This Rule covers the amateur radio station identification requirements. For ATV, you can ID every 10 minutes for a long transmission and at the end of the transmission by putting legible call letters within the viewing area of the picture and/or by speaking or by MCW the call letters on the sound subcarrier.

Tom O'Hara, W6ORG, P. C. Electronics

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[Code of Federal Regulations]
[Title 47, Volume 5, Parts 80 to End]
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TITLE 47--TELECOMMUNICATION

COMMISSION (CONTINUED)

PART 97--AMATEUR RADIO SERVICE--Table of Contents

Subpart B--Station Operation Standards

Sec. 97.119 Station identification.

(a) Each amateur station, except a space station or telecommand station, must transmit its assigned call sign on its transmitting channel at the end of each communication, and at least every 10 minutes during a communication, for the purpose of clearly making the source of the transmissions from the station known to those receiving the transmissions. No station may transmit unidentified communications or signals, or transmit as the station call sign, any call sign not authorized to the station.

(b) The call sign must be transmitted with an emission authorized for the transmitting channel in one of the following ways:

(1) By a CW emission. When keyed by an automatic device used only for identification, the speed must not exceed 20 words per minute;

(2) By a phone emission in the English language. Use of a phonetic alphabet as an aid for correct station identification is encouraged;

(3) By a RTTY emission using a specified digital code when all or part of the communications are transmitted by a RTTY or data emission;

(4) By an image emission conforming to the applicable transmission standards, either color or monochrome, of Sec. 73.682(a) of the FCC Rules when all or part of the communications are transmitted in the same image emission.
(c) One or more indicators may be included with the call sign. Each indicator must be separated from the call sign by the slant mark (/) or by any suitable word that denotes the slant mark. If an indicator is self-assigned, it must be included before, after, or both before and after, the call sign. No self-assigned indicator may conflict with any other indicator specified by the FCC Rules or with any prefix assigned to another country.

(d) When transmitting in conjunction with an event of special significance, a station may substitute for its assigned call sign a special event call sign as shown for that station for that period of time on the common data base coordinated, maintained and disseminated by the special event call sign data base coordinators. Additionally, the station must transmit its assigned call sign at least once per hour during such transmissions.

(e) When the operator license class held by the control operator exceeds that of the station licensee, an indicator consisting of the call sign assigned to the control operator’s station must be included after the call sign.

(f) When the control operator is a person who is exercising the rights and privileges authorized by Sec. 97.9(b) of this part, an indicator must be included after the call sign as follows:

1. For a control operator who has requested a license modification from Novice Class to Technical Class: KT;
2. For a control operator who has requested a license modification from Novice or Technical Class to General Class: AG;
3. For a control operator who has requested a license modification from Novice, Technician, or General Class operator to Advanced Class: AA; or
4. For a control operator who has requested a license modification from Novice, Technician, General, or Advanced Class operator to Amateur Extra Class: AE.

(g) When the station is transmitting under the authority of Sec. 97.107 of this part, an indicator consisting of the appropriate letter-numeral designating the station location must be included before the call sign that was issued to the station by the country granting the license. For an amateur service license granted by the Government of Canada, however, the indicator must be included after the call sign. At least once during each intercommunication, the identification announcement must include the geographical location as nearly as possible by city and state, commonwealth or possession.