

TV networks and news services. Section F concludes with radio station listings according to formats and special programming.

Section G— The Advertising and Marketing section presents directories of advertising agencies handling major radio and TV accounts, media/planning services, U.S. and Canadian station representatives, and Industry Standard Commercial Identification System. Listings include address, telephone number, principal executives and branch offices. The section concludes with tables that provide information about radio and TV audiences, audience composition, and set usage.

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, 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. The last part of Section H begins on page 49 with the 1983 Buyer's Guide, the yellow pages, a commercial directory to both equipment 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, engineering consultants, law firms and attorneys in communications law, public relations services, talent agents, and employment services. Part two, Associations, begins with the National Association of Broadcasters listing on page I-39. Other groups listed include trade organizations, professional associations and societies, and unions. Broadcast Education, part three, opens on page I-54 with broadcasting schools. The section continues with reviews of recently published books related to the Fifth Estate and concluding section I is a list of colleges and universities offering degrees and courses in radio and television.

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A Glossary of Terms Used in 1983 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 channel's 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—Telecommunications 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 unit 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-6).

LV—LaserVision (optical videodisk).

MATV—Master antenna television. Delivery method for pay programming to multi-unit dwellings.

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 for 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 broadcasters for using subcarriers on their channels for other communications 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—Videotape recorder.



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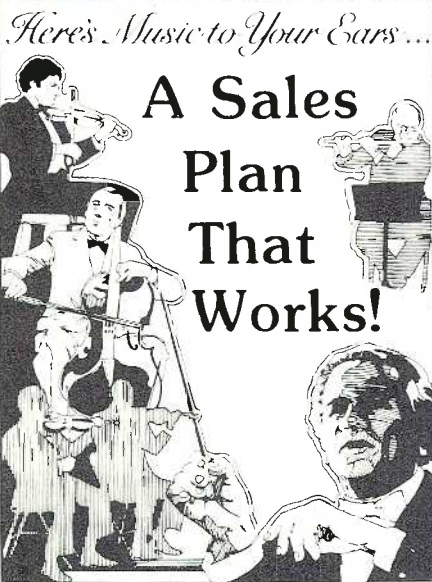
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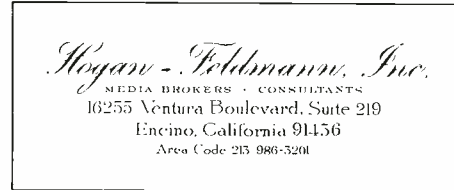


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| ACSN... Appalachian Community Service Network | actg... acting | ADI... Area of Dominant Influence | admin... administrative | adv... advertising, advertisement | affil... affiliate | AFRTS... Armed Forces Radio Television Service | alt... alternate | ann... announced | anncr... announcer | ant... antenna | AOR... album oriented rock | APR... Associated Press Radio | ARTS... Alpha Repertory Television Service | assn... association | assoc... associate | asst... assistant | *... non-commercial | atty... attorney | aur... aural | aux... auxiliary | bcstg... broadcasting | bcst... broadcast | bcstr... broadcaster | bd... board | BET... Black Entertainment Network | bldg... building | bor... borough | bttl... beautiful | bus... business | CARS... Cable TV Relay Station | CATV... community antenna television | cc... common carrier | CEO... chief executive officer | ch... channel | CH... critical hours | chg... charge | chmn... chairman | CBN... Christian Broadcasting Network | CNN... Cable News Network | coml... commercial | coord... coordinator | CP... construction permit | C-SPAN... Cable Satellite Public Affairs Network | C&W... country & western | D... day | DA... directional antenna | DBS... direct broadcast satellite | dev... development | dir... director | dup... duplicates | edit... editor | educ... educational | enrg... engineer | enrgng... engineering | EPG... Electronic Program Guide | ERP... effective radiated power | ESPN... Entertainment & Sports Programing Network | ETV... educational television | exec... executive | FCC... Federal Communications Commission | Fr... French | g... ground | gen... general | Ger... German | govt... government | HAAT... height above average terrain | HBO... Home Box Office | horiz... horizontal polarization | hqtrs... headquarters | HTN Plus... Home Theatre Network | ind... independent | info... information | instal... installation | instrm... instrumental | It... Italian | khz... kilohertz | kw... kilowatts | loc... local | LPTV... low power television | LS... local sunset | lstng... listening | lw... long wave | m... meters | MBS... Mutual Broadcasting Service | MDS... Multipoint Distribution Service | mdse... merchandising | med... media | mfg... manufacturing | mgng... managing | mng... manager | mgt... management | mhz... megahertz | mi... miles | mktg... marketing | mo... month | mod... modification | MOR... middle of the road | MSO... multiple system operator | MTV... Music Television | mus... music | mw... medium wave | N... night | na... not available | NAB... National Association of Broadcasters | natl... national | NATPE... National Association of Television Program Executives | net... network | nwspr... newspaper | off... officer | opns... operations | own... owner | per... personnel | Pol... Polish | pop... population | PR... public relations | pres... president | prod... production, producer | prog... program | progmg... programing | progrsv... progressive | prom... promotion | PSA... presunrise authority, Public Service Announcement | ptnr... partner | pub affrs... public affairs | pub ser... public service | publ... publicity | quad... quadrasonic | RCL... remote control location | rel... relations | relg... religion | rep... representative | RFE... Radio Free Europe | rgnl... regional | RL... Radio Liberty | rsch... research | sec... secretary | sep... separate | sh... shares | SH... specified hours | SIN... Spanish International Network | SL... studio location | sls... sales | SMATV... satellite master antenna television | Sp... Spanish | spec... special | ST... shares time | stn... station | STV... subscription television | sub... subscriber | supt... superintendent | supvr... supervisor | svcs... services | sw... short wave | t... terrain | tech... technical | TL... transmitter location | traf... traffic | trans... translators | treas... treasurer | twp... township | TWX... Teletypewriter Exchange | U... unlimited | UHF... ultra high frequency | UPI... United Press International | vert... vertical polarization | VHF... very high frequency | vis... visual | VOA... Voice of America | VP... vice president | w... watts | wkly... weekly |
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Several directories of the 1983 YEARBOOK employ the standard, two-letter state abbreviations of the U.S. Postal Service.

| | | | | |
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| Alabama..... AL | Georgia..... GA | Maryland..... MD | New Mexico..... NM | South Dakota..... SD |
| Alaska..... AK | Guam..... GU | Massachusetts..... MA | New York..... NY | Tennessee..... TN |
| Arizona..... AZ | Hawaii..... HI | Michigan..... MI | North Carolina..... NC | Texas..... TX |
| Arkansas..... AR | Idaho..... ID | Minnesota..... MN | North Dakota..... ND | Utah..... UT |
| California..... CA | Illinois..... IL | Mississippi..... MS | Ohio..... OH | Vermont..... VT |
| Canal Zone..... CZ | Indiana..... IN | Missouri..... MO | Oklahoma..... OK | Virginia..... VA |
| Colorado..... CO | Iowa..... IA | Montana..... MT | Oregon..... OR | Virgin Islands..... VI |
| Connecticut..... CT | Kansas..... KS | Nebraska..... NE | Pennsylvania..... PA | Washington..... WA |
| Delaware..... DE | Kentucky..... KY | Nevada..... NV | Puerto Rico..... PR | West Virginia..... WV |
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