

The LPTV Report

News and Strategies for Community Television Broadcasting

Vol. 3 Issue 6

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June 1988

The LPTV Broadcaster's SERVICES SHOWCASE



There are hundreds of businesses that offer services to the television broadcaster. Many of them have begun to approach the LPTV market specifically. Late this past spring, we surveyed broadcast service suppliers to find out what they can do for LPTV. The following, in alphabetical order, are the responses.

AGB Television Research

540 Madison Avenue
New York, NY, 10022
(212) 319-8800

Contact: Barry Kaplan, Vice President, Sales and Marketing

Contact: Debra Krayson, Vice President, Product Marketing & Sales Support

Services: National TV audience measurement. The AGB national TV ratings service, utilizing the "Peplemeter," currently provides daily audience view-

ing data from a sample of 2,000 TV households. This sample will increase incrementally to 5,000 households by year-end. AGB has also introduced a home video ratings service.

Anderson Productions, Ltd-Apl

51 West 81st Street, Suite 1B
New York, NY 10024
(212) 769-2501

Contact: Steven C.F. Anderson, President

Services: Creation, development, and production of information-oriented programming.

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LPTV's 10, 61 Simulcasting to Nashville

W10BI, billed as Nashville's first independent VHF, has joined sister station W61AR broadcasting family programming to Nashville, TN, announced John Wesley Hembree, president of both stations.

The 24-hour program schedule includes classic movies, dramatic series, sports, animation, and several epic mini-

series. Local production includes a children's show, a talent show, local ministries, and local sports, as well as a daily "soft" news/interview program hosted by Hembree and featuring video classifieds, local weather, local news, and interviews with Nashville business leaders.

The two stations simulcast their signals, thereby covering most of the Nashville

metropolitan area, according to a station spokesman. Carriage on the city's three cable systems is presently in negotiation.

Hembree has also recently signed on WENO, a new Nashville AM radio. The all-stereo station broadcasts contemporary Christian music and features two live drive-time segments each day.



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In Our View

The LPTV industry has made much progress in the last few months. On the regulatory front, we recently won the right to a limited form of terrain shielding, and a second LPTV application window has just closed. An active and vital lobbying effort is in place and continuing, as you will read in this month's "CBA Comment." The CBA Programming Co-op is unfolding; see Joe Loughlin's report, also in the "CBA Comment."

As we reported in the last issue, LPTV broadcasters were treated to a very informative, very well-attended meeting in April. And, finally, the CBA has mounted an information gathering effort in response to the FCC's *Inquiry* on cable/broadcast policy and has received a good number of letters from LPTV broadcasters—copies of which will be forwarded to each Commissioner, along with the CBA's recommendations.

In the press of business, however, let us not forget our upcoming CBA Conference and Exhibition in Las Vegas. October may seem far away, but it will be upon us before we know it. This first CBA Conference will bring together operating station owners and construction permit holders looking for information on how to build and run a successful LPTV station. Equipment manufacturers, programmers, and other industry suppliers will be exhibiting on the floor, and panel sessions are being planned to target the questions of new LPTV broadcasters.

The importance of a strong attendance at this show cannot be over-stated. Manufacturers, programmers, regulators, and the press will all be there to identify ways to work with us. It is absolutely vital that we give them the opportunity. So if you have not yet made plans to attend, do so TODAY. It is your investment in the future of your station and your industry.

Jackie Biel

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Frontier Loses Two Displacement Challenges, Enlists Mickey Leland's Help

The Federal Communications Commission has upheld the grant to Balcones Broadcasting, Ltd. of a new high power television station on channel 54 at Austin, TX, and dismissed a challenge by Frontier Southwest Broadcasting, Inc. that attempted to preserve its construction permit for LPTV station K55EN.

The FCC cited the secondary status of the LPTV service in its ruling.

And Representative Mickey Leland (D-TX) has urged FCC Chairman Dennis Patrick to reconsider the Commission's February 1 dismissal of Frontier's request to change its LPTV application for channel 69 at Houston to channel 24.

The FCC had denied the request partly on the grounds that Frontier was neither

a permittee nor a licensee of a station on channel 69, but only an applicant. Frontier responded, however, that it was still an applicant because of processing delays at the Commission, not because of its own error. The application was filed in 1981.

Leland said that, in light of the Commission's apparent failure, it was "unduly harsh" to deny Frontier a waiver of the policy that only permittees or licensees are eligible for displacement relief. "Such a bureaucratic 'catch-22' does not promote the public interest," said Leland.

Leland is a member of the House Subcommittee on Telecommunications and Finance. 

CBA Comments On Sanyo 2-Channel Receiver

The Community Broadcasters Association has joined in a supplemental brief to the U. S. Court of Appeals, DC Circuit, regarding the FCC's decision that Sanyo Corporation's 2-channel television receiver is exempt from the requirement that such receivers be able to pick up all available over-the-air signals.

The CBA joined the Association of Maximum Service Telecasters (MST), the National Association of Broadcasters, the Council for UHF Broadcasting (CUB), and the Association of Independent Television Stations (INTV) in the brief, filed in early May, urging that the Sanyo receiver be included in the All-Channel Receiver Act.

The proceeding began with Sanyo's 1984 request for a waiver for its new receiver, which received channels 3 and 4 only and was designed as a display termi-

nal for personal computers, videotape recorders, video games, and similar image sources. The receiver could also be fed with a cable television signal and, if connected to an antenna, could receive broadcast channels 3 and 4. However, it was unable to receive any other channels.

The Commission originally ruled that, because the Sanyo device was not intended to receive over-the-air television signals, it was not subject to the All-Channel Receiver Act. The Commission also noted that the cable must-carry rules ensured that such a receiver attached to a cable television system would display all of the cable signals, including those of the broadcast television stations it was required to carry. Thus, the device would

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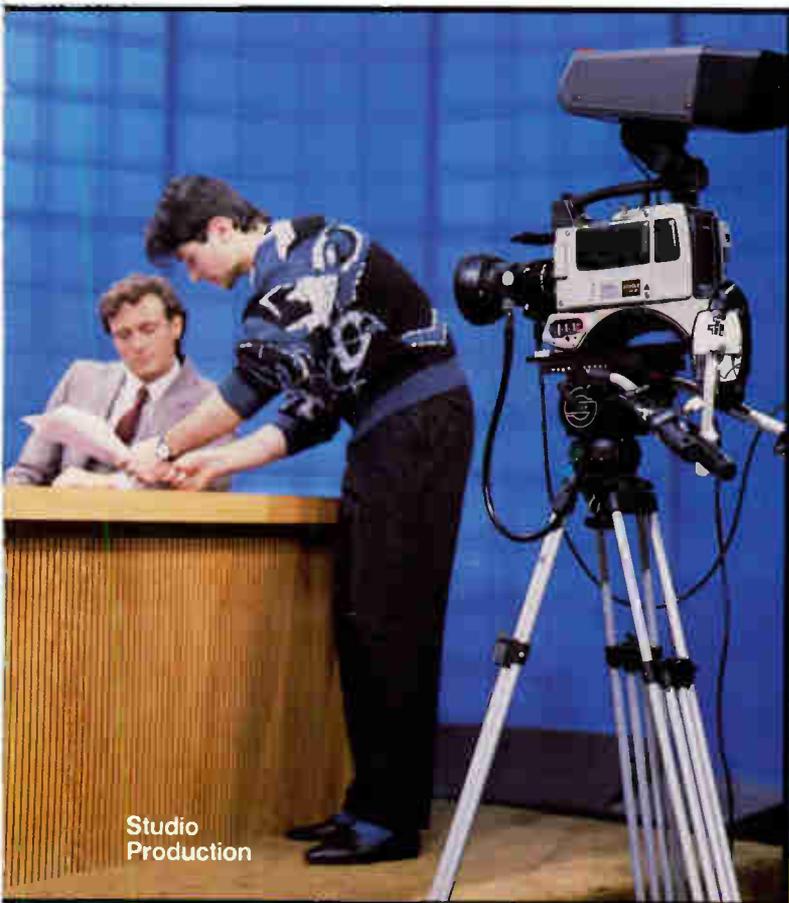
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VJN Wins Patent, Will Buy LPTV-4, Des Moines

Steven A. Peters, president of Miami's Video Lukebox Network, announced recently that the U. S. Patent and Trademark Office has allowed the patent application for VJN's computerized, robotic-enhanced, interactive television system. The patent should be issued by late summer, said Peters.

One of the applications of VJN's system is the interactive music video programming now carried on several LPTV stations and cable systems. The completely automated system allows a viewer to select specific music videos by dialing a local 976 telephone number. The \$2.00 per selection fee is billed by the local telephone company.

Peters commented, "The approval of this patent gives us the proprietary patent protection we had sought. It strengthens our position in the interactive television marketplace and should enhance the company's future in interactive television."

The company is aggressively pursuing outlets nationwide for its unique programming. Most recently it entered into a six-month option agreement with Jeffco Broadcasting to buy LPTV station K04NL in Des Moines, IA. The signal is expected to reach approximately 400,000 people in Des Moines and the surrounding area. Kompas/Biel & Associates, Inc. served as consultants to VJN in the purchase.

Peters also announced that on June 3, VJN Partners exercised its option to purchase 3,500,000 of the 4,000,000 shares of VJN common stock that Peters owned, thereby gaining a controlling interest in the company. Terms of the deal were not disclosed.

VJN Partners is a general partnership comprising CEA Blank; and VJN Investments, Inc., Investors Partnership II, Ltd., which is controlled by J. Patrick Michaels, president and chairman of Communications Equity Associates; Venture LW Corporation, headed by Miami businessman Louis Wolfson III; Video Holdings Corporation, controlled by National Brands president Mark Blank; and VJN Investments, Inc., controlled indirectly by Donald E. Newhouse and S. I. Newhouse, Jr. of Newhouse Broadcasting Corporation. K/B

BON MOT

To friends. It'd be a terrible world without 'em!

Cliff Barnes

How Super Is S-VHS?

Part Two

—by John Grozik

Super-VHS has been the subject of several major articles, but has it really arrived? How super is S-VHS? What are the benefits and limitations of this new recording format?

After one series of recording tests, one industry leader called S-VHS a great black and white medium. Another thought that it sounded the deathknell for the 3/4" U-matic format. Still others, including some broadcast stations, are embracing the format for the exceptionally high quality of its first generation recordings. This second of a two-part series attempts to balance the ledger for S-VHS.

Super? Maybe!

First a recap for those who may have missed our first article. The S-VHS recording format utilizes a wider bandwidth to record the video signal. This means that the system is capable of placing more information on each horizontal scan line; the S-VHS format can record a first generation horizontal resolution of more than 400 lines.

However, the video picture contains other information relating to the luminance and chrominance of the video signal. How bright a point is on the screen (luminance) and how much of what color a point is (chrominance) ultimately determines what we see on the monitor. S-VHS separates the two signals during the imaging process, combines them during the recording process, then separates the signals once again during playback into monitors equipped to display the separate Y (luminance) and C (chrominance) signals. This process significantly reduces the chroma crawl (color smearing) and dot interference seen in a standard NTSC composite signal.

Super VHS uses color-under recording and is not a true component system like Betacam or M-II. S-VHS exists as a Y/C signal only during the imaging (from camera to recorder) and the playback (from player to special monitor) process. The actual signal is encoded in the recorder to a composite signal for storage on the tape. It is then decoded into a Y/C signal upon playback to the special Y/C monitors.

When you dub from an S-VHS format, the signal is first decoded into a component signal, fed to the recorder over a special cable, and then encoded once again into a composite signal for recording. S-VHS does not keep a separate Y/C signal throughout the recording/playback process.

Testing the Format

Several dealers have put the S-VHS format through a battery of practical recording/duplication tests. Conclusions vary, depending upon the actual test setup and the ultimate needs of the user. Basically, the following points seem to be emerging as a result of this hands-on experience.

1. First generation S-VHS compares favorably with first generation 3/4" SP, which also keeps the video signal separated into its component parts. In fact, the resolution, or black and white component, of the S-VHS signal is better than that of the 3/4" SP format. There is no question that the horizontal resolution (400+ lines) of S-VHS is super!

2. The new S connector, which delivers the Y/C signals, and the standard NTSC output on S-VHS machines both pass the 400+ lines of horizontal resolution found on S-VHS recordings. The major difference is in the way the color portion of the signal is handled.

3. The color segment of the S-VHS signal is recorded on tape in the same way that the color in regular VHS is, but because there is a greater separation between the chrominance and luminance signals, there is less interference. The Y/C video signal helps minimize cross color interference and smearing in multi-generation duplicates. This separation means that colors are clearer and saturated colors (intense reds or blues) more evenly displayed with less screen noise.

4. The high grade S-VHS tape contributes significantly to the overall quality of the S-VHS signal. This special tape even helps make video recorded on regular VHS machines look better. S-VHS machines can play back VHS formats, but VHS machines cannot play back video recorded in the S-VHS format.

5. Some deterioration of image quality becomes visible in second generation tape duplicates, with significant degradation apparent (on composite monitors) in the chrominance/luminance signal by the fourth generation. To some observers, S-VHS looks like standard 3/4" after three generations. By contrast, 3/4" SP still looks good after three generations, with excellent resolution and color imagery.

6. Dot interference, the "marching ants" along the edges of graphics and horizontal lines, increases with each generation dubbed, but the effect is minimized when the tape is viewed on a special monitor that uses the Y/C input. When viewed on a standard NTSC monitor, the third generation S-VHS begins to

show significant video artifacts common to the VHS standard, but it continues to have a higher horizontal resolution than the first generation VHS.

What about time base correcting S-VHS signals?

1. Not all S-VHS TBC's are S-VHS compatible. Some units provide the special Y/C "S" connector but process the signal like any other NTSC time base corrector. To be fully compatible, a TBC must keep the Y/C signals separate throughout the signal path.

2. The TBC must also provide for sub-carrier feedback to the S-VHS source machine to insure that the best S-VHS signal is passed along to your recorder.

3. Some users are suggesting that unless the TBC is fully S-VHS compatible, it should be used only during the final dub to your distribution format.

Observations

1. S-VHS is a super first generation recording medium. It is broadcast quality at this point in the production process and can be used for broadcast purposes.

2. When possible, dub up and edit in 3/4" SP, Betacam, M-II, 1" or some other professional format. (Use the 9-pin dub cable instead of the 4-pin Y/C cable. The chromaluminance signal separation is better using this dub mode.)

3. If you have an established production and distribution format, originate your master recordings on S-VHS and use an inter-format edit controller to edit your production onto a 3/4" SP or better format. Dub your second or third generation edit master to your current distribution format.

4. If you are just entering the video production field, will distribute within your own organization, and do not plan to produce for broadcast distribution, S-VHS may be the format of choice.

5. To fully realize the potential of S-VHS, you will need S-VHS players and Y/C monitors in the distribution chain. However, dubs from S-VHS to other formats such as 8 mm, Beta, and VHS will still look better than programs produced in one of the less professional formats.

6. System designs that include TBC's, video switchers, routers, etc., require special planning for S-VHS. Be sure all components are fully S-VHS compatible with minimum Y/C-composite-Y/C conversions in the signal path. A full-service video systems dealer should be able to guide you through this mine field!

Additional Suggestions

1. If you have a 3/4" production system, consider upgrading the field recording package to S-VHS. Camcorders in the new format will be much lighter than 3/4"

packages and can record up to 120 minutes of programming per cassette. Portable 3/4" systems are limited to 20 minutes per cassette.

2. S-VHS has four channels of sound to work with. Two FM channels are recorded as part of the video signal and allow for an extremely high fidelity audio recording. Two additional linear audio channels are also available and can be used for SMPTE time coding or stereo recording. Some recording units offer a Hi-Fi mode and are capable of a 90 dB dynamic range and 20 Hz to 20,000 Hz frequency response.

3. The audio quality of the linear tracks is somewhat limited by the slow tape speed. Channel 2 of the linear audio tracks on professional S-VHS machines is usually reserved for SMPTE with an audio guard band between the two linear audio tracks. Since the two Hi-Fi tracks are part of the video signal, Hi-Fi audio-

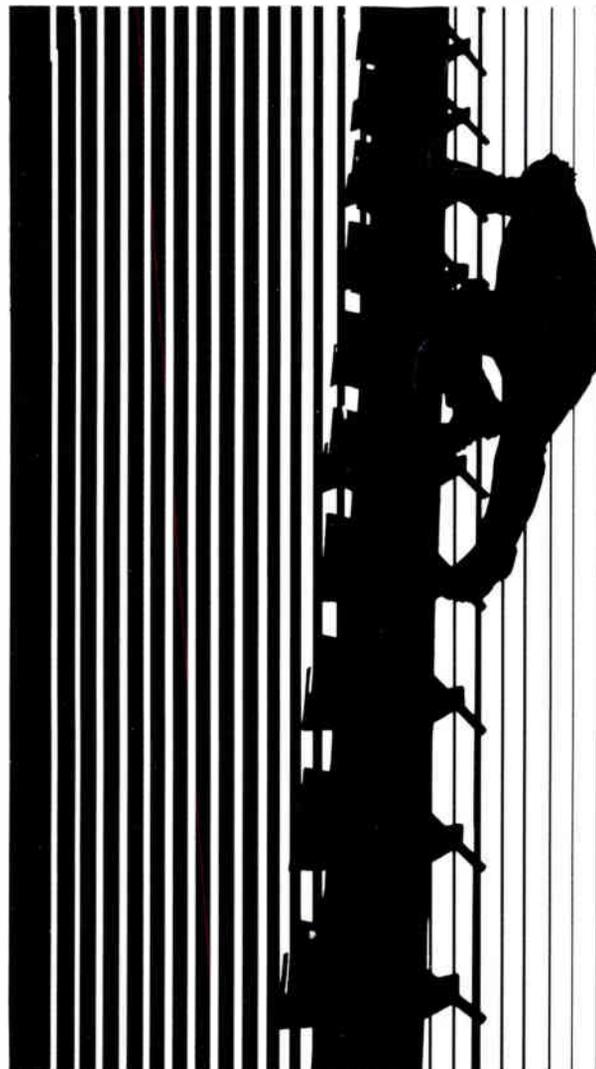
only insert edits are not possible after the video signal has been recorded. Audio insert editing can take place only on the linear audio tracks.

4. The basic rule is to master on the highest quality format you can afford and try to stay in that format during the production-distribution process. S-VHS is an excellent first generation recording medium. But more professional formats will handle succeeding generations better and will result in a "cleaner" distribution copy.

5. Super VHS can be a major step in the process of making quality video affordable to the large number of producers who have been subsisting on VHS or Beta formats and wishing for something more professional.

6. Invest in quality engineering and system design to trap out wrong turns and false economies. Designing complex Y/C or component systems can be a confus-

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ing process, but the quality of your distribution copy is worth the effort.

The Future?

The 3/4" format has improved significantly since it was introduced more than sixteen years ago. The impressive BVU and SP products we see today are based on regular improvements to the original 3/4" format. S-VHS will probably go through a similar improvement cycle.

S-VHS responds to many current production and budget parameters, but other formats are on the horizon. However, it is important to realize that you should be able to justify any technology you choose based on its present value to your organization or company. Don't wait for the next technology to emerge. It might cost your company more dollars in the long run.

With manufacturers and tape suppliers announcing their continued support, the 3/4" and 1" formats should be viable into the 1990's. However, it will become more common to see interformat editing systems that incorporate the newer standards and peripherals. These "third party" editors will help companies solve production problems caused by constantly changing recording formats.

Competing technologies don't stand still. Matsushita has announced, but not publicly demonstrated, a new digital recording process built on the VHS format. An affordable digital recording system is just what we have all been waiting for. Then again, something even more "Super" will always come along!

This article first appeared in the PSNI Network Monitor, the quarterly newsletter of Professional Systems Network, Inc., a national association of professional video systems dealers. Part One was published in the January 1988 issue of The LPTV Report.

K/B

FCC OK's Terrain Shielding For LPTV

The Federal Communications Commission has announced that it will accept terrain shielding under certain circumstances in LPTV, TV translator, and TV booster applications.

Specifically, the FCC will waive the usual LPTV application acceptance standards if an application includes a terrain study demonstrating that terrain shielding will prevent objectionable interference at the protected contour of an existing station.

Although the Commission did not mandate specific requirements for such showings, it did say that an applicant must provide accurate profiles of terrain elevations in the directions in which interference is predicted. A "less rigorous" terrain showing will be accepted if the licensees of all potentially affected stations submit written statements supporting the applicant's contention that terrain will shield them from interference.

Terrain shielding refers to a situation in which mountains or other features of the terrain block or weaken the signals of a broadcast facility, thereby preventing them from interfering with another facility.

The 1982 LPTV rules excluded terrain shielding from consideration in LPTV applications in an attempt to speed application processing. However, the rules have frustrated efforts to bring television service to some underserved areas, particularly in the mountainous West.

Terrain waivers will be limited as follows:

- Waivers will be considered only in cases wherein an application might otherwise be returned because of predicted interference to facilities previously proposed or authorized;

WorldRadioHistory

- Terrain considerations will apply only to those applications that are not mutually exclusive with any others, and terrain will not be considered in determining mutual exclusivity among applications;

- Requests for terrain waivers must be submitted with the application at the time of filing; terrain issues raised for the first time in petitions for reconsideration or applications for review will not be considered.

K/B

Sanyo Receiver

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not violate the spirit of the All-Channel Receiver Act.

However, as the MST brief argues, the elimination of the must-carry rules means that local broadcast signals not carried on cable would be unavailable through the Sanyo receiver. The Community Broadcasters Association noted that LPTV stations had never been included in the must-carry rules and would be "completely denied access to a home using a Sanyo-type receiver as a cable TV display device."

The parties also noted that A/B switches are useless with a receiver that cannot receive all over-the-air signals.

In response to the Court's earlier request for a clarification of the Sanyo waiver, only Chairman Dennis Patrick concurred completely with the original ruling. Commissioner James Quello expressed serious reservations over the apparent inconsistency between the All-Channel Receiver Act and the Sanyo decision, especially in the absence of must-carry rules. Commissioner Patricia Diaz Dennis refused to comment on the correctness of the ruling.

K/B



Lori Wucherer

CBA Comment



Joe Loughlin

I would like to make you aware of a new network service designed for LPTV stations and also bring you up to date on the status of the CBA Program Cooperative.

As you probably already know, there is a new programming service on the bird—Channel America, an owner-operator of LPTV stations, as well as a network supplier. In early June, Channel America did a technical sign-on designed to test out the system and, as their chairman, David Post, put it, "let people see who we are." The company hopes to launch full network programming in September. At present, the service operates on a revenue-sharing basis, but future arrangements will be determined based on the cost of programming.

You can watch the test service on GTE Spacenet Two, Transponder #3, 24 hours a day. Channel America would like to know if you have picked it up and what you think. Call David Post or Robert Mauro at (212) 262-5353.

Now a few words about the CBA Program Cooperative. We've had a number of calls from CP holders, and I think we have to clarify the original idea behind the Cooperative, which was to supplement the basic program deals made between individual stations and program distributors. We are not in a position to arrange for programming in bulk for new stations about to come on the air.

There seems to be a consensus that what the LPTV industry needs is a net-

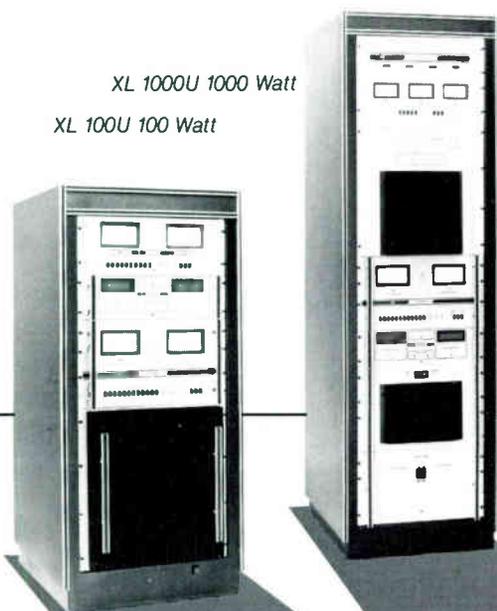
work capable of supplying stations with 12 to 18 hours of programming a day. Channel America may be that source; other networks and program distributors are also trying to put together attractive services that will make economic sense to us and to them. We will keep you posted on these additional services as we get more information.

In the meantime, rest assured that we are persevering in our efforts to make the CBA Program Cooperative a reality by continuing our discussions with program suppliers and examining methods of distribution.

As always, your questions and suggestions are encouraged. If you have any special program requirements (e.g., mini-



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Joe Loughlin is executive director of the CBA Programming Cooperative.

• • •

Taking advantage of invitations extended to us at the LPTV Conference during the NAB Convention, CBA president, John Kompas, and I went to Washington, DC on May 17 and 18. Schedules allowed for approximately 29 hours in the Capitol ... and we covered a lot of ground (I'm sure Dr. Scholl's stock rose accordingly)!

Arriving late Wednesday morning, we began with a working lunch. CBA consultant Marty Rubenstein, CBA counsel Peter Tannenwald, and legal assistant Nancy Wallace joined us to plan our attack strategy.

Our first meeting was at the FCC with Roy Stewart, chief of Video Services, and Keith Larson, who heads the LPTV Branch. We complimented them on the tremendous job they've done processing applications—the backlog is now down to approximately 3,000. Conversation then focused on the need to make filing for changes easier and on our desire for multiple filing windows. We were joined by

CBA board member Nancy Hahn (Channel 63, Pittsburgh) who provided a firsthand account of the ups and downs of operating an LPTV station.

We then met with Brian Fontes of Commissioner James Quello's office. After hearing our update and Nancy's story, he wanted to find out more about the attempts other LPTV operators have made to work with cable. Thus our recent letter to you requesting information for the FCC's cable *Inquiry*.

Our next meeting was with Noel Gunther in Commissioner Patricia Diaz Dennis's office. Dennis was preparing to leave for an international conference on communications use, but she did stop in to meet us. From there we visited Chairman Patrick's office, where there was quite a hubbub over the Syndex ruling which had just been adopted that morning. We met with Mike Fitch and related our LPTV story—an exciting story, but one that paled in comparison that day!

Our last stop for the day was on the Hill with Dan Craig, executive assistant to Senator Daniel Inouye (D-HI), chairman of the Senate's Subcommittee on Communications.

We began the next day at *Broadcasting* magazine's headquarters with managing editor, Don West. He was impressed with our information and promised us a story on LPTV.

Then it was back up to the Hill—where we learned the true meaning of lobbying! After a meeting with Antionette Cook, who is a staff member of the Senate Communications Subcommittee (and knows a lot about our industry), we headed to the Rayburn Building for scheduled meetings. We quickly discovered that the only schedule that is followed is the one dictated by the House floor! There had been eighteen votes in three days, so bells were ringing, buzzers were sounding, and Congressmen were all over the halls on their way to or from voting.

The Representatives we wanted to see are all members of the House Subcommittee on Telecommunications—and we saw every one of them when a meeting was spontaneously called for that afternoon. We watched as they adopted the children's television bill (limiting commercial time) and as their meeting was interrupted by yet another roll call vote! We took advantage of the situation to sideline aides of the Subcommittee members ...and tell our story.

I'm sure we walked every hall of the four-floor Rayburn Building, and although our feet were beat, we were gratified to have made as many contacts as we did. Now, with a little periodic nurturing, when we have significant issues or legislation pending, the important people will know who we are.

Lori Wucherer is administrative director of the Community Broadcasters Association.

FCC Fines Radios For Promoting Lotteries

The Federal Communications Commission has upheld two separate staff actions fining radio stations for promoting lotteries sponsored by Native American tribes.

In the first case, Rex K. Jensen, former licensee of KRTZ-FM, Cortez, CO, was fined \$6,000 for advertising bingo games sponsored by the Ute Mountain Ute Tribe. Jensen had argued in part that lotteries conducted by Indian tribes were exempt from the lottery rule under the provision that exempts State-conducted lotteries from the broadcast prohibition.

The FCC responded, however, that the word "State" in the statutes makes no reference to Indian tribes, and that therefore the "State-conducted" exception did not apply.

In the second case, the licensee of Lawton, OK radio stations KCCO(AM) and KRLG(FM) was fined \$6,000 for airing advertisements for bingo games sponsored by the Comanche Nation Indian Tribe. The Commission rejected KCCO-KRLG's argument that the broadcast announcements were permissible because the promoter of the games, the Indian Development Opportunity Commission, received no funds from bingo players. KCCO-KRLG had cited a similar, earlier case (*Greater Indianapolis Broadcasting, Inc.*) in which it was ruled that because the promoter had received no "consideration from participants, the scheme was not a lottery." [E/78]

CBA Opposes Dumping Type Acceptance Standards

The Community Broadcasters Association has filed comments in response to the FCC's *Notice of Proposed Rulemaking* (FCC 87-376) regarding the relaxation of equipment authorization procedures. The CBA urges that the Commission retain the type acceptance standards for LPTV and TV translator transmitters, arguing that the lack of engineering expertise and the small budgets of many LPTV entrepreneurs make it difficult for them to ascertain for themselves whether or not transmission equipment complies with FCC rules.

The CBA also notes that the rapid growth of the LPTV industry will likely attract new transmitter manufacturers and promote new designs and less expensive manufacturing methods, both of which may tend to degrade the quality of the equipment and thus make continued FCC supervision necessary.

The Association argues that type acceptance should be retained for at least the next few years, or that—if type acceptance is not retained—equipment manufacturers should be required to notify the Commission of compliance with its standards. [E/78]

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continued from front page

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Services: Legal services for the preparation and prosecution of LPTV applications, the acquisition and sale of stations, and other regulatory and business transactions.

Associated Production Music

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Contact: Cassie Goraier, West Coast Sales Manager
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Contact: Linda Blanchard, Sales Representative

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Contact: Greg Buzzell

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Contact: Rich Rosensweig, Systems Engineer
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Contact: B. F. Goldberg, P.E., President

Services: Radio and acoustical engineering services; studio design and TV engineering consultants.

Berry Best Services, Ltd.

1990 M Street NW, Suite 740
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(202) 293-4964

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Contact: Randy Berry, Vice President
Services: FCC information and research services.

Bradley Engineering

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(918) 245-5444

Contact: W. H. Bradley, P.E.
Services: Consulting radio and TV engineers. FCC applications, equipment repair and installation.

Broadcast Cartridge Service

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(714) 898-7224

Contact: Bryant Ellis, President
Services: Audio tape cartridge sales and service.

Broadcast Media Associates

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Reno, NV 89509
(702) 786-0304

Contact: Cliff Hunter, President
Services: Media brokerage

Broadcast Video Marketing Corporation

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East Brunswick, NJ 08816
(201) 390-0770

Contact: Paul Backer, President
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Services: Turnkey LPTV station construction. New and used equipment sales.

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Contact: Burt Sherwood, President
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May 31, 1988

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ALABAMA	4	18
ALASKA	18	40
ARIZONA	15	44
ARKANSAS	6	32
CALIFORNIA	41	52
COLORADO	13	37
CONNECTICUT	0	5
DELAWARE	1	2
WASHINGTON, DC	0	1
FLORIDA	20	71
GEORGIA	5	50
HAWAII	4	14
IDAHO	5	43
ILLINOIS	3	26
INDIANA	7	21
IOWA	4	48
KANSAS	5	61
KENTUCKY	3	23
LOUISIANA	3	43
MAINE	5	11
MARYLAND	1	1
MASSACHUSETTS	4	9
MICHIGAN	3	21
MINNESOTA	16	52
MISSISSIPPI	9	13
MISSOURI	8	60
MONTANA	14	55
NEBRASKA	4	27
NEVADA	14	17
NEW HAMPSHIRE	0	4
NEW JERSEY	2	5
NEW MEXICO	7	56
NEW YORK	15	37
NORTH CAROLINA	4	41
NORTH DAKOTA	2	24
OHIO	3	32
OKLAHOMA	15	32
OREGON	18	33
PENNSYLVANIA	4	20
RHODE ISLAND	0	1
SOUTH CAROLINA	1	22
SOUTH DAKOTA	3	22
TENNESSEE	11	36
TEXAS	24	145
UTAH	16	22
VERMONT	1	4
VIRGINIA	4	22
WASHINGTON	6	32
WEST VIRGINIA	1	4
WISCONSIN	10	28
WYOMING	18	54
GUAM	1	0
PUERTO RICO	1	8
VIRGIN ISLANDS	0	1

TOTALS: Licenses: 402
Construction Permits: 1,582

*Construction Permits

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Services: Engineering, turnkey systems design, sale and rental of video broadcast equipment.

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Services: Topographic maps; business maps with nationwide coverage; custom creation of coverage maps.

CEAVCO Audio-Visual Company Inc.

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Contact: Glenn Valent, Systems Engineer

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Contact: James Chaplin, Vice President

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(704) 525-4223

Contact: Ron Edmonds, Sales

Services: System design, video equipment, audio equipment, installation and repair.

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3727 E. 31st Street
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Contact: Tom Belgher, President

Services: Brokerage services for cable TV, radio and television stations.

Communications Equity Associates

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Contact: Mark D. Sena, Sr. Vice President.

Contact: Rick Michaels, Chairman
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Contact: Chuck Dort, Owner

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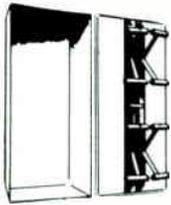
Contact: Rusty Boyd, Engineer

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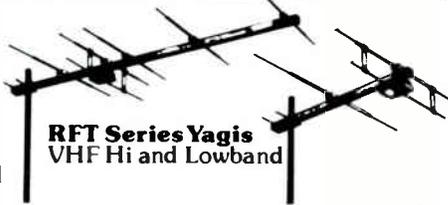
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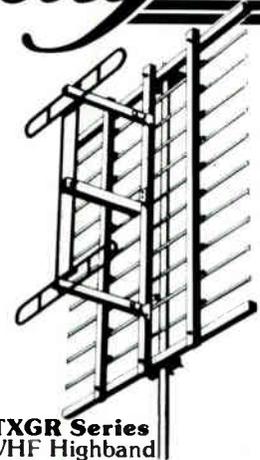
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FAX: (614) 889-2659

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Contact: A. M. Martin, CFO
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Contact: Bob Gehman, Vice President/Director of Operations
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(414) 781-0188

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Services: Consulting specialists in LPTV services: FCC application preparation, market analysis, audience ascertainment, business planning, assistance to suppliers in reaching LPTV market.

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Contact: Ray Rohrer, P.E., Director of Engineering
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Contact: Heather Whitman, Office Manager

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Contact: Paul Armistead, Project Architect
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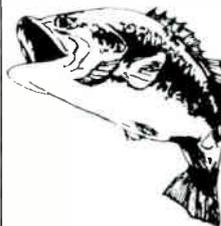
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(212) 679-4300
1-800-221-3136

Contact: Richard Farkas, President

Services: Specialized factoring: "Turn your receivables into immediate cash." Bank-to-bank wire transfer.

Regional Reps Corporation

One Playhouse Square
Cleveland, OH 44115
(216) 781-0030

Contact: Stuart J. Sharpe, President

Services: Ad sales representation in Ohio, Indiana, Kentucky, Georgia and adjacent states. Limited to LPTV's owned by present clients or LPTV's in markets where we do not have a reped station.

Robert Murphy Associates

230 Park Avenue
New York, NY 10169
(212) 661-0460

Contact: Thomas Cook, Senior Vice President

Services: Quality executive search firm specializing in recruiting for the communications industry. Principals work with you from start to finish.

Rothman, Gordon, Foreman and Groudine, P.C.

300 Grant Building
Pittsburgh, PA 15219
(412) 281-0705

Contact: Frederick A. Polner, Esquire

Contact: Richard K. Olson, Esquire

Services: Legal services.

Schutz and Company

123 South Broadway
Irvington, NY 10533
(914) 591-6136

Contact: William B. Schutz, Jr., President

Services: Media brokerage.

Search Source, Inc.

11500 Olive Blvd.
St. Louis, MO 63141
(314) 993-1922

Contact: James R. McKechnan, President

Contact: Peter Krieschok, Vice President

Services: Broadcast employee recruiting; engineering and marketing.

Seeburg Music Satellite Network

5706 New Chapel Hill Road
Raleigh, NC 27607
(919) 851-5823

Contact: Bonnie Sullivan, National Sales Manager

Services: Seeburg has several 24-hour commercial-free music services available on Galaxy 1, and GE K2 for usage on graphics/community bulletin board channels. Choose from jazz, classical, country, instrumental, soft rock, and hard rock.

Spencer Broadcast, Inc.

7003 W. Union Hills Drive
Peoria, AZ 85345
(602) 242-2211

Contact: Charles Spencer, President

Services: Audio and RF equipment, systems engineering, complete turnkey packages.

Standard Theatre Supply Company

P.O. Box 16186
Greensboro, NC 27416-0186
(919) 272-6165

Contact: Gloria Sparrow, Sales Coordinator

Contact: Roger A. Carter, President
Services: Consulting, systems design and installation, sales, and service of video equipment.

Target Enterprises

P.O. Box 411
North Reading, MA 01864
(617) 664-5303

Contact: Peter Zawistowski, Senior Engineer

Services: Video system design and upgrade; engineering support, service, and installation; mobile van design and installation; used video equipment brokerage and sales.

Television Systems Company

7101 France Ave., South
Edina, MN 55435-0000
(612) 929-1197

Contact: Lee Mahrer, Owner

Services: Research, system design, equipment sales.

Telsa, Inc.

3500 Whitehaven Parkway, NW
Washington, DC 20007-2253
(202) 333-1985

Contact: Gregory B. Daly, President

Contact: Steve Mejia, Operations Manager

Services: Engineering, site searches, marketing data, population data, FAA screening.

Texas Video Systems, Inc.

10217 Plano Road
Dallas, TX 75238
(214) 341-1771

Contact: Roy Shroyer, President

Contact: Dick Weatherly, Professional Sales

Services: Turnkey system design.

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Contact: J. Rodger Skinner, President
Services: FCC application preparation, broadcast planning.

Vaughn Communications

7951 Computer Ave., South
Minneapolis, MN 55435
(612) 831-2248

Contact: Beth Evans, Video Equipment Customer Service
Contact: Bob Olsen, Equipment Sales
Services: Systems design, installation, equipment sales and service (audio/video), engineering.

Video Financial

Division of Riviera Capital Corporation
7400 Center Avenue, Suite 102
Huntington Beach, CA 92647
(714) 898-4250

Contact: John N. Griffith, Senior Vice President
Services: Broadcast equipment leasing.

Video Service of America

P.O. Box 29109
Lincoln, NE 68529
(402) 467-3668

Contact: Sandy Shelton, Vice President
Contact: Janelle Strombeck, Director of Operations
Services: Nationwide wholesale distributor of blank video/audio tape, industrial and consumer video equipment and accessories, CCTV equipment, and photo lamps.

VTS Productions

One Pack Square, Fifteenth Floor
Asheville, NC 28801
(704) 252-5300

Contact: Steve Cooper, Director of Marketing
Contact: Kim Thompson, Account Manager
Services: Services for marketing and promoting a station, including audience research, music for image and news, graphic design and animation. We also distribute the "Digital Production Library."

Walter J. Stiles and Associates

4032 W. Krall Ave.
Phoenix, AZ 85019
(602) 934-8522

Contact: Walter Stiles, President
Contact: Dr. Winfield Salisbury, Associate
Services: Full radio and TV design and construction. Proofs of performance. 97 high power TV stations in operation.

William Culpepper

227 Farr's Bridge Road
Greenville, SC 29611
(803) 246-3401

Contact: William Culpepper, President
Services: Consulting broadcast engineers.

Wooding and Associates

333 East Ontario, Suite 307-B
Chicago, IL 60611
(312) 374-9644

Contact: Ronald Wooding, President
Services: Media brokerage, investment banking.

ZanTech, Inc.

77 Shady Lane
Trenton, NJ 08619
(609) 586-5088

Contact: Louis A. Zanoni, President
Services: Industrial video training. 

Classifieds

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LPTV CONSTRUCTION PERMITS OR LICENSES. If you have an LPTV license or CP for sale, we have interested buyers. Confidentiality assured. John Kompas, Kompas/Biel & Associates, Inc., (414) 781-0188.

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ACRODYNE T-120 V/U TELEVISION TRANSLATORS. Can be used for LPTV with addition of a modulator. Units are solid-state (except final) rated 100 watts out. Cost, new, \$24,000 each in 1974. Three available—one at factory specs, one needs minor work, one for parts. \$6,000 plus shipping takes all. (408) 484-9484.

LPTV CONSTRUCTION PERMIT CHANNEL 5 and Land Lease. No minority preference condition. Good northwest Florida market. Call (904) 263-3603.

SERVICES OFFERED

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

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Supplier Side

The golf fans in your audience will appreciate ASN Television's newest offering—the 1988 Greater Milwaukee Open. Broadcasting on Saturday and Sunday, September 10-11, 1988, the two-part barter program, which will be broadcast live from the Tuckaway Country Club in Franklin, WI, contains 48 minutes of commercial time, half of which are available for local ad sales. Stations will have 12 minutes of each telecast plus 1 minute, 3 seconds at the break.

The \$700,000 tournament features the largest purse in GMO history, with \$126,000 going to the winner. On hand will be defending champion Gary Hallberg, as well as a number of celebrities including David Frost and George Burns.

The program will be presented live, via satellite, from 3-5 p.m. CDT, 4-6 p.m. EDT.

Contact: "Rockie"
ASN Television
101 Little Oak Lane
Altamonte Springs, FL 32714
(407) 774-8441

"The McLaughlin, Piven Report," a weekly financial advice series, features discussions on current affairs and financial strategy for the average investor—both beginner and pro. **McLaughlin, Piven** is a member of the New York Stock Exchange and advises a national clientele on all aspects of investing. Their program has been aired on the Financial News Network for the past three seasons and has been used by the Network as a model for independently produced financial news programming.

The free 28-minute programs each contain six minutes of commercial time for local sale.

Also available is the "McLaughlin, Piven Morning Business Report," a two-minute, live financial news brief with a built-in :30 for your sponsor's message.

and "The McLaughlin, Piven Wall Street Final," a closing two-minute market report, also containing a 30-second availability. Both are free via satellite.

Contact: Laura Booth Freda or David Witter
McLaughlin, Piven, Vogel, Inc.
30 Wall Street
New York, NY 10005
(212) 248-0750
1-800-221-4947

For the "LPTV station interested in attracting the more discriminating viewer," there is a new classic films series out from **Corinth Films**—"Cinema Then, Cinema Now." Each program features a film classic followed by 30 minutes with guest critics who discuss the making and present stature of each film. Professor Jerry W. Carlson, of the College of Staten Island (CUNY), hosts the programs.



A scene from Fellini's early masterpiece, *I Vitelloni*, featured in the first season of Corinth Films' "Cinema Then, Cinema Now."

The series comprises four seasons of films with wrap-around discussions. The first season, with ten internationally acclaimed film classics and the second season, with five Czech new wave films and five classic French comedies, are now available. Sample titles: *The Man Who Knew Too Much*, Alfred Hitchcock, director (United Kingdom, 1934); *Scarlet Street*, Fritz Lang, director (U.S., 1945); *I Vitelloni*, Federico Fellini, director (Italy, 1953);

Muriel, Alain Resnais, director (France, 1963); and *End of a Priest*, Evald Schrom, director (Czechoslovakia, 1968).

Contact: John Poole
Corinth Films
34 Gansevoort Street
New York, NY 10014
(212) 463-0305

Sports fans will appreciate "The World In Harness," a weekly half-hour of major harness races in the U.S. and Canada produced by **NAHRMA**, the North American Harness Racing Marketing Association. The format of the show is half replay and analysis of races and half interviews and features. Of the five 60-second commercial breaks, two are available to stations for local sale.

The program is free to stations, along with a :30 promo spot. NAHRMA also promotes the show at harness tracks in each station's market. It is available on satellite each Wednesday evening, or on tape.

Contact: Ellen Harvey
Associate Producer
"The World in Harness"
NAHRMA, Inc.
405 Lexington Avenue, 33rd Floor
New York, NY 10174
(212) 983-4460

M/B

FCC Denies Monroe County Appeal

The Federal Communications Commission has upheld the Mass Media Bureau's dismissal of a request by the Board of County Commissioners of Monroe County, FL, to modify the TV rules.

The Board had requested that new broadcast television authorizations protect the existing TV translator system serving the Florida Keys. It argued that a construction permit for high power channel 35 in Miami threatened one of the translators on the Keys with displacement; and because the Keys translators form a signal relay system, wherein each translator serves not only its own community but also relays its signal to the next translator in line, the displacement would mean that all of the other translators in the line would also have to shut down, thereby depriving the entire Florida Keys of service.

However, the Commission refused to reconsider Monroe County's request, citing once again the secondary status of the LPTV/TV translator service. It noted that the County did have other alternatives to pursue, including non-interference agreements with successful applicants for channels on the mainland, and technologies such as microwave links that could be employed to relay signals between translator stations.

M/B

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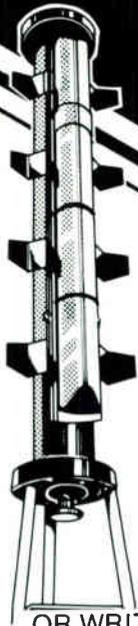
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NEW LPTV LICENSES

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

- K33BY Bakersfield, CA. Sterling Recreation Organization Co. 5/23/88.
- K48BQ Fort Bragg, CA. Joseph M. Perez, 4/29/88.
- K43CG Colorado Springs, CO. Full Gospel Outreach, Inc., 4/29/88.
- W14AW Pinellas County, FL. Pinellas County Schools, 5/23/88.
- W28AM Vero Beach, FL. Vero Broadcasting, Inc., 5/23/88.
- K60DU Kaim, HI. Mountain TV Network Inc., 5/23/88.
- K66DH Kaim, HI. Mountain TV Network Inc., 5/23/88.
- K68CP Kaim, HI. Mountain TV Network, Inc., 5/23/88.
- W57AQ Calais, ME. WLBZ TV, Inc., 4/29/88.
- W65BN Iron Mountain, MI. U.P. TV Systems, Inc., 4/29/88.
- K16AZ Glasgow, MT. Valley County TV District Number 1, 4/29/88.
- K26CH Medford, OR. Roger David Green, 5/23/88.
- W13BS Fort Mill, SC. Michael Gliner, 5/23/88.
- W24AE Nashville, TN. Robert O. Gathings, 4/29/88.

LPTV LICENSE RENEWALS

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

- K57BD Tucson, AZ. Trinity Broadcasting of Arizona, Inc., 6/2/88.
- K51AY Needles, CA. Garcia Broadcasting Associates, 6/2/88.
- W67BG Dover, DE. Trinity Broadcasting Network, Inc., 5/2/88.
- W19AH Boston, MA. Channel 19 TV Corporation, 5/2/88.
- W67BA Dennis, MA. Cape Cod Television, Inc., 5/2/88.
- W57AQ Calais, ME. WLBZ TV, Inc., 5/3/88.
- W51AG Presque Isle, ME. Trinity Broadcasting Network, Inc., 5/2/88.

- W04AK Waterville, ME. WLBZ Television, Inc., 5/3/88.
- W05AX Cape May, NJ. Carter Broadcasting Corporation, 5/2/88.
- K54BO Mercury, NV. Communications Engineering, Inc., 5/19/88.
- K55EW Pahrump, NV. Communications Engineering, Inc., 5/19/88.
- W57AF Binghamton, NY. Broome-Delaware-Tioga Boces, 5/19/88.
- W58AV Buffalo, NY. Citizens Television System, Inc., 5/2/88.
- W66AD Canisteo & Hornell, NY. Boces of Steuben-Allegany County, 5/3/88.
- W68AD Corning, NY. Boces of Steuben-Allegany County, 5/3/88.
- W51AN Olean, NY. Trinity Broadcasting Network, Inc., 5/2/88.
- W42AE Poughkeepsie, NY. Dutchess Community College, 5/3/88.
- W60AD Savona, NY. Boces of Steuben-Allegany County, 5/3/88.
- W14AE Syracuse, NY. Channel America LPTV Holdings Inc., 5/19/88.
- W41AE Utica, NY. Trinity Broadcasting Network, Inc., 5/2/88.
- W38AM Westbury, NY. Thomas F. Liotti, 5/19/88.
- W22AE Bucyrus, OH. Allonas Communications, Inc., 5/2/88.
- W54AF Bucyrus, OH. Allonas Communications, Inc., 5/2/88.
- W08BV Columbus, OH. Howard LP Television, 5/3/88.
- W53HJ Harrisburg, PA. Televisual Corporation, 5/2/88.
- W65AV Harrisburg, PA. Televisual Corporation, 5/2/88.
- W05AY Oil City, PA. Summa Communications, Inc., 5/20/88.
- W63AU Pittsburgh, PA. The Bon-Tele Network, 5/3/88.
- W11BC Williamsport, PA. Trinity Broadcasting Network, Inc., 5/2/88.
- W20AD Williamsport, PA. The New York Times Company, 5/2/88.
- W33AD Concord, VA. Paul H. Passink, 5/3/88.
- W55AT Huntington, WV. Channel America LPTV Holdings, Inc., 5/19/88.

ASSIGNMENTS AND TRANSFERS

- K14HC Prescott, AZ. Voluntary assignment of permit granted from Global Village Video Resource Center, Inc. to United Entertainment Group, Inc. on 5/18/88.
- K26BZ Junction City, KS. Voluntary assignment of permit granted from Focus Translators, Inc. to Trinity Broadcasting Network, Inc. on 5/6/88.

K59DA Wichita, KS. Voluntary assignment of permit granted from Hightlight Broadcasting Company to Trinity Broadcasting Network, Inc. on 4/29/88.

W40AD Columbus, OH. Voluntary assignment of permit granted from Media Properties to Pengardner Co., Inc. on 4/25/88.

W56CC Florence, SC. Voluntary assignment of permit granted from Florence Christian Television, Inc. to WELY, Inc. on 5/6/88.

W38AD Jackson, TN. Assignment of license granted from Impact Television Group, Inc. to Christine E. Palmquist on 5/20/88.

K10MX Tyler, TX. Voluntary assignment of permit granted from Mark VII Broadcasting to Russell Communications on 4/26/88.

K35BO Wichita Falls, TX. Voluntary assignment of permit granted from Peter D'Acosta to Sports 35, Ltd. on 5/16/88.

K51BX Woodrow, TX. Voluntary assignment of permit granted from Low Power Technology, Inc. to Ronald J. Gordon on 5/6/88.

CHANNEL CHANGES

K58CU Bakersfield, CA. Trinity Broadcasting Network. Channel change granted from 55 to 58 on 5/23/88.

W35AK Iron Mountain, MI. U.P. TV Systems, Inc. Channel change granted from 72 to 35 on 4/29/88.

W06BG Chattanooga, TN. D. Stephen Hollis. Channel change granted from 67 to 6 on 4/29/88.

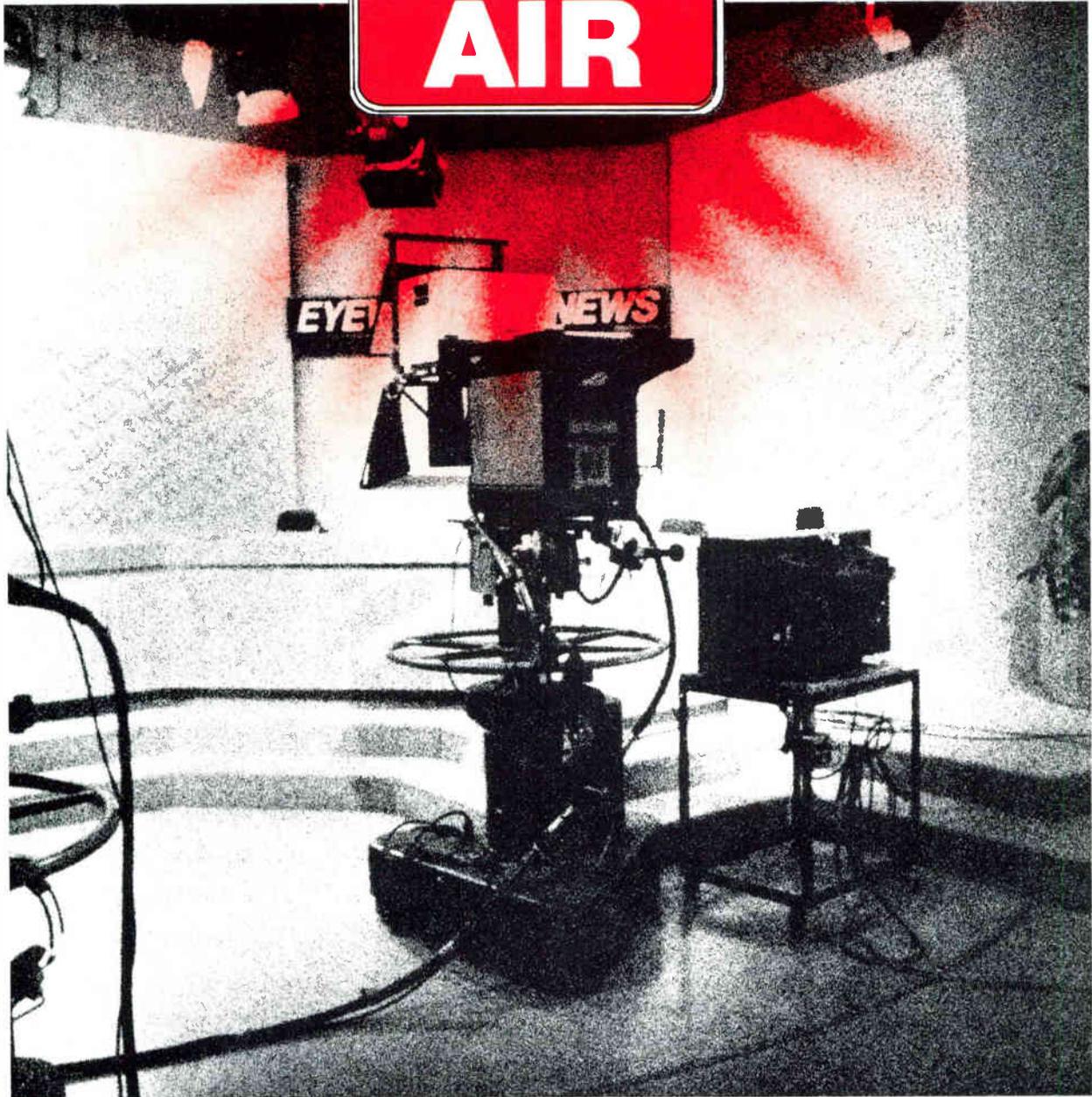
NEW LPTV CONSTRUCTION PERMITS

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

- 23— Jasper, AL. Walker Television, 4/29/88.
- K43CJ Mountain Home, AR. Robert D. Kymala, 4/29/88.
- K68CU Springdale, AR. Christians Incorporated for Christ, Inc., 4/29/88.
- K62DB Guadalupe, CA. William V. Johnson, 4/29/88.
- K69FE San Luis Obispo, CA. Alegria Broadcasting Corporation, 4/29/88.
- K25CT Sonora, CA. Finnigan Communications, Inc., 4/29/88.
- K28CO Cortez, CO. Susan Easton, 4/29/88.
- 35— La Grange, GA. Troup Broadcasting, Inc., 4/29/88.
- K38CB Honolulu, HI. Casey Telecommunications Corporation, 4/29/88.
- K56DW Cedar Rapids, IA. Pauline Ellis, 4/29/88.
- K33BZ Denison, IA. Denison Newspapers, Inc., 4/29/88.

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