

# The LPTV Report

News and Features for the Community Television Industry

Vol. 1 Issue 1

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September 1986

PREMIERE  
ISSUE

Andre Schwegler, executive vice president-marketing, SAT TIME, Inc. and Cecil M. Fuller, president, American Family Network, close \$3.36 million satellite deal.



## American Family Network Hosts Affiliate Gathering

by Jacquelyn Biel

In the five-story, red brick Station House across the street from the train depot in Little Rock, Arkansas, Cecil Fuller has established the offices of his American Family Network, the latest of the new satellite-delivered programming services for community television.

The building, a former railroad hotel which is on the National Register of Historic Places, was the site of a gathering June 25 and 26 of AFN affiliates as well as community TV station owners and managers considering the network as a programming source for their own operations.

According to Fuller, AFN's president, the new network will program to "Norman Rockwell's America" with a blend of family entertainment fare and a show called "Your Local Station" that is tailored expressly to satisfy the need for local programming of LPTV's and full power stations in markets of 30,000 to 100,000 people. Approximately 1.2 million households with satellite dishes will also be able to receive the network's unscrambled signal.

"Our future is built on your making a profit," Fuller told the group during one session. "And what makes money for community television is local involvement." He described the "Your Local Station" concept as a combination of "Good Morning America" and a morning radio show. Scheduled from 7:00 to 10:30 a.m. and from 5:00 to 6:30 p.m. on weekdays.

*continued on page 4*

## H.R. 3108 to Become Law This Year

H.R. 3108 passed the House by a voice vote on July 28 and is now on the desk of House Majority Leader Thomas P. ("Tip") O'Neill awaiting signature, after which it will be sent to the Senate and then to the President to be signed into law. "We can anticipate getting the bill passed before this session of Congress is over," stated Rick Hutcheson, president of the Community Broadcasters Association.

Introduced in the House on July 30, 1985 by Wisconsin Congressman Robert Kastenmeier and in the Senate by Maryland Senator Charles McC. Mathias, the bill clarifies the status of LPTV stations as "local" rather than "distant" signals for the purposes of the Copyright Act and thus makes it possible for cable systems to carry LPTV signals without paying a distant signal fee.

The bill has been endorsed by the National Cable Television Association, the National Association of Broadcasters, and the Copyright Office itself. K/B

## Nielsen Lowers Reportability Threshold

Beginning in October, the A. C. Nielsen Company will use lower cumulative audience criteria in their ratings, according to Larry Frerk, the company's promotion director. This means that a greater number of small market stations, including LPTV's, will be included in the ratings.

Up to now, most LPTV's and other small market stations have been unable to meet the minimum audience share necessary to be included in the Nielsen ratings. This automatically excluded them from most national advertising placements, because such advertisers require ratings before they will advertise.

To be fully reportable, according to Frerk, a station must obtain a minimum 10% cumulative audience share—or CUME—over a one-week period, although only a 3% CUME is necessary to be reported in a single daypart.

Reports are issued weekly for the top 13 Demographic Market Areas (DMA's), monthly for other areas. K/B

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WELCOME!



Welcome to **The LPTV Report!** We are a new monthly magazine of news, information, and features for and about the community television industry. In these pages we will be reporting on what LPTV stations around the country are doing—and how they're doing it; new programming, equipment, and services for the community television broadcaster; what's happening at the FCC with regard to issues that affect our industry; and more.

Regular columns and features will include "CBA Comment," a monthly report from the Community Broadcasters Association; "LPTV and the Law," analysis of legal issues important to LPTV; "Checks & Balances," the financial side of community television by guest financial experts from the international accounting and management consulting firm, Arthur Young; "At the FCC," monthly reports of broadcast actions and LPTV lotteries; "Supplier Side," short comments on products and services for LPTV stations; and, of course, "In Our View," our own column of comment on community television and the business of broadcasting.

Do you have news that you want us to print? Please let us know! Want a chance to sound off? Write a letter for our "Letters" column. Have a good idea that you'd like to share? Jot it down and send it in—we'll start an "Idea Exchange." And don't forget the "Classifieds." At 25¢ a word, we're the best bargain around.

We are **your** magazine. And with your help, we can be the **best** magazine out for community television broadcasting. Let us know what you want. Let us know what you think. We'll listen. K/B

## In Our View

No one who knows even a little about LPTV is unaware of the many obstacles with which the service has had to contend since its inauguration with the FCC's **Report and Order** of March 4, 1982. But by the same token no one can be ignorant of either the vitality and persistence of this industry or the victories that it has achieved so far.

The many applications filed—not just by embryo networks but by hundreds of single investors, the birth of the Community Broadcasters Association, the cable copyright victory and the friends we won in Congress in our efforts to rectify that bit of technical discrimination, the Commission's softening stance on bumpability, the prospect of a new application window to open soon—these are just a few of the developments to highlight the last few years.

Not so visible but more important is the steady progress of stations being built, signing on, and growing slowly but persistently into sturdy broadcast businesses. A Kompas/Biel telephone survey conducted in April showed that of the LPTV stations then operating in a commercial mode, nearly two-thirds—29 of 45—had revenues in excess of expenditures on a monthly, ongoing basis.

More significant even than that, six to ten new stations are being licensed every month; and there are now over 200 licenses and 1,400 construction permits outstanding: A majority of the permittees who have not completed construction during the initial permit period are requesting extensions of time to build, one indication that they intend to develop the stations. Furthermore, an increasing number of transfers and assignments shows that permits are not being allowed

to die but are going to those who, we presume, plan to build them...and who have the capital to do so.

The early promise of LPTV is being realized. As were all of the broadcast services, LPTV was created to better serve the people of this country. Wisconsin Congressman Robert Kastenmeier stated in a January 1984 address to the Community Broadcasters Association that one of the responsibilities of those whose privilege it is to broadcast over the public airwaves is "... to provide information, entertainment, and opinion that is as reflective as possible of the exuberant and versatile mind of the American people." This is what community television has done, and will continue to do.

The variety of broadcast possibilities for this service is exciting. Already we have rock video, classic movies, foreign language programming for dozens of ethnic communities, broadcast "workshops" where kids learn production, "wireless" cable for uncabled markets, programming especially for financiers and business people, foreign films, sports documentaries, viewer participation game shows, and more. On the horizon are continuing education programming for professionals, corporate LPTV for in-house broadcasting—a variety of programming for an assortment of purposes that we are now only beginning to discover.

But we should never forget that our strength lies in localism. Cable can provide variety. The major networks give us expensive productions. But only community television can respond exactly and personally to the small but so very important events of our daily lives. Only community television can afford to televise a Hmong church service, the eighth grade basketball playoffs, the high school string recital, a visit to the zoo, the town theater's production of *Brigadoon*, a spelling bee, a French documentary. Only community television can reflect our individuality, our wonderful American diversity, the uniqueness that traditional television—restricted by its size and cost—has never been able to express. Localism is our strength and our mandate. Localism is the reason we will survive... and prosper. K/B

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### CBA to Move Offices

The Community Broadcasters Association moved its offices on August 15. The new address is 14100 Sullyfield Circle, Suite 300-A, Chantilly, VA 22021. The new telephone number is (703) 830-0084.

## AFN To Finance LPTV Builds

American Family Network, a satellite-delivered community television programming network based in Little Rock, Arkansas, will begin offering assistance in locating financing to LPTV construction permit holders seeking to build their stations, announced Cecil Fuller, AFN's president.

The assistance package will include an analysis of the market for which the permit has been awarded, and development of a prospectus. A limited partnership offering will be set up with the LPTV permittee as the local general partner. Wherever possible, local investors will be sought as the limited partners. All offerings will be made in accordance with applicable SEC laws, Fuller said. A Little Rock investment firm will handle the transactions.

According to Fuller, each station will require between \$500,000 and \$750,000 for equipment and first year operations. Return on investment is expected to be 200-250%. The first 90% of pre-tax profit will be used to repay the initial investment. After that, 50% of pre-tax will be returned to the investors until 200% of the initial investment has been paid, at which time return will drop to a perpetual 10%. Control will remain with the general partner.

Construction permits must be for markets of at least 50,000 population, and the permittee must agree to affiliate with AFN when the station signs on the air. Other conditions will be decided on a case-by-case basis.

K/B

## Affiliate Gathering

*continued from front page*

"Your Local Station" features music videos in a variety of musical styles interspersed with national news, national weather by Accu-Weather (with optional local weather cut-ins), and availabilities for both local features and local spots.

The intent is to provide the appearance of local responsiveness without the expense of heavy local production. A station may fill any or all of the local programming or spot availabilities; any that are not filled will be covered by the network, Fuller stated. On Sunday mornings from 7:00 a.m. to 1:30 p.m., "Your Local Station" features religious music and religious programming.

### Programming is Varied

Filling out AFN's 24-hour broadcast day are movies, syndicated nostalgia series, and original shows produced in the Station House studios. Committed programming includes some 300 movies, thirteen series, and one strip show. Charles L. Sandage, vice president and general manager of the new network, mentioned that AFN has been focussing on deals with the smaller, independent producers, rather than the standard syndicators, in an effort to secure high-quality fare more economically and with less likelihood of copyright problems.

New Visions, a Colorado-based producer, is one such source. Another company based in California has committed 200 action/adventure programs featuring surfing, hang-gliding, and other sports. Program logs will be supplied to affiliates via downlink to PC-compatible computer systems at the stations, thus eliminating many of the time problems associated with mailing the logs and their updates.

Affiliate fees are based on a three-tier system. The service is free to affiliates who do not wish to retain any of the 12 60-second ad avails per hour for local spots. The cost is \$1,500 per month for affiliates who retain three avails per hour, and \$2,500 per month for those who want half of the avails. Fuller stressed that the network will not tolerate signal swipers, stations that carry the feed with-

out paying for it. "We must work together as a family, a unit, if we are going to survive," he said.

National and regional advertisers may buy ad time on the network for \$300 per 30-second spot. "We're looking for people who need to market nationally but can't afford to do so on the available media. That's our market niche," said Fuller. In order to break even, Fuller stated, AFN must sell 36 spots per 18-hour day, as well as have at least 25 paying affiliates. One national ad contract has already been signed—with country singer Christy Lane.

### \$4 Million Committed

Fuller stated that up to \$4 million has been committed to the new venture—\$2.5 million for start-up expenses with the balance to be held in reserve and used as necessary. He mentioned that the combined assets of the investors in AFN exceed \$275 million. The objective is to take the company public within 1 to 1 1/2 years of start-up.

Slated to begin service on September 1, the network will be uplinked to GTE Spacenet 1, Transponder 17, covering all 50 states. Plans call for a second channel to begin on Transponder 19 within six months. The cost will be \$3.36 million over the term of the three-year contract.

The first feed will supply AFN programming to community TV affiliates. The second will supply Arkansas-originated special events and entertainment programming to Arkansas broadcasters and cable systems, in particular, those who do not or cannot receive local programming from the state capitol. It will also supply alternate programming to affiliates who cannot air the regular feed because of licensing conflicts in their broadcast area. Fees will be paid to the cable systems for this carriage, revenues coming from regional advertisers carried on the network. Cable systems carrying the signal, however, will be obligated to carry any AFN affiliates in their area at no charge.

Besides programming, AFN is planning to offer several other types of products and services to affiliates. These include systems design and purchase; consultation in management, marketing, engineering, and production; and a variety of financing programs, including equipment and real property leasebacks, partnerships, joint ventures, and equity purchase. Among the immediate offerings will be downlinks, production consoles, and automation systems. Later, AFN will also assist affiliates who wish to participate in the local weather programming and information offered by Accu-Weather, supplier of weather news for the "Your Local Station" segments.

The two-day gathering also included seminars in engineering, management, marketing, and finance.

K/B



Speaking on finance and management at American Family Network's affiliate gathering are (l to r) Jim Lake, first vice president, Crews & Associates, Inc., Investment Bankers; John Kompas, president, Kompas/Biel & Associates, Inc.; Cecil M. Fuller, president, American Family Network; and Doug Wood, general counsel, American Family Network.

**AMERICAN FAMILY NETWORK PROGRAM GRID  
SEPTEMBER 1986**

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00	Religious	"Plasticman"					Kids Plus
6:30		"New Zoo"					
7:00		"Your Local Station"					
7:30							
8:00							
8:30							
9:00		"Johnny Kay Country"					
9:30							
10:00		*To be announced					
10:30							
11:00		"Westbrook Hospital"					
11:30	"Insight"					Old West Theatre	
12:00	"The Explorers"	AFN National News					
12:30		*To be announced					
1:00	*To be announced						
1:30							
2:00	Old West Theatre						
2:30		Classics Movie					
3:00							
3:30		"Your Local Station"					
4:00	Fishing Shows	Pop Music Videos					
4:30		"Plasticman"					
5:00	*To be announced	"New Zoo"					
5:30		"Johnny Kay Country"					
6:00	"Theatre of Magic"						
6:30	"New Vision"	*To be announced					
7:00	"Broadway Video Special"						
7:30							
8:00							
8:30	Movie	Movie (Color)					
9:00							
9:30							
10:00	Wrestling	"King of Kensington"					
10:30		AFN National News					
11:00							
11:30	Movie	Movie (Classics Repeat of Afternoon)					
12:00							
12:30							
1:00							
1:30							
2:00							
2:30							
3:00	Music Videos	Country Music Videos					
3:30							
4:00							
4:30							
5:00							
5:30							
6:00							

\*Programs to be announced — The following are under active negotiations but are not yet closed:

Batman	Daniel Boone	Julia
Bonanza	Get Smart	Lost in Space
Branded	High Chaparral	Swiss Family Robinson
Candid Camera	Guns of Will Sonnet	Topper

American Family Network has closed on over 2,500 hours of programming amounting to a commitment of over \$1.1 million.

# LPTV:

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# LPTV and the LAW Beating Bumpability

by Peter Tannenwald and Gregg Daffner

After an LPTV or television translator operator has met the engineering, regulatory, and economic hurdles necessary to construct and operate a station, and regardless of how successful that station becomes, there still remains one major obstacle to success: displacement by a full power television station. Under the rules established by the Federal Communications Commission, an LPTV or television translator license is a grant of "secondary status," subject to revocation whenever a full power station is authorized in conflict with the existing LPTV channel.

Displacement means that the station loses its license and is forced off the air to make room for the full power station. Regardless of the extent of its contribution to the "public interest," when an LPTV station is displaced, or "bumped," it loses all of its status before the FCC, even though the licensee may be an experienced broadcaster. If, in an attempt to continue operating, the now former licensee wishes to apply for a new, unoccupied channel, the application is subject to the same processes as a first-time application, including any necessary lotteries. In fact, the applicant may be prevented from filing at all—if the appropriate filing "window" has closed.

The secondary status of LPTV stations, combined with the FCC's current policy of putting displaced licensees at the bottom of the heap among applicants, has adversely affected the financial stability of the industry. Operators know that an

LPTV station requires a substantial capital investment, not only for studio and transmission facilities but also in start-up promotion, programming, and other operating costs. All of this may amount to several hundreds of thousands of dollars over the first three years. When a license can be taken away through no fault of the licensee, there should be some mechanism for reinstating operation on a vacant channel if the financial community is to be encouraged to invest in LPTV ventures.

## CBA Petition

To establish such a mechanism, the Community Broadcasters Association, a non-profit trade group comprising LPTV licensees, construction permittees, and applicants, petitioned the FCC in June 1985 to amend its rules so as to modify the procedures for reassigning LPTV channels in the event of a displacement. The CBA requested that, if an LPTV or translator station has been displaced, the licensee should have the first choice of alternative available channels without having to compete with other applicants, as long as at least one channel was left for the others.

When faced with displacement, the LPTV licensee would request a modification of its license to specify operation on a different channel. If a vacant channel were available that could serve the same community without causing interference to other LPTV's or to full power television

stations, then operation could automatically be shifted to that channel. If LPTV applications were pending for that channel, then the displaced operator could change channels only if at least one other channel were available for which new applicants could still apply.

The rationale for this mechanism is similar to that underlying the renewal expectancy awarded broadcast licensees for meritorious past broadcast service. CBA argued that the FCC's traditional recognition of a renewal applicant's expectancy applies with special force to LPTV licensees bumped by full power grants. First, the existing licensee's performance has been proven in the marketplace, whereas that of the new applicant is untested and speculative. Second, in a new service such as LPTV, licensees need to be encouraged to make long-term investments to insure quality service. However, such investments will be made only if LPTV licensees have some assurance that they will be allowed to continue operations in some form. Third, the FCC has already stated that treating present licensees and new applicants as if they were both new applicants is not in the public interest because it would lead to a "haphazard restructuring of the broadcast industry."

## FM Precedent

The legal precedent underlying CBA's petition is essentially an extension of an FCC policy governing FM licensees. An



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existing FM licensee may request that the FCC allot a higher class of channel to its community, and it may specify operation on that superior channel without inviting competing applications, provided that it can show that an additional, equivalent channel is available for other applicants. The FCC's policy is intended to encourage FM licensees to upgrade their facilities in order to improve services to their audiences. This rationale applies even more strongly in the case of LPTV stations, where the very existence of a broadcast service is at stake.

Recognizing that there is a backlog of LPTV applications on file, and that therefore many of the otherwise available channels will already be applied for, CBA proposed that in situations where there are two or more channels available in the same community, applicants who are awaiting lottery for the channel to which the displaced licensee proposes to move be permitted to amend their applications to specify one of the remaining available channels. This would free one channel for use by the displaced LPTV licensee while affording pending applicants a continued opportunity for a new channel assignment.

CBA noted that while pending applicants may have some rights after their application cut-off date, nevertheless licensed LPTV operations have at least equally great equities which need protec-

tion. Although an LPTV applicant may find itself in a larger lottery because one of the channels from a community has been taken by a displaced LPTV station, the increased protection from total displacement which CBA's proposal would yield outweighs the diminished chances of the new applicant's winning the lottery. Moreover, many of these applicants already have LPTV stations elsewhere which they will wish to protect.

The FCC, first by its Mass Media Bureau and then by the full Commission, denied CBA's petition. While an appeal of the decision was being taken to the federal court of appeals, AGK Communications, an LPTV operator, requested reconsideration by the FCC.

### **FCC Proposal**

Then, at the end of June, on its own motion, the FCC proposed to allow modifications of displaced LPTV and television translator licenses and construction permits to specify a new channel without being subjected to competing applications. Additionally, in an effort to avoid the mass of applications that was filed the last time it accepted LPTV applications, the FCC also proposed to modify its filing procedures.

The FCC's proposal regarding displaced LPTV licensees is essentially a watered-down version of CBA's request.

The FCC intends to protect only those displaced LPTV operators who propose to relocate to a vacant channel which has no pending applications. Although this solution does not fully address the displacement problem, it is at least a step in the right direction. It is essential that the industry demonstrate its support for this proposal by submitting written comments to the FCC. Such comments might also point out that there is a need for broader relief than is now being suggested. If LPTV operators show a adequate interest, the FCC will be encouraged to adopt a new policy more quickly. This will help to stabilize the industry, encourage investment, and advance the viability of community television broadcasting.

Written comments may be in any form and of any length. At the top of the first page, identify the docket number—MM Docket No. 86-286. An original and five copies, addressed to the Federal Communications Commission, Washington, DC 20554, should reach the FCC by September 2, 1986.

*Peter Tannenwald is a partner and Gregg Daffner an associate in the Washington, DC law firm of Arent, Fox, Kintner, Plotkin & Kahn. On behalf of the Community Broadcasters Association, they petitioned the FCC to modify its LPTV/translator displacement policy.*

# FCC Requests Comments on New Rules for LPTV

by Jacquelyn Biel

In a **Notice of Proposed Rulemaking** released on July 9, the Federal Communications Commission proposed to modify the LPTV rules to address two areas of concern to LPTV broadcasters and applicants. The Commission suggests a modification of the application filing procedures to better control the number of LPTV applications to be filed during a window. They also propose a solution to the "secondary status" problem whereby an operating LPTV or translator can be displaced by a land mobile radio service or a full power television station.

Under current rules, there is no mechanism for limiting the scope or size of a given application window in the contiguous United States. After considering various alternatives, the Commission concluded in their 1984 **Report and Order** (MM Docket No. 83-1350) that opening windows only for specific states or regions could preclude applicants for channels in areas adjacent to those regions. However, opening a window for the entire lower 48 states could invite as many as 25,000 new applications, a number that the Commission has neither the staff nor the money to manage efficiently. Furthermore, the budget-cutting mood in Congress means that additional staff and

funds would not be available. The new batch of applications could take as long as two years to process under current restrictions.

Citing their desire to protect the public interest, to which both the LPTV and the translator services contribute by providing alternative or increased viewing choices, the Commission proposed in the **Notice** two alternatives to the unrestricted window.

## Limit on Applications

The first approach would be to place a limit or "cap" on the number of new applications that could be filed by an applicant during any particular window. The cap could be as few as one or as many as twelve applications per window, or more. The cap would not apply, however, to major change applications or any existing applications filed by the same applicant.

The Commission is soliciting comments by September 2 on whether the cap should be the same number for each window or whether it could be varied from window to window as processing resources dictate.

The Commission argues that a cap would allow the non-preferential nature of the filing window to be retained; that is, no applicant would be precluded from filing for an area because an application for an adjacent area or channel had been filed during an earlier window. In addition, no applicant would be unduly inconvenienced. The Commission's database indicates that at least 75% of LPTV and TV translator applications have been filed by only 10% of all applicants, and that 80% of all applicants have filed five or fewer applications. Consequently, if

the cap were set at five applications, for example, few applicants would be even temporarily inconvenienced.

The cap could restrict the number of applications only for each particular window. Once the applications had been sorted, lottery groups organized, and singleton grants proposed, a new window could be opened during which prior applicants could file new applications for new areas.

## Geographic Restrictions Proposed

The Commission also proposes to reexamine the possibility of restricting a particular filing window to specific regions such as states, portions of states, or groups of states. The rationale is that the number of filings could be better controlled, thus allowing faster processing. Comments are requested as to how best to divide these regions, the best method for selecting them, and the feasibility of some combination of the cap and geographic restrictions.

The second issue addressed in the **Notice** was "bumpability," or the fact that an LPTV or TV translator station can be "bumped" off the air by a land mobile radio service or full power television station to which it causes interference (see "Beating Bumpability" elsewhere in this magazine for the legal implications of this proposal).

## Solution to Bumpability

While the Commission has "no intention of upgrading the low power television and television translator service from its secondary status," they do not wish to inhibit television service to the public, the eventual result of the displacement policy. They propose to modify the rules to allow a displaced LPTV or TV translator to submit a major change application specifying operation on a new channel which 1) is not mutually exclusive with any other LPTV or translator application or with any authorized stations, and 2) does not require a significant change in the station's service area.

This proposal is a modified version of an earlier rulemaking petition by the Community Broadcasters Association which sought permission for a displaced LPTV or translator station to move to another vacant channel without competition, regardless of whether or not applications were pending for that channel.

The complete text of the **Notice of Proposed Rulemaking** is available from the FCC. Comments on the proposals are due on or before September 2, 1986. Reply comments are due September 17. To file, send an original and five copies of any comments and supporting documents to: Office of the Secretary, Federal Communications Commission, 1919 M Street, NW, Washington, DC 20054. 

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## Patricia Diaz Dennis New FCC Commissioner

Patricia Diaz Dennis was confirmed by the Senate June 13 as the fifth member of the Federal Communications Commission. Her oath of office was administered by Vice President George W. Bush on June 25. Her term expires June 30, 1989.

Dennis, a Democrat, was a member of the National Labor Relations Board since May 1983. Prior to that she was an assistant general attorney with the American Broadcasting Company.

Dennis was a member of the United States Delegation, United Nations Decade for Women, 1985 World Conference in Nairobi, Kenya; and in 1984, she received the Mexican American Opportunity Foundation Woman of the Year Award of Merit.

# Moving Your Transmitter?

## Don't Lose Coverage

by Richard D. Bogner

Many LPTV permittees and licensees do not realize that moving their transmitter to a new site not only is a "minor" rather than a "major change", but can often be effected with little or no loss in coverage. However, there are two important points to be aware of: 1) the new transmitter site must be within the original (74 dBu) coverage contour; and 2) it cannot be too close to the contour edge. Usually, a site at least several miles within the contour will allow a practical antenna design while at the same time keep the new contour within the original one.

An example of a typical situation is given in the figures. Figure 1 shows the original site, the new site, and their respective coverage contours. Figure 2 shows the antenna radiation patterns used to achieve these contours. The original antenna has a standard cardioid pattern. The new antenna design uses a special radiation pattern which was synthesized from the coverage requirement. As you can



Figure 1

Comparison of Coverage Contours Before and After Relocation of Transmitter

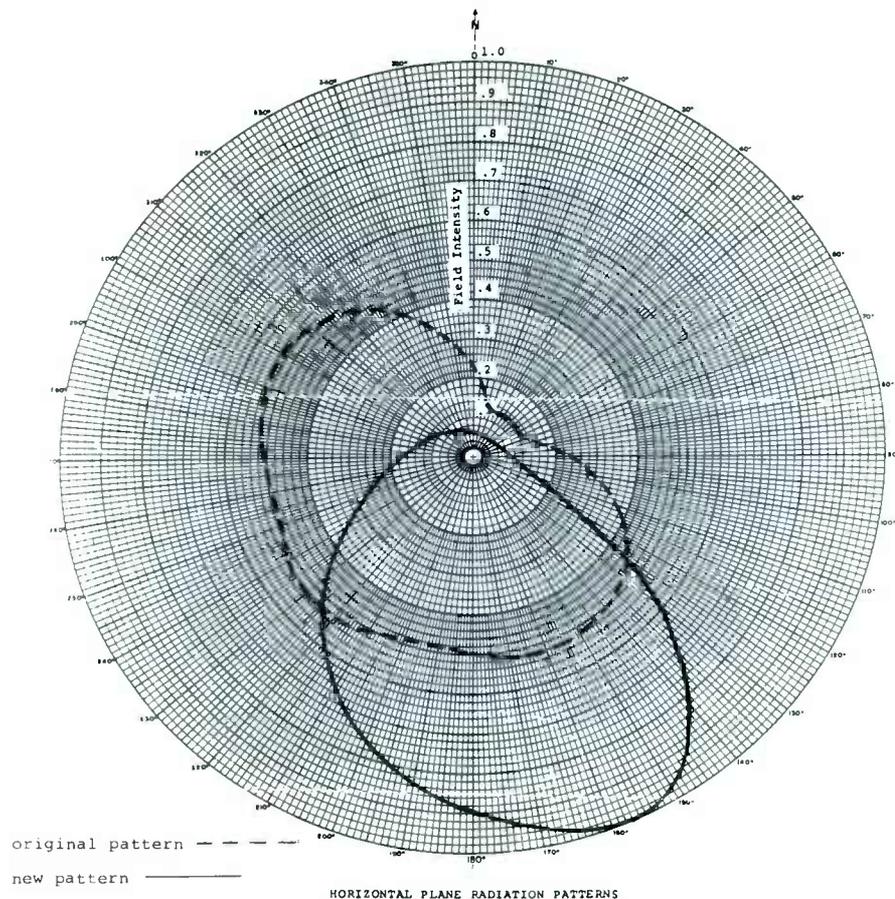


Figure 2

see, the loss in coverage is very slight.

It is important to note that loss in coverage through a site move not only reduces service area, but restricts subsequent site movements to the newest contour, and also reduces protection from interference. It is therefore worth the effort to keep such coverage loss to a minimum at each site move.

The procedure to follow, if you need to move, is this:

1. Locate a suitable site within, and not too close to, the edge of your current 74 dBu contour;
2. Compute the antenna design required to match the contour from the new site;
3. Contact an antenna supplier to see how closely such a design can be achieved in practice;
4. File for a "minor change", which the Federal Communications Commission is now granting rather quickly and with no risk of loss of channel.

*Richard D. Bogner is technical director of Bogner Broadcast Equipment Corporation, an antenna manufacturer located in Westbury, New York.*

Left: Comparison of Horizontal Plane Radiation Patterns

## CBA to Share SBE/BE Convention

The Society of Broadcast Engineers and *Broadcast Engineering* magazine have invited the Community Broadcasters Association to share their first annual national convention and conference to be held October 14, 15, and 16 in St. Louis.

Some 5,000 television engineers and broadcasters are expected to attend, and more than 250 booths will line the exhibit floor.

*Broadcast Engineering* will sponsor the technical seminars, an outgrowth of the Battison seminars formerly offered at Ohio State University. The CBA, which has scheduled its one-day conference for October 15, will offer intensive sessions on sales and programming for community television stations. "The aim is to provide a forum for station operators to exchange ideas and experiences," said Rick Hutcheson, CBA president.

Admission to the exhibit floor is free. A fee of \$25 will be charged for the symposium and workshops. LPTV attendees may share in SBE's special group rates for airfare and accommodations.

For registration and travel information, contact Cheryl Guttridge, Community Broadcasters Association, 14100 Sullyfield Circle, Suite 300-A, Chantilly, VA 22021, (703) 830-0084. For exhibitor registration, contact Don Strauss at (314) 429-8855.

## TV 55, Milwaukee, Proves Viewers

Proving viewership is a continuing challenge for LPTV station managers. But one Milwaukee station recently demonstrated its popularity with viewers rather dramatically.

TV 55, an LPTV serving Milwaukee's financial community during the business day and the city's Hispanic population in the evenings, ran a PSA sponsored by the Wisconsin Gas Company alerting low-income viewers to the company's heating and home weatherization assistance program. The announcement also ran in seven community newspapers and on four radio stations.

Of the 516 responses, TV 55 garnered 121, second only to the city's most popular radio station. The city's two Hispanic community newspapers reported no responses at all.

"We're very proud of this evidence that we are indeed reaching our target audience," reported Ken Shapiro, the station's general manager. K/B

## LPTI Declares Chapter 11

Low Power Technology, Inc., owner of LPTV stations in Lawrence, Kansas and Anchorage, Alaska as well as 12 LPTV construction permits around the country, has filed for reorganization under Chapter 11 of the U.S. Bankruptcy Code. The immediate reason for the filing, according to Jeffrey Nightbyrd, president of LPTI, was to prevent foreclosure on television equipment at the two stations by the New York leasing companies which had accelerated their notes to the company.

LPTI had been late in payments to the leasing companies because it was awaiting consummation of a contract it signed in January with ATV, a Kansas City, Missouri investment company. ATV was to have invested \$1 million with LPTI to construct LPTV stations in Kansas City, Missouri, and Topeka and Lawrence, Kansas. One-fourth of that amount—\$250,000—was to have been paid in cash immediately, approximately \$60,000 of which would have been used to bring the leases current.

The deal was to have closed within five days after approval by the Federal Communications Commission in April. When it failed to do so, LPTI charged ATV with

breach of contract. Nightbyrd has since learned that one of ATV's principals has reportedly been charged in both Houston and Kansas City federal courts with fraud in connection with other, unrelated deals.

The Chapter 11 petition was filed on May 30 in U.S. District Court in Austin, Texas. A formal creditors' hearing was held on August 4. At filing, LPTI reported total debts of \$860,000 and assets of \$2,929,000. The aborted deal left LPTI with direct cash losses of about \$50,000 according to Nightbyrd. ATV still holds some LPTI files as well, including some confidential station operation manuals.

"The reorganization has both helped and hurt us," said Nightbyrd. "It has helped in that we were able to buy time on our leases. It has hurt our image, of course. But our format (music videos in major markets) is working very well, and we plan to build more stations. In fact, Catch-22, our Anchorage station, did so well in May that it beat out the independent full power and both the PBS and CBS affiliates in the 9 a.m.-12 noon daypart." Nightbyrd said that he expects LPTI to emerge successfully from the reorganization. K/B

## GPN to Lose Promotion Funding

Great Plains National, a non-profit service agency of the University of Nebraska and supplier of the "Fun and Family" series, free or low-cost educational and family programming for cable and community television, will no longer actively promote the series, according to Kathy Sheahan, Fun and Family project manager.

Government funding for the sales and promotion of the "Fun and Family" series will end August 15. The programming will continue to be available, however, said Sheahan. Interested station managers should contact Steve Lenzen, Assistant Director for Business Affairs, at GPN's toll-free number, 1-800-228-4630. Preview tapes are available.

Produced in conjunction with the U.S.

Department of Education, the "Fun and Family" programming comprises 35 series of programs that address social, cultural, and ethnic topics of contemporary concern. Priced for community television at \$5.00/half hour, the tapes may be copied and stored for unlimited future airing.

The "Fun and Family" series includes such programs as "Infinity Factory," 82 30-minute magazine format programs about mathematics, geared to children; "Gettin' to Know Me," an award-winning series on Black folklore; and "Rebob," 52 30-minute segments featuring kids across the country doing and talking about what they do best—magic shows, acrobatics, animals, and computers, to name a few.

# Woods Communications Group grows with LPTV

by Steve Schmidbauer

LPTV has been around now for several years, predominantly in rural or semi-rural communities. Woods Communications, under the direction of Charles Woods since its inception 30 years ago, has brought LPTV to the big city.

Since September 1985, Woods Communications Group has been operating a 10 watt VHF LPTV station in Milwaukee, Wisconsin. W08BY, Channel 8 is a 24-hour, album-oriented video music station that broadcasts live from studios in the Marc Plaza Hotel from 2 p.m. to midnight daily.

Hosted by video jockeys, Video-8 Rock keeps up on the latest happenings around town, conducts interviews with visiting stars, and offers a host of other features focussing on Milwaukee. This local flavor gives Video-8 a distinct edge over national music television services.

Woods Communications has made a commitment to Milwaukee—and to several other cities, including Chicago and Atlanta—to supply entertainment, news, and music programming that highlights local groups.

Approximately half of the programming is live, with the balance on videotape or satellite-fed. Each station is advertiser supported. Spot rates are very competitive: for example, in Milwaukee an eight-day run of 32 30-second spots costs just \$240.

Woods Communications selected Video Images, a Milwaukee-based video systems dealer, to assist in the design and engineering of the facilities. Subsequently Video Images was awarded contracts to construct three systems.

Equipment includes Sharp XC-A1 and XC-900D color cameras, Grass Valley Group terminal and switching equipment, Sony 3/4" VTR's, Acrodyne transmitters, and Scientific Atlanta satellite equipment.

The Atlanta station was completed at the end of July. The Chicago station, Channel 13, recently received zoning approval and is scheduled to broadcast from the 65-story Huron Plaza building in downtown Chicago by the end of August.

*Steve Schmidbauer is in charge of Public Relations and Marketing Support for Video Images, a Milwaukee video systems house with branch offices in Madison, Wisconsin and northern Illinois.*

## Letter Perfect Standard Affirmed

On July 1, the Federal Communications Commission affirmed the Mass Media Bureau's return of the LPTV application of Tampa Broadcasting Corporation for Channel 5 in Tampa, Florida because the proposed facilities were predicted to cause interference with TV station WUFT-TV in Gainesville.

To eliminate the predicted interference, Tampa attempted to amend its application after it was returned to specify plus-frequency-offset. Tampa claimed that the Bureau erred in refusing to accept its amendments, on the grounds that the Commission should give minority-owned companies such as Tampa exemptions from the strict acceptance standard whereby LPTV applications must be "complete and sufficient" or be returned to the applicant. Such exception for minority-owned applicants, Tampa argued, would promote minority ownership in broadcasting.

The Commission denied review, stating that post-return corrective amendments are unacceptable under the "complete and sufficient" standard. It also found that an exemption from the standard for minority applicants was unwarranted, since Congress had already provided for the promotion of minority ownership by awarding preferences to minorities in LPTV lotteries. K/B

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## cba Comment

by Lee Shoblom

If you are just now entering the world of LPTV, or community television, you have excellent timing! You've missed out on some of the wilder and more woolly activities of our unique new industry, but your chances of survival are light years ahead of those of the pioneers of five years ago.

Cable companies may now carry your signal without paying a "distant signal" fee, thanks to the efforts of Wisconsin Representative Bob Kastenmeier and Maryland Senator Charles McC. Mathias. It's easier to get programming, especially in group buys. And time has proved the value of lean, no-frills management to the success of community TV ventures.

One major obstacle remains—LPTV's secondary status, whereby an LPTV can get "bumped" off the air if a full power television station wishes to broadcast on the frequency. The effect of this is that a thriving LPTV might have to cease operation to accommodate a new full power station, even though there may be absolutely no assurance that the full power station will successfully serve the community—or serve it at all!

My own situation illustrates the problem. If Phoenix, Arizona were 17 miles closer to Lake Havasu City, where I have my LPTV Channel 45, I would have had to have stopped broadcasting when Phoenix's new full power channel 45 began. And to get another channel for myself, it would have been necessary to go through the entire application and lottery process again!

Peter Tannenwald, CBA general counsel, and Rick Hutcheson, CBA president, are both working on some different approaches to this situation. They suggest that a displaced LPTV station have the opportunity to begin broadcasting on any other frequency available without having to go through the application and lottery process. Watch this magazine for information about the progress of their proposal. We feel that the displacement issue is a top priority for the CBA, and that it must be resolved before financial people will be willing to back LPTV stations fully.

On another matter, on September 1, the American Family Network will launch

a satellite-distributed programming service designed specifically for community television. Cecil Fuller, president of AFN, knows very well the ins and outs of LPTV broadcasting, as he ran a station in Arkansas until he got involved in putting AFN together. And he's chosen a flexible, watchable, saleable format for his network.

Connie Wodlinger's "Hit Video USA" is going very well, providing music video for both LPTV's and cable. If there's one criticism I've heard, it's that a few more local spot avails would be welcome.

Finally, more and more syndication people are going after the LPTV market, another indication of the gains our industry has made, and continues to make, as we forge ahead.

As most of you know, the Community Broadcasters Association is now in its second year of existence. I had the honor of being your first president, and Rick Hutcheson has succeeded me. As your present chairman, I would be remiss if I did not suggest, in the strongest words possible, that you join CBA if you are not yet a member. It's an old cliché, but it is so true . . . in unity there is strength.

We need you. We need your input, your ideas, your talent, your abilities, your money, your membership. If we have sufficient numbers across this country, we can speak with one voice . . . to the FCC, to Capitol Hill, to programming people, to equipment manufacturers, to everyone who will affect the way we do business and whether or not we are profitable or successful.

Write us, or better yet, call us at the telephone number below, and we'll send you all the information on your CBA membership. The very modest dues will be the best LPTV investment you'll ever make.

For information, write: Community Broadcasters Association, 14100 Sullyfield Circle, Suite 300-A, Chantilly, VA 22021, (703) 830-0084.

*Lee Shoblom is Chairman of the Community Broadcasters Association.*

### LPTV Distribution by State and Territory July 1986

	Licenses	CPs*
ALABAMA	4	15
ALASKA	10	29
ARIZONA	5	27
ARKANSAS	3	35
CALIFORNIA	19	37
COLORADO	9	52
CONNECTICUT	0	1
DELAWARE	0	2
WASHINGTON, DC	0	1
FLORIDA	9	40
GEORGIA	1	29
HAWAII	1	6
IDAHO	3	39
ILLINOIS	2	6
INDIANA	1	16
IOWA	3	25
KANSAS	3	70
KENTUCKY	3	9
LOUISIANA	2	17
MAINE	1	7
MARYLAND	0	3
MASSACHUSETTS	2	5
MICHIGAN	2	26
MINNESOTA	13	40
MISSISSIPPI	4	29
MISSOURI	2	44
MONTANA	11	100
NEBRASKA	1	58
NEVADA	6	39
NEW HAMPSHIRE	0	2
NEW JERSEY	0	6
NEW MEXICO	4	38
NEW YORK	5	21
NORTH CAROLINA	1	11
NORTH DAKOTA	1	55
OHIO	1	11
OKLAHOMA	7	44
OREGON	10	46
PENNSYLVANIA	0	11
RHODE ISLAND	0	1
SOUTH CAROLINA	0	5
SOUTH DAKOTA	0	60
TENNESSEE	3	23
TEXAS	15	77
UTAH	13	47
VERMONT	0	2
VIRGINIA	3	8
WASHINGTON	2	33
WEST VIRGINIA	0	2
WISCONSIN	9	12
WYOMING	12	41
GUAM	0	1
PUERTO RICO	1	0
VIRGIN ISLANDS	0	1

In addition to the stations listed above, ALASKA operates a 241-station LPTV educational network.

\*Construction Permits

Source: Kompas/Biel & Associates, Inc.

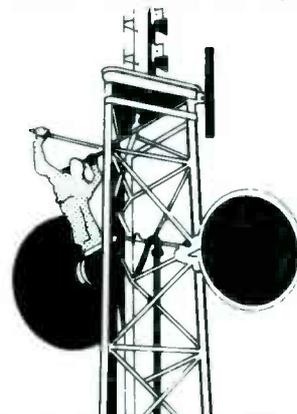
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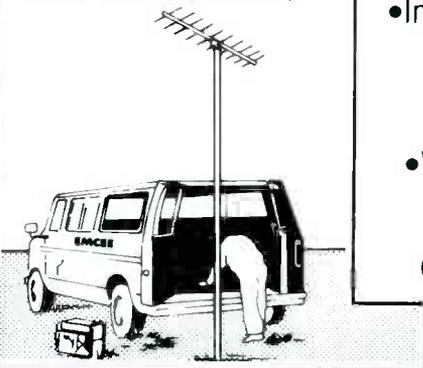


## INSTALLATION



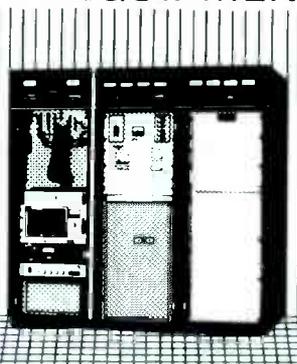
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# Checks & Balances

## Capturing Capital Through a Good Business Plan

by John D. Luellwitz,  $\Delta$  Arthur Young

With roughly \$2.3 billion in U.S. venture capital pools last year, broadcast entrepreneurs may think that the money is out there for the taking.

Unfortunately, accessing that money is hardly an automatic process. No matter how large their own fund is, venture capitalists—like most professional investors—carefully scrutinize potential investees. Often, for example, they will commit funds to a company only when they can look forward to regaining ten times their investment within five years.

How then can community television station owners successfully attract part of this huge pool? By preparing the same document that any investor would want to see: a solid, comprehensive business plan. A business plan is one of the best sales tools a company can develop, because a good plan will convince investors to back your service, your management, and your industry.

In working with many entrepreneurs, we've found that it is crucial to follow some simple rules when developing plans:

**1. Emphasize distinctive competence:** Each company must differentiate itself from its competitors and identify its unique "window of opportunity." Businesses are driven by markets; and your station's distinctive competence must be related to a market need.

**2. Identify and focus on a strategic thrust:** Don't offer something for everyone; identify and understand your own particular market niche within your broadcast area. What are your area's chief characteristics and what trends are taking place?

Know your customers and competitors. Are they large or small? What is their market share? Where will they be in five or ten years?

**3. Validate top-down results through bottom-up analysis:** It's common for business plans to predict that, given market share growth of, say, 20%, sales will soar to a given dollar figure. This is too vague! (If all the anticipated market shares of all companies in the microcomputer business were totalled today, the market would have to be 8,000 times larger than it is!)

A good plan shows how your station will obtain its anticipated market share with a bottom-up analysis that clearly demonstrates how you plan to achieve

it, what share you will gain, and why.

**4. Be conservative:** The typical entrepreneur says he or she will capture 20% of the market. Such a big share is aggressive in almost any market and is unrealistic for a start-up.

**5. Demonstrate that there's an "escape hatch":** Indicate that your station will be profitable enough and big enough to provide sufficient liquidity for investors to be bought out in five years. Remember, a business plan is often used to secure financing for a limited period. Potential investors are more interested in liquidity than in the long-term outlook.

Can someone be found to acquire the station in five years? Will the station attract other investors in five years who have different investment interests? If you have a station network, will you be able to go public?

**6. Note your milestones:** Identify critical milestones and schedule completion dates for activities in such areas as programming, acquisition, production, and sales.

**7. Present a balanced, talented, management team:** Venture capitalists invest in teams of people. A balanced station team typically consists of a station manager with start-up experience, a good financial officer, a sales manager with a proven track record—preferably in the market the new station will be serving, an experienced production manager, and a diversified

board of directors. Illustrate in your business plan how this group can work effectively together.

**8. Never underestimate capital requirements:** Most businesses that fail do so because growth, sales, and profitability are overestimated, and capital needs are underestimated. Also, the more you grow, the more capital you will require. Nothing is worse than trying to tap the capital markets as an unattractive candidate. Estimating your capital needs correctly at the outset allows you to plan financings for times when the business will seem most attractive.

**9. Never underestimate the competition:** This is a classic, but critical rule. Never assume that the status quo will reign forever. Markets and market shares rarely remain stable.

Two Arthur Young guidebooks, *Outline for a New High Technology Business Plan*, and *Outline for a New Venture Business Plan*, summarize what entrepreneurs need to know about writing this crucial tool for attracting investors. If you would like a copy, call me at (414) 274-8159.

*John D. Luellwitz is a manager in the Entrepreneurial Services Group of the Milwaukee office of Arthur Young. Arthur Young is an international accounting, tax, and management consulting firm with offices in 88 U.S. cities.*

### REGIONAL BREAKDOWN OF VENTURE CAPITAL ACTIVITY

	Total Capital Committed (millions)		% of Total Capital Committed	
	1984	1985	1984	1985
Northeast (CT, MA, NJ, NY, PA)	\$1,420.7	\$1,231.9	44%	52%
Southeast (DC, FL, GA, MD, NC, TN)	163.4	104.1	5	4
Midwest (IA, IL, MI, MN, MO, OH, WI)	276.1	152.4	9	7
Northwest (OR, WA)	7.0	26.8	—	1
Southwest (AZ, CO, NM, TX)	210.3	82.8	6	4
West Coast (CA)	1,181.4	753.9	36	32
	<u>\$3,258.9</u>	<u>\$2,351.9</u>	<u>100%</u>	<u>100%</u>

Source: Venture Capital Journal

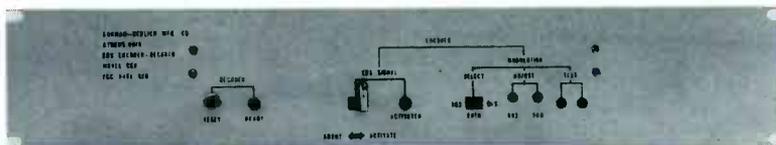
## 1982 Loose-Leaf FCC Rules Discontinued

Budget constraints have made it impossible for the FCC to print an updated version of its loose-leaf rules and regulations. Volume I has been updated through September 1985. The latest edition of all other volumes, however, is the October 1982 edition. The rules applicable to LPTV broadcasting are contained in Volumes I and III.

Printing of the 1982 edition will cease immediately. However, the current status of any of the rules may be determined by obtaining a copy of the appropriate book in Title 47 of the October 1985 edition of the Code of Federal Regulations, available from the Government Printing Office. The use of this annual publication in conjunction with the current edition of the monthly rules index entitled "LSA-List of Sections Affected" should provide users with the most current rules changes.

Publication of the loose-leaf edition will be resumed when possible. K/B

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## FCC Reviews Rules for Transmitter Changes

The FCC has begun a review of the rules pertaining to licensee modifications of broadcast transmitters. The proceeding is intended to reduce the regulatory burdens placed upon licensees while not increasing the potential for harmful interference.

Instead of requiring that licensees file a Form 301 when they wish to make minor

modifications to their transmitters, the Commission proposes to require only that licensees conduct appropriate tests to ensure that the modified equipment is in compliance with the rules.

Results of the tests would have to be kept at the transmitter site for as long as the equipment is in use. K/B

# cba news

*The Community Broadcasters Association is pleased to accept the generous offer of the Society of Broadcast Engineers to join in their First Annual Convention.*

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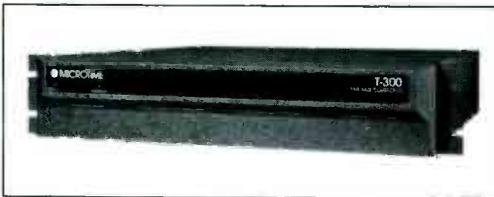
A division of Riviera Capital Corporation, with regional offices in major U.S. cities, Riviera Broadcast specializes in financial services for the small broadcast operation. A new service package for radio was introduced at the NAB in April, and the company is beginning to market to LPTV as well.

Contact: Gary Gross  
Vice President, Division Manager  
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7400 Center Avenue, Suite 102  
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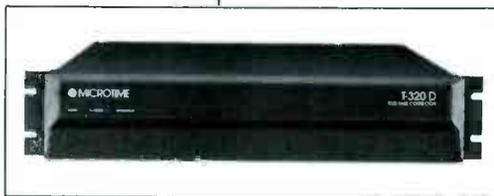
Several new and existing **Microtime** products are of particular interest to community television broadcasters. Three new digital time base correctors—the T-320D, T-320, and T-300 models—offer a range of features and performance to suit all applications.

Features common to all three TBC's are: wide window; Genlock or standalone

The New Microtime  
T-300 Time Base Corrector



The New  
Microtime  
T-320D  
Time Base  
Corrector



The New Microtime  
T-320 Time Base Corrector



operation; constant RS-170A output in Genlock, regardless of reference changes; LED to indicate optimum SCH calibration; proc-amp controls with presets; sync and blanking derived digitally for stability and repeatability; composite or non-composite outputs; and top access to all circuitry—no extender board required.

Options that vary with the different models are the following: freeze; field 1/field 2 selectable; vertical interpolator to minimize flicker in freeze; digital comb filter for improved separation of luminance and chrominance; RF sensing drop-out compensator; pictures in shuttle to plus or minus 40x.

Microtime also offers the S-130 full-frame synchronizer, engineered to synchronize external signals. Standard features are automatic freeze with loss of input, hot-cut performance, freeze-frame, adjustable blanking, and self-test diagnostics. The S-130's light-weight, low profile design make it equally at home in portable or fixed applications.

Contact: Norman Pinette  
Microtime, Inc.  
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**D.E.L. Compu-Cable Systems, Inc.** has introduced two low-cost, high-performance character generators with graphics.

The Spectraview II has 130 pages plus 10 graphic pages, date and time, horizontal crawl, two text sizes, and ten color selections. Options include a disk drive for storing messages and re-booting itself in the event of power failure, a graphics pad for creating original graphics, and a telephone modem.

The Spectraview I has 24 pages plus 10 graphic pages, a 256-color palette, date and time, horizontal crawl, and scroll or page capability. Options include a weather station, disk drive, graphics pad, and modem.

The cost of the Spectraview product has been kept down by utilizing existing Atari hardware. D.E.L. Compu-Cable produces the software that transforms the Atari computer into a character generator.

The software for the Spectraview II retails at \$279; the computer and software together retail at \$504. Demonstrations can be arranged.

Contact: D.E.L. Compu-Cable Systems  
#6 301 45th Street, West  
Saskatoon, Saskatchewan, Canada  
S7L 5Z9  
(306) 934-6884

**Cable Films**, a supplier of motion pictures to cable and broadcast systems since 1976, has a 260-film inventory of movie classics, including such titles as *A Farewell to Arms*, *A Star is Born*, and other classic dramas, comedies, thrillers, westerns, and short subjects.

Titles are available in 16 mm, 3/4" U-Matic, or 1" tape. They may be rented for one-time showings or leased for periods of one year or more.

Contact: Herbert Miller  
Executive Vice President  
Cable Films  
Country Club Station  
Kansas City, MO 64113  
(913) 362-2804

# Learn/Alaska Network Squeezed by Declining Oil Prices

The recent decline in oil prices is expected to decrease Alaska's oil revenue by nearly \$1 billion through 1987. The loss will affect the operations budget of the Learn/Alaska Network, a state-owned system of more than 240 LPTV stations providing voice, data, and video links to isolated communities throughout the state.

"The most significant impact will occur in the area of instructional television," stated Charles Hickman, director of the Learn/Alaska Network. The Network's full-period transponder on the Aurora 1 satellite will be terminated, and instructional television programming will be combined with the state's second full-period transponder to provide a combination of educational and entertainment programming for Alaska's population.

"We will probably see a reduction in our pre-recorded supplemental instructional programming for public schools and University courses, but we expect to maintain and even increase the number of hours designated for live interactive TV (one-way video, two-way audio)," continued Hickman.

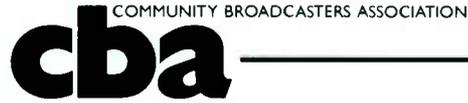
In addition to operational reductions, the Network will lose some positions among the field instructional television production staff and among the administrative support staff. K/B

## TV 8, Milwaukee, Gets New GM

Wayne Register, a 23-year broadcasting veteran, has been named general manager of Milwaukee's LPTV Channel 8, a Woods Communications Group station.

Mr. Register began his career at WTVM-TV in Columbus, Georgia and joined the Woods Broadcasting Company in Dothan, Alabama in 1964. His background is in sales and production.

Rick Lipps, executive vice president-LPTV for Woods Communications, and former general manager of Channel 8, will be based permanently in Springfield, Missouri. K/B



**We are the Community Broadcasters Association, the single, united industry organization representing your interests.**

### Our goals are to:

- Become a source of information on low-power television, translators, and telecommunication issues and activities.
- Provide training and information to members on legal and regulatory developments, programming and technical changes, and building and administering local broadcast facilities.
- Represent our members before Congress and all federal agencies.
- Conduct seminars, conventions and trade shows.

### Membership Application:

Name	Position	Telephone Number
Address	City	State Zip

### Please check the appropriate box (or boxes).

I have enclosed my \$125 check for my annual membership fee as an LPTV or translator license holder, permit holder, or applicant.

<input type="checkbox"/> LPTV license holder	<input type="checkbox"/> Permit Holder
<input type="checkbox"/> Translator license holder	<input type="checkbox"/> Applicant

I have enclosed my \$350 check for my annual membership fee as a consultant, program supplier, equipment manufacturer or supplier, or other providing a service to the LPTV marketplace.

<input type="checkbox"/> Consultant	<input type="checkbox"/> Equipment manufacturer or supplier
<input type="checkbox"/> Program supplier	<input type="checkbox"/> Other

I have enclosed my \$50 check for my annual associate membership fee.

Please mail your application and check to:

**Community Broadcasters Association**  
**14100 Sullyfield Circle**  
**Suite 300-A**  
**Chantilly, VA 22021**  
**(703) 830-0084**



## Own Your Own Community Television Station

Within the next few months, The Federal Communications Commission will be accepting new applications for Low Power (LPTV) television stations. The selection process favors minority and first-time owners. Investment and operating requirements are only a fraction of those for full service television broadcasting.

Kompas / Biel & Associates, Inc., a Milwaukee company, can help you prepare and file your application.

For more information, call  
1-414-462-7010

**Kompas/Biel & Associates, Inc.**  
P.O. Box 25510 • Milwaukee, WI 53225

## Classifieds

### SERVICES OFFERED

**Original music** for 30- and 60-second commercial spots. License-free compositions written to your specifications. One-time rights available. EAR Productions (414) 342-8368, or Fundamental Music Service (414) 263-5602.

### FOR SALE

**Panasonic NV-8200** industrial grade VHS recorder/player. Unit is in mint condition with very few hours of use. Includes switchable RF modulator Ch. 3/4. Asking \$750.00. (414) 462-7010.

### HELP WANTED

**Freelance partner/buyer.** 100-watt UHF on the air wants producer/salesperson to produce and/or sell school sports, local events, special projects. I will sell you blocks of transmitter time. D. W. Strahan, P.O. Box 2404, Victoria, TX 77902. (512) 578-5555.

### WANTED

**Microwave system** to rent for special events—elections, grand openings, sports. D. J. Everett, GM, TV-43, P.O. Box 4300, Hopkinsville, KY 42240, (502) 885-4300.

## Classified Rates

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

Classified advertising is sold at the rate of 25¢/word. Count each abbreviation, initial, single figure, or group of figures or letters as one word each. Symbols such as *mm, C.O.D., P.O.*, etc., count as one word each. Telephone numbers with area codes, and ZIP codes, count as one word each.

For Classified Display rates, call John Kompas or Mark Campbell at (414) 462-7010, or write *The LPTV Report*, P.O. Box 25510, Milwaukee, WI 53225-0510.

## ...at the FCC

### NEW LPTV LICENSEES

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

K47AQ Denver, CO. Happy Church, Inc., 6/20/86.

W02BH Live Oak, FL. WNER Radio, Inc., 5/19/86.

K60CL Keokuk, IA. World Outreach for Deliverance (WORD), 6/16/86.

K47BE Boise, ID. Trinity Broadcasting Network, Inc., 6/6/86.

W04BP Campbellsville, KY. Heartland Communications, Inc., 6/6/86.

K33AG Bend, OR. Trinity Broadcasting Network, Inc., 6/6/86.

### ASSIGNMENTS AND TRANSFERS

K27AZ Lawton, OK. Assignment of permit granted from Frontier Community Communications to Trinity Broadcasting Network, Inc. on 6/30/86.

K02MX San Antonio, TX. Transfer of control granted from Nightway Communications, Inc. to San Antonio Channel 2, Inc. on 6/27/86.

K39AH Durango, CO. Transfer of control granted from Providence Journal Broadcasting Corp. (a Rhode Island Corporation) to Providence Journal Broadcasting Corp. (a Delaware Corporation) on 6/27/86.

K10MS Davenport/Clinton, IA. Assignment of permit granted from W. J. Young Company, dba Clinton Herald, to Clinton Herald on 6/26/86.

K23AI Prescott, AZ. Assignment of permit granted from Sweetwater Church of the Valley to Trinity Broadcasting Network, Inc. on 6/17/86.

K26AQ Bullhead City, AZ. Assignment of permit granted from Localvision to Colorado River Broadcasting, Inc. on 5/19/86.

K36AM Vail, CO. Assignment of permit granted from Christian Renewal Church to Resort Broadcasting, Inc. on 6/4/86.

W67BG Dover, DE. Assignment of permit granted from Shuttle Communications to Trinity Broadcasting Network, Inc. on 5/23/86.

W05BA Jeffersonville, IN. Assignment of permit granted from John W. and Mary L. Smith to 5TV, Inc. on 5/20/86.

K69EB Wichita, KS. Assignment of permit granted from Graphic Scanning

Corp. to Broadcast Data Corp. on 6/18/86.

K43BC Clovis, NM. Assignment of permit granted from American Lo- Power Television Network to Ramar Communications, Inc. on 5/27/86.

K45BF Clovis, NM. Assignment of permit granted from American Lo- Power Television Network to Ramar Communications, Inc. on 5/27/86.

K02MQ Kerrville, TX. Assignment of permit granted from First Choice Video to International Broadcasting Network on 5/19/86.

K051A Huntsville, TX. Assignment of permit granted from First Choice Video to International Broadcasting Network on 5/19/86.

K26AP Brownwood, TX. Assignment of permit granted from Tel-Radio Communications Properties, Inc. to Trinity Broadcasting Network, Inc. on 6/20/86.

#### LPTV LOTTERY WINNERS

The following have been named tentative selectees of the LPTV/translator lottery held on June 27, 1986. If no petitions to deny the selectee are filed, and if the selectees are otherwise qualified, construction permits will be granted within 30 days of the selection notice (July 2, 1986).

Ch. 26, Brookings, SD. Williams Broadcasting.

Ch. 39, Crystal River, FL. WTSP-TV, Inc.

Ch. 42, Jackson, MI. Entertainment Systems, Inc.

Ch. 56, Duluth, MN. K. Sandoval Burke.

Ch. 33, Springfield, IL. LPTV Services.

Ch. 60, Louisville, KY. M & M Communications, Inc.

Ch. 36, Minneapolis, MN. N & K LPTV, Inc.

Ch. 51, Fayetteville, NC. James K. Smith and Hope S. Smith.

Ch. 48, Pueblo, CO. Midamerica LPTV Associates, Inc.

Ch. 33, Pendroy, MT. Arapahoe County TV Club.

Ch. 50, Farmington, NM. New Mexico Media, Ltd.

Ch. 52, Santa Fe, NM. Mountain TV Network, Inc.

Ch. 59, Albuquerque, NM. Residential Entertainment, Inc.

Ch. 15, Fort Bragg, CA. Katherine Estes Wilkerson.

Ch. 41, Altamont, OR. Blacks Desiring Media, Inc.

Ch. 39, Maui, HI. Island Television Corporation.

Ch. 27, Billings, MT. Bob Jacobucci.

Ch. 14, Whitefish, MT. Larry O'Shaughnessy.

Ch. 41, Duncan, OK. Southwest Media, Inc.

Ch. 69, Roanoke, VA. Media Properties.  
Ch. 17, Springfield, CO. Mountain TV Network, Inc.

Ch. 02, Woodward, OK. Minerva Rodriguez Frias.

Ch. 40, Rochester, NY. Jose Armando Tamez.

Ch. 68, Iowa City, IA. Brooks Broadcasting, Inc.

Ch. 15, Carlsbad, NM. Hermelinda Rodriguez.

Ch. 60, Poplar Bluff, MO. Juan Villareal.  
Ch. 31, Carlsbad, NM. Hermelinda Rodriguez.

Ch. 51, Richmond, VA. Minority Communications, Inc.

Ch. 23, Clemson, SC. Elizabeth E. Terrell.

Ch. 17, Topeka, KS. Worldwide Enterprises.

Ch. 35, Springfield, CO. Mountain TV Network, Inc.

Ch. 29, Waycross, GA. Juan Villareal.

Ch. 42, Centralia, IL. Felix de Jesus.

Ch. 31, St. Cloud, MN. Elizabeth E. Terrell.

Ch. 22, Douglas, AZ. Minerva Rodriguez Frias.

Ch. 27, Farmington, NM. Minerva Rodriguez Frias.

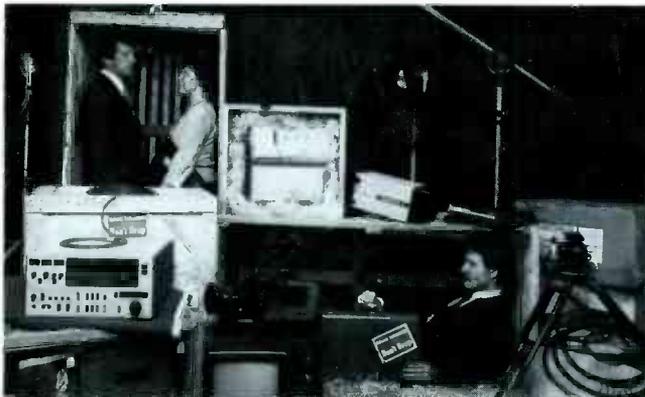
Ch. 45, Stuttgart, AR. Mountain TV Network, Inc.

Ch. 32, Centralia, IL. Mike A. Mendoza.

Ch. 59, Bay City, TX. Brunhilda Salgado.

Ch. 64, Montgomery, AL. Brooks Broadcasting, Inc.

K/B



**LINES**  
VIDEO SYSTEMS

219 South Jefferson/Springfield, MO 65806  
1-800-641-4674

## PACKED FOR ACTION

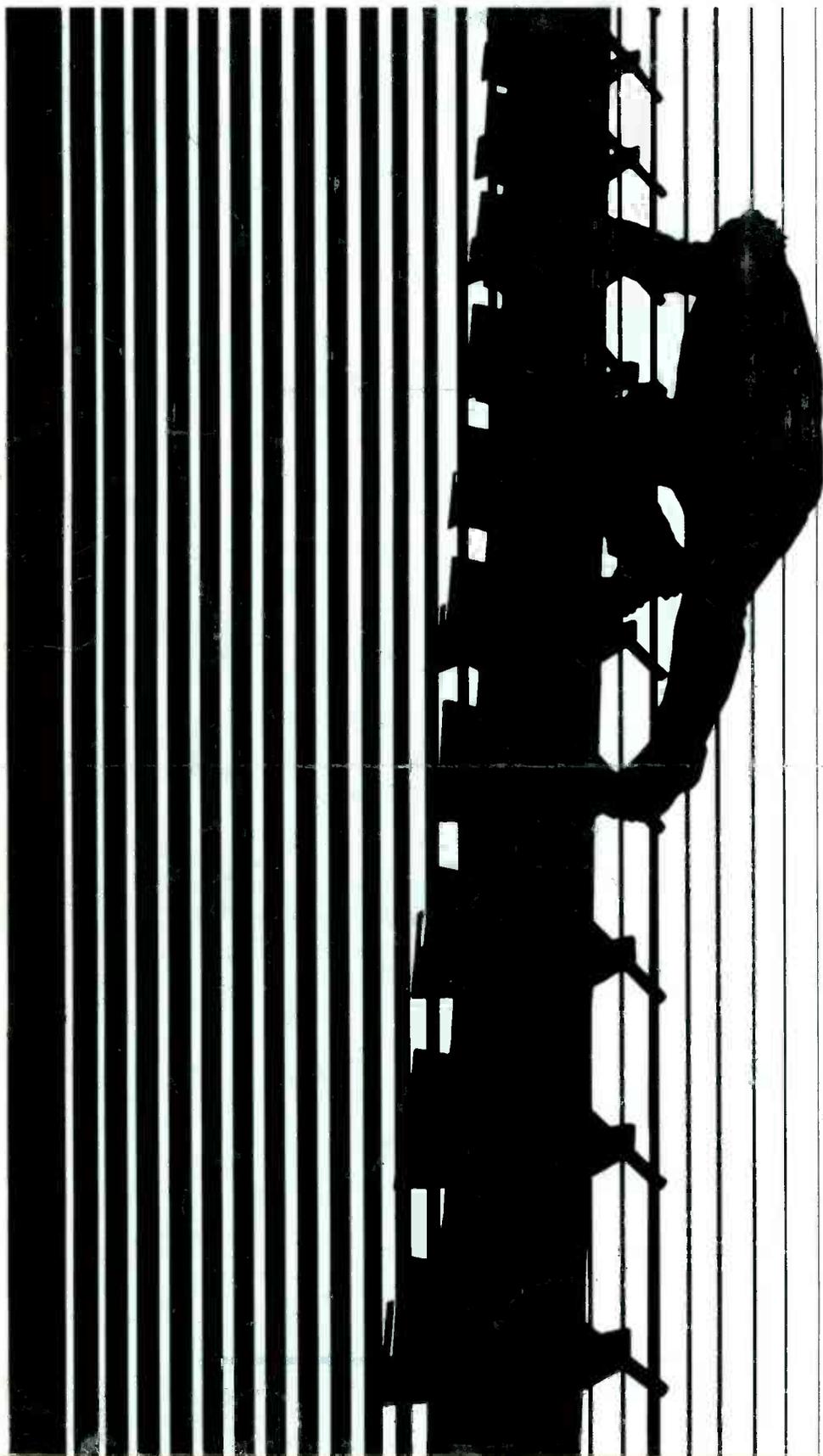
The minute you get that (CP) construction permit, you're marked. Every video equipment salesman in the book will be on your doorstep pitching the latest state-of-the-art equipment. But who's going to show you what to do with all that stuff when it arrives?

### WE WILL.

When you purchase a Lines Video System you get more than just state-of-the-art equipment. You get our professional team of video specialists. The right equipment you need for a low power TV station, a remote production van, or a production studio. The right team of professionals to show you how to put each piece through its paces. We'll teach you system installation and operation, production editing, special effects, and everything else you need to know to put your investment in the black. So when your advertisers ask for miracles, you'll know how to produce them.

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# Bogner—20 years, over 1000 TV transmitting antennas and still climbing!



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Today there are over 1000 Bogner TV transmitting antennas in use, more than from any other single manufacturer. Antennas with a long history of trouble-free performance and unequalled coverage.

Bogner antennas come in every power range and with the largest number of standard patterns in the industry. In addition, Bogner offers hundreds of custom patterns plus special designs to meet particular requirements.

Find out more. Call or write: Bogner Broadcast Equipment Corp.,  
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(516) 997-7800.

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