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Television

Local viewers to get low-power option

By Catherine Campbell
Reporter

The Bryan-College Station area will get a new television station within a year. This will be the third local television station to serve the Brazos area.

A New York-based, non-profit organization that special-

izes in television production, Global Village Video Resource Center, has been awarded a construction permit by the Federal Communications Commission to build a low-power television station (LPTV).

The television station will broadcast a variety of commercial programming on Channel

12, the executive director for Global Village, John Reilly said Thursday.

Global Village is best noted for its series and individual programs produced for public television, PBS.

Reilly said the station plans to offer the community some alternatives to programming already offered in the area.

"We have yet to decide the exact mix of programming," Reilly said, "but we plan to take a survey of the community to find out what type of programming is already serving the community."

"The fancy word in broadcast is ascertainment which means we go in and do research (in the community) to find out what it is that people want to watch."

Reilly said there are two general principals behind the LPTV stations: to give a sense of local identity by committing to a set number of broadcast hours and to examine the schedules of other stations in the community before determining what type of programming to commit to.

Reilly said the LPTV programs span a wide range of choices and that these choices determine the look of the station, either a local style or a network finish. Reilly said the range also includes music programming and that Channel 12 could take on music television format similar to MTV but with a local flavor specializing in local concerts.

"I'd like to stress one point and that is to give the station a local identity," Reilly said. "That would be the one overriding consideration — to give people what it is they want to watch."

"Alternative programming is programming that's different from what is being offered right now," Reilly said. "And what we plan is to be willing to take more

chances in terms of new formats and new ideas."

There is a possibility that Channel 12 could become a network affiliate with either ABC or NBC, Reilly said, although no definite steps have been taken to make the station a local affiliate. Reilly speculated that perhaps in three or four years, it might become a network affiliate.

Unlike traditional television stations, LPTV stations offer a limited transmitting power and as a result reaches a smaller audience but a much lower cost.

LPTV station signals can cover areas of 10 to 25 miles, depending upon the area's terrain. And an LPTV station costs about \$100,000 to put on the air, rather than the \$1 million or more it would cost a traditional station.

An LPTV staff ranges between 10 and 15 people, Reilly said. The position of station manager will probably be filled by someone from Global Village, Reilly said, but it is possible that station manager could be hired from Bryan or College Station.

Reilly said he wants fill the staff by hiring local broadcast professionals and students. Reilly said anyone interested in applying for positions at Channel 12, should send their resumes to: John Reilly, Global Village, 454 Broome st., N.Y., N.Y., 10013.

Harry Gillam, general manager for KBTX-TV (Channel 3), said he thinks the scope of coverage available to Channel 12 will be limited because LPTV stations have limited access.

Gillam said he thinks the Bryan-College Station-area will present a real challenge to the new station because the area is so heavily cabled.

"There's the challenge to these low-power stations is to

find an area of programming not already covered... as opera, medicine, or the sciences."

"It's finding a need and filling it — that's going to be the challenge facing them."

The general manager of KAMU-TV, Mel Chastain, said he doesn't think the new station will cause any over-saturation concerning local coverage. "Time is really being underused," he said.

Because the LPTV station plans to broadcast on Channel 12, it could present a challenge for KAMU-TV, which is currently located at Channel 12. Chastain, however, thinks it's premature to speculate on the confusion the new format over the conflict of the two channels' channel frequencies.

"Obviously, it's going to create some problems for us that's what we're going to be most concerned about," Chastain said.

Chastain said he thinks the LPTV station is going to be better served by the community than the current stations.

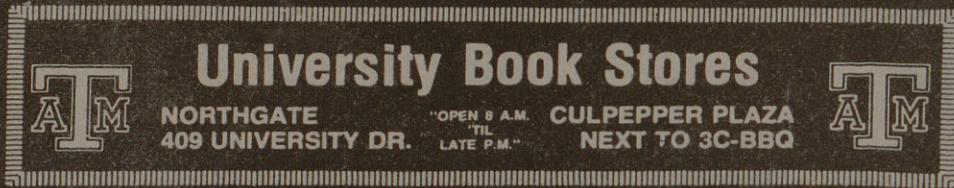
Reilly, who is also the director of the National Institute for Power TV, predicts that within five years, the number of LPTV stations will grow from 4,000. Reilly said there are LPTV stations in Texas.

"These (LPTV) stations have proven quite successful in right markets," Reilly said. "Markets like (College Station) are not too small, where there's potential for growth, where there isn't an over-saturation of stations in the area."

Reilly said that although the station, he hopes to put it on the air sooner than that.

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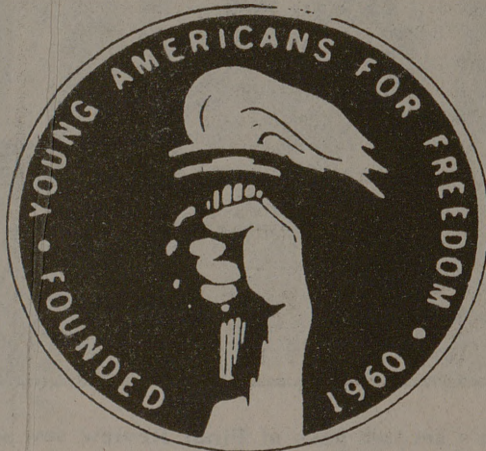
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Corps to trade books

By SALLY SCHWIERZ
Reporter

The First Brigade of the Texas A&M Corps of Cadets has decided to try its own experiment to save money on school books back to the university or other bookstores.

The idea was originally thought up by Chuck Hill, First Brigade Scholastic Sergeant for 1983-84, said Scott McLaughlin, First Brigade Scholastic Sergeant for 1984-85.

The main purpose was to have a list so everyone knew what books, McLaughlin said, that way the cadets can then trade them to each other or to the bookstore.

"I've got a big list," McLaughlin said, "it took me a long time to type it up. Basically what I did was go to all the outfits in the First Brigade and get a list of what books the students have available."

There are four battalions in the First Brigade and each battalion has three or four outfits. There was really a lot of overlap involved, McLaughlin said.

As of now, the exchange involves the First Brigade. Maybe next year the exchange will expand and lists will be available from the entire Corps.

"This is really the first time we have done anything like this," McLaughlin said, "it's a trial year type thing. It does look like it has a lot of potential though."

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