

## **The Basic Purposes of Broadcasting**

Like anything of value, broadcasting has basic purposes higher than itself that it must serve. The basic purposes of broadcasting in America have long been established by Title III of the Communications Act and the Commission's rulings and policies implementing the Title III mandate. These purposes are too well known and widely acknowledged to require demonstration here. They are essentially four in number: Diversity of ownership and programming; localism; free, over-the-air universal service; and public interest program content.

There is no broadcast medium in America today more capable of serving these basic purposes than low power television. In an era of mergers and consolidations, in both broadcasting and other mass media, low power television is a comparative safe haven for ownership diversity. More than this, low power television can and does provide a degree of "voice" diversity that often overshadows anything available in full power television. Weigel's Channel 23 in Chicago is the perfect example. For anyone who might want to see what voice diversity is really like when it is present in the living flesh every hour of the broadcast day, come to Chicago and watch Channel 23 for one week or even for one day.

Programming and viewpoint diversity is also a great strength of the low power television medium. Channel 23 in Chicago or Channel 65 in Milwaukee could serve as a model for this kind of diversity as well. But so too could the only Spanish language television outlet in the nation's thirty-first market -- low power Channel 46 in Milwaukee. And so too could the ABC Network affiliates that saved ABC programming for the people of South Bend -- low power Channels 58 and 69.

As for localism, low power television can compare favorably to anything full power

television offers in the way of local service. How many full power stations in the country today devote more than fifty percent of their broadcast day to locally produced programming? Do any? Low power Channel 23 in Chicago does. Low power stations such as Channel 23 are really a natural medium for locally-produced programming. They are a little like the broadcast equivalent of a cable television local access channel, except that they provide their local programming over-the-air for free to any viewer with a television set and an antenna.

That brings us to free, over-the-air universal service. With the continuing development of subscription media such as cable television, DBS, wireless cable and even, prospectively, "Internet broadcasting," a very real question exists regarding whether the large segment of America that does *not* subscribe to multichannel video service could be left with a diminished form of free over-the-air broadcast service, or even, conceivably, no such service at all. In this early beginning of the greatest communications revolution in the history of the world, it is already a vaguely troubling issue: How will the communications system of the future continue to perform the essential function so long the province of the broadcast industry alone -- providing free, universally available programming service to the public?

At present, of course, the provisional answer is that things will continue in the future as in the past, and the broadcasting industry will be expected to perform this important public service, essentially unaided by other media. Weigel has no quarrel with this. Weigel likes the job, as the operations of its low power stations may indicate. But it is worth asking: How long will broadcasters be able to fulfill this public responsibility if parts of the broadcast spectrum are slowly taken away, piecemeal, for sale to those who will use them for subscription services? It can only make matters worse if an entire class of broadcast service -- low power television and translator

service -- is destroyed in the nation's major markets and elsewhere to make way for a new digital technology that may also be used, in major part, to provide subscription-only services.

Free universal service should include Spanish language programming for Milwaukee's 100,000 Hispanics, ABC Network programming for the people of South Bend, and the kind of "programming of their own" that Channel 23 and Channel 65 provide to well over a million members of the ethnic and minority communities of Chicago and Milwaukee. Without Weigel's low power television stations, universal free service would not today include any of this very important programming. And without a future for low power television, all the future services that low power television *might* have provided, had it had the chance to do so, will also be lost forever.

This last is an important point. Low power television is still a young industry. Although much would be lost today with the demise of low power stations such as those that Weigel operates, the ultimate loss would be even greater, because it would include all the unfulfilled promise of the industry's unlived tomorrows.

As to the fourth and final basic purpose of broadcasting, providing public interest program content -- Weigel will rest on the descriptions it has provided of the programming aired by its low power stations. Weigel's low power stations compare well with most full power stations by any traditional measure of public interest program content, including news, public affairs, nonentertainment, local programming, children's educational programming and programming responsive to the problems, needs and interests of the local community. There are more than a few full power stations in this country that cannot point to any comparable record of public service.

Low power stations can -- and low power stations do -- fulfill the highest purposes of the broadcast medium. They do this today in Chicago, Milwaukee, South Bend, Rockford and doubtless

elsewhere. As the industry grows and matures, there is no reason to believe it will not provide this kind of valuable service in every city in the nation. But this will never happen if low power television is sacrificed to DTV and spectrum recapture.

Above all else, the Commission must act in this proceeding in a way that promotes the basic purposes the broadcast medium is required by law and directed by public policy to serve. Any other course would be contrary to the public interest, because, when it comes to broadcasting, the basic purposes of broadcasting *are* the public interest. What violates them violates, by definition, the public interest mandate of the Communications Act.

Whatever else the Commission does in this proceeding, it *must* find a way to preserve the valuable public service Weigel's low power stations and others like them are providing to the American people. Failure to protect such service would be contrary to the public interest and contrary to every major premise embodied in Title III of the Communications Act.

**Conclusion**

Weigel therefore requests that the Commission's final rules in this proceeding be fully consistent with the preservation, now and in the future, of Weigel's low power stations and the public service they provide to their local communities, as well as the public service provided by all other, similarly situated low power and translator stations in the country.

Respectfully submitted

WEIGEL BROADCASTING CO.

By:   
Joel H. Levy  
J. Brian DeBoice

Cohn and Marks  
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Suite 600  
Washington, D.C. 20036

(202) 293-3860

Its Attorneys

Dated: November 27, 1996

**EXHIBIT 1**

**COVERAGE MAP OF LOW POWER CHANNEL 23, CHICAGO**

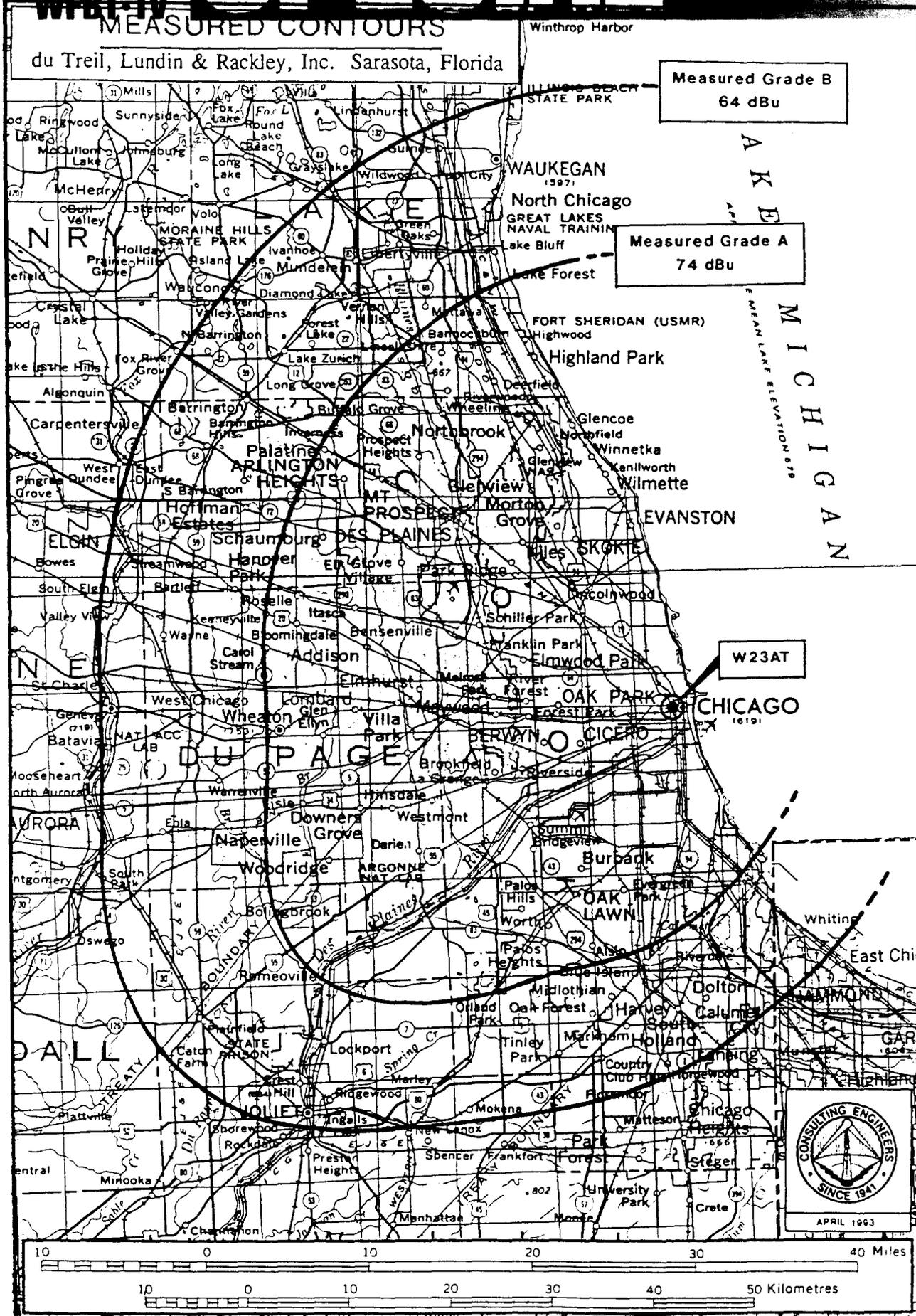
# 23 SPECIAL

EXHIBIT 1

WFBI-TV

## MEASURED CONTOURS

du Treil, Lundin & Rackley, Inc. Sarasota, Florida



**EXHIBIT 2**

***CHICAGO TRIBUNE ARTICLE RE LOW POWER CHANNEL 23***



Tribune photo by Walter Kala

Howard Shapiro at the Channel 23 offices at the Board of Trade. The new station is devoted to ethnic programming, including news from China (above right).



On Channel 23, an old Polish tearjerker movie might be followed by a Korean mini-series, Polish cartoons, and news in any number of languages

# The UN of the airwaves

By Pat Widder

**S**panish, Korean, Polish, Japanese, Arabic, Filipino, Greek and Chinese—Cantonese and Mandarin, from Hong Kong, mainland China and Taiwan. All brought to you from the heart of Chicago and available on your television dial.

Welcome to the burgeoning global village of Howard Shapiro's Weigel Broadcasting Co.

Shapiro's Chicago stations—28-year-old WCIU-Ch. 26 and the 3-month-old low-power W23AT (Channel 23)—offer a veritable United Nations stew of programming.

In addition to stock market programming during weekdays, Shapiro's television empire specializes in what he calls the "ethnic, oddball niche, non-general" material. He paused, then emphasized,

"That's ethnic comma oddball."

In fact, the success of WCIU-TV—Chicago's first UHF station—over the years is what prompted Shapiro to start the new low-power Channel 23, which is transmitted from the top of the Sears Tower. Shapiro claims the new station, as measured by its potential reception, could be seen in as many as 1.9 million households in the metropolitan area—if they are so inclined.

"We started the new station because we literally had run out of programmable hours on Channel 26," Shapiro said. "There is great potential—and demand—for increased ethnic programming in this market."

Low-power television stations were authorized by the Federal Communications Commission in 1982 to provide a less expensive opportunity for locally oriented television, both in rural areas and

for ethnic and niche programming in large urban areas.

Today, there are more than 1,000 low-power TV stations in the country (250 of them in Alaska alone). The FCC allows them greater latitude in programming than their counterparts higher up on the broadcast spectrum. They are not required to be on air a minimum number of hours each week, nor are they required to provide a specified amount of non-entertainment or local programming. They are also exempt from the FCC's rules prohibiting ownership of more than one medium in a geographic area. (Companies that owned more than one outlet before adoption of those rules, such as Tribune Co., were allowed to maintain them.)

Channel 26 carries business stock market programming during the day. At 3:30 p.m., after the market closes, the station now car-

ries only Spanish shows during the week. Weekends during the day on Channel 26 are still a melange of ethnic and religious broadcasting but, during the week, all other ethnic programming has been shifted to Channel 23.

An old black-and-white Polish tearjerker movie might be followed by a Korean mini-series filled with all the pregnant pauses, tears and overwrought dramatics familiar to watchers of the genre no matter what the language, Chinese variety, Polish cartoons, and news, news and yet more news in a variety of languages and dialects. They all come to foreign-speaking listeners via Shapiro's airwaves.

The heart of the operation is a rabbit warren of offices on four floors at the top of the Chicago Board of Trade presided over by

### NO KIDDING

Chicagoans probably have dozens of words that mean snow, but they wouldn't be printable. Here, then, are seven Eskimo terms for the stuff, from Snow Country magazine:

1. Masak—wet, falling snow
2. Qanik—snow in the air
3. Aqillutag—new snow
4. Apigiannagaut—first snow of autumn
5. Natiruvaag—drifting snow
6. Suagutslk—very fine snowfall
7. Aput—snow on the ground

World Features Syndicate

ting or lying down.

**Q**—I feel somewhat like an alcoholic, who knows that alcohol is not good for him but who continues to use it. In my case, I've got a pair of favorite earrings that I know I have an allergy to. Every time I wear them, I develop a slight rash. I suppose I'm asking for a way to have my cake and eat it too, but is there any way I can trick my ears into not reacting with a rash to these earrings?

**Q**—I read that Hodgkin's disease is an example of a cancer that used to be deadly but that can now be treated. What is Hodgkin's disease, and what is the treatment that is so successful?

**A**—Hodgkin's disease is a cancer of the lymph nodes. Almost all patients who have the disease can be treated successfully with radiation if it is in an early stage.

**Q**—I have a question about the stool blood test. I was reading an

test does not preclude the presence of cancer.

**Q**—I would appreciate your opinion on the value of swimming as exercise. Some people who swim regularly are obviously in top-notch condition. But I've watched other swimmers do a sort of lazy side stroke, which can be kept up all day and which doesn't take much effort.

Both of these types of people are

example, the butterfly requires a substantial amount of energy, while the side stroke requires much less.

*Dr. Solomon's column appears in Tempo on Mondays and Fridays. If you have a medical question, write to him at P.O. Box 36184, Baltimore, Md. 21285-6184. Dr. Solomon cannot give personal replies, but will answer as many questions as possible in his column.*

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## Broadcaster

Continued from page 1

Shapiro, 67, a crusty television pioneer.

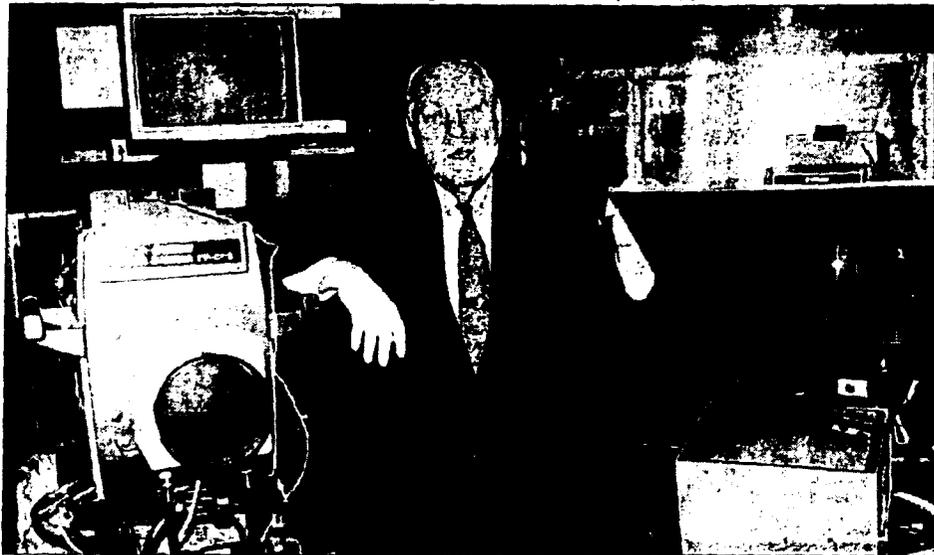
Shapiro bought the 2-year-old Channel 26 in 1967 and has since expanded the company to eight stations. Besides the two Chicago stations, Shapiro and his sons, Norman and Kenneth, own and operate Channel 33 in Rockford; Channels 46, 58 and 65 in Milwaukee; and Channels 12 and 69 in South Bend.

The company's stations in Rockford and South Bend basically repeat Chicago programming. In Milwaukee, one channel is a general market station similar to Channels 50 or 66 here; the second broadcasts Spanish programming 24 hours a day; the third is a mix of classified advertising, ethnic and other niche programming.

Channel 23 allows "an expansion of the non-Spanish ethnic programming," Shapiro said. "We expanded Spanish programming [on Channel 26] four years ago and the others got sort of compacted. We looked for another outlet and it has taken this long," he added, of the October launch of Channel 23.

### Around the world in 5½ hours

The Channel 23 broadcast day begins at 6 p.m. with an hour of



Tribune photo by Walter Kala

When WCIU-Ch. 26's schedule filled with Spanish programming, owner Howard Shapiro bought Channel 23 to accommodate other ethnic shows.

news from the Chinese mainland. From 7 to 9 p.m., the station presents Polish programming followed by Korean shows till 11. Then a half-hour of Chinese news from Taiwan or Hong Kong brings the day to an end at 11:30 p.m.

"We have a Japanese business show on at 7 a.m. [on Channel 26]. We have Chinese in Mandarin

with Cantonese subtitles," Shapiro paused. "Or is it Cantonese with Mandarin subtitles?"

"I think we have 12 languages," he said. "But the audience is so segmented, everybody thinks we only do them. The stock market people, you ask them what we do at night and they'd say, 'I think they do some foreign language.'"

Channel 26 is now all Spanish,

leaving Channel 23 the rest of the world. Live Spanish news from 10 to 10:30 p.m. is culled from AP, City News, WGN, Univision.

Most low-power stations don't have the capability to reach beyond a 10-mile radius, Shapiro said. But because Channel 23's signal is being sent from the top of the Sears Tower, it can be received farther away.

"We're delivering more than we thought we would" in terms of audience, Shapiro said. To prove the reach of the station, he ran a contest, offering \$1,000 to the person who could prove he or she received the signal from the farthest spot in the region.

The winner lives between Racine, Wis., and Milwaukee. Said Shapiro, "We checked it out. He's getting the signal," though he added that he had no idea how.

Life in Shapiro's global village isn't always peaceful. He recalled that some years ago, "we were picketed by Croatians after we ran a movie in Serbian. The Croatians claimed some of the words in Serbian [translated] in Croatian were dirty."

### People are watching

"We work with local business executives as well as international distributors and syndicators of television programming," Shapiro said. The stations provide them "the opportunity to purchase entire blocks of programming—be it one hour or three hours."

They also provide a place where "sponsors and advertisers can deliver their message to the specific ethnic group they want to reach—in the right language and format," Shapiro said.

K.C. Bae of Korean Cable TV, which provides the Korean programming for Channel 23, said, "We're getting a lot of phone calls, so we know we're reaching people."

Similar comments came from Andrew Seliga, production manager of Polvision, which provides the Polish broadcasting, and Song Ge, general manager of Chicago Chinese Television, supplier of the news program from mainland China.

From the calls, Seliga said, it's clear people are watching even when they don't like the specific program. "One caller said, 'Why are you showing ballet? Why chamber music?' We're trying to provide something for everyone."

Things are changing in China. "Policies are getting better. People are very interested in what's going on, especially businessmen," said Song, explaining why he saw a need for news from China beyond that provided from Hong Kong or Taiwan.

Channel 23, Shapiro predicted, "fills an instant need and therefore will be successful fairly quickly." By June or July, he added, Channel 23 expects to expand its programming to between 12 and 24 hours a day from its present 5½.

That contrasts with the slow growth of Channel 26 in the early years. When Channel 26 started, Shapiro recalled, "we ran a test pattern. Sears bought the test pattern" so it could use it on display TV models.

"It took 11 years before we made a dime," Shapiro said. He has now made a dime, but the private company doesn't reveal much more than that about its finances. The company has about 100 employees.

## Help wanted: A few good authorized Bozos

By Michael Precker

**T**his may be hard to believe if you watch the news, ponder the state of the nation or dispassionately look over your own family and friends;

Clown on "The Simpsons," seems to get bigger laughs these days.

The answers may surprise you. There are Bozo shows around the world, including a six-hour, six-day-a-week Bozothon on Brazilian TV.

Here at home, several Bozo

named Pinto Colvig played the part.

Capitol executives from that period have claimed they designed the basic Bozo look and put on a Bozo show in the early days of TV. Harmon disputes both points.

What is clear is that in the early 1950s Harmon, who was portray-

ed the Ronald McDonald character before becoming a TV weatherman.

"He's never forgotten us," Harmon says of Scott. "Nowadays he's Bozo without the makeup."

If Bozoland has a capital, it's Chicago. No place has stuck by Bozo like Chicago.

# FLORIDA

## PARADE OF HOMES

Invites You

**EXHIBIT 3**

**PROGRAM SCHEDULE OF LOW POWER CHANNEL 23, CHICAGO**

	Monday-Friday	Saturday	Sunday	
5:30AM	Shepherd's Chapel			5:30AM
6:00				6:00
6:30	Issues USA	Advertiser Supported	Ukrainian Melody Hour	6:30
7:00	Bharat Darshan/SBC	Lithuanian Digest	Advertiser Supported	7:00
7:30	TV Patrol		Open Your Bible	7:30
8:00	Advertiser Supported	Bharat Darshan/SBC	Romanian Christian TV	8:00
8:30	Stock Market Observer			8:30
9:00		Chitrahhar	Chitrahhar	9:00
9:30				9:30
10:00		Namaste America		10:00
10:30				10:30
11:00		Pranam Bharath	Advertiser Supported	11:00
11:30			Greek Living 100%	11:30
12:00pm		Ukrainian Melody Hour	National Greek TV	12:00pm
12:30		Mi Quebradita		12:30
1:00			Chinese Spotlight	1:00
1:30		Croatian Perspective		1:30
2:00				2:00
2:30		Assyrians on the Move		2:30
3:00		Philippine Reports TV	Russian TV Chicago	3:00
3:30	Homework Show			3:30
4:00	UTN Arabic Programming	Kontakt		4:00
4:30				4:30
5:00		Philadelphia Romanian Church of God	Grecian Spotlight	5:00
5:30	Grecian Spotlight			5:30
6:00	Chicago China TV	Chicago China TV	Chicago China TV	6:00
6:30				6:30
7:00	Polvision	Polvision	Polvision	7:00
7:30				7:30
8:00				8:00
8:30				8:30
9:00	Korean TV	Korean TV	Korean TV	9:00
9:30				9:30
10:00				10:00
10:30				10:30
11:00	Taipei News	Taipei News	Taipei News	11:00
11:30	Advertiser Supported	Advertiser Supported	Advertiser Supported	11:30
12:00am	Polvision	SIGN OFF	SIGN OFF	12:00am
12:30				12:30
1:00	SIGN OFF			1:00

**EXHIBIT 4**

**DESCRIPTION OF *THE ARAB PROGRAM***

EXHIBIT 4

November 18, 1996

Mr. Peter Zomaya  
Vice President & General Sales Manager  
WFBS TV - Channel 23  
26 N. Halsted Street  
Chicago, IL 60661

Dear Mr. Zomaya:

I am the producer of the "Arab Program" which airs on Mondays from 5:00 P.M. - 5:30 P.M. on Channel 23 in Chicago. The "Arab Program" has been on the air with WFBS-TV since August 3, 1994.

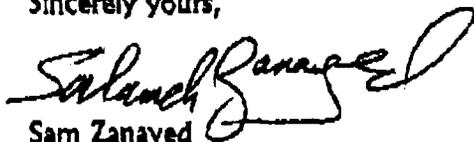
"Arab Program" airs significant community news and hosts local leaders of the Arab community. It addresses the problems that the community faces and it promotes unity and understanding among our different groups.

Our program features the reading of poetry and other classical writings of famous poets and writers. All dignitaries who visit our community will be interviewed on the program whenever possible.

The program airs a calendar of events for all Arab centers and organizations for networking and support among the groups. We air the religious celebrations of both Christians and Moslems in our community.

This program is the only program providing programming specifically of interest to the large Arab American community here.

Sincerely yours,



Sam Zanayed  
Producer of Arab T.V.

**EXHIBIT 5**

**DESCRIPTION OF *ASSYRIAN HOUR* PROGRAM**

NOV-18-96 05:18P

EXHIBIT 5

**Assyrians On The Move**  
A PROGRAM OF MIDDLE EASTERN NEWS AND ENTERTAINMENT  
MESOPOTAMIA/CRADLE OF CIVILIZATION

JULIET GEORGE, PRODUCER  
AND MODERATOR  
139 E. LASALLE

(312) 857-0700  
(312) 480-4303

ON WFBT-TV  
CHANNEL 23

LAW FIRM OF BUDIN AND LIPSON  
OF COUNSEL

November 18, 1996

MR PETER ZOMAYA  
VICE PRESIDENT  
GENERAL SALES MANAGER  
WFBT-TV CHICAGO  
26 NORTH HALSTED STREET  
CHICAGO, ILLINOIS 60661

TO WHOM IT MAY CONCERN:

I am the producer of the "Assyrian Hour" which airs Saturdays from 2:30 p.m. to 3:00 p.m. on Channel 23 in Chicago. The "Assyrian Hour" has been on the air with WFBT-TV, Channel 23 since January 25, 1994.

"Assyrian Hour" airs significant news, entertainment and variety to the Assyrian Community in Chicago. The program is produced in Chicago. 75% of the program is produced locally. The other 25% contains news from the Middle East. Approximately 10% of the program is devoted to local news events pertinent to the Assyrian-American Community in Chicago.

We also locally produce a round table discussion weekly devoted to issues affecting our community on a local, national and international level. We also produce documentaries regarding the history and culture of the Assyrian people. Our last documentary was entitled "The History of Assyrian", Assyrians past and present. Our panel discussion discussed the significance of the Assyrian Ancient Church in the Assyrian Community's lives. It also included a documentary about the History of the Church.

Nov-18-96 05:18P

P.02

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page 2

Each week we have sports segments which features sports in Chicago which is sponsored by various Assyrian Organizations, youth, cultural and social organizations. These are issues of interest to the Assyrian Youth and students.

Each week we include a public service segment. This feature is entirely local in nature and provides items of interest for the Assyrian-American community, such as local meetings to discuss current events; church announcements; Assyrian dances; etc.

Our program also includes a cultural segment aimed at children. It provides historical information for these children in an entertaining manner.

Our program also contains a mix of news, entertainment and public affairs. traditional dances, national songs, comedians, etc.

Currently we are the only group in Chicago providing programming specifically of interest to the large Assyrian-American community here. No other station or program devotes time exclusively to the issues faced by our community. There is no other outlet for the Assyrian-American community to receive traditional dance and song from our native county.

Our program provided coverage for the "Assyrian New Year" Almost 100,000.00 Assyrian gathered to salute this event with their national customs in the streets of Chicago. We have also covered many cultural celebrations and humanitarian programs.

Nov-18-96 05:18P

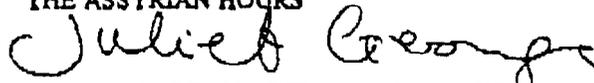
P.03

November 18, 1996  
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Channel 23 is the only source for the Assyrian Community to display their culture, which we feel America is about. Thank you.

Very truly yours,

THE ASSYRIAN HOURS

  
JULIET GEORGE, Producer/Hostess

Jg/vc.

**EXHIBIT 6**

**DESCRIPTION OF *BHARAT DARSHAN* PROGRAM**

# **SBC** SUPER BROADCASTING COMPANY, INC.

Super Broadcasting Company, Inc.  
4332 West Emerson Street,  
Skokie, IL 60076

14 November, 1996

Peter Zomaya  
WFBT-Channel 23  
26 North Halsted  
Chicago, IL 60661

Dear Mr. Zomaya,

For the 400,000 members of the Indo-Pak community in Chicago, WFBT-TV Channel 23 provides a service that is both unique and vital to a culture equally unique. As President of **SBC** (Super Broadcasting Company, Inc.), and producer of Bharat Darshan (India View), which began airing on WFBT-Channel 23 on May 4 1996, and currently airs from 7:00 a.m. to 7:30 a.m. on weekdays, 8:00 a.m. to 10:00 a.m. on Saturdays, and 9:00 a.m. to 11:00 a.m. on Sundays, I would like to take this opportunity to remind you of the importance of Channel 23 to the Indo-Pak community in the Chicagoland area.

By airing Bharat Darshan, Channel 23 provides an excellent forum for important announcements and advertising that would otherwise be unavailable to the Indo-Pak community by virtue of the specialized nature of the messages. Attached you will find a few examples of these announcements. Approximately 80% of Bharat Darshan is locally produced (the remaining 20% is pre-produced news and entertainment from India). Within this locally produced programming, about 25% is entertainment, 25% news, and 50% community related. Programs included in Bharat Darshan are "India this Week," "Tinsel Talk," "Dateline News," "Talk Show," "Variety," "Children's Video Digest," "Community Calendar," and "Community Health" (programs are in either Hindi, English, or Hindi with English subtitles).

Through news, talk shows, and interviews, community leaders such as Dr. Bharat H. Barai, Niranjana Shah, and Kanti S. Patel (President, Federation of India Association, Chicago), and organizations such as Apna Ghar (Our Home), a non-profit venture providing support services to crisis-ridden Asian families, are able to reach their target audiences within the community. On the lighter side, shows such as "Children's Video Digest" provide a fun way to reach and teach a younger Indo-Pak audience.

The Indo-Pak community particularly hurts when it comes to the issue of international news. While the major television networks and stations do, to some extent, cover headlines from other parts of the world, the information provided is too sketchy to satisfy the needs of a community that still maintains very close ties with the Indian subcontinent due to the presence of family, financial interests, etc. Through Channel 23, Chicagoland's Indo-Pak community is able to remain 'tuned in,' so to speak, to detailed and breaking news from 'home'.

847

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4332 WEST EMERSON STREET, SKOKIE, ILLINOIS 60076 (708) 674-2204/0888/0890  
TOLL FREE 1-800-541-7717 FAX: (708) 674-6161  
847

## **SBC** SUPER BROADCASTING COMPANY, INC.

The gratitude of the community for these services is evident from the two awards **SBC** has received, for outstanding service to the community, in January 1992 and June 1996 by the Asian Indian Business Council and the India Tribune, respectively. Attached you will find copies of these awards.

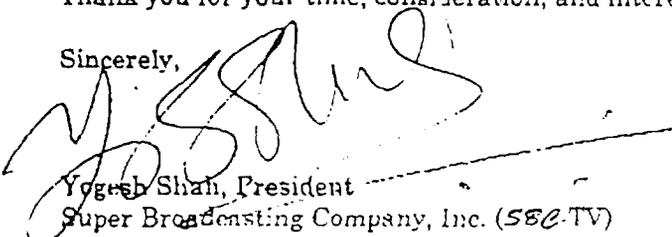
To sum it up, we strongly support the efforts of WFBT-TV, Channel 23 in Chicago. Channel 23 is the **ONLY** ethnic television station in the Chicago area that services multi-cultural communities with local programming in the native language of the community. These ethnic groups make up an audience of over 3 million viewers in Chicago and its surrounding suburbs. They represent the Albanian, Taiwanese, Russian, Polish, Indian, Chinese, Korean, Pakistani, Arab, Ukrainian, and Greek communities, to name a few.

It is our community's desire to maintain close ties to our heritage and culture, and Channel 23 is the only source we have to serve this need. For this reason alone we will do anything possible to preserve this outlet for our people. But this is not all. Channel 23 has also helped our community by announcing important events which deal with scholarship grants, awards to significant community leaders and vital educational information -- a much-needed service in Chicago.

Our day to day needs have been accommodated by the services this station has provided for the past several years. We feel it is incumbent upon the governing agencies to protect the special services that most media do not provide. Without Channel 23 our community would not have any source to display our culture -- a freedom and right we feel is at the heart of the American philosophy.

Thank you for your time, consideration, and interest.

Sincerely,



Yogesh Shah, President  
Super Broadcasting Company, Inc. (SBC-TV)

YS/mz



# GUJARAT CULTURAL ASSOCIATION

*INVITES YOU ALL TO CELEBRATE*

## GUJARAT-DIN

*Presenting*

**A MUSICAL EVENING FILLED WITH SONGS, DANCES & COMEDY!**

Golden melodies of Singers like LATA, ASHA, RAFI, KISHOR, MUKESH  
and popular songs of ANURADHA, KUMAR SANU and many more...

### PADMA MEHTA

WITH GUEST SINGER FROM DETROIT, MICHIGAN

### MINISH PAREKH

Accompanying Padma Mehta will be the following well-known singers of Chicago.

RAJU BANKAPUR

MOIN SHEIKH

SARLA GOEL

Finest musicians will be providing the music.

**ENJOY DELICIOUS DINNER  
& SENSATIONAL MUSIC!**

DATE: **JUNE 1, '96**

PLACE: **TAFT HIGH SCHOOL AUDITORIUM**  
6545 W. HURLBERT ST. CHICAGO.  
(Corner of Nagel & Bran Mahr Ave.)

TIME: DINNER: 6:30 PM  
MUSIC: 8:30 PM

TICKETS:

**VIP, \$ 15.00 & \$ 10.00**

**\$ 3.00 DISCOUNT FOR THE  
G.C.A. MEMBERS**

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# Federation of Indian Associations Chicago

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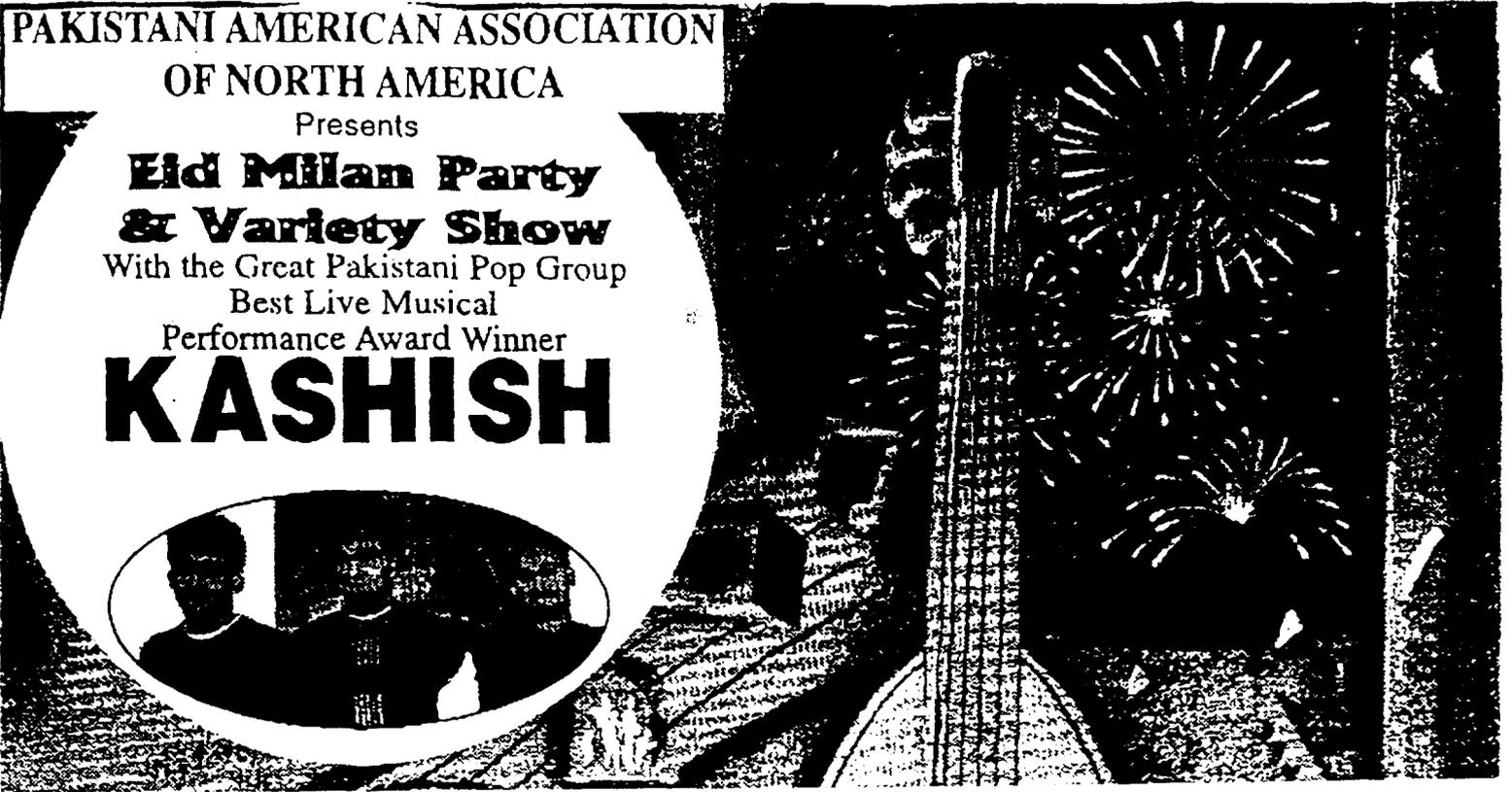
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# in focus 53

channel

## Bharat Darshan

It takes a superman to head up a production distribution company like Superbroadcasting Company, Inc. That superman happens to be Yogesh Shah, the producer and founder of the Superbroadcasting Company.

The road has not been easy for Yogesh Shah. Immigrating to the United States from India, Yogesh came here dreaming of success and 15 years later success is his.



Yogesh Shah, Superbroadcasting Company, Inc.

Located in Skokie, Yogesh started a small video production company out of his home. Over the years, he has built SBC into three separate, equally successful businesses: Super Video which produces musical and dance videos for distribution; Super Broadcasting which produces Bharat Darshan; and Super Marketing which develops sales and marketing campaigns for the other two businesses.

Yogesh Shah attributes a lot of his success to his wife, Bharati. Bharati serves as the producer of Super Video, and more importantly, helps make his goals a reality. Their production empire is located in their home where they have their own satellite relay facility as well as a studio, two editing bays, duplication facility and an extensive customer database. Yogesh and Bharati are sometimes aided by their two sons making SBC truly a family affair.

The goal of SBC is to service Chicago's Indian and Pakistani populations with programming that is timely and of inter-

est. Bharat Darshan means "Indian View" and that is what Yogesh has set his life ambitions on giving all people an inside view of his mother country, India. Bharat Darshan's programs include "India This Week" and "Tinsel Talk" plus a host of other programs dedicated to music, dance, and sports (i.e., "Dateline News," "Variety," "Gujarati Show," "Community Health," "Old Hindi Movie," and "Talk Show"). Of his viewers, Yogesh finds that the younger generation likes the new movie

songs while 70%-75% of the older generation prefer the news programs. All like the fact that this programming is available here in Chicago.

This is why Bharat Darshan has developed a strong following amongst Chicago's Indian/Pakistani populations. In fact, Bharat Darshan is the most widely distributed local program. Due to Yogesh's hard work and perseverance, Bharat Darshan is seen on 10 local cable systems. On Chicago Cable TV, Bharat Darshan appears daily on Channel 53 from 8:00 p.m. - 9:00 p.m. However, it can also be seen on the following cable systems: Channel 53 (Prime Cable of Chicago); Channel - 68/65 (TCI of Illinois); Channel - 35 (TCI of Illinois); Channel - 48/20 (Time Warner Cable - Cook County and Du Page County); and Channel 4 (Jones Intercable).

The programs shown on Bharat

Darshan are designed to be family and community oriented. Being able to give viewers what they want makes Yogesh Shah happy. "I am proud of Bharat Darshan and its success with viewers. The one thing that I want the audiences to take from our programs is a sense of unity. I feel that it's important for us to work together. I believe strongly in working with and giving back to the community, because the community represents our culture," Yogesh adds.

And the community has certainly appreciated Yogesh's hard work. 95% of his advertisers are Indian businesses. Plus, his viewing audience has grown steadily through the years.

As for future plans, Yogesh hopes to increase his coverage of community events and to work on improving his programming line up. His advice to other aspiring producers is this: "If you work hard enough, you will more than likely get what you seek. The producer

*"I've put my whole life in this business for the community so that we can keep our heritage alive!"*

industry is so competitive, but if you sincerely use what you have, you can achieve anything. It's also important that you let the community help you in any way necessary to get through the rough times."

Yogesh Shah is certainly a producer on the move!

Superbroadcasting Company, Inc.  
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Skokie, IL 60076 tel: 708.674.2204  
fax: 708.674.6161