc. Dugway, Utah	Channel 18
BPTTL-810217Y6 Specific Broadcasting Jacksonville, Florida	Channel 65

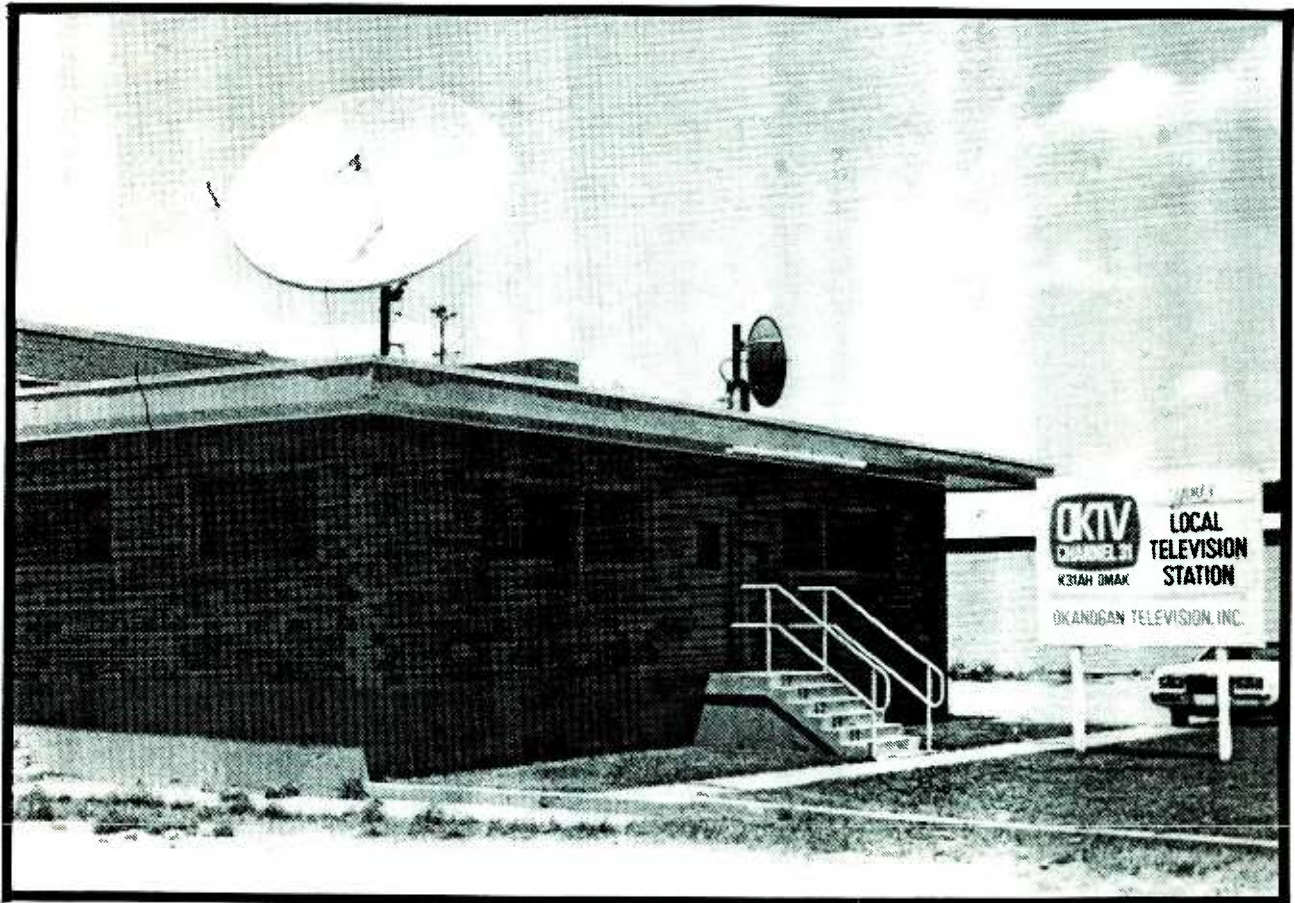
Low Power/Television Translators: Proposed Construction Permits

Report No.: GL85-19 Released: August 13, 1985

BP TTL-830915JP CBC-TV Whitefish, Montana	Channel 51	BP TTL-801121IF Communications Engineering, Inc. Mercury Nevada Test Site, Nevada	Channel 54
BP TTL-830309YN Mountain TV Network, Inc. Lamar, Colorado	Channel 24	BP TTL-821130TZ Killington, Ltd. Killington, Vermont	Channel 18
BP TTL-830309RF Mountain TV Network, Inc. Lamar, Colorado	Channel 30	BP TTL-820617RD Northeast Communications Corporation North Conway, New Hampshire	Channel 18
BP TTL-8303145X Mountain TV Network, Inc. Limon, Colorado	Channel 54	BP TTL-830901JR Wireless Cable B/casting Co. Cedar, Kansas	Channel 52
BP TTL-830309YQ Mountain TV Network, Inc. Lamar, Colorado	Channel 36	BP TTL-830901JU Wireless Cable B/casting Co. Cedar, Kansas	Channel 60
BP TTL-830309YS Mountain TV Network, Inc. Lamar, Colorado	Channel 46	BP TTL-830901LE Wireless Cable B/casting Co. Catherine, Kansas	Channel 47
BP TTL-830309RB Mountain TV Network, Inc. Lamar, Colorado	Channel 20	BP TTL-830901JE Wireless Cable B/casting Co. Catherine, Kansas	Channel 57
BP TTL-830309FD Mountain TV Network, Inc. Lamar, Colorado	Channel 14	BP TTL-810409VN Roy H. Park B/casting of Virginia, Inc. Petersburg, Virginia	Channel 68
BP TTL-830314E7 Mountain TV Network, Inc. Craig, Colorado	Channel 35	BP TTL-821112RR Arapahoe County T.V. Club La Sal, Utah	Channel 18
BP TTL-830901JD Wireless Cable B/casting Co. Catherine, Kansas	Channel 52	BP TTL-830314GM Mountain TV Network, Inc. Scipio, Utah	Channel 17
BP TTL-830901JF Wireless Cable B/casting Co. Catherine, Kansas	Channel 69	BP TTL-830901LA Wireless Cable B/casting Co. Catherine, Kansas	Channel 60
BP TTL-830901JI Wireless Cable B/casting Co. Bunker Hill, Kansas	Channel 69	BP TTL-820329TZ Regents of the University of New Mexico and Board of Education of the City of Albuquerque, New Mexico Capulin & Des Moines, New Mexico	Channel 54
BP TTL-830901LB Wireless Cable B/casting Co. Bunker Hill, Kansas	Channel 60	BP TTL-830314O2 Mountain TV Network, Inc. Monticello, Utah	Channel 17
BP TTL-830901JQ Wireless Cable B/casting Co. Bunker Hill, Kansas	Channel 57	BP TTL-830314P3 Mountain TV Network, Inc. Scipio, Utah	Channel 15
BP TTL-830311NY Mountain TV Network, Inc. Beaver, Utah	Channel 31	BP TTL-8303146N Mountain TV Network, Inc. Scipio, Utah	Channel 25
BP TTL-830309J2 Mountain TV Network, Inc. Sisseton, Rural Roberts County and Rural Marshall County, South Dakota	Channel 50	BP TTL-830309A5 Mountain TV Network, Inc. Burns, Oregon	Channel 20
BP TTL-821112TQ Arapahoe County T.V. Club La Sal, Utah	Channel 14	BP TTL-830401B5 Blue Mountain Translator District Elgin, Oregon	Channel 44
BP TTL-830311M5 Mountain TV Network, Inc. Clayton, New Mexico	Channel 23	BP TTL-830314ZH Mountain TV Network, Inc. Heppner, Oregon	Channel 34
BP TTL-810218IS Trinity B/casting of Tennessee, Inc. Nashville, Tennessee	Channel 50	BP TTL-810320TZ University of Utah Ogden, Utah	Channel 50
BP TTL-8303144I Mountain TV Network, Inc. Limon, Colorado	Channel 32	BP TTL-810326IX Frontier Community Communications, Inc. Lawton, Oklahoma	Channel 27
BP TTL-8303142G Mountain TV Network, Inc. Heppner, Oregon	Channel 18	BP TTL-830309VN Retherford Publications, Inc. Mangum, Oklahoma	Channel 26
BP TTL-820617FC Free State B/casting, Inc. Batesville, Mississippi	Channel 43	BP TTL-830311L2 Mountain TV Network, Inc. Kingman, Arizona	Channel 18
BP TTL-820622SP United Television Aurora and Rural Juab County, Utah	Channel 51	BP TTL-830311NU Mountain TV Network, Inc. Central, New Mexico	Channel 36
BP TTL-830901JL Wireless Cable B/casting Co. Cedar, Kansas	Channel 69	BP TTL-830311E6 Mountain TV Network, Inc. Ajo, Arizona	Channel 36
BP TTL-830901JO Wireless Cable B/casting Co. Cedar, Kansas	Channel 47	BP TTL-830311B9 Mountain TV Network, Inc. McArthur, Idaho	Channel 31



Lo-Power Community TV



September
1986

What's Happening

CBA ST. LOUIS MEET CANCELED

Only about five people preregistered for the St. Louis October 15th LPTV get-together listed in last issue and widely publicized in another publication mailed free to all LPTV people. Not enough response they say, so it was canceled. |

Lots of clamoring for an LPTV get-together, but not enough bought into this one.

It would appear this Commission has succeeded in killing off interest in their unwanted stepchild.

BIG LOTTERY ON THE WAY

Window May Follow

Designed to break up the huge daisy chains plaguing the process for some time, this long rumored list is a prelude to what may be a December-announced LPTV window.

Watch for a new LPTV form first before the window.

MUSIC VIDEO PROGRAM UNDERWAY

We now have several hundred music videos and have cleared copyright for several LPTV stations. We will be dubbing these over to 1/2 inch Super Beta, VHS and HQ VHS after we title them. We expect to have a library available of about 1,500 by the end of November. Once you have the tape, you can play these clips as many times as you want in any combo, just like a radio station's library. You can do a two-hour program with a VJ, for example, tape it and run it again at a later date.

Sorry about typos often changing the meaning, but I write mostly in long hand and they typeset and put the publication out without my getting a chance to proofread much of the time, since I am out of town so much installing stations, STL, studios, etc., that need to be on by certain dates, etc. Paper work gets lower priority.

ABOUT USED LPTV EQUIPMENT

As more and more big-buck LPTV operations go belly up (finally run out of the big bucks), more and more used equipment will be available.

Let's discuss transmitters first.

A 100-watt old-model UHF, rebuilt, with a new tube is worth around \$8K to \$10K and can be located. Some of these old transmitters eat up tubes faster than the new models, use a more expensive tube, and are harder to keep running. So over the long term the savings may not mean much. New 100-watters with guarantee, etc., are in the \$17K up range. Transmitters less than five years old may be worth half of new price. You can buy a new 1kw now for under \$50,000. Last month I sold a 1kw Emcee (10 years old), I had purchased on channel 39 in Indiana. It turns out neither I nor any of my clients had any permits on 39 (nor have any coming up), and it would cost \$5,000 to \$10,000 to change the channel. It had been on the air for 10 years, so I had to assume the main tube was not new (\$4,000). Anyway,



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Send address changes to 7432 East Diamond, Scottsdale, AZ 85257; phone (602) 945-6746.

I advertised it and sold it for \$18,500. The party that bought it was a full-service station that had several translators (this was a translator and would have needed a \$3,000 modulator. Their engineering staff could change the channel. So if I added up the \$3,000 modulator, say \$7,000 to change the channel, and \$4,000 for a new tube, I am at \$32,500 (that includes the \$18,500 I sold it for), so I was getting close to a new transmitter price. Incidentally, I also obtained a Bogner 16 Bay omni on channel 39 when I purchased the transmitter, and find that if I get it back to the factory (29 feet long and over 1,000 pounds), Bogner will change it to any channel from 25 to 40 for me for around \$1,500. I can use the 300 feet of three-inch cable anywhere.

Scala SL-8 omnis, I believe, cannot be changed, so when you buy one of those used, it should be on the channel you want. Now SL-8 omni antennas do become available for another reason. We have a situation in Rapid City, South Dakota, for example, where my son, Eric, has a channel 24 on the air. Surprise, he also gets channel 28 in a lottery recently. It turns out we can get an SL-8 Scala omni special made that will carry both 24 and 28 (they can make it 6 channels wide.) Therefore, we will have only one antenna on the tower, one cable (weight), and the tower owner will only charge us for one. Therefore, we will one day soon have a used channel 24 SL-8 for sale. I point this out because this is another way used equipment becomes available. Used cable and used antennas are usually a good buy; used transmitters you have to weigh the pros and cons. Sometimes in order to get on the air the best you can with the money you have, a used piece of equipment may mean the difference between saving your permit and losing it.

Currently I am having a used Channel 18 100-watter modified to another channel, so I will let you know what that costs me.

As far as studio equipment, I'd say 25% on the dollar or less, or I wouldn't even consider it. Most of the big money boys bought three-tube cameras, and if they have used up part (1/2 or more) of the expected hours (life) on the camera tubes, you can buy more current up-to-date, state of the art cameras

cheaper than you can put new camera tubes (three) in the used ones. VCRs physically wear out in heavy service; I'd steer clear here.

Tripods, lighting and physical things like that are good buys at 50% or less, but electronic devices, such as character generators, cameras, switchers, etc., become obsolete very quickly. (Newer, cheaper, and better models come out). If you have a good engineering staff on the payroll anyway, then you might consider used electronics.

A far smarter move, in my opinion, for the average start-up is new industrial-type equipment. For example, we received a MykroTek character generator as part of a deal on some other equipment. It turns out this model is one the company that made it "no longer supports." That means you cannot get parts for it, and they won't tell you a thing on why it won't genlock for us. So what you often get for your money buying used equipment is a "boat anchor."

If you have been in the business for awhile and are pretty sophisticated on equipment and what your needs are, then I'd consider used studio equipment. Otherwise, for new people in the business, I'd say steer clear of used studio electronics. The new single-tube cameras for \$2,800 put out as good or better picture than four- or five-year-old three-tube cameras that cost over \$10,000. The owner sells the used three-tube to you for 75% off what it cost him, \$2,500 (real deal, huh?). The three-tube cameras are a pain to align and maintain, they probably need new camera tubes (cost over \$2,500) and you still have old equipment. The new single tubes are easy to maintain and you have a warranty. So why do you want used electronic camera equipment? 10% on the dollar maybe, then you can take the lens off and throw the rest away when it conks out on you. You can buy new cameras about 10% cheaper without the lens and use the old camera's lens.

Maybe this article will save you more than your annual subscription price, that is if you already have a boat anchor, and don't need another one.



by Patrick J. Graham

"You don't have to know how to raise children to have children."

That statement about 1982 at the LPTV WEST meeting in Washington, D.C., sold me on going into LPTV. Now, with two stations on the air and three applications still in the lottery game, I have not lost the faith.

And I still don't know a megawatt from a megahertz, but I'm learning the hard, expensive way.

The first construction permit was for Channel 31 at Omak, WA, population with twin-city Okanogan, 7,000. Site was the top of Omak Mountain, some 6,000 feet high. Permit was issued in February, 1984.

Okanogan Television, Inc., was then born with Patrick J. Graham, President; John P. Andrist, Vice President, and John E. Andrist, Secretary-Treasurer. The Andrists own the Okanogan Chronicle, the two cities' weekly newspaper.

John P. Andrist was named station manager. We immediately put Andrist on full time to get the station underway.

Meanwhile, I attended LPTV WEST at Disneyland, an appropriate place to hold it ... which is an afterthought.

It was there I learned about a station in Oregon that just went on the air and who had gone out and sold advertising contracts, called "Charter" contracts and had money in the bank before they started. That sounded great.

Plans called for OKTV, which was our "catchy" name, to be located in a building of about 2,000 square feet at the south end of Omak. We would microwave our signal to the top of Omak Mountain, some 11 miles away.

We went first class. All the equipment was new, now totalling over \$130,000. A studio was built with windowed control room, blown-on acoustical walls and ceiling and portable control panel.

An advertising man was hired in the summer; then a secretary, a production

man, a control man and a part-timer. Total opening staff was five and a half.

Pre-advertising contracts were sold and with \$20,000 in the bank, we worked feverishly to open in October ... and we did on October 18.

But we weren't on the Omak-Okanogan cable system. Negotiations with the firm were not moving as fast as we were. We found this was our first big mistake.

We went on the air with a bang. Our "Charter" advertisers all wanted to be on the air immediately with their advertisements. But being a UHF channel in a community with no other UHF, we quickly learned educating the public was a slow, tedious job. We needed to be on the cable system.

November, December, January, and February of 1984-85 came and went. We still weren't on the cable, and our "Charter" advertisers' \$20,000 was spent, and they weren't too interested in renewing ... because of the low number of viewers.

On April 1, 1985, an agreement was finally reached with our cable system and we went on the cable. Things were now rolling.

The cable system also had systems at Tonasket and Oroville to the north. Arrangements were made to go on those systems. This finally has happened to the benefit of the station.

Our programming was varied. We carried mainly SPN, now TEMPO. We also joined up with an independent TV station at Wenatchee, WA, KCWT. We had United Press and Seeburg for our character generator.

Local programming was sports, "Okanogan Country Magazine," a local PM style show, and "Valley Views," a commentary show. OKTV also sponsored a recreation show, which was quite profitable.

Local civic organizations used the station, which built viewership.

From April, 1985, to September, 1985, the financial drain of the staff, U.P., Seeburg and other miscellaneous expenses began to tell. In September cutbacks were made, but not enough. Continued curtailments were made until finally in March, 1986, the station broke into the black. It has stayed in the black every month since, except for July.

Presently the station is staffed

with two full-time and two part-time persons. Five other communities are now being or will soon be served: Pateros, Brewster, Bridgeport, Twisp, and Winthrop. The coverage now extends from the Canadian line some 80 miles south down the Okanogan Valley.

It will be a long uphill trip to regain the money expended on the Omak station, but at least it is headed in the right direction.

About November, 1984, just after OKTV came on the air, Harlan Jacobsen wrote an article in his publication telling his idea on how to bring a station on the air. Those who follow his magazine know his opinion. It is funny that this article should appear just after we started broadcasting. I now fondly call Harlan the "Guru of LPTV."

And when it came to Colville, I decided to follow his directions. Colville's LPTV was won in a lottery in July, 1985. We did nothing but plan until the spring of 1986. The transmitter for Colville Valley Television, which we shortened to "CVTV", is located on Colville Mountain just above Colville, about 1,000 feet. Transmission is south, down the valley. We have Channel 9 and conveniently have the same Channel on the local cable system.

The Colville cable system has been most cooperative, though we are still not on their system. We will be carried in Colville on Channel 9.

In June, 1986, we went on the air with CVTV with a transmitter and satellite receiver only using TEMPO. Being we're channel 9 and have a translator in the area, we have an interference problem to work out with about eight homes that clash with ours and the translator's signal. In August, 1986, we ordered a character generator, which we hope to put on the air in September.

Presently we are deciding whether to connect our downtown location to the Colville Mountain transmitter either by cable, microwave, or Harlan's newly suggested UHF direct. This will be decided and done by the end of October, which is also the time we plan to come on cable.

We then will hire a person to handle character generator sales and news. This person will be part-time. We'll let this medium settle in before taking the big step to local video, possibly six months afterwards.

Expenses for CVTV to date are a little over \$8,000. The transmitter is on loan to us.

Plans call for extension of our broadcasting to Kettle Falls and Chewelah, giving us with Colville an estimated 4,000 plus homes. It is not a bad number, when you figure the cable system has only 12 channels and we have many people only able to pick up and two or three other stations out of Spokane.

Interest is high in Colville, and we already have people wanting to advertise. I hope we can stem the pressure and follow the correct game plan, a la Harlan Jacobsen. Since we have the weekly newspaper in Colville, news collection and advertising can easily be coordinated.

Yes, we believe in LPTV or we would have quit a long time ago.

There is an honor in starting a television station. We could be called pioneers, since OKTV in Omak was the first LPTV station on the air in the state of Washington.

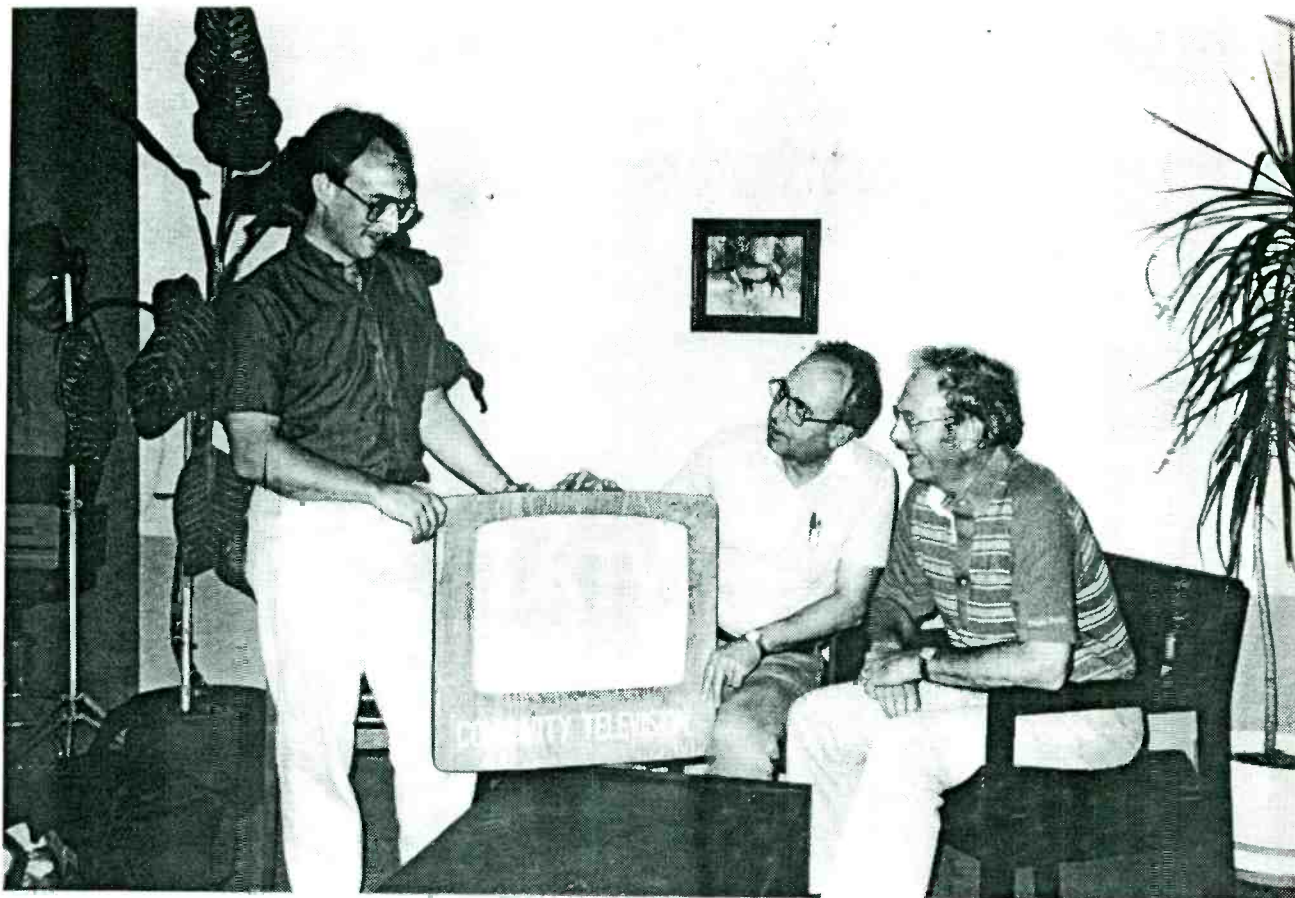
We've learned by our mistakes, and I'm writing this article so others may not make similar mistakes.

I would like to mention a couple of others. Our studio in Omak, with all its nice color, plants, fancy equipment and special acoustics, is used only about three hours a week. That's expensive space.

Salaries, I find by research, run about 40 percent of gross revenue in the TV industry. We've had a hard time meeting that figure, but that is our goal. When you do, you make money.

Many thanks go to Harlan Jacobsen for all his help. Someday, someplace the LPTV industry should build a statue of him ... or at least name an old translator after him.

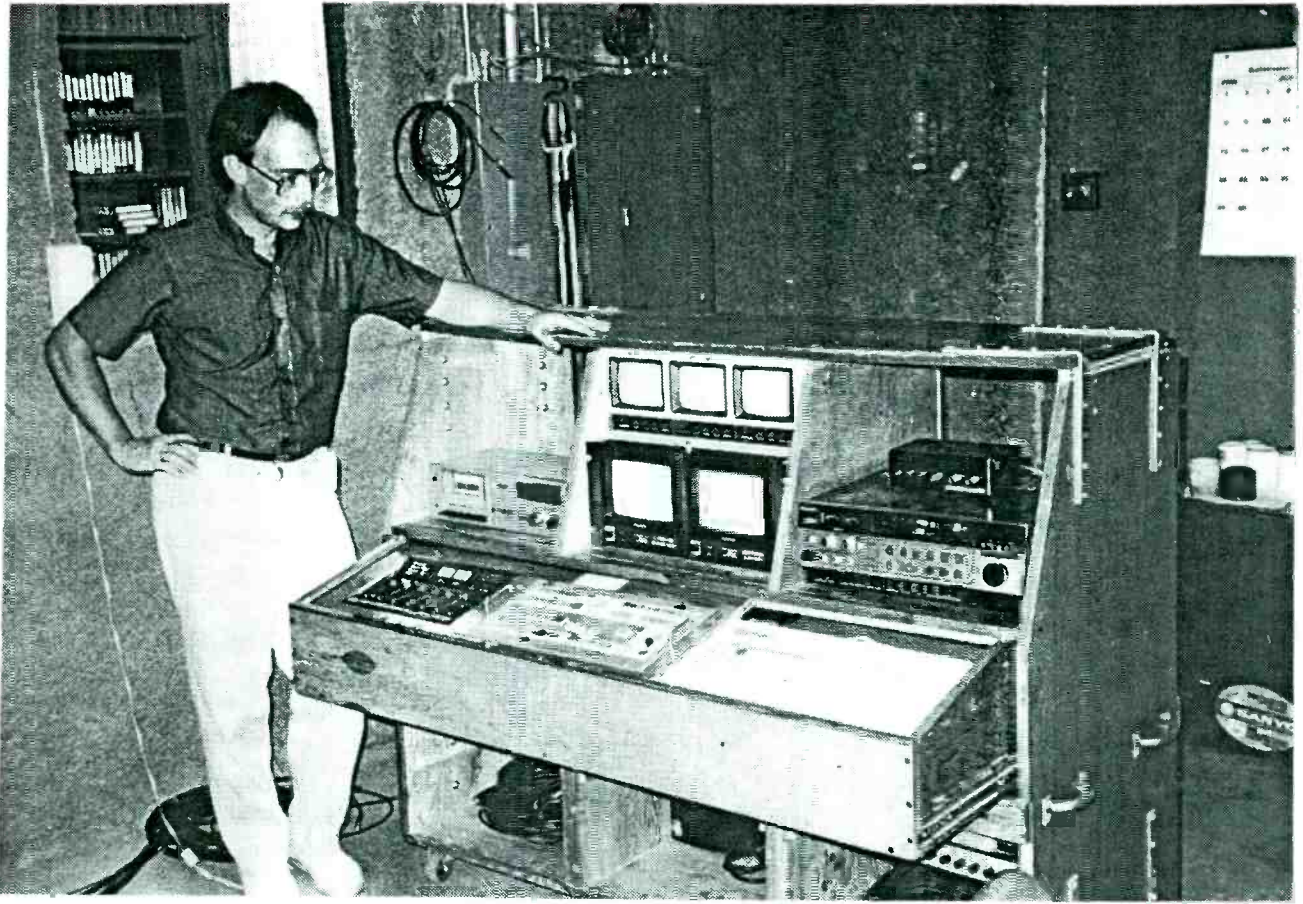
We have learned that his dream can come true if you do it right ... and you can have children, even if you don't know how to raise them.



Left to right: John P. Andrist, John E. Andrist and Patrick J. Graham in the "expensive" and "little used" studio.



Debbie Frankhauser, receptionist and advertising sales, in the front office of OKTV. Everyone at OKTV sells advertising.



John P. Andrist, station manager, with portable controls used both for studio work and outside events. This unit is wheeled into a van for transportation.



Debbie Frankhauser in the audio section of OKTV in Omak.

MORE TECHNICAL TALK

After a year of reading this publication, you should have your LPTV vocabulary up to speed. When you use the word switcher, there are several different types for connecting various sources to various destinations, and we will get into that in the next few issues when we get into explaining the details of our \$32,000 production (studio) facilities we recommend. This issue we want to get at least one new term added to your understanding and vocabulary: "vertical interval switching." When you go from one video source to another, such as satellite to a VCR commercial, you are operating on two different sync sources. The picture may be at the top scanning on one source and the instant you switch, the other one may be at the bottom, etc. Therefore the set has to suddenly adjust from one to the other and this produces a jump (sometimes), a flash or some type of interruption.

Most big stations have VCRs (very expensive) that lock up and get in exact step with the network picture. Some stations have their personnel fade to black during the transition. You need a good operator on duty for that. What you use in LPTV ideally is a vertical interval switcher, a device that switches when you push the button, but waits until the exact instant the scan is in the 25 lines below the screen. Thus the switch is not visible, other than the change in sync. Vertical interval switchers are a little more expensive, but now you know what it is and why you should have it. Your employee doing the switching has to remember to switch the sound from one source at the same time he switches the picture to another source. When you get a switcher that also switches two channels of sound (stereo) at the same time when you push one button, that is an "audio follows video switcher," so we snuck in another one to remember.

Vidicraft, which makes consumer (low cost) devices has come out with a vertical interval switcher with audio follows video and we are getting one to try out. We will tell you how ours works out. The Radio Shack switcher we did an article on earlier is a good switcher, but is not a vertical interval

switcher, and we find it has a 50% video loss going through it. One volt in and 1/2 volt out, which is still enough if you are using an automatic gain control processor before the transmitter, but when you go thru two or more, the loss is too much. When you go in with one volt, and the device comes out with one volt, then it is referred to as "transparent." That is what you like to have so you maintain one volt video.

This month's idea to make you money.

Farmers need help and your channel needs publicity and some reason for people to watch your channel, because there are things on your channel available nowhere else.

Here's this month's idea ... Run a free job interview show with farmers available and looking for some other type of work. Lots of people are interested in hiring former farmers. Here is a chance to help them find a new job and get yourself lots of publicity. Print media should pick up on this one. Getting farm supply merchants to support this show may be a goodwill getter from farmers still farming.

Next ... Run a farm sale program. Every Sunday Midwest papers run several pages of classified going out of business farm sales. Readers cannot take in them all, but if they could watch a program that shows them what's for sale at many of these, they would tend to attend the ones where something was being sold that caught their eye. The auctioneers pay big bucks to advertise these farm sales to attract attendance of would-be buyers. The newspaper can't show them; your station can. It might even get to be two or three hours long.

Show some clips of some things selling at last week's auction, so people will have an idea what stuff is selling for (peanuts). \$70,000 machines often go for \$10,000 to \$12,000.

Pan around the bidders of last week's auctions. Soon your auction show will have lots of advertisers, viewers and publicity.

Show antiques and household goods that are going to be sold (farms are full of antiques) and soon you get city viewers watching too.

NOTICE OF SELECTION BY LOTTERY

MUTUALLY EXCLUSIVE CASES INVOLVING
LOW POWER TELEVISION AND TELEVISION
TRANSLATOR APPLICATIONS

Report No. TS-33

Released: September 5, 1986

Notice is hereby given of the results of the August 29, 1986, public lotteries to determine the award of construction permits for low power television or television translator stations in the mutually exclusive cases listed below. The application listed with each case is the tentative selectee for the construction permit grant. Petitions to deny the selectee must be on file with the Commission not later than 15 days from the release date of this public notice. Pursuant to Section 73.3584(c) of the Commission's Rules, the selectee may file an opposition within 15 days of the filing of the petition.

Absent the filing of petitions to deny and upon determining that the selectees are otherwise qualified, grant of construction permits to the selectees listed below will be made 30 days from the release date of this public notice.

<u>FILE NO.</u>	<u>APPLICANT NAME/CITY OF LICENSE</u>	
L86-1079 BPTTL-GY0308MB	Echonet Corp./Birmingham, AL Channel 28	2250 S. RARITAN ENGLEWOOD CO 80110 REQ:CHAN. 28; ERP .018KW
L86-1123 BPTTL-821206TJ	Media Consulting Corp./Windsor, Claremont, VT Channel 54	POPPASQUASH ROAD ERISTOL RI 02809 REQ:CHAN. 54; ERP 11.4KW
L86-1207 BPTTL-GK0308RS	American Television Network, Inc./ Redding, CA/Channel 35	1575 EYE ST.,NW # 500 WASHINGTON DC 20005 REQ:CHAN. 35; ERP 19.8KW
L86-1220 BPTTL-EL0307TA	Janet Roberts/Indianapolis, IN Channel 53	SALINA STAR ROUTE BOULDER CO 80302 REQ:CHAN. 53; ERP 13.2KW
L86-1227 BPTTL-830309M3	Mountain TV Network, Inc./Moses Lake, WA Channel 39	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 39; ERP .956KW
L86-1230 BPPTL-840307L3	Micaela Pereira/Muncie, IN Channel 61	P.O. BOX 7 SAN BENITO TX 78586 REQ:CHAN. 61; ERP 1.92KW
L86-1235 BPTTL-S10904RL	Munsch-Westenhaver Company/Bryan, TX Channel 60	11314 JANET LEE DRIVE SAN ANTONIO TX 78230 REQ:CHAN. 60; ERP 53.3KW
L86-1241 BPTTL-GR0308ZZ	Minerva Rodriguez Frias/Harlingen, TX Channel 14	RT. 1, BOX 130-A PRIMERA TX 78550 REQ:CHAN. 14; ERP .074KW
L86-1243 BPTTL-840306ZY	Black Media Associates/Los Indios, TX Channel 66	2102-A GALLOWS ROAD VIENNA VA 22180 REQ:CHAN. 66; ERP 17.2KW
L86-1244 BPTTL-HQ0308UY	K. Sandoval Burke/Medford, OR Channel 56	P.O. BOX 2295 BOULDER CO 80306 REQ:CHAN. 56; ERP .43 KW
L86-1248 BPTTL-840307X0	Nancy J. Douglas/Ardmore, OK Channel 38	BERTH 22, YELLOW FERRY HR SAUSALITO CA 94965 REQ:CHAN. 38; ERP 63.2KW

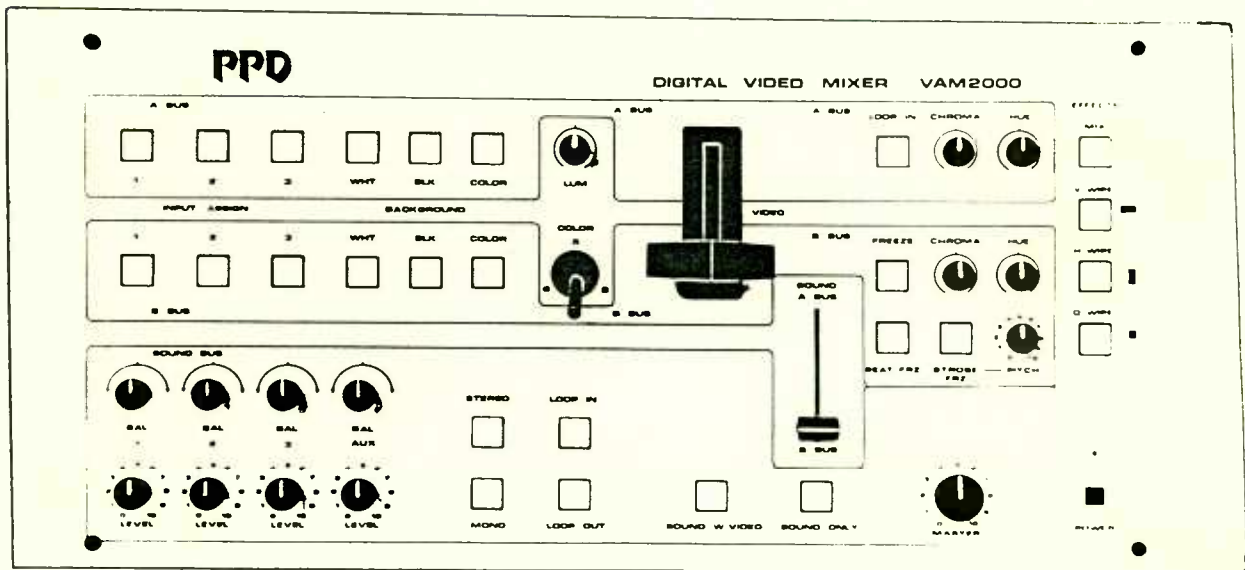
L86-1254 BPTTL-GW0308MN	Juan Ramon Ortiz/Del Rio, TX Channel 14	3124 VANDENBURG DRIVE WICHITA KS 67210 REQ:CHAN. 14; ERP .110KW
L86-1255 BPTVL-GK0308ZS	Jeffco Broadcasting/Des Moines, IA Channel 04	5442 S. 48TH ST. PHOENIX AZ 85040 REQ:CHAN. 04; ERP .035KW
L86-1257 BPTTL-GN0308UF	Evangelina Garcia Garza/Hobbs, NM Channel 40	BOX 3206 LA FERIA TX 78559 REQ:CHAN. 40; ERP 1.47KW
L86-1258 BPTTL-GD0308SF	C.R.J. Inc./Rochester, MN Channel 27	2040 MAJOR CIRCLE GOLDEN VALLEY MN 55422 REQ:CHAN. 27; ERP 0.71KW
L86-1259 BPTTL-840113MT	Clearvision Communication, DBA/Athens, TN Channel 63	1 OLD ORCHARD DRIVE GRETNVILLE TN 37743 REQ:CHAN. 63; ERP 10.8KW
L86-1261 BPTTL-GW0308UT	Evangelina Garcia Garza/Rio Grande City, TX Channel 34	BOX 3206 LA FERIA TX 78559 REQ:CHAN. 34; ERP .105KW
L86-1262 BPTTL-GS0308ZK	American Lo-Power TV Network, Inc./ Poplar Bluff, MO/Channel 36	P.O. BOX 352 WESTFORD MA 01886 REQ:CHAN. 36; ERP 3.23KW
L86-1263 BPTTL-830823JY	LPTV Services, Inc./Pampas, TX Channel 27	454 BROCKME ST. NEW YORK NY 10013 REQ:CHAN. 27; ERP 8.22KW
L86-1264 BPTVL-810226IM	Ideal American Television, Inc./ South Bend, IN/Channel 12	95 MADISON AVENUE MORRISTOWN NJ 07960 REQ:CHAN. 12; ERP 16.6KW
L86-1265 BPTTL-HJ0308QD	Minerva Rodriguez Frias/Port Angeles, WA Channel 30	RT.1, BOX 130-A PRIMERA TX 78550 REQ:CHAN. 30; ERP 1.05KW
L86-1266 BPTTL-830314SS	Mountain TV Network, Inc./Pampa, TX Channel 24	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 24; ERP .593KW
L86-1267 BPTTL-HB0308LX	Minerva Rodriguez Frias/Brownwood, TX Channel 28	RT.1, BOX 130-A PRIMERA TX 78550 REQ:CHAN. 28; ERP 1.31KW
L86-1269 BPTT-GN0308TW	Evangelina Garcia Garza/Andalusia, AL Channel 49	BOX 3206 LA FERIA TX 78559 REQ:CHAN. 49; ERP .31 KW
L86-1271 BPTTL-HI0308RO	Evangelina Garcia Garza/Enid, OK Channel 28	BOX 3206 LA FERIA TX 78559 REQ:CHAN. 28; ERP 7.79KW
L86-1272 BPTTL-GU0308TM	Minerva Rodriguez Frias/Iron Mountain, MI Channel 43	RT.1 BOX 130-A PRIMERA TX 78550 REQ:CHAN. 43; ERP 2.07KW
L86-1273 BPTVL-820617SB	Access Rutland, Inc./Rutland, VT Channel 12	77 WOODSTOCK AVE. RUTLAND VT 05701 REQ:CHAN. 12; ERP 75.3KW
L86-1274 BPTTL-821112SX	Telemedia, Inc./Hays, KS Channel 27	22 HILLTOP DRIVE KIMBERLING CITY MO 65686 REQ:CHAN. 27; ERP 97.2KW
L86-1275 BPTTL-CA0306MV	Juan Villareal/Poplar Bluff, MO Channel 31	139 RESACA BOULEVARD SAN BENITO TX 78586 REQ:CHAN. 31; ERP 3.10KW
L86-1276 BPTTL-820617H6	Blacks Desiring Media, Inc./Ft. Leonard Wood, MO/Channel 48	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 48; ERP 16.7KW
L86-1277 BPTTL-820617I5	Robert L. Davis/West Plains, MO Channel 32	113 NORTH GRAND HOUSTON MO 65483 REQ:CHAN. 32; ERP 8.28KW
L86-1279 BPTTL-GF0308SL	Mike A. Mendoza/Prescott, AZ Channel 29	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 29; ERP 3.96KW

L86-1280 BPTTL-HH0308MO	Evangelina Garcia Garza/Uvalde, TX Channel 39	BOX 3206 LA FERIA TX 78559 REQ:CHAN. 39; ERP 2.09KW
L86-1281 BPTTL-810331PU	Gaylord Broadcasting Company/Abilene, TX Channel 48	4801 WEST FREEWAY FORT WORTH TX 76113 REQ:CHAN. 48; ERP 18.8KW
L86-1283 BPTTL-HK0308NG	Janet Roberts/El Paso, TX Channel 32	SALINA STAR ROUTE BOULDER CO 80302 REQ:CHAN. 32; ERP 17.6KW
L86-1284 BPTTL-HG0308ZL	Midamerica LPTV Associates, Inc./Austin, MN Channel 26	1957 BLAIRS FERRY RD.NE CEDAR RAPIDS IA 52402 REQ:CHAN. 26; ERP 40.8KW
L86-1285 BPTTL-GT0308TW	N & K LPTV, Inc./Pensacola, FL Channel 61	3550 FISCAYNE BOULEVARD MIAMI FL 33137 REQ:CHAN. 61; ERP 0.47KW
L86-1287 BPTTL-821214TS	Local Communications/Bedford, IN Channel 39	5918 WELBORN DRIVE WOOD ACRES MD 20816 REQ:CHAN. 39; ERP 6.72KW
L86-1288 BPTVL-GQ0308MW	Classic Video Systems/Baton Rouge, LA Channel 13	P.O.BOX 4842 SCOTTSDALE AZ 85261 REQ:CHAN. 13; ERP .018KW
L86-1289 BPTTL-EI0307LR	Kelco Television/Hopkinsville, KY Channel 15	2137 W. ROBERTA AVE. FULLERTON CA 92633 REQ:CHAN. 15; ERP .719KW
L86-1290 BPTTL-810409XM	Roy H. Park Broadcasting of VA, Inc./ Fredericksburg, VA/Channel 48	3301 W. BROAD ST. RICHMOND VA 23230 REQ:CHAN. 48; ERP .778KW
L86-1291 BPTTL-831213MI	Mary C. Sloane/Twin Falls, ID Channel 43	510 CATHEDRAL PKWY NEW YORK NY 10025 REQ:CHAN. 43; ERP .61 KW
L86-1292 BPTTL-830314Y3	Mountain TV Network, Inc./Craig, CO Channel 17	P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 17; ERP .872KW
L86-1293 BPTTL-HL0308XF	Midamerica LPTV Associates, Inc./Wausau, WI Channel 51	1957 BLAIRS FERRY RD.,NE CEDAR RAPIDS IA 52402 REQ:CHAN. 51; ERP 40.8KW
L86-1294 BPTTL-GA0308WA	Community Broadcasting Corporation/ Galveston, TX/Channel 43	1150 17TH ST., NW,#300 WASHINGTON DC 20036 REQ:CHAN. 43; ERP 24.9KW
L86-1295 BPTTL-821007TW	Barbara A. Nadley/Hyannis, MA Channel 20	STE. 1033-E SUBURBAN STM PHILADELPHIA PA 19103 REQ:CHAN. 20; ERP 41.0KW
L86-1297 BPTTL-HK0308PI	F.V.P. Network, Inc./Mt. Pleasant, TX Channel 38	P.O. BOX 390 MT. PLEASANT TX 75455 REQ:CHAN. 38; ERP 8.00KW
L86-1298 BPTTL-EA0307PW	Micaela Pereira/Cedar Rapids, IA Channel 56	P.O. BOX 7 SAN BENITO TX 78586 REQ:CHAN. 56; ERP 16.0KW
L86-1299 BPTVL-GM0308PH	SCS Communications of Erie, Inc./ Jamestown, NY/Channel 10	1220 PEACH STREET ERIE PA 16301 REQ:CHAN. 10; ERP 0.02KW
L86-1300 BPTVL-ED0308QD	Barry K. Cagle/Paducah, KY Channel 10	RT.6 BOX 321 PADUCAH KY 42001 REQ:CHAN. 10; ERP .019KW
L86-1301 BPTTL-HJ0308XD	Evarista Romero/San Angelo, TX Channel 27	152 WOODFORD SAN BENITO TX 78586 REQ:CHAN. 27; ERP 2.13KW
L86-1302 BPTTL-830504B6	Matlock Communications, Inc./Glasgow, MT Channel 18	1041 STEEPVIEW DRIVE EAGLE ID 83616 REQ:CHAN. 18; ERP .86 KW
L86-1303 BPTTL-810327JA	TV Tower Venture/Las Vegas, NV Channel 31	3600 S YOSEMITE ST #900 DENVER CO 80237 REQ:CHAN. 31; ERP 70.5KW

L86-1304 BPTTL-830224VE	Mountain TV Network, Inc./Moab, UT Channel 55	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 55; ERP 0.64KW
L86-1305 BPTTL-HI0308QG	Jose A. Rosado/Ripon, WI Channel 44	ROUTE 1, BOX 156 BEAVER DAM WI 53916 REQ:CHAN. 44; ERP 21.3KW
L86-1307 BPTTL-830323A8	Mountain TV Network, Inc./Buras, LA Channel 40	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 40; ERP 1.25KW
L86-1308 BPTTL-CA0306LV	Hermelinda Rodriguez/Ironwood, MI Channel 24	4655 CENTRAL CIRCLE BROWNSVILLE TX 78520 REQ:CHAN. 24; ERP 2.16KW
L86-1310 BPTTL-810409XW	Zane D. Roden, Jr./Sarasota/Bradenton, FL Channel 67	P.O. BOX 3320 JACKSON MS 39207 REQ:CHAN. 67; ERP 13.5KW
L86-1312 BPTT-810116QU	Catholic Views Broadcasts, Inc./ San Antonio, TX/Channel 64	86 RIVERSIDE DRIVE WEST NEW YORK NY 10024 REQ:CHAN. 64; ERP 1.05KW
L86-1313 BPTT-800822 ID	Gwendolyn May/Austin, TX Channel 68	5710 S. KIMBARK CHICAGO IL 60637 REQ:CHAN. 68; ERP .992KW
L86-1314 BPTTL-810116JE	International Cultural Network, Inc./ San Antonio, TX/Channel 61	3338 THOMAS AVENUE MONTGOMERY AL 36111 REQ:CHAN. 61; ERP 1.08KW
L86-1315 BPTTL-840308S7	Kelco Television/Whitefish, MT Channel 24	2137 W. ROBERTA AVE. FULLERTON CA 92633 REQ:CHAN. 24; ERP 31.0KW
L86-1317 BPTTL-AK0308QV	Generic Television/Aberdeen, SD Channel 48	P.O. BOX 2548 RAPID CITY SD 57709 REQ:CHAN. 48; ERP 11.1KW
L86-1318 BPTTL-830915JO	Jeffco Broadcasting/Whitefish, MT Channel 26	5442 S. 48TH STREET PHOENIX AZ 85040 REQ:CHAN. 26; ERP 30.9KW
L86-1319 BPTTL-HN0308XP	Baby Boom Broadcasting Company/ Missoula, MT/Channel 49	23642 CALABASAS RD., #104 CALABASA CA 91302 REQ:CHAN. 49; ERP 8.14KW
L86-1320 BPTTL-810213JE	Satori Broadcasting Corporation/ Houston, TX/Channel 61	330 W. 42ND ST PENHOUSE NEW YORK NY 10036 REQ:CHAN. 61; ERP 12.6KW
L86-1321 BPTTL-810206IC	Local Broadcastng Corporation/Portland, OR Channel 30	4450 ECHO ROAD BLOOMFIELD HILLS MI 48013 REQ:CHAN. 30; ERP 15.0KW
L86-1322 BPTTL-830308L2	Focus Translators, Inc./The Dalles, OR Channel 17	2033 M STREET, N.W. WASHINGTON DC 20036 REQ:CHAN. 17; ERP 1.40KW
L86-1323 BPTTL-820921SV	Owen Broadcasting Enterprises/Toledo, WA Channel 31	P.O. BOX 742 KVOXVILLE TN 37901 REQ:CHAN. 31; ERP 4.59KW
L86-1324 BPTTL-8303142N	Mountain TV Network, Inc./Goldendale, WA Channel 38	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 38; ERP 0.70KW
L86-1325 BPTTL-850617UP	William G. Malitz, Jr./Fairbanks, AK Channel 36	11515 BURDINE, SUITE 506 HOUSTON TX 77035 REQ:CHAN. 36; ERP 40.6KW
L86-1328 BPTTL-830218TF	Mountain TV Network, Inc./Coos Bay, OR Channel 62	P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 62; ERP 1.78KW
L86-1329 BPTTL-820811TT	Pepsi-Cola Bottling Co. of Alton, Inc. Vandalia, IL/Channel 41	2523 BROADWAY AVENUE ALTON IL 62002 REQ:CHAN. 41; ERP 28.6KW
L86-1330 BPTTL-840228NR	Howard Wapner/West Chicago, IL Channel 42	41 CONSHOHOCKEN ST #405 BALA-CYNWYD PA 19004 REQ:CHAN. 42; ERP 9.9 KW

Lo-Power Community TV

VIDEO/AUDIO DIGITAL MIXER
VAM 2000



Professional Products Division

March

ABOUT OUR COVER

The new Numark VAM2000 Digital Video/Audio Mixer is the first video mixer to let you combine any three video sources to do dissolves and wipes without special VTRs or the need for any other units.

Previously, to wipe or dissolve between two VTRs (Video Tape Recorders), you needed special VTRs, Time Base Correctors for each machine, and a common sync generator connected to all the units and the SEG (Special Effects Generator). The VAM2000 accepts three unsynchronized video inputs from VCRs, cameras, or any other combination of video sources and combines them with each other without the need for sync generators or TBCs.

The VAM2000 uses custom high-speed digital ICs to do glitch-free digital freezes, spectacular variable rate "strobe freezes," and it can "freeze to the beat" of audio from any one of its four stereo audio inputs.

A large, long-throw "T-Bar" allows complete user control for clean dissolves and wipe patterns, including vertical, horizontal and corner wipes. These can be a combination of any one of the three video inputs with another, or with with a background of white, black, or a color chosen by joystick from an almost infinite palette of hues.

Stereo balance and gain controls for each of four audio inputs are on the front panel along with an A/B audio buss fader, illuminated mono, stereo, manual fade and "audio follow video" select switches which are conveniently located for easy single-user operation. In the "audio follows video" mode, the A and B busses for the audio - as well as the video - are smoothly faded as the large "T-Bar" style lever is moved from A buss to B. Separate external video and audio effects loops are front panel switchable for maximum flexibility.

Three video inputs, with three corresponding preview monitor outputs and three main video outputs, all with BNC connectors, are located on the back panel along with all audio input and output jacks. It is housed in a 19" rackmountable enclosure.

The price is listed at \$4,999.00 retail.

For further information contact:

Harlan L. Jacobsen, (605) 335-1136 or
(602) 945-6746; we are dealers and
will get you a good discount off this.

TELEWISE LOCAL PROGRAMMING TO BEST SUIT YOUR VIEWERS' NEEDS AND TIME SCHEDULES, WHILE SAVING MONEY AT THE SAME TIME

The problem with doing local programming is that you compete with such network powerhouses as The Cosby Show and 60 Minutes. What to do?

Your station and advertisers spend a great deal of time and money to air a certain program, but only a few local residents break away from the network shows to see it. Should all your effort go down the drain? Certainly not.

The solution to this occurs to me at the moment, and I would like to pass my ideas on to you.

First of all, let's assume you are producing an hour or two of local news and other local programming each day. Local residents would like to see it, but most of the time it's inconvenient for them to tune in at the time you air it. What a waste. Many wanted to see it, but only a few did.

However, what most local programmers fail to realize is that even the networks air certain shows more than once. They have re-runs in the summer, or resell it later as a syndicated show. So, on the average, a national television production gets aired numerous times, spreading the production cost over while doubling or tripling the number of people who see the program.

If there's all kinds of national or out-of-town programming available on cable, or over the air, in your community, you may want to do nothing but local programming - and keep repeating the same programs all day long (this is assuming you have the only local television station in town).

For example, if you do a local news show for 30 minutes and have an hour-and-a-half of other local productions to air, keep repeating those same two hours all day long (with the same built-in ads), and merely update the news a couple times a day. This way, your advertisers get much better air time because their ad repeats approximately six times, while most of the population gets a chance to tune in the show, also.

Even one hour of local programming repeated all day long would certainly keep your production costs down. When that hour has been sold out, continue on and do more local shows. Eventually, you may get up to several hours sold out on a daily basis. In the meantime, your

costs are in direct proportion to your ad sales, and your advertisers certainly get more for their money with an increased number of viewers.

For under \$1,000 you can set up two VCRs which switch back and forth all day long. You wouldn't even need a studio to transmitter link, just take the tapes to the transmitter a couple times a day.

If there was plenty of other local programming available, I wouldn't consider doing this unless I had three channels. Then I might do it with one of the channels. If I did the local repeating bit, I'd do it for less than half the 24 hours and use a satellite channel the remainder of the 24-hour period, with local ad inserts.

One final hint. You could let local people produce some of the shows. There are a lot of people who would like to be in TV broadcasting (show biz). Let them produce their own shows and sell the ads. They then split ad revenue with you. They become stars, but you reap the profits. What could be simpler?

As an experiment, we made a music video at the dog pound (Humane Society). We did a character generator start with a superimposed (from a TV camera on a snapshot) collie in the middle. In one corner we used the RCA digital recorder to superimpose a small picture inside the big picture of full motion shots of animals while the title plays. Then we went directly to shots of cats, dogs, birds, etc., with the (record) music in the background (no talk). Towards the last we showed a sign on the wall at the Humane Society that said "nonprofit group, contributions tax deductible." We ended by fading back from the outside of the building. We are superimposing "available for adoption" with a character generator, and, when playing it the second or third day (you call the Humane Society to find which have been adopted), we superimpose "adopted" under those already gone. That way you can shoot twice a week.

This is 3 1/2 minutes long and it takes about 2 hours of labor twice a week. It generates no income but you may be able to sell spots next to it. Actually we did it as sort of practice for doing a cars-for-sale show that could generate immediate income. However, I think we will keep doing the dog pound.

With cars, you shoot them full motion, let the owner tell about them, etc. Superimpose the name and number of the owner under the picture, what time to call, etc. We would again put "sold" over those that sold immediately; add new ones on the end, and after there are several "sold," edit those ones out and edit in new ones. By using the "sold" superimposed, you save having to edit so often. We plan to charge \$15 and run it until it sells or one week, whichever comes first.

Here is our advantage over newspaper classified. We get it on the same day, including Saturday. No waiting two or three days for it to come out in the paper. You as a potential buyer know that if it is on the car show, it is still available. In the newspaper, you have no way of knowing if it has already been sold. Full motion picture, color, see what the previous owner looks like, etc. Even hear the motor run, etc. Newspaper classified cannot compare. And in Sioux Falls, \$15 is cheaper than the newspaper.

We believe this program will generate immediate income with no salesmen, no billing (cash in advance), and labor costs involved are in direct relationship to income. Most people are not aware that classified is what supports a newspaper's overhead; that is their bread and butter. Here you can compete and beat them out if you can get people aware of it. Unfortunately, that may take some time.

To get started, we may call everyone that has a car with a "for sale" sign on it and those who have advertised elsewhere and say, "Hey, how would you like to advertise it on TV free? We're doing a demonstration show on our new car classified show..." Then we will start getting some paid car ads at \$15 each, and when we call others with ads elsewhere, we may say \$5 or whatever, gradually increasing it from "free" or whatever it takes to keep the program full of cars until it gets up to speed on its own with all paid commercials. If this succeeds, we may then try a house show, etc. By using this method, your first show will look like its sold out and is a going thing. We have used this tactic when we start newspapers, and it works. Makes your first issue look a going, successful paper. Nobody knows half your ads are run free.

After putting over 20 LPTV's on the air and visiting operators of about 12 more I have come to the conclusion that you will probably save a lot of money and effort if you wait a bit on staffing the stations.

First of all no two markets are the same, of course. The transmission equipment cost (satellite source, transmitter, cable, antenna) expenditure are small compared to what studio production equipment, staffing (hiring and firing until you get a crew that works out) advertising and promotion of your channel to make the public aware of it. Labor expenditures, until you get in the black, can easily be 4 or 5 times the basic transmitting only expenditure and investment.

Now, many big broadcasters that have other cash cows to draw on to support this know that they can go right in and spend a lot of money on promoting (making the public aware) spend big bucks for programming, carry 20 employees on the payroll as dead weight for a couple of years and not worry about it because they know the business well enough that they are sure it will be in the black in a couple of years. After that it's another cash cow that can support other start ups.

However, most of us have trouble raising the money just to get the thing on the air, to save our permit and the bank wants to start getting some of its money back soon.

Therefore, when we lay out a couple grand a month for a couple of employees we better be not only taking that much more in, we better be taking in a lot more because they run up expenses in addition to salary.

So here is the formula I'd use: Take a phone book and call at random 100 people in the market and ask:

1. Do you know about our channel?
2. Do you watch it once or more a week?

If less than 50% know about it (talking now about markets under 100,000) and less than 25% watch it over a week then I'd say wait until more become aware of it before you spend big bucks on employees, other than someone to : A) improve programming and B) promote public awareness of the channel.

If you hire sales people and sell local ads, the sponsor isn't going to see many results and he'll likely never advertise with you again. If he gets results, then you have a going and growing business. In a small market you need big awareness and a big percentage tuning in or you have nothing. In a large market you can get by on tiny percentages.

Most LPTV builder-operators think a LPTV is like a MacDonalds, you open up and immediately you have a big percentage of the market. Actually when LPTV most likely starts out only 1 or 2% of the market even remember you are on. It takes a long time before they get into the habit of tuning over to your station, and unless you continually motivate them, most will never get into the habit. You can spend a lot of money buying superb programming, excellent local production etc. all for naught until they get used to tuning over to your channel.

Now the Omaha Independent went in and actually mailed out over 500,000 loop antennas, (we reported over 100,000 previously) they ran full page ads in the newspaper almost daily and spent a lot of money on movie packages (programming). As a result, they probably spent as much money getting viewers as they did building the full power station, but almost immediately they obtained a big percentage of the audience.

Since you and I may not have the money or the time to personally manage the operation for a fast take off, then we are going to have to bootstrap our stations over time.

The simplest first step is to add commercials, self-promoting announcements, public service messages etc. with a simple VCR insertion systems set with time.

The next most sophisticated stage is to use satellite tones to turn on commercials. When you start getting viewers, and some income, then you can improve programming by using several different sources, (we NEVER pay for programming) and substitute better and better shows and keep upgrading all of your time periods. This requires some labor but can be 75% automated. So far, you can do this part-time your-

L87-1522 BPTTL-830309UB	Mountain TV Network, Inc. Estelline, TX/Channel 27	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 27; ERP .605KW P.O. BOX 7 CARPENTERSVILLE IL 60110 REQ:CHAN. 41; ERP 35.3KW ROUTE 2 BOX 44A JEFFERSON CITY TN 37760 REQ:CHAN. 21; ERP .634KW 1310 - 29TH AVENUE SOUTH WISCONSIN RAPIDS WI 54494 REQ:CHAN. 26; ERP .757KW P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 68; ERP .632KW 3804 SEMINARY RIDGE AUSTIN TX 78745 REQ:CHAN. 43; ERP 2.07KW 501 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 30; ERP .105KW 3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 64; ERP 1.36KW 3829 N. UPLAND STREET ARLINGTON VA 22207 REQ:CHAN. 44; ERP 1033KW 7210 ROLLINGWOOD DRIVE CHEVY CHASE MD 20815 REQ:CHAN. 68; ERP 2.98KW P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 17; ERP .872KW 3000 LAFAYETTE AVENUE TERRE HAUTE IN 47805 REQ:CHAN. 65; ERP 17.1KW BOX 307 HUMACACAO PR 00661 REQ:CHAN. 28; ERP 14.4KW 655 THIRD AVENUE NEW YORK NY 10017 REQ:CHAN. 50; ERP 10.5KW P.O. BOX 52 GREENVILLE SC 29602 REQ:CHAN. 15; ERP .2 KW P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 10; ERP .835KW P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 31; ERP 9.88KW 1640 FIFTH STREET #203 SANTA MONICA CA 90401 REQ:CHAN. 47; ERP 2.65KW P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 61; ERP .664KW 4004 N. 4TH 55TH DRIVE PHOENIX AZ 85031 REQ:CHAN. 42; ERP 16.0KW
L87-1523 BPTTL-830831JF	Crossroads Communications Co. Liberal, KS/Channel 41	
L87-1524 BPTTL-820615RP	Linda D. Clevenger/Twin Falls, ID Channel 21	
L87-1525 BPTTL-840223MW	Community Communication, Inc. Dubuque, IA/Channel 26	
L87-1526 BPTTL-8403076N	Millard V. Oakley/Beckley, WV Channel 68	
L87-1527 BPTTL-GW0308LH	Jo Ann's Balloon Boutique, Inc. Iron Mountain, MI/Channel 43	
L87-1528 BPTTL-GW0308VL	Lidia Rodriquez /Douglas, AZ Channel 30	
L87-1529 BPTTL-GG0308PP	Mike A. Mendoza/Montgomery, AL Channel 64	
L87-1530 BPTTL-820129TM	Project Interspeak Orcas Island, WA/Channel 44	
L87-1531 BPTTL-810220IE	Public Management Information Serv. Detroit, MI/Channel 68	
L87-1532 BPTTL-830309Y2	Mountain TV Network, Inc. Leadville, CO/Channel 17	
L87-1533 BPTTL-HA0308UV	Wabash Valley Christian TV, Inc. Terre Haute, IN/Channel 65	
L87-1534 BPTTL-820617RL	Angel F. Ginorio/Arecibo, PR Channel 28	
L87-1535 BPTTL-810217CQ	Microband Corporation of America Raleigh, NC/Channel 50	
L87-1536 BPTTL-831214RC	Missionary Broadcasters, Inc. Myrtle Beach, SC/Channel 49	
L87-1537 BPTVL-801119IB	Millard V. Oakley/Nashville, TN Channel 10	
L87-1538 BPTTL-820617C9	Blacks Desiring Media, Inc. Altamont, OR/Channel 31	
L87-1539 BPTTL-820616TH	San Juan Broadcasting Corp. Farmington, NM/Channel 47	
L87-1540 BPTTL-830314I5	Mountain TV Network, Inc. Pampa, TX/Channel 61	
L87-1541 BPTTL-830915JH	CBC TV/Bozeman, MT Channel 42	

L87-1542 BPTVL-HH0308QJ	W & H Broadcasting, DBA Lebanon, KY/Channel 06	P.O. BOX 680 LEBANON KY 40033 REQ:CHAN. 06; ERP 0.07KW
L87-1543 BPTVL-GM0308NZ	SCS Communications of Erie, Inc. Erie, PA/Channel 09	1220 PEACH STREET ERIE PA 16301 REQ:CHAN. 09; ERP 0.01KW
L87-1544 BPTTL-830308YB	Owen Van Essen/Rock Rapids, IA Channel 65	P.O. BOX 631 ROCK RAPIDS IQ 56187 REQ:CHAN. 65; ERP 28.6KW
L87-1545 BPTTL-HB0308VP	Lawrence P. O'Shaugnessy/Carlsbad, NM Chanel 15	P.O. BOX 1157 WHITEFISH MT 59937 REQ:CHAN. 15; ERP 1.54KW
L87-1546 BPTVL-GF0308SP	Mike A. Mendoza/Baudette, MN Channel 6	3804 ROYAL CREST DR. FORT WORTH TX 76140 REQ:CHAN. 06; ERP .163KW
L87-1547 BPTTL-840308QI	Gilbert Martinez/Douglas, AZ Channel 38	3720 GREENWICH DR. EL PASO TX 79902 REQ:CHAN. 38; ERP 3.92KW
L87-1548 BPTTL-820907TZ	Owen Broadcasting Enterprises Brownwood, TX/Channel 28	P.O. BOX 742 KNOXVILLE TN 37901 REQ:CHAN. 28; ERP 4.59KW
L87-1549 BPTTL-HI0308QL	Jose A. Rosado/Eau Clair, WI Channel 51	ROUTE 1, BOX 156 BEAVER DAM WI 53916 REQ:CHAN. 51; ERP 1.69KW
L87-1550 BPTTL-821124SM	Community Television/Rainswood, VA Channel 55	P.O. BOX 3787 MARTINSVILLE VA 24115 REQ:CHAN. 55; ERP 1000 W
L87-1551 BPTTL-820907TX	Owen Broadcasting Enterprises Ironwood, MI/Channel 24	P.O. BOX 742 KNOXVILLE TN 37901 REQ:CHAN. 24; ERP .45 KW
L87-1552 BPTTL-HF0308QF	Richard Teller/Bangor, ME Channel 56	2130 P STREET, N.W. WASHINGTON DC 20037 REQ:CHAN. 56; ERP .995KW
L87-1553 BPTTL-830107TY	Earl W. Cravens/Vero Beach, FL Channel 69	311 GRIFFIN ROAD, RT. 14 GREENVILLE SC 29607 REQ:CHAN. 69; ERP 11.7KW
L87-1554 BPTTL-820611TK	Residential Entertainment, Inc. Pecos, TX/Channel 22	P.O. BOX 9090 TYLER TX 75711 REQ:CHAN. 22; ERP 10.2KW
L87-1555 BPTTL-821214TD	Ogden Leisure, Inc./Flat River, MO Channel 32	111 WALDEMAR AVENUE EAST BOSTON MA 02128 REQ:CHAN. 32; ERP 42.6KW
L87-1556 BPTVL-840116W6	Owen Broadcasting Enterprises Park Rapids, MN/Channel 05	P.O. BOX 742 KNOXVILLE TN 37901 REQ:CHAN. 05; ERP .013KW
L87-1557 BPTTL-HF0303PU	American Promotion Group, Inc. Hampton Bays, NY/Channel 57	150 W. 58TH STREET, 1C NEW YORK NY 10019 REQ:CHAN. 57; ERP 10.9KW
L87-1558 BPTTL-GB0308XN	Lidia Rodriquez/Muncie, IN Channel 27	501 MADRID COURT SAN BENITO TX 78586 REQ:CHAN. 27; ERP 2.16KW
L87-1559 BPTTL-840116L6	Carter Broadcasting Corporation Flagstaff, AZ/Channel 48	312 STUART STREET BOSTON MA 02116 REQ:CHAN. 48; ERP .707KW
L87-1560 BPTTL-820615PT	Linda D. Clevenger/Prescott, AZ Channel 26	ROUTE 2, BOX 44A JEFFERSON CITY TN 37760 REQ:CHAN. 26; ERP .720KW

turned on the light, sat down and talked away to whoever you wanted to send a Xmas or Happy Birthday video etc. to. The low charge of \$10 was under whatever anybody else around the country was charging (plus tape).

We spent over \$100 advertising it. Had hundreds of people notice our sign on the booth about it, and never even had one person ask about it. So, I dismantled it. Scratch that one.

An outfit called Maze has some GE Gemlink 21 GHZ microwave links on hand which are good for video and audio relay for 2 to 2 1/2 miles for sale for \$2,950.00, phone (205)956- 2227. G.E. sold this department out to Motorola who now get close to 6 grand for it.

You might want this for a link between city hall, the high school, college etc. and your studio or for studio to transmitter link.

The units look like car headlights (very small) and are easily licensable.

From my experience the biggest problem of LPTV is people either do not know about your station, or if they do they do not know how to get it or they just plain forget about your channel when tuning around for something to watch.

You have to let them know you are on the air and the best chance you have to do that is when you first come on the air. You get free publicity by sending out press releases and all newspapers and radio TV stations etc. within 30 miles (include cable systems on your mailing list.)

I would prepare one that says your equipment has arrived and the installation crew's expected to start work on _____ and you should be on the air in a few days. Do a little on what people will have to do to get your station.

Then when you actually get on full-time send out immediately a press release similar to the following which you can embellish and improve on. Type this up double spaced and put across the top:

"FOR IMMEDIATE RELEASE"

_____ has a new local television station _____ (Call letters or trick names) UHF channel _____ went on the air full time 24 hours a day yesterday and plans to carry programming from _____ primarily, _____ and _____. _____ and _____, owners of the new station announced they plan to carry _____ (extensive or just some) local programming starting _____ (in a few days, months, this fall etc.)

The channel is available free to all local residents simply by connecting a UHF antenna to their TV sets and aiming it toward _____ where channel _____ transmitting antenna is located. With a good outside antenna tests indicate most areas can receive the channel 25 to 30 miles from _____ according to _____ local of the stations.

Programming will consist of _____, _____ and _____ with _____ being added in the _____. Staff consists of _____ (leave a couple of lines blank then at bottom of sheet and put: For additional information contact _____).

We have mentioned both of these following things before but it is that time of the year so we mention them again.

It is that time of the year where the sun is going south a little more each day and finally lines up nearly perfectly with whatever bird you have your satellite dish on and causes your received signal to be practically useless for up to 20 minutes. This lasts for 4 or 5 days every day at the same time. The first day it's of short duration and barely noticeable etc. About the 3rd it takes you out for some time so do not send your receiver in for repair. Put a tape on.

The second thing is lightning. You should, of course, have some type of lightning arrestors or suppression system on your 110V supply - but no matter how good there are always going to be some stray voltage spikes. Surprisingly, most areas have few outages from

light ning except your modulator often goes down by loosing audio. There is a chip in the audio board that goes at the slightest hint of light ning and there is no use ordering a different make of modulator because all manufacturers, except Thomson, all use the same one (Cotel, formerly RCA.)

The solution to this problem is simple. Merely put an audio transformer in your audio input line (about \$3.50) and no strong light ning spikes get past it. Remember carpet static, when you walk around and touch something, will take out computer chips. This one is almost that sensitive, and you'd never think light ning would ever get into your audio line, just take my word for it.

The VHS people are supposed to be out with a 400-line resolution VCR in the fall, so I would hold off on buying



Package Price
of AG-1950 (2)
AG-A95 (1)
\$2335.00

**MODEL AG-A95
EDITING CONTROLLER**

Get centralized, synchronized and remote automated editing with this slim, efficient electronic editing controller. Conveniently select your insert, assemble and audio dub mode right on the front panel. Find edit points easily with its large jog & shuttle knob and locate beginning/end points on dual VCRs with easy-to-read large display. Use preview mode, then automatically place 8 program segments in desired sequence on the recording deck. Get concentrated LCD display, direct search function and many other important features with this unit.

AG-A95 **Price each:** **2 or More**
\$280.00 **Call For Price**



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Send address changes to 7432 E. Diamond, Scottsdale, AZ 85257; phone (602) 945-6746.

expensive VHS (inexpensive okay) editing, etc. right now. Panasonic's VHS best editor is \$6,700. The \$2,335 firm price set-up below could get you by. We edit only in Sony Super Beta (360 lines), cost \$6,000. Any VHS system now is only 260 lines. Anybody going to 3/4-inch now is a fool.

**MODEL AG-1950
MULTIFUNCTION (EDITING)
VIDEO CASSETTE RECORDER**

Professional versatility is what you'll get with this multifunction VCR. It can perform, assemble and do insert editing with its flying erase head and jog & shuttle knob. Find programs fast with automatic tape program search. Wireless remote 30-function control comes standard, it is cable compatible and has a 16-station, preset TV tuner. Technology includes GX4 video head system with auto skew canceller, edit switch, LDD cylinder and double DD reel motors and other, additional features.

AG-1950 **Price each:** **2 or More**
\$1050.00 **Call For Price**

NOTICE OF SELECTION BY LOTTERY

MUTUALLY EXCLUSIVE CASES INVOLVING
LOW POWER TELEVISION AND TELEVISION
TRANSLATOR APPLICATIONS

Report No: TS-38

Released: March 5, 1987

Notice is hereby given of the results of the February 27, 1987, public lotteries to determine the award of construction permits for low power television or television translator stations in the mutually exclusive cases listed below. The application listed with each case is the tentative selectee for the construction permit grant. Petitions to deny the selectee must be on file with the Commission not later than 15 days from the release date of this public notice. Pursuant to Section 73.3584(c) of the Commission's Rules, the selectee may file an opposition within 15 days of the filing of the petition.

Absent the filing of petitions to deny and upon determining that the selectees are otherwise qualified, grant of construction permits to the selectees listed below will be made upon completion of processing.

<u>FILE NO.</u>	<u>APPLICANT NAME/CITY OF LICENSE</u>	
L87-848 BPTTL-830111TX	Bernard Lafayette, Jr./Calument Laurium, MI/Channel 14	110 CHAMBLISS STREET TUSKEGEE AL 36088 REQ:CHAN. 14; ERP 1.24KW
L87-865 BPTTL-820907TM	Owen Broadcasting Enterprises Hancock,MI/Channel 22	P.O. BOX 742 KNOXVILLE TN 37901 REQ:CHAN. 22; ERP 4.59KW
L87-1014 BPTTL-8403067K	Oralia R. Lozoya/Mansfield, OH Channel 41	#25 RIO HONDO VILLIAGE RIO HONDO TX 78583 REQ:CHAN. 41; ERP 11.7KW
L87-1033 BPTTL-821027TY	Ozark Television/West Plains, MO Channel 28	BOX 726 MOUNTAIN HOME AR 72653 REQ:CHAN. 28; ERP 6.74KW
L87-1076 BPTTL-HN0308MW	Bartlesville Media CO. Bartlesville, OK/Channel 44	P.O. BOX 1924 TULSA OK 74101 REQ:CHAN. 44; ERP 7.03KW
L87-1213 BPTTL-ED0307XI	Defene/Mt. Pleasant, MI Channel 58	106 NORTH MAIN, SUITE A MT. PLEASANT MI 48858 REQ:CHAN. 58; ERP 7.09KW
L87-1232 BPTTL-GG0308UZ	Brunhilda Salgado/Tucumcari, NM Channel 53	2374 ATLANTIC BLVD WANTAGH NY 11793 REQ:CHAN. 53; ERP 1.86KW
L87-1256 BPTTL-GA0308MA	Michael L. Owens /Phoenix, AZ Channel 64	P.O. BOX 3174 TEMPE AZ 85281 REQ:CHAN. 64; ERP 2.74KW
L87-1326 BPTTL-EH0307VD	K. Sandoval Burke/Haughton,LA Channel 16	P.O. BOX 2295 BOULDER CO 80306 REQ:CHAN. 16; ERP 40.4KW
L87-1327 BPTTL-HJ0308ZK	Classic Video Systems/Bryan,TX Channel 59	P.O. BOX 4842 SCOTTSDALE AZ 85261 REQ:CHAN. 59; ERP 17.7KW
L87-1331 BPTTL-HF0308RM	Zenon Reynaroych Colorado Springs, CO/Channel 43	8008 MARGARET PL. GLENDALE NY 11385 REQ:CHAN. 43; ERP 14.7KW
L87-1347 BPTVL-GB0308WK	Brunhilda Salgado/Bossier City, LA Channel 09	2374 ATLANTIC BLVD. WANTAGH NY 11793 REQ:CHAN. 09; ERP .148KW

L87-1366 BPTVL-HM0308PM	Tel-Radio Communications Properties Richmond,VA/Channel 02	517 NORTH SEGOE ROAD MADISON WI 53705 REQ:CHAN. 02; ERP .022KW
L87-1369 BPTTL-HK0308PQ	James F. Fitzgerald/Green Bay, WI Channel 59	839 HARDING STREET JANESVILLE WI 53545 REQ:CHAN. 59; ERP 8.97KW
L87-1415 BPTTL-830823LG	Melanese Reeves/Gardner, IL Channel 54	P.O. BOX 295 BRADLEY IL 60915 REQ:CHAN. 54; ERP 12.2KW
L87-1424 BPTTL-840305NI	Felix De Jesus/Perry, FL Channel 34	421-W. FILMORE HARLINGEN TX 78550 REQ:CHAN. 34; ERP 2.11KW
L87-1439 BPTTL-HQ0308PY	N & K LPTV,Inc./Santa Barbara,CA Channel 67	1220 L STREET, NW #425 WASHINGTON DC 20005 REQ:CHAN. 67; ERP 10.7KW
L87-1440 BPTVL-GY0308NE	Northcoast Broadcast Corp. Santa Barbara, CA/Channel 08	3012 KESWICK ROAD SHAKER HEIGHTS OH 44120 REQ:CHAN. 08; ERP 0.03KW
L87-1479 BPTTL-GN0308LU	George Fritzingler/Springfield,MO Channel 58	6735 YUCCA STREET LOS ANGELES CA 90028 REQ:CHAN. 58; ERP 5.12KW
L87-1504 BPTTLGZ0308NV	KSN Community Services, Inc. Whichita, KS/Channel 61	509 NORTH MAIN STREET WICHITA KS 67201 REQ:CHAN. 61; ERP 8.33KW
L87-1505 BPTTL-820615RN	Linda D. Clevenger/Demopolis, AL Channel 50	ROUTE 2, BOX 44A JEFFERSON CITY TN 37760 REQ:CHAN. 50; ERP 8.33KW
L87-1506 BPTTL-GR0308PJ	Classic Video Systems Spokane, WA/Channel 62	P.O. BOX 4842 SCOTTSDALE AZ 85261 REQ:CHAN. 62; ERP 1.30KW
L87-1509 BPTTL-840308LK	Livingston County Broadcasters, Inc. Pontiac, IL/Channel 59	RR 2 PONTIAC IL 61764 REQ:CHAN. 59; ERP 7.5 KW
L87-1513 BPTTL-830322IT	American Translator Development, Inc. Lahaina Wailuku, Maui, HI/Channel 46	P.O. BOX 4179 BOULDER CO 80306 REQ:CHAN. 46; ERP 12.9KW
L87-1514 BPTTL-840229MP	Thomas J. Lalanne Coos Bay, OR/Channel 63	855 SANSOME STREET SAN FRANCISCO CA 94111 REQ:CHAN. 63; ERP 22.2KW
L87-1515 BPTTL-840305G6	Dr. John R. Cook/Buras, LA Channel 34	2817 NAPOLEON AVENUE NEW ORLEANS LA 70115 REQ:CHAN. 34; ERP 26.7KW
L87-1516 BPTTL-830323A9	Mountain TV Network, Inc./Buras,LA Channel 42	P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 42; ERP 1.25KW
L87-1517 BPTTL-820324SU	Eddie Robinson/Sheridan, WY Channel 21	1101 W. AVENUE, D LOVINGTON NM 88260 REQ:CHAN. 21; ERP 11.3KW
L87-1518 BPTTL-820430TF	Arnold N. Applebaum/Ridgecrest, CA Channel 19	14830 VALLEY VIEW AVE. LA MIRADA CA 90638 REQ:CHAN. 19; ERP 9.34KW
L87-1519 BPTTL-810217M3	Allbritton Communications Co. Roanoke, VA/Channel 49	P.O. BOX 28605 WASHINGTON DC 20005 REQ:CHAN. 49; ERP 36.2KW
L87-1520 BPTTL-AK0305QS	Generic Television/Yankton, SD Channel 52	P.O. BOX 2548 RAPID CITY SD 57709 REQ:CHAN. 52; ERP 11.7KW
L87-1521 BPTVL-GF0308TT	Jo Ann's Balloon Boutique, Inc. Bozeman, MT/Channel 02	3804 SEMINARY RIDGE AUSTIN TX 78745 REQ:CHAN. 02; ERP .1 KW

self. Wholesale time to others, let them buy time from you for almost nothing and they produce local programs, sell their own commercials for income for themselves etc. You really do not care initially if they pay you or not, because they are helping you build station awareness and are getting viewers in the habit of tuning in your channel.

The next step is hiring someone to sell and produce commercials for insertion in automated equipment. When that person is generating enough income to be self supporting you hire another and so on, always using station income to expand. Keep your other job to make the payments to the bank. Don't forget to spend most of your extra money, promoting getting viewers.

This all may take awhile (2 years or more) and your vision of being a big TV station operator may be delayed, but unlike many that went the other big buck operator way - your station will be on solid ground, when others have folded due to their big overhead.

Hang in there, we have a 'Good Ole Boy' network of LPTV operators communicating now and we are all discovering new ways to get income (and what doesn't work) and you can soon adapt what others are doing successfully. Just keep your overhead down in the meantime.

Recently, I have been working on a 3 station combo in Aberdeen, S.D.. 45-48 and 50 and we have another in the works in Rapid City all sharing an SL8 antenna on top of a building. The antenna arrived, the transmitter sits in one of my vans, the roll of cable is out back and the original tower site fell through at the last minute but the FCC doesn't seem to make up their mind if they are going to grant an extension.

Sooner or later one of these channels will get on (or all 3) and I need to complete a feasible business plan, for their operations, at least for the first channel.

First of all, this market has no local TV. Everything comes from Sioux Falls about 90 miles away, even though the full powers (including the educational) have full power slave (full power repeaters). The educational is a UHF so at least they know what UHF is, which is more than you can say for Sioux Falls, The major Sioux Falls TV station again controls the Aberdeen cable system so no need to worry about ever getting on that cable system. So here is my plan of attack, (see article on repeating the same local hour over and over all day) maybe 3 full time people to sell ads, produce shows (mainly news) and classified, but the biggie here is we do all kinds of announcements, charity drives, anything local and we make a lot of noise about it. We would run nothing but local and rerun it all day.

Here are power punches we will use on spots selling the Aberdeen public on their local "Aberdeen Life Style" station:

1. Ever see outside TV stations support Aberdeen projects?
2. Only local TV is involved in Aberdeen Community services.
3. Local programmed TV promotes local business and informs you of local bargains and opportunities to save money.

We will contact all charities, groups etc. and let them know we will run announcements, drives, auctions etc. all free.

4. Hometown loyalty, hometown operated.
5. Local weather, news, sales events and local people on the tube.
6. Helping people in your neighborhood, local TV works for Aberdeen.
7. We help Aberdeen keep an eye on local government-- who until now have been hidden from view.
8. Everybody in the area gets Channel 50, an equal opportunity station.
9. Watch Aberdeen at your leisure. We repeat it at your time and convenience, not ours. Keep an eye on Channel 50.

Now if we make those ideas and messages into 30 second spots and run them regularly we will eventually sell the population on our station. We might

even make them into 7-30 minute shows and run them the first week or part of the first week until we get our regular shows up to speed. Maybe you can use some of this in your station.

In towns where there is already plenty (or considerable) local I would use a different format entirely. But if your emphasis will be local maybe you can use these. Maybe we will make them generic and you put your lead on our spots. And one more...

This station is not for the whole state, or some metropolis, it is programmed for this town and your life style.

What about the other 2 channels? Easy, stay tuned. (Do not let your subscription expire.)

EDWARD M. JOHNSON RESURFACES

Satellite Week, March 30th, reports on Edward M. Johnson, who we noted previously had been accused of turning out LPTV applications with non-existent tower sites and charges of copying entire applications and charging high fees for same. He disappeared after several court actions including one we filed that brought it all out in the open. The press then picked it up (court here threw it out saying they had no jurisdiction, after it cost several thousand in legal fees). FCC had refused to do anything about Johnson's applications that were accused of being blatantly copied and non-existent or no tower site permission etc. LPTV court cases later revealed Johnson had wined and dined Barbara Kriesman, then LPTV chief, and several commissioners extensively.

Another court case charged Johnson with copying and filing competing cellular radio applications. Johnson then disappeared from view and is reportedly still winning LPTV awards for his wife's maiden name, his attorney etc. with that type of application.

Now Satellite Week reports Mobile Satellite Service applicant (Mobile Sat) has filed suit in U.S. District Court, D.C. charging MSSI (owned 100% by Johnson) with filing a competing application and copying verbatim over 72 pages of Mobile Sats application.

Satellite Week reports that on LPTV applications, quotes Cohen, TV engineer, "Johnson is a hell of a salesman. He's able to talk a lot of people into using his services." The interesting part, according to D.C. based Cohen, is that "Johnson charged more than we did."

SOME THINGS JUST DON'T WORK OUT

What you may not know is that we buy and try out a lot of things that do not work out and we do not tell you about. Our most recent bomb is an MFJ character generator. This was supposed to be interconnectable to a PC but that part turns out to be a joke. It's usable as a genlockable character generator but it will not crawl, scroll etc. I'd skip this one. Now we are going to spring for a new one that looks good, a Bioelectronics unit distributed by Comprehensive. We have been watching this unit for 18 months. First unit we bought from Bio was 2 years ago and was totally unworkable, but the distributor we bought it through refunded our money. This latest version came out about a year ago and we were still too gun shy to try it. Now that Comprehensive is backing it up we are going to give it a try. It does a great job and does about everything we want it to except come on when we want it to for a period of time automatically or have any external method for us to do that. My son Jeff, who does our computer programming for both newspapers, thinks he may be able to write something to make the computer do that for us. Anyway, at \$2995 we will plug it into our PC and let you know later the results or at least our evaluations after having it in use.

Speaking of bombs, my biggest test idea of the year was the video booth, (closet size studio) that I put together so people could make their own Xmas videos etc. for \$10. Camera and VCR permanently in place. You just went in,

L87-1561 BPTTL-8203190L	Eddie Robinson/Flagstaff, AZ Channel 32	1101 WEST AVENUE, D LOVINGTON NM 88260 REQ:CHAN. 32; ERP 57.8KW ROUTE 2, BOX 44A JEFFERSON CITY TN 37760 REQ:CHAN. 20; ERP .709KW
L87-1562 BPTTL-820615RT	Linda D. Clevenger/Flagstaff, AZ Channel 20	23642 CALABASAS RD. #104 CALABASAS CA 91302 REQ:CHAN. 35; ERP 19.8KW
L87-1563 BPTTL-HN0308XO	Baby Boom Broadcasting Company Redding, CA/Channel 35	454 BROOME STREET NEW YORK NY 10013 REQ:CHAN. 12; ERP .234KW
L87-1564 BPTVL-820319TH	Global Village Video Resource Center Bryan, TX/Channel 12	P.O. BOX 1157 WHITEFISH MT 59937 REQ:CHAN. 56; ERP .830KW
L87-1565 BPTTL-HK0308PZ	Lawrence P. O'Shaugnessy/Perry, FL Channel 56	1220 L STREET, N.W.#425 WASHINGTON DC 20005 REQ:CHAN. 05; ERP .006KW
L87-1566 BPTVL-HA0308PE	Pentacom Broadcasting Corp. Chipley, FL/Channel 05	P.O. BOX 25982 ALBUQUERQUE NM 87125 REQ:CHAN. 21; ERP 2.17KW
L87-1567 BPTTL-EN0307UG	Koat Television, Inc./Santa Fe, NM Channel 21	115 E. 57 STREET NEW YORK NY 10022 REQ:CHAN. 40; ERP 30.7KW
L87-1568 BPTTL-GI0308SX	Lamarca Community TV/Rochester, NY Channel 40	2234 NEWPORT BLVD. NEWPORT BEACH CA 92663 REQ:CHAN. 10; ERP .018KW
L87-1569 BPTVL-8403086H	Mark VII Broadcasting/Tyler, TX Channel 10	



FCC Data Files
on-Tape and Microfiche!

LO-POWER COMMUNITY TELEVISION
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Microfiche

Full service TV stations, including applications. Filed by state, city and channel....\$10.00 Includes coordinates and all necessary data.

LOW POWER AND TRANSLATORS MICROFICHE

Includes applications and licensed. Coordinates, power, Etc. Included

Filed by State, City and Channel....\$10.00

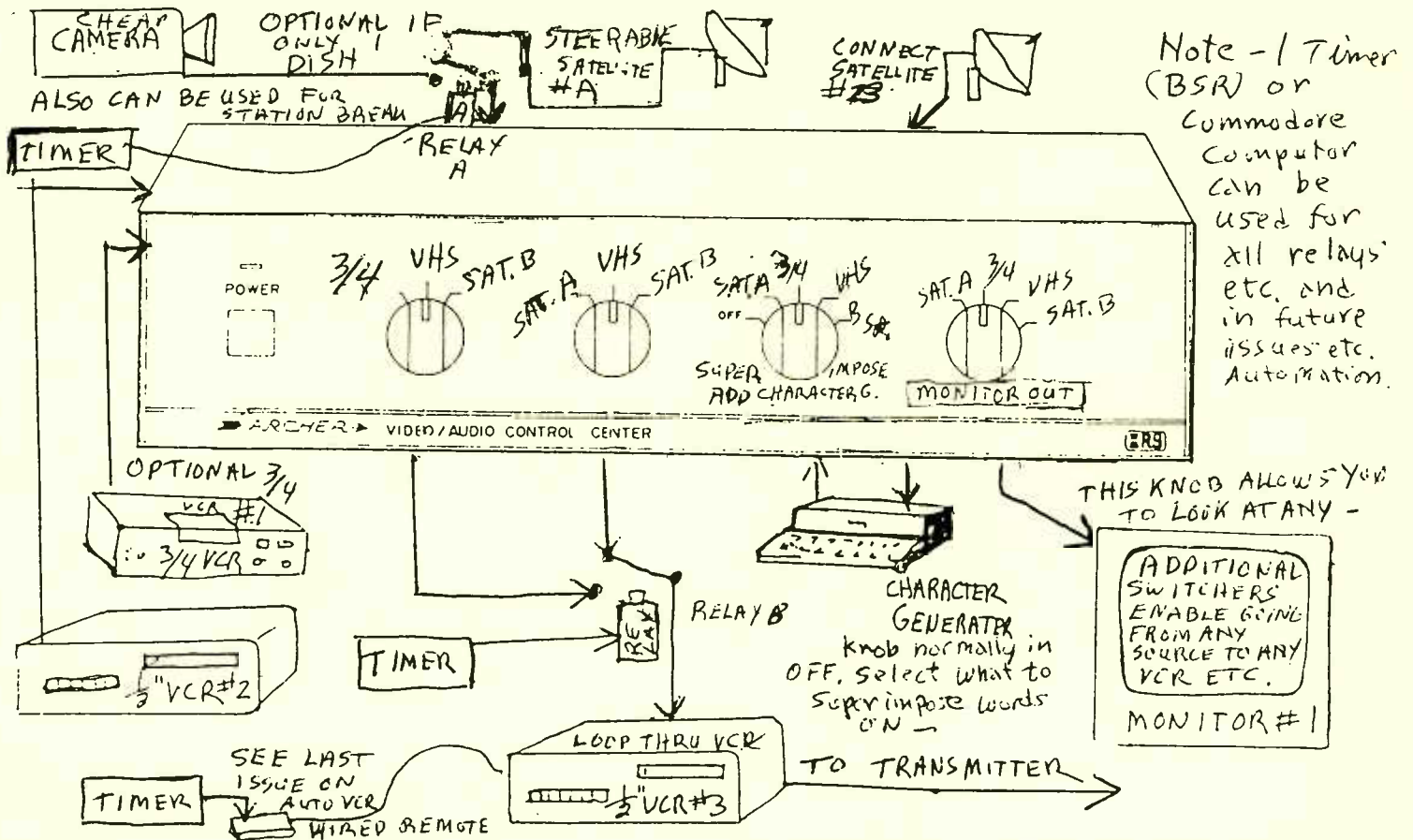
Filed by State, Channel and City. \$10.00

FCC Updated monthly. Each Category includes the equivalent of about 500 pages of 8 and 1/2 X11.

Microfiche readers are available at most libraries. Used machines available for \$100. up.

MICROFICHE FCC television data base

★ YOUR SATISFACTION GUARANTEED ★



Note - 1 Timer (BSR) or Commodore Computer can be used for all relays etc. and in future issues etc. Automation.

THIS KNOB ALLOWS YOU TO LOOK AT ANY -

ADDITIONAL SWITCHERS ENABLE GOING FROM ANY SOURCE TO ANY VCR ETC.
MONITOR #1

CHARACTER GENERATOR knob normally in OFF, select what to superimpose words on -

We have been going to do a diagram for a complete switching system, but since we have several clients who are just starting to add local, here is a simple starting insertion (partially automated systems). Cost is under \$200 plus a wired (used) remote VCR and you simply add to this, which we will show you in future issues. Everything here is usable later. We assume here you have 2 satellite receivers, but if you do not, then I would assume you get a steerable dish done automatically at predetermined times, such as the Sierra II receiver and the arm activator we wrote about last issue. I would connect it so it feeds Knob 2 on the Radio Shack Video Switcher (2nd from left). This Radio Shack switcher is called their Video Audio Control Center - about \$70, and it switches Video and 2 Audio. We connect all Audios (double) even though: we have only one channel now. We combine them at the transmitter, so you have 2 shots at making it with Audio.

I'd use a station break slide or picture in front of a cheap color camera (available used with a classified under \$200), and connect it to where we show Satellite 2. Have another timer turn the relay A on during

the 30 seconds it takes the dish finder to move to another satellite, make it for one minute to allow you to hit the same time. Relay A goes back off and it switches back to your satellite feed which has now changed satellites and transponders automatically. If you have 2 dishes you do not have this problem.

A lot of times, you will have a feed of, lets say, wrestling that comes on at 1:15 in the afternoon on Wednesday. You need to tape it for Friday night showing, so if you have only one dish, you need at least two VCR's, one to run some other show while your dish is over picking up a certain satellite and the second VCR to tape the wrestling. All of this can be automated rather easily and relatively inexpensively, so it can all happen smoothly without you being there. The problem with one dish, is that there may have been something good on your main network source at the same time. So you can easily justify having a lot of equipment, but you can operate with less and "make do" if necessary. You just have to set up your automation portions according to what equipment you have. Two VCR's and one satellite receiver can do all right if necessary.

Lo-Power Community TV

New Fees

Applications for construction permits for new stations or major changes to existing stations:

TV	\$2250
AM	2000
FM	1800
FM/TV Translators and LPTV	375

License Fees:

TV	\$150
AM	325
AM (Directional Antenna License fee)	375
FM	100
FM/TV Translators and LPTV	75
Renewal Fees (all services)	30

Applications for Assignment or Transfer of License:

Long form (FCC forms 314 or 315)	\$500
Short form (FCC form 316)	70
FM/TV Translator and LPTV Stations	75

Applications for major actions:

Auxiliary Services	\$75
Hearing Fee (all services)	6000

April

1987

INFORMATION ON FCC FEES-
call 202-632-FEES.

We will be mailing the May issue within a few days of receiving the new form. The issue will contain the new form. *New form out May 11th

The Translator Association meeting had Keith Larson, head of the LPTV branch, in attendance and the information he supplied there to attendees, as reported to us, is as follows:

*Window closes last week of June (tentative schedule)

Subject to confirmation and change

*Applications will be held to letter perfect. Make a mistake and you not only get tossed, you lose the filing fee.

In order to intelligently do a channel search for new filings you need an up to date data base. Whether on computer or microfiche the result is no better than the input. In other words, "GIGO"- a computer term that means "garbage in, garbage out". The FCC data base never has been an example of accuracy and here we have a window opening up, but the data base is not updated 100%, nor has a public notice of all the dismissals of recent reflected in the current data base.

No one we know of will "guarantee" an application based on FCC information as supplied. Our office will be doing channel searches for under \$60. You have to make your own decision from the data. If you want us or anyone to do "best guess" from that data (or best judgement) and make the decision which channel to apply for, then you are probably going to have a disclaimer with it and be sure you understand there are no guarantees. You understand if you engineer out a difficult channel with an antenna pattern to shoehorn something in, you may have a good chance (or better chance) of getting it because no one else will file for it.

Our best guess is 1,000 back logs of translator type filings will be entered in this window and 1500 to 2000 LPTV, primarily in the 100 biggest cities. Lots of station site moves will be included in that number which will be the same as new filings, because they move their pattern into new territory.

You can start work immediately. If you are going to have it filed for you (we have no staff geared up yet so our capacity will be small) you will need to get accurate information on your

proposed tower site- elevation above mean sea level, at base of tower, height of tower, what height on the tower you install and exact coordinates and address of the tower. You will need the name, address, and phone number of who you made arrangements with to file on this tower site. You do not need any formal lease arrangement, just clearance to file on it with the understanding that you will negotiate a lease if you ever get a permit.

It seems ridiculous to continue the "letter perfect" standard put into effect as an afterthought excuse to throw out over 50% of the applications the commission had on file. For 3 years they refused to do anything about applications of certain filers that had 100% nonexistent tower sites. They put them through the lottery, after a petition to deny and then throwing it out. They would put those remaining in another lottery that had carbon copy other names with the same nonexistent tower site, and do it all again and again. Now- (WARNING!) they have gone to the other extreme in the last few weeks and are throwing out all applications that do not have the EXACT statistics that other equipment on that tower has on the FCC data base. Often there are several towers together and you used one that is not on the data base, so they will bounce your application and claim it doesn't exist, OR if you say the tower is 560 feet and the licensed operator of any class, including 2-way radio, on it now filed it as 600 feet, they throw you out as not 100% accurate. They also throw you out (in the last few weeks) if your coordinates are not EXACTLY the same, even though the tower owner gave them to you.

It seems ridiculous to continue the staff contest to see who can "throw out" the most applications on one pretense or another when the applicants are paying a considerable sum now to even enter them.

The following article was submitted to us for publication. It is concerning S. TV (subscription). We have not personally had experience in S.TV so we have been talking to those who have. One of our readers recommended this firm and we're running their article for your checking out.

TO SCRAMBLE TO SCRAMBLE OR NOT

Can my LPTV service survive? "ON" TV, "WHT" have closed their operations in most areas. If they couldn't survive, how can I? Are these thoughts going through your mind?

Let's take a quick look and see why some of the major operators went "belly up". To begin with, they served major metropolitan areas that, when they started broadcasting were not being serviced by CABLE TV. When the area became cabled they were offered a wide selection of pay services. These pay broadcasters, just like dinosaurs, became extinct because they couldn't adapt to the environment.

However, we can all learn from other peoples' mistakes and hopefully adapt to the new environment. If you are going to offer service in a "cabled" area, you are going to have to be selective as to the type of programming you will offer. You will also have to be competitive in price and service, something the "dinosaur" broadcasters overlooked.

Assuming you will want to derive revenue from your service, you will have to decide on the source for it; the subscriber or advertising.

If you select the subscriber as the source of revenue, let's take a lesson from the dinosaurs:

1. DO secure your signal.
2. DO allow for additional channels to be added in the future.
3. DO use a system that is flexible and allows control of your subscribers.
4. DON'T buy expensive equipment that will turn away potential customers or require a 10 year pay-back on your investment.

In the words of Alfred Hitchcock, "And now a word from our sponsor".

D & P Manufacturing, Inc. has the medicine to cure some but not all of your ills. In 1986 the company introduced an FCC type accepted scrambling system for use by LPTV and other over the air broadcasters. The system was originally designed by RMS Electronics and intended for use on Cable TV systems. Contrary to some individual's feelings, a cable system offers a much

more hostile environment for operation of a scrambled signal than does a LPTV system. As a result, the D & P scrambling system is working successfully not only on cable systems but on several LPTV stations around the world.

The system is offered in several different formats that allows the station to purchase a system to meet its needs both from a financial and a customer control aspect. While the system is not available as a classical addressee system that is, where each individual box has its own address the system does offer an optional customer accessible program card. This card corresponds to digital information that is broadcast within the channels. By changing a set of code selector switches at the transmit site, you can effectively turn off any boxes that have not been equipped with a properly programmed card. As you can see, this feature allows you to offer Pay-Per-View events, or in the case where you are experiencing a high percentage of delinquent accounts, to turn off those non-paying customers.

So you ask, What's wrong with an addressable system? The answer: NOTHING! But make certain it turns out not to be an "EDSEL". Many large cable operators are reconsidering the addressable issue because they found out that it simply did not save the money that its proponents claimed and it was a large capital investment. D & P will be addressing the "addressable" issue when it submits its new system to the FCC for approval late this year. So if you have an insatiable desire to get addressable, you can count on D & P to serve you with a rather unique system.

For anyone who reads this article and is deeply moved to find out more about the system (or even if you aren't moved but just curious) additional information can be obtained by:

Writing:
D & P Manufacturing, Inc.
32 Hamilton Street
P.O. Box 107
Chalfont, Pa. 18914

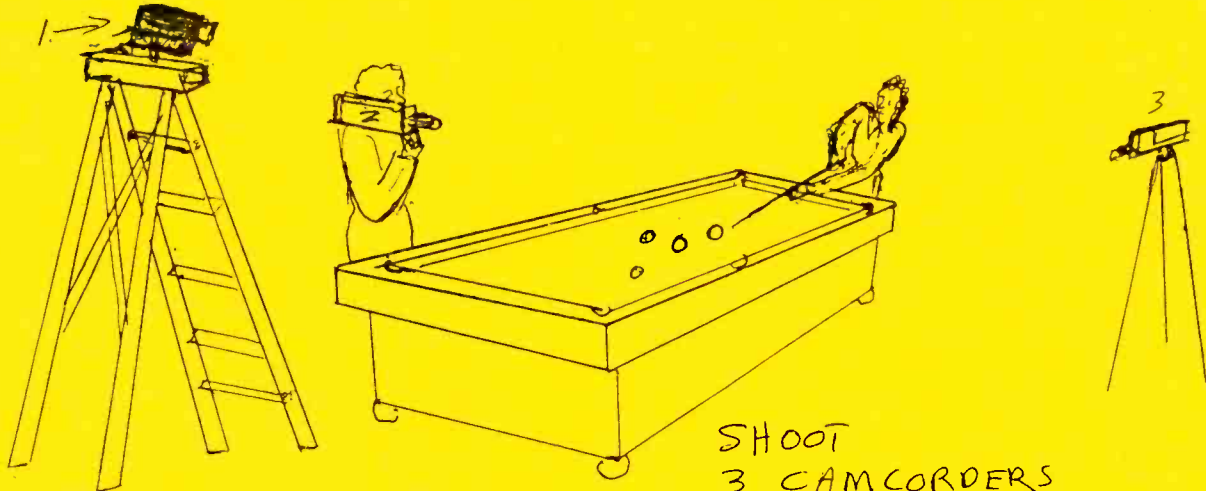
Calling:
(215) 997-1200

All of the above

Lo-Power Community TV magazine is published 12 times per year. Sample copies are \$5 and subscriptions are \$50 annually. The magazine is written to supply needed information for operating a low-power television at a reasonable cost.

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Send address changes to: 7432 E. Diamond, Scottsdale, AZ 85257. The phone number is (602) 945-6746.



SHOOT
3 CAMCORDERS
NO WIRES
1 EMPLOYEE

OR CONVENTIONAL
VCR & CAMERAS

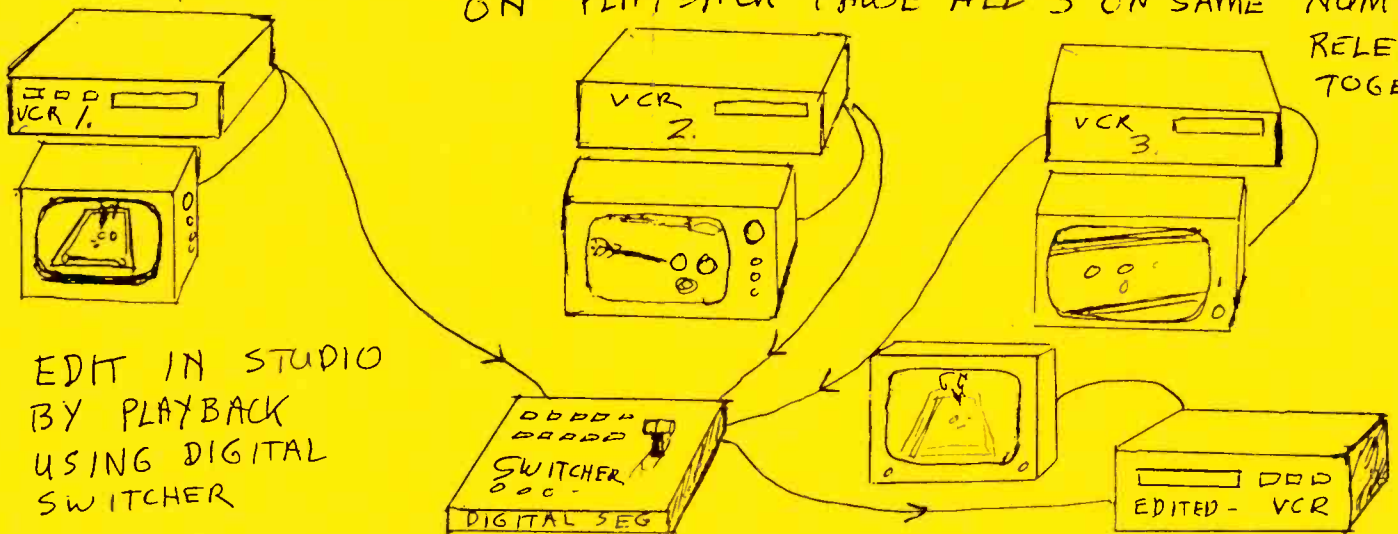
PAPER WITH
MAGIC
MARKER
WRITTEN
NUMBERS



10 9 8 7 6 5 4 3 2 1

LAY NUMBERED STACK ON
POOL TABLE - START ALL 3 CAMERAS -
AIMED AT POOL TABLE - PULL
NUMBERED SHEETS OFF OF STACK

ON PLAYBACK PAUSE ALL 3 ON SAME NUMBER
RELEASE
TOGETHER



EDIT IN STUDIO
BY PLAYBACK
USING DIGITAL
SWITCHER

ADD CHARACTER GENERATOR - SUPERIMPOSED
SCORE ETC., CAN BE SET UP BECAUSE YOU
KNOW SCORE - ETC. VOICE OVER ALSO

EDITING WITHOUT AN EDITOR

Up until now, editing was an expensive job, time (labor=\$) consuming and required \$6,000 or more worth of equipment. Last month, we did our first article on Numark's new digital switcher, (available for under \$5,000).

Since the VHS people are due out this fall with 430 line resolution VCR's (the best resolution over broadcast is only 330 lines) we and you may want to hold off buying an editing set-up until that is out and available. This new VHS system will mean home viewers using a VCR will have a better picture, far better than the best picture they ever got of Johnny Carson, etc. It will be far superior to 3/4, according to those who have seen it.

The editing system we bring up here, you may want to use even if you have editing equipment.

Here is what we plan on doing with this switcher. (Delivery expected on May 5th).

You may not know this, but the most popular sports show in England is Snooker (game of pool). We plan to shoot these games locally with three Camcorders (eight ball here). Small, easy to use, no cords, no other equipment or personnel necessary. In fact, one camcorder can be mounted and run the entire time with the same view, unmoved. The other two shoot expressions on the players, close ups, audience reaction, etc.. Now, we need to sync the 3 cameras on playback, so when we start the shoot, we aim all 3 cameras at sheets of paper with magic marker written large numbers, with all 3 camcorders running, we pull sheet ten off, then 9, then 8, etc.. When we are ready to "edit" the tape, we are playing all 3 tapes at the same time all entered into Numark's digital mixer. To get them all in close proximity of actual happening, we run them all up and "pause" the VCR's on say #7, (looking at the sheets of paper all 3 shots as they come up on the screen) Take all 3 off of pause at the same time. Now you watch all 3 VCR outputs on monitors and you switch, dissolve, wipe, insert, one in the corner of the other, etc.. A 30 minute show, you edit 30 minutes. That's called "Real Time". Do not like the result?

Do it again, switch in a different camera at a different time.

You will find this far less time consuming than regular editing. On low cost editors (under \$29,000), you can not do dissolves (fade from one to the other) with an editor. Here you cannot only dissolve, wipe, (push one picture off like a windshield wiper), or you go from one to the other. One time wipe a slant from a corner. Next time vertically, etc.. You can also run two different camera angles at the same time by combining one in a corner, the other cameras angle, the wide angle view of the scene.

Up until now if you a 3 camera shoot, you had to have cables and equipment locking all 3 cameras together. Inexpensive cameras will not "genlock" together. With this digital switcher, we can "genlock" 3 tapes (or any 3 sources) together. In our 3 camera genlocked together former system, we had to have an additional person on the scene with a 3 cameras switcher and mix them together and out from one to the other. If he went to the wrong camera at the wrong time, it was forever on the tape wrong.

Here we are doing that switching between cameras, job in the "post production". Inside the studio. If you used a two camera shoot, the whole thing can be done by only one person.

Remember, you need a switcher anyway, and special effect switchers could only switch between genlocked cameras. Now you can use this to dissolve wipe, etc., between your satellite sources, local commercials etc.. You can do fancy stuff between anything and now you can use this one switcher for production, editing as per above, for on the air routing switching, etc.. You'll never have a jump or zig etc., when switching, even though you do not have a single TBC (Time Base Corrector) about \$5,000 each in house.

By the way, this switcher can switch either with sound or without, in our 3 camcorders playback. I'd leave the sound all the time from one camcorder and hook the announcer etc., in with that one. Just believe me when I say, this digital switcher will open a whole new world.

NOTICE OF SELECTION BY LOTTERY

MUTUALLY EXCLUSIVE CASES INVOLVING
LOW POWER TELEVISION AND TELEVISION
TRANSLATOR APPLICATIONS

Report No: TS-39

Released: April 2, 1987

Notice is hereby given of the results of the March 27, 1987, public lotteries to determine the award of construction permits for low power television or television translator stations in the mutually exclusive cases listed below. The application listed with each case is the tentative selectee for the construction permit grant. Petitions to deny the selectee must be on file with the Commission not later than 15 days from the release date of this public notice. Pursuant to Section 73.3584(c) of the Commission's Rules, the selectee may file an opposition within 15 days of the filing of the petition.

Absent the filing of petitions to deny and upon determining that the selectees are otherwise qualified, grant of construction permits to the selectees listed below will be made upon completion of processing.

<u>FILE NO.</u>	<u>APPLICANT NAME/CITY OF LICENSE</u>	
L87-1182 BPTTL-810206IH	Tel-Radio Communications Properties Nashua, NH/Channel 33	517 NORTH SEGOE ROAD MADISON WI 53705 REQ:CHAN. 33; ERP 944.KW
L87-1268 BPTTL-810217AM	Clear Channel Communications, Inc. San Antonio, TX/Channel 17	711 NAVARRO #580 SAN ANTONIO TX 78205 REQ:CHAN. 17; ERP 13.0KW
L87-1510 BPTTL-821025RK	Focus Translators, Inc. Junction City, KS/Channel 26	750 OLD HICKORY BLVD. STE.,200, BRENTWOOD TN 37027 REQ:CHAN. 26; ERP 14.6KW
L87-1511 BPTVL GS0308WR	Williams LPTV Network/Boise ID Channel 10	WOMENS LPTV NETWORK 7860 N.HAYDEN RD.#J101 SCOTTSDALE AZ 85258
L87-1512 BPTTL-HF0308NV	Broadcast Data Corporation/ Muncie, IN/Channel 61	P.O. BOX 191 PASADENA MD 21122 REQ:CHAN. 61; ERP 23.5KW
L87-1570 BPTTL-830308YC	Worthington Daily Globe, Inc Worthington, MN/Channel 29	300 11TH STREET WORTHINGTON MN 56187 REQ:CHAN. 29; ERP 13.6KW
L87-1571 BPTTL-82052ITO	Telecrafter Corporation/ Moses Lake, WA/Channel 36	P.O. BOX 27960 DENVER CO 80227 REQ:CHAN. 36; ERP 1.09KW
L87-1572 BPTVL-EH0307NX	Kim Mooney/Fayetteville, AR/ Channel 09	798 FOX HILL COURT BOULDER CO 80303 REQ:CHAN. 09; ERP .082KW
L87-1573 BPTTL-820917TZ	Salem Broadcasting Company/ Salem, IL/Channel 28	310 WEST MCMACKIN STREET SALEM IL 62881 REQ:CHAN. 28; ERP 11.3KW
L87-1574 BPTTL-GF0308QF	Community Broadcasting Corporation/ Clarksdale, MS/Channel 22	1150 17TH ST.,NW, # 300 WASHINGTON DC 20036 REQ:CHAN. 22; ERP 13.2KW
L87-1575 BPTTL-810408IE	Charles Hutchinson & Richard Riggs/ Marion, OH/Channel 39	P.O. BOX 940 LIMA OH 45902 REQ:CHAN. 39; ERP 1.09KW
L87-1576 BPTTL-EJ0307WW	Kim Mooney/St. Louis, MO Channel 18	P.O. BOX 2295 BOULDER CO 80306 REQ:CHAN. 18; ERP 20.7KW

L87-1577 BPTTL-830317J7	Mountain TV Network, Inc./ Worthington, MN/Channel 45	P.O. BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 45; ERP .726KW
L87-1578 BPTTL-GB0308UE	Midamerica LPTV Associates, Inc. Waterloo, IA/Channel 67	1957 BLAIRS FERRY RD., NE CEDAR RAPIDS IA 52402 REQ:CHAN. 67; ERP 40.8KW
L89-1579 BPTTL-HK0308NO	County Cablevision of Plainview, Inc. Wabasha, MN/Channel 60	P.O. BOX 325 PLAINVIEW MN 55964 REQ:CHAN. 60; ERP 10.4KW
L87-1580 BPTTL-AC0305MY	Jeffco Broadcasting/Des Moines, IA Channel 45	5442 S. 48TH ST. PHOENIX AZ 85040 REQ:CHAN. 45; ERP 12.7KW
L87-1581 BPTTL-810219IX	Catholic Views Broadcasts, Inc/ Saint Paul, MN/Channel 53	66 RIVERSIDE DRIVE NEW YORK NY 10024 REQ:CHAN. 53; ERP 1.26KW
L87-1582 BPTTL-810312IX	Communicators of Chicago D/B/A/ Chicago, IL/Channel 24	6735 YUCCA STREET LOS ANGELES CA 90028 REQ:CHAN. 24; ERP 1.6 KW
L87-1583 BPTTL-820615QM	Linda D, Clevenger/Rensselaer, IN Channel 24	ROUTE 2, BOX 44A JEFFERSON CITY TN 37760 REQ:CHAN. 24; ERP 7.14KW
L87-1584 BPTTL-830224TF	Mountain TV Network, Inc./ Huntsville, TX/Channel 41	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 41; ERP .29 KW
L87-1585 BPTTL-GK0308QL	American Lo-Power TV Network, INC., Vidalia, GA/Channel 43	P.O. BOX 352 WESTFORD MA 01886 REQ:CHAN. 43; ERP 3.00KW
L87-1586 BPTTL-8303080ZG	Mountain TV Network, Inc./Uvalde, TX Channel 39	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 39; ERP .956KW
L87-1587 BPTTL-ED0307XP	Millard V. Oakley/Greenville, NC Channel 58	P.O. BOX 520 LIVINGSTON TN 38570 REQ:CHAN. 58; ERP .642KW
L87-1588 BPTTL-820623QJ	Free State Broadcasting, Inc. Andalusia, AL/Channel 49	P.O. BOX 4268 LAUREL MS 39441 REQ:CHAN. 49; ERP 558.KW
L87-1589 BPTTL-830312M2	Mountain TV Network, Inc./ Brookings, OR/Channel 44	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 44; ERP .971KW
L87-1590 BPTTL-821112SP	Telemedia Inc./Poplar Bluff, MO Channel 52	22 HILLTOP DRIVE KIMBERLING CITY MO 65686 REQ:CHAN. 52; ERP 10.9KW
L87-1591 BPTTL-HT0308RA	Judith Breen/Laredo, TX Channel 57	768 38TH AVENUE SAN FRANCISCO CA 94121 REQ:CHAN. 57; ERP 4.38KW
L87-1592 BPTTL-EE0307TW	K. Sandoval Burke/Montgomery, AL Channel 55	P.O. BOX 2295 BOULDER CO 80306 HAS:CHAN. 00; ERP W REQ:CHAN. 55; ERP 1.0 KW
L87-1593 BPTTL-840308ME	Summa Communications, Inc./ Tuscaloosa, AL/Channel 59	P.O. BOX 2644 MONTGOMERY AL 36105 REQ:CHAN. 59; ERP 6.86KW
L87-1594 BPTTL-850614MD	Lawsco Broadcasting Group/ Anchorage, AK/Channel 66	2606 AUSTIN CT. WENATCHEE WA 98801 REQ:CHAN. 66; ERP 19.8KW
L87-1595 BPTTL-8101237Y	KOTV, INC./Grainola, OK Channel 54	P.O. BOX 6 TULSA OK 74101 REQ:CHAN. 54; ERP 11.1KW
L87-1596 BPTTL-820616ST	Tel-Radio Communications Prop., Inc./ Palestine, TX/Channel 17	517 NORTH SEGUE ROAD MADISON WI 53705 REQ:CHAN. 17; ERP 8.16KW

L87-1597 BPTTL-810409UK	Todd, Branton & Fugit/San Angelo, TX Channel 27	511 NORTH LEE ODESSA TX 79761 REQ:CHAN. 27; ERP .298KW
L87-1598 BPTTL-801121TL	Communications Engineering, Inc./ Pahrump, NV/Channel 55	3420 SPRING MOUNTAIN RD LAS VEGAS NV 89102 REQ:CHAN. 55; ERP 9.83KW
L87-1599 BPTT-800815IB	J. B. Television, Inc., Tacoma, WA/ Channel 39	1113 - 26TH AVE., S. SEATTLE WA 98144 REQ:CHAN. 39; ERP 1.44KW
L87-1600 BPTTL-GS0308XE	American Lo-Power TV Network, Inc. Hobbs, NM, TX/Channel 47	P.O. BOX 352 WESTFORD MA 01886 REQ:CHAN. 47; ERP 2.70KW
L87-1601 BPTTL-810409XP	Todd, Branton, and Fugit Rosewell/ Rosewell, NM/Channel 39	511 NORTH LEE ODESSA TX 79761 REQ:CHAN. 39; ERP 9.36KW
L87-1602 BPTVL-GC0308QX	Oralia R. Lozoya/Scottsbluff, NE/ Channel 7	#25 RIO HONDO VILLAGE RIO HONDO TX 78583 REQ:CHAN. 07; ERP .087KW
L87-1603 BPTTL-GLO308RD	Susan Easton/Duluth, MN/ Channel 56	1941 HILLMAN BELMONT CA 94002 REQ:CHAN. 56; ERP 51.6KW
L87-1604 BPTTL-ED0307QL	N. Jean Baz/Jamestown, TN Channel 63	P.O. BOX 177 JAMESTOWN TN 38556 REQ:CHAN. 30; ERP .966KW
L87-1605 BPTTL-810327AZ	Moneta Associates/Martinsville, VA/ Channel 34	P.O. BOX 889 BLACKSBURG VA 24060 REQ:CHAN. 34; ERP 4.6 KW
L87-1606 BPTTL-820325TX	Rural Television System/ DBA/ Alamogorda, MN/Channel 24	P.O. BOX 2489 DEMING NM 88031 REQ:CHAN. 24; ERP .553KW
L87-1607 BPTTL-820303TY	Russel Communications/Aberdeen, WA Channel 19	137 WEST CHAPMAN AVE. # 2 FULLERTON CA 92632 REQ:CHAN. 19; ERP 129 KW
L87-1608 BPTTL-EK0307VF	Brooks Broadcasting, Inc. Malcolm, NE/Channel 20	279 S. BEVERLY DR., #217 BEVERLY HILLS CA 90212 REQ:CHAN. 20; ERP 52.9KW
L87-1609 BPTTL-830718A6	Williston Daily Herald Inc./ Williston, ND/Channel 41	14 WEST 4TH STREET WILLISTON ND 58801 REQ:CHAN. 41; ERP 1.01KW
L87-1610 BPTTL-GK0308PZ	American Lo-Power IV Network/ Carlsbad, NM/Channel 31	P.O. BOX 352 WESTFORD MA 01886 REQ:CHAN. 31; ERP 2.77KW
L87-1611 BPTTL-840229IF	Valley County Television District #1/ Glasgow, MT/Channel 41	C/O BOX 1129 GLASGOW MT 59230 REQ:CHAN. 41; ERP .138KW
L87-1612 BPTTL-810116X4	Sur Este Broadcasting Corporation/ New Orleans, LA/Channel 55	14112 FARMINGTON BLVD. TAMPA FL 33625 REQ:CHAN. 55; ERP 1.31KW
L87-1613 BPTTL-83032318	Mountain T.V. Network, Inc./Globe, AZ Channel 39	BOX 31 BERRYVILLE AR 72616 REQ:CHAN. 39; ERP .956KW
L87-1614 BPTTL-GG0308WC	Jo Ann's Balloon Boutique, Inc./ Ft. Walton Beach, FL/Channel 47	8304 SEMINARY RIDGE AUSTIN TX 78745 REQ:CHAN. 47; ERP 2.03KW
L87-1615 BPTTL-GY0308TH	Broadcast Data Corp./Montgomery, AL Channel 61	P.O. BOX 191 SADENA MD 21122 REQ:CHAN. 61; ERP 10.4KW

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