



The SPARTAN

VOL. IV • NO. 5

JUNE, 1975

News of

Cetec Corporation



Hugh P. Moore

Mr. Moore, who has served as president of the corporation since 1962, thus becomes chief executive officer, while Mr. Nelson becomes chief operating officer. Mr. Nelson assumes his new title and duties from his previous position of executive vice president, which he held since early 1974. Mr. Nelson has been a member of the board of Cetec since 1970.



Robert A. Nelson

Joseph E. Masucci, formerly general manager of BENMAR Division of Cetec Corporation, has been appointed corporate director of Latin American sales. In his new position, Masucci will actively market some Cetec division's products and, in addition, will advise SPARTA and other divisions which already have Latin American sales offices and representative firms.

VEGA division of Cetec Corporation has an all-new catalog fully describing its entire line of wireless microphones. For a copy write: Sales Department, VEGA division, Cetec Corporation, 9900 Baldwin Place, El Monte, CA 91731. Steppenwolf, Stevie Wonder and other entertainment stars, are pictured in the catalog using professional Vega equipment.

SPARTA, VEGA and JAMPRO divisions of Cetec Corporation will exhibit at
(continued on page 4)



B.I.N.A. ON THE AIR ... Ted Goodman (upper left) at the Sparta "Showcase" group ... GT12 turntables and AS40B console. Bobby Holt, director, seated at the Sparta "Showcase" control room furniture group (upper right). Lower left, Carl Harper is shown at the Sparta AC155B Studio/Remote Audio Control Center.

-B.I.N.A. Photos

Project B.I.N.A. ... A Dynamic New Radio/TV Concept Makes A Hit!

It's not likely that you ever heard of B.I.N.A. (unless you caught the inconspicuous "filler" in the last issue of THE SPARTAN headed "Next Month"). But, B.I.N.A. is something you will undoubtedly be hearing more about as time goes by!

B.I.N.A. (Broadcasting Information for Native Americans) is the dream child of Bobby Holt of Parker, AZ, conceived two years ago when he was doing a stint with Rudy Flores broadcasting a half-hour radio program on KYOR, Blythe. The program was financed by a \$2,000 grant from the Save The Children Federation through the Colorado River Tribes.

Since that time, Holt has been named director of B.I.N.A. and Flores heads the Tribes' Native American Programs in Action.

The B.I.N.A. project in both radio and TV is Native American oriented and produced. It is now a \$160,000 venture featur-

ing a five-minute daily news broadcast; a one-hour Sunday program over KZUL; a five-minute syndicated program broadcast over 10 other Arizona and New Mexico stations; interviews and other highlights over Channel 6.

In addition to radio studios and equipment, recording rooms and office space, B.I.N.A. boasts television studio camera equipment, and a video van on loan from the Office of Economic Opportunity.

Besides the original \$2,000 stake, the project has also been funded by a \$40,000 grant from the U.S. Office of Indian Education, and \$75,000 worth of equipment from the Office of Economic Opportunity. B.I.N.A.'s building, and \$2,000 for renovation costs, were provided by the Colorado River Indian Tribes, with another \$2,000 coming from the Tribal Rehabilitation Program.

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Project B.I.N.A.

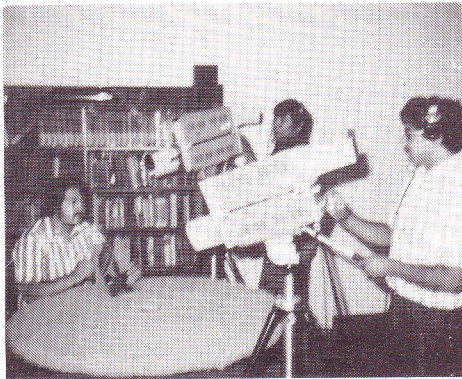
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As the only federally funded project in the country, Holt hopes that B.I.N.A. may become a pilot program for similar efforts on other reservations.

He commented: "The main factor contributing to our success has been the Tribe. They have given us great support . . . both verbally and financially. On receiving the grant, the Tribe allocated it to us, gave us the building and underwrote the cost of renovation and upkeep."

"A typical program starts with Indian music, contemporary music, a description of the program and lineup for the hour, and public service announcements," Holt explains. "Special features are legends such as 'legend of the corn', coyote stories and Mojave history. Interviews follow: a psychiatrist, perhaps, a farm manager, a hospital report with anonymous comments from patients in the waiting room."

In addition to the entertainment offered by B.I.N.A., its training program has opened a potential new area of employment for Native Americans. The trainees have received it enthusiastically and look forward to the day when they can enter the radio/TV field . . . well qualified.



TV PRODUCTION . . . on a local basis. Above (l to r) Bobby Holt, Richard Esquerra and Ed Java. —B.I.N.A. Photo

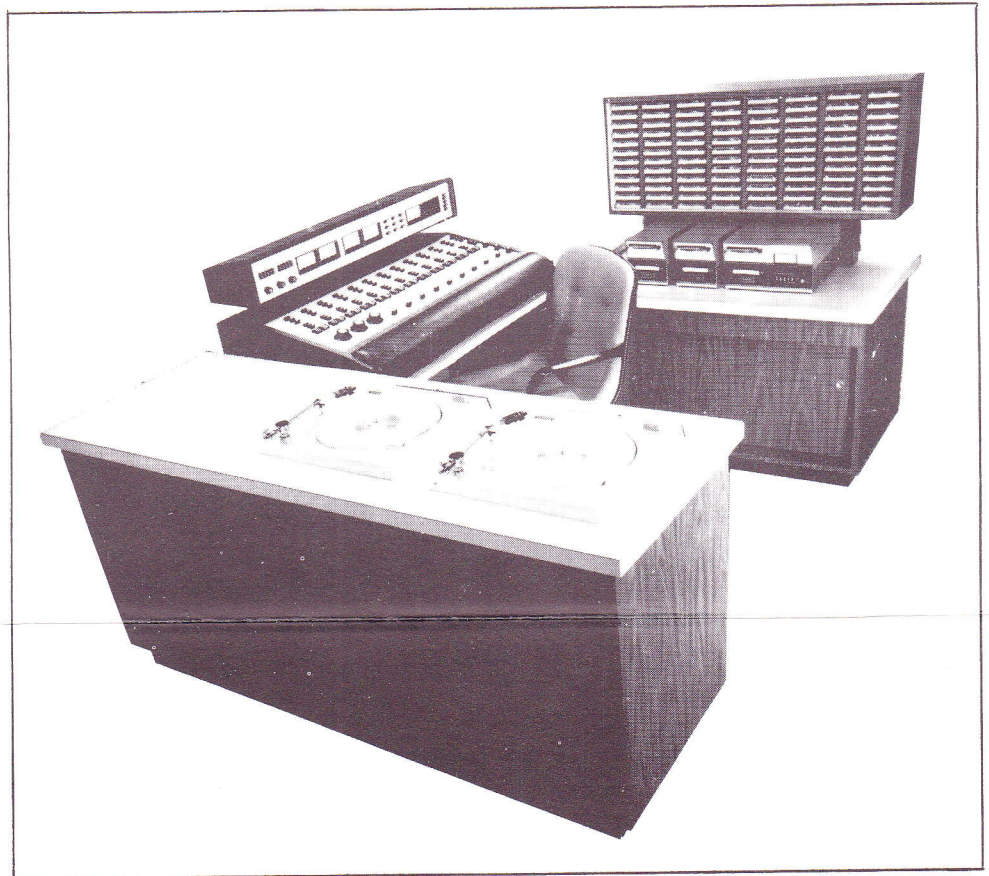
Director Holt is, of course, naturally proud of the B.I.N.A. project. He said: "We've far exceeded our original expectations when Rudy and I started it all two years ago." Previously, Holt had served as a disc jockey the preceding three-and-one-half years at KTUC and KFMM in Tucson before returning to Parker. He added: "The goal of the program is to become self-supporting so that trainees may be taught without the aid of grants. We want the folks working for us to be capable of going

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BRAND SPANKIN' NEW . . . The newly created CENTURION CONSOLE SERIES "Showcase" control room furniture group. Shown above, custom CENTURION II stereo 12-mixer console (note three rotary and nine slide attenuators; the choice is completely optional at same price) with twin GT12 Custom Turntables, Century Series tape cartridge Record/Playback dual system plus twin playbacks, and standard tape cartridge rack. Chair is not included in "Showcase" furniture groups, and microphone system and mountings are custom supplied to users' specifications. The "Showcase" furniture pictured here is in use at station KWAY, Waverly, IA. —Sparta Photo

on into the communications field."

In yet another move to branch out, B.I.N.A. advised the FCC last November when an FM license was granted to the Parker area, the Tribe would apply. "If this is granted," Holt stated, "we could provide nighttime entertainment and live sports broadcasts, even games away from home,

with more local news and interviews with people in the community . . . and lots of humor."

Sparta is understandably proud that its products play an important part in the B.I.N.A. project. We congratulate B.I.N.A. and will continue to follow its growth and acceptance with deep interest.

a little of . . .

EVERYTHING

Trade publication recaps of the 1975 NAB Convention, and our own conversations with a great number of broadcasters, reveal that our industry has been stronger than the national average during this recessive period. With the predicted second-half 1975 recovery apparently on the horizon for the country at large, we can all congratulate ourselves on being in one of the most vital industries during trying times.

Our Sparta growth plans depend for validity on the health of broadcasting, and that health is evidently robust in 1975. We must thank every segment of the industry for the enviable business position we're in, despite the rising costs/narrowing margin problem common to all manufacturing today.

We personally became committed to broadcasting as a career 28 years ago, and never has that commitment been surveyed and reaffirmed more happily than at this half-way mark of 1975.

BILL OVERHAUSER
President
Sparta Electronic Corporation

Tech Tips

—by DAN PELUSO
Mgr. Customer Service



Peluso

If the noise level is higher than you desire, and you are using a composite STL microwave system, you might try mounting the exciter as close as possible to the STL receiver, reducing or eliminating any possible ground loops between the two. This may reduce the noise level several dB. The same suggestion could apply to the stereo generator/SCA/exciter combination when a dual STL system is used.

* * *

For no apparent reason, your AM transmitter wants to go off. You have narrowed the problem to possible loss of the RF drive. You have switched crystals and it seemed to correct the problem. Don't blame the crystals . . . they rarely ever fail. The likely suspect is the crystal transfer switch or relay contacts. If it's a switch, tap it in both positions, replace if necessary, clean the relay contacts with a burnishing tool or smooth paper. Don't sand, or file off, the precious metal or the relay contacts will corrode and fail to work at all. Also check the spring tension of the relay . . . if you suspect it, replace the relay . . . a small price to pay for on-air reliability. It's also a good idea to check all interlock switches in your AM/FM transmitters. Intermittent inter-lock here will cause the xmitter to go off. I find these rascals simply by (during maintenance) tapping near, or if possible on, the switch with a small block of hard wood. You will be amazed at what you might find . . . better replace the switch!

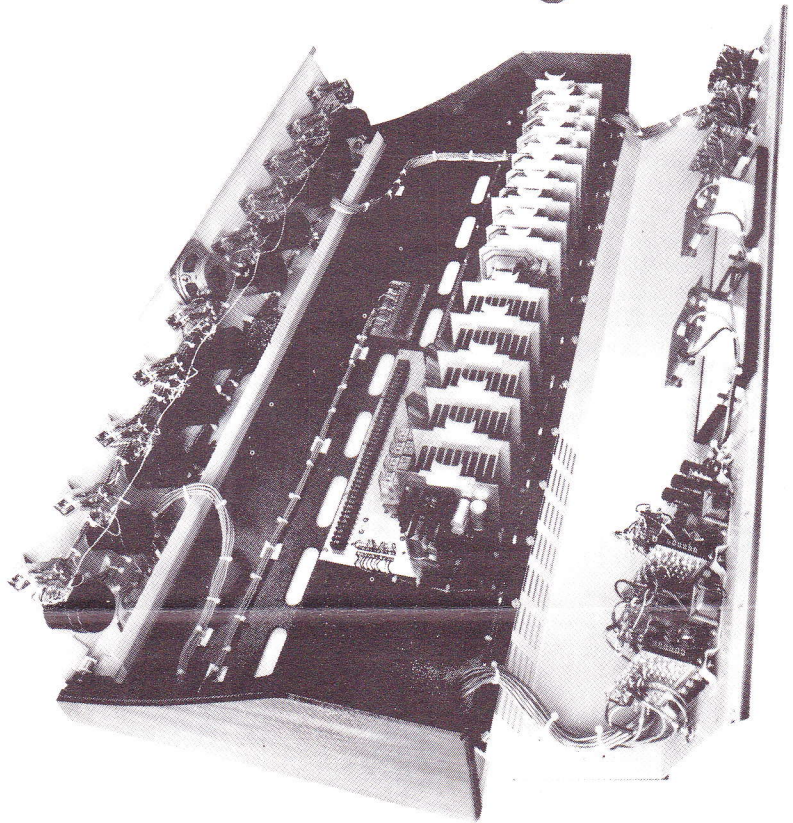
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Product Of The Month

The all-new solid state Model 3410 10-mixer stereo console shares these standard features with the Model 3310 mono version:

- Noiseless DC-controlled audio switching
- Remote mixer turn on
- Bridging input for multiple cartridge playbacks
- 12 Watt monitor amplifier
- Interchangeable preamps and line level cards
- Step type attenuators, with cue detent
- Front panel cue speaker which doubles as microphone/speaker for intercom system
- Line level input cards are switch selectable for three input sensitivities

Product Of The Month



NEW . . . READY FOR YOU . . . The Model 3410 10-mixer stereo console . . . \$3,600 (at top). Excellent accessibility to a very uncluttered interior of the 3000-Series consoles is made possible by a dual hinged front panel (lower photo).
—Sparta Photos

- All active circuits are plug-in
- Oversize rear-lighted VU meters
- Dual hinged front and top panels afford complete access to all components

The stereo 3410, in addition to the above features, gives your FM stereo control room these mixing advantages:

- Line level metered mono output from either Program or Audition busses
- Pan Pot on Mixer No. 4 is supplied stan-

- dard with microphone preamp; high level input card can be substituted
- Mono output meter can be switched to read both stereo channels for a phase condition test

Perhaps the greatest advantage of the 3000-Series console lies in their prices; the list price of \$3,600 for the 10-mixer stereo Model 3410 is comparable to other makers' prices for 8-mixer consoles.



Peluso

Tech Tips

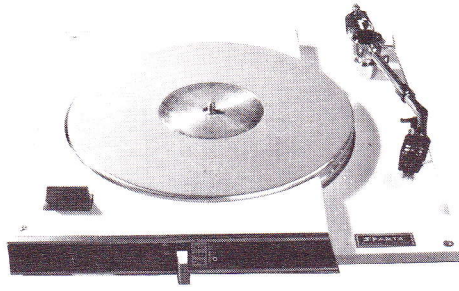
—by DAN PELUSO
Mgr. Customer Service

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Hot summer days are here again. Now you should check the filters in ALL air intakes. Clean, or replace, as required. Be certain your air conditioner is cooling efficiently. If it appears to be weak, have it checked. Quite possibly it only needs recharging. Broadcast equipment seems to like a temperature range of 74-78 degrees to operate with the least variation in performance. Today, with so much of the gear being solid state, this is a prime consideration. A building temperature of 90 degrees upward can do strange things to solid state gear . . . not to mention the eventual hardening of wire insulation and premature blower failure. The name of the game is to maintain, as close as possible, a constant temperature. Keep cool . . . and on the air!

WARNING! . . . WARNING!

One of the most frequent causes of misdirected mail is that the party (or radio or TV station) moves, puts in a change-of-address notification to the Post Office, and then thinks the problem is taken care of permanently. Not so! Address change notice is valid for but ONE YEAR . . . time enough to make up a postcard notice, or some such, to notify accounts. And, while you're at it, notify us, please. After one year, the Post Office will not forward your mail and will return items to the sender with the simple notice: "Forewarding Notice Expired". End of trail . . . please let your vendors and buyers know where you are. After all, they might be trying to send you a refund!



MODEL GT3-12 12" Custom 3-speed Turntable in export version. European 45-rpm records do not have the large center hole of American type, so platter is level around a special center pin. Added weight of platter is negligible, considering the virtual instant-start design of the GT12/GT3-12. Deluxe AT1005 Tone Arm is mounted.
—Sparta Photo

Quality Up — Costs The Same

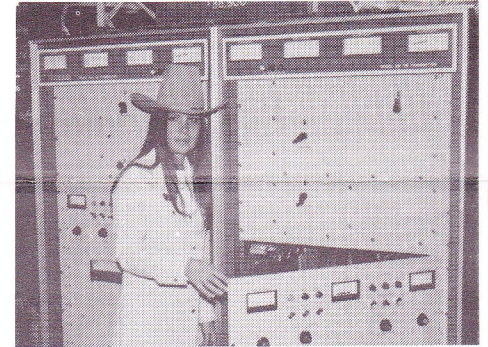
The Sparta Audio Engineering Department, consulting with vendor Fresno Aluminum Foundry, has managed to hold the line on Sparta GT12 and GT3-12 prices to the broadcaster, through new casting and machining procedures. FAF has installed all-new machine tools at Fresno to satisfy Sparta's fine-tolerance requirement (see Nov-Dec 1973 issue, "Imitation is Flattery?"; Ed), as well as instituting new fine-porosity casting techniques. The result, as Sparta Quality Control happily reports, is that rejects are fewer to begin with at the foundry, are discovered faster at the foundry's own machine shop, and what Sparta receives in each shipment for assembly is virtually without rejection at all.

No change has been made in dimensions, or electrical or mechanical specifications in either model. The GT12 2-speed, and GT3-12 3-speed models continue as

News of Cetec Corporation

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this fall's NAFMB National Radio Conference and Exposition in Atlanta, GA, Sept. 17-20, at the Marriott Hotel. We again share billing in a 10 x 50-foot booth as the "Cetec Broadcast Group".



A scene similar to that above will greet NAFMB visitors in our booths 37-41: Sparta's Lynda O'Bryan invites inspection of a Sparta Model 635 35 kW FM Transmitter.

COMING SOON

Another in the Intermodulation Distortion series of articles by Audio Production Manager Dave Evans: His next will deal with transient IM. It follows a two-part article which appeared in Volume III, Nos. 5 and 6.

broadcasting's standard of excellence, as evidenced by several imitations in the industry. Operational ease, quality of stocks and close machining tolerances, finish, and dependability will only be enhanced through the changes to basic preparation of the non-warp massive cast turntable base.

RETURN ADDRESS REQUESTED

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What is B.I.N.A.?

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