

Section H: This, the "Technology" section, begins with a list of U.S. and international equipment manufacturers and distributors, and continues with listings of frequency measuring services, videotext operations, teletext operations, videotext and teletext software and hardware suppliers, subcarrier/VBI services, automated-channel suppliers, broadcast automation systems, and a directory of companies providing mobile production services. These listings include addresses, telephone numbers, and names of principal executives. Next are lists of common carriers including land line, microwave & multipoint distribution services. On page H-61 a chart shows the growth of broadcasting, and on page H-63 a chart shows television and radio set sales from 1958-1986. The last part of Section H, beginning on page H-65, is the 1988 Buyer's Guide, the yellow pages, a commercial directory to equipment, programing and broadcast services.

Section I: is divided into three parts-Professional Services, Associations, and Broadcast Education. Part one provides listings of brokers and consultants, station financing firms, research services, technical consultants, law firms and attorneys in communications law, public relations services, talent agents, and employment services. Part two, Associations, begins on page I-55 with the National Association of Broadcasters and includes trade organizations, professional associations and societies, and unions. Broadcast Education, part three, opens on page I-69 with broadcasting schools. The section continues with reviews of recently published books related to the Fifth Estate. It has been expanded to include English-language titles dealing with international broadcasting, arranged geographically. Following that is a list of colleges and universities offering degrees and courses in radio and television. On Page I-79, a new chart derived from the Yearbook radio database breaks down radio programing in the U.S. and Canada, with totals for each format, AM/FM comparisons and commercial/noncommercial comparisons.

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BECKERMAN ASSOCIATES
 Media Brokers—Consultants
 14001 MIRAMAR AVENUE
 MADEIRA BEACH, FLORIDA 33708
 TELEPHONE (813) 391-2824

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 Electronics Research Inc.

ERI
 108 Market Street
 Newburgh, IN 47630
 (812) 853-3318

W. John Grandy
 BROADCASTING BROKER
 1029 PACIFIC STREET
 SAN LUIS OBISPO, CALIFORNIA 93401
 805-541-1900 • RESIDENCE 805-544-4502

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CABLE MUSIC NETWORK™
 See our ads in Section E ("Satellites") under "Audio Cable Programing Services" / Section F ("Programing") under "Producers, Distributors" / Scranton and Wilkes-Barre Radio/Bob Evans, Sr., Pres., 156 Prospect St., Wilkes-Barre, Pa. 18702-4897/Ph. 717-823-1166.

**DIGITALLY-CONTROLLED
 AUDIO PROCESSORS**
TEXAR
 616 Beatty Road
 Monroeville, PA 15146-1502
 412-85-MICRO
 FAX 412-856-4656
 SEE OUR AD ON THE BACK COVER

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William A. Exline, Inc.
 Media Brokers • Consultants
 4340 Redwood Highway • Suite F 230 • San Rafael, California 94903
 (415) 479-3484

**George MOORE
 & Associates, Inc.**
 12900 PRESTON RD., SUITE 1040, DALLAS, TX 75230
 Jim Moore Dave Garland
 (214) 661-8970 (713) 784-0238

A. B. La Rue,
 Media Brokers
 New York (212) 288-0737 • Beverly Hills (213) 275-9266
 Atlanta (404) 442-5711

Hogan - Feldmann, Inc.
 MEDIA BROKERS • CONSULTANTS
 SERVING SINCE 1953
 P. O. Box 146
 Encino, California 91426
 Area Code (818) 986-3201



The DYNAMAX[®] family of cartridge machines

New models, good looking, great listening

Thirty years of experience is working for you. In 1954, Fidelipac invented the endless loop tape cartridge, and we've been in the business ever since. We've focused our experience to develop a complete line of innovative, state-of-the-art cartridge machines.

CTR100 Series

The ultimate cartridge machine. You can intermix standard, high output, mono, stereo, matrix and discrete format cartridges using our Cartscan™ system. Even warn a jock to read live tags or automatically turn on external functions. Create special effects with Vary Speed. Time carts with ease, even in fast forward, with our real time digital clock. Other features include DC servo motor. Blackout status display. Splice finder. On-board diagnostics. SMPTE time code compatibility. Phase correcting

matrix system. Optional Maxtrax[®] format. And audio you'd never expect from a cart machine.

CTR10 Series

Our idea of basic utility. 3 cue tones. Automatic fast forward. Audio search. Audio switcher and mixer. 1 kHz defeat. Constant current recording. Low voltage 2-inch air damped solenoid. Ball-bearing self aligning pressure roller. Azimuth independent head bridge assembly. Superb audio.

CTR30 Series

A 3-Deck that records. The recording system is standard, and the complete unit is priced below most play-only 3-decks. The CTR30 Series offers 3 cue tones, audio switcher and mixer, and a constant current recording system for the cleanest audio you'll ever put on a cartridge.

ESD10 Eraser/Splice Detector

Cleanest erasure ever! Dual constant current precision erase heads. No heat generating, tape stretching degaussing coils. Continuous duty operation. Reliable, adjustment-free, patented splice finding.

All you'll ever need

The inventor of the tape cartridge has invented a complete family of cartridge machines. Let our experience work for you. For more information, contact Fidelipac or your authorized DYNAMAX distributor.



DYNAMAX[®]
BROADCAST PRODUCTS BY FIDELIPAC[®]

Fidelipac Corporation □ P.O. Box 808 □ Moorestown, NJ 08057 U.S.A. □ 609-235-3900 □ TELEX: 710-897-0254 □ Toll Free 800-HOT TAPE

DYNAMAX products are designed and manufactured in the U.S.A.

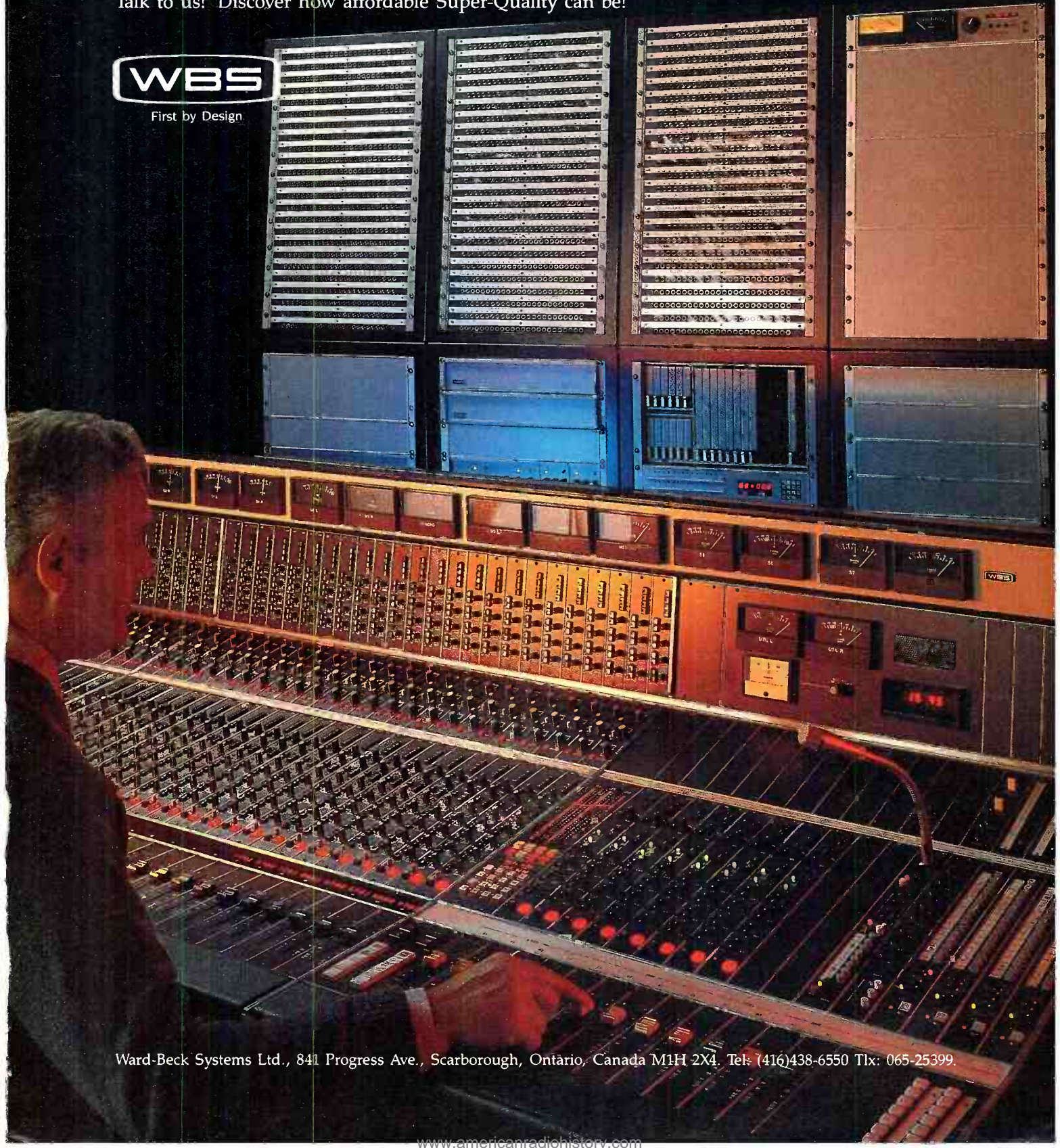
Ward-Beck's Ubiquitous ST!

No matter what size the market - Chicago to Shreveport, New York to Seoul, Vancouver to Greenville - the versatility of Ward-Beck's ST Stereo Console is unsurpassed.

Flexible 24, 36 or 48 channel configurations can meet every need and fit every budget.

Available features... • 4-BAND EQ • INTEGRAL ROUTING SWITCHER • CENTRAL MICROPROCESSOR CONTROLLER • PROGRAMMING KEYBOARD • ALPHA-NUMERIC DISPLAYS • PEAK MONITOR/ANNUNCIATOR • AUDIO-FOLLOW-VIDEO INTERFACE.

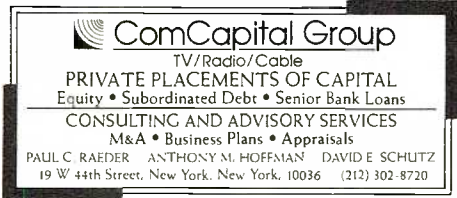
Talk to us! Discover how affordable Super-Quality can be!



Ward-Beck Systems Ltd., 841 Progress Ave., Scarborough, Ontario, Canada M1H 2X4. Tel: (416)438-6550 Tlx: 065-25399.

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ComCapital Group
TV/Radio/Cable
PRIVATE PLACEMENTS OF CAPITAL
Equity • Subordinated Debt • Senior Bank Loans
CONSULTING AND ADVISORY SERVICES
M&A • Business Plans • Appraisals
PAUL C. RAEDER ANTHONY M. HOFFMAN DAVID E. SCHULTZ
19 W. 44th Street, New York, New York, 10036 (212) 302-8720

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Performance and Portability



The S-1 Flyaway – Another Midwest Innovation

It's the world's first hi-performance, truly portable Ku-band satellite uplink. Each of the 13 A.T.A. approved cases weighs less than 100 pounds, and the complete system conforms to international baggage regulations. Checked as excess baggage, the S-1 arrives when you arrive. Economically.

The system utilizes a Vertex 1.8M offset-fed antenna with a transmit gain of 46.6 dbi. This precision, aluminum surfaced reflector antenna meets the 29-25 log θ FCC 2° spacing curves.

Two STS phase combined power amplifiers provide fail-safe redundancy and plenty of reserve power. And an Intelsat-approved exciter

with half and full transponder transmit capabilities allows you to operate on any available satellite system. The S-1 can be set up fast, on-line in less than 30 minutes. And the S-1's modular electronics make system repair or replacement in the field easy.

Video and audio control and monitoring equipment are included in the standard S-1 package. Options include a 2-way communications channel, and an international receive configuration is available. The S-1 is also easily adaptable for data transmission. Contact Midwest for complete information.

The S-1 Flyaway from Midwest.

Built to perform. Packaged to go . . . anywhere.



MIDWEST

Communications Corp.

One Sperti Drive
Edgewood, KY 41017
606-331-8990

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CABLE MUSIC NETWORK™

See our ads in Section E ("Satellites") under "Audio Cable Programming Services"/Section F ("Programming") under "Producers, Distributors"/Scranton and Wilkes-Barre Radio/Bob Evans, Sr., Pres., 156 Prospect St., Wilkes-Barre, Pa. 18702-4897/Ph. 717-823-1166.

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MAILING LABELS!
The BULLSEYE System
 Complete, Current Data
 On Advanced Computer System

Highly Selective:

- Formats, Market Size, States, ADI's County Size.
- Station Audience Ranks.
- Executive Names, Phone Numbers.
- Many Other Factors

Updated Daily
 All Radio And Tv Stations
 Special Needs? Ask Us!
 Also Available For Your Computer

RADIO INFORMATION CENTER
 675 Third Ave., NYC 10017
 (212) 818-9060

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Radio

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WLM Consultants

COMPLETE TV/RADIO BROADCASTING SERVICES

WILLIAM LEE MOCKBEE

(506) 529-3847 POST OFFICE BOX 353
 CALAIS, MAINE 04619

267B MONTAGUE STREET
 ST. ANDREWS, N.B., CANADA E0G 2X0

William A. Exline, Inc.

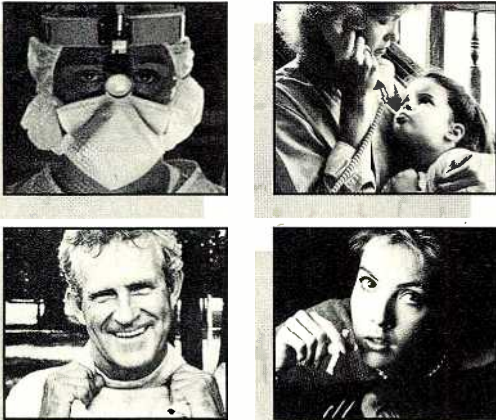
Media Brokers • Consultants

4340 Redwood Highway • Suite F 230 • San Rafael, California 94903
 (415) 479-3484

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MEDSTAR

**Leader in Televised Medical News
and Health Information**

Producers of Health Matters®, Med*Source™, and
a series of one-hour TV health specials

5920 Hamilton Blvd., Allentown, PA 18106, (215) 395-8660

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Hogan - Feldmann, Inc.
 MEDIA BROKERS • CONSULTANTS
 SERVING SINCE 1953
 P.O. Box 146
 Encino, California 91426
 Area Code (818) 986-3201

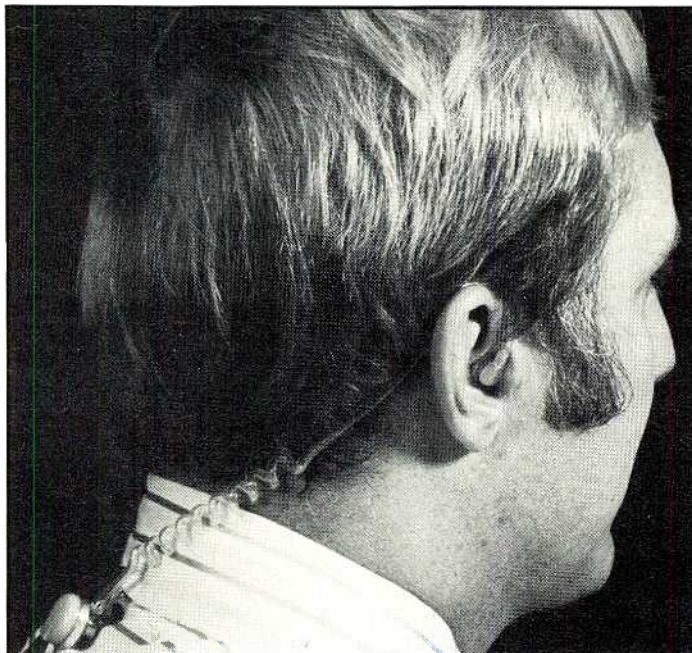
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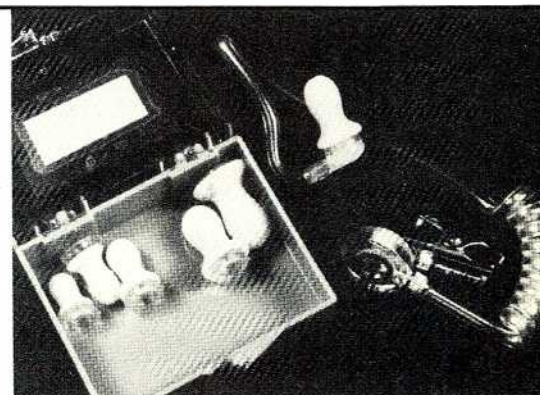
GENERIC Computer Systems
IBMisLOG
 Traffic/billing software
 Sales/management reports
 \$2450.00 or pay monthly
412-283-1500

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On-Camera Audioclarifier with 6 sizes of quick change ear tips.

**CALL
 OR
 WRITE
 TODAY**



The On-Camera Audioclarifier is used mostly for talent. It comes with six different size ear tips or a custom ear piece. Both custom and tip models are also used for security and surveillance work.

Please write or call for further information and printed material on our Audioclarifier.

We carry a large supply of cords, receivers and accessories in stock.

Audio Implements is a small company located in Brookfield, Wisconsin, a suburb of Milwaukee. We invented this ear piece and have manufactured it since 1967. All major television networks use our products and have for many years. We hope to have the opportunity to be of service to you.

AUDIO IMPLEMENTS
 Division of Wisconsin Ear Mold Co.
 3059 N. 124th STREET • BROOKFIELD, WISCONSIN 53005 USA
 PHONE 414-784-0440 • TWX 910 262-1159 WISEARMOLD MIL
 FAX 414-784-0858

WE HELP YOU DO THE THINGS YOU DO



The best way to help you is to help your subscribers. That's why Lifetime has programs like **Mother's Day** with Joan Lunden—a show that helps make parenting a little easier. And **Attitudes**, a show by, for and about women. Plus the zany **Regis Philbin Show** for entertainment at its best.

Lifetime helps you. Because innovative programming translates into subscriber satisfaction. That means increased viewership. And, in turn, increased local ad revenue.

Lifetime also has shows about relationships. Style. Fitness. And blockbuster movies, dramas and mini-series to keep all of your subscribers entertained **and** enlightened.

Make your system even stronger. Let Lifetime help you do the things you do.

Lifetime
CABLE TELEVISION NETWORK SM

FOR A SERVICE THAT COVERS THE MOST



IT'S METRO WEATHER FROM COAST TO COAST

Local . . . Personable . . . Accurate
Forecasts for Radio and Television

Taped and Live Phoners . . . Features . . .
Hard Copy Weather Information . . .
Computer/Printer Accessibility to all
Weather Information . . .

*Serving the Media
For Over A Decade*

METRO WEATHER EAST
Hangar 11, JFK Airport,
Jamaica, NY 11430
(718) 917-6565

METRO WEATHER WEST
4732 34th St #1,
San Diego, CA 92116
(619) 282-9393

**METRO WEATHER!
THE ALTERNATIVE**

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*** WLM Consultants ***
COMPLETE TV/RADIO BROADCASTING SERVICES
WILLIAM LEE MOCKBEE
(506) 529-3847 * POST OFFICE BOX 353
CALAIS, MAINE 04619
267B MONTAGUE STREET
ST. ANDREWS, N.B., CANADA E0G 2X0

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**BOX 530
NEWBURGH, IN 47630
812-853-0595**

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Abbreviations Commonly Used in 1988 YEARBOOK

A&E.....	Arts & Entertainment
actg.....	acting
ADI.....	Area of Dominant Influence
admin.....	administrative
adv.....	advertising
affil.....	affiliate
affrs.....	affairs
AFRTS.....	Armed Forces Radio and TV Service
alt.....	alternate
Am Pub.....	American Public Radio
ant.....	antenna
AOR.....	album oriented rock
AP.....	Associated Press
assn.....	association
assoc.....	associate
asst.....	assistant
*.....	non-commercial
atty.....	attorney
aur.....	aural
aux.....	auxiliary
bcst.....	broadcast
bcstg.....	broadcasting
bcstr.....	broadcaster
bd.....	board
BET.....	Black Entertainment Television
bldg.....	building
bor.....	borough
btfl.....	beautiful
bus.....	business
CATV.....	community antenna television
CEO.....	chief executive officer

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ch..... channel	It..... Italian	ptnr..... partner
CH..... critical hours	khz..... kilohertz	pub affrs..... public affairs
chg..... charge	kw..... kilowatts	publ..... publicity
CHR..... contemporary hit radio	loc..... local	quad..... quadrasonic
chmn..... chairman	LPTV..... low power television	rel..... relations
CBC..... Canadian Broadcasting Corp.	LS..... local sunset	relg..... religion
CBN..... Christian Broadcasting Network	lstng..... listening	rep..... representative
coml..... commercial	lw..... long wave	RFE..... Radio Free Europe
contemp..... contemporary	m..... meters	rgnl..... regional
coord..... coordinator	MBS..... Mutual Broadcasting System	RL..... Radio Liberty
CP..... construction permit	MDS..... Multipoint	rsch..... research
CRTC..... Canadian Radio-television and Telecommunications Commission	Distribution Service	sec..... secretary
C-SPAN..... Cable Satellite Public Affairs Network	mdse..... merchandising	sep..... separate
C&W..... country & western	mfg..... manufacturing	sh..... shares
D..... day	mgng..... managing	SH..... specified hours
DA..... directional antenna	mgr..... manager	SIN..... Spanish International Network
DBS..... direct broadcast satellite	mgmt..... management	sls..... sales
dev..... development	mhz..... megahertz	SMATV..... satellite master antenna television
dir..... director	mi..... miles	
div..... diverse	mktg..... marketing	Sp..... Spanish
dups..... duplicates	mo..... month	spec..... special
edit..... editor	mod..... modification	ST..... shares time
educ..... educational	MOR..... middle of the road	stn..... station
engr..... engineer	MSA..... Metro Survey Area	sub..... subscriber
engng..... engineering	MSO..... multiple system operator	supt..... superintendent
EPG..... Electronic Program Guide	MTV..... Music Television	supvr..... supervisor
ERP..... effective radiated power	mus..... music	svcs..... services
ESPN..... Entertainment & Sports Programming Network	mw..... medium wave	sw..... short wave
ETV..... educational television	N..... night	t..... terrain
exec..... executive	na..... not available	tech..... technical
FCC..... Federal Communications Commission	NAB..... National Association of Broadcasters	TNN..... The Nashville Network
Fr..... French	natl..... national	traf..... traffic
g..... ground	net..... network	trans..... translators
gen..... general	nwspr..... newspaper	treas..... treasurer
Ger..... German	off..... officer	TSA..... Total Survey Area
govt..... government	opns..... operations	TVHH..... TV households
HAAT..... height above average terrain	own..... owner	twp..... township
HBO..... Home Box Office	per..... personnel	TWX..... Teletypewriter Exchange
horiz..... horizontal	Poi..... Polish	U..... unlimited
polarization	pop..... population	UHF..... ultra high frequency
hqtrs..... headquarters	PR..... public relations	UPI..... United Press International
ind..... independent	pres..... president	
info..... information	prod..... production, producer	var..... variety
instal..... installation	prog..... program	vert..... vertical
	progrng..... programming	polarization
	progrsv..... progressive	VHF..... very high frequency
	prom..... promotion	vis..... visual
	PSA..... presunrise authority, Public Service Announcement	VOA..... Voice of America
		VP..... vice president
		w..... watts
		wkly..... weekly

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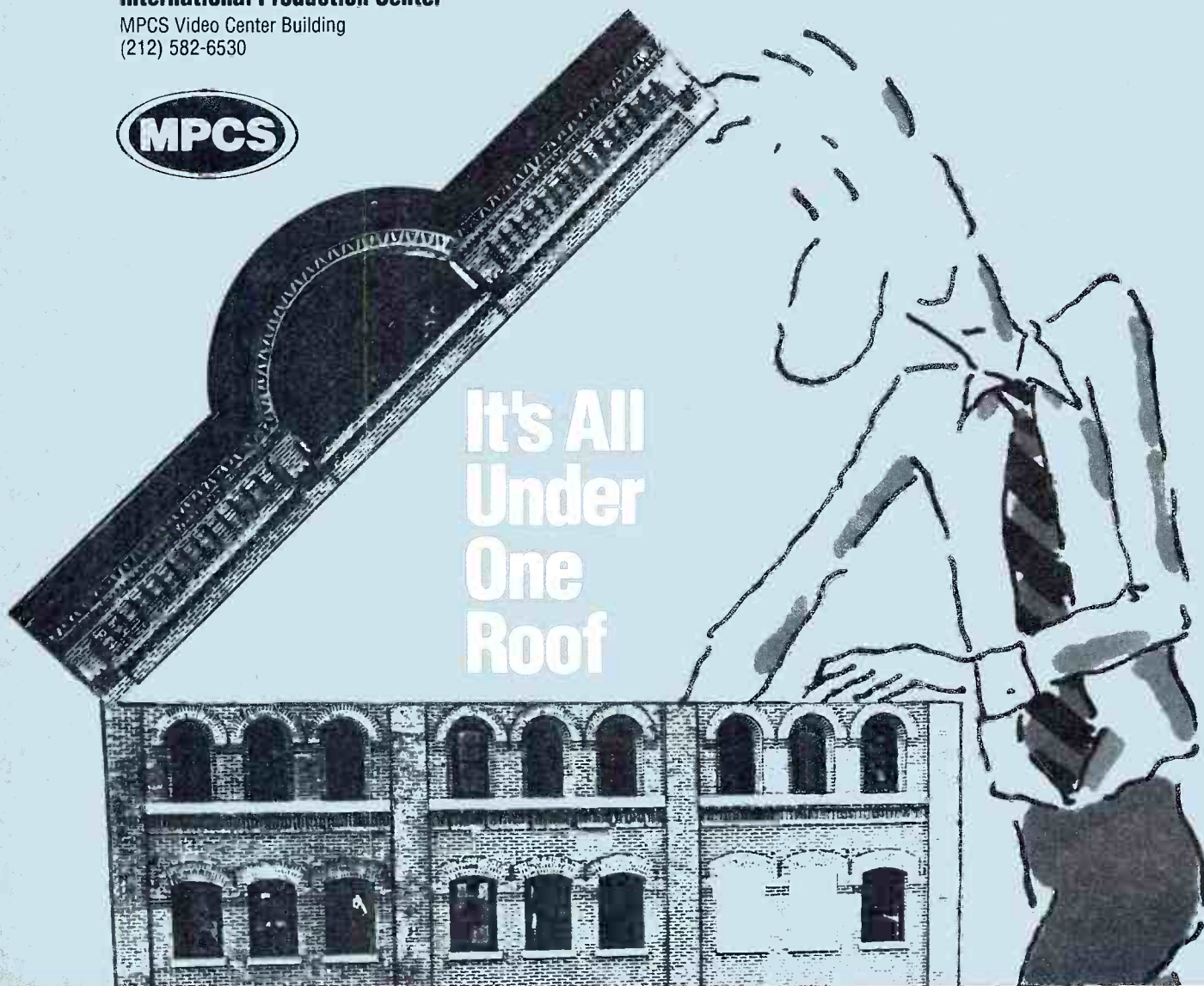
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A Glossary of Terms Used in Yearbook

Basic cable service-Package of cable programming provided to subscribers without additional fee.

Cable television-System that transmits original programming, and programming of broadcast television stations, to consumers over wired network (see page A-6).

Clear channel-AM radio station allowed to dominate its frequency with up to 50 kw of power; their signals are generally protected for distance of up to 750 miles at night.

Coaxial cable-Cable with several common axis lines under protective sheath used for television signal transmissions.

CC-Closed captioning. Method of transmitting textual information over television channels vertical blanking interval; transmissions are deciphered with decoders; decoded transmissions appear as text superimposed over television image.

CED-Capacitance electronic disk (RCA videodisk).

Common carrier-Telecommunication company that provides communications transmission services to public.

DBS-Direct broadcast satellite. High powered satellite authorized to broadcast direct to homes (see page A-7).

Domsat-Domestic satellite (see page A-6).

Downlink-Earth station used to receive signals from satellites.

Earth station-Equipment used for transmitting or receiving satellite communications.

EFT-Electronic funds transfer.

EM-Electronic mail.

ENG-Electronic news gathering.

ETV-Educational television.

Footprint-Area on earth within which satellite's signal can be received.

Geostationary orbit-Orbit 22,300 miles above earth's equator where satellites circle earth at same rate earth rotates.

Ghz-Gigahertz, 1,000 megahertz.

HDTV-High-definition television (see page A-7).

Headend-Facility in cable system from which all signals originate. (Local and distant television stations, and satellite programming, are picked up and amplified for retransmission through system.)

Hertz-A unite of frequency equal to one cycle per second. One kilohertz is 1,000 hertz; one megahertz is one million hertz; one gigahertz is one billion hertz.

HUT-Households using television.

ITFS-Instructional Television Fixed Service (see page A-7).

Khz-Kilohertz (see Hertz).

LED-Light emitting diode. Type of semiconductor that lights up when activated by voltage.

LO-Local origination channel.

LPTV-Low-power television (see page A-7).

LV-LaserVision (optical videodisk).

MDS-Multipoint distribution service (see page A-7).

Mhz-Megahertz (see Hertz).

Microwave-Frequencies above 1,000 mhz.

MSO-Multiple cable system operator.

NTSC-National Television System Committee. Committee that recommended current American standard color TV.

PCM-Pulse code modulation. Conversion of voice signals into digital code.

PPV-Pay-per-view.

PSA-Public service announcement.

PTV-Public television.

RCC-Radio common carrier. Common carriers whose major businesses include radio paging and mobile telephone services.

SCA-Subsidiary communications authorizations. Authorizations granted to FM to broadcasters for using subcarriers on their channels for other communication services.

Shortwave-Transmissions on frequencies of 6-25 mhz.

SHF-Super high frequency.

SMATV-Satellite master antenna television (see page A-7).

STV-Subscription television (see page A-6).

Superstation-Local TV station whose signal is retransmitted via satellite to cable systems beyond reach of over-the-air signal.

Tariff-Common carrier's statement describing services it offers and rates it charges.

Teletext-One-way electronic publishing service (see page A-7).

Translator-Broadcast station that rebroadcasts signals of other stations without originating its own programming.

Transponder-Satellite transmitter/receiver that picks up signals transmitted from earth, translates them into new frequency and amplifies them before retransmitting them back to ground.

UHF-Ultra high frequency.

Uplink-Earth station used for transmitting to satellite.

VCR-Videocassette recorder.

VHF-Very high frequency.

Videotext-Two-way interactive service that uses either two-way cable or telephone lines to connect a central computer to a television screen (see page A-7).

VTR-Video-tape recorder.